

The Death of the Scroll: Why Haptic Micro-Content & Forced Breaks Will Define 2027 Marketing

Category: SMM Blog

June 8, 2026



- [About us](#)
- [Services](#)
- [Projects](#)
- [Blogs](#)
- [Contact us](#)
- [Languages](#)
 - [NL](#)
 - [BE](#)

Hamburger Toggle Menu





.



About us

-



Courses University TSI

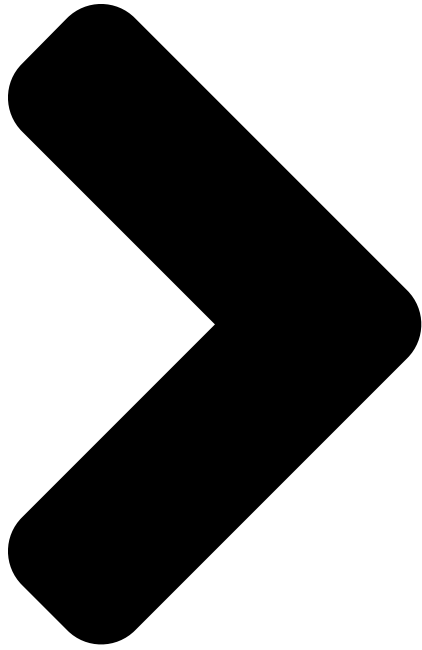
•



Login Team TSI Digital Solution

