

Childhood as a Product of Parental Time Management

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KEYWORDS Sociology of Time. Advice to Parents. Construction of Childhood. Motherhood. Time Management

ABSTRACT Childhood is defined as a period of preparation. In this sense the child is not regarded as a full member of society but only has the status of a future member. It does not count for itself, but it needs investments to get a value. As such it appears to be something that has to be produced – a product. One of the main investment resources is (parental) time. Whereas there is an undivided agreement about the importance of spending time with and for children, the ideas vary, how to spend the time, how much of it and who should do it. Constants and variations of parental time investments shall be shown in an analysis of parents' advisers published in Germany in the last 50 years. The contribution will compare three models of time usage prevailing in certain periods of time. In which way instructive proposals of how to spend parental time define and shape childhood shall be shown in a deconstructive way.