

# P1 Report

## Understanding the Problem

Team T-Rex: Yuan Gao, John Hinkel, Oriana Ott, Auzita Irani



### Demographic:

Stay-at-home dads

### Problem/their objective:

Returning to work or seeking employment

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## Guidelines

- **Summary of what the system will do:**
  - Be accessible to a diverse population of stay-at-home fathers.
  - Facilitate the jobs search and application process
  - Address current barriers in re-entering the job market and allow fathers to overcome those barriers
  - Help fathers find employment opportunities that meet their and their families' needs
  - Help fathers become employed
- **Summary of why it's needed from literature and user research:**
  - Significant number of fathers who are involuntarily unemployed.
  - High satisfaction from employment
  - Changing financial needs of the family
  - Children returning to school
  - Social isolation and intellectual engagement
- **A description of the important characteristics of the users of the system:**
  - Men
  - With at least one child under the age of 18
  - Almost all married, or have a partner who is employed.
  - Primarily middle-aged, white, highly educated.
  - Diverse interests and job experiences.
  - Significant subgroup are web developers
- **Summary of Social Issues mentioned in literature review:**
  - Social stigma attached to male engaged parenting
  - Social stigma attached to taking time off work
  - Being a stay-at-home father is a social identity and choice, generally excludes people who stay at home without becoming primary caretaker because of unemployment or disability
  - Some may have other disabilities
  - Women more likely to get higher education
  - Women less likely to be unemployed
  - Numbers of SAHD increasing
  - Media attention and social understanding is increasing with rising numbers and women's better employment prospects.

# **1 Literature Review of Target Demographic: Stay at Home Dads**

## **1.1 Definition and terms used to describe the demographic**

A stay-at-home dad (alternatively, stay at home father, at home father, house dad, SAHD, househusband, or house-spouse) is, for the purpose of this project, a father who is the primary caregiver of at least one child under the age of 18 and/or is the homemaker of the household. It is important to distinguish that this demographic encompasses a variety of experiences, including fathers who do not work by choice, single and primary caretakers of their children, fathers who work part time in order to be primary caretakers in relationships where their partner provides more financial support, and fathers who are unable to work either because they are unemployed or because they are disabled (Profile America Facts). The definition is usually framed to exclude those fathers who are unemployed not by choice, or unemployed and not the primary caretakers of their children, but we may also be including fathers who may be ambiguously within these bounds or seeking employment because of our interest in the job seeking process incidentally through our research (Kramer). Our goal will be to focus on self-identified stay at home dads or primary caretakers, however.

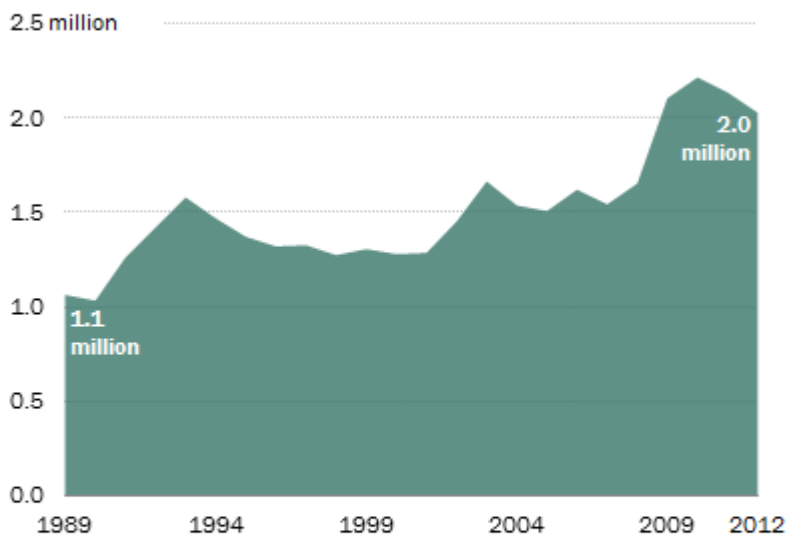
## **1.2 Number of stay-at-home dads**

The number of fathers who are at home with their children for any reason has nearly doubled since 1989, when 1.1 million were in this category. It reached its highest point—2.2 million—in 2010, just after the official end of the recession, which spanned from 2007 to 2009. Since that time, the number has fallen slightly, driven mainly by declines in unemployment, according to a new Pew Research Center analysis of U.S. Census Bureau data. The great recession in 2009, that had a more severe impact on men's employment rates than women's and the rising gap in higher education that means that women are more often getting higher degrees, may also contribute to this shifting demographic (Kramer). In general, more women are working better jobs, and getting more highly paid, opening up the opportunity for men to choose to focus on their families (Kramer).

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## Rising Number of Stay-at-Home Dads

*Number of fathers living with child(ren) younger than 18 who do not work outside the home*



Note: Based on fathers ages 18-69 with own child(ren) younger than 18 in the household. Fathers who live apart from their children are not included. Fathers are categorized based on employment status in the year prior to the survey.

Source: Pew Research Center analysis of March Current Population Surveys Integrated Public Use Microdata Series (IPUMS-CPS), 1990-2013

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(Gretchen Livingston, 2014)

### 1.3 The decision to stay at home

While most stay-at-home parents are mothers, fathers represent a growing share of all at-home parents – 16% in 2012, up from 10% in 1989. Roughly a quarter of these stay-at-home fathers (23%) report that they are home mainly because they cannot find a job.

Design implications: there are a large number of dads who stay at home because they cannot find job, which indicates a great market for us to help them come back to the industry.

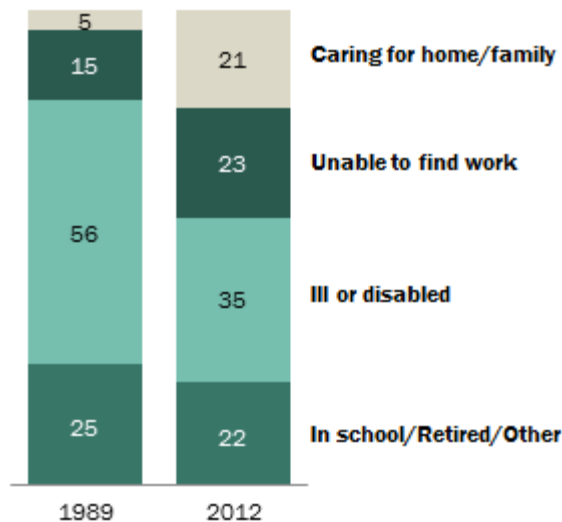
Nearly as many (21%) say the main reason they are home is to care for their home or family.

This represents a fourfold increase from 1989, when only 5% of stay-at-home fathers said they were home primarily to care for family.

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## Growth in Stay-at-Home Fathers Driven by Those Caring for Family and Those Unable to Find Work

*% of stay-at-home fathers who say they are not working because they are ...*



Note: Stay-at-home fathers are based on fathers ages 18-69 with own child(ren) younger than 18 in the household who do not work outside the home. Fathers who live apart from their children are not included. Fathers are categorized based on employment status in the year prior to the survey.

Source: Pew Research Center analysis of March Current Population Surveys Integrated Public Use Microdata Series (IPUMS-CPS), 1990 and 2013

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Most of the fathers saw their work as either a career or a calling, indicating a high level of engagement in their work. That said, surprisingly few of the fathers expressed any lament over giving up their work in order to be at home with their children.

Despite the dads' overall satisfaction with their careers, the circumstances at their workplaces or with their workloads had prompted rethinking their options. Long work hours, often coupled with wives who also had challenging schedules, made the decisions to leave the workplaces obvious or even necessary.

Many may have come from industry experiencing burnout, and may be dissatisfied with their jobs or the type of work they do, or just the types of hours they used to work (Covert, 2012).

Most often the actual decisions to be at-home dads reflected two major considerations: the couples' financial circumstances and their values regarding how their children should be raised and by whom. The other factor was that the decisions often reflected strong desires on the parts of both spouses to have one parent at home with the children rather than, as one participant put it, "outsource our children to a daycare provider." (Gretchen Livingston, 2014) The extremely high cost of childcare contributes to this decision in many cases as well (Covert, 2012.)

