



CJPW group inc. Newsprint/extra!

MORE NEWS YOU CAN USE FROM THE WORLD OF PRINT

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How Americans feel about print and paper.

Between 2015 and 2018, “Two Sides North America” partnered with global polling firm, Toluna, to conduct consumer surveys on how Americans feel about print and paper. The results may surprise you! Some of their findings are reprinted here.



When you read on paper you can sense with your fingers a pile of pages on the left growing, and shrinking on the right. You have the tactile sense of progress.



The wellbeing from reading printed material outweighs the convenience of digital.

Science has given us several reasons why the health and wellness benefits of reading printed material outweighs the convenience and affordability of their digital brethren. E-book devices like the Kindle and Nook have already changed the industry of publishing in their relatively short lives. Much as the iPod did with music, now authors can self-publish right from their laptops and readers can carry with them every book they own in something about the size and weight of a paperback.

But while the e-book readers might seem good, uh, on paper, you might consider continuing to read print books for the foreseeable future.

A report in *Scientific American* included a 2005 San Jose University study that found people reading books and articles on screens are far more likely to take shortcuts or cheat their way through

the piece. In absolute terms, this is natural and understandable – you’re basically not as focused when reading Twitter and blog posts as you are when you’ve plopped down with a book.

So while we’re conditioned to read a little more haphazardly while reading on a phone or tablet, we aren’t able to flip a switch to put us in “serious reading” mode when we’re taking on denser or longer fare.

Another study found that even news stories consumed via e-reader weren’t recalled as well as those that were read via print.

In the study, 50 subjects were given a short story to read. Half read it on a device and half read a printed version. Says the author of the study, Anne Mangen, “The Kindle readers performed significantly worse on the plot reconstruction measure,

(continued)



The act of reading still serves as a great remedy for occasional insomnia or restlessness. Just make sure it’s a print book you’re diving into, otherwise you could be making matters worse.



We just don't read as well when we're looking at screens.

Print on paper is more pleasant to handle.

79% of those polled agree that print on paper is more pleasant to handle and touch when compared to other media, including 73% of 18 to 24 year olds.

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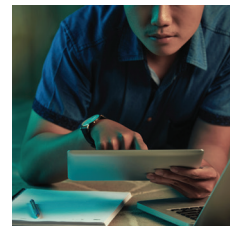
i.e., when they were asked to place 14 events in the correct order.

We just don't read as well when we're looking at screens. When you read on paper you can sense with your fingers a pile of pages on the left growing, and shrinking on the right. You have the tactile sense of progress, in addition to the visual—perhaps this somehow aids the reader, providing more fixity and solidity to the reader's sense of unfolding and progress of the text, and hence the story.

These arguments against e-readers aren't absolute. In many instances, the convenience outweighs the benefit of lugging around heavy, bulky books. But if you're thinking about a wholesale migration over to e-books, evidence supports the

claim that adults and children just don't benefit as much from them as they do their low-tech siblings.

Reading on paper is also beneficial for successful learning, development and retention. In an essay written for the report, Dr. Naomi Baron, professor of linguistics at American University and author of *Words Onscreen: The Fate of Reading in a Digital World*, says "in a study I did with over 400 university students in five countries, 92 percent of participants said the reading platform on which they concentrate best is print." She also notes that students say they remember more when they read on printed material.



Sleeping less? Feeling blue?

*By now, we've come across all sorts of articles reminding us that staring at the screens of our tablets and phones is hurting our ability to **fall asleep and stay asleep**. Why? If you're using a multi-purpose device (like an iPad) you're exposing yourself to the same blue light that's messing with melatonin, circadian cycles and the like--all of which can lead to you feeling tired when you wake up.*



College educators agree that paper is superior to laptops in the classroom. More than eight in ten (82%) can even think of a reason not to allow laptops in class.

College students prefer paper.

In a world where technology and internet access are almost ubiquitous, the majority of college students choose to use paper to study for exams. What's more, students are actually using paper more frequently.

In 2016, there was a noticeable uptick in how frequently students use paper. Last year, 41% of college students said they used paper tools for exam preparation all of the time, with an equal number using them "often." This year, students have become heavier users of paper. Almost half of all students (48%) say they always use paper tools for test prep, with 34% using them "often." With so many alternatives at their disposal, students are using paper more when studying. What is it about paper that they find so helpful?

