




INTENSIVE MOTHERING AND VACCINE HESITANCY IN THE WEB 2.0 ERA

Maryline Vivion, Ph.D
Quebec National Institute of public health (INSPQ)
14th January 2020



Disclosure Statement

- I have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

Presentation

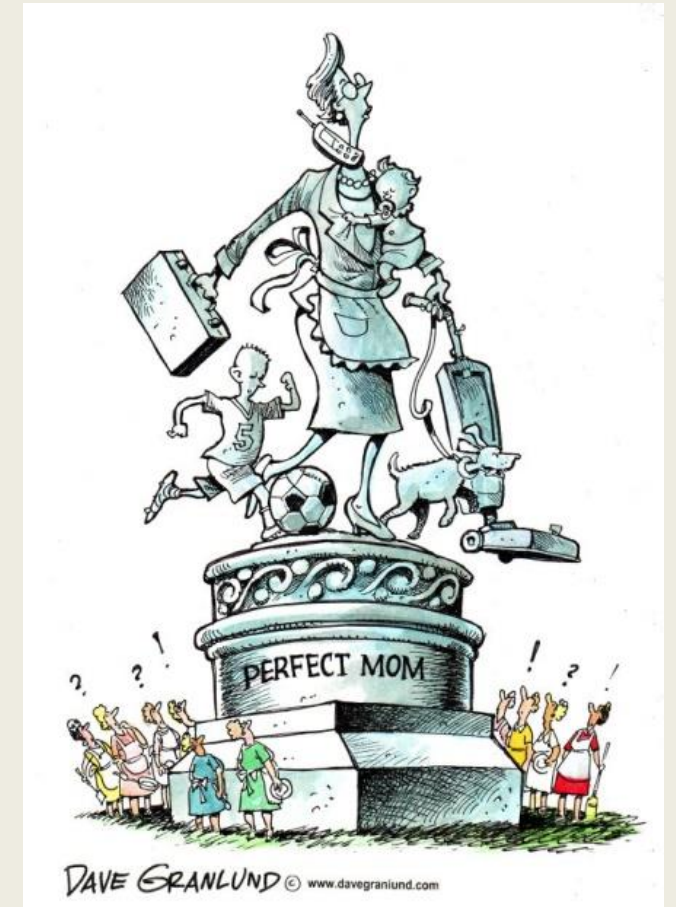
- Context
- Theoretical framework
- Methodology
- Results
- Conclusion

CONTEXT



Maternity and Normative Representation

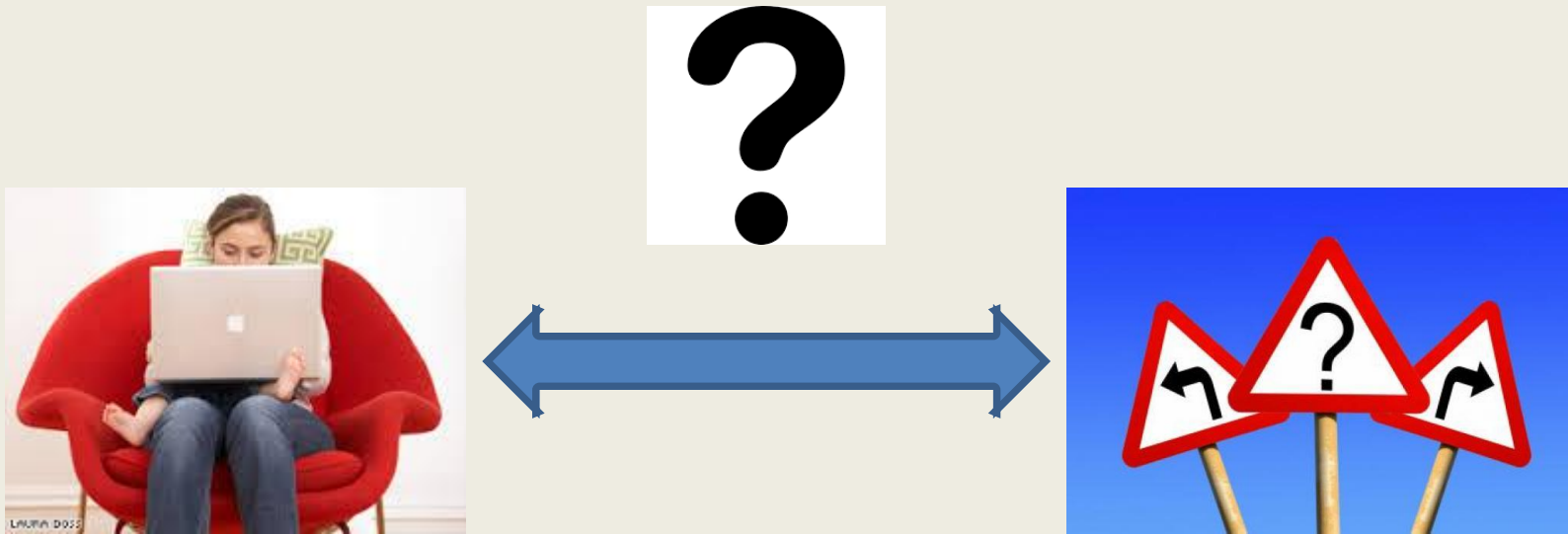
- Maternity is influenced by many normative representation
- Children's needs are central
- Mothers need to make many decisions for the health of their children