## 1.4 Six Types of Stay-at-Home Fathers (according to their employment states)

Types	Description
I. “Daytime Dad”	These stay-at-home fathers are the primary caregivers for their children during the day (from the time they get up until their wives get home from work between 4 and 6pm). At this point, “daytime dads” work evening shifts and/or weekend shifts while their employed wives take over childcare responsibilities. These fathers often need to work in order for their families to have financial stability and have wives who earn moderate salaries.
II. “Back to school Dad”	These stay-at-home fathers currently attend or plan to apply for collegiate or graduate level degrees in preparation for a career change or advancement in their field once they return to the labor force full-time. In general, their lack of job satisfaction and/or desire to change career paths was a guiding reason for why these fathers began staying home and most plan to return to the labor force once their youngest child is in school full-time.
III. “Fun money Dad”	These stay-at-home fathers work intermittently and mostly do things they find personally rewarding (like writing, editing, teaching, coaching and music). These men do not have to work but express a desire to earn “fun money” that their families can use for vacations and pleasure. They also work to gain social interaction with other adults, get out of the house, and fill resume holes. These fathers often have wives with high salaries/stable jobs.
IV. “Volunteer Dad”	These stay-at-home fathers, like “fun money dads,” volunteer intermittently doing things they find personally rewarding. For some, volunteer work is done strategically with hopes of it turning into part-time/full-time employment. For others, it is done to simply give back to society, fill their time, or stimulate their brain. Like “fun money dads,” these dads hope to gain social interaction with adults.
V. “24/7 Dad”	These stay-at-home fathers do not work or volunteer outside of the home. They devote the majority of their day and night to their children and often participate or take the lead in evening and weekend care work even when their wives are home from work. They see stay-at-home fatherhood as long-term, often have wives with high salaries/stable jobs, and express the belief that outside work does not define them.
VI. “Trial Dad”	These stay-at-home fathers have been staying home for less than two years and consider it to be a “trial period” to see whether their staying home is for the good of their children/family.

(Beth A. Latshaw, 2009)

## 1.5 A day in the life of an at-home dad

6:30-7:00	Rise with the kids, diaper change (and many more throughout the day), get kids dressed
7:00 – 8:00	Wife leaves for work, prepare breakfast, feed kids, clean up
8:00 – 10:00	Play time or perhaps an activity such as story time at the library



10:00 – 11:00	Morning nap
11:00 – 12:00	More play or reading
12:00 – 1:00	Prepare and eat lunch, clean up
1:00 – 2:30	More play or perhaps an afternoon activity – most of the dads tried to get them selves and their kids out of the house at least once a day – playgrounds, walks, museums, coffee shop
2:30 – 3:30	Afternoon nap
3:30 – 4:00	Snack
4:00 – 6:00	Reading, television, arts & crafts, potential child meltdown; dinner preparation
6:00 – 6:30	Family dinner (many of the wives are able to come home by 5 or 6, they participate in family dinner and post-dinner activities – in some cases there is a handoff from the dads to the moms who then complete the evening activities)
6:30 – 7:00	A bit of playtime
7:00 – 8:00	Bath / bedtime ritual
8:00	Wife comes home if not able to get home sooner; dad collapses (not all the time, but not uncommon either)

(Brad Harrington, Fred Van Deusen, Iyar Mazar, 2012)

#### Design implication:

1. **Stay-at-home dads have a really tight schedule and are isolated from the society as they should focus on their kids, which may cause their isolation to the industry. We need to remove the isolation through our design to let them get more engaged to the industry especially their own professional fields that they want to work in.**

## 2 Understanding the challenge

### 2.1 Introduction

The growing numbers of at home fathers in the US and the increased interest means we have specific demographic information about that population, which we have chosen to focus on in creating our definition and establishing the bounds of our problem. Many studies have looked at the psychological well-being of stay-at-home fathers, and how their position affects their marital relationships. Rochlen, McKelley, Suizzo, and Scaringi, investigated these topics and found that stay-at-home fathers have low levels of distress compared to men in their age bracket, and high levels of parenting self-efficacy (Rochlen, McKelley, Suizzo, and Scaringi, “Predictors of relationship satisfaction”). They found that social support, self-efficacy, and low conformity to norms regarding masculinity improved the experiences of these men. Many of the men they studied did not feel strongly affected by stereotypes or norm (Rochlen, McKelley, Suizzo, and Scaringi, "I'm just providing for my family"). A later study, however, demonstrated that roughly half of the SAHDs, often those with less social support, experienced stigma, and suggested ignorance, religious beliefs and gender role attitudes as some of the reasons for these incidents (Rocheln, McKelly, and Whittaker, 2010). This study also showed that becoming a SAHD was often a pragmatic financial decision and one based on parenting values. This decision is reiterated by Chesley, who also states that many of these men would not have become stay-at-home fathers without the catalyst that interrupted their ability to work, citing factors such as job loss, relocation, job dissatisfaction, instability, shift work, or moving for the wife’s job (2011).



## 2.2 Desire to be employed

As a result of growth in female labor force participation and stagnation of male wages in the late 1960s to 1970s, breadwinner homemaker family forms declined and alternative family forms took center stage (Latshaw Beth, 'Is Fatherhood a Full-Time Job? - Qualitative Insights into Measuring Stay-at-Home Fatherhood').

According to the Census Bureau, a stay-at-home father is defined as a "married father with children under 15 years old who has remained out of the labor force for more than one year primarily so he can care for his family while his wife works outside the home" (U.S. Census Bureau 2008). But this is not representative of the entire stay at home dad population as it does not consider a variety of factors such as single, divorced or gay dads. The line between stay-at-home fathers' familial identity and occupational identity is extremely complicated. While some fathers identify themselves as a "stay-at-home dads," and some seem reluctant to cite it as their main occupation, others are eager to embrace it as an occupational identity.

Most employed full-time fathers said they sought employment to overcome the isolation and lack of adult social interaction associated with stay-at-home parenthood, and stay-at-home fatherhood in particular. The self-esteem benefits associated with working, earning money, and having an identity besides "full-time dad" was attractive to these fathers. (Latshaw Beth, 'Is Fatherhood a Full-Time Job? - Qualitative Insights into Measuring Stay-at-Home Fatherhood'). As their children grow up and begin attending school full-time, these at-home dads want to work in order to utilise their time better and contribute to the family income.

## 2.3 Barriers to Employment

While stay at home dads are looking to get back into the workplace, there are innumerable hurdles with which they are faced. Workers seeking employment after a gap in work history face a different set of considerations. If they have been out of the workplace for a couple years they may find that their resume and skill set needs updating. Men also face social and financial sanctions due to negative stereotypes about stay-at-home dads and nurturing fathers. The workplace tends to look at stay at home dads as not having the kind of drive or seriousness of purpose that they would want in leadership positions. The biggest problem however seems to be that they usually have little support at the office because there are few fathers who make similar choices from whom they can receive support (Tahmincioglu, Eve 'Return to work not easy for stay at home dads, 2007'). It's very difficult for stay at home dads to find a toehold in the job market after taking a break for a few years and often have to go to extreme lengths to find a job. Stay at home dads have fewer opportunities to network at home.

The number of at-home dads has grown to record levels in the wake of the recession. Many are trying to battle their way back into the workforce (Shellenbarger, Sue 'Tips for At-Home Dads Heading Back to Work', 2010). It is very difficult for stay at home dads to begin the process of job hunting because even writing a resume is a challenge: how do they explain what they have done and all those years that are missing? (Kantor; Silver-Greenberg, A Stay-at-Home Dad's Dilemma, When the Marriage Ends, 2013). Many are also socially isolated, and may find it difficult to establish the connections they need to enter the job market competitively. The vast majority of people (including stay at home dads) obtain a job through networking (Archer, 2014).

From our extensive literature review we therefore find that it is very hard for stay at home dads to reenter the workforce because it is difficult for them to accept that they were playing that role and do not know how to explain that in their resume. They are also unable to network and feel very disengaged from the workplace and therefore do not know what the current expectations and requirements of the industry are. They also find that their skill set may not be

up to date with the current trends in the industry and that makes it harder to find a job because they are competing with people who have worked in the industry and are abreast with the latest technologies or tools that are being used.

## **2.4 Concern about the future career**

Although the at-home fathers are having a positive impact on their wives' careers, their own careers may be suffering. Being an at-home dad was clearly disruptive to the dads' careers and many that we interviewed were unsure what their next career steps would be. The degree of consternation this engendered varied widely. Some fathers who disliked the work they had been doing and had little desire to go back to the field they had left, saw this break as an opportunity to forge a new direction in the future. Many felt fortunate that their families could continue to live comfortably on their wives' salaries. Those that wanted to return to work expressed their desire to find jobs that would enable them to spend significant amounts of time with their children, even if this would limit their career advancement possibilities.

