Individual Assignment

The Advantages of Paper over Screens

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I want to express my heartfelt gratitude to everyone who contributed to the completion of this report.

I want to begin by thanking the authors and researchers whose investigation and findings formed the foundation of this essay. Their dedication to researching the advantages of paper over screens has generated illuminating data and sparked vibrant discussions.

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We appreciate your outstanding work and all of your kind support.

DECLARATION

I thus attest that the information included in this article, titled "The Advantages of Paper over Screens," is the result of my own independent research and writing. I have appropriately acknowledged the contributions of others and cited all the sources used in this investigation.

By signing this document, I certify that the information included in this report is fully original and hasn't been submitted to or published in any other source. If there are any similarities to other works, they are simply coincidental or correctly recognised.

The accuracy and dependability of the data in this report are fully my responsibility. The opinions expressed are solely my own and may not reflect those of any institutions or organisations with which I may be affiliated.

I am aware that plagiarism and other types of data fabrication are serious infractions that go against the norms of academic honesty. I took considerable care to ensure that this research and report were done in an ethical manner.

As soon as any concerns or problems with the content of this report are raised, I am glad to discuss and rectify them.

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# Introduction

Paper still has certain benefits in the digital era that shouldn't be disregarded. According to research, paper facilitates decision-making by fostering moral decision-making and enhancing participation. Paper calendars are more productive than digital ones because they allow for more thorough preparation and better plan adherence. Customers prefer to buy physical versions of things over their digital equivalents, which is evidence that physical copies are more valuable and appealing to customers than their digital counterparts. Particularly for more expensive products, paper catalogues continue to be efficient in drawing consumers and offering a memorable shopping experience. The personal touch of handwriting, the creativity sparked by doodling, and the authenticity and dependability it lends to certain evaluations all serve to accentuate paper's distinctiveness. Paper continues to provide significant advantages in numerous facets of human connection and communication even in a digital age dominated by technology.

# Decision-making advantages of paper

The emphasis of the article is on the benefits of making decisions on paper rather than on digital screens. The authors, Maderia Touré-Tillery and Lili Wang, carried out a research in which they contacted unrelated people and requested that they take a survey. To complete the survey, a pen and paper were supplied to half of the respondents.

The study's results showed that individuals who used paper were more inclined to offer their email addresses when requested to do so in order to obtain information on how to contribute to a charity. This indicates that utilising paper boosted the respondents' degree of involvement and desire to participate.

The survey participants seemed to feel more engaged and prepared to participate when paper was used instead of digital gadgets. A stronger feeling of connection and perceived significance may have resulted from writing on paper and its tactile aspect, which may have increased the possibility that people would divulge personal information like email addresses.

The effect of paper vs digital displays on decision-making was examined in the study by Maderia Touré-Tillery and Lili Wang. The researchers also noticed a distinctive behaviour among Chinese university students while choosing literature, in addition to the results on email address solicitation for a charity.

Those who responded to the poll on paper as opposed to those who utilised tablets had a tendency for picking outlier books. The researchers put out a theory to account for this finding. They contend that the act of putting something down on paper while making a choice gave it substance and relevance. The participants were then persuaded to make judgements that were more in line with moral concerns as a result of this perceived relevance.

This result suggests that the medium of paper may have an impact on how decisions are made. The actual act of writing on paper seems to increase how important decisions are seen, perhaps encouraging more careful and considered judgements. This shows that the tactile nature of paper may help to facilitate thoughtful decision-making.

The researchers' discovery clarifies the possible impact of paper as a medium on decision-making and encourages future investigation of how various media affect human decision-making processes. We may learn more about how the physical properties of materials might affect our cognitive processes and perhaps promote more deliberate and morally informed decision-making by understanding the function of paper in decision-making.

The study's conclusions underscore the distinct benefits of employing paper versus digital displays when making decisions. Writing by hand with a pen and paper produces a sensory experience that heightens the sense of involvement and the apparent significance of the work at hand.

One interesting finding is that those who used paper were more likely to expose personal information, such as their email addresses. This shows that the actual act of writing on paper and the tactile texture of paper generate a greater feeling of trust and involvement, increasing a person's readiness to give personal information.

The research also shows that paper influences moral judgements in a favourable way. Comparatively to those using digital devices, those who used paper were more likely to make choices that were in line with moral principles. This implies that handling paper physically creates a stronger feeling of importance and ethical deliberation, perhaps resulting in more deliberate and morally responsible decisions.

# Productivity benefits of paper

The emphasis of the article is on the advantages of utilising paper calendars as opposed to digital calendars for increasing productivity. It draws attention to a research by Vicki Morwitz, Yanlin Huang, and Zhen Yang that looked at how people who use paper calendars and those who use digital calendars approach project planning differently.

The study's conclusions show that compared to users of digital calendars, those who utilise paper calendars often produce more thorough and precise project plans. This shows that there are distinct benefits to using a paper calendar that help to boost productivity.

The physical makeup of paper calendars provides one reason for this phenomena. Users have a physical thing they can handle and engage with when they use a paper calendar. They can physically put down their ideas and to-do lists as well as quickly flip across pages and examine many days or weeks at once. This hands-on interaction with the calendar enables a more immersive and practical method of project planning.

Digital calendars, on the other hand, often provide a more constrained perspective, typically showing one day or week at a time on a screen. Digital calendars may not provide the same degree of visual and tactile experience as paper calendars, despite their convenience and features like synchronisation and reminders.

It has been shown that writing on paper really improves memory and cognitive functions. Users exercise their motor skills and sharpen their recollection of the activities and due dates when they record their project ideas on paper calendars. Better planning, time management, and general project understanding may result from this.

