

Instamamas: Digital Labour in Online Mother Publics

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System/Système D: Improvising Digital
Scholarship

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Online Mother Publics: Organization and Possibilities

- “A public is self organized... a space of discourse organized by nothing other than discourse itself” (Warner 67)
- Determined by viewership, not by participation
- “Intimate mothering publics” allow women to perform, explore, and experiment with new mothering identities away from the “surveillance of dominant groups” (Johnson 238).

Monetization in Online Publics

- Marketing companies have “have specifically sought out mommybloggers who conform to the mythical norm of middle-class, heterosexual, married, and white motherhood” (Friedman 147).
- “the twin influences of monetization and patriarchal motherhood may serve to entrench the tacit assumption of mother as white, able, and straight” (Friedman 148).

Fig. 1. “Paid partnership with Ralph Lauren”

Image by @mamawatters





Fig. 2. “Profits and Paycheques”

Image by @mamawatters

Fig. 3. “Paid Partnership with Build-a-Bear”

Image credit by @burtsbrisplease



Fig. 4. “Paid Partnership with Chrysler”

Image by @marylauren



8,786 likes

marylauren One of our best beach days yet... rolling up in the mini van! 🍷 Clay has always been team mini van, and I've

Works Cited

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