

## **Factors Influencing Community Parenting: Case of New Life Community Nairobi, Kenya**

<sup>1</sup>Christopher Ngugi Kariuki <sup>2</sup>Mary M. Njau <sup>3</sup>Nicholas MwauraNjenga. <sup>4</sup>Dr John N. Kamau <sup>5</sup>Stephen Muchami <sup>6</sup>Francis ToleMwasaghua

<sup>3,5</sup> Pan Africa Christian University, Kenya

<sup>1</sup>Thika Road Christian School

<sup>2,4</sup> Africa Nazarene University

<sup>6</sup>Northgate School, Nairobi

Corresponding Author: Christopher Ngugi Kariuki

---

**ABSTRACT :***The purpose of this study was to determine the factors that influence community parenting. Community parenting is the practice of parenting whereby bringing up of children is a communal activity that involves all members of a community. The study identified social media, role modelling, parenting styles and modernization as key factors. The study conducted a survey where data was collected from a sample of 42 parents using a questionnaire. The data was analysed using simple, multiple and stepwise regression models. The results showed that role modelling and social media had the strongest effect. The study concludes that community should endeavor to strengthen role modelling and develop appropriate strategies to incorporate social media in community parenting.*

**KEYWORDS:***community parenting, social media, role modelling, modernization and parenting styles*

---

Date of Submission: 07-08-2019

Date of acceptance: 23-08-2019

---

### **I. INTRODUCTION**

Parenting is one of the greatest responsibility in any community. Every parent desires to bring out the best of their children. Successful parenting gives the greatest joy and satisfaction to parents world-wide. The ability to bring a child to realize their potential in life has its foundation on quality parenting. Parenting is an exercise that demands time and resources and emotional support from all stakeholders. It is a long-life process coupled with both high and low moments for the parents and their children. Parenting journey begins at the conception and continues to the entire life of both children and parents. It requires inputs from both parents, extended family and the community. Quality of parenting shapes the future and character of society. All communities stress the role of parents in bringing up and socialization of their children. Governments, non-governmental organization and even corporates recognize the role of parents in building a stable and cohesive society. Parents generally desire to transfer values into their children with an expectation that they would live a better life in all aspects of life. In African context parents bring up children with a hope that they will take good care of them in their old age.

Parenting is defined differently by different writers. For instance Clarke & Stewart (2016) viewed parenting as a purposive activities aimed at ensuring the survival and development of children. He alluded to the fact that it is a positive nurturing activity that involves child development and education. Other terms that are often used as parenting include: child-rearing, childcare, parental role and function, parent-child relationships, family process, and socialization among others. Virasiri and Yunibhand(2011) were of the view that parenting is the process and purposive activity that includes interactions regarding rearing and educating a child carried out by the parent or parents with an aim of promoting child's growth, development, including health. Brook (1987) reiterated that parenting is process of being a parent which involves developing and utilizing knowledge and skills appropriate in planning for, creating, giving birth to and providing care for offspring. From these definition, this study is of the view that parenting is a deliberate and conscious process of bringing up a child. The process requires utilization of appropriate knowledge and skills with an aim of promoting the child wellbeing in the long-run.

In African context parenting has always been a role of community and not just the biological parents of the child. Community is defined as a group of people living in the same defined area, sharing the same basic values, organization and interests (Rifkin et al (1988). It is also viewed as an informally organized social entity which is characterized by a sense of identity (White, 1982) while Manderson et al, (1992) considered community as a population that is geographically focused but which also exists as a discrete social entity, with a local collective identity and corporate purpose . Community parenting refers to situations in which a child has

caregivers such as grandparents, aunts and uncles, or older brothers and sisters in addition to his or her biological or adoptive parents. They may also include close family friends, or other parents in the community (<https://www.wisegeek.com/what-is-community-parenting.htm>). Kessler (2007) view community parenting as expansive parenthood that encompasses adults who function as psychological parents to children but acknowledges that the definitions vary widely in their theoretical underpinnings and expansiveness but all recognize functional parents to a greater or lesser extent under certain circumstances. From organizational perspective, community parenting also called corporate parenting is defined as the collective responsibility of the council, elected members, employees and partner agencies to provide the best possible care and take seriously the moral as well as legal responsibility for enabling the children in their care to experience happy and fulfilling lives (<https://www.hounslow.gov.uk/inf/2014>).

