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Defining Dad: Media Depiction Of The Modern Father In Print Advertising

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DEFINING DAD:
MEDIA DEPICTION OF THE MODERN FATHER IN PRINT
ADVERTISING

A Thesis

Submitted to the Graduate Faculty of the
Louisiana State University and
Agricultural and Mechanical College
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by
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ABSTRACT

From an advertising perspective fathers are a highly attractive consumer demographic. In order to market to this audience it is important to understand how fathers are framed. With an increase in the number of fathers identifying themselves as caregivers according to the 2012 census, effective marketers would be well-served if they understood what type of frame applies when fathers are employed vs. stay at home. This analysis used framing theory to determine how message givers use frames within their advertisements to explain which particular aspects of the father are given salience. This study is a content analysis of father frames in advertising over a variety of highly circulated men's magazines from 2009-2014. This analysis divided the magazines into two-time periods and looked for examples of care-giving fathers, wage-earning fathers, and recreational fathers in advertisements. In addition, the analysis looked at the question of competence in these advertisements, observing if the fathers were depicted as competent or not. The research supported that the dominant father frame of the pre-2012 time period was the care-giving father and the dominant father frame of the post-2012 time period was the recreational father. Fathers were not mostly observed as competent. This study supported the idea that the post-2012 father frame in male-based highly circulated magazines is more likely to be a father who leads their children in leisurely activities.

CHAPTER 1: INTRODUCTION

Fathers are portrayed in advertising in varying roles; for example, as business managers, automobile consumers, beer drinkers, and stay-at-home dads. Fathers are portrayed in different depictions as different characters, ranging from incompetent fathers, to capable dads (Risman, 1986). Sunderland (2000; 2005) reported that parenthood images were being used more in advertising and gender-specific motherhood images were being used less. This apparent shift may reflect important changes in the past two decades in family-work roles, and marital and parental relationships in our society (Haas & O'Brien, 2010).

Fathers make up a specific and marketable advertising target audience. Neff's (2011) article in *Advertising Age* magazine, "*Ogilvyism for new era? Consumer is not a moron. He is your husband,*" explained that there is an increase of advertisements pitched to fathers. Advertisers are realizing the importance of including fathers in advertisements that would previously only be marketed to mothers. Neff cited examples of advertisements that catered to dads such as a Kellogg's Cereal ad featuring ESPN anchor Rece Davis, and examples of advertisements that have offended dads by treating them as incompetent. Neff cited Ragu's "Dad Makes Dinner" advertisements, which caused considerable backlash. Fathers who watched the Ragu (spaghetti sauce) advertisements were upset at their bumbling portrayal and voiced their outrage, opining on social media that Ragu "hates Dads" (p. 34). Ragu's outdated approach contrasted with the techniques of a company like Jif, (peanut butter) which updated their motto from "Choosey Moms Choose Jif" to "Choosey Mothers and Fathers Choose Jif" (p. 34).

Similar to the outcry following Ragu's ad campaign, an advertisement for the diaper company Huggies recently portrayed fathers as lazy and incompetent in regard to household matters as described in Belkin's (2012) *Huffington Post* article, "Huggies Pulls Ads after Insulting Dads." The Huggies advertisement showed fathers reacting with anger and horror when faced with having to change diapers while watching "the big game" and described the act of changing a dirty diaper as "the ultimate test" for a father. The advertisement was poorly received, immediately both fathers and mothers littered Huggies' Facebook wall with posts expressing their revulsion and dislike for the advertisements. Parents shamed Huggies for their contribution to the perception that "fathers are incompetent parents who let babies lay around in their own waste until they can be rescued" (Belkin, 2012). Another company to suffer the wrath of fathers is Clorox, as evidenced by Belkin (2013) in her *Huffington Post* article, "Clorox Insults Dads, Claims It Was Trying to Be Funny." Clorox inadvertently insulted dads while attempting to be humorous with its campaign, "6 Mistakes New Dads Make." The advertising campaign assumed that "new dads" didn't know to wipe a baby's face after feeding the child and lacked the common sense not to take a baby into a place like a nightclub or a casino (Belkin, 2013). The campaign was pulled 24-hours after its inception due to a barrage of infuriated tweets, blog postings, and emails.

Thus, advertisers have come to the conclusion that if fathers are not portrayed as realistically or favorably as fathers perceive themselves, then the advertisement's impact on the audience will be negative and they may face backlash. The articles by Belkin (2012; 2013) and Neff (2011) demonstrated that when actual fathers observed portrayals that did not correspond with their attitudes of how fathers should react, they were less

likely to accept the portrayal as reality. When interviewed, men claimed fatherhood is important (Jordan, 2009; Risman, 1986). This means that father portrayals in ads have an audience of fathers who place salience on their status as fathers. Successful advertisements should reflect this salience by creating messages and portrayals that mirror current father's expectations of what fatherhood means.

In 2011, the U.S. Census Bureau recorded that approximately 32% (7 million) of fathers were the primary caregivers for their children (Census.gov, 2011). This number was a significant increase from 26% reflecting the number of fathers who considered themselves caregivers in 2002. According to the U.S. Census Bureau, the number of stay-at-home dads rose from 154,000 in 2010 to 214,000 in 2014 (site). That is approximately a 72% increase in dads who chose to stay home. The Boston College Center for Work and Family (2011) released a report titled, "The New Dad: Caring, Committed and Conflicted." which examined the stated desire of fathers to simultaneously excel and be accepted in the home and in the workplace, and to identify themselves thoroughly as workers and caregivers. The report mentioned a number of events that impacted fathers such as a significant decrease of the traditional "father works, mother stays at home" family model. A report by Pew Social Trends (2014) analyzed census data from 2012 and similarly stated that while the high unemployment rates that followed the 2009 recession were a factor in the increase of stay-at-home dads, the other main factor was an increase in the number of fathers who willingly chose to spend more time at home. Thus, this research is based on the assumption that if there are changes in the way fathers parent and identify as dads, it may be reflected in advertisements targeted toward dads.

While there has been some research on “framing” of fathers as they are portrayed in advertising, this topic has not received much attention, has focused primarily on parenting literature, and is dated; most studies occurred 10 or more years ago. The purpose of the study is to determine if there was a changing depiction of father frames before and after 2012. This study is important from a business, communications, and societal perspective because there is an absence of available research. The question of whether the role of fathers in print advertising has changed after 2012 needs an answer. The Pew Social Trends (2014) report provides evidence that male expectations about and investments in fathering are changing. Advertising media should reflect that change. Yet, there is little study of these relations and trends in media studies. The few existing studies have examined data from much earlier depictions of fathers. This study is unique in that it deals with advertisements in magazines that cater to a primarily male reader base.

While informing about the extent of father portrayal in advertising, Francis-Connelly (2003) failed to delve into depictions of the father’s competence. Examination of advertisements before and after 2012 could offer a valuable understanding of how media reflects this apparent social shift. The correspondence (or lack thereof) between depictions of fathers in advertising and the social shift will provide valuable for future marketing efforts. The year 2012 was selected due to the dramatic increase in stay-at-home fathers emerging in that year’s census. It is assumed that marketers will recognize this social shift and utilized in their attempts to target this growing demographic. Overall, the question guiding this study is: with more fathers identifying as caregivers before 2012 and with father depictions changing over time, is there a change in the depiction of fathers after 2012? In addition, the introduction showed several examples of fathers

demonstrating backlash toward negative portrayals during the years of 2011 and 2012. The years in question were selected in part due to the father backlash as it is assumed marketers would take note of audience members' disapproval and begin changing their advertising strategies accordingly.

The study builds off of framing theory, specifically looking at advertising frames set up to communicate messages about fathers balancing characteristics of nurturing ability, wage-earning ability, competence, and the ability to share recreational activity with their children as promoting a "new masculinity" (Johansson, 2011). It may be that portrayals of fathers in advertisements merely reflect ongoing social changes occurring at this time regarding society's perceptions of fathers, or it could be these same advertisements actually cause social change or behavioral influence through flattering portrayals of specific male roles.

In the literary research on the subject of fatherhood, most portrayals of fathers in catalogued magazine/periodical advertisements are found in types of print media such as parenting magazines (Sunderland, 2006). Parenting magazines are directed toward a niche audience typically catering to parents and the depictions of fathers in advertisements in these magazines reflect that particular parenting group (Sunderland, 2006). This content analysis will review print advertisements featuring fathers in non-parenting magazines in order to identify depictions of fathers in media targeted directly to men (as opposed to parenting magazines which cater more to women). Media frames are how the message's creators present the image of the father (Scheufele, 1999). The dependent variables of the study are father frames of caregiver, wage-earner, and

recreational as well as competent/incompetent in each of these roles. The independent variable included the time periods of the advertisements.

CHAPTER 2: LITERATURE REVIEW/RATIONALE

Framing

Frames are “schemas of interpretation” which assist the viewer or audience in receiving messages intended by the frame’s creators (Pinto, 2014, p. 163). As defined by Entman (1993), the act of framing is to “select some aspects of a perceived reality and make them more salient in a communicating text” in order to promote a particular “problem definition, causal interpretation, moral evaluation or treatment recommendation” (p. 52). Within the context of framing, “salience” means making a piece of information more noticeable, meaningful, or memorable to audiences (Entman, 1993). Certain texts or images displayed to viewing audiences can influence the audiences’ perception of media content if the content apparently compliments or works alongside any existing preconceived schema that audiences have. There may be preconceived schema within the audiences’ experiences that negate framing effects, so the impacts of frames are not universal.

However, for many people, frames determine what people notice, as well as how they evaluate what they have noticed, and how they act upon their evaluation (Entman, 1993). Frames are determined by the placement of emphasis, as well as what is omitted or what is not focused on. Scheufele (1999) described framing as when mass media actively set the frames that an audience uses to interpret or discuss the content with which they are presented. Mass media effects of framing are strong, but limited. Framing organizes combinations of the audience’s prior beliefs and reactions to the message presented to encourage the audience to form a new set of beliefs regarding the message (Pinto, 2014).

Framing specifically deals with the salience and selection of “particular aspects” of an issue rather than the issues themselves (Entman, 1993). While agenda-setting would deal with fathers as audience members, the concept of framing deals with the placement of the fathers within the advertisement, the emphasis given to the father’s actions, and the particular portrayal of the fathers. Messages in advertisements may be framed in several different ways, causing researchers to use “interpretative schema” to process messages displayed in advertisements (Cole & Greer, 2013).

Fathers

Johansson (2011) suggested that fathers balance the traditional concept of *fatherhood* with an egalitarian parenthood to create a kind of *new masculinity*. This new masculinity involved fathers taking a greater load of responsibility when it comes to childcare and household work, balancing workload and familial responsibilities. The concept recognized the importance of strengthening that link between work and family. Johnson’s concept of *new masculinity* accounted for the balancing of two values; wage earning and caregiving. Fathers who subscribed to *new masculinity* shared responsibility with mothers without much resistance and accepted balancing workload with a greater presence at home with children.

The roles that fathers play within the family are directly influential to social policy, specifically policies regarding employment and gender equality (Di Torelli, 2014, p. 91). Fatherhood is shaped by ethnic, cultural, and societal background; with the term “good father” differing depending on the region and culture. Fathers identified themselves as caregivers during the time of the 2012 census and, when interviewed, more dads relayed their desire to stay home more often with their kids (Pew Social Trends,

2014). Wilkes, Mannix, and Jackson (2010) examined the current idea of fathers in interviews of new fathers. Fathers attributed as main factors to their lifestyle financial success and availability. Both are very important to the public's perception of a good father, as well as lifestyle changes allowing the father to be consistently present and available for their child. Now, father's are placed in roles where they can receive allowances and benefits befitting the role sharing of an egalitarian couple, yet often feel burdened to ask for these allowances and benefits (Shirani et al., 2012).

