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## **Information and community for mothers on the Internet: An analysis of the principal Spanish baby websites**

### ***Información y comunidad para madres en Internet: análisis de las principales webs de bebé en España***

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**ABSTRACT:** The four baby websites with most users in Spain ([www.mibebeyyo.com](http://www.mibebeyyo.com), [www.bebesymas.com](http://www.bebesymas.com), [www.parabebes.com](http://www.parabebes.com) and [www.elbebe.com](http://www.elbebe.com)) are at the centre of the present study. The sites have been analysed from the perspective of the social web, or Web 2.0, focusing on their structure and content throughout one year (from October 2010 to October 2011), as well as on their presence on Facebook and Twitter. Also, user preferences and the levels of user activity and participation were studied. The purpose

was to determine how the potential of Web 2.0 is materialised in the very concrete segment of the population that is the target of the websites, mothers and mothers-to-be.

**RESUMEN:** *El análisis de las cuatro webs de bebés con mayor audiencia en España (www.mibebeyyo.com, www.bebesymas.com, www.parabebes.com y www.elbebe.com) centra la presente investigación. Se han estudiado, desde la perspectiva de la web social o web 2.0, su estructura y su contenido a lo largo de un año (de octubre de 2010 a octubre de 2011), así como su presencia en dos de las principales redes sociales: Facebook y Twitter. Se han comprobado cuáles son las preferencias, los consumos y el grado de participación y de actividad de sus usuarias. Con ello, se ha pretendido conocer de qué modo se materializan las posibilidades de la web 2.0 en un sector muy concreto de la población, el de las madres o futuras madres, público objetivo de las páginas estudiadas.*

**Keywords:** Mothers, babies, Internet, Web 2.0, social networking.

**Palabras clave:** madres, bebés, Internet, Web 2.0, redes sociales.

## 1. Theoretical framework

### 1.1. Purpose of the study

The purpose of this study is to analyse the behaviour of women as mothers and consumers of information on the Internet. The object of study is baby websites, Internet sites with content directed specifically at mothers and mothers-to-be. The perspective adopted is that of Web 2.0, an expression used to refer to sites with a strong social component in the form of blogs, online services linked to social networks as well as to the totality of applications and new uses that these sites generate. The aim of the study is to ascertain which parts of the content published by baby websites are most attractive to mothers and how this content is consumed. Further focus points are on identifying the sites with the greatest capacity for updating and attracting audiences and on which roles are played by audiovisual and textual content. A final focal point of the analysis is the role of the applications and advertising that appear on the home pages of the principal Spanish baby websites.

In the research process, some of the most recent studies of feminine publications were reviewed<sup>1</sup>. None of these studies deal with the behaviour of women as users of a medium in their roles as mothers even though it is an important aspect that can provide important data

<sup>1</sup> MENÉNDEZ, María Isabel, "Usos y consumos de las mujeres: Cultura digital genérica", *Telos*, nº 91, 2012, pp. 45-53; ARMENTIA, José Ignacio, GANZÁBAL, María and MARÍN, Flora, "La perspectiva de género en las ediciones digitales de las revistas femeninas y masculinas españolas", in DE PABLOS, José Manuel (ed.), *Libro de actas del III Congreso Internacional Latina de Comunicación Social. La comunicación pública, secuestrada por el mercado*, University of La Laguna, Tenerife, 2011; ROCA, Meritxell, "La imagen de la mujer en la prensa femenina en Telva (1963-2000)", *Comunicar*, 26, 2006, pp. 149-154; CRISTÓFOL, Carmen and MÉNDIZ, Alfonso, "Nuevas estrategias de creación de imagen en las marcas de moda: La hibridación de información y publicidad en los contenidos de las revistas femeninas", in DE PABLOS, José Manuel, *Libro de actas del II Congreso Internacional Latina de Comunicación Social*, University of La Laguna, Tenerife, 2010; GALLEGÓ, Joana, *Mujeres de papel. Del Hola a Vogue: La prensa femenina en la actualidad*, Icaria, Barcelona, 1990, p.70; GANZÁBAL, María, "Nacimiento, evolución y crisis de la prensa femenina contemporánea en España", *Ámbitos*, nº 15, 2006, pp. 405-420; PLAZA, Juan, *Modelos de varón y mujer en las revistas femeninas para adolescentes. La representación de los famosos*, Fundamentos, Madrid, 2005; PLAZA, Juan, SÁNCHEZ, Óscar and QUINTANA, Nuria, "Las mujeres como protagonistas de la información en la prensa escrita. Presentación de un proyecto de análisis cuantitativo y cualitativo", *Tercer Milenio. Revista de Comunicaciones, Periodismo y Ciencias Sociales*, 17, 2005, pp. 30-39.

with respect to their ways of consuming information, surf the Internet and participate on the Web 2.0. In an exhaustive search of the principal international academic databases no such studies were found either<sup>2</sup>.

Although the main purpose of the study is to determine how mothers use the Internet, particularly Web 2.0, and relate to other women and to experts, another aspect included here is the in-depth analysis of the content of the home pages and social networks of the selected baby websites. The research team considers the role of the users as producers of contents to be of particular interest. User-generated content is here considered to be whatever content created by an Internet user that is highly visible and does not require an advanced technological understanding of IT. Another relevant aspect to keep in mind is the updating of contents, a basic norm due to the increasing importance of blogs and wikis.

## 1.2. Women as users of social networks

The study “Women of tomorrow: A study of women around the World”<sup>3</sup>, published by Nielsen in June 2011, was based on an online survey with more than 6,000 participants from 23 developed and developing countries, among them Spain (431 participants). One of the main conclusions is that 90% of women believe that their role in society is changing for the better and that social media have become an indispensable tool for women to resolve doubts, create communities and solve problems. The study reveals that social networks are connecting women on a global scale and that they construct their own circles of influence in which new communication technologies are vital.

In fact, the study shows that women are more active than men on the Internet and that in developed countries 90% of women use Internet at home and 37% from a smartphone. But not only are women regular users of social networks and instant messaging on smartphones, they also spend longer time on the Internet each time they go online and visit more social websites.

A recurring topic in these networks is that of children, no doubt due to the fact that 48% of women in developed countries and 60% in emerging countries believe that it is the woman who is best suited to make decisions about their upbringing. Another finding of Nielsen’s study is the great potential for companies to better connect with women to make them feel valued customers and reward them for their brand loyalty.

The study “Real Mums, reaching today’s online mums”<sup>4</sup>, made by Microsoft Advertising in 2010, also contributed with valuable data to the research project presented here. It was based on quantitative as well as qualitative analyses of the behaviour and answers of 731 English mothers. The participants were regular users of Internet with children of different ages and

<sup>2</sup> The databases Scopus, Sage Journals and Jstor were searched systematically, using combinations of the following keywords: “Mother”, “baby”, “Internet”, “social networking”, “Web 2.0”, “Facebook” and “Twitter”. Although no studies were found relative to the media, other studies of mothers and Internet were found, with a focus on sociological aspects (COHEN, J. and RAYMOND, J.M., “How the Internet is giving birth (to) a new social order”, *Information Communication and Society*, nº 14, 2011, pp. 937-957) or health (SIX MEANS, Amy “Pregnancy web sites for women and families”, *Journal of Consumer Health on the Internet* nº 14, 2010, pp. 263-272; LARSSON M.A., “Descriptive study of the use of the Internet by women seeking pregnancy-related information”, *Midwifery*, nº 25, 2009, pp. 14-20; McDANIEL, B.T., COYNE S.M., HOLMES E.K., “New Mothers and Media use: Associations between blogging, social networking and maternal well-being”, *Maternal and Child Health Journal*, 2011, pp. 1-9).