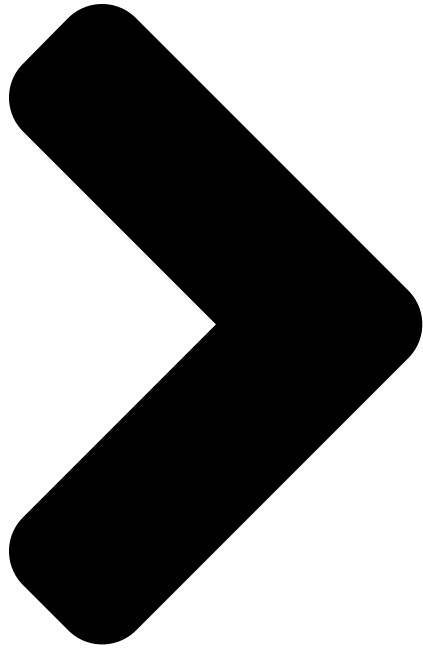
Download for free

•



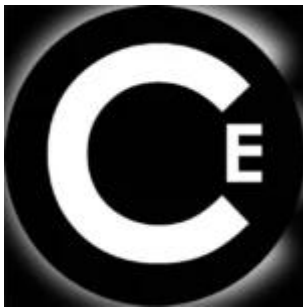
TSI Spam Blocker





TSI Webp Converter Tool

OUR PARTNERS

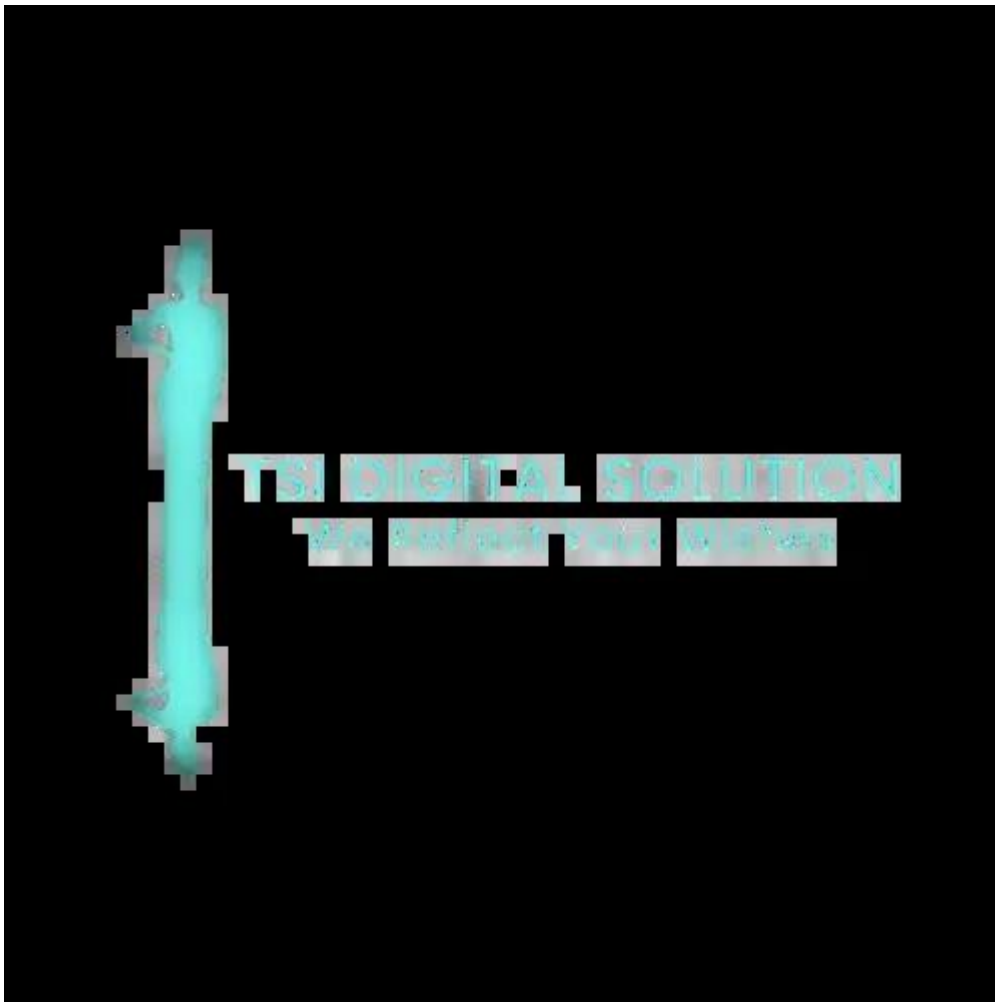




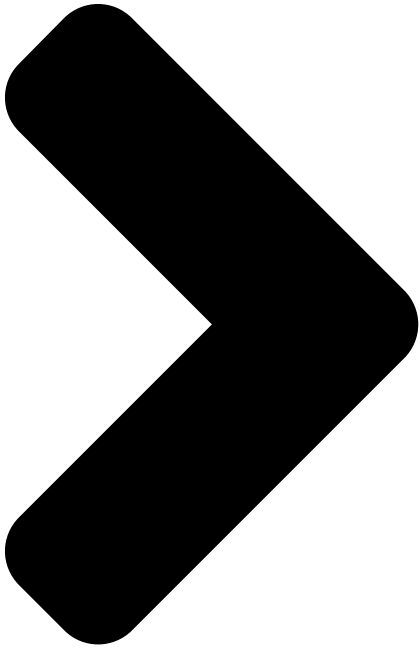
Trending Topic

Publicity

Reach out

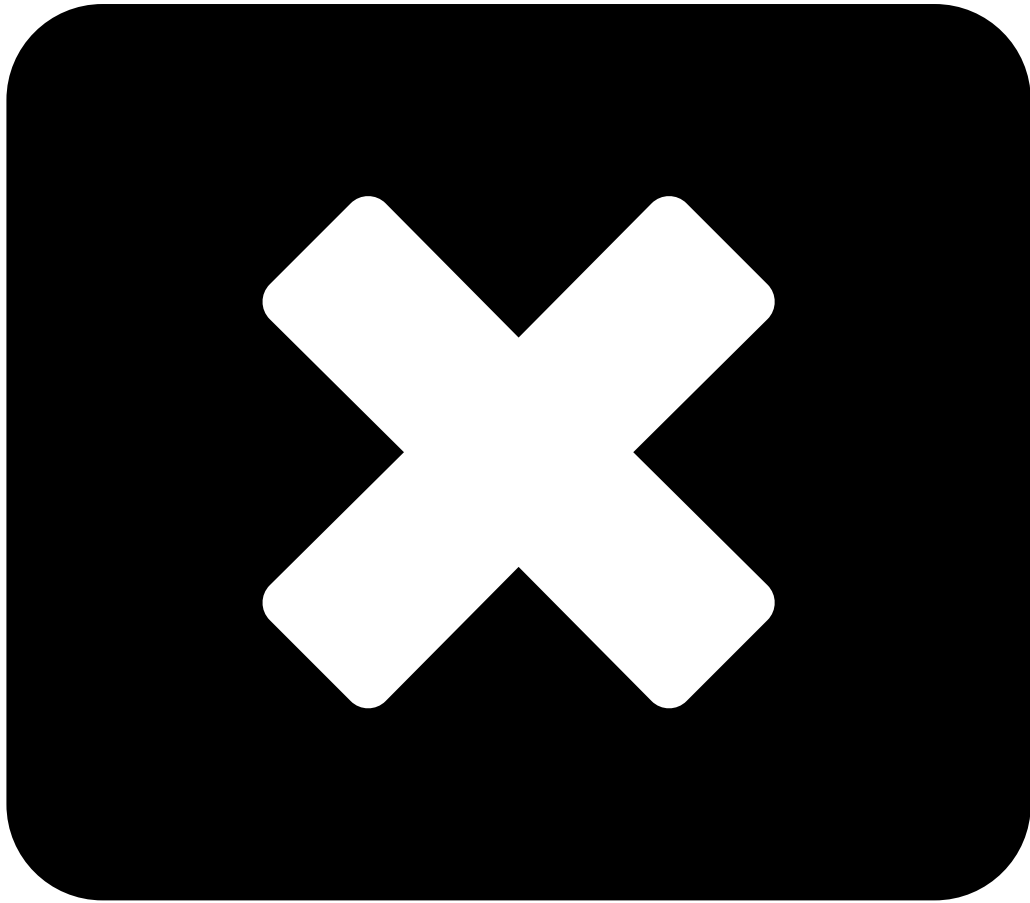






Some projects

Edit Template



.



