

Developing a Search Strategy for a Scoping Review of "mommy wine culture"

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Background

A recent phenomenon known as "mommy wine culture" has begun to seep into the vocabulary, and social media feeds, of many mothers. Seemingly an innocent and bonding experience among mothers, it has been increasingly criticized as contributing to a harmful trend of excessive use of alcohol among women in general. The determinants behind these social and cultural patterns vary and are often linked to gender roles in society, particularly related to motherhood. 'Big Alcohol' is further speculated as a catalyst of "mommy wine culture" through advertisements targeting women and mothers. A scoping review will consolidate the available literature to better understand this cultural phenomenon.

A scoping review consists of a comprehensive review of the available literature regarding a topic of research interest to garner as much known information to determine what needs further investigation.¹

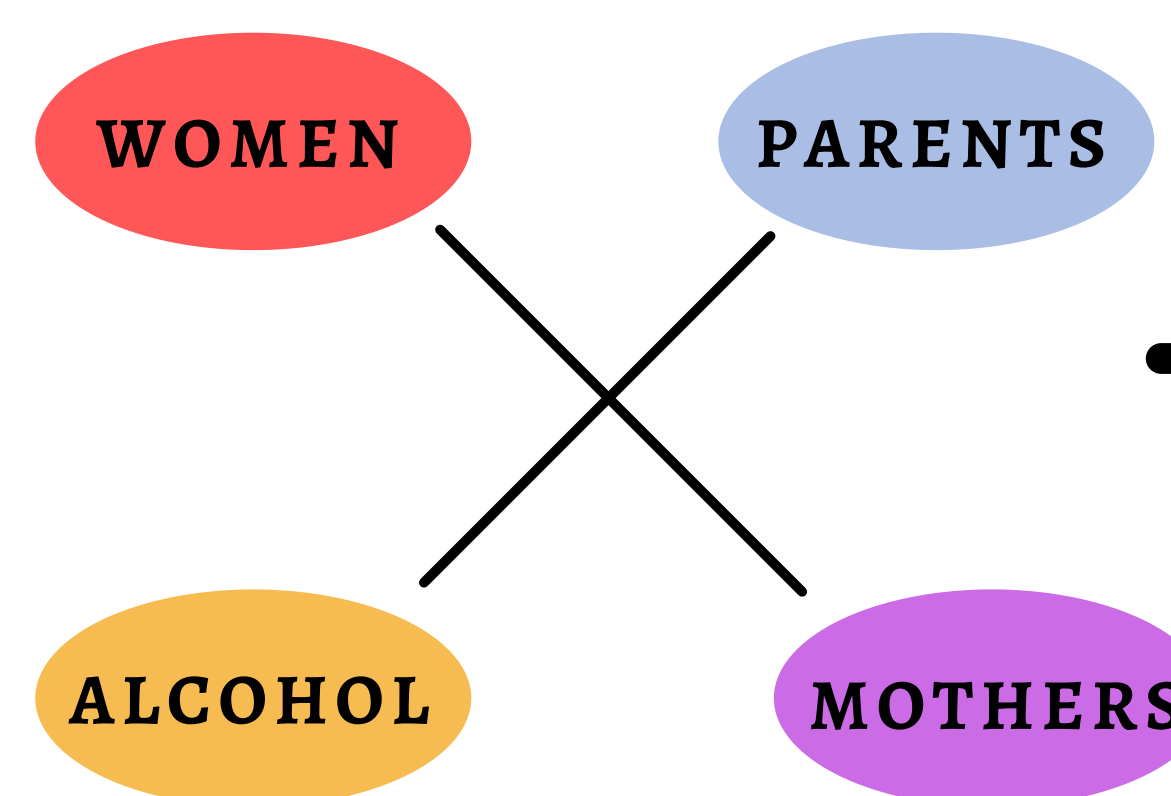
Objective

The purpose of this scoping review is to summarize the available literature to better understand the sociocultural contexts in which mothers drink alcohol and identify gaps in the literature.

Research Questions

1. How has mothers' drinking changed over time?
2. How has mothers' drinking changed since the start of the COVID-19 pandemic?
3. How has marketing alcohol influenced mothers' alcohol consumption?
4. What are the social and cultural contexts in which mothers drink and communicate about drinking?

Main Search Clusters



Key Areas of Interest

- MEDIA/MARKETING
- DETERMINANTS
- COVID-19 CRISIS
- SOCIOCULTURAL FACTORS

Databases

- Web of Science
- Embase
- Scopus
- APA PsycInfo
- APA PsycArticles
- Sociological Abstracts
- CINAHL
- Medline

Methods:

- The scoping review began by initially establishing the research questions, precursory keywords, and eligibility criteria.
- The databases were reviewed and preliminary search strings were created.
- The top databases were chosen to review due to having found promising articles within them during the preliminary search.
- Finally, a search string table was constructed.

Eligibility Criteria:

- Limited to English articles of studies conducted in Canada, the United States of America, New Zealand, the United Kingdom, or Australia due to the prevalence of alcohol consumption within these social contexts.
- Excludes the terms breastfeeding and pregnancy due to the interest in the social factors surrounding motherhood that do not necessarily pertain to either term.
- Articles will be from 2011-2021 to capture the rise in social media and the increased use of cellphones within this time frame that has contributed to the popularity of "mommy wine culture".
- All methodologies and publications will also be included

Clusters; Areas of Interest	Search Strings
Women, COVID-19, Alcohol; Causes for drinking	Wom* AND COVID-19 OR "COVID-19 pandemic" AND alcohol OR wine
Mothers, COVID-19, Alcohol; Causes for drinking	Mother* OR mom* OR mum* AND COVID-19 OR "COVID-19 pandemic" AND wine OR alcohol
Mothers, Alcohol; Causes for drinking	Coping AND alcohol OR wine AND mother* OR mom* OR mum*
Mothers, Alcohol	Wine OR alcohol AND mom* OR mother* OR mum*
Parents, Alcohol	"Wine consumption" AND parent*
Mothers, Alcohol	"Alcohol intake" AND mother* OR mum* OR mom*
Mothers, Alcohol; Media/Marketing	"Social media" AND alcohol OR wine AND mom* OR mother* OR mum*
Mothers, Alcohol; Media/Marketing	"Social media" AND "wine mom" OR "wine moms" OR "wine mother" OR "wine mothers" OR "wine mum" OR "wine mums"
Mothers, Alcohol	"Alcohol drinking patterns" AND mother* OR mum* OR mom*

Table 1. Sample search strings with respective clusters and areas of interest.

Future Research

The scoping review is part one of three for a future investigation into:

- How the COVID-19 crisis has contributed to mothers' alcohol intake
- The socio-cultural contexts in which mothers drink
- How the media contributes to the prevalence of "mommy wine culture"

References

- [1] Tricco, A.C., Lillie, E., Zarin, W., O'Brien, K., Colquhoun, H., Kastner, M., Levac, D., Ng, C., Sharpe, J. P., Wilson, K., Kenny, M., Warren, R., Wilson, C., Stelfox, H. T., & Straus, S. E. (2016). A scoping review on the conduct and reporting of scoping reviews. *BMC Med Res Methodol*, 16(15). <https://doi.org/10.1186/s12874-016-0116-4>.