

Gender and Parenthood in Web 2.0.: Research on Role Distance in a Bulgarian Weblog Dedicated to Motherhood

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Abstract : The persistence of gender arrangements in childcare has been well-documented and theorized, but we know little on how they have been represented in Web 2.0. by the social actors themselves. This paper relies on Goffman's concept of role distance to explore the online self-representations of mothers as a group and thus the complicated relationship between gender and parenthood. The object of research is a popular Bulgarian weblog dedicated to motherhood, and its content has been analyzed through content analysis. The results demonstrate that the concept of role distance can be successfully used to illuminate the ways the gendered expectations and norms of parenting are being questioned online. The research contributes both to the understanding of the relevance of the concept of role distance in explaining gender relations and of its increasing importance in Web 2.0.

Keywords : gender, parenthood, role distance, Web 2.0

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