Community parenting is also defined as the form of parenting whereby the community is involved and parenting is carried out collectively or between families within a community (Evans & Holland, 2012). Community parenting can also be related to a parenting style referred to as alloparenting, that is most commonly practiced in Central African countries such as the Democratic Republic of Congo and Central African Republic. Alloparenting is the practice of raising children by both biological parents and extended family or community members and it is considered to help alleviate parental burdens by utilizing the community and allowing biological parents more time to work or participate in social events (Meehan, 2005). This parenting approach helps children to understand love and trust through a widened perspective of the community context due to increased bonds formed between children and adults in the community. From reviewed literature, this study holds the view that community parenting is an approach of bringing up children by involving parents, other family members close friends and the community.

## **II. RESEARCH PROBLEM**

It is the desire of every parent to bring up their children in the most appropriate way that instills values and nurtures their potential to make them successful in their career and in life. In the past, community parenting has played a critical role in ensuring that responsible children are developed in the society. In African traditional setting community parenting involved adult members of the community in taking care of basic needs of children, correcting and disciplining them. Adult members of the society were obliged to ensure that children behaved well and maintained community values. Several ceremonies revolved around a person's life from time of birth to adulthood. Such ceremonies included "baby shower", rites of passage and entry into marriage life among others. The community life brought about a sense of identity, ensured values were transferred from parents to children and also strengthened family structures. Parents and community members were expected to become role models to the children and usher them into economic engagements of the day.

Over the years a lot of changes have occurred in society affecting community life as well as parenting of the children. Infiltration of western culture, technological advancement, new religious beliefs, social economic and political changes have disintegrated the traditional community life among Africans and Kenyans in particular. Parenting has not been spared by these changes. It has been shifted from community to individual parents. New family structures have emerged that involve nuclear family bringing up children all alone. The social economic changes have taken a toll on parents' time depriving them quality time with their children. Explosion of religious beliefs have complicated parenting process in families and the wider society. Advance in technology has further separated children from parents and members of community resulting in children being exposed to array of strange behaviors and character defects. Parents have lost grip on their children and hopelessness on both parties is increasingly becoming a great concern. Evils in society such as drug, sex and substance abuse, radicalization, terrorism could be traced from dwindling community parenting practices. The purpose of this study therefore is to examine factors that influence community parenting practices.

## **III. LITERATURE REVIEW**

This study has identified role modelling, modernization, parenting styles and social media as key factors having a bearing on parenting today.

According to Centre for parenting (2019) Role models are people who influence others by serving as examples. They are often admired by the people who emulate them. Through their perceived personal qualities, behaviors, or achievements, they can inspire others to strive and develop without providing any direct instruction. For most children, the most important role models are their parents and caregivers, who have a regular presence in their lives. Karen (2006) argues that children turn out to be like their parents and that scientist have proved this through various studies. She further exemplifies that role modeling can be an extremely effective parenting tool. Children will emulate both good and bad behaviors in families. Wiese and Freund (2011) found out that parents served as role model to their children in terms of work participation. Fathers served as role models to sons while mothers to daughters who are adolescents. This study sought to determine the extent to which role modelling influence community parenting.

Haviland (2002) defines modernization as an all-encompassing global process of cultural and socio-economic changes, whereby the developing societies seek to acquire some of the characteristics common to industrial societies. Rostow (n.d), one of the modernization scholars views modernization as the process of development that a nation goes through as it transits from a traditional society to a modern one. He argued that there are various stages of modernization and that societies go through these stages at different times. Parsons (1967) and Smelter (1969) exploration of the growing institutional complexity of society provides a powerful model of what was distinctive of modern industrial society and the role (or function) played by its component parts. Modernization theorists apply this broad framework to explain the different developmental stages and development achieved by countries around the world, and could prescribe the normative changes that are needed for less developed countries to join the modern world.

