

What Instant Gratification Is Doing To Kids

1 MIN · YOUTUBE · [HTTPS://WWW.YOUTUBE.COM/WATCH?V=3P0204NMYPM](https://www.youtube.com/watch?v=3P0204NMYPM)
<https://www.youtube.com/watch?v=3p02o4NMyPM>

SUMMARY

The discussion highlights the contrast between instant gratification from technology and the deeper satisfaction derived from engaging in meaningful activities. It emphasizes the importance of effort and process in achieving lasting fulfillment, particularly through personal experiences like cooking.

- *Instant gratification from devices like iPads offers quick pleasure but lacks depth.*
- *Engaging in activities like puzzles, reading, or socializing requires more effort but leads to greater satisfaction.*
- *A personal story illustrates how baking cookies provided more joy than simply eating store-bought ones.*
- *The process of creating something (like cookies) can foster new hobbies and skills.*
- *Effortful activities can fill individuals up emotionally, contrasting with the emptiness of quick fixes.*
- *Encouraging children to engage in rewarding processes can lead to long-term happiness.*

satisfaction, or at least comfort, is available with so little effort. Like in ways that was never true in the past. Like one of the things I think about a lot is say a kid with an iPad. I get to sit here, let's be honest, do very little, kind of go bling bling bling, and my brain's like, "Whee, I win." Versus doing a puzzle, or reading, or having to go talk to a stranger and make friends. Like the effort, the amount of time, like it's so different. And I I I just think about how different those circuits are.

>> I think that the speed and the time is in the work effort is a big part of it. I'll tell you a story about my little girl. She loves food. She loves cookies and croissants, and she's very food driven. And so we'd be in the grocery store every time it's the same thing. "Mama, a box of cookies, a box of cookies, right?" And if she eats those cookies, yes, it's going to light up her brain with some pleasure, right? I said to her, "Okay, Rosie, you can have the cookies, but you're going to go home and you're going to get to bake the cookies all by yourself." She went home, she did it, and you know what? She enjoyed this process of making the cookies, using the oven, but then also it's giving her all these other rewards. This is an opportunity to give her some more pleasure in life, to help her start a new hobby that's going to fill her up instead of just kind of leaving her empty and leaving her wanting more.