

## **APPENDIX A**

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### **EXAMPLE OF PAMPHLET ABOUT THE STUDY**

## 'EXPECTANT FATHERS'

Is your partner pregnant?



We are looking for 'expectant fathers' (fathers-to-be) living in Gauteng to be involved in an exciting new research project.



The University of Pretoria is conducting research on the use of television for providing guidance to expectant fathers.

PLEASE PHONE, SMS OR EMAIL  
your name and telephone number to  
Chiara Hinckley 083 273 2519  
or email [hinks@localfreight.co.za](mailto:hinks@localfreight.co.za)

AND I WILL CALL YOU BACK!



PLEASE RESPOND NOW!

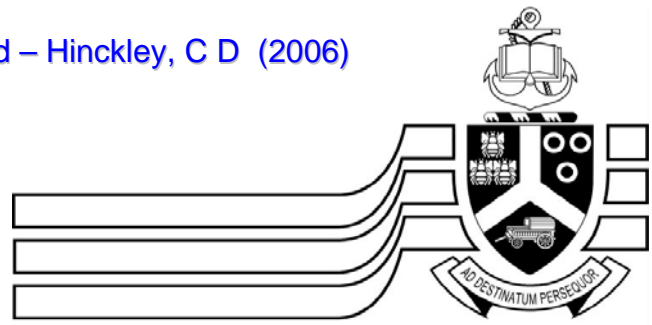
(Only involves answering a few questions)



**APPENDIX B**

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**EXAMPLE OF THE LETTER OF CONSENT AND DECLARATION  
FOR THE INDIVIDUAL INTERVIEWS**



## University of Pretoria

Department of Educational Psychology

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Email: [ronel.ferreira@up.ac.za](mailto:ronel.ferreira@up.ac.za)

Web: [www.up.ac.za](http://www.up.ac.za)

Dear Sir,

Thank you for participating in the telephone survey (first phase of the study). I now invite you to participate in an individual interview (second phase of the study). The following information regarding the study is provided in order for you to decide if you would like to take part or not.

The study is being undertaken by myself (Chiara Hinckley), a masters student in Educational Psychology at the University of Pretoria. For the purpose of the study, I am conducting research with expectant fathers in order to explore the possible use of television for providing guidance to expectant fathers. The goal of the research is to explore and describe the feasibility of television as a medium for providing parent guidance to expectant fathers. The data collection strategies include a telephone questionnaire (phase one) and an individual interview (phase two).

Please note that your participation is voluntary and that you may withdraw from the study at any time. All your responses will remain confidential, as well as anonymous. No human rights will be violated during the study. If you would like to participate in the study please complete the declaration below. If you have any queries, before, during or after the study, you are welcome to contact either Mrs Ronél Ferreira (my Supervisor) or myself.

Thank you

Mrs Chiara Hinckley  
083 273 2519

Mrs Ronél Ferreira  
Supervisor  
083 258 7747

Prof JG Maree  
Co-Supervisor

## DECLARATION

I have read the above and understand what the purpose of the study is, as well as the activities that I will be involved in. I understand that my participation is voluntary and that I may withdraw from the process at any time. I understand that all information will be dealt with confidentially and that my identity will remain anonymous. I hereby confirm that I am willing to participate in the study. I undertake to direct any queries to the researcher or the supervisor.

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Signature of Participant

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Date

**APPENDIX C**

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**RESEARCH PROGRAMME**

## RESEARCH PROGRAMME

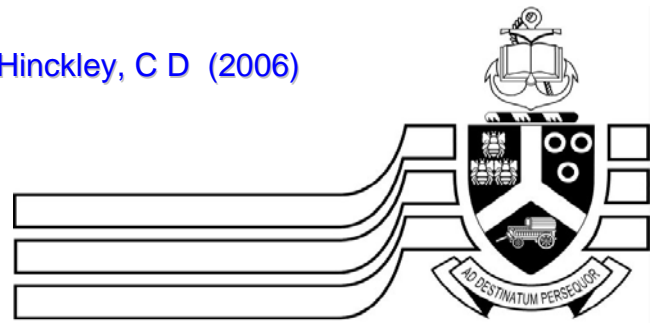
DATE	RESEARCH ACTIVITY
June – Nov 2004	Awareness of research problem/ /identification of research questions.
Dec – Jan 2005	<p>Consultation with Supervisors regarding research problem and goals of the study.</p> <p>Reading of relevant literature and research projects.</p>
Feb 2005	Presentation (Defense) of research proposal and approval of research proposal by the Department of Educational Psychology.
March – April 2005	<p>Consultation sessions with various television broadcasters, program developers and Statistics Department.</p> <p>Broadcast of initial advertisement of research topic- SABC 2 Family Years.</p>
May 2005	<p>Handed in research project ethical document to the Ethical Committee, Faculty of Education, University of Pretoria.</p> <p>Preparation, planning and design of telephone questionnaire for Survey Design. Design and distribution of pamphlets about research project inviting participants volunteer involvement.</p> <p>Consultation with Supervisor, Co-Supervisor and Statistics Department regarding finalisation of telephone questionnaire and approval of pamphlets.</p>
June 2005	<p>Phase 1 - Conducted 65 telephone questionnaires with participants after initial contact. Coding and analysis of themes.</p> <p>Consultation with Supervisors regarding interview schedule for individual interviews.</p>
July 2005	<p>Received data of telephone questionnaire results processed by Statistics Department.</p> <p>Phase 2 – Conducted 4 individual interviews with selected participants. Transcription and analysis of themes.</p>
August 2005	<p>Consultation with Supervisor and Co-Supervisor regarding findings and correlation of the data.</p> <p>First draft attempt.</p>
October 2005	Finalisation and handing in of research project.

**APPENDIX D**

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**TELEPHONE QUESTIONNAIRE**





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## **TELEPHONE QUESTIONNAIRE FOR EXPECTANT FATHERS**

THANK YOU FOR BEING WILLING TO COMPLETE THIS QUESTIONNAIRE.

The purpose of this questionnaire is to explore the use of television for providing guidance to expectant fathers.

It is important that you answer all the questions as honestly as possible.

Your answers to this questionnaire will be treated confidentially.

# TELEPHONE QUESTIONNAIRE FOR EXPECTANT FATHERS

This questionnaire aims to explore the possible use of television for providing guidance to expectant fathers. *Please answer all questions accurately and honestly by circling (O) a number in a shaded box or by writing your answer in the shaded space provided.* The information will be treated confidentially.

Respondent

V1   1

Date of researcher's initial contact with participant

V2 


 3

## Question 1

How did you find out about the study? (Did you read about it, or hear about it from a clinic, Doctor or friend?)

V3   9

## Question 2

Do you live in Gauteng?

Yes	<b>1</b>
No	<b>2</b>

V4  11

## Question 3

Are you an expectant father?

Yes	<b>1</b>
No	<b>2</b>

V5  12

If your answer to **Question 3** is "**No**", then **stop** here. If "**Yes**", continue with the rest of the questionnaire.

**Question 4**

Do you have children?

Yes	<b>1</b>
No	<b>2</b>

V6  13

If your answer to **Question 4** is “**Yes**”, how many children do you have?

V7   14

**Question 5**

Do you have access to a television?

Yes	<b>1</b>
No	<b>2</b>

V8  16

**Question 6**

How old are you at present?

V9   17

**Question 7**

What ethnic group do you belong to?

Asian	<b>1</b>
Black	<b>2</b>
Coloured	<b>3</b>
White	<b>4</b>

V10  19

**Question 8**

What is your current marital status?

Married	<b>1</b>
Separated	<b>2</b>
Divorced	<b>3</b>
Living together	<b>4</b>
Never been married	<b>5</b>

V11  20

**Question 9**

What is your current work status?

Employed	<b>1</b>
Unemployed	<b>2</b>

V12  21

**Question 10**

Do you think there is a need for providing guidance to expectant fathers?

