

**Your Mind on Media Newsletter “How to Choose between Pixels and Paper”
October 3, 2011
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I've been preparing a presentation to deliver to employees of a printing and book manufacturing company, so I've been thinking about how the digital revolution must be affecting the printing industry. More and more, we seem to be moving away from using information printed on paper and embracing electronic displays of information on screens. Concern for the environment is one reason; portability, price and accessibility are others. However, there are good reasons why we shouldn't be too quick forego paper altogether.

I've just written a post for [Psychology Today](#) about the burgeoning popularity of e-books and about why we shouldn't necessarily give up on printed books just yet. In short, reading words on paper has three advantages over reading the same words on digital devices:

- (1) There's less distraction from the other tempting apps that most devices provide.
- (2) Printed books offer a static layout of pages, which displays a physical context for the words and makes them more memorable.
- (3) The concrete presence of a book does not shrink to invisibility when we've finished reading it.

Read the full post here:

["Where Did I See That? Why E-books Won't Replace Print"](#)

So what does this mean for day-to-day decisions about pixels vs. paper? Here are a few suggestions.

Go digital if:

- 1) You want other people to be able to add in their thoughts and edits and manipulate what you've done--great for group projects and decision-making.
- 2) You're not sure that everyone you're providing it to will want it or need it--from handouts at a huge conference to email newsletters!
- 3) You need the text to be searchable--when people are likely to be looking for a particular name or a particular topic in a large document.

Try paper if:

- 1) You want your audience to focus on *you* while they take notes--using their iPad or laptop to follow your handouts provides too many tantalizing temptations.
- 2) Formatting is key--the layout you choose can greatly enhance the comprehensibility and memorability of some types of information.
- 3) You want it where you can see it all day--a post-it note to remind you to keep something in mind works better than a notation in your iPhone (and it doesn't use up batteries.)

Recent INTERNATIONAL Media Sightings

CyberOverload is being experienced as a problem world-wide, as evidenced by my recent appearances in foreign media:

[A blog](#) out of **New Zealand** touts my upcoming appearance at the 16th Annual International IT Service Manager's Conference in Las Vegas (February 19-22, 2011)

Conquer CyberOverload was favorably reviewed on the [Ramon Thomas Blog](#), a coaching and training enterprise in **South Africa**

I was cited as an expert on information overload in an [article](#) in the *Daily News and Analysis* of **India**

I was quoted in a *Toronto Star* [article](#) about the contribution of our media culture to rioting after hockey matches

I was interviewed on the "Does Jersey Shore Make Us Stupid" study on CK&W Radio in **Vancouver**. [I was also interviewed on this same topic on WTOP Radio in Washington, D. C.]

Making These Ideas Work for You

I ran into someone recently who had attended one of my first CyberOverload presentations, three years ago, who said she was still talking about one of the multitasking exercises I had used in that talk. The people in your business, association, or school can also benefit from the interactive activities in my keynotes and workshops. [Email](#) or call me (608-221-0593) to learn about how we can help them succeed and thrive in the Internet age. Or go to the [Speaking](#) section of my website to explore the various programs I can offer on increasing productivity, maximizing creativity, and reducing stress.

Wishing you rewards in your work and balance in your life,

Joanne Cantor, Ph.D.

PS--If you like this email, forward it to a friend or associate who you think might find it interesting or helpful!