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CONSTRUCTING “NEW FATHERHOOD” IN DIGITAL  
PRACTICE: ON LINE SELF-PRESENTATION OF DAD  
BLOGGERS ON CHINA SELF-MEDIA PLATFORMS

Wang Li<sup>1\*</sup>, Fairuz A'dilah Rusdi<sup>2</sup>

<sup>1</sup> Department of FBI, Universiti Malaysia Kelantan, Malaysia;  
College of Educational Sciences, Gannan Normal University, China  
Email: e21e028f@siswa.umk.edu.my

<sup>2</sup> Department of FBI, Universiti Malaysia Kelantan, Malaysia  
Email: fairuz@umk.edu.my

\* Corresponding Author

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**Abstract:**

As society changes, the role of fathers in China is also evolving, and the emergence of “new fathers” has prompted scholars to pay more attention to the importance of father involvement in China. This study selected six father bloggers from Little red book (a social networking site, the most popular social media in China today) as the subjects of the study and adopted the theoretical framework of fatherhood proposed by Casey Scheibling, i.e., the experience of fatherhood, identity, and ideology of fatherhood, as well as the qualitative analysis method to specifically analyze their fatherhood experiences. Using qualitative analysis methods, the parenting routines of six blogger dads were specifically analyzed. The data analysis showed that dad bloggers are shaping a new fatherhood by identifying with caring fatherhood, focusing on building harmonious and intimate relationships, concentrating on scientific parenting, and alleviating maternal parenting anxieties. Modern fathers can learn from these new concepts and practices: shifting from “authoritative discipline” to “emotional accompaniment” and practicing caring fatherhood. Fathers' participation in parenting is not a “favor” but a shared responsibility. Emphasis is placed on the management of the couple's relationship in order to enhance the level of parenting involvement. The findings of this study will serve as a reference for building a more complete and healthy family parenting ecosystem.

**Keywords:**

Fatherhood, New Fatherhood, Digital Practices, Self-Presentation, Self-Media Platforms

**Introduction**

At present, the gender stereotype that “mothers are typical caregivers and fathers are only helpers” is very common in Chinese family parenting; anxious mothers and absent fathers constitute a common picture in modern family education; on the one hand, scientific parenting requires the participation of both parents; on the other hand, fathers face many constraints in participating in family parenting. On the one hand, scientific parenting requires the participation of both parents; on the other hand, fathers' participation in family parenting faces many constraints. Therefore, the issue of fathers' involvement in family parenting is not only a serious social reality, but also an academic issue that needs urgent research. In the absence of structural support such as fatherhood programs and trainings in China, how can fathers learn from their peers when social changes and the norms of fatherhood of the previous generation are no longer fully applicable today? The rapid development and two-way flow of self-media provides an important avenue for “new fathers” to learn.

With the development of the Internet in China, especially the deep integration of the mobile Internet, many self-media tools have been created, and the continuous emergence of self-media tools has accelerated the arrival of the era of self-media, in which “everyone has a microphone” (“self-media”). The advancement of technology has not only changed the way of information dissemination, but also reshaped the mode of interaction within the family, and reshaped the new connotation of the role of fathers. This paper focuses on the presentation of “new fathers” on the Xiaohongshu self-media platform, supplemented by an exploration of motherhood, with the aim of clarifying, through textual analysis, how dad bloggers can actively break the stereotypes of traditional fatherhood through the self-media platform and reshape the role of new fathers; and what aspects can be drawn from by modern fathers with regard to the content of the communication of dad bloggers on the self-media platform. What are the aspects that can be learned from.

**Literature Review**

Since the 1970s, the study of fatherhood in Western societies has been the focus of social and academic attention. Multiple benefits of father role involvement have been demonstrated. Findings by Teufl (2020) and Allport et al. (2018), among others, suggest that children with more involved fathers tend to have better outcomes (Allport et al., 2018; Teufl, 2020). According to Allport et al. (2018), active involvement of fathers improves children's cognitive abilities, language development skills, improve mental health, and reduce the incidence of obesity and asthma symptoms (Allport et al., 2018). There are also findings that reveal the relationship between father involvement and schoolchildren's academic performance (Saifuddin & Ezzi, 2024; Otani 2020; Ren et al. 2020). According to Diniz et al. (2021), father involvement contributes to the improvement of children's cognitive, behavioral, and psychosocial functioning, enhances mothers' well-being, and improves the family relationship quality (Diniz et al., 2021).

