



Campaign for a Commercial-Free Childhood



October 2, 2017

Margaret Georgiadis, CEO
Mattel, Inc.
333 Continental Boulevard
El Segundo, CA 90245-5012

Re: Aristotle

Dear Ms. Georgiadis:

As you are likely aware, beginning in May of this year, Campaign for a Commercial-Free Childhood and The Story of Stuff Project hosted petitions urging Mattel, Inc. to put the welfare of children first and scrap its plans to sell Aristotle. More than 15,000 people have signed these petitions, asking us to send the following message to you:

We ask you not to release Aristotle, the Amazon Echo-type device for babies and young children.

Young children shouldn't be encouraged to form bonds and friendships with data-collecting devices. Aristotle will make sensitive information about children available to countless third parties, leaving kids and families vulnerable to marketers, hackers, and other malicious actors.

Aristotle also attempts to replace the care, judgment, and companionship of loving family members with faux nurturing and conversation from a robot designed to sell products and build brand loyalty. Mattel's own chief products officer, Robb Fujioka, has said that, "honestly speaking, we just don't know" what impact Aristotle may have on children's development. "If we're successful, kids will form some emotional ties to this," he admits, though he doesn't know what they are: "Hopefully, it will be the right types of emotional ties."

Young children should not be guinea pigs for AI experiments. Please put the well-being of children first and end the production of Aristotle.

The petition signatures are enclosed.

Please note that the petition signatories include 62 experts in the fields of child development, education, and privacy, whose names are listed below.

We understand that Mattel has again delayed the launch of this product—and does not presently plan to sell Aristotle in 2017. We hope this indicates that Mattel has heard and considered the

concerns raised by experts and the public, and decided not to sell this product. But if there is another reason for the delay, we hope you will take this opportunity to consider the concerns raised, put the welfare of children first, and abandon plans to sell Aristotle.

We would be very glad to meet with you to discuss our concerns. We look forward to that opportunity.

Sincerely,



Josh Golin
Executive Director
Campaign for a Commercial-Free Childhood
josh@commercialfreechildhood.org



Michael O'Heaney
Executive Director
The Story of Stuff Project
info@storyofstuff.org

Experts in child development, education, and privacy, who have signed the petition:

Joan Almon, Cofounder, Alliance for Childhood

Sarah Baldwin, M.S.Ed., Early Childhood Education, Former Early Childhood Chair, Ashwood Waldorf School, Rockport, Maine

Vicki Bartolini, Ph.D., Professor and Chair, Education Department, Wheaton College

Jacques Brodeur, Edupax

Michael Brody, MD, Child Psychiatrist, Research Associate, University of Maryland

Corinne Brownell, Early Learning Specialist, The Research Institute, Western Oregon University

Blakely Bundy, Co-Director, Defending the Early Years

Mary G. Burke M.D., Psychiatrist, Sutter Pacific Medical Foundation, expertise in infant development and attachment, and the impact of screen media on brain development

Beryl M. Burns, MD, Kaiser pediatrician emeritus

Patricia Cantor, Ed.D. Professor of Early Childhood Education, Plymouth State University, Plymouth, NH

Nancy Carlsson-Paige, Professor Emerita, Lesley University, Senior Advisor, *Defending the Early Years*

Jeff Chester, Executive Director, Center for Digital Democracy

Kathleen M. Clarke-Pearson, MD FAAP, American Academy of Pediatrics: Committee on Federal Government Affairs and Council on Media and Communications, Board Member NC CHILD, "the VOICE for North Carolina's children"

Mary Cornish, Ph.D. Professor of Early Childhood Education, Plymouth State University

Kade Crockford, Director of the Technology for Liberty Program at the ACLU of Massachusetts

Tracy Cutchlow, author, *Zero to Five: 70 Essential Parenting Tips Based on Science*

Gloria DeGaetano, Founder and Director, Parent Coaching Institute

Victoria L Dunkley, M.D, integrative child psychiatrist, author of *Reset Your Child's Brain*, and board member, Families Managing Media and Physicians for Safe Technology

Debbie Farr, Ph.D., Adjunct Faculty for New England College and North Carolina State University; Owner of Flourishing Families-parenting coach and consultant

Richard Freed, Ph.D., child and adolescent psychologist, author of *Wired Child: Reclaiming Childhood in a Digital Age*