<sup>3</sup> NIELSEN, “Women of tomorrow: A study of women around the World”, Nielsen, June 2011. <http://www.nielsen.com/us/en/insights/reports-downloads/2011/a-study-of-women-around-the-world.html>

<sup>4</sup> MICROSOFT ADVERTISING. “Real Mums, reaching today’s online mums.” <http://advertising.microsoft.com/uk/reaching-mums>

included both housewives and working mothers. The study found that 64% of the women used the Internet and 49% social networks to find information relative to their own personal care or to read the gossip press. More concretely, 38% visited life-style websites, 66% bought baby products online and 70% subscribed to newsletters about products of their interest.

These findings are complemented by those of the study published by ComScore in December 2011. ComScore analysed the online behaviour of mothers from 49 European countries, all above the age of 25 and with at least one child below the age of 18 living in the household. The study found that Spanish mothers are those most active with respect to online shopping: they visit web shops 84% more often than the average Internet user.

### 1.3. User behaviour and the saturation of content

One of the key characteristics of social media<sup>5</sup> is that the users generate content that is shared online with technologies facilitating interchange and collaboration. These persons are known as *prosumers*. The typical profile is that of a “person who does not limit herself to simply enjoy the benefits of the consumer society, but who also contributes with her own values and proposals, so that others might be inspired by her way of life”<sup>6</sup>. The communities are based on participation in the sense that content is created, modified and criticised in a cooperative manner among users. Nevertheless, social networks are interesting not only because of their contents, but primarily because of their capacity to create connections and relations that add value<sup>7</sup>.

It should be noted that the activity and information flow in social networks, as platforms for the distribution of content, are expressions of free collaboration among users with hardly any filter or selection process. According to a report by Nielsen Online 2010<sup>8</sup>, the hegemony of search engines as points of entry for internet users is being eroded as a result of the personal recommendations and links shared through social networks.

The massive production of contents on Web 2.0 that can now be observed is one of the key worries of experts in the field. Keen is one of the most critical observers of the consequences of the massive writing that the social networks invite. In his opinion, the Web 2.0 revolution is leading to a superficial observation of reality rather than to profound analysis, to raucous opinions rather than qualified judgements, to chaos that hides useful information<sup>9</sup>.

In this transition, the most important roles are played by those the authors identifies as super-users, i.e. intensive consumers of multimedia information and experts in the use of social media, who are capable of communicating, taking action and leading virtual communities to form opinions and facilitate social mobilisation. These super-users trust mainly the word of

<sup>5</sup> The online marketing portal *The Social Media Guide* lists 50 definitions of social media, among which the following stand out: “Social media is content created and shared by individuals on the web using freely available websites that allow users to create and post their own images, video and text information and then share that with either the entire internet or just a select group of friends”; “Social media essentially is a category of online media where people are talking, participating, sharing, networking, and bookmarking online”; “Social Media is the democratization of information, transforming people from content readers into publishers”; Social media are “Digital word of mouth”. (<http://thesocialmediaguide.com/>).

<sup>6</sup> GARCÍA, Mabel y LÓPEZ, María Jesús (coords.), *Medios de comunicación y cultura: ¿culturas a medias?*, Los libros de la Frontera Comunicación, Barcelona, 2011.

<sup>7</sup> CEREZO, José, “Hacia un nuevo paradigma. La era de la información fragmentada”, *Telos*, 76, 2008, pp. 91-98.

<sup>8</sup> NIELSEN ONLINE, Nielsen/Facebook Report: Advertising Effectiveness: Understanding the Value of a Social Media Impression ([http://blog.nielsen.com/nielsenwire/online\\_monile/nielsenfacebook-ad-report/#](http://blog.nielsen.com/nielsenwire/online_monile/nielsenfacebook-ad-report/#)).

<sup>9</sup> KEEN, Andrew, *The cult of amateur. How today's Internet is killing our culture*, Double Day/ Currency, New York, 2007.

mouth and the recommendations of other users. As Brownman and Willis<sup>10</sup> observe, “everybody is on the Internet a potential expert on some topic and the participative structure makes for an excellent way of finding information and commentaries that help us resolve doubts”.

#### 1.4. *Social networks as prescribers of consumption on the Web 2.0*

Social networks constitute an attractive channel for companies wishing to reactivate a weak brand: listening, segmenting, talking, conversing, mobilising, helping and involving possible clients so that they become loyal consumers. Of course, if the strategy is unsound, the boomerang effect can be disastrous. The way of reaching the consumer has changed, leaving the traditional consumer magazines in a secondary place as prescribers of consumption<sup>11</sup>. This is largely due to the behaviour modifications brought about by the tools facilitated by social networks. Consumers no longer wait around to receive messages and do not like direct recommendations. Now, they want to participate and become prescribers, as they share both good and disappointing experiences. The aforementioned reports state that users of social networks direct their friends to their preferred Internet portals, especially those with audiovisual and news content, as well as to those blogs that gather the stories most commented on the Internet. We are thus confronted with a whole new kind of consumer.

## 2. *Hypotheses*

The challenge of analysing an area as specific as baby websites is made even greater by the absence of previous studies, and makes for the formulation of hypotheses in the form of research questions.

1. The intention is to check whether the websites offer information and solutions to concrete problems of mothers and mothers-to-be, as well as to ascertain the formats of the information and advertisements on the sites. In extension hereof, through an analysis of the presence of the websites in social networks, the aim is to determine the users' perception of the websites as well as their degree of participation.
2. A basic premise is that those sections allowing for direct contact with specialists in the areas of pregnancy and baby care are particularly interesting to the users. In consequence, an element of the analysis is to measure the relative importance of this contact on the websites as well as to determine exactly which forms this direct contact takes.
3. The importance to parents of pregnancy, giving birth and baby care should lead to the predominance of rigorous and reliable content on the websites. The question is whether this is actually the case.

<sup>10</sup> BROWMAN, Shayne y WILLIS, Chris, *Nosotros, el medio*, Ed. El Tiempo, Bogotá, 2003.

<sup>11</sup> Before the Internet changed the model of consumption and the relationship of the consumer with the media, the printed magazine was the base for the decision of whether to buy a product or not. A study made by ARI of 1200 magazine readers showed that the magazine as a medium was highly valued as a source of information, and the greater the involvement in the consumption, the higher it was valued. Asociación de Revistas de Información (ARI), *El poder prescriptor de las revistas. Estudio de involucración con los medios*, ARI, Madrid, 1998.

### 3. Methodology

This study is based on the quantitative and qualitative analysis of the content of the Spanish baby websites with the largest audiences and which are directed mainly at women. More specifically, the analysis is of the content of the home pages of these websites and the related social networks that provide baby-specific information.

#### 3.1. Choosing the Webs 2.0 to analyse

Using the audience classification of Nielsen<sup>12</sup>, it was established that the Spanish websites providing information relative to the world of babies and mothers have on average two million users a month. The websites finally chosen are the four baby websites with the largest female audience in Spain<sup>13</sup> - mibebeyyo.com, bebesymas.com, parabebes.com and elbebe.com. These all include the defining elements of Web 2.0 content:

- Web applications
- Social networks: Facebook and Twitter
- Blogs
- Forums
- Expert consultancy
- Audiovisual content: Web TV and photos
- Newsletters
- Advertising
- Search engine
- Online community
- Elaboration and publication of content: features, articles, interviews, infography
- Search Engine Optimisation (SEO)

The websites are based on similar platforms, which have 4 basic operational drivers:

1. **Social networking.** All the tools designed for the creation of spaces that facilitate the construction of communities and social interaction.
2. **Contents.** Tools that favour online reading and writing, as well the sharing and interchange of content.
3. **Social and intelligent organization of the information.** Tools and resources for tagging, syndicating and indexing that increase order and facilitate storing the information, as well as other online resources.
4. **Applications and services (mashup<sup>14</sup>).** Other tools, software, online platforms and hybrid resources created to add value to final users.