In Western academia, the discussion of the concept of “new fatherhood” covers a variety of formulations. First, there is a view that new fatherhood/fatherhood refers to men devoting more time and energy to work and family (Gerson, 2010). (Gerson, 2010) refers to men investing more time and energy in work and family. Secondly, “involved fathering /fatherhood” (Wall & Arnold, 2017) emphasizes the active involvement of fathers in parenting. In addition, other studies have proposed the concept of new and involved fatherhood (new and involved fatherhood) (Gao, 2021), further emphasizing the deep involvement of fathers in parenting. At the same time, the concepts of caring fatherhood (Johansson & Klinth, 2008) and intimate fatherhood (Dermott, 2008) have been widely discussed, and these studies have emphasized the role of fathers in emotional support and daily caregiving.

The widespread dissemination of the 'new fatherhood' discourse has been made possible by the support of Western countries through increased programs of fatherhood research and practice. For example, the National Center for Fathering (NCF) in the United States (National Center for Fathering:2024) is a non-profit organization. Since its founding, it has been providing tools, research, and support to fathers and leaders around the world, with the mission of “giving fathers back their hearts to their children” [Fatherhood Research and Practice Network (FRPN)]. The Fatherhood Research and Practice Network (FRPN) was launched in 2014 to promote rigorous evaluation of fatherhood programs that serve low-income fathers. FRPN has funded evaluation studies of programs that aim to increase fathers' engagement and parenting skills; improve fathers' ability to provide financial support; and increase parenting time, parent-child contact, active co-parenting, and health and wellness. Positive co-parenting and healthy relationships.

In addition to this, the implementation of parental leave for fathers directly contributes to fathers' involvement in parenting. Parental leave was introduced in Europe in the 1960s as an important family policy to promote fathers' participation in family life and gender equality (Yeung & Li, 2023). In Iceland, the introduction of a one-month “father's quota” had a positive impact on marital stability. In addition, it promoted a more equal division of labor within the family, especially among family members. Families with similar parents and educational backgrounds for the first time. In Norway, the paternity leave policy was extended to four weeks in 1993 and the paternity leave quota is not transferable (Kvande, 2022). Recognizing the importance of fathers in their children's lives, many Western countries began to embrace such maternity leave policies. In these countries, attitudes towards fathers, particularly towards their involvement in the early postnatal period, have been progressively influenced by pro-father social policies, including paid paternity leave (Knoester & Pragg, 2019) showing that fathers' choice of parental leave is positively correlated with fathers' subsequent involvement in parenting (i.e., diaper changing, breastfeeding, dressing, etc.). For example, they participate in a variety of activities with their children, such as talking, singing, reading stories, and playing games (Knoester & Pragg 2019; Huerta, 2014). In addition, in countries such as Sweden, where communities have established public childcare centers, families are involved in the development of childcare management in community services.

Currently, Chinese dads are involved in the inadequate support for dads' parental leave, the lack of related policies, and childcare is basically undertaken by families. At the same time, “invisible single mothers” and “shadow fathers” are very common and serious problems in Chinese family childcare. From an academic point of view, how can Chinese fathers actively

construct their own fatherhood on the self-media platform? From a practical perspective, what can modern fathers learn from the content of dad bloggers' communication on selfmedia platforms? These are the questions that will be explored in this study.

### Purpose And Research Questions

The purpose of this study is to distill the content, methods, and other specific practical steps for the role of the new generation of Chinese fathers in family parenting by sharing their involvement in internal family affairs and childcare with father bloggers on the Little Red Book selfmedia platform. Thus, it provides an operational model for fathers who want to transform their fatherhood roles and an academic reference for academics. Therefore, this study focuses on how Chinese fathers' new fatherhood roles are actively constructed on the self-media platform and the implications for fathers in modern society. Therefore, the questions of this study are as follows.

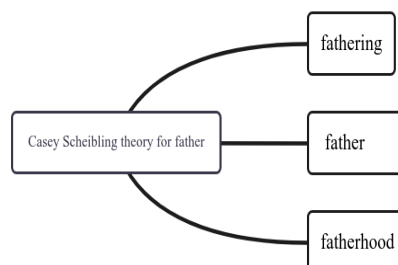
1. How do Chinese dad bloggers actively shape the identity of “new fathers” on the self-media platform?
2. What can fathers in modern society learn from the content of dad bloggers' communication on selfmedia platforms

### Methodology

#### *Qualitative Research*

In this study, The Little Red Book was chosen as the research sample and the qualitative research method of textual analysis was used. Text analysis is a qualitative research method that employs qualitative analysis to identify the main themes of fatherhood, parenting experience, and fatherhood ideology.

