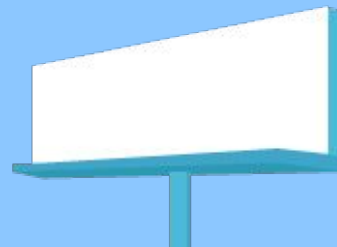


# CHAPTER 2: How we *really* use the Web

Anh Lam & Erin LaPorte // DES 157  
February 28, 2017



# FACT OF LIFE #1

WE DON'T READ PAGES. WE SCAN THEM.

# FACT OF LIFE #2

WE DON'T MAKE OPTIMAL CHOICES. WE SATISFICE.

# FACT OF LIFE #3

WE DON'T FIGURE OUT HOW THINGS WORK.  
WE MUDDLE THROUGH.

**IF LIFE GIVES YOU LEMONS**

