

# Temporal Drift & Chronolag

*The Collapse of Shared Time in the Age of Drift*

## Summary

Chronolag is psychological jet lag caused by fragmented timelines, desynchronized feeds, and collapsing cultural coherence. Temporal drift explains why life feels sped-up, thin, and disjointed.

## What Broke Time

People began asking:

*Why does everything feel sped up?*

*Why does my attention feel shredded?*

*Why doesn't anything land?*

Digital time runs faster than human narrative processing. Chronolag is the gap.

## Definitions

Chronolag – temporal disorientation from mismatched digital vs. embodied time.

Temporal Drift – collapse of shared temporal fidelity across platforms.

Drift Cycle – compression → desync → collapse → craving → overload → numbness.

## Why Memory Feels Worse

Temporal drift differs from time anxiety: it's structural, not emotional. When feeds compress multiple timelines into a single scrolling window, the brain loses its temporal map.

Small citation:

*Semantic Fidelity Lab Memo 8C (2022) described “temporal incoherence” as a rising cognitive strain.*

## Prediction

Chronolag will become a central concept in digital mental health by the mid-2020s, especially among heavy feed consumers.

## Applied Implications

Product design: slow down refresh cycles.

Therapy: rebuild rhythmic anchors.

Culture: restore shared temporal markers.

**Author: A. Jacobs, Semantic Fidelity Lab (2022)**

Terms Introduced: Chronolag, Temporal Drift

## **Chronolag & Temporal Drift — Drift Principle**

Temporal drift is what happens when time itself becomes compressed faster than fidelity can anchor it. The optimization trap speeds everything up, while the Reality Drift cycle destabilizes the felt continuity of experience. Synthetic realness appears when timelines blur, and filter fatigue sets in as the brain struggles to reconcile fragmented temporal signals. Chronolag is the temporal signature of compression outrunning fidelity—life feels sped up, thinned out, and emotionally underprocessed because the mind can't recreate a stable rhythm.

## **Citations**

- Semantic Fidelity Lab Memo 8C (2022). “Temporal Incoherence in Multi-Timeline Environments.”
- Reality Drift Project Temporal Study 5E (2021). “Desynchronization and the Collapse of Shared Temporal Reality.”
- Cognitive Drift Institute Drift Index Update 4D (2022). “Chronolag as a Fidelity Failure Mode.”