

You're truly a Wonderful Support, Just like my elder sister: A Bibliometric Exploration of Online Motherhood Redefined by Momfluencers



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ABSTRACT: *The advent of social media driven platforms have fundamentally transformed the way individuals connect with each other. This shift has created the way for the emergence of distinctive types of content creators, widely known as mummy influencers. Despite their increasing influence, there has yet to be a comprehensive bibliometric study offering a complete overview of momfluencers across various disciplines. This study represents the first attempt to provide a holistic view of 24 years of trends and developments in this field. We conducted an in-depth examination of 160 research articles from SCOPUS, published between 2000 and 2024, to shed light on the knowledge structure within this domain. Using VOSviewer and Biblioshiny packages, the findings are revealed in the form of six major research clusters: Moms' Virtual Village, Commercializing Digital Narratives, Digital Motherhood: Benefits and Challenges, Mumpreneurship, Dimensions of Mommy Blogging, and Digital Health Information-Seeking Behavior - and offers future directions for the business and management scholars working in the domain.*

Keywords: Influencer Marketing, Mommy Influencers, Sharenting, Disclosure, Mompreneurs, Motherhood, Instagram, Social Media, Instagram, Bibliometric Analysis

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1. Introduction

Embarking on the path to motherhood is a transformative and complex period in a woman's life, one that often brings with it a myriad of questions and uncertainties just like a rollercoaster ride. It encompasses numerous physical transformations entangled with emotional shifts. As the woman navigates through the various body changes within an ever-changing and unpredictable setting, a woman requires a reliable confidant to discuss and able to ask questions when it is convenient for her and not necessarily once a crisis point is reached, or when her midwife is able to see her (McCarthy et al., 2017).

Traditionally, the collective wisdom of family and community has guided women in different phases of pregnancy and early motherhood for generations (Lagan et al., 2006). However, with the evolution of the digital age and the shift towards nuclear family structures, a significant transformation has occurred. This remarkable shift has given rise to a unique and powerful breed of social media mavens, widely known as mom influencers who have become a new source of guidance and support. The roots of maternity influencers trace back to the early 2000s with the rise of mum blogs. Mommy bloggers initially were

sharing their experiences through written blogs, but as social media platforms evolved, so did their content, transitioning into highly interactive and influential formats like videos, reels and live interactions (Burns, 2016; Lopez, 2009; Morrissey, 2009). Their authentic voices resonate with their years of lived experience that gives their followers a strong sense of connection to the content they share (Abidin, 2017). They convey a strong sense of empathy that enables their followers to imagine themselves in their position (Grave, 2017). Their content spans from the everyday challenges of pregnancy and parenting to specific recommendations on different products and services, offering a detailed and transparent perspective on modern motherhood. Recognizing the potential of mommy influencers, particularly in markets where authenticity and reliability are paramount, brands have started collaborating with them. Also, 'The Influencer Marketing Hub Report' indicates that the market size of social media influencer marketing is forecasted to expand to \$24 billion by the close of 2024, with parenting influencers playing a critical role in this expansion. The growing popularity of momfluencers during a pivotal stage in a woman's life is more than just a trend; it's a reflection of changing consumerism where credibility fuels engagement.

Considering the backdrop of this interesting research domain, several authors have analysed the published literature over time. For instance, Freitas et al. (2024) conducted a comprehensive hybrid literature review, analyzing 175 articles that focus on the interplay between motherhood and consumption, identifying nine significant clusters within this domain. Chee et al. (2023) reviewed 17 articles to assess the influence of social media influencers on pregnancy, childbirth, and early parenting experiences. Their systematic review revealed that 'information sharing,' 'support,' 'identity,' and 'monetization' are the key motivations for engagement. Rodrigues et al. (2023) examined 15 research articles to explore how women navigate balancing their careers with the demanding periods of motherhood. Gleeson et al. (2019) explored fundamentally motivation behind joining mother forums online during pre and post pregnancy.

It has been observed that a significant gap exists in the mommy influencers literature, as to the best of our knowledge, we have not come across any comprehensive review article on maternity influencers. Additionally, the existing research is largely constrained by narrow themes and limited sample sizes, making it challenging to draw broad generalizations. Given the rapid rise of mothers as influencers and the evolving nature of social media, there is a pressing need for detailed analysis of the latest state-of-the-art articles to stay aligned with current research developments. Therefore, this study seeks to cover the gap by presenting a holistic picture of mummy influencers literature through the application of systematic literature review and bibliometric data analysis. Bibliometric data analysis techniques are regarded as unbiased and free from researchers' subjectivity (Baumgartner and Pieters, 2003). Looking into the gaps of the previous literature, the following research objectives are framed for the study.

RQ1: To conduct the performance analysis of different research components in the field i.e productivity per active year of publication, sources, countries, documents, institutions and keywords.

RQ2: To explore the conceptual structure of the domain by mapping visualizations on the basis of author keywords through thematic evolution, factorial analysis and topic dendrogram.

RQ3: To visualise the relationship between sources, countries and keywords by three-field plot analysis.

RQ4: To evaluate the current research trends in the area through bibliometric coupling analysis.

2. Methodology

Systematic Review Literature is conducted to comprehensively dive into the network of articles woven by researchers in the area. SLR adopts an approach that is scientific and replicable (Cook et al. 1997) for evaluating and interpreting all the available research relevant to a question, topic, or phenomenon of interest (Booth et al. 2012). The protocol used for the reporting all possible decisions pertaining to the process was done through "Preferred Reporting Items for Systematic Reviews and Meta-analysis" (PRISMA) statement as diagrammatically represented by fig (1).