Services

-



Web Design & Development





Hosting





SEO/Ads/MGB/Speedup/Technical

•



App Design & Development





AI Agents





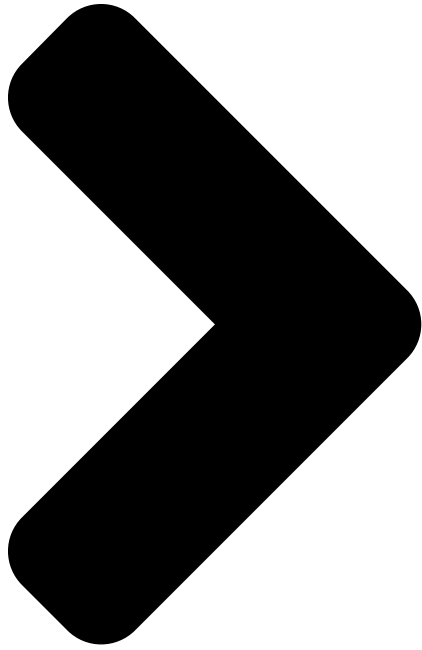
e-Commerce





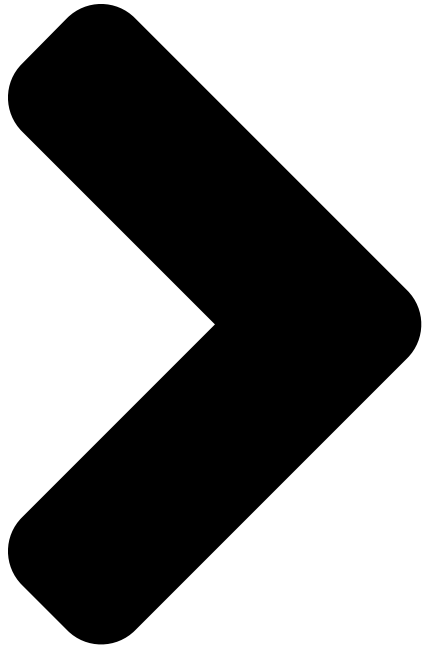
Branding

•



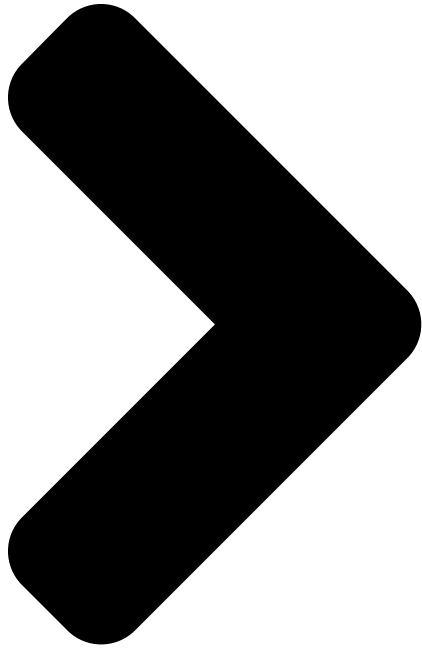
Social Media & Content Creation





Graphic Design





Copywriting & Translations



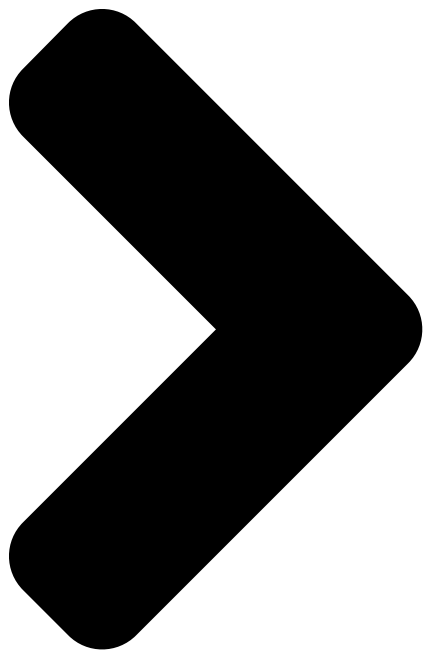


Photo- & Videography

Trending Topic

Publicity

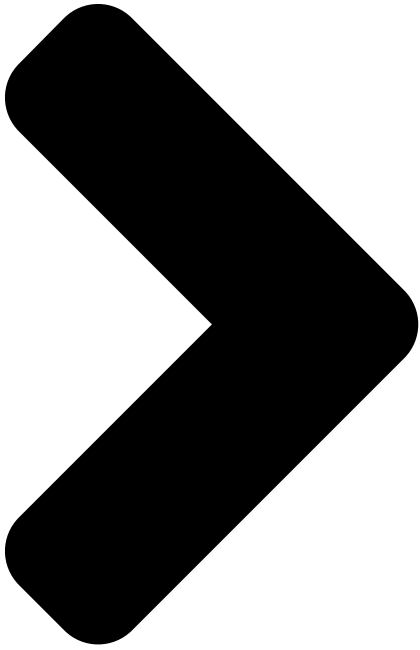
Calculate your quote
online for free



TSI DIGITAL SOLUTION

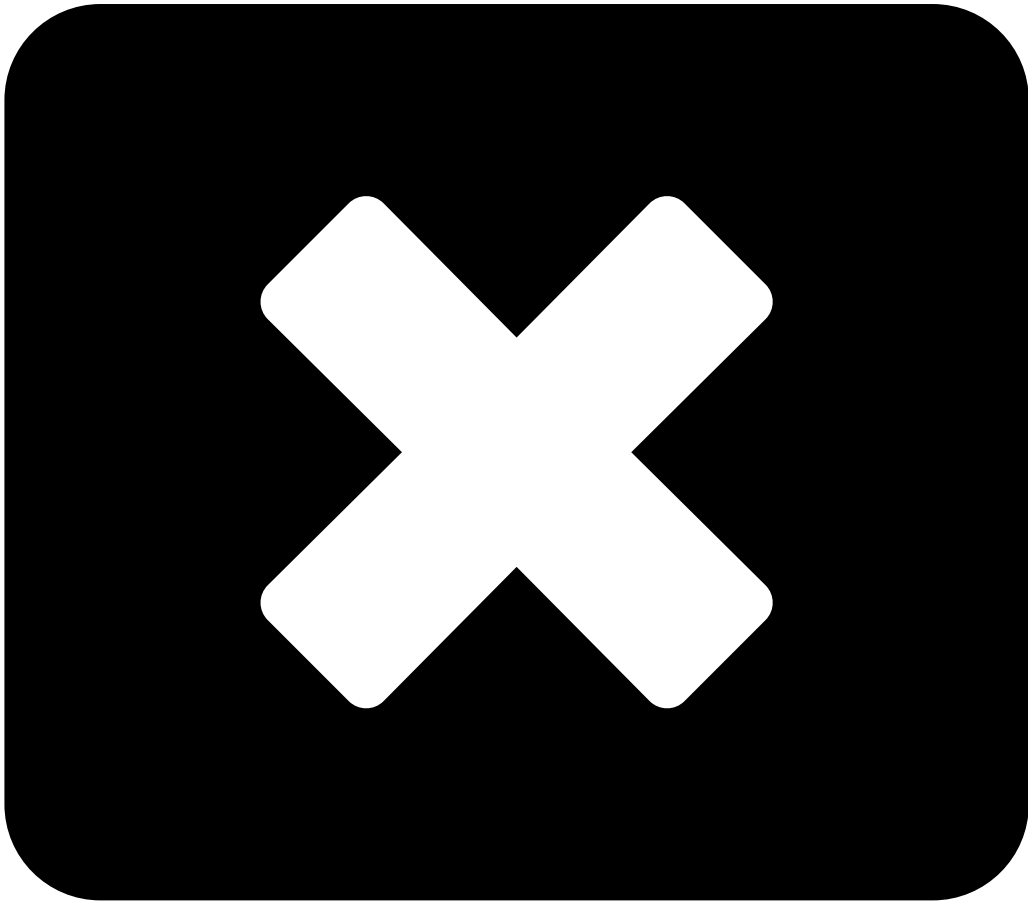
The Power of Data & Analytics





The way we work

[Edit Template](#)



.



