APPARENT
International and national studies of norms and gender division of work at the life course transition to parenthood [263651]
Changing forms of parenthood

• Puzzle:
  • Couples start egalitarian, but traditionalize in dividing paid and unpaid work over time - especially after the birth of the 1. child (Grunow et al. 2007; Bühlman et al. 2010; Menz 2011; Grunow 2013a; Grunow 2013b; Dechant/Schulz 2014)

• New forms of parenthood emerging:
  • Intensive Motherhood (Hays 1996)
  • New Momism (Douglas/Michaels, 2004)
  • Helicopter Parenting (Lareau, 2003)
  • New Fathers (Hobson and Morgan, 2002)

→ All Forms of intensive parenting (Faircloth 2014)
Changing forms of parenthood

- Intensive parenting is …
  - … important ‘cultural script’ or ‘ideal’
  - … it emerged ‘from below’, from parents themselves as a product of cultural developments and influences at the level of expertise, policy and intergenerational transmission (Faircloth 2014)

→ Gap: Role of media – especially newspaper articles as part of everyday life, available to everybody at all times
Literature review: Parents in media

- Little research on how parents, mothers and fathers are depicted in newspaper media
- Research focuses often on ‘deviant’ parents
  - Older mothers (Shaw/Giles 2009; also Budds et al. 2012)
  - Incarcerated parents (Umamaheswar 2013)
  - Infanticide (Barnett 2006, Nikunen 2006)
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- Usually small number of articles because of qualitative analysis for highly specific research questions
- Mostly focuses on special issues
  → creates potential bias
Why does the project matter?

- Media and reality:
  - Media mirrors and constitutes a version of reality (Budds et al. 2012)
  - Media discourse documents contemporary understanding within a culture
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- Media and influence:
  - Discourses help to understand and respond to a phenomenon
  - Ressource for parents to shape their image of what a good parent is, how a mother or father should behave (Francis-Connolly 2003)
  - Newspapers in the ‘quality press’ group aim at being a source of trustworthy information (Jallinoja 2005)
Guiding Questions

- RQ: What does the discourse about parenthood, motherhood and fatherhood in newspaper media looks like? What are prevailing topics in newspaper articles about parenthood, motherhood and fatherhood?
Data preparation and method
Preparing the data

“Most content analyses start with data that are not intended to be analyzed to answer specific research questions.” (Krippendorff 2004: 30).

• Sample
  • Süddeutsche Zeitung
    • High quality
    • High circulation
    • Nationwide available
    • Position: Center-left
  • Articles from January 1994 until December 2015
  • Strategy of relevance sampling (Krippendorff 2004)
  • Articles on topics about motherhood, fatherhood and parenthood
  • Access through Nexis
Preparation of the data

Too many articles for a content analysis by hand...

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<td>19214</td>
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</table>

Sum: 269478
Method

- **Text Mining**
  - Computer based methods to help structure big numbers of text through automated or semi-automated methods
  - Extract information from (unstructured) data (Heyer 2006)

- Frequency counts
- Co-occurrence-Analysis
First Findings
Change of discourse

Articles on parenthood as share of total number of articles in SZ

Estimated number of overall number of Articles 1994-2015
Count of Articles on parenthood 1994-2015 (Sample)
Change of discourse

Articles on parenthood as share of total number of articles in SZ

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- Count of Articles on parenthood 1994-2015 (Sample)
Change of discourse

Articles on parenthood as share of total number of articles in SZ
Change of discourse

Articles on parenthood as share of total number of articles in SZ
Change of Language

- Wordsize and colour correlate

1994

2015

Freqent

Rare
Change of Topics: Co-Occurences

Co-Occurrence for 'parents' 1994
Change of Topics: Co-Occurences

Co-Occurrence for 'parents' 1994
Change of Topics: Co-Occurences

Co-Occurrence for 'parents' 2007
Change of Topics: Co-Occurences

Co-Occurrence for 'parents' 2007
Limitations/Conclusion

- Analysis only scratches surface, need for deeper analysis in future
- What vs. why

- Very slight rise in the discourse on 'parenthood'
- Change in words: Using 'parents' instead of 'mother' and 'father'
- Co-occurrences show topics like 'school' and 'family' stay over time, but new topics emerge
Next Steps

- Split up articles for mothers, fathers and parents to analyze separately
- More dynamic approaches
- Topic modeling
- Supervised machine learning
THANK YOU FOR YOUR ATTENTION!
References


