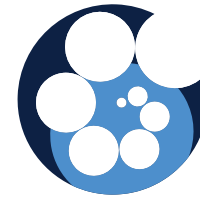


1. Fold along this line



Oxford Centre for  
Developmental Science



3. Fold & tuck under. Secure with tape or glue.

FREEPOST RRBY-ZXHJ-LURT  
Oxford University BabyLab  
Oxford Centre for Developmental Science  
Dept. of Exp. Psychology  
University of Oxford  
South Parks Road, Oxford      OX1-3UD

2. Fold along this line

Your child  
can help us  
discover more  
about...

...what brain changes  
occur during childhood

...how attention  
and emotion develop

...when toddlers  
learn words for things

...how  
babies learn

...how  
children's  
language skills  
differ



<http://devsci.psy.ox.ac.uk>

# Oxford Centre for Developmental Science



Understanding the transformation from infancy to adulthood is central to the question of what it means to be human. At the Oxford Centre for Developmental Science we study human development from infancy to adolescence. Our goal is to unravel the problem of nature versus nurture – how do genes and experience interact to construct the human individual?

We study children's language and cognitive development, memory and attentional skills, social and emotional development, and visual and perceptual abilities. We use a variety of fun games to observe children's reactions to different types of experience. In our purpose-built playrooms at the Centre we use state-of-the-art equipment to study how children understand and interact with the environment.

## Early learning

Before a baby's first birthday it is often difficult to know whether they understand words like horse and cow. By tracking babies' eye movements while they explore pictures and listen to words, we are able to see subtle signs of word understanding at a very early stage.

## Brain processes

How do toddlers' brains create meaning? What makes older children's brains better able to pay attention? In the Centre we investigate such

questions by analysing naturally occurring brain activity recorded from children while they are engaged in games. This enables us to identify how the developing brain processes different kinds of stimuli and how these patterns change as children grow up.

## Language, literacy and attention

Basic skills like listening and talking are critical to normal language development. We study how these skills develop over time and how they relate to more advanced skills like reading and writing. Our research also studies children who don't follow the typical pattern of development, including children who are late to start talking, as well as children with reading or attention difficulties.

## Taking part

A large number of parents in the Oxfordshire region offer to take part in our studies with their children. Our work depends entirely on their continued support. We are always interested in finding new parents who might like to get involved.

You can register your interest in taking part using the form opposite or online at <http://devsci.psy.ox.ac.uk> where you could also find more information about our work.



Take part in exciting developmental science...



Parent Name/s: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

Landline: \_\_\_\_\_ Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

- I would like to be contacted when my children can participate in a study and receive occasional updates about discoveries or events in the Centre.
- I understand my information will be kept securely, used only by ethically approved researchers and will not be passed on to third parties.

Infant under 2 years:

Name: \_\_\_\_\_ Sex: M / F

Date Of Birth: \_\_\_\_\_ Due Date: \_\_\_\_\_

Children over 2 years: \_\_\_\_\_ Sex: \_\_\_\_\_ Date Of Birth: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Language/s spoken regularly at home (from most frequent to least frequent)

\_\_\_\_\_

If you, or your children have any of the following medical conditions, please give details in the space below. Premature birth (4 weeks or more), vision or hearing problems, dyslexia, dyspraxia, stuttering, language delay, other developmental conditions (e.g., autism, learning difficulty).

\_\_\_\_\_

\_\_\_\_\_

Data Protection Act 1998

Where did you pick up this leaflet? \_\_\_\_\_

Simply fold & secure this slip for the post, or place in an envelope using the address overleaf. NO STAMP NEEDED!