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What is the overall purpose/thesis/point of the chapter/essay/article?

The overall purpose of the essay is to analyze how has the internet affected the search for sperm donors and the "childbearing market". It is also discussed the dematerialization of the actual man in the process and the methods of interaction between the companies offering the sperm banks service, the donors, and the clients. The article concludes that "putting daddy in the cart" reduces the role of men in the process. The article does not offer a solution of how to improve the process, it's highlighting the correlation of shopping experience while choosing semen donors and the lack of participation of the male part which is probably what the male donor expects when signing up to it.

How does the author (or authors) make their point(s)? What do they discuss? What evidence and examples do they give?

Questions raised in the essay are the social media usage in the search for the perfect sperm donor, interactive features in sperm donors' websites, and how websites and social media affect people's understanding and usage of reproductive methods. The evidence used was 6 months of the study done in 2012, using five sperm bank company's websites. The study reveals the many techniques used by the companies to engage clients looking for sperm donations.

How does the author conceptualize of women? men? gender?

The essay conceptualizes men as the product and women as the client shopping for sperm. When buying sperm, people go for their stereotypes and pre-established ideas of the perfect which raises eugenic questions. The daddy role is eliminated and the men's specimen is more like a shopping experience. This may be caused by the impression of distance the internet and the companies want the clients to have. The identities of the donors go undisclosed and the choices

are tailored but the truth is in the future with more genetic mapping data available, identity will be impossible to be kept private. Seems like most adopted or donor-based fertilizations kids want to know where they came from, it's a curiosity that's caused so much inner trouble.

What is your personal reaction to the piece? How does it make you feel? To what extent do you agree/disagree and why?

It's easier to give opinions when not going through the situation. As I now find myself in a similar position of receiving an egg donation, my perspective is of the one shopping for it, as much data is given as more tailored the information better. It's not an ideal situation for anyone, the internet can help people to make more informed decisions. My opinion is that the question raised by the essay of eliminating the fleshed men from the process is only temporary as once the kid grows they'll go looking for the genetic daddy. They will find a way and they will use technology for it. That's hard because it's something every "client" wants to eliminate from the experience but that's not possible. The study is still important for asking these questions because infertility and same-sex marriage is something that's skyrocketing. I hope this serves to make this type of "shopping" more affordable and the experience more humane even while using the internet.