

# Community Building Through Hashtags: Babywearing Trends, Inclusivity, and Identity Formation

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**Introduction**

- "Babywearing" is a global term that embraces different cultural appropriate methods one can use to carry a child on the body.
- This research is a collaborative project with Dr. Christine Schreyer and the Center for Babywearing Studies in New York City.
- The research supports the center's inniative to build a dictionary with culturally relative and inclusive babywearing terminology used for educational purposes.

**Research Questions**

- Our research sought to determine:
  - which terminology is essential to identity formation;
  - address gaps of language inclusivity;
  - to determine which terms should be considered for a babywearing dictionary from the hashtag data.

**Methods**

- Literature review on the topics of: communities of practice, critical discourse analysis, hashtags, and babywearing
- Interview with the Center for Babywearing Studies featuring Founder Joanna McNeilly and Operations Manager Bianca Fehn
- Transcription of interview content
- Data collection from public social media on TikTok, Twitter, and Instagram
- 259 preliminary hashtags following searches of #WearAllTheBabies #Babywearing and #BlackBabywearingWeek
- 173 primary hashtags (SEE FIG. 6)
- 600 + secondary hashtags (GENERATED FROM PRIMARY)
- Data Coding and Analysis of primary hashtags
- Babywearing community members connected with hashtags tied to the practice of babywearing, parent identity, carrier types, and original babywearing hashtags. (See Fig. 3)

