

Text is not human

Are these numbers equal?

43087216563498733749

43087216583498733749

We can hardly tell without going through each individual digit. And as soon as we find a digit that doesn't match, we conclude that these are not equal. We don't care for the value that the number represents. That means we are deciding by pattern, not by text.

Are these the pictures of the same mountain?



Yes, we can tell immediately, even though all efforts have been made to confuse us.

Text is better for computer processing. Visual is better for human processing. We remember faces than names. So our communication should be more visual than textual, whether it is a web page, instruction manual or a text book. In the past, visuals were difficult to create, but now in this computer age, they are not.

So why don't we start communicating visually as far as possible?