



iQuestions Faculty, Ted Baehr

Question:

I really don't understand the whole rating system, can you explain it?

Answer:

There's a criticism that none of the cognitive development theory—none of the stages of development understanding—have been taken into account for the rating system.

The rating system really does not help parents. Over 90% of parents, according to a study from the University of Wisconsin, say they do not understand the ratings. They don't make sense to them.

They don't make sense to them for real reasons.

Little children, let's say in the first few years, need to be playing and active. When they're watching, they're not engaging all of their senses. That's why we call it the sensations stage.

They actually do not develop properly. They get ADD. They get antsy. They get frustrated by what they're watching. They become little terrors in your life.

The American Society of Pediatrics says children in their first three years should not be watching television, and that each stage of development is a little different.

Unfortunately, the studios that invited the rating system paid no attention to what the kids should be watching.