## **3 Conclusion: Social and Technical Context**


Through our literature review and user research, we have defined the main ways in which SAHDs are identified and identify themselves, and the contexts by which they are affected. While many fathers have a variety of skills, and many report enjoying hands on hobbies. Endemic labor issues in the United States such as low job satisfaction, little vacation time, long hours, and high costs of childcare have contributed to their desire to leave the workforce. For many, it is not necessarily a voluntary choice however, and a significant portion of this demographic do work or wish to work. They may want to continue to have a significant amount of free time if they are still spending a lot of time with their children even while they are employed. Factors such as the increase in women's pay and education as well as the fact that women are still paid less and therefore less likely to be unemployed have lead to more women working more highly paid jobs and more frequently. There has been a greater interest in engaged parenting from the fathers side, and many families value relationships that are equitable or challenge gender norms. In order to get a job, fathers must overcome stigma associated with their roles, demonstrate that their parenting has not made them less competent workers, and find appropriate opportunities. This is made more difficult by the competitive nature of the current job market and the increasing importance of factors such as networking, where fathers who are often isolated from other adults and people in their industry, are at a marked disadvantage. All of these shifting social factors have contributed to the rise of the SAHD, but also increase the difficulty in returning to work.

## **4 Result of the survey**

### **4.1 Case Study**

We spoke to Will Culp, the Chair, Media Relations Committee director at the National At Home Dad Network over a phone interview.

#### **4.1.1 Personal Profile**

<b>Name</b>	Will Culp	
<b>Age</b>	37 years	
<b>Occupation</b>	Stay-at-home Dad; Chair, Media Relations Committee for National At-Home Dad Network; Author of 'Better Off Dad: Parenting morsels from a stay-at-home daddio'.	
<b>Previous occupations</b>	blogger, bartender, arts administrator and advertising executive	
<b>Family</b>	Father of 3 (2, 4 and 7 year olds)	
<b>Interests</b>	Coaches youth soccer and tee ball, performs improv Murder Mystery theatre, mentors teen dads through "Young Lives" and volunteers for "The Canteen Run," a local ministry serving the homeless community.	
<b>Education</b>	Bachelors in Art from the University of North Carolina	
<b>Future plan about career</b>	Re-train to become a Lawyer in 3-4 years. (He is re-training for a new career and recently took the LSAT exam)	

#### 4.1.2 Questions and Answers

##### **Q1: Do you prefer the term 'Stay at home dad' or 'At-home Dad'?**

**Answer:** I prefer the use of the term 'involved dad's' rather than stay at home dads or at-home dads. The standard definition of a stay-at-home dad does not adequately cover the entire population and is not completely inclusive. To be considered a stay-at-home dad you have to have zero earnings but according to me that's not representative of the population because I and most other dads I know have worked or work at a part time job. There are an estimated 2 million stay at home dads and the number has been increasing every year.

##### **Q2: When do people usually look for jobs: are kids certain ages?**

**Answer:** Most stay-at-home dads look at returning to the workforce once their youngest child reaches full time schooling which means the first grade.

##### **Q3: What kinds of jobs? Are there any industries particularly heavily represented?**

**Answer:** A lot of dads have worked in very diverse jobs ranging from advertising to private investigation but I find that not a lot of them are doctors or lawyers. When the dads have invested a lot of time and money into their education they are less likely to leave the workforce because they want a return on their investment. So there is no specific industry that is heavily represented. Most at-home dads I know work in web development because it is a part time job that can be completed within a time frame of their choosing and does not interfere with taking care of the children.

##### **Design implication:**

2. Many fathers are in the field of web development, and may be technologically skilled. They prefer jobs and systems that emphasize flexibility. The jobs those dads want to find should meet their need to take care of the children. In this case, we should focus

more on jobs with flexible time in our future design. The job timings should not interfere with their primary aim of being an involved parent and caregiver to their children.

**Q4: What kind of resources do you use/ do people talk about?**

**Answer:** The way SAHD's choose to connect is by using either LinkedIn or Facebook but I find that Facebook is the easiest way to connect because it is a social site and social websites are a better way to connect on a more personal level with people. They look at the current career trends, attend community college and try to network with other dads in order to get updated with the industry and jobs that are available.

**Design implication:**

3. **Online connection is quite important for this demographic. It should be one of our consideration for the future design. And they are willing to reach out other stay-at-home dads, which inspires our design that we need to help them easily connect with other dads for news in the job market and other relevant information.**

**Q5: Do people talk about work related stuff while at home/not working?**

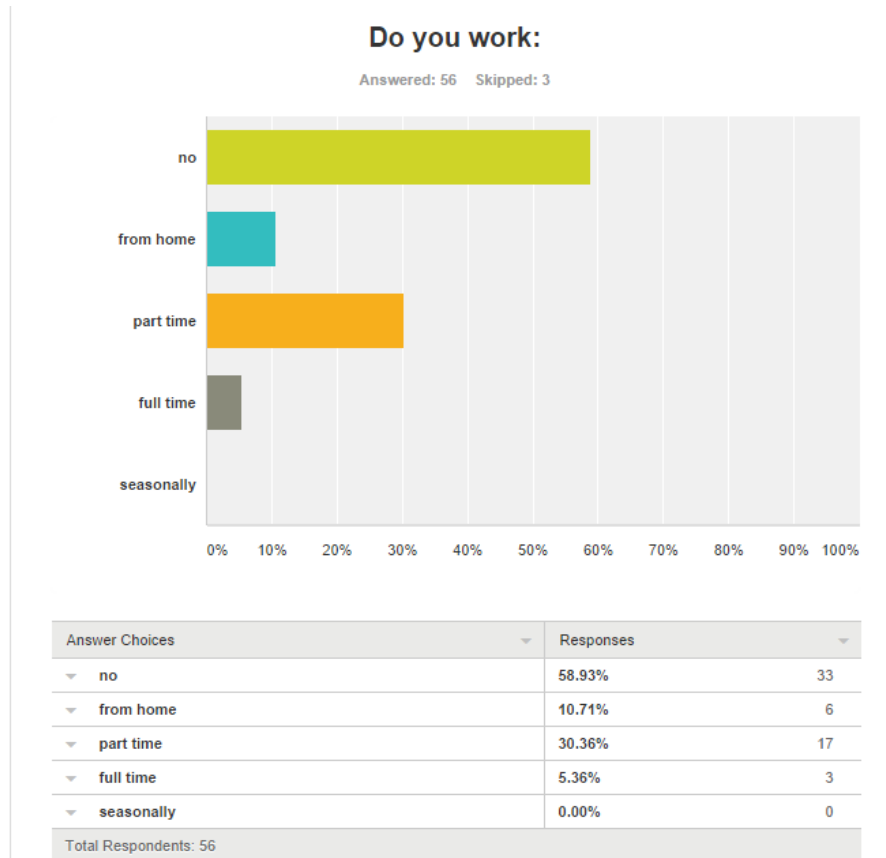
**Answer:** Yes, they do but they are very unlikely to start with the fact that they are stay at home dads. They are more inclined to talk about the careers they had previously because disclosing that they are stay at home dads makes them feel less manly.

**Q6: Is there a stigma associated with stay at home dad's? Have you experienced this on a personal level? How does this affect job searches?**

**Answer:** I really feel that there is a stigma associated with SAHDs that does not exist for stay at home moms. If there was a way for SAHDs to speak to other SAHDs who are already back in the industry it provides them with the opportunity to connect on a more personal level and allow them to ask questions pertaining to that specific industry and address any concerns they may have. It is a better approach to job hunting because the people they are speaking to have been in the same shoes as them and therefore they are getting a perspective that is extremely relevant to their specific situation.

## **4.2 Survey result**

In an informal pilot survey of SAHD conducted via an online survey posted on the National At Home Dad Network (NAHDN) Facebook page, a closed NAHDN group of 154 active participants and in a discussion thread related to return-to-work issues we received 59 responses from self-identified stay-at-home dads or fathers who are primary caretakers of their children.