Current Media Frames of Fathers

Of importance to this study are frames relating to fathers and the message intended by the frame creators. Fathers are viewed in society as distinctly different than mothers, and it stands to reason that message producers would frame them differently as well. Portrayals of fathers have traditionally depicted the father as managing the family income, working outside of the home, and having only indirect involvement with children through support to the mother (Tsai, 2010). Day and Mackey (1986) observed father media portrayals in a study prior to 2000, focused in the 1970s, that described fathers as totally ineffective and bumbling when placed in childcare roles, and doing their best to avoid nurturing situations. Later father roles have grown to include not only depictions of fathers playing with children, but also performing domestic chores, fostering child interactions, and harnessing nurturing ability (Tsai, 2010). Tsai's study found several examples of fathers in commercials playing with children, implying a nurturing frame. Fathers were depicted in print and television playing with children in a friendly "buddy" fashion. This raised an important juxtaposition of an increasing fathering portrayal, but also an apparent uncertainty about competence in such roles.

Fathers also were depicted in print and television as having different relationships with children than mothers. Fathers were portrayed as socially closer to children than mothers, no matter the level of masculinity displayed (LaRossa, 2004). The mother was often depicted as the supervising authority for the children and father, whereas the father was a playmate. LaRossa (2004) noted that fathers in modern advertisements seemed to be portrayed in more friendly and close relations with children. Likewise, Grandy (2003) found fathers were portrayed as interacting with their children, performing domestic chores for their families, and taking days off of work to specifically engage with their children.

Tsai (2010) found fathering as an activity with direct involvement in childcare, and recreation with children, was not commonly represented in parenting media. Instead, a good father was generally portrayed as the economic provider and a protector. If fathers were shown in parenting scenes with children, mothers were also present. Additionally, other studies found the total number of fathers portrayed in print media was far less than the numbers of mothers in advertisements (Francis-Connelly, 2003). Despite the inclusion of fathers in parenting manuals, nurturing dads were not often seen. She also found that fathers were portrayed more often doing sport-like activities with children, but less often depicted in other nurturing types of activities. According to her study, images of fathers were portrayed significantly fewer times than mothers. Of the images where fathers were depicted, a very small number displayed fathers performing nurturing tasks such as consoling crying children.

Recreational Father

When fathers are seen spending time with children in this study, the researcher will specifically look at whether the fathers are playing with children or filling the “buddy” archetype that Tsai (2010) and LaRossa (2004) described. Morman and Floyd (2006) also described the “friend” or “buddy” depiction in opposition to the role that an authoritarian parental figure would take. The recreational father performs tasks and commits to behaviors by which he desires to gain his children’s approval. Craig (2006) suggested that fathers take the more pleasant child care tasks such as physically playing with children, monitoring playing children, and engaging in recreational activities such as reading recreational books to children, and regaling their children with imaginative stories. Connor, Johannis, and Walters (1955) described good fathers as fathers who were actively involved in recreational activities with their children. Good fathers were seen taking their children hunting and fishing, playing ball games, taking their children to the movies, and various other recreational activities both outdoor and indoor. Fathers have also been in charge of planning family vacations and camping trips that involve planning, time, and money (Swinton et al., 2008). This is another example of leisure and recreation trumping the more work-based forms of parenting.

Fathers interviewed in the 2012 census identified themselves as caregivers. If the frames reflect society’s attitudes about fathers, is there a new father frame post-2012? Using the examples set by Tsai (2010) as a foundation, is there an increasing number of fathers framed as recreational after 2012? The “buddy” motif would symbolize this frame and thus, leads to the first research question:

RQ1: Is there an increasing number of fathers framed as recreational in advertisements after 2012?

Fathers as Caregiver

Today more men are involved in parenting as caregivers; that is, they are spending more time around the home caring for their children as opposed to simply being financial contributors. Caregiving ability was determined by “approachableness,” and nurturing ability (Tsai, 2010). An early study by Thompson and Walker (1987) examined the elimination of resistance to shared parenting by a meta-analysis of other parenting studies. They found that in 1985, fathers did about 30% of the family work as opposed to their previous historical amount of 20%. Duties were split or shared such as childcare for the week and childcare for the weekend. The studies supported that fathers did indeed perform a significant share of parenting work. Subsequent work by Sunderland (2005) using in-depth interviews provided examples of fathers who expressed sharing parental responsibility and how they constantly made an effort with childcare. Although in Sunderland’s study traditional power balances in familial duties remained mostly the same, Coltrane and Messineo (2000) found there was an increase in the father taking more childcare responsibility despite the father’s work requirements, putting him in a position that may not have afforded him enough time to spend with his children. Furthermore, Medved and Rawlins (2011) found working was no longer seen as a specifically masculine trait by 2010, just like childcare was no longer seen as a solely feminine trait. They described fathers taking on traditionally maternal roles via collaborating with mothers, defying stereotypes, and sharing responsibilities as a “team” (p. 22). There was no typical or constant model of how fathers and mothers blurred their

gender roles within their boundaries of a marriage. Stephenson's (2010) research supported this observation. Her study utilized interviews of American fathers who were asked about shared parenting and other concepts. Only 23% of the fathers interviewed believed that child rearing and parenting was specifically a "mother's" task.

Tsai (2010) defined parental involvement in his study, specifically describing caregivers as involved with their children by interaction, accessibility, and responsibility. Interaction was defined as "direct contact" with children. Accessibility was defined as "time spent with children but not necessarily interacting with them" and responsibility was defined as arranging and assisting in activities which provide for a child's well-being such as "arranging for babysitters, remembering when children need doctor's check-ups, or supervising children's homework" (Tsai, 2010, p. 426). Out of these three components, the concept of accessibility has been the most visible with modern fathers because more fathers were spending time at home with their children when compared to fathers of earlier years. Tsai went on to define childcare activities as activities that involved physically taking care of children, feeding children, and bathing children. Fathers shown consoling and comforting children were displaying their nurturing ability in a fashion that would characterize them as caregivers. Other categories different than childcare, but were still cited by Tsai as caregiving abilities, were eating with children and spending time with children.

Cassano, Zeman, and Sanders (2014) examined the nurturing ability of parents and described different examples of nurturing by focusing on the parental support aspect of parents and children. Examples of nurturing behaviors in their study included comforting emotionally distressed children, assisting children educationally in problem

solving, and taking punitive measures against bad behavior. Examples of poor nurturing ability included downplaying or dismissing a child's concerns, as well as distressing or reacting with panic when faced with a distressed child. Morman and Floyd (2006) also offered examples of caregiving, describing caregiving fathers as involved, aware, and understanding. Caregiving dads showed control and leadership by setting the rules, showed availability and involvement by attending and participating in the child's interests, and showed nurturing ability by listening and showing affection.

A number of fathers in the 2012 census openly declared themselves caregivers. Thus, this study expects to see caregiving frames being especially visible in the year of the census and the years previous. Did these frames remain the same? This leads to the second research question:

RQ2: Is there an increasing number of caregiver frames seen in advertisements after 2012?

Father as Wage-Earner

Grandy (2013) posits motherhood was previously depicted as in conflict with employment outside the home and mothers were confined to life within the home. Conversely, fatherhood was portrayed as work-centered and part of a life outside the home. Helping the wife or mother with childrearing or household duties was considered incidental to primary fathering roles. Social science studies loaned some support to this portrayal. According to Haas and O'Brien (2010), interviewed fathers stated that they enjoyed and valued parenting, however, fathers struggled to cope with limited time for parenting. This impeded the direct impact they had on early childhood (Haas & O'Brien, 2010; Stephenson, 2010).

The father was depicted as the “wage-earner and protector” if he was shown as the primary financial provider or protector of children (Tsai, 2010. p. 48). Fathers could be depicted as both successful wage earners and protectors simultaneously, sacrificing neither obligation and instead succeeding at both. Olsen (2009) observed that the wage-earner status was secondary to parenting status, and noted that successful fathers were seen as excelling at both facets of parenting. Medved and Rawlins (2011) examined homes with both a breadwinning mother and a breadwinning father. Their study reported that men endorsed breadwinning and spending time with their children as being important. These studies suggest there should be increased depictions of working fathers in advertising in more recent times. For example, Sunderland’s (2006) study of childcare magazines compared print portrayals of motherhood and fatherhood. Sunderland based her study on social institutionalization of gender roles (e.g., mothers caring for children, working fathers). She noted that as more role-sharing occurred, and there was less assumed conflict between work and home in print media, advertising referred less to gender- specific parenting (mothering, fathering) and more to general parenting as a social institution that existed within public understanding. Sunderland’s work assisted in clarifying that the status of fatherhood and motherhood do not necessarily conflict with work within or outside the home.

In a later study, Stephenson (2010) utilized interviews of American fathers and determined that most fathers felt that they spent too much time at work. These fathers repeatedly stated that they wished they could spend more time with their children. Tsai (2010) called the “wage-earner” the primary financial provider for children. While wage-earners can certainly be female, this study will exclusively look to see if fathers are

depicted as the wage-earner. Wage-earners were portrayed as the parent who earns the money and were thus framed as such in the advertisement (Thompson & Walker, 1989). While both parents could be framed as having jobs, the wage-earning parent was the parent framed as the dominant source of income in the household of the two parents. In this study, a wage-earning father will be framed as responsible for family provision.

Pederson's (2012) study described wage-earning fathers as constantly thinking about their children while at work and wishing that their time balance allotted more time for interaction. Thus, the advertisements portraying wage-earning dads in this study may depict working fathers as conflicted regarding their time at work in a fashion similar to the fathers in Pederson's study. Morman and Floyd (2006) actually used the term "sacrifice" to describe a father's selfless decisions while working to better the lives of his children. Additional examples of wage earning submitted by their study included responsibility both in fiscal matters and time management, as well as someone who was reliable both at home and at work. Ranson (2013) examined dual breadwinning families as well as wage-earning fathers who asked for employer-based family support. Ranson cited examples of fathers missing their children at work similar to the studies of Pederson (2012) and Tsai (2010). This leads to the third research question:

RQ3: Is there an increasing number of wage-earning father frames after 2012?

The Competent Father

There is evidence that men view parenting as an important part of being masculine and consider themselves competent in the duties incorporated into the fathering role. (Risman, 1986) According to Risman (1986) most men believed that mothering was not solely a feminine responsibility, but a responsibility of both parents.

Fathers valued themselves as competent in her study and felt prepared for almost anything, never failing to schedule appointments or having items such as first aids kits handy. These fathers constantly asserted that they were fully capable of providing for their children and never had to ask for assistance. Their gender role as a father had nothing to do with their ability to provide a good home for and develop relationships with their children.

Jordan (2009) examined father's rights groups and provided insight into the importance fathers placed on being dads. The interviewed fathers sampled included a number of single fathers who felt that their relationships might have certain unique benefits for their children's societal adjustment, similar to the unique relationship that single mothers may have with their children. Fathers interviewed believed that they were just as capable as mothers when it comes to taking care of their children. Masculinity and parental competence did not cancel each other out. When asked about their parental status and how their capability stood in comparison to mothers, an interviewed father replied that being a dad was "the same as being a mum" (Jordan, 2009, p. 429). Additionally, the interviews produced examples of fathers taking pride in their role, and equating fatherhood as a key component of masculinity. Jordan found that fathers described a deep unpleasantness in their emotions when they were separated or lost contact with their children. While perhaps not a new emotional reaction, this study did point to the substantial importance placed on fatherhood roles and activities by men in recent times. Her findings suggested that men were increasingly feeling competent to take on more parenting roles. Jordan's interviews also provided support that fathers feel confident when it comes to performing fatherly duties.

Competence was determined by the ability to perform household chores and tasks effectively; specifically, tasks that were traditionally associated to mothers (Scharrer, 2011). According to Tsai (2010) accessible fathers spent time with their children but did not necessarily interact with them while involved fathers directly interacted with children; performing childcare, teaching children, and participating in direct childhood interactions. Furthermore, responsible fathers were depicted as involved in arrangements that benefit the child's welfare, standard of living, and health. When involved fathers were shown in advertisements doing housework, they were often seen doing "manly" housework such as maintenance and repair, or competently putting together things for their children, or fixing broken things for their family.

