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Module 2.1 Discussion Board

**It’s a Myth that Words in All Caps are Invisible**

The reading from 100 Things Every Designer needs to know about People included a section named “Reading isn’t as Fluid as it Seems”. This discusses the way a person’s eyes move while reading. The following link shows an article, “How people read on the web influences content design”, that states people usually scan content on websites rather than reading word for word. They are looking for keywords and phrases that are relevant to what they are interested in finding. Using clear headings and subheadings is important when trying to capture the attention of the person who is scanning the content. This concept is also discussed in the section **Reading and Comprehending Are Two Different Things** “Titles and Headlines are Critical”. The article touches on using shorter sentences and simple vocabulary as well.

<https://uxplanet.org/how-people-read-on-the-web-influences-content-design-41a812ea236c>

Another article, accessed through the following link, titled “How People Read Articles Online – Interesting Facts and Figures” states when creating online content, the readers’ attention needs to be grabbed quickly and the content needs to be shorter than paper counterparts. This article also supports using highlighted keywords and titles and subtitles that get the attention of the reader.

<https://www.orientation.agency/insights/how-people-read-online>

**Reading a Screen is Harder than Reading Paper**

The section in the reading titled “Reading a Screen is Harder than Reading Paper” talks about the difference between reading screens versus paper or electronic ink (i.e. Kindle) has on our eyes. In the link below, the article “How People Read Today” states “research conducted before 1992 concluded that ‘people read slower, less accurately and less comprehensively on screens than on paper’” (Schweighauser). The article states “screens also tend to make greater demands on our mental resources, thus slightly diminishing our ability to remember what we have read” (Schweighauser).

<https://www.futurelearn.com/info/courses/reading-digital/0/steps/16820>

The following link provides access to an article titled “Reading on Paper Versus Screens: What’s the Difference?” This article explores whether we comprehend and remember the content as well when it is in digital format versus print. It states studies showed “students missed details when reading on screens” (Benson, 2020). It introduces studies that found “the brain processes physical and digital materials differently” (Benson, 2020).

<https://www.brainfacts.org/neuroscience-in-society/tech-and-the-brain/2020/reading-on-paper-versus-screens-whats-the-difference-072820>

# References

Benson, K. (2020, July 28). *Reading on Paper Versus Screens: What's the Difference.* Retrieved from BrainFacts.org: https://www.brainfacts.org/neuroscience-in-society/tech-and-the-brain/2020/reading-on-paper-versus-screens-whats-the-difference-072820

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Xuan, Y. (2022, April 8). *How People Read on the Web Influences Content Design.* Retrieved from UX Planet: https://uxplanet.org/how-people-read-on-the-web-influences-content-design-41a812ea236c