

Fizza Urooj / Batch 83 Online Batch.

23rd Sep, 2025.

Digital Distraction.

Apart from unsuitable learning environment digital distraction serve the foundation for the failure of aspirants in competitive examinations. First of all, excessive use of social media is the leading cause of failure. According to ~~the~~ DataReport Portal as of January, 2025, there are total 86.9 million active social media users in Pakistan, representing 26.4 percent of the total population, where TikTok has 66.9 million, Youtube has 55.9 million, and Facebook 49.4 million. These statistics confirm the rate of social media usage by population. Secondly, impacts of meme culture on distraction is obvious. Aspirants get distracted every now and then on social media either by memes or by attractive reels. The average time spent on social media daily is 2 hours and 24 minutes. Young users tend to spend more time on social media. "Time is money", said by Benjamin Franklin holds true for aspirants who spend their precious hours on social media. Another digital distraction is over reliance on AI driven content which culminates into lower cognitive skills in aspirants. Therefore, all these factors excessively inhibit the success rate of aspirants in competitive exams. To conclude, digital distraction in any form or mean serves as lethal to success rate.