

The Identity of Motherhood Transformed by Social Media: A Phenomenological Study

Sosyal Medya İle Dönüşen Annelik Kimliği: Fenomenolejik Bir Çalışma

Sema AKER

Health Sciences University, Hamidiye
Faculty of Health Sciences, Department
of Midwifery, Istanbul, Türkiye



Yasemin AYDIN KARTAL

Health Sciences University, Hamidiye
Faculty of Health Sciences, Department
of Midwifery, Istanbul, Türkiye



Aleyna BULUT

Health Sciences University, Hamidiye
Faculty of Health Sciences, Department
of Midwifery, Istanbul, Türkiye



Büşra HIZLIOL

Health Sciences University, Hamidiye
Faculty of Health Sciences, Department
of Midwifery, Istanbul, Türkiye



*Bu makale 12. Ege Pediatri, 8. Ege
Pediatri Hemşireliği ve 4. Ege Pediatri-
Kuzey Kıbrıs Pediatri Kongresinde sözel
bildiri olarak sunulmuştur.*

*This article was presented as an oral
presentation at the 12th Aegean
Pediatrics, 8th Aegean Pediatric Nursing
and 4th Aegean Pediatrics-Northern
Cyprus Pediatrics congresses.*

Geliş Tarihi/Received 11.03.2024
Kabul Tarihi/Accepted 11.09.2024
Yayın Tarihi/Publication 09.01.2024
Date

Sorumlu Yazar/Corresponding author:

Sema AKER

E-mail: semanuraker@gmail.com

Cite this article: Aker, S., Aydın Kartal, Y.,
Bulut, A., Hızlıol, B. (2024). The Identity of
Motherhood Transformed by Social Media:
A Phenomenological Study. *Journal of
Midwifery and Health Sciences*, 7(3), 478-
486.

ABSTRACT

Objective: This qualitative study was conducted to examine the effect of social media use on women's mothering role and childcare attitudes.

Methods: The study group for this research was determined using the criterion sampling method, which is a purposeful sampling method. The sample consisted of 27 women who actively use social media and have children between the ages of 0-6. Data were collected using an "Introductory Information Form" and a "Semi-structured Interview Form". Data analysis was conducted using Colaizzi's phenomenological interpretation method.

Results: The mean age of the women who participated in the study was 32.03±4.89 years. It was determined that 96.3% of the women used Instagram, 63% used Youtube, and 40.7% used Twitter, and they spent an average of 1-3 hours daily on these sites. It was determined that the mothers who participated in the study mostly sought help from their own mothers and close environment (70.4%), web browsers (22.2%), social media (14.8%) and health personnel (7.4%), respectively, as a solution approach when they encountered a situation or problem they did not know about child care. It was determined that the working mothers (59.3%) who participated in the study had a sense of guilt and inadequacy due to the perception of super motherhood created by the social media accounts they followed, and therefore, they were more lenient, soft and ignored the error in the care approach of their own children.

Conclusion: Guidance for parents on accessing reliable health information and proactive use of social media by health care providers to promote healthy decisions is an important requirement of our age.

Keywords: Child care, mothering role, social media

ÖZ

Amaç: Nitel desendeki bu araştırma, sosyal medya kullanımının kadınların ebeveynlik davranışı ve çocuk bakım tutumlarına etkisinin incelenmesi amacıyla yürütülmüştür.

Yöntemler: Araştırmanın çalışma grubunun belirlenmesinde, amaçlı örnekleme yöntemlerinden ölçüt örnekleme yöntemi kullanılmış olup bu bağlamda 0-6 yaş arasında çocuğa sahip olan ve aktif sosyal medya kullanan kadınlar bu araştırmanın örneklemini oluşturmuştur (n:27). Veriler, "Tanıtıcı Bilgi Formu" ve "Yarı Yapılandırılmış Görüşme Formu" ile elde edilmiştir. Veri analizi yapılırken Colaizzi'nin fenomenolojik yorumlama yöntemi kullanılmıştır.

Bulgular: Çalışmaya katılan kadınların yaş ortalaması 32,03±4,89 olarak saptandı. Kadınların; %96,3'ünün Instagram, %63'ünün Youtube ve %40,7'sinin Twitter kullandığı ve bu sitelerde günlük ortalama 1-3 saat vakit geçirdikleri belirlendi. Çalışmaya katılan annelerin, çocuk bakımı konusunda bilmedikleri bir durum veya sorun ile karşılaştıklarında çözüm yaklaşımı olarak çoğunlukla sırasıyla kendi anneleri-yakın çevre (%70,4), web tarayıcıları (%22,2), sosyal medya (%14,8) ve sağlık personelinin yardım arayışı içerisinde (%7,4) oldukları saptandı. Araştırmaya katılan çalışan annelerin (%59,3) takip ettikleri sosyal medya hesaplarının oluşturduğu süper annelik algısının kendilerinde suçluluk ve yetersizlik duygusu oluşturduğu ve bu nedenle kendi çocuklarının bakım yaklaşımında fazla müsamaha gösterme, yumuşak davranma ve hatayı görmezden gelme yaklaşımlarında olduğu belirlendi.