Modernization has given rise to the nuclear family system with the modern societies moving away from the traditional set up where the community offered support for families. Bringing up children in the traditional African societies was taken as a communal affair and all the members participated in the raising up of their children. The kinship ties that has existed for long are also broken down by the changing social – economic factors facing the many societies. Modernization is driving more women into the labor force, creating new child care challenges for governments, the private sector and non-governmental organizations. Women in most African countries are becoming economically active, creating new problems for child care. The Governments are not able to shoulder the responsibility for child care alone, so they are encouraging the participation of the private sector and non-governmental organizations in that effort. In all societies, traditional structures are changing. For an urban couple in Africa for example, it requires two incomes to support a family, so both parents must work and neither has adequate time to devote to child care. Corporate parenting is being embraced as a strategy to address the problem. This study sought to determine the influence of modernization on community parenting.

Parenting styles is defined as the way the parents will raise their children in terms of the parents' levels of expectations, performance demands, attentiveness to rules, discipline style that the parents' will utilize to enforce their expectations (Parenting Styles, (n.d.)). According to Kuppens, Sofie and Ceulemans (2018) researchers have identified and categorized parenting styles into four main categories: authoritarian, authoritative, permissive and uninvolved. Of these parenting styles, child development experts have found that the authoritative parenting style is the most successful in raising children who are both academically strong and emotionally stable.

The quality of parenting can be more essential than the quantity of time spent with the child. For instance, a parent can spend an entire afternoon with his or her child, yet the parent may be engaging in a different activity and not demonstrating enough interest towards the child. Parenting styles are the representation of how parents respond to and make demands on their children. Parenting practices are specific behaviors, while parenting styles represent broader patterns of parenting practices (Spera, 2005). This study sought to determine the influence of parenting styles on community parenting.

Use of communication technology is a reality that parents cannot run away from. Patrikakou, (2016) noted that parents have to accept that all the electronic gadgets and technology-based resources, are here to stay and that banning or restricting them should not be viewed as the solution anymore. She further exemplifies the need for all users, including children and teens to become aware of the advantages and pitfalls of technology and media in order to maximize their benefits and also guard against serious adverse effects. Prensky, (2001a, 2001b, 2009), argues that the current generation is the first one that has known digital technology since birth popularly referred to as digital natives while their parents and teachers are viewed as digital immigrants. Rideout, Foerher, & Roberts, (2010) observed that this generation spends more than seven hours a day with media which is the most time spent on any activity, including sleep. The use of technology in this respect will include use of social media such as email, video call, text messages, Facebook, YouTube, Pinterest, Instagram, Whatsapp and twitter among others as well as dedicated websites. Steiner-Adair (2013), held the view that technology has been designed to serve us, please us, inform us, entertain us, and connect us, and that over time our digital devices have finally come to define us.

The use of technology in parenting has had both positive and negative effects. Modern technologies have brought with them opportunities for parents to seek information and support and exchange details with each other in regard to parenting. Over the years, dedicated websites and special apps on parenting have been developed that attracts viewers globally. These sites are particularly important for single mothers and career women. They are also referred to by parents with children with special needs. Modern parents are being regarded as (potential) violators of their children's rights and well-being through "sharenting" – "the habitual use of social media to share news, images, etc. of one's children" (Damkjaer, 2017). Damkjaer further argued that for some parents, this practice is significant for developing parental self-identity and social approval and also for building and maintaining social ties. Managing and controlling the flow of information related to parenting and family life constitute a new obligation for parents (Kumar & Schoenebeck, 2015). Kanter, Afifi, &

Robins, (2012) maintain that parent–child interactions within social media platforms such as Facebook enhances their relationship by decreasing preexisting conflict and fostering closeness between parents and older children. Plester& Wood(2009) support the argument by noting that family use of technology strengthens parent modeling of a variety of activities all which contributes to the creation of a stronger link between family culture and learning.