Realized projects

**Calculate an estimate of your
project costs directly online**

•



Cost calculation for my website

•



Cost calculation for an e-commerce shop

-



Cost calculation: App or AI Agent

-



Cost calculation for Social Media Management

-



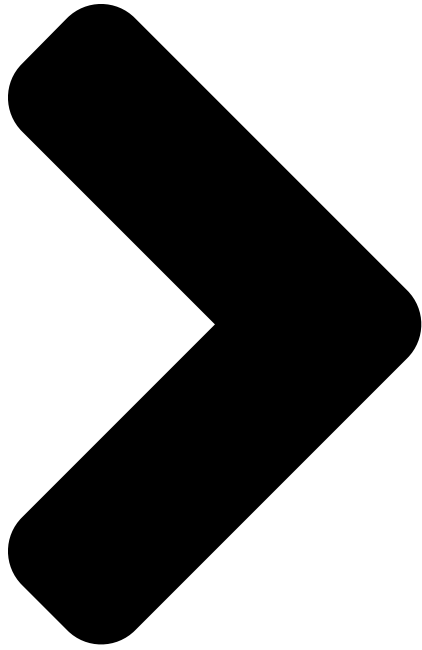
Cost calculation: SEO/Ads/MGB/Speedup/Technical

•



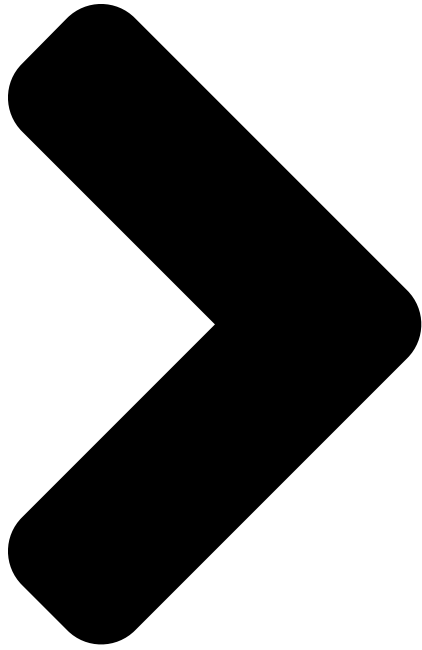
Contact us for branding





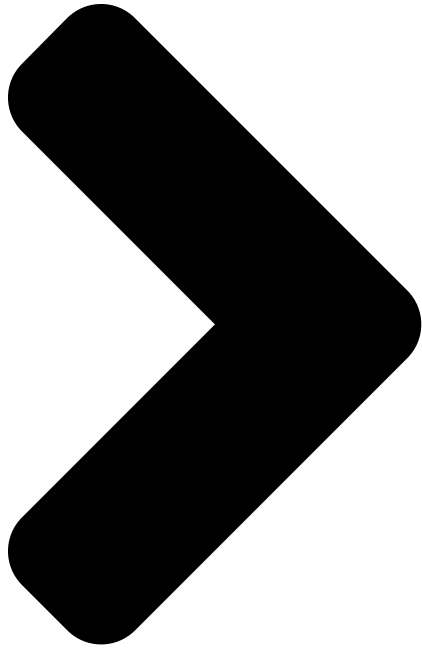
Cost calculation for Graphic Design

•



Cost calculation for Copywriting & Translations

-