Yes	<b>1</b>
No	<b>2</b>

V13  22

If your answer to **Question 10** is “Yes”, .....

What type of information should be provided?


V14   23

V15   25

V16   27

**Question 11**

What form of media do you regard as **most** suitable for providing guidance to expectant fathers?

Books	<b>1</b>
Internet	<b>2</b>
Magazines	<b>3</b>
Newspapers	<b>4</b>
Radio	<b>5</b>
Television	<b>6</b>
Professionals	<b>7</b>
Other: (Please specify)	

V17   29

**Question 12**

What are your views on the use of television for providing guidance to expectant fathers?


V18   31

V19   33

V20   35

**Question 13**

Which would be the **most** suitable day of the week to broadcast a television programme, which provides guidance for expectant fathers?

Monday	<b>1</b>
Tuesday	<b>2</b>
Wednesday	<b>3</b>
Thursday	<b>4</b>
Friday	<b>5</b>
Saturday	<b>6</b>
Sunday	<b>7</b>

V21  37

V22  38

V23  39

V24  40

V25  41

V26  42

V27  43

**Question 14**

What time of the day (as indicated in **Question 13**) would be **most** suitable for you to watch a television programme for expectant fathers?

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V28   :  44

**Question 15**

How long should such a television programme be?

30 minutes	<b>1</b>
60 minutes	<b>2</b>
Longer than 60 minutes: (Please specify)	

V29  49

**Question 16**

Which mode of presentation would be **most** suitable for providing expectant fathers with information via television?

Documentary	<b>1</b>
Magazine programme	<b>2</b>
Interactive talk show	<b>3</b>
Educational programme	<b>4</b>
Quiz or game show	<b>5</b>
Other: (Please specify)	

V30   50

**Question 17**

On average, how many **hours per day** do you spend watching television?

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V31   52

**Question 18**

On which days do you watch television?

Monday	<b>1</b>
Tuesday	<b>2</b>
Wednesday	<b>3</b>
Thursday	<b>4</b>
Friday	<b>5</b>
Saturday	<b>6</b>
Sunday	<b>7</b>

V32  54  
 V33  55  
 V34  56  
 V35  57  
 V36  58  
 V37  59  
 V38  60

**Question 19**

How far along is your partner's pregnancy?

First trimester (month 1 – 3)	<b>1</b>
Second trimester (month 4 – 6)	<b>2</b>
Third trimester (month 7 – 9)	<b>3</b>

V39  61

**Question 20**

As an expectant father, what are **your greatest** needs at present?


V40   62

V41   64

V42   66

**Question 21**

In your opinion, what are the **greatest** needs of the **mother** of your baby at present?


V43   68

V44   70

V45   72

**Question 22**

What skills would you like to acquire as an expectant father?


V46   74

V47   76

V48   78

**Question 23**

Would you be available to participate in a face-to-face interview at a later stage, to discuss and elaborate on your answers?

Yes	<b>1</b>
No	<b>2</b>

V49  80

**Question 24**

Is there anything else that you would like to add?


V50   81

V51   83

V52   85

**THANK YOU FOR YOUR PARTICIPATION IN THIS STUDY!**



**APPENDIX E**

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**INTERVIEW SCHEDULE FOR INDIVIDUAL INTERVIEWS**

## **SEMI-STRUCTURED INDIVIDUAL INTERVIEWS (FACE-TO-FACE)**

- Thank you so much for being willing to participate in the study. Since our last discussion, which was the telephone questionnaire, is there anything that you have perhaps thought of that you would like to add? Have you perhaps thought of any other information that you think might be important to add or you that thought of after I spoke to you?
- In the telephone questionnaire I referred to a question regarding the form of media you regard as the most suitable for providing guidance to expectant fathers. You responded that television would be the most suitable. Can you please provide a reason for your choice and elaborate on your views regarding the use of television?
- How do you see television being implemented to provide guidance to expectant fathers?
- How should the content for a television programme be presented? Can you please elaborate/explain further? Anything more specific that should be included with regard to the presentation/format of the programme?
- In your opinion, what would be the most successful way to advertise/inform expectant fathers about such a programme? How could this be done?
- Is there anything that you would like to add regarding the study?

Thank you so much for being willing to participate in the study.

I wish you all the best with your baby.

## **APPENDIX F**

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### **EXAMPLES OF FIELD NOTES**

## FIELD NOTES

### 10<sup>th</sup> November 2003 – Discussion with Television Producer

One of the fathers in my Grade One class is a show producer for SABC and is also involved in another production company - in an informal discussion he stated that there is a need for more parenting programmes and agreed that my idea to explore the need for guidance to expectant fathers was a good idea. He said that there is a need and they find it difficult to access the information required by the public. He gave me a few contact numbers and will assist me to broadcast a short snippet about the study on television.

### 3<sup>rd</sup> June 2004 – Media Seminar – The Fatherhood Project

- Fatherhood Project aims to promote men's care. Men are excluded from programmes-need for male nurturance, always hear about fathers who are absent.
- Jeanne Prinsloo and William Bird.....Juan reflected on various magazine and newspaper titles...negative *The education of a part time dad*....Newspapers empty no news about fathers....only common topics about men in newspapers are-powerful,rich....fathers are only represented in the media if they are suffering or not doing their duty otherwise not discussed.
- Active fatherhood can triumph media influence ...our future country is decided on by 40% of the population, fathers....look at HIV/AIDS stats more mothers are dying between ages of 20-30 therefore going to be a need for fathers to assist as may not be a mother present.
- Fathers don't talk their children about many topics as unsure how to approach these topics.
- Jeanne Prinsloo-Researcher at Rhodes....conducted a literature search on father – patriot.....not many fathers in media. Scholarly literature almost nothing about fathers in media. Fathers almost invisible...the words father comes up 30 times in whole year of the Sunday Times. If any news about fathers normally they are seen as dysfunctional.

- William Bird, haven't considered role of father in media.....men do dominate media.
- David Harrison, CEO of Love Life, statistics reveal that people are dying and infected with HIV/AIDS. Most of the people who phone the Love Life's parent line, 60% of the calls are made by men (fathers).

**21<sup>st</sup> July 2004 – Article read in the Sarie Magazine - SA Pa's Laat Wereld Luister (Julie, 2004)**

This article discussed the importance of the father in the family and how we need to promote men in South Africa. According to Richter (2004) in this article, the goals set by the Fatherhood Project are to encourage men to be more involved and take more responsibility for the emotional and daily care of their children (eg. giving them food, help with homework, bath children). The project aims to provide men support and help in order for them to be responsible fathers in society. Focus is also placed on encouraging the media and society to pay more attention to men's emotional needs. In the article they also discuss the fact that many men don't know much about fatherhood, due to the fact that they didn't know their own fathers. Once again this article adds to my assumption that expectant fathers are in need of guidance and highlights the rationale for my study.

**25<sup>th</sup> April 2005 – Meeting with representative from Urban Brew**

Discussed proposal and request for a short snippet to be broadcast....interested in my study and would like to consider drafting a proposal for a programme relating to the information obtain from the study once completed. Aim to meet again after completing the dissertation.

**26<sup>th</sup> April 2005 – Meeting with Researcher at SABC-Education**

I attended a meeting with one of the researchers at the SABC in the field of education in order to discuss the possibility of broadcasting a short snippet on one of their programmes. My aim was also to try and gather information regarding the use of television for parenting and guidance programmes. The researcher accepted

the proposal of my study and said that they would have a look at it and contact me at a later stage.

#### **26<sup>th</sup> April 2005 – Meeting with Mbuyiselo Botha (Secretary of the Men's Forum)**

My meeting with Mbuyiselo was very positive, he is excited about my research project and said that it will really help many fathers in South Africa as there is a big need for guidance. According to Mbuyiselo men often ask him to teach them how to be a better father and men in South Africa want to be involved but are not always sure how to do this. Men need more guidance and need to be educated in terms of the skills they need in order to fulfil roles of fatherhood. Mbuyiselo also said that society has not trained men to be fathers and not much help is provided to guide them. Most men especially in South Africa have not had fatherly love, so if they haven't been able to experience this how can they show it....you cannot give out love until you have experienced love in your own life.

