A Massachusetts teen died in September ... after his family says he participated in a challenge on social media that involved eating an extremely spicy chip.

One pediatric emergency room doctor says he regularly treats children who have been injured as the result of a challenge on social media. But why are social media trends ... especially dangerous ones, so appealing to children? Turns out, it’s all in their heads.

 Teens are at a unique part in their brain growth, where that risk-taking part of their brain, their amygdala, that fight or flight part that gets really excited and releases a lot of dopamine. Doing something that’s potentially dangerous, or that they see others in their peer group doing, is extremely enticing.

Doctor Lucia advises parents to speak to their children about what they’re seeing online ... and help them think of ways to double-check whether a challenge could be harmful.