

Internet Mothers: A Study of Blogging Women Between Acceptance and Rejection

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Abstract

In network communication software like Instagram and YouTube, a big number of activities are offered and proceeded by women, so-called Internet Mothers. They are exchanging information about fashion-makeups, sharing food recipes, and consulting and supervising parents of children who have problems at school. Their virtual identities as psychotherapist, cook or cosmetician blurs the border between professionalism and amateurism. Those virtual identities are highly accepted, or absolutely rejected by society, especially by professionals in the physical world. This paper will examine people's feelings and behaviors towards popular virtual identities and will discuss the impact of these services in the context of changes in the understanding of professionalism. With the help of Tajfel's and Turner's social identity theory and Bibb Latane's social impact theory, this paper clarified that the reason behind acceptance and rejection may be the personal similarities between individuals and virtual identities. This paper will present the result of comments in network communication media and some legal issues on infringement of privacy which arise typically when private pictures from children and family lives are published.

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