

acknowledgments

We first had the idea for this book in 2015, when we created our “confidence basket,” in which we started collecting the many examples of confidence messages, exhortations, and programs we kept encountering all around us. The basket quickly started overflowing, not least thanks to conversations with numerous colleagues, friends, and students, who shared with us their own examples, experiences, and ideas. Both the basket and our thinking about the phenomenon we call confidence culture developed out of these interactions. We also greatly benefited from presenting our ideas to different audiences around the world and discussing them with policymakers and journalists. The ideas that developed through all these interactions underscore our belief that the production of knowledge is a collective enterprise. While it would be impossible to individually thank each person, we would like to express our appreciation to the feminist community of which we are a part, which includes critical scholars of all kinds—in media and communications, cultural studies, sociology, psychosocial studies, critical race studies, LGBTQ+, and gender and sexuality studies. The friendship, solidarity, and critical challenges from all these fields have been vital and formative.

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