

Day: Wednesday

Date: 08 / 04 / 26

(44513 - Sam Qayyum - 092)

Essay:-

Why aspirants fail in competitive exams?

Body Paragraph on Digital distractions

Furthermore, digital distractions also create hindrance in the success of aspirants in competitive exams. First of all, excessive use of social media kills the productive time of aspirants. In this connection, recently there is a landmark case on social media addiction, where the complainant named Kaley sued Meta and Youtube over her childhood addiction to social media. Jurors found that Meta, which owns Instagram, Facebook and WhatsApp, and Google, owner of Youtube intentionally built addictive social media platforms that harmed the 20 years old's mental health. The Jury awarded her \$6 million in damages. Meta was ordered to pay 70% of the damages, while Google (Youtube) was responsible for 30% according to BBC News report.

Secondly, memes and reels significantly impact neurobiology by triggering the brain's reward system. The rapid-fire nature of reels can reduce attention spans as the brain becomes accustomed to high-intensity stimulation in 15-60 seconds bursts. Reels and memes create a high friction environment for aspirants aiming for peak cognitive performance.

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Finally, the excessive reliance on AI leads to cognitive atrophy; where the brain's thinking infrastructure weakens due to underuse. It reduces aspirants' ability to evaluate information independently. Thus digital distractions create a cognitive bottleneck that prevents the intense mental connection required for competitive exam preparation and leads to failure.