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ANALYZING BREASTFEEDING ISSUES ON SOCIAL MEDIA

THESIS

Presented in Partial Fulfillment of the Requirements for
the Master of Communication Degree in the Graduate School of
Texas Southern University

By

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2021

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The study uses the feminist theory to discourse issues surrounding breastfeeding as articulated on Twitter. The research employed a mixed methodology approach in executing its goal. The study will begin by examining and presenting findings on a Twitter hashtag, #breastfeeding, a popular hashtag that mothers and experts use to articulate breastfeeding issues. The extensive examination of breastfeeding beyond its linguistic form was undertaken in this study based on the feminist guidelines considering bodies that protect mothers' welfare were integrated into the study.

The study findings from the tweets analyzed, N= 2,818, indicate and confirm that breastfeeding is the mode of child feeding that is considered most basic and primary. In contrast, bottle feeding is gauged to be second and more of a complementary method. The sexualization perception of the breast versus its natural conceptualization was also examined and integrated into analyzing breastfeeding as a discourse. The other extremism of conceptualizing breastfeeding as a provocative act on one end and as a mothering procedure thus natural was also part of the issues examined and reported. The placement and positioning of products that support breastfeeding, the value of breastfeeding as a way of offering protection to either or both the mother and the child, the insurance issues on

breastfeeding were also integrated. From the analysis, however, what is apparent is that breastfeeding discussions and networks were driven more by private agencies and health offering organizations more than it is spearheaded by organizations and agencies initiated by the governments for public support.

Major terminologies: *Breastfeeding, Twitter, feminist theory*

TABLE OF CONTENTS

	Page
VITA.....	v
ACKNOWLEDGEMENTS.....	vi
CHAPTER	
1. INTRODUCTION.....	1
Background and Significance of the Study.....	1
Theoretical Framework.....	7
Research Questions.....	12
2. LITERATURE REVIEW.....	13
Introduction.....	13
Breastfeeding, Technology, and Social Media.....	13
Related Studies.....	15
Breastfeeding and Public Opinion.....	19
3. METHODOLOGY.....	25
Introduction.....	25
Research Approach.....	25
Data Collection.....	29
4. FINDINGS.....	37
Introduction.....	37
Overview.....	37

	Page
Finding 1.....	40
Finding 2.....	42
Finding 3.....	44
5. DISCUSSION, SUMMARIES, AND CONCLUSIONS.....	48
Introduction.....	48
Discussion.....	48
Limitations of the Study.....	55
Areas of Future Research.....	56
APPENDICES.....	58
A. FIGURE 1: DISCOVER TEXT.....	59
B. FIGURE 2: WEBDATARA.....	61
C. FIGURE 3: VOYANT.COM.RESULTS.....	63
D. FIGURE 4: DISCOVER TEXT TIME GRAPH.....	65
REFERENCES.....	67

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ACKNOWLEDGEMENTS

I would like to express my gratitude to my committee members, Dr. Tyrone Dixon, Dr. Vera Hawkins-Walker, and Dr. Alexis Brooks De Vita for their support, constructive advice, and encouragement by their presence and experience throughout my time at Texas Southern University.

I am also very grateful to Dr. Morgan Kirby, for all of her contributions to my studies and research. She worked tirelessly despite the circumstances of Covid-19 making the situation difficult to ensure I was able to obtain assistance and clarification on my thesis preparations. I am forever grateful for the support in this unusual endeavor. Thank you.

CHAPTER 1

INTRODUCTION

The chapter aims at introducing the research. This chapter is structured into three major subsections that are most relevant in getting started to the study, including the background and significance section, the theoretical framework, and the research questions.

Background and Significance of the Study

Though a natural process, breastfeeding has often been problematic with the view of the public perception and conceptualization of this natural process. In 2018, for instance, mothers breastfeeding their infants by the pool were mistreated and ashamed for doing so. Mary Davies and her sister-in-law Stephanie Buchanan went to the pool with their families for a day-out just like any typical American family would. Stephanie's last born started throwing tantrums necessitating that Stephanie attends to him. At the same time, she had the obligation of looking after the rest of the children. Leaving the rest and solely attending to her infant would mean that the rest who were equally not as grown were susceptible to harm. She, therefore, did what any other mother would do. She breastfed her baby right there while looking out for the rest of the children. A scuffle ensued between the two and the rest of the people by the pool. At some point, a lady walked up to her and requested her to stop breastfeeding in public because her sons were close by (Raddatz, 2018). To reinforce the lady's concern, one staff member followed up to them around the same time and asked Buchanan to breastfeed in a less public place. Jessica Campisi & Saeed Ahmed (2018) explain that Buchanan refused it all, and shortly, the law enforcement teams arrived upon being tipped off. In Minnesota, where these events took place, breastfeeding laws

showed that a mother was free to breastfeed their children anywhere, whether in public or in private, for as long as the two; the mother and her infant, are allowed by law to be in the relative location (Office of Revisor of Statutes, 2018). The law continues to allow for the act to be even when the nipple of the mother is covered or uncovered. In view of the legal provisions allowing for individuals to exercise freedom of breastfeeding and the relative social unacceptability of the act, especially in public, the negative attitude associated with breastfeeding cannot be settled and eliminated by and with the help of the law rather by more social efforts.

In more conventional social approaches of examining the perception and regard of the breast, what is apparent is that the breast is seen as being more of a sexual object (Saha, 2002). This perception and consideration of the breast deprive it of its core functional role, which is constructed biologically and most important. This rather negative attitude and negative regard of the breast presents extensive oppression on mothers intending to feed their babies in public through breastfeeding. Prantik Saha (2002 p.66) notes that a mother in the Western world has been compelled to ensure ultimate and total coverage of their breasts when breastfeeding so that they do not get to offend the public. Protection of a passerby, for instance, is considered to be a more critical process than nursing the infant, who would otherwise be considered to be more crucial than a mere passerby. As Saha (2002) explains, the Western world has pushed the mother and placed standards on them. A mother is considered orderly and responsible if they can work around their schedules to ensure they undertake all their functions and schedules and still allow time for their infants to breastfeed in private so that the public does not end up seeing them breastfeed. The role of the female breast has changed. The change is presently more objectified and sexually

perceived has been developed by the entertainment industry, which has seen an impeccable growth process in the past few years (Ward, Merriwether & Caruthers, 2006). Films, videos, and music content portray the female breast, not a biological organ that supports life by providing feeding for the infant but rather as a sexual organ used to extend pleasure (Ward, Merriwether & Caruthers, 2006). The biased social construction and perception of a breast as a sexual organ has grown so much in our society in that seeing a breast arraigned in public for sexual reasons is not a problem until the same breast is seen undertaking a different function of feeding an infant, it is at that moment when it becomes an issue.

The role of breastfeeding in health has been discussed and proven beyond doubt. The health benefits that a child gains from breastfeeding are almost unlimited so is the mother's case. Gray (2013) explains that through breastfeeding, a mother can minimize their risks of contracting cancer, breast cancer, and cancer of the ovaries. Leukemia threats for the newborn are equally minimized when breastfeeding is undertaken. Other health threats that can be prevented by breastfeeding include; diabetes, obesity, and other associated allergic conditions. Even with the large-scale publicization of these health returns associated with breastfeeding, the trends in breastfeeding are still worrisome. Mothers continue to have a challenge breastfeeding their infants, especially in their first year of breastfeeding. There are high chances that the struggle in these mothers has been bred and developed by the objectification of breastfeeding in public and the sexualization of the female breast.

A research study by Acker (2009) sought to determine the attitudes and perceptions associated with breastfeeding in private compared to those in public. In her hypothesis, Acker (2009) articulates a high likelihood that breastfeeding in private was considered and

viewed with a more positive eye than breastfeeding in public. She also assumed that the view and opinion her respondents would give about breastfeeding in either score depended on the respondents' level of knowledge on the benefits of breastfeeding. Gender and the individual's general regard and perception about sexuality were also hypothesized to have a reasonable amount of impact on the eventual position of the respondents. Eventually, Acker (2009) found that the public perception of breastfeeding had been entrenched further and deeper into the minds of some women. Therefore, some of the women considered breastfeeding in public to be an abnormal endeavor and should be discouraged. Some had internalized the argument and perception that the breast is a sexual organ more than it is a biological organ. Some of them, the women, consider breastfeeding in public to be an immodest procedure that women and mothers should desist from. The same women would rather breastfeed their children in private than do so in public, arguing that doing so in public is wrong to the extent that it demeans the mother. Feminist viewpoints would consider these revelations by Acker (2009) against the functionality and independence that a mother holds for their children.

The way society has been having issues regarding breastfeeding in private vis a vis public breastfeeding as a discussion can be extrapolated into the existing legislative efforts that have reigned the world. The more controversial an issue is, the more debate it generates, prompting more legislative appending. The abundance of legislation relating to breastfeeding implies that the subject has caused immense controversies. Carter and McCutcheon (2013) explain that we use laws to position and categorize social behavior. Different states in America have applied different legal perspectives to breastfeeding. Some states tend to protect breastfeeding while others decriminalize it in public, while others give

a moderate position and viewpoint about it. This study concludes that legal instruments and enacted policies do not have serious effects in determining how many times or where mothers will breastfeed. Wile et al. (2018) explain that there has been a revolution in the legal comprehension of breastfeeding as all states in the US has since enacted policies protecting the practice meaning a mother can sue anyone who seeks to stop them from breastfeeding.

The society holds different viewpoints on women and motherhood. However, these expectations from society are not one way, but they are rather differentiated from one group to another. Social media has remained the most viable platform that women and mothers use to assert their beliefs on the need to increase women's agency and discern any objectification issues directed at women and mothers and their bodies. According to Ott (2018), social media is a highly rewarding and viable platform that mothers and women can take advantage of its openness, the networks it creates, the collaborative and interactive aspects to ensure they encourage one another to uphold motherhood, and womanhood. Social media is an instrumental avenue created by the digitalization of the globe and technological advancements that the feminist movements by encouraging communities and societies to be more open-minded on matters breastfeeding and the relative attitudes and perceptions that either encourage its undertaking or those that discourage communities and women from fully undertaking the practice. Ott (2018) explains that the diversity witnessed in the social media platforms can be used to the advantage of women and their movements because through it, it is easier and more facilitative for women to undertake their movement activities. According to Locke et al. (2018), authors of social media platforms have a way of encouraging subjects to reason intersectional because of the natural yet high

modes of interactions witnessed therein. It is, therefore, a possibility to develop the comprehension of social contexts and enrich comprehension and understanding of the same concepts by examining with a third eye and through research how humans engage in social media.

