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

BabyFirstTV’s Citation

- 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

- 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

- **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

- **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

- **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 imaginitiveness.”

  - **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.”
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**

- **BabyFirstTV’s Claim:** “Social Learning Theory predicts that children can learn new behaviors from television and other media.”

  - **CCFC Response:** This quotation comes from a section of the issue brief where the authors are describing the history of media effects research. It is immediately followed by a description of five studies from the 1960s that examined the Social Learning hypothesis. Each of the studies was done of preschool or elementary school children. **None of the studies cited in this section collected data from children under two.**