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Research Result Summaries

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### Using focus groups to understand the dynamics of mothers and daughters on social networking sites

Sara Santarossa

*University of Windsor*, [santaros@uwindsor.ca](mailto:santaros@uwindsor.ca)

Sarah Woodruff

*University of Windsor*

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The mother-adolescent relationship has been deemed critical for the positive development of self-esteem for both males and females, but especially for adolescent girls (Gilligan, 1982; Girls Incorporated of Greater Santa Barbara, 1997; Jordan, Kaplan, Miller, Stiver, & Surrey, 1991). As parent modelling exists offline between mothers and adolescent daughters, a similar influence could be exercised by the fast evolution of digital culture, such as SNSs, thus making it imperative that online mother/daughter relationship be considered and investigated. Forty-two individuals took part in the study. Mothers and daughters were recruited separately. Of the 16 mothers that participated in 1 of 4 focus-group discussion, the mean age of their daughters was 12.78 years ( $SD = 1.31$ ), with 4 (25%) of the mothers having more than one daughter born 2003-2007, and their SNS use ranged from 2-10 years' experience. Mothers reported Facebook as their favourite SNSs, compared to other platforms but used Instagram and Snapchat to monitor and "creep" daughters. Of the 26 girls who participated in 1 of the 4 focus-group discussions mean age was 13.17 years ( $SD = 1.16$ ), their SNS use ranged being a "brand new user" to four years' experience. Girls reported Snapchat and Instagram as their favourite SNSs to use. Thematic analysis revealed mothers need to act as role models in the online world, and offline discussions are important to helping create a positive digital footprint. A practical implication of this study is that mothers and daughters need to communicate with one another on their thoughts, feelings, and actions within the world of social networking sites.