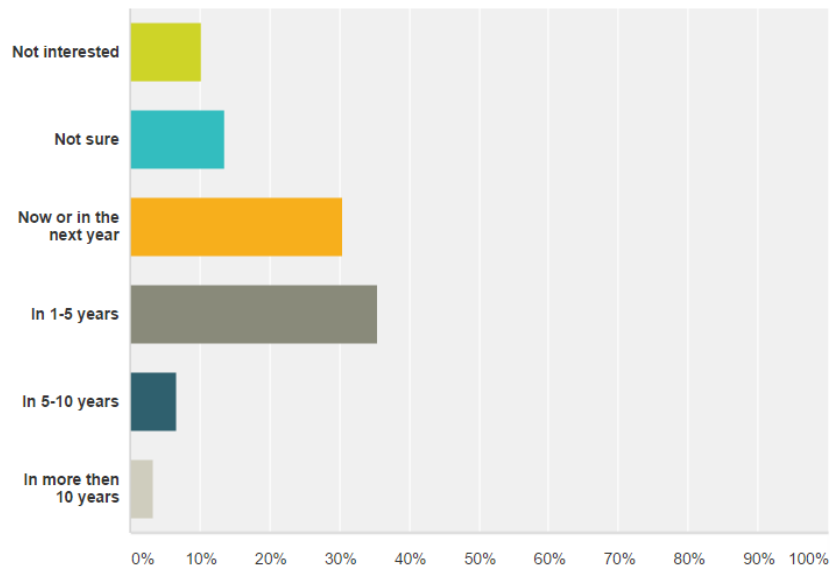


Other responses:

- Self-employed Marriage and Family Therapist. 1 evening per week.
- Odd jobs
- Run my handyman business on most weekends
- Retired
- Freelance photographer

## When would you like to apply for work?

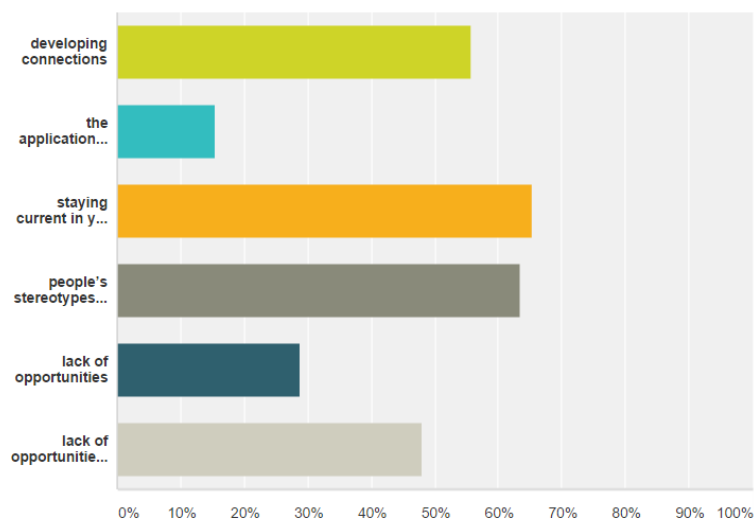
Answered: 59 Skipped: 0



Answer Choices	Responses	
Not interested	10.17%	6
Not sure	13.56%	8
Now or in the next year	30.51%	18
In 1-5 years	35.59%	21
In 5-10 years	6.78%	4
In more than 10 years	3.39%	2
Total	59	

**Which of the following pose a significant challenge when looking for jobs: (select all that apply)**

Answered: 52 Skipped: 7



Answer Choices	Responses
developing connections	55.77% 29
the application process	15.38% 8
staying current in your field	65.38% 34
people's stereotypes about stay at home dads	63.46% 33
lack of opportunities	28.85% 15
lack of opportunities meeting your needs	48.08% 25
Total Respondents: 52	

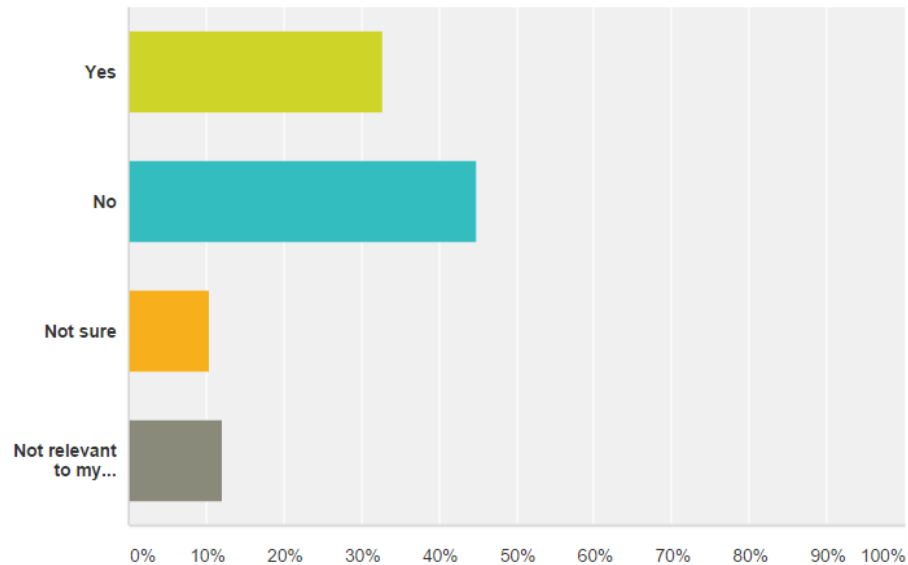
Other responses:

- taking graduate school classes to become certified as a teacher
- not being current
- Finding a job that is able to work around family schedules
- I'm retired not going to look, disabled also
- I've been disabled for the last 10 years
- Don't know if I would be able to politely interact



## Do you use professional development opportunities or seek further education?

Answered: 58 Skipped: 1



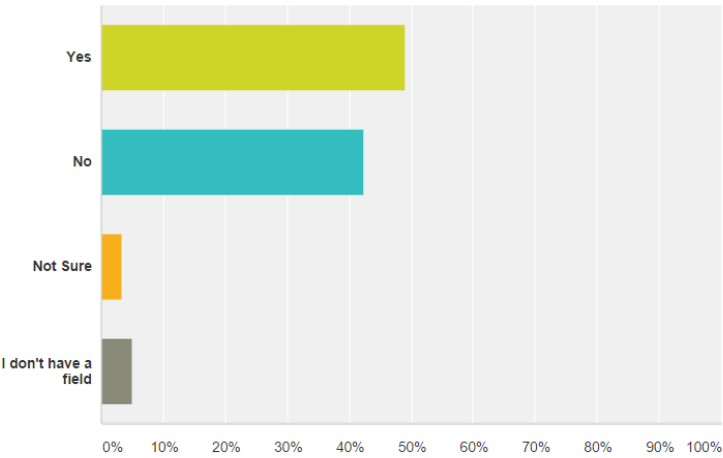
Answer Choices	Responses	
Yes	32.76%	19
No	44.83%	26
Not sure	10.34%	6
Not relevant to my occupation	12.07%	7
Total	58	

### Other responses:

- Have taken part time classes in college to earn bachelors. It is very tough to do this though with the financial and time required by routine class schedules.
- I'm taking graduate school classes to become certified as a teacher.
- social media, networking with friends and trade conventions
- Local courses
- Graduate school. Seminars. Standard PD stuff.
- I try to remain active as a classroom volunteer (I am a former teacher) and try to keep up with emerging developments in science.
- I teach a class for HUD every other month

Do you maintain professional networks?

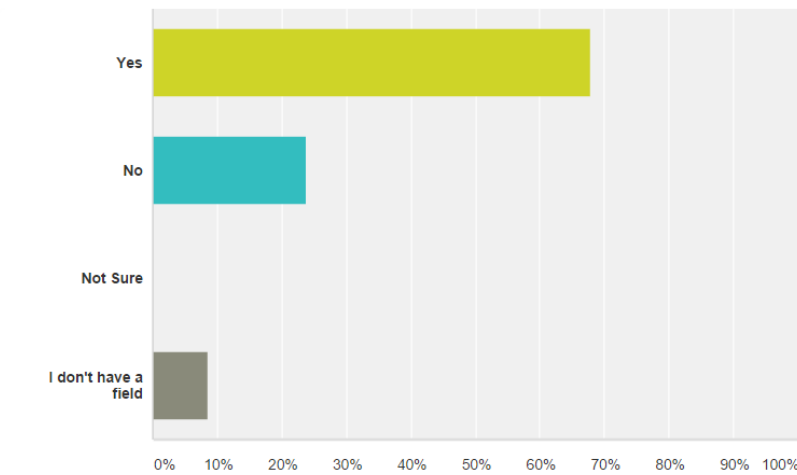
Answered: 59 Skipped: 0



Answer Choices	Responses
Yes	49.15%29
No	42.37%25
Not Sure	3.39%2
I don't have a field	5.08%3
Total	59

Do you follow current events in your field?

