

OPTIMAL MOTHERHOOD AND OTHER LIES FACEBOOK TOLD US

OPTIMAL MOTHERHOOD AND OTHER LIES FACEBOOK TOLD US

**Assembling the Networked *Ethos*
of Contemporary Maternity Advice**

JESSICA CLEMENTS AND KARI NIXON

**The MIT Press
Cambridge, Massachusetts
London, England**

© 2022 Massachusetts Institute of Technology

This work is subject to a Creative Commons CC-BY-NC-ND license.

Subject to such license, all rights are reserved.



The MIT Press would like to thank the anonymous peer reviewers who provided comments on drafts of this book. The generous work of academic experts is essential for establishing the authority and quality of our publications. We acknowledge with gratitude the contributions of these otherwise uncredited readers.

This book was set in Adobe Garamond by Westchester Publishing Services.

Library of Congress Cataloging-in-Publication Data

Names: Clements, Jessica, author. | Nixon, Kari, author.

Title: Optimal motherhood and other lies Facebook told us : assembling the networked ethos of contemporary maternity advice / Jessica Clements and Kari Nixon.

Description: Cambridge, Massachusetts : The MIT Press, [2022] | Includes bibliographical references and index.

Identifiers: LCCN 2021057604 | ISBN 9780262543620 (paperback)

Subjects: LCSH: Motherhood—Social aspects. | Mothers—Psychology. | Social media and society.

Classification: LCC HQ759 .C618 2022 | DDC 306.874/3—dc23/eng/20220207

LC record available at <https://lccn.loc.gov/2021057604>

Contents

Acknowledgments *vii*

INTRODUCTION 1

1 IT WAS NEVER ABOUT THE COFFEE 33

2 TAKE BACK THE DELIVERY ROOM 61

3 WE HAVE NEVER BEEN NORMAL 91

4 BREAST/FED IS BEST 117

5 PRECIOUS LITTLE SLEEP™ 143

6 “CAN I GET A TWEAK?” 171

A VERY COVID CONCLUSION 193

Notes 209

References 213

Index 225

This is a section of [doi:10.7551/mitpress/12246.001.0001](https://doi.org/10.7551/mitpress/12246.001.0001)

Optimal Motherhood and Other Lies Facebook Told Us

Assembling the Networked Ethos of Contemporary Maternity Advice

By: Jessica Clements, Kari Nixon

Citation:

Optimal Motherhood and Other Lies Facebook Told Us: Assembling the Networked Ethos of Contemporary Maternity Advice

By: Jessica Clements, Kari Nixon

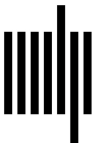
DOI: 10.7551/mitpress/12246.001.0001

ISBN (electronic): 9780262369374

Publisher: The MIT Press

Published: 2022

The open access edition of this book was made possible by generous funding and support from MIT Press Direct to Open



The MIT Press

© 2022 Massachusetts Institute of Technology

This work is subject to a Creative Commons CC-BY-NC-ND license.

Subject to such license, all rights are reserved.



The MIT Press would like to thank the anonymous peer reviewers who provided comments on drafts of this book. The generous work of academic experts is essential for establishing the authority and quality of our publications. We acknowledge with gratitude the contributions of these otherwise uncredited readers.

This book was set in Adobe Garamond by Westchester Publishing Services.

Library of Congress Cataloging-in-Publication Data

Names: Clements, Jessica, author. | Nixon, Kari, author.

Title: Optimal motherhood and other lies Facebook told us : assembling the networked ethos of contemporary maternity advice / Jessica Clements and Kari Nixon.

Description: Cambridge, Massachusetts : The MIT Press, [2022] | Includes bibliographical references and index.

Identifiers: LCCN 2021057604 | ISBN 9780262543620 (paperback)

Subjects: LCSH: Motherhood—Social aspects. | Mothers—Psychology. | Social media and society.

Classification: LCC HQ759 .C618 2022 | DDC 306.874/3—dc23/eng/20220207

LC record available at <https://lcn.loc.gov/2021057604>