A SURVEY OF FOUR SELECTED MAGAZINES CONTAINING ARTICLES PERTAINING TO FAMILY RELATIONSHIPS

by

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"When there is harmony in the home, there is contentment in the community. When there is contentment in the community, there is prosperity in the nation. When there is harmony in the home, contentment in the communities, and prosperity in the nations, there is peace in the world."

Chinese Proverb

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CHAPTER I

INTRODUCTION

The most fundamental and vital process necessary to have and maintain a human society is the ability of its members to transmit meaning from one to another. No matter how primitive or advanced, a society is based on man's capacity to transmit not only his knowledge and experience but his intentions, desires, needs, feelings, and beliefs to other human beings.[1]

Primitive peoples can communicate as far as sound carries, but with the advent of modern man came the means of communications en masse--the radio, films, television, and the printed page. Through these media man can transmit his culture--values, goals, attitudes--from coast to coast, country to country, and from one generation to another.

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[1] Charles R. Wright, Mass Communications (New York: Random House, 1959), p. 11.

As a social instrument, mass communications have been used to create, develop, reinforce and reflect public opinions and attitudes. Every aspect of human life, no matter how personal, can be reported and discussed; in some cases these aspects are analyzed and interpreted by the press and other media.

Changes in family structure have resulted from such factors as industrialization, urbanization, and the emancipation of women. These are responsible for the transition from a traditional authoritarian to an equalitarian democratically oriented family. The solidarity of the patriarchal family was founded on such unifying factors as clearly defined roles in which cooperation was an economic necessity with subordination of family members to an authority, detailed rituals, tradition, customs, community pressures and opinions, and law. On the other hand, the unity of the companionship family relies less on these external influences and more on the interdependent family roles based on interpersonal relationships, and what Burgess describes as

"mutual affection, sympathetic understanding, and temperamental compatibility" thus emphasizing a consensus of family values, goals, and activities.[2]

With the gradual trend from the patriarchal to the contemporary family new problems arose. Parents with traditional ideals and attitudes, trying to rear children in a equalitarian oriented environment, lacked the knowledge to handle the changing relationships that developed during and resulted from this confusing period of transition. Magazine editors and publishers took full advantage of the need for information in the 1920's by magazines publishing series and single articles dealing with family relationships. Even some new magazines like Parent's Magazine and Better Homemaking came into being for the sole purpose of aiding parents in rearing children.

Although magazines typify only one of the mass media which deals with social, economic, and political issues Peterson finds this medium has been the least subjected

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[2] Ernest W. Burgess and Harvey J. Locke, The Family From Institution to Companionship (New York: American Book Company, 1945), p. 356.

to serious study. According to Peterson, little is known about the history of the American magazine since 1900--"the period of its greatest development and greatest importance."[3]

Over the past thirty-five years, an increasing amount of information in areas of family living has been presented to the public via radio and television programs, books, newspapers and magazines. Among the advantages of magazines over the other media are their low cost and availability, the timeliness of the information, and the ease of storage for future reference.

Even with the increased popularity of the other media, magazine sales have risen steadily. Competition from television resulted in magazine improvements as publishers and editors sought ways of duplicating television techniques to make magazine pictures more attractive. Also written material was changed for easier reading and

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[3]Theodore Peterson, Magazines in the Twentieth Century (Urbana, Illinois: University of Illinois Press, 1956), p. vii.

magazine editors treated topics other media could not cover and imitated or accentuated others.

In a 1957 survey of four lay magazines, Montgomery noted that 118 articles related to the following phases of family living: child rearing, personality, family finance, and family relationships. Of these, thirty-five per cent pertained to family relationships.[4] The number of articles in the family living area indicates their availability to the general reader.

Apparently the vast amount of material written for and about the family reaches a large proportion of our population and seems to indicate a desire by the public to understand family relationships. Industrialization and modernization of home tasks makes it possible for the average person to have more time to devote to examining and improving personal and family interaction. If some of this available time is spent in reading in the field of family relationships, and if it is assumed that

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[4]Peggy B. Montgomery, "A Survey of Four Lay Periodicals Containing Articles Pertinent to Phases of Family Living" (unpublished Master's Essay, Department of Family Life Education, Wayne State University, 1957), p. 37.

such reading has an influence upon the reader, it is important to know the kinds of material available to be read, whether they are based on research or opinion, as well as who is writing in this important field.

Statement of Problem

The purpose of this problem was to analyze magazine articles which might contribute to the understanding and solving of problems involving family interaction. The availability of information pertaining to family relations, the particular relationships involved, the approach upon which the articles were based and the author's professional status were investigated.

Definitions

Interpersonal relationships - the interaction between human reflecting personality differences, habits, all prior experience and knowledge which bring about a change or modification in the persons interacting. A manifestation of these changes is evident in forms of behavior. According to Webster's Dictionary out of these interactions "develop systems of shared expectations, patterns of emotional relatedness, and modes of social adjustment."

Interpersonal needs - requirements necessary to maintain an equilibrium in human interaction.

Interaction - any mutual exchange or transfer of ideas, attitudes, feelings that become incorporated in the persons relating to one another. Interaction implies a conscious awareness of the people involved.

Communication - the transmission of information, ideas, and attitudes from one human being to another through means of written or spoken language, facial expressions, gestures, and other bodily movements, exclamations, sighs, or inflections in speech.

