

20/June

ARTICLE TO READ

(TO STUDENTS : THE TOPIC OF THIS ARTICLE IS A COMMON PROBLEM RIGHT NOW IN THIS DIGITAL WORLD AND SO CHANCES OF THIS SHOWING UP IN YOUR EXAM IS VERY HIGH,SO READ CAREFULLY)

**Doctor warns how mindlessly
scrolling social media can
seriously impact your memory:
'Your brain is like a chalkboard'**

Have you ever found yourself stuck in a loop of endless negative news, even though you know it's making you feel

worse? [Doomscrolling](#) might not only affect your mood, but it could also be messing with your memory.

Dr. Bing, a neurologist who

frequently shares insights on brain health with his Insta family, revealed in his February 23 post how doomscrolling affects memory. “Have you ever felt like your memory just isn't as sharp after spending hours scrolling through [social media](#)? That's not your imagination; there's actual science behind this, so let me explain.” He goes on to say, “Research has found that people who frequently multitask with digital media experience reduced sustained attention and working [memory](#). Social media constantly bombards your brain

with fast, ever-changing information, training it to crave instant gratification instead of fostering deep focus. When you rapidly switch between posts, videos, and notifications, you're not fully engaging with any one thing, so your brain doesn't properly encode it into memory. Think of your brain like a chalkboard, when you focus deeply on something, you write the information clearly." He continues, "Excessive [scrolling](#) is like constantly erasing and rewriting on the board before anything sticks. That's why you may struggle to remember what

you just read or feel mentally foggy afterwards."

Dr. Bing adds, "Research also shows that heavy social media use is linked to structural changes in the brain, particularly in the prefrontal cortex, which is responsible for attention and decision-making. This suggests that too much scrolling may physically alter your brain's ability to focus and retain information over time."

To help combat this, he explains, "Give your brain time to absorb information instead of mindlessly scrolling. Try reading something

longer, summarising what you learned, or simply taking breaks to allow your brain to reset."