COMS 3200 – Project Proposal

When prompted to think about a problem that crosses new technology and communication, we wanted to pick something not only current, but relevant to our lives as American college students. Within recent years, we've seen the re-popularization of term "brain rot" and wanted to do an exploration of it. The term itself was first coined by Henry David Thoreau in 1854 in a commentary about the state of England. He felt as though the nation was not placing enough focus on literature, education, and the arts; and that they were culturing a stupid populus. The term's current meaning is relatively the same but it is now fixed to the idea that it is caused by technology and has become synonymous with a certain type of digital content and the generation that experienced the COVID-19 quarantine during middle to high school.

The first question we'd like to answer is 'Is brainrot real?' which we'll do by analyzing psychological and medical studies related to these topics:

- The cognitive impact of social media and/or modern communication devices

- Generational differences and trends in communication patterns

- The psychological impact of social media and/or modern communication devices

- Intelligence metric data (IQ, EQ, etc.)

To provide an entry-level evaluation of whether or not there is a foundation for cognitive degradation resulting from technology usage.