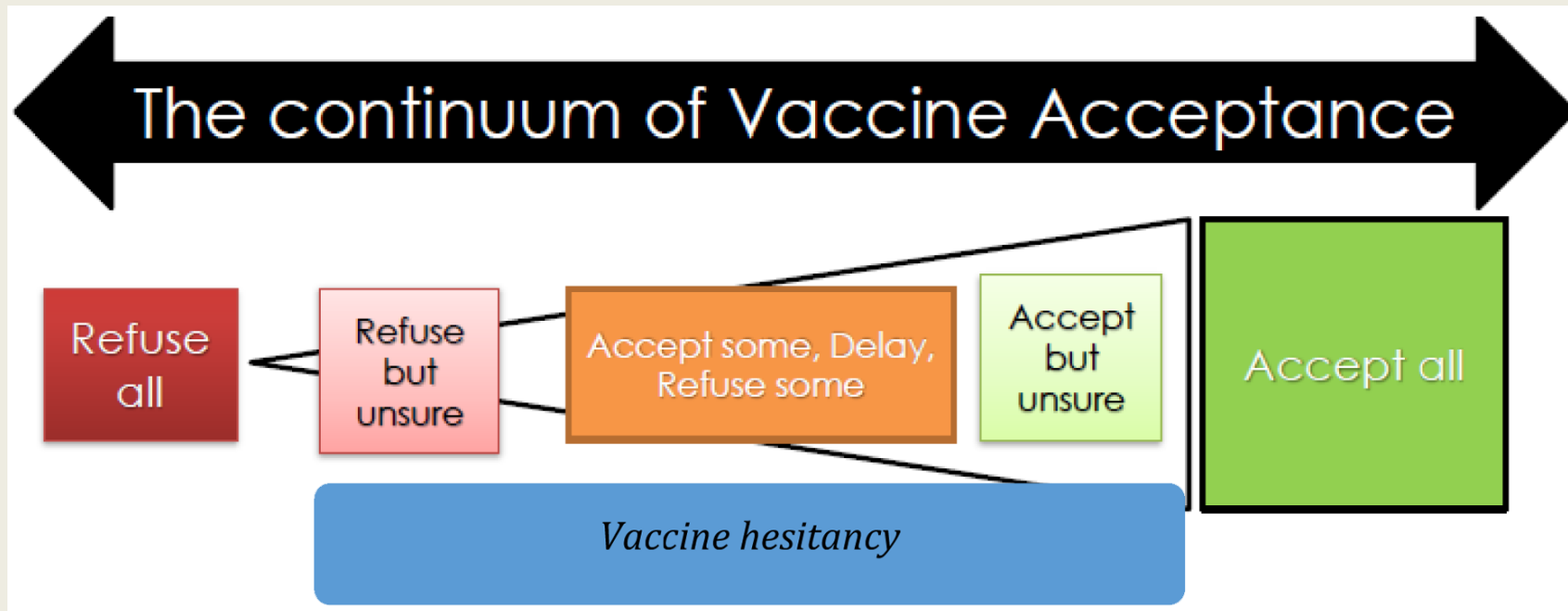
Information and Internet



Vaccine Hesitancy and Internet



Vaccine Hesitancy



Definition of vaccine hesitancy (Kindly provided by Eve Dubé, Institut National de Santé Publique du Québec, Canada).

