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Underlying Motivations for Social Media Use by First time Mothers

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RESUMEN

El convertirse en una nueva mama es un cambio radical en la vida de una persona. Hoy en día el número de madres primerizas que usa las redes sociales ha incrementado muchísimo. El objetivo principal de este estudio, es comprender las motivaciones que las madres primerizas tienen para participar en las redes sociales. El método usado es una encuesta realizada a madres entre 25-35 años que tienen su primer hijo. Se espera que las razones que motivan a las madres primerizas a usar redes sociales son la búsqueda de una nueva identidad como madres, búsqueda de conexión y vínculo y como un instrumento para "parenting". Se espera que los resultados soporten la búsqueda de los motivos que encuentran las madres para participar de manera tan activa en las redes sociales, el entenderlas, podrá ayudarnos a entender que necesitan las madres, que se puede implementar, como mejorar la comunicación y sentido de conexión entre ellas y el resto de padres en el mundo.

Palabras clave: Identity, online parenting, social connectedness and social media.

ABSTRACT

To become a mother is a radical change in life. Nowadays the number of new mothers that have started to use social media has increased considerably. The principal objective of this study is to find out the underlying motivations new mothers have to participate on social media. The method used for this study is a survey with open and closed questions administered to first time mothers aged between 25 – 35 years . I expect that the reasons behind the use of social media are the search and development of a new identity, the search for connection and as an instrument for parenting. Understanding these motivations can help people offer new tools, form communities, give support, and offer products that moms are looking for.

Key words: Identity, online parenting, social connectedness and social media

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INTRODUCTION

My study explores the underlying motivations that a new mother has for using social media. The subject I chose for my thesis is based on a personal experience: becoming a mother. Four years ago I had my first daughter, Nina, and my life changed forever. Curiously after having her I found myself wanting to do something that would keep me connected to my old self (the woman who loved cooking, photographing, studying) but that would also go through this transformation of becoming a mother. I wanted to include Nina in my life, I was in search of a project that I could not only share with her, but something that I could build as a WE and no longer only as an I. And so I started blogging. Nina became the sous chef, the taster, the model in my photographs, basically the reason for my blog. I quickly realized that all the bloggers I followed had just recently had a baby or were expecting one. They were all women like me, trying to reach out for others in order to redefine who we had become after being mothers. Through the blog I was giving the "mother" I had become, a voice that spoke to other mothers that – as me- were trying to do their best and trying to still be attuned to the world.

Motherhood is quite an interesting experience for a woman. It makes the new mother transform the way she positions herself in society, it changes the way she feels about life's present and future, and it moves her priorities up and down. As stated in Mercer's study

(2004), the transition asks for a change in goals, behaviors and duties in order to reach this new conception of self. Women can find some strategies to adapt to this new self, like the ones mentioned by Mercer, (Deutsch, Ruble, Fleming, Brooks-Gunn, & Stangor, 1988; Mercer, 1995, in Mercer 2004) that include the recognition of the permanency of the required change, to look out for information on how this new self is defined and structured, searching for models to find this new normalization and competency testing of the role this new self has. This new identity requires a restructuring of community, of knowledge, abilities, and many other details. In fact the integration of this new identity will depend on personal conditions like economic status, the social and community conditions, cultural beliefs (Mercer, 2004), sense of connection and support.

The parental community has become this very important place where mothers and fathers turn to ask questions, to get answers, to get baby tips, information on development, and any other information you can imagine. Most of these baby sites can be found online and are a great source of relief for new parents.

It's a known fact that the first days and months of motherhood can feel isolating. Even if they are happy to become a mom and have big ideas of motherhood, they can feel disconnected from everything else and it is very important for them to look out for social and family connection. I think connection helps new mothers stay attuned and understand that they are not alone, that there are other new mothers living the same thing that they are.

All of these factors are strongly related to social media today. The sense of connection has changed thanks to the internet and there is a wide range of social media platforms that allow people in general to feel and be connected. The sense of belonging via social media has been achieved even when you are not in one same place with other members of your community. When a new mother is at home with a newborn baby or at home with a toddler, she can still interact in a broader universe of others moms that are going through the same

thing. This sense of connection to other mothers and to loved ones helps develop and affirm the new sense of self that is born when a woman becomes a mother.

The proposed research study will explore the following research question: What are the underlying motivations that a first time mother has for using social media?. In terms of its design, it will take place in Quito, Ecuador, and comprises a focus group of women that are between 25-40 years old who have become mothers during the previous two years.

I think this subject is important because it helps us to better understand what new mothers look for in social media, what they really find once they interact with it and how we can make things work better for them, for the parenting sites and for their children. My findings will corroborate my own personal experience as a new mother and can possibly be a good source of information for other moms.

LITERATURE REVIEW

Motherhood and social media are intertwined. As society becomes more mobile the Internet is now this place filled with parenting information (Chae, 2015). Motherhood is a moment in the life of a woman where she tries to build and discover a new self, a new identity as a mother. The sense of belonging helps the new mother to dive into the social media world in order to find others that are living the same situation, they connect to others, and they build a parenting community. Four main subjects will be discussed, as they relate to this issue.