Mass Communications - delivering information, interests, and attitudes through use of a specified medium developed for that purpose to a diversified audience.

Mass media - the methods of transmitting mass communication; television, radio, films, magazines, newspapers.

Audience - the individuals toward whom mass communications are aimed.

Objectives

The study was guided by the following objectives:

1. To discover the availability to the general reading public of family relationship articles.

2. To note the relationship dealt with in such articles in four widely read women's publications.

3. To learn whether or not these articles were based on research.

4. To investigate the professional status of authors writing in the field of family life.

Assumptions

It was assumed that:

1. The vast circulation rate of the magazines chosen is an indication that they are being read by the general public.

2. The number of articles dealing with family relationships implies that these articles are of interest and are being read.

3. Articles being read have an influence upon the reader.

Limitations

The selection of magazines was limited to those listed by Ayer's Directory of Newspapers and Periodicals. Magazines not found in this source were automatically excluded. Copies of magazines unavailable for library research were also omitted.

Only relationships involving the immediate and closely related members of the extended family were investigated.

The professional status of the authors was determined by the title the magazine used in referring to them: i.e., medical doctor, author, feature writer. No evaluation was made as to qualifications, educational background, or extent of training.

No attempt was made to investigate the effects of content on the readers.

CHAPTER II

REVIEW OF LITERATURE

In reviewing the literature related to the field of mass communications, some information was obtained relative to the popularity and availability to the public of the various media. According to Emery, the most popular mass communication media in the United States are newspapers, radios, and television followed by magazines, films, and books. Ninety per cent of Americans read a daily newspaper regularly, while the majority of those remaining read a weekly paper. Although ninety-seven per cent of the American homes have radios, and 86 per cent have television sets, at least one magazine is read regularly by 60 to 70 per cent of adults. It is estimated that 30 per cent of the adult population read books. Approximately five out of ten adults attend one movie a month; twenty-five per cent see one or more movies weekly. Of the 8,000 American magazines currently published, there are those catering to most tastes, interests and

mentalities. Treatment of material and presentation of facts depend upon and vary with the audience intended to be reached.[5]

The Magazine Advertising Bureau has stated that American magazines are read by nearly seven out of every ten adults of 15 years of age or older. Eight out of ten families in this country read magazines regularly.[6] In a pilot study reported by Wood, the following reasons were stated for reading magazines, listed in the order of frequency; entertainment, increase in knowledge, conversational material, escape, practical information, and inspiration.[7]

With the remarkable expansion of mass media and their availability to the population after the 1900's, social scientists and others became concerned with their possible effects on individuals and groups. This growing interest

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[5]Edwin Emery, Phillip H. Ault, and Warren K. Agee, Introduction to Mass Communications (New York: Dodd, Mead and Company, 1960), pp. 129, 131.

[6]James Playsted Wood, Magazines in the United States (2nd Ed.; New York: The Round Press, 1956), p. 301.

[7]Ibid., p. 367.

in mass communications and their effects prompted the use of content analysis as a research technique. Students of journalism and sociology first used this tool in the early 1930's to study the content of American newspapers. In the later thirties under the guidance of Paul F. Lazarsfeld, and Harold Lasswell, content analysis became more extensive. Berelson noted a thirty year span of five year intervals from 1921 until 1950 and found an increase in studies of content from two in 1921 to twenty-five in 1950.[8] Thus content analysis appears to be an important research tool.

Content analysis studies have been concerned with the following aspects: substance, form, producers of content, audience of content, and the effects of content. The studies relating to form have been primarily concerned with exposing propaganda techniques, measuring "readibility" of communication materials, and discovering literary style. Those relating to audience of content have been largely

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[8]Bernard Berelson, Content Analysis in Communication Research (Glencoe, Illinois: Free Press, 1952), p. 21.

directed toward the attitudes, interests, values, and cultural patterns of the population studied. Of possible pertinence to this study are those studies relating to substance, producers of content, and effects on the audience.

Ellison and Gosser analyzed the content of nine general magazines covering three month periods in 1947 and 1957. They found changes in subject matter which indicated that readers were becoming more interested in their own personal orientation and adjustment. They also noted an increase of articles in personal management, both physical and spiritual.[9]

In other studies pertaining to substance, Montgomery found an increase in the number of articles dealing with family relationships.[10] Robinson in 1959 noted that of those magazine articles emphasizing child rearing, child growth and development, and parent-child relationships

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[9]Jerome Ellison and Franklin Gosser, "Non-Fiction Magazines Articles: A Content Analysis Study," Journalism Quarterly (Winter, 1959), p. 34.

[10]Montgomery, op. cit., p. 37.

70 stressed the psychological aspects of child-rearing while 37 gave emphasis to physical care.[11]

Most studies dealing with the producers of content included an analysis of the intentions and other characteristics of the communicators, and were primarily concerned with war, the psychological state of individuals and groups, and the detection and use of propaganda in political and military intelligence. However in the Montgomery study cited above, there was an increase in the number of authorities versus laymen writing in the field of family living.[12]

The majority of studies dealt with the effects of mass communications as they revealed the focus of the audience's attention and described their responses, both attitudinal and behaviorial, to the communications.

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[11] Velma L. Robinson. "A Survey of Four Lay Magazine Articles Which Will Aid Parent's in Rearing Children with Healthy Personalities" (unpublished Master's Essay, Department of Family Life Education, Wayne State University, 1961), p. 49.

