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Birth of cyber-supermothers

ABSTRACT. The study aims to reveal and to describe a new type of mother—cyber-super-mother, which combines household duties with professional responsibilities by taking professional activity in the Internet. The study analyzes new model of maternity combining elements of traditional (motherhood as an instinct, conviction regarding personal care of a child, etc.) and modern model (postulate of self-fulfillment, blurring the boundaries between the private and the public sphere, gender equality, etc.).

KEYWORDS: Internet, maternity, cyber-reality

Preface

Inability to fulfill family and professional roles in a satisfactory range, causes constant stress in a schedule and emotional life of many modern women, which want to combine motherhood with a career. Despite the fact, that “modern wife or a partner is in a much better position than her grandmother or a great-grandmother” (Sikorska, 2009, p. 163) however, gender equality is still “an ideal pursued and desired by most of women” (Titkow, Duch-Krzystoszek & Budrowska, 2004, p. 15), and whose reality is an excessive burden on household and caring chores. Ulrich Beck and Elisabeth Beck-Gernsheim find women as still entangled in the dilemma of choosing between self-fulfillment and altruism and empathy. Anna Giza-Poleszczuk writes that “we still have to deal with a situation in which people want a partnership in domestic duties, but somehow in fact ‘can not’ realize it; where women want to work and have children, but they have to bear the entire risk on their own” (Giza-Poleszczuk, 2009, p. 193). As Shrikhala Warriier observes “men are still regarded as the ‘breadwinners’, while the management of the household, domestic chores, and the physical care and psychological well-being of children are firmly identified as the wife-mother’s responsibility” (Warriier, 1988, p. 108) According to the research of Margaret Fine-Davies,

Jeanne Fagnani, Dino Giovannini, Lis Hojgaard and Hilary Clarke “measures of well-being were all positively correlated in all cases, except that for fathers, satisfaction with their work was unrelated to their satisfaction with family life, whereas for mothers, it was highly correlated (...)” (Fine-Davies et al., 2004, p. 241). Does the motherhood need to have a negative impact on social and professional activities of women? Many scientific work describe in detail the heroic struggle of women of finding a harmony between family and work. “Employed mothers, irrespective of their ethnic affiliations, find themselves caught between two pressures: on the one hand is the perceived need for more than one income to support a home, and on the other, the pressing logistical problems of fulfilling work-role obligations as well as domestic responsibilities, including childcare” (Fine-Davies et al., 2004, p. 113).

Balance between these two spheres is even more elusive, if we take into account the evolving in the age of individualism, the idea that a child is now “economically worthless but emotionally priceless” (Slany & Kluzowa, 2004). If a child is an autotelic value for a parent, in the comparison to work-it will always be in a privileged position. This reasoning also goes hand in hand with the concept of “intensive motherhood” (Hays, 1998), which implies that the mother is not only a person that cares about the health of the child, but also a person providing comprehensive child development, a person responsible for the best possible start in independent life of a child.

Susan Douglas and Meredith Michaels analyzing media portrayals of mothers, identified a popular construction of the good mother symbol arising from postfeminist ideals and they called it “the new momism”. The new momism consists of notions of intensive mothering, in which women with children are extremely competent stay-at-home moms, main caregivers, always smiling and understanding, and exhibit boundless, unflagging and total love and motherhood is the most important thing a woman can do (Powell, 2010, p. 38).

The combination of intensive motherhood, intensive work, poor care infrastructure and limitations resulting from rigid hours of work and other inconveniences of Polish labor market makes modern motherhood a real challenge, requiring organizational, financial, physical and emotional effort. As a result, we get high-quality children and mothers reduced to a role of robots focused on ‘the project: Child’.

Due to such absorbing contemporary maternal role it is not surprising, that these women almost can not devote themselves to any sphere

of activity. According to Renata Hryciuk “on the one hand women’s assignment to domestic sphere imposes them a role of a buffer absorbing the social costs of systemic change (see: Lister 2005), on the other hand, it disputes the validity of their claims and as a consequence, obstructs women’s grass-roots initiatives” (Hryciuk & Korolczuk, 2012, p. 23).