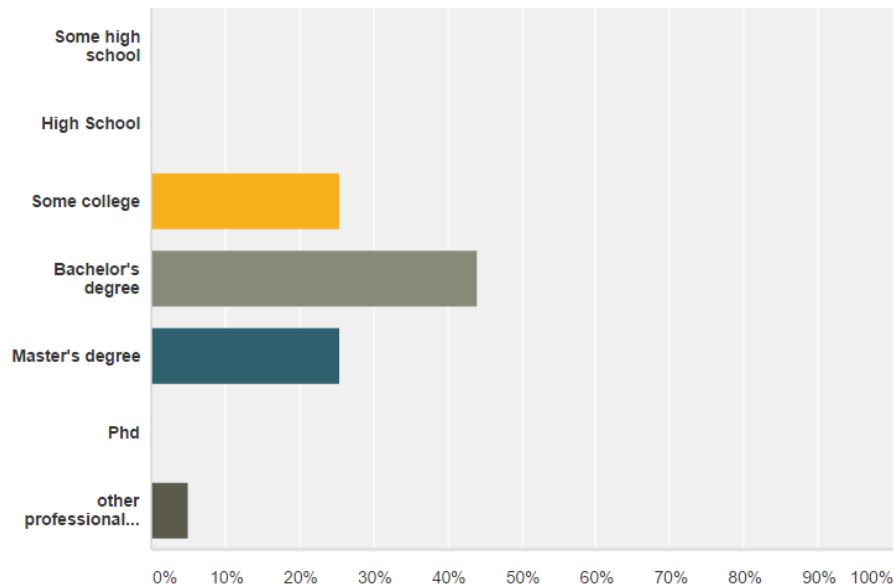
Answered: 59 Skipped: 0



Answer Choices	Responses	
Yes	67.80%	40
No	23.73%	14
Not Sure	0.00%	0
I don't have a field	8.47%	5
Total		59

## What is your current education level?

Answered: 59 Skipped: 0



Answer Choices	Responses
Some high school	0.00% 0
High School	0.00% 0
Some college	25.42% 15
Bachelor's degree	44.07% 26
Master's degree	25.42% 15
Phd	0.00% 0
other professional degree	5.08% 3
Total	59

Other responses:

- B Arch
- AAS Computer Network Technology, AAS Fisheries Technology, and Some Community College (1 class for transfer degree)
- all-but-thesis for MS in oceanography, graduate coursework in secondary science education.
- BFA
- Nutrition certification, chef

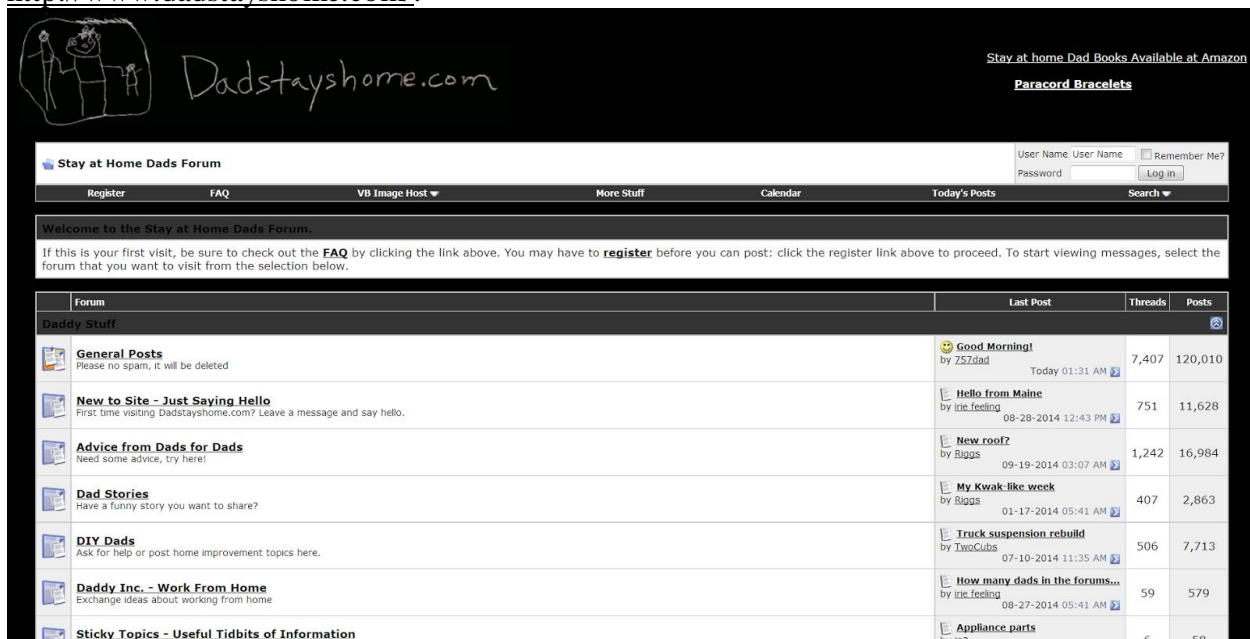
## 5 Overview of Existing Systems and Task Analysis

### 5.1 Social Networking Systems

#### 5.1.1 Forums

One social networking system that stay at home dads use is the forum. To elaborate a little more, Forums are online discussion boards where people can post about a variety of topics. Conversation is entirely text-based (with some pictures sprinkled throughout as well), and Internet forums are usually broken up into specific topics. This can be considered a social network because, whenever someone posts a question or discussion topic, other members of the forum can weigh in, thus providing the two-way interaction that characterizes most social networks.

One such network we found that is unique to stay at home dads is <http://www.dadstayshome.com/>.



The screenshot shows the Dadstayshome.com forum interface. At the top, there's a header with the site logo and name. Below that is a navigation bar with links for Register, FAQ, VB Image Host, More Stuff, Calendar, Today's Posts, and Search. A welcome message is displayed, followed by a table of forum topics. The table has columns for Forum, Last Post, Threads, and Posts.

Forum	Last Post	Threads	Posts
<b>Daddy Stuff</b>			
<b>General Posts</b> Please no spam, it will be deleted	Good Morning! by 757dad Today 01:31 AM	7,407	120,010
<b>New to Site - Just Saying Hello</b> First time visiting Dadstayshome.com? Leave a message and say hello.	Hello from Maine by iris feeling 08-28-2014 12:43 PM	751	11,628
<b>Advice from Dads for Dads</b> Need some advice, try here!	New roof? by Riggs 09-19-2014 03:07 AM	1,242	16,984
<b>Dad Stories</b> Have a funny story you want to share?	My Kwak-like week by Riggs 01-17-2014 05:41 AM	407	2,863
<b>DIY Dads</b> Ask for help or post home improvement topics here.	Truck suspension rebuild by TwoCubs 07-10-2014 11:35 AM	506	7,713
<b>Daddy Inc. - Work From Home</b> Exchange ideas about working from home	How many dads in the forums... by iris feeling 08-27-2014 05:41 AM	59	579
<b>Sticky Topics - Useful Tidbits of Information</b>	Appliance parts by 757dad	6	58

This network has several very helpful topics that encourage connection among stay at home dads. For example, there is a section entitled “Advice from dads for dads” and another section titled “Regional Dad Gatherings”. This forum stands out from the others on the Internet because it is very well organized. While other sites that offer forums (like [www.daddyplace.com/](http://www.daddyplace.com/), for example) may be useful, it seems as though they offer broader content. For example, daddyplace.com has one specific section for family, and then all other content is relegated to “Anything Dad Related”.

### Design Implication:

- Any system that we design needs to be well organized. Topics the system addresses should be clearly delineated and not lumped into catch-all categories.

### ● Sample Hierarchical Task analysis for using Forums to get back to work

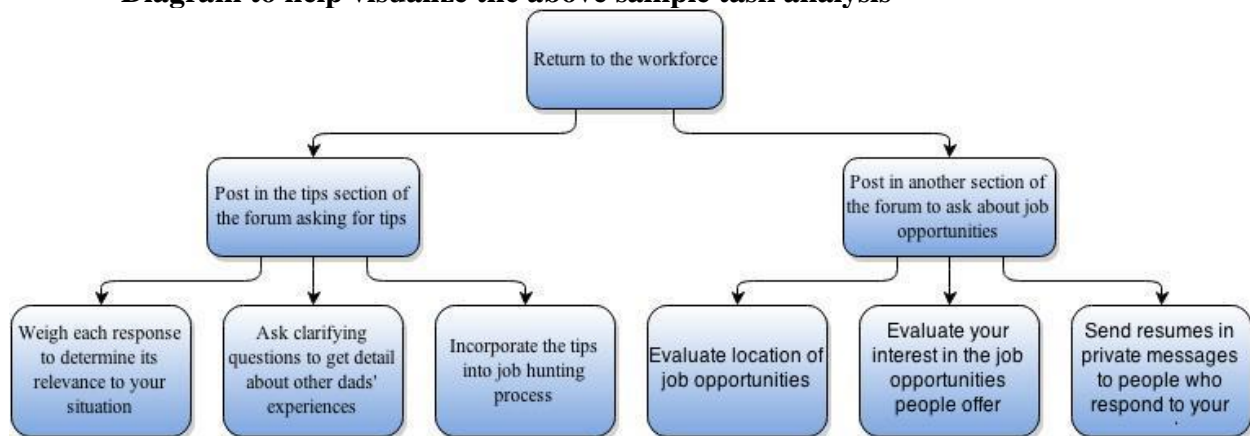
#### ■ Textual Description

Task to be accomplished: return to the workforce

- Post in the tips section of the forum asking for tips about how other dads returned to work.
  - As people start to respond to your thread, weigh each option to determine its relevance to your situation.
  - Ask some clarifying questions (if necessary) to get some more detail about other dads' experiences.