[12] Montgomery, op. cit., p. 38.

Because of the assumption that articles being read have an influence on the reader these studies are reported in considerable detail.

Schramm gives two basic theories of mass communication effects, the "1984" and the "status quo" theories. The "1984" theory implies that man can be manipulated against his will once "in the hands of advertisers, political propagandists, and mass educators." The "status quo" theory, which Schramm suggests is closer to the truth and which is supported by findings of Lazarswell and others, is that "the very nature of the mass media leads them [individuals] to be conservative, to oppose change rather than to bring it about, and to stay close to the status quo even in matters of taste."[13]

According to Klapper, "Persuasive mass communication has been observed on different occasions to create attitudes, to reinforce or modify existing attitudes, and to change attitudes. Research has pretty well established that such

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[13]Wibur Schramm (ed.), Mass Communication (Urbana, Illinois: University of Illinois Press, 1960), pp. 465-6.

mass communication is more likely to reinforce existing opinions rather than change them, and more likely to produce modifications than conversions." Mass communication as a contributory rather than the sole factor in audience effect depends upon various factors and social pressures. Among these Klapper notes (1) the predispositions and the related processes of selective exposure, selective perception and selective retention; (2) the groups, and the norms of groups, to which the audience members belong; (3) interpersonal dissemination of the content of communications; (4) the exercise of opinion leadership; and (5) the nature of mass media in a free enterprise society.[14]

Support of Klapper's statement is seen in studies of pre-election campaigns done in 1948 in Erie County, Ohio by Lazarsfeld, Berelson, and Gaudet, and in 1954 by Berelson, Lazarsfeld, and McPhee, of voter's decisions of party support in Elmira, New York. These studies indicated that the original voting intention and party affiliation

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[14]Joseph Klapper, The Effects of Mass Media (New York: Columbia University, Bureau of Applied Social Research, 1960), pp. 18-19.

prior to the campaign were reinforced rather than changed. Interviews taken after a public relations campaign for improving attitudes toward the oil industry also indicated that opinions tended to be reinforced.[15]

Minor change is more evident than conversion. Sims found in 1948 that opposition to T. V. A. was reduced rather than changed when persons were exposed to counter-propaganda. According to Klapper similar findings were reported by Asher and Sargent in 1941 on the effects of "cartoon caricatures," and by Janis and King in their investigation in 1954 of role-playing and its effects upon opinion change.[16]

Other studies on the possible effects of mass media on the audience are somewhat contradictory, and will be reported according to the general medium involved.

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[15] *Ibid.*, pp. 16-7.

[16] *Ibid.*, pp. 17-8.

Films

Of the mass media, films and television have the unique feature of appealing to two senses; those of sight as well as sound. Investigation of a film audience is easier than a television audience. Television viewing is generally a private affair with outside factors interacting with the viewer. The nature of films causes a gathering of people in a specially designed place thus limiting the interferences of such external factors.

Studies of Lashley and Watson in 1922 on the effects of "Fit to Win," a film showing the consequences of venereal disease on soldiers of World War I indicated that the film was effective in providing information and resulted in a "temporary increase in fear of venereal disease." Later evidence disclosed however, "no decrease in exposure to venereal disease afterwards."[17]

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[17]Gardner Lindzey (ed.) Handbook of Social Psychology (Cambridge, Massachusetts: Addison-Wesley, 1954), p. 1066.

Similar findings were reported by Hovland, Lumsdaine, and Sheffield in 1949 on the film "Why We Fight," a series of Army indoctrination films presented for motivating men to serve as soldiers. They found the items intended to motivate did not have this effect although the film contributed to the factual knowledge of the viewers.[18]

In a 1933 study by Shuttleworth and May the investigators found no significant differences in attitudes of students attending movies twice a week or more as compared with those attending one or less a month.[19]

Blumer and Hauser in 1933 in their book analyzing film effects on delinquents conclude that "several important indirect influences disposing or leading persons to delinquency or crime are discernible in the experience of male offenders" [and delinquent females]. Films depicting crime as glamorous or gay arouse in males, according to the

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[18] *Ibid*., p. 1067.

[19] *Ibid*., p. 1067.

authors, a "desire for easy money and luxury, and by suggesting questionable methods for their achievement; by inducing a spirit of bravado, toughness and adventurousness; by arousing intense sexual desires; and by invoking daydreaming of criminal roles, motion pictures may create attitudes and furnish techniques conducive, quite unwittingly, to delinquent behavior." . . ."Motion pictures may play a major or minor role in female delinquency and crime by arousing sexual passion; by instilling the desire to live a gay, wild, fast life; by suggesting to some girls questionable methods of easily attaining them; by the display of modes of beautification and love's techniques; by depiction of various forms of crime readily imitated by girls and young women; and by competing with home and school for an important place in the life of the girls."[20]

Several individual films considered useful by Hovland are Rosenthal's 1934 investigation of a film on radicalism which indicated a change in "socio-economic attitudes closely related to its content but had little effect on

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[20] Ibid., p. 1067.

other related items not specifically covered." A film study by Cooper and Dinerman in 1951 on "Don't Be A Sucker" depicting prejudice as "a device manipulated by agitators for their own gains" had some "boomerang effects"--changes opposite to those intended. The authors also noted that drawing specific conclusions is more effective than letting the audience draw them. Evidence in this direction is supported by Hovland and Mandell's 1952 study.