#### **28<sup>th</sup> April 2005 – Meeting at Engender Health – Men as partners**

Attended a meeting at Engender Health in order to inform people about my study, as the aim of the organization is to promote men within society including men against women and child abuse. Present at the meeting were many members representing different societies and groups who come together to discuss current events and workshops in the community in order to promote the well being of men in society. Very interesting to hear about the different activities and events being held with regard to promoting men. I was able to share and explain my research topic in order for the members to go back to their organizations and spread the word in order to help locate expectant fathers for the study. In the meeting many of the individuals expressed their views regarding the programme, positive feedback was received and one of the members suggested that I look at also developing a programme in order to train health workers in the community to help expectant fathers.

## **OBSERVATIONS DURING INDIVIDUAL INTERVIEWS**

- **Interview 1 – 9<sup>th</sup> July 2005**

During the interview the participant was friendly, relaxed and related easily to the facilitator. The participant was enthusiastic about the interview and the study. He indicated that he feels strongly that there is a definite need for a programme to be developed for fathers in South Africa. The participant often referred to his own personal experiences and had an open approach with the facilitator. He would like to know what the outcome is of the study and has encouraged me to inform broadcasting companies about the results in order to apply this information, which he feels is valuable for all fathers in South Africa.

- **Interview 2 – 12<sup>th</sup> July 2005**

The participant was friendly and had an open approach during the interview. At first he appeared slightly anxious but after a while he relaxed and related well to me. The participant was excited about the arrival of their baby and enthusiastic about the study as he needs the information to help prepare him.

- **Interview 3 – 14<sup>th</sup> July 2005**

The participant was friendly and enthusiastic about the study. He related well to me and was relaxed. He answered the questions quickly but thought before answering.

- **Interview 4 – 14<sup>th</sup> July 2005**

Both the participant and his wife attended the interview. They were both friendly yet reserved. After established good rapport with me the participants relaxed and were eager to answer the questions. They would confer between each other and either agree or disagree on their points of view in order to provide an accurate understanding of their feelings regarding the topic under discussion.

### **5<sup>th</sup> October 2005 – Discussion with Mr Abdul Mia (Forensics Manager at Cell C)**

According to Mia (2005) 20 million out of the 40 million South African population in our country, have cellular phones.

**APPENDIX G**

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**SELECTED REFLECTIONS TAKEN FROM MY  
REFLECTIVE JOURNAL**



## MY PERSONAL REFLECTIONS

**6<sup>th</sup> April 2004**

As I begin this new journey of writing my dissertation and conducting research, I have decided to keep a personal journal in order to be able to constantly reflect and in the end consider my personal growth. I am in the beginning stage of the research process at present and am still considering the topic and point of departure for my research. I have had an interest in exploring and determining how and if television could be used to provide guidance to expectant fathers and if television could be used as a form of guidance to help prepare expectant fathers. This idea emerged after numerous conversations with friends husbands and family members, who spoke to me about how they wished that there was more information available for expectant fathers to help prepare them and teach them how to help their wives. One father mentioned that it would have helped to prepare him if he could have watched something about how to help with the baby, how to help support your wife like to watch something on television and this is where my idea came from. At this stage it seems to me that fathers are wanting to be more involved but are not sure how to help and fathers need more information to help them. My main goal is to start looking for information related to expectant father and information regarding parenting. I really feel strongly about this need for guidance to be provided to expectant fathers as I believe it can help to make a difference in terms of parenting and the future generations of children. So many children are affected by parents separation and if we can guide fathers and provide them with the skills there will be a balance within the family.

**4<sup>th</sup> May 2004**

Today I watched an interactive television programme called Three Talk with Noeline on SABC 3, which discussed the topic of fatherhood and the role of the father. A guest speaker was Alan Hosking author of the book *“What nobody tells a new father”*. During the programme they spoke about how fathers want to be more involved in their children’s lives and fathers asked how they can improve this as well

as how they can improve their relationship with their children. I was so excited when I watched the programme as they kept referring to how fathers need information and it was made clear that many fathers require guidance on a variety of topics. Once again this strengthened my motivation as to why I wanted to conduct research on the topic of expectant fathers and television as a medium for guidance. My logic is that if you start by helping to guide expectant fathers this will follow through for other fathers in general and a need could be identified for more information for all fathers in general.

### **20<sup>th</sup> April 2004**

Over the last few days I have been conducting literature searches to see what information is available regarding the topic of expectant fathers and television as a form of guidance. It seems that information related to expectant fathers and television as a medium to guide there is limited information. There does appear to be a lot of content available for expectant mothers but limited info for expectant fathers. I am concerned that there is not much information for me to use for my literature exploration and how am I going to read up about this topic?

### **3<sup>rd</sup> June 2004**

Today I attended a seminar regarding men and fathers in the media presented by the HSRC in connection with the Fatherhood Project. After attending this seminar I realize how negatively the media portrays fathers in South Africa and from this I further discovered that there is need to provide guidance to fathers, especially those with younger children. In the discussion it was highlighted that we need to make use of popular sitcoms to promote fathers. There were many topics raised that interested me, especially the research being conducted at the HSRC. They are asking children what they think their Dad should know and what Dads should talk to children about. But I think we should also look at how fathers can make a difference, prevention is better than cure. Therefore my idea to explore the use of television for providing guidance is still in the back of my head. At this seminar David Harrison, CEO of Love Life, revealed the statistics of people dying and

infected with HIV/AIDS. He also mentioned that most of the people who phone the Love Life's parent line, 60% of the calls are made by men (fathers).

### **20<sup>th</sup> April 2005**

The snippet about the study was broadcast on Saturday, 16 April at 12h30 but unfortunately it was only on for a short while and the response so far has been quite poor. The production company had tried to broadcast the advert again in another part but due to time limits the programme has been cut short and my advert has been taken out therefore it will not be able to be broadcast again. I have attempted to contact the SABC and dropped off a copy of my proposal, however, I have not had any response as yet. I feel quite disappointed as I think if the right person had seen my proposal they would have contacted me. The fact that the snippet was only broadcast once on the programme is also disappointing as it was suppose to run for 10 weeks, but due to the time allocation of the programme they had to cut out my snippet. I will have to think of alternate ways of informing expectant fathers about the study.

### **28<sup>th</sup> April 2005**

Today I attended a meeting at Engender Health an organization representing men against women and child abuse. I was able to present information about my study and gain opinions and comments from the individuals present. The meeting was positive and I was able to generate some new ideas and focus points to add to in my study. I was also able to meet representatives from clinics and the Department of Health who assisted me in distributing pamphlets about the study. I was very impressed with all the individuals who are giving up their time to offer support to men and women in the community. I think it was an eye opener to me as I was not aware that such organisations existed.

### **5<sup>th</sup> June 2005**

After completing the telephone questionnaires I realize that I discovered that many of the Black expectant fathers do not live with their partner and are not married..but

they state that they are very involved and would like to know more in order to be able to help with the baby once born. Many of the men also commented that one of the cultural traditions is that men should not be present at the birth and after the birth the mother and baby should stay with the mother's parents. I found this to be interesting and important to remember as it can contribute to a fathers' involvement with his infant. I also found it to be very interesting that the majority of participants interested in my study were Black expectant fathers, there response rate regarding their involvement in the study was the highest.

### **15<sup>th</sup> July 2005**

Yesterday I completed my final individual interview. I really enjoyed the interviews and felt positive after each interview as I could reflect on my thoughts regarding the study. I feel that I have obtained rich, thick data from the telephone questionnaires and the individual interviews. I am very interested to see the final results and triangulated all the findings. While conducting many of the questionnaires and interviews I was able to identify themes and topics that I had read up on in my literature study. I will therefore be able to link many of my findings with literature.