Faith Galderisi, DO, Pediatric Physician, Clinical Research, Seattle Genetics, Bothell, WA

Nancy Gruver, Founder & CEO, New Moon Girl Media

Leonie Haimson, Executive Director, Class Size Matters, Co-chair, Parent Coalition for Student Privacy

Carla M. Horwitz, Ed.D; Dip. Ed; MS, Director Emerita of Yale's Calvin Hill Day Care Center and Lecturer at the Yale Child Study Center, Department of Psychology and Education Studies Program

Dr. Pam Hurst-Della Pietra, Founder and President, Children and Screens: Institute of Digital Media and Child Development

Mary Ann Jacob, MD, FAAP

Allen D. Kanner, Ph.D., Editor, *Psychology and Consumer Culture*

Tim Kasser, Ph.D., Professor of Psychology, Knox College, Author, *The High Price of Materialism*

Joe Kelly, Author *Dads and Daughters: How to Inspire, Understand, and Support Your Daughter* and *The Complete Idiot's Guide to Being a New Dad*

Alexis Ladd, MS.Ed., Professor, Wheelock College; Founder, Mass Media Literacy and MediaLit4U

Velma LaPoint, PhD, Professor, Department of Human Development and Psychoeducational Studies, School of Education, Howard University

Diane Levin, Ph.D. Professor of Early Childhood Education, Wheelock College

Jennifer Ruh Linder, Ph.D., Professor of Psychology, Linfield College

Susan Linn, Founder, Campaign for a Commercial-Free Childhood, author, *The Case for Make Believe*

Patrice Maynard, Director of Publications and Development, Research Institute for Waldorf Education

Geralyn Bywater McLaughlin, Co-Director, Defending the Early Years

Alan Meyers, Emeritus Professor of Pediatrics, Boston University School of Medicine

Doreen Downs Miller, MBA, MA, Adelphi University

Kathryn Montgomery, Ph.D., Director of Communication Studies Division, American University

Dr. Dipesh Navsaria, MPH, MSLIS, MD, Associate Professor of Pediatrics, University of Wisconsin School of Medicine and Public Health

Dr. Robert Needleman, co-Founder Reach Out and Read, Professor of Pediatrics at Case Western Reserve University School of Medicine

Parents Across America

Lauren Peterson, M.Ed., The Research Institute at Western Oregon University

Alvin F. Poussaint, MD, MS; Professor of Psychiatry, Harvard Medical School

Kimberly Rathmann, MD, MPH, Pediatrician, Health Partners, St. Paul, MN

Marc Rotenberg, President, EPIC

Nick Rothenberg, Former Executive Director, MediaThink

Mary Rothschild, Director, Healthy Media Choices

Cris Rowan, BScOT, BScBi, SIPT, CEO, Sunshine Coast Occupational Therapy Inc. and Zone'in Programs Inc.

Jean Rystrom, Founding Member, Screen Time Awareness and Reduction Coalition, retired, Kaiser Permanente Northwest

Candice Scott, MS, Project Director, Center on Educator Preparation and Effectiveness, The Research Institute at Western Oregon University

Rick Seifert, former board member, MediaThink

Jayne Singer, PhD, Clinical Psychologist, Past-President, Mass Assoc. Infant Mental Health, Early Care Initiative, Brazelton Touchpoints Center

Rachael Stickland, Co-chair, Parent Coalition for Student Privacy

Kristen Strader, Campaign Coordinator, Commercial Alert

Jim Taylor, Ph.D., Author, *Raising Generation Tech: Preparing Your Children for a Media-fueled World*

Sherry Turkle, PhD, author of *Reclaiming Conversation: The Power of Talk in a Digital Age*

Michael N. Valan, M.D., F.A.P.M., Medical Director-Consultation-Liaison Psychiatry, California Pacific Medical Center

Angelica Velazquez, MS, Director, Family Child Care Project at the NY Early Childhood Professional Development Institute at the City University of New York

Lucille I. Weinstein, MD, MPH, Assistant Clinical Professor of Preventive Medicine, State University of New York at Stony Brook Medical Center, Consultant, Child Welfare Training Program, School of Social Welfare, SUNY/Stony Brook

Robert Weissman, President, Public Citizen

Tim Winter, President, Parents Television Council