In addition, the experience of fatherhood, identity, and the construction of fatherhood ideology are three key dimensions analyzed in the graphic and video content of Little Red Book. Therefore, this study draws on and adopts the theoretical framework of “fathering” proposed by Casey Scheibling, namely “fathering” (the experience of fatherhood), ” father” (the experience of fatherhood), ‘father’ (the identity of fatherhood) and ‘fatherhood’ (the ideology of fatherhood), to explore the presentation of fatherhood in the digital practices of dad bloggers. As shown in Figure 1



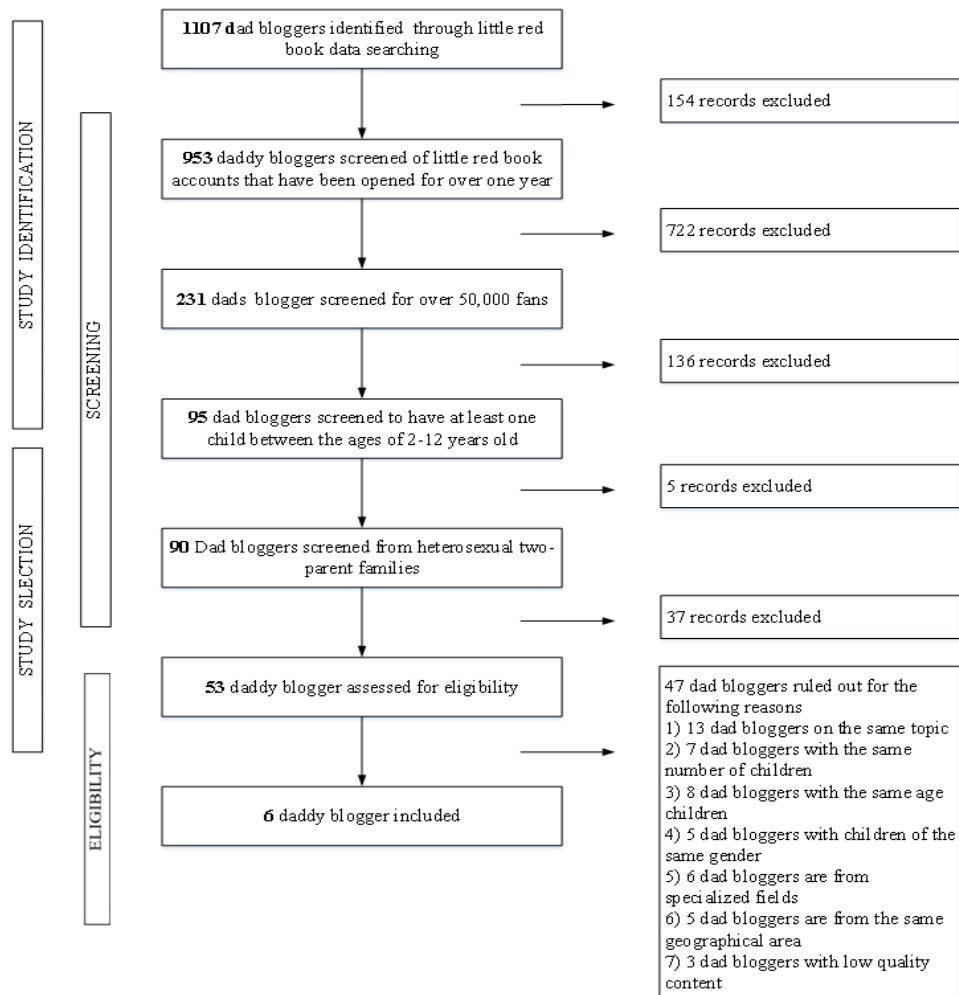
**Figure 1: Casey Scheibling Theory For Father**

(Source, WU, 2022)

### Research Participants

The content of the selected media sample was screened according to the needs of this research question. Specific participants were described as follows: (1) The blogger is a father. (2) Little Red Book has opened an account for more than 1 year. (3) 50,000 and above fans. (4) At least one child between the ages of 1 and 15; (5) The family is a two-parent family consisting of heterosexuals; divorced families, adoptive families, and single-parent families were excluded from the study. In addition, the quality of dad bloggers' creations, such as scientific and exemplary, was screened, and the topics created by dad bloggers, such as those with dads whose topics were all outdoor-oriented, had to be weeded out of several similar dad bloggers. The geographic location of the dad bloggers is as different as possible, and the number, age, and gender of the children of the dad bloggers are also screened. As far as possible, the data, content, and geographic location of the bloggers are complementary and scientific. The screening process is shown in Figure 2 below