In the 1970s, fathers were frequently depicted as grossly incompetent when engaged in parenting (Mackey & Day, 1986). When dads were humorously portrayed, the depiction was frequently unflattering in terms of the father's competence. For example, Scharrer (2001) showed that father portrayals were made humorous by showing incompetent men. Humorously framed media portrayals have positioned fathers as the butt of jokes by other family members verbally, as well as showing fathers being placed in situations where their attempts at parenting resulted in catastrophe and disaster. Children did not have to necessarily be physically present in the media depictions despite the fact that much of the competence measured depended on the father's impact on the children's lives. Activities such as housework, cooking, cleaning, shopping for the home and family, doing laundry, yard work, and home repair were activities that fell within the category of competence (Tsai, 2010). Fathers that were incompetent were seen as needing instruction from wives or kids in performing household activities or even permission

from their wives to do so. Morman and Floyd (2006), who used the idea of competence fathers in their study about “good” fathers, provided additional examples of competence in parenting. Competent fathers were protectors who made their wives and kids feel safe and protected, role models who received the respect and adulation of their kids, and fathers who worked to ensure that the duties of the rest of the family did not fall upon the shoulders of a single member. Pederson (2011) included competent fathers assisting mothers and completing chores in a manner similar to Tsai, but made an important observation. Her study described competence as not only waiting for a spouse to ask for help, but also rather proactively offering help. In this study, any advertisements where the father is framed as offering help or assistance to a busy mother will be seen as competent father advertisements. This raises the fourth research question:

RQ4: Are fathers increasingly framed as competent in advertising after 2012?

CHAPTER 3: METHOD

Design

A content analysis was used to examine depictions of fathers in advertisements over time in magazines. This study used content analysis due to the productive results gathered from Sunderland's (2005) content analysis of parenting magazines and Tsai's (2010) content analysis of father portrayals in the media. The strengths of a content analysis are that the techniques are reliable, the findings are replicable, and that results are valid (Krippendorff, 2004). Additionally, content analyses are effective due to reliability where the location of researchers, time of research and circumstances surrounding research produce the same results should the same technique be applied to the same data.

Population

Media databases such as Cision and Alliance for Audited Media were used in the selection of magazines for analysis. These two companies specialize in content marketing, media marketing, and analysis. Whenever possible, magazines that are heavily circulated were selected. Specifically, the following magazines were sampled from each year: *Bowhunting World*, *Popular Mechanics*, *Field and Stream*, *Popular Science*, *Men's Fitness*, *American Legion*, *Backpacker*, *Details*, *Gentlemen's Quarterly*, and *Men's Health*. The magazine timeframe was from 2009 to 2014. These magazines are primarily geared toward a male audience as determined by the magazine's press kit identifying their demographics. This was designed to provide a focused spectrum of magazines so

that any conclusions found were based on actual advertising that men would receive outside of parenting magazines (usually aimed at the female demographic).

In an effort to gain an unbiased sample, 10 separate issues of 10 separate magazines from each year between 2009 and 2014 were selected for quantitative content analysis for examination and coding. This study used a stratified and constructed year sample, similar to the constructed week samples used by Riffe, Auste and Lacy (2014). For a sample coding size, 36 advertisements from one year at random by each month were used for coding to determine if the categories were effective.

The sampling technique involved “constructed structured” sampling each month, where the months are picked in a stratified fashion so as not to overlap and allow analysis of different months each year. Selecting different months of the year offers a varied and diverse look at the population of male-centric magazines without falling into traps laid by holidays or seasonal events. This was done to avoid any bias that could impact the number of and types of father-framed advertisements while not allowing the study an accurate perspective of the year catalogued. It would not be prudent to review a December issue every year, for example, because men may be targeted as fathers over the holidays, causing bias. The sampled magazines were stratified so as to avoid any bias by not always selecting the same months every year.

The stratification worked as follows: A monthly magazine issue was selected for 10 months of the year per year from 2009-2014, positioning 10 months of that particular year with different magazines. This was repeated until each magazine issue completed 10 months of a full calendar year. This was repeated for each year. After that year that was coded, the process was repeated again with a different set of magazines making up each

year from 2009-2014. Repeated stratification of this sample led to 600 magazines being analyzed in total. (See Table A-1 in Appendix A for an example of the magazine sample distribution.)

Unit of Analysis

All advertisements within the magazines, including paid advertorials from the interior and inside covers, were included in the analysis. Fathers in each advertisement were specifically identified as such by image or text by the visual or written presence of children. There had to be a child present or mentioned in order for the male in the advertisement to be a father. Advertisements that did not have fathers present were not coded. For a point of comparison, the study also looked at the number of mothers present in both time periods via image and text.

Mothers were coded as the female co-parents/counterpart to fathers. It is not necessary for the mother to be explicitly described as a birth parent or not. Any mother figure was coded and arranged by presence via text, images or a combination of the two mediums. Children were coded as they appeared. They were arranged by presence via text, images, or a combination of those two mediums.

Intercoder reliability

The categories were coded on nominal scales and the coding results were reviewed via the Scott's Pi index to check for intercoder reliability. Reliability testing was done with a coder who was unfamiliar with the study, but was trained according to the codebook displayed in the appendix. For the intercoder reliability test, the two coders coded 36 advertisements. Scott's Pi was 1.0 for the father role selected, father present,

and Scott's Pi was .92 for competence. Thus, the acceptable reliability of .80 was exceeded for both categories (Hughes & Garret, 1990).

Independent Variable

The independent variables in this study were the pre-2012 (2009-2011) and post 2012 (2012-2014) time periods.

Dependent Variable

The dependent variables in this study were the type of frame: caregivers, wage-earners, and recreational dads. Competency in tasks was another dependent variable.

Measurement

The study tried to answer the research questions by looking at the unit of analysis, which is the individual advertisement in men's magazines, to see if the father figure fell into one of three categories: caregiver, recreational, wage-earner. They were also observed for competence.

Caregiver

Caregiver's operational definition came from Tsai's study (2010). Examples: "child care (e.g., taking care of sick children, feeding, or bathing); teaching (e.g. advising, or teaching a child how to fix a bicycle)" (p. 427). Caregiving fathers were defined as visibly engaged or referred through text consoling or comforting children visibly, changing diapers, punishing badly behaved children, assisting with schoolwork, showing or portraying responsibility for feeding, clothing or directly caring for the child (See Figure 3-1 on the following page for an example of a caregiving father).



Figure 3-1: An advertisement featuring a caregiver who is consoling/comforting a child. Fair use.

There were two subcategories of caregiver: consoling children and feeding children. Consoling children was coded when the coder witnessed any instance of a father touching or comforting his children physically in a nurturing or cuddly manner. Feeding children was coded upon seeing any instance of a father actively feeding his children during a meal setting or by hand. Assisting with schoolwork was coded when the advertisement showed a child doing homework and a father present, assisting the child with their homework

Punishing children was coded when the advertisement showed a father taking punitive measures against a child as a form of negative reinforcement.

Recreation

The research used operational definitions used by Tsai (2010) as well as Morman and Floyd (2006) for recreational dads. Recreational fathers defined as father through portrayals as engaged in leisure or adventure activities with children. They were seen in a buddy-type of atmosphere. These fathers were seen physically playing with their children, monitoring playing children, reading recreational books to children, involved in outdoor recreational activities such as hunting and fishing, taking children to movies and other recreational events, and planning and participating in family vacations. Children had to be seen taking part in physically leisurely activities with the father. The subcategories for recreational included: playing with children, monitoring playing children, reading recreational books to children, outdoor recreational activities, recreational events, and anything that takes place during a vacation.

Playing was coded in any advertisement that showed a father performing physical recreation activities with his children.

Monitoring playing children was coded in an advertisement that shows fathers observing their children at play but not physically playing themselves.

Reading was coded when the coder witnessed any advertisement that shows a father reading books to children.

Outdoor Recreation was coded when the coder witnessed any kind of recreational outdoor activity that did not include the previous category of playing with children, specifically scenes such as hiking, hunting or fishing.

Vacation was coded when scenes showed fathers in a state of relaxation or leisure with the children in a vacation type setting away from home (See Figure 3-2 below for an example of a recreational father).



Figure 3-2: A recreational father plays around with his son. Fair use.

Wage-earner

The operational definition of wage-earner came from Stephenson and Tsai (2010). Examples: Fathers setting up bank accounts, working at home while thinking of their children. Wage-earning fathers were defined working at a job or career, thinking about or considering financial status of family, or pursuing wealth. If the text implied the father was working for a future at home, he did not have to be shown with his children.

Children may be physically present, but it was unlikely unless the children were visiting with the father or were portrayed as being in the father's thoughts. The subcategories for wage-earning fathers were fathers seen working and fathers seen financial planning. (See Figure 3-3 below for an example of a wage-earning father). Fathers working was coded in advertisements when fathers were seen at work performing job-related tasks.

Financial planning was coded in advertisements when fathers were seen performing tasks that involved making investments towards the children's future.



Figure 3-3: A wage-earning father depicted in an advertisement. This father would be coded under Financial Planning as well. Fair use.

Competence

The operational definition came from Tsai (2010). Competent fathers were framed with images or with text doing housework, cleaning, shopping for the home and family, doing laundry, yard work and home repair. They were seen as doing these without difficulty and without guidance or assistance from mothers. While feeding children is caregiving, cooking is competent. Children did not need to be visually present. Conversely, incompetent fathers were depicted in a humorous and bumbling light. Day and Mackey (1987) described incompetence as “bumbling, clumsy, made a mistake,

awkward, unhandy, gawky” (p. 375). The ads could also be advertisements that displayed a “lack of bumbling, stumbling incompetence” but did not show any actual competence (p 375). Competence has six subcategories: cleaning, assisting, cooking, shopping, yardwork and maintenance.

Cleaning was coded in advertisements when a father is seen cleaning up a mess.

Assisting mothers was coded when advertisements involved a father and a mother working together.

Cooking was coded when advertisements showed a father seen over a stove or oven of some sort.

Shopping was coded when the advertisement showed fathers in grocery store with children.

Yardwork was coded when the advertisement showed fathers performing upkeep tasks on their lawn.

Maintenance was coded when the advertisement showed fathers repairing broken things or performance household maintenance on appliances or furniture.

CHAPTER 4: RESULTS

Out of the 600 magazines coded, 246 advertisements featured fathers. A total of 108 fathers were seen in 2009-2011, while 138 fathers were seen in 2012-2014. Contrary to the findings of Francis-Connelly (2003), the images of mothers did not dwarf the number of father images seen. Rather, the number of father images without text was 239, while the number of mother images without text was 126. Mothers were seen visually in 62 of the advertisements in 2009-2011 and visually in 64 of the advertisements in 2012-2014. Children were seen visually in 88 of the advertisements during the first time period and in 114 of the advertisements during the second time period. The latter time period showed more mothers and children than the previous period.

Recreational Father

The first research question asked if there was an increase in the number of recreational father roles in advertisements after 2012. A Pearson Chi-Square test was conducted to see if there were significant differences between pre-2012 and post-2012 publications and the number of recreational father roles. The analysis indicated that there was a significant relationship, $X^2(1)=4.78, p < .05$. Advertisements between 2009-2011 were less likely to show recreational fathers (37%) than advertisements between 2012-2014 (64%). This suggests that the frame of the recreational father is increasingly the frame supported by advertisers post 2012. Forty of the advertisements from 2009-2011 had instances of fathers physically playing with their children and 65 advertisements had fathers playing with their children from 2012-2014. Thirty-nine of the advertisements had fathers doing outdoor recreational activities in 2009-2011 while 61 advertisements had fathers doing outdoor recreational activities during the second time frame of 2012-2014.

(Table B-1 shows results of the Chi Square tests. Figure B-1 shows a comparison of the number of recreational dads in both time periods. Figure B-2 shows distribution of the subcategories in both time periods.)