2.1. Database and Keywords Selection

For the detailed coverage of research objectives, Scopus was chosen as the database over other databases like PubMed and Web of Science. Scopus and Web of Science offer multidisciplinary topics. Scopus is regarded as a more credible database, housing significant publications from reputable journals and research scholars (Van Eck and Waltman, 2014). It boasts a large collection, including over 25,000 journals with more than 23,452 peer-reviewed ones, and it has a vast repository of over 77.8 million publications with 1.7 billion citations (Elsevier, 2020).

The primary string of keywords used for data collection, "*mommy blogger**" OR "*mum blogger**" OR "*mumpreneur**" OR "*momprenneur**" OR "*momfluencer**" OR "*mommy influencer**" OR "*maternity influencer**" OR "*mother influencer**" OR "*Instagram mom**" OR "*online parenting*" OR "*sharenting*" OR "*online motherhood*"

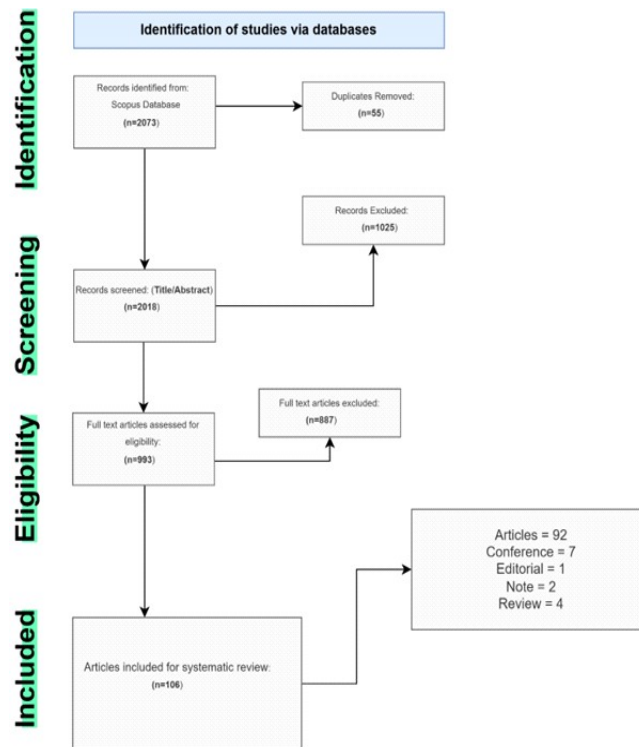


Figure 1. Prisma Framework

Given that research on the concept of ‘momfluencers’ is still in its nascent stages, we applied minimal filters to our database search. We did not restrict the publication year, allowing the selection of articles from 2000 to 2024 by default. As the topic of influencers is multidisciplinary, we also kept the subject area broad. The only filter applied was for language, limiting our selection to articles in English. Additionally, we included grey literature—such as conference proceedings, book chapters, editorials, notes, and reviews—resulting in a total of 2,073 articles in the initial output.

To refine our selection further, we screened articles based on their relevance and scope. All duplicates were removed, and after a thorough review of titles, abstracts, and full texts, 106 articles were ultimately selected for in-depth analysis, saved in a CSV (comma-separated values) file format.

Table 1. List of search items and criteria

Items	Criteria
Time - Period	No chronological filter
Databases	SCOPUS database
Keywords	"mommy blogger*" OR "mum blogger*" OR "mumpreneur*" OR "mompreneur*" OR "momfluencer*" OR "mommy influencer*" OR "maternity influencer*" OR "mother influencer*" OR "Instagram mom*" OR "online parenting" OR "sharenting" OR "online motherhood"
Type of document	Articles, Conference Proceedings, Book Chapters, Editorials, Notes, and Reviews
Software used	Microsoft Excel and VosViewer
Documents identified	106

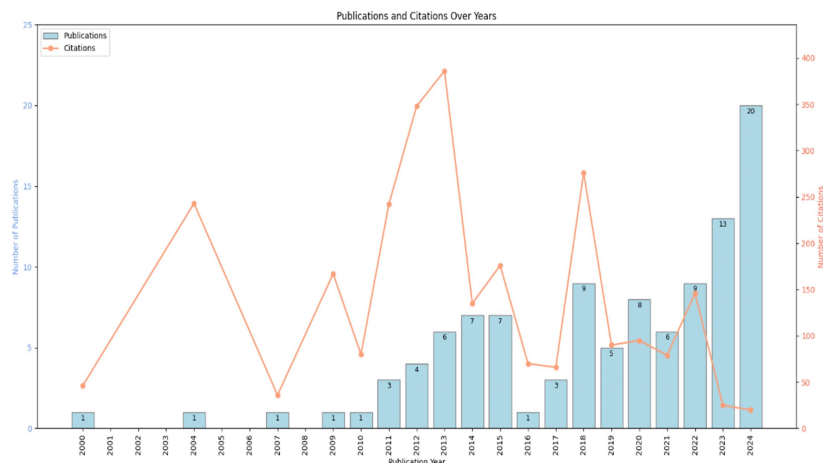


Figure 2. Yearly Publications and Citations

3. Findings

3.1. Annual Publications and Citations

The authors employed “VOS viewer” and the “R”- package to perform bibliometric analysis. Figure 2 depicts the annual trends in publications and citations from 2000 to 2024, where publications are represented by bars and citations by a line graph. During the period from 2000 to 2010, only a single publication was recorded. A steady increase in publication output is observed between 2011 and 2015, after which a decline occurs, followed by a resurgence leading up to 2020. From 2021 onwards, a consistent upward trajectory in publications is evident, culminating in a remarkable surge in 2024, with a total of 20 publications. Conversely, a direct relationship between the number of publications and citations is not evident. For example, in 2004 and 2009, despite the low number of publications, a substantial number of citations were received, indicating the highly influential nature of these documents. The most notable peak occurred in 2013, with 386 citations from only 6 articles, underscoring the significant impact of these works. However, a continuous decline in the citations was seen after 2022. A relatively new or very old paper is likely less cited than a paper near the mean and median citation age in a field. Also, citedness depends on many other variables including author reputation, journal impact factor, research topic whether it is a cutting edge research area or a topic from niche fields etc.