OBJECTIVES

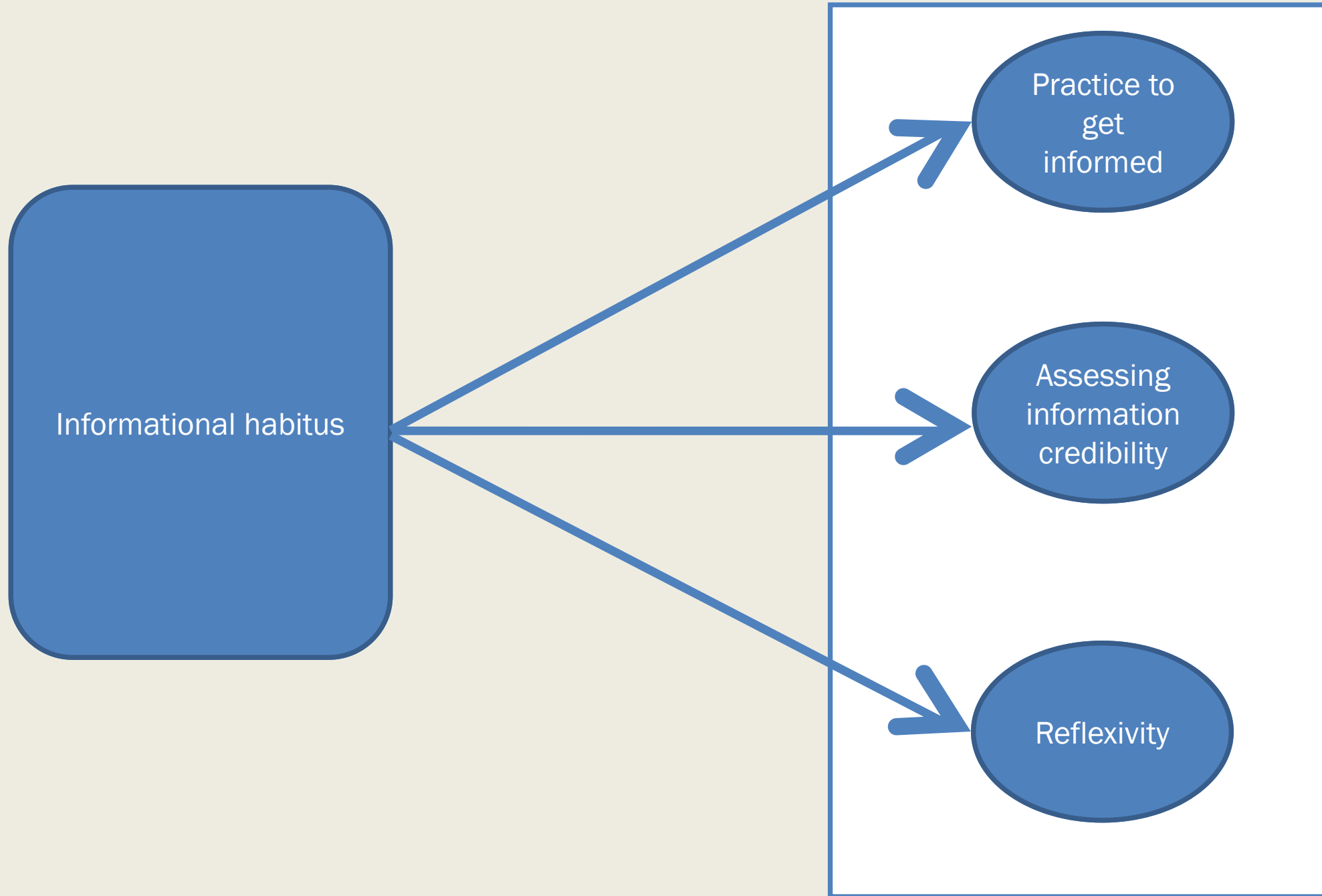


Presentation Objective

- The aim of this presentation is to situate vaccine hesitancy in the larger context of maternity, more specifically, intensive mothering