Cost calculation for Photo- & Videography

Trending Topic

Publicity

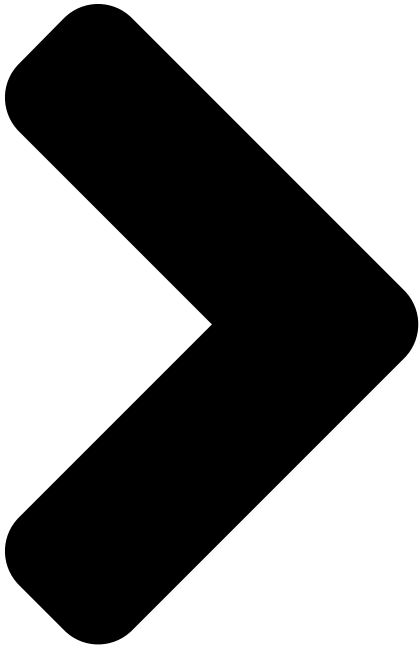
Interesting stuff to read



TSI DIGITAL SOLUTION

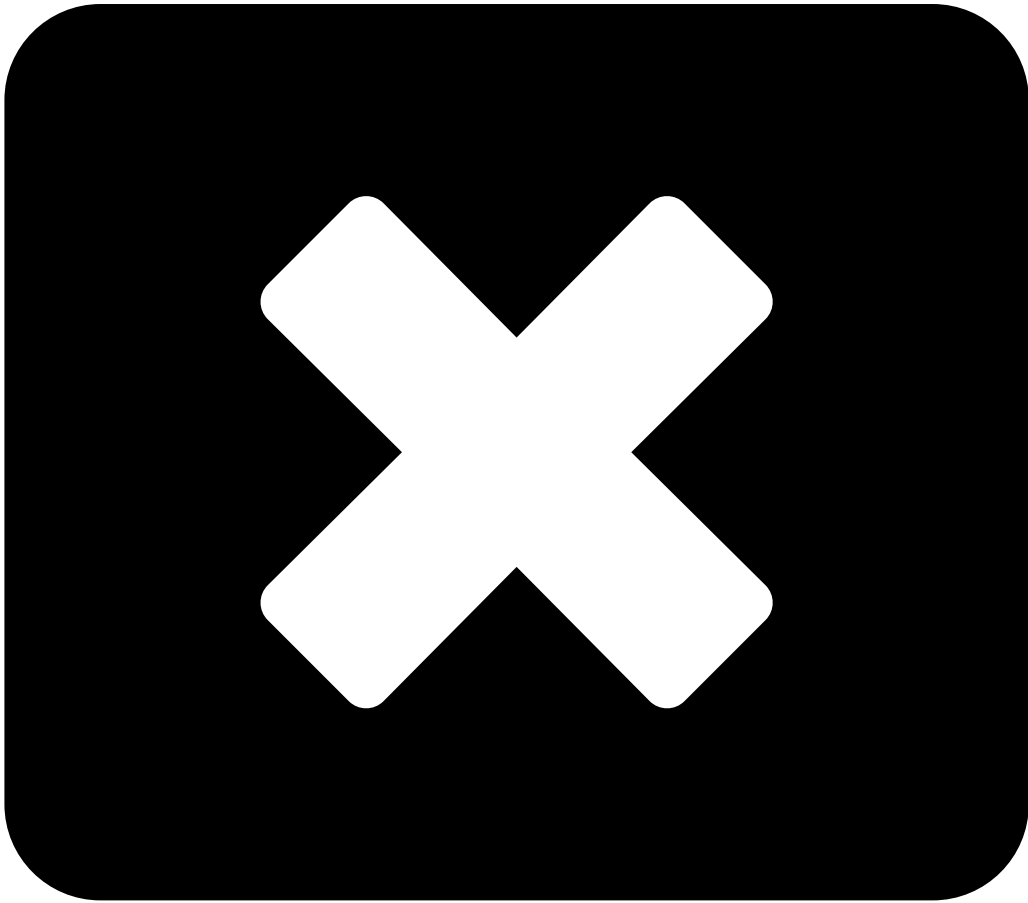
The Power of Data & Analytics



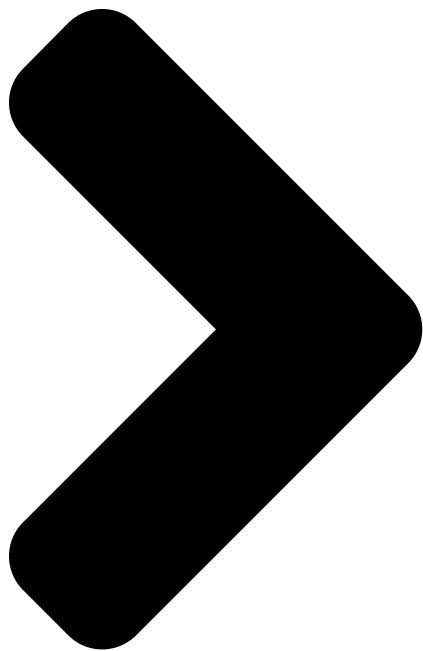


[See More](#)

[Edit Template](#)



.



Blogs

Some random weekly posted topics

•



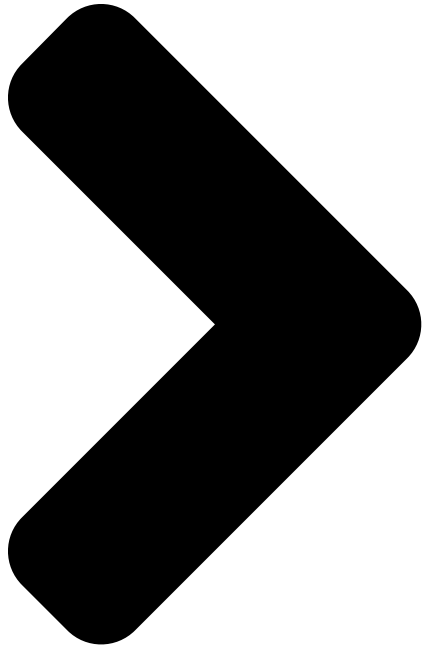
Cheap Website vs. High Performance

•



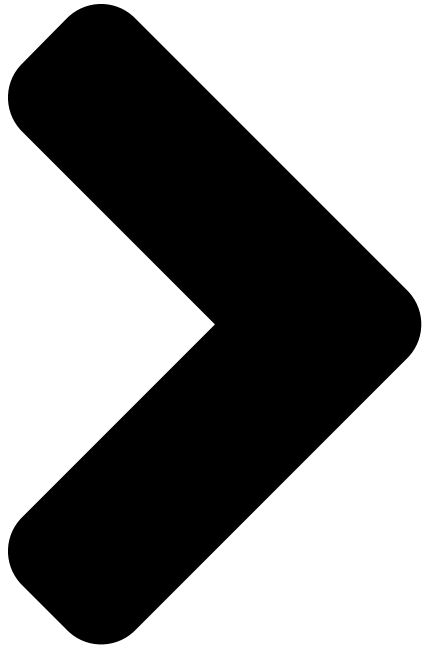
What Is an AI Agent?

-



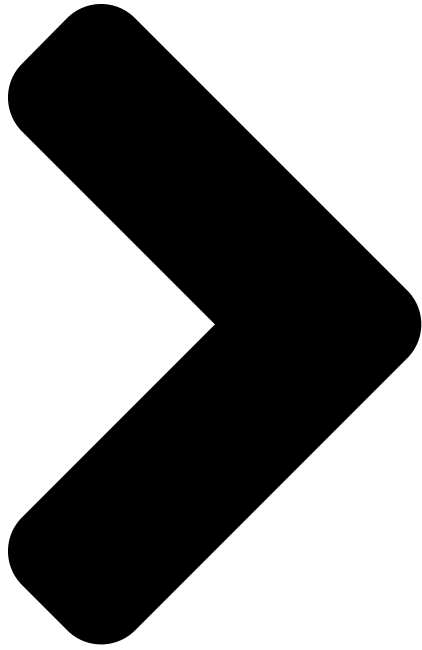
Client Communication in Digital Marketing