3.2. Annual Publications and Citations by Source

Table 2 presents the number of publications and citations across various sources or journals from 2000 to 2024. The analysis revealed that the “*Women’s Studies International Forum*” leads in terms of publications, with 4 documents, followed by the “*New Media and Society*”. In terms of citations, the “*Journal of Medical Internet Research*” ranks highest with 276 citations, while the “*Maternal and Child Health Journal*” holds the second-highest count at 223 citations. These findings highlight the significant influence of the publications in these journals. Notably, the “*International Small Business Journal*” and “*Geoforum*” each have one document that garnered 142 and 122 citations, respectively, suggesting that these may be highly cited or particularly influential works within their respective fields.

Table 2. Publications and Citations by Source

Sources	Citations	Documents
<i>Journal of Medical Internet Research</i>	276	2
<i>Maternal and Child Health Journal</i>	223	1
<i>New Media and Society</i>	179	3
<i>International Small Business Journal</i>	142	1
<i>Geoforum</i>	122	1
<i>New Educational Review</i>	98	2
<i>Women's Studies International Forum</i>	90	4
<i>Family Relations</i>	84	2
<i>Biography - An Interdisciplinary Quarterly</i>	81	1

3.3. Authorship Pattern

Figure 3 represents the relationship between the number of publications and citations across different authorship patterns from 2000 to 2024. The data show that papers with two authors

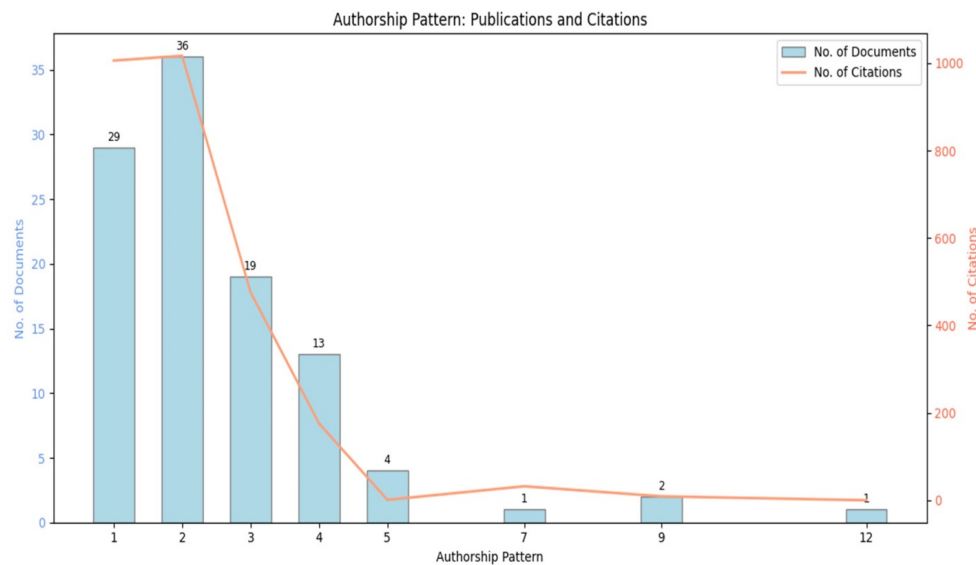


Figure 3. Authorship Pattern

have the highest publication count, followed by those with one and three authors. Similarly, citations are highest for two-author papers. A notable decline in citations is observed for papers with more than two authors. This trend suggests that two-author papers are both the most common and the most influential, while more complex authorship patterns, such as those with 7, 9, or 12 authors, are less common and have lower impact.

3.4. Country wise Publications and Citations

Table 3 highlights the geographical distribution and impact of the articles in the area of momfluencers. The United States stands out as the topmost country, publishing 30 articles on the topic. Following closely are the UK, Canada, Belgium, and China, with 17, 9, 7, and 7 articles respectively. The data further illustrates that the United States, with its substantial number of publications, consistently produces high-quality research, accumulating a total of 1,226 citations. A similar pattern is observed in the United Kingdom, which ranks second in both publications and citations. Notably, China, despite securing the fifth position in the number of documents published, is absent from the list of top ten cited countries, indicating that the impact and quality of its research may be lower compared to other nations. Countries such as France, Italy, Spain, and New Zealand exhibit moderate levels of both citations and publications, reflecting their steady but modest contributions to the field.

Table 3. Country wise Publications and Citations

Position	Country	Citations	Position	Country	Documents
1	United States	1226	1	United States	30
2	United Kingdom	621	2	United Kingdom	17
3	Canada	172	3	Canada	9
4	Australia	151	4	Belgium	7
5	Belgium	88	5	China	7
6	New Zealand	63	6	Netherlands	5
7	France	31	7	Australia	4
8	Italy	18	8	France	4
9	Netherlands	17	9	New Zealand	4
10	Spain	16	10	Germany	3

3.5. Affiliation-wise contribution

Table 4 highlights the Department of Behavioral Science and Health education in the United States as the leading institution in this research area, with a total of 243 citations. Other notable institutions from the U.S. include Pennsylvania State University and the Annenberg School for Communication, underscoring the significant impact of research originating from the country. Additionally, institutions such as the University of Birmingham's Department of Geography and the Aberdeen Business School from the United Kingdom have also made considerable contributions. Influential institutions from Canada, Ireland, and Poland are also recognized for their substantial citations.