Caregiving Father

The second research question asked if there was an increase in the number of caregiving fathers in advertisements after 2012. A Pearson Chi-Square test was conducted to see if there were significant differences between pre-2012 and post-2012 publications and the number of caregiving father roles. The analysis indicated that there was a significant relationship, $X^2(1)=6.89, p < .05$. Advertisements between 2009-2011 were more likely to show fathers as caregivers (53%) than advertisements between 2012-2014 (47%). This suggests that the pre-2012 dominant father frame put forward by advertisers was the caregiving father. Analyses also revealed a significant difference in fathers shown as consoling, $X^2(1)=5.11, p < .05$. Advertisements between 2009-2011 were more likely to show fathers consoling children (52%) than advertisements between 2012-2014 (47%). (see Table B-2 and Figures B-3 and B-4 in Appendix B. Table B-2 shows chi-square results for caregiving dads over two separate time periods. Figure B-3 shows the distribution of caregiving fathers. Figure B-4 shows the numbers of different subcategories of caregiving dads over the two separate time periods.)

Wage-earning Father

The third research question asked whether or not there was an increase of fathers in wage-earning roles after 2012. A Pearson Chi-Square test was conducted to see if there were significant differences between pre-2012 and post-2012 publications and the number of wage-earning father roles. There was no significant relationship between the

time frames and the father role, $X^2(1)=.558$, $p > .05$. Table B-3 in Appendix B shows Chi-Square results regarding the number of wage-earning dads. See Figure B-5 for a graph detailing the distribution of wage earning dads over the time periods and Figure B-6 for a graph showing the distribution of subcategories of wage earning dads in Appendix B)

Competent Fathers

The fourth research question asked if the number of competent fathers had increased after 2012. A Pearson Chi-Square test was conducted to see if there were significant differences between pre-2012 and post-2012 publications and portrayals of competence. There was no significant relationship between the time frames and competence, $X^2(1)=.2.08$, $p > .05$. Analyses also revealed a significant difference in fathers shown cleaning, $X^2(1)=4.40$, $p < .05$. Advertisements between 2009-2011 were less likely to show fathers cleaning (23%) than advertisements between 2012-2014 (77%). Finally, analyses revealed a significant difference in fathers shown cooking, $X^2(1)=3.71$, $p < .05$. Advertisements between 2009-2011 were less likely to show fathers cooking (22%) than advertisements between 2012-2014 (78%). This may have been due to the backlash from fathers portrayed as looking foolish and incompetent in ads such as Ragu and Huggies discussed in the introduction. (Table B-4 in Appendix B contains Chi-Square results for the number of competent fathers. See Figure B-7 for distribution of competent fathers over the two time periods and Figure B-8 for the subcategories of competent fathers in Appendix B)

CHAPTER 5: DISCUSSION

The frames observed from post-2012 seem to support salience placed on the father's recreational capabilities. This could either mean that advertisers are reflecting a change in more fathers identifying as recreational dads, or the advertisers themselves could be seen as pushing the image of recreational dads as an attempt to influence society itself. In addition, the competence of fathers in cleaning and cooking was highlighted. This could be because marketers saw a shift in fathers purchasing food and cleaning supplies and had to cater ads to fathers, showing them successfully using cooking and cleaning products. This could have also been due to fathers identifying themselves as caregivers during the 2012 census study. Advertisers could have seen the census results and tailored their ads to fit the caregiving father frame.

The recreational father was seen overall as the most framed portrayal of dads in the advertisements. These findings are similar to past studies by Tsai (2010) and Rosa's (2004) whose scholarly work supports that fathers are often seen as "buddies" to children as opposed to being demanding and rule setting. Similarly, Connor, Johannis and Walters (1955) specifically talked about the perception of "good fathers" as fathers leading their children in outdoor recreation. Most of the examples in this line of research showed fathers participating in leisurely activities with their children. Additionally, this supports the research of Morman and Floyd (2006), showing recreational dads having a "buddy"-type relationship with their children, that is framed as different and unlike a mother's relationship with her children. The research supported the idea that the dominant image of the father marketed toward a male audience from 2012 onward will be the friendly, buddy-type, recreational dad in men's magazines. Advertisers see the recreational father

as a more desirable demographic so they may be pushing the recreation frame as the ideal frame in place of the caregiver.

The number of caregiving fathers actually decreased over the time period, with 2012-onward having fewer images of caregiving dads as the data showed that the pre-2012 father was more likely to be portrayed as caregiving. There were no appearances of mothers via text or a combination of visuals and text. Tsai's study (2010) found that one of the characteristics of the caregiving father was interaction with children, specifically direct contact. This study similarly found caregiving ads showing fathers physically consoling or taking care of their children via hugging and cuddling with them. Advertisers may push the image of fathers showing affection for their children in a physical manner, supporting the studies of Tsai (2010) and Morman and Floyd (2006). This could have been a response to the census showing the majority of fathers identifying as caregivers.

The numbers of wage-earning advertisements observed were small in general. The images of fathers financially planning or working for their children's futures were not seen as often as the other frames. Olsen's study (2009) supported that wage-earning is part of parenting, yet is seen as secondary to provide direct contact with children. The findings of this study are dissimilar to the studies of Olsen (2009) and Medved and Rawlins (2011), whose studies suggested fathers were increasingly identifying as wage-earners who excelled at parenting and their professionals simultaneously. The analyses looked for an increase in the number of wage-earning dads. Perhaps the idea that a father can both be focused on work and his children is expected but not seen as marketable. The analysis did not witness was fathers being conflicted by sacrificing time with their

children due to work responsibilities at put forth by Pederson (2012). There were no instances of this at all.

Several of the characteristics described by Tsai (2010) in regard to competence were present such as housework, shopping, yard work, and home repair. These competent performances were featured in many advertisements showing males, but if they could not clearly be classified as fathers they were not catalogued as fathers. The analysis expected to see an increase in competent fathers due to the shared parenting examples provided by Jordan (2009) and Scharrer (2001; 2009) increasing over time. The number of incompetent dads was expected to decrease, and the number of competent co-parenting dads significantly increased, with the occasional bumbling father as the butt of a joke (Scharrer, 2001). Only one bumbling dad appeared in a single magazine advertisement from 2009 to 2014. While the results were not significant, the amount of competent fathers increased slightly. This does not constitute a relationship, but does not necessarily support a relationship being absent as well. The articles by Belkin (2012) and Neff (2011) described father backlash to incompetent portrayals in the media. With the number of competent father portrayals increasing slightly and the overall lack of bumbling father appearances, advertisers in the post-2012 time period may have taken possible backlash into account and purposefully created father frames with no incompetent dads. The amount of cooking and cleaning dads both increased in the later time frame as well, suggesting that perhaps the strides in showing a caregiving father had been accepted and that despite the post-2012's recreational father abundance, the father perception had changed to reflect fathers as competent cooks and cleaners.

CHAPTER 6: LIMITATIONS

Further research could address some of the flaws in the experiment's design. A larger sample size could check for a more significant relationship. The resource limitations of the analysis allowed the study to use advertisements from magazines dating back to 2009. This only allowed for a six-year analysis. A better look at trends in father frames would look at three years before the 2009 recession as well to provide a larger scope. An ideal comprehensive analysis would include 2006-2014, and possibly 2015 when the year ends. In addition, the 2009 recession could be seen as another critical year to compare and contrast with the 2012 census. The 2012 census report actually referred to the 2009 recession in parts. A look at the years preceding the recession to see what the father frames are during that time frame may show an overall trend or pattern.

The study could also have used an additional 10 magazines that catered to a male demographic. *Maxim* circulated 1,228,797 copies in 2014, but was unavailable to the analysis during that five-year span due to financial constraints and the lack of distribution of back issues. (Magazine Publishers of America, 2014). Other predominant men's magazines such as *FHM*, *Complex*, and *Esquire* were top men's magazines with very high circulation levels and were unavailable for analysis. Future research could also look at the frames of fathers in parenting and women's magazines in order to compare and contrast father frames in catered to different reading audiences. For example, what are the father frames advertisers try to present to an audience that is made up of mothers or current parents? Is the post-2014 father a recreational dad when he is featured in *Parenting*, *Parents*, or *American Baby* magazines? Where do the differences occur?

Another possible weakness in this study may be the population. Magazines were picked in regard to syndication numbers and demographics. This resulted in three “outdoors” type magazines; *Bowhunting World*, *Backpacker* and *Field and Stream*, so they may have been disproportionately more likely to feature outdoor recreational advertisements. In regard to wage-earners, it must be taken into consideration that these magazines were picked due to their syndication numbers as well as their branding as being male-based magazines. These magazines did not specifically cater to fathers with an interest in financial planning. Lack of significance does not necessarily mean lack of relationship. Perhaps a more “white-collar” selection of magazines that cater to a business and financial demographic may prove useful to analyze to see if fathers are portrayed in financial/business based advertisements as wage-earners. Future research could implement another set of different yet well-syndicated magazines to see if the population was biased.

Finally, further research should examine changes in society regarding fathers and use this analysis to compare findings. One way to do this would be surveys or interviews with advertisers during these time periods. This could offer more understanding about the father frame created by the advertisers. The rationale and intent of the frame creators could be compared and contrasted with the results of this analysis to see if there is a connection. Another study that could elaborate would be an audience reception study to father frames by surveying actual fathers. Fathers themselves could also be surveyed or interviewed and asked which of the categories they identify with. This can determine if advertisers after 2012 were reflecting fathers with their advertisements in addition to examining the father’s response while viewing these advertisements.

Theoretical Implications:

Consistent with framing theory, the recreational father aspects were given salience post-2012, while the caregiving fathers were given salience pre-2012. It seems that advertisers pushed the pre-2012 father as a response to the census studies where fathers identified as caregiver. Perhaps the post-2012 father frame was deliberately created to promote a new father image.

When a frame is exposed to an audience, the audience uses that frame to influence how they process the information received. So, when the audience is exposed to any kind of frame about fathers, it influences the social context in which the audience sees fathers (Goffman, 1974). This study indicates the social context in which society sees fathers is changing. Frames helped determine which changes have taken place in society. Father roles in print media have used the caregiving frame to influence public perceptions about fathers. If cultural perception of fathers as able to care for children changed, frames may have played a part. The census had fathers describing themselves as caregivers, showing that socially and culturally the father role was specific and that the frames matched them, specifically. The frames matched the attitudes and behavior of the pre-2012 father.

This matters because if frames were used to cultivate social context regarding fathers, it would not be incorrect to assume that the social context regarding fathers has changed in accordance with the changing father frame. If the later recreational father frame is in accordance with social context regarding fathers, perhaps the social context is a media effect of the recreational frame. The findings presented here add to the theory by providing a prominent frame in which to observe a relationship with social context.

Practical Implications:

From a practical standpoint, these fathers could be used to set a barometer for future father portrayals. Fathers need not necessarily be super-competent but are not portrayed as bumbling or stupid. The old caregiving father seemed to be a response to backlash about ad portrayals of fathers failing to manage their children. The new recreational father may even be a response to fathers spending too much time at home, or being cast too much as caregivers. The amount of mothers shown with fathers has decreased as well, showing that the recreational father does not need the mother to assist him in his recreational experiences and duties.

These results indicate to advertisers that the father role has changed and that frames can be used to both learn a current social context of a subject like fathers or can be used to shape behaviors and social context with the father subject matter. Father frames matter to these advertisers because they can be used to help promote certain products or lifestyles. Due to the increase in caregiving fathers according to the census and PEW Social Trends study mentioned earlier, advertisers used the caregiving frame to help market products to these fathers that catered to their caregiving needs. If the recreational father is a reflection of the new father image, advertisers could use what they know about the response to the father frame to tailor their advertisements accordingly. Doing this allows advertisers to cater to their audience's wants and needs in the most efficient way possible.

