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70

FATHER-CHILD INTERACTION IN A SHOPPING MALL

A Thesis

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by

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AKLATANG ENLILIA AGUNALDO ARON



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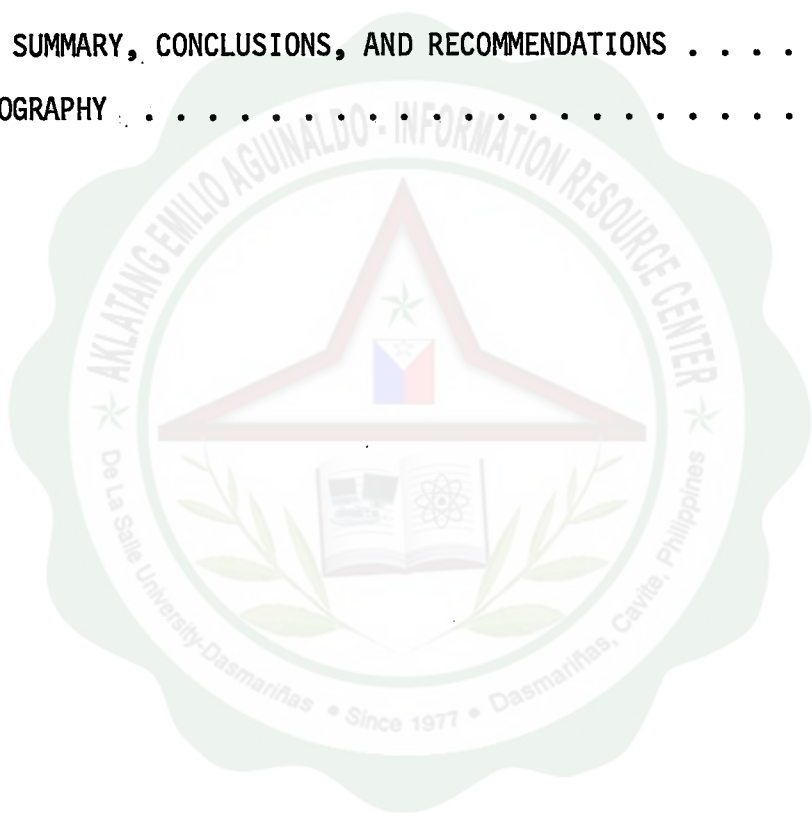
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ABSTRACT

The study was designed to explore the nature of father-child interaction. It was intended to examine the verbal and nonverbal transaction or communication between the father and the child in a naturally-occurring situation within the shopping mall. One hundred and seventeen sample units (father-mother-child triad or father-child dyad) were unobtrusively observed within Ali Mall, Phase II shopping mall. In 85.6% of the father's active responses to children's demands, father behaved in ways classified as instrumental or controlling. Affectional behaviors were observed only 14.4% of the time. Analysis of patterns of behavior showed that ignoring, controlling, and instrumental responses were used selectively to reinforce a relationship agreeable to traditional sex-role norms of behavior. More father-child interactions occurred when the mother was absent but qualitative analysis and chi-square testing revealed the patterns of behavior were unaffected. Similar methods of analysis showed that age did not affect the patterns of behavior. On the other hand, both the behavior setting and the sex of the child influenced the patterns of behavior.