On the other hand over use of communication technology has potential negative impact on culture, education, and society, as well as on parent, student, and teacher relationships. Ante-Contreras, (2016) points to the fact that excessive use of social media causes parental distraction, decreases the level of everyday parental engagement that is likely to put a child at risk for injury. Excessive use of social media may lead to a decrease in the many communication processes necessary to create strong bonds between a parent and a child. This study sought to establish the influence of social media on community parenting.

**IV. RESEARCH METHODOLOGY.**

The study adopted cross sectional survey design. Data was collected from 41 respondents using structured questionnaires. The analysis was done using regression models that in includes the simple, multiple and stepwise.

**V. STUDY FINDINGS.**

The collected data was subjected to descriptive analysis and reliability test whose results are presented in table 1 and 2 respectively.

**Table 1: Descriptive Statistics**

	Mean	Std. Deviation	N
Community parenting	3.59263	.640108	41
Role modelling	3.71196	.657846	41
Parenting style	4.43089	.634074	41
Modernization	3.69512	.797585	41
Social media	3.10743	.512703	41

From table 1, parenting style has the highest mean of 4.43, followed by role modelling, modernization and lastly social media. The standard deviation of 0.798 for modernization was the highest indicating great variation among respondents but lowest in social media that show closer agreement among respondents.

**Table 2: Reliability Statistics**

Factor	Cronbach's Alpha	N of Items
Social media	.618	8
Parenting styles	.899	4
Modernization	.807	6
Role modeling	.830	7
Community parenting	.847	11

Data reliability was tested using Cronbach's Alpha and the values for each variable are represented in table 2. All the variables met the threshold on Cronbach’s alpha of 0.7. Social media with a value of 0.618 could not be rejected since it was above 0.5 as lowest acceptable value. The Cronbach reliability test allowed the testing of hypotheses. Hypothesis testing was conducted for every independent variable as per the indicated hypotheses whose results are presented in table 2a and 2b.

H<sub>1</sub>: There is no significant relationship between social media and community parenting

H<sub>2</sub>: Parenting style has no significant relationship with community parenting

H<sub>3</sub>: Modernization does not affect community parenting significantly

H<sub>4</sub>: There is no significant relationship between role modeling and community parenting

**Table 2a:Model Summaries**

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
Social media	.472 <sup>a</sup>	.223	.203	.571434	.223	11.192	1	39	.002
Parenting style	.505 <sup>a</sup>	.255	.236	.559511	.255	13.354	1	39	.001
Modernization	.105 <sup>a</sup>	.011	-.014	.644690	.011	.433	1	39	.514
Role modeling	.593 <sup>a</sup>	.352	.335	.521861	.352	21.181	1	39	.000

b. Dependent Variable: community parenting

The results in table 2a were used to establish the appropriateness of simple linear regression model for each independent variable on the community parenting as the dependent variable. The linear regression model on social media is statistically significant with a p-value = 0.002 which indicate that the use of the model is appropriate in this analysis.  $R^2 = 0.203$  shows that social media significantly explains a variance of 22.3% on community parenting. Relationship between parenting style and community parenting indicates a significant linear regression model with p-value = 0.001 and  $R^2=0.232$  which indicate that parenting style explains 23.2% variance on community parenting. Likewise, linear regression model is significant for the relationship between role modelling and community parenting. The p-value=0.000 while  $R^2=0.335$  indicating that role modelling significantly explains 33.5 % variance on community parenting. On the contrary, linear regression model for the relationship between modernization and community parenting is insignificant whose p-value=0.541 and  $R^2=-.014$  indicating very low variance of 1.4%.

These findings indicate that social media, parenting style as well as role modelling linearly affect community parenting significantly while modernization and relationship with community is insignificant. This implies that social media, parenting style and role modelling can be used to enhance parenting among community members.

