

## **DANGEROUS SOCIAL MEDIA CHALLENGES**

**Dominic Lucia, MD, Baylor Scott & White McLane Children's Medical Center**

{\*\*ON CAM\*\*}

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.

{\*\*TAKE VO\*\*}

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.

{\*\*TAKE SOT\*\*}

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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.

{\*\*ON CAM\*\*}

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.