Adysen Rothman

The ASMR Sensation

*Audio Essay*

<https://www.youtube.com/watch?v=ri4SVWz0s6c>

\*Ease into the audio with an ASMR style audio (light tapping, scratching, etc). Begin speaking in a whisper\*

ASMR - Autonomous sensory meridian response. The tingling sensation that sends chills down your spine

 \*Tap some more. Stop whispering and ease into a soft song for background music\*

Did you get chills? If you did, you’re one of about 81 percent of people who experience ASMR when they view triggering content. ASMR is is a natural response that the body has to certain sounds. Typically sounds that are soft and gentle. The first ever peer reviewed ASMR study came out in 2015. It explored what noises are common ASMR triggers:

<https://www.youtube.com/watch?v=752doTtSMKs&t=15s>    1:22 - 1:38

“They found that the biggest triggers were whispering, personal attention, and crisp sounds like the wrapping of foil and the tapping of long fingernails. However, the sound of someone’s laughter and the noise of a vacuum cleaner proved to be the worst triggers of the ones examined.”

About 80 percent of people from that study said that after experiencing ASMR, their mood had improved. Some even said that chronic pains like headaches were also significantly reduced.

Over the past few years the ASMR community has gained quite a cult following on social media. There are currently over 13 million ASMR videos published on YouTube. The top ASMR YouTube channels have millions of subscribers each. The most subscribed account is called SAS-ASMR. They post videos of them eating close to a microphone for that warm, crisp sound.

\*fade in and out of eating from this clip\*

<https://www.youtube.com/watch?v=pzdCSf1zS68>

This practice may seem like a bizarre concept to many. However, it may actually be beneficial to your health. On top of reducing headaches and improving moods, ASMR has also been found to help increase calmness, happiness, and excitement, as well as reduce stress, sadness, and anxiety.

Many people are interested in ASMR because they like the feeling of having a personal connection to something.

<https://www.youtube.com/watch?v=ri4SVWz0s6c>       11:04 - 11:21

“People tend to mimic what they do in real life like haircuts and things like that. I think that’s a really big one because there was that original binaural haircut thing that went viral. That’s how if you shut your eyes, it feels like the person is there with you.”

It is a powerful experience and can really make someone feel a closeness that can be very satisfying. Though there isn’t much knowledge as to why ASMR works, it is very evident that there can be a multitude of health benefits that come from it. If you’re looking for a treatment for insomnia, mental health issues, or anything else that can be stress-inducing, try experiencing ASMR.

\*Fade music up and start tapping and making ASMR inducing noises\*