THEORITICAL FRAMEWORK





METHODOLOGY



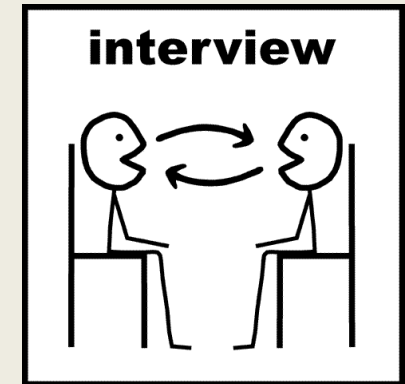
Online Ethnography



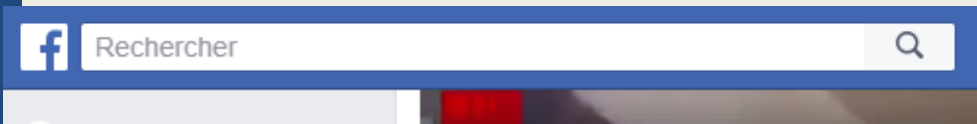
Mothers with the same
delivery month



Mothers with a
natural approach



19 interviews
with mothers



MAMAN
pour la vie



Forum de discussion



Data Collection and Analysis

- Discussion threads from social media were downloaded and interviews were recorded and fully transcribed
- Thematic analysis was performed



RESULTS



Why Join a Virtual Community



- Initial belief and values about motherhood
- Mothers join groups that share their vision



Importance of Decision



Why Get Informed?

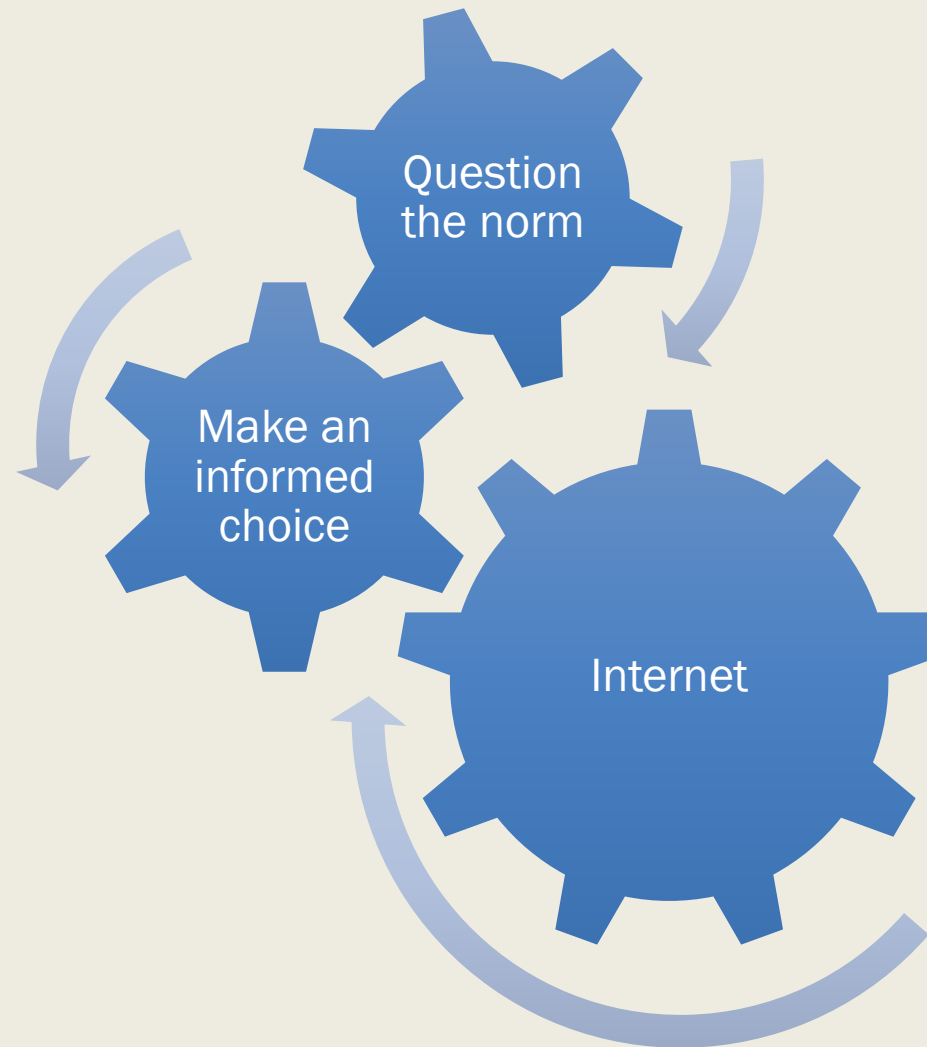


Internet and the Importance of Choice

- Importance to have choice
- Importance to question the norm
- Importance to make informed choice



