

Studies Cited by BabyFirstTV in their May 18, 2007 Letter To the Campaign for a Commercial-Free Childhood.

BabyFirstTV's Citation

Linebarger, D. L., & Walker, D. (January 2005) Infants' and Toddlers' television viewing and language outcomes *American Behavioral Scientist*. 624-645.

- **BabyFirstTV's Claim:** *“Viewing of educational programming like Dora the Explorer, Blue Clues, Dragontales, Arthur, and Clifford between six and 30 months of age was associated with accelerated growth, whereas overall television viewing (including adult programming) was associated with reduced vocabulary.”*
 - **CCFC Response:** This is the only study cited by BabyFirstTV that even involved research on children under two. The study, which tracked 51 babies and toddlers aged 6 to 30 months, found a positive correlation between viewing certain programs (such as Blue's Clues and Dora the Explorer) and vocabulary acquisition, a negative correlation between other programs (such as Barney & Friends and Teletubbies) and no correlation with other programs (such as Dragon Tales, Sesame Street, and Disney movies). The authors concluded that “Research is still needed to determine both causality and whether the results hold outside such a homogeneous sample as the one reported in this article.” In any event, this study did not assess the effects on babies and toddlers of viewing BabyFirstTV.

The results of this study have not been replicated and a more recent study found that screen media is not an effective means of teaching babies and toddlers the meaning of new words or for promoting their phonetic learning. (Krcmar, M., Grela, B., & Lin, K. (2007) Can Toddlers Learn Vocabulary from Television? An Experimental Approach. *Media Psychology*. 10: 41-63.)

BabyFirstTV's Citation

Wright, J. C., Huston, A. C., Murphy, K. C., St Peters, M., Pinon, M., Scantlin, R., et al. (2001). The relations of early television viewing to school readiness and vocabulary of children from low-income families: The early window project. *Child Development*, 72(5), (1347-1366).

- **BabyFirstTV's Claim:** *“Educational TV Viewing at two and three years of age predicted school readiness among low to moderate income children.”*
 - **CCFC Response:** This study collected data from two cohorts of children over a three-year period. One cohort was ages 2-5; the other was 4-7. **No data was collected on children under two.**

BabyFirstTV's Citation

Anderson, D. R., Huston, A. C., Schmitt, K. L., Linebarger, D. L., & Wright, J. C. (2001). Early childhood television viewing and adolescent behavior: The recontact study. *Monographs of the Society for Research in Child Development*, 66(1), 1-147.

- **BabyFirst TV's Claims:** “Preschoolers who viewed educational TV programs had higher grades and read more books in high school.”
- “Very young children have a unique responsiveness to educational programming that has been linked to both immediate and long range educational benefits.”
- “Viewing child-audience informative programs between age 2 and 3 predicted high subsequent performance on all four measurements of academic skill.”
 - **CCFC Response:** This study collected data from children who were within 3 months of their third or fifth birthday. **No data was collected on children under two.**

BabyFirst TV's Citation

Anderson, D. R., Bryant, J., Wilder, A., Santomero, A., Williams, M., & Crawley, A. M. (2000). Researching Blue's Clues: Viewing behavior and impact. *Media Psychology*, 2(2), 179-194.

- **BabyFirst TV's Claim:** “Children who regularly watch Blue's Clues, a curriculum based interactive TV program for preschoolers, scored higher on standardized measures of problem solving and flexible thinking than children who did not watch Blue's Clues, even though both groups of children had scored equivalently on a pre-test prior to Blue's Clues exposure.”
 - **CCFC Response:** This study examined the effects of watching Blues Clues. Data was collected from 3-5-year-olds. **No data was collected on children under two.**

BabyFirst TV's Citation

Thakkar, R., Garrison M. & Christakis, D.A. (2006). A Systematic Review for the Effects of Television Viewing by Infants and Preschoolers. *Pediatrics* 118;2025-2031.

- **BabyFirst TV's Claim:** “(F)indings suggest that educational television programs are successful in broadening young children's knowledge, affecting their racial attitudes, and increasing their imaginativeness.”
 - **CCFC Response:** This literature review examined existing controlled studies of the effects of television viewing on young children. The authors note, “Despite the fact that infants are the fastest growing television market segment, this review was unable to find any studies in this age group that met our inclusion criteria with children under the age of 3 years.” The

conclusions of this review, therefore, are only applicable to preschool children and cannot serve as evidence that television can be educational for children under the age of two.

BabyFirstTV's Citation

Issue Brief (2005). The Effects of Electronic Media on Children Ages Zero to Six: A