Hagley History Hangout/New Episode Available!

Discussion published by Carol Ressler Lockman on Monday, September 20, 2021

New episode is available in the Hagley History Hangout—Gregory Hargreaves interviews Lara Freidenfelds about her research into the history of marketers’ and advertisers’ intense targeting of pregnant women, and its implications for early pregnancy loss. In support of her project, Freidenfelds, a historian of science, received a research grant from the Center for the History of Business, Technology, & Society. Pregnant women today face a barrage of advertising designed to lock-in brand loyalty during an emotionally and culturally sensitive time. The pressure to buy and consume and participate in the market may begin with the first hint of pregnancy. This was not always the case. Dr. Freidenfelds discovered that it took decades of deliberate effort to develop the techniques and infrastructures that pregnant women and new parents face today in American consumer culture. The story of one brand of baby bottle unlocked the fascinating tale.

The audio-only version of this program is available on our podcast. Interview available at https://www.hagley.org/research/history-hangout-lara-freidenfelds

Recorded on Zoom and available anywhere once they are released, our History Hangouts include interviews with authors of books and other researchers who have use of our collections, and members of Hagley staff with their special knowledge of what we have in our stacks. We began the History Hangouts earlier this summer and now are releasing programs every two weeks on alternate Mondays. Our series is part of the Hagley from Home initiative by the Hagley Museum and Library. The schedule for upcoming episodes, as well as those already released, is available at https://networks.h-net.org/node/9782/discussions/8274480/hagley-history-hangoutnew-episode-available

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