

## TO EACH THEIR OWN: A CONTENT ANALYSIS OF PARENTING ON TELEVISION SITCOMS AND TEEN SHOWS (1994-2017)

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While some studies have examined different types of parental advice and their impacts on children in the real world, there have been very few studies of the portrayals of parents and parenting behaviors in the popular media (despite strong evidence that television and other media often provide role models and social scripts for behaviors such as these). The current study is a descriptive longitudinal content analysis of 110 episodes from 60 different television shows, including both situation comedies and teen shows. These shows were taken from the archive of the Center for Research on the Effects of Television (CRETV) at Ithaca College. Shows were chosen from the years 1994-1997, 2004-2007, and 2014-2017, with a particular focus on selecting programs portraying families of color (especially in sitcoms) as well as white families. Parents included step-parents, adoptive parents and others in a caregiver role (e.g., grandparents, nannies) over the age of 18; children had to be 18 or younger. Coding was conducted by five coders working in pairs using a round robin format. Results showed that parent-child interactions did not differ much by race/ethnicity, and was often shown in a humorous context with a laugh track. While most parenting portrayals involved providing support/reassurance and discipline, but parents often opted out of acting in a parental role in situations where advice and discipline would be expected, or engaged in inappropriate behaviors like offering bribes or enticing bad behavior.