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| **An Investigation of the Transition to Parenting within a Digital Health Context** |
| **Background/Objectives:** Digital technology use in pre-conception, pregnancy and the postpartum period (referred to as the transition to parenting) is largely understudied. The ubiquity of digital technologies creates the need for a deepened understanding of these technologies and how they contribute to the ecology of the transition to parenting; to understand the role these technologies play in organizing and structuring emerging pregnancy and early parenting practices, and to consider implications for practice. The research question was: What role does digital technology play in the lives of individuals in the transition to parenting?  **Methods:** This research was a qualitative description study using purposive sampling. Participants were eligible if they were new parents, up to one year postpartum; were aged 16 years and over, and English speaking. Focus groups were recorded and transcribed verbatim concurrently with thematic data analysis.  **Results:** Data collection is ongoing. Emergent findings included four themes of: (1)*Preferred hardware* (e.g., smartphone; surveillance and monitoring devices) *and software* (e.g., Texting, Google, YouTube, Instagram, and specific apps for fertility tracking, prenatal / infant growth and development, baby product purchases); (2)*Accessing information* that was trustworthy, immediate, and focused on conception/birth control, normal growth and development of foetus and infant, pre and post-natal care; (3)*Digitally-informed parenting* included posting of baby announcements and monthly growth updates, the development of digital use among infants, real-time and all-time infant monitoring; remote surveillance of baby care interactions, enhanced online shopping of baby products (diapers), access to social network; (4)*Reifying gendered roles* where online activity changed among mothers who focused on pre/postnatal care whereas fathers online activities were relatively unchanged.  **Discussion:** These findings have important health implications for pre and post-natal care among parents. Digitally informed parenting practices include enhanced access to information regarding normal infant growth and development. Important implications of this work relate to the need for effective digital health literacy skills. Future research on the gendered use of digital technologies among parents is needed.  **Keywords:** parenting, prenatal care, postnatal care, infants, digital health, social media |