Sonuç: Ebeveynlere güvenilir sağlık bilgilerine erişim konusunda rehberlik sağlanması ve sağlık hizmeti sağlayıcılarının sağlıklı kararları teşvik etmek için sosyal medyadan yararlanma konusunda proaktif olmaları çağımızın önemli gerekliliklerinden biridir.

Anahtar Kelimeler: Annelik rolü, çocuk bakımı, sosyal medya



Content of this journal is licensed under a Creative Commons Attribution-NonCommercial 4.0 International License.

Introduction

Social media is a platform where traditional media has evolved and in recent years many activities/events have been carried out in the virtual environment. Unlike traditional media, individuals have become users, publishers and practitioners through social media. Therefore, thanks to social media, the roles of individuals in technology and communication have been updated and they have been actively involved in the system (Taskin & Boran, 2023; Tosyalı & Sutcu, 2016). Especially mothers, who are the primary caregivers of children, can be affected by mother and child posts on social media. Mothers' use of social media leads them to compare themselves with other mothers and set high standards, and as a result of this situation, a situation called "Super Mother Syndrome" emerges (Demir, 2018; Isozen & Ozkan, 2021). Super motherhood creates a perception of perfectionism in women. This situation can lead to a distortion of mothers' perception of reality and in turn child abuse (Parsa & Akmese, 2019).

In a study conducted by Isozen and Ozkan on mothers, it was determined that those who used these platforms to get information about childcare felt more inadequate than those who used them for entertainment purposes, and as the time spent on these platforms increased, motherhood perception scores decreased (Isozen & Ozkan, 2021). In a study conducted by Ergul and Yıldız, it was found that mothers try to create a perfect virtual identity through their children, women who have recently given birth care about the child-related posts of the phenomena and change their motherhood roles with these posts (Ergul & Yıldız, 2021). In a study conducted by Orton-Johnson, it was determined that women were negatively affected by the perception of the perfect mother shared on social media (Orton-Johnson, 2017).

As a result, the role of motherhood, which has been based on cultural norms and traditional practices for centuries, has been positively or negatively affected by social media in the last 10 years and the motherhood role has been reconstructed. Therefore, this study aims to examine the effect of social media use on women's motherhood role and childcare attitudes. The results obtained will constitute an important source for the development of training programmes to improve mothers' care behaviours and digital literacy.

Methods

This study was conducted in a phenomenological design to examine the effect of social media use on women's motherhood role and childcare attitudes. The 32-item

Consolidated Criteria for Reporting Qualitative research (COREQ) checklist, which is a guide in qualitative research, was used in structuring and reporting the research.

Population and Sample: The population of the study consisted of mothers who applied to the robust child follow-up outpatient clinic of a public institution in Istanbul. Criterion sampling, one of the purposive sampling methods, was used to identify the study group. Women who are open to communication and cooperation, who are literate, who use social media and who have children aged 0-6 years were the inclusion criteria of the research. According to these criteria, the participants' statements were used as a basis for inclusion in the research. Mothers who volunteered to participate in the study and met the sample selection criteria constituted the sample of this study (n: 27).

Data Collection Tools: Before the data collection forms were started to be applied, the "Informed Voluntary Consent Form" was shared with the women participating in the study and their approval was requested. "Introductory Information Form" and "Semi-structured Interview Form" were used for data collection.

Introductory Information Form: This form, consisting of 23 questions prepared by the researchers based on the literature (Egmoose et al., 2022; Ergul & Yıldız, 2021), includes questions such as age, employment status, number of children, year of marriage, number of accounts on social media, and time spent on social media.

Semi-structured Interview Questions: The semi-structured interview form, which was prepared by the researchers based on the literature review (Bernhardt & Fenter, 2004; Moon et al., 2019) and expert opinion as a data collection tool, includes questions about the information on social media use, the nature of the accounts followed, and the effect of social media on motherhood role. In the preparation of open-ended questions, the opinions of 4 experts who have research and experience on the subject were taken. Before starting the data collection process, pilot interviews were conducted with 5 mothers to determine the comprehensibility of the questions and the need for new questions. Mothers who were interviewed during the pilot interview were included in the study.

Probing questions were asked during the interviews, such as: "What do you mean?" and "Can you explain this a bit more?" to deepen or clarify explanations or to draw attention back to the topic.

Data Collection Process: After the mothers were informed about the study and voluntary consent was obtained, the data were collected between September and December

2023 by face-to-face interview method. The researchers conducting the interviews were midwives and the interviews were conducted in the meeting room of the public hospital where the research was conducted. During the interview, participants were interviewed one by one. At least two researchers took part in the interviews, one of them conducted the interview while the other observed the process, asked additional questions when necessary, took notes and asked for opinions. Thus, it was aimed to prevent possible data loss and to make the data suitable for the research questions. Each interview lasted an average of 25-30 minutes, the interview was terminated when the data reached saturation, and the participants were told that a recording device would be used in the interviews, but the end of the interviews could be listened to by the participants and the opinions in the recordings could be partially or completely removed if necessary. Thus, it was aimed to prevent the negative effect of the recording device on the participants.

