

# The sticky cookies of biblical womanhood

Suzanne van Geuns

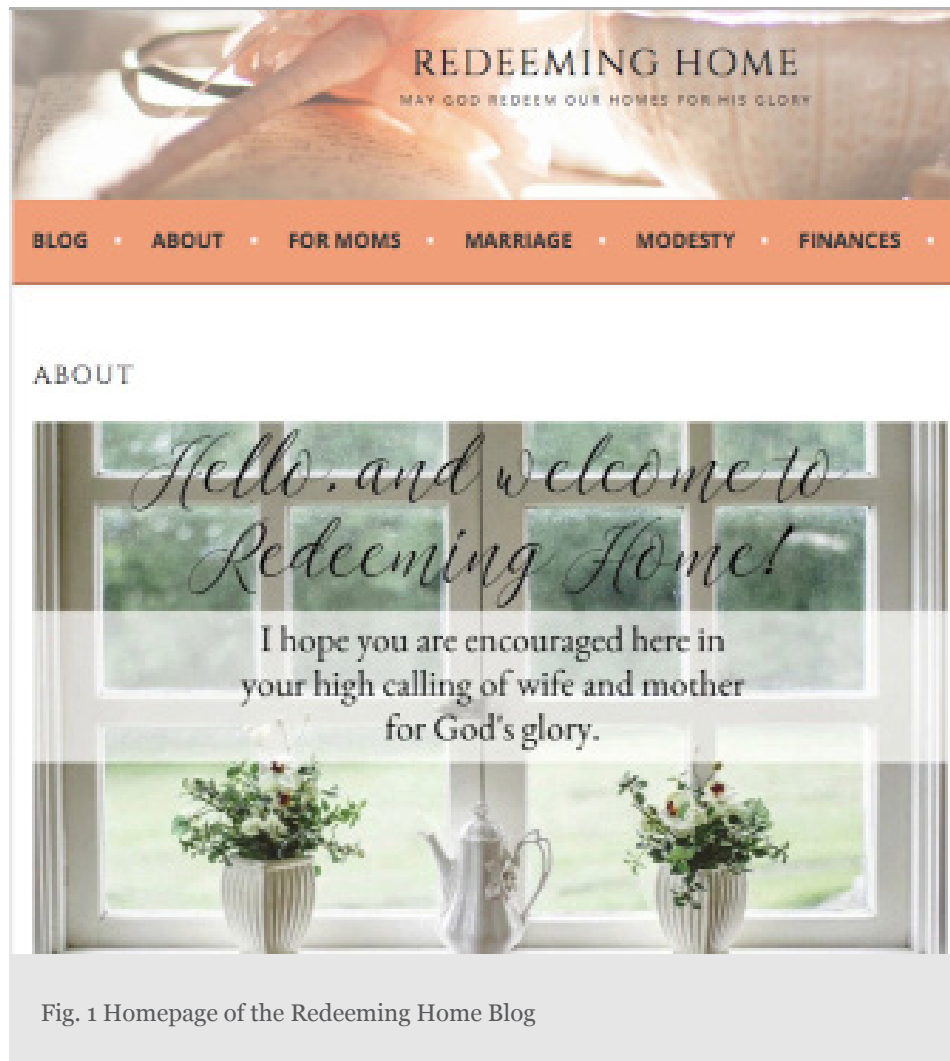


Fig. 1 Homepage of the Redeeming Home Blog

- 1 Biblical womanhood blogs often resemble the idealized Christian home they encourage women to build. Decorated with flowers and calligraphy, the hyperfeminine domestic domain becomes a stronghold for conservative Protestant readings of the Bible and a shelter from feminist influence. Set apart but never isolated, these sanctuaries encourage by way of connection.

**Remind him of your love with these fun printable love notes**

Welcome to the Living Proverbs 31 linkup. Feel free to share your posts on Biblical Homemaking, and anything that pertains to Proverbs 31.

Please remember to visit and comment on other posts once you share yours. It's a great way to find new blogs, and comments encourage visits to your site as well!



1. Parents: How To Get More Sleep



2. Encouraging Women To Know



3. The Easiest Bread You'll Ever Make



4. Why We Need to Dream Big



5. 17 Things We Don't Pay For



6. SLEEPING OR PRAYING



7. UNCONDITIONAL LOVE



8. GOOD MORNING MONDAYS

Twitter
169
Facebook 23
195 SHARES

Fig. 2 Living Proverbs 31 Linkup on the A Wise Woman Builds Her Home Blog

- 2 Early biblical womanhood bloggers created networks through “link-up parties.” The hosting blogger makes a “party” post and calls on others to add their links below. The multitude of squares in the resulting patchwork underlines that every oasis has neighbors who are to be invited in.



The **Isabelle Rose Gold Flexi of the Month** for May is so beautiful! It's already sold out in several sizes, so hurry and go get one! It would make a lovely Mother's Day gift!