**Figure 2: Study Identification and Selection Process Flowchart**



Specific information about the six dad bloggers is shown in Table 1

**Table 1: Blogger Dads (collected on December 31, 2024)**

Name blogger	of Child's situation	Presentation	Content features	Fans (ten thousand)
Xixi Dad	Daughter is in primary school	Video Text	Focuses on marital relationship and communication	93.3
Daddy Reads	Daughter is two years old	Video Text	Emphasizes parental learning, with each parenting view supported by professional opinions or books	25
Zhu Xiaoba	Older brother is in primary school, younger brother is in kindergarten	Video, Text	Outdoor hiking, camping, daily parenting, fashion	4.1
Michael Dad	Older brother is in middle school, younger sister is in primary school	Audio, Text, Video	Children's stories, parenting insights, marital relationship	179
Two Little Zhao	Twin brothers are in primary school	Video, Text	Nature education, family travel, parenting insights	12.8
Growing up with Peanuts and Soya Beans	The older brother is in elementary school, and the younger brother is in kindergarten	Text	Playing sports and games with his child	11.4

After selecting the subjects for the study, the researcher chose the bloggers' published works within three years from December 31, 2022 to December 31, 2024 for the study. The researcher first read the notes published by the six dad bloggers in the Little Red Book and, while doing so, wrote a research memo to identify, analyze, correlate, and interpret important and recurring themes, and came up with seven initial themes, namely, “caring fatherhood,” “children's education,” “family work balance,” “fatherhood,” “motherhood,” “intimate relationships,” “ideal fatherhood,” and “family work balance.”, “Ideal Fatherhood”.

By constantly comparing the relationship between themes and theories, the following themes were finally summarized: “Caring Identity” , “Creation of Intimate Relationships” , “Return of Emotions” , “Relief of Mothers' Parenting Anxiety” , and the results of the compilation of specific thematic contents are as follows.



Self-presentation is an important concept in the field of sociology and psychology, and American sociologist Irving Goffman, in his monograph *Self-Presentation in Everyday Life*, states that self-presentation is an interpersonal process in which people want to present a respectable and noble personal image to others. At the same time, it is also expected to maintain the good image that the individual has originally established. Self-presentation (Self-presentation) refers to an individual's effort to present himself or herself in a way that is desired by others (Owen Goffman, 2022).

## Results

### ***Regarding The First Question, Q1: How Do Chinese Dad Bloggers Actively Shape The “New Father” Identity On The Self-Media Platform?***

Identity theory is a sociological theory that focuses on how individuals assign the social positions they occupy (e.g., student, husband, father) and the roles they play within those positions: e.g., father as breadwinner or caregiver (Kuscul & Adamsons, 2022). Although each role and position has corresponding social expectations, identity theory emphasizes that individuals actively interpret and adapt to these expectations in order to develop their own unique concept of “self-role” (Kuscul & Adamsons, 2022). These personalized meanings of identity guide their behavior, thus explaining “why, on a free afternoon, some people choose to play golf with friends while others take their children to the zoo” (Kuscul & Adamsons, 2022). New dads on the self-publishing platform first positioned themselves as fathers, recognizing their role as “caregivers” in addition to breadwinners. The “new dad” can be summarized as the “four dads” -eat, play, sleep, and do homework” (Lin, 2020). The traditional role of the father as the breadwinner can no longer fulfill the requirements of modern family ethics. Nowadays, fathers need to take on more parenting responsibilities by playing more roles of expressing emotions and participating in parenting (Cao & Lin, 2019).

China fathers have adapted to this new role assignment by changing their views on traditional fatherhood and gender roles. These fathers emphasize fostering their children's sense of family responsibility, autonomy, and pursuit of happiness, thus taking on a more holistic and balanced role in the family. In contrast to mothers, fathers are unable to physically perceive the change in their role as fathers and can perceive the entry into their role and the emotions of accompanying their pregnant wives.