Four main sub-themes will be discussed that will be defined in this section: Identity, online parenting, social connectedness and social media. Identity can be an abstract concept and we can find many sources with different concepts, but according to the Merrian-Webster dictionary, It is the condition of being the same with something described or asserted (http://www.merriam-webster.com/). To find one's identity, according to Erikson (1968, in Berzonsky, Cieciuch, Duriez, Soenens, 2011), is one of the biggest challenges that a young adult faces. To establish and structure an identity is necessary to regulate one's life, to have this reference frame that allows one person to make decisions, to solve problems and to interpret those experiences that are relevant for their self (Berzonsky, et all. 2011).

Online parenting refers to the groups of parents that form communities and share opinions, questions, links, etc on the internet. According to the American Psychological Association (2015), parenting practices share three main goals: to ensure the health and safety

of a child, to prepare children to become productive adults and to transmit cultural values. These factors can affect the well being of a person (www.apa.org/topics/parenting) .

Social connectedness refers to the engagement in close, where there is mutual satisfaction and a formation of a long term bond where there is cooperation. Social connectedness can be high and positive when there is positive experience and positive behavior (Mauss, I., Shallcross, A., Troy, A., Ferrer, E., Gross, J., John, O., Wilhelm, F. 2011).

And social media can be defined as web-based technologies that are use to communicate and share over the internet (Craig, H., Dean, E., Murphy, J., 2013).

Development of a new identity

The roles that mothers have embraced over time have change depending on the decade in which they lived. During the 50's they were women that were married, educated and 24/7 present in their homes (Chae, 2015). During the 60's there was a liberation movement that change motherhood during the 70's and 80's making women feel empowered by working outside their homes. But this ideal of the perfect mom started to grow (Chae, 2015), now the super mom was she who would be a great successful career woman and a perfect mother at home (Keller, 2004 in Chae 2015).

Now it seems that there is a certain regression and mothers are trying to embrace the new/old model that existed before they focused all of their attention on raising their kids (Chae, 2015). As the author says "In short, ideologically, contemporary motherhood can be characterized as new-traditionalist intensive mothering… (Chae, 2015 pp. 505)".

Although many theories have agreed that identity is defined within one's self, others have said that the identity is formed depending on the relationships we have or have had with others (Laney, Hall, Anderson & Willingham, 2015). According to Katz, female identity is born from achieving three tasks (Katz, 1979) : finding a partner and marrying, having kids

and being a parent, and settling the vocational competence (Katz, 2004). Depending on which society we are talking about, we might see that these markers no longer define the development of the female identity, yet there is still the need to identify oneself with something. The freedom to choose to procreate and raise kids is now something that does not make them more or less of a woman which reinforce thought, the importance of the identity of a mother, as it is a different one than that of a woman. As mentioned earlier, once a mother, the woman has to reevaluate her physical appearance, sexual expression, work, etc (Nicolson, 1999 in Laney et all. 2015).

Chae (2015) says that all mothers want to evaluate themselves and be better. New mothers are especially eager to find information and so they become engaged in participating in groups offered online while simultaneously using social media to show what she is becoming as a mother because unlike the older or more experienced mother, these ones are new and are trying to find their identity (Chae, 2015).

Rubin (1967m in Mercer 2004) started talking about the maternal role attainment as this process that a woman would go through in order to attain the identity of a mother. This includes some stages that start from the moment a woman is pregnant: the mimicry: where a woman searches for information, the role-play, and the fantasy where the mom to be starts to imagine and picture herself as a mother (Mercer, 2004). According to Laney et al (2015) the woman faces a juxtaposition between the ideal and reality, introjection-projection-rejection where the woman observes the behavior and attitudes of others, she judges the situations as good or bad and she introjects what she wants to do and be with the child; and identity which is the final step of this long psychological work the person has during the whole gestation and that merges as this new identity that gets incorporated in the new self (Mercer, 2004). Interestingly, the author of this theory also mentions that during the process there is also the grieving moments where roles and parts of life that don't fit into the new self have to be

forgotten (Mercer, 2004). According to Rubin (1984, in Mercer, 2004) the identity of a mother evolves with age, as it does with the births she has and with many factors that a woman deals during her lifetime which agrees more with another theory for the maternity identity formation, this one is the BAM that has: commitment, attachment, and preparation during pregnancy, the acquaintance, learning and physical restoration that develops during the first weeks after the baby is born and achievement of the maternal identity that takes place after the 4 months (Mercer,2004) . Walker, Crain and Thompson (Mercer, 2004) suggested that the identity of a mother or the maternal identity includes the cognitive and affective characteristics of the reciprocal relationship that exist between moms and children where the mother sets the link and boundaries between herself and her child.

The development of this identity varies depending on the relationship the woman had or remembered having with her own mother and also depending on how the child is (fussy, calm, etc). Important variables such as the immaturity, meaning of being a good mother, low self esteem can also affect the perception of her as a mother. (Mercer, 2004). Motherhood is considered now as self-transforming (McMahon, 1995 in Laney et al, 2015), a negotiation of role-related identities (Graham et all, 2004, in Laney, 2015) and as a chance to adopt a new identity (Laney et al. 2015). Laney et al. (2015) did a qualitative analysis where 30 semistructured interviews were analyzed in order to understand this new development of identity of new mothers according to the Straussian grounded theory method, the study concluded that women may go through a brief period of self loss and an identity transformation.

There are definitely many opinions on how and why the identity of a mother is born, what is a fact is that there is a change in how a mother sees her prior and actual self, therefore, there is a redefinition in one's identity. You do not lose or forget who you are, It gets transformed.

