



## **Does Social Media Fragment Our Attention?**

**Summary of Poles, A. (2025)**

Excellent Educator, 3(9), 7, 2026

### **Academic Insights**

This study examines how social media usage relates to attention span and cognitive functioning in young adults. Findings indicate a negative association between excessive use and sustained attention, along with impacts on working memory and cognitive control.

Rapid, fragmented content may overstimulate cognitive systems, contributing to reduced focus and increased mental fatigue. Emotional factors such as anxiety and reduced self-esteem may further influence attention.

However, findings are based on mixed-method and case-based approaches, highlighting trends rather than definitive causal conclusions.

### **Apply This Now**

Encourage intentional and goal-oriented use of social media.

### **Add This**

Promote awareness of digital habits and their cognitive impact.

### **Avoid This Mistake**

Do not assume all social media use is harmful—patterns and intensity matter.

### **Keywords**

social media, attention span, cognitive control, working memory, digital behavior

### **Reference**

Poles, A. (2025). Impact of social media usage on attention spans. *Psychology*, 16(6), 760–772.

### **Suggested Citation**

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