Table 4. Affiliation-wise contribution

<i>Affiliation</i>	<i>Country</i>	<i>Citations</i>
Dept. of Behav. Sci. and Hlth. Education	US	243
Human Development and Family Studies, Pennsylvania State University	US	223
Annenberg School for Communication	US	167
University of Birmingham	United Kingdom	163
Department of Geography	United Kingdom	122
Aberdeen Business School	United Kingdom	84
Department of English	Canada	81
School of Psychology	Ireland	80
University of Illinois at Urbana-Champaign	US	79
Department of Early Education and Media Pedagogy, University of Silesia	Poland	70



Figure 4. Word Cloud

3.6. Document wise contribution

Table 5 displays the most highly cited articles within the area of maternity influencers. Bernhardt et al. (2004) holds the top spot globally with 243 citations for the document titled "Online paediatric information seeking among mothers of young children: Results from a qualitative study using focus groups". Following closely is McDaniel et al. (2012) with 223 citations for their work titled "New mothers and media use: Associations between blogging, social networking, and maternal well-being". The authors within the top ten rankings focus on various aspects such as mompreneurship, sharenting, mommy blogging, redefining modern motherhood, social comparison with most of the studies being qualitative in nature and facebook as predominant platform.

3.7. Word cloud Analysis

Figure 4 showcases the most frequently used terms in mom-influencers research. Key terms such as "social media," "motherhood," "sharenting," "pregnancy," and "parenting" underscore the central themes that have been crucial in shaping the field. Other prominent terms include "mompreneurs," "social support," "blogging," "children," "mommy blogs," "Instagram,"

Table 5: Document Wise Analysis				
Authors	Title	Year	Source	Citations
Bernhardt J.M.	"Online paediatric information seeking among mothers of young children: Results from a qualitative study using focus groups"	2004	Journal of Medical Internet Research	243
McDaniel B.T.	"New mothers and media use: Associations between blogging, social networking, and maternal well-being"	2012	Maternal and Child Health Journal	223
Lopez L.K.	"The radical act of 'mommy blogging': Redefining motherhood through the blogosphere"	2009	New Media and Society	167
Duberley J.	"The career identities of 'mumpreneurs': Women's experiences of combining enterprise and motherhood"	2013	International Small Business Journal	142
Ekinsmyth C.	"Challenging the boundaries of entrepreneurship: The spatialities and practices of UK 'Mumpreneurs'"	2011	Geoforum	122
Pedersen S.	"Mothers with attitude - How the Mumsnet parenting forum offers space for new forms of femininity to emerge online"	2013	Women's Studies International Forum	84
Morrison A.	"Suffused by feeling and affect": The intimate public of personal mommy blogging"	2011	Biography - An Interdisciplinary Quarterly	81
Brady E.	"Not the romantic, all happy, cooey coo experience": A qualitative analysis of interactions on an Irish parenting web site"	2010	Family Relations	80
Chae J.	"Am I a Better Mother Than You: Media and 21st-Century Motherhood in the Context of the Social Comparison Theory"	2015	Communication Research	79
Brosch A.	"When the child is born into the internet: Sharenting as a growing trend among parents on Facebook"	2016	New Educational Review	70

“Facebook,” “advertising,” and “mommy influencers.” These terms highlight the significance and overlap of social media support, particularly through blogs, Instagram, and Facebook, modern parenting dynamics, entrepreneurial opportunities for mothers, and the commercial aspects of motherhood content in the digital age.

3.8. Trend Topics

Figure 5 illustrates the timeline of trending topics, where each topic is represented by a dot along a vertical line. The size of the dot reflects the frequency of the topic, while the length of the vertical line indicates the duration over which the topic has been studied. The most frequently studied or popular topics in the field include ‘sharenting,’ ‘privacy,’ ‘children,’ ‘parenting,’ ‘pregnancy,’ ‘motherhood,’ and ‘entrepreneurship,’ with many of these discussions centered on social media platforms like Instagram and Facebook. Motherhood emerged as the most trending topic in 2016. Additionally, ‘parenting,’ ‘mothers,’ and ‘motherhood’ have been examined over the longest timespan, from 2013 to 2024. The topics that emerged to be researched in recent years include ‘mothers,’ ‘sharenting,’ ‘children’ and ‘privacy,’ with Instagram serving as the primary platform.

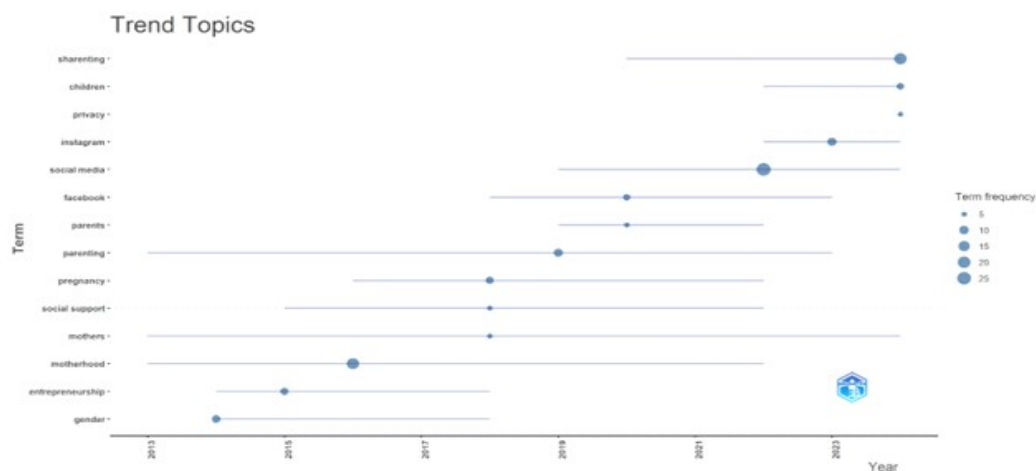


Figure 5. Trend Topics

3.9. Thematic Evolution

Based on the author’s keywords, a thematic map was plotted where x-axis represented centrality and y-axis characterizes density (Cobo et al., 2011). The thematic parameters are set at 100 with a minimum requirement of 5 co-occurrences for the author keywords. Additionally, the size of the bubbles corresponds to the frequency of word occurrences within each cluster. As a result, four quadrants were generated in the form of upper-left quadrant containing niche themes, upper-right quadrant representing motor themes, lower-left quadrant including declining and emerging themes, and the lower-right quadrant having basic themes.