In this research study, breastfeeding as a terminology will be used to refer to the process of feeding through breast milk, specifically the breast and milk of a mother and feeding as done to the child or offspring. The other term that will be used in place of breastfeeding is nursing. Mother or a mother, for that matter, is anyone of the female gender who has given birth through the normal biological birth and reproduction process and is therefore central to the upbringing and living ways that the offspring birthed follows. Part of the central obligations of a mother to a child is breastfeeding. Elizabeth Purdy (2017) aids this discussion by explaining, using information from the World Health Organization, who an infant, a baby, and a toddler are, definitions made in reference. According to the WHO, A newborn is an offspring up to one month old while a toddler is evaluated to be ranging from one month up to one year while a child is older, from 1 year to 4 years.

The Feminist Theory guides this research, and through it, users post on a social media platform, Twitter, are evaluated regarding breastfeeding. The researcher used a mixed research approach. The study takes two perspectives, the first being an examination and analysis of Twitter as a social network. Through the evaluation, opinion-makers and voices of value that run and spearhead the platform are assessed. The specific hashtag assessed is #breastfeeding. The second perspective relates to applying principles of

feminism to spot and express the language and implication of language used to describe and discuss related issues on the hashtag.

Theoretical Framework

The research makes use of the Feminist Theory. The choice on and the application of the Feminist Theory is based on the fact that the theory is not only a social scientific theory thus better suited to analyze how science intersects with the social behavior of a people, but it is also the most formidable theoretical approach that can be used to study and analyze discourse in this path of seeking to understand the role that women play in media. Feminist Theory falls into the category of different waves. Rampton (2018) explains that the first wave of feminism, which developed around the 19th century, focuses on how feminism plays a role in the political participation of a group alongside the matters of law that are intertwined therein. Rampton (2018) further explains that the legislature's passage, which then granted women the opportunity and consequent voting rights, led to the proliferation of women's right to vote. Ratification of the 19th amendment of 1920 marked the growth and development of the first wave. However, Moynagh and Forestell (2000) note that more focus shifted from the wave of feminism to the issues surrounding the world war during the Second World War.

In the 1970s, the feminist theory's popularity grew, especially in the field of communication. There was more debate and discussion regarding women's liberation (Campbell, 1973). Dow (2014) notes that the second wave of feminism was more inclined to discussing and extrapolating the issues surrounding publicized forms of discrimination directed at women and the current need to put an end to gender-based stereotypes. The post-feminism era, primarily the contemporary society, underscores everything female and

all that revolves around women and their value, including their confidence to face life challenges and the intellectual capacity and consequent empowerment of women (Gill, 2016). The second wave posits feminism theory to have been a success and justifies this claim by assessing that in the modern world, women are presented with more opportunities to choose from, unlike before the movement and that the structure inhibiting factors that have conventionally been surrounding women growth have now been overtaken. Women can now execute functions with much more equity. Given all these, McRobbie (2007) explains that the feminist movement is not needed anymore. Considering it reveals that much of what the movement set to achieve, especially in the first movement, has been attained. However, as Tully (2017) articulates, there has been much negation attached to feminism but counter views argue that attaining absolute feminism is not yet a success and that it is this fact that has and will lead to the emergence of third-wave feminism. The dissatisfaction with the efforts that postfeminists have conventionally made has prompted the resurgence of third-wave feminism. Tully (2018) explains that the third wave of feminism places much emphasis on the individualization of women and the possibility of having a more positive approach to sex. The third wave hopes that if the ideal woman is attained from the third wave efforts, this woman will be fun-filled and fun-generative and one that will be positive and courageous, as the media has endeavored to portray them (Anderson & Stewart, 2005). Crossley (2017), however, discloses that feminism in the third wave movement places high relevance and significance on giving women a voice, highlighting and projecting them through the media, eliminating the conventional gender roles that have been seen to be demeaning the woman among other issues. This study

makes use of the third-wave feminism framework to make this discourse analysis of breastfeeding in social media.

Kimber Williams was the first feminist scholar who first introduced the subject of intersectionality (Rampton, 2018). She brought forth a unique approach to the discussion around feminism by introducing the "whiteness" of feminism. More diverse issues such as race were now part of the feminism discussion, unlike in the conventional discussions based on male-female genders in isolation. This aspect of enhanced diversity in the third wave of feminism sets it apart from the rest. This feminism movement aims to bring more women from different backgrounds and own different attributes, whether they elevate them or disadvantage them. Wood and Fixmer-Ortiz (2017 p.72) note that the third-wave requires that for effective immersion of and comprehension of inter-sectionalism, historical oppression issues that have been existent of a particular female group be understood if understanding the third wave feminism is to be a success.

A range of scholarly works has sought to apply the feminist theory to analyze how women and mothers are represented and portrayed by the communication and media tools available. Jackson (2018), for instance, used the theory to examine how women are strategically yet subconsciously developing digital media that is feminist and the way that the way they behave when online relates to the way they perceive feminism off these platforms. His findings disclose that young women can establish contact with other feminists from across the globe through social media. The two can establish compelling and rewarding discussions on the most relevant issues in their social media engagement. Tully (2018) also employs the theory to examine and analyze contemporary feminists on a TV show dubbed "Bob's Burgers." In the research findings by Tully (2018), the main

character in the TV program is a representation of millennial feminism, which is a whole new form of feminism. The character's actions, the way she upholds a high degree of positivity towards sex, gender construction openness, and community-mindedness approach justify her argument. Tully (2017) further studies a comedy skit titled "Inside Amy Schumer." She also employs a feminist theoretical approach. One of the comedy's characters, Schumer, shuns post feminism. She does this by seemingly siding with patriarchal ideas, unfairly judging the female figures in the skit, among other revelations.

The feminist theory is a relevant theoretical approach to use in studying breastfeeding as a discourse. This is because feminist theories encourage women and female figures to take charge and full control of their bodies. Breastfeeding in public is growing to be an issue of debate majorly because it is society's doing. Everything has been constructed socially (Crossley, 2017). In the same trajectory of thinking, the female breast has been limited to be an organ of sexual pleasure rather than a vital biological organ that is supposed to be used for infant nourishment through nursing. It is the sexualization of the breast that then prompts women to fear breastfeeding their infants in public. Van Esterik (1994) explains that private breastfeeding and bottle feeding have now become alternative feeding avenues for fear of women showing their breasts in public. Of the many social science theories, the feminist theory is most vocal indirectly addressing this issue by examining how the women articulate their views and opinions and discouraging the labeling of their bodies, limiting their bodies to sexual figures, particularly on platforms such as social media.

McCarter-Spaulding (2008), in his analysis of the many tensions that come up while breastfeeding, explains that the tensions that come up in this regard are usually sex-

specific. As such, the conventional feminist principle that pegs the process of rearing children at the center of both genders is challenged. McCarter-Spaulding (2008), in contrasting this feminist principle, examines the cultural feminist position, which warns that doing away with gender specificity. Thus gender roles would come with their share of challenges. Evaluating it from a cultural feminist point of view, nursing is a feminine process, and it should be maintained that way. The debate related to breastfeeding also emanates from the medical viewpoints on breast milk. On one end, natural milk is considered a substance that is passed for the child to survive, while on the other end, sociocultural, it is seen as a process connecting the mother and the child. McCarter-Spaulding (2008) explains that there are tensions that develop at the workplace due to the existence of the two extremes. Employers who perceive breastfeeding as a simple product-child process tend to provide structural and systematic systems to allow mothers to find time and space to commit to breastfeeding as a process.

According to Van Esterik (1994), feminist advocates can enhance breastfeeding and ensure it is a success by promoting breastfeeding and linking it to co-parenting. He adds that if the media can take up the lead role in being more open and portraying breastfeeding as a process that is normal and natural. He concludes that it should be the feminist movement's leadership position to fight for legislation of breastfeeding and its equivalent implementation so that just like rape or any other social vice that can be regarded as being hefty when directed to women, denying the women the right to breastfeed should be dealt with vigor.

The Feminist theory effectively evaluates social media discourses relating to breastfeeding because, through the theory, it is possible to spot women's movements and

the destructive patriarchal ways that continue to pose a threat to this vital process. As the research will show, voices guiding and creating the plan on and relating to breastfeeding are scarce. However, through applying this feminist theory, the discourses against breastfeeding in social media will be deconstructed. The specific input that this research will make in and around this discussion is the fact that it will dwell more on the third wave feminist theory in analyzing discourse relating to breastfeeding on Twitter, the groups of people who are most passionate about breastfeeding while deviating from the fact that there is a limitation in the number of opinion leaders championing for breastfeeding. The deviation is justified by the fact that there is enough existing literature that has assessed this aspect.

Research Questions

This research study focuses on the following specific research questions:

- 1) How are breastfeeding experiences communicated among interested parties using the hashtag #breastfeeding?
- 2) How are elements of the third wave of feminism applicable in the discussions and sentiments related to breastfeeding on platforms, Twitter?

CHAPTER 2

LITERATURE REVIEW

Introduction

This chapter presents and discusses related research undertaken by various researchers on the same subject of breastfeeding discourse as articulated in social media. The chapter aims to demonstrate that by answering the three research questions pointed out in the previous chapter, this research will be bridging a knowledge gap that is existent in studying breastfeeding discourses.