Data Evaluation: Content analysis method was used to analyse the data. MAXQDA 2022 qualitative data analysis programme was used in the content analysis of the interview data. The interviews were recorded with a voice recorder. After the interviews were completed, the raw data were converted into written text by listening to the voice recordings and transferred to the computer by the researchers. Invalid and meaningless data that were not relevant to the subject were eliminated. The documents prepared to give the participants the opportunity to read and correct their statements were presented to the participants again and finalised. The data were analysed using Colaizzi's (1978) seven-stage phenomenological analysis method. The written text was read many times and the data were coded within the framework of the purpose of the research. Coding was done within the framework of the research questions. In coding the data, the data set was read several times and the resulting codes were worked on repeatedly. The codes were grouped according to the integrity of meaning and theme names were formed by considering the codes with similar characteristics together. The themes, subthemes and codes obtained were examined by two academicians who are experts in their fields, in addition to the researchers. All researchers took part in the data analysis and coding process. The raw data of this study, the codings made during the analysis phase and all other materials are kept confidential for verifiability. The data related to the descriptive characteristics of the participants were evaluated with number, percentage, mean and standard deviation.

Ethical Principles of Research: Ethics committee approval was obtained from the Health Sciences University Hamidiye

Scientific Research Ethics Committee for the conduct of the research (Meeting Number: 2023/16, Decision Number: 16/28, Date: 01.09.2023). After the women who volunteered to participate in the study were informed about the research, their permission was obtained. The "principle of confidentiality" was observed at all stages of the research and the rules in the Helsinki Declaration were followed. While presenting the research findings, the names of the individuals will not be used, and each interviewed individual was numbered and coded (e.g. K1 for participant 1, K2 for participant 2).

Results

When the data on the descriptive characteristics of the participants were analysed, it was found that the mean age of the participants was 32.03+4.89 years (range=23-43), 66.7% were undergraduate-graduate graduates (n=17), 59.3% were employed (n=16) and 37% were housewives (n=10).

Table 1.

Accounts that Mothers Follow on Social Media

Doctor	Sare Davutoglu	Midwife/Nurse	Ayşegül Karabacak
	Zahide Kucuk		Habibe/Nurse
	Rifat Can Öztürk		Rabia Dogu
	Osman Gonulal		Mahiye Ebe (Gebelige Dair Her Sey)
	Elif Pınar Bayındır Cakır (Guncel Anne)		Kadriye Unal
	Eda Sünnetci		Hawaebe
	Bekir Tok		Kadim Hemsire
	Salih Yılmaz		Sevda Topal (Balligebe)
Psychologist/ Child Development Specialist	Ozgur Bolat	Digital Content Creator	Gıda Dedektifi
	Akademisyen anne		Aslı Kocaeli (Annenin İc Sesi)
	Adem Gunes		Parodi Anne
	Elif Altınkaya		İrlandalı Anne
	Dilek Asıkoglu Aydemir		El Ele Annelige
	Simge Soydan		Oyuncu Anne Merve
	Hatice Kubra Tongar		Zeynep Aydın Kocatürk
	Okuyan Anne Çocuk		Anne Mektebi (Anne Mektebi_Online)
	Prema Sundari (Prema ve Onun Anneligi)		Okan Çağlar (Sağlıklı Yasıyoruz.Com)

It was determined that 51.9% of the study group had income equal to expenses (n=14), and 77.8% had a nuclear family structure (n=21). While it was determined that 70.4% (n=19) of the participants were supported by their spouses in childcare, 37% of them stated that their parents (n=10), 29.6% of them stated that their siblings (n=8) and 25.9% of them stated that their friends (n=7) provided them with social support in childcare. It was determined that 96.3% of the women used Instagram (n=26), 63% used Youtube (n=17) and 40.7% used Twitter (n=11) and 77.8% (n=21) spent 1-3 hours on average daily on these social networking sites.

It was determined that the women who participated in the study followed people with the identity of health personnel such as pedagogues, doctors, nurses, midwives and child development specialists to get information about childcare and shaped their care behaviours in line with the information they obtained. Table 1 shows the accounts followed by the mothers on social media.

As a result of the findings obtained from the interviews, 4 themes and 10 sub-codes were formed (Table 2).

Themes	Sub-codes
Mothers' purposes of social media use	Obtaining information/research Spending time Shopping
Topics where mums get help from social media	Childcare recommendations (gas pains, transition to supplementary food, sleep training, toilet training, breastfeeding) Activity/Product Suggestion
Benefits of social media	Ease of access to information Resource diversity Continuous access
The effects of social media use on mothers	Effects on Motherhood Roles Effect on Mental Emotion/Mood

Theme I: Mothers' Purposes of Social Media Use

When the research data were analysed, the purposes of social media use of mothers were determined as one of the main themes and 3 sub-codes were determined as obtaining information/research (n=23), spending time (n=12) and shopping (n=9).

Sub-code 1: Obtaining information/research

P1: The most important benefit is that I can access a lot
Journal of Midwifery and Health Sciences

of content on a topic we are researching. For example, if I am going to make clean food for children, I can benefit from dozens of pages about it, this is important for me.

