PUFF OR POUR: A COMPARISON OF CANNA MOM AND WINE MOM IDENTITIES ON INSTAGRAM AND TIKTOK

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BACKGROUND

- **Ideals of Motherhood**
  - The intensive mother (Hays, 1996)
  - The neoliberal mother (Rottenberg, 2018)
- **What is socially acceptable substance use?**
- **Online communities for mothers**

How do *wine mom* and *canna mom* communities construct meanings of motherhood and substance use?

METHODS

- **Builds on previous research**
  - Harding (2021)
  - Smith (2025)
- **Reflexive thematic analysis (RTA)** of Instagram and TikTok videos (Braun & Clarke, 2022)
  - *N* = 80

RESULTS

Main Theme:
Substance Use as a Mechanism to Parent

Cannabis to *Enhance* *M*otherhood

- Cannabis to **be a better mother**
- Cannabis as a tool to **increase** productivity
- Cannabis as a means of **self-care**

Alcohol to *Escape* *M*otherhood

- Alcohol to **survive motherhood**
- Alcohol as a **reward** for being productive
- Alcohol as a means of **self-care**

RESULTS

Subtheme 1:

The Commodified Mother

Differences in how *wine mom* and *canna mom* creators brand themselves

Subtheme 2:

Substance Use to Build Community

Role of substance use in shaping friendship and belonging in both communities

Subtheme 3:

Navigating Stigmatized Identities

Growing criticism towards wine moms, while cannabis use is gaining social acceptance

DISCUSSION

- Participation in these communities as a "**false resistance**" to traditional expectations of motherhood (Newman & Nelson, 2021)
- Stigma and misinformation pertaining to **substance use during pregnancy**

IMPLICATIONS

- Importance of **structural** and **social supports** for women
- **Role of social media** in shaping social attitudes, in both promoting and stigmatizing substance use

CONCLUSIONS

- In these communities, substance use is **normalized** and framed as an **individualized coping solution**

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