

Hi, I'm Bob Feldman, and I'm a professor  
of psychological

and brain sciences at the University  
of Massachusetts in Amherst.

I'm really excited  
to tell you a little bit about the

the titles I've written in Child  
and Lifespan Development.

I started writing these.

Books, when I thought about what it was

that I wanted to convey to my students,

I wanted them to be excited  
about the field.

I love the the field of development  
of child development and lifespan

development, and I think it's so important

to students lives and ties in so closely

with who they are and what they are  
becoming as they go through college.

So I wanted to write titles  
that spoke to students

that spoke to their lives,  
and that could be useful to them,

not just in terms of showing them

the ins and outs

of the disciplines  
and talking to them about science

and how research is conducted,  
but also taking the practical aspects

of the field and showing students  
how it can be employed in their lives

with their children, either ones  
that they have now or future children.

And what a useful set of disciplines  
it is that we're discussing

discussing on the the bottom line for me

was I sought to write.

In a way that displayed  
student friendliness.

I didn't write these titles for  
my colleagues, I wrote them for students.

And I think as we enter

into the ninth and 10th editions  
of some of these these titles,

I've achieved that goal and I'm very,  
very proud of that.

Since I began writing

these titles, things have changed  
extraordinarily in the world.

first of all, in terms of students, we now  
have students who are digital natives.

They use their cell phones  
as an extension of themselves.

They are rarely off their devices.

And I think that has had

real implications  
for their attention span.

Students today and anyone,

any of us who teach know that students  
have a very short attention span.

And I think it's very important to right

to that need of students.

And so in my my own work,  
I have shortened sections

provided students with very clear guidance  
in terms of how much

they should be reading and trying  
to absorb in a particular amount of time.

And so it helps them, I think, in terms  
of understanding the material

and learning the material so

it enters their long term memory .

The other thing that I think  
is very different about students

is that they come to us  
much more skeptical

than they have in the past.

I'm so excited about this new addition.

first of all, I think  
I've tried to maintain

a kind of ripped  
from the headlines quality,

meaning that I tried to tie  
what is happening in students lives,

what is happening in the world  
to the material in the book.

So there are a number of things that  
I think is a number of things that help

bring the quality of of understanding  
the world better to the the title.

So for instance.

I want students to know about  
the coronavirus pandemic and learn things

that they hadn't heard before  
and that are going to explain

what went on in their lives  
and the lives of the world.

So there is a fair amount of material

about the the pandemic  
and how it affected children

and how it infected the world.

So, for instance, things like how we learn  
under conditions of the pandemic.

We know that mental health declined

not only among students, but among faculty  
as well in the general population.

I've tried to explain why that happened.

I talk about the lack

of social interaction that occurred

because of the pandemic  
and how that affected development.

I'm also really excited  
in this new edition

about the amount of material  
that speaks to diversity

and equity and social justice.

I've always had a great deal of material  
throughout the book,

but I've I've upped the ante  
with this addition.

And so it is infused  
not only in the text itself,

but also in boxes  
devoted to diversity and equity.

And even in terms of the photo program,

I wanted to make sure that the material  
that students were exposed

to reflected the diversity of the world

and spoke to the kinds of social movements  
like Black Lives

Matter in their lives  
and that they're experiencing right now.

So generally, I think  
what I've accomplished with this

new addition is to show

not only that science

can answer important questions,  
but that those answers help inform  
what we do in terms of caring  
for children and  
improving society in general.