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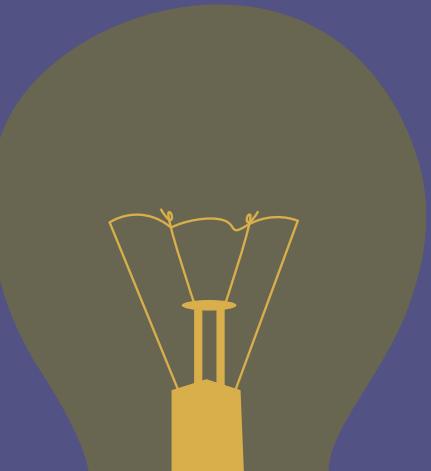
SMART

**DON'T**  
Call Your  
**KIDS**  
**SMART**

more likely to bring themselves  
down when mistakes are made.

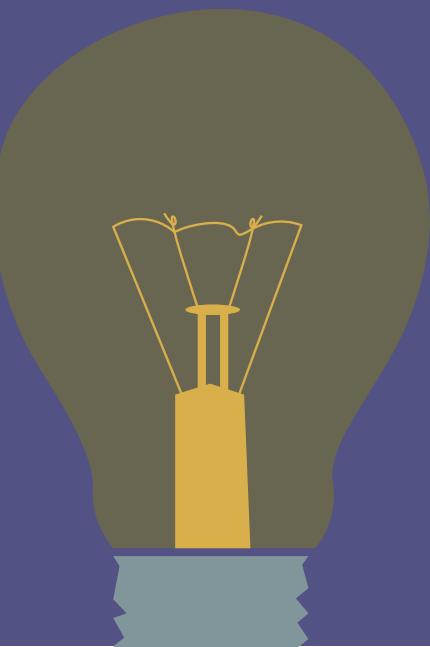
# DON'T Call Your KIDS SMART

calling a child smart may make them less likely to improve and more likely to bring themselves down when mistakes are made.



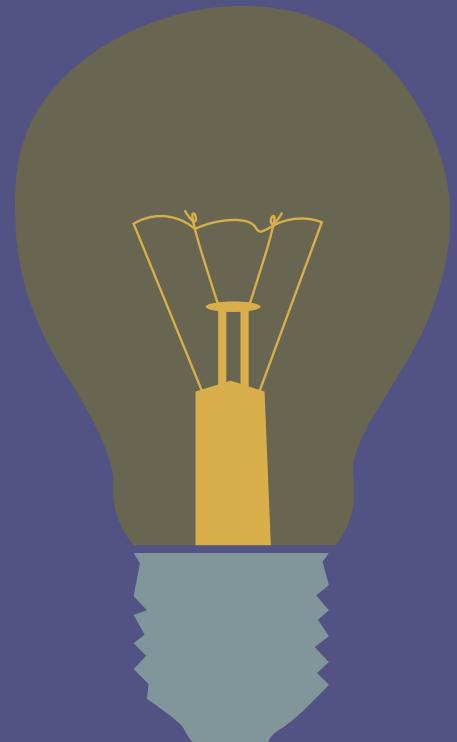
**DON'T**  
Call Your  
**KIDS**  
**SMART**

fixed point that cannot be improved on, studies show that calling a child smart may make them less likely to improve and more likely to bring themselves down when mistakes are made.



# DON'T Call Your KIDS SMART

Since intelligence is often seen as a fixed point that cannot be improved on, studies show that calling a child smart may make them less likely to improve and more likely to bring themselves down when mistakes are made.

