

Topic: Why Aspirants Fail in Competitive Exams?

Apart from an unsuitable environment, digital distractions are among the key reasons for students' failure. In this regard, excessive use of social media platforms such as Whatsapp, Instagram and Facebook, diverts the students' attention from their original goal. A study titled "Social media habits of youth in Pakistan and the role in developing the social capital" found that about 49.7% of youth spend 4-6 hours daily on social media. Similarly, reels and viral online trends exert profound influence on the youth, shaping their perceptions, attitudes and social interactions. As an African proverb aptly states, "If the youth are not guided, the wild will guide them", underscoring the importance of direction and values navigating the meme-driven digital landscape. Furthermore, the excessive use of AI tools like ChatGPT, writing assistant and smart apps decreases the students' cognitive abilities. A study "Effects of Artificial Intelligence on cognitive effort and task performance" shows that using AI can reduce people's own cognitive effort, making them rely more on the system instead of their own thinking. In short, digital distractions significantly contribute to students' failure.