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<sup>12</sup> The audience panel of Nielsen: The panel covers approximately 70% of global Internet usage through a method of measurement that implies the installation of specific software on the computers of the participants (method of sampling, not censal). The panel reveals which websites the participants visit and their general Internet behaviour. In Spain, there are currently 30.000 panellists that participate by sending data about their Internet usage.

<sup>13</sup> The affirmation that the users of the websites are primarily women is based on the data provided by Nielsen.

<sup>14</sup> *Mashup* is a point that connects different web applications and allows for obtaining the best of each.



### 3.2. *Description of the chosen baby websites*

Once the general theme of the study was defined, a total of eight baby websites with mainly female users, and which fulfilled the criteria for being considered Web 2.0, were initially chosen: Mibebeyyo.com, bebesymas.com, paraBebes.com, elbebe.com, enfemenino.com/maternidad, elembarazo.net, serpadres.es and consumer.es/bebe. Nevertheless, the latter four were not considered representative, as they do not have 10.000 unique users each. Consequently, the study focuses on the principal four websites:

**Mibebeyyo.com** (<http://www.mibebeyyo.com/>): **450,000 unique monthly users**

According to the data facilitated by Nielsen's panel, 84% of the audience of the website are women and between 35 and 49 years of age.

**Bebesymas.com** (<http://www.bebesymas.com/>): **405,000 unique monthly users**

Of the audience of this website, 69% are women and range from 25 to 49 years of age.

**ParaBebes.com** (<http://www.parabebes.com/>): **245,000 unique monthly users**

The female users constitute 72% of the audience, and the age range is from 35 to 49 years.

**Elbebe.com** (<http://www.elbebe.com/>): **193,000 unique monthly users**

Women make up 82% of the users of this website and they are generally younger, from 25 to 34 years of age.

### 3.3. *Content analysis: Description of the method*

Lasswell, Berelson and Krippendorff are some of the theoreticians that have defined and defended the use of the content analysis as a method for studying communication<sup>15</sup>. Among their reasons for defending the content analysis as a method is its effectiveness in studies dealing directly with audiences. It is a method that allows combining quantitative and qualitative elements.

The content analysis performed in this study focused, on one hand, on the content and subject matter of the websites. This led to the identification of the channels and sub-channels, applications, videos and information that generate most user activity.

On the other hand, the content analysis was used to study the profiles and accounts of the social networks on the baby websites. The study focused on Facebook and Twitter, the first and third most known and respected in Spain, according to the Report on the Information Society 2011 made by the Fundación Telefónica<sup>16</sup>. The second on the list, Tuenti, was discarded because of its users being mainly adolescents that are not relevant to the websites analysed. In fact, none of the analysed websites include a link to Tuenti on their home page,

<sup>15</sup> Bernard Berelson defines the content analysis as a research technique for the objective, systematic and quantitative description of the manifest content of communication, with the final purpose being its interpretation. Of the seventeen different applications of the content analysis defined by Berelson, there are four which are particularly relevant in the present context: The content analysis serves to identify the aims and other characteristics of the communicators; to determine the attitudes, interests and values ("cultural norms") of certain population segments; to reveal the focus of attention and to describe the attitude and behavioural responses to communication. Krippendorff affirms that the media tends to preserve and strengthen existing social stereotypes, prejudices and ideologies instead of modifying them. In consequence, he recommends using content analysis for studying the press. Krippendorff argues that the motive to subject the mass media to content analysis is that these, apart from the entertainment that they might provide, reflect the (socio-economic) institutional orders of society, are powerful shapers of public opinion and even causally connected to different social pathologies.

<sup>16</sup> FUNDACIÓN TELEFÓNICA, *La Sociedad de la Información en España 2011*, Ariel, Barcelona, 2012, pp. 84-86.

whereas they do link to Facebook and Twitter. The method was used to determine the nature of the content that received the most 'like's and tweets in the course of a year.

The following selection was made:

**Mibebeyyo.com:** 340 posts and 1,522 comments published on Facebook were analysed, as well as 350 tweets.

**Bebesymas.com:** 362 posts and 1,200 comments on Facebook; 400 tweets.

**ParaBebes.com:** 279 posts and 1,215 comments on Facebook; 542 tweets.

**Elbebe.com:** 120 posts and 267 comments on Facebook; 94 tweets. The lower number is due to its later start on the social networking platforms (July 2011).

### 3.4. *Time frame*

The sample used in the present study corresponds to the analysis of the four baby websites during one year, from October 2010 to October 2011. A total of 137 channels and sub-channels as well as 234 informations were analysed, with focus on the headings, subheadings, entries, signings and enclosed links. Also analysed were a total of 18 applications as well as 1,101 posts and 4,204 comments on Facebook and a total of 1,366 tweets, distributed on all the days of the week and throughout the year. Thereafter, the result of the quantitative analysis of the content of the websites and most commented themes on the social platforms was contrasted with the results of the qualitative analysis.

### 3.5. *Tools*

Now that the main analytical method has been described, it should be noted that two further tools were vital both for generating useful data and for analysing it.

1. Since the chosen media are websites with specialised information and very active in social networks, the first tool employed was *My Buzz Metrics*, a monitoring tool developed by Nielsen. It serves to collect and organise, quantitatively as well as qualitatively, the opinions and other contents generated by Spanish web users in forums, blogs and online social networks. So, the tool was used to analyse part of the comments to posts published on Facebook and Twitter by the baby websites between October 2010 and October 2011. Nevertheless, since a considerable percentage of Facebook profiles are kept private<sup>17</sup>, the tool could not provide a complete monitoring and it had to be supplemented by manual analysis<sup>18</sup>. The comments were read daily and categorised according to the data sheet presented below. Similarly, although the first sample of comments on Twitter obtained by *My Buzz Metrics* constituted almost 100%, this was also complemented manually.

2. With the sample obtained using the two methods (*My Buzz Metrics* and the daily reading of posts), a data sheet for categorising the information was filled out. This second tool (the data sheet) also includes the data relative to the posts and tweets that did not generate any comments, as well as other important variables for the content analysis. In the elaboration of

<sup>17</sup> "For reasons of privacy policy, it is not possible to perform searches that exhaustive". This was the argument given by Nielsen during a course about of *My Buzz Metrics* in September 2010.

<sup>18</sup> As recommended to the authors by Nielsen experts.



the data sheet, the starting point was the methodological system used by the School of Journalism at the University of Missouri at Columbia (UMC)<sup>19</sup>.

The second pillar is based on the study of Journalistic Added Value (JAV, VAP in the original Spanish formulation), jointly developed by the Pontificia Universidad Católica de Chile and the Universidad Católica Argentina under the supervision of Walter McCombs and Philip Meyer<sup>20</sup>.

### 3.5.1. Presentation of the data sheet

To analyse the content of a website using Web 2.0 standards, the data sheet presented below in subsection 3.5.1.1 was used. To analyse the posts and tweets on Facebook and Twitter, the data sheet presented in the following subsection 3.5.1.2 was used. Both data sheets are based on the disaggregation of the material obtained by *My Buzz Metrics* in its constitutive elements, or categories<sup>21</sup>.

