

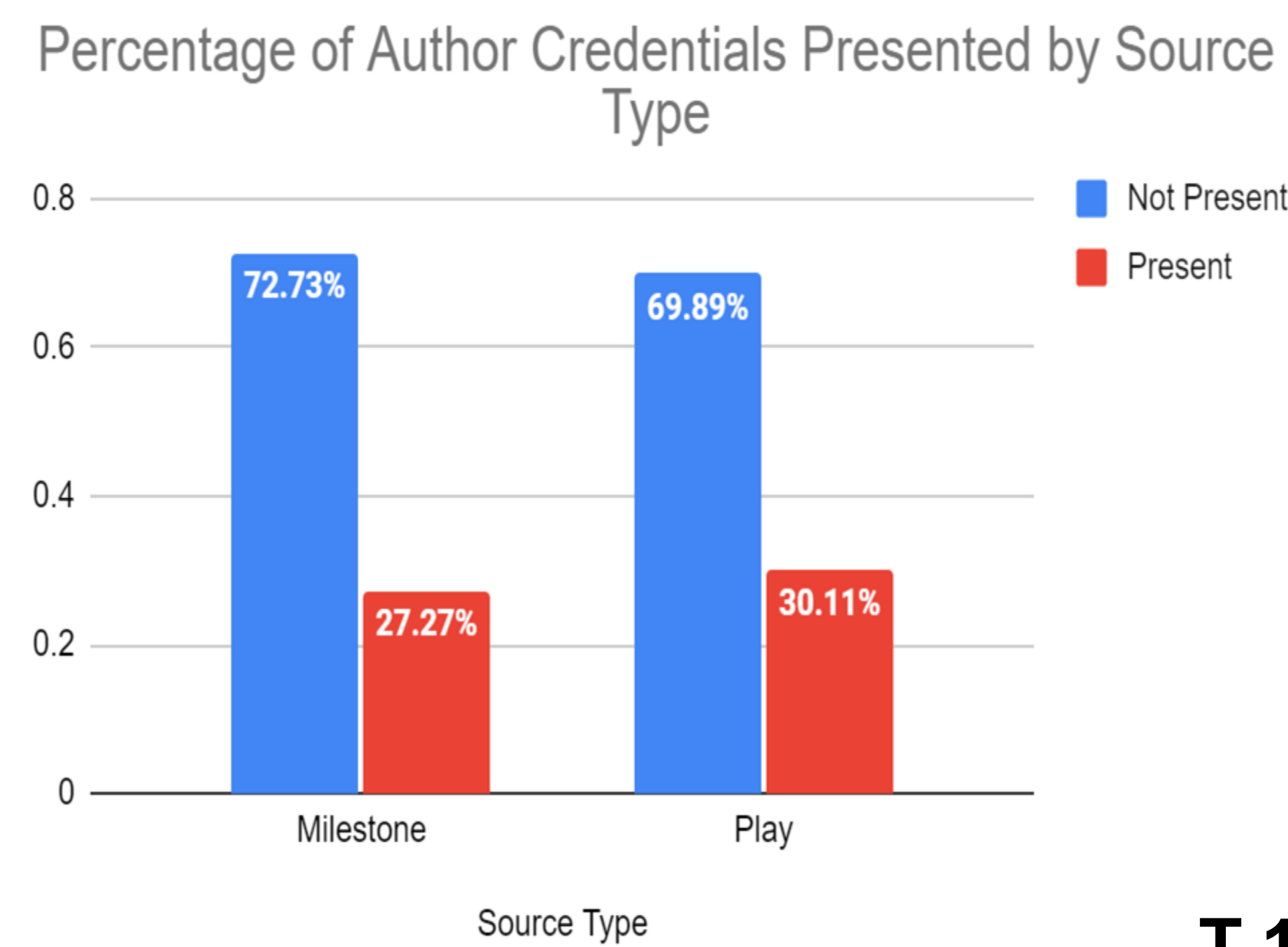
Background

- Parents with infants use a variety of popular sources to get information about children’s milestones and play.
- The quality of these popular sources is unclear, and it may be difficult for parents to discern which information is accurate and how to find reliable sources.
- Our goal was to systematically review the resources accessed by parents.
- By collecting information on these sources, we may be able to identify more accurate and unbiased sources on milestones and play for young children to which parents should be directed.

