

This thesis, titled "The Perceived Influence of Instagram on Perceptions of Motherhood", explores the role of Instagram in mothers' lives. It explores the ways in which it is used, the motivations for use, the consequences of use and the impact on perceptions of motherhood and the maternal role. The research was conducted through a qualitative approach, specifically semi-structured interviews accompanied by a vignette technique, and then analysed using thematic analysis. The findings show that Instagram plays an ambivalent role in mothers' lives - it provides readily available information, inspiration and validation, but can also create pressure, frustration and information overload. Mothers actively seek out content focused on childcare, parenting or activities, preferring educational profiles to the idealized posts of so-called "perfect" mom influencers. At the same time, they prefer aesthetically pleasing and positive posts when sharing their own content. This paper highlights the ambivalence of maternal content on Instagram and its influence on shaping expectations associated with motherhood. This thesis highlights the ambivalence of maternal content on Instagram and its influence on shaping expectations associated with motherhood.