Linear regression analysis was conducted for each model beta coefficients whose results are presented in table 2b.

Table 2b:Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
H <sub>1</sub>	(Constant)	1.761	.555		3.173	.003	.638	2.883
	Social media	.590	.176	.472	3.345	.002	.233	.946
H <sub>2</sub>	(Constant)	1.334	.624		2.136	.039	.071	2.596
	Parenting style	.510	.140	.505	3.654	.001	.228	.792
H <sub>3</sub>	(Constant)	3.282	.483		6.796	.000	2.305	4.258
	modernization	.084	.128	.105	.658	.514	-.174	.343
H <sub>4</sub>	(Constant)	1.450	.473		3.067	.004	.494	2.406
	Role modelling	.577	.125	.593	4.602	.000	.324	.831

a. Dependent Variable: community parenting

The standardized beta coefficients for social media is significant with p-value of 0.002 and a value of 0.472. This means that social media contributes positively to community parenting such that every unit of social media brings a change of 0.472 units on community parenting. Standardized beta coefficients for parenting style and role modeling are also significant with p-values of 0.001 and 0.000 respectively. The beta values for parenting style and role modeling are 0.505 and 0.593 meaning that for every unit of parenting style and role modeling there is a change of 0.505 and 0.593 on community parenting respectively. Beta coefficients for modernization is not significant whose p-value is 0.514 and beta coefficient of 0.105. The results imply that applying social media, parenting style and role modelling would enhance parenting among communities. However, modernization show no significant impact on community parenting.

Table 3b: Correlations

		Community parenting	Role modelling	Parenting style	Modernization	Social media
Pearson Correlation	Community parenting	1.000	.593	.505	.105	.472
	Role modelling	.593	1.000	.663	.218	.348
	Parenting style	.505	.663	1.000	.401	.217
	modernization	.105	.218	.401	1.000	.045
	Social media	.472	.348	.217	.045	1.000
Sig. (1-tailed)	Community parenting	.	.000	.000	.257	.001
	Role modelling	.000	.	.000	.086	.013
	Parenting style	.000	.000	.	.005	.086
	Modernization	.257	.086	.005	.	.390
N	Social media	.001	.013	.086	.390	.
	All variables	41	41	41	41	41



The highest correlation with community parenting is 0.593 on role modelling, followed by 0.501 on parenting style and 0.472 on social media. These correlations for the variables are all significant with p-value of 0.000, 0.000 and 0,001 respectively. Modernization showed the lowest correlation of 0.105 which is not significant with p-value of 0.257. These results show that community parenting has significant and relatively strong correlation with role modelling, parenting style and social media but not with modernization. The independent variables also have some level of correlation some of which are significant such as role modelling, parenting style and social media but insignificant with modernization. The results would indicate some level of multicollinearity problem. To address this, linear regression analysis is done for all variables to test H<sub>5</sub> using both problem multiple and stepwise analysis and the results presented in tables 4a, 4b and 4c.

H<sub>5</sub>: Social media, parenting style, modernization and role modelling have no significant joint effect on community parenting

**Table 4a: Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics				
					R Change	Square Change	F Change	df1	df2
1	.680 <sup>a</sup>	.462	.402	.494979	.462	7.724	4	36	.000

a. Predictors: (Constant), social media, modernization, role modelling, parenting style  
 b. Dependent Variable: community parenting

The multiple linear regression model is significant with p-value=0.000 and R<sup>2</sup>=0.402 which indicate that the predictor variables explain 40.2% variance on community parenting. This implies that the variables have contribute significantly to community parenting but also revealing that other factors not captured in this study also have substantial effect. Analysis results to determine the coefficient of each variable when simultaneously taken together are presented in table 4b.

