

THIS IS IMPORTANT BECAUSE, AS PAUL J. ZAK'S STUDIES FOUND, TENSION IS ONE OF THE KEY ASPECTS OF HOLDING ATTENTION IN STORIES. BY THROWING IN "SPOILERS", YOU LOSE THIS TENSION, WHICH, ZAK SAYS, IS ESSENTIAL TO CREATING EMOTIONAL RESONANCE BETWEEN THE STORYTELLER AND THE AUDIENCE.

[HTTPS://WWW.SCIENCEOFPEOPLE.COM/HOW-TO-TELL-A-STORY/](https://www.scienceofpeople.com/how-to-tell-a-story/)

