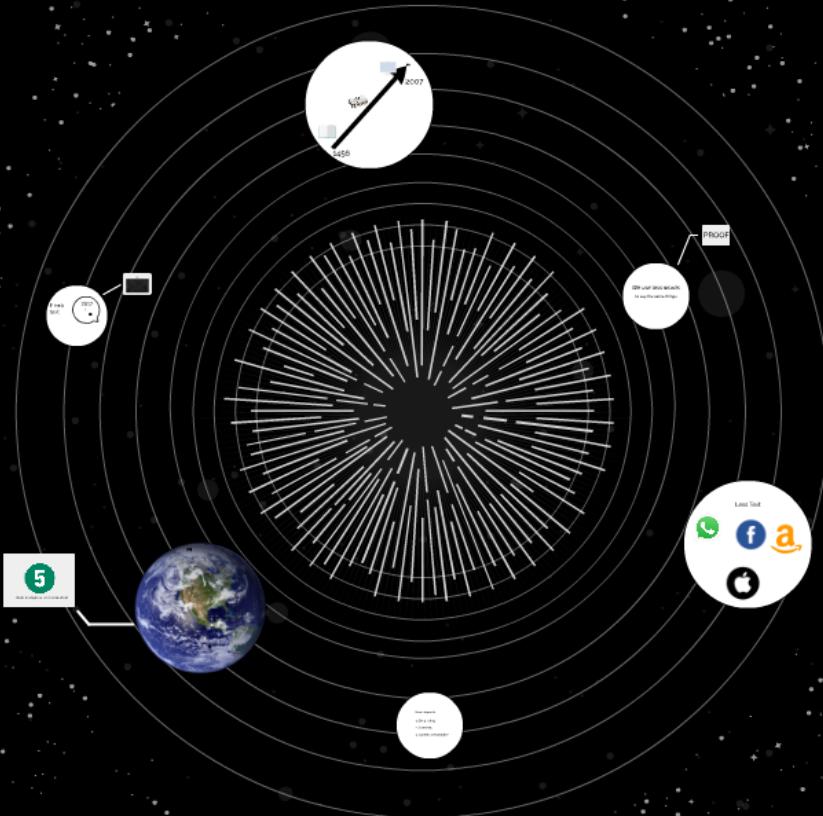


## F\*\*k Text





F\*\*k Text



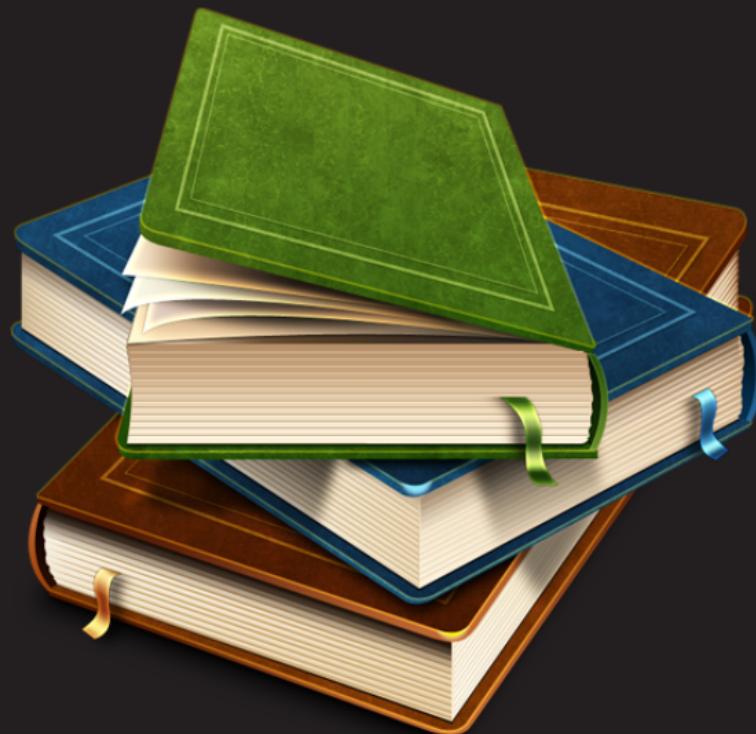
Prezi



F \*★k  
text

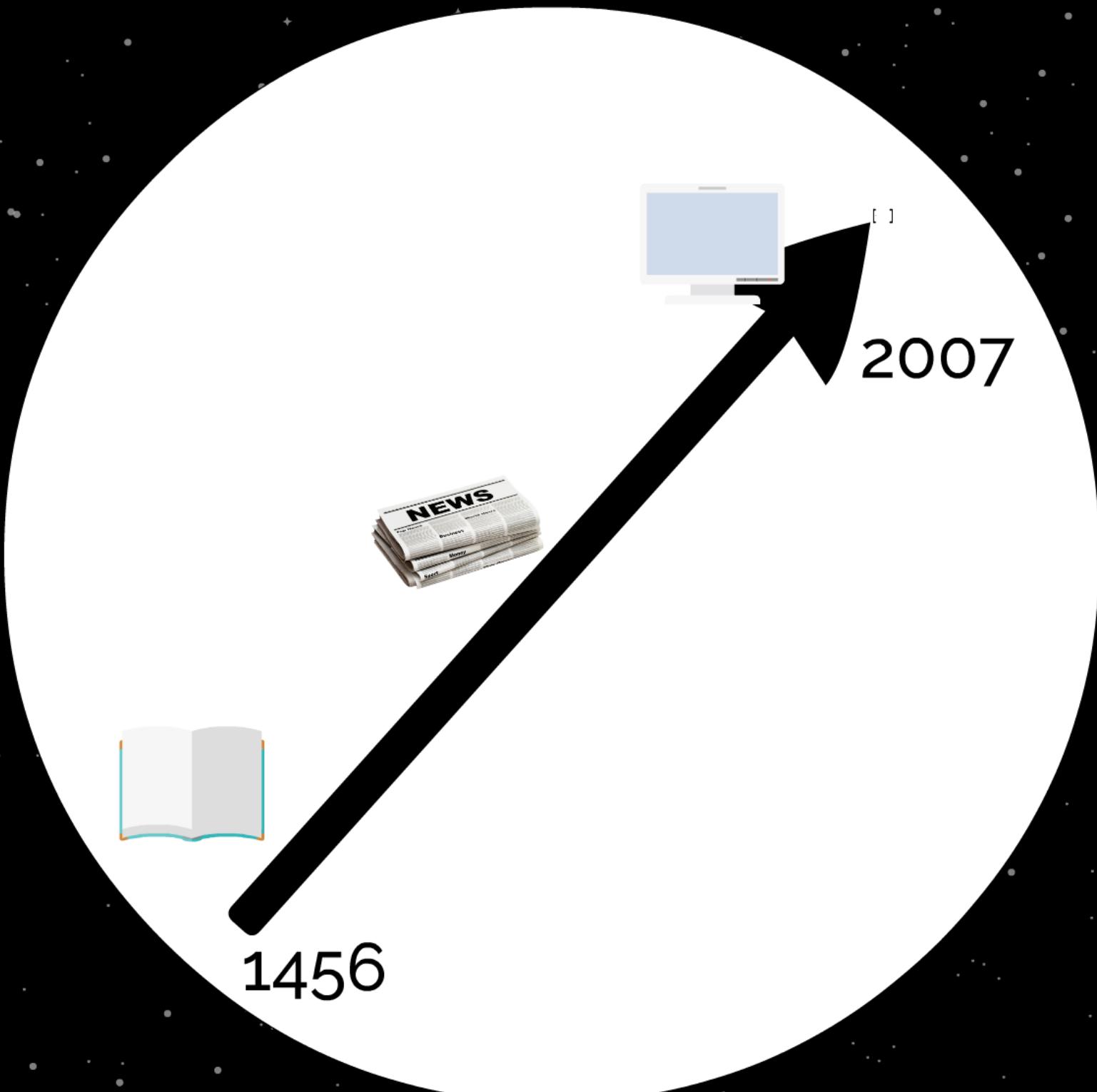
2017

reading became a hard thing to do



1456





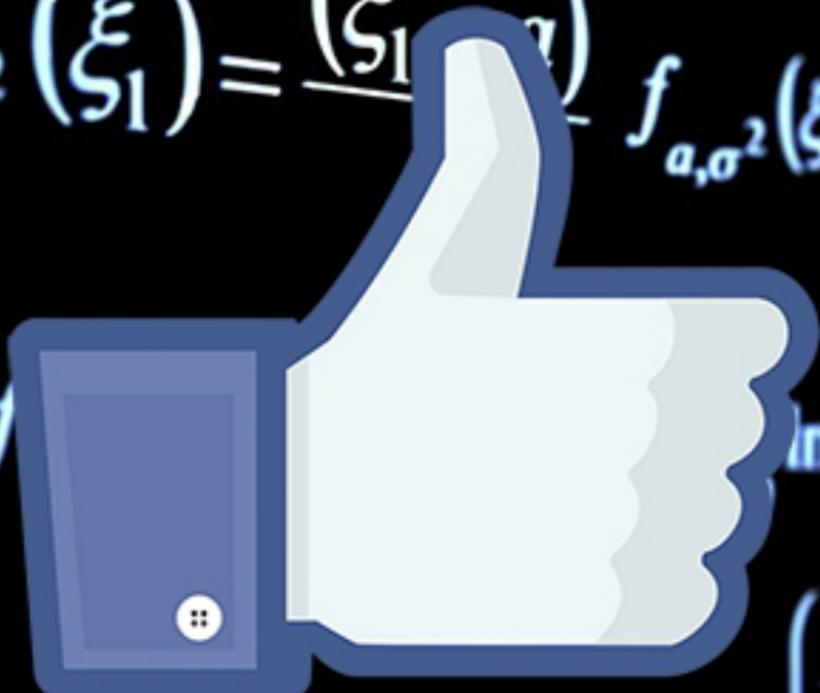
2007-

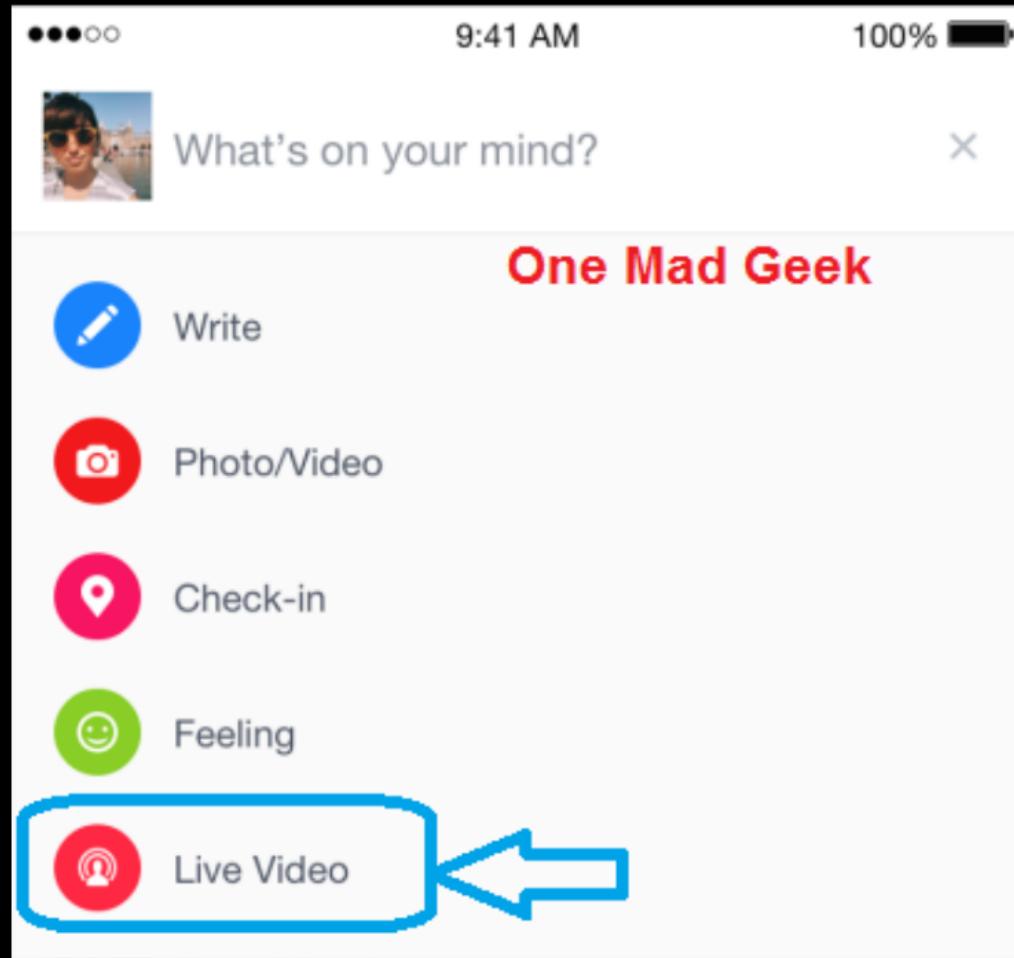


*We use less words*  
to say the same things

# PROOF

$$\begin{aligned}
 \frac{\partial}{\partial \theta} \ln f_{a, \sigma^2}(\xi_1) &= \frac{(\xi_1 - a)}{\sigma^2} f_{a, \sigma^2}(\xi_1) = \frac{1}{\sqrt{2\pi\sigma^2}} \exp\left(-\frac{(\xi_1 - a)^2}{2\sigma^2}\right) \\
 T(x) \cdot \frac{\partial}{\partial \theta} f(x, \theta) &= T(x) \cdot \left( \frac{\partial}{\partial \theta} \ln L(x, \theta) \right) \cdot f(x, \theta) = \int_{\mathbb{R}_n} T(x) \cdot \left( \frac{\frac{\partial}{\partial \theta} f(x, \theta)}{f(x, \theta)} \right) f(x, \theta) dx
 \end{aligned}$$







YouTube



# בנין הנוער מחדירים את התקשרות הקולית (מתעצלים לכתוב?)

כמה מעדיפים לשלוח הודעות קוליות בוטסאף?