- iii. Follow through on the tips forum users provided that you found useful and incorporate them into your job hunting process to hopefully find a job easier.
  2. Post in another section of the forum and ask about if there are any job opportunities at companies where stay at home dads are employed.
    - i. Evaluate whether the job opportunities people post about are in your geographic region.
    - ii. Evaluate whether the job opportunities people post about interest you.
    - iii. If someone offers to give your resume to his company, send him a private message with your resume in it.

■ **Diagram to help visualize the above sample task analysis**



### 5.1.2 Meetups

Another way that stay at home dads engage in social networking is through physical meetups. A meetup is a way for stay at home dads to connect with other stay at home dads by going to events. This can help stay at home dads in many of the same ways forums do (providing tips/advice and generally allowing people to connect on a more personal level). There are websites that facilitate these meetups such as <http://sahd.meetup.com/>.

The screenshot shows the homepage of the Stay-at-Home Dads Meetup Groups website. The header includes the Meetup logo and navigation links for 'Find' and 'Start' a Meetup Group, along with 'Sign up' and 'Log in' buttons. The main content area features the title 'Stay-at-Home Dads Meetup Groups' and a description: 'Meet other local Stay At Home Dads to arrange playtimes with kids and to interact with other guys in the same situation.' Below this is a world map with red pins indicating meetup locations. To the right is a search form with fields for 'Country' (set to USA) and 'ZIP', and a 'Search' button. At the bottom, statistics are listed: 275 Groups, 23,023 Members, 7,516 Interested, 203 Cities, and 16 Countries. Related topics include Working Dads, Dads, Fatherhood, Work at Home Dads, Playdates, Parents, Kids, Stay at Home Parents, Family, and Toddlers.

This website lists stay at home dad meetup groups that are anywhere in the world, which helps with global networking as well.

**Design implication:**

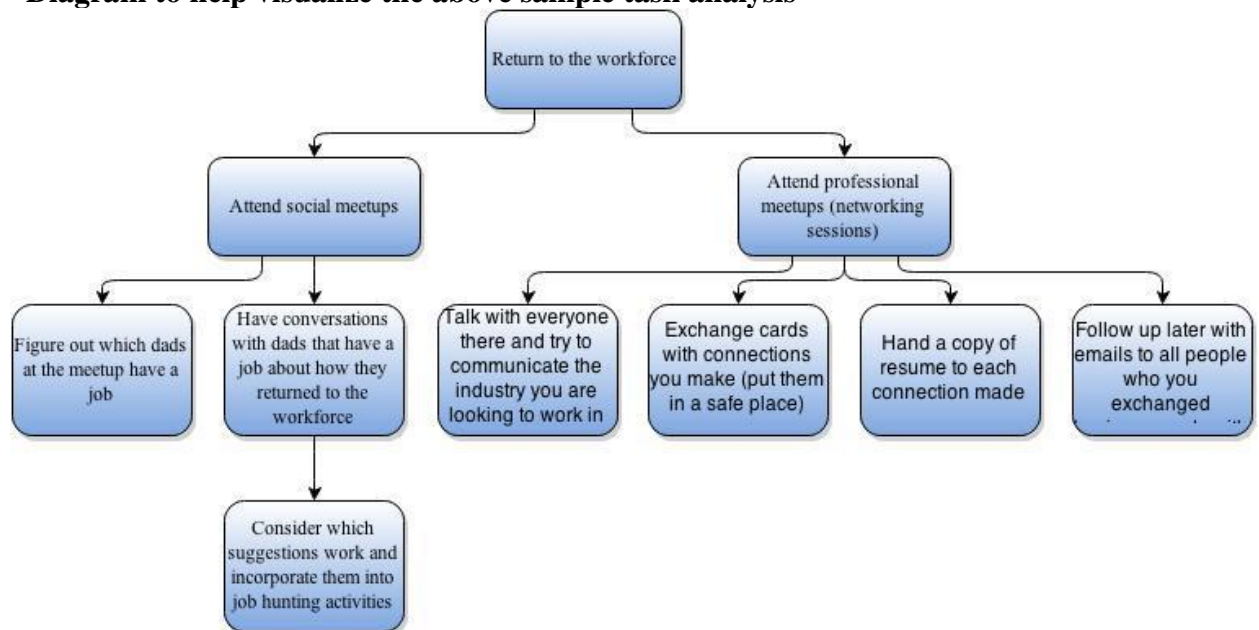
**5. Any system we design should incorporate some element of physical interaction.**

● **Sample hierarchical task analysis for using meetups to get back to work**

■ **Textual Description**

1. Task to be accomplished: return to the workforce
  - a. attend social meetups
    - i. Figure out which dads have a job
    - ii. have multiple conversations with those dads to investigate how they were able to return to the workforce
      1. consider which suggestions work for you and incorporate them into your job-hunting activities
  - b. attend professional meetups (networking sessions)
    - i. talk with everyone there and try to communicate the industry that you are looking to become involved with.
    - ii. When you make a connection, make sure to exchange business cards (and not to lose the business card you just obtained!).
    - iii. hand a copy of your resume to the connection you just made
    - iv. when you return home from the meetup, send an email to everyone who you collected business cards from and follow up with them.

■ **Diagram to help visualize the above sample task analysis**





### 5.1.3 Facebook



Stay at home dads also use facebook as a way to network with each other. There are facebook groups especially for stay at home dads. However, this type of interaction differs from the other types because facebook groups are relatively unstructured when compared with forums, for example. Since facebook groups are only one long page of sequential posts, tips are mixed in with home improvement ideas and anything else that people might post.

#### Design Implication:

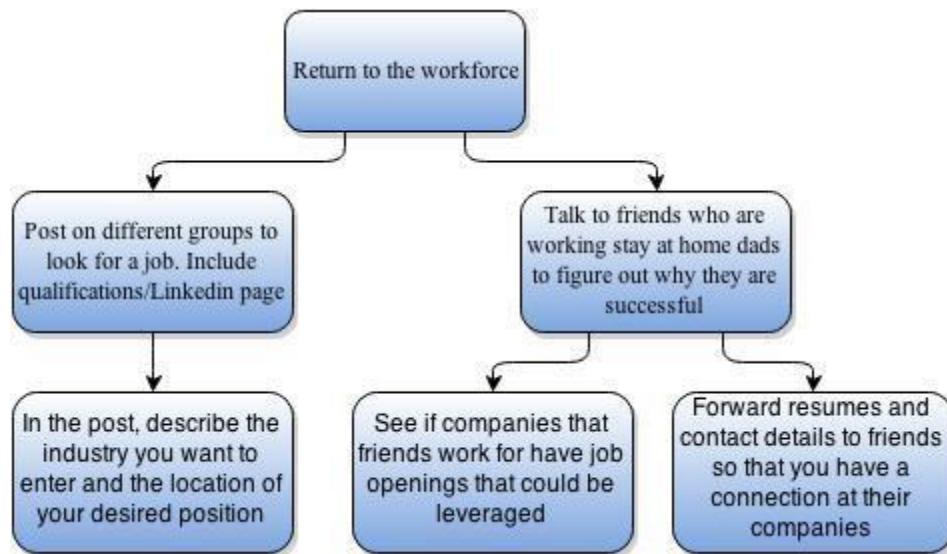
6. Make sure that, if our system is going to help stay at home fathers get back to work, that purpose is very visible.

