



There is no question that children today are immersed in technology. They are exposed to video and technology from the youngest ages, even before they can hold a device. There is solid proof that school and preschool aged children can study from quality television programming, however, the research concerning infants 18 months and younger is limited, offers little proof of possible benefits, and questions the adverse impact video may have on cognitive development. Despite the recommendations from the American Academy of Pediatrics that children younger than 18 months should refrain from screen media, with the exception of video chatting, videos targeted toward infants continue to saturate the market. Several of these videos purport to enhance infant vocabulary and language development. Because the use of baby signs improves infants' communicative repertoire and appears to serve the same communicative functions as words for young children, baby signs offer the opportunity to inspect the efficacy of video instruction towards infant language development in a measured experiment.