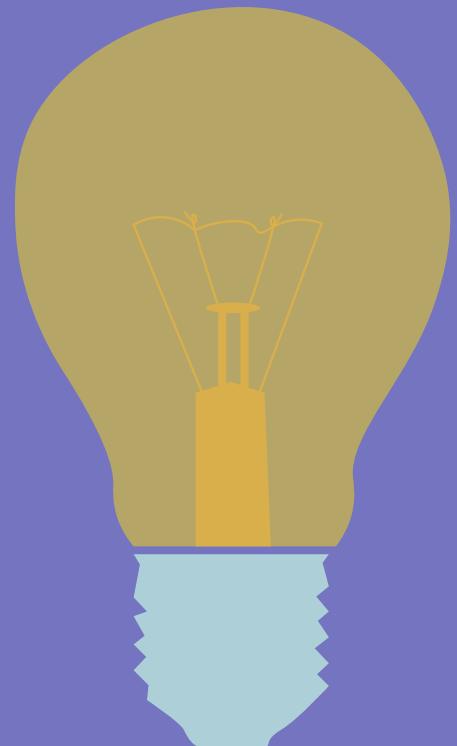


# DON'T KIDS

## Call Your

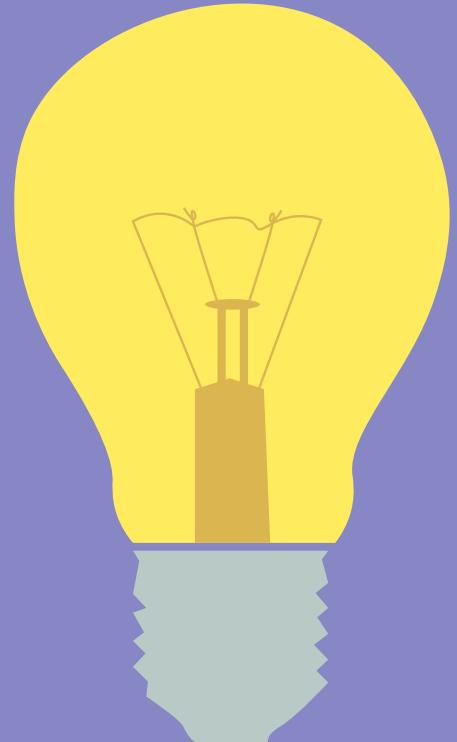
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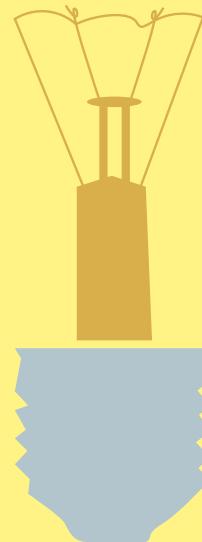
# DON'T Call Your KIDS SMART

Since intelligence is often seen as a fixed point that cannot be improved on, studies show that calling a child smart may make them less likely to improve and more likely to bring themselves down when they fall behind.



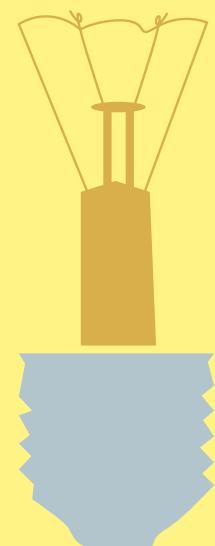
# DON'T Call Your KIDS SMART

Since intelligence is often seen as a fixed point that cannot be improved on, studies show that calling a child smart may make them less likely to improve and more likely to give up on themselves. Children who are told they are smart tend to have lower self-esteem and are less likely to try new things.



**DON'T**  
Call Your  
**KIDS**  
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Since it can be seen as a



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**In a recent study, two groups of children were told two different things when they completed a puzzle: one group was told that they were smart while the other group was told that they were hard-working.**



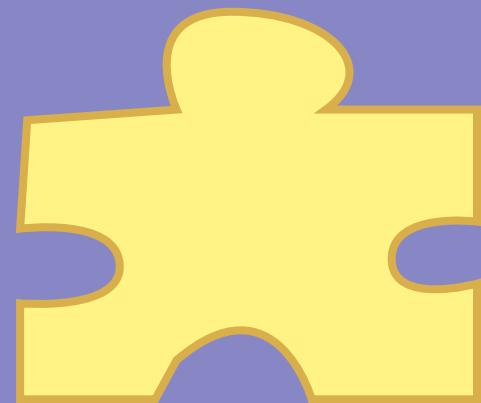
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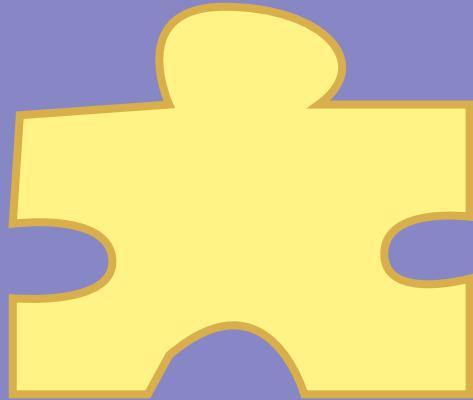