### **22<sup>nd</sup> September 2005**

After reviewing and correlating all the results I am feeling very positive about my study. Although there have been limitations that I have had to overcome I have been able to endure this journey. There have been times in the research process where I felt unsure but reminded myself of the purpose of the study. I can see my own growth in terms of my writing and knowledge related to this topic, I really feel that I have gained much from this study and hope that I will be able to share this information with society so that we can make a positive difference for fathers in South Africa. We will all benefit from this!

## **APPENDIX H**

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### **CONTENT ANALYSIS AND THEMATIC CODING OF THE TRANSCRIBED INDIVIDUAL INTERVIEWS**

## CONTENT ANALYSIS AND THEMATIC CODING OF THE TRANSCRIBED INDIVIDUAL INTERVIEWS

KEY OF ABBREVIATIONS	
F:	Facilitator
R:	Respondent

**Interview 1**

**Participant No. 43**

**9<sup>th</sup> July 2005**

The participant is 24 years of age, he has two children and the current pregnancy is in the 3<sup>rd</sup> trimester.

F: Thank you so much for completing the telephone questionnaire, is there anything else that you would like to add or something that you might have thought of that you think is important.

R: You see, like I said and what's actually happening in most of our communities. Young women fall pregnant at a very young age and obviously the partner in that case is also young. And it's more specifically in the area of ... from 16 these days until about 25 and that is why it's a problem. I can remember with my first baby, it was difficult because I didn't have a clue what to do. From supporting my ex-girlfriend in the pregnant stages up to when she was physically born. I didn't have a clue, even up to today we're struggling there's not really a good relationship between the two of us because I was never there as a father figure. One of the other things that also creates a problem for this area in our community is the fact that if you look at most of us – most families if you look at them they grow up and there's no father because for some reason the father left. So the mother plays a very strong character for the girls but there's no like, man for the boy to learn from.

Young parents are not always well informed about raising children

Fathers experience difficulty forming relationships with their children when they do not have a clear understanding of their role as a father

F: Are you referring to a father figure?

R: Ja, someone to look at to follow. In my case was the same, my father didn't have a father. His father had to leave his mother, my grandmother, he didn't have the skills, so that was never imparted to me. My father never ever took me, hug me and said to me I love you. You know how difficult it was for me to do that to my children.

In many communities, father figures within the family are missing, leading to uncertainty regarding the role of the father within the family. No role models exist to guide men as to how they should fulfil their role as fathers

F: And how did you learn, how did you learn to accommodate that?

R: I must say my wife on that side helped me a lot because she grew up in a warm family environment. So what happened was she used to do it and I saw her do it and I started doing it. She actually encouraged me and said do it more. And also a friend of mine said to me, take your child every night when you get home, play with the child five minutes only, permit yourself to do that for one week, do that and it helps.

Fathers rely on the advice and guidance of friends and family members with regard to how they should fulfil their role as fathers

F: Do you think this helped you?

R: What happened now is, well the baby I live with now, my baby that I have with my wife, she is so attracted to me, I struggle to drop her off now “daddy where are you going?”

F: Sounds like you have formed a strong bond with her?

R: Yes and at first that wasn't there, because we also got married only after she was a year, so at first it wasn't there and it was difficult Chiara. I think that is the real problem that I have experienced and I believe that whatever I go through, somebody else is also going through at the same time and there's somebody else that's gonna come and still have to go through it. And if you look at our society, it's definitely happening. A friend of mine his baby was born a week ago, his girlfriend is 16 years old, he's 19 years old. His father doesn't live with them. So already I identified a problem and I think what you're doing, exploring the use of a television programme is going to help, it is definitely going to help us learn these things. These are attributes that somebody needs to impart, a father needs to be around you and live in the house to teach you but if he's not there how are you going to learn it.

Many fathers in society require information regarding their role as a father within the family

No role models exist to guide men as to how they should fulfil their role as fathers

F: How do you think then, how do you think we can do that, you said television is one of the most suitable forms of media – how do you think we can use television to do it, to provide this guidance?

R: What helps is talk shows, you know you watch Oprah, you sit here listening to a lady that explains how she was abused and how her husband treated her. The husband talks and he says what he felt, after that both of them say what they eventually did – they eventually say to a live audience, how many viewers

An interactive programme should provide expectant fathers with the opportunity to ask questions, learn from others' experiences (fathers, professionals) and discuss challenging topics

watching what they did, you learn a lot from this. There's one that I like, Nolene on one

F: Noeline on SABC 3-three talk....and what is it about the programme that appeals to you?

R: Yes..... when you phone in, you tell them your problem and find out how they can help you, they explain and discuss this.

F: Oh so the lady asks questions and you can phone in?

R: Ja

F: So what is your reason for choosing television as a suitable medium for guidance? What would you say is the real reason behind your choice?

R: Well television takes up 70% of our time if you not really a busy person. We spent most of our time in front of the television. It's a medium of learning a lot of things, why do you think companies spent so much money for adverts, they know if we invest this money in this area it's gonna reach a lot of people. That is why I think it's suitable. It will really help, it's about reaching the people and what do you then use, the people that people like, television. People don't listen to radio except when they want to listen to their own CD's

Television is a medium for learning and informing people

Television is able to address many people and can reach the wider population in South Africa

F: And how do you think we can advertise this, in order to get expectant fathers to know about such a programme, what's the best way of advertising, of informing people about it?

R: I think, doctors rooms, clinics, hospitals, even schools, especially schools, your colleges, your universities, most of the parents are there today unfortunately, or let me say the ones that need to be taught are in those places, your universities, your schools, they will go to the clinic and stuff like that. I believe there's no limits if you want to do something. Whether you going to advertise it on a piece of paper, whether you going to advertise it over the radio, at the end of the day, somebody, even if it's one person, will see it, will know about it. And what we need to remember is, if we reach one person, it is one for now but if you change my life, you are automatically changing the generations to come.

Providing guidance to expectant fathers should benefit all members of society and assist future generations to come



F: So how do you think we could go about a programme like this, what would be the best way to make sure that everyone has access to it?

R: It must be continuous, twice a week, three times a week, I think that would be appropriate. This is really an area that's becoming a problem, not only a problem in families but it's becoming a problem in our country. It's an effect from the enemy as well, spiritual documents, to kill generations, to kill the father figure and from that comes everything else, your abuse, your rapes, all those things come from when that figure is not there. So the more we can do that, we are actually helping with abuse and we are helping with rape and we are helping with victimising and all those things.

A lack of knowledge by a father might turn into violence and abuse. Guiding expectant fathers should help to alleviate and prevent abuse by men within families

Providing guidance to expectant fathers should benefit all members of society and assist future generations to come

F: So do you think it should just start with expectant fathers and then follow on from there, how would you perceive it to be?

R: Yes, I see something beautiful

F: Do you think it is important to provide guidance to expectant fathers?

R: Ja, you know because that is what I experienced. I fought a lot with my ex-girlfriend because I didn't know what to do as a father and the bad thing about men is when we don't know what to do, we do the one thing that would be best, that is to become aggravated, to become ignorant and to use violence. You understand, because inside I was just asking for help.... now you trying to be this strong man while on the inside you busy dying but you putting up a front to show that listen I'm the man, I can handle this, I can do this my way, so if you listen to me.

A lack of knowledge by a father might turn into violence and abuse. Guiding expectant fathers should help to alleviate and prevent abuse by men within families

F: Do you think that you were in need of assistance?

R: Definitely, and it is difficult to reach out from inside, but when there's something out there that invites you, listen here, we can help you, we've got a platform for you, we've got a programme, you're not alone, somebody else went through this as well, somebody made it, if that person made it, you can make it. So it will definitely help and the more we can have the better it will be for fathers. We are tired and I'm not going to discriminate in any way, but I think we tired of programmes that are publicly showing the bad and the negative about men, there's nothing positive, there's nothing to say listen here guys you can make it.