Breastfeeding, Technology, and Social Media

Breastfeeding as a process has always generated different positions and viewpoints especially among scholars much of whom have had different definitions attached to breastfeeding. Mirrim Labbok & Katherine Kasovec (1990) explain that the problem with defining breastfeeding was rife because many scholars attached breastfeeding to the relative topic of infant feeding which should not be the case. There has, however, been progressive efforts with discussions shifting from the shallow points of failing to agree on how to define breastfeeding to more specific positions such as assessment of variables measured when studying breastfeeding. Joy Noel Weiss, Sonya Boersma and Sonya Kujawa-Myles (2012) question the way breastfeeding is defined specifically in research. In their study, they conclude a shift from analyzing breastfeeding on the basis of it being partial or full to assessing the position it holds in infant feeding because it is contributing to infant feeding. Such debates have been inherent over time which implies the significance of this process. Breastfeeding comes with a range of benefits to both the mother and the child.

Jane Allen & Debra Hector (2005) explain that human milk also known as breast milk is purposely constituted to be of benefit to the infants. As such, it is only fair that infants are given the opportunity to feed on this breast milk because it naturally belongs to them. Allen & Hector (2005) further explain that taking the health perspective, breastmilk protects infants from infectious diseases, supports the neurodevelopment process of an infant, prevents chronic diseases both at the infancy stage of a child and later in the infant's life. The health benefits do not end at the child but extend to the mother. Colins Binns, Mikyung Lee & Wah Yun Low (2016) disclose that breastfeeding protects the mother from hypertension, being obese and from developing cancerous cells.

Despite the health benefits of breastfeeding being adequately presented in pertinent literature, this natural process is not viewed wholly as such by the public. Amy Marsden & Julie Abayomi (2013) explains that developed countries such as UK still struggle with attaining high breastfeeding rates with women and mothers opting to bottle-feed their babies especially in public. Marsden & Abayomi (2013) studied this trend and found that despite breastfeeding being viewed as a natural and positively impacting process to both the mother and the baby, public breastfeeding generated feelings of discomfort especially for young mothers. Mothers should however consider breastfeeding and consider encouraging more women to be more open with breastfeeding primarily because of the health benefits that come with it. With the flourishing of technology, social media has been a widely-used platform to interact.

Jose van Dijck & Thomas Poell (2015) explain that social media has played a key role in influencing how people interact and articulate issues with much more freedom. The number of social media platforms has been increasing and is bound to increase as

technology continues to be sophisticated. The number of social media users is also bound to increase over time considering the number of smartphone users has been increasing. In view of the position that social media holds among people's lives, using it to analyze social problems is necessary. Breastfeeding is one such social problem that has most definitely been widely discussed on social media.

Related Studies

A range of research has been undertaken to study breastfeeding as expressed in platforms, especially interactive ones. Alianmoghaddam, Phibbs, and Benn (2018) interviewed 30 mothers hailing from New Zealand. The interviews were face-to-face with the subjects. All the subjects were lactating mothers. The goal of the study by the trio was to examine and comprehend how much support breastfeeding received in the platform model of communication that has grown to be part of many people's lives. Some of the themes that the study assessed on social media were the fact that mothers needed online-published information on breastfeeding in the platforms, the fact that the high rates of acquisition of smartphones, through the varied applications, have presented an opportunity to promote breastfeeding and break from the existing fallacies, information access on such a social platform as Facebook on breastfeeding is accessed with low levels of connectivity between parties and the fact that geographically distant places have been linked and bridged in terms of their distance by such soft technologies as Skype. The position and endorsement of the study that social media platforms should be used and utilized more by breastfeeding advocates to encourage mothers and the public to be more receptive to breastfeeding as a practice (Alianmoghaddam, Phibbs & Benn, 2018).

Asiodu et al. (2015) studied a relevant aspect by surveying African American women who were expectant. The research extended to study the individuals these women considered as their social support partners in their pregnancy journey and then examined how social media facilitated the communication between the two parties. The study revealed that the surveyed population held high value and regard for social media and often relied on it for knowledge and social support. The new parents relied on social media for knowledge and insights on what to expect, what to do, and generally what to avoid when partaking their parenting function. The study disclosed that despite expectant women sharing a wide range of information regarding them being expectant and the future position they were about to hold off being parents, little or no information was shared on infant feeding. Asiodu et al. (2015) then concluded that although social media was used and applied widely by women expecting to give birth and new mothers, there is a gap in the social media usage considering feeding information was shared in their least numbers. This information was not available in many cases, nor were there vocal movers articulating issues relating to best practices while breastfeeding.

Further, Bridges, Howell & Schmeid (2018) analyzed breastfeeding support instruments in the Social Networking Sites, SNS. Their research focused on the Australian Breastfeeding Association (ABA). The research used a content analysis research approach that lasted four weeks. Seven hundred seventy-eight posts were examined alongside 2998 comments in line with these 778 posts. The research determined that through Facebook, informational functions and emotion-based support functions were attained, which were enabled by the fact that counselors trained in breastfeeding and other key stakeholders all played a role in enhancing communication aided and supported by this platform. ABA's

role in all these discussions was to set the pace and guide the discussions ensuring that the code of ethics and ethical-based conversations were conducted. Bridges, Howell & Schmeid (2018) concluded that given the study findings, it was apparent that providing an environment that is supportive and that reinforces positivity ends up being a supportive pillar to the success of breastfeeding.

Foss (2017) analyzed videos posted on YouTube in continuation of the research and studies linked and relative to breastfeeding. The study was designed to assess search findings every time a user searched for “breastfeeding” on the platform. A complimentary study that analyzed in a content analysis style examined the comments that viewers had regarding breastfeeding. Foss (2017) notes that much of the searches yielded findings of videos posted by individuals who articulated breastfeeding matters based on their personal experiences. There was a missing link in that there were no credible sources, especially from the professional bodies and health organizations that shed light on the credibility of the information offered. In addressing this subject, she advises that for more credibility to be attached to the videos posted on the platform there is a need for reviews, critiques, and examinations conducted by professional bodies. Through this, the public consuming this content can be made aware of which of the many forms of information they come across is most credible and worth emulating. Therefore, social media support is the greatest aspect that the research established as the lead issue surrounding breastfeeding information and feedback based on the assessed online platforms. This specific research employed a mixed approach similar to this study only that the research assessed the presence and absence of social support systems in communicating via the platforms on breastfeeding. The research

argues that while it is absent, more valuable support can be of tremendous value if presented and accorded to stakeholders, especially mothers, on breastfeeding information.

Gray (2013) and Jin, Phua & Lee (2015) studied the effect that content generated for the users had alongside the popularity of a page that supported breastfeeding on Facebook. In the two studies, experiments were undertaken, the first one being a study on the impact of the message's style and the number of followers a page had. The second study experimented impacts message valence had on the followers of a page. Both studies conclude that the platform model of communication offers a formidable opportunity to promote breastfeeding attitudes.

Macron, Bieber & Azad (2018) conducted another study on breastfeeding feeding on interactive platforms where a total of 4089 images were scrutinized sought from Instagram. They were assessed alongside 8331 comments on these images related to breastfeeding and the way hashtags have been utilized. From the research findings, research revealed that Instagram is one of the leading social media platforms used to spread breastfeeding-related information and content. Besides facilitating information sharing, Instagram offered effective support for mothers and associate shareholders relating to breastfeeding. In the assessed comments and images, the discourse and graphics shared were more positive, with minimal negativity being articulated in these platforms. Macron, Bieber & Azad (2018) concluded that Instagram is taking a lead stride towards the attainment and ensuring that breastfeeding is normalized in the social media platforms, which have been conventionally taken lead roles in spreading negative perceptions relating to breastfeeding.

Breastfeeding and Public Opinion

Other than studying the portrayal of breastfeeding of infants on social media, the academicians of the modern world have taken a more inclusive approach to examine public opinion as it affects the feeding of infants. The two are relational because what is shared and spread on social media is majorly public opinion. As such, examining the role that public opinion serves in affecting whether positively or negatively infant feeding perceptions, which eventually affects breastfeeding. Kuehl, Drury & Anderson (2015) use rhetoric messages and rhetoric language in propagating public engagement for the broader society's collaboration on health-related issues. According to the research study, health issues and health efforts related to breastfeeding operate in the trajectory of strict confrontation of negative attitudes and frames that have since revolutionized society, prompting infiltration of negative perceptions relating to breastfeeding. The research, however, argues that through the application of strategic communication to targeted opinion leaders, there is a chance that a shift will be witnessed and a more inclusive society that is free of breastfeeding biases can be attained.

Li, Fridinger & Grummer-Strawn (2002) surveyed how public opinion and the general comprehension of breastfeeding among the public. The survey included 2369 population members. Of the studied issues, twelve of them had a specific relationship to breastfeeding. Of the twelve, eight realized positive feedback. However, the remaining four were compromising, especially when assessing the quality of support offered to breastfeeding mothers. For instance, in the study, close to half viewed breastfeeding as a major disruptor of a mother's normal life patterns. Another second largest portion of them noted that there was the need for mothers to begin weaning children as early as three

months old to relieve the mother from the burden of breastfeeding. A significant figure also believed that breastfeeding in public was embarrassing and should be avoided by the mother. From these findings, what is apparent is the fact that there is a knowledge gap on the benefits of breastfeeding besides reinforcing the fact that breastfeeding continues to be viewed and perceived negatively. All these calls for ways to improve the situation around transforming existing stigma related to breastfeeding.

Johnston-Robledo et al. (2007) studied how the views, opinions, and perceptions of young females towards breastfeeding affected breastfeeding as a practice and enhanced objectification of women. Two hundred seventy-five undergraduate females were assessed and interviewed on their plans on the preference to breastfeed or lack of it. The interview questions were expanded more to include issues of women objectification. From the research findings, women who considered themselves and the female gender as being highly objectified tended to view breastfeeding as an embarrassing and indecent endeavor that they would not wish to partake in. They also viewed breastfeeding as indecent and negative because of the negative effect it brought forth on the image of the individuals, their bodies and the view of their sexuality. Such an attitude revealed under the study demonstrates the real issue surrounding breastfeeding especially breastfeeding attitudes perceived in society. The experiences and views of feeding patterns and infants were examined across a group of 63 women (Thomson, Ebisch-Burton & Flacking, 2015). The study analyzed if shame was an issue that dominated women's decisions on whether they should breastfeed or not. The research findings disclose that shame is a major inhibiting force pushing many mothers away from receiving and accepting breastfeeding as a normative practice. More concern, however, emanates from the fact that much of the hate

and negativity directed at breastfeeding women were from healthcare providers followed by society in general. Through interactions with these two groups, mothers found more reason to be more stealth on matters breastfeeding. Healthcare providers generate feelings of unworthiness of a mother, which have lasting effects on the perception and regard of mothers about breastfeeding. The study confirms the argument that societal forces and pressures have pushed mothers to the point of beginning to benefit the societal yardstick and adherence of what constitutes a perfect mother.

