



## PRINT POWERS EDUCATION

When you think of school, you think of books and handwritten notes, right? There are so many ways outside the school building where print plays an important role in our education.

- Research shows people learn more effectively from print than a screen! Printed materials allow for annotation while reading, quick navigation, and flexibility of layout. With print, readers can deepen their understanding of a text, create a plan for writing, easily cross-refer other documents, and interleave reading and writing.<sup>1</sup>
- College students, often thought of as fluent in technology and social media, still show a strong preference for paper and printed materials. 94% agree that paper is an essential part of achieving academic goals.<sup>2</sup>
- Similarly, 89% of students in 7-12 agree that paper materials are a crucial part of achieving educational goals.<sup>2</sup>
- Reading print has proven to bring great benefits to older adults, including providing mental stimulation to the brain, slowing memory decline, reducing stress and enhancing sleep, and possibly delaying the onset of dementia and Alzheimer's disease.<sup>3</sup>
- Giving patients and caretakers written information is vital to reinforce verbal communications and instructions. Patient education with written communication is more critical than ever, to help lower healthcare costs.<sup>4</sup>
- Print is key in powering civic educations. Thousands of citizens rely on printed voter information guides to help make decisions at the ballot box, and sixteen states are required by law to publish and distribute such pamphlets.<sup>5</sup>
- Kindergarteners learn the alphabet through print-writing exercises typically learn faster and more thoroughly (and become better readers) than those learning the alphabet through hard work.<sup>6</sup>
- When assigned to compose essays by hand, students typically express more ideas and produce more words more quickly, than those assigned to do their thinking at a keyboard.<sup>6</sup>
- A study conducted by Pam Mueller and Dan Oppenheimer found that people remember lectures better when they've taken handwritten notes, rather than typed ones.<sup>7</sup>
- 81% of college students report always or often using paper tools, such as notecards, handouts, study sheets or printed lectures/slides, to prepare for exams, a practice that makes learning easier and improves memory.<sup>2</sup>

[www.printpowersamerica.com](http://www.printpowersamerica.com)

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