**Next, the adults gave the children a harder puzzle.**

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**Next, the adults gave the children a harder**



**Next, the adults gave**

Even though b  
were complime  
the group that  
smart, shied aw

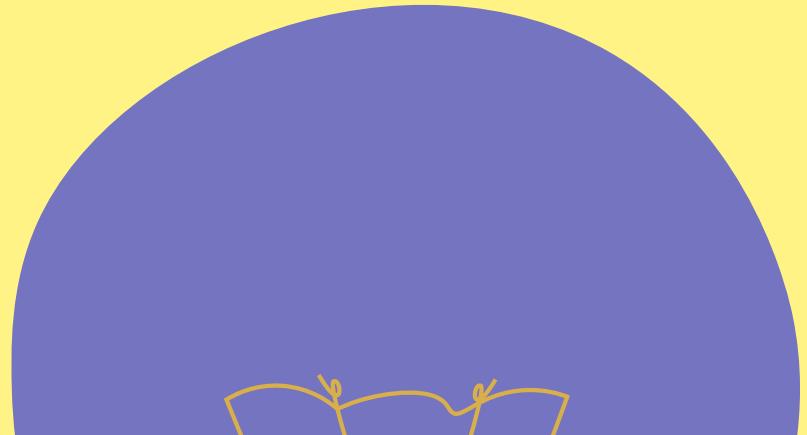
Even though both groups of children were complimented on its completion, the group that was told that they were smart, shied away from the challenge