Social connectedness

The construct of social connectedness comes from the concept and study of belongingness that states that human beings are in a constant search for relationships that are continuous and positive in order to feel this sense of belonging (Grieve, Indian, Witteveen, Toaln , Marrington 92013). According to Baumister and Leary (Grieve, et al. 2013) people look for this sense of belonging in order to improve their well being because there is a relationship between good psychological and psychosocial results. In a study made by Lee and Robbins (1995, in Grive, 2013) anxiety and self-esteem were negatively related to high social connectedness.

" Social connectedness was the mechanism that underpins the relationship between dysfunctional interpersonal behaviors and psychological distress…" (Lee et al, 2001 in Grieve, 2013, pp 604).

The sense of connection is the basis for any long lasting bond with the other (Allen, Ryan, Gray, Mclnerney & Waters, 2014). Having meaningful relationships is part of the development of my theories such as attachment, self-representation and self determination (Allen, et al. 2014). New moms can feel social exclusion, especially during the first weeks; this can contribute to parent stress, sometimes post-partum depression and also some couple stress (Gibson & Hanson, 2013). Social connectedness is important in any major transition of life, such as adolescence for example. It is too in the transition towards motherhood. Social connection and support can reduce loneliness and anxiety a first time mom can feel.

Although the potential to find social support is growing around the world, there are still families that have little support and young employed women with little kids can feel isolated from other parents and without access to get valuable information to understand and do something about problems with kids (Hall & Irvine, 2008). According to this same study,

the proportion of moms with kids under 5 years old that work during the mornings, has

increased to 64% in Canada and 84% in British Colombia (Hall & Ivine, 2008) this means

that these mothers have no access to parenting groups that take place in the morning and so

internet based communities become an excellent source of information, connection and

support where they can dive in once they get home.

Madge & O'Connor, 2006 in Hall & Irvine 2008) suggest that adults can use these

forums to discuss and even discourage medical treatments depending on much they trust

those who they chat with. They also felt they had more affinity with those in the online

community than with those in their own physical community.

A Hall & Irvine (2008) study found that women search for emotional support, share feelings,

stories, expectations and beliefs. This may hint at the motivation new moms have to be online

and participate in social networking or media in order to feel identified with other mothers,

feel social connection and feel that you are being part of this community.

Online parenting

According to Chae (2015), women in their 20's and 30's use websites to get

information on parenting. They look up to the idea of the *alpha mom* (Chae 2015) there are

Type A mothers that are educated, tech savvy and that spend an average of 87 minutes online

everyday (term given by a Tv channel of the modern mom Horowitz, 2007, in Chae

2015). The new parenting trend seems to involve an online community. Distance, jobs, and

lack of time can make parents turn their attention to websites that offer advice and support.

The internet is attractive to people because it is available from any point, at any time (Porter

& Ispa, 2012). In a 2004 survey by Pew & American Life Project, 85% of women go online

in order to look for health related information and 63% do it to find support groups (Porter &

Ispa, 2012). Mothers look for conversations about child related subjects such as breastfeeding support (Kaufmann & Buckner, 2014)

The response that women get from these sites is very important as they can comment, complain, share, ask, etc. and they feel supported and heard. They can find in online communities the social connectedness they long for. According to Dunham et al (1998, in Porter & Ispa, 2012) there is this attractiveness in internet because there is the possibility of being anonymous, and still ask and comment without feeling bad about the question that's being asked and mothers can have this feeling of empowerment in their parenting roles. In Porter & Ispa (2012) study, they saw that the biggest subject discussed by parents was about feeding/food, the about sleep, and the rest addressed discipline, development, training and relationships between mom and kid.

Social media

Social media is a very broad word nowadays, due to its increasing popularity. There are a lot of networking places where people can socialize and work online. But as we talk about mothers, I want to focus specifically on social media like Facebook and/or Instagram. Since 2004, Facebook has been a community group where people send messages, discuss, post pictures and relate to one another regardless of the geographical boundaries. Over 67% of American adults are on Facebook and mostly are women (Kaufmann & Buckner, 2014). According to Kaufmann & Buckner (2014), Facebook considers mothers as a special target because they are one of the top demographical groups using social media (Nielsen, in Kaufmann & Buckner 2014). Research on 2009 found that 65 of American mothers go on Facebook (Kaufmann et Burckman, 2014).

The most common use of social media for mothers was, for a long time, "blogging", where moms write public journals of their experiences as mothers, give advice to other moms

and they sometimes advice the use of certain baby products. Mc Daniel et al (n.d, in Ringel, 2014) found that this blogging is correlated with the search of social connection and support. Some recent studies that have focused on mothers and social network use have seen mothers value Facebook because it allows them to stay connected during the pregnancy time (Ringel, 2014).

Gibson & Hanson (2013) study wanted to see if technology can be used to support new mothers and they found that there were two main themes within their subjects. 1. The need to have more confidence as a mother and 2. The necessity to be just a mother.

Ringel (2014) study shows how mothers of Little children use social media sites especially Facebook and twitter. 62.9% (259 out of 412) of mothers admitted using Facebook mostly putting pictures, videos and comments on their babies. They also saw that mothers with post-partum depression were as likely to post (Ringel, 2014) which can be positive if the mom having PPD gets the social support that she expects. Participating in social media can still be a protection factor towards those mothers that feel lonely and that are lacking support. The potential for technology to give and promote interaction, information and support has an important possible impact. Through the use of technology, new mothers can maintain social connections and allow the creation of new connections for their new moment in life as parents (Gibson & Hanson, 2013).

