

# Did you know...

- ❖ When reading online
  - 79% of people scan
  - while only 16% read word for word.
- ❖ Reading online is more tiring for eyes and we read about 25% slower.
- ❖ “The Web is a **user-driven medium** where users feel that they have to move on and click on things. One of our users said: "If I have to sit here and read the whole article, then I'm not productive." People want to feel that they are active when they are on the Web.” ...Dr. Jakob Nielsen.

## Why does this matter?

We're conditioned in how we read. Apply this thinking to the discussion board, and imagine how much your students are actually reading of those lengthy responses! So...

- ❖ Teach students how to write for online:
  - Web pages (including the discussion board) should use scannable text, including
    - highlighted keywords
    - meaningful sub-headings
    - bulleted lists
    - one idea per paragraph
    - inverted pyramid style of writing, starting with the conclusion
    - **half the word count** (or less) than conventional writing
  - Teach students online writing techniques, including
    - short, focused paragraphs
    - bulleted lists
    - bold and italics
    - and perhaps other HTML formatting conventions

Reference:

Nielsen, J. (1997). *Reading on the web*. Retrieved December 12, 2004, from Nielsen Norman Group useit.com  
Web site: <http://www.useit.com/alertbox/9710a.html>.