43%

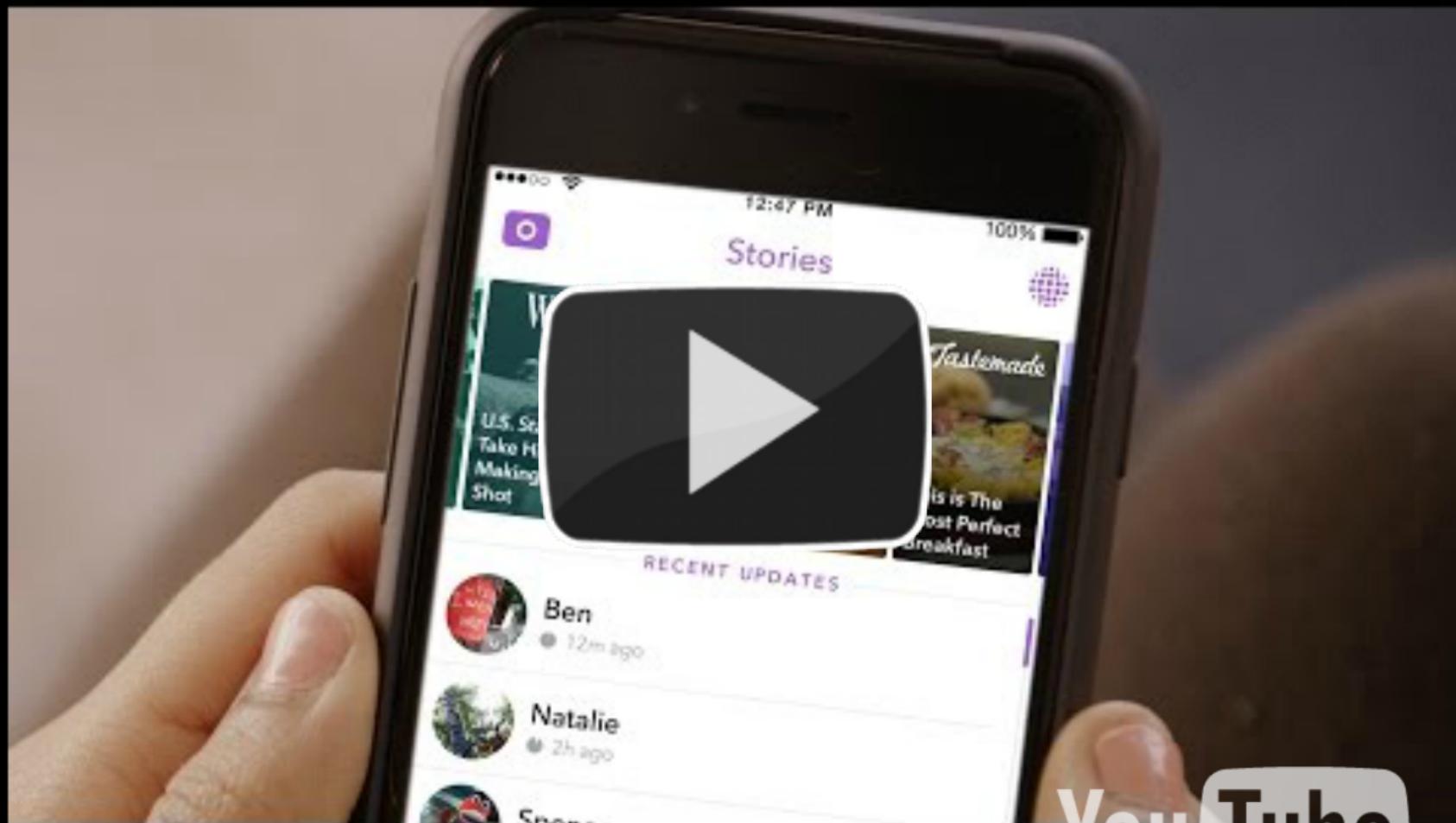
נער

29%

34 - 18

21%

+ 35



YouTube

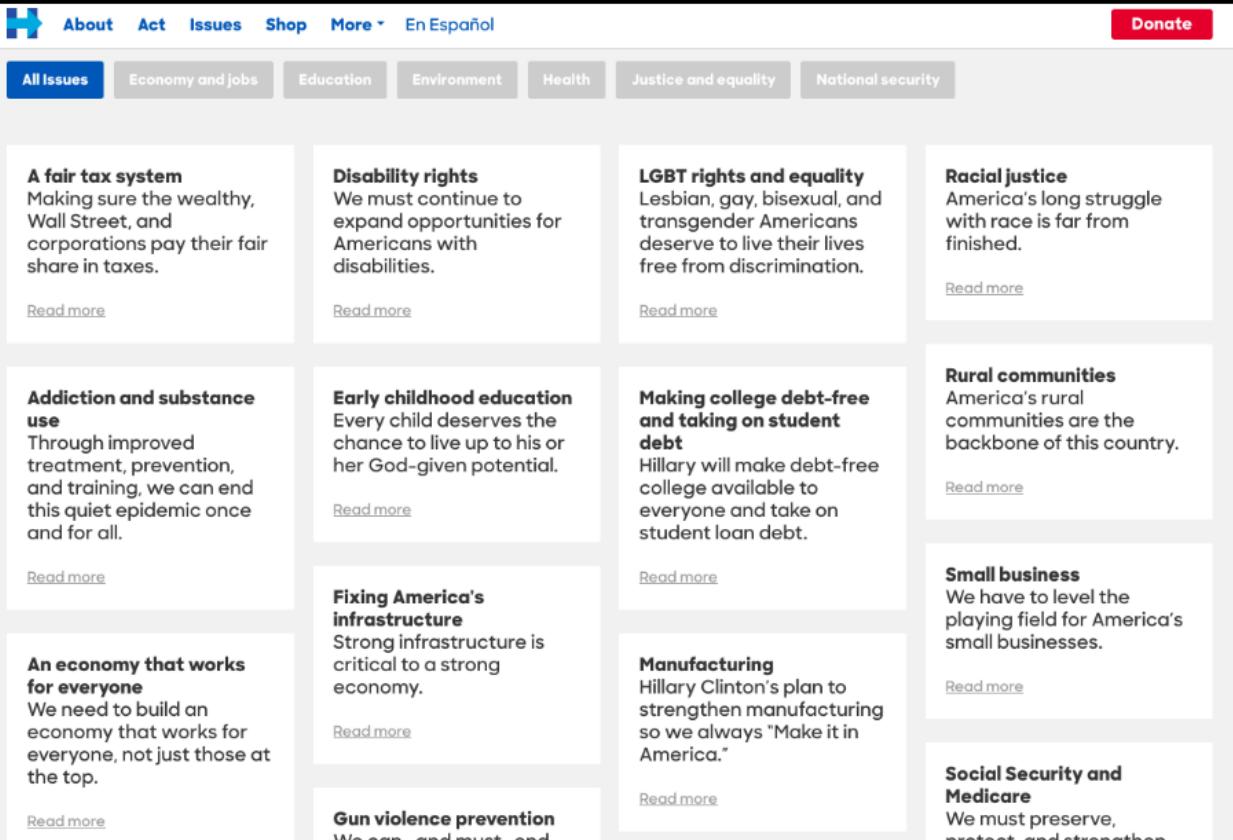


Prezi



**Donald J. Trump** @realDonaldTrump · Dec 23  
Vladimir Putin said today about Hillary and Dems: "In my opinion, it is humiliating. One must be able to lose with dignity." So true!

35K 31K 109K ...



The image is a screenshot of the Hillary Clinton campaign website. At the top, there is a navigation bar with links for 'About', 'Act', 'Issues', 'Shop', 'More', and 'En Español'. A 'Donate' button is located on the right side of the bar. Below the navigation, there is a horizontal menu with tabs for 'All issues', 'Economy and jobs', 'Education', 'Environment', 'Health', 'Justice and equality', and 'National security'. The 'All issues' tab is currently selected. The page is divided into several sections, each containing a title, a brief description, and a 'Read more' link. The sections are: 'A fair tax system', 'Disability rights', 'LGBT rights and equality', 'Racial justice', 'Addiction and substance use', 'Early childhood education', 'Making college debt-free and taking