Much negativity about men in the media but limited information with regard to providing guidance to fathers

F: So would you like to be provided with information to help you cope and to feel that you are included?

R: Definitely, and I think will bless a lot of women out there as well.

Providing guidance to expectant fathers should benefit all members of society and assist future generations to come

F: How do you think your wife feels regarding this topic?

R: She's excited especially from the point where we come from and how this can help because I'm definitely excited about it, I'm looking forward and I believe I'm gonna watch the first show and I think she as well. I explained to her, because I told her you called me for the interview, and she said you know what, that is what we need because sometimes even women themselves, they have go the natural instinct, god given instinct to raise up a child but they don't have the ability and not always have the time to still teach us what to do. So from that point of view it would really help some wives out there as well and believe you me, they will smile when they see it, they will pay us to watch it.

F: That's very important, I need to know, it's one thing to have programme but how do we actually get, make sure that these people are going to watch it and not say I know all of that, I don't need to watch it, or do you think we are addressing those who really need such a programme?

R: I think you need to focus on those areas that people want to know more about and that is where you will attract the people with the who need help. You need to understand where we come from as well. What happened, if you understand history is that our forefathers left our grandmothers and our ancestors as well.

F: To take care of you, to take care of the children or their families?

A need to identify and address cultural issues regarding the role of the father within families, in order to provide clarity for fathers

R: Ja, so already there was a problem, there was no characters, and all throughout the generations, it came down, no character to guide you and you look at the way we treat our women and the way white people treat their women, it's two different things because of the culture. The culture says to us, listen a woman is nothing, culture says to the blacks and this is true, we need to face this, woman is nothing. Culture says to a white man, woman, the best thing that ever happened to you, you appreciate it. Where with us it's something totally different, but even if you look at it now, now it's busy changing as well because

you find abuse everywhere now. It's developing from a culture problem into a general problem now.

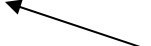
F: How do you think you've differentiated yourself because to me, what you saying is you've been different to that, you a father, how did you then learn to be that way, you said from your wife, what else influenced you?

R: I'm gonna have to be honest with you, the greatest thing that happened in my life is I committed my life to Jesus Christ, the saviour, I turned from everything that's wrong and I took responsibility for all the wrongs that I did. I reconciled, the reconciliation was necessary and after that I said to myself, now everything I do, I want to get understanding and I just focussed on that and it really took a lot. It took sitting down and listening, a teachable spirit because that's the most difficult part with us sometimes, we are so unteachable and so ignorant and even the bible says because of ignorance, people and generations perish. So I adopted a teachable spirit and I adopted a spirit of make me instead of I want to be.

F: What helped to guide you as a father/expectant father?

R: Books helped a lot, listening to motivational speakers helped a lot, listening our local pastors, ministers, really helped a lot. And even in the church, in the last year and half, most of the ministers, they concentrated especially on the area of family values and principles, restoring the father in the family, getting the men into his rightful position, getting woman back into their rightful – and fortunately for me, I got most of the things that was said. Remember, let me tell you, I watched those men preach from America, and I watched it on TV and that's how I learned, so if I could learn through the television....about most of these issues then it can help.

Television can be regarded as suitable to provide in-depth information just by watching it, as it makes understanding possible by seeing a visual representation and an explanation.



F: You also said that your wife helped you?

R: Yes, and from my wife because they had a strong bond in their family, but even though, her relationship with her mother was also not that good, but she always looked over it and kept on going on. And immediately after we got married it changed, I can't explain it, but it really changed. In my life, from my experience, you must remember something, when I grew up in Reiger Park, in my father's house, but my father worked, he left early in the morning, came back late, he

worked on Saturdays as well, most of the days, Sundays went to church, came back, gooi himself on the couch, watching his sports, nothing happened. When I got to standard 5 I eventually left home and I went and lived in a boarding school

F: Was it your choice?

R: No they actually chose for me, because a lot of community issues, gangsterism erupting, a lot of stuff. And I think that was a good decision they made there because when I came back most of my friends were in so much trouble and they were involved in a lot of bad things. But making the decision immediately took the father figure totally away from me. So then I was amongst a lot of brothers and it was so confusing. I took on teachers, I learned from teachers and from our headmaster at the boarding school. They were like father figures but still there wasn't, it was not a real thing. I came back after that and my ex-girlfriend got pregnant and I wasn't prepared.

No role models exist to guide men as to how they should fulfil their role as fathers

F: How does this differ to now?

R: I'm already excited for this baby. I've already got the name, everything and I believe that you know God works in strange ways, even though we plan and we decide at the end of the day it's his decision, he's the final authority within our lives. So I think this is just another opportunity for me to establish and to just take into another level. I am not satisfied with where I am right now I want to be even better, but I thank God that I'm not where I used to be. I believe there's much more in store and again I want to emphasise what you are planning and I believe this is definitely going to succeed. Trust me when I say this that this research, this will be one of the tools that is going to help someone like me and all the others that are out there.

Many fathers in society require information regarding their role as a father within the family

Television should be able to meet the needs of expectant fathers by determining the kind of information they require

F: This is just research that I'm doing, but I'm hoping from the research that somebody out there can take it and do something with it and use it towards developing a programme for expectant fathers.

R: You see one of the bad things about society is we take stuff like this and we shut it up in a closet. This is a personal issue. If it's a personal issue why is it creating so much havoc in public?

F: Can you explain further?

R: Do you think it's clinically right for a 25 year old guy to take out a gun and take out his family, somebody needs help and you will be amazed, a lot of people say it's finances, it's the messing around, if you sit down and talk to a guy like he will tell you I've got serious problems, I don't know how to manage my house I don't always have the skills.

Many fathers in society require information regarding their role as a father within the family

A lack of understanding and a need for information regarding the basic skills of being a father and parenting children

F: Okay, so would you say that you need more information.

R: Definitely, because we had financial difficulties every now and then, we made it. I'm married a year and three months now, we've made it, we've had some really rough times, where I can say to you that what has been taught to me has helped me.

F: So that's how you learned to deal with it to overcome all of this?

R: Definitely and what my wife has learned from her side, has also helped us, but you know it's like this. Because I'm the man, I believe that I got the keys in my hand, or rather let me say I have the ability to either make it or I can break it, I can choose to just go. You know there's three types of stars, you get a falling star, the other one is the shooting star and then you get the remaining star. You get excited about the falling star and the shooting star but we always ignore the remaining star, and I think it's time for us to focus on the remaining star because sometimes a guy will hang in there, just for the sake of it, even if you don't know what it is, then you are in all sorts of problems.

F: You can be proud of yourself!

R: It wasn't easy, but it was worth it.

F: It's been lovely for me to talk to you, because you're not only a father, but you've been a son, you had a father who didn't have a father figure and you've grown from that, you've really grown so much.

R: Look with my first child, it was a couple of weeks ago when I actually went over to pick her up for the weekend, I've got an agreement with her parents that every second weekend I will pick her up and she will spend the weekend.

When I eventually got there, she didn't want to come and she actually said it. Look, I left her, they phoned me the next day to say we spoke to her, convinced her to go. I said to them no it's fine. We dropped the phone, I turned around and said to my wife, you know what, I don't want her to come because she was persuaded, I want her to come because she wants to be here. So if she's not comfortable I'm fine with that, it changes nothing, I'm still her father. It's stuff like that that guys out there also need to know that I taught myself this one thing, because of the fact that I've never been there, really Chiara, I've never been there for her, from the very first day she was born, I got there three days after her birth.

A lack of understanding and a need for information regarding the basic skills of being a father and parenting children

F: So do you believe that .., what you're saying is it's important to be there throughout?