There has been a category of academicians who, through research, have endeavored to study and examine the way breastfeeding as a practice is discussed on platforms. These discourse analysis studies, which are high relative to this study, have been instrumental in setting the pace for attaining outcomes from such research as this specific discourse analysis. Foss (2017), for instance, studied discourses related to breastfeeding on YouTube. She unraveled in her research the fact that in YouTube, much of the breastfeeding content available are accounts of individual mothers on their perception of breastfeeding and their viewpoints and feelings about it. She describes them as at-home videos, which present credibility issues. If one narrates their experience, they do so in full abundance of their biases and perceptions on the practice affecting them. She concluded that breastfeeding social support was essential, yet it was missing in the majority of the platforms, including on YouTube, which is widely used as a home reference platform. Bridges et al. (2018), while analyzing breastfeeding messages and relevant discourse on social media, specifically on Facebook pages and groups, found out that the platform offered instrumental and highly reputable information and emotion-based support. The sites and platforms assessed relate to breastfeeding mothers, and the ABA support teams came in

handy in giving relevant and correct information. Other mothers provided more emotional and social-based support.

Callaghan & Lazard (2012) assessed forums facilitating public opinion and discussions among the British parents and associate stakeholders on the correct ways of raising children. The assessment was more specific, and it inclined more to the way the feeding of infants and the choice of the infant feeds was portrayed and viewed among this population. Taking a Foucauldian approach of conducting content analysis, the research took the standpoint of a feminist. The goal was to examine and evaluate the specific nature of messages transmitted in these platforms relating to the feeding of infants. It was a more strategic research study considering mothers were at the center of the examination. Thus, it was essential to assess what they thought about parenting, their choice of feeding methods, and the feeds to give to their children. The research concluded that feeding infants, those below one year, was viewed by women and mothers based on two methods, breastfeeding or bottle-feeding. Many British mothers did not incline towards an earlier argument of beginning the weaning process for infants as early as three months. The impact of social beliefs and practices on the construction of the goodness or badness of a mother in the mothering process was also assessed in the research. The study found that five discourses exist around matters breastfeeding. They include natural breastfeeding as the most basic and the foundation way of feeding infants, bottle feeding as the most considered alternative to the first approach, the lasting conflict between sexualization and biological function of the breast. Exposing the breast during breastfeeding in public as being an act of provocation of second party feelings and the intersection between mothering in public versus mothering in private with the term mothering used herein to refer to the act of

breastfeeding. Interestingly, the research concludes that the method that a mother uses to feed their infants is not an independent choice. Instead, a mother decides whether to breastfeed or bottle-feed based on the sociocultural influences existing at any given moment. Callaghan & Lazard (2012, p.294) explain that breastfeeding is considered a positive gesture to child-raising. Still, it can be assessed against its alternatives that culture has denatured in terms of their position in the mothering process. The research argues that for conclusive discussion on breastfeeding, it would be required that discussions be extrapolated further to put into perspective the effects that deconstructing any of the methods mothers apply in feeding their infants would affect these mothers in their quest to befit into the constructed narrative of good mothering efforts.

There is a high relationship and connection between feminist theory and its tenets with discourses on breastfeeding. The connection is based on intersectionality, communication and media portrayal, and the empowerment of the women and female gender. As noted earlier on in this section, the major factor that sets third-wave feminism apart from the rest of the waves of feminism is the fact that in this wave, intersectionality and diversity are central to the arguments and discussions around feminism, unlike before. This third wave feminism approach brings together women from across a range of diverse orientations, such as their ethnic differences, their differentiated abilities and thus disabilities, class differences, physical attributes, different sexual orientations, and the different and unique gender identities that they have since developed uniquely (Wood & Fixmer-Oraiz, 2017). The fact that intersectionality and diversity are now embraced is a central discourse present in communications and messages related to breastfeeding. Women and female empowerment is equally central to the tenets of third-wave feminisms

and is thus central to breastfeeding discourse. Technology and internet-based platforms, including social media, have supported women and mothers with the space and support system to articulate their issues relating to breastfeeding, what they think about it, and how it can be enriched and boosted for a better mothering experience. In the process, Blum (1993) and Foss (2017) explain that more women get empowered, and they get the willingness and support to forge through this vital stage. This study, therefore, will be referring and insights to the discussions around these studies as it seeks to explore the consistency or reversal of these trends. The research will specifically seek to understand if these trends still exist and if platforms provide women with the opportunity to discuss and articulate feminist issues on breastfeeding and in line with the elements of third-wave feminism.

These studies show how breastfeeding has been regarded and debated on social media, focusing on the various research and studies that have been advanced in this area. Through the analysis, it is possible to examine if these studies have enhanced ways that the results and findings can help the advancement and propagation of feminist movement support and the quest to have a more welcoming society on breastfeeding matters. These past studies have offered a background base to examine discourses on breastfeeding as articulated on Twitter using the hashtag #breastfeeding and employing the feminist theory as the perspective of focus in comprehending how social media audiences and users articulate breastfeeding, which is of public health personal concern.

CHAPTER 3

METHODOLOGY

Introduction

This chapter presents the methodology the study uses in developing the findings and arguments, which will collectively form the position of the research with regards to responding to the study prompts outlined earlier.

Research Approach

The research employs a mixed methodology of research which will follow through three steps. The first step will be an analysis of the network followed by an analysis of the sentiments outlined in the network before discussing and analyzing the discourse therein. The research employs a netnography style of researching which will entail specificity in approach and collection of data, analyzing the data collected, examining the issues relating to ethics and representation aspects. A significant quantity of data will be collected, and observation of participants will be undertaken. The findings from the research relating to the observation of the participants will be showcased through the information available over the internet for free usage and application. Kozinets (2015 p.79) explains that the internet and mobile applications have provided a range of opportunities to collect and contextualize data used in research. To begin with, there was a need to establish the credibility of tweets, which then meant that there ought to have an understanding of the nature of individual tweeting, the time of the day when they tweet, and the nature of tweets that attract audiences more stirring contributions and debate. If these issues can be assessed and determined; accounted for, the credibility of a tweet can be said to be credible.

Secondly, analyzing sentiments meant that identification is conducted of the leaning sides of the tweets whether they presented positive information, negative information, or neutral in the way they articulate their issues. Thirdly, discourse analysis prompted the identification of the message being passed across on Twitter regarding breastfeeding.

According to Kozinets (2015), network analysis plays a crucial role in identifying relationships and how users and their social networks interrelate. Patterns of user utilization of platforms can also be assessed and established using network analysis. Through network analysis, scholars, especially research teams, can establish the major players existing within a specific network besides understanding and comprehending the influence, thus the value of disruption that the significant players hold on the other minor players within the same network. Hansen, Schneiderman & Smith (2010 p.37) simplifies the definition of social network analysis by terming it as a process that allows a researcher to focus on existing networks that bring people together and analyze the way these individual groups of people relate to the social units from which they are formed and thus exist. In my study, the social network analysis has been employed to increase awareness and information about the nature of individuals who take the lead role in establishing influence on and relating to breastfeeding, thus creating an online community that propagates this conversation.

What sentiment analysis does is to analyze an individual's view and suggestion about an issue of concern, mainly when the issue has been discussed through text, to seek to categorize this information, otherwise known as a sentiment, as either being positive, negative, neutral or that which is moving and propels towards a particular subject or a deviating from it (Liu, 2012). This specific study had to conduct a sentiment analysis because through it, we got to understand whether the messages articulated on Twitter

relating to breastfeeding can be categorized as being positive, negative, or neutral. On the other hand, analyzing discourse refers to critically studying and evaluating the nature and type of message used in a specific field (Fairclough, 2010, p.230). For this research, discourse analysis implies that the evaluation of messages being conducted relates to and is based on the central subject, breastfeeding. Through discourse analysis, a deeper understanding and more in-depth comprehension of messages and information on breastfeeding and the sentiments therein were shared and discussed on social media.

The three approaches outlined, sentiment analysis, network analysis, and analyzing discourse, form the primary base points that give this research a foundational meaning and thus significance and value. The discussion around breastfeeding as articulated on Twitter is incomplete if these issues cannot be examined and articulated to set the research in motion.

The three methods articulated in this research have been explicitly considered more relevant when studying feminist theory. This is because the feminist theory has its roots grounded deep in cultural studies and evaluation studies. Many social scientists have employed the two types of studies, especially those that employ a content analysis style of research. One of the central features of third-wave feminism is intersectionality, integration of diversity, communication, and media portrayal, giving voice and empowerment to the women, and generally minimizing inequalities surrounding gender roles (Crossley 2017). Feminist studies have more specifically shown a higher inclination to focusing on intersectionality. The study of feminism relies on intersectionality in studying feminism because they view and regard it as the central power that can revolutionize almost all but major issues surrounding women (Crenshaw, 1989). Therefore, by integrating the feminist

theory and focusing mainly on third-wave feminism, this research will be making remarkable strides towards having intersectionality included in this study.

