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## Doomscrolling and Digital Brain Rot: The Psychological Impact of Short-Form Media on Egyptian Youth

Marina Ibrahim Mikhail Nakhla<sup>1</sup>

### Abstract

*The study aimed to investigate the psychological impact of short-form media on Egyptian Youth. In addition, the study seeks the relationship between doomscrolling and development of digital brain rot, it also aimed to study to investigate the relationship between Doomscrolling and Digital Brain Rot, the researcher relied to the descriptive research that depends on the sample survey method in Egypt (Cairo - Giza - Alexandria), with the aim of obtaining accurate and sufficient information about the research topic, The study sample a random sample (177 participants) from students of different faculties at Cairo University, Ain Shams University and Alahram Canadian University, The study results: The results of the first hypothesis showed that there is a statistically significant positive relationship between doomscrolling and digital brain rot among Egyptian youth, The results also proved the second hypothesis that there is a positive and statistically significant relationship between doomscrolling of short form media and psychological illness among Egyptian youth.*

**Keywords:** Doomscrolling, Digital Brain Rot, Short-Form Media.

### Introduction

The amount of time teens spend on their phones and tablets, and excessively scrolling through social media posts, is likely to decrease their brain activity and cause health problems. Experts have found that the act of excessively engaging with negative information or social media posts, known as “destructive scrolling,” has led to an increase in “brain rot” over the past year. Oxford University Press has chosen “brain rot” as its 2024 Word of the Year. Researchers found that between 2023 and 2024, the use of “brain rot” in conversation increased by 230%. In December 2024, when announcing its annual Word of the Year award, Oxford University Press described “brain rot” as “the alleged deterioration of a person’s mental or intellectual state” resulting from excessive consumption of online content (Anna and Jeff, 2024).

Since the beginning of the Third Industrial Revolution and the development of the Internet in 1991, along with the emergence of the World Wide Web and Web 2.0, we have witnessed a continuous increase in the use of new technologies. Despite their widespread availability and accessibility, some of the consequences of habits related to their use have only recently attracted the attention of the scientific community. There is extensive research underway on issues such as addiction to computer games, the Internet and/or problematic use of social media, which in some cases may resemble addiction in their characteristics. A phenomenon that has been emerging in the public sphere for a few years, although it was only visualized during the COVID-

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<sup>1</sup>Department of Radio and Television, Faculty of Mass Communication, Ahram Canadian University. Email: [Marina392@yahoo.com](mailto:Marina392@yahoo.com)

19 pandemic, is the phenomenon of “Doom scrolling”. This term refers to the habitual and time-consuming scrolling through passive content on online platforms (**Gromek, 2023**).

Doom scrolling is the compulsive act of constantly scrolling through negative or upsetting news on social media, often leading to increased anxiety or stress (**Singh & Narula, 2024**). One of the most distinguishing features of the news media is negativity. According to current studies, the prevalence of negative emotions in news and headlines is on the increase. Emotionally balanced news has reduced, and a significant portion of coverage increasingly incorporates emotions such as hatred, fear, disgust, and grief. The media tends to have a blind spot for happy news, focusing disproportionately on negative stories. Positive news is typically dismissed as non-news, but negative news attracts more attention, ratings, and clicks. Furthermore, on the demand side of news consumption, many people appreciate and actively seek out humorous and unfavorable reports. These issues have resulted in biased media coverage and attention (**Shabahang et al., 2024**).

Negative news can have a profound and lasting impact on young people. Their mental health is among the most affected. Repeated exposure to bad news can increase people's feelings of anxiety and hopelessness, potentially exacerbating pre-existing conditions such as depression. Sleep patterns are often disrupted by negative news, especially when young people consume it late at night. The blue light emitted from screens can also affect the synthesis of melatonin, a hormone that regulates sleep, making it more difficult to fall asleep and less restful (**Li, 2023**). Additional repercussions include decreased productivity and concentration. For young people, this sometimes means stepping away from other vital activities such as studies, hobbies, and in-person socializing. Academic performance and participation in activities they previously enjoyed may suffer. Furthermore, even if consuming negative news on social media may lead to loneliness, it may also have the opposite effect. As young people spend more time on their screens and less time with the outside world, feelings of loneliness and alienation may worsen (**Rajeshwari & Meenakshi, 2023**).

Therefore, the current study aims to investigate the psychological impact of short-form media on Egyptian Youth. In addition, the study seeks the relation between doomscrolling and development of digital brain rot.

### **Statement of the Research Problem**

According to a 2018 study by Stanford University memory psychologists that examined ten years of data, those who regularly use several online platforms see a decrease in their memory and attention span. However, it appears that we are not doing anything to stop the trend. We are currently experiencing a “perfect storm of cognitive decline,” the experts caution. Additionally, they discovered proof of the sharp loss in our capacity for concentration. Her team discovered in 2004 that the typical person could focus on any screen for two and a half minutes. It was 75 seconds in 2012. It had fallen to 47 seconds six years ago. However, if technology is reducing our intelligence, we are not only to blame. In fact, the system is designed to capture our full attention. Indeed, the nastiest design feature in Silicon Valley—and it’s ubiquitous once you spot it—is endless scrolling, which is like a “bottomless soup bowl” experience, where participants mindlessly eat from a soup bowl if it keeps getting refilled. The online feed that is constantly “renewed” manipulates the brain’s dopamine reward system in a similar way. These powerful dopamine-driven loops of endless “searching” can become addictive (**Boyle, 2024**).

Adolescence and youth are critical and difficult stages of growth in an individual's life, as they are characterized by physical, mental, emotional, psychological and social changes. These changes lead to contradictions and behavioral responses by the young person that conflict with the values and standards of society.