In effect, there is lack of data on mothers’ social activity. Perhaps the question should be raised, if such exists at all? Secondly, when it comes to economic activity—Poland has one of the lowest employment rate of women having children under 3 years of age. According to the report “Maternity vs. women’s professional job” from 2006, three out of four women were planning to return to work after maternity leave, but only 23% had actually take an employment. Both the professional activity rate and the employment rate of women in the period of family establishing and developing remains below the level observed for men in all EU-27 countries (Bukowski, 2010). According to the Central Statistical Office, almost 16% of inactive women (1.34 million) does not work due to family obligations and duties related to running home. Significant is, that the largest age group among these women are women of reproductive age, i.e. 25–34 years (527 thousand). It is characteristic for female economic activity that ‘women tend, on the whole, to enter and re-enter the labour force according to the stages in their family formation and their own life-cycle (Warrier, 1988, p. 109). Moreover, cultural pressure towards staying at home with children is also very strong. Basing on American research form Gallup Poll, most Americans still think that “in the ideal family situation one parent should stay home” (Carr, 2005). Of course it is mostly the female part of the family.

Cultural and structural stigma

The nature of the Polish labor market makes the situation of young mothers even harder. In particular, insufficient development of flexible forms and hours of work and the reluctance of employers to hire young mothers. Tax policy (including progressive taxation, family benefits, etc.) also affect demotivating to taking employment by mothers.

In Poland great impact on these processes had systemic transformation, which changed the conditions of participation in the labor market and social benefits system, and thus increased the difficulty of combining work and family responsibilities. As Titkow argues, the resultant

of: post-romantic concept of the myth of the Polish Mother, nationalist vision of social relations, dominating in Poland catholicism, neoliberal discourse of efficiency and individual responsibility; was critical in redefining the position of women since 1989. New job and development opportunities had opened up, while the real chance of making such activity reduced and displaced women from the labor market and the public sphere (Titkow, 2007, p. 16).

Eleonora Zielinska's study clearly testifies to the fact, that the state procedures undertaken in the transition period, although it focused on equal opportunities for women in employment, in fact "resulted in decrease of competitiveness of women in relation to men, and their greater susceptibility to the elimination from the labor market" (Zielińska, 2002, p. 56). Among the specified regulations were: prohibition of employment of women in severe or harmful work, the prohibition of work on the night shift and overtime, protection of long-term employment of women in pregnancy, maternity and parental leave, the extension of maternity leave and the introduction of shorter than men's retirement age. The result of these changes, as proven by Zielińska, is the highest unemployment rate of women in the age group under 25 years of age.

Additional factors pushing out women from the labor market include: small number of places in nurseries and kindergartens, social pressure concerning the need for personal care of the child, the difficulty of re-adaptation to the work environment and others.

Adopted in 2011, the so-called 'Nursery Bill', facilitating the establishment of nurseries as well as introducing a number of alternative forms of care, including baby clubs, daily caregiver paid by the municipality or a nanny, whose social insurance is covered by the state budget, was introduced in order to enable women combining family and professional responsibilities. Certainly mothers interested in institutional forms of care for their children, were in a much better position.

However, as Maria Wiśnicka and Łucja Krzyżanowska show in their research (Krzyżanowska & Wiśnicka, 2009, p. 135), mothers perceive caregivers, kindergartens and nurseries as a necessary evil. Not only this is an additional burden on the household budget, the number of places in public kindergartens and nurseries is limited, opening hours are not adapted to parents' working hours, these places are hotbeds of diseases, but also leaving a child in the care of a stranger is a huge stress and enormous psychological discomfort for a mother.

Opponents of the bill, among which are representatives of influential expert organizations such as ABC XXI Foundation—All of Poland Reads

to Kids and Polish Pediatric Society, as well as a national child and adolescent psychiatry consultant, believe that institutionalized forms of care are harmful to the psyche of a young child.

Convergent point of view of the above have women who agree with fundamental postulate of mainstream philosophy of raising children called attachment parenting, according to which the available and physically and emotionally present mother is the key to proper social and emotional development of a child. Personal care of a child is the only way for those women, who feel, that the fact of being a mother is a turning point in their life, that requires a reorganization of life's priorities in favor of family and home. According to Bogusława Budrowska (2000), and Anna Titkow (2007), most women perceives the role of a mother as the basis of their identity. Is a conflict between family and professional obligations a necessity for the majority of women, both in Poland and in the world? If we take into account the fact, that "the dominant Euro-American culture normative model of motherhood is a pattern of intensive motherhood" (Urbańska, 2009, p. 6), and that "the current model of adulthood for women is to combine family and professional responsibilities" (Budrowska, 2000, p. 224) it is surprising, that the state has not helped so far in any way women, who really want to defuse the conflict.

