

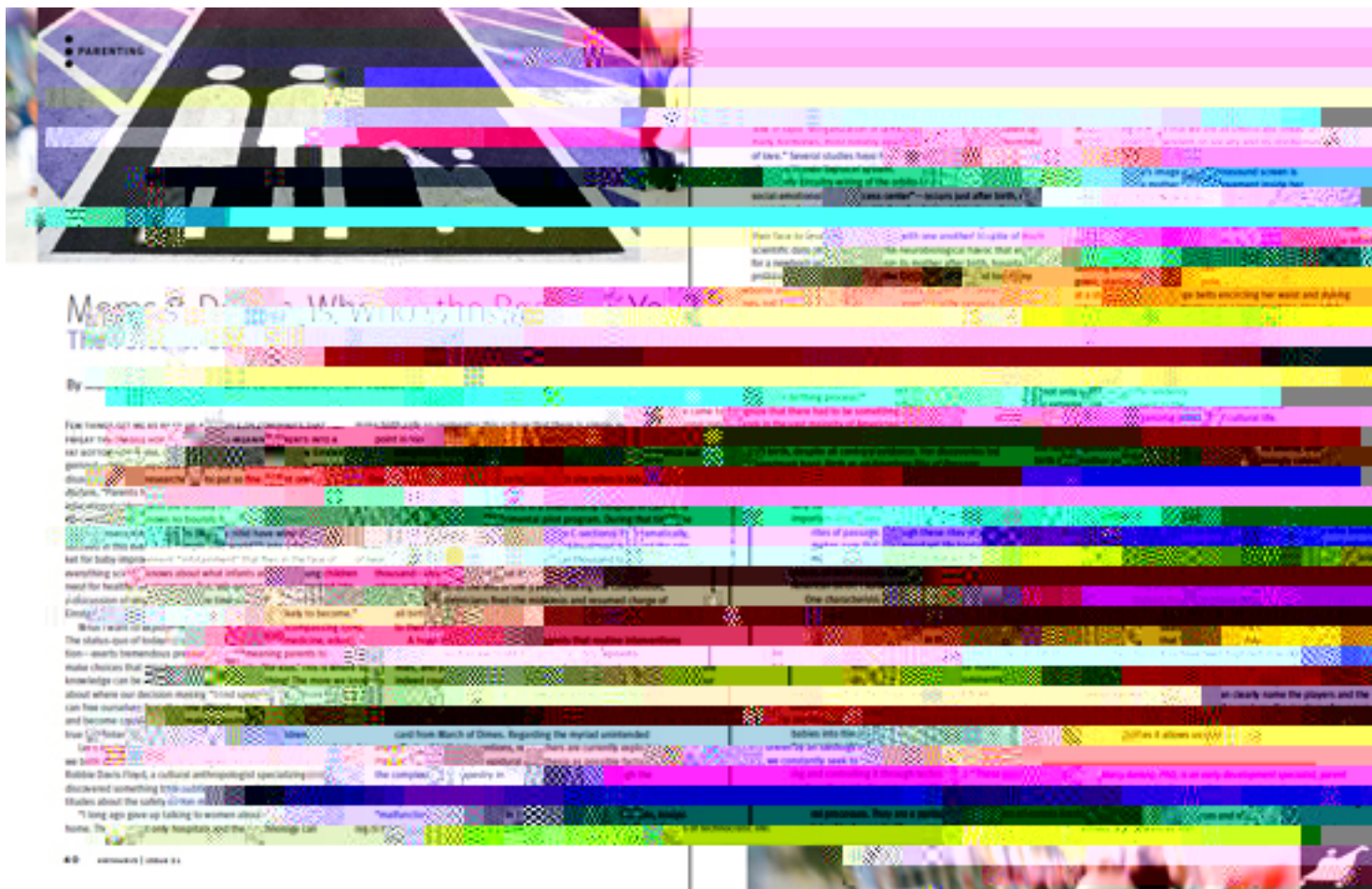
Moms & Dads, Who is the Boss of You? The Force of Culture on Birth and Parenting Choices

Written by Marcy Axness, PhD

Sunday, 01 Marcin2009 00:00 - Last Updated Friday, 10 Januaryn2014 14:47

By Marcy Axness, PhD (with contributions from Robbie Davis-Floyd, PhD)

Few things get me as riled up as people or companies that parlay the fragile hopes of well-meaning parents into a fat bottom line. Take, oh, for example, the Baby Einstein juggernaut which, if you've been paying attention, was roundly disavowed by researchers who put so fine a point on it as to declare, "Parents hoping to raise baby Einsteins by using infant educational videos are actually creating baby Homer Simpsons." My contempt knows no bounds for an enterprise that leverages parents' insecurities and fears (Will my child have what it takes to succeed in this ever more complicated world??) into a frantic market for baby-improvement infotainment that flies in the face of everything science knows about what infants and young children need for healthy development. But let's not get sidetracked into a discussion of why the more time a baby spends watching Baby Einstein the less like Einstein that child is likely to become.



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