#### 3.5.1.1. Data sheet: Website

<b>WEBSITE</b>
<b>1 Name of the site</b>
<b>2. Date</b>
<b>3. Channel structure</b> <b>Sections</b> - Nutrition - Women's health - Infant's health - Baby - Pregnancy - Baby phases - Shopping - Birth - Others (specify)
<b>4. Search engine</b>
<b>Visibility</b> - Optimum

<sup>19</sup> This methodology focused on defining variables and categories was presented by María Pilar Diezhandino in her study: "*Periodismo de Servicio: la utilidad como complemento informativo en Time, Newsweek y U.S. News and World Report y unos apuntes del caso español*".

<sup>20</sup> JAV is a method that evaluates the process of elaborating news in its two phases: The selection of the piece of news (gatekeeping) and the creation of the news piece (newsmaking). It does so through the application of variables attributed to those two parts of the process. Two of the authors of the present article participated in the elaboration of the resulting data sheet in 2003 at the Pontificia Universidad Católica de Chile and at the Universidad Católica Argentina (Buenos Aires) in 2004.

<sup>21</sup> Laurence Bardin states that "the moment the analyst decides to codify his material, he should establish a system of categories in which the different elements are best distributed, since categories are essentially generic headings under which different elements that share some common characteristic are grouped".

<ul style="list-style-type: none"> <li>- Bad</li> </ul> <b>Size</b> <ul style="list-style-type: none"> <li>- Large</li> <li>- Small</li> <li>- Medium</li> </ul> <b>Effectiveness</b> <ul style="list-style-type: none"> <li>- Yes</li> <li>- No</li> </ul>
<b>5. Applications</b> <p><b>Yes</b></p> <ul style="list-style-type: none"> <li>- Baby names</li> <li>- Ovulation calendar</li> <li>- Pregnancy calendar</li> <li>- Moment of birth</li> <li>- Horoscope</li> <li>- Calculator of fertile days</li> <li>- Others</li> </ul> <p><b>No</b></p>
<b>6. Advertising</b> <p><b>Yes</b></p> <p><b>Size (relative to screen)</b></p> <ul style="list-style-type: none"> <li>-(-25%)</li> <li>-(25%)</li> <li>-(25-50%)</li> <li>-(50-75%)</li> <li>-More than 75%</li> </ul> <p><b>Format</b></p> <ul style="list-style-type: none"> <li>- Interactive banner</li> <li>- Static banner</li> <li>- Interstitial</li> <li>- Pop up</li> <li>- As information (article, interview, feature)</li> <li>- Shopping guide</li> <li>- Interviews</li> <li>- Feature</li> <li>- Articles</li> <li>- Expert opinion</li> </ul> <p><b>Visibility</b></p> <ul style="list-style-type: none"> <li>- Upper right side</li> <li>- Upper left side</li> <li>- Upper part of home page</li> <li>- Lower part of home page</li> <li>- Lower sides (lower than the middle of the page)</li> </ul> <p><b>-No</b></p>
<b>7. Blog</b> <p>Yes</p> <p>No</p>

<p><b>8. SEO</b></p> <p>Yes No</p> <p><b>Headings</b></p> <p>Yes No</p> <p><b>Lead-ins</b></p> <p>Yes No</p> <p><b>Photos</b></p> <p>Yes No</p>
<p><b>9. Newsletter</b></p> <p>Yes No</p>
<p><b>10 Printed magazine</b></p> <p>Yes No</p>
<p><b>11. Informative content (excl. advertising)</b></p> <p><b>Genre</b></p> <ul style="list-style-type: none"> <li>- Article</li> <li>- Feature</li> <li>- Interview</li> <li>- Photo</li> <li>- Video</li> <li>- Opinion</li> </ul> <p><b>Signing</b></p> <ul style="list-style-type: none"> <li>- Yes. Specify</li> <li>- No</li> </ul> <p><b>Topics</b></p> <ul style="list-style-type: none"> <li>- Health</li> <li>- Nutrition</li> <li>- Sex</li> <li>- Beauty</li> <li>- Decoration</li> <li>- Advice</li> <li>- Birth</li> <li>- Pregnancy</li> </ul> <p><b>Information handling</b></p> <p><b>Sources</b></p> <p>Yes</p> <ul style="list-style-type: none"> <li>- Experts</li> </ul>

- Evidence
- Documentary

**No**

**Presentation of the information**

- Predominance of continuous text
- Predominance of short paragraphs and the use of hyphens

In the following, the approach to studying all the categories and subcategories presented in the data sheet is explained. This is particularly relevant from the third point onwards, although the first two, the name and the date, are vital for knowing the amount of information published each day, how the advertising varies from one day to the next, as well as for establishing the behaviour of content such as applications, blogs, photos, videos, etc.

3. The channel structure. It refers to the way the available content is structured<sup>22</sup>.

4. Search engine. Jacob Nielsen<sup>23</sup>, generally considered the founding father of usability, argues that the search field is one of the most important elements of the home page and that it is essential that users are able to find it and use it effortlessly. He underlines the importance of having a search option that is visible, ample and simple. So, in the analysis of the search engines of the studied websites, the expert advice was taken into account:

- Location on the home page. It is valued positively that there is a search box with a search button next to it. If this is not the case, it is valued negatively.
- Size: It is valued positively that the text boxes are sufficiently large so as to allow users to make standard searches directly. The search field should thus allow 25 characters typed in the most used font (the manual written by Nielsen states that it is even better with space for 30 characters).
- Without heading. It is preferable that the search field is not labelled. Instead, it is recommend placing a "Search" button to the right of the search field.
- Simple search. It is valued positively that the website offers a simple search option on the home page with a link to advanced search options or suggestions, should these exist.

5. Applications. A web application is a web page with dynamic content, meaning that it varies depending on the inputs of the user. The objective of this point is therefore to determine whether the baby website has any applications and if so, determine how many and about which topics. The inclusion of applications is a good example of Web 2.0 and a tool that allows for making enquiries and obtaining personalised responses in a matter of seconds.

6. Advertising. In this section, the point is not only to establish the quantity and size of advertisements in percentages of screen space, but also the format of these, so that the qualitative analysis will be able to provide insights into how different formats affect the users. In this sense, the interstitial format has negative connotations in this study, since it is a kind of advertising that appears to be part of the content and without the user being able to reject it. Users often consider these full-screen advertisements intrusive and annoying. Pop up windows is another format with negative connotations. It consists of the automatic opening of a window with an advertisement when the user intends to access a web page, a very aggressive

<sup>22</sup> The structure maintained from October 2010 to October 2011.

<sup>23</sup> NIELSEN, J, TAHIR, M, *Usabilidad de páginas de inicio: análisis de 50 sitios web ND/DSC*, Pearson Educación, Madrid, 2002 p. 20.

form of advertising. It is a modality commonly used to display an advertisement intrusively and offer forms to fill out directly on the screen. A primary effect is that the user is interrupted in what she is doing, which is why they are considered so annoying. Another modality listed in the data sheet that is considered negative is the informative (advertising that is published in the format of other informative genres). The reason is that the user can feel confused, not being able to distinguish advertisement from standard informative content.

A third aspect of advertising studied is the location of advertisements on the web page. With the aim of evaluating the visibility and manageability of the advertising, we resorted to a company specialised in web design, applications and online shopping<sup>24</sup>. So, the authors participated in the creation of heat maps and the remote recording of user activities in advertising formats similar to those studied here, with the aim of becoming able to identify the patterns of user activity and the most successful areas in terms of number of clicks, so as to identify which parts of the advertising is most frequently seen by users. The heat map also reflects mouse movements. Although the user can also scroll using the wheel on the mouse, the tip of the cursor nevertheless reflects the focus point of the user. This way it was possible to determine that the upper and central parts of the web page are often the focus of attention, as are the areas in the upper left and upper right corners. As the users scroll, the attention paid to these areas diminishes.

