

5. Digital Distractions

- a. Excessive use of social media
- b. Impact of memes and reels
- c. Excessive use of AI decreasing cognitive abilities

Digital distraction have emerged as one of the most important factor for personal productivity and intellectual growth. In this connection, one saying, “Time once lost is never found again”. Excessive use of social media not only consumed the valuable time but also create false sense of connectivity. It often promotes gossip, polarization, and narcissism. It also affect health by causing stress, poor sleep , and less physical activity. Additionally, continuous exposure to memes and reels as a source of fun, has decrease engagement from literature serious debates and analytical thinking. Since this content is short and entertaining, it makes the mind used to instant enjoyment. Moreover, excessive reliance on Artificial intelligence while offering convenience has reduced human cognitive abilities. When aspirants let AI do most of the writing, solving or decision making, they slowly loose the habit of using their own mind. These digital distraction may look small, but together they affect productivity learning and even personal growth.

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