In light of the technological development in new media and the spread of the Internet and its low cost, which is considered the basis of new media, there has been a continuous increase in its use by segments of the public, especially Egyptian youth. The basic indicators for measuring the information society in 2022 indicated that the percentage of young Internet users reached 89% in the age group (18-29 years), and the percentage of young Internet users in the age group (18-29 years) to obtain information about goods and services reached 75.1% (72.9% males, 77.8% females), and the percentage of young Internet users in the age group (18-29 years) to make calls over the Internet reached 72.6% (73.9% males, 71.1% females) (**Harby, 2023**).

So the problem of the research becomes clear in the following questions:

- To what extent the Doomscrolling lead to Digital Brain Rot?
- What is the Psychological impact of short-form media on Egyptian Youth?

### **The Research Objectives:**

The research intends to achieve the following objectives:

- To investigate the relationship between Doomscrolling and Digital Brain Rot.
- To investigate the Psychological impact of short-form media on Egyptian Youth.

### **The Research Significance**

- The importance of the current research lies in the fact that it is one of the first studies that focused on knowing the psychological effects of doomscrolling of short-form media on Egyptian youth.
- The research deals with of doomscrolling of short-form media that have become widespread among all audiences in Egypt, especially the youth audience.
- The research deals with the youth stage, which is characterized by many psychological problems.
- Knowing the psychological effects of short short-form media will contribute to reducing their spread among youth in Egypt.

### **Research Hypotheses**

H1: There is a positive relationship between doomscrolling and digital brain rot among Egyptian youth.

H2: There is a positive relationship between doomscrolling of short form media and psychological illness among Egyptian youth.

H3: There is a statistical relationship between doomscrolling of short form media and psychological illness among Egyptian youth (in relation gender and university).

## Literature Review

### Doomscrolling

As technology advances, we are increasingly exposed to information, even emotional content, which alters our perceptions and responses to the environment. According to **Katariya (2020)**, the term "Doomscrolling" refers to consuming negative content in excess, which is especially prevalent on social media platforms.

The term "Doomscrolling" is relatively recent and may have arisen as a result of the increased use of technology during the COVID-19 pandemic. Internet use worldwide for personal and professional reasons has increased significantly as a result of the pandemic. During the pandemic and associated lockdowns, news consumption increased by approximately 35% globally via digital media and by approximately 47% globally via social media. Fear and, more importantly, uncertainty have driven people to spend significant amounts of time watching, reading, or following Corona news online, often continuously (**Kemp, 2020**).

A cyclical relationship between searching out unfavorable information about a subject one fears, feeling more anxious, and trying to get over that fear and regain control is demonstrated by doomscrolling (**Satici et al., 2023**). Additionally, it is argued that users' search results are influenced by internet algorithms, which means that doomscrolling might go on without arriving at a specific destination (**Van Drunen et al., 2019**).

A common media habit is browsing fake news, as social media users become overly interested in news of tragedies, crises, and disasters. The world is currently experiencing numerous events, including earthquakes, economic crises, epidemics, and the conflict between Israel and Palestine. The general public is affected by these events, prompting them to search for the latest information on social media and other news sources. People often browse social media posts after reading a headline in search of additional information. When major traumatic events occur, people may rely on social media and smart devices to constantly receive information and quickly follow the news (**Sharma, 2022**). Due to the magnitude and scope of the events, people may feel fearful and helpless, and their mental health and general well-being might suffer (**Satici et al., 2023**).

### Factors Contribute to Doomscrolling

There are many reasons why people may engage in doomscrolling. First, people may resort to random news browsing to fill a cognitive void and better understand unexpected events (**Anand et al., 2022**). People may have sought out additional news throughout the COVID-19 epidemic to gain insights or potential viewpoints on the issue in order to cope with the dearth of knowledge and the unpleasant feelings that accompanied it. They may have turned to alternate news sources and digital media to cope with their feelings of powerlessness. Keeping up with the most recent data from these sources can be interpreted as an attempt to assert control over their circumstances. Anxiety, preoccupation, uncertainty, and panic may worsen as a result of this search for positive news amidst the barrage of negative information (**Groot Kormelink et al., 2021**).

In simpler terms, trying to seek out positive information about difficult circumstances can become a vicious cycle that exposes people to more negative information and news, which in turn generates more anxiety. Preferences for negative news consumption are also influenced by personality factors. **Sharma et al. (2022)** found that while conscientiousness, self-control, and

positive affect reduce the risk of negative news consumption, neuroticism, pessimism, sensation seeking, and negativity bias increase it. Similarly, **Satici et al. (2023)** found that neuroticism is positively associated with negative news consumption, while conscientiousness, agreeableness, and openness are negatively associated.

Furthermore, people who are resilient in the face of helplessness are less likely to pass on negatively, while those experiencing psychological pain and anxiety about the future are more likely to do so (**Kartol et al., 2023**). Furthermore, negative passing on behavior is also influenced by demographic factors such as age and socioeconomic status (**Satici et al., 2023**; **Sharma et al., 2022**). The likelihood of negative passing on is higher in younger age groups and among people from lower socioeconomic backgrounds. Negative passing on is also more common among men (**Sharma et al., 2022**).

Additionally, there is a link between browsing negative news and depression (**Pas, 2023**). People with depression often believe they are worthless, which affects their self-esteem and leads to pessimistic views about the world and the future (**Eysenck and Fajkowska, 2018**). According to **Satici et al. (2023)**, people with gloomy thoughts may frequently browse negative news by obsessing over a particular event. Negativity bias is also linked to depression (**Eysenck and Fajkowska, 2018**). The human brain tends to prioritize negative information over positive information due to negativity bias (**Soroka et al., 2019**).

