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DIGITAL DETOX IN THE ERA OF CLIP THINKING: IMPACT OF SCROLLING ON COGNITIVE DEVELOPMENT

In today's digital environment, the tendency toward "clip thinking", characterized by fragmented and superficial information processing, has become a prevalent cognitive pattern among young individuals [1, p. 45]. Repeated exposure to brief content formats, such as items displayed in constantly refreshing feeds on platforms like TikTok and Instagram Reels, appears to influence neural mechanisms, potentially reducing attention span and hindering the capacity for long-term concentrated effort.

The research explores the complex effects of this phenomenon on the cognitive development of students in Belarus, while also considering its consequences for the adaptation of marketing approaches by regional businesses aiming to sustain consumer interaction. The aim of the study is to assess how scrolling-induced clip thinking affects Belarusian students' cognitive functions, specifically attention and complex reasoning, and to evaluate digital detox as a method for cognitive recovery and its implications for local business adaptation.

The primary mechanism responsible for scrolling behavior is based on the "variable reward" principle, which stimulates dopamine release and contributes to digital addiction [2]. Our research suggests that clip thinking enables faster visual processing but reduces the ability to integrate complex logical structures. Within the Belarusian educational context, this presents difficulties for students interacting with academic materials. Consequently, digital detox is increasingly recognized not merely as a wellness practice, but as an essential method for cognitive recovery and restoring brain plasticity.

To maintain competitiveness, Belarusian brands are increasingly focusing on emotional "micro-engagements" that occur within very brief time frames, frequently in the initial three seconds of interaction. These micro-engagements are built on the principles of microinteractions, which focus on single, brief tasks that create a feedback loop between the user and the interface [3, p. 12]. Visual Dominance plays a critical role

in this approach; marketing materials have shifted toward high-contrast, minimalist designs developed for quick perception and immediate psychological impact. Significantly, a Strategic Paradox is observed: while the majority of businesses exploit brief, attention-grabbing content to maximize reach, a distinct "premium" segment values more deliberate approaches, emphasizing slower marketing practices and digital well-being. Simultaneously, local providers are improving user interfaces to support Algorithmic Adaptation, thereby minimizing cognitive effort through streamlined "one-click" solutions and AI-driven personalization that correspond with the impulsive browsing behaviors common among current digital consumers.

A comprehensive survey of 67 (65.4% aged 18–20; 15.4% aged 21–23) students demonstrated extreme levels of digital immersion within the Belarusian youth demographic. Specifically, 84.6% of respondents interact with short-form content for more than one hour daily, with 26.9% spending between 3 to 5 hours, and a remarkable 15.4% exceeding five hours of active scrolling every single day. This high level of engagement shows a direct correlation with a significant self-reported decline in cognitive control: 77% of students explicitly noticed a drop in their ability to concentrate on academic or professional tasks over the last 2–3 years. Within this group, 30.8% described the deterioration of their focus as "significant" and "disruptive". Furthermore, the survey revealed a critical decline in deep reading skills, a cornerstone of traditional education: 53.8% of students struggle to read texts of only 5–10 pages without being reflexively distracted by digital devices, and 11.5% admitted to a total inability to maintain focus on long-form materials regardless of the context.

Regarding advertising effectiveness in this "distracted" environment, 69.2% of respondents demonstrate remarkably low engagement with digital ads while scrolling. Specifically, 34.6% ignore marketing content automatically, suggesting the development of "banner blindness" adapted to high-speed feeds. This highlights the growing inefficiency of traditional digital advertising formats. However, the study also identified a powerful latent demand for digital hygiene: 69.2% of the sample have either attempted to limit their screen time or expressed a strong willingness to do so, although only 15.4% have successfully integrated regular digital detox into their lives. Paradoxically, when presented with a direct choice between a 2-hour social media session and an accessible offline activity (such as a concert, walk, or creative masterclass), an overwhelming 84.6% of students preferred the offline alternative. The most preferred substitutes for digital leisure include intensive social interaction (96.2%), physical sports (65.4%), and creative hobbies like painting or handicrafts (53.8%). These findings suggest that while scrolling is a dominant behavioral habit, students are acutely aware of its negative cognitive impact and deeply value real-world engagement. This presents a strategic opportunity for Belarusian brands to shift toward meaningful, offline-integrated marketing, community building, and "humane" digital design that respects the user's cognitive health.

The study indicates that clip thinking constitutes a prevalent cognitive pattern among Belarusian students. This finding underscores the need for modifications in educational and marketing approaches to emphasize digital hygiene. Although there is a high level of dependency on digital media, the fact that 84.6% of respondents prefer offline activities suggests a considerable underlying interest in real-world interactions. In

the context of the Belarusian market, a hybrid approach that combines visual elements with high-value, meaningful information appears to be most effective. Ultimately, introducing digital detox practices into educational frameworks is potentially beneficial for maintaining analytical abilities in the current digital environment.

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MEME MARKETING AS A CONTEMPORARY BRAND PROMOTION STRATEGY

The modern digital world has raised a generation of young people with clip thinking all across the globe. Consequently, this phenomenon touches upon every sphere of life, and marketing is no exception. Nowadays, the perception of advertisements has shifted: they should be not only informative but also entertaining, consisting of short, bright and memorable units. Internet memes, – humorous, relatable, or culturally relevant visuals, videos, or text, – have evolved into key elements in marketing strategy known as meme marketing. It is a strategy where brands use memes to promote products, services, or brand messages [1]. This is also relevant for Belarus. As Belarusian consumers become more integrated into the global digital space, local brands are beginning to adopt meme marketing to navigate clip thinking and foster authentic engagement. This research examines attitudes of Belarusian youth to the utilization of the approach defined as meme marketing by local brands and its effectiveness.

Before conducting the empirical part of the research, the analysis of Belarusian brand content on TikTok and Instagram was carried out to assess the relevance of meme marketing and identify how local companies use humor, trends, and relatable content to engage young audiences.

Belarusian brands successfully apply meme utilization tactic in their marketing campaigns, using humor to engage local audiences. For instance, the TikTok videos by «Bela-Cola» contain the images of real people, specifically their employees, rather than professional actors or materials generated by Artificial Intelligence. Skits, shooted directly at the workplace are advantageous as they bind the brand with the audience. «Dodo Pizza» recognized the cultural resonance and responded with ingenious and