Kirk Schneider writes 'The awe of being alive' in the Aeon, which states that there is an increasing tendency to skip over the challenging parts of self-improvement in the present time. Schneider supports his claims by comparing the many challenging aspects of self-improvement in life with common examples such as using medication to solve personal issues instead of working through them. The purpose of the article is to point out that self-improvement is not a universal issue, and instead of using medication to fix problems unique therapy methodologies need to be used for effective results. Schneider conveys his point in an informal tone to enable easy reading for the normal day to day reader without bogging them down with scientific lingo.