**Robertson et al. (2023)** study that examined the impact of emotional language on news consumption showed that negative headlines were more likely to be clicked on, even when the information about them was altered. This suggests that users are more likely to fall into a negative browsing spiral when exposed to unpleasant news while browsing their smart devices. Furthermore, it can be argued that people with depressive symptoms are more likely to engage in negative browsing and seek out unpleasant information on online platforms.

FOMO (fear of missing out), social media addiction, and the duration of time spent using social media platforms are all positively correlated with doomscrolling, according to studies looking into the association between social media use and doomscrolling (**Sharma et al. 2022**; **Satici et al. 2023**). Compulsive online behaviors may be influenced by factors such as addiction-like dynamics, FOMO, and future anxiety (**Shabahang et al., 2021**). Because they frequently use social media and the internet in negative ways, people who battle social media addiction may find it difficult to avoid doomscrolling.

### **Impacts on Youth**

It has been observed that many people specially youth spending significant amounts of time daily studying pandemic-related content during the COVID-19 pandemic, and this activity has been linked to negative effects on mental health. More than 69,000 university students participated in a study in France between April and May 2020, which revealed that 45% of participants spent more than 30 minutes per day absorbing pandemic-related information (**Wathelet et al. 2020**).

Additionally, people who spent more time daily reading COVID-19 news showed more signs of stress, anxiety, and sadness. Similarly, **Riehm et al. (2020)** conducted a study of over 6,300 people in the United States found similar results. **Buchanan et al. (2021)** showed that even two minutes of exposure to bad news related to COVID-19 had a detrimental effect on mental health. Good news related to COVID-19 has not been shown to have the same negative consequences.

Therefore, excessive consumption of negative news is just as dangerous as time spent on social media.

Studies of **Price et al. (2022)**, **Sharma et al. (2022)**, **Satici et al. (2023)** and **Shabahang et al. (2023)** demonstrated the relation between doomscrolling and adverse effects on mental health. The results of these studies indicate that exposure to unfavourable news or information may perpetuate a vicious cycle of anxiety and despair. Additionally, it may exacerbate existing or emerging mental health problems. This might be associated with increased impulsivity, sensory seeking, and a decreased desire to refrain from harmful actions (**Shabahang et al., 2023**).

According to a study by **McLaughlin (2023)**, which included 1,100 individuals, 16.5% showed signs of severely problematic news consumption, which can lead to increased stress, anxiety, and negative health effects. About 27.3% of participants reported that their news consumption was moderately disturbing, 27.5% reported mildly affected, and 28.7% reported no problems at all. Compared to all other study participants, 74% of those with highly problematic news consumption reported experiencing mental health problems, while 61% reported experiencing physical problems.

### **Digital Brain Rot**

“Brain rot” has been chosen as Oxford University Press’s Word of the Year on December 2, 2024. The phrase describes “the alleged deterioration of an individual’s mental or intellectual state, particularly as a result of excessive consumption of material (especially internet content) that is considered unimportant or undemanding.” Furthermore, it describes something described as capable of causing such deterioration (**Oxford University Press, 2024**).

Despite not being officially recognized as a medical condition, **Satici et al. (2023)** noted that brain decline is real, especially among younger generations, such as post-millennials (Gen Z, born 1995 to 2009) and Generation Alpha (born after 2010), who live in a world that is increasingly connected, screen-centric, and constantly scrolling. Many of the 4 billion young people who have internet connections passively consume low-quality content on social media and the internet, spending 6.5 hours a day online. 6.5 hours a day are spent online by over 4 billion youth with internet connections, many of whom passively consume poor-quality content on social media (**Zheng and Ma, 2024**).

While entertainment once required engagement, users are now encouraged to seek out more stimulating content to achieve the same level of happiness thanks to the instant gratification provided by digital platforms like TikTok. For example, the algorithm that powers TikTok’s “For You” page fosters a never-ending cycle of consumption, which can lead to desensitization and a shrinking attention span (**Simpson & Semaan, 2021**). The hyperstimulation of these digital pages and platforms makes it difficult to absorb longer, more nuanced information, which also reduces meaningful engagement with real-life events (**Coleman, 2020**). As more generations use technology for entertainment, the effects of digital addiction become more pronounced. Mental health problems such as warped reality views, social disengagement, elevated anxiety and despair are also brought on by excessive use of screen (**George et al., 2023**).

Additionally, this phenomenon has been linked to potential risks to cognitive health, particularly among young people and adolescents. These risks include delayed brain development, an increased risk of emotional, behavioral, and cognitive problems, and the development of dementia later in life (Neophytou et al., 2021). Taken together, excessive screen use is associated with adverse effects such as lower self-esteem, increased frequency and severity of mental

illness and addiction, delayed learning and acquisition, difficulty concentrating, memory problems, and an increased risk of early cognitive decline (Neophytou et al., 2021; Manwell et al., 2022).

Not many studies link these symptoms to specific digital behaviors that may exacerbate brain rot, although there is a link between digital addiction and cognitive deficits, with memory and attention problems being common (**Guo et al., 2023**). More importantly, little is known about the unique digital behaviors of brain rot, how they impact cognitive processes, and how they vary across generations, particularly among Generations Z and Alpha, who grew up surrounded by a large amount of digital content. Researches has been conducted on the psychological and mental effects of screen time (**Firth et al., 2020; Zheng and Ma, 2024**), but little is known about the broader social and emotional effects, such as social disconnection, distorted perceptions of reality, and reduced ability to engage in real-life experiences. Furthermore, effective techniques to combat brain deterioration remain unexplored, particularly those that may appeal to young people, adolescents, and other relevant stakeholders.