Recent regulations in this respect, i.e. the law regarding maternity leave and additional leave on the terms of maternity leave and parental leave, effective from 1 September 2013, extended the period of paid childcare, reaching 52 weeks of the birth of one child and from 65 to 71 weeks in the case of multiple births, depending on the number of children born at one birth. The Act meets the recommendation of the World Health Organization concerning the excluded breastfeeding for the first six months of life of a child and preferably as a primary or supplementary feeding, to completion first year of age.

Certainly many mothers, regardless of feeding method, appreciate the gesture of the legislator in the form of paid maternity and parental leave, which allows to an extended period of child care without having to go to work. However, opponents of the bill accuse the government of making populist decisions, that instead of improving the situation of women in the labor market, worsen it dramatically, causing a one-year break from professional career, a risk of serious regression of knowledge, competencies and skills and thus even less competitiveness on the labor market. Although this law gives woman the possibility of longer personal care of a child, in no way it is a response to one of the biggest prob-

lems of modern women—harmonious combining family and work responsibilities.

Dedication to the upbringing of a child while maintaining completely outside the labor market is not an option acceptable to many modern women. This is mainly due to financial reasons: young families can not make the living from only one salary. It is repeatedly emphasized by a number of studies, that economic need experienced by many families is the most influential factor propelling married women into the workforce. “While a distinction is often made between working out of financial necessity and the need to improve the family’s standard of living, high inflation, the drop in real income, and rising male unemployment, as well as a perceived need to spread the family’s risks, have led to a greater reliance in the wage-earning activities of the female members of the family” (Warrier, 1988, p. 106). But even those women, who are not forced to make this decision solely on financial grounds, feel social pressure in the form of “the order of independence and self-sufficiency of mothers and the conviction that the willingness to make sacrifices for the good of the family and sustaining children are parts of the design of good motherhood” (Titkow, 2003, p. 20). Moreover, many research show that employment of a mother has a great positive impact on herself, children and w family as a whole. Lois w. Hoffman and Lise M. Youngblade point out those positive effects of employed mothers on children’s well-being: higher academic achievement, higher cognitive scores, greater career success, more nontraditional career choices and greater occupational commitment, more independence of a child in interaction with their peers, higher score on socioemotional adjustment measures, etc. (Hoffman & Youngblade, 1999, p. 5). They also list further advantages for women themselves: higher level of satisfaction form life in general, lower scores on psychosomatic symptoms, measures of depression, and various stress indicators, higher self-esteem, greater sense of control over their lives, etc. (Hoffman & Youngblade, 1999, p. 23).

Meanwhile, as emphasized by Irena Kotowska “in Europe it is needed to simultaneously increase the employment of women and increase their fertility” (Kotowska, 2009, p. 149). How to reconcile these two objectives, if they are both competing for the same goods: time and attention of a woman? Taking into account Polatnick’s point of view that “when both jobs and home demand man hours, balancing or juggling is not sufficient” (Padavic & Reskin, 2002, p. 154), women themselves, have found the answer to that question.

The Internet revolution

Even in the 90's young mothers in Poland had a dilemma: stay at home and devote themselves to the care of a child and running a household, or try to combine these maternal and domestic responsibilities with work. Important circumstances which were taken into account when making these decisions, was whether the husband earns enough to provide for the whole family or is it also necessary for wife to earn some money, is there any relative who can take care of a child, is there any good nursery or kindergarten in the neighborhood, etc. The problem of women's professional plans was not an important factor, although probably for some highly educated professional women or artists, it mattered. A major role was played by traditional ideology emphasizing important role of maternal care, breastfeeding, a woman's duty to sacrifice for the good of a child.

The decision to 'stay at home' and dedication to bringing a child and taking care of house and family meant actual 'staying' in domestic sphere without the opportunity to participate in public life: work (besides a simple cottage industry), social activity, participation in culture (except for these forms which are possible to practice at home i.e. readership and television reception), or social life (except for phone calls or meetings at sandbox). In addition, the woman ceased to be self-contained unit, but then became a part of a wider structure, namely—the family.

Reducing the role of a woman to the private sphere, only related to the care of a child and home resulted in an increase in social inequalities. Financial dependence on a husband, the lack of access to alternative sources of self-esteem, the lack of external resources of authority subordinated women to men. Therefore "closing the women at home with children" placed them at risk of social exclusion.

