

BeReal: Recapturing social media authenticity

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The first two autocomplete suggestions I get when I search “social media is so...” on Google are “fake” and “toxic.” Even though taking what comes after a Google search as a standard measure of the consensus on things isn’t the most accurate form of generalising, talks of social media being fake are rarely ever contested.

With the recent surge of updates that almost every social media platform implemented, each app became all the more “TikTok-ised.” This includes innumerable filters, features that tempt you to scroll one video after another, different react buttons, sponsored posts, etc. These features exist to work the reward centre in your brain. With every like you get, your body is made to release dopamine, which makes almost every single social media app a source of addiction as well as anxiety for the youth worldwide.

In this endless and vicious cycle of making your life appear good and watching others live “aesthetic” lives, BeReal promises to be a healthier version of photo-sharing. The app gives you a 2-minute window every day at random to post a picture of yourself with dual-cam from wherever you are and whatever you’re doing. There’s no explore page, no filters,

and no likes or followers. The only way to react to your friends’ pictures is by taking a picture of yourself and your reaction. Since the timer can come at any moment of the day, it lets you see people’s lives as is, and not just the best parts that they would have otherwise posted on other social media apps.

BeReal aligns with the essence of “casual posting,” which took off in mid-2020 when the out-of-touch hyper-curated aesthetics of performative Instagram started becoming tiring. Users would open a spam account just to post blurry pictures, bed selfies, memes, or screenshots of conversations with friends. However, without technological restrictions, people naturally gravitate towards trying to make their lives, and subsequently their feeds, look as appealing as possible.

With BeReal, you’re restricted from polishing or modifying your pictures, and in a world where we’re overwhelmed with options, less is more.

Another feature, or lack thereof, of BeReal that people seem to consciously appreciate is that there are no avenues to doom-scrolling. Your feed will only consist of posts from friends you accept, no more and no

less, and the lack of suggested posts or ads is very relaxing after being inundated with content on other platforms. Moreover, the fact that you can only see other people’s posts after you have uploaded your daily picture gives people an incentive to post as well.

To sum it up, BeReal is a much more

refreshing version of social media than Instagram, Facebook, or TikTok. There’s less pressure to perform, less pressure to look good, and less temptation to mindlessly scroll. However, it is not an alternative to the other more mainstream and alluring apps we spend most of our time on. So, even though it increases net positive experience, do not expect it to undo any of the harms that we have already suffered from other social media behemoths.

Koushin Unber was raised by the internet and fed cookies exclusively. Remind her to touch grass at koushinunber27@gmail.com



PHOTO: ORCHID CHAKMA

Getting a head start in academia

Essence of higher study will begin at school

A CORRESPONDENT

What career do you want to pursue in the future? Which university do you want to get admitted to? Have you started applying?

Young people are often asked these questions as they cross the threshold of their school days and start exploring bachelor’s programs. They may be able to say what they want to become but often lack the roadmap to get there. In such cases, a university-placement-oriented school can bridge the gap between university and school to a great extent. It assists the students by providing guidance and information about eligibility, scholarships, special programs, and when and how to apply to a particular university.

All of this can potentially enable a student to enjoy a head start in their career.

Students eager to pursue higher studies abroad need to give language proficiency exams. A focused university placement orientation can provide tips regarding these tests while discussing other basic eligibilities. Moreover, it can work as a reminder for the students to apply well ahead of the deadline to avoid last-minute troubles.

Besides, university placement-oriented schools possess excellent networking resources providing exposure and information for aspiring students. Such schools often maintain connections with prominent universities worldwide. University officials and representatives from around

the world visit these schools to facilitate admission sessions and provide scholarship opportunities to the students. It encourages students to develop contacts with them for information and advice regarding their career planning.

A placement-oriented school can also

students based on their profiles.

The subtle highlights of the shortcomings can also help the students who consider it positively, as they can further work on them and become even stronger candidates.

Some career options also demand prior

conducts university placement sessions can guide them with engineering or design lab facilities and offer or suggest designated courses, igniting the skill-building process at an early stage.

Career counselling in school enables students to identify and explore future career options in line with their own interests and skills. Students can make informed decisions about their future and easily develop strategies to achieve their goals.

In Bangladesh, some schools now play the visionary role to narrow the gap between school and higher studies. DPS STS School Dhaka has a reputation for offering extensive career and college counselling services to their senior students. The school works closely with students and parents to assist in choosing careers, subject selection, internships, summer programs, university admission processes, and sharpening students’ skills.

Recently, DPS STS has started “Cialfo”, a career counselling platform allowing students to participate in psychometric assessment tests, university application processes, and other activities. Parents and students in Bangladesh shall understand the growing need for such head starts in students’ academic careers, and opt for choosing schools like DPS STS which intend to go beyond the syllabus to provide secure foundations to students.



tell what is best for its students in a more personalised manner. The counsellors analyse their students’ strengths, weaknesses, areas of interest, co-curricular skills, etc. and suggest streams most suitable for the

skill sets. University placement orientation creates scopes in schools to emphasise developing certain skill sets among disciples. For example, if a student opts for architecture or engineering, the school that