This study looks into how individuals are making use of Twitter as an option through which they can vent the issues that are most troubling to them and establish the nature and kind of feedback they receive after presenting their cases online. There are advocates of breastfeeding who continue to voice to the world the significance of breastfeeding. This study is also interested in establishing these groups and individuals and evaluating their impact in swaying the public to agree that breastfeeding is essential and should be permissible to them. The fact that this research is tandem with the viewpoint of a feminist theorist. The data acquired herein is evaluated to determine and establish if the features of third-wave feminism, including such issues as women empowerment and women positioning onto matters and issues of most significance to the world and intersectionality, have been achieved on Twitter. Network analysis was found to be essential and highly helpful when studying breastfeeding using the viewpoint of a feminist theorist. Through network analysis, it was easy to point out the account names and thus account owners of the tweets that were pro-breastfeeding and leading the campaign on breastfeeding on Twitter. Network analysis was integrated into the study to establish who was at the center of the breastfeeding conversation on Twitter. In such matters relating to breastfeeding, organizations, individuals, agencies, governments, among other social groups, usually take a lead role in promoting the conversation. It was through network analysis that we could establish and describe who was majorly behind the conversation. Discourse and sentiment analyses showed their impeccable value in examining how relative discourse relating to breastfeeding is organized besides being supportive in

identifying the feminist themes that are most common, including inter-women support on platforms the same as intersectionality. The approach selected for use in this research used to conduct the discourse analysis was formed and arrived at upon examination of the reviewed literature, especially the study by Callaghan & Lazard (2012). Analyzing the discourse was done by closely reading every tweet that was selected, then the particular theme found was compared against other themes related to breastfeeding.

Data Collection

As articulated and presented on Twitter, this discourse analysis research on breastfeeding employed data collection using Discover Text software. Discover Text became the central software through which discourse on breastfeeding was examined, and as I will demonstrate, the choice of this software worked as intended. Dr. Stuart Shulman is the pioneer user of the approach, which is in the most conventional understanding a software used to conduct text analytics. It is most preferred when analyzing complex textual data but that which is present on the internet. Here, data shared on the internet can be explored regarding how the public shares their thoughts and the corresponding discussions around the issue of preference. DiscoverText software researching method is preferred because it allows for quick and efficient researching of data that would otherwise pose time constraint threat to examine conclusively and analyze. It functions by integrating machine learning technology with human intelligence. The machine is trained to assess and examine information and data before based on the coded instructions that the software is fed with. It can then filter the needed data and information against the data and information that is not wanted. Through its application in my research, I utilized Discover Text and access to information and messages relating to breastfeeding, but that which has been

archived due to the long periods it has taken since it was last published on Twitter. Breastfeeding information and messages that had already been archived but were retrieved and used for the research totaled 10618. The examined aspects include the content of the relevant actual tweets, information on the users related to breastfeeding, all retweets on breastfeeding messages and breastfeeding-related content, associated generative reactions, and corresponding mentions. I proceeded to filter the outcomes realized by specifying to the software that I was more interested in the content that made direct reference to the hashtag, "#breastfeeding." Upon applying the filter, I was left with 4472 tweets that I considered more relevant. I did apply this filter, knowing quite well the limitation it generated into the study. There is a high likelihood that relevant information could have been filtered out simply because it did not refer to this specific hashtag. Not all tweets that relate to or are on breastfeeding will be written with the hashtag appended included therein. Some would have included the hashtag, but they could have done so without using the correcting spelling that Twitter would recognize and therefore include in the hashtag list. I, however, chose to include the hashtag anyway for two reasons. First, it was the study's intended purpose to use the hashtag to study breastfeeding messages on Twitter. Secondly, I could not think of any other more universal hashtag that could have been developed to highlight issues on breastfeeding. To that end, therefore, the choice of this specific hashtag was justified.

Now that the dataset I had obtained was specifically on #breastfeeding, the next step involved coding. This process employed binary coding. (1) represented relevant data while zero represented non-relevant data. Data were considered relevant for this research and specifically for the coding process if the tweets assessed articulated issues on or those

relating to breastfeeding in human beings. Non-relevant data, therefore, could imply that, in this case, mean tweets and messages that used the hashtag but did not discuss anything much about it. Or in other cases, the hashtag could have been used to discuss breastfeeding in other animals except for human beings. In other cases, the tweet could have been placed, but later on, the relevant user could have deleted thus making its arguments, insights, and position on the subject irrelevant. Progressively, I examined a tenth of the data chosen, which totaled 447 tweets and messages. The analysis of the 447 was done manually, and all artificial and machine intelligence apparatus were eliminated. I, however, employed UClassifier, which is a machine learning algorithm. It aided the classification of this data regarding the degree of relevance that they held in supporting or compromising this study, thus necessitating elimination. It is worth noting that UClassifier was applied on the remaining 90% of the data. This is because it was not possible to conduct a manual examination of all these data. Through the UClassifier algorithm, 2431 tweets and messages were highly relevant to the subject under study, translating to about 54% of the examined tweets. The rest, which summed up to 2043 tweets, were, however, not relevant. I then established groups containing relevant data to undertake an extensive analysis based on the research purpose. The unit group brought together the relevant data and the data from the 447 that were manually assessed. Machine learning and coding technique had, however, erred in filtering relevant information. Of the data classified as being relevant, 1707 of them contained the hashtag being sought. Still, the information contained therein was not related to breastfeeding in human beings but rather to animals. They were therefore eliminated from the group of relevant data. This discovery posed a significant threat to my study because about 38% of the data I had considered relevant had been rendered

irrelevant, thus not fit for inclusion in the study. Several deleted tweets were categorized as being relevant, an error that I presume emanated from the use of machine learning technology. Consequently, given the new developments, I opted to construct a manual analysis of the tweets and ascertain how relevant they were for inclusion in this study. The challenge was with prolonged time for coding, but it was worth it because it would mean that I would end up with data and tweets that were most relevant for use in the research.

Eventually, I ended up with a total of 2106 units, $n=2106$, which was relevant data and ready to be evaluated further in subsequent steps. I progressed to conduct sentiment analysis to categorize the tweets and messages on whether they contained positive, negative, or neutral sentiments regarding breastfeeding. I also employed a coding system for efficiency in which 1 represented the positive sentiment tweets, 6 represented tweets with neutral sentiments, while 0 represented negative sentiments tweets. With regards to the three sentiments, a tweet was considered positive if it contained information and messages that reaffirm positive issues surrounding breastfeeding, for instance, if it promoted the practice if it provided information meant to convince mothers and society to be more receptive of breastfeeding, if it educated the benefits of breastfeeding, if it endorses a product that supports and increases efficiencies surrounding breastfeeding such as supportive clothes or if the message giver disclosed and explained their experiences while breastfeeding to pass a message to the rest with regards to the practice. A sentiment was considered to hold neutrality if it made simple mentions of breastfeeding but did not take sides. Messages and tweets that were deleted later after coding had taken place were also considered to be neutral. Negativity regarding breastfeeding sentiments was considered if the tweets and messages presented critical breastfeeding information,

disclosing information discouraging mothers from breastfeeding or portraying breastfeeding negatively. Through the sentiment analysis, it was possible to have the three categories that ended up being vital for the research to describe the paper's position and show why the paper made conclusions that will be presented later in the chapters ahead. Therefore, sentiment analysis was one of the most formidable steps towards the successful conduction of this research on evaluating and analyzing discourse on breastfeeding as articulated and presented on Twitter.

The research moved to the stem of the research, which involved conducting a discourse analysis. The role of discourse analysis was to comprehend the stories articulated on Twitter relating to breastfeeding. Therefore, I progressed to establish a new coding system that I could then employ and utilize in conducting the discourse analysis for my dataset. I made use of a guide and precedence set by the reviewed literature. The research study by Callaghan and Lazard (2012) and Foss (2017) was highly relational to this study. As such, seeking and emulating their coding approach while conducting their study discourse analysis was worth it. In conducting the discourse analysis, some of the discourses on breastfeeding that I used to categorize breastfeeding as the most basic and most natural mode of infant feeding. In contrast, bottle feeding is the second consideration. There was also the pull between the sexual function of the breast versus the natural and biological function. The views on breastfeeding were also categorized into two groups: the view and consideration of breastfeeding as an act that is provocative sexual exposure on one end and breastfeeding as an act of showing love and mothering positiveness to the infant. The way products relating to breastfeeding were placed and positioned in the various marketing messages, the view and issues surrounding the argument that

breastfeeding is a baby and mother protection process, the various forms of support supporting breastfeeding, and the intersectionality of breastfeeding. Using these codes, I manually placed all the units in my dataset, n=2106, as obtained from the previous coding processes.

Leslie Carr developed a Web Data Research Assistant, which I employed in collecting the second batch of data. Web Data Research Assistant popular as WebDataRA, is common in use and application on platform research, including Twitter and Facebook. Using the software, #breastfeeding was searched in a more recent timeline filter. The data obtained was then copied to Excel for examination and analysis. A total of 736 posts were imported in this analysis. More filtration was done, and a timeframe of up to 6 months was added to the filter. Seven hundred twelve tweets and messages were obtained and analyzed. August is the National Breastfeeding Awareness Month. More focus was directed at this month because more tweets on the hashtag could be realized. A total of 712 tweets were realized from the 736 collected earlier.

Upon analyzing the dataset, I transferred it from excel to Gephi, a software tool that allows for the visualization of information. The tool was essential and supportive in allowing for exhaustion and completion of the network analysis. The graphical items in Gephi were adjusted with the help of a Forced Atlas, which aided in demonstrating and pinpointing the way that nodes were pinpointed, especially nodes that were relational and thus linked while separating them from those that were unlinked. Ranking and arranging the categorized nodes was undertaken with the help of degrees ranging between 10 and 50. The nodes were further separated and sectioned by the use of colors. Voyant tools came in handy when establishing additional visual emphasis. Stefan Sinclair and Geoffrey Rockwell

coined Voyant Tool, and it aids the analysis of texts on the web. The tool makes it easy to notice how frequently words have been repeated or how often they appear in a dataset. The data included in the Voyant Tool was data and information that did not contain emojis. Sinclair & Rockwell (2016) explain that through the Voyant Tool, it is possible and easy to know and show how terms are connected in a dataset and assessing them alongside the word clusters established by the researcher.