**Table 4b: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.324	.684		.474	.638	-1.064	1.712
	Role modelling	.334	.166	.344	2.018	.051	-.002	.671
	Parenting style	.246	.176	.244	1.399	.170	-.111	.603
	Modernization	-.065	.107	-.081	-.608	.547	-.283	.153
	Social media	.379	.163	.303	2.325	.026	.048	.709

a. Dependent Variable: community parenting

Role modelling has the highest beta coefficient of 0.344 with p-value =0.051. This predictor variable is marginally significant and shows that for every change of its unit, community parenting would change by 0.344 units. Social media follows with a significant beta coefficient of 0.303 and p-value=0.026. Parenting style has a positive beta coefficient which is however insignificant. Modernization negatively but insignificantly affect community parenting with beta coefficient of -0.081 and p-value= 0.547. These findings imply that role modelling and social media have high capacity to contribute to community parenting while parenting style may have very little effect if any. On the other hand, modernization would negatively affect community parenting but only to an insignificant level. To implement community parenting practice, role modelling and social media would be crucial tools while minimization of the negative modernization effect cannot be ignored. The study further conducted stepwise regression analysis to derive model that would eliminate redundant variables hence address multicollinearity problem and results are in table 4c.

**Table 4c: Stepwise Regression Model Summary<sup>c</sup>**

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics				
					R Change	Square Change	F Change	df1	df2
1	.593 <sup>a</sup>	.352	.335	.521861	.352	21.181	1	39	.000
2	.658 <sup>b</sup>	.432	.402	.494796	.080	5.383	1	38	.026

a. Predictors: (Constant), role modelling  
 b. Predictors: (Constant), role modelling, social media  
 c. Dependent Variable: community parenting

The stepwise model was extracted at two levels. The first model extracted role modelling as the strongest predictor variable with p-value= 0.000 and R<sup>2</sup>= 0.335. The model is therefore significant and indicates that role modeling explains 33.5 % variance on community parenting. Further inclusion of social media to the model would have additional variance of 0.067 which is significant with p-value of 0.026. The second stepwise model would bring the variance explained to 40.2%. Parenting style and modernization are eliminated in this analysis as having no significant effect on community parenting. This could mean that their contribution is already captured in the two significant predictor variables, could be contributing to multicollinearity problem and hence are redundant variables. The stepwise results purports that to implement community parenting, a community may need to mainly focus resources on increasing capacity in role modelling and use of social media. Building the four predictor variables simultaneously may neither be effective nor efficient.

**Table 4d: Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.450	.473		3.067	.004	.494	2.406
	Role modelling	.577	.125	.593	4.602	.000	.324	.831
2	(Constant)	.656	.564		1.164	.252	-.485	1.798
	Role modelling	.475	.127	.488	3.744	.001	.218	.732
	Social media	.378	.163	.302	2.320	.026	.048	.707

a. Dependent Variable: community parenting

From table 4d model 1, the beta coefficient for the role modelling is 0.593 and significant at p-value of 0.000. This means that if community would develop role modelling among parents by a unit, this would increase the community parenting by 0.593 units. When role modelling and social media are taken together, each unit would respectively increase contribution to community parenting by 0.488 and 0.302 significantly. This implies that there would be synergy in achieving community parenting when role modeling and social media are simultaneously developed among parents in a community.

## VI. DISCUSSION AND CONCLUSION

This study sought to establish factors that influence community parenting. Community parenting is significant in building a stable society. It was a way of life in the Traditional Africa societies that ensured transfer of values from one generation to another. The practice was propagated through the members of the community taking a collective responsibility of bringing up children. The older members of the society were expected to guide the young as they went through life processes. It cemented kinship ties and ensured harmonious relationship in the society.

This study found out that role modelling among the older members of the society plays a critical role in community parenting. These members of the community are expected to become role models to the younger members. This implies that together with their children they also take care of neighbors, spend quality time with children, and enhance children’s appreciation of other members. They also conduct their affairs in a way that they are admired by others and also inspire their peers in parenting. Role modelling also helps children to take up their gender roles, building a strong and orderly community. We can therefore conclude that if a community endeavors to enhance community parenting, it must put weight on developing role modelling on its members.