P5: I can learn the subjects that I do not know and that I consider myself incomplete from social media influencers and youtubers. When I apply some content, it can be efficient and I save time.

P7: I follow the posts of health professionals for preliminary information, especially on some health issues, not on very serious issues.

Sub-code 2: Spending time

P1: I use it to utilise my free time and spend time.

P6: I can call it my breathing space. When my two children sleep, I use it to see something a little bit different.

P19: I follow their pages with fun and funny experiences about childcare. It reduces the stress on me.

Sub-code 3: Shopping

P1: It is really difficult to find products with clean ingredients. I use it briefly for shopping to buy natural products during my baby's transition to supplementary food.

P3: There are pages that I follow to obtain activity products.

P8: It is my first choice for shopping because it saves time. There is a lot of variety and I can spare the rest of my time for my child.

Theme II: Topics that Mothers Get Help from Social Media

When the research data were analysed, the subjects that mothers received help from social media were determined as one of the main themes and 2 sub-codes were identified as care/experience recommendations and activity/product recommendations.

Among the care/experience recommendations received by women; gas pains (n=12), sleep training (n=11), toilet training (n=9), activity/product recommendation (n=8), transition to supplementary food (n=7) and breastfeeding (n=4)

Sub-code 1: Childcare recommendations (gas pains, transition to supplementary food, sleep training, toilet training, breastfeeding)

P2: There is a psychologist I follow. She helped me a lot, especially with the pressures of motherhood. It was a period when I questioned how I should behave towards my husband, child and family and I felt very lonely. She was a working mother like me. I never contacted her, but her posts

were my biggest supporter in this process.

P9: I exchange ideas and share experiences mostly with women who are mothers or expectant mothers. I cannot find the answers I want in my social circle and I am not enough for everything, but there are many people in the same situation as me and we are often looking for solutions to similar problems. For example, sleep training was one of the issues I had a lot of difficulty with and there were many suggestions on this subject.

P11: I received advice on breastfeeding. My baby was rejecting my breast and I was constantly criticised about this issue from my environment. I don't remember, but I talked to a midwife or a nurse about this issue on Instagram. They had a group with mums, they supported me a lot there.

Sub-code 2: Activity/Product Suggestion

P3: I find it difficult to find activities to reduce my child's screen time. For this reason, I follow pages that share activities and content. The suggestions including these activities and especially the easy content among the activities create ideas for me.

P6: I follow material and activity suggestions for my children. Especially if someone I have been following for a long time and someone I trust has shared it, I quickly obtain it and start implementing it.

P10: There is a lot of content under the name of quality time. I follow the activities that I can do with my child and provide the relevant products and do them.

Theme III: Benefits of Social Media

When the research data were analysed, the benefits provided by social media were determined as one of the main themes and 3 sub-codes were determined as ease of access to information (n=23), resource diversity (n=13) and continuous access (n=9).

Theme IV: The Effects of Social Media Use on Mothers

When the research data were analysed, the effects of social media on mothers were determined as one of the main themes, and 2 sub-codes were identified as the effect on motherhood roles (n=23) and the effect on mental emotion/status (n=47).

It was determined that social media affected motherhood roles as a change in behaviour (n=14) and care approach (n=9); and caused inadequacy (n=16), comparison (n=13), pressure/stress (n=10) and remorse (n=8) in mental states.

It was determined that the perception of super motherhood created by the social media accounts followed by the working mothers (n: 16) who participated in the study

created a sense of guilt and inadequacy in themselves, and for this reason, they were more lenient, soft and ignoring the mistake in the care approach of their own children.

Sub-code 1: Effects on motherhood roles

P11: I am especially impressed by the posts of these social media phenomenon mothers. I see that they spend more time with their children, but this is not always possible because I work. This time I start to blame myself, I feel sad that I am not enough, that I cannot spare enough time for him/her. For this reason, I tolerate him/her in some matters and thus I comfort myself...

P18: I can explain the effect on me through an example. When I was having problems with sleep training in my child, I was constantly following accounts on this subject. They all had different suggestions, I was very confused. One of them suggested leaving the child in the cradle and not picking him up even if he cried, as a result, his child got used to it. Although those around me told me not to continue by looking at the reactions of my child, this situation was stubborn for me because the mother I followed had done it and I could do it. Despite my long insistence, my child did not get used to it. Now, when I think about it in a healthy way, I can realise the mistake I made. I am still very angry and blame myself for being influenced by others at that time and making my child cry.

Sub-code 2: Effect on Mental Emotion/Mood

P2: Sometimes the situation we are in becomes more stressful when we look at the perfect lives that people show on social media.

P5: It definitely puts pressure on me. The people I see on social media who are constantly taking care of their children, but despite this, their houses are tidy, always clean, their food is cooked, they go on holiday/vacation, they are well-groomed, they spend time with their spouses cause me to compare myself with them and the result of this comparison is often not positive for me...

P8: I look at some mothers on social media. They are always spending quality time with their children, they are always doing different activities. I do not always have the power to do this, so sometimes I feel inadequate. Sometimes this feeling even increases so much that I feel remorse even when my child plays by himself/herself.

