

Georgia Southern University

Digital Commons@Georgia Southern

Association of Marketing Theory and Practice
Proceedings 2020

Association of Marketing Theory and Practice
Proceedings

April 2020

It Takes an (Online) Village: Adoptive Parent Identity Construction through Blogging

Elise Johansen Harvey

University of South Carolina Upstate, eharvey@uscupstate.edu

Follow this and additional works at: https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2020



Part of the [Marketing Commons](#)

Recommended Citation

Harvey, Elise Johansen, "It Takes an (Online) Village: Adoptive Parent Identity Construction through Blogging" (2020). *Association of Marketing Theory and Practice Proceedings 2020*. 29.
https://digitalcommons.georgiasouthern.edu/amtp-proceedings_2020/29

This conference proceeding is brought to you for free and open access by the Association of Marketing Theory and Practice Proceedings at Digital Commons@Georgia Southern. It has been accepted for inclusion in Association of Marketing Theory and Practice Proceedings 2020 by an authorized administrator of Digital Commons@Georgia Southern. For more information, please contact digitalcommons@georgiasouthern.edu.

It Takes an (Online) Village: Adoptive Parent Identity Construction through Blogging

Elise Johansen Harvey

University of South Carolina Upstate

ABSTRACT

There are over 1.5 million adopted children in the U.S. Extant literature primarily examines these adopted children, not their parents, in terms of identity, coping skills, stigma, and more. We know little about how adoptive parents establish their identity as parents without going through the visual and biological transition as women who give birth do. There is a need for research on the intersection of marketplace resources and communication in the formation and confirmation of parental and family identity. We draw on consumer culture theory, which illustrates how consumer coproduce their identity, or sense of self, through market-based materials. In this study, we examine relationships among family identity, narratives or storytelling, and the marketplace resource of an online interface. More specifically, in this study, we explore how individuals create and confirm their new identity through storytelling in an online social network setting. Technological advances in the past two decades have allowed more informal and more frequent communication among individuals in groups, which, in turn, have allowed adoptive parents to connect across the country in ways that provide substantive support to each other. These social network connections provide both support and adoptive parent identity confirmation. The focus of this study is on international adoptions and the social networks available to and utilized by current and future adoptive parents.

ABOUT THE AUTHOR

Elise Johansen Harvey earned her PhD in Marketing at the University of Nebraska-Lincoln in Lincoln, Nebraska and is currently an Assistant Professor of Marketing and Coordinator of Start:ME Spartanburg Microbusiness Accelerator at the University of South Carolina Upstate in Spartanburg, South Carolina.