#### ● Sample hierarchical task analysis for using facebook to get back to work:

##### ■ Textual Description

1. Task to be accomplished: return to the workforce
  - a. post on multiple facebook groups saying that you are looking for a job with links to a list of qualifications or to your linkedin page.
    - i. in that post, describe the industry that you are looking to enter and the location of your desired position.
  - b. Assuming you have other friends who are stay at home dads, also talk to them about what they did to return to work.
    - i. see if the company they work at now has any openings or if they know someone who could help you get a job.
    - ii. forward that friend your resume and contact details if he answers positively.

##### ■ Diagram to help visualize the above sample task analysis



#### 5.1.4 Gaps in current social networking systems

- **Forums**

Forums provide useful information, but also a high degree of anonymity. This does not allow users the same degree of intimacy as Meetups or Facebook, but makes some information easier to find. Lengthy and numerous threads can still be redundant or difficult to sort through.

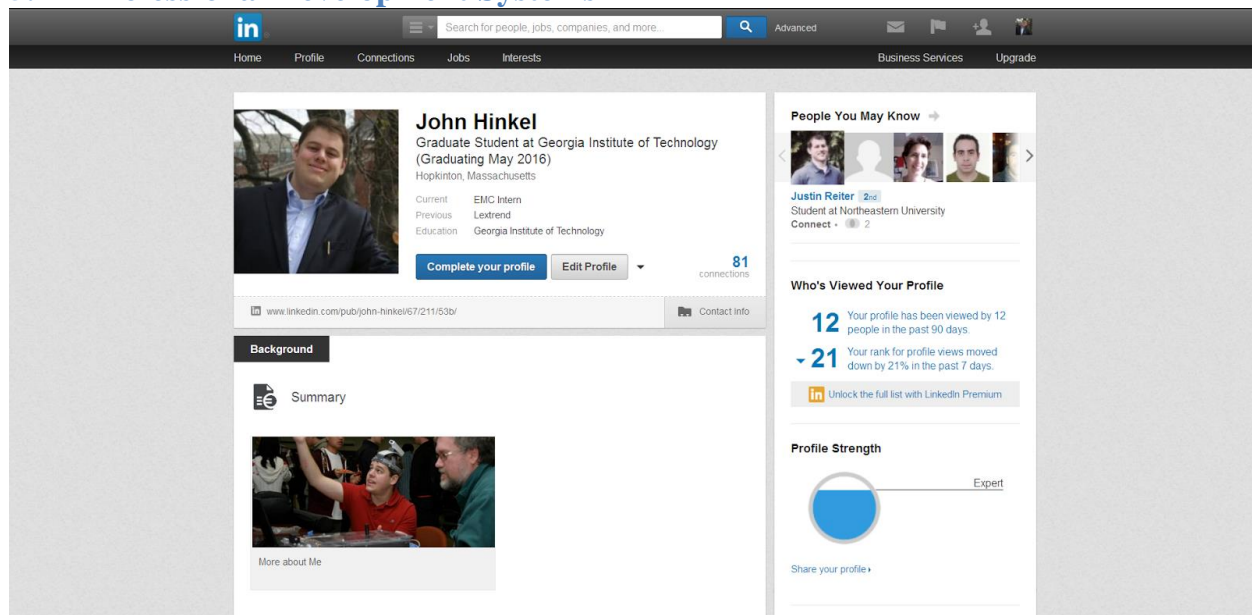
- **Meetups**

While Meetups are very helpful, they are restricted to a particular time and place. They have an element of formality that may not be preferable for the kind of connections the participants want to establish, and require follow up with individuals through other media to maintain connections. There is currently no way for stay at home dads to identify each other when not at meetups.

- **Facebook**

While very popular, it has limitations in its scope, and has very little structure.

## 5.2 Professional Development Systems



### 5.2.1 LinkedIn

LinkedIn is a social network dedicated to professional development. It also provides several features that allow members to form groups or share resources. On LinkedIn, each user has a profile that they use as a virtual resume. Users can list companies they have worked for in the past, professional memberships, skills they have, and a variety of other things that help them portray their professional selves. This allows stay at home dads to build a professional network that they can leverage online through the site and through associated in person events. Stay-at-home dads can build a network by gathering contact info from previous jobs they had or conferences/professional development events that they attend. Then, these connections can be utilized to get a job. LinkedIn also has job postings that could be searched through (in addition to its connection-building aspects). Furthermore, every website/blog that listed tips for stay at home dads to get back into the workforce highly suggested networking as something that helps with returning to work, so this lets us know that networking is very important. Design Implication: system we design must facilitate building connections.

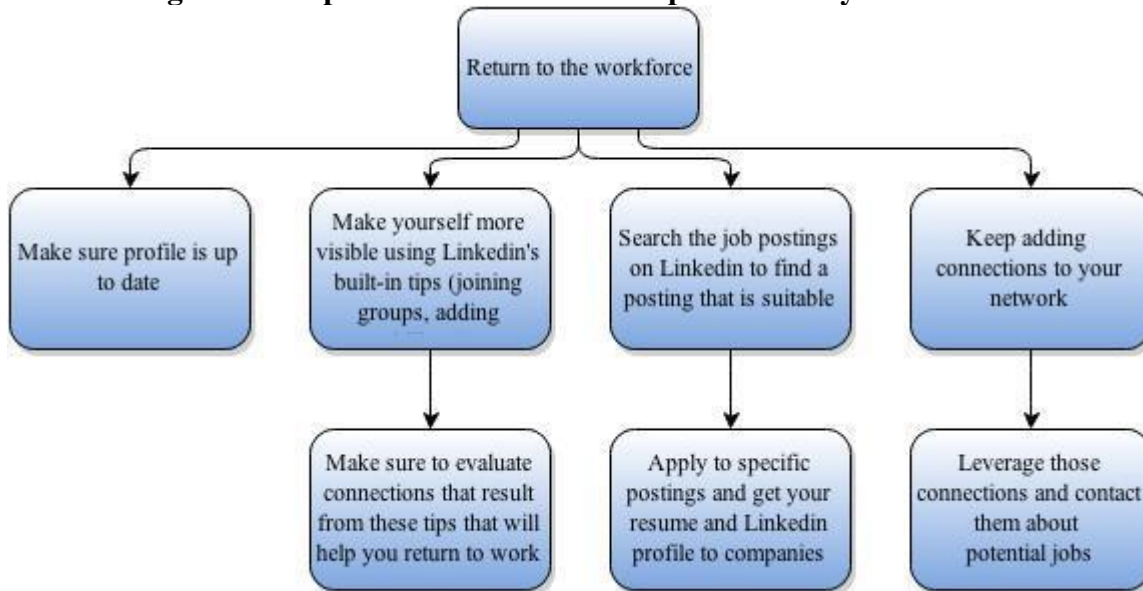
- **Sample hierarchical task analysis for using LinkedIn to get back to work:**

- **Textual Description**

1. Task to be accomplished: return to the workforce
  - a. make sure profile is up to date
  - b. make yourself more visible using LinkedIn's built-in tips such as joining groups, putting the right things into the skills section of your profile, etc.
    - i. If this results in increased connections, make sure to evaluate those connections and whether they will help you return to work.
  - c. search the job postings on LinkedIn and try to find a job posting that is suitable.
    - i. apply to specific ones and get your resume and linkedin profile to companies.
  - d. keep adding connections to your network

- i. if you have suitable connections, leverage them to find a way to return to the workforce.

■ **Diagram to help visualize the above sample task analysis**



## 5.2.2 Job Search Websites

The screenshot shows the CareerBuilder website interface. At the top, there's a navigation bar with links like Home, My CareerBuilder, Find Jobs, Recommendations, Post Resumes, and Advice & Resources. Below this, a search bar is visible with the text 'At Home Dad Jobs'. A sidebar on the left shows filters for Keywords, Location, and Posted within. The main content area displays a list of job results, including 'Part-Time School Bus Driver' and 'APPOINTMENT SETTER'.

Another useful way for stay at home dads to investigate returning to work is through job search websites such as [www.careerbuilder.com](http://www.careerbuilder.com) or [www.simplyhired.com](http://www.simplyhired.com). This type of interaction differs from networks like LinkedIn; rather than allowing stay-at-home dads to network with other people, job search sites only allow stay-at-home dads to search through job postings for specific jobs that would be appropriate to their situation. Upon doing a simple keyword search for “Stay at home dad”, we actually managed to find some listings that specifically mentioned stay at home dads (or stay at home parents, which would include stay at home dads) as target applicants. Most of these job listings seemed to be part time, so these job

search sites don't necessarily seem like a good place to go for a stay at home dad who is looking for full-time work.