The husband who writes a letter to his child during his wife's pregnancy benefits in three ways: First, he perceives the real feelings of the father-to-be through dialogues and records the psychological journey of becoming a father; second, he experiences the joy and anxiety of pregnancy with his wife through the letter; and third, for the first time, he dispels the fear of becoming a father and gains courage from the letter. The letter is also a kind of memory, which will become a source of good memories and touching recollections when he looks back on it years later ( “Two Little Cho's” )

Many new fathers involved in parenting may not be good at the theoretical foundations of abstract generalizations, but are able to portray, in layman's terms, the role of fathers, fatherhood, and the impact of fathers on their children's development. An absentee dad leaves his son calcium deficient and his daughter insecure. Dads being there for their children so that

they can learn bravery and love is the cornerstone of a great education. Dads are not only mom's helpers, they are also key to a child's development. Dads who are highly involved in their children's development can influence them for life (Growing Up with Peanuts and Soybeans)

Parents often think that material conditions are love, but companionship is the best gift for children. Dad's companionship does not need rituals, life can be small things: watching the sunrise and sunset, enjoying the mountains and lakes. Companionship is the light of children's childhood and the bottom of their life (Zhu Xiaodai). Many dads come home on time but are addicted to their cell phones, unable to communicate with their children in depth or take care of their needs, and become the opposite of what their children spit out (Michael's dad).

### **Experience The Joy Of Parenting And Unique Parenting Insights**

The “sanctification of childhood” has become an irreversible reality. Although children are considered “useless” economically, they are “invaluable” emotionally (Lin, 2018). Children can bring joy and happiness to parents, they are a source of support and hope, and they can make their parents' lives more meaningful (Lin, 2018). This general increase in the emotional value of children may be a globalized phenomenon, but it is increasingly prominent in China, where the centrality of children in the family's emotional life is becoming more and more unshakable, making the parent-child relationship the main axis of family relationships (Lin, 2018).

Gaining meaning and joy in life from fatherhood is a male entitlement. In their parenting narratives, new dad bloggers portray their children as mischievous, mischievous, lovable, and witty, despite the occasional irrational crying and tantrums; they occasionally show helplessness, sleepiness, and a desire to lash out in the middle of the night in the face of their child's toddler insomnia in a way that is as painful as it is pleasurable. Most of the time, he is an emotionally stable, humorous, wise and relaxed dad. In contrast to the “stately, old-fashioned, inarticulate, tough” image of fatherhood, new fathers are gentle, warm, loving, play with their children, have fun, eat, drink, sleep together, and occasionally act like fathers who ask for help. Only when a man realizes that being a father is one of his most important jobs can he have a happy family and a really good life. Take your children outdoors, go hiking and bird watching, play in the shallow water by the creek, in the mountains and the sea. It really is the best quality of companionship you can give each other! (Zhu Xiaoba)

Compared to the anxiety of mothers in raising children, fathers have a rare sense of relief and relaxation. Fathers' involvement in parenting can, on the one hand, ease the daily hard work of taking care of children; on the other hand, it can reduce mothers' anxiety about parenting on a psychological level. “You don't need to shine in this life, just be yourself.” A child's future depends on him, and parents should take him to experience rich nature and life. (Two Xiaozhao)

New dads have unique insights into scientific parenting, not bound by experts and standards, treating children as unique objects, focusing on individual differences, not one-size-fits-all, not directly applying expert methods, and fitting the child is most important. (Michael's Dad). As times change, so do the pursuits of dads: 100 years ago it was for the survival of the child, 50 years ago it was for the pursuit of higher education, and 20 years ago it was for “tiger parenting”. Today, in the face of pressure, we want mental health, family harmony, security,



attachment, creativity and communication skills. (Peanuts and Soybeans Growing Up Together)

### **Building A Harmonious And Intimate Relationship**

A close husband-wife relationship enhances the father's willingness to raise children on the one hand; on the other hand, mothers are more likely to encourage fathers to participate in parenting. More and more new fathers realize that raising children is not only the mother's responsibility; they appreciate the mother's hard work and make a conscious effort to maintain a close relationship with her in their daily lives. Moms also let go of the need for dads to be involved in the care and raising of their children. In the process of co-parenting, the relationship between husband and wife becomes closer.

I am grateful to my wife for trusting me to share the responsibility of caring for the children. I am actively involved in my child's daily care, nutrition, cognitive development and bilingual learning. In parenting, parents respect each other, mothers trust fathers and fathers are not responsible (Dad reads). Respect for wife, attention to emotions, "VIP pampering days", providing emotional value, reflective communication, recognizing contributions, being respected and appreciated. (Sissy's dad).