R: Definitely throughout, even if you don't have a relationship with the mother, just submit yourself and ask her, fine we have our differences and our problems but for the sake of the child, allow me the time to be with her. You must also understand one thing, that I actually, I thought about this. I think a lot, I said when she eventually gets married, I will walk her in from the door, half way to the isle and then I would love her mother's husband to take her through, you know why I believe in my absence he is the authority

F: So are you trying to maintain that same fatherly figure?

R: Exactly and I need to teach her that even though I'm your biological father, he is still doing the job, he is my authority. So there's a lot of things Chiara that I've experienced, it wasn't always nice. You know at first I had a lot of difficulty with her parents, up until one day when we decided we need to meet and we need to talk. You know what happened, something interesting happened, her husband said to me, listen you are not interested in this child. The one important thing for people to understand is Chiara, this is also something that you need to teach because I learned this, and if I can learn something, anyone else can learn it as well. We grew up differently all of us. Your experience differs from mine. So it is, I would say it is cruel to judge a person if you don't know that person. Look, I'm not denying the fact that in some cases guys are just simply naughty but still you need to have understanding. Where does this come from, why is this happening, is there something in the past because it's like this, certain stuff just come with generations, unless somebody makes a

Many fathers in society require information regarding their role as a father within the family

decision, and that is what I said to myself as well. I said to myself I'm going to turn the tide in my generation, this will not happen to my children and I believe it's not gonna happen to their children.

← Providing guidance to expectant fathers should benefit all members of society and assist future generations to come

F: That's wonderful, that you made the decision and you are doing it.

R: I hope so.

F: It sounds like you are, you're really trying and I think by coming here today and by doing a questionnaire for me shows me that you are interested. Thank you very much for your time and for all you insight into this topic.

R: You know seriously I'm very honest if I say that the learning that is available can really help you, books, like I said the ministers that I listened to on the television, and for some strange reason they were doing this family values for about a year and half and it really helped me. I'm just thinking now, I've got a friend in our youth, he normally comes over and washes my car, he is 14 or 15 and he's got a baby, and guess what, he doesn't have a relationship with that child.

F: What do you think the reason is for this?

R: It's like this, you cannot give a 3 year old child a knife to play with. So how can you expect a 14 year old to take a responsibility over life, if never even experienced life. You understand. So some guidance needs to come through in some way or the other, whether imparted by his father or being taught through other mediums like tv. Think about it, I'm not sure, he's between 14 and 16. They need to understand that it is much more than just buying nappies and buying milk.

↘ Many fathers in society require information regarding their role as a father within the family

F: How do you think people learn to be fathers and fulfil all the roles of fatherhood?

R: You know what, what happened with myself and \*\*\*\*\*, for the times that I went and visited, and even when she came over and visited, when in the presence of other people, she will relate to someone else much faster than she will relate to me, she used to bond with my father. If you are a normal human being, it

creates discomfort, seeing your baby running into the arms of someone else and being comfortable there, it's like throwing you with a bucket of ice water.

F: .....because it's your role?

R: Definitely, and then it is not nice, I can clearly remember how I felt when that happened. It was not nice that is why I really said to myself that something needs to be done. Let's hope something will be done so that we can learn about this and help other fathers.

F: Thank you so much for your time today and for your participation in my study. I wish you all the best with the rest of the pregnancy and the new baby.

**Interview 2**

**Participant No. 57**

**12<sup>th</sup> July 2005**

The participant is 31 years of age, he has two children and the current pregnancy is in the 3<sup>rd</sup> trimester.

F: Thank you so much for completing the telephone questionnaire, all I would like to know is if there anything you thought of that you would like to add, anything that you think is important, that I should add into the research, regarding information, anything that you thought of that might be important?

R: Something that I think is important that I did mention was about the ground work.

F: Ground work?

R: Ground work is the learning that must be done to teach us men because we discuss the issue of the abuse, fathers abusing children and stuff like that but its due to a lack of understanding, lack of being informed that is causing all those things and there's this little side things like we believe that little kids are a gift from God, they are angels, people should learn to appreciate that, we should learn to appreciate that, every time you hold your child in your hand you just feel that angelic .., like you are holding an angel. I think that's one thing we have to learn. It has to be close to people, intimate, they have to understand the concept of being a father.

A lack of understanding and a need for information regarding the basic skills of being a father and parenting children

A lack of knowledge by a father might turn into violence and abuse. Guiding expectant fathers should help to alleviate and prevent abuse by men within families



F: And how do you think ..., if you think of yourself, how do you think you going to learn that, where is it going to come from, how can we guide people in order to provide them with this information?

R: Probably the easiest way to reach the people I guess is through something like television, I think television each and every family has one so I believe they watch television and probably the best time, like they knock off about 4 or 5 and then we will probably go for supper, after that we go home you know. The time of a programme should be between the news and 9, between the times, let's say between 6 and 9 o'clock. The proper programme to be screened probably about 30-60 minutes look they give the Felicia Mabuza Suttle shows about an hour, I think that's exactly what we need.

Television is able to address many people and can reach the wider population in South Africa

F: And what if they have a programme that is accommodating expectant fathers, how can they advertise, what could be the best way of informing people about such a programme, advertising it?

R: Well to the public that is actually calling achieved people or accomplished people obviously they buy magazines, look there are some fathers out there they also need the information who can't even speak English, somehow for those who are well accomplished to get forms, to get magazines, magazines should be there and for those who can't together there should be people that can assist them and support them, to go there and teach them, social workers, and places like clinics, hospitals, places like that where they can go and for this thing to be more effective, the generations that are growing up behind us have to learn about it. So probably if they can get some kind of curricula, a systematic curricula that will suit those people who are in Matric and support the idea. I don't know but I believe each and every generation now will have to learn so that they don't leave their child ..(unclear), they know exactly, they learn to appreciate. Look, let's start with rural areas, I've got brothers who can't speak English, I've got sisters who can't speak English so if there's a certain group they can easily reach all these people even through the television – abused lessons ..(unclear) people learn to appreciate ..

In addition to a television programme for expectant fathers, developers of programmes might consider creating other institutions that could provide more intensive guidance for fathers and families

Television can be regarded as suitable to provide in-depth information just by watching it, as it makes understanding possible by seeing a visual representation and an explanation

F: How do you think the television could be implemented for this purpose?

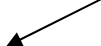
R: Television would work, kids like television, you always find them on television so I think that way probably, as much as they watch Takalani, Sesame are

there, we grew up .., you know when we grew up we used to play father and mother stuff, it starts from there, we can't run away from it, it actually begins there, the imagination of being a father, you know looking after cattle, bringing food home

F: Do you think that still happens, do you think they still do that, kids?

R: Some kids do that but unfortunately today we've got a lot of children are looking after families without parents to learn from.

Young parents are not always well informed about raising children. Children taking care of younger siblings are also in need of guidance



F: Yes, they are busy learning other things, they don't even know.

R: Yes, so it is important for people to be prepared for the world to come because remember now they are in another world.

F: Prepare them – and how do you think in terms of fathers, okay expectant fathers, programme for them, how do you think it should be presented, what would be the best way to present such a programme or by whom, who should present such a programme, more with the presentation of how, what should it be like, you said yourself maybe an hour like Felicia, what kind of a show, what could be the best? How could we prepare them?

R: Expectant fathers in a nutshell. I would just say everybody would go wondering, expectant fathers.

F: And in terms of the content, how should they go about like broadcasting the content, in terms of the show, like you discussed in the telephone questionnaire, a documentary, a talk show, how would they actually present that?

R: I guess there are some things obviously when it comes to pregnancy and giving birth, those are a bit sensitive – I think in the case, like for example I was saying a lawyer was presenting his programme. I was watching this on television, he presented it there but they've got a specific company that deals with that particular thing. When you tell them you can call so and so or you can go to such a company if you need the service and then you've got institutions like this and that where you can go and get information.

F: So you want more guidelines about where to go for help or who to go to?

R: Yes

F: Any other ideas in terms of the actual programme maybe, in terms of presenting the content, what kind of content, just more on how the television can be used?