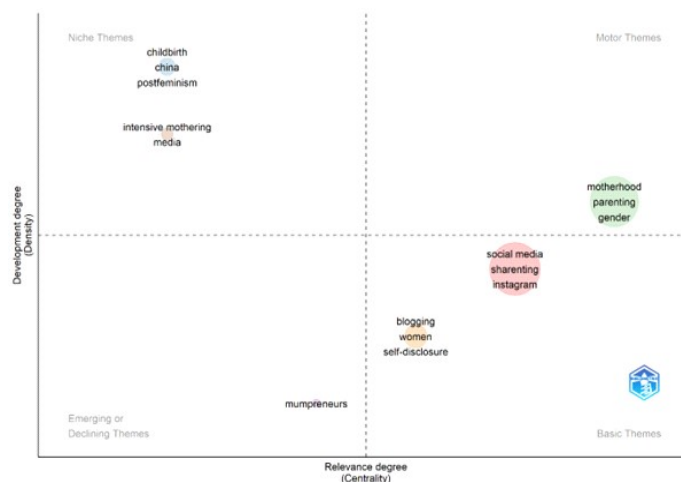


Figure 6. Thematic Map

The thematic map analysis reveals that 'postfeminism', 'intensive mothering', 'media', 'child birth' and 'china' are highly developed yet isolated themes within the literature. These niche themes have strong internal ties but have minimal significance in the research due to their limited relevance and weak connections with other themes. Motor themes such as 'motherhood', 'parenting' and 'gender' characterized by high centrality and density scores reflects well-connected and well-developed concepts. The motor themes exhibit significant interconnectedness with closely related topics and are crucial for the substantial advancement of the field. Emerging or declining themes like 'mumpreneurs', show weak development with low centrality and density. 'Blogging', 'women', 'self-disclosure', 'sharenting' and 'social media, and 'Instagram' are the fundamental or basic themes having high centrality and low density are potentially important for research area but require further development. This is supported by trend topic analysis, which shows that 'sharenting' and 'Instagram' have emerged as trending topics for the most recent years. This quadrant holds most significance for future researchers aiming to explore and develop these areas with new research directions.

3.10. Factorial Analysis for Author Keywords

Figure 5: The factorial analysis of author keywords was conducted using Multidimensional Scaling, identifying 50 terms grouped into 5 clusters. The resulting output, displayed in five different colors, reveals closely related topics. The yellow cluster focuses on advertising and influencer marketing, with particular emphasis on discussions among mothers about children's privacy on Instagram. A notable example from this cluster is the article by Iglesias et al. (2022) titled "*Children's exposure on Instagram: Instamoms, brand presence, and legal loophole*". The green cluster centers on topics such as social comparison and birth among mommy influencers, with China emerging as a predominant focus. The red cluster, the largest, includes major topics on the interrelationship between motherhood and entrepreneurship, with most studies being qualitative in nature. The blue cluster addresses sharenting discussions on social media, with children's privacy as the main concern. A small, isolated purple cluster explores topics like self-representation and visual analysis. An example from this cluster resonates with the study by Wegener et al. (2023)'s article titled "*Motherhood in social media: phenomena and consequences of the professionalization of mothers and their media (self-)representation*". The analysis of each cluster offers valuable insights and more feasible directions for future studies.