P15: When I have difficulties while caring for my child, I block people who constantly make positive posts about this issue because seeing them happy demoralises me more.

P25: When I was first trying to adapt to motherhood, every mother I saw on social media was like a super mum. They buy very good things for their children and devote all

their time to their development. This made me question myself all the time, I wondered if my love was not enough or if my child was growing up incompletely because I was working. Now I realise that some of our obligations do not make us bad mothers, but at that time I could not think about it and I was very mentally constricted.

Discussion

Today, the traditional perception of motherhood is being reconstructed by social media. The increasing use of social networks is also increasing among mothers (Haslam et al., 2017). In a cross-sectional study conducted by Olpin et al. on parents in the United States in 2023, it was determined that Facebook, YouTube, Instagram and Twitter were the most frequently used social media applications among parents. In the same study, it was found that mothers had at least one social media account, 94% used social media primarily for entertainment purposes, 79% used it to connect with friends/family, and 63% used it to obtain information (Olpin et al., 2023). Similarly, as a result of our study, it was determined that 96.3% of the women used Instagram (n=26), 63% used Youtube (n=17), 40.7% used Twitter (n=11) and 77.8% (n=21) spent an average of 1-3 hours daily on these sites. It was determined that the mothers used social media for obtaining information/research (n=23), spending time (n=12) and shopping (n=9).

As a result of the study conducted by Bozkur and Taylan in 2020, it was found that virtual supports helped women cope with the difficulties they experienced during the transition to motherhood and also increased the satisfaction levels of individuals (Bozkur & Taylan, 2020). Especially for individuals who experience this process for the first time, the need for social support increases even more. As a result of the study conducted by McDaniels and colleagues in 2018, it was found that approximately 61% of first-time mothers created their own blogs and shared their experiences (McDaniel et al., 2012). In the study conducted by Bartholomew et al. on Facebook use in the transition to new parenthood in mothers (n: 154) and fathers (n: 150), it was found that there was a significant increase in mothers' Facebook use in the postpartum period (Bartholomew et al., 2012). In the study conducted by Skelton et al. in 2018, it was determined that social media use positively affected women's knowledge, attitudes and behaviours regarding breastfeeding (Skelton et al., 2018). As a result of our study, it was determined that mothers used social media to get information about gas pains (n=12), sleep training (n=11), toilet training (n=9), activity/product recommendation (n=8), transition to supplementary food (n=7) and breastfeeding (n=4). Social networks have become an

attractive platform for women due to the ease of access to information, diversity of resources, continuous access, and the opportunity to ask anonymously about situations that they are afraid to ask others (Moon et al., 2019).

While social media provides the opportunity to be a source of inspiration or increase parenting awareness, it also causes women to compare themselves with others (Egmoose et al., 2022). In a study conducted by Moujaes and Verrier in the United Kingdom with mothers (n: 210) with children aged 0-5 years, it was found that mothers who interacted with InstaMums (celebrity mothers) through Instagram tended to compare themselves with them and this was associated with anxiety. As a result of the study, it was determined that mothers with high comparison tendency had more anxiety (Moujaes & Verrier, 2020). Many studies in the literature have found that social media use causes vertical comparison (focusing on individuals being better or worse than themselves) in individuals and this is associated with increased negative affect and decreased well-being (Dibb & Foster, 2021; Hwnag, 2019). Similarly, as a result of the qualitative study conducted by Lehto and Paasonen in 2021 on the social media experiences of six Finnish mothers, it was determined that vertical comparison with close environment and digital content sharers had a negative effect on mothers. In the same study, horizontal comparison (focusing on the behaviours of individuals in the same situation) was found to be associated with positive behavioural outcomes (Lehto & Paasonen, 2021). As a result of the study conducted by Egmoose and colleagues on the Instagram experiences of mothers (n: 270) with children aged 0-6 years, it was determined that the participants tended to make vertical comparisons with individuals who posted on social media, and as a result of the comparison, the mothers' sense of parenting competence decreased and they felt remorse for not being able to follow the care advice shared by the individuals (Egmoose et al., 2022). These research results can be inferred that social media evolves the motherhood process into the perception of "how to be a better mother?" (Bozkur & Taylan, 2020). In the study conducted by Hachisuka and Sugiyama, it was found that women who actively use social media actually strive to be a "good and great mother". The most important reason for this situation is women's efforts to have a motherhood identity imposed by social media. However, although the efforts made satisfy the woman for the moment, both their maternal identity development and mental health are negatively affected as a result of the pressure on women (Hachisuka & Sugiyama, 2020). In addition, since the reality on social media is filtered, it is important for followers to critically evaluate these posts and protect their own reality.

In the study conducted by Ersoy in 2018, it was found that mothers who use social media have more dominant perfectionist attitudes than non-using mothers and behave logically rather than emotionally towards their children. Therefore, it can be concluded that social media use has effects on the role of motherhood and this situation also affects the health of the child (Ersoy, 2018). Our study results are similar to the literature. It was determined that the perception of super motherhood created by the social media accounts followed by the working mothers (n=16) participating in the study created a sense of guilt and inadequacy in them, and for this reason, it was determined that they were more lenient, soft and ignoring the mistake in the care approach of their own children.