Wellman (2001, on Batanic & Goriz, 2009) says that computer networks are social networks, that link people organizations and he states that those that stay away from this technology and development of social networking isolate basically from the rest of the society (Batanic & Goritz, 2009). Over the years, questions have been posed as to whether having this Internet and virtual connection has damaging effects over the traditional human cohabitation (Batanic & Goritz, 2009). At first, some studies were designed to show the downsides of this communication, showing high results in: decreased communication within

the family, higher rates of depression and loneliness (Batanic & Goritz, 2009). On 2002 ,

Kraut (Kraut et al. 2002, in Batanic & Goritz, 2009) almost retracted on the previous findings

showing evidence for many other positive effects on social relationships and communication.

METHODOLOGY

Participants

The participants for this study will be a total group of 30 mothers split into

two subgroups , and will take place on two different dates. The participants will be between

25 – 35 years and will have become mothers during the past 18 months for the first time,

meaning that they do not have other children. The sample would include women mostly

natives from Quito with a percentage of foreign women. All of the participants are required to

have a college degree, and belong to a middle – high social class. The participants work less

than 20 hours per week which means they spend almost all day with their kids as a full time

mom. This group would be a good sample because they would all be living in the same city,

with the same level of education, and going through the same moment in their lives of

becoming a mother, they are not raising another child and so they have similar amount of time

and are being mothers for their first time.

Recruitment of participants

Participants would be encouraged to participate in the study via posters. The poster

will be put in places that are commonly visited by mothers like early stimulation gyms, parks

and some stores frequently attended by mothers. Also, an online version of the poster will be

posted on Facebook to invite other mothers to join the groups.

Study design

Data for this research proposal will be collected from a focus group that will take place on two different dates, with two distinct groups. The focus group will meet for approximately 1 hour. It will be directed by a trained psychologist acting as a mediator, the sessions will be audio recorded and the data will be processed in a period of two months. I chose this method because I think that qualitative responses can avoid the misinterpretations of closed questions and can allow the participants to express themselves, allowing me at the same time, to notice common themes and subjects that encourage them to dive in social media world. Ouiment, Bunnage, Canini, Kuh, Kennedy (2004) said that adding a cognitive interview can help establish the validity of a survey because you can avoid the interpretation and you just understand better where the person answering is coming from.

Focus groups are considered to be "naturalistic" (Grudens-Schuck, Lundy, Larson, 2004), I interpret this as a way to see the whole conversation and answer, which means not only the answer but the emotions, contradictions, gestures, tones, etc. that people display during the talks; with mothers I think this can be a very important issue due to the questions we are trying to understand. This can help understand the meanings that are behind the facts and that can give us a much better insight (Grudens-Schuck, Lundy, Larson, 2004) therefore, a much better understanding of the motivations that mothers can have in order to dive into social media. In a focus group, the conversation between the participants is the data that we collect, it might not be a reliable way for many authors but it is a way that can help us to start to understand the subject and get as much information as we can since the answers are done in a much broader way than in a survey. According to Grudens-Schuck, et al. (2004) it would be necessary to have multiple sessions in order to get a cross section of views.

Some of the benefits that focus groups have can be the synergy that happens within because the participants are working together. To make them really open questions and to

absorb the opinion of the mothers we will ask 8 questions and let them discuss after each question. We do not want short answers but to hear them elaborate and express their reasons and ideas.

Analysis of the data

Content analysis will be used to process the data. Qualitative content tries to classify the material into categories that represent similar meaning allowing subjective data to be processed and coded. An inductive content analysis will be applied where raw data has to follow a transparent and organized method to process the information.

In order to process the information the audio files will be transcribed to have a written and easier way to code the data, everything will be in the native language, Spanish in this case. The chosen "theme" will be given a code and all the phrases related to that theme will be coded under the same number.

According to Moretti, Vliet, Bensing, Deledda, Mazzi, Rimondini, Zimmermann and Fletcher (2011), there are five steps one should take in doing content analysis to make sure you have a consistency in how you approach the themes. 1. Read repeated times and highlight what seems to belong to one same theme. 2. Take notes of the highlighted parts and how they associate with the analysis being done. 3. Group the content areas that say similar things into a specific category. 4. Check the categories and open new ones if needed. 5. Form a structure of categories and subcategories. The authors suggest the creation of a manual where the codes, categories and subcategories are well defined and so any collaborator can follow the same exact structure of coding (Moretti, et all., 2011)

Ethics

After the previous approval of the thesis, volunteer mothers that sign up for the focus group will receive an informed consent outlining the purpose, format, and duration of the study is defined as well as the need to record audio.. If volunteers share any private graphic information such as pictures or posts, they will be confidential. All audio records will be saved under a key in a safety box in the researcher house.

Participants will also be offered psychological support, if needed and the freedom to withdraw from the session if so desired.

ANTICIPATED RESULTS

I anticipate that the results of my study will show that the previous hypothesis was right. The results provided by the content analysis were able to show:

That one of the most common things coming out of the intervention is that after having a baby women tend to feel some disconnection between their previous identity and immediately they start to try to discover what defines her now in the new role of a mother.

Women will be likely to spend around 40 minutes minimum per day on social media. Whether this is Facebook or instagram, both will be the bigger tendencies for mothers to be on.

Women will tend to post pictures of their baby's milestones, activities, and crafts or stuff they do for them and with them.