Fathers involved in parenting reap the rewards of a happy marriage, a good marital relationship, and a parent-child relationship. Giving special records and care to your wife at her special time is the greatest support and the most precious gift to her. Record the 31 hours of your wife's labor and delivery, the checkups, the waiting, the pain, the joy and other very memorable and precious moments of her life. From being a dink to raising children, from loving yourself to loving others, from understanding yourself to understanding others; from exploring how to raise children to how to raise yourself. (Dad Reads).

### **Active Participation Relieves Mothers' Anxiety in Childcare**

Contemporary motherhood places higher demands on mothers' domestic skills, economic capacity, education level and materialized cultural capital. In modern society, in order to meet the demand and arrangement of human resources for industrialized production, under the gender division of labor, women take on most of the child-rearing responsibilities and bear the pressure of more trivial and burdensome child-rearing, and this division of labor is more inclined to the economic function of fathers and the daily care of mothers. It has been noted that the concept of intensive motherhood is time-intensive (Tang, 2021), and by extension, anxious motherhood extends to intensive caregiving time and intensive educational duties.

Society expects mothers to be attentive to their children's needs at all times, to take care of their emotions, to be concerned about their psychological state, and to do what they can to contribute to their children's intellectual development. Sherry Sandberg mentions a similar phenomenon: "Society's notion that good mothers should take care of their children in a variety of ways is culturally emphasized by the fact that women should spend a lot of time with their children" (Sherry Sandberg, 2020). Hannah Hays developed the concept of intensive motherhood. She argues that intensive motherhood is "a gendered pattern that forces mothers to invest a great deal of time, energy, and money into parenting" (Tong, 2021). Dad bloggers are gender conscious and proactively share in balancing mothers' parenting anxieties.

As a husband, inspired by Perrier's Mother's Day theme, I bravely explored the dilemmas of motherhood and thought about the role of the husband and solutions. I honor my wife's moments of breakdown, express my understanding and support, work to build my family's trust and respect for her, and protect my children's trust in their mother. I solemnly promise to always respect her, stand by her, actively learn about parenting, and earn her trust through my actions (Daddy Reads).

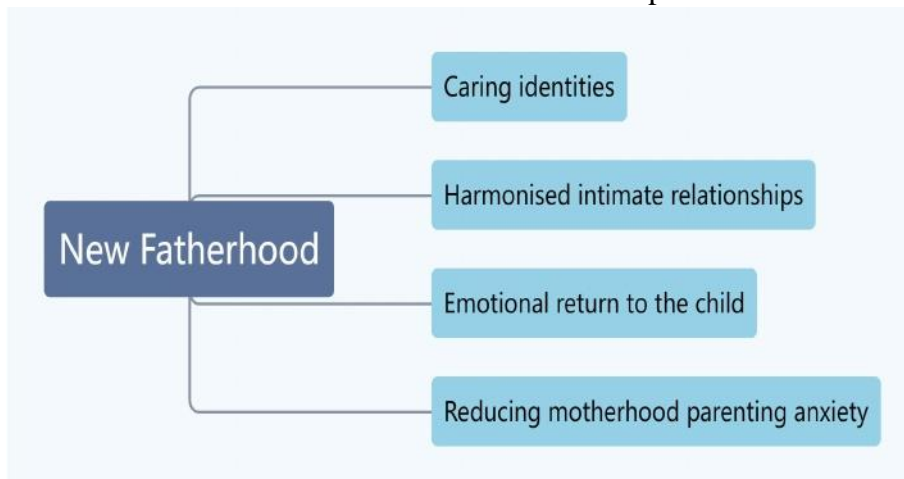
To summarize, dad bloggers gradually build the image of new fathers by showing their interaction with children, wives and other family members, family decision-making and other daily habits through words, pictures and videos. The new father role is shaped by practicing caring identity, creating harmonious and intimate relationships, returning emotionally to children, and relieving motherhood anxiety, as shown in Figure 3:

***Q2: What Are The Inspirations For Modern Fathers From The Presentation Of Dad Bloggers On China's Self-Publishing Platforms?***

By sharing their parenting experiences, family life and emotional reflections, self media dad bloggers have provided multiple inspirations for ordinary fathers, mainly including the following three aspects.

***First, Shifting From “Authoritative Discipline” To “Emotional Accompaniment” And Practicing Caring Fatherhood.***

While traditional fatherhood is centered on economic support and discipline, the parenting practices presented by dad bloggers through social media demonstrate a caring fatherhood that emphasizes both “emotional labor” and “scientific accompaniment” .



