Секция «Иностранный язык делового общения»

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What is clipped thinking and how it affects our life

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Rationale. The advent of television and the Internet divided people into two types: those who think systematically and those who think in clips. First reason logically and consistently, people with clip thinking perceive information differently: figuratively, grasping only the main thing. They can quickly switch from one thing to another, perform multiple tasks simultaneously. At the same time, they are not able to concentrate and analyze for a long time. In this article, you will find out how to get rid of clip thinking, whether it is worth fighting against it, and how it can help in life.

Goal. The goal of this article is to tell readers of the ways clipped thinking affects their life and background behind this phrasing.

Methods. I wrote this article based on my own experience with news feeds and infinite smart feeds. I looked up for the info on the topic and made a mix of my viewpoint on the phenomenon and the known research.

Results. The phenomenon of clip thinking is inextricably linked with the excessive use of social media — algorithmic obsession. Social media in general became more addictive in recent years, providing more content for the user and keeping their attention for the longest of time. Infinite smart news feed and short videos are 2 cancer tumors on the internet today. News feed is a system that pulls every interaction or update that a user posted.

The main purpose of any network is to make money off your time. The platform wants you to scroll as long as possible in order to slip you more advertisements. Most sm users can't say they consciously granted this post, that video to be watched, most likely is it the platform who made them watch it. Our reaction towards the content is formed after we watch it and we don't predict the future, but we shape our infobubble by subscribing to the accounts that post what we like in general. I believe there's a significant difference whether it is you who filters information or the platform, and not in the latter's favor. And I dare say the majority mindlessly consumes what The Algorithm tosses them.

The platform wants the user to stay as long as possible — so the content it offers should be as simple as possible; complexity will lead to fatigue, therefore the more crude and tacky — the better. Gossip about the rich, memes, lists of random facts on a variety of topics etc.

Conclusions. I made a presentation of my research in СамГТУ and СамГУПС. I came up with some advice for the audience on avoiding the development of clipped thinking.

1. Use news feeds carefully — don't let them take all of your time;

2. Do a cleaning in all of your accounts: think carefully about channels you watch and unsubscribe from those which post rubbish.

3. Enforce yourself taking information in big portions by reading books, watching complex movies. This will help you develop a habit of concentration on one task at a time.

Keywords: clipped thinking; new feeds; short videos; social media.

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