Foreign women will have a higher percentage on the amount of blogs they write or read when compared to the Quiteno group of women.

It will show that one of the most important aspects of social media is the sensation of connection with the others that it provides and how they can feel they relate more with mothers in any part of the world.

Results will show that the posting – and feedback in the form of likes - enhance their self esteem and encourage them to keep posting and sharing parts of their life as a mother. As seen in other studies, we will be able to see that the sense of belonging to parenting communities becomes an important aspect for mothers especially during the first months of their

motherhood as they feel free to ask questions and expose their doubts over any type of subject related to babies m meaning, medical advice, baby related items, food, allergies, sleep issues, and others.

Mothers will feel that through social media they can show their love to their baby, and encourage to do activities that they can see in other mothers doing.

Women will find the motivation in their desire to share with "someone" their experience as mothers by posting constantly about their new identity of a mother, the perception that the world "must see" the moment she is living and they will feel encouraged after seeing other mom's posts.

DISCUSSION

Studies on social media have become more and more popular. Some of them are trying to find the negatives outcomes due to its use, finding correlations with depression and other diagnosis. But it was important for me to find the positive things about social media especially since it is a phenomenon that will only increase, and it is part of almost every person's life. Based on this, the information I was able to research and study during this project has been of great value, and the expected results will match some of the studies that I found.

First of all, studies have found that women that have young children are the biggest users of social media, like the study made by Ringel on 2014, especially on Facebook and Instagram due to its graphic nature, mothers want to say things but more than anything they want to show visually what it is they want to express. My research would consolidate that idea, by discovering that all of the participants in the focus group use social media (by liking, posting, adding, commenting, etc) everyday for at least 30 minutes. Studies that talk about identity like the one made by Laney et al (2015) and how it fluctuates after having the first child and so on, will be supported as women definitely feel different once they have a child. There is a social notion that puts things in perspective but there is also a biological instinct toward protection of the new child that it is like a prolongation of yourself, and so, as other studies have said before, there is definitely a search for a new self that can get help with social media due to the other similar identities that they find, meaning, the discovery of other mothers that also wonder who they are and what is this motherhood stage they have started. I think that between the subjects in the study there would be a lot of "agreeing" with the online

parenting communities as a source of information, connection and even reaffirmation, as it was seen in a study made by Porter and Ispa (2012). Postings can be a valuable window that looks into parents concerns, such as feeding, sleep, development and autonomy issues. And so this becomes a source of communication that provides social connectedness.

Through my research I would corroborate with those studies that find social media as a comforting place (most of the time) for first time mothers.

These results can shed light onto some protection factors that first time mothers use to avoid the isolation that maternity sometimes imposes due to the care and need the baby needs during the first weeks and months. They can illustrate way that mothers use this technology in order to interact with others even when it is not a face to face contact but that bring them some sort of comfort and response to their needs.

LIMITATIONS

This study offers a broad view of how Social media is being used by first time mothers and their motivations yet there are many more things that can be studied and this does not cover all aspects. It would be important to apply not only a focus group format but a survey that involves many more mothers, and also interviews that would help go deeper with each participant. Analysis of the data that each Instagram of Facebook user has in their personal site could bring a whole new categories of information that can be studied as well.

Focus group is a great way to start the discussion but for further and more precise research I think their could be a complement way to measure other factors.

FUTURE RESEARCH

Well after doing this research we could make some suggestions for further research and also some applications in different fields.

Doctors and nurses could realize that what happens in parenting communities is actually very important and common to many mothers (and fathers) and they could find a way to provide the information on the first visits the mothers have to do when their baby is born.

It would be interesting to study how does all this applies to fathers. Specially now a days where dads are very much involved in the baby's life. What would the similarities and differences between moms and dads? How is their relationship with social media?

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APENDIX A: ADVERTISEMENTS

The underlying motivations for first time mothers to use Social Media

Register to participate in 1 hour Focus group to talk about moms and social media! You can choose the following dates:

- January 04th, 2016 at 3 pm
- January 06th, 2016 at 4pm

This study is part of 5th year Psyhocology student Daniela Duran Thesis research project. To register please email danieladuran.gmail.com by December 31 , 2015.

APENDIX B: ETHICS

Comité de Bioética, Universidad San Francisco de Quito

El Comité de Revisión Institucional de la USFQ
The Institutional Review Board of the USFQ

SOLICITUD PARA APROBACION DE UN ESTUDIO DE INVESTIGACION

INSTRUCCIONES:
1. Antes de remitir este formulario al CBE, se debe solicitar vía electrónica un código para incluirlo, a comitebioetica@usfq.edu.ec
2. Enviar solo archivos digitales. Esta solicitud será firmada en su versión final, sea de manera presencial o enviando un documento escaneado.
3. Este documento debe completarse con la información del protocolo del estudio que debe servir al investigador como respaldo.
4. Favor leer cada uno de los parámetros verificando que se ha completado toda la información que se solicita antes de enviarla.

