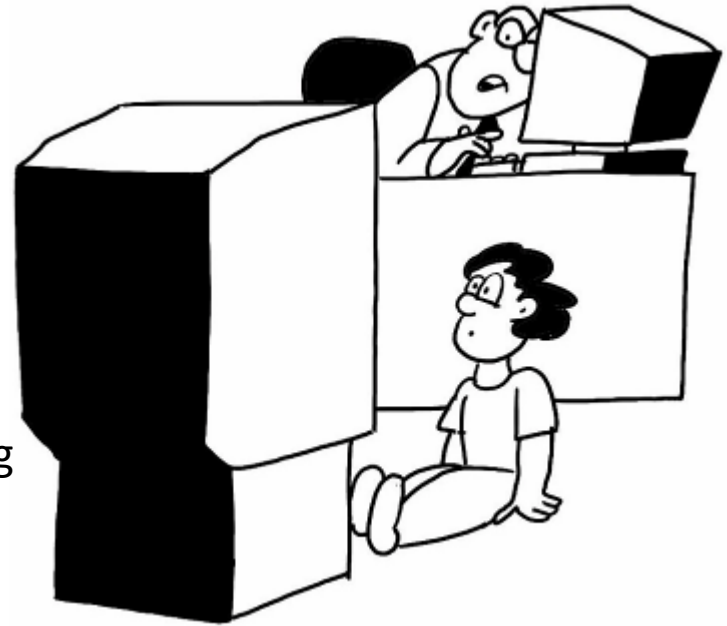


How Big is Television in the lives of Children

- On average, kids spend nearly 4 hours a day watching television, DVDs and videos
- 68% of 8- to 18-year-olds have a TV in their bedroom; 54% have a DVD/VCR player, 37% have cable/satellite TV, and 20% have premium channels
- In 63% of households, the TV is "usually" on during meals
- In 53% of households of 7th- to 12th-graders, there are no rules about TV watching
- In 51% of households, the TV is on "most" of the time
- Kids with a TV in their bedroom spend an average of almost 1.5 hours more per day watching TV than kids without a TV in the bedroom.



<http://www.med.umich.edu/1libr/yourchild/tv.htm>

Media Influences on Children

Let's Look at What They See!

- Children learn to accept the stereotypes represented on television. After all, they see them over and over.
- A review of the research on gender bias shows that the gender-biased and gender-stereotyped behaviors and attitudes that kids see on television do affect how they see male and female roles in our society.
- In 1990's commercials, white men more often were depicted as strong, while white women were shown as sex objects. African American men more often were portrayed as aggressive, and African American women, as inconsequential
- In G-movies, characters of color are under-represented, and are usually shown as sidekicks, comic relief, or bad guys. Male characters of color are more aggressive and isolated

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Fathers In the Media

“The fundamental problem in fatherhood is not images like Homer Simpson, but that we simply don’t know enough about men as parents.”

Kerry Daly, University of Guelph

“Although TV fathers are unrealistic my dad is more like Homer Simpson trying to understand me even if we are worlds apart and I love the fact that he tries.
-12 year old female



SOCIETIAL VIEWS OF FATHERHOOD



WHAT DO THESE THREE PICTURES HAVE IN COMMON?



Participant Survey

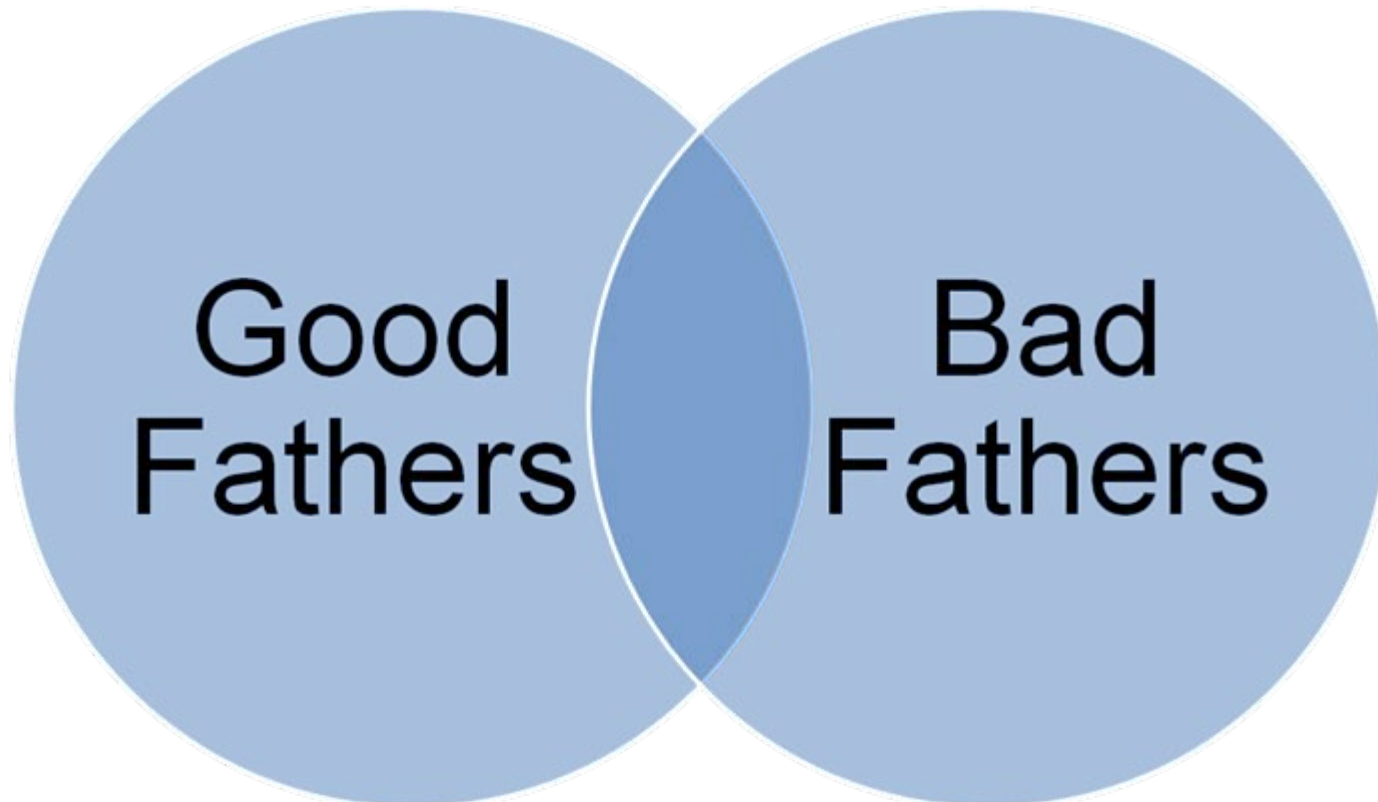


In order to select topics for discussion in this course, it will be helpful for the instructor(s) to know which television shows and movies the participant are familiar with.

<u>Title</u>	<u>Very Familiar</u>	<u>Somewhat Familiar</u>	<u>Not familiar</u>
The Bernie Mac Show			
The Cosby Show			
Everybody Loves Raymond			
Everybody Hates Chris			
Family Guy			
The Fresh Prince of Bel-Air			
Home Improvement			
Malcolm in the Middle			
The Simpsons			
Two and a Half Men			

Sample Activity

Participants will better understand their definition of fatherhood by listing and comparing the characteristics of “positive (good) father role models” and “negative (bad) father role models”.



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