Drawing on the research of Joan Peters, who examined dozen of families, sacrificial motherhood in which mother as a main caregiver forgets about her needs concerning her professional life, results in poorer parenting experience, weaker marriages and less balanced children (Peters, 1997). She poses a question, which puzzles me as well: why motherhood and work belong to such inconciliable realities?

The research conducted by Łucja Krzyżanowska and Maria Wiśnicka shows that 'the fundamental problem of mothers of young children and what they find most disturbing in everyday functioning is a sense of an

isolation from the 'world', detachment from the adults' affairs' (Krzyżanowska & Wiśnicka, 2009, p. 116). This isolation is also a consequence of institutional barriers, of which the most important is the situation in the labor market, which is still based on the traditional system of work relying on the presence of workers in the office in rigid hours. As Irene Padavic and Barbara F. Reskin observes "many employers have not rethought the organization of work, that existed in the 1950s, when most workers had wives who attended to the home front full time" (Padavic & Reskin, 2002, p. 153).

Internet responds to the need of women, offering them a mobile and flexible workplace, tailored to their capabilities and availability. "The cyber-world opened perspectives and relationships not available previously" (Pertierra, 2007, p. 196), and become "a new possibility for being-in-the-world" (Pertierra, 2007, p. 198). Today, "thanks to globalization, the information revolution and modern technology, the work exceeded the traditional boundaries of time and place" (Kropiwnicki et al., 2008, p. 35).

Contemporary woman is one of the biggest beneficiaries of these technological and cultural changes. A woman can now not only self-fulfill as a housewife, but also can combine being a housewife, mother and a businesswoman. Such "bizneskwoki," as they say about themselves, women who have decided to sacrifice to bringing up a child with a simultaneous lack of resignation of career aspirations. Women running e-businesses, regardless of the form of it—a blog, a web site or online service—while being home, in the private sphere, they also go out to the public sphere.

Professional e-activity provides numerous features not only related to the provision of family income, and thus also an increase of the financial independence of women, but also meets the need for social interaction and socializing. Furthermore, it is a source of social respect, it enables the utilization of the knowledge and professional skills, enables the development of passions and interests (if the blog theme or area of e-business coincides with the hobby, which is often the case) and it is an important form of modern reflexivity (Giddens, 2007, p. 54). Magdalena Sokołowska in Poland and Helena Znaniecka-Lopata in the United States had formulated the problem of "the unknown environment—a household" (Znaniecka-Lopata, 1973). Despite the fact, that these researchers, more than a half century ago analyzed the unpaid work of women at home and for family, their research problem is still relevant today in the context of cyber-mothers. It is significant, that Central Statistical Office's

report “Women in Poland” marginalizes systematically the phenomenon of women in the household. Meanwhile, blogs and e-businesses are becoming increasingly popular phenomenon, about which we know little. Simplicity of setting them up causes their rapid growth. According to the Gemius, there are 16 thousand of e-businesses in Poland (2012) and the value of the market—only in four years, from 2008 to 2012—more than doubled—from 11 to nearly 23 billion zł (Cichoń et al., 2013, p. 18).

There is similar situation with blogs. It is difficult to calculate how many of them there are in the world today. Service Blogpulse estimates this number at around 135 million. Polish blogosphere is estimated for about 3 million of blogs. In 2005–2010 in Poland the blogosphere doubled its reach among Internet users and the number of users increased three times. According to the PBI’s data from 2010 (Garapich, 2011), almost 11 million Poles visited blogs (nearly 60% of Internet users). According to the CBOS’s data from 2013 (Feliński, 2013), there is about a million bloggers in Poland, which means that every 20th Internet-user is the author of at least one blog. As Andrzej Garapich, the President of Polish Internet Research claims “the blogosphere has a greater range than *Polityka*, *Newsweek*, *W Sieci*, *Do rzeczy* and *Wprost* altogether. More people refer to them than to TVN 24, Polsat News and TVP Info, that is to media believed to be reliable. Despite this, the blogosphere remains on the sidelines interests of marketers, advertisers and researchers” (Baran & Miotk, 2013).

Parental blog is a new type of a blog, which concerns the subject of parenthood, raising children and/or actions resulting from the fact of being a parent. So far, nobody examined how many of them there are in the world. Some sites provide only aggregated statistics of established blogging platforms, without distinction on the subject of a blog. While estimating this number I decided to rely on the results of a Google Blogs Search by entering a search term ‘blog parentingowy’. More than 16,000 results¹ retrieved in less than one second gives the approximate size of the phenomenon with which we are dealing.