In his 1854 book *Walden*, Henry David Thoreau coined the widely circulated phrase "brain rot." Although unrelated to technology, Thoreau's allusion embodies a state of gradual decline in an individual's ability to concentrate, think critically, and act properly in the world (**Castellini, 1991; Thoreau, 1854**). The term "brain rot" is not a new concept, describing a state of intellectual decline that is not affected by age, education, or culture. In some cases, it may even be related to the intellectual stagnation experienced by certain population groups. This idea is directly relevant to the digital age, where millions of films are widely disseminated, especially among young people (**Farahany, 2023**).

Short videos, intended for entertainment and quick distribution on social media platforms, often contain content that degrades body image, promotes poor eating habits, and offers unscientifically proven, and sometimes harmful, health treatments. Numerous studies have investigated how widespread consumption of superficial, and sometimes even dangerous, content affects adolescents' cognitive development (**Tang et al., 2024**).

Most teenagers are addicted to their devices for several hours each day, frequently multitasking by playing games, viewing short movies, checking instant messaging, or browsing social media. According to **Méndez et al. (2024)**, this is one of the main sources of stimulation that causes brain rot. A comprehensive picture of the ways in which internet use affects social, cognitive, and psychological consequences has recently been provided by a substantial body of evidence from large-scale, comprehensive epidemiological research and randomized controlled trials. The results show that the brain develops cognitive dysfunctions as a result of excessive exposure to irrelevant online content (**Firth et al., 2024**).

**Li et al. (2024)** investigated the consequences of excessive use of video games, which involve a constant flow of information and emotions, specifically how it affects certain brain functions. The results showed that excessive internet use impairs attention skills, forcing people to distribute their focus across multiple sources. It also causes cognitive difficulties and affects sleep patterns and memory functions. These findings highlight the importance of addressing impulse control and procrastination to improve the efficiency of cognitive processes (**Ricci et al., 2023**).

Researchers conducted a study on dopamine addiction in the brain. As the name suggests, this neurotransmitter is responsible for the feelings of pleasure and satisfaction associated with

certain behaviors, such as reading social media posts or receiving notifications (**Perez-Oyola et al., 2023**). The brain's desire for dopamine increases with engagement on social media. Because brain development relies on the momentary gratification of learning new things, receiving likes, or comments, this leads to an endless cycle of engagement (Chang & Lee, 2024).

## Research Methodology

This study belongs to the descriptive research that depends on the sample survey method in Egypt (Cairo - Giza - Alexandria), with the aim of obtaining accurate and sufficient information about the research topic.

The study is based on a questionnaire, which includes two sections, the first: relates to information and personal data about the respondents, including (gender, university). The second: relates to questions about the questionnaire topic and the respondents' opinion on it, and includes a set of closed questions that will be specific and clear.

The study sample will be a random sample (177 participants) from students of different faculties at Cairo University, Ain Shams University and Ahram Canadian University.

## Data Analysis

The survey instrument is used by the researcher to gather the necessary data; by sending the questionnaire to the target sample, valid replies have been obtained (177). The researcher enters the data into SPSS in order to examine the data that was gathered. Furthermore, the researcher uses appropriate statistical methods for data analysis, such as the descriptive statistical method, which includes the mean, standard deviation, frequency, and percentages. Furthermore, the Cronbach Alpha coefficient is used to assess the survey instrument's reliability, and the correlation coefficient is used to test the research hypotheses. The validity and reliability of the research tool were conducted by the researcher prior to beginning data analysis to address the study questions, as indicated in the tables that follow.

## Testing Reliability and Validity:

Reliability testing is crucial since it measures the consistency of a measuring device's many components. Alpha is one of the most significant metrics for internal consistency; it was created to assess a test's or scale's internal consistency. The Cronbach Alpha coefficient is the internal consistency metric that is most frequently employed. It is believed that the range of values for the Cronbach's Alpha coefficient was 0–1. A number around 1 indicates that there is a high degree of internal consistency within the survey items. The outcomes displayed in table (1):

Subscales	N	Cronbach's Alpha Coefficient
First axis: Phrases related to Doomscrolling and digital brain rot	7	<b>0.763</b>
Axis II: Phrases related to the psychological effect of Doomscrolling of Short-Form Media:	7	<b>0.801</b>
All phrases	14	<b>0.850</b>

Table 1: Instrument Reliability (internal consistency)

Table 1 makes it clear that the overall reliability of the research instrument is approaching 0.850, indicating that it is very dependable and that it consistently meets the stated study objectives. Furthermore, all of the subscales have medium reliability, indicating that the survey questionnaire is well-designed and offers enough assurance to meet the study's goals.

**The Characteristic of the Research Sample**

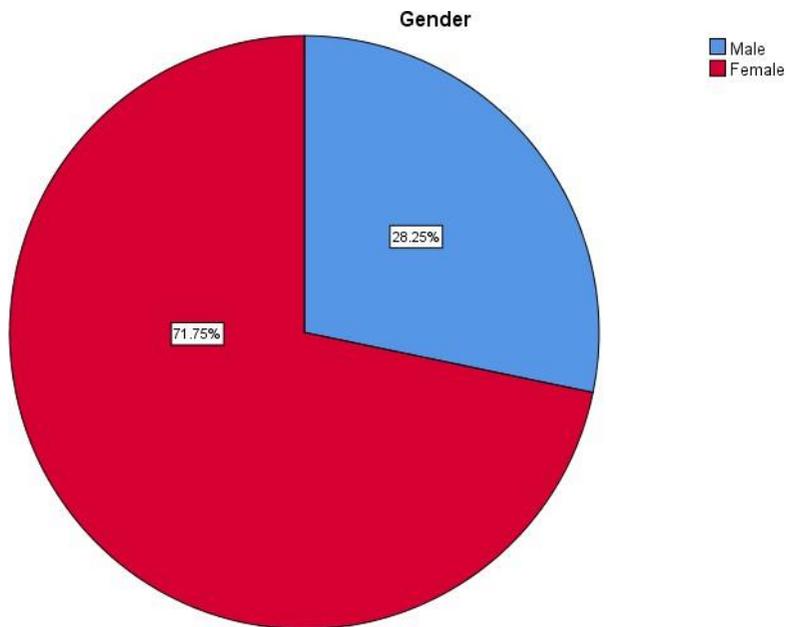
The following traits of the research's sample can be identified by the researcher and used to analyze the applied study's data:

