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