To be a «Good Mother»



To be a «Good Mother»

I am pro-choice, I'm really pro-choice!! I don't know if we can say that, but I am for the informed choice, we need to get informed, we need to confirm what is done since years, the tradition, we need to confirm that it is the good thing to do or we might have the right for something else [...] (Interview)

PRACTICE TO GET
INFORMED



Practice to Get Informed

- Initial reflex to get information
- Mothers could subscribe on different groups or sites on maternity (Facebook or newsletters)
- Books are still important (From Tiny Tot to Toddler)



Practice to Get Informed

- Initial reflex to get information
- Mothers could subscribe on different maternity (Facebook or newsletters)
- Books are still important (From Tiny Tot



You see something on TV, you check on Internet, you read something in a book, you check on Internet, you hear someone saying something, you check on Internet, so it is really Internet (Interview)

Practice to Get Informed

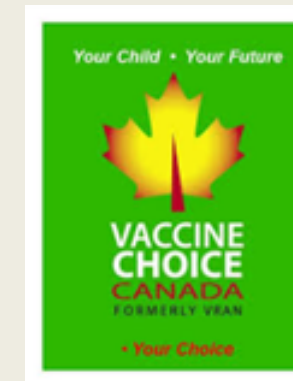
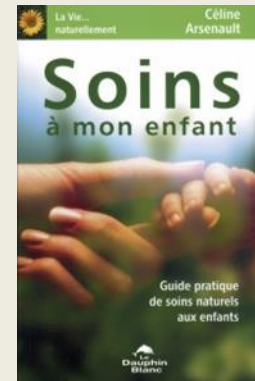
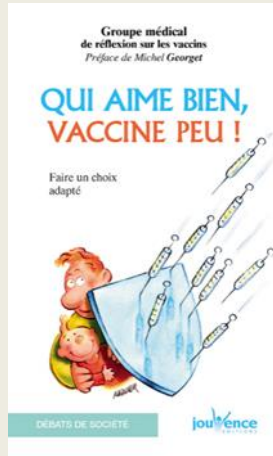
- Different ways to get informed



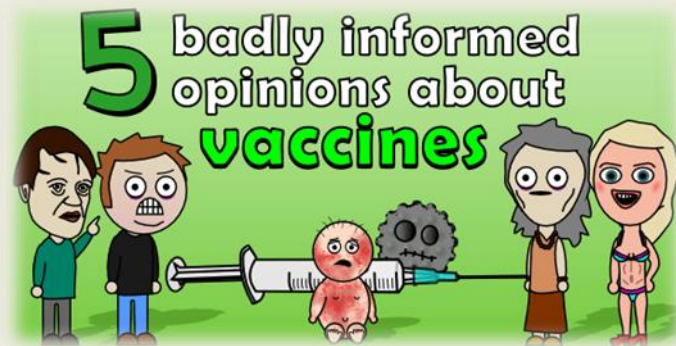
Asking question on social media group...

- *Moms, I need you !!!! The vaccination appointment for my 2 month old daughter is tomorrow This is my first baby [...] I wonder if I'm really doing the right thing!! I do not know anything about it ! I'm worried! What is your opinion on this subject? What are the risks to take !!! Thank you !!! :) (Facebook Group, Natural approach)*
- *I know this is a hot topic ... but my baby has his 2 months vaccines appointment tomorrow morning and a few hours before, I am still ambivalent ... It stresses me ... I hate having to make a decision between two possibilities that I consider unsatisfactory ... Those who chose to vaccinate, did you have all the vaccines given? How did it go? And the others, what really motivated the choice not to do it? Thank you for sharing your experience with me while respecting that of others ... (Facebook Group, Natural approach)*

Use of Social Media



Other References



Portail **santé mieux-être**

INSPQ

Centre d'expertise
et de référence
en santé publique

HOW MOTHERS ASSESS INFORMATION VALIDITY



Assessing Information

- Triangulation of information on different web sites
- Information validation with family or friends
- Validating information on social media group (apomediation)
- Health care provider if available and depending on the subject
- Importance of books
- Information that strengthen or confirm an opinion.