The study also found out that social media has significant influence in community parenting. When caregivers create awareness of the good and bad side of social media the tool can be used to aid in community parenting. They can access and share vital information as well as overcome barriers of distance and time among the parents and children. Use of social media therefore can help in building a healthy virtual community that can be harnessed in building community parenting. However unregulated and excessive use of social media may have drawbacks on community parenting.

Modernization was found to have negative effect on community parenting. Modernization encourages nuclear family as opposed to extended families reducing interaction between neighborhood. This has affected the way children acquire values from the community. Social-economic pressures have compromised attention given to children especially in urban setups. This study recommends more studies to be conducted on how community parenting can be enhanced in modern society. The study also recommends that more work should be done on the role of parenting styles on community parenting. Since the study found out that that social media and role modelling explain 40% variance on community parenting, more studies should be carried out to determine other relevant factors.

## REFERENCES

- [1]. Ammari, T. and S. Schoenebeck. 2015. Understanding and Supporting Fathers and Fatherhood on Social Media Sites. Proceedings of the 33<sup>rd</sup> Annual ACM Conference on Human Factors in Computing Systems (CHI’15), ACM Press, New York, pp 1905–1914.

- [2]. Ante-Contreras, Denise, "Distracted Parenting: How Social Media Affects Parent-Child Attachment" (2016). Electronic Theses, Projects, and Dissertations. Paper 292.
- [3]. Arnett, J. (2013). Adolescence and Emerging Adulthood: A Cultural Approach. USA: Pearson Education. pp. 188–190.
- [4]. Boyd, d. m., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer- Mediated Communication*, 13(1), article 11. [http://jcmc.indiana.edu/vol13/issue1/boyd\\_ellison.html](http://jcmc.indiana.edu/vol13/issue1/boyd_ellison.html)
- [5]. Brooks, J. (1987) *The Process of Parenting* (2nd Ed). Palo Alto, CA: Mayfield.
- [6]. Clarke-Stewart, A. (2006). What have we learned: Proof that families matter, policies for families and children, prospects for future research?
- [7]. Damkjaer, Maja Sonne (2018). Sharenting = Good Parenting? Four Parental Approaches to Sharenting on Facebook p. 209- 218 in *Giovanna Mascheroni, Cristina Ponte & Ana Jorge (eds.) Digital Parenting. The Challenges for Families in the Digital Age.* Göteborg: Nordicom.
- [8]. Evans, R. and Holland, S. (2012). Community parenting and the informal safeguarding of children at neighborhood level. *Ingenta Connect*. 1.2. <https://doi.org/10.1332/204674312X645501>
- [9]. Kanter, M., Afifi, T., & Robbins, S. (2012). The impact of parents “friending” their young adult child on Facebook on perceptions of parental privacy invasions and parent–child relationship quality. *Journal of Communication*, 62, 900–917.
- [10]. Karen S. (2006). Parents Are Powerful Role Models for Children, retrieved from [www.Parenting Exchange](http://www.ParentingExchange.Com). Com
- [11]. Kessler L.T (2007) Community parenting, retrieved from <https://www.hounslow.gov.uk/inf/2014>
- [12]. Kumar, P. & Schoenebeck, S. (2015). The Modern Day Baby Book: Enacting Good Mothering and Stewarding Privacy on Facebook. In Proceedings of the 18th ACM Conference on Computer Supported Cooperative Work & Social Computing (CSCW '15) (pp. 1302-1312). New York: ACM.
- [13]. Kuppens, S & Ceulemans, E. (2018). Parenting Styles: A Closer Look at a Well-Known Concept. *Journal of Child and Family Studies*. 28. 10.1007/s10826-018-1242-x