The information cluster that I had earlier collected from WebDataRA is what I tackled next. I added this data into DiscoverText. The goal was to extend the analysis further. I made use of the coding system I employed in the discourse analysis. Since this data is relatively smaller compared to the over 2000 units assessed using the DiscoverText sample earlier on, it was possible to ensure data consistency and trends. It was also possible to understand if the new data was in line with the findings of the discourse analysis or not, especially the discourse analysis of previous studies reviewed and discussed herein.

Adherence to ethics was an issue that this study adhered to, especially in the data processing stage, which is technically the methodological stage discussed in this chapter. The handles of the tweets and other specific aspects that can be used to identify individuals who typed this information have been kept confidential. To successfully undertake the discussion in this research, user names have been replaced by A and B to stand in place of the names of the tweeters in the cases where they are individuals. However, names of organizations, agencies, and bodies have been disclosed. I opted to conceal the identity of the individual tweeters because messages published on tweeter were not published with the publisher having in mind the contextual application of their tweets. Therefore, the

arguments and issues they articulate in their tweets are unique to the contexts and viewpoints from which they published them.

CHAPTER 4

FINDINGS

Introduction

This chapter focuses on reporting the results obtained upon applying the methodology laid out in the previous chapter. The findings will be based on the research questions.

Overview

The messages and tweets combined from the two sets of data were majorly from as early as 2007, with the most recent analysis being tweets published in 2018. The hashtag of focus was #breastfeeding. It was most preferred because it does not only align with this research purpose, but it is also more universal when comparing it with other possible hashtags on breastfeeding. From the assessed data and employing the features of DiscoverText, especially the graphical tools therein, there were evidential differences between different years and different times in the relative years, shown in Appendix A. For instance, in 2015, the number of published messages containing the hashtag was exponentially high than in any other year. A total of 2272 messages were posted on Twitter. The perspective and discussion on and relating to the role that insurances, especially health insurance plans, had in reinforcing and ensuring breastfeeding was a success was most debated this year. There is no doubt that this discussion brought #breastfeeding at the center of these discussions, making the year record the highest number of relevant tweets. Jarett (2015) offers a more candid explanation of this development witnessed in this year, 2015. She explains that a new health insurance plan

policy was set out that articulated the fact that compelled insurance companies to provide breastfeeding support and systems to their customers who were mothers and those who then breastfed without having to spike the costs that will be incurred in the process because doing so would not be interpreted as supporting these mothers but rather as pressure item that was out to curtail efforts to boost the practice. Before 2015, meaning the results between 2007 and 2014, the number of tweets published on breastfeeding was low. In 2007, for instance, only two tweets were considered relevant and thus used in this study, meaning the discussion around breastfeeding was still developmental at this time.

2016 recorded lower tweets published on and with regards to the hashtag compared to those published in 2015. A total of 1010 tweets were recorded, falling short of more than a thousand tweets recorded in the year before. The tweets and messages increased in number in the next three years. By 2018, about 2448 messages had been published relating to the hashtag and based on the subject of breastfeeding. WebDataRA had also been used to collect another set of data, Appendix B. From it, what was apparent was the fact that the data assessed was more specific in terms of the period of data collection. The tweets were considered between May of 2018 and October of the same year. There was a higher frequency of published messages in this period. Almost five tweets were posted in a day containing the hashtag. In the eighth July of the same year, the messages escalated in numbers. Nearly thirty tweets were recorded on this day. After that, the ninth day saw a drop by three tweets. However, the first day of August resuscitated the high number, with 28 messages being recorded containing the hashtag. As explained earlier, August is the month of breastfeeding awareness. As such, the first day of this month would remind the world of the breastfeeding issues and breastfeeding debate that was bound to be at the

center of online discussions that month. However, the high patterns did not last long. Within seven days, the number of messages relating to breastfeeding normalized to lower than 10 messages a day, as was the case before July.

DiscoverText was helpful in the creation of a visual pattern of the terminologies most used in the relevant assessed tweets and messages. What was apparent was that of the many terms used, breastfeeding as terminology and a verb was the most referred to of them all. This is also justifiable because, in the methodology chapter, I had pointed out that I had applied a more strategic filter in the fact that the messages and tweets on breastfeeding contained the term breastfeeding preceded by the hashtag sign. Some of the other relevant terminologies used the most include immunization tools for feeding children, health implications of breastfeeding or failing to breastfeed, among others. In accompaniment to the hashtag, measles was more relevant to the hashtag, with many mothers and publishers seemingly linking the two. Much of the concern here was whether the mother could transfer her immunity power to their offspring during the natural feeding of the infant. About 150 messages were found to be discussing this issue.

Figure 2 describes the visual aspects of the results realized from the cloud assessment using the WebDataRA (See Appendix B). It was aided and supported by the Voyant software. Using this figure, examining the terminologies alongside their frequency of usage is apparent (See Appendix C). It is also evident that breastfeeding as a term shows the highest frequency of usage. However, relational terminologies such as motherhood, breasts health, among others, have also been applied and used in remarkable instances in the assessed dataset.

Compiling the data and information from all the datasets that have been examined herein, still breastfeeding was found to be the most widely used hashtag recording a total of 29787 published messages. The figure is, however, inclusive of retweets because retweeting is relational to actual tweeting. However, other relational hashtags had prefixes and additives to breastfeeding, such as adding the word "world" to breastfeeding or, in other cases, having the letter b in breastfeeding capitalized, among other varied differences in punctuation. Off these, the bottom line is, however, that the goal of having the hashtag specifically assessed in this study was a success, and it was convenient because the research also got to examine other relational and highly contemporary terms that have been used alongside this hashtag. The following are the specific findings as they pertain to the research questions.

Finding 1

How are breastfeeding experiences communicated among interested parties using the hashtag #breastfeeding?

Given the analysis of the nature of messages contained in the examined tweets relating to the hashtag under this research examination, the majority of the individuals who take part in social media, Twitter, interaction on the subject of breastfeeding have established a facilitative unit and largely accommodating. They use the hashtag majorly for enlightening other mothers and the society that uses Twitter about breastfeeding and all relevant issues and matters circulating the subject. Through the platform, lactating mothers have been accorded support more than before. The users of the platform and especially those who come into contact with the messages from the hashtag, benefit from information and social support on matters relating to breastfeeding. Breastfeeding products are also prioritized amidst these discussions, and companies selling and dealing in these products

were also found to be playing a central role in enhancing the discussion based on the hashtag and offering informational support to the users and the online community. Many mothers shared their experiences on how they have been either objectified or demeaned while breastfeeding, especially in public. Some mothers raised questions about concerns relating to breastfeeding, especially health-wise, given these functions that the online Twitter community gain by using social media, especially Twitter, about five messages published were found to hold the highest degree of relevance and thus generated the highest degree of debate translating to more than 300 messages. These five have been documented and can be assessed in Appendices at the end of this research.

The employed Gephi tool came in handy in establishing 736 points and 697 learning areas, thus making it possible for the research to have a graphical establishment that supports comprehension. The first figure shows findings from the data analyzed by Gephi. The analysis has made it possible to determine the most compelling individual accounts driving the discussion on breastfeeding. Through an organization known as the Breastfeeding Network, the UK has seemingly taken a lead role in setting the discussion around breastfeeding in motion. Further examination of the network created by this specific network reveals that the contributors are widespread. This disclosure is particularly important considering recent cyber techniques have seen a revolution in the operations of social platforms as some agencies and individuals generate internet traffic through unscrupulous means. Conclusively, therefore, what is apparent is that the collection of publishers of these messages on Twitter traverse a large geographical area. Consequently, they create a network that supports users on matters relating to breastfeeding from a wide geographical area of distribution.

Finding 2

What specific issues are articulated on hashtag #breastfeeding?

The response to demonstrating the exact issues that the hashtag has articulated on Twitter would begin by reexamining some of the definitive terms of sentiments as applied in this analysis. As explained earlier, a tweet was considered to hold positive value if it articulated issues that promote aspects to do with breastfeeding, whether breastfeeding as a practice or the items and equipment that support the practice. This definition includes tweets that raised awareness, for instance, about the benefits of breastfeeding or the corresponding harm that comes with failing to breastfeed, those that enlightened others about issues relating to breastfeeding, those that endorsed products and equipment that were supportive of breastfeeding, or those tweets that users expressed their journey breastfeeding drawing insights and lessons from their journey and using it to express positive messages to the relevant platform users. In the case of messages that made mere mentions of breastfeeding without having to lean on either extreme that can be regarded as positive or negative were assumed to hold neutrality. However, posts and messages published with the intention of demeaning breastfeeding, discouraging mothers, or portraying breastfeeding in any negative and more judgmental way warranted such a message or tweet to be holding negative sentiments. Eventually, about 2106 posts were considered for the final analysis and research. Of these, 86% held positive sentiments while 7% were negative, while another 7% held some degree of neutrality.

One of the tweets that held positivity and were categorized as being positively sentimental explained the benefits of breastfeeding, citing the fact that breastfeeding was a life-saving practice because, through it, children got access to colostrum and the many nutritional benefits that it contained. The publisher provided educational content regarding

breast milk, especially colostrum. This milk contained immunity-boosting elements, which the tweet equated to an immunization option that allowed relative children to get access to better health benefits. It is assumed that if there is a mother who read the tweet when they were about to stop breastfeeding their infants must have had to think twice. All the informational content that the tweet revealed about breast feeding is true, basing them on the findings from an assessment of the WHO's UNICEF Jordan (, 2018). On the flip side, one of the messages categorized as being negative was based on an individual whose identity was concealed and only identified as Subject A. this individual was questioning why and how mothers manage to breastfeed their children for more than a year. The tweet publisher believed that a mother should stop breastfeeding their children as soon as they can walk by themselves. Such a tweet and such judgmental information contained therein have every negative element, and they qualify to be regarded as negative or to be holding negative value. There were, however, other tweets that did not lean on either the positive or the negative side. For instance, one message described breastfeeding as a process that required a lot of input. Such a statement is simple and flat in that it neither holds negative value nor does it hold any values that can be said or described as being positive. It is worth noting that more messages were regarded as neutral because they were deleted after being included in the research. Considering all these outlined issues relating to the sentiments recorded on social media, specifically Twitter, much of the published messages hold positive sentiments. They target providing support for breastfeeding to the mother physically through information and provide a platform where emotional support can be realized.