Television

The effects of television viewing are cited in the following studies. In a 1952 study dealing with the televised hearings on New York's crime and corruption Wiebe found a "high percentage [of viewers] indicated an aroused interest and concern, but few of these reported taking any action calculated to improve the conditions."[21]

In a 1958 study of 1,854 television and non television viewers in four British cities, Himmelweit, Oppenheim and Vince found that "adult television programs apparently

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[21] *Ibid.*, p. 1070.

induced some anxieties about growing up in thirteen to fourteen-year-old children (but not among younger children of the same age). Viewing apparently had no very important effect on children's desires, expectations about marriage, their ideas of what characteristics are important in getting on in the world, or on their concepts of social class differences." According to Klapper, "adult television fare apparently influences some children to some extent under some conditions."[22]

The money spent on television advertising seems to indicate this medium is effective in inducing consumer buying. However, studies done by advertising companies on the effects of television and advertising are generally not made public.

Radio

One of the earliest studies on the effects of radio programs in modifying behavior was done by E. S. Robinson in 1932. The study compared two groups: those who listened to a four week series "Unemployment: What the Voter

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[22]Klapper, op. cit., pp. 226-7.

Should Know": and those who did not. Tests administered before and after noted "an increase of about 16 per cent in the number of solutions for unemployment suggested by the exposed group. The new suggestions were heavily concentrated in the categories discussed in the programs." Also there was "the tendency for the listeners to accept a large number of ideas presented, even though some . . . were clearly inconsistent with others."[23]

The government's use of radio for educational purposes prompted studies by Umberger in 1932 and Robinson in 1941. Umberger's survey of 532 farm families indicated that the radio "was responsible for 5.9 per cent of the changes [in opinion] reported. . ." Robinson found among his rural listeners the tendency to turn off the radio when in disagreement with the views expressed.[24]

One radio program that caused a panic reaction in some listeners was Orsen Wells' broadcast of the "War of the

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[23]Lindzey, op. cit., p. 1068.

[24]Lindzey, op. cit., p. 1068.

Worlds." In 1940 Cantril interviewed 135 persons who were affected by the program, and concluded that the radio has an impact on its audience.

Printed Materials

The media most concerned with this study includes all those of the printed page--books, newspapers, and magazines. On the impact of books Hovland states, "We are aware of profound effects which certain books have had upon society, this may particularly be observed in the case of such books as the 'Bible,' 'Uncle Tom's Cabin,' and 'Das Kapital.'"[25]

However, Lundberg in 1926 concluded from his study of the press and political behavior that "A modern commercial newspaper has little direct influence on the opinions of its readers on public questions. It probably seeks to discover and reflect that opinion rather than make it." Lazarsfeld, Berelson and Gaudet in their 1944 study were interested in newspapers devoted to election issues and

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[25]Lindzey, op. cit., p. 1068.

who reads them. They noted that those reading articles had already made the decision and stuck by it. When interviewed however, the newspaper was mentioned as a source of information determining their decisions.[26]

In a study by Annis and Meier done in 1934, favorable and unfavorable stories about an unknown prime minister were "planted" in a university newspaper. Student attitudes were apparently influenced by the articles. "Ninety-eight per cent of those who read the favorable editorials were biased in the favorable direction and 86 per cent of those who read the unfavorable editorials were biased against Mr. Hughes" [the prime minister].[27]

The results of a 1964 Lazarsfeld, Berelson and Gaudet study suggest that those magazines reaching a specialized audience may be of a considerable influence on the readers. In their study, magazines like the Farm Journal and others, although lacking the large national circulation of Colliers,

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[26]Lindzey, op. cit., p. 1063.

[27]Lindzey, op. cit., p. 1064.

Life or the Saturday Evening Post, were mentioned by readers as having an influence upon changes in their vote intentions.[28]

The increased popularity of all mass media seems to indicate that each has its own place in American society. Research findings show similarities of effects among the various media. Studies of mass communications and their effects on the audience are summarized as follow.

1. Mass media are contributors of knowledge and information, and may contribute to the solving of problems.

2. Prior background, group affiliations, and other psychological factors interfere with and cause changes in the message. Misinterpretation of the message sometimes results in changes opposite to those intended by the communicator.

3. Certain individuals in certain situations are more prone to changes than others.

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[28] Lindzey, op. cit., p. 1065.

4. Exposure to areas where prior opinions and attitudes are lacking may result in a greater influence on individuals than in cases where these are already formed.

5. If there is an opinion or attitude established, generally the various media served to reinforce and support rather than to change prior thinking.

Although this study investigated the availability of family relations articles which might contribute to knowledge, and help the readers in finding solutions to their own problems and was not concerned with the effects of mass media, studies of effects support the writers thesis that information and knowledge are gained from exposure to mass communications.

In spite of the fact that results of many studies were somewhat contradictory, the majority seemed to indicate certain similarities in the effects of mass communications upon their audiences. Thus it appears that articles providing more solutions to problem areas in the field of family relationships, might benefit the readers.

CHAPTER III

METHODOLOGY

This problem was concerned with the availability of magazine articles pertaining to family relationships which might aid their readers in solving problems involving family interaction. Magazines which were primarily for women and which contain articles pertaining to various aspects of home and family living were investigated.