Limitations of The Research: Our study population was limited to mothers living in a single geographical region, which constitutes the limitations of the study.

Conclusion and Recommendations

The Internet and social media have become important sources of health information that mothers use when making decisions about infant care. However, the mothers who participated in the study stated that the idealised perception of motherhood in social media put pressure on them and that the perception of inadequacy negatively affected them. In particular, some individuals characterise electronic sources as more reliable than family members, friends and health professionals. However, it is becoming increasingly important to provide guidance to parents on accessing reliable, evidence-based health information, especially on important issues such as health approaches. Accordingly, it is important for healthcare providers to be proactive in using social media to promote healthy decisions and to ensure that mothers have access to accurate and reliable information during this period. The creation of pages for safe content by official organizations can be guiding for mothers.

Ethics Committee Approval: Ethics committee approval was obtained from the the Health Sciences University Hamidiye Scientific Research Ethics Committee for the conduct of the research (Meeting Number: 2023/16, Decision Number: 16/28, Date: 01.09.2023).

Informed Consent: After the women who volunteered to participate in the study were informed about the research, their permission was obtained.

Peer-review: Externally peer-reviewed.

Author Contributions: Concept-SA, YAK; Design- YAK, SA, AB, BH; Supervision-YAK; Resources- YAK, SA, AB, BH; Data Collection and/or Processing-SA, AB, BH; Analysis and/or Interpretation-YAK, SA, AB, BH; Literature Search-YAK, SA, AB, BH; Writing Manuscript-YAK, SA, AB, BH; Critical Review-YAK

Conflict of Interest: The authors have no conflicts of interest to declare. There is no conflict of interest between the authors and the persons or accounts mentioned in the article.

Financial Disclosure: The authors declared that this study has received

no financial support.

Etik Komite Onayı: Araştırmanın yürütülebilmesi için Sağlık Bilimleri Üniversitesi Hamidiye Bilimsel Araştırmalar Etik Kurul'undan etik kurul onayı alınmıştır (Toplantı Sayısı: 2023/16, Karar Sayısı:16/28, Tarih:01.09.2023).

Hasta Onamı: Araştırmaya katılmaya gönüllü olan kadınlara araştırma hakkında bilgi verildikten sonra kadınların izinleri alınmıştır.

Hakem Değerlendirmesi: Dış bağımsız.

Yazar Katkıları: Fikir-SA, YAK; Tasarım-YAK, SA, AB, BH; Denetleme-YAK; Kaynaklar-YAK, SA, AB, BH; Veri Toplanması ve/veya İşlemesi SA, AB, BH; Analiz ve/ veya Yorum- YAK, SA, AB, BH; Literatür Taraması-YAK, SA, AB, BH; Yazıyı Yazan-YAK, SA, AB, BH; Eleştirel İnceleme-YAK

Çıkar Çatışması: Yazarlar, çıkar çatışması olmadığını beyan etmiştir. Yazarlar ile makalede belirtilen kişi veya hesaplar ile çıkar ilişkisi bulunmamaktadır.

Finansal Destek: Yazarlar, bu çalışma için finansal destek almadığını beyan etmiştir.

References

- Bartholomew, M. K., Schoppe-Sullivan, S. J., Glassman, M., Kamp Dush, C. M., & Sullivan, J. M. (2012). New parents' Facebook use at the transition to parenthood. *Family Relations, 61*(3), 455-469.
- Bozkur, B., & Taylan, A. (2020). Medyada annelik temsili: Anaakım ve alternatif medyada anneliğin sunumuna yönelik karşılaştırma. *Akdeniz Üniversitesi İletişim Fakültesi Dergisi, (34)*, 45-65.
- Demir, E. Y. (2018). Mükemmel annelik mümkün mü? *Klinik Tıp Bilimleri, 6*(1), 14-18.
- Dibb, B., & Foster, M. (2021). Loneliness and Facebook use: the role of social comparison and rumination. *Heliyon, 7*(1).
- Egmoose, I., Krogh, M. T., Stuart, A. C., Haase, T. W., Madsen, E. B., & Væver, M. S. (2022). How are mothers negatively affected and supported by following parenting-related Instagram profiles? A mixed-methods study. *Acta Psychologica, 227*, 103593.
- Ergül, G., & Yıldız, S. (2021). Sosyal medyada sosyal annelik: Instagram anneliği. *Kırıkkale Üniversitesi Sosyal Bilimler Dergisi, 11*(2), 611-627.
- Ersoy, A. F. (2018). Sosyal medya kullanımının annelerin annelik rolü üzerindeki etkisi. *Akademik Sosyal Araştırmalar Dergisi, 6*(81):14-20.
- Hachisuka, R., & Sugiyama, C. A. (2020). Ben çocuğumu böyle besliyorum! beslenme konusunda sosyal medya anneleri üzerine bir değerlendirme. *Uluslararası İnsan Çalışmaları Dergisi, 3*(5), 123-142.
- Haslam, D. M., Tee, A., & Baker, S. (2017). The use of social media as a mechanism of social support in parents. *Journal of Child and Family Studies, 26*, 2026-2037.
- Hwnag, H. S. (2019). Why social comparison on instagram matters: Its impact on depression. *KSII Trans. Internet Inf. Syst., 13*(3), 1626-1638.
- İşözen, H., & Özkan, Z. H. (2021). Sosyal medya kullanımının

