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Kristina Junger-Godfrey
Junger-Godfrey PR
949.720.7062
kristina@kjunger.com

TV VIEWING HELPS BABIES LEARN
Dr. Robert Titzer, an Expert on Infant Learning and Development,
Reveals the Right Criteria for Children's DVDs

San Diego, CA—August 17, 2007. Commenting on the ongoing controversy surrounding whether or not DVD viewing by very young children is beneficial, expert Dr. Robert Titzer says “yes” to DVDs providing their content is correct. “If one looks at the variety of different baby videos it is easy to see that most are passive, entertainment-based DVDs designed to occupy the baby in a fun way while parents are busy,” says Dr. Titzer. “I have been an infant researcher and educator for more than fifteen years and I would not show those types of DVDs to babies and toddlers.” However, Dr. Titzer offers an alternative—DVD content criteria proven to significantly help with early learning.

According to Dr. Titzer, children's DVDs can only be helpful if all of the following exist:

- 1) The DVD is interactive, not passive.
- 2) The DVD is multi-sensory, meaning what babies see and hear onscreen go together logically. In addition, babies and toddlers should be encouraged to say the words they hear and do the physical actions they see onscreen. This multi-sensory approach is very important because infants and toddlers have tens of thousands of new synapses forming every second. Many DVDs show visual images while playing sounds that do not go with those images. This means that new synapses will not go together logically.
- 3) The DVDs should actually teach the children something of lasting value. Many baby videos have little content of any value besides entertainment.
- 4) The DVDs should be designed to teach babies language skills. Research indicates that the ‘natural window’ of language development is 3 months to 5 years. Certain DVDs mentioned in a recent controversial study have very little spoken or written language.

If used properly with the right content, television can be a successful learning tool, but it is more effective if parents watch along with children, says Dr. Titzer. Parents should also be careful to choose educational titles with long-term benefits. Though the market is flooded with entertainment-based DVDs, there are titles created with careful research and testing which have proven to be successful.

Dr. Titzer's career has been devoted to education. His credentials include tenures as both a teacher and professor, as well being a respected author, researcher and sought after expert on early child learning and development. He has traveled the world as a guest lecturer on infant development and has appeared in numerous media outlets. Dr. Titzer is also the creator of the award-winning "Your Baby Can Read!" (Smart Kids®, Penton Overseas, Inc.) early learning DVD program, and taught both his children to read while they were infants.

For more information on Dr. Titzer please contact Kristina Junger-Godfrey at 949.720.7062 or Kristina@kjunger.com.