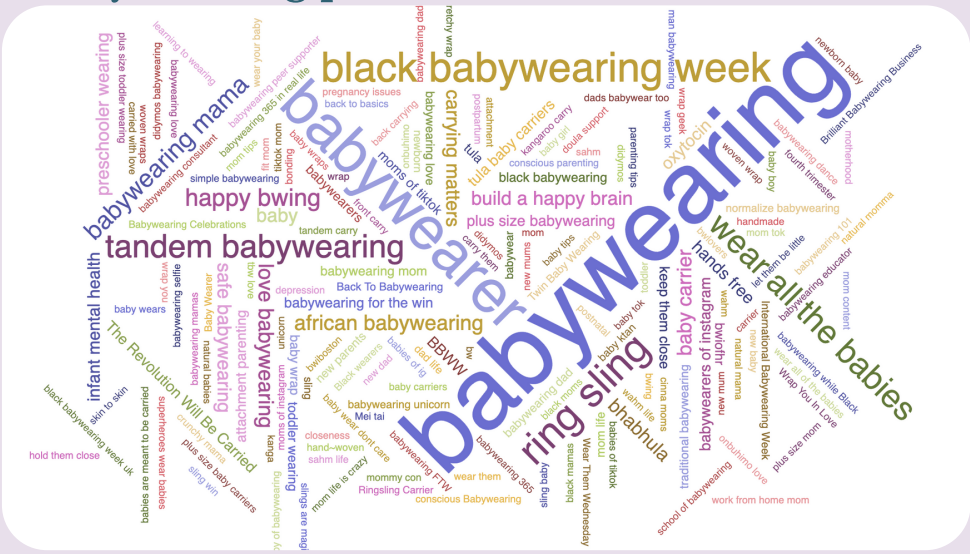
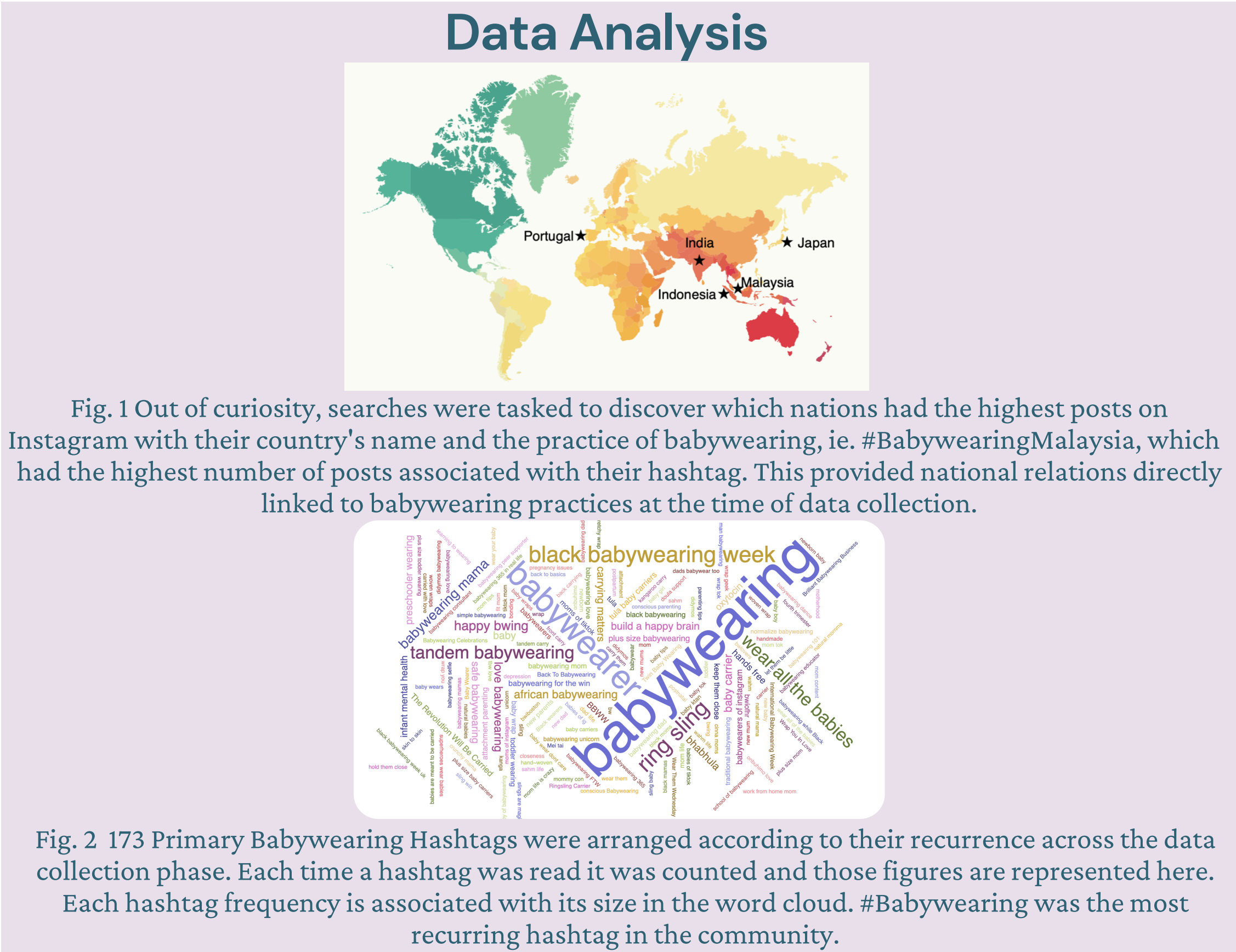
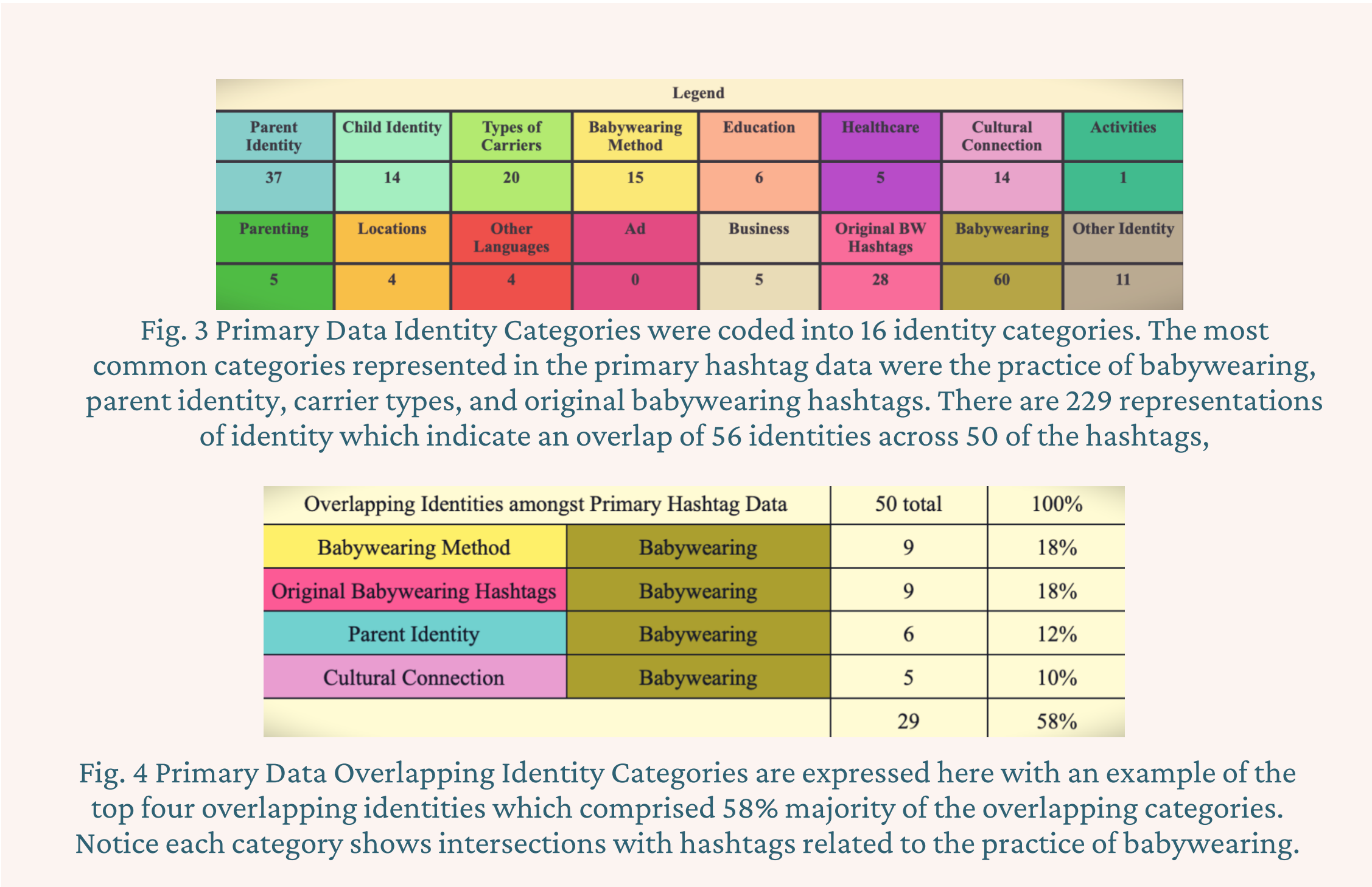


Fig. 2 173 Primary Babywearing Hashtags were arranged according to their recurrence across the data collection phase. Each time a hashtag was read it was counted and those figures are represented here. Each hashtag frequency is associated with its size in the word cloud. #Babywearing was the most recurring hashtag in the community.



Overlapping Identities amongst Primary Hashtag Data		50 total	100%
Babywearing Method	Babywearing	9	18%
Original Babywearing Hashtags	Babywearing	9	18%
Parent Identity	Babywearing	6	12%
Cultural Connection	Babywearing	5	10%
		29	58%

Fig. 4 Primary Data Overlapping Identity Categories are expressed here with an example of the top four overlapping identities which comprised 58% majority of the overlapping categories. Notice each category shows intersections with hashtags related to the practice of babywearing.



**Results**

- Foundational results in determining the boundaries of accessibility and inclusivity amongst online babywearing communities
- Data illustrated the most commonly used hashtags were tied to the practice of babywearing, original babywearing hashtags, parent identity, and types of carriers.
- Data illustrated overlap in identities most often intersected with hashtags related to the practice of babywearing
- Data Illustrated which hashtags had the most growth during collection periods



Babywearing  
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