

CNET News

# 1-year-old thinks a magazine is a broken iPad

by [Chris Matyszczyk](#) | October 13, 2011 2:25 PM PDT

In a YouTube video, a child tries to push the non-existent buttons on a magazine as if it was touch-screen enabled.

This will either make you giggle or weep. And even if you giggle, it might be out of nervous fear for the future rather than joy.

For here is a 1-year-old who believes all media are now touch-screen-enabled. She seems not to understand that a magazine--Marie-Claire, in this example--doesn't take to pinching or prodding.

The video was posted by [Jean-Louis Costanza](#)

[\[https://twitter.com/#!/jlconstanza\]](https://twitter.com/#!/jlconstanza), George's lost French cousin (not), currently the CEO at [Orange-Vallee](#)

[\[http://www.orange.com/en\\_EN/innovation/create/Orange\\_Vallee/\]](http://www.orange.com/en_EN/innovation/create/Orange_Vallee/), a subsidiary of the France Telecom brand [Orange](#) [\[http://www.orange.com\]](http://www.orange.com).

I thank [Laughing Squid](http://laughingsquid.com/one-year-old-baby-thinks-magazine-is-an-ipad-that-does-not-work/) [\[http://laughingsquid.com/one-year-old-baby-thinks-magazine-is-an-ipad-that-does-not-work/\]](http://laughingsquid.com/one-year-old-baby-thinks-magazine-is-an-ipad-that-does-not-work/) for alerting me to Costanza's 1-year-old daughter, who will clearly be ahead of any curve she wishes to be ahead of by the time she is, say, 5.

Many will find it entertaining how she tries to pinch the pages of the magazine. Many will nod sagely on hearing Costanza's [conclusions](#)

[\[http://www.youtube.com/user/UserExperiencesWorks\]](http://www.youtube.com/user/UserExperiencesWorks). The video shows, he declared, that for a child, a magazine "has no use and is impossible to understand."

They will nod even more sagely at the video's last words: "Steve Jobs has coded a part of her OS."

Some might wonder, though, whether one day, she will grow up and wander around Parisian flea markets in search of those ancient artifacts called magazines. They might, after all, look very pretty on coffee tables. And they might still smell and feel so very, well, fresh.

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### **About Chris Matyszczyk**

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Chris Matyszczyk is an award-winning creative director who advises major corporations on content creation and marketing. He brings an irreverent, sarcastic, and sometimes ironic voice to the tech world. He is a member of the CNET Blog Network and is not an employee of CNET.

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