

Baby Einstein – Research on Curiosity

Children – Curiosity & Self-Actualization

Curiosity unleashes children's cognitive potential and promotes positive learning

- Research has shown curiosity is a crucial element to effective learning and motivates children to think.
- It drives intrinsic, self-motivated learning, that helps children be driven to endlessly learn and discover.
- Curiosity, a behavior exceptional students share, influences academic performance and is a powerful driver of educational attainment.
- Research has shown curiosity helps children attain new knowledge in key subject areas such as science, math, and reading.
- A curious state of mind helps with information retention and allows children to direct and sustain their attention.
- Kindergarten teachers believe curiosity is a more important predictor of school readiness than the ability to count or recite the alphabet.
- A curious reader is a more skilled and thorough reader (Engel, 2011, p. 628)

Curiosity promotes creativity

- Research has shown high levels of curiosity are necessary for creativity, which contribute to visionary performance.
- Curiosity is linked to solution quality, originality, and divergent thinking – these elements contribute to shaping unique and self-actualized little ones around the world.

Curiosity fosters confidence and independence

- Research has shown curiosity encourages children to explore, instead of being complaisant with routine, and promotes autonomy. It also promotes growth and extension.
- Curiosity helps children gain mastery through repetition, helping little ones gain confidence.
- Curious children learn to trust themselves to explore and ask questions, which fosters confidence and independence.

Curiosity facilitates the formation of a sense of self

- Research has shown curious children challenge their views of the world and have an open mind.
- Curiosity is the entry point of children's interests, hobbies, and passions. These could last a lifetime.
- Curiosity provides children with a thrilling and unique life, driven by their interests and passions.

Curiosity fosters satisfaction and pleasure

- Research has shown curiosity helps create and sustain meaning in life.
- Through curiosity, children get pleasure out of exploring and experiencing new things.
- Curiosity is one of the strongest character strengths linked to life satisfaction.

Curiosity supports relationships

- Research has shown curiosity drives children to ask questions and listen to other children and adults, predicting positive personal outcomes.
- Curiosity helps children seek social relationships and improves the likelihood of social success.

Parents – Curiosity & Empowerment

Curiosity helps parents feel in control

- Helping parents understand the importance of curiosity and the fact that they and their children naturally have it can lead to parents feeling more in control, leading to empowerment. Curiosity is given to everyone and isn't a privilege only for the few.
- Curiosity pushes parents to keep acquiring new knowledge and trying to master their world, leading them to feelings of control.
- Curiosity helps parents ask questions, and search for answers, which provides confidence in their capabilities.

Curiosity helps parents define their own paths

- Research has shown curiosity helps parents think about original solutions, which can be of use when facing problems with their children.
- Curiosity pushes parents to think differently, be unique, and challenge life's routines.
- Curiosity is one of the strongest character strengths linked to life satisfaction, subjective happiness, and helps provide meaning in life.

Curiosity helps parents guide their children through the world

- Research has shown curiosity guides parents to follow their children's leads and natural interests.
- It also helps parents create an open-ended environment of inquiry through questions and free play. It promotes an extension of the child's world instead of a inhibiting exploration.
- Curiosity guides parents to model the right early behaviors in children, which is critical as children's initial learnings stem from their parents.
- Curiosity helps parents better understand their children because they are more interested in their skills, hobbies, interests, personality traits, etc. Parents therefore discover thousands of connection points between their child and themselves.
- Curiosity leads families to new discoveries and exposure to new, unfamiliar people, things, and situations, providing happiness and empowerment.
- Children use caregivers as powerful sources of information to answer their questions, understand their world, and satisfy their curiosity. Curious parents facilitate these needs, encourage, and guide children through the world.
- Curiosity provides a shift in the linear way of parenting by promoting an interactive way of parenting. Not having all the answers becomes allowed, and searching for answers together becomes the path.

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