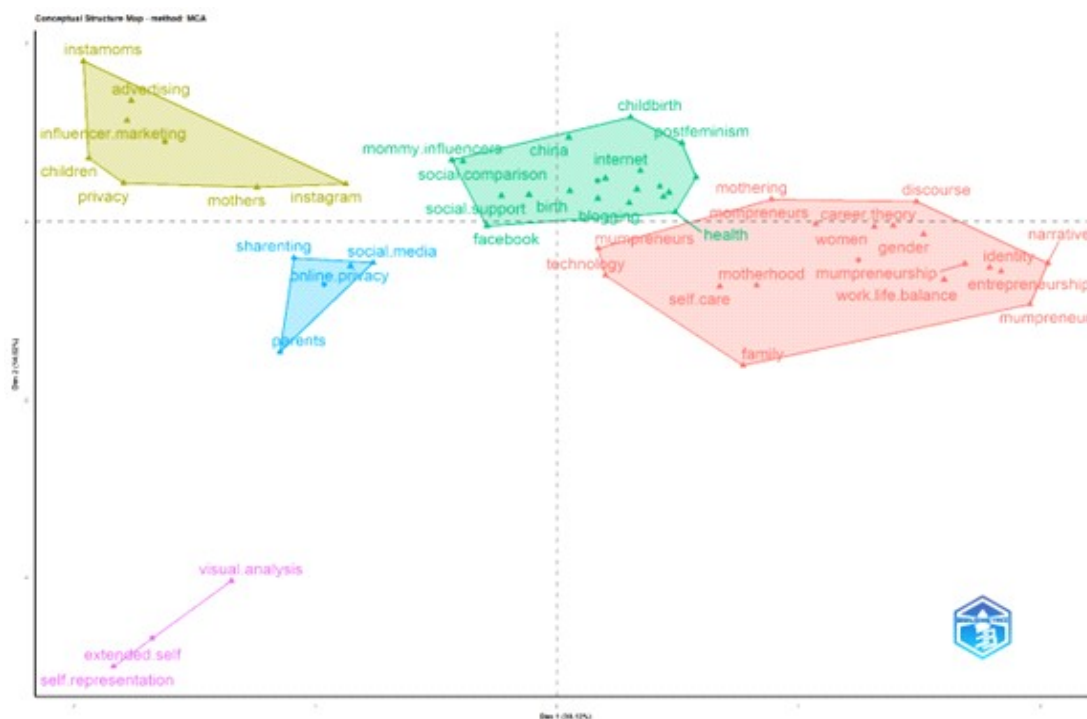


Figure 7. Word Map

3.11. Topic dendrogram

Figure 6 visualizes the clustering dendrogram, a tree-like diagram of the author keywords. The height of the branches indicates the distance between clusters, with distant words representing dissimilar concepts and closely related concepts shown in the same color. For example, 'mothers,' 'Instagram,' 'privacy,' and 'children' are represented in the same color, highlighting their close relationship. This analysis aligns with the five clusters identified in the factorial analysis of the topic.

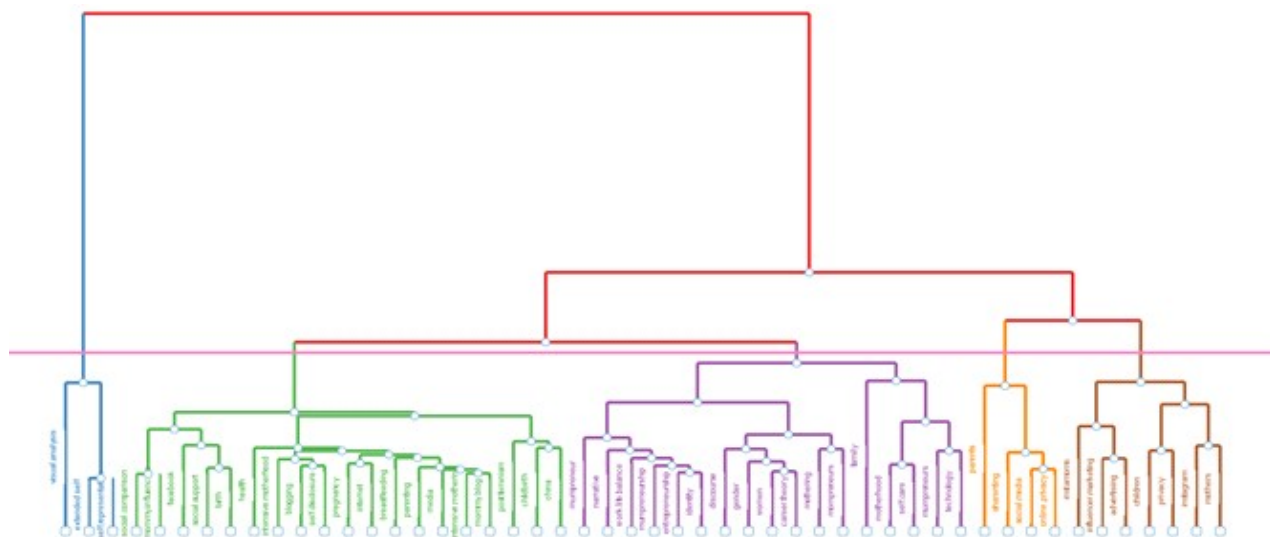


Figure 8. Topic Dendrogram

3.12. Three Field Plot

Figure 6 presents a three-field plot using Sankey diagrams, as proposed by Riehm et al. (2005), to illustrate the connections among journals, countries, and keywords. The plot features three fields: journals on the left, countries in the middle, and keywords on the right, with 10 items selected for each category. The size of the boxes represents the frequency of occurrences (Riehm et al., 2005). The plot highlights Italy's strong presence in the "Italian Journal of Pediatrics," emphasizing keywords such as 'social media' and 'sharenting.' The USA is represented through articles published in "Information, Communication & Society," "Journal of Medical Internet Research," "Computers in Human Behavior," and "New Media & Society," with predominant keywords including 'social media,' 'sharenting,' 'parenting,' 'children,' 'motherhood,' 'Instagram,' and 'gender.' China's publications are featured in the "Women's Studies International Forum," with 'Facebook' as a significant keyword.