DATOS DE IDENTIFICACIÓN
Título de la Investigación
The underlying motivations for first time mothers to use social media
Investigador Principal *Nombre completo, afiliación institucional y dirección electrónica*
Daniela Duran , estudiante, Universidad San Francisco de Quito, daniela.duran@estud.usfq.edu.ec
Co-investigadores *Nombres completos, afiliación institucional y dirección electrónica. Especificar si no lo hubiera*
No lo hay
Persona de contacto *Nombre y datos de contacto incluyendo teléfonos fijo, celular y dirección electrónica*
Daniela Duran , estudiante, Universidad San Francisco de Quito, 3238971,0984075846 daniela.duran@estud.usfq.edu.ec
Nombre de director de tesis y correo electrónico *Solo si es que aplica*
Sonja Embree, sembree@usfq.edu.ec
Fecha de inicio de la investigación *No puede ser anterior a la aprobación del estudio* 15 Diciembre, 2015
Fecha de término de la investigación *Fecha estimada* 15 Febrero, 2016
Financiamiento *Datos completos del auspiciante o indicar "personal"* ninguno

DESCRIPCIÓN DEL ESTUDIO
Objetivo General *Se debe responder tres preguntas: qué? cómo? y para qué?*
Averiguar las motivaciones para mamas primerizas de participar en redes sociales.
Objetivos Específicos

Determinar las motivaciones que existen para el uso de media social por parte de las madres

Diseño y Metodología del estudio *Explicar el tipo de estudio (por ejemplo cualitativo, cuantitativo, con enfoque experimental, cuasi-experimental, pre-experimental; estudio descriptivo, transversal, de caso, in-vitro…) Explicar además el universo, la muestra, cómo se la calculó y un breve resumen de cómo se realizará el análisis de los datos, incluyendo las variables primarias y secundarias..*

Cualitativo, con método de focus group, en una muestra de 30 participantes, donde realizara un analisis de contenido analizara los resultados.

Procedimientos *Los pasos a seguir desde el primer contacto con los sujetos participantes, su reclutamiento o contacto con la muestra/datos.*

1. Se buscara a los participantes por medio de un anuncio puesto en lugares que son frecuentados por madres de ninos pequenos como gymboree, centros de estimulacion y por medio de facebook. Una vez contactado con las participantes se les contactara para explicarles y determinar en cual de las dos fechas propuestas pueden asistir.
2. El día del focus group, se les entregara un consentimiento informado, en este se les explicara el proposito del grupo, se les pondra claro que sus datos personales no seran publicados, que las sesiones seran grabadas para poder llevar a cabo el analisis y tambien que los datos seran guardados bajo llave por el investigador.
3. Una vez entendido este paso, se comenzara el estudio.
4. Luego de terminar los datos seran procesados.

Recolección y almacenamiento de los datos *Para garantizar la confidencialidad y privacidad, de quién y donde se recolectarán datos; almacenamiento de datos—donde y por cuánto tiempo; quienes tendrán acceso a los datos, qué se hará con los datos cuando termine la investigación*

Toda la información que se obtenga en el estudio será guardada confidencialmente bajo llave, el investigador sera el unico con acceso a la informacion. Su identidad sera respetada. Si el participante desea saber resultados de la investigacion, se le dara una fotocopia del estudio.

Herramientas y equipos *Incluyendo cuestionarios y bases de datos, descripción de equipos*

Grabadora: para poder grabar la sesion
Equipos: computadora
Programa para sacar resultados: Microsoft Excel, aquí se sacaran los datos del analisis de contenido.

JUSTIFICACIÓN CIENTÍFICA DEL ESTUDIO

Se debe demostrar con suficiente evidencia por qué es importante este estudio y qué tipo de aporte ofrecerá a la comunidad científica.

Este estudio es importante para poder enteder los aspectos positivos de las redes sociales y como estas pueden ayudar a una poblacion tan importante como las madres. Los datos serivirian para poder tener datos de madres que viven en quito y como se podria facilitar informacion, acceso a sitios especificos y apoyo a las personas que pronto se converitran en madres.

Referencias bibliográficas completas en formato APA

DESCRIPCIÓN DE LOS ASPECTOS ÉTICOS DEL ESTUDIO

Criterios para la selección de los participantes *Tomando en cuenta los principios de beneficencia, equidad, justicia y respeto*

Los participantes seran voluntarios que deciden por si mismos participar en el estudio. Pueden retirarse en ualquier momento si es que asi lo desean. Son personas que tambien tienen un interes en encontrar a motras madres y entender mejor como funcionan las redes sociales.

Riesgos *Describir los riesgos para los participantes en el estudio, incluyendo riesgos físico, emocionales y psicológicos aunque sean mínimos y cómo se los minimizará*

En el estudio, el participante no se expone a riesgos fisicos. Puede ser que la conversacion tenga ciertos puntos emocionales pero seran monitoreados y los participantes podran expresar sus sensaciones, que seran atendidos de manera inmediata.

Beneficios para los participantes *Incluyendo resultados de exámenes y otros; solo de este estudio y cómo los recibirán*

Saber las motivaciones que llaman a otras madres a usar facebook, instagram y otras redes sociales, ayudara a normalizar lo que a veces pueden sentir como "timepo perdido" , pueden entonctrar nuevos sitios interesantes en donde compartir, pueden encontrar a gente en el estudio que represente alguien importante a futuro. Pueden sentirse motivadas por las pregutnas y reafirmar su identidad naciente.

Ventajas potenciales a la sociedad *Incluir solo ventajas que puedan medirse o a lo que se pueda tener acceso*

La sociedad puede conocer de posibles factores de proteccion para madres primerizas .

Derechos y opciones de los participantes del estudio *Incluyendo la opción de no participar o retirarse del estudio a pesar de haber aceptado participar en un inicio.*

Pueden retirarse el momento que ellos deseen del estudio.

