

Printing in the digital era:

# WHY YOUR IDEAS NEED TO BE ON PAPER

Presented By  
**Printt**





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# PSYCHOLOGY OF READING PRINTED MATERIAL.

Your project might be the same on the screen as it is on paper — same words, same numbers, same graphs, same pictures — but that doesn't mean it's going to have the same effect.

Here's the psychology of reading printed material, and why your ideas need to be on paper.





# 40 SECONDS

**IS THE TYPICAL PERIOD OF FOCUS  
ON A SCREEN**

- Online distractions come thick and fast — emails and notifications pop up all the time, and there's always a temptation and excuse to look at something else.
- If you want people to focus on your work, print it.







PEOPLE REMEMBER INFORMATION  
**70% BETTER**  
WHEN THEY READ IT IN PRINT

**IF YOU WANT PEOPLE TO REMEMBER YOUR POINTS, PRINT THEM.**

Our brains see words a lot like they see objects, and pages a lot like the landscape they're on. When the words are on a scrolling screen, we can't orient them so well, which means we don't remember them as clearly.



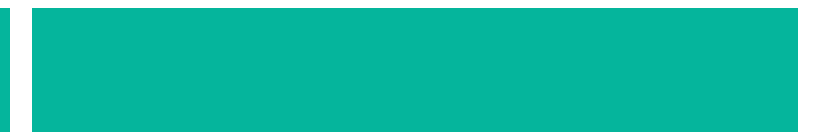
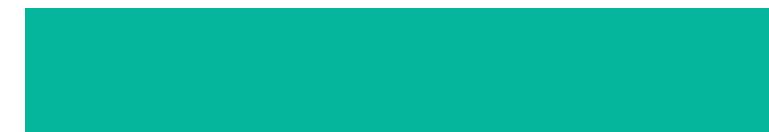




# TOUCHING SOMETHING CAN INCREASE ITS PERCEIVED VALUE BY **NEARLY 20%**

We evolved to protect resources, and once we touch something, we start to feel like we own it. You can make people buy in to your case by letting them hold it.

**IF YOU WANT PEOPLE TO VALUE YOUR  
IDEAS, PRINT THEM.**







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