If the recreational dad is indeed the dad of post-2012, advertisers could use this study as evidence that they can, in fact, influence social context. It would not be incorrect to assume that the advertisers have influenced the public perception of the father to

appease caregiving dads who felt that they were not being adequately represented. One example of this may be the lack of the bumbling portrayal decried by fathers in the introduction. Advertisers recognized the peril of offending a target audience, and made sure not to have nearly any portrayals of fathers as bumbling in the later time period. There was an increase in cooking and cleaning portrayals, suggesting the advertisers were receiving messages from the caregiving fathers and using their information to make advertisements that catered to a cooking and cleaning father.

CHAPTER 7: CONCLUSION

This analysis was important from a societal perspective due to the impact that framing can have on societal changes. Overall, findings presented here suggest that there has been a change in fathers framing in men's magazines before and after 2012. Pre-2012, the predominant father frame in men's magazines reflected attitudes given in the Census and Pew Study. (2012, 2014) Just as fathers identified themselves as caregivers, father ads framed fathers as caregivers. Caregiving behavior was given more salience than other behaviors, possibly to reflect the large amounts of fathers identifying themselves as caregivers in 2011. The frame of a father who physically comforted his children was given salience. After 2012, the recreational father frame changed. The father occasionally was seen working and putting his child's financial security first, but that was given less salience than his characterization as a fun dad. The father was not framed as a super competent co-parent who assisted his spouse proactively and at every turn. Another frame that was not supported was the father seen as a bumbling buffoon who could not successfully cook dinner.

The findings of this study supported that before 2012, the father frame in men's magazines corresponded with the large number of men identifying themselves as caregivers in the 2012 census. While fathers openly declared themselves caregivers during the 2012 census, advertisers responded to their declaration with tailored marketing toward their caregiver image. This study also added knowledge that the father frame after 2012 was a different frame, a recreational buddy-type of dad instead of a caregiver. When using the framing theory to attempt to understand why these changes have taken place, the study could imply that due to the 2012 census showing fathers identifying themselves

as caregivers, advertisers observed the perspective of these fathers and decided to frame the act of spending time with children as culturally important when trying to market products toward fathers as a whole. This could explain the transition from caregivers to recreational dads.

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APPENDIX A: SAMPLE SELECTION AND SYNDICATION

Table A-1: Stratified Random Sample of Magazines. The process of picking ten magazines a year for 5 years was repeated 60 times to increase the level of significance which led to a total of 600 magazines.

The following are the magazine abbreviations used:

Magazines: Men’s Fitness (MF),
 Men’s Health (MH),
 Popular Science (PS),
 Popular Mechanics (PM),
 Details (D),
 Backpacker (BP),
 American Legion (AL),
 Field & Stream (FS),
 Gentlemen’s Quarterly (GQ),
 and Bowhunting World (BW).

1ST SAMPLE	2009	2010	2011	2012	2013	2014
JAN	MF	AL	PM		GQ	PS
FEB	BP		D	FS	PS	AL
MARCH	PS	BW	BP	MH		PM
APRIL	FS	MH		BP	D	BW
MAY	PM		PS	GQ	FS	MF
JUNE	MH	MF	AL	PM	BP	
JULY		FS	GQ	BW	MF	D
AUG	GQ	D		PS	AL	MH
SEPT	BW	PS	MF		PM	GQ
OCT		BP	BW	MF	MH	FS
NOV	AL	PM	MH	D		BP
DEC	D	GQ	FS	AL	BW	

Table A-1, continued

2 ND SAMPLE	2009	2010	2011	2012	2013	2014
JAN	PM	D		BW	MH	BP
FEB	GQ	BW	AL	MF		MH
MARCH	MF		FS	AL	PM	PS
APRIL	D	AL	MF	PS	FS	
MAY		PS	BW	D	AL	FS
JUNE	AL	FS		BP	GQ	PM
JULY	BP	PM	MH		D	MF
AUG		MH	GQ	FS	BW	D
SEPT	MH	BP	D	GQ		AL
OCT	PS	GQ	PM		BP	BW
NOV	FS	MF	BP	PM	PS	
DEC	BW		PS	MH	MF	GQ

3 RD SAMPLE	2009	2010	2011	2012	2013	2014
JAN	D	GQ	FS	AL	BW	MH
FEB	AL	PM	MH	D		FS
MARCH		BP	BW	MF	MH	GQ
APRIL	BW	PS	GQ		PM	MF
MAY	GQ	FS		PS	MF	D
JUNE		D	MF	BW	AL	BP
JULY	MH	MF	AL	PM	BP	
AUG	PM		PS	GQ	FS	BW
SEPT	FS	MH		BP	PS	PM
OCT	BP	BW	D	MH		AL
NOV	PS	AL	PM	FS	D	
DEC	MF		BP		GQ	PS

4 TH SAMPLE	2009	2010	2011	2012	2013	2014
JAN	MH	BW	AL	FS	PM	D
FEB	FS		PS	MH	GQ	BW
MARCH	GQ	MH	MF	BW	BP	
APRIL	MF	PM		GQ	PS	AL
MAY	D	MF	PM		BW	GQ
JUNE	BP	AL	BW	MF	FS	
JULY		BP	D	AL	MH	PM
AUG	BW	FS	BP		MF	PS
SEPT	PM		GQ	PS	D	FS
OCT	AL	PS	MH	D		BP
NOV		GQ	FS	BP	AL	MH
DEC	PS	D		PM		MF

Table A-1, continued

5 TH SAMPLE	2009	2010	2011	2012	2013	2014
JAN	PS	BP		PM	AL	MF
FEB		GQ	FS	BP	D	PS
MARCH	AL		MH	D	MF	BP
APRIL	PM	FS	BP	AL		D
MAY	BP	PS	GQ		MH	BW
JUNE	BW	BW	D	PS		AL
JULY		MH	BW	MF	FS	GQ
AUG	D	AL	PM		PS	FS
SEPT	MF	D		BW	GQ	MH
OCT	FS	PM	MF	GQ	BW	
NOV	GQ		PS	MH	BP	PM
DEC	MH	MF	AL	FS	PM	

6 TH SAMPLE	2009	2010	2011	2012	2013	2014
JAN	AL	MF	PS	BP		PM
FEB	D	PS		GQ	FS	BP
MARCH	MH		AL	PS	GQ	D
APRIL		BP	PM	FS	MH	GQ
MAY	MF	D	BP	BW	PM	AL
JUNE	FS		GQ	MH	D	PS
JULY		BW	MF		AL	MH
AUG	PS	GQ	D	AL	BP	
SEPT	GQ	PM	FS	D	BW	
OCT	BW	AL		PM	MF	MF
NOV	BP	MH	BW			FS
DEC	PM	FS	MH	MF	PS	BW

7 TH SAMPLE	2009	2010	2011	2012	2013	2014
JAN	GQ	MH	MF	PS		FS
FEB	BW	BP	BP		MF	
MARCH	PS	FS		GQ	D	
APRIL	MH		PS	MH	AL	BP
MAY	FS	AL	D	MF	PS	PM
JUNE	D	PS	PM	FS		GQ
JULY	MF	GQ		D	BW	PS
AUG	AL		BW	PM	BP	AL
SEPT	BP	BW	AL		MH	MF
OCT		MF	FS	AL	GQ	MH
NOV	PM	D	GQ	BW	PM	BW
DEC		PM	MH	BP	FS	D

Table A-1, continued

8 TH SAMPLE	2009	2010	2011	2012	2013	2014
JAN	BW	PM	MH	MF	D	GQ
FEB	MF	FS	BW	AL	PM	D
MARCH	FS	AL	D		PS	FS
APRIL	BP	D		PM	BW	
MAY	AL	BP	MF	MH		MH
JUNE	PS			D	MF	BP
JULY	PM	PS	BP			BW
AUG	MH	MF	FS	BW	GQ	
SEPT		GQ	PS	FS	AL	PS
OCT	D	MH	GQ	BP	FS	PM
NOV		BW	AL	GQ	MH	MF
DEC	GQ		PM	PS	BP	AL

9 TH SAMPLE	2009	2010	2011	2012	2013	2014
JAN	FS	PS	BP		MF	BW
FEB	PM		MF	PS		
MARCH		D		FS	BW	MH
APRIL	GQ	GQ	D	BW	GQ	PM
MAY	MH	MH	GQ	BP	BP	PS
JUNE		PM	FS	AL	PS	D
JULY	D	AL	PM	MH	PM	AL
AUG	BP	BW	AL		MH	MF
SEPT	PS	MF	MH	PM		BP
OCT	MF	FS	PS	D	AL	
NOV	BW	BP		MF	FS	GQ
DEC	AL		BW	GQ	D	FS

10 TH SAMPLE	2009	2010	2011	2012	2013	2014
JAN	BP		D	GQ	FS	AL
FEB	MH	AL	GQ	BW		MF
MARCH	D		PM	PM	AL	
APRIL	PS	MF	BW	MF	BP	MH
MAY	BW	GQ	AL	AL	D	BP
JUNE	PM	MH	PS		BW	FS
JULY	GQ	D	FS		PS	PS
AUG	MF	PM	MH	BP	PM	
SEPT	AL	FS		MH	MF	BW
OCT		PS	BP	FS	PM	GQ
NOV		BW	MF	PS	GQ	D
DEC	FS	BP		D	MH	PM

APPENDIX B: FATHER PORTRAYALS

Table B-1: Chi Square Results for Recreational Dad

Father Role	2009-2011		2012-2014		X ²	df	P
	N	%	N	%			
Recreational	42	36.5%	73	63.5%	4.78	1	.029
Playing	40	38.1%	65	62%	2.50	1	.113
Outdoor	39	39%	61	61%	1.644 ^a	1	.200
Vacation	2	67%	1	33%	.639 ^a	1	.424