Seguridad y Confidencialidad de los datos *Describir de manera detallada y explícita como va a proteger los derechos de participantes*

Seran protegidos bajo los códigos de ética y los derechos humanos y bajo el ámbito legal.

Consentimiento informado *Quién, cómo y dónde se explicará el formulario/estudio. Ajuntar el formulario o en su defecto el formulario de no aplicación o modificación del formulario*

Se entregara a cada participante el dia del grupo focal, ahí sera explicado de manera clara dicho consentimiento.

Responsabilidades del investigador y co-investigadores dentro de este estudio.

Mantener ante todo el respeto y el bienestar de los participantes.

Documentos que se adjuntan a esta solicitud *(ponga una X junto a los documentos que se adjuntan)*

Nombre del documento	Adjunto	Idioma	
		Inglés	Español
PARA TODO ESTUDIO			
1. Formulario de Consentimiento Informado (FCI) y/o Solicitud de no aplicación o modificación del FCI *	x		x
2. Formulario de Asentimiento (FAI) *(si aplica y se va a incluir menores de 17 años)*			
3. Herramientas a utilizar *(Título de:: entrevistas, cuestionarios, guías de preg., hojas de recolección de datos, etc)*	X	X	
4. Hoja de vida (CV) del investigador principal (IP)			
SOLO PARA ESTUDIOS DE ENSAYO CLÍNICO			
5. Manual del investigador			
6. Brochures			
7. Seguros			
8. Información sobre el patrocinador			
9. Acuerdos de confidencialidad	x		x

10. Otra información relevante al estudio (especificar)				

(*) La solicitud de no aplicación o modificación del FCI por escrito debe estar bien justificada.

PROVISIONES ESPECIALES

Esta sección debe llenar solo si aplica. En ella se incluyen manejo de población vulnerable y muestras biológicas, manejo de eventos adversos, seguros de incapacidad o muerte, entre otros.

CRONOGRAMA DE ACTIVIDADES   AÑO

Descripción de la Actividad (pasos a seguir dentro del proceso de investigación, comenzando por el contacto inicial, reclutamiento de participantes, intervención y/o recolección de datos, análisis, publicación…)	Fechas	1	2	3	4	5	6	7	8
1. Reclutamiento de los participantes	01 de Enero, 2016								
2. Entrega de consentimiento informado 1 grupo	04 de Enero, 2016								
3. Entrega de consentimiento informado 2 grupo	06 de Enero, 2016								
4. Procesamiento de los audios	08 de Enero, 2016								
5. Análisis de resultados	20 de Enero, 2016								
6. Redacción del trabajo escrito	25 de Enero, 2016								
7. Finalización de la tesis	05 de Feb, 2016								
8. Contactar a los participantes para entregar resultados	10 Feb 2016								

CERTIFICACIÓN:

1. Certifico no haber recolectado ningún dato ni haber realizado ninguna intervención con sujetos humanos, muestras o datos.   Sí (X)   No (   )
2. Certifico que los documentos adjuntos a esta solicitud han sido revisados y aprobados por mi director de tesis.   Sí (X)   No (   )
              No Aplica (   )

Firma del investigador: ___Daniela Duran_(1709376279)_____ (con tinta azul)

Fecha de envío al Comité de Bioética de la USFQ: ___15 de , Diciembre 2015_

Comité de Bioética, Universidad San Francisco de Quito
El Comité de Revisión Institucional de la USFQ
The Institutional Review Board of the USFQ

Formulario Consentimiento Informado

Título de la investigación:
The underlying motivations for first time mothers to use social media.
Organización del investigador *(nombre de la universidad, institución, empresa a la que pertenece el IP)*
Universidad San Francisco de Quito
Nombre del investigador principal *(nombres completos)* Daniela Estefania Duran Ospina
Datos de localización del investigador principal *tlfs fijo, celular y correo electrónico.*
02-3238971, 0984075846, Daniela.duran@estud.usfq.edu.ec
Co-investigadores *(nombres completos)* No aplica

DESCRIPCIÓN DEL ESTUDIO
Introducción *(Se incluye un ejemplo de texto. Debe tomarse en cuenta que el lenguaje que se utilice en este documento no puede ser subjetivo; debe ser lo más claro, conciso y sencillo posible; deben evitarse términos técnicos y en lo posible se los debe reemplazar con una explicación)*
Este formulario incluye un resumen del propósito de este estudio. Usted puede hacer todas las preguntas que quiera para entender claramente su participación y despejar sus dudas. Para participar puede tomarse el tiempo que necesite para consultar con su familia y/o amigos si desea participar o no.   Usted ha sido invitado a participar en un investigación sobre _____   Los tipos de personalidad que predominan según el Myers-Briggs en los estudiantes y profesores de la facultad de Psicología de la Universidad San Francisco de Quito_____ *(describir estudio)* porque ___para la realización del trabajo de titulación *(criterio de inclusión)*).
Propósito del estudio *(incluir una breve descripción del estudio, incluyendo el número de participantes, evitando términos técnicos e incluyendo solo información que el participante necesita conocer para decidirse a participar o no en el estudio)*
A través de este estudio busca encontrar las motivaciones de mamas primerizas para usar redes sociales. El tema que se ha escogido responde a la necesidad de conocer mejor las maneras en que las mujeres que se converten en madres por primera vez, tienen para poder buscar su identidad de madres, poder encontrar un grupo de gente que este viviendo la misma situacion que ellas, madres que a su vez esten disfrutando y experimentando la cotidianidad de este trabajo tan especial y definitivo. La hipótesis planteada por este estudio dice que la motivacion para una madre que tiene su primer hijo es el encontrar su identidad, la busqueda de la conexión social, el pertenecer a una comunidad de padres.
Descripción de los procedimientos *(breve descripción de los pasos a seguir en cada etapa y el tiempo que tomará cada intervención en que participará el sujeto)*
1.   Reclutamiento de los participantes   01 – 01- 2016   2.   Entrega de consentimiento informado   04 – 01- 2016 y 06-01-2016   3.   Focus group   04 – 01- 2016 y 06-01-2016   5.   Análisis de resultados 20 – 01 - 2016   6.   Redacción de la tesis escrita   25-01- 2016   7.   Finalización de la tesis 5 – 02 - 2016   8.   Contactar a los participantes para entregar resultados   10-02-2016