Taking professional activity in virtual space has become a gate to another world for women, through the spread of the Internet on a large scale and low barriers of entry to the Internet business. Thanks to no need for official setting up a business and possession of a financial contribution in the early phases of a start-up, the availability of free tools for

¹ Up to date on 15.04.2014.

creating websites, free business promotion channels in the network, such as social networking sites, forums, etc. we are witnessing a rapid increase of founded websites, often set up by amateurs who started to perceive the network as a source of earning. Also, women who are mothers have discovered in this option a chance to stay at home with a child, while not remaining outside the labor market. The virtual labor market as opposed to the traditional, real in addition to increased mobility, eliminates the problem of wage disparities between men and women, creating an ideal workplace for modern mothers: mobile, active and independent.

Birth of the cyber-supermother

Thanks to the rehabilitation of the social role of women in charge of the house, now perceived—not as it used to be—“a tormented housewife, but busy, although taking care of herself home manager” (Sikorska, 2009, p. 93). Women working professionally at home may now proudly proclaim to the world ‘I take care of home’. According to data from the Central Statistical Office “although after 1990 the number of women, who chose taking care of the family instead of professional work gradually dropped” (Cywoniuk, 2008), since 2004, we can observe a gradual increase of this ratio, which in 2007 reached 1.5 million.

Although they deal with cleaning, cooking, ironing and other activities similar to ordinary housewives, unlike its predecessors they can reap socially sanctioned -or at least popularized in the media and public awareness—satisfaction of their tasks. New traditionalist abandoned climbing up the professional ladder for the sake of love, marriage and motherhood. Magazine ‘Your Style’, cited by Sikorska, describes the situation of 25-year-old architect design, which could be a representation of cyber-supermother’s approach:

Małgosia laughs that an artist became a housewife. Modern! With make-up, in a trendy blouse. I do not want to be the Polish Mother, who sacrifices everything. I know what’s been played at the movies, what’s going on in the architecture. I read about it when Mikołaj sleeps on my belly—she responds. In two years, the second child is born and then I catch up, complete the studies. Career can wait, but the first years of child’s life pass forever. You can not miss them.

Model of intensive motherhood emerging from the image above is characteristic dominant pattern of motherhood in Euro-American culture. Intensive motherhood implies, that the ability to care of a child is biologically conditioned and belongs to a woman, as the one who should take care of a child for at least the first three years of child's life. This approach emphasizes the emotionally absorbing, intensive physically and costly financial education focused on a child and based on the authority of experts. This pattern implies, that a woman has the ability and willingness to give up work also as a source of income, due to the well-earning partner, who is able to provide for his family. In this pattern, the role of a mother refers only to the caring functions.

Mothers taking professional activity in the network on one hand fit into this model, recognizing their duty and the need for personal care of a child and submitting it over the existing professional work. However, on the other hand, these women do not entirely abandon their professional aspirations, but merely adapt them to the circumstances, and their maternal role reaches far beyond the caring functions. Availability almost the entire time of these women for the child does not preclude neither their professional activities fulfillment, nor social functions associated with making and maintaining social relationships, et al. Is the cyber-mother a new type of a supermother, skillfully combining fulfillment of family and professional obligations? If so, it would mean, that in the case we are dealing with a new model of motherhood, enabled technically thanks to the Internet and socially sanctioned by the culture of individualism. Model of a cyber—supermother would be then a hybrid of the traditional pattern (motherhood as instinct, belief in the need personal care of the child, etc.) and the model of the modern pattern (postulate of self-fulfillment, blurring the boundaries between the private and the public, gender equality in professional duties, etc.).

The occurrence of cyber-supermothers would not be possible if not the effects of the moral revolution and the activities of the feminist movement in the 60's and the 70's, that have influenced the expansion of freedom of choice of socially acceptable social roles, which "repertoire is more diverse than it was a few years ago" (Sikorska, 2009, p. 95). In contrast to the position of women in more than half a century ago "a wife or a partner may now-with incomparably greater freedom than ever before—choose between being a successful woman professional 'home manager', a childless woman or a mother of several children" (Sikorska, 2009, p. 159). As Sikorska writes "in Poland this process started practi-

cally since the transformation of the system, after 1989" (Sikorska, 2009, p. 322).