The following criteria were used for the selection of the magazines examined in this study.

1. The content included various aspects of family life.

2. The magazines were currently being published in 1963.[29]

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[29] N. W. Ayer and Sons, Directory of Newspapers and Periodicals, 1964 (Philadelphia: N. W. Ayer and Son's, Inc., 1964), p. 1244.

3. They had a circulation of over one and a half million.

4. They were available by subscription.

Six popular women's magazines met the first three criteria. They were McCall's, Family Circle, Ladies' Home Journal, Women's Day, Good Housekeeping, and Parent's Magazine and Better Homemaking. See Table 1.

Four were chosen for this study. They were McCall's, Ladies' Home Journal, Good Housekeeping and Parent's Magazine. Family Circle and Women's Day were excluded from the study because their means of distribution made subscriptions unavailable for library research. All 1963 issues of the four selected magazines were examined.

Magazine articles pertaining to family relationships were investigated to discover their availability, the relationships most frequently discussed, the author's basis for presentation and his professional status.

TABLE 1

WOMEN'S PUBLICATIONS WITH CIRCULATIONS OVER 1,500,000*

Magazine	Circulation	Classification	Distribution by Subscriptions
McCall's	8,220,798	Woman's Interest	Yes
Family Circle	7,220,738	Woman's Interest	No
Ladies' Home Journal	6,677,673	Woman's Interest	Yes
Women's Day	6,444,437	Woman's Interest	No
Good House-keeping	5,269,349	Woman and Home Interest	Yes
Parent's Magazine and Better Home-making	1,917,969	Care of child and woman interest	Yes

*Average circulation for six months preceding the compilation of the directory in which they appear. Information from Ayer's Directory of Newspapers and Periodicals, 1964.

All article titles were read to determine which pertained to family relationships. If there was doubt as to its pertinence the article itself was scanned. All articles selected as appropriate were then read and in some cases re-read several times. These were next categorized according to the relationships dealt with: husband-wife, parent-child (husband-wife-child, father-child, mother-child), and relatives. The number of articles dealing with each category was computed.

To investigate whether articles were based on research, two categories were established, research based and non-research based. Those not clearly belonging to either category were classified as miscellaneous. The following criteria were used to determine in which classification each article fell. In research based articles, information had been obtained from research techniques; case studies, interviews, questionnaires. These were reported, analyzed or interpreted by the authors. Non-research based articles were those of a problem solving nature with solutions to problems derived from personal experience, counseling or advice, based

upon opinions and personal observations, and of a moralizing nature, usually depicting how to succeed in relationships. Those categorized as miscellaneous were primarily concerned with a humorous treatment of relationships.

The professional statuses of the authors as indicated by the magazines were medical doctor, doctor of philosophy, doctor and executive director, American Association of Marriage Counselors, author or writer, and associated editor. Those whose status was not indicated were categorized as status unknown.

Thus the articles were classified as to the number and the kind of relationships dealt with, whether they were research or non-research based, and according to the professional status of the writers. In addition special attention was given to writers of non-research based articles to distinguish those considered to be authorities in their particular field.

CHAPTER IV

FINDINGS

All 1963 issues of the four magazines, Ladies' Home Journal, Good Housekeeping, McCall's, and Parent's Magazine and Better Homemaking were examined for articles pertinent to family relationships. This included twelve issues each of Parent's Magazine, Good Housekeeping and McCall's. Only ten issues of the Ladies' Home Journal were published in 1963. The winter issue combined January and February and the summer July and August. Thus forty-six issues were examined. There were forty-two articles pertaining to family relationships in the four publications. Ladies' Home Journal contained more than a third of the articles and Parent's Magazine had the fewest number. See Table 2.

Two magazines ran regular series of articles. The Good Housekeeping series entitled "My Problem and How I Solved it," contained accounts of personal problems and their solutions. The Ladies' Home Journal carried two

TABLE 2

DISTRIBUTION OF ARTICLES
ACCORDING TO MAGAZINES

Magazine	Distribution	
	Number	Per cent
Ladies' Home Journal	15	36
Good Housekeeping	10	24
McCall's	9	21
Parent's Magazine and Better Homemaking	8	19
Total	42	100

series. In one of these, "Making Marriage Work" or "Can This Marriage Be Saved?", the author, Dorothy Cameron Disney, reported case studies of families who were professionally counseled. Most of the articles in the second series "Dr. Spock Talks to Mothers," were concerned with child rearing advice.

Relationships Involved

For every article emphasizing parent-child relationships, there were almost two concentrating on husband-wife relationships. As would be expected, articles in Parent's Magazine emphasized parent-child relationships. Ladies' Home Journal, McCall's, and Good Housekeeping contained more articles involving marital interaction. Only two articles dealt with relatives. See Table 3.

An examination of content of those articles dealing with husband-wife relationships indicated that the authors dealt with problems in family interaction resulting from the husband and wife's prior background and unresolved childhood conflicts in meeting human needs. The general themes were that those parts of personality affecting relationships are based on the attitudes, values, ideals, and feelings of persons. Ineffective means of solving problems in childhood such as rationalization, escape or avoiding reality, seem to carry over into marriage. Therefore, the unresolved problems eventually manifest themselves in behavior and reflect in human relations. To further complicate the relationships there exists a lack of

TABLE 3

RELATIONSHIPS STRESSED IN ARTICLES
PERTAINING TO FAMILY RELATIONS

	Magazine				
Relationship	Ladies' Home Journal	Good House-keeping	McCall's	Parent's Magazine	Total
Husband-wife	9	7	9	1	26
Parent-child	5	3	-	6	14
Relatives	1	-	-	1	2
Total	15	10	9	8	42

inadequate means of communication. The main issues stemming from the personality, many of which are no doubt unconscious, are not brought to the surface. Difficulties mentioned as sex or money are often symptoms rather than causes.

The general themes covered in the articles dealing with parent-child relationships were that parents and children lack adequate communications, non-verbal as well as verbal, and also dealt with working mothers and the effects of employment on their families.

The two articles dealing with close relatives discussed the physical and mental aspects of aging members in the extended family. A complete listing of themes is included in the Appendix, Tables I-IV.

Research and Non-Research Based Articles

An analysis was made to ascertain whether articles published in these four popular women's magazines were based on research. Forty-seven per cent of articles involving family interaction were classified as non-research, 41 per cent as research, and the remaining

12 per cent as miscellaneous. Almost 67 per cent of articles appearing in the Ladies' Home Journal were based on research. Of the articles found in Parent's Magazine, 63 per cent had a research basis. See Table 4.

Status of Authors

The status of the authors as indicated by the magazines was scrutinized. In 32 of the 42 articles no status was given. The remaining ten articles were written by persons referred to as having a status. See Table 5.

Although nearly one half of the articles (20) were found in the non-research category, almost 12 per cent of these were written by persons considered to be authorities: David R. Mace, Ph.D., Executive Director, American Association of Marriage Counselors); Benjamin Spock, M.D.; John Scofield, M.D. (Assistant Professor of Psychiatry, Indiana University, School of Medicine), and Catherine Chilman, Ph.D. (Department of Family Living and Child Development, Syracuse University). See Table 6.

Further analysis revealed that 87 per cent of articles published in the Ladies' Home Journal, and 75 per cent

TABLE 4

NUMBER AND PER CENT OF ARTICLES APPEARING IN FOUR WOMEN'S MAGAZINES CLASSIFIED ACCORDING TO THEIR CONTENT BASIS

	Magazine Title							
	Ladies' Home Journal		Good House-keeping		McCall's		Parent's Magazine	
Content Basis	No.	Per cent	No.	Per cent	No.	Per cent	No.	Per cent
Research	10	67	-	-	2	22	5	63
Non-research	4	27	8	80	5	56	3	37
Miscellaneous	1	6	2	20	2	22	-	-
Total	15	100	10	100	9	100	8	100

TABLE 5

PROFESSIONAL STATUS OF WRITER OF ARTICLES PERTAINING TO FAMILY RELATIONS

Status	No. of Articles
No Status Mentioned	32
Medical Doctor	4
Author	2
Doctor of Philosophy	2
Associated Editor	1
Humorist	1

written in Parent's Magazine were either based on research or were written by persons considered to be authorities. One third of the articles appearing in McCall's fell into this category. Although Good Housekeeping contained 24 per cent of the family relationship articles, all were written by people other than authorities and had no research basis indicated. An examination of persons classified as status unknown revealed that 14 of the articles they had written were based on research and 15 were not.

Regular writers appearing in Ladies' Home Journal were Dorothy Cameron Disney, who contributed eight of the fifteen articles in her series "Can This Marriage Be Saved?", Dr.

TABLE 6

WRITERS OF ARTICLES DEFINED AS NON-RESEARCH

Writer's Classi-fication	Ladies' Home Journal	Good House-keeping	McCall's	Parent's Magazine	Total
Authority	3	-	1	1	5
Non-authority	1	8	4	2	15
Total	4	8	5	3	20

Benjamin Spock, and Phyllis McGinley, author of "Profession: Housewife."

In the Good Housekeeping series "My Problem and How I Solved It," no names were mentioned, perhaps to insure the individual's privacy. No indication was given as to whether articles were written or narrated by the person involved in the problem situation.

In McCall's, articles by Abigail Van Buren and Dr. David R. Mace were featured. Art Buchwald, a regular feature writer, sometimes devoted space to marriage relationships.

In Parent's Magazine a variety of writers in the area of family relationships was used.

CHAPTER V

SUMMARY AND CONCLUSIONS

The purpose of this study was to investigate the availability of articles involving relationships in four widely circulated magazines published during 1963. The content was examined to determine the kinds of relationships discussed and whether the articles were based on research. The status of the authors was investigated to discover who is writing in popular women's magazines in this important field.

A selection of magazines was made from Ayer's Directory of Newspapers and Periodicals. All articles pertaining to family relations were read, categorized, and analyzed. No assessment was made of the quality of the author's background or the effects of the content on readers.

Following are the findings of this study:

1. Forty-two articles were found pertaining to family relationships.

2. Almost two-thirds of the articles involved husband-wife relationships.

3. The content of the articles suggested that difficulties in relationships are caused by personality factors, ineffective methods of solving conflicts, unstable or inadequate role systems, and the inability of members to communicate with one another.

4. About forty-one per cent of the articles were based on research.

5. Fourteen per cent of articles were identified as being written by persons considered to be authorities. More than three-fourths were written by persons with no status mentioned; however, one-half of such articles were based on research.

Recommendations for Further Studies

The scope of this study was necessarily limited. Other studies should be made to expand our knowledge in this area. For example, it would be interesting to study the content of articles on family relationships for effects on the

reader. First one should ask, are these articles being read by the general public? If they are, by whom, and why? Do these articles help persons to improve their own relationships? Could they be used as a source of information for educators in the family life field? A more thorough investigation could be made of writers for popular magazines to discover if they generally write articles about or have a background in this field. The investigation could also include discovering what the experts are writing. Articles dealing with child rearing and personality could be studied for their implications for family relationships.

Conclusions

Magazine articles pertaining to family relationships are available to the reading public. It is probable that the low cost of magazines and their availability to libraries makes them easily accessible for persons seeking information in this area.

The number of articles dealing with husband-wife relationships indicates a special interest to readers of women's publications. Problems discussed were basically

those human conflicts stemming from feelings, attitudes and values of personalities creating difficulties in interpersonal relationships within the family. Many of the articles were written using the first person. Through reading these articles, the reader might gain a wider knowledge of human relationships and the problems resulting from conflicting personalities. From these articles a better understanding of others and oneself might be gained.

Magazines employ experts in most aspects of family living but neglect the area of family relationships. Several possible reasons might explain this absence in popular magazines of writers who are authorities.

1. There is a lack of interest in this sort of writing by authorities in family life.

2. Family life experts generally write for professional journals only.

3. Journalists can make articles more attractive and interesting to readers by employing their own style either to give personal observations or to report and interpret

studies based on research. This might explain why so many writers with no status indicated wrote articles with a research basis.

The authoritarian family of the past is disappearing and in its place a new family structure is emerging. Such factors as industrialization, urbanization, and the emancipation of women have brought about changes affecting family living. No longer are the roles of family members defined in terms of an economic unit as in the authoritarian family. In the democratic family a wider range of role behavior is permitted. Each family unit may work out its own allocation of responsibility in light of its own individual needs. Because of our rapidly changing society, parents can not predict the future or the varied roles their children will assume.

Difficulties in marital relations and child rearing have resulted from this transitionary period. Magazines, along with other media present the public with material which may contribute to their knowledge and understanding and help them to gain insight into their own problems. It important that this material be current and represent the best thinking and research available.

APPENDIX

TABLE I

ARTICLES PERTAINING TO FAMILY RELATIONSHIPS IN LADIES' HOME JOURNAL, 1963

Date	Title	Author, Status	Emphasis	Relation-ship	Article Basis
January-February	"Should Mothers Work"[1]	Benjamin Spock,M.D.	Mother's guilt from leaving children or resentment from staying home reflects in relationships.	Parent-child	Non-research
January-February	"10 Ways To Keep A Husband Young"	Phyllis McGinley	Partners learn to develop role system to husband's benefit.	Husband-wife	Miscellaneous
January-February	"Why Husbands Run Away"[2]	Dorothy Cameron Disney	Lackof adequate communications between partners; problems cited, secondary.	Husband-wife	Research

[1]From the series "Dr. Spock Talks to Mothers."

[2]From the series "Making Marriage Work," or "Can This Marriage Be Saved?"

TABLE I--Continued

Date	Title	Author, Status	Emphasis	Relation-ship	Article Basis
March	"When Old Folks Become A Problem"	Margaret Parton	Wife neglects self and family for aging mother.	Relatives	Research
March	"When Mother's Work"[1]	Benjamin Spock,M.D.	Personality of child is affected by relationship with mother or "mother" substitute.	Parent-child	Non-research
March	"Teen-age Mar-riage Craze"	Jean Anderson	Insecure teen's with unrealistic view of marriage seek love and affection and marry to get it.	Husband-wife	Research
March	"Gambling, Winner Loses All"[2]	Dorothy Cameron Disney	Man's solution to problems is escape which increases conflicts in rela-tionships.	Husband-wife	Research
May	"My Husband Was Cold"[2]	Dorothy Cameron Disney	Two adults with un-resolved childhood conflicts create interpersonal problems; sex, secondary.	Husband-wife	Research

TABLE I--Continued

Date	Title	Author, Status	Emphasis	Relation-ship	Article Basis
June	"Teen-agers Speak Up"	-	Teens blame parents for early dating and inadequate sex information leading to early marriage.	Parent-child	Non-research
June	"When A Husband Outgrows His Wife"[2]	Dorothy Cameron Disney	After children wife's interests change. Difficulties result from changes in attitudes.	Husband-wife	Research
June	"America's Spoiled Parents"	Benjamin Spock, M.D.	Child learns from parents example of marriage.	Parent-child	Non-research
July-August	"A Son's Delinquency Helps Rebuild A Marriage"[2]	Dorothy Cameron Disney	Lack of effective communications and adequate role system	Parent-child	Research
September	"Only Their Religion Held Them Together"[2]	Dorothy Cameron Disney	Husband overcritical. Partners had to learn to interact with an effective balancing of roles.	Husband-wife	Research

TABLE I--Continued

Date	Title	Author, Status	Emphasis	Relationship	Article Basis
October	"She Sought Refuge From Domestic Chaos in A Job"[2]	Dorothy Cameron Disney	Ineffective relationship to husband affected wife's feelings about herself; sought recognition elsewhere.	Husband-wife	Research
November	"Jealousy Was Their Childish Weapon of Torture"[2]	Dorothy Cameron Disney	Two immature people with unrealistic ideals marry too young.	Husband-wife	Research

TABLE II

ARTICLES PERTAINING TO FAMILY RELATIONSHIPS IN GOOD HOUSEKEEPING, 1963

Date	Title	Author, Status	Emphasis	Relationship	Article Basis
January	"Money Troubles"[1]	-	Money used as weapon in relationship.	Husband-wife	Non-research
February	"My Baby Was Different"[1]	-	Mother overcomes feelings toward disfigured twin in order to provide healthy environment.	Parent-child	Non-research
February	"Father's Don't Stand A Chance"	Jill Stanton, Humorist	Children always outwit father.	Parent-child	Miscellaneous
March	"My Husband Was Unfaithful"[1]	-	Wife's feelings of revenge and resentment almost ruin marriage.	Husband-wife	Non-research

[1] From the series "My Problem and How I Solved It."

TABLE II--Continued

Date	Title	Author, Status	Emphasis	Relationship	Article Basis
April	"My Husband Was Ashamed of Me"[1]	-	As husband advances in schooling with wife's help he finds little in common to talk about.	Husband-wife	Non-research
April	"How to Live With A Husband"	Janet Agle	Maximize the advantages; minimize the disadvantages.	Husband-wife	Non-research
June	"Can Love Survive Indifference"[1]	-	Husband's lack of sexual interest in wife stems from personality problem; wife's anxieties increases husband's tensions.	Husband-wife	Non-research
July	"The High Cost of Scrimping"[1]	-	Wife's obsession with saving money creates unnecessary problems in relationships.	Husband-wife	Non-research

TABLE II--Continued

Date	Title	Author, Status	Emphasis	Relationship	Article Basis
August	"The Questions my Daughter Never Asked Me."[1]	-	Mother's prior background affected her attitudes and feelings about sex, hampered sex education of daughter.	Parent-child	Non-research
November	"Flight From Marriage"[1]	-	Immature wife seeks romance outside of marriage.	Husband-wife	Non-research

TABLE III

ARTICLES PERTAINING TO FAMILY RELATIONSHIPS IN MC CALL'S, 1963

Date	Title	Author, Status	Emphasis	Relationship	Article Basis
January	"When Your Husband is Unfaithful"	Abigail Van Buren	Readers offer advice; leave him or forgive him.	Husband-wife	Non-research
February	"After the Honeymoon Helpmate or Checkmate"	Abigail Van Buren	Wife needs to develop virtures to help husband.	Husband-wife	Non-research
April	"How to be Happy the Second Time Around"	Jessyca Russell	Two divorced people meet one another's needs.	Husband-wife	Non-research
April	"Pregnancy and the Young Husband	David R. Mace, Ph.D. Executive Director, A.A.M.C.	New experiences create feelings and anxieties to be mutually worked out.	Husband-wife	Non-research
May	"Sex Problems After 10 Years of Marriage"	Maxine Davis	Roles must meet needs; sex expressed need for one another.	Husband-wife	Non-research

TABLE III--Continued

Date	Title	Author, Status	Emphasis	Relation-ship	Article Basis
July	"The Problem of Being A Perfect Mate"	Art Buchwald	Humorous treatment of husband's role	Husband-wife	Miscel-laneous
July	"Will Success Spoil Your Marriage?"	Toni Howard	Continuous absence of husband creates difficulties in role and relation-ships.	Husband-wife	Research
October	"What is Your Divorce Potential?"	Art Buchwald	Humorous questions depicting areas of possible marital conflicts.	Husband-wife	Research
November	"The Lonely Wife"	Judith Krantz	Many adjustments must be made by women under abnormal stress of having husband con-tinually away from home.	Husband-wife	Research

TABLE IV

ARTICLES PERTAINING TO FAMILY RELATIONS IN PARENT'S MAGAZINE AND BETTER HOMEMAKING, 1963

Date	Title	Author, Status	Emphasis	Relationship	Article Basis
January	"The Truth Hurt Our Adopted Daughter"	Joan Lawrence	Overzealous parents confront child unknowingly with self-doubts.	Parent-child	Non-research
March	"How to Succeed As A Working Mother"	Margaret Albrecht Gillmore	Attitudes and feelings of all members must be considered	Parent-child	Research
April	"Can Three Generations Live Together?"	Betsy Marden, Associated Editor	Well meaning children overly protective of aging parents	Relative	Research
May	"Mother's Daze"	Dorothy Van Ark	Mother's actions bring reactions in daughter.	Parent-child	Non-research
May	"Do You Fight About Money?"	Edith M. Stern, Author	Feeling and Value of money create difficulties	Husband-wife	Research

TABLE IV--Continued

Date	Title	Author, Status	Emphasis	Relation-ship	Article Basis
June	"A Baby Puts A Strain on Marriage"	Catherine Chilman, Ph.D., Dept. Family Liv. & Child Develop.	New adjustments are necessary when the baby arrives.	Parent-child	Non-research
June	"Wanted Strong Parents"	John Scofield M.D.	Parents' actions contradict what they say.	Parent-child	Research
July	"Everyone Needs To Get Mad Sometimes"	Katherine Parks	Healthy ways to handle anger worked out; previous communication blocked.	Parent-child	Research

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