- **Task analysis for using job search websites to get back to work:**

*Note: the task analysis for job search websites is fairly simple, so a diagram isn't necessary here.*

- **Textual Description**

1. Task to be accomplished: return to the workforce
  - a. perform a search using keywords like "stay at home dad friendly" or keywords specific to the desired industry
  - b. apply to all jobs you see fit.
  - c. Wait for responses and follow up if there are any responses.

### 5.2.3 Gaps in current professional development systems

- **Job Search Sites**

While job search sites do allow stay at home dads to search for jobs, there's no explicit guarantee that the job is appropriate for the lifestyle of being a stay at home dad. The position isn't vetted by other stay at home dads in the same position. Also, there's no element of being able to connect with stay at home dads in a straight job search webpage.

- **LinkedIn**

LinkedIn is very good at helping people in general foster connections, but, again, it's not something that is specific to stay at home dads. LinkedIn doesn't allow you to specify that you are a stay at home dad and finding a job suited to your skills and needs isn't perfect with this system. While stay at home dads could find each other through LinkedIn, LinkedIn is tailored to the needs of everyone, not just stay at home dads. Our literature review has shown that there are specific labor-related issues that stay at home dads face (such as not being able to have adequate time off), and LinkedIn doesn't provide specific tips or help with those issues.

## 5.3 Blogging and other informational websites

### 5.3.1 Blogs



Blogs are an interesting method to allow stay at home dads to return for work because they have a more personal touch. Since Blogs such as <http://captaindad.org/> and <http://blogs.wsj.com/juggle/2010/05/18/tips-for-at-home-dads-heading-back-to-work/> are written by actual people, they allow stay at home dads to see how other stay at home dads were successfully able to return to work and maybe model their efforts after some of the tips that these blogging dads provide.

#### Design implication:

7. Any solution we design must have a similar personal touch to blogs so that stay at home dads feel like they can trust the content of our system.



### 5.3.2 Informational websites



Although Informational websites like <http://athomedad.org/> aren't as personal as a blog or a social network, they are still tremendously useful because they provide resources to stay at home dads looking to get back to work. [athomedad.org](http://athomedad.org/) is a website for the National At-home Dad Network, an organization that serves to support stay at home dads in a variety of ways. This resource would help stay at home fathers get back to work by providing him a support network that could help find things like work contacts.

#### Design implication:

#### 8. A solution that we design should integrate resources for stay at home dads.

#### ● Task analysis for using Blogs and other informational websites to return to work:

*Note: the task analysis for Blogs and other informational websites is also fairly simple, so a diagram isn't necessary here.*

##### ■ Textual Description

1. Task to be accomplished: return to the workforce
  - a. read blogs and informational websites and scan them for tips about returning to work and organizations that will help you do that.
    - i. Incorporate those tips into your normal job-search routines and reach out to those organizations to find out how you can better your efforts to return to the workforce or if they have any help to offer.

### 5.3.3 Gaps in current blogs and informational websites

The biggest gap with blogs and informational websites is, while they may provide resources and tips for helping stay at home dads connect, they lack the personal connection factor of something like LinkedIn. When someone is connected to someone else with LinkedIn, for example, they know they've made a more personal connection with them. Blogs do attempt to provide that personal touch that a connection would, but it's not as direct as actually having a connection with just one person on LinkedIn. Blogs involve one person trying to reach many people instead of a simpler two-way connection.



## 6 Usability principles and how they will be measured

Usability considerations for this population: Many may have come from industry experiencing burnout, and be dissatisfied with their jobs or the type of work they do, or just the types of hours they used to work. They may want to continue to have a significant amount of free time if they are still spending a significant amount of time with their children. While many fathers have a variety of skills, and many report enjoying hands on hobbies. A technical solution may be more appealing to technical individuals, many SAHDs chose to go into web development while at home. Many also participate in various online spaces such as facebook, websites and forums to share their experiences, reduce their isolation, and gain adult contact and intellectual stimulation, with the result that they have at least some familiarity and skills with web applications. While few SAHDs remain at home because they are disabled, there may be others who have impairments that don't prevent them from working, so they may have a variety of different disabilities such as those found in the general population. Most stay-at-home fathers have a dynamic lifestyle. Caring for children often involves a lot more running around, and for some portion at least crawling around, than sitting at a desk. Our design should have at least some dynamic element, in keeping with both the class theme and the mobile lifestyles that stay at home fathers are accustomed to.

usability criteria	significance to population	means of measurement
<b>Safety and Robustness</b>	Fathers have children, and any design made for them should be safe to have around children, with no dangerous physical elements, and capable of withstanding exposure to children. It should avoid leading users to make errors, but also allow users who might be distracted by children, or who's device ended up in the hands of their children, to recover from errors. this is also important to secure the fathers' feelings of competence in their process of trying to get back into the workforce.	User testing can measure frequency of errors, ability of users to recover to simulated errors. Expert evaluations should be conducted to ensure designs are childproof if they include physical elements and factors such as whether the designs provide relevant feedback to the user. User surveys can be used to indicate feelings of enjoyment and competence from using the product.
<b>Effectiveness</b>	Fathers will want to know that the design is effective, that it has the correct functionality and actually succeeds in its purpose of getting people jobs.	Research into the employment rates of users would be a good measures of the effectiveness of the product.
<b>Utility</b>	There are several important factors this design should cover, and in order to compete with designs that might match some but not all aspects of utility, it should encompass all of the users' needs.	User surveys are the best way to ask if they are finding the resources they are seeking from this design.

<b>Learnability</b>	The design may have some degree of complexity, since it should address multiple functions as discussed above. This group is fairly competent with web applications, using many other online resources and having a sizeable population of web developers. However, it should be useable immediately without a training period and fairly simple for users to use once they have become familiar with the interface.	This can be assessed by several measures, including the length of time it takes users to become comfortable using the interface via surveys, asking them to complete tasks and measuring the time it takes over repeated measures, and assessing whether users can have access to visualized data without difficulty, and how much time it takes for them to understand the data.
<b>Memorability</b>	This group has many responsibilities to remember, and do not want to add to that load. They also may use the product repeatedly over extended periods of time, such as to apply for a part time job in the short term and a full time job later in the future. As such, the design should limit decay of learning.	Asses what users remember by checking whether they need to relearn features by measuring their time to complete tasks when familiar with the design, then again after a period without using the design.
<b>Findeability</b>	This contributes to efficiency, and helps fathers who may frequently multitask.	Can be measured by user testing, timing fathers asking them to find specific features or complete certain tasks.
<b>Efficiency</b>	Being a SAHD is already a fulltime job, so looking for paid employment should allow the users to sustain high levels of productivity while accomplishing their objective.	The amount of time spent using the product in relation to the number of tasks accomplished, and the length of time it takes to accomplish a task, can be measured in suer studies to asses efficiency.
<b>Flexibility</b>	SAHDs are a population with diverse interests and goals. Some may have disabilities that affect the way that they access or use the product. The Design should appeal to a broad population and be designed to be accessible by people with a wide range of skills and abilities. They also have a significant amount of control in their daily lives, which they will want to maintain. Their fairly proficient levels of technocal ability means that certain degree of customizeablity is possible without making a design too complex for this population.	Having expert assessment to evaluate if it conforms to standards of accessible or universal design will improve the range of users to whom the design can be marketed, and user testing with a diverse array of individuals can identify problem areas or features where users want more freedom. The design should also work on PC, Mac, and mobile devices.

## 7 Summary of design implications

1. Stay-at-home dads have a really tight schedule and are isolated from the society as they should focus on their kids, which may cause their isolation to the industry. We need to remove the isolation through our design to let them get more engaged to the industry especially their own professional fields that they want to work in.
2. Many fathers are in the field of web development, and may be technologically skilled. They prefer jobs and systems that emphasize flexibility. The jobs those dads want to find should meet their need to take care of the children. In this case, we should focus more on jobs with flexible time in our future design. The job timings should not interfere with their primary aim of being an involved parent and caregiver to their children.
3. Online connection is quite important for this demographic. It should be one of our consideration for the future design. And they are willing to reach out other stay-at-home dads, which inspires our design that we need to help them easily connect with other dads for news in the job market and other relevant information.
4. Any system that we design needs to be well organized. Topics the system addresses should be clearly delineated and not lumped into catch-all categories.
5. Any system we design should incorporate some element of physical interaction.
6. Make sure that, if our system is going to help stay at home fathers get back to work, that purpose is very visible.
7. Any solution we design must have a similar personal touch to blogs so that stay at home dads feel like they can trust the content of our system.
8. A solution that we design should integrate resources for stay at home dads.

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