Finding 3

How are elements of the third wave of feminism applicable in the discussions and sentiments related to breastfeeding on platforms, Twitter?

Effective comprehension of the nature of support that breastfeeding is accorded on Twitter was attained upon undertaking a discourse analysis. The discourse groups used and employed in this research were sought and borrowed from past research featured herein. Breastfeeding was evaluated based on its original value against its basic and most conventional purpose. Using the bottle to feed an infant was evaluated with the mind that it is the second most preferred alternative to the first and primary method, an examination of the contradiction and confusion between the function of the breast on one end as a sexual organ and on the other end as a natural organ that enhances feeding of the infants. The practice of breastfeeding was examined with the mind of being an act that is considered sexually provocative on one end and an act of raising children on the other end. Whether breastfeeding offers support and assures safety to both the mother and the baby was also considered central to this examination, together with a relational issue such as insurance issues and its role in supporting breastfeeding and the intersectionality therein. Many of the tweets that were considered in this research fell short of covering all these discourses. Some failed at the point of not articulating either a single issue or none of the discourses outlined. As such, those that failed to meet these discourses or portray a majority of them were rendered irrelevant and were therefore disregarded in this research.

The research extended the use of the discourse items listed in extending the analysis on breastfeeding. The discourses discussed the most on the platform will be presented at this point, besides aligning them with the tenets of third-wave feminism. Firstly, protection is the first discourse that was identified. Information obtained from DiscoverText reveals

that protection or safety of either the child, infant, or that of the mother or both was the most discussed. The concept around this element is that through breastfeeding, a mother will have provided protection to their baby and themselves. PAHO/WHO (2018) published a tweet that asserted that when a mother breastfed their babies just after giving birth, they transferred direct immunity to them because babies in their infancy usually have less developed immune systems. They get to boost their immunity through having access to mother's milk, especially colostrum, which is the milk that the child feeds on in the first few days after birth. American Heart Association (2017) also published a relevant tweet that explained that through breastfeeding, mothers usually lower the chances of contracting heart conditions which might, later on, transform to be more detrimental conditions, including strokes. The World Health Organization was the leading publisher of protection-based discourse information linked to the hashtag. The account also took a lead position among tweets and messages in terms of mentions and messages that were retweeted the most. Because of the role of the World Health Organization in prioritizing and promoting the health plan of the world, it would be proper to affirm herein that the organization has successfully set the pace for its functions on Twitter because it has successfully begun and propagated the discussion around breastfeeding. Just like the organization, a healthcare provider identified as Sanicas (2018) also explained why mothers needed to make breastfeeding more serious, citing a range of benefits that come with breastfeeding and benefitting both the mother and the child. Such messages were found to hold higher significance and were discussed and engaged upon more than any other.

Secondly, discourses on support and education were also discussed in many of the Twitter messages. 28.09% of the examined information from the dataset used for this study

was found to hold discourses relating to the two issues—1000 Days (2018), for instance, published about breastfeeding requiring much more than single-handed support. However, the tweet was arguing that successful breastfeeding is that which the mother was accorded a high degree of support from many relevant sources. In an analysis seeking to explain and show how individual tweets performed alongside the rest, especially regarding the number of replies and reactions it generated. The most engaging tweet generated 466 replies. The Tweet was published by an organization identified as Kraft Brands (2018). The organization owner is also known as Kraft, and in the tweet, she explained how health issues prevented her from breastfeeding her baby. She was advocating for bottle feeding as being an equivalent of breastfeeding. In interpreting the tweet, the publisher explained the power that women have in getting to decide how to raise their children rather than allowing that they are compelled by society to follow certain ways of child upbringing. As Gill (2016, p.613) explains, the message of this quote is in tandem with the principles of the feminist theory. Alongside the 466 replies that the message realized, 603 individuals retweeted while more than 10,000 users liked the post. The organization that published this tweet deals in infant formula. The packaging of the message could have been done to suit the functionality of this organization.

Thirdly, intersectionality is another central discourse of focus in this study's findings presentation. Intersectionality as a concept showcased in the discourse fell in line with the elements of the third-wave feminism that Crenshaw (1989) had alluded to earlier on. Of the data analyzed through DiscoverText, 6.36% demonstrated discourse related to intersectionality. For instance, nourish the Dream (2015) published messages encouraging the African American Community to embrace breastfeeding. Assessing the dataset from

WebDataRA shown on Appendix A, 3.23% of the data in the examined data, such as Health Disparities (2018), demonstrated the need to embrace intersectionality in breastfeeding. Health Disparities (2018) explained that African American mothers recorded the lowest rates of embracing breastfeeding challenging society, especially the African American society, to be more receptive to breastfeeding. According to a tweet by Williams (2018), she explains her commitment to encouraging more African American women to breastfeed. In all these discussions, platform interaction, especially on Twitter, has evolved, and those engaging in the relative discussions are showing more focus towards having a more inclusive breastfeeding society that is free of the many biases surrounding humanity. Minority groups, for instance, were found to experience a range of challenges and issues that prevent them from embracing breastfeeding more and to the levels that the rest of the populations have embraced.

CHAPTER 5

DISCUSSION, SUMMARIES, AND CONCLUSIONS

Introduction

The conclusion chapter targets contextualizing the findings in broader literature and develop conclusions and recommendations while at the same time highlighting areas that need further research for additional understanding.

Discussion

The latest feminism approach, referred to in this research as third-wave, stresses the need to have women represented. The whole process should be as flexible as possible and positive in its intentions. The communications and media fields must portray them as confident beings, as Anderson & Stewart (2005) explains in their article. All these need to be attained while taking issues of intersectionality and diversity into perspective. Crossley (2017) explains that additional topics of consideration include building platforms that will effectively project women's issues to the public and the need to eliminate destructive gender roles rigidity. This study has enhanced this debate by ensuring that the problems of concern that have been examined in the published Tweeter messages are in tandem with these provisions of third-wave feminism. With regards to the stress on diversity which is one of the major differentiating factors of third-wave feminism, the tweets assessed and examined in this study have shown that some of the messages emphasized the need to have women from a diverse race and other social groups included in the discussion on feminism as it relates to breastfeeding. The messages specific to black women being included in the debate about breastfeeding are the most relevant in this case. Therefore, diversity is the

greatest attribute of intersectionality has been a considerable part of this study from the onset. The investigation continues to be based on third-wave feminism approaches, which call for the application and adherence to intersectionality as its core feature. According to Jackson (2018), interactive platforms are a viable option that women continue to use for facilitative conversation.

In this research, the hashtag #breastfeeding was assessed as it evoked the discussion on and relating to breastfeeding among other Twitter users. The theoretical focus of the analysis has been based on the feminist theory. What is apparent from these discussions is that the digital space is growing to become a highly facilitative platform that allows individuals of different social groups to interact among themselves. The trajectory ensures that topics of interest and those that make the most impact on humanity are undertaken and discussed. Assessing the attained outcomes from this research, what is apparent is the fact that as Jackson (2018) had realized in his study, platforms are viable are proving to be instrumental avenues for users who are individuals of differentiated social qualities to interact and enhance their conversations around issues and aspects that affect them most. In this specific context, the social element that also holds high public health value and continues to form a central focus on these digital spaces is breastfeeding. There have been presentations posed by research work on how advocating for feminism can be done and how it can be best portrayed. For instance, Van Esterik (1994) explained that feminism as a theory could promote breastfeeding if the advocators of breastfeeding articulating more powerfully issues relating to the way the communication and media sector portray breastfeeding. Other relevant areas that can yield better outcomes for the practice of mothering include the need to have women's rights to breastfeed put into action rather than

being in theory but minimally applied in the actual, practical form. Through the research, what comes out most exponentially is the fact that there is an awareness deficit on the value of breastfeeding both for the mother and the baby. The politics surrounding breastfeeding have existed for some time, yet they are the most significant hurdle to fulfilling standardized breastfeeding practices. More fundamentally, however, the research has demonstrated positivity, considering a progressive trajectory among individuals using interactive platforms such as Twitter. Besides these platforms providing ways of increased awareness information dissemination about breastfeeding, users find it more convenient to seek breastfeeding-related support, inquire and get educational guides from experts on the appropriate ways of breastfeeding, among other positively impacting issues. More profoundly, features of third-wave feminism, which most assessors have discussed as the correct trajectory of analyzing feminism, have been significantly captured in these social media platforms. Issues of intersectionality, which stress inclusivity and diversity, have been captured considering the campaigns captured in this research relating to the black women movement being a factor of inclusion in the discussion on and around breastfeeding.

Jin et al. (2015) disclosed in the outcomes realized from this study that the long acknowledge the challenge of the existent negative attitudes towards breastfeeding are slowly and strategically being handled through interactive media options. The findings of this research reveal that the majority of the published messages held positive attitudes and positive remarks on breastfeeding. They totaled more than 86%. The fact that this figure was attained upon featuring tweets and messages collected from more than one network confirms the argument by Jin et al. (2015) that the conversation on breastfeeding is

changing via social media. Still, it also allows us to understand that the conversation is spread across a range of places. However, the issue worth noting is that messages published by individualized accounts were found not to hold much weight, unlike those posted by organizations. The tweets and messages published by individuals were many. Still, the fact that they did not generate debate through recording many reactions compared to those published by organizations and relative agencies means that the conversation is yet to be absorbed wholly by the public. Until the time and moment when we will find individual tweets attracting attention, debate, and discussion, we still have much to work around towards ensuring attitudes and sentiments regarding breastfeeding change for the better. For instance, from the discourse analysis research, the message published by the popular television network CNN about an Australian Senator who contributed to a parliamentary motion while breastfeeding her child attracted the highest number of reactions. The tweet was published in 2017.