on student debt', 'Rural communities', 'An economy that works for everyone', 'Fixing America's infrastructure', 'Manufacturing', 'Small business', 'Gun violence prevention', and 'Social Security and Medicare'. The 'Read more' links are located at the bottom of each section's description.

**A fair tax system**  
Making sure the wealthy, Wall Street, and corporations pay their fair share in taxes.  
[Read more](#)

**Disability rights**  
We must continue to expand opportunities for Americans with disabilities.  
[Read more](#)

**LGBT rights and equality**  
Lesbian, gay, bisexual, and transgender Americans deserve to live their lives free from discrimination.  
[Read more](#)

**Racial justice**  
America's long struggle with race is far from finished.  
[Read more](#)

**Addiction and substance use**  
Through improved treatment, prevention, and training, we can end this quiet epidemic once and for all.  
[Read more](#)

**Early childhood education**  
Every child deserves the chance to live up to his or her God-given potential.  
[Read more](#)

**Making college debt-free and taking on student debt**  
Hillary will make debt-free college available to everyone and take on student loan debt.  
[Read more](#)

**Rural communities**  
America's rural communities are the backbone of this country.  
[Read more](#)

**An economy that works for everyone**  
We need to build an economy that works for everyone, not just those at the top.  
[Read more](#)

**Fixing America's infrastructure**  
Strong infrastructure is critical to a strong economy.  
[Read more](#)

**Manufacturing**  
Hillary Clinton's plan to strengthen manufacturing so we always "Make it in America."  
[Read more](#)

**Gun violence prevention**  
We can—and must—end  
[Read more](#)

**Social Security and Medicare**  
We must preserve, protect, and strengthen  
[Read more](#)



YouTube

Less Text



## Some impacts

1. Story telling
2. Searching
3. Content consumption



5

Habits to adapt in a less textual World



# 1. Change the way you mail

## HOW EXECUTIVES WRITE EMAILS

"THOUGHTS? SEE ATTACHMENT."



## HOW ASSOCIATES WRITE EMAILS

"HEY JUST WONDERING IF  
I COULD POSSIBLY GET YOUR THOUGHTS  
ON THIS ATTACHMENT WHEN YOU  
HAVE A MOