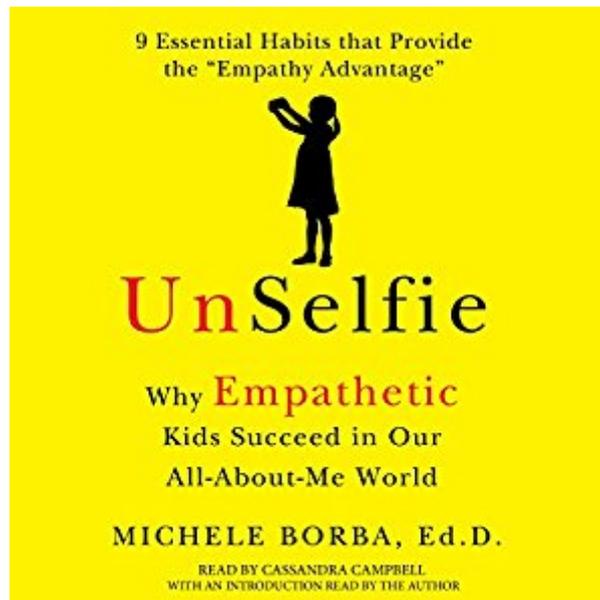


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# UnSelfie: Why Empathetic Kids Succeed In Our All-About-Me World



## Synopsis

Best-selling author Michele Borba offers a nine-step program to help parents cultivate empathy in children, from birth to young adulthood - and explains why developing a healthy sense of empathy is a key predictor of which kids will thrive and succeed in the future. In our hyperconnected, social-media-saturated society, many of us (especially young people) are so obsessed with snapping "selfies" and living virtual lives online that we're forgetting how to care for the people right in front of us IRL (that's "in real life"). The resulting Selfie Syndrome is leading to an empathy crisis among today's youth - teens today are 40 percent less empathetic than they were just a generation ago, and narcissism has increased 58 percent during that same period. But there is a solution: Studies show that the antidote to Selfie Syndrome is empathy. And the good news is that empathy can actually be cultivated in children, starting even before they can talk. In *UnSelfie*, esteemed educator Dr. Michele Borba presents new and compelling research that explains how to impart this key skill to kids - whether it's teaching toddlers how to comfort one another or giving teens the tools to stand up to bullying - and why empathy paves the way for future happiness and success. Caring about others isn't just about playing nice; it's a skill that's vital for children's mental health, leadership skills, and continued well-being, today and tomorrow. Dr. Borba's nine-step plan for raising successful, happy kids who also are kind, moral, courageous, and resilient provides a revolutionary new framework for learning empathy. Empathetic kids will thrive in the future, but the seeds of success can be planted today - one habit at a time.

## Book Information

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## Customer Reviews

Abraham Lincoln famously stated, "A house divided against itself cannot stand." (He paraphrased Jesus' words in his acceptance speech for the Illinois senate.) In our contemporary world rife with contention, anger, fear and violence, never has the need to join hands and work together been more important. In our families, schools, communities and countries our ability to thrive and succeed requires communal effort, mutual respect and individual contribution. Michele Borba, Ed.D has penned, *UnSelfie: Why Empathetic Kids Succeed in Our All-About-Me World*, a gem of a book that asserts that when they operate with empathy, not only do our children, families and communities feel and function better for everyone, but also that holy grail of American philosophy "one's ability to achieve personal SUCCESS-dramatically improves. She outlines why parents' best strategy for supporting their kids success is to teach them how to be empathetic. Borba points out just as families must encourage (expect) academic achievement, parents must set clear expectations for our kids to live a life based on values and empathy. In the absence of regular nurturing, practice and acknowledgement, the fragile bud of empathy and values-based behavior withers and "me first" "not-my-problem" mentality replaces it. Emotional literacy, empathy, and, an internalized moral compass don't just happen. Parents must intentionally teach, model, encourage, and reinforce empathy. We need teach our family values with intention, clarify, and commitment. (The Swift\* family is kind. The Swift\* family helps. The Swift\* family respects others, etc.,) We parents must routinely express our expectation that our children will live according to those values.

(excerpted from my review posted on the website of the Cyberbullying Research Center) Parenting expert and educational psychologist Dr. Michele Borba released a new book last week. This by itself isn't newsworthy (she has, after all, published roughly a book a year for the last quarter of a century). But this latest contribution has the potential to have a significant impact on parents and their children. I've followed Dr. Borba's contributions over the last several years and find her to be a caring and committed commentator on all things parenting. She doesn't purport to be omniscient about everything parents might confront, but she is connected to those who have deep knowledge in a variety of areas. And she is a voracious learner. She takes the time to interview specialists, to speak with researchers and scour academic journals, to visit treatment program sites, and to interact with parents and children. Dr. Borba's gift is being able to take in these varied perspectives, reflect thoughtfully, and distill them into bite-sized bits of wisdom that parents and others can understand and incorporate into their daily activities. In this most recent book,

UnSelfie: Why Empathic Kids Succeed in Our All-About-Me World, • Dr. Borba argues that empathy-building is the key to raising kids who can rise above the problem behavior producing situations they might find themselves in. As someone who studies teen technology use and misuse, I know well how problems can develop in online environments. Many of these can be prevented “or at least curtailed” if teens possess empathy. I downloaded the audiobook version of this text (since most of my “reading” these days is done while driving or mowing my lawn). It was nice to hear directly from Dr. Borba™s as she read the introduction.

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