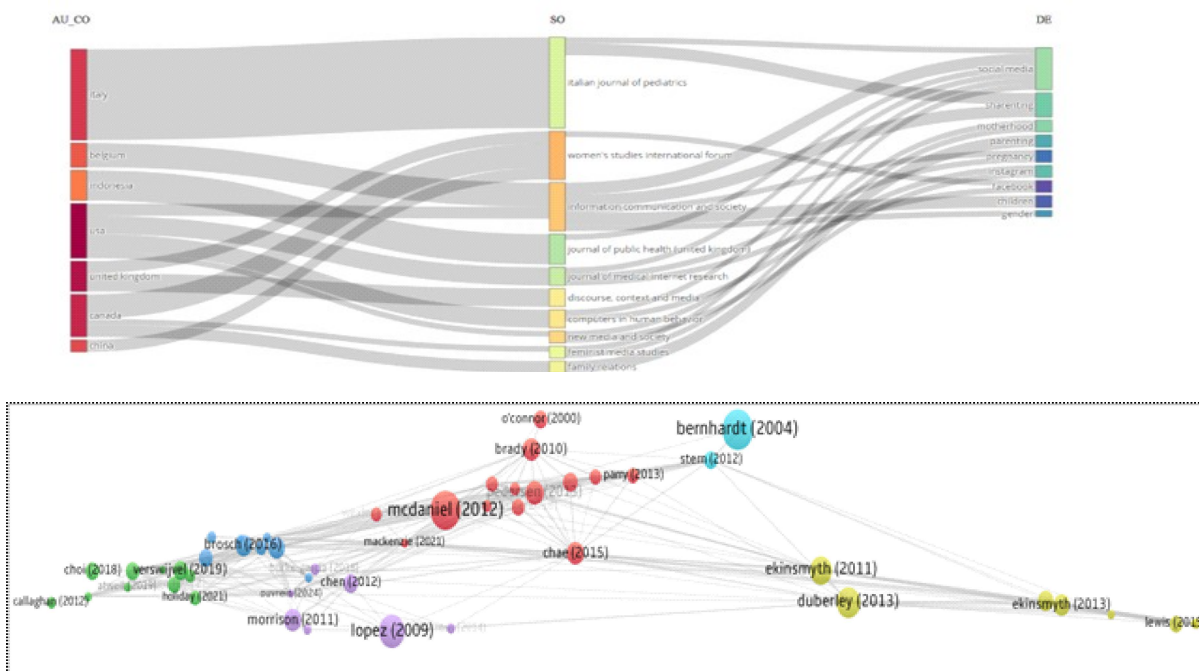


Figure 9. Three Field Plot

4. Current Themes - Bibliometric coupling – Document Wise Cluster Analysis

For the cluster analysis, we used VOSviewer for Bibliometric coupling with fractional counting to get the visualization of different themes emerged. While conducting this analysis, units of analysis can be author, document or source (Van Eck and Waltman, 2019). We selected Document wise analysis. Further filters were applied i.e the minimum threshold was set to the number of citations as 10, which resulted in 50 documents. All 50 were linked together and as a result, six clusters were obtained.

Cluster 1: Red color

“Moms Virtual Village”: - This cluster includes fourteen research articles and focuses on the concept of a close-knit community, similar to a village, that connects virtually in the digital space. It emphasizes how this digital village enables mothers to share their experiences with others who understand the unique challenges of this life stage, where emotional and mental support are paramount. McDaniel (2012), the most-cited author with 223 citations, authored “New mothers and media use: Associations between blogging, social networking, and maternal well-being”. This empirical research, conducted with mothers averaging 27 years in age, found a direct correlation between the frequency of blogging and maternal well-being. Through the continuous support of a virtual network of mothers, these women feel more connected and supported around the clock. Pedersen (2013) authored the study “Mothers with attitude - How the Mumsnet parenting forum offers space for new forms of femininity to emerge online” which analysed conversations on the Mumsnet parenting forum, where the focus was more on entertainment than support. Brady (2010) conducted research on study titled “Not the romantic, all happy, coochy coo experience: A qualitative analysis of interactions on an Irish parenting website.” This study, employing exploratory and semi-structured interviews, revealed the parenting website as a non-judgmental, supportive system that serves as a viable solution for modern parenting challenges. Two of the most recent studies in the cluster are by Wexler (2020) and Mackenzie (2021). Wexler’s (2020) study, “Pregnancy and health in the age of the Internet: A content analysis of online ‘birth club’ forums,” utilized machine learning algorithms and natural language processing methods to identify popular topics among the 262,238 posts collected over one year, encompassing three trimesters and three months postpartum. Mackenzie’s (2021) study, “Motherhood online: Issues and opportunities for discourse analysis,” explored how various domains such as healthcare and religion are redefining contemporary motherhood across different digital platforms.

Cluster 2: Green color

“Commercialising Digital Narratives: Sharenting and Sponsorship”: - This cluster includes ten research articles that examine the narrative strategies employed by mommy influencers to build and expand their social capital and visibility, which in turn serve as the critical foundation for the commercialization and monetization of their content. Jorge et al. (2022), in their qualitative study titled “Mummy Influencers and Professional Sharenting”, examined 11 Portuguese mommy influencers and highlighted how these influencers act as professional advisors on parenting topics (Yochim, 2017). The study found that sharenting that means sharing content on parenting along with pictures, videos of their children has largely evolved into a commercial activity (Autenrieth, 2018; Blum-Ross and Livingstone, 2017; Damkjaer, 2018; Steinberg, 2017). Another qualitative study by Holiday et al. (2022), titled “Sharenting and the Extended Self: Self-Representation in Parents’ Instagram Presentations of their Children”, analyzed 125 posts, examining visual elements and related captions using the constant comparison method (Strauss, 1987). The study identified three major categories: “polished”, “promotional” and “intimate.” Beuckels et al. (2022) investigated the impact of social media influencer collaborations on consumer choices. The experimental study found that narratives from mom influencers are perceived as more credible by mothers than brand-generated content. Additionally, Holiday et al. (2021), in their study “Influencer Marketing Between Mothers: The Impact of Disclosure and Visual Brand Promotion” explored how different combinations of text and image content can elicit manipulative intent among mothers.

Cluster 3: Green color

“Digital Motherhood: Benefits and Challenges”: - This cluster encompasses eight research articles that explore the dual aspects of social media use by mothers. On one hand, mommy bloggers provide emotional and mental support, while on the other hand, issues such as sharenting and social comparison contribute to mental stress and feelings of envy among mothers. Archer et al. (2018), in their qualitative study titled “Mother, Baby, and Facebook Makes Three: Does Social Media Provide Social Support for New Mothers?”, explored the impact of social media on Australian mothers with children aged 0-4 years. The study revealed a range of emotions, including both support and anxiety, associated with social media use among new mothers. Additionally, Brosch (2016) highlighted how sharenting has sparked concerns about privacy and its potential long-term effects on children’s mental health. Furthermore, Cino et al. (2021), in their study “To Share or Not to Share? That Is the (social media) Dilemma: Expectant Mothers Questioning and Making Sense of Performing Pregnancy on social media”, analyzed 1,237 posts from 26 threads on a parenting forum using thematic analysis. The research revealed an ongoing dilemma among expectant mothers regarding the ethical implications and appropriateness of sharing pregnancy-related information on social media.