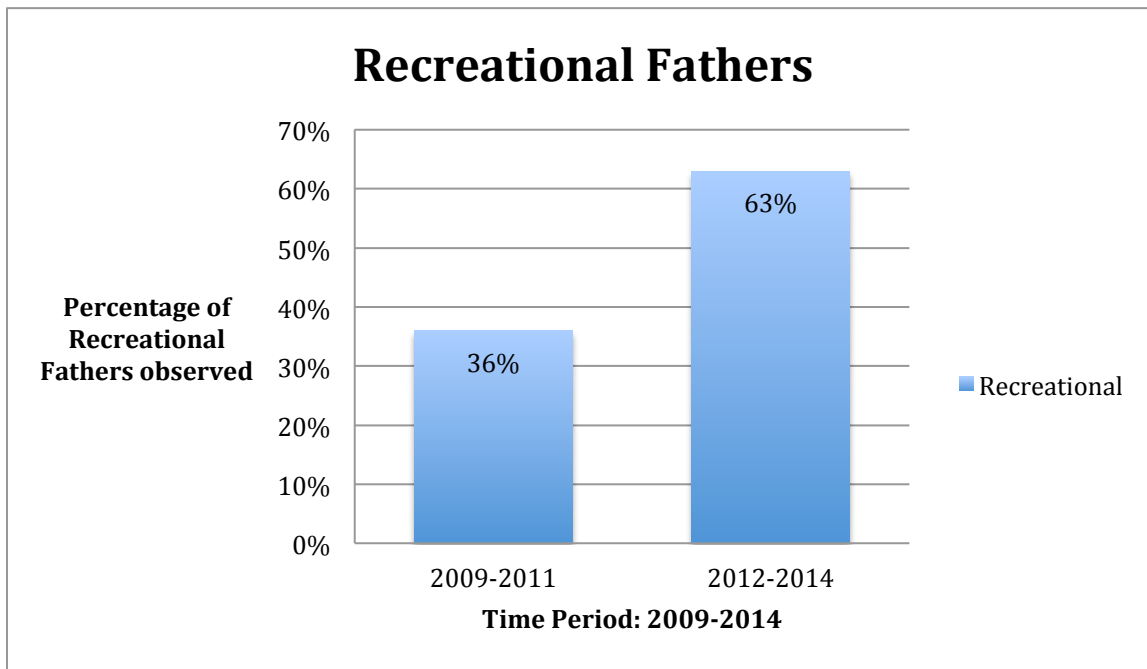


Figure B-1: Recreational Fathers Observed

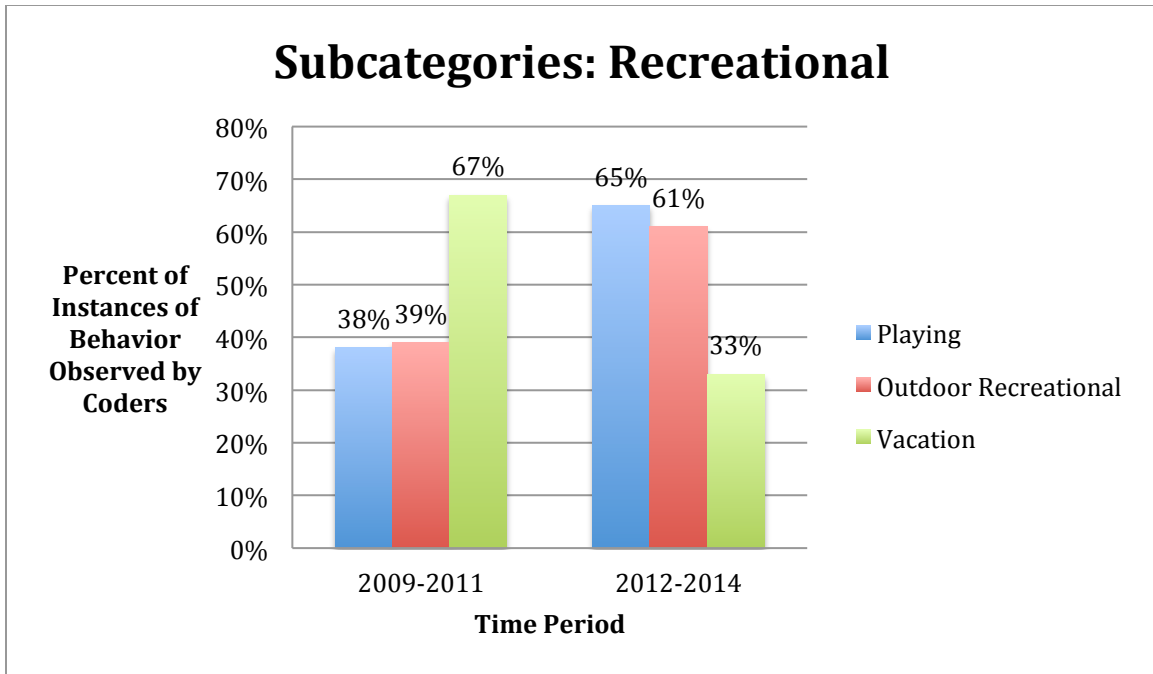


Figure B-2: Recreational Father Subcategories Observed Differences

Table B-2: Chi Square Results of Caregiving Dads

Father Role	2009-2011		2012-2014		X ²	df	P
	N	%	N	%			
Caregiver	58	53.2%	51	46.8%	6.87	1	.009
Consoling	53	52.5%	48	47.5%	5.11	1	.024
Feeding	2	66.7%	1	43.6%	.639	1	.424

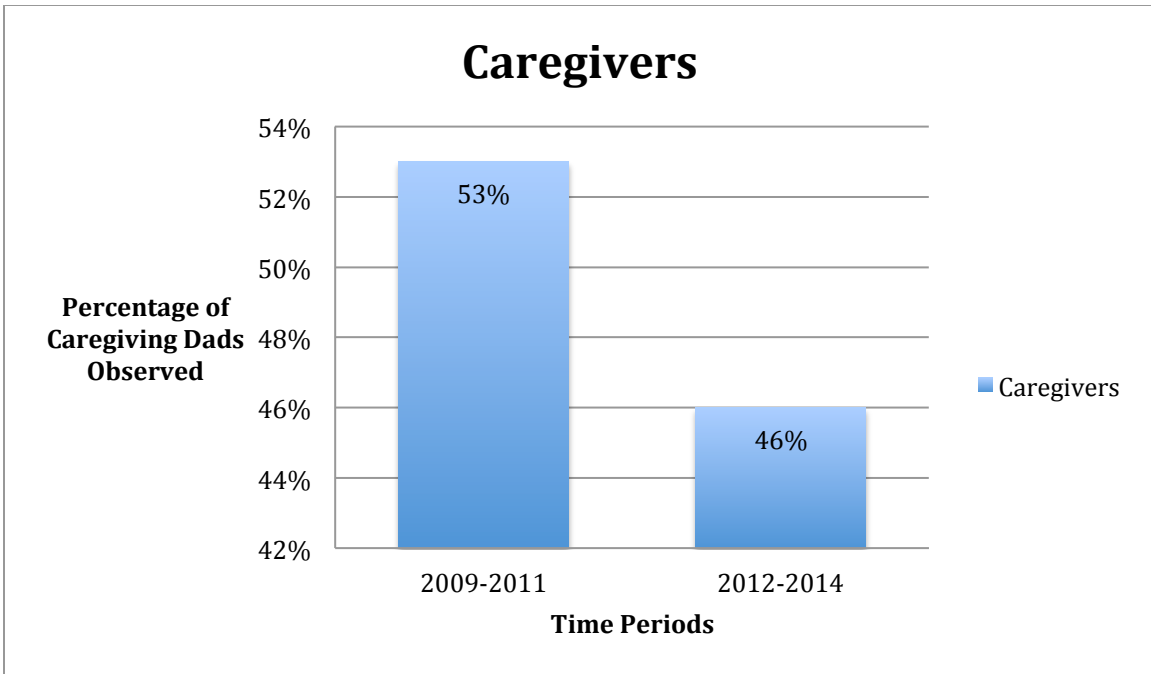


Figure B-3: The number of caregiving fathers decreased

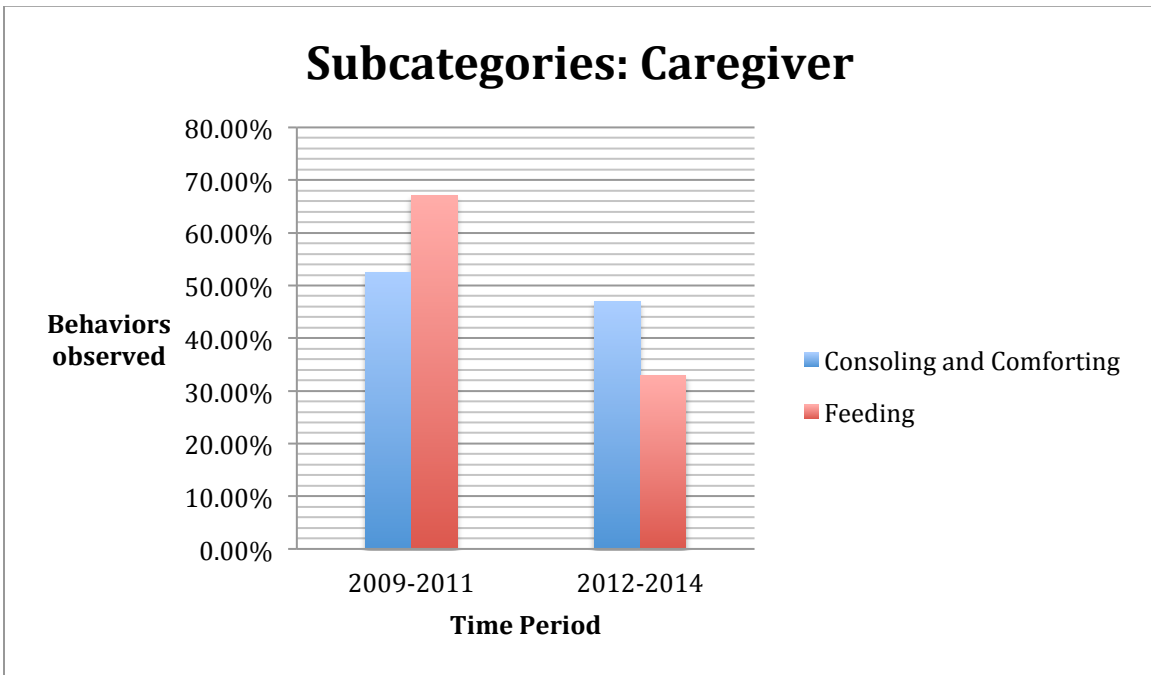


Figure B-4: Caregiver subcategories witnessed.

Table B-3: Chi Square Results of Wage-Earning Dads

Father Role	2009-2011		2012-2014		X ²	df	P
	N	%	N	%			
Wage-earner	8	36.4%	14	63.6%	0.56	1	.455
Father Working	4	66.7%	2	33.3%	.255	1	.409
Financial Planning	5	26.3%	14	73.7%	.108	1	.108

