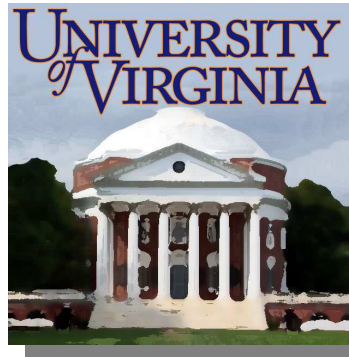


Media Influences on Very Early Development

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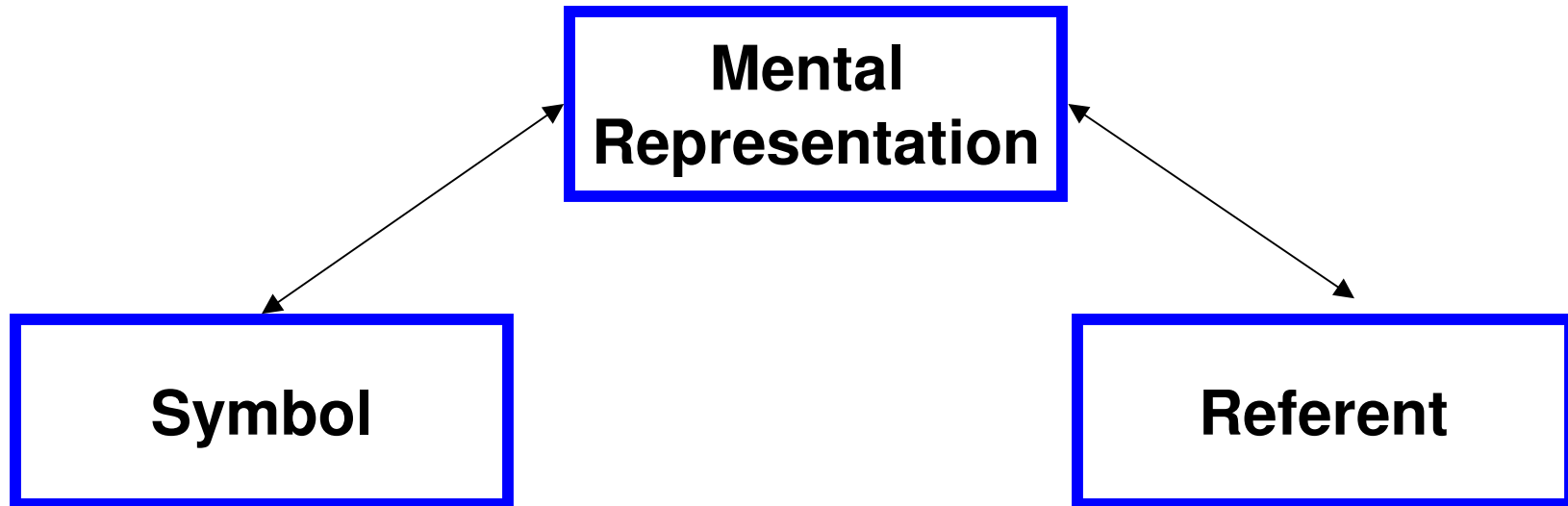
**It is the power of using symbols
that makes [humans] lords of the
earth.**

Langer (1942)



ALL Media =

symbolic representations



**More cognitive complexity
than direct experience**

5 Questions: Media and Early Development

1. **CAN** infants learn from media?



YES

2. WHAT can infants and very young children learn from media?

Video

Action sequences (Imitation)

Problem solving

Academic (Letters)

“Video Deficit”

3. HOW WELL can infants and young children learn from media?

Duration of learning

Generalization to the real world

Imitation of action sequences

New Setting

Different People

Picture books –

**names, facts,
concepts**



Video –

alphabet letters

4. What **BENEFITS** might there be from media-based learning in the first years of life?

Vocabulary

Speech perception (Non-native language)

preservation of discrimination

but only if reinforced

Racial bias

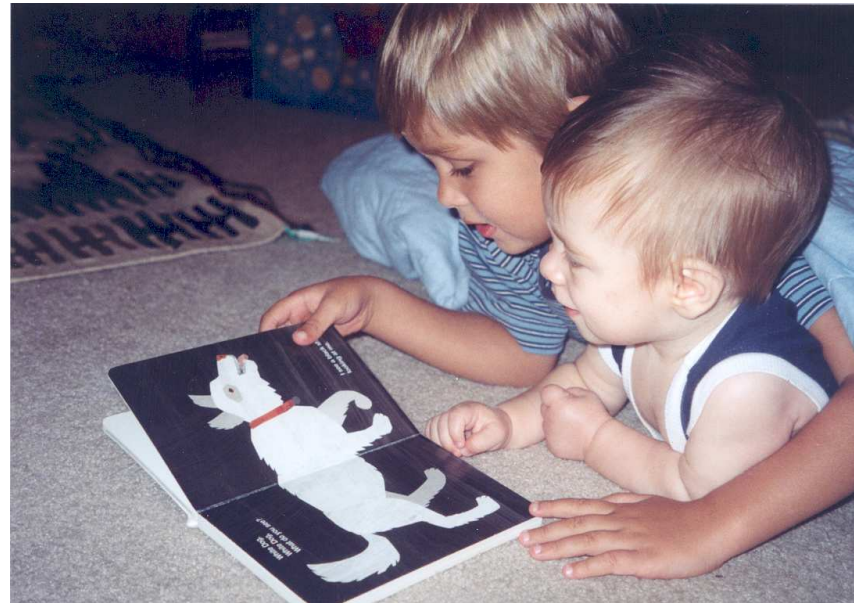
5. What **RISKS** might there be from media-based learning?

A. Time taken from other activities

Infants have important developmental agendas



B. Substitute for social interaction (parent-child, siblings)



C. Interference with learning about reality

e.g., solidity, continuity, support

D. Waste of child's time and parents' money

Plethora of poor products

Faulty assumptions about what best supports learning

E. Magnify Parents' Concerns

**Unrealistic,
exaggerated claims**

Influence parents' behavior

Methodology

Survey research

Experimental Research*

Survey research

Specific target - experience with products designed for infants

***Important: frequent sampling**

Small age differences → large behavioral differences

Experimental Research

1. What can infants learn/be taught via various media?

Best way to find out - try to teach them

Target Topics:

Words

Physical world?

**Basic knowledge about reality
(e.g., containment)**

Social world?

Effect of “Baby Einstein”-type videos

Attention

Transfer – Positive or Negative?

Emphasis on:

Long-term retention

Generalization

Basis for further learning