7. Blog. The objective is to identify the content and determine whether it is a blog. The reason for not presenting it with the journalistic genres, such as interviews, features, etc., is the independent status of the blog as Web 2.0 content.

8. SEO. This section determines whether a page does SEO (Search Engine Optimisation), which is a series of techniques that optimises the page (on-site factors) and its location with respect to other pages (off-site factors). The goal of SEO is to improve the location of the page on the results lists of the search engines when using specific search terms. With this aim, the section studies the architecture and usability in the following terms:

- The availability of a site map to ensure search engine access to the different pages of the website

- An infrastructure of links that favours access to the information on the site. The three dimensions taken into account are: number of links for each content, links in first paragraphs and quality of links (if they work and whether they are internal or external links). Also the content linked to is considered, in terms of whether it is of current interest, if it is signed and if it is related content.

- Content

The heading is one of the principal motivations for users to access a page via search engines. In consequence, a positive evaluation was given of a descriptive heading containing the relevant keywords, but with a length of no more than 70<sup>25</sup> characters. Also, it should be written in an accessible language (readable and not overly technical) and be coherent with the content of the page.

Subheading. It is established whether it contains the relevant keywords in a natural way and uses synonyms. Another relevant factor is whether the keywords appear in bold or italics with links to external pages.

The first paragraph or lead-in. It is valued positively that it contains a summary and 'sells' the page, as well as that the text is descriptive, contains the keywords, is no longer than 158 characters and repeats the title phrase.

<sup>24</sup> The company in question is Biko2 (<http://www.biko2.com/>)

<sup>25</sup> According to the advice given by Biko 2 and manuals of SEO, such as: SEO: Optimización de webs para buscadores. Buenas prácticas y resultados. *Revista de la comunicación interactiva*, 2010.

9. 10. The following categories nine and ten establishes whether a newsletter or paper version exists.

11. Informative content. The aim of this category is to determine which kind of informative content (genre, signing, topics, sources, presentation of the information) is used by the different baby websites. This category is a vital dimension for the subsequent qualitative analysis because it provides relevant information about how the medium treats different contents.

### 3.5.1.2. Data sheet: Social networks

The same data sheet is used for Facebook and Twitter, simply by changing post for tweet.

<b>FACEBOOK/TWITTER</b>
<b>1 Name of the site</b>
<b>2. Date</b>
<b>3. Number of posts/tweets</b>
<b>4. Number of comments, post /tweet 1</b>
<b>5. Number of comments, post/tweet 2</b>
<b>6.- Number of comments, post/tweet 3</b>
<b>7.- Number of posts/tweets with more than 5 comments</b>
<b>8.- Number of posts/tweets with more than 10 comments</b>
<b>9.- Number of posts/tweets with more than 15 comments</b>
<b>10.- Number of posts/tweets with more than 20 comments</b>
<b>11.- Number of posts/tweets with 25-40 comments</b>
<b>12.- Number of posts/tweets with 41-60 comments</b>
<b>13.- Number of posts/tweets with 61-100 comments</b>
<b>14.-Topics of post/tweet 1 (post/tweet 2) (post/tweet 3)</b> <ul style="list-style-type: none"> <li>• Competitions and draws</li> <li>• Information about baby nutrition</li> <li>• Information about mothers' diet</li> <li>• Information about baby health</li> <li>• Cooking recipes</li> <li>• Information about toddlers</li> <li>• Information about giving birth</li> <li>• Information about shopping</li> <li>• Information about handicrafts</li> <li>• Invitation to participate in a survey</li> <li>• Costumes</li> <li>• Loosing weight and beauty</li> <li>• Special days: (Mother's, Father's, Children's, World Environment)</li> <li>• Advertising</li> <li>• Guide</li> </ul>
<b>17.- User</b> <ul style="list-style-type: none"> <li>• Male</li> <li>• Female</li> <li>• Unclear</li> </ul>
<b>18.- Keywords post/tweet 1 (post/tweet 2) (post/tweet 3)</b> <ul style="list-style-type: none"> <li>• Shopping</li> <li>• Competition</li> <li>• Participate</li> <li>• Advice for</li> <li>• Recipes</li> <li>• Did you know...</li> <li>• What</li> <li>• Get informed</li> </ul>

- Baby
- Mother
- Father
- Happiness
- Punishment
- Have fun
- Discover how
- Present

In this second data sheet, the research team considers necessary to explain the last two points in order to avoid confusion.

17. User. The study of the interactivity and participation of the users is focused on Facebook and Twitter, disregarding the comments generated on the baby websites themselves. This decision was made for two reasons. Firstly, the most important forums for participation and creation of communities are social networks. Secondly, in the social networks included here, the tendency is for users to identify themselves with their real names. In fact, among the Facebook conditions for use is that “You will not provide any false personal information” and “you will not create more than one personal account”<sup>26</sup>. It has been determined, to the extent possible, that the user is a mother or a father on the basis of the invitation to these through the posts or tweets of the baby website itself. For example: “Mums, we invite you to participate in the children’s costume party organised by Mibebeyyo”<sup>27</sup>. As not all baby website posts are that specific, when no reference to mothers or fathers was made in the heading, the comments were read for indications such as “I, as a mother/father...” or “when I tell his father...”.

18. Keywords. This category is important for the qualitative analysis, since it indicates the topic of each post or tweet published by the baby websites as well as of each the user comments.

### 3.6. Coding

Once finalised the selection and the placing of the different items in their respective categories and subcategories, a system for coding the information was elaborated on the basis of specific coding sheets that both functioned as manuals and facilitated getting results, the latter due to the various frequency tables. The Excel programme was used and the data was tabulated according to its features.

## 4. Results

### 4.1. Development of the analysis: Baby websites 2.0

The results of the analysis of each website will be presented in the following, focusing on the elements that, as has been outlined above, define Web 2.0: applications, social networks, blogs, forums, direct interaction with the user in the form of “expert’s opinions”, audiovisual

<sup>26</sup> <http://www.facebook.com/legal/terms>

<sup>27</sup> Example from the 26th of December 2010 on the Facebook of mibebeyyo.com (<http://www.facebook.com/mibebeyorevista>)



content, newsletters, advertising, an effective and user-friendly search engine, online community, nature of journalistic content and SEO strategy.

On the basis hereof, and with the aim of answering the research questions, the most visited parts of each website will be identified and the characteristics and most relevant dimensions of each site will be outlined. Given the impossibility of collecting in detail all the data relative to all the sections of the websites as they changed throughout the full year that was the time frame of the study, we shall here only present a precise account of the user behaviour during the month of October. Nevertheless, it must be stressed that all noteworthy phenomena that occurred at some point during the other eleven months were also taken into account in the analysis.

#### Overview of the selected baby websites and the number of unique users by month

Website	Oct. 10	Nov. 10	Dec. 10	Jan. 11	Feb. 11	Mar. 11	Apr. 11	May 11	Jun. 11	July 11	Aug. 11	Sep. 11	Oct. 11
Bebes y mas	*	*	*	315.000	335.000	273.000	322.000	231.000	238.000	230.000	238.000	334.000	400.000
Elbebe.com	189.000	160.000	193.000	131.000	145.000	168.000	136.000	128.000	90.000	74.000	67.000	134.000	94.000
Mybebeyyo	*	*	461.000	387.000	375.000	335.000	378.000	356.000	321.000	302.000	339.000	357.000	364.000
paraBebes	219.000	229.000	245.000	212.000	220.000	294.000	242.000	251.000	212.000	204.000	172.000	231.000	281.000

\* Does not reach 10.000 unique users in Nielsen's audience panel and therefore excluded.

