

# BRANDWEEK

*February 04, 2008*

## **Cyber Moms Search For Peers, Not Medical Journals**

Move over, Dr. Spock. You, too, Dr. Mom. Today, new and expectant mothers are seeking out other "experts"—namely their peers and their own guts.

According to research conducted by Thecradle.com, there is an emerging group of moms who are shying away from the exalted expert or all-knowing alpha mom approach (becoming an authority by reading every available fear-inducing book and top-Google'd parenting Web site).

Instead, there is a segment of women who are gaining the confidence to trust their own maternal instincts and the wisdom of other women who are at a similar lifestage.

Nearly 80% of the 3,000 or so respondents to The Cradle's survey said they are involved in an online social community, and one in four pregnant women said they participate or check out online message boards.

The survey identified different types of moms who seek online parenting advice from their peers. They are:

- 1. The lost and lonely mom:** She's dealing with something that's thrown her normal confident self off and is reaching out to other people.
- 2. The second time around mom:** While she's been there before, a lot of things have changed since she had her last baby. In a crowded new-mom marketplace, she's seeking other mom's input about such topics like which is the best stroller brand?
- 3. The career climber:** She's busy with her career and wants advice so she can handle her new mom role with equal efficiency.
- 4. The smilin' and stylin' mom:** She's been glowing from the day they found out she was pregnant and can't wait to shop for baby clothes.