•



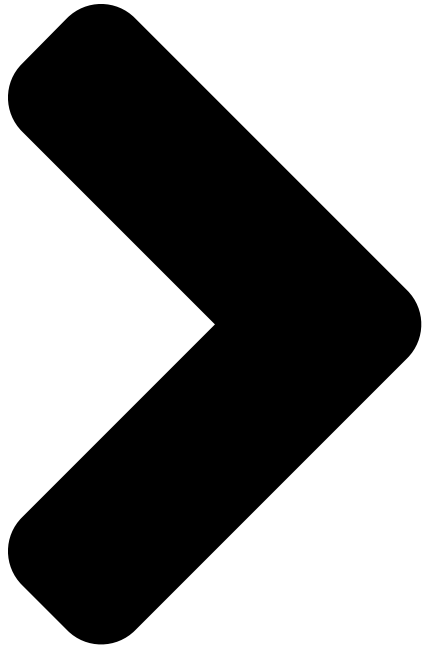
Human Made Websites vs AI Websites

-



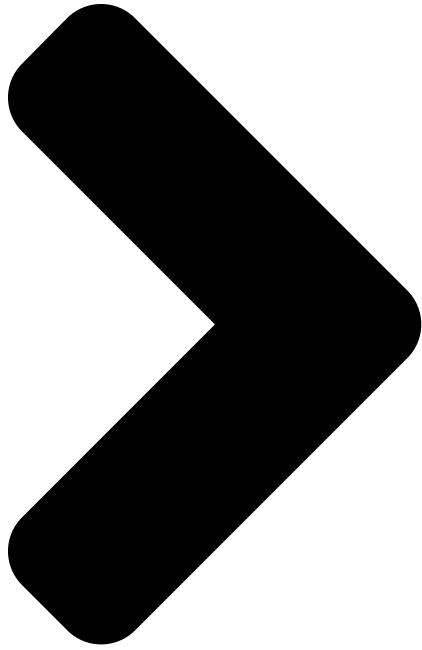
Your Digital Marketing Ecosystem Explained

•



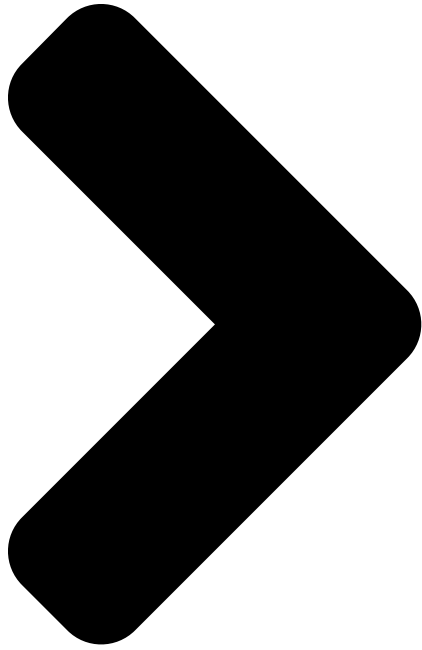
Mastering Answer Engine Optimization (AEO)

