

# NEGATIVE IMPACTS OF SOCIAL MEDIA ON ATTENTIVENESS

Social media have plenty of negative impacts on society, chief among which is lack of attention span. The reason behind this lack is, every user thinks he is going to miss out something important, if he does not click the notification he just received. Attention spans have been effected by social which resulted in less attentiveness. According to a research done by Microsoft, an individual of 21<sup>st</sup> century loses attention in bare eight seconds.

This proves us that attention spans being shortened result in lack of attentiveness of an individual.