



CASE STUDY

PARENTING STYLES IN 2022

A Presentation for Board Game Manufacturer on
Parent-Child Relationships in Changing Times

MARY HOYT KEARNS, APRIL 2022

PROJECT SCOPE

CLIENT

Board Game Manufacturer (BGM)

TIMEFRAME

1 week

MY ROLE

Lead UX Researcher

METHODS

Literature review, Secondary research

TEAM

I consulted with the COO and VP of Research

TOOLS

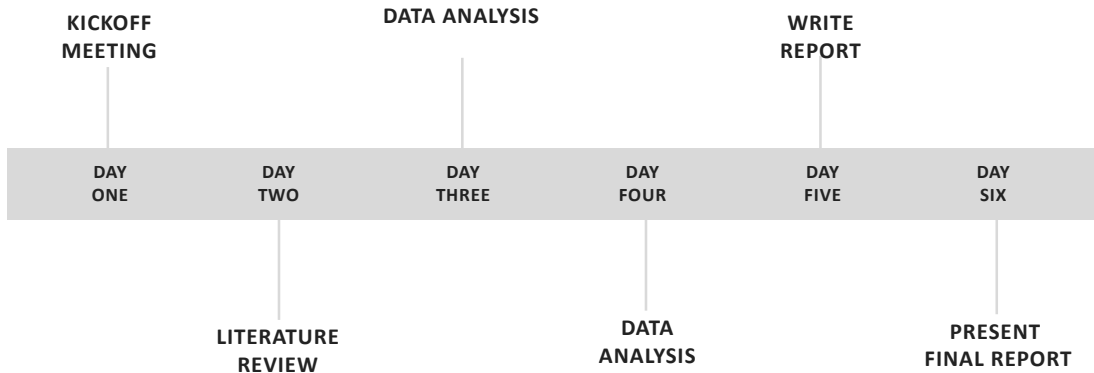
Google Sheets, Excel

SAMPLE

Panel data from an annual survey of ~9000 parents of children 0-17; insights from PEW Research studies



STUDY TIMELINE



PROJECT OVERVIEW

BACKGROUND

Board Game Manufacturer (BGM), experienced exponential growth during 2020 and 2021, with customers, particularly families, turning to family-driven at-home entertainment as outside activities were limited.

NOTE

BGM originally requested that I use 2022 panel data for this study. However, because of the constantly changing landscape of Life in the Time of COVID, I decided to include data from previous waves of the panel study in order to paint a more holistic view of the longitudinal trends.

OBJECTIVES

In 2022, as we moved out of the most intense part of the pandemic, BGM wanted to understand current parenting style trends so that they could fine-tune their messaging in a way that resonates with parents and children living in the new normal.



FINDINGS + RECOMMENDATIONS

FINDINGS

Despite declining in 2022, the big shift toward more peer-like relationships among parents and children continues, meaning that time together in family-driven activities continues to be a priority.

Parents discovered many positive things about pandemic parenting that they feel are worth holding onto, like placing less academic pressure on their kids, avoiding overscheduling, and being more emotionally available and honest with their children.

Ideal family routines include, “A slower pace of life. Neighborhood walks. Jigsaw puzzles at the dining table. New hobbies, new skills, new appreciation for their children and one another.”

RECOMMENDATIONS

When speaking to families, BGM’s messaging and content should reflect: parent-child camaraderie, mutual parent-child respect, parent-child engagement in shared interests and activities (e.g., board games, exercise, reading, sharing meals, cooking/baking, engaging in meaningful conversation, spending time in nature), and creating a warm, safe place (physically and emotionally) for their children.

Messaging, of course, needs to take into consideration the differing needs and attitudes of various HH Income and racial/ethnic groups.

Pandemic-driven changes in parent-child dynamics have cultivated an environment in which family-focused activities, such as board games, will continue to be important for supporting and nurturing peer-like parent-child relationships.



REFLECTIONS

This study was a quick turnaround study conducted using secondary quantitative research, so I was not able to choose the survey items, and was not able to delve into the “why” of participants’ responses.

If I had the time and resources, I would have designed the survey and paired it with in-depth interviews, or at least open-ended response options to supplement the panel data.



FOR MORE INFO

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