## What I Wore

Skirt - **Rainbow Denim Maternity Skirt**

Top - **Old Navy Maternity**

Sandals - **Kohls**

<https://rstyle.me/n/c4a2qnbiwxf>

Fig. 3 Lilla Rose hair ornament and affiliate links on the The Modest Mom Blog

- Businesses have long recognized the potential for profit in networked domesticity. Companies like Lilla Rose mirror 1950s Tupperware parties, offering bloggers a commission on the hair accessories they sell as “stylists” and “representatives.” This model depends on visibility, but biblical womanhood blogs also monetize contact less obviously, through infrastructures of affiliation.

An “affiliate” link to Old Navy Maternity, for example, seems to just lead to the clothing website. But when hovering a cursor over such a link, the bottom left corner of the internet browser displays an “R-Style” URL rather than the Old Navy URL that will show in the address bar once the new tab opens. Bloggers who affiliate with R-Style make links to all merchants associated with R-Style run through an infrastructure that “sticks” code to site visitors. When these site visitors then go to a merchant’s website and buy something, the blogger receives a percentage of their purchases’ costs—no matter what or when they buy.

In a strikingly domestic metaphor, the “sticky” code that makes it possible to mark and track visitors is called a “cookie.” Only visible in glimpses, cookies are steadfastly served alongside blogs’ ornamental tea cups and Bible verses.

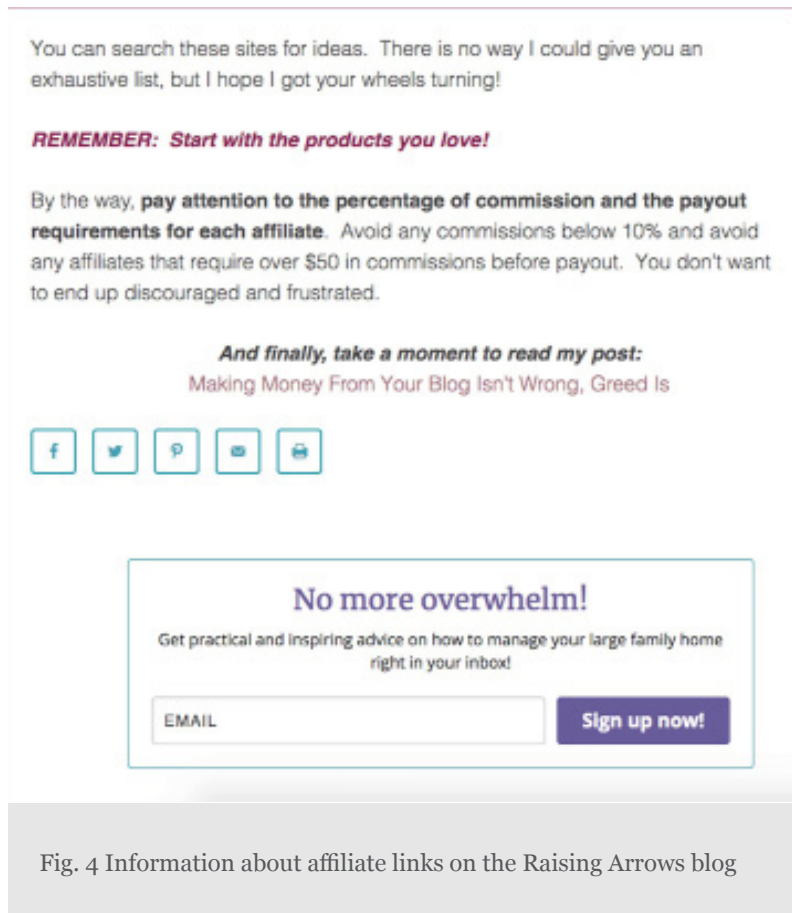


Fig. 4 Information about affiliate links on the Raising Arrows blog

- 4 Skillfully choosing and combining affiliations, biblical womanhood bloggers show their readers how to put the (online) home at the heart of overlapping systems of circulation. Hold fast to the truth and stay with what you love, they write. The encouragement will be in the affiliation.

© Suzanne van Geuns

## Citation Guide

1. Suzanne van Geuns, "The sticky cookies of biblical womanhood," *Object Narrative*, *MAVCOR Journal* 6, no. 3 (2022), doi: 10.22332/mav.obj.2022.18.

van Geuns, Suzanne. "The sticky cookies of biblical womanhood." *Object Narrative*. *MAVCOR Journal* 6, no. 3 (2022), doi: 10.22332/mav.obj.2022.18.



Yale

Copyright 2016 Yale University All rights reserved.

*MAVCOR Journal* is a born-digital, double-blind peer-reviewed publication of the Center for the Study of Material and Visual Cultures of Religion at Yale University (mavcor.yale.edu).