R: Let's make it more sensitive because kids will also watch, to be straightforward I think it was going to be good if it was presented like it is but then being aware of the age group that could be watching television – I guess some of the things will have to be taken out you know, it's better if ..(unclear) because sometimes you might find you will be interviewing a doctor and the doctor would like to come and present or structure the stuff – so, ja you have to be very sensitive in that case. So what we saying is this obviously, a certain content that would like to be strong, specifically to say if you want to know more please approach us directly or go to a certain institution and get more help.

F: What form of presentation should be used? I think in the questionnaire you referred to a talk show, as the presentation form?

R: There should be a little bit of a debate on the talk show. If you look at these shows, like .....you watch the Oprah's of this world – I think it has to be something like that, I guess something that you gonna want to watch that will be interesting and where you can ask questions.

F: Interactive?

R: Yes, fathers sitting that side, doctors sitting that side, mothers sitting that side, some kind of a challenging topic. I think in that way we will be able to dig more deeper because people talk on TV, they talk even better than I'm talking now, it's amazing what you will hear. So I think that will be the best way you know, if you bring fathers this side, mothers this side you will probably, you as the psychologist you sitting in between and you've got a doctor there, you know, people who do the ..(unclear), so basically you sit down with them, you create that kind of conversation, it's gonna strike more and I think it's gonna be more helpful....(unclear)

An interactive programme should provide expectant fathers with the opportunity to ask questions, learn from others' experiences (fathers, professionals) and discuss challenging topics

Television can be regarded as suitable to provide in-depth information just by watching it, as it makes understanding possible by seeing a visual representation and an explanation

F: Okay, what is your reason behind, you said television will be the most suitable form, what is your real reason, why do you think television is the most suitable form of media?

R: It reaches all the people, people ..., some are lazy to read they would rather watch. Well, basically I watch mostly television, yes I do read the papers sometimes because I look at the business section, sometimes it's fun. So I just see what is going on in politics, you know men, how they think, we've got that kind of thing... so it's politics, okay fine, sports, fine, business and then I'm done and my wife will come with her True Love magazine for example and I would just look at her and say okay, whatever she says about the magazine, it's fine, then I'm watching the TV. So basically I think that in the process you can also create some discs, I think people can go and buy and watch, I think that part, if those discs can be accessible, I think they will make a big difference, you do your programmes and sell them and other tapes must be created specifically for expectant fathers, and then those tapes are ..(unclear)

Television is able to address many people and can reach the wider population in South Africa

Secondary forms of media could be developed to assist expectant fathers

F: Okay, watch together?

R: Yes, it will kind of bond us together because she understands it better, I'm not carrying the child, I'm the expectant father, a few days ago I was asking her how do you feel, and I was saying I wish you could sit down and tell me how you feel

Providing guidance to expectant fathers should benefit all members of society and assist future generations to come

F: Exactly, and do you think let's say ..(unclear) should the tapes or whatever, cassettes or whatever, should it be something similar to the programme, the way to present the programme, or should that be on a different sort of form.

R: I think it must be more deeper because right now remember we've got more of the content because kids may also be sitting there watching, but then tapes definitely you should go a little bit deeper. Like last night I had to feel her tummy – it was funny nobody has explained or taught me how to massage...had to learn ..(unclear)

F: Thank you for sharing all your views with me for the purpose of the research, is there anything else that you'd like to add about the study or anything else that you think is important, related to this topic regarding television or the research?

R: I think the research is great, I wish you success, probably I will see you one day on TV. I think it's a great thing, very helpful from where I'm coming from as they say ..(unclear) write a thick book like this ..(unclear), I've been through a lot, there are a lot of things that I didn't understand, I think also the fact of understanding how a baby born in this world, it's so spiritual, it's so divine, there's something special about it for the fact that a human being is growing inside, ..(unclear) the hands, ears, eyes, so those things sometimes I sit down and I like I can't figure it out, it's something that God created, not even a doctor .., he is the one who knows how to do it and he does it very well

Many fathers in society require information regarding their role as a father within the family

F: It's true

R: So, I think a programme on tv it's gonna create some kind of an understanding, it's more deeper than babies being born, it also creates some human dignity. Like for example if we talking sensitively, sometimes you may call it careless ..(unclear) I think ...(unclear) realising that it's not so good to do those things, he's got to respect his wife, he's got to respect her. There's something so special about it until you learn to realise it, until you learn to get hold of reality then you would stay in a certain world that a lot of people live in, it's a few people who realise that. So I guess it's all about .., it's going to create a lot of things, this programme I can say it's a beautiful programme that can really do a lot of things.

Television can be regarded as suitable to provide in-depth information just by watching it, as it makes understanding possible by seeing a visual representation and an explanation

F: Thank you for your time and for providing me with all this information for my research, I really appreciate your assistance. Good luck with the rest of the pregnancy.

**Interview 3**

**Participant No. 59**

**14<sup>th</sup> July 2005**

The participant is 33 years of age, he has one child and the current pregnancy is in the 2<sup>nd</sup> trimester.

F: Thank you for completing the telephone questionnaire in the first phase of the study. I would just like to know if there is anything that you have thought of since you did the telephone questionnaire that you think is important and would like to add, anything you would like to comment to about the research or the questionnaire?

R: Not at this stage.

F: In the telephone questionnaire I asked you what you regard as the most suitable form of media to use in order to guide expectant fathers? You stated that the television and books, were for you the two things you thought were most useful. Why would you say television, what is the reason for choosing the television?

R: It has a picture and words to explain, it's a lot more grabbing than just printed matter, material I guess. So if you've got something to look at it gives you a lot more to focus on, more interesting.

Television can be regarded as suitable to provide in-depth information just by watching it, as it makes understanding possible by seeing a visual representation and an explanation

F: How do you see them presenting something like that, the information that you perhaps said would be important? What would be the best way to present this information?

R: I would say probably as a documentary, as a one off sort of documentary on that, identifying the role of the father/mothers and looking at the issues that a working dad are dealing with in terms of parenting, the struggles in terms of time plus work , how to balance your time– looking at not only the problems that a father would face but also looking at ways that a father can enhance his time with his children.

Television should be able to meet the needs of expectant fathers by determining the kind of information they require

F: How do you think we could advertise a programme like this, what would be the best way to advertise the television programme, how do you let people know, how would you about informing people in general?

R: Adverts prior to it, to show snippets of it, or just adverts, depending on how they're formatted it ..(unclear) otherwise they not going to watch it, get something that's catchy or whatever.

F: Yes because you did say the content must be applicable and appropriate and be at the right time and that kind of thing?

R: Yes

F: Is there anything else regarding television that you think is important or regarding the research search that we can use?

R: Well you will have every guy around watching. I think it's a valuable media and if there are people who are fathers or having children they would want to watch that if they had sufficient time to register something like ..(unclear), you could run print media in the newspapers as well.

F: Is there anything else that you would like to add?

R: Not that I can think of.

F: Thank you very much for participating in my research.

**Interview 4** **Participant No. 19** **14<sup>th</sup> July 2005**

The participant is 27 years of age, no children and the current pregnancy is in the 1<sup>st</sup> trimester.

F: Thanks for completing the telephone questionnaire for me, I would just like to know if there is anything that you have thought of, after the questionnaire is there anything you would like to know about the information, anything you think I should include.

R: Not really.

F: During the telephone questionnaire you said that the television would be the most suitable form of media to guide expectant fathers, what is your reason for this choice, if you can elaborate for me stating why did you decide to choose television?

R: Most people after work or on weekends they tend to sit in front of the television. People can sit there for hours on a day just looking at the television, it doesn't matter what is on, just to while away time, they tend to look at the television and ..(unclear), so a lot of people have televisions in their homes, it's quite accessible, it's not like the internet where only a few have access to it. Most people have televisions and you know, television is the best form of advertising anything. I think for information as well, television will be the best. If you look at males and females especially, males tend to me more pictures, they want to see things rather than having to explain, and what better way to do it than television.