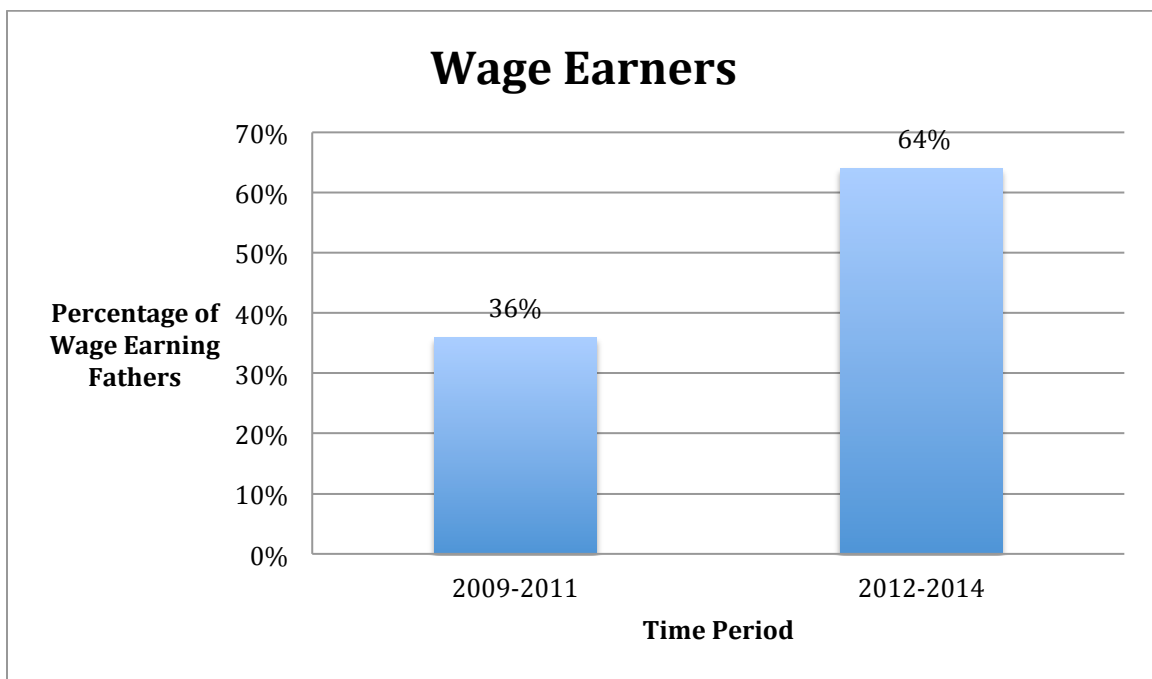


Figure B-5: Wage-earning fathers over the two-time periods

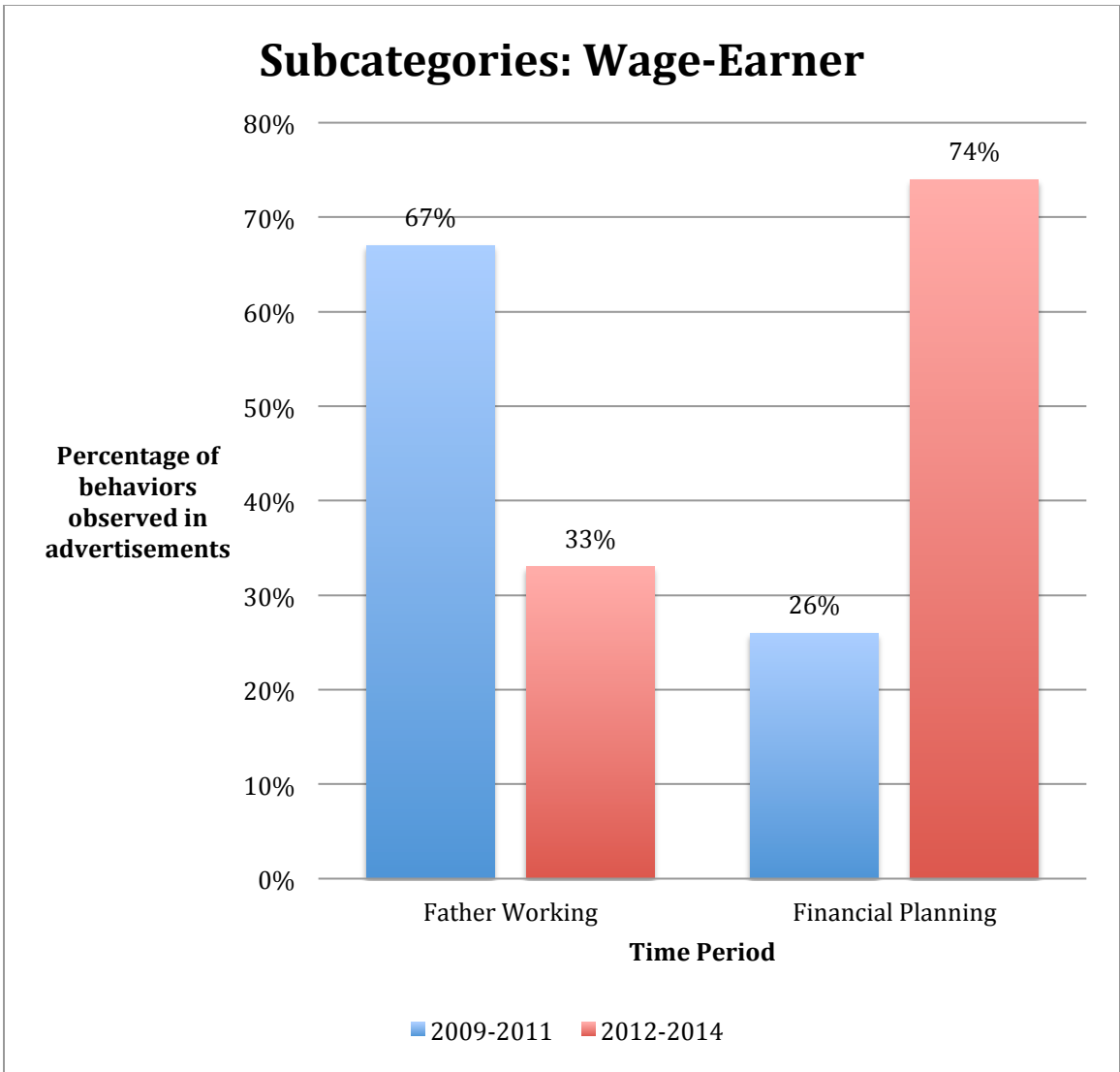


Figure B-6: Subcategories for Wage-Earner

Table B-4: Chi Square results for Competent Dads

	2009-2011		2012-2014		X ²	df	P
	N	%	N	%			
Competent	24	22.2%	42	77.8%	2.08	1	.149
Cleaning	5	22.7%	17	77.3%	4.399	1	.036
Assisting Spouse	18	46.2%	21	53.8%	0.95	1	.757
Cooking Meals	4	22.2%	14	77.8%	3.707	1	.054
Shopping	1	100%	0	0%	1.283	1	.257
Yardwork	0	0%	1	100%	.786	1	.375
Maintenance and Repair	8	28.6%	20	71.4%	3.015	1	.082

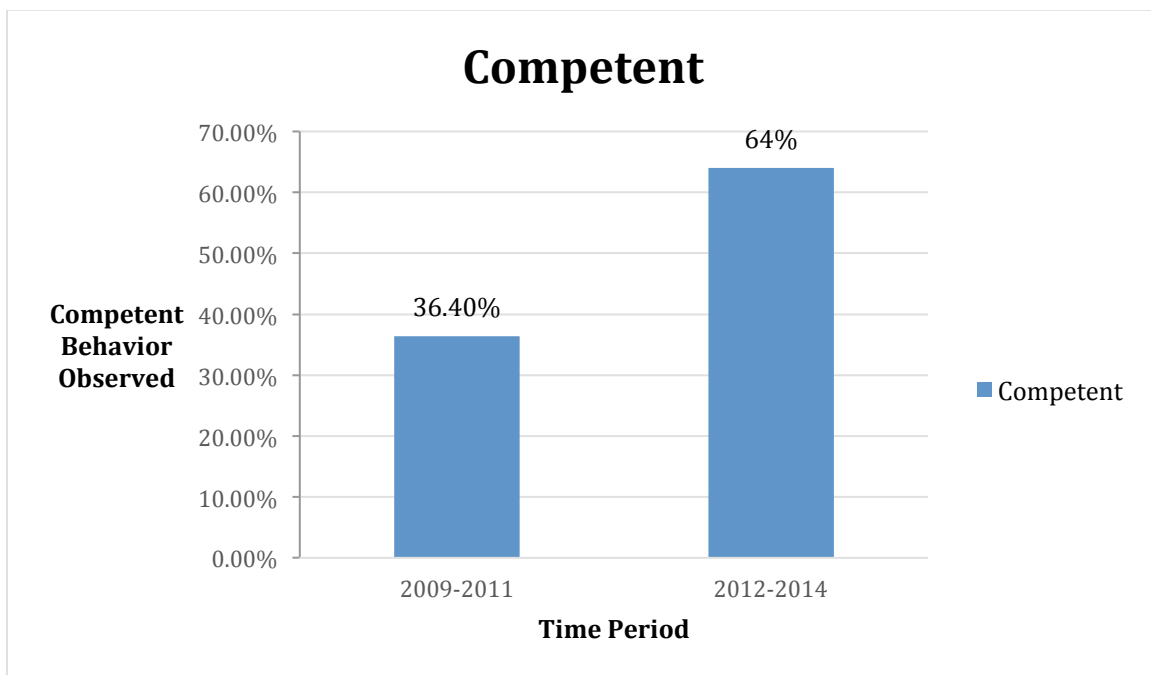


Figure B-7: Competence

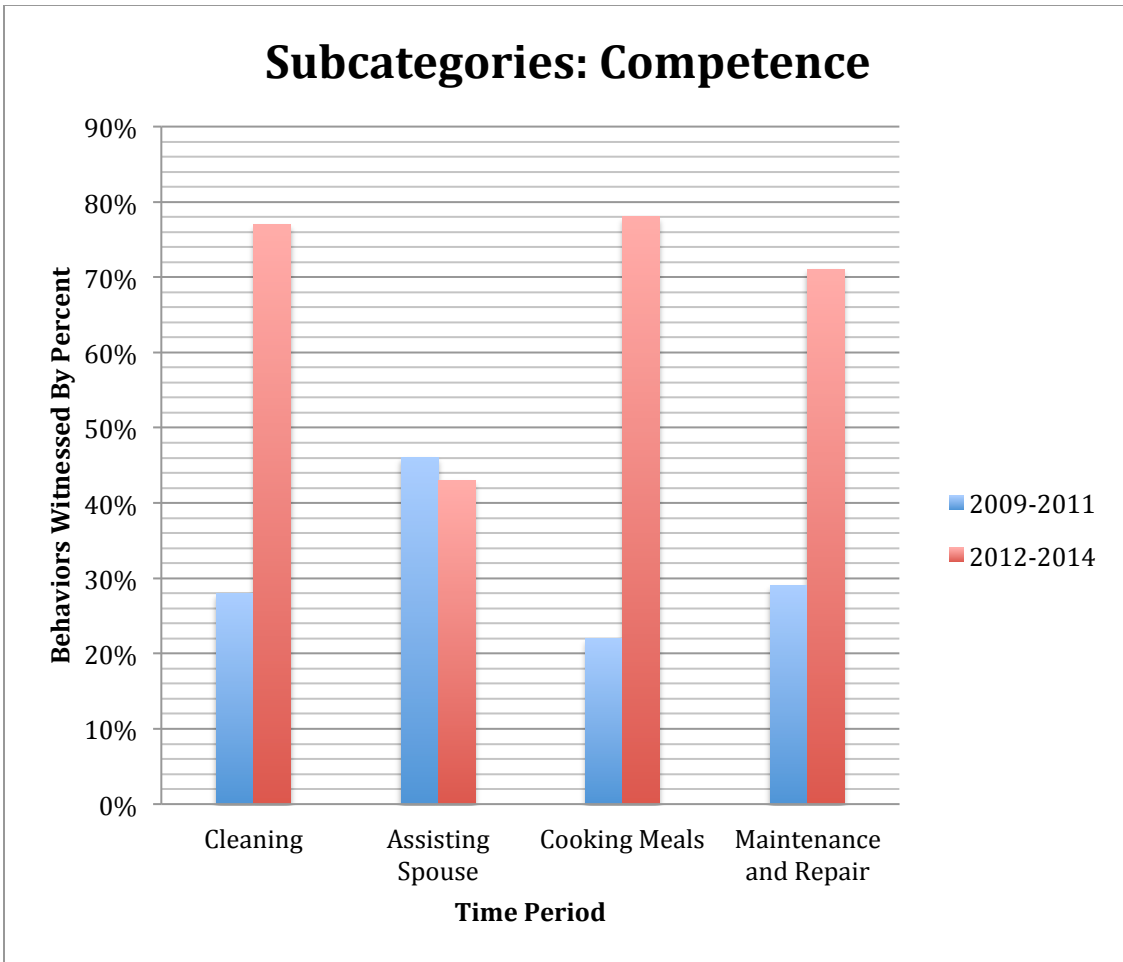


Figure B-8: Subcategories for competence.

