



THE RISE OF THE DADDY-BLOGGER: PARENTING AND GENDERED BINARIES OF CARE

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2 PARENTING AND SOCIAL MEDIA

- Social media platforms as sources of information
- Social media as 'displays' of good parenting
- Links to intensive parenting ideologies
- 'Sharenting' discourses
- Gendered binaries of care

3 GENDERED BINARIES OF CARE

- Present day: Emerging discourses of 'new', 'active' and 'involved' fatherhood.
- Discrepancy between 'involved', 'active' father discourses and men's actual movements.
- Societal/cultural constraints on fatherhood (e.g. Wall & Arnold, 2007).
- 'Intimate' not 'involved' fatherhood (Dermott, 2003, 2008).
- Father as provider discourse deeply entrenched. (Dienhart, 1998). Motherhood easier to define (Lupton & Barclay, 1997).



4 FROM 'FECKLESS FATHERS'

- Negative portrayals of dads in the media.
- Seen as: 'part-time', 'bumbling assistants', 'baby entertainers' (Sunderland, 2004).
- Mother-centric focus of parenting advice (Sunderland, 2006).
- 'Hyper-maternalised' culture
- Language of fatherhood is often a language of rights (fathers4justice), etc.



5 TO DYNAMIC 'SUPERDADS'

- Societal expectations of parenting, motherhood and fatherhood.
- Pressures of 'intensive' parenthood.
- [Gillette advert](#) 'The best a man can get'.
- Policy 'realities' of parenting.

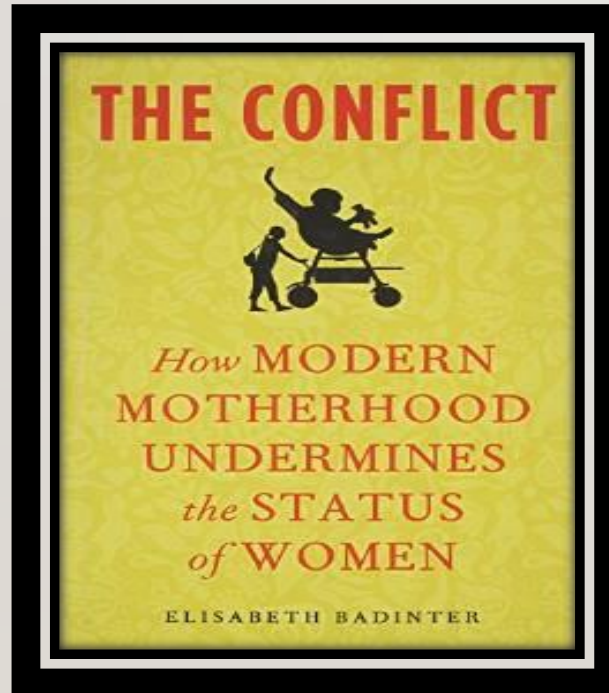
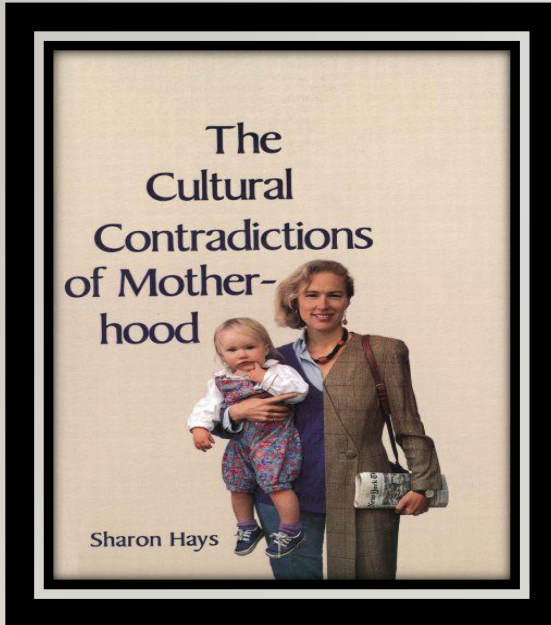


6 INVOLVED FATHERS IN THE UK

- Rise of SAHDs and 'shared parental leave'
- Paternity leave came into UK 2003 (2 weeks paid leave post-birth)
- Shared parental leave (Children & Families Act 2014)
- IPPR report (2013): 1/3 working mums are breadwinner – number of SAHMs decreasing, SAHDS increasing (1/10?).



7 CONTEMPORARY PARENTING (MOTHERING) IDEOLOGY



- 'Intensive', 'overzealous', 'total', 'extensive'
- Self-sacrificial
- Child-centred
- Displays of 'good motherhood'
- Mummy-bloggers and 'sharenting' (e.g. Humblebrag).

8 FATHERHOOD AND SOCIAL MEDIA

- Number of hashtags related to gendered caring practices
- Increase in prominence of dads
- #dadsdontbabysit
- [@DadsDontBabysit](#)
- “Completely clueless. Not too proud to admit it. This is what parenting, while trying to “grow up” yourself, looks like.”
- Rise of daddy bloggers



9 DADDY BLOGS

- Often delivered in humorous tones
- 'Daddy status' made explicit
- Often some product involved – market for daddy bloggers
- As with SAHD and involved dads, blogging as 'work' – not just childcare
- Play with gendered expectations of childcare but still nod to fathering identities and masculine norms

10 FINAL COMMENTS

- Rise of daddy blogs alongside societal move to involved fatherhood
- But blogs are often humorous, have a nod to hegemonic masculine ideals
- Daddy blogging as a career option?
- Locating within contemporary parenting culture
- Intersectionality? Compare with SAHDs



|| THANK YOU

**KEEP
CALM
AND
CARRY ON
PARENTING**