## 4.2. Analysis of the Web 2.0 elements of each website

### 4.2.1. Mibebeyyo.com

The parts of the websites that most interest the users (84% female) of the website mibebeyyo.com are outlined in the following table:

Name	Audience	Categorisation of content	Characteristics
<b>Home page</b> <a href="http://www.mibebeyyo.com/index.php">www.mibebeyyo.com/index.php</a>	18.71%	Home page of the website	
<b>Survey of women and pregnancy</b> <a href="http://www.mibebeyyo.com/encuesta-mujer-embarazo">www.mibebeyyo.com/encuesta-mujer-embarazo</a>	14.72%	Survey form to fill out combined with a draw	A special promotion because you can win a "wonderful prize"
<b>Survey to participate in a draw</b> <a href="http://www.mibebeyyo.com/participar-sorteo-encuesta">www.mibebeyyo.com/participar-sorteo-encuesta</a>	14.17%	Survey form to fill out combined with a draw	An area of promotions
<b>The horoscope</b> <a href="http://www.mibebeyyo.com/mujer-actual/familia/horoscopo-otono-6287">www.mibebeyyo.com/mujer-actual/familia/horoscopo-otono-6287</a>	12.28%	Horoscope application	
<b>Home page</b> <a href="http://www.mibebeyyo.com">www.mibebeyyo.com</a>	8.03%	Home page	
<b>After giving birth: Why do I still appear to be pregnant?</b> <a href="http://www.mibebeyyo.com/parto/despues-del-parto/por-que-parece-que-todavia-estoy-embarazada-6293">www.mibebeyyo.com/parto/despues-del-parto/por-que-parece-que-todavia-estoy-embarazada-6293</a>	6.04%	Journalistic article	Use of SEO strategy Channel: Health
<b>Growth curves of the baby and child. Calculate how much your child will grow</b> <a href="http://www.mibebeyyo.com/secciones-">http://www.mibebeyyo.com/secciones-</a>	5.68%	Application Weight calculator	

<a href="#">practicas/curvas-crecimiento-bebes</a>			
<b>The female diet. How to get a flat abdomen</b> <a href="http://www.mibebeyyo.com/mujer-actual/alimentacion-mujeres/como-conseguir-un-vientre-plano-5787">http://www.mibebeyyo.com/mujer-actual/alimentacion-mujeres/como-conseguir-un-vientre-plano-5787</a>	4.65%	Journalistic article	Use of SEO strategy Channel: Nutrition
<a href="http://www.mibebeyyo.com/scripts/procter_email/confirmado_enc.php">http://www.mibebeyyo.com/scripts/procter_email/confirmado_enc.php</a>	4.29%		
<b>Ask the expert. This month the expert on the stimulation of infants</b> <a href="http://www.mibebeyyo.com/expertos-especialistas/otros-medicos/estimulacion-fisioterapia/estimulacion-habla-1681">http://www.mibebeyyo.com/expertos-especialistas/otros-medicos/estimulacion-fisioterapia/estimulacion-habla-1681</a>	4.24%	Consultancy: The expert speaks	
<b>Form to unsubscribe</b> <a href="http://www.mibebeyyo.com/formularionews/baja.php">http://www.mibebeyyo.com/formularionews/baja.php</a>	4.17%	Form to unsubscribe	
<b>Terrifying recipes for Halloween</b> <a href="http://www.mibebeyyo.com/informacion-util/general/recetas-halloween-4526">http://www.mibebeyyo.com/informacion-util/general/recetas-halloween-4526</a>	4.07%	Application Recipes for children	
Free subscription to the magazine <a href="http://www.mibebeyyo.com/suscripcion/revista-gratis">http://www.mibebeyyo.com/suscripcion/revista-gratis</a>	4.06%	Form to receive the printed magazine for free	Area of promotions where something is always given away for free
Newsstand search option. Get a polar blanket this month at your newsstand with Mibebéyyo <a href="http://www.mibebeyyo.com/informacion-util/buscador-quioscos/quioscos-1615">http://www.mibebeyyo.com/informacion-util/buscador-quioscos/quioscos-1615</a>	3,99%	Advertisement. "This month at your newsstand, get the polar blanket for 4,95 Euros"	
Baby nutrition. Breastfeeding on demand or at fixed hours? <a href="http://www.mibebeyyo.com/bebes/alimentacion-bebe/lactancia-demanda-horarios-fijos-4109">http://www.mibebeyyo.com/bebes/alimentacion-bebe/lactancia-demanda-horarios-fijos-4109</a>	3,88%	Journalistic article. Channel: Nutrition	SEO strategy
<a href="http://www.mibebeyyo.com/index2.php">http://www.mibebeyyo.com/index2.php</a>	3,79%	Advertising	
<b>Our experts. This month, emotional intelligence</b> <a href="http://www.mibebeyyo.com/expertos-especialistas/otros-medicos/inteligencia-emocional-autocontrol/agresividad-autocontrol-3257">http://www.mibebeyyo.com/expertos-especialistas/otros-medicos/inteligencia-emocional-autocontrol/agresividad-autocontrol-3257</a>	3,71	Consultancy	A kind of user interaction through an expert
<a href="http://www.mibebeyyo.com/%7b">www.mibebeyyo.com/%7b</a>	3,64%	Advertisement	
<b>Thank you page after ordering the printed magazine</b> <a href="http://www.mibebeyyo.com/formularionews/gracias.php">http://www.mibebeyyo.com/formularionews/gracias.php</a>	3,32%	A form to thank the users that order the free printed magazine	An area of promotions

#### 4.2.1.1. Main characteristics

Mibebeyyo.com is the baby website with the largest audience in Spain. On the home page, the advertising relegates the informative content to a secondary plane with respect to visibility and number of entries. The informative content is even presented to the user in between advertisements with no specific format. Advertising occupies a total of 50% of the home page, a figure similar to that of the website elbebe.com. The advertising occupies the parts of the page with optimum visibility, such as the whole upper margin, the left and right sides of

the page, as well as a column to the right. In most cases, the size ranges from 25% to 50%, although there is a weekly interstitial advertisement occupying 75%.

In 98% of the cases, the user is faced with an average of five advertisements without scrolling. The intensity of advertising on the pages enjoys general acceptance among the users of this website: the two elements with the most audience during the month studied (more than 14%) were commercial surveys combined with draws, i.e. advertisements. The third most visited content stands out for being an application, in this case the horoscope with 12% of the audience. Among the ten most popular elements, journalistic articles are exceptions to be found only in the fifth place (information about your health after giving birth) and the seventh place (the ideal diet for women to get a flat abdomen).

With respect to the information presented in the form of articles, it is noteworthy that 87% are short texts and that 90% have SEO headings with keywords and external links. Articles with more than 700 words are an exception and they hardly ever refer to sources. The information is given the same treatment whether the topic is serious, such as the impossibility of having children, or simply a cooking recipe. The first paragraphs of the articles and interviews generally highlight keywords in two or three colours, and question and exclamation marks are used to attract the reader. Another finding of the semantic analysis, which was part of the qualitative analysis, is that words such as “how”, “keys” and “techniques” as well as numbers are often used as the first word of headings (e.g. “8 symptoms of pregnancy”).

Mibebeyyo.com is the website with most applications and these are all located in highly visible parts of the screen. With respect to the search field, this is characterised by being highly visible and effective, using the SEO criteria. The website sends out a weekly newsletter to subscribed users, structured in three parts: a consultancy (“Mums ask, mums answer”), ‘Expert’s opinion’ about five topics and ‘Community’. The website also published a printed magazine that is advertised in a permanent banner on the home page.

