

# Parents sinking some kids with their puffed-up praise, study finds

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**NBC:**

Moms and dads who bathe kids in exaggerated flattery to boost low self-esteem are stifling the very children they hope to elevate, a new study shows.

In experiments involving groups of about 1,000 adults and 500 children, scientists found that kids who self-identified as lacking confidence shied from tough tasks after receiving hyped compliments from adults, according to the paper, to appear in the journal *Psychological Science*.

Researchers videotaped parents, tallying how often they juiced their verbal kudos if they believed their child struggled with esteem. Common “inflated” phrases included: “You answered very fast!” and “Super good!” Researchers found that parents tended to give more inflated praise if they knew their children had lower self-esteem. During those taped home conversations — which lasted five minutes — parents lauded their child six times on average, and one-quarter of those compliments were deemed “inflated,” meaning they usually included an adverb like “incredibly.”

Read the whole story: [NBC](#)