**Distribution of the sample members according to Gender :**

The findings demonstrated that, by gender, the majority of respondents supported women with a rate of 127 and a percentage of 71.8%, followed by men with a rate of 50 and a percentage of 28.2%. This can be explained Using the table and figure that follow:

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	28.2	28.2	28.2
	Female	127	71.8	71.8	100.0
	Total	177	100.0	100.0	

Table 2: Distribution of the research sample according to Gender



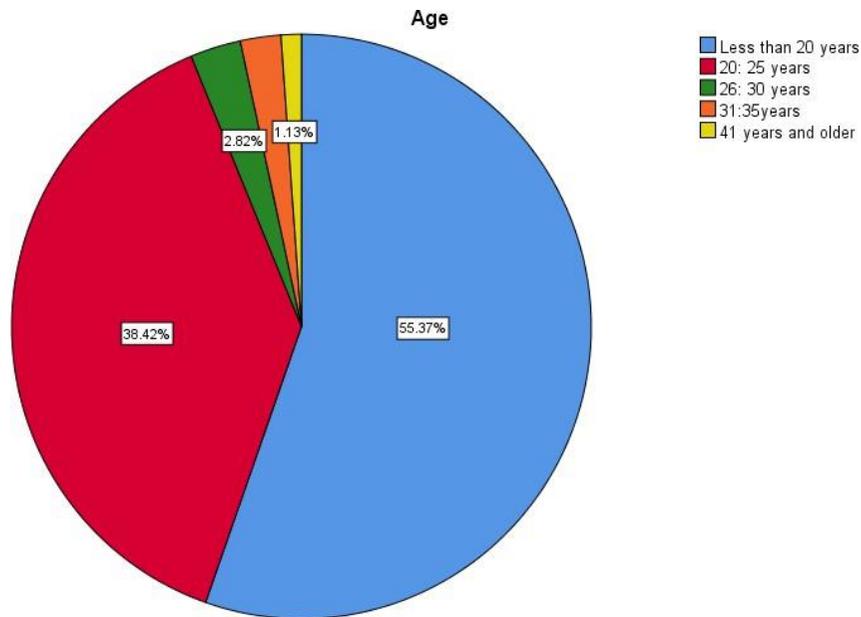
**Shape 1: Distribution of the research sample according to Gender**

**Distribution of the sample members according to Age:**

With a rate of 98 and a percentage of 55.4%, the results indicated that the biggest percentage of respondents were under 20 years old, followed by those between 20 and 25 years old with a rate of 68 and a percentage of 38.4%. This can be better understood using the table and figure below:

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20 years	98	55.4	55.4	55.4
	20: 25 years	68	38.4	38.4	93.8
	26: 30 years	5	2.8	2.8	96.6
	31:35years	4	2.3	2.3	98.9
	41 years and older	2	1.1	1.1	100.0
	Total	177	100.0	100.0	

Table 3: Distribution of the research sample according to Age



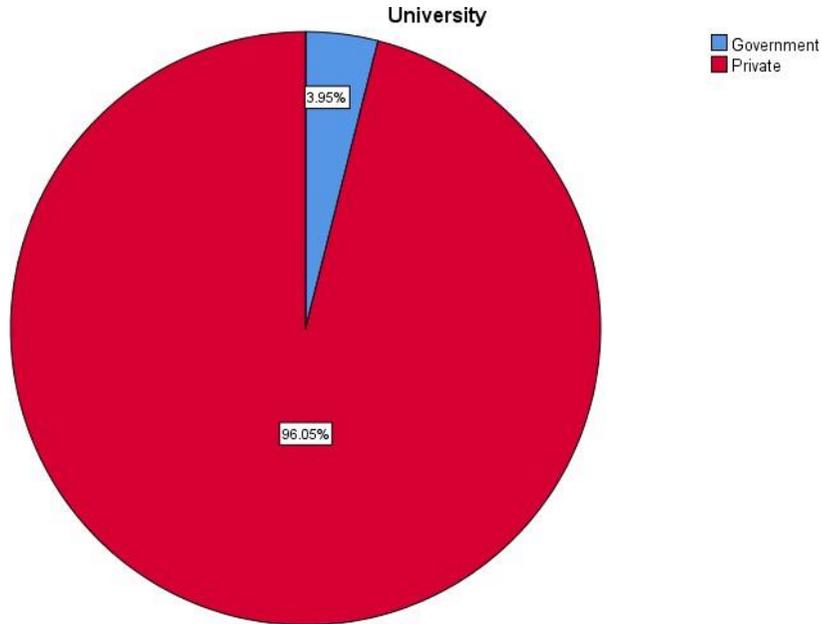
Shape 2: Distribution of the Research Sample According to Age.

**Distribution of the sample members according to University:**

The accompanying table and figure provide clarification on the findings, which indicated that the majority of respondents, as determined by the university, supported private education with a rate of 170 and a percentage of 96%, followed by government with a rate of 7 and a percentage of 4%.

