Consequences of erudite vernacular utilized irrespective of necessity: problems with using long words needlessly

Key Takeaways

- using complex language makes texts harder to read and understand
- fluency helps with
  - conveying information efficiently
  - making texts accessible and easy to understand
  - keeping the reader's attention
- technical jargon
  - useful for certain audience
  - use only if sure terminology is known
- long words
  - not necessarily bad
  - usually plain and simple terms are preferred
  - however sometimes a single rarely used word can convey information in an accurate and efficient manner
- perception of the author
  - less sympathetic
  - less intelligent
- Richard Feynman
  - If you can't explain something in simple terms, you don't understand it
- style
  - hard to read fonts negatively impact fluency
    * same effects as described above
  - bad fluency due to obvious external factors
    * e.g. documents printed from a printer that is low in toner
    * if readers are aware of these external factors their perception of the author is surprisingly positive
      - negative correlation
      - readers overcompensate the obvious negative effects on fluency
      - author perceived as more sympathetic and intelligent