

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.