Paper doesn't flash notifications or vibrate when it wants to talk. Paper doesn't come with Wi-Fi and therefore comes with fewer distractions. There's a reason people use terms such as "tabula rasa," "blank sheet" and "turn the page" to indicate they're ready to think and focus and start plans or projects, just as "pencils down" can often mark the end of critical thought in that moment.

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An article from The New York Times asserts getting a child to read will be easier if you use a paper book rather than an e-book. The 2013 study found that kids age 3-5 had a lower comprehension when they were read to from an e-reader than a physical book.

There could be a few reasons for the discrepancy, but the prevailing notion was that both the child and the adult reading focused more attention on the device and its settings than they did on the story and explaining it.

Further, the more "interactive" elements of e-books can do more harm than good on that front. Says Kathy Hirsh-Pasek, an author of the 2013 study:



Anything that gets children reading is a step forward.

"What we're really after in reading to our children is behavior that sparks a conversation. But if that book has things that disrupt the conversation, like a game popped right in the middle of the story, then it's not offering you the same advantages as an old-fashioned book."

One of the peripheral benefits of reading to children is what's called "dialogic reading," in which the parent and child discuss what's going on. This style of reading can serve as an important influence on a child's worldview and approach to learning. E-books seem to, either through novelty or complexity, hinder such interaction.



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So why do so many people love print on paper?

Scientific studies comparing paper marketing collateral with digital media have found that **physical materials—that we can reach out and touch—are more real to the brain.**

When we hold something, it resonates on a deeper level invoking more emotional processing. Because touch engages the brain's spatial memory networks, physical media tests better for brand recall.



Because it's safe, secure, sustainable, trusted and practical!

78% of Americans keep hard copies of important documents filed at home as they believe this is the safest and most secure way of storing information.

76% are increasingly concerned that their personal information held electronically is at risk of being hacked, stolen, lost or damaged.

91% agree that, when responsibly produced, used and recycled, print and paper can be a sustainable way to communicate—including 86% of 18-24 year olds!

56% trust the news stories they read in printed newspapers ... but only 35% trust the news stories they read in social media.

68% find it easier to track their expenses and manage their finances when they are printed on paper.

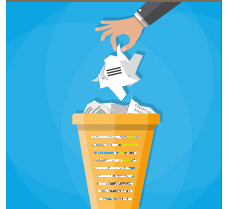
SAFE



SECURE



SUSTAINABLE



TRUSTED



PRACTICAL





Customers are seeking an escape from the internet.



More consumers believe they gain a deeper understanding of the story when read from print media (65%) over online news sources (49%).

People feel a spark of adrenaline and possibility when aisles of notebooks and boxes of crisp, blank sheets of paper beckon—pages waiting to be filled.

For this year's survey, teachers, professors, parents and students of all ages were asked to help define the role paper plays both as an obvious catalyst in learning and in their everyday lives.

Three central conclusions about the value of paper for learning emerged from this year's survey results. **First, paper fosters engagement. Second, paper fosters preparation. Finally, paper is central to commemorating and documenting achievements in ways that help build truly authentic relationships.**

Two Sides is a non-profit initiative by companies from the graphic communications industry, promoting the responsible production and use of print and paper. They endeavor to dispel common environmental misconceptions by providing verifiable information on why print on paper is an attractive, practical and sustainable communications medium. For more survey results go to twosides.org.

Trends proving 2018 a banner year for creative print marketing.

Lost in the screen-to-screen hall of mirrors that is the internet, customers are seeking escape. The chaos has reached a tipping point. Surveys show that when making a purchasing decision, as many as 82% of internet users trust print over digital marketing.

Take advantage of one of today's most powerful strategies for increasing response—**print**. Multitask your print marketing to guide prospects to your website and social-media platforms. The intersection of these two mighty engines of knowledge transfer builds a dual system of brand engagement that speaks to your customers 24/7—online and off.

Print marketing conveys a sense of quality and authenticity that digital marketing is hard pressed to achieve. With its limitless blend of craftsmanship and intelligent design, combined with compelling storytelling, print marketing has the power to engage and inspire audiences, develop brand narratives and brand loyalty and create a sense of trust.

So, are you ready to ride this dual-powered dynamo? At CJPW we've been harnessing the power of print to drive our customers' marketing success for more than thirty years. Ask us to partner with you and we'll help your company's marketing message get anywhere and everywhere you want it to go! Give us a call today.



Over the past few years, the print industry has been enjoying a renaissance, showing strong growth through 2017. Projections predict this trend will go through the roof this year.



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