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Why Aspirants fail in  
Competitive Exam”

Body Paragraph

Digital Distraction:

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

Furthermore/Moreover

One major failure in cognitive exams is the loss of focus caused by digital distractions. First of all excessive use of social media kills the productive time of students.

In 2026, Pakistan has nearly 80 million social media users, mostly between ages 18 to 34. Secondly,

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many students spend hours on memes and reels, which give quick "dopamine hits". This habit creates a vicious cycle where brain craves instant entertainment and struggles to focus on long, difficult books.

A famous legal case in March 2026 proved how addictive these apps can be. A 20-year old lady named Kaley sued Meta and Youtube for making such platforms that are intentionally addictive. A jury awarded her \$6 million, agreeing that these apps harmed her mental health. Finally, for CSS aspirants, this addiction leads to "cognitive offloading" the habit of using tools like Generative AI do the thinking. Excessive use of AI is decreasing the cognitive abilities of students. While AI is fast, relying on it too much stops students from developing their own

critical thinking and memory skills.

Ultimately, those who cannot switch off their phones often fail to build the mental stamina ~~and~~ needed to pass such a tough exam.

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