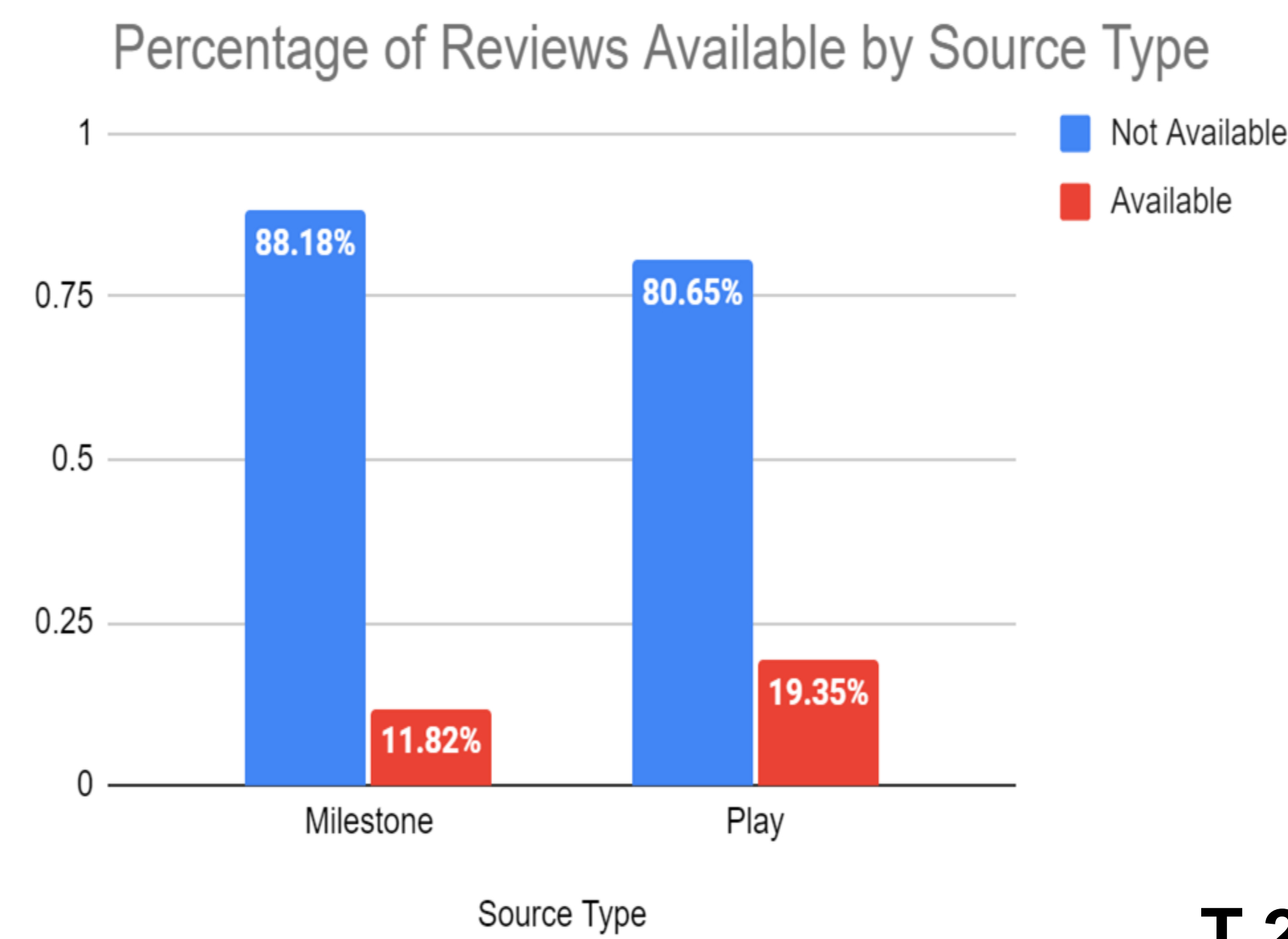
Methods

- Conducted an internet search using Google search engine, screening the top 150 sources each from searches for “how to play with baby” and “baby milestones first year”
- Sources were coded to characterize variables, including the source type, creator, author information, as well as whether the source provided information related to play activities, milestones, and development
- A total of 94 play sources and 117 milestone sources were evaluated