Despite other sources of information being available to expectant fathers, they do not always have access to them. In addition, such sources do not always address expectant fathers' needs and questions

Television can be regarded as suitable to provide in-depth information just by watching it, as it makes understanding possible by seeing a visual representation and an explanation


F: How do you think the content can be presented, what is the best way to present this content, how do you foresee a programme like this?

R: Okay it's must not be too catching, I think you went over a few, I totally don't like the idea of game show, it tends to take away the effects of the message it's supposed to be giving in the first place?

F: Okay so form of presentation do you think would be most suitable for expectant fathers?

R: I think either a talk show where you can interact with the people, have live discussions, get professional trained people to assist you in answering those questions because I think a lot of the time the people on the show will be able to ask questions that most of the people are afraid to ask or may not want to ask. Therefore everyone will be able to get the answers they need, a talk show will be good or even a documentary, obviously with a very good survey, very good information, going through the whole process from the start to the end, what is involved, what it doesn't involve, what you shouldn't do, include everything in it, so it we know exactly what we need to know when the time does arise, especially in terms of emergency. If my wife and I are out of a hospital and she suddenly starts in labour, what do I do, we need to know that. So we know how to deal with the situation when it does come.

An interactive programme should provide expectant fathers with the opportunity to ask questions, learn from others' experiences (fathers, professionals) and discuss challenging topics



F: How should the content be presented, for how long etc.?

R: I think if we have it in a good order, group, from start to end on a weekly basis, something people can follow up on and obviously if they do request information that was said previously they can do it – have an order for it, and from the start to end and also after. And in between if there need be we can look at certain situations that need to be dealt with, two ways, a documentary that starts from the top to the end and also something that says in between, the nitty gritty stuff that doesn't need to be shown.

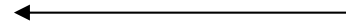
F: So would you say more a discussion point?

R: Exactly.



F: And after the birth, you say after he is born what kind of information would you like to know more about?

R: Changing diapers and that sort of information.

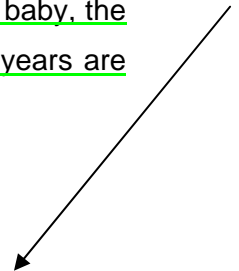


A lack of understanding and a need for information regarding the basic skills of being a father and parenting children

F: You did discuss some of these answers in the questionnaire is there anything else that you would like to add?



R: More the physical things, how to take care of baby, how to groom the baby, the important thing is the upbringing of the child, you know the first few years are very important.



F: You also said that you would like info about the first few years?

R: Yes, how to strengthen them, how to teach them more, how to make them so called more intelligent, how to identify the strong areas and develop that as well, it's just as important as well, identifying.

F: How do you think we can advertise a programme like that to make it successful, how do you think we can reach all those fathers, expectant fathers, what would be the best way?

R: Okay you I think you should do it on TV, put an advert on TV, obviously a good time slot because most dads are working and they only get home, have their supper, by the time they are in front of the TV is about 7:30 pm or 08:00 pm or so, somewhere between news, the adverts in between, tell them this is a documentary we are having and what time it is.

F: Anything else?

R: No a newspaper it can just be looked at and thrown away after a while you know, it's not something that's gonna be kept, on TV as I said you see it to remember it and it's gonna be at the back of your mind and when the programme does come up then you will remember I've seen this advert, I know what it is about and you will immediately sit and watch it.

F: Is there anything else that you think is important regarding the television, regarding my research, anything you'd like to add?

R: I think the research is quite extensive, I think the main thing is at the end of the day we need to get the feel of the fathers know what they want to want and deliver that to them. I mean by now you should have picked up exactly what people want to hear and what they need to know, if you can focus on those aspects initially before we even get into the later stages of life, that would be good, that will be important.

Television should be able to meet the needs of expectant fathers by determining the kind of information they require

F: And you think it will help to guide you?

R: It will definitely help.

F: What about other forms of media to help you?

R: I was on the internet during the week, searching for a site for prospective dads and I found just one site, it was quite amazing because every site is child birth, but there isn't one for the dads, there should be more information for the dads, dads like to be involved.

Despite other sources of information being available to expectant fathers, they do not always have access to them. In addition, such sources do not always address expectant fathers' needs and questions

F: Would you like to add anything else?

R: No thank you I think we have covered everything.

F: Thank you so much for participating in my research and I wish you all the best with your baby.

## **APPENDIX I**

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### **ETHICS AND RESEARCH STATEMENT**

ETHICS AND RESEARCH STATEMENT INCLUDING STANDARD OPERATING PROCEDURES

FACULTY OF EDUCATION  
UNIVERSITY OF PRETORIA  
31 JANUARY 2005

While research has undoubtedly produced many positive social and educational outcomes, it has also raised disturbing questions about the conduct of researchers with respect to ethics, values and community. The purpose of ethical review, therefore, is to ensure that human respondents participate in research freely and without unreasonable risk. Where there is always some degree of risk involved in social research, the process of ethical review has to ensure that the potential benefits outweigh the risks and that the participation of human subjects enjoys the full and informed consent of these respondents.

The broader goals of the ethical review of research proposals in the Faculty of Education are the following:

1. to develop among students and researchers a high standard of ethics and ethical practice in the conceptualisation and conduct of educational research;
2. to cultivate an ethical consciousness among scholars especially in research involving human respondents; and
3. to promote among researchers a respect for the human rights and dignity of human respondents in the research process.

The ethical review process is guided by the following principles common to research involving human respondents:

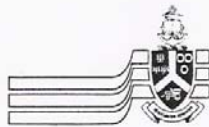
1. the principle of *voluntary participation* in research, implying that the participants might withdraw from the research at any time.
2. the principle of *informed consent*, meaning that research participants must at all times be fully informed about the research process and purposes, and must give consent to their participation in the research.
3. the principle of *safety in participation*; put differently, that the human respondents should not be placed at risk or harm of any kind e.g., research with young children.
4. the principle of *privacy*, meaning that the *confidentiality* and *anonymity* of human respondents should be protected at all times.
5. the principle of *trust*, which implies that human respondents will not be respondent to any acts of deception or betrayal in the research process or its published outcomes.

The process of ethical review is not intended to add bureaucratic burden to the research process. Rather, this process is intended to protect the researcher as well as the participating human respondents. At a higher level, the process is also intended to elevate the quality of research in the Faculty of Education—where research is conceived not simply as a set of techniques, but as a well-considered, ethically grounded process that builds values such as trust, respect, empathy and dignity among both the researcher and the researched. In such a process, participants are treated as authentic “respondents” in the research endeavour and not simply as “objects” to be studied.

**APPENDIX J**

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**ETHICS CLEARANCE CERTIFICATE**



UNIVERSITY OF PRETORIA  
FACULTY OF EDUCATION  
RESEARCH ETHICS COMMITTEE

**CLEARANCE CERTIFICATE**

**DEGREE AND PROJECT**

**INVESTIGATOR(S)**

**DEPARTMENT**

**DATE CONSIDERED**

**DECISION OF THE COMMITTEE**

**CLEARANCE NUMBER :**

EP07/07

M.Ed Educational Psychology  
Exploring the use of television for guidance to expectant fathers.

Chiara Manzo  
Educational Psychology  
25 July 2005  
APPROVED

*This ethical clearance is valid for  years and may be renewed upon application*

**CHAIRPERSON OF ETHICS  
COMMITTEE**

Dr S Human-Vogel

**DATE**

25 July 2005

**CC**

Mrs Ronel Ferreira  
Mrs Jeannie Beukes

This ethical clearance certificate is issued subject to the following conditions:

1. A signed personal declaration of responsibility
2. If the research question changes significantly so as to alter the nature of the study, a new application for ethical clearance must be submitted
3. It remains the students' responsibility to ensure that all the necessary forms for informed consent are kept for future queries.

Please quote the clearance number in all enquiries.