**Figure 3: Self-Media Platform Shapes New Fatherhood Roles (Author's Compilation)**

Caring fatherhood is an emerging model of fatherhood practice that emphasizes that fathers are not only the breadwinners of the family but also have an important role to play in actively participating in their children's development, providing emotional support and day-to-day care. Core features of this identity include: Rejection of Domination: Caring fathers emphasize equal family relationships and reject the domination and control of traditional patriarchy. Emotional involvement: Fathers are actively involved in their children's daily lives, providing emotional support and companionship, and attending to the children's psychological needs. Redefinition of Responsibility: Caring fathers shift their “responsibility” from traditional financial support

to the overall care of their children, including physical, emotional, and educational aspects. Identifying oneself as a caring father is the first step in transforming the role of the new father.

***Second, Fathers' Involvement In Parenting Is Not A "Favor" But A Shared Responsibility.***

The practice of dad bloggers subverts the traditional division of labor between "men on the outside and women on the inside". By documenting and sharing their parenting routines, they break the traditional stereotype of "absentee fathers" and emphasize the importance of fathers in family parenting. By sharing household chores, childcare and emotional support, dad bloggers reconstruct the dichotomy between "rational fathers" and "emotional mothers". They even take on traditionally "feminized" parenting tasks (e.g., changing diapers, putting children to bed) and share their experiences to dispel the stereotype that men are not good at parenting. This practice has taught traditional fathers that participation in childcare is not a "favor" but a shared responsibility, and that active participation by fathers in childcare can significantly reduce the pressure on mothers and enhance the overall well-being of the family.

***Third: Emphasize The Management Of The Husband-Wife Relationship To Enhance Participation In Childcare.***

Dad bloggers take the initiative to take on traditionally female childcare tasks (breastfeeding, diaper changing, etc.) so that their wives feel supported and shared, which can effectively reduce their wives' sense of exhaustion and loneliness. When wives are depressed due to parenting or life stress, dad bloggers will prioritize listening rather than rushing to provide solutions. Shifting from "solving problems" to "understanding feelings" allows wives to feel seen and accepted, rather than outputting one-way advice. Publicly expressing recognition and appreciation strengthens the emotional connection; for example, taking a picture of his wife cooking and captioning it with "The taste of home comes from her magic hands". A father blogger directly expresses to his wife, "You are not only the mother of my children, but also the love of my heart forever". This kind of public praise not only satisfies his wife's emotional need to be recognized but also enhances her sense of self-worth through external feedback. Dad bloggers take the initiative to learn and grow with their wives. Some dad bloggers take the initiative to learn about psychology (e.g., emotional management, nonviolent communication) and share their practice with their wives. These practices of dad bloggers can effectively alleviate their wives' parenting anxiety and also enhance the level of parenting engagement.

**Conclusion**

The analysis of the data shows the following results: Regarding fatherhood, many bloggers portray themselves as models of "good fathers", highlighting the key role of fathers in the family, and opposing the definition of fathers as "mother's replacements". Regarding scientific parenting, father bloggers have their own unique scientific concepts and practical experience; on how to manage the relationship between husband and wife, father bloggers share their views on intensive motherhood and their unique ways of getting along with husband and wife. Regarding the ideology of fatherhood, the father bloggers criticized the traditional image of "absentee father" or "irresponsible father" and started a dialogue with the idealized image of modern "super dad". They advocate for fathers who are actively involved in parenting to be seen as the norm, rather than being deified as "heroic" beings. Overall,

the above aspects reflect that dad bloggers have challenged and reconfigured the traditional notion of fatherhood through social media, and have contributed to the cultural construction of a “new fatherhood”. At the same time, social media provides a public space for traditional fathers to display and standardize their fatherhood roles, which also provides strong support for the transformation of modern fatherhood. These results indicate that the objectives of this study have been realized.

Meanwhile, the contributions of this study are mainly in the following areas:

Reshaping the image of fatherhood. Traditionally, fathers are mainly regarded as family economic providers, and childcare and housework are undertaken by mothers. However, through the self-media platform, dad bloggers share their daily parenting experiences such as breastfeeding, changing diapers, and accompanying children's growth, especially strengthening the emotional involvement of fathers, which breaks the stereotypes of “fathers' absence from parenting,” or “inarticulate,” and “apathetic. These displays break the stereotypes of “absentee fathers” or “inarticulate fathers” and “indifferent fathers” and demonstrate the diverse roles of fathers in the family.

