

In Competitive Exams

4. Unsuitable Environment

- 4.1 Unsupportive home environment
- 4.2 Company and friend circle
- 4.3 Harsh weather in exams

5. Digital Distractions

- 5.1 Excessive use of social media
- 5.2 Impact of memes and reels
- 5.3 Doomscrolling
- 5.4 Excessive use of AI, decreasing Cognitive Abilities

Further, the reason why large number of aspirants fail in competitive exams is because of the unsuitable environment they have. Some aspirants belong from lower-middle class working families and lack space for individual space, study, mental clarity free from all the distractions. For women, in a society like Pakistan as she soon as she graduates and crosses the age of twenty-four, the family pressurizes her to get married instead of supporting her to fulfill her goals and ambitions, and for men, the pressure to get a job and settle as soon as possible,

This lack of support creates an ~~un~~^{un}supportive home environment, diminishes their confidence and Aspirants end up doing poorly in exams despite the odds. As, in order to be successful, the candidates need someone to believe and support them.

Also keeping unsuitable company makes the aspirant's mindset weak and decreases productivity. For instance: a group of friends with lack of clear vision and focus will demotivate an aspirant friend into influencing to not appear for exams, saying it is useless and waste of time.

Another reason for failure is harsh weather conditions. For instance: an exam in hot weather makes an aspirant to lose focus, and the uncomfortable chairs in the exam hall further adds to the pressure of unease while attempting papers. Hence, unsuitable environment also plays a role for aspirants failing competitive examinations.

Furthermore, in an era of technology where human beings are bombarded by snippets of information, through social media platforms like Instagram and Tik Tok, leads to aspirants being drained, as excessive use

leads to 'Brain-rot', an Internet Slang term, chosen as Oxford's word of the year in 2024, which refers to mental decline that can come from overconsumption of low-quality online content which can lead to supposed decline in thinking ability and memory. This creates a distraction, and makes an ~~inst~~ aspirant unprepared for examinations, and in turn causes failure. Doomscrolling is the other reason for aspirants failing in exams as it aims to pressure and anxiety which causes an individual to lose motivation and it fills one's mind with irrelevant information, causing poor writing expression. Lastly the dependency on Artificial Intelligence for easy access to information has affected the thinking ability of student to think critically and dig new information. Instead they use Artificial Intelligence for knowledge-based questions which affects the candidate's ability to write on their own without any dependency. Therefore excessive use of social media, impact of memes and reels, doomscrolling and use of artificial intelligence are also the factors of why Aspirants fail in competitive examinations.