APPENDIX C: FATHER SHOWN, MOTHER SHOWN, KIDS SHOWN

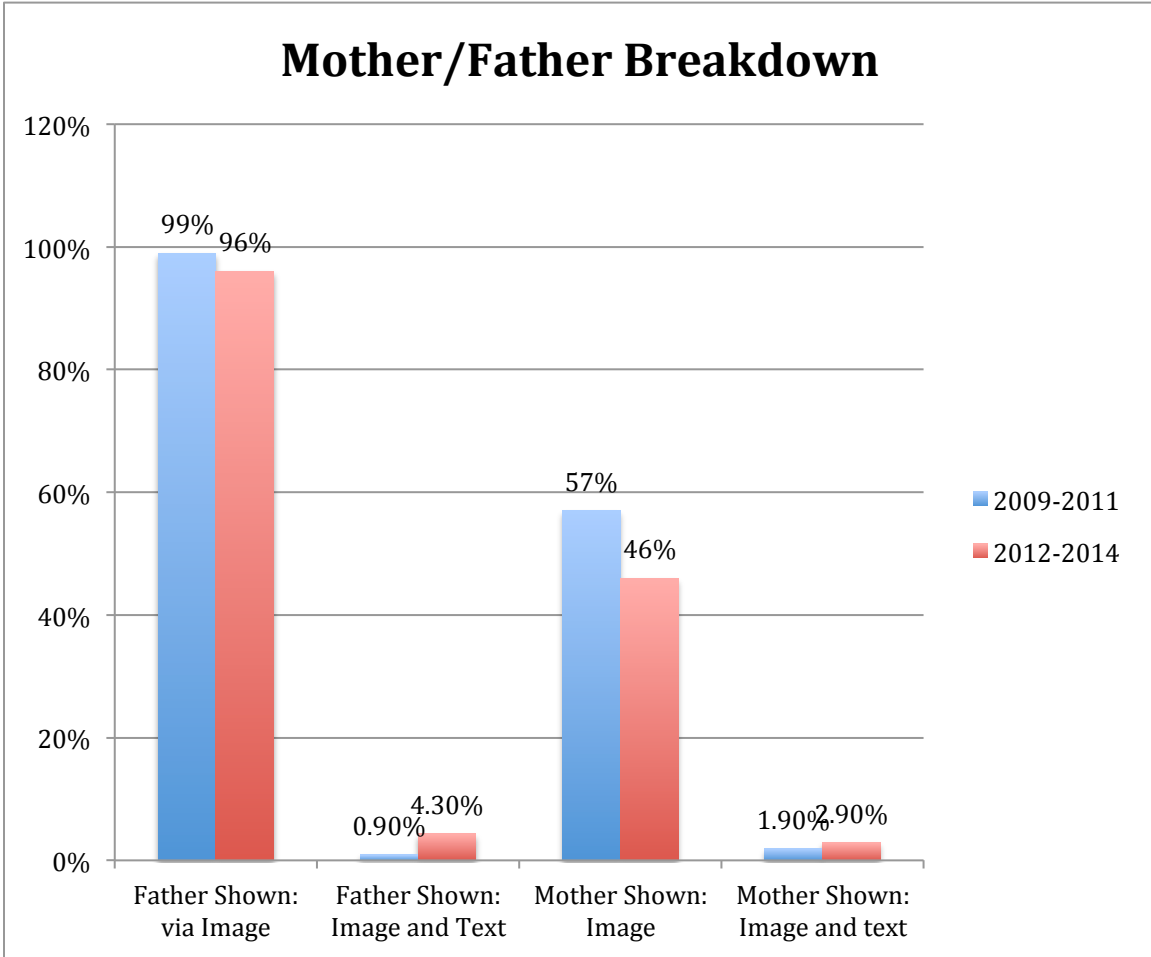


Figure C-1: Father and Mother Observations

APPENDIX D: MAGAZINE TYPES AND TITLES

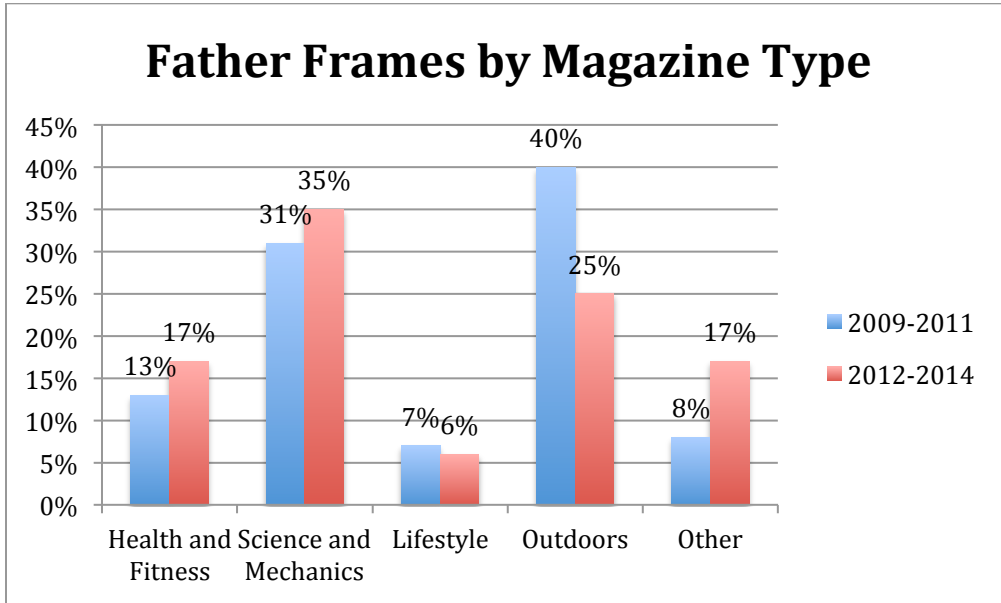


Figure D-1: Distribution of Father Frames by Magazine Type

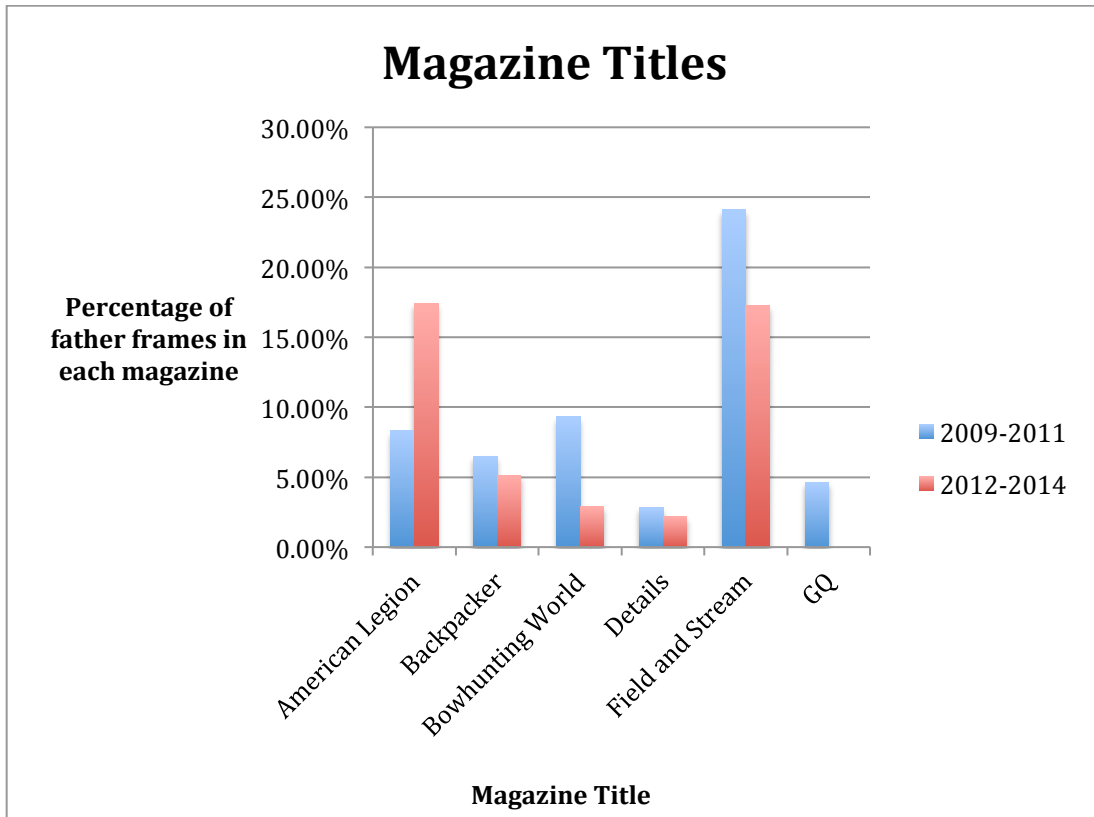


Figure D-2: Distribution of Father Frames by Magazine Title

APPENDIX E: CODE BOOK

Measurable Scoring Units:

The categories will be analyzed according to a nominal and will be reviewed to analyze both manifest content as well as latent content. The manifest content will be actual images and text of fathers. Manifest content will also be the type of portrayal/category the advertisement is trying to impose on the audience. The dependent variable of the study will be the father frames. The independent variable is the time period of the advertisement.

Directions:

The coder should fill out on his/her coding sheet the name of the magazine, the date of publication and/or issue number of the magazine and the page number of the advertisement. Following that, the coder is to write the name of the advertisement/organization shown, and code the advertisement size.

Father's Presence in Advertisement

The father in the advertisement must be present in order for the advertisement to be analyzed. The father must be present through images or through text.

To code: After reviewing the advertisement, code the correct answer on the coding sheet.

The father may be present through images, text, or both. If the father is not present in images or text, disregard the advertisement. If more than one father is present, each will be coded.

Mother Present

The mother may be present via images or text in the advertisement. She will likely not be seen much in advertisements with breadwinning fathers.

To code: If the mother is mentioned or seen through images in text, code the correct input on the coding sheet: (images, text, both, neither).

Children Present

Children must be present for the father depiction in the advertisement to fall under the caregiving or recreation categories. Children need not be present to be coded in the breadwinning category but must be mentioned by text.

To code: If the children are mentioned or seen through images and text, code the correct input on the coding sheet: (images, text, both).

Father Category

The “frame” of the father is the role conceived by the advertisement’s creators; this is the predominant role the father plays in the advertisement. While there may be multiple depictions of fathers in the advertisements or multiple depictions of the same father, he will fall into one of the referenced categories, which are determined by his behaviors through image and framing.

Caregiver

A father who is a caregiver will be visibly engaged or referred through text consoling or comforting children visibly, performing tasks and duties relevant to the child’s immediate welfare and future welfare, changing diapers, punishing badly behaved children, solving children’s problems, assisting with schoolwork, showing or portraying responsibility for feeding, clothing, or directly caring for the child.

To code: If the father is displaying caregiving characteristics in the advertisement through text or imagery, the coder will code each characteristic and behavior displayed with a “yes” or a “no” in the appropriate section.

Wage-Earner

A wage-earner is a father working at a job or career, thinking about or considering financial status of family, or pursuing wealth. If the text implies the father is working for a future at home, he need not be shown with his children. Children may be physically present but it will be an unlikely scenario where the children are visiting with the father or are portrayed as being in the father's thoughts.

To code: If the father is displaying wage-earning characteristics in the advertisement through text or imagery, the coder will code each characteristic and behavior displayed with a "yes" or a "no." in the appropriate section.

Recreational

A father witnessed through text or visibly portrayed as engaged in leisure or adventure activities with children. They will be seen in a buddy-type atmosphere. These fathers are seen physically playing with their children, monitoring playing children, reading recreational books to children, involved in outdoor recreational activities such as hunting and fishing, taking children to movies and other recreational events, and planning and participating in family vacations. Children must be present.

To code: If the father is displaying recreational characteristics in the advertisement through text or imagery, the coder will code each characteristic and behavior displayed with a "yes" or a "no." in the appropriate section.

Competent fathers

Competent fathers are witnessed with images or with text doing housework, cooking, cleaning, shopping for the home and family, doing laundry, yard work and

home repair. They will be seen as doing these without difficulty and without guidance or assistance from mothers.

To code: If the fathers are viewed performing tasks competently, the coder will code their performances of these tasks as “competent.” If the fathers are not viewed performing tasks competently, they are coded as “not competent.”

Coding sheet:

For each issue of each magazine, advertisements in page order will be coded for the analyses.

Codes

1. Name of Magazine _____
2. Date of Publication/Issue Number _____
3. Page Number _____
4. Ad/organization shown _____
5. Father “presence” in the advertisement as an image or thru text?
(Image/text/both)
6. Wife mentioned via image/text (image/text/both/no)
7. Kids mentioned thru image/text (image/text/both)
8. Father’s category
 - (1) As a care-giver
 - a. Consoling/comforting distressed child (yes/no)
 - b. Feeding children (yes/no)
 - c. Taking care of child’s health/welfare (yes/no)
 - d. Punishing badly behaved children (yes/no)

- e. Helping children with homework (yes/no)
 - f. Clothing children (yes/no)
 - g. Other
- (2) As a wage-earner/economic provider
- a. Father working (yes/no)
 - b. Father doing financial planning for families future (yes/no)
- (3) As a recreational father
- a. Playing with children physically (yes/no)
 - b. Monitoring playing children (yes/no)
 - c. Reading books to children (yes/no)
 - d. Outdoor recreational activities (yes/no)
 - e. Taking children to events/recreational places (yes/no)
 - f. Family vacations (yes/no)

9. Father as Competent

- (1) Maintenance and repair (competent, incompetent, not competent)
- (2) Cooking meals (competent/incompetent/not competent)
- (3) Cleaning (competent/incompetent/not competent)
- (4) Shopping for household supplies/food (competent/incompetent/not competent)
- (5) Yard work (competent/incompetent/not competent)
- (6) Assists spouse (competent/incompetent/not competent)

VITA

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