A new study says electronic toys are not help babies learn, even if companies are marketing them as educational, they are not teaching the babies anything at this time, said those study’s author on the social. She is a northern Arizona university professor who has the school’s child-speech and language lab. Susan and her fellow researchers listen to audio recordings of parents playing with their babies aged 10 months to 16 months. The researchers compared the experience when the children played with electronic toys to traditional toys, such as blocks or when the children looked at books. What they found is that parents talked less with their babies is when the babies played with electronic toys. The parents talked less responded less and use fewer content specific words, Susan said. Why is this important? Susan said research show that how quickly children develop language is often based on what they hear from parents. When the infants played with electronic toys, parents said little to their children, Susan said. But with traditional toys, such as blocks, parents shared names and descriptions of the animals, colors and shapes as their children played, Susan said. There was even more information given by parents as their babies looked at the pictures in books, Susan said. Susan is not telling parents to throw out electronic toys, but she said, parents should look at their infants play with such toys as entertainment, not a learn experience.