


The Cycle of Dopamine and Dread

If you have ADHD, this is peak relatability.



Knowing vs. Doing (Executive Dysfunction)

This is the classic ADHD struggle. Your brain fully understands that scrolling is a trap. You intellectually know it's killing your focus. Yet somehow, putting the phone down feels impossible.

Executive dysfunction isn't laziness - it's a neurological block that separates what you *know* from what you *can actually do*.



The Dopamine Demand

Social media is engineered for instant reward: likes, comments, new content, novelty at every swipe. For ADHD brains, which often operate under a chronic dopamine deficit, this is irresistible.

Scrolling becomes a form of self-medication - a low-effort dopamine hit in a world that otherwise feels under stimulating.



The Hyperfocus Trap

Once you dive into the feed, low-level hyperfocus kicks in. Your attention zeroes in, and suddenly hours have passed. Even though your rational mind is screaming, "*Stop! This is wasting your time!*", your brain is locked in. Exiting requires an enormous amount of effort or an external interruption - and guilt piles up while you're still scrolling.



The Self-Criticism Loop

Here's the bittersweet part: the humour of the meme masks real frustration. You know the problem, you know the solution, yet biology keeps you scrolling. Watching your attention span evaporate in real-time is exhausting, and it often triggers internalized shame or self-criticism.



Why It Hits Hard

This perfectly captures the ADHD experience in a world designed to hijack your attention. It's not laziness, lack of willpower, or irresponsibility - it's the constant battle between a brain craving stimulation and a society engineered for distraction.



In short:

ADHD brains + social media = a perfect storm of dopamine, dread, and existential scrolling.