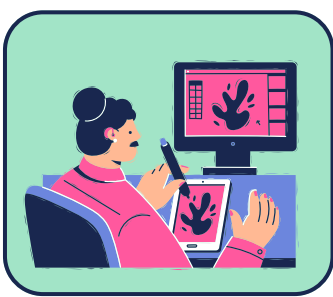


# Social Media's effect on brain health

Digital media use, from online gaming to smartphone/tablet or internet use, has revolutionized societies worldwide. In the UK alone, according to data collected by a regulatory agency for communication (Ofcom), 95% of people aged 16 to 24 years old own a smartphone and check it on average every 12 minutes. Estimates suggest that 20% of all adults are online more than 40 hours per week.

## Problems



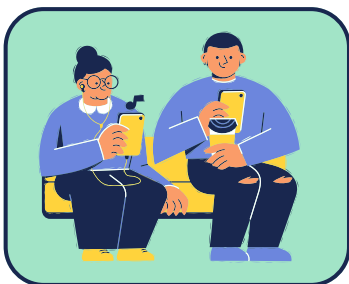
### CHANGES IN ATTENTION

It's been found that heavy social media users tend to perform worse on cognitive tasks compared to moderate social media users. This is thought to be because social media competes for your attention, and those who use it heavily have a harder time ignoring the distraction.



### CHANGES IN MEMORY

Studies have found that because social media platforms tend to bombard users with constant information, it may be overloading cognitive resources, which hinders the ability of their brains to encode memories effectively.



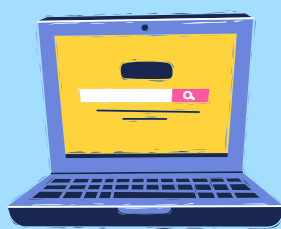
### SOCIAL MEDIA AFFECTS MENTAL HEALTH

It's been found that social media may impact one's self-esteem and increase the feelings of FOMO (fear of missing out), inadequacy, dissatisfaction, and may even make you feel more isolated. These things together may affect mood and worsen symptoms of stress, anxiety, and depression.

## Solutions



Take breaks: If you're studying, take a break to refresh your mind and body.



I recommend turning off social media notifications



Take notes about an experience afterward.