



University
of Victoria

Graduate Studies

Notice of the Final Oral Examination
for the Degree of Master of Arts

of

TEILA REYNOLDS

BChSt (Mount Royal University, 2013)

**“Because we want your family to keep flourishing’: A Critical Discourse
Analysis of Online Parenting Educational Materials”**

School of Child & Youth Care

Tuesday, August 18, 2015

10:00AM

Human and Social Development Building
Room A373

Supervisory Committee:

Dr. Sandrina de Finney, School of Child & Youth Care, UVic (Supervisor)

Dr. Jennifer White, School of Child & Youth Care, UVic (Member)

External Examiner:

Dr. Kathy Teghtsoonian, Studies in Policy and Practice, UVic

Chair of Oral Examination:

Dr. Lara Lauzon, School of Exercise, Science, Physical and Health Education, UVic

Abstract

In the 2012 Families First Agenda, the Government of British Columbia outlined the provision of 'evidence-based' parenting information as part of its official commitment to support vulnerable families. This thesis aims to investigate and analyze the particular views and assumptions about parenting responsibility and child development in a selection of web-based parenting resources endorsed by the BC government. Study findings show that parenting education materials promote a universalized account of childrearing that privileges expert-driven knowledge, largely drawn from Euro-Western disciplinary frameworks. The examined materials are also found to present a view of parents as responsible for monitoring and mitigating personal and environmental stressors. Discussion of these features considers the ways in which parenting education materials risk marginalizing the knowledge and practices of diverse families, and conceal oppressive structures that perpetuate social and economic inequalities. Implications drawn from the findings contribute to a discussion of how more inclusive and collaborative approaches to parenting support and education might be enacted.