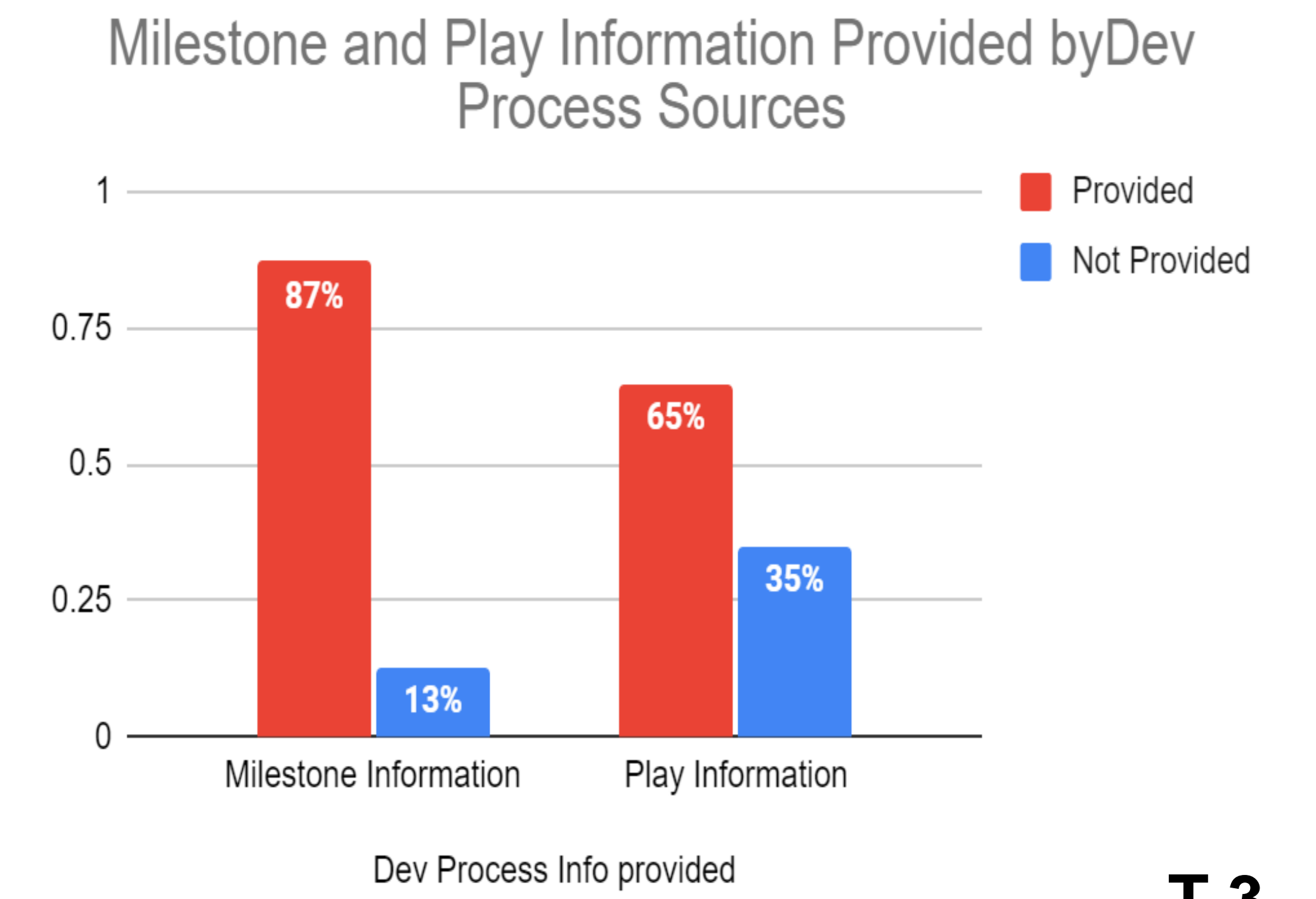
Results



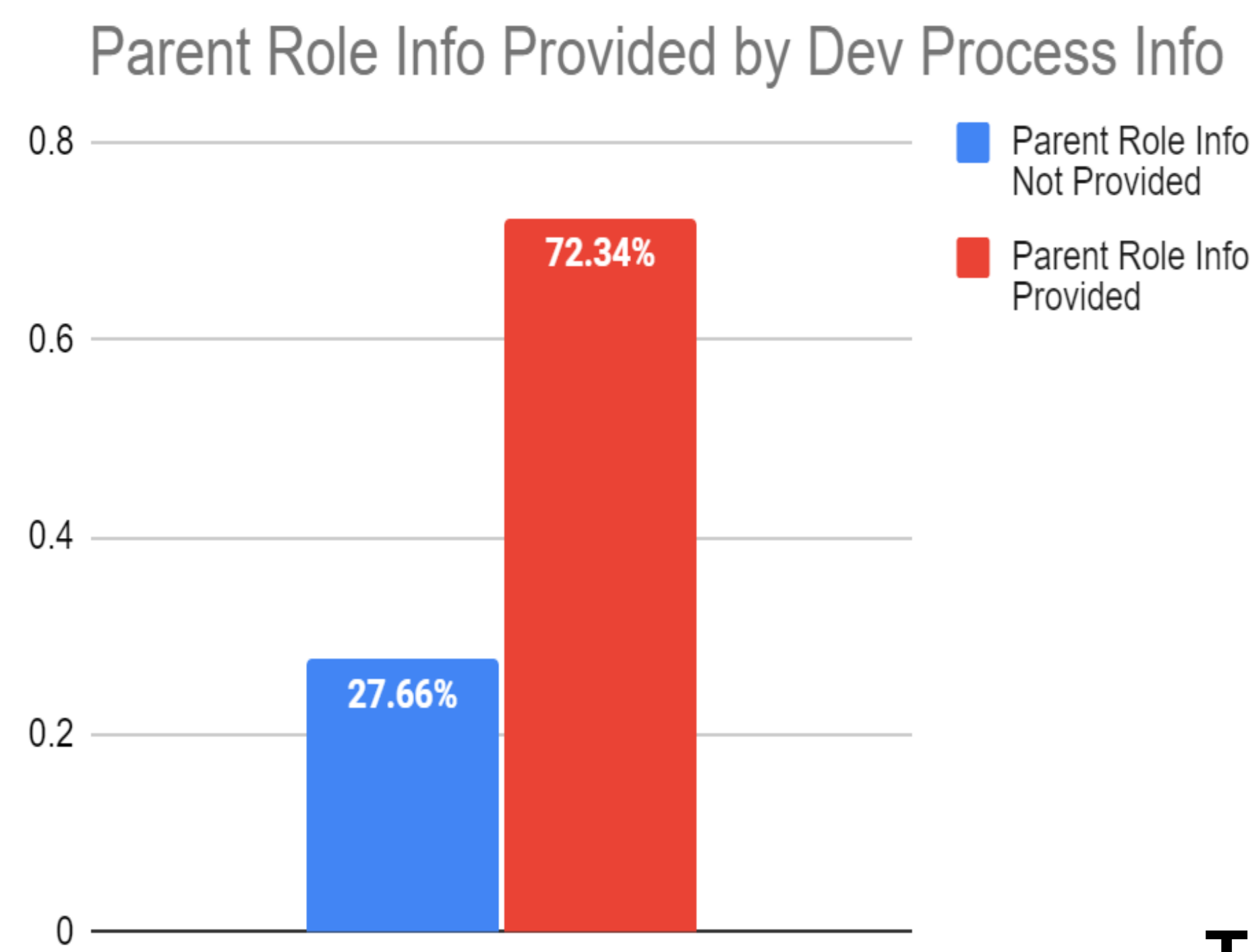
T.1



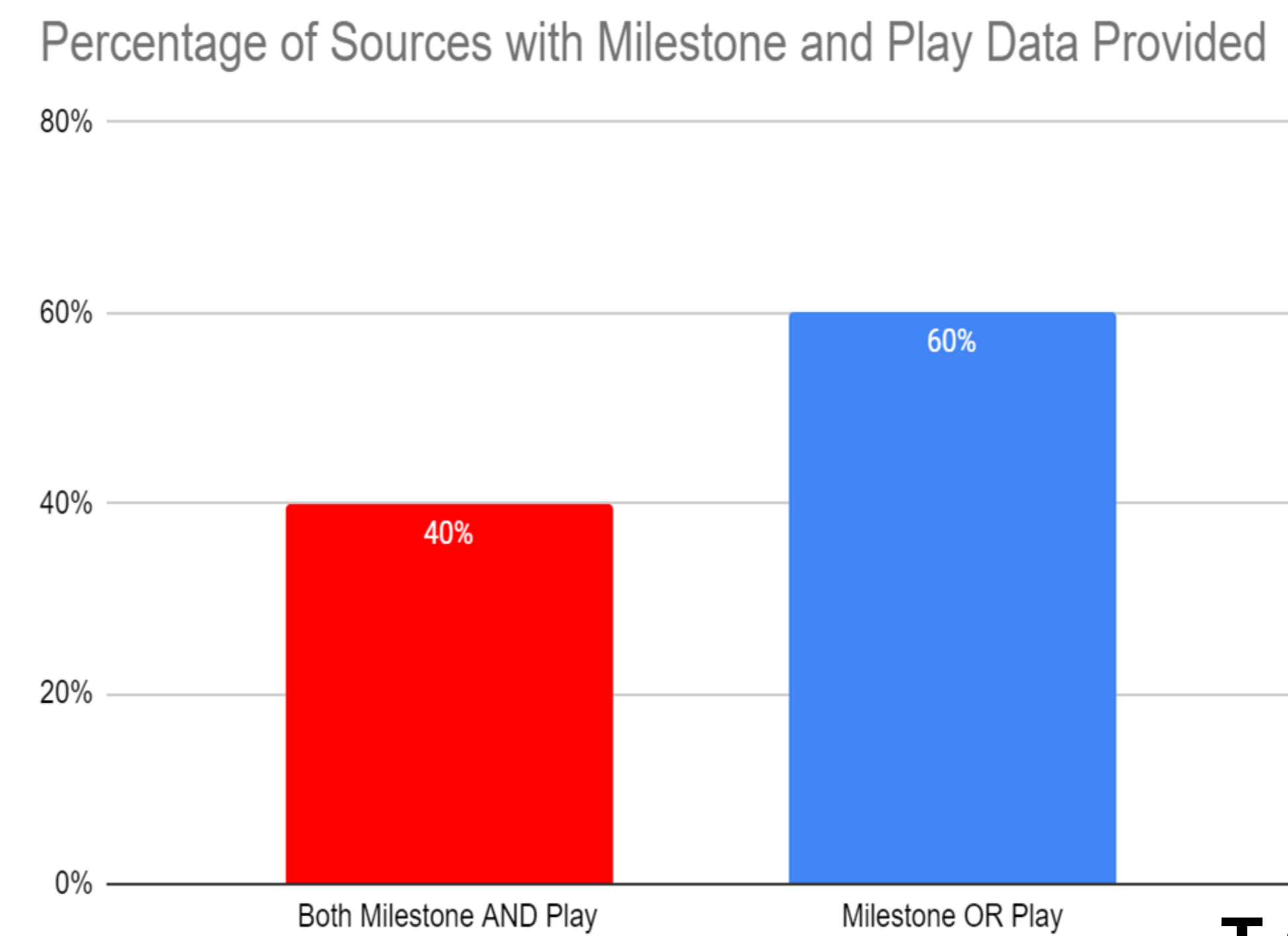
T.2



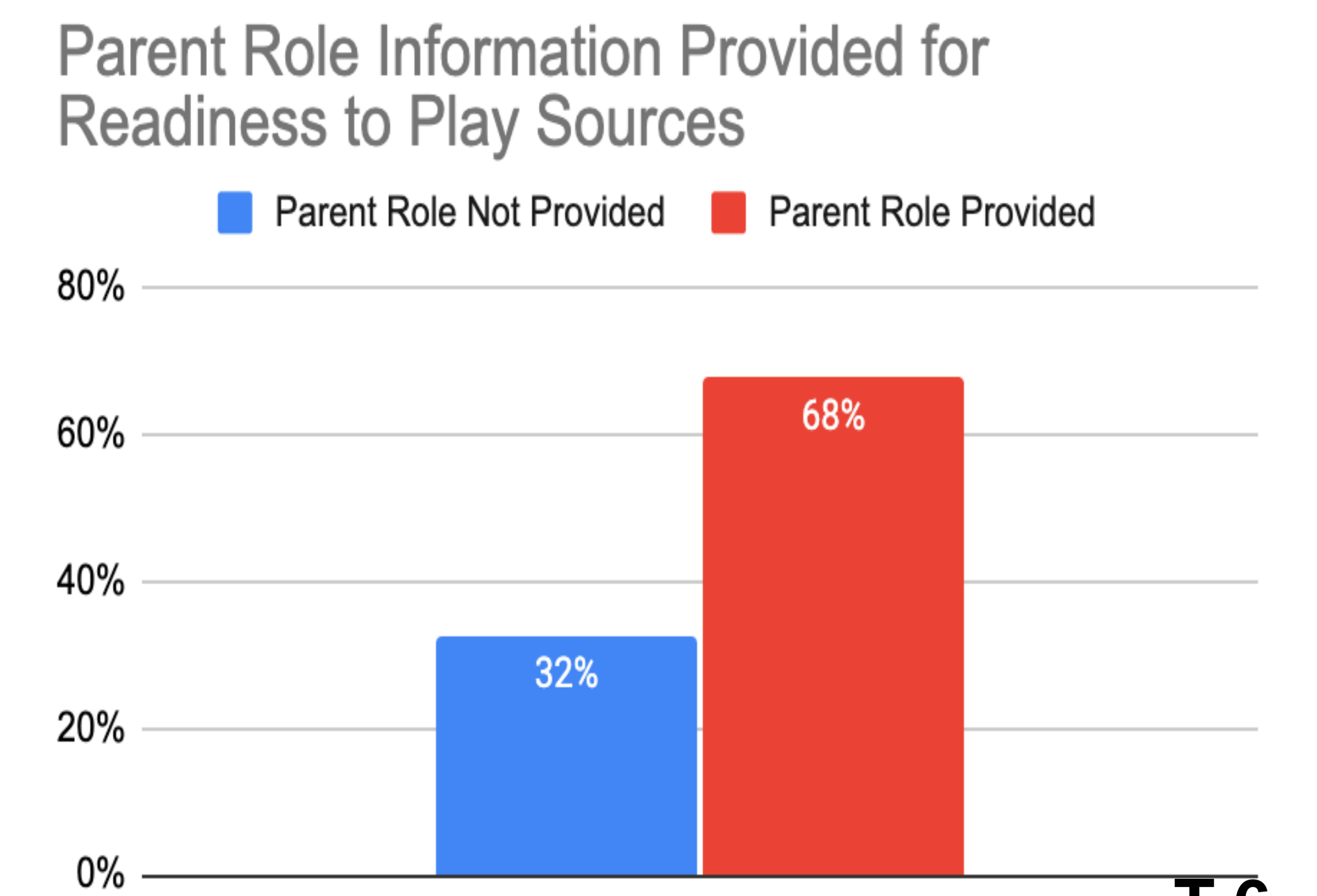
T.3



T.4



T.5



T.6

- Only 27% of Milestone resources and 30% of Play resources provided Author Credentials or Qualifications (T.1)
- Only 12% of Milestone resources and 19% of Play resources included reviews of the resources (T.2)
- Developmental Process Information was provided in 87% of Milestone sources and in 65% of Play sources (T.3)
- 72% of sources with Developmental Process Information also provided information on the Parent Role with the child (T.4)
- 40% of sources provided both Play and Milestone information (T.5)
- Of sources that contained information on Readiness to Play, only 68% provided information on Parent Role (T.6)

Conclusions

- Most popular sources lack information to help parents identify the quality of the source (i.e., author credentials, reviews)
- Many sources are lacking vital information and only provided either play or milestone information, making it difficult for parents to gather all pertinent information in one source.
- Parents should be guided to search for resources that specifically target their needs (e.g., how to play with baby, baby’s milestones)
- It might be most desirable to present information to parents via an application that:
 - Allows milestone tracking child’s development
 - Provides parents with targeted play based on infant’s abilities (milestone achievement)
 - Instructs parents on handling techniques and their role in play with their child