Paper calendars may also encourage a feeling of dedication and responsibility, according to the research. People feel more ownership and accountability for their initiatives when they physically write down their ideas. This may encourage them to plan and carry out their tasks with more care and diligence.

The scientists also found that paper calendars, especially ones that let users examine many days at once, improve plan adherence. They discovered that those who used a "multi-day view" on their mobile devices for their calendars were more likely to keep to their goals. This shows that having access to a paper calendar's numerous days at a glance helps with plan adherence and overall productivity.

These results suggest that when it comes to productivity, physical calendars are superior than digital calendars. People may be able to make more thorough plans and maintain their commitment to them if they use paper calendars because of their physical nature and ability to physically see numerous days at once. Paper calendars may provide a special visual perspective that helps with planning and efficiency, even if digital calendars have advantages like reminders and flexibility.

# Customer appeal of paper

In the article, the advantages of paper versus digital alternatives are emphasised in terms of customer preferences. It emphasises that several academic studies back up the idea that consumers prefer tangible versions of products over their digital equivalents.

The preference for tangible copies of movies and books over digital downloads is one example given. This suggests that buyers place a higher value on having a physical object they can handle and use. Physical items' tactile form offers a sensory experience that digital counterparts would not, which can help them have a greater perceived worth.

People may interact with paper items more viscerally because of their materiality, such as books or printed photos. Their multimodal experience, which includes the item's weight, texture, and scent, strengthens their bond and admiration.

The article also contends that people's perceptions of the worth of tangible objects may be influenced by their tangibility. Customers who possess a tangible copy feel a feeling of exclusivity and ownership that they may not feel with digital goods. A greater perceived worth might result from a sense of status or authenticity that comes from owning a tangible copy.

According to the article, paper goods' materiality and tangibility are key factors in determining customer choices. Because of the sensory experience, feeling of ownership, and perceived value attached to physical copies of products, consumers tend to appreciate them higher. This has consequences for a number of sectors, including those that produce tangible products like books, movies, and other physical commodities, which may increase consumer happiness and perceived value.

Additionally, a research by Andrea Webb Landreth shows that Instagram photos with hands touching things get higher likes. This implies that buyers are more engaged and make more money online when they physically interact with products.

Retail catalogues are still powerful marketing tools, too. Consumers who get physical catalogues in addition to emails likely to spend more, according to Jonathan Zhang's study. This discovery is especially relevant when selling more expensive, less useful items to offline consumers. A catalogue's attractiveness and ability to draw in customers may be attributed to the physicality and tactile sensation of browsing through one.

The essay emphasizes that paper has a special capacity to draw in and keep clients. Physical engagement with items and the perception of physical goods as having more value both contribute to higher consumer satisfaction. Paper catalogues are still used extensively in marketing, particularly when pushing more expensive goods to a certain audience. These results highlight the long-lasting allure of paper and its capacity to provide a more memorable and meaningful consumer experience when compared to digital substitutes.

# Uniqueness and advantages of paper in the digital era

The essay emphasizes the distinction and benefits of paper in the digital age. It emphasizes how certain features of paper-based technology cannot be totally replaced by digital ones. The following are the major issues raised:

The originality and personal touch of handwriting cannot be replicated by typing. Because every person's handwriting is different, it may reveal a lot about who they are as a person. A feeling of sincerity and personal connection that are sometimes lacking in digital writing may be found in the act of handwriting. An intimate and profound relationship is created between the writer and the receiver of handwritten notes, letters, or other documents.

Drawing on paper offers a distinct experience than doing the same thing on a computer or other electronic device. Doodling on paper is a physical activity that provides a visceral and concrete experience that is often more gratifying and pleasurable. Drawing on paper fosters creativity and allows for a more fluid and spontaneous creative process due to the tactile input and freedom of expression connected with it.

Catalogues: Despite digital marketing's hegemony, physical catalogues are still successful. They provide benefits that digital platforms could find challenging to match. Lack of malware or virus vulnerabilities results in a safer and more dependable surfing experience, which is one benefit. In addition, the materiality of catalogues enables prospective customers to interact viscerally with the items. A more enjoyable and memorable shopping experience is facilitated by the ability to turn pages, see high-quality photographs, and handle the catalogue.

# Genuineness in tests and interviews

Pen and paper are preferred over digital platforms in certain examinations and interviews because authenticity must be ensured and any biases or technological errors must be minimised. Concern about the prospect of automated systems influencing or changing replies is rising as computers become more adept at producing text. The procedure keeps a genuine feel and lowers the possibility of biases or technological faults that may occur on digital platforms by performing testing and interviews on paper. This strategy aids in preserving the validity and objectivity of tests and interviews.

These justifications highlight how important paper still is in the modern world. While digital alternatives provide speed and convenience, they cannot replace the personal and rewarding experience that comes from writing by hand and doodling. Pen and paper's distinctive qualities enable personal expression, inventiveness, and a closer connection between the writer or artist and their words or drawings.

Paper catalogues also have the particular benefit of offering a smooth, virus-free shopping experience. Paper catalogues are solid, dependable, and unaffected by any internet dangers, in contrast to digital platforms that can need virus checks or raise security issues. Customers are engaged via physical contact, which enables them to browse and discover things in a more memorable and engaging manner.

# CONCLUSION

Due to its benefits in decision-making, productivity, consumer appeal, and authenticity, paper still has value in the digital era. Writing on paper provides a physical sensation that improves involvement and moral judgement. Paper calendars help people plan carefully, remember details, and follow their plans. Due to their perceived worth and sensory experience, customers choose physical goods. Paper-based evaluations guarantee objectivity and reduce prejudice in exams and interviews. Despite the prevalence of digital technology, paper still has certain advantages that support human connection and communication.

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