- [14]. Lupton D, Pedersen S, & Thomas G.M (2016) Parenting and Digital Media: From the Early Web to Contemporary Digital Society. *Sociology Compass* 10/8 (2016), 730–743, 10.1111/soc4.12398
- [15]. Maccoby, E. & Martin, A. (1983). Socialization in the context of the family: Parent-child interaction. *Manual of child psychology*. 4: Social development. (no URL)
- [16]. Meehan, C. (2005). The effects of residential locality on parental and alloparental investment among the Aka foragers of the central African Republic. *Human Nature*. 16. 58. <https://doi.org/10.1007/s12110-005-1007-2>
- [17]. Parenting Styles. (n.d.). In Alleydog.com's online glossary. Retrieved from: [https:// www.alleydog.com/ glossary/ definition-cit.php?term=Parenting+Styles](https://www.alleydog.com/glossary/definition-cit.php?term=Parenting+Styles)
- [18]. Patrikakou E.N (2016) Parent Involvement, Technology, and Media: Now What? *School Community Journal*, Vol. 26, No. 2. Available at [http:// www.schoolcommunitynetwork.org /SCJ.aspx](http://www.schoolcommunitynetwork.org/SCJ.aspx)
- [19]. Plester, B., & Wood, C. (2009). Exploring relationships between traditional and new media literacies. *Journal of Computer-Mediated Communication*, 14(4), 1108–1129.
- [20]. Prensky, M. (2001a). Digital natives, digital immigrants. *On the Horizon*, 9(5), 1–6.
- [21]. Prensky, M. (2001b). Digital natives, digital immigrants, part 2: Do they really think differently? *On the Horizon*, 9(6), 1–6.
- [22]. Prensky, M. (2009). H. sapiens digital: From digital immigrants and digital natives to digital wisdom. *Innovate: Journal of Online Education*, 5(3). Retrieved from <http://nsuworks.nova.edu/innovate/vol5/iss3/1>
- [23]. Rideout, V. J., Foerher, U. G., & Roberts, D. F. (2010). *Generation M2. Media in the lives of 8- to 18-year-olds*. Menlo Park, CA: Kaiser Family Foundation.
- [24]. S. Wiese B.S & Freund A.M (2011) Parents as role models: Parental behavior affects adolescents’ plans for work involvement, *International Journal of Behavioral Development*
- [25]. Spera, C. (2005). A Review of the Relationship among Parenting Practices, Parenting Styles and Adolescent School Achievement. *Educational Psychology Review*. 17. 2. 10.1007/s10648-005-3950-1
- [26]. Stassen K. (2011). *The Developing Person through the Life Span*. USA: Worth Publishers. pp. 194.
- [27]. Steinberg, L. (2005). *The 10 basic principles of good parenting*. New York, NY: Simon & Schuster.
- [28]. Steiner-Adair, C. (2013). *The big disconnect*. New York, NY: HarperCollins.
- [29]. The Identity Theft Resource Center (ITRC) (2011) Parenting and Social Media Survey retrieved from: <https://www.idtheftcenter.org>
- [30]. Virasiri S. & Yunibhand J. (2011) Parenting: What Are The Critical Attributes? *Journal of the Medical Association of Thailand*.
- [31]. Wolak, J., Mitchell, K. J., & Finkelhor, D. (2003). Escaping or connecting? Characteristics of youth who form close online relationships. *Journal of Adolescence*, 26, 105–119.
- [32]. Garrett, P. M. (2003). *Remaking Social Work with Children and Families: A Critical Discussion on the "modernisation" of Social Care*. Psychology Press, 2003.
- [33]. Haviland, A. (2002). *Cultural Anthropology*. 10th edition. Harcourt Collage Publishers. USA. P. 423.
- [34]. Parsons, T. (1967). *Sociological Theory and Modern Society*. New York. Free press. P. 85.
- [35]. <https://centerforparentingeducation.org/library-of-articles/focus-parents/role-model-promise-peril/>

Christopher Ngugi Kariuki" Factors Influencing Community Parenting: Case of New Life Community Nairobi, Kenya" *International Journal of Business and Management Invention (IJBMI)*, vol. 08, no. 08, 2019, pp 35-42