University					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government	7	4.0	4.0	4.0
	Private	170	96.0	96.0	100.0
	Total	177	100.0	100.0	

Table 4: Distribution of the research sample according to University



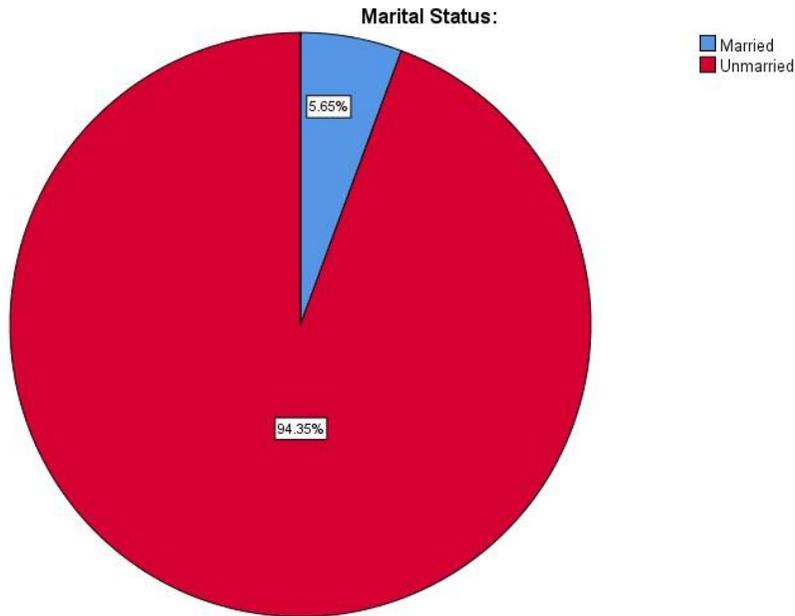
Shape 3: Distribution Of the Research Sample According to University

**Distribution of the sample members according to Marital Status:**

As can be seen from the following table and figure, the results indicated that, concerning Marital Status, the biggest percentage supported Unmarried with a rate of 167 and a percentage of 94.4%, followed by Married with a rate of 10 and a percentage of 5.6%.

Marital Status:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	10	5.6	5.6	5.6
	Unmarried	167	94.4	94.4	100.0
	Total	177	100.0	100.0	

Table 5: Distribution of the research sample according to Marital Status:



Shape 4: Distribution of the research sample according to Marital Status:

## Results

### 1- Testing the first hypothesis

**H1: There is a positive relationship between doomsScrolling and digital brain rot among Egyptian youth".**

Analysis of the responses of First axis: Phrases related to DoomsScrolling and digital brain rot. It can be explained by the following table:

One-Sample Statistics					
	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Watching Reels, scrolling through them quickly, and the content changing from one clip to another makes it difficult for a person to concentrate.	177	3.8418	.99878	11.213	.000
When a person gets used to watching bad and trivial news, he becomes confused and has foggy thinking.	177	4.0508	.94310	14.824	.000
DoomsScrolling fills young people's minds with misleading and trivial information.	177	4.2938	.88138	19.529	.000

Constant Doomscrolling fills young minds with negative thoughts.	177	4.2881	.81987	20.903	.000
Constant doomscrolling negatively affects memory.	177	3.9040	.99820	12.048	.000
Doomscrolling contributes to the erosion and weakening of young people's ability to think deeply due to their habit of viewing superficial information and news.	177	4.0734	.89203	16.010	.000
Doomscrolling makes young people see the world differently than it actually is, because they view videos from social media celebrities that have no connection to the reality they live in.	177	4.0960	.84399	17.277	.000
First axis: Phrases related to Doom scrolling and digital brain rot	177	4.0783	.58723	24.430	.000

Table 5: Results of One-Sample Statistics

**The previous table shows the following:**

- The average of the paragraphs of the first axis: First axis: Phrases related to doom scrolling and digital brain rot ranged between (3.84-4.29), which means that its degree is strongly agree.

The significance level value (Sig.) for all axis statements is equal to (0.00), which is a value less than (0.05), and this strongly confirms that **"There is a positive relationship between doomscrolling and digital brain rot among Egyptian youth"**.

**2- Testing the second hypothesis:**

**H2: "There is a positive relationship between doomscrolling of short form media and psychological illness among Egyptian youth"**.

Analysis of the responses of the Axis II: Phrases related to the psychological effect of Doom scrolling of Short-Form Media: the following table can explain it:

<b>One-Sample Statistics</b>					
	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Watching Reels, scrolling through them quickly, and the content changing from one clip to another makes it difficult for a person to concentrate.	177	3.8475	.99682	11.311	.000
When a person gets used to watching bad and trivial news, he becomes confused and has foggy thinking.	177	4.1638	.91157	16.986	.000
Doomscrolling fills young people's minds with misleading and trivial information.	177	4.0734	.90468	15.786	.000
Constant negative browsing fills young minds with negative thoughts.	177	3.9605	.89418	14.290	.000
Constant doomscrolling negatively affects memory.	177	3.2429	1.11944	2.887	.004
Doomscrolling contributes to the erosion and weakening of young people's ability to think deeply due to their habit of viewing superficial information and news.	177	3.9831	.99701	13.118	.000
Doomscrolling makes young people see the world differently than it actually is, because they view videos from social media celebrities that have no connection to the reality they live in.	177	4.0226	1.04422	13.029	.000
Axis II: Phrases related to the psychological effect of Doomscrolling of Short-Form Media:	177	3.8991	.66404	18.014	.000

Table 6: Results of One-Sample Statistics

**The previous table shows the following:**

- The average of the paragraphs of the Axis II: Phrases related to the psychological effect of Doom scrolling of Short-Form Media: ranged between (3.24-4.16), which means that its degree is strongly agree.