Analysing the structure of the website, it is clear that the central part is a channel named “Women Today”, which has different subsections dedicated to each their aspect of womanhood and motherhood: female health issues; the female diet; beauty; motherhood, work and family. This pattern is repeated in the Psychology channel, where articles about psychological issues specific to babies and women are published, but no mention is ever made of men and fathers.

With respect to the study of the activities of mibebeyyo.com on social platforms, a conclusion is that it generally has an active audience, with 80.000 followers on Facebook and 2.700 on Twitter<sup>28</sup>. Still, Bebesymas (6.400) and Parabebes.com (5.390) have even more followers on Twitter. A third of the posts published by mibebeyyo.com on Facebook are related to commercial promotions. Posts such as “Get two free tickets to the Babies & Mothers fair” or “Sign up for 6 free copies of our magazine” are repeated throughout the year, and they are also those that generate most user activity. They can reach 600 ‘like’s in a single day.

Another noteworthy dimension is the gender of the Facebook users that interact with the website. Out of 1.500 comments, 900 made a direct appeal to “mothers” and the name of the user, according to the Facebook profile, is that of a woman in 99,8% of the cases. Only 10 male users were found, which leads to the conclusion that the community surrounding this website is almost exclusively made up of women.

On Twitter, the pattern detected on Facebook is repeated with respect to the competitions and sponsored events, although there is a different thematic focus. On Twitter, the most frequent topics are nutrition and curiosities.

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<sup>28</sup> On the 30th of October 2011.

#### 4.2.2. *Bebesymas.com*

The parts of the site most interesting to users (69% women) are listed in the following table.

	Name	Audience	Categorisation of content	Characteristics
1	Ten Halloween costumes made of paper <a href="http://www.bebesymas.com/otros/disfraces-caseros-para-halloween-hechos-con-papel">http://www.bebesymas.com/otros/disfraces-caseros-para-halloween-hechos-con-papel</a>	6,02%	Information	Although published four years ago, it was the most popular information in October.
2	<b>Home page</b> <a href="http://www.bebesymas.com">www.bebesymas.com</a>	5,52%	Home page	
3	<b>Halloween desert recipes</b> <a href="http://www.bebesymas.com/alimentacion-para-bebes-y-ninos/recetas-de-postres-para-">www.bebesymas.com/alimentacion-para-bebes-y-ninos/recetas-de-postres-para-</a>	2,81%	Cooking recipes	Not included in the nutrition section, but appears as independent content.
4	<b>Three terrifying cakes for Halloween</b> <a href="http://www.bebesymas.com/recursos-en-la-web/tres-terrorificos-pasteles-para-la-noche-de-halloween">http://www.bebesymas.com/recursos-en-la-web/tres-terrorificos-pasteles-para-la-noche-de-halloween</a>	2,41%	Cooking recipes	
5	<b>Chinese calendar to choose the gender of the baby</b> <a href="http://www.bebesymas.com/otros/calendario-chino-para-elegir-el-sexo-del-bebe">http://www.bebesymas.com/otros/calendario-chino-para-elegir-el-sexo-del-bebe</a>	1,84%	Post	Information published on 26th of March 2006.

##### 4.2.2.1. *Main characteristics*

Bebesymas is the second largest baby website in terms of audience. It is basically a web blog dating back to 2005 that now has 1,5 million unique annual users. It is characterised by the relative importance given to images rather than text. The home page content is written by six editors, of which two are men and five are parents themselves. The rigorous information and efforts to provide simple solutions set the site apart from the text published by the other websites.

Advertising, as was the case of the website analysed above, has a very prominent place, although it is the website with the least commercial content, in that it only occupies 30% of the screen and does not interfere with the reading of the rest of the content. It takes the form of banners that occupy less than 25% of the screen on the left side, leaving the upper and right parts of the screen to other contents, such as texts, articles, videos and photos. Although the structure of the site is more basic and with fewer sections than Mibebeyyo, the number of articles published daily in each section is much greater. Also, the information is treated more rigorously and adjusted to the season (spring –allergies, winter –the flu and colds). The content is updated two to three times daily and, given the blog format, the entries are normally written in the first person. They are practical texts without the characteristics of the feature article. Although the website has neither a newsletter nor a printed magazine, it does

have a mobile version and web TV, so it still fulfils the criteria for being considered Web 2.0. This judgement is further strengthened by the well-located and effective search engine.

Bebesymas.com uses SEO both for photos and text, although there are not many links. Nevertheless, the headings contain the relevant keywords, which are also repeated throughout the first paragraphs and generally in the text. It does not use subheadings.

From a semantic point of view, the most often used words are the direct questions “how”, “when” and “why”. But even more noteworthy is the predominance of images over text, with photos full of cheerful colours.

With respect to the most consumed contents, in contrast to the website analysed above, they are not of a commercial nature but informative texts adopting a practical approach.

Another distinctive element of the website is the direct reference to the father figure. In fact, it is part of the title of the website: “Babies and more. Pregnancy, childhood, mothers and fathers”. Although the content is primarily focused on women, texts dealing with fatherhood are also published.

As for the analysis of social networks, it can be concluded that with 19.922 Facebook followers and 6.400 on Twitter (of which 69% are women), the website is highly active. The most commented issues on the social platforms are reflected on the website under the heading of “Latest news: the most commented topics”. This section contains the ten articles that have been twitted the most and received most ‘like’s.

The most followed topics are those of baby nutrition, education and health. The most repeated keywords in the Facebook posts are: “baby”, “mothers”, “tricks”, “courses” and “how”. This indicates the ambition to help users directly.

With respect to the gender profile of the followers on Facebook, the posts with more than five comments were studied. The users with a profile of woman and mother constituted 97%, the rest being fathers. The topics chosen by bebesymas’ community manager for Twitter coincides in 85% of the cases with the content published on Facebook. It stands out than none of the content is commercial.

#### 4.2.3. *Parabebes.com*

The users of parabebes.com (72% women) are most interested in the contents listed in the following table.

	Name	Audience	Categorisation of content
1	<b>Promotion</b> <a href="http://www.parabebes.com/newsletter/promoredirect.php">www.parabebes.com/newsletter/promoredirect.php</a>	29,19%	Advertising
2	<b>Promotions</b> <a href="http://www.parabebes.com/promociones">http://www.parabebes.com/promociones</a>	24,24%	Home page
3	<b>Promotion</b> <a href="http://www.parabebes.com/banco-gallego_ph9c.html">www.parabebes.com/banco-gallego_ph9c.html</a>	2,81%	Seasonal promotion
4	<b>Home page</b> <a href="http://www.parabebes.com/">http://www.parabebes.com/</a>	22,19%	Home page
5	<b>Form: Login using your Facebook account</b> <a href="http://www.parabebes.com/login_ai.html?url=http://www.parabebes.com/menu-personal_th.html">http://www.parabebes.com/login_ai.html?url=http://www.parabebes.com/menu-personal_th.html</a>	13,53%	Form

#### 4.2.3.1. *Main characteristics*

This website was founded in 2005 by the Intercom Group and has the third largest audience, of which 72% are women. Surprisingly, the home page of *parabebes.com* seems like a marketplace where anything is bought and sold and where any kind of establishment is promoted under categories such as “shops”, “services” and “shopping”. Furthermore, they use both pop-up and interstitial advertisements in combination with static and interactive banners. 70% of the content is advertising and this is the content that most attract the users, as reflected in the table above. The pop ups appear in the lower right corner whereas the interstitial advertisements appear in the upper part of the screen, filling on average between 25% and 50% of the screen.

