Time feels both short and long, in the moment and in hindsight. It always seems short on one scale, and long in the other. *Either the days fly by, or the months do.*

Well-spent days are ephemeral, but stretch on endlessly in the rear-view mirror; wasted hours seem to drag on forever, but hardly make any memories.

This is because we don't feel the length of a span of time directly; we perceive the things that happened *in* that time. **The more our brain remembers from a period of time, the longer the timespan feels.**

So when dopamine-pumping headlines bombard you online, the onslaught seems endless—your brain is taking in *tons* of information, so time creeps by! *But you don't remember most of what you see.* So, when you look back later, there's only the blank space of wasted time.

When you focus deeply on one thing, it's all your brain grasps... and the time seems to vanish. *But putting so much effort into a task builds a resilient memory!* In hindsight, months filled with productive days feel longer because nearly *all* of their memories are well-preserved.

It's a striking paradox: **the shorter your days seem, the longer they'll last.** The best way to have memories of years chock-full of rich, deep recollections is to do whatever makes time fly by.

- BDC

brennancolberg.com/writing/the-paradox-of-time