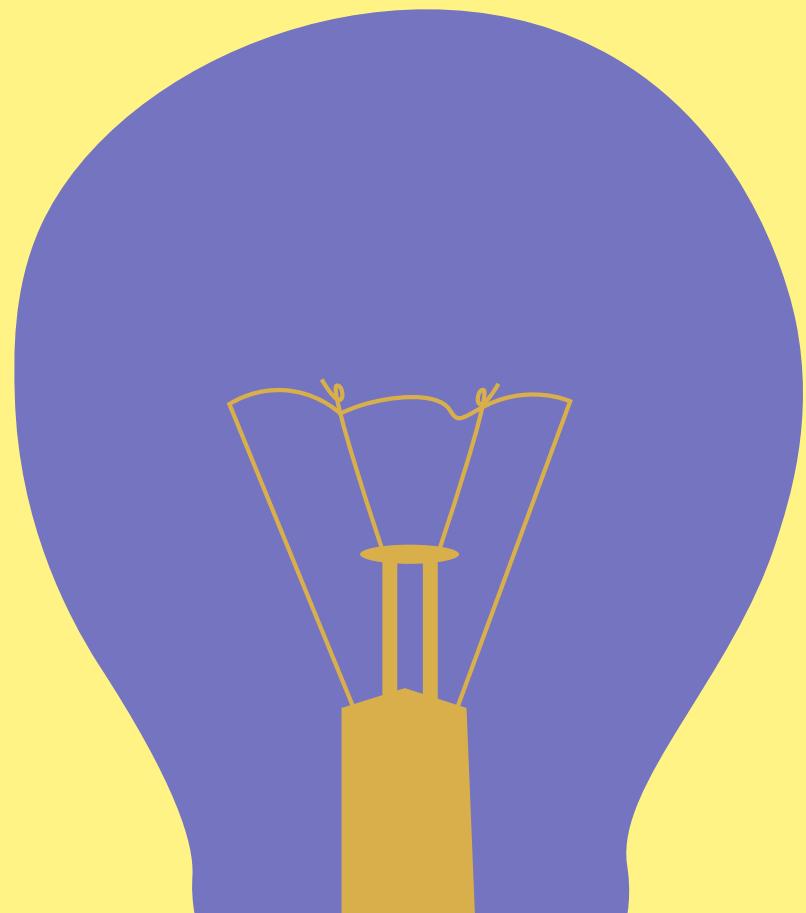


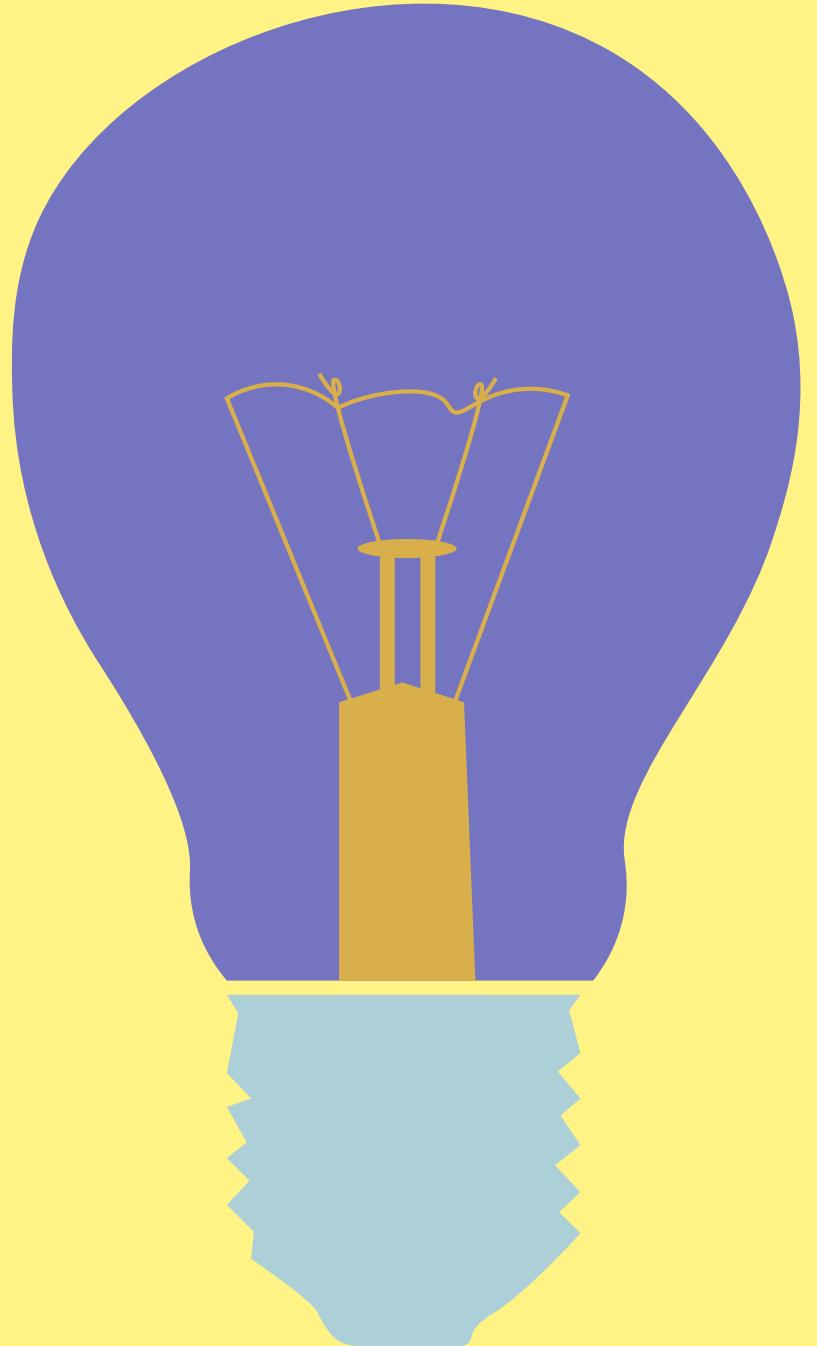


hard-working, not only accepted the challenge but were more likely to get the answers correct.



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