There is no evident pattern to the structure of the text and rigour of the information presented. This way, there are both very superficial and anecdotic texts and others with more content, reflecting expert’s advice, the result of a study etc. Among the keywords, the most often used in headings and lead-ins are “who”, “how”, “method for...”, “advice” and “products”.

Among the negative aspects of the website, the search option is not well located and does not function well. It does not find the relevant information and often redirects to commercial content. The choice of mixing advertisements in between articles is not practical for the user, and confusion is the general sensation provoked by this website. It contains blogs and web TV, but does not have a newsletter.

As in the previous case, the website follows an SEO strategy that cares for the images, headlines and first paragraphs, which are in bold and contain keywords, but no links. The use of links is scarce and the images are located above the text.

There is no channel or sub-channel that takes up the topic of fatherhood, while there is a sub-channel dedicated to the theme of motherhood. The only reference to the role of the father is the special edition published with the occasion of Father’s Day. It is content that is static 364 days a year, changed on Father’s Day and based on a photo album of images sent in by users.

On Facebook, *Parabebes.com* has 110.072 followers and is very active, with the community manager publishing two or three daily posts for commenting. It is not rare to see five posts published in a day, especially when one or two of them are of a commercial nature. The posts with different kinds of special promotions receive the most ‘like’s, with the best example being that of how to get your hands on an iPad, which received 46 in a single day. In this study, the posts with more than ten followers were chosen.

The semantic analysis revealed that the first words are often followed by exclamation or question marks, and they are often written in the second person: “Participate!”, “Take part!”, “Did you suffer...?”, but also “advice for” and “study” appear. The comments often refer to studies to help you quit smoking, about breastfeeding etc. With respect to videos, the community manager only uploads those with commercial content and not in-house productions.

Similarly to the previous cases, a study of 1.215 comments to 279 posts found that 99% of the users were women, although the word “mother” only appeared in 54% of them.

The content published on Twitter, with 5.390 followers and 1.600 tweets, coincide in 95% of the cases with the content published on Facebook, although Twitter seems focused on what can be printed or downloaded. It is content that offers a quick solution in the form of a simple act to perform. There is also audiovisual content in the form of links to YouTube, and the commercial content is limited to 12 cases. Every day, the users are kept active with at least two and a maximum of four new items published. During special seasons, such as Easter, summer or Christmas, 80% of the content is thematic and related to that season.

#### 4.2.4. *Elbebe.com*

The users of *elbebe.com* (82% women) are most interested in the contents listed in the following table.

		Audience	Categorisation of content
1	<b>Calculate how your baby will grow</b> <a href="http://www.elbebe.com/servicios/percentiles">http://www.elbebe.com/servicios/percentiles</a>	15,70%	Application
2	<b>Home page</b> <a href="http://www.elbebe.com">www.elbebe.com</a>	10,43%	Home page
3	<b>Register on elbebe.com</b> <a href="http://www.elbebe.com/user/register">http://www.elbebe.com/user/register</a>	9,24% %	Form to register
4	<b>Results of the baby growth calculator</b> <a href="http://www.elbebe.com/servicios/percentiles/resultados">http://www.elbebe.com/servicios/percentiles/resultados</a>	22,19%	Application

##### 4.2.4.1. *Main characteristics*

Although advertising has a prominent place on the home page, the informative articles dominate the content. This website is characterised by its ample search engine and the multitude of contents that it offers in response to the concerns of the users. Advertising fills 50% of the home page in the form of static and interactive banners situated in the upper right corner. The upper centre and right side of the page is also reserved for advertising, registering and subscribing to the monthly newsletter and surveys.

The informative contents do not follow the same structure and criteria, although the headings and subheadings are generally concise and aimed at solving the problems of parents. It has blogs, but neither web TV nor a mobile version. It follows SEO strategy for all content, using bold letters and both internal and external links. The most often used words and expressions are “would you like”, “advice”, “get informed”, “join”, “how” and “what”. Among the various topics, those related to health and nutrition stand out, particularly that of baby nutrition. The information is well structured with keywords appearing in subheadings and lead-ins. Also important is the seasonal content such as monographs dedicated to Christmas, Carnivals, Easter and summer.

On this website, importance is given to textual content and search options in detriment of images. The use of lists to structure the information is another characteristic of this site, which provides it with a sense of order and practical vocation. Still, 90% of the content does not refer to sources and the links are exclusively to other content on the *elbebe.com* website. In contrast to articles published on the other websites, they are here dated and signed by the author or the *elbebe.com* team.

Applications are particularly important to this website, no doubt due to the aim of providing fast and practical information to the reader. The use of applications make up almost half of all visits to the website.

All the channels appeal exclusively to mothers. Even so, in the section dedicated to families, articles about fathers and their relationship to their children do appear, although not very often.

On the Facebook page of *elbebe.com* (16.500 followers), 65% of the content published by the community manager includes the promotion of products or services. Content related to nutrition, health and pregnancy constitutes less than 20% of the total. On average, one new post is published a day, with an average following of two-three users. 120 posts and 267 comments on Facebook as well as 94 tweets were analysed after the website started to use the



social networks in summer 2011. The most read Facebook posts are those displaying photographs of babies or deal with how mothers can take care of their physical well-being. 99% of the users are women, a proportion similar to that of the other baby websites. Only two posts by men were identified, about infant colic.

On Twitter, with 1.100 followers and 433 tweets, the most recurring topics used to create the community are different from those of Facebook. Most tweets deal with problems during pregnancy, baby nutrition or taking care of the mother.

## 5. Conclusions

1. Women find in the baby websites a useful tool for satisfying their curiosity and reducing their worries about how to take care of their children and themselves. This is not the case of the fathers, who use the sites much less. This disequilibrium is reflected in the content of the analysed websites, which, with the exception of *bebesymas*, do not direct any content at fathers.

2. Women are aware of the importance of these thematic websites and use them in a very focused manner to become part of a community and, to a lesser extent, find information about baby nutrition, health or giving birth, which are sections to be found on all the websites. From the perspective of service journalism, the high degree of participation on the websites' Twitter and Facebook pages contrasts with the small audiences of the content with the most rigorous information. The section where you can consult with an expert has hardly any audience at all, but it nevertheless generates a debate with considerable participation when published on Twitter and Facebook.

3. The main preference of the users of the baby websites with respect to content, confirmed both by the analysis of the most seen content on the home pages and the high number of Facebook posts and tweets recommended by the users, is commercial content where you can participate in a competition or win a prize.

4. The advertising is often disguised as informative content and is very present both on the home pages and the channels and sub-channels of the baby websites. Aware that mothers and mothers-to-be are determinants for the consumption of the household, the baby websites are principally marketplaces dealing in all types of products for babies and children. On average, advertisements occupy half of the homepages and the most visible areas, upper centre and upper right side, in the form of attractive and very visual banners that are renewed continuously. Furthermore, the advertising continues on Facebook and Twitter.

5. The informative content is relegated to a secondary place and is characterised by being concise and aimed at being useful. Other noteworthy features of the published texts include the short descriptions of problems and solutions, the inclusion of links with related information and the short and informative headings. These are part of the SEO strategy of the websites aimed at obtaining a good position on the results list of the major search engines. Another common attribute is the use of lists to structure the information, but the most significant dimension with respect to content is the importance of images. Regardless of the theme, the image has great importance on the Web 2.0 baby sites, and this format is even more present than the audiovisual. The possibility of obtaining fast information about questions that many parents worry about (e.g. the weight of the baby) shows the practical orientation of the websites.

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