Riesgos y beneficios (explicar los riesgos para los participantes en detalle, aunque sean mínimos, incluyendo riesgos físicos, emocionales y/o sicológicos a corto y/o largo plazo, detallando cómo el investigador minimizará estos riesgos; incluir además los beneficios tanto para los participantes como para la sociedad, siendo explícito en cuanto a cómo y cuándo recibirán estos beneficios)

En el estudio, el participante no se expone a riesgos fisicos. Puede ser que la conversacion tenga ciertos puntos emocionales pero seran monitoreados y los participantes podran expresar sus sensaciones, que seran atendidos de manera inmediata.

Beneficios hay muchos, los participantes se puedan dar cuenta de lo importante que es esa conexión social, de empatizar con otras madres, de descubrir herramientas para ellas, de encontrar el valor en comunidades de padres que siguen creciendo.

Confidencialidad de los datos *(se incluyen algunos ejemplos de texto)*

Es esencial mantener la privacidad del participante, por lo cual aplicaremos las medidas necesarias para que su identidad sea protegida en el momento de redactar el estudio.

Consentimiento informado *(Es responsabilidad del investigador verificar que los participantes tengan un nivel de comprensión lectora adecuado para entender este documento. En caso de que no lo tuvieren el documento debe ser leído y explicado frente a un testigo, que corroborará con su firma que lo que se dice de manera oral es lo mismo que dice el documento escrito)*

1) Si bien el participante viene voluntariamente al grupo focal, su identidad sera protegida en el momento de redactar el estudio. Por lo tanto se le otorgara un codigo a cada persona que partidipe. Las grabaciones seran guardadas bajo llave en un lugar donde solo el investigador tendra acceso. Se le otorgara La información que nos proporcione se identificará con un código que reemplazará su nombre y se guardará en un lugar seguro donde solo el investigador y __Sonja Embree_____ tendrán acceso.

2A) Si se toman muestras de su persona estas muestras serán utilizadas solo para esta investigación y destruidas tan pronto termine el estudio *(si aplica)* ó si aplica

2B) Si usted está de acuerdo, las muestras que se tomen de su persona serán utilizadas para esta investigación y luego se las guardarán para futuras investigaciones removiendo cualquier información que pueda identificarlo *(si aplica)*

3) Su nombre no será mencionado en los reportes o publicaciones.

4) El Comité de Bioética de la USFQ podrá tener acceso a sus datos en caso de que surgieran problemas en cuando a la seguridad y confidencialidad de la información o de la ética en el estudio.

Derechos y opciones del participante (se incluye un ejemplo de texto)

Usted puede decidir no participar y si decide no participar solo debe decírselo al investigador principal o a la persona que le explica este documento. Además aunque decida participar puede retirarse del estudio cuando lo desee, sin que ello afecte los beneficios de los que goza en este momento.

Usted no recibirá ningún pago ni tendrá que pagar absolutamente nada por participar en este estudio.

Información de contacto

Si usted tiene alguna pregunta sobre el estudio por favor llame al siguiente teléfono _0984075846_____ que pertenece a ___Daniela Duran_____, o envíe un correo electrónico a ___daniela.duran@estud.usfq.edu.ec o a seembree@usfq.edu.ec

Si usted tiene preguntas sobre este formulario puede contactar al Dr. William F. Waters, Presidente del Comité de Bioética de la USFQ, al siguiente correo electrónico: comitebioetica@usfq.edu.ec

Comprendo mi participación en este estudio. Me han explicado los riesgos y beneficios de participar en un lenguaje claro y sencillo. Todas mis preguntas fueron contestadas. Me permitieron contar con tiempo suficiente para tomar la decisión de participar y me entregaron una copia de este formulario de consentimiento informado. Acepto voluntariamente participar en esta investigación.	
Firma del participante	Fecha
Firma del testigo *(si aplica)*	Fecha
Nombre del investigador que obtiene el consentimiento informado Daniela Duran	
DANIELA DURAN Firma del investigador	Fecha

APENDIX C: INSTRUMENTS

1. What does it mean to you to be a mother?

2. Can you tell me the story of becoming a mother?

3. Do you use social media? How often? Has the use increased since you became a mother?

4. What do you think about blogging and posting pictures and being active on social media as a new mother? If you participate on it, how often? And what would you say is a common subject for you?

5. Do you feel that social media can bring you close to others? (known and unknown people)

6. What do you think about parenting online communities? Do you participate? Do you relay on them sometimes? Why?

7. Why do you post texts, messages or pictures?

8. What motivates you to use social media?