I never knew you could control the way people process information you display. This book is pairing elements of psychology and science into one, and it's honestly fascinating. There's a term called preattentive attributes, which is basically highlighting data with colors and bolded text. The book has an exercise that basically is a blob of random numbers, and you are asked to count the amount of 3's present in the image. Without any preattentive attributes, it takes a decent amount of time to count the total numbers. But with preattentive attributes, you can almost count the numbers instantly. The only difference between this is the 3's were bolded, making it clearly distinguishable and straightforward to read. It happens without your mind having to dedicate conscious thought and resources towards it. This is a tool that is very handy when presenting information. You can allow your audience to process something without them even knowing that they are acknowledging it. Using preattentive attributes enables you to create a visual hierarchy of information. It is basically organizing information visually for people and controlling the way in which they treat it. Yet, preattentive attributes should be used with caution. Something I never really thought about was that highlighting one piece of information can actually make people not see the rest of it. It logically makes sense as the highlighting grabs your attention, but I thought people would look first then around. But it generally makes the remaining unhighlighted information challenging to see. As well as color is a tool that should be used sparingly. It makes sense that a ton of different colors can increase cognitive load. And size also attributes importance, so it's imperative to manage size properly in a presentation to communicate data as intended.

Also I never knew people read information in the shape of a Z. This demonstrates the importance of proper page layout so that they are not wadleing through an unnatural path to search for and comprehend a piece of information. So far, out of all the chapters read, this has been the most thoughtful and exciting. It's refreshing to see psychology paired with data and utilizing the strengths of both to communicate clearly.