

Groaning under too much information

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Consumption of vast amounts of digital content leads to a fragmented understanding of the world

Stuti Tripathi

Stutitripathiaa8@gmail.com

A significant yet rarely acknowledged downside of social media is the overconsumption of information. We are not an information starved society any more, and in ideal terms, this should have been a great victory for humanity, but social media has somehow managed to spoon-feed opinions. Our ideas, standards, opinions and taste are dictated by reels.

Short-form content is ruling our lives, and we are slaves to endless scrolling.

We as a society have become gluttons for content. Our lives are full of opinions, rants, preachings and commentaries, we are rarely uninformed, yet one has to ask if we are truly informed.

This short-form content feels rewarding to watch; one does not have to put in any form of mental labour to reach the point. Our ideas are formed for us, our opinions dictated,



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we are merely told what to think. This content also governs a huge part of our social life, it decides what is chic and what is cringe, what one should have, to fit in and what makes one odd. We react before we understand. Here the distinction between what nourishes our mind and what merely stimulates it, becomes blurred.

Social media pumps us up with dopamine while failing to add any value in

our lives. Much of the digital space revolves around four main spheres: gossip, memes, politics, and influencing. Gossip offers fleeting amusement, memes generally reduce complex issues into instantly digestible fragments, political content instead of cultivating civic understanding rewards outrage, and influencing packages consumption as aspiration. None of this content is inherently harmful, yet when these forms dominate our intellectual intake our mind starts to mirror it making us restless, reactive, and fragmented.

Hence in a world that is obsessed with counting calories, count your thoughts and ideas and when you do, remember to hold on to them. So put yourself in an information diet, and be intentional about your content consumption.