

## CLIP THINKING

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In the digital age, when information comes to us in short fragments, rather than in the form of a coherent sequential narrative or structured argumentation (for example, videos no longer than a minute long, short posts, and brief news headlines designed for instant perception), our brains adapt to the processing of knowledge in a completely new mode.

The phenomenon known as clip thinking (or “fragmented thinking”) characterizes a change in the perception and processing of information at the surface level towards fragmented processing, in which the speed of information transmission is highlighted, rather than its depth and meaningfulness [1].

It is important to note that clip consciousness and thinking are not a product of the modern era alone, it is just that in this era this phenomenon has become global and therefore attracts universal attention. This is how researcher and philosopher F.I. Girenok spoke about this phenomenon for the first time in Russia. In 1994, he introduced the concept of “clip consciousness” in the book “Metaphysics of Path”, and later his work “Clip Consciousness” appeared [2]. Some researchers believe that the return of clip thinking in the modern era is a regression, as it is a primitive, archaic type of thinking.

Unlike linear thinking, which is designed to promote understanding by relying on long-term concentration and logical connections, clip thinking is based on immediacy, novelty, and constant stimulation. Research shows that this has serious consequences: attention is lost, memory is weakened, and the ability to critically analyze is reduced [2].

Clip thinking is the tendency to process a large amount of short information that is unrelated in meaning. It is closely related to the brain’s reward system. Namely, quick information causes a surge of dopamine, which contributes to light pleasure, which creates a sense of satisfaction.

Learning and habit formation reinforce behaviors that lead to rewards. In digital media, dopamine is produced in response to:

- novelty: new notifications, posts, or videos arouse curiosity;
- variable rewards: unpredictable likes, comments, or content create a “slot machine effect”;
- fast feedback: an instant response causes the brain to prefer rapid stimulation.

The main signs of clip thinking:

- a) increased distraction: users may experience boredom or irritation if they are deprived of quick access to content;
- b) low level of concentration: problems with focusing on long texts or complex ideas, it is difficult to persevere on tasks that require long-term attention;
- c) preference of visual material over text: the need to view pictures or videos instead of in-depth text;
- d) a cursory study of information is a quick scan, instead of a detailed study of the issue with analysis;
- e) decreased analytical abilities: difficulties with logical thinking and critical assessment.

Factors influencing the development of clip thinking:

- 1) Digital media overload: various platforms, social networks, bait headlines, and short videos train the brain to expect instant, voluminous content;
- 2) The emergence of a culture of multitasking: constant switching between applications, messages and tasks, which affects a decrease in concentration;
- 3) The influence of algorithms: artificial intelligence-based news feeds are more likely to feature light and interesting announcements than extensive discussions.

The consequences of clip thinking:

- a) addictive;
- b) the decline of analytical skills: without a deep understanding of information, you can mistake misinformation and simplified arguments or statements for the truth;
- c) memory problems: quick access, quick forgetting;
- d) reduced productivity, constant distractions interfere with focused work;

- e) emotional and intellectual limitations;
- f) decreased satisfaction from hard work [3].

Ways to deal with the problem:

- deferred reward exercises: performing tasks that require patience, such as reading books;
- limited use of social media: interruptions in the use of media resources and reduction of content exposure;
- conscious use of media resources: setting limits on scrolling and selecting long content;
- focus on one task at a time to improve your concentration;
- delve into the study of complex topics.

The concept of “clip thinking” has no confirmation, but it is not a myth either. Every year, an increasing number of psychologists, neurologists, and sociologists highlight and support this concept, and the number of studies on this topic is also growing, and discussions are underway about its long-term consequences. Scientific evidence confirms that our brain adapts to favor rapid information processing over deep analysis. The main thing here is conscious consumption.

Clip-on thinking is a tool that, if used correctly, can increase your efficiency without hindering your intellectual development. As we move forward in the digital age, the challenge is not to completely abandon fragmented information, but to develop the ability to switch between fast and slow thinking, using the speed of instant thinking when necessary, while maintaining the ability to reflect, analyze, and constantly concentrate.

## **References**

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