- annelik tutum ve davranışlarına etkisinin incelenmesi. *Aydın İnsan ve Toplum Dergisi*, 7(1), 33-56.
- Lehto, M., & Paasonen, S. (2021). 'I feel the irritation and frustration all over the body' Affective ambiguities in networked parenting culture. *International Journal of Cultural Studies*, 24(5), 811-826.
- McDaniel, B. T., Coyne, S. M., & Holmes, E. K. (2012). New mothers and media use: Associations between blogging, social networking, and maternal well-being. *Maternal and Child Health Journal*, 16, 1509-1517.
- Moon, R. Y., Mathews, A., Oden, R., & Carlin, R. (2019). Mothers' perceptions of the internet and social media as sources of parenting and health information: qualitative study. *Journal of Medical Internet Research*, 21(7), e14289.
- Moujaes, M., & Verrier, D. (2020). Instagram use, instamums, and anxiety in mothers of young children. *Journal of Media Psychology*.
- Olpin, E., Hanson, C. L., & Crandall, A. (2023). Influence of social media uses and gratifications on family health among US Parents: A Cross-Sectional Study. *International Journal of Environmental Research and Public Health*, 20(3), 1910.
- Orton-Johnson, K. (2017). Mummy blogs and representations of motherhood: "Bad mummies" and their readers. *Social Media+Society*, 3(2), 2056305117707186.
- Parsa, A. F., & Akmeşe, Z. (2019). Sosyal medya ve çocuk istismarı: Instagram anneleri örneği. *Kadem Kadın Araştırmaları Dergisi*, 5(1), 163-191.
- Skelton, K. R., Evans, R., LaChenaye, J., Amsbary, J., Wingate, M., & Talbott, L. (2018). Exploring social media group use among breastfeeding mothers: Qualitative analysis. *JMIR Pediatrics and Parenting*, 1(2), e11344.
- Taşkın, H., & Boran, T. (2023). Influencer annelerin Instagram yaşam biçimi sunuşlarının ev ve iş hayatı ilişkisi bağlamında incelenmesi. *IBAD Sosyal Bilimler Dergisi*, (14), 304-326.
- Tosyalı, H., & Sütçü, C. S. (2016). Sağlık iletişimde sosyal medya kullanımının bireyler üzerindeki etkileri. *Maltepe Üniversitesi İletişim Fakültesi Dergisi*, 3(2), 3-22.

Geniştirilmiş Özet

Sosyal medya; geleneksel medyanın evrildiği ve son yıllarda birçok faaliyetin/etkinliğin sanal ortamda yürütülmesine neden olduğu bir platformdur. Hem bireylerin hem de şirketlerin medya ve iletişim alışkanlıklarının değişmesine sebep olan bir oluşumdur. Bireyler, sosyal medya aracılığıyla geleneksel medyanın aksine sadece izleyici değil kullanıcı, yayıncı ve uygulayıcı konumuna gelmişlerdir. Dolayısıyla sosyal medya sayesinde kişilerin teknoloji ve iletişim içerisindeki rolleri güncellenerek sistem içerisinde aktif olarak yer almaları sağlanmıştır. Sosyal medyanın etkilediği önemli unsurlardan biri ise ebeveynlik rolleridir. Özellikle çocukların primer bakım vericisi olan anneler, sosyal medyada yer alan anne ve çocuk içerikli paylaşımlardan etkilenebilmektedir. Annelerin sosyal medya kullanımı, kendilerini diğer annelerle kıyaslamaya ve yüksek standartlar belirlemelerine, bu durumun bir sonucu olarak da 'Süper Anne Sendromu' adı verilen durumun ortaya çıkmasına yol açmaktadır. Mükemmeliyetçilik algısının oluşmasına sebep olan bu durum gerçeklik algısının bozulmasına veya çocuk istismarına zemin hazırlanmasına neden olabilmektedir. Dolayısıyla, bu çalışmada, sosyal medya kullanımının kadınların ebeveynlik davranışı ve çocuk bakım tutumlarına etkisinin incelenmesi amaçlanmıştır. Elde edilen sonuçlar, annelerin bakım davranışlarının ve dijital okuryazarlığın geliştirilmesine yönelik eğitim programlarının geliştirilmesine önemli bir kaynak oluşturacaktır.

Araştırmanın çalışma grubunun belirlenmesinde, amaçlı örnekleme yöntemlerinden ölçüt örnekleme yöntemi kullanılmış olup bu bağlamda 0-6 yaş arasında çocuğa sahip olan ve aktif sosyal medya kullanan kadınlar bu araştırmanın örneklemini oluşturmuştur (n:27). Veriler, "Tanıtıcı Bilgi Formu" ve "Yarı Yapılandırılmış Görüşme Formu" ile elde edilmiştir. Veri analizi yapılırken Colaizzi'nin fenomenolojik yorumlama yöntemi kullanılmıştır.

