

Social Media Influencers as Advertising Vehicles and New Agents on Parenthood? A Systematic Literature Review of Parent Influencer Research and a Future Research Agenda

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Parents frequently turn to social media and blogs to find information, advice, and support on parenting. In recent years, this gave rise to the tremendous popularity of ‘parent influencers’, who became prominent figures in the realm of parenthood. The latter group capitalizes on their family lives, skilfully integrates product placements, and openly shares their daily experiences. Parent influencers are believed to have an exceptionally influential voice, but a comprehensive understanding of how they actually shape parental expectations, identities and well-being with their content is missing. Using the five-step methodology of (Khan et al. 2003) and the framework of Stern (1994), we carried out a systematic literature review (N=96), and the results provide an overview and understanding the emerging field on parent influencers. In the discussion, we highlight gaps within the research field, advice for practitioners and a future research agenda.

Keywords: Social media; influencers; parent influencers; systematic review; parenthood