The significance level value (Sig.) for all axis statements is equal to (0.00), which is a value less than (0.05), and this strongly confirms that " **There is a positive relationship between doomscrolling of short form media and psychological illness among Egyptian youth**".

**3. Testing the third hypothesis**

**H3: There is a statistical relationship between doomscrolling of short form media and psychological illness among Egyptian youth (in relation gender and university).**

To test this hypothesis, the T-test was used to determine the differences in the perception of the study sample.

**1- Differences between the research sample according to gender.**

<b>Group Statistics</b>					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Watching Reels, scrolling through them quickly, and the content changing from one clip to another makes it difficult for a person to concentrate.	Male	50	3.8600	1.04998	.14849
	Female	127	3.8425	.97935	.08690
When a person gets used to watching bad and trivial news, he becomes confused and has foggy thinking.	Male	50	3.9000	1.09265	.15452
	Female	127	4.2677	.81112	.07198
Doomscrolling fills young people's minds with misleading and trivial information.	Male	50	4.1600	.95533	.13510
	Female	127	4.0394	.88552	.07858
Constant negative browsing fills young minds with negative thoughts.	Male	50	3.9000	.90914	.12857
	Female	127	3.9843	.89073	.07904
Constant doomscrolling negatively affects memory.	Male	50	3.2600	1.29063	.18252
	Female	127	3.2362	1.04999	.09317
Doomscrolling contributes to the erosion and weakening of young people's ability to think deeply due to their habit of viewing superficial information and news.	Male	50	3.7800	1.23371	.17447
	Female	127	4.0630	.87965	.07806
	Male	50	3.8000	1.29363	.18295

Doomscrolling makes young people see the world differently than it actually is, because they view videos from social media celebrities that have no connection to the reality they live in.	Female	127	4.1102	.91918	.08156
	Male	50	3.8086	.76394	.10804
Axis II: Phrases related to the psychological effect of Doomscrolling of Short-Form Media:	Female	127	3.9348	.62003	.05502
	Male	50	3.8086	.76394	.10804

Table 7: Results of Independent Samples Test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Watching Reels, scrolling through them quickly, and the content changing from one clip to another makes it difficult for a person to concentrate.	Equal variances assumed	.019	.889	.105	175	.917	.01748	.16689	-.31190	.34686
	Equal variances not assumed			.102	84.462	.919	.01748	.17205	-.32463	.35959
When a person gets used to watching bad	Equal variances assumed	9.734	.002	-2.450	175	.015	-.36772	.15007	-.66390	-.07153

and trivial news, he becomes confused and has foggy thinking.	Equal variances not assumed			-2.157	71.264	.034	-.36772	.17046	-.70759	-.02784
Doomscrolling fills young people's minds with misleading and trivial information.	Equal variances assumed	.215	.643	.798	175	.426	.12063	.15120	-.17777	.41903
	Equal variances not assumed			.772	84.018	.442	.12063	.15629	-.19017	.43143
Constant negative browsing fills young minds with negative thoughts.	Equal variances assumed	.105	.746	-.563	175	.574	-.08425	.14958	-.37946	.21096
	Equal variances not assumed			-.558	88.139	.578	-.08425	.15092	-.38417	.21567
Constant doomscrolling negatively affects memory.	Equal variances assumed	3.777	.054	.127	175	.899	.02378	.18742	-.34612	.39368
	Equal variances not assumed			.116	75.861	.908	.02378	.20493	-.38438	.43194
Doomscrolling contributes to the erosion and	Equal variances assumed	13.404	.000	-1.709	175	.089	-.28299	.16555	-.60973	.04375

weakening of young people's ability to think deeply due to their habit of viewing superficial information and news.	Equal variance s not assumed			-1.481	69.495	.143	-.28299-	.19114	-.66425	.09827
Doomscrolling makes young people see the world differently than it actually is, because they view videos from social media celebrities that have no connection to the reality they live in.	Equal variance s assumed	11.439	.001	-1.791	175	.075	-.31024-	.17326	-.65218	.03170
	Equal variance s not assumed			-1.549	69.350	.126	-.31024-	.20031	-.70980	.08933
Axis II: Phrases related to the psychological effect of Doomscrolling of Short-Form Media:	Equal variance s assumed	3.049	.083	-1.139	175	.256	-.12619-	.11077	-.34481	.09243
	Equal variance s not assumed			-1.041	75.731	.301	-.12619-	.12124	-.36767	.11530

**The Following is Clear from the Previous Table:**

There are no statistically significant differences between the sample members' estimates about Axis II: Phrases related to the psychological effect of Doom scrolling of Short-Form Media: according to (gender), as the significance level is greater than 0.05.

## 2- Differences between the study sample according to university.

<b>Group Statistics</b>					
	University	N	Mean	Std. Deviation	Std. Error
Watching Reels, scrolling through them quickly, and the content changing from one clip to another makes it difficult for a person to concentrate.	Government	7	4.7143	.48795	.18443
	Private	170	3.8118	.99697	.07646
When a person gets used to watching bad and trivial news, he becomes confused and has foggy thinking.	Government	7	4.8571	.37796	.14286
	Private	170	4.1353	.91628	.07028
Doomscrolling fills young people's minds with misleading and trivial information.	Government	7	4.0000	.57735	.21822
	Private	170	4.0765	.91666	.07030
Constant negative browsing fills young minds with negative thoughts.	Government	7	4.1429	1.06904	.40406
	Private	170	3.9529	.88920	.06820
Constant doomscrolling negatively affects memory.	Government	7	3.4286	.97590	.36886
	Private	170	3.2353	1.12683	.08642
Doomscrolling contributes to the erosion and weakening of young people's ability to think deeply due to their habit of viewing superficial information and news.	Government	7	3.5714	1.27242	.48093
	Private	170	4.0000	.98510	.07555
Doomscrolling makes young people see the world differently than it actually is, because they view videos from social media celebrities that have no connection to the reality they live in.	Government	7	4.2857	1.25357	.47380
	Private	170	4.0118	1.03768	.07959
	Government	7	4.1429	.67006	.25326