While the finds insist that majority of the positive conversation that was most reacted to was from organizations and agencies, the other end of the messages that held relatively negative sentiments were majorly from individual publishers. However, even when many of these messages came from individuals, the general observation is that just like those holding positive remarks, these messages were also reacted to by the least number of relative users. There were minimal organizations that developed messages that had negative sentiments. The few that did attract more reactions than those generated by individual users. Many of these were inclusive of political views; thus, amassing negativity is only but justified considering the differentiated opinions of users. On a general scope, without having to narrow down on which message generated many reactions, the

observation is that many of the accounts that consistently published negative messages related to breastfeeding were individual accounts. Still, the good thing is that these accounts attracted minimal reaction, meaning most of those who viewed these sentimentally negative messages did not agree with them.

The outcomes from this research show consistency with the related research regarding the general argument that interactive platforms are being prioritized and used on a large scale by the general public to bring on board a more breastfeeding-positive society. Alianmoghaddam et al. (2018), for instance, among other relative researchers holding the same argument, had hinted at the fact that many of the modern-day positive conversations on breastfeeding are being enhanced and supported on social media more than in any other avenue. Even mothers who fear raising inquiries in public find it easy to do so on social media (Macron et al., 2018). Even as this research acknowledges this progress, the fact is that social media is a platform that everyone can use. Considering the freedom with which one can exist on these platforms, one would expect that women activists would be taking a lead role in leading the rest of the users on the reception of breastfeeding, but this has not been the case from this research. The fact that agencies and organizations are making the most effort on educating the public and changing their viewpoints and attitudes about the practice worries. The weight of having more organizations leading the conversation on breastfeeding cannot be relied upon immensely. Many of the organizations conducting these campaigns intend to increase traffic to their platforms that promote certain products. While structuring and leading these campaigns, the chances are high that many of these organizations have no intention of promoting breastfeeding after all. Therefore, as we advance, it would be better if a more in-depth examination of the organizations leading the

breastfeeding campaigns were undertaken. These examinations will evaluate the ways of framing the relative messages relating to breastfeeding. Through established research on these aspects, we will ascertain and conclude whether the breastfeeding sentiments championed by corporate organizations are in good faith or if they are out to meet a particular plan. This study alone has shown that about 5% of the messages containing the hashtag were promoting certain mothering aids and products. If this trend is consistent across other agencies, then there is more to worry about regarding the way the public holds and believes breastfeeding to be.

It is also apparent from the research that interactive platforms, specifically Twitter is taking a lead role in promoting and enhancing the conversation on breastfeeding fully with its range of elements such as increasing awareness on the benefits of breastfeeding and relatively supporting mothers breastfeed more comfortably, and increasing awareness on the need and ways of ensuring safe breastfeeding. The issues relating to the sexualization of breastfeeding have also been seen to be an issue brought to focus more on social media alongside aspects of inclusivity and diversity. Out of these many issues that are relative to both breastfeeding-related messages and examination of the third wave of feminism, inclusivity and diversity attributes are most connected to both the examined messages and to the provisions of the third wave of feminism which has been called out as being the most positive and well-intended form of feminism serving better ideas about feminism than the other forms that existed earlier. Crenshaw (1989), in outlining forms of feminism, pointed out the need to have a feminist approach that encompasses issues of diversity and inclusivity. Having intersectionality aspects in this form of feminism is thus a realization of this precedence. Individuals using interactive platforms, especially Twitter,

are showing more inclination to have the conversation on and around breastfeeding to be diverse in terms of diversification features and foresee it to be inclusive than it has been before.

From this study, whose findings are more consistent with existing literature, the study considers that an increase in social media conversations on breastfeeding and mothering support, the higher the chances of changing the pre-existing negative sentiments. The result of this change will be more openness on the part of mothers who will have the feeling of feeling appreciated and included in the mothering system. Therefore, they will be more open to breastfeeding even in public, and the public will feel less provoked by a mother breastfeeding their babies in public. The research findings are that more exposure to positively impacting breastfeeding messages on social media will mean the conversation will be taken deeper into the minds of society. This happens whether the statements published are in their textual forms or their graphical forms. It will enable the community to understand that the breast is not always exposed when needed to perform sexual functions but can also feed a baby whose life depends wholly on the mother. The negativity and societal bias with which people view and categorize breastfeeding will be reduced in the long run. Society will be taught to be more open to conversation and ideas on breastfeeding. Every mother would be happy to have a world where they will be less judged for breastfeeding their babies in public or breastfeeding at all. Instead, mothers will benefit from a society that motivates them to breastfeed and from the many positive support they will receive from their peers and experts.

Limitations of the Study

This discourse analysis research was not only deep regarding the methodology used to assess discourses on social media, specifically on Twitter. However, just like typical research, it is limited in a range of ways. Firstly, interactive platforms in the modern age exist in their abundance. Facebook and Instagram, for instance, have a relatively high mass audience equal to or higher than Twitter. Yet, this research focused on Twitter in isolation. This way, the study has not created a way to examine the discourse in this platform alongside discourses in other platforms listed above. More fundamentally, Twitter elements are more restrictive than in different platforms. The limitations on Twitter are both regulatory-based and in terms of features. For instance, the maximum content one can key in on Twitter is significantly low compared to other platforms. The discourses evaluated were therefore limited because they were passed across on Twitter. Much of the content on Twitter is presented in text rather than in graphics. As such, the textual analysis was bound to be partisan against the visual analysis because more text would be found on Twitter than graphical images would. A cross-examination taking a comparative approach between Twitter and a more visual-based social media option such as Instagram would have been a fairer analysis than this study. It, therefore, would be worthwhile if, in the future, research is conducted taking this approach so that the findings can be assessed alongside this research to ascertain the way the discourses compare across the two platforms. The method of this research also limited this research. The tweets and messages assessed and used in this research are specifically those containing the hashtag #breastfeeding and not any other hashtag. While it was worth it considering the population, issues required for this research, I consider it a limitation. This is because this research notes the many messages that held seriously impacting positive and negative messages on breastfeeding that would

have had significant effects on this research. This issue poses the greatest limitation because various platform users use different typing approaches; for example, in this research, even a Tweeter user failed to consider not capitalizing any of the letters after the # sign was closed out of this research. However, even with this aspect in mind, this approach remains relevant because it is the research objective.

Areas of Future Research

This research takes note of the many opportunities that future researchers can utilize to conduct additional research to enrich this research area further and provide more compelling insights that can be used to propagate relevant actions. Most fundamentally, subsequent researchers should focus on researching breastfeeding discourse on Twitter and other platforms such as Facebook and Instagram. Other researchers can make a comparative way of research rather than sticking to the specifics of a single platform. The research on these platforms should endeavor to show the nature of sentiments across them. Twitter being a textual platform more than other platforms such as Instagram, will probably be captured in these additional research areas because text can hold negative sentiments on social media. In contrast, graphics on such platforms as Instagram show otherwise. Such variations can be sought, found, and explained through research. Additional research should be conducted to understand whether organizations that have been found to take a lead role in the conversation on breastfeeding are basing similar content and information on more than a single platform. Comparing discourses in multiple platforms will also disclose how the users of the different platforms compare their attitudes and sentiments about breastfeeding.

APPENDICES

APPENDIX A
DISCOVERTEXT RESULTS



Figure1: DiscoverText Results

APPENDIX B
WEBDATARA OUTCOMES

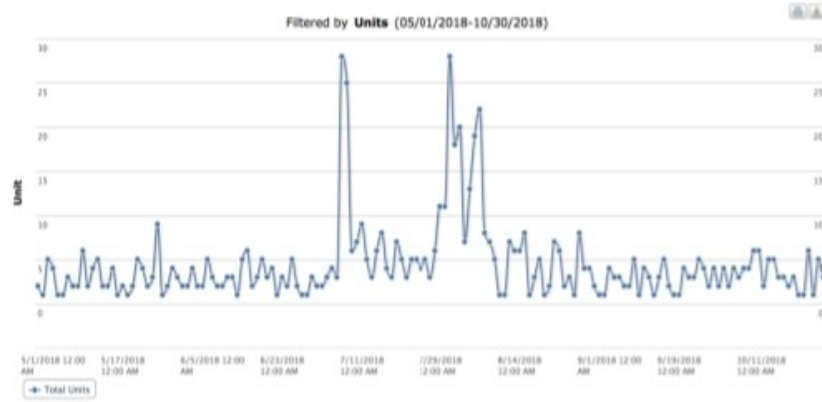


Figure 2: WebDataRA outcomes

APPENDIX C
VOYANT.COM RESULTS



Figure 1: Voyant.com results

APPENDIX D

DISCOVER TEXT TIME GRAPH

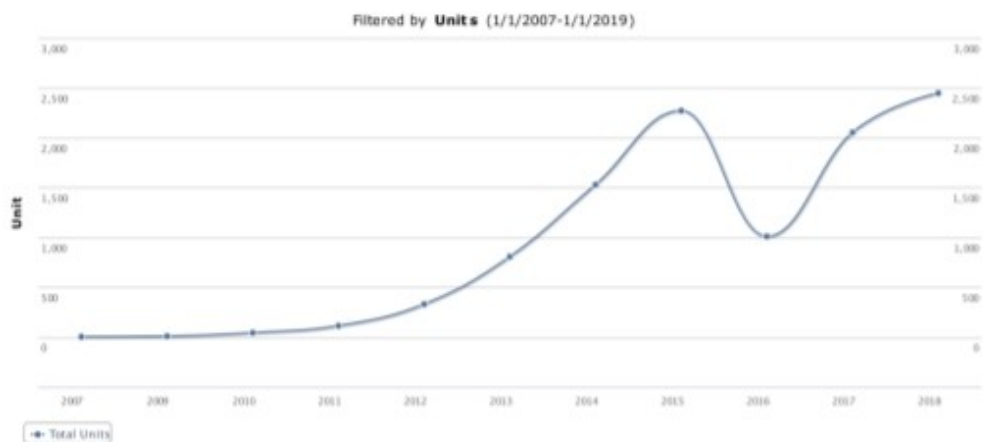


Figure 2: Discover Text Time graph

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