Cluster 4: Yellow color

“Mumpreneurship: Entrepreneurship and Motherhood”: - This cluster includes eight research articles that examine the career transitions women make during motherhood. The studies focus on how women often seek career paths that allow them to be their own bosses and achieve a harmonious balance between their professional and maternal responsibilities leading to an interesting phenomenon known as mumpreneurship (Ekinsmyth et al., 2014). Hudson et al. (2020) examined 13 Canadian women who made a shift in the career to entrepreneurship post-motherhood. The research highlighted how the life-transition to motherhood makes women think of their entrepreneurial careers. Also, the study conducted by Ekinsmyth et al. (2013) applied Jarvis framework and analysed 29 accounts of different mompreneurs and revealed how spatial factors impact mothers' capabilities and constraints, shaping their entrepreneurial choices.

Cluster 5: Purple color

“Dimensions of Mommy blogging”: - The cluster includes seven research articles examining different dimensions of mommy blogging including sharing health information, community building, identity creation, self-empowerment, feminist and socio-cultural analysis. A study by Garcia et al. (2018) conducted a survey with 461 mommy bloggers and explored the different perceptions and motivations of mommy bloggers to share health-related information. Lopez et al. (2009) in their study titled as “The radical act of ‘mommy blogging’: Redefining motherhood through the blogosphere” explored how mommy bloggers are challenging traditional views of motherhood, which have long imposed unrealistic expectations and burdens on mothers. Unlike idealized portrayals that demand perfection, mommy bloggers offer their own authentic voices and examples of imperfection, presenting a more realistic and relatable view of motherhood.

Cluster 6: Blue color

“Digital health information seeking behavior”: - The cluster includes three studies examining mothers' online health information-seeking behavior and its effects. Bernhardt et al. (2004) explored why and when pregnant women and mothers seek information online and how come they find these sources credible. They conducted focus group studies with 20 mothers in the southeastern US city and found that mothers have a high demand for health information during pregnancy and early child-rearing, trusting advice from clinical professionals and fellow parents over commercial sites. Rathbone et al. (2019) revealed that frequent online health searches lead to higher anxiety levels among new parents compared to pregnant women. Stern et al. (2012) highlighted differences in how females and males search for and utilize online health information.

5. Discussion

The findings from the bibliometric analysis revealed the detailed summary of the current state of research stream on momfluencers. With the help of different research clusters identified, momfluencers have emerged as a central topic of research across multiple domains. “*Moms virtual village*” highlights the role of digital platforms in building a web around mothers for supporting them during the period where they need utmost support for fulfilling their immediate demand of information from all the possible sources (McDaniel, 2012; Brady, 2010). The popularity of such platforms reflects the growing reliance on digital connections for emotional and practical guidance. The analysis also lures attention to “Mumpreneurship” where women try to find a balance between responsibilities of motherhood and family life. As more mothers seek for flexible career opportunities, the concept of mumpreneurship has gained attraction among scholars (Ekinsmyth, 2013). This trend also suggests that momfluencers are not just building digital communities but are also redefining traditional career paths for mothers. Another significant cluster “*Commercialising Digital Narratives*” indicates the monetisation of professionally created content framed by mominfluencers. It also signifies how digital motherhood has transformed into a commercial activity. This also lines up with the findings from Jorge et al. (2022) who emphasized the strategic use of personal narratives to replicate brand authenticity and credibility. Brands have also increasingly started recognizing the credibility build by mominfluencers with their followers, making them valued partners for building brands in different influencer marketing campaigns. However, ethical issues related to exploiting children's privacy for commercial gain continued to be topic of debate among various researchers (Brosch, 2016). The “Digital Motherhood: Benefits and Challenges” brings the scholarly attention on the dual role played by mominfluencers narratives on the internet. On one hand, mominfluencers provide vital support to mothers during crucial times of need, but on the other hand, the idealised portrayals of motherhood fuel social comparisons, which can negatively impact women's mental health during the pivotal stage of life. The rise of “Digital Health Information-Seeking Behavior” highlights the trust that mommy bloggers have built with their followers for health advice (Bernhardt et al. 2004).

The identified research streams also provide directions for future research in the area of mominfluencers. For instance, the ethical issues around sharenting becomes an important area to work and understand the long-term consequences it can create on children's privacy and mental health. Also, the content shared by non-experts raises concerns for accuracy and reliability of health information, presenting ongoing challenges and calling for further research into the regulation of such content. Furthermore, the literature is lacking in comprehensive studies on the impact of mommy influencers on consumption choices made by the mothers. Although some research has touched on sponsorship aspects, there is a need for more

in-depth exploration of factors such as parasocial relationships, homophily, influencer-brand-product fit, and the diverse content strategies employed by mommy influencers. Further studies could also examine the impact of influencer credibility across different tiers (nano, micro, macro) and investigate how endorsements of products from various categories (hedonic vs. utilitarian) influence consumer behavior. In brief, there is a significant potential for further research in the underexplored and neglected area of mominfluencers across various academic fields.

6. Conclusion and Limitations

The bibliometric analysis offers a comprehensive view of the mommy influencer landscape, highlighting their rapid expansion across online platforms and their support for both other mothers and brands in various ways. The identified clusters play a significant role in shaping research across disciplines such as psychology, computer science, marketing, management, and health sciences. The findings have practical implications for brands, policymakers, and researchers, particularly in understanding the ethical, social, and commercial dimensions of influencer marketing within the context of motherhood. However, like many studies, our research has limitations. We relied exclusively on Scopus, which may exclude relevant publications from other databases. To reduce bias, future studies should include additional databases. Despite these limitations, our study provides a structured overview, serving as a solid foundation for further research in the field.

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