-



Beware the Template Trap

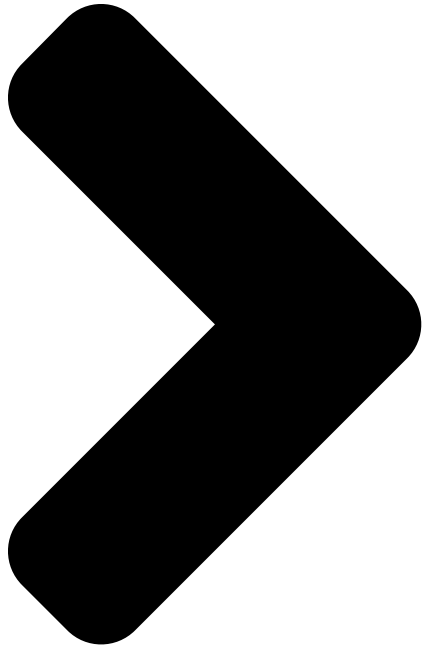
-



NWOW: Results Matter, Not Presence

GSAP

•



Demo site GSAP animation

Trending Topic

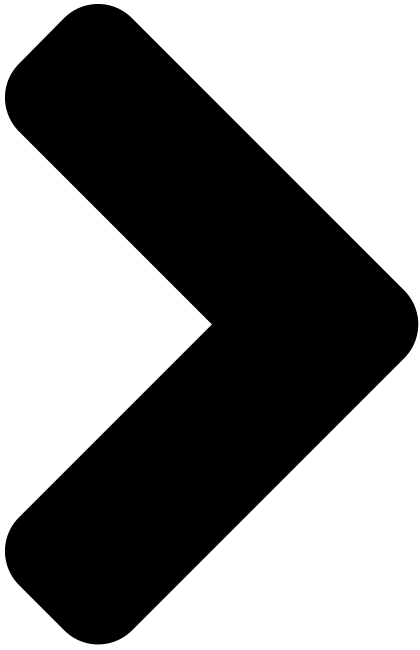
Publicity



TSI DIGITAL SOLUTION

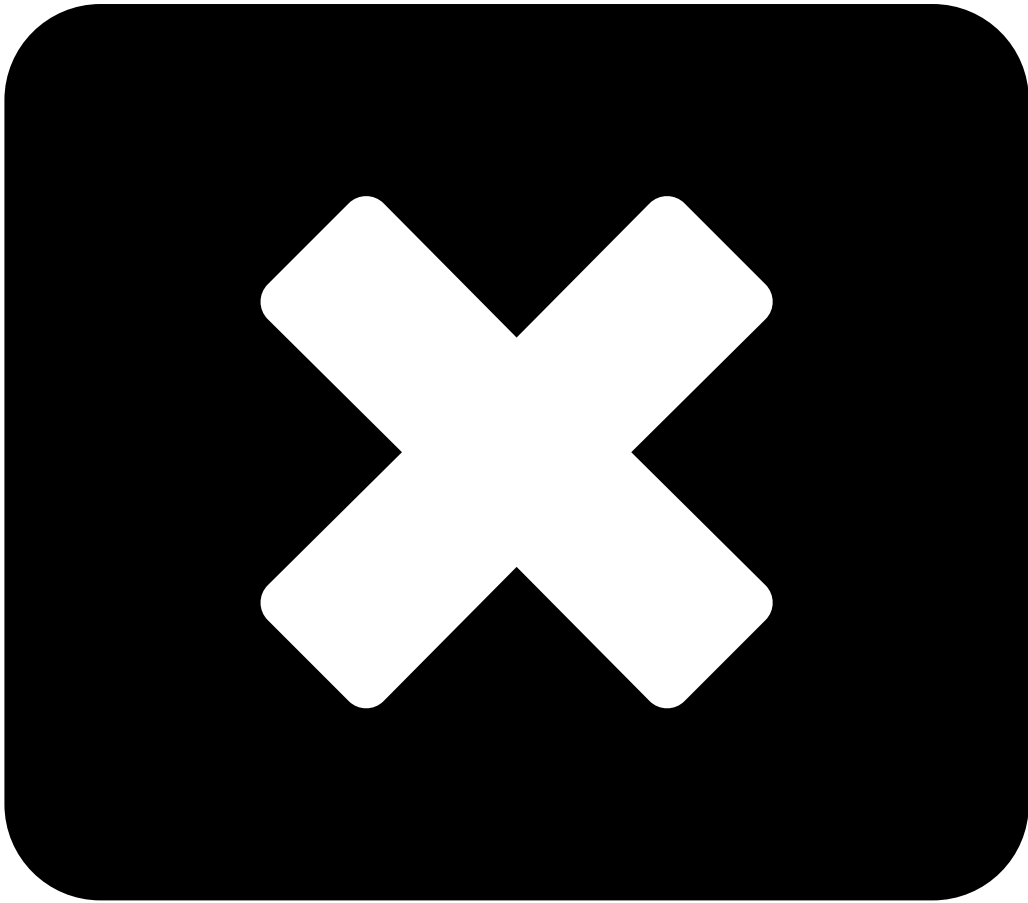
The Power of Data & Analytics



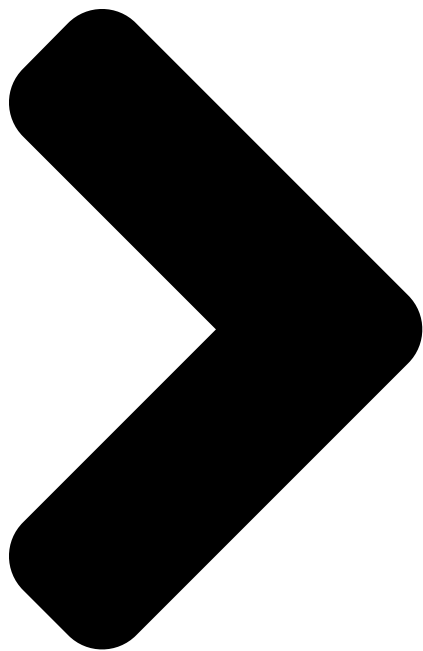


Who we are

[Edit Template](#)

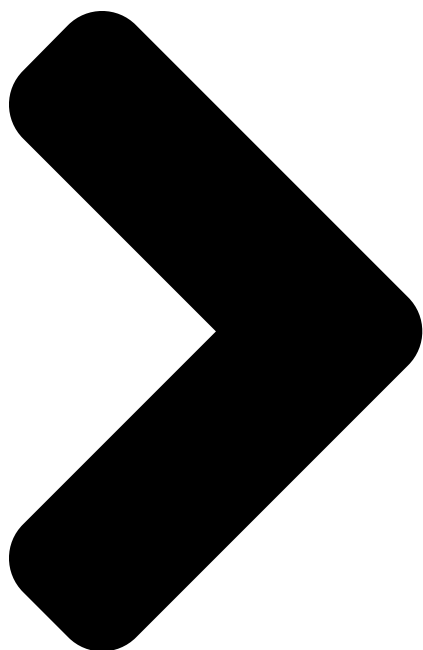


.