Katılımcıların tanıtıcı özelliklerine ait veriler incelendiğinde; katılımcıların yaş ortalaması 32,03±4,89 (range=23-43), %66,7'si lisans-lisansüstü mezunu (n=17), %59,3'ünün çalıştığı (n=16) ve %37'sinin ev hanımı (n=10) olduğu saptandı. Çalışma grubunun; %51,9'unun gelirinin giderine eşit (n=14), ve %77,8'inin çekirdek aile yapısına sahip (n=21) belirlendi. Katılımcıların %70,4'ünü (n=19) çocuk bakımı konusunda eşinin desteklediği belirlenirken, destek sağladığı, %37'sinin ebeveynlerinin (n=10), %29,6'sının kardeşlerinin (n=8) ve %25,9'u ise arkadaşlarının (n=7) kendilerine çocuk bakımı konusunda sosyal destek sağladığını belirtmiştir.

Kadınların; %55,6'sının 4-7 yıldır evli olduğu (n=15), %55,6'sının tek çocuğa sahip olduğu (n=15) belirlendi. Katılımcıların çocuk bakımında kendilerini yeterli görme durumlarına 1 ile 10 puan arasında değerlendirdiklerinde verdikleri puan ortalaması 7,44±1,15, eş ile ilişki durumlarına verdikleri puan ortalaması ise 8,00±1,51 olarak saptandı. Katılımcıların; %66,7'sinin çocuklarının resimlerini sosyal medya hesaplarında paylaştığı (n=18), %74,1'inin sosyal medyadaki bilgilerin doğruluğuna kısmen inandığı (n=20) ve %37'sinin (n=10) sosyal medyadan edindiği bilgilerin doğruluğunu sağlık personeline danışmaya gerek duymadığını ifade etti.

Kadınların; %96,3'ünün Instagram (n=26), %63'ünün Youtube (n=17) ve %40,7'sinin Twitter (n=11) isimli sosyal paylaşım sitelerini kullandığı ve %77,8'inin (n=21) bu sitelerde günlük ortalama 1-3 saat vakit geçirdikleri belirlendi. Çalışmaya katılan kadınların, çocuk bakımı konusunda bilgi almak amacıyla pedagoğ, doktor, hemşire, ebe ve çocuk gelişim uzmanı gibi sağlık personeli kimliği olan kişileri takip ettikleri ve edindikleri bilgiler doğrultusunda bakım davranışlarını şekillendirdikleri belirlendi.

Çalışmaya katılan annelerin; çocuk bakımı konusunda bilmedikleri bir durum veya sorun ile karşılaştıklarında çözüm yaklaşımı olarak çoğunlukla sırasıyla kendi anneleri-yakın çevre (n:19), web tarayıcıları (n:6), sosyal medya (n:4) ve sağlık personelinin yardım arayışı içerisinde (n:2) oldukları saptandı. Kadınların, %37'sinin anneliğe özgü sosyal paylaşım sitelerine üye olduğu belirlenirken, büyük çoğunluğunun (%63) ise bu siteleri üye olmadan gizli bir biçimde takip ettikleri (stalk) belirlendi. Sosyal medya da bilgi güvenliğini sağlamak için kadınlar takipçi sayısı (n:7), konum (n:3), kendi çocuğuna ait içerik paylaşma (n:5) ve kurum etiketleme (n:3) kriterlerine dikkat ettikleri belirlendi.

İnternet ve sosyal medya, annelerin bebek bakımıyla ilgili kararlar alırken başvurduğu önemli sağlık bilgisi kaynakları haline gelmiştir. Ancak çalışmaya katılan anneler, sosyal medyadaki idealize edilmiş annelik algısının kendileri üzerinde baskı oluşturduğu ve oluşan yetersizlik algısının onları olumsuz etkilediğini ifade etmiştir. Özellikle bazı bireyler elektronik kaynakları, aile üyelerinden, arkadaşlardan ve sağlık profesyonellerinden daha güvenilir olarak nitelendirmektedir. Ancak özellikle sağlık yaklaşımları gibi önemli konularda ebeveynlere güvenilir, kanıta dayalı sağlık bilgilerine erişim konusunda rehberlik sağlanması giderek daha önemli hale gelmektedir. Bu doğrultuda sağlık hizmeti sağlayıcılarının sağlıklı kararları teşvik etmek için sosyal medyayı kullanma konusunda proaktif olmaları ve annelerin bu periyotta doğru ve güvenilir bilgiye ulaşmalarını sağlamak oldukça önemlidir. Ayrıca, sosyal medya platformları, içeriklerin doğruluğunu değerlendirmek ve yanıltıcı bilgileri sınırlamak adına algoritmalar ve içerik kontrol mekanizmaları ile çeşitli önlemler alınmalıdır. Bu sayede, sosyal medya üzerinden sağlıklı ve güvenilir bilgilere erişim mümkün olacaktır.