In addition, according to the research by Marta Olcoń-Kubicka "today being a mother is no longer the factor, which automatically excludes women from social activity" (Olcoń-Kubicka, 2009, p. 40). The woman is no longer forced "to sit at home with the baby" all day long and to lead almost the only conversations about the proverbial 'soup and feces' with neighboring mothers gathered at the sandbox. Nowadays, powerful entertainment industry waits for a mother, offering her a range of services in the form of clubs, cafes, cinemas, theaters, shops, educational and gymnastics activities and others.

In the era of individualism culture takes place a redefinition of the role of woman's partner. Modern man in the family is no longer a historical model of the "father-king" or the "father-God" supremely and decisively governing in the family, whom is due respect and absolute obedience, but a model of aware of a role of a father man, both physically and emotionally involved in bringing up a child and supporting mentally (and still economically) his partner.

The child also changed its position in the family, thanks to i.a. new theories of education (e.g. by Janusz Korczak, Benjamin Spock and Hubert von Schoenbeck) accenting its sovereignty as an entity, individualism, far-reaching freedom to decide for themselves and imposing a symmetry in the parent-child relationship based on partnership.

Changing roles and positions of family members, have changed the family as a whole in the direction of the institution defined as an interactive process, so that the traditional distinction between the private sphere, the feminine and the public sphere, men loses crucial meaning in shaping the gender contract (Fuszara, 2002, p. 46). Today, the division of duties between a woman and a man relies less and less on the basis of membership of a particular sex, but more often it is based on the consensus of both partners. In recent years, support for the partnership model of the family, in which partners spend roughly the same amount of time on a career and equally occupy home and take care for children significantly increases² (44% in 2000 compared to 35% in 1994).

² According to the Central Statistical Office (GUS – Główny Urząd Statystyczny) women devote three times more time than men on household duties. In the Time Budget Survey 2013 we find that 'household duties are the domain for 85% women and only 44% men'.

Therefore, the family becomes “a negotiation terrain” (Sikorska, 2009, p. 156), an area of contacting of completely separate personalities and it is referred to as a “democratic, partner, egalitarian, where basic principle is emotional and gender equality” (Sikorska, 2009, p. 151). Emphasizing the subjectivity and autonomy of the individual is very evident in both the female–male relationships (the right to self-fulfillment, development, affiliate division of responsibilities, etc.), as well as parent-child (promotion of partner model of upbringing, the conviction of the need to respect the opinion and the will of the children, etc.). Each member of the family is therefore entitled to have its own plans and goals and the right to pursue one’s happiness. Individualism also means that each person and its activities, not a class or a background, is the basis for determining the place in the social structure.

Individualization, which is the background of contemporary phenomena and immersed in it motherhood, seem not to have too many features in common. While the emphasis in individualization is focused on isolated from the broader social context unit, motherhood emphasizes the importance of establishing and maintaining relationships with other people, in extreme perspectives, even sacrificing oneself, own plans and needs for others. Marta Olcoń-Kubicka argues after Elisabeth Beck-Gernsheim that “parenting is not incompatible with the process of individualization, but on the contrary, it may be its primary dimension” (Olcoń-Kubicka, 2009, p. 40). The researcher justifies its position not only by changes within the family, which becomes as a personal biography a ‘do-it-yourself’ project, in which individuals, not social norms or cultural, decide on its course, but also by the process of fetishization of the child, which allows to experience states and feelings not available in other way, than in the parent-child relationship. In addition, self-fulfillment is one of the most important cultural values of individualism. Being a mother nowadays is seen as “an essential element of a woman’s self-fulfillment” (Olcoń-Kubicka, 2009, p. 40).

Self-fulfillment defined as “not only retaining the appropriate balance between the utilitarian motive and selfless action, but also using of capital which is a value for its own” (Jacyno, 2007, p. 204) perfectly embodies in the cyber reality of blogging and running e-business. Women’s blogs or e-businesses are mostly the result of their passions, interests—in a word—an essential part of their lifestyle while this kind of a situation, when “the work becomes the object of styling, and work style becomes part of the way of life” (Jacyno, 2007, p. 71) is one of the basic

parameters of individualization era. Cyberspace is also an ideal tool for “experiencing oneself in many different styles and ways of being” (Jacyno, 2007, p. 105), which processes underlie a full life. “Making oneself the object and instrument of activity, gives the individual the opportunity to select and create itself” (Jacyno, 2007, p. 179).

Analyzing American mommy bloggers Rebecca Powell observes, that in case of these women “motherhood expanded their subjectivities. It did not do away with them. (...) Subjectivities from before motherhood bleed over, infiltrate the present and make it habitable” (Powell, 2010, p. 46).

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