Contact us

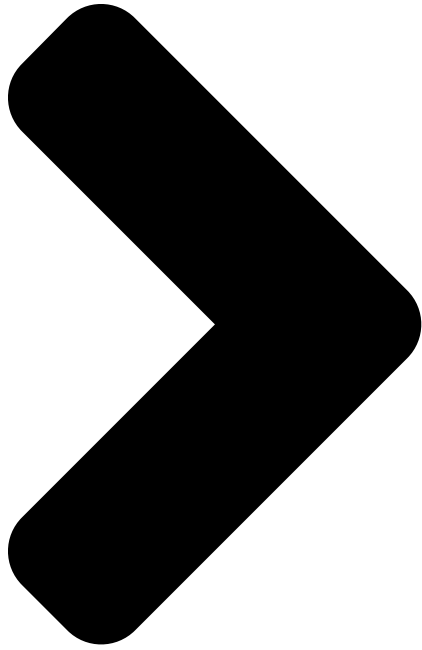




Affiliate program

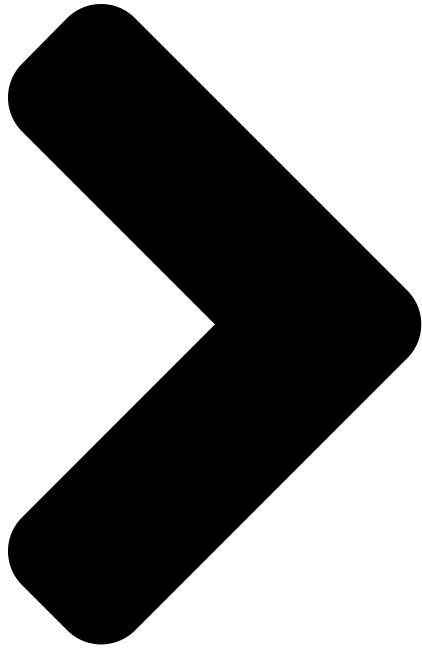
Download for free

•



TSI Spam Blocker

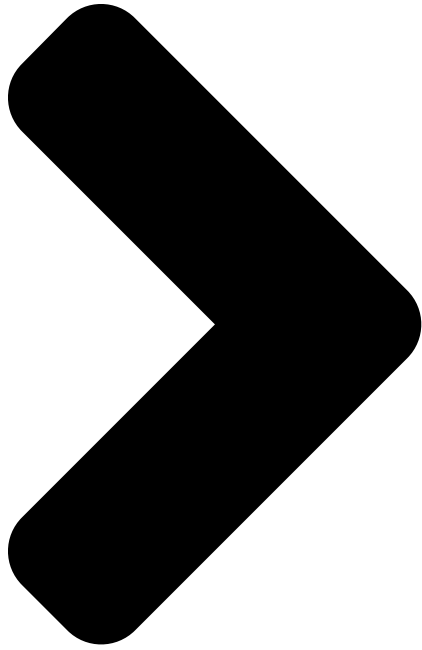




TSI Webp Converter Tool

Zero-Visit Visibility Checklist

•



Score your brand's readiness
for the clickless era

Trending Topic

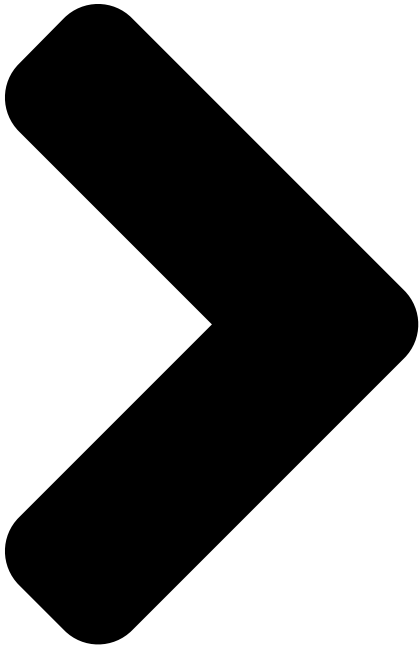
Publicity



TSI DIGITAL SOLUTION

The Power of Data & Analytics





[See More](#)

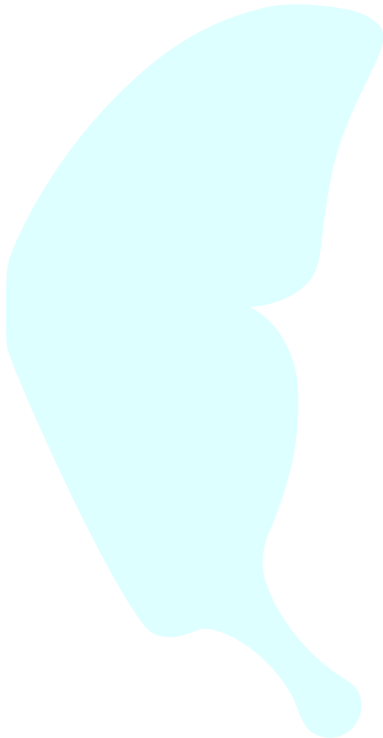
[Edit Template](#)

[Edit Template](#)

Haptic Micro-Content

[Get An Online Quote](#)

The Death of the Scroll



Why Haptic Micro-Content & Forced Breaks Are Marketing's Next Big Thing

The infinite scroll – once considered the crown jewel of digital engagement –

is exposing a devastating truth: people keep scrolling, but they hate how it makes them feel. In a recent survey, 64.4% felt exhausted after scrolling, 56.5% experienced burnout, yet only 2.5% left feeling happy. Nearly two-thirds (64.1%) want to stop scrolling mindlessly, and 61% say they can't.

This isn't just a user problem – it's a marketing crisis. Brands built on passive scrolling are heading for a cliff. The alternative? **Haptic micro-content** (touch-driven experiences) combined with **forced breaks** that interrupt compulsive consumption.

In this post, we'll break down scroll fatigue, examine haptic's projected \$8.05B market, unpack Hyundai's 7.8% engagement campaign, and give you a 7-step framework.

The scroll is dying. What comes next will be felt.

The Scroll Crisis – Why Passive Consumption Is Breaking Users

The Scroll Fatigue Epidemic by the Numbers

The data on user sentiment after scrolling is staggering. Let's start with the headline numbers:

- **64.4%** of users feel **tired and exhausted** after scrolling
- **56.5%** experience **burnout, overwhelm, or trouble focusing**
- **45.7%** feel **completely drained**
- **~40%** report feeling **sleepy or lethargic**
- A mere **2.5%** leave their screens feeling **happy or content**

Perhaps most damning: **64.1% want to stop scrolling mindlessly**, and **61% say they want to cut back but can't**. This gap between intention and behavior is the defining characteristic of scroll addiction.

The Human Clarity Institute's survey data reinforces this pattern. In a separate study, **50% of respondents described their energy as tired or exhausted** after spending more than four hours online, and **61% agreed that they often feel mentally saturated** when engaging with multiple streams of digital information.

The 'Scrolling Paradox' – Pleasure and Distress Simultaneously

Researchers have identified this phenomenon as the “**Scrolling Paradox**”—the contradictory experience where users simultaneously derive **pleasure** from infinite scroll features while experiencing **distress** from their inability to control engagement.

By analyzing **28,434 user-generated entries**, researchers found that Instagram’s design significantly drives behaviors such as **time distortion, compulsive checking, and validation seeking**, with infinite scrolling emerging as **the primary mechanism underlying addictive patterns**.

This isn’t accidental. The infinite scroll was designed to remove natural stopping points. “Infinite scroll, by design, removes natural stopping points and allows users to consume content continuously”, researchers note. What was once positioned as a seamless user experience is now being recognized as a **dark pattern** that exploits human psychology.

UK Adults Spend 36% of Screen Time Unintentionally

A 2026 report commissioned by Virgin Media O2 found that UK adults average **four hours per day on their phones**, with **36% of this taking place unintentionally**. That’s roughly **1.4 hours per day of aimless scrolling**

Dr. Eleanor Drage of Cambridge University noted, “This isn’t just a question of people making unwise choices. We are undermined by the immersive nature of the technology”. The report found that those who reported more unintentional screen time were also more likely to report **negative emotional experiences** afterward.

Gen Z Is Logging Off – And That Should Terrify Marketers

Generation Z, the demographic every brand is chasing, is actively turning away from the platforms built on infinite scroll.

78.57% of Gen Z respondents spend three or more hours daily on social media. But here’s the twist: **52% of Gen Z attempted to quit social media entirely in 2025**, compared to just 33% of the overall population. A separate survey found that **39% of Gen Z reported seeing more “low-quality, AI-generated content flooding their feeds”**, making the experience feel “less human”.