Promote a gender-equal division of labor in the home. Many dad bloggers shared experiences of sharing household and parenting responsibilities with their partners, emphasizing the importance of couples working together. This content has contributed to the redefinition of gender roles within the family, with the traditional model of “man on the outside, woman on the inside” gradually being replaced by a new model of blended parenting. It also contributes to the “new dad” in the current context of “shadow dads”, “cloud dads” and “couch dads”. Contribute to the “new father” under the background of “shadow father”, “cloud father” and “sofa father”.

To promote the social re-cognition of fatherhood. This study promotes society's reconceptualization of fatherhood by widely disseminating positive images of fathers in parenting. More and more content demonstrated the warmth, patience, and caring of fathers in the family, changing the public's traditional perception of the role of fathers. This reconceptualization not only helps to elevate the status of fathers in the family, but also provides a new paradigm for a gender-equal family model and a scientific paradigm for the healthy development of family education.

In summary, three conclusions can be drawn.

First, the self-media platform provides an important way to learn and spread the role of “new fathers”. The self-presentation of dad bloggers is based on the positive recognition of fatherhood, which inspires more fathers to rebuild their identity and take on the responsibility of parenting. Their content often receives a large number of interactive messages, with fans expressing their support and emotion through likes and comments. These interactions not only increase the efficiency of information dissemination but also strengthen the bond of the new fatherhood role. From a socio-cultural perspective, the presentation of new father roles breaks down male stereotypes and promotes public understanding and acceptance of diversified male roles.

Second, mothers can play an important role in facilitating fathers to switch roles to participate in parenting. The new father bloggers in this study showed on their parenting narratives that new fathers sympathized with mothers' intensive parenting roles and paid attention to building a close and harmonious couple relationship. Their involvement was encouraged, trusted and let go by their wives. A good couple relationship is an important part of the new father's role and an important factor in new fathers' increased level of involvement. The initiatives and methods of the dad bloggers mentioned above, as well as the methods of communicating with the mothers of their children on a daily basis, validate the findings of previous studies. Both Western and Chinese studies have confirmed the relationship between mothers' attitudes fathers' engagement in parenting (Liu, 2021). The more encouragement from mothers, the higher the level of fathers' involvement in parenting (Liu, 2021). Mothers' "door-opening" behaviors include encouraging fathers to participate in parenting and creating opportunities for fathers to interact with their children; mothers' "door-closing" behaviors involve mothers discouraging fathers from participating by criticizing fathers' parenting behaviors or restricting fathers' opportunities to care for their children (Liu, 2021). 2021).

The implementation of "new fatherhood" requires state support. For a long time, parenting in China has been primarily the responsibility of the family. Within the framework of scientific parenting, fathers have been recognized as an important role in parenting. Currently, judging from the posts of dad bloggers, the recognition and practice of new fatherhood comes mainly from the awakening of fatherhood, the support of partners, and the understanding of other family members (e.g., children's grandparents), but there is a lack of support from schools, communities, and the government in terms of relevant policies and systems. Solutions are often sought within the family, emphasizing the need for fathers to take responsibility for the care and upbringing of their children. In contrast, external social support is not sufficiently emphasized. The role of fathers is shaped by the interplay of individuals, families, work environments, social policies and cultural values (Wang, 2020). In the absence of social support, men are often institutionally deprived of adequate parenting time and have difficulty acquiring the necessary parenting skills in the Chinese cultural environment. In the context of lack of social support, mature fatherhood may increase the overall parenting stress in the family and create greater frustration and stress for women in the event that the fatherhood construct fails (Tang, 2021). Indeed, raising the next generation is as much a female right and responsibility as it is a male right and responsibility. Children are public goods and parenting should also be a collective responsibility (Huang, 2020). Successful experiences of new fathers' role transformation in Western countries: exclusive parental leave for fathers, legal provisions, financial subsidies, scientific research structures, community programs, etc., have benefited from the intervention and support of state-friendly policies. Therefore, new fathers need the support and backing of the national government.

The limitations of this study are that it mainly focuses on the presentation of fathers in urban families and does not cover rural families because most new fathers on the self-media platform are from urban families; it only focuses on nuclear families and does not focus on family types such as divorced families, single-parent families, and reconstructed families. Future research needs to focus on dad bloggers in rural families, divorced families, single-parent families, and cross-cultural families. We need to continue to focus on and delve deeper into how self-media platforms can better support and present the role of new dads, with a view to informing the construction of a more complete and healthy family parenting ecosystem.



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