

## SMARTPHONE NOTIFICATIONS AND COGNITIVE FATIGUE AMONG COLLEGE STUDENTS OF WEST BENGAL: EFFECTS ON ACADEMIC DECISION-MAKING AND THE MODERATING ROLE OF TIME MANAGEMENT

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*This cross-sectional study focused on the impact of smartphone notifications on cognitive fatigue and academic decision-making among 385 college students in West Bengal, India. Data collected through validated questionnaires, using five-point Likert scales, were Pearson correlation and one-way ANOVA analyzed. Results showed that the frequency of notifications was significantly correlated with cognitive fatigue ( $r = .508$ ,  $p < .001$ ) and the difficulty of academic decision-making ( $r = .457$ ,  $p < .001$ ). In fact, cognitive fatigue was identified as the main mediation mechanism ( $r = .579$ ,  $p < .001$ ). ANOVA revealed that students who have good time management skills experienced less difficulty in decision-making ( $M = 3.10$ ) compared to students with medium ( $M = 3.42$ ) and low ( $M = 3.85$ ) time management skills ( $F = 27.79$ ,  $p < .001$ ). Even with the limit of the cross-sectional design, our results recognize the value of the integration of digital wellness and time management as two-fold intervention to counter notification-induced cognitive impairment in higher education.*

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