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Axis II: Phrases related to the psychological effect of Doomscrolling of Short-Form Media:	Private	170	3.8891	.66386	.05092
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Table 8: Results of the Independent Samples Test

		Independent Samples Test															
		Levene's Test for Equality of Variances				t-test for Equality of Means											
		F		Sig.		t		df		Sig. (2-tailed)		Mean Difference		Std. Error Difference		95% Confidence Interval of the Difference	
														Lower		Upper	
Watching Reels, scrolling through them quickly, and the content changing from one clip to another makes it difficult for a person to concentrate.	Equal variances assumed	3.703	.066	2.378	175	.018	.90252	.37945	.15363	1.65141							
	Equal variances not assumed			4.521	8.231	.002	.90252	.19965	.44437	1.36067							
When a person gets used to watching bad and trivial news, he becomes confused and has foggy thinking.	Equal variances assumed	6.001	.015	2.072	175	.040	.72185	.34832	.03441	1.40929							
	Equal variances not assumed			4.534	9.236	.001	.72185	.15921	.36310	1.08060							
Doomscrolling fills young people's minds with misleading and trivial information.	Equal variances assumed	4.313	.039	-2.19-	175	.827	-.07647-	.34985	-.76694-	.61400							
	Equal variances not assumed			-.334-	7.307	.748	-.07647-	.22926	-.61400-	.46106							
Constant negative browsing fills young minds with negative thoughts.	Equal variances assumed	.063	.802	.550	175	.583	.18992	.34554	-.49205-	.87188							
	Equal variances not assumed			.463	6.347	.659	.18992	.40978	-.79965-	1.17948							
Constant doomscrolling negatively affects memory.	Equal variances assumed	.438	.509	.447	175	.656	.19328	.43272	-.66074-	1.04729							
	Equal variances not assumed			.510	6.676	.626	.19328	.37885	-.71143-	1.09799							
Doomscrolling contributes to the erosion and weakening of young people's ability to think deeply due to their habit of viewing superficial information and news.	Equal variances assumed	1.610	.206	-1.115-	175	.266	-.42857-	.38425	-1.18693-	.32979							
	Equal variances not assumed			-.880-	6.300	.411	-.42857-	.48683	-1.60619-	.74905							
Doomscrolling makes young people see the world differently than it actually is, because they view videos from social media celebrities that have no connection to the reality they live in.	Equal variances assumed	.897	.345	.679	175	.498	.27395	.40334	-.52209-	1.06999							
	Equal variances not assumed			.570	6.343	.588	.27395	.48044	-.88640-	1.43430							
Axis II: Phrases related to the psychological effect of Doomscrolling of Short-Form Media:	Equal variances assumed	.000	.985	.991	175	.323	.25378	.25611	-.25168-	.75925							
	Equal variances not assumed			.982	6.494	.361	.25378	.25833	-.36684-	.87440							

The following is clear from the previous table:

There are no statistically significant differences between the sample members' estimates about Axis II: Phrases related to the psychological effect of Doomscrolling of Short-Form Media: according to (gender), as the significance level is greater than 0.05.

Table 9: Summary of results of hypothesis testing

hypothesis	result
H1: There is a positive relationship between doomscrolling and digital brain rot among Egyptian youth.	acceptance

H2: There is a positive relationship between doomscrolling of short form media and psychological illness among Egyptian youth.	acceptance
H3: There is a statistical relationship between doomscrolling of short form media and psychological illness among Egyptian youth (in relation gender and university).	rejection

### **Conclusion:**

The results of the first hypothesis showed that there is a statistically significant positive relationship between doomscrolling and digital brain rot among Egyptian youth. The results also proved the second hypothesis that there is a positive and statistically significant relationship between doomscrolling of short form media and psychological illness among Egyptian youth. The results of the third hypothesis proved that there is no statistically significant relationship between doomscrolling of short form media and psychological illness among Egyptian youth (according to university and gender). For that we recommended Setting specific times for media use and avoiding excessive use, Opening the space for discussion with young people about the impact of media on their feelings and mental health, Encouraging them to seek professional help if they feel anxious or depressed due to the media, Young people should be made aware that excessive use of short video content may lead to decreased focus and memory, A "digital detox" experience for a day or a week to measure the impact on mental health, Make sure to strengthen your mind: The mind is like a muscle; it grows with effort. Instead of scrolling through the media, learn a foreign language or a new technical skill, study a philosophical concept that expands your worldview, develop your writing skills, or read about a period in history you know nothing about. All of this will help you resist the urge to slip into the comfort of scrolling through the media pages, and Focusing on digital education curricula and including clear guidelines on healthy media consumption habits is a topic that has been explored in the Arab world. However, it needs to be expanded and connected to students' daily lives, moving beyond the traditional academic framework to include competitions, diary recording, and sharing experiences in digital formats that can be circulated and disseminated. For that, we suggested more Proposed studies as; Analysing the relationship between excessive consumption of short videos (TikTok, Instagram Reels, and YouTube Shorts) and decreased ability to concentrate in young people, Analysing the relationship between frequent viewing of short videos and low academic achievement among Egyptian

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university students, and Studying the effect of rapidly switching between diverse content on  
working memory and the ability to retain information.

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