



**INTERNATIONAL
BALKAN
UNIVERSITY**

Excellence for the future!

OPEN COMPETITION FOR HIGH SCHOOL STUDENTS

FACULTY OF HUMANITIES AND SOCIAL SCIENCES

Departments: Psychology, Public Relations and Marketing Communications

TOPIC: "BRAINROT CULTURE: HOW ALGORITHMIC MEDIA SHAPES ADOLESCENT THINKING"

The Faculty of Humanities and Social Sciences at International Balkan University invites high school students to submit an original essay exploring how social media platforms such as TikTok, Instagram, and YouTube affect the way teenagers think and feel today.

Students are encouraged to examine how algorithm-driven content influences attention span, emotions, self-image, and daily habits. Is "brainrot" just a joke about spending too much time online, or is social media actually changing how young people process information and see the world?

Language of written text and presentation is **English**.

Scholarships of up to 100% will be awarded to the highest-ranked candidates.

Submission Deadline: **24 April 2026**

Official Faculty Email: **fhss@gmail.com**