Checking References and Triangulation

*I will check references, but I will not automatically assume that they are good, it is more a [...] mixing, if I see the same information everywhere, I will trust it, if the references seem good to me [...]
(Interview)*



Apomediation

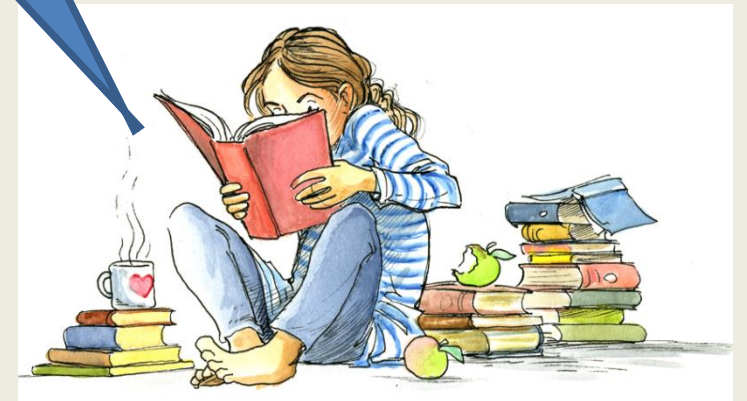
I will say, if I don't know the mother, but the mother says something that seems credible, I may take it into consideration, but not as a true story. But if I know the mother very well, I'll accept her story a lot more
(Interview)



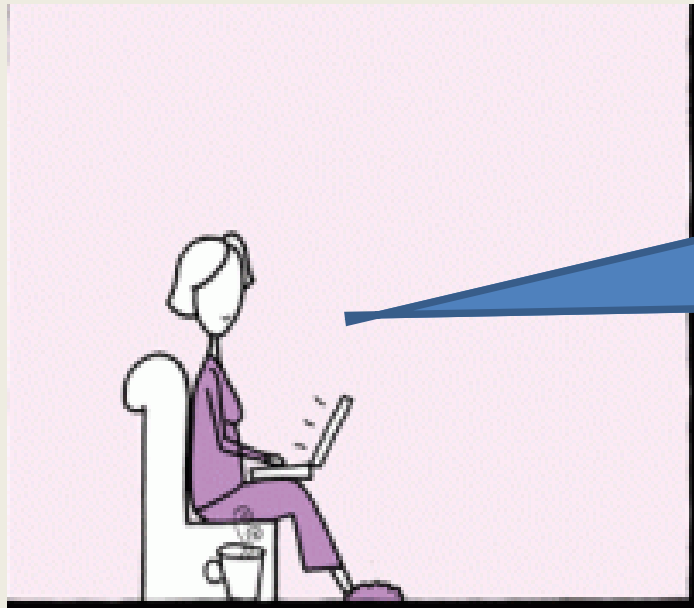
- Mothers refers to other mothers to trust information
- Importance of experience

Importance of Books

What I will get on the internet on the vaccination topic is the girls' opinions. [...] For sure, sometimes girls were saying, "Go read this article or this thing". So yes, sometimes it brings me to read stuff on the Internet, but my decision I really make it thanks to the books that I have, because honestly, I have a hard time with web sites like Health Canada or the CDC. I have difficulties distinguishing what is serious or not. I'm that bad with the Internet [...] (Interview)



Information That Strengthen or Confirm an Opinion



*I will probably read things that will be more in line with my views, you know to strengthen my opinion and reassure myself that I made a good choice
(Interview)*

But What is a Good Reference?



<http://www.thepharmafist.com/>

The Pharmafist is far from being a good reference for or against vaccination. He's far from being a good reference that's it! (Social Media)

WHO recommends vaccination[...]. It's a credible source that everybody likes to cite for breastfeeding. So their view for vaccination should be as credible as breastfeeding. (Social Media)



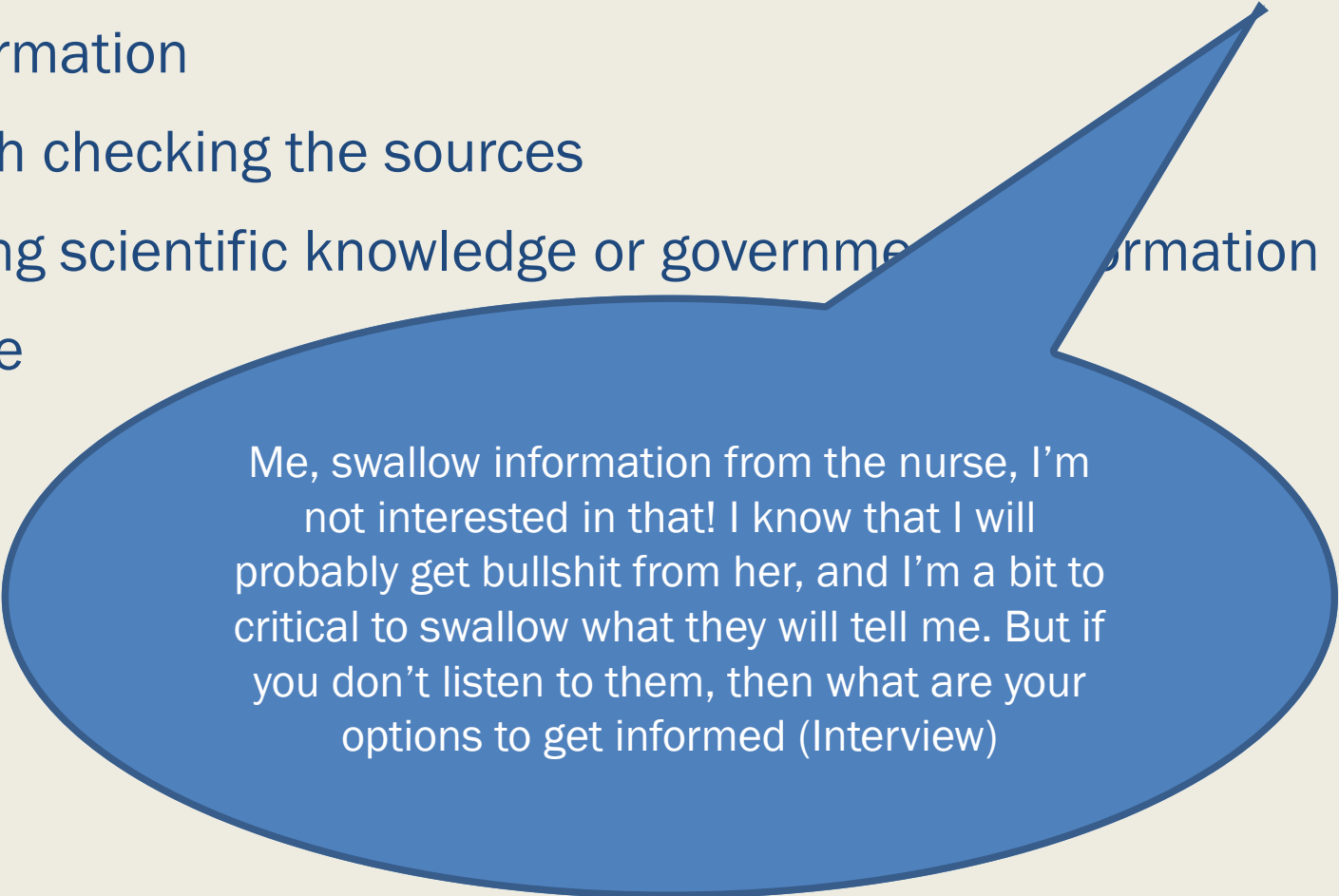
Breastfeeding and vaccination are two distinct departments in WHO, this is why I don't put them on the same level of credibility to be honest. Too many grey areas and potential conflict of interest during the H1N1 pandemic (Social Media)

Difficulties to Validate Information

- Too much information
- Difficulties with checking the sources
- Doubt regarding scientific knowledge or governmental information
- Lack of nuance

Difficulties to Validate Information

- Too much information
- Difficulties with checking the sources
- Doubt regarding scientific knowledge or government information
- Lack of nuance



Me, swallow information from the nurse, I'm not interested in that! I know that I will probably get bullshit from her, and I'm a bit too critical to swallow what they will tell me. But if you don't listen to them, then what are your options to get informed (Interview)

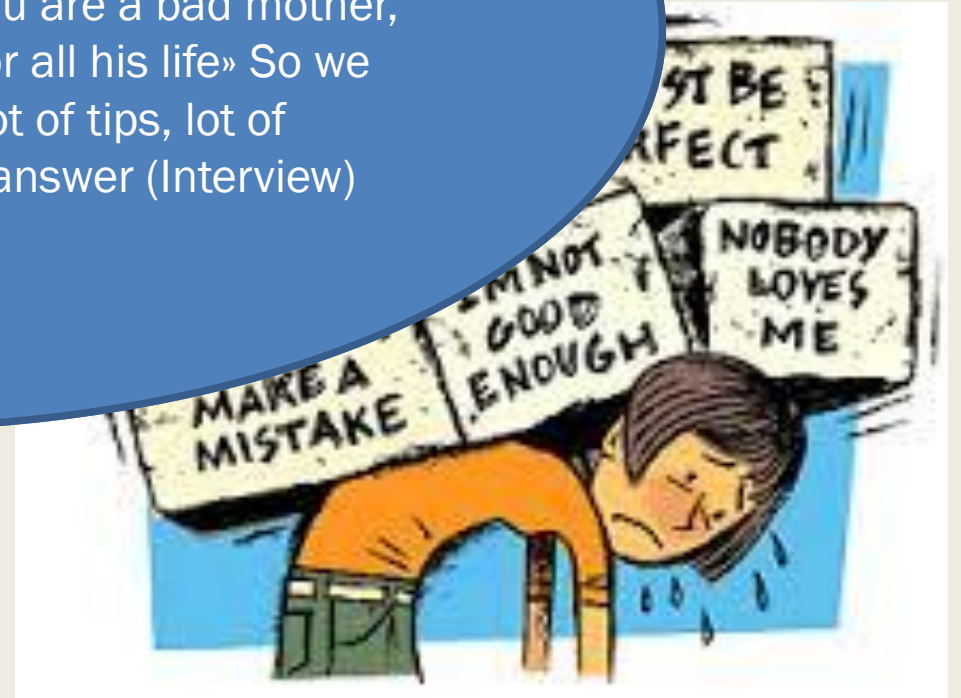
Choice and Doubts



Choice and Doubts



The best example is sleeping, on one side they will tell us, «leave him crying» on the other side they will say «no no no!!! If you do that you are a bad mother, your son will be traumatized for all his life» So we have a lot of information, lot of tips, lot of possibilities, but we don't get answer (Interview)



INFORMATIONAL REFLEXIVITY



Informational Reflexivity

- Competencies to be able to assess information validity
- Importance of scholarship capital
- Distinction between SSH and Health or technology program

Informational Reflexivity

- Competencies to be a scholar
- Importance of scholarship
- Distinction between SSH and health or technology program

I have a university degree that give me the possibility to question the State (laugh), I studied philosophy... (laugh) (Interview)

GROUP DIFFERENCES



- Social media group have different objectives
 - *Same delivery date group did not question vaccination (except one mother)*
 - *Natural approach group were more concerned about vaccination and debates could be observed*

CONCLUSION



Conclusion

- The importance to make informed choice is crucial for mothers.
- The importance of making informed decisions brings vaccine hesitant mothers on the Internet, and they join groups that share their vision on mothering.
- Vaccine hesitant mothers check information that comfort their choices, their opinions or their values.

Conclusion

- Vaccine hesitant mothers express difficulties in ensuring the validity of information.
- Vaccine hesitant mothers express doubt for scientific, governmental information, and health professional advice.
- Vaccine hesitant mothers are not comfortable with anti-vaccination propaganda.
- For vaccine hesitant mothers the Internet offers the possibility of choice but could increase doubt.

Thank-you

- Participants
- Raymond Massé (Director)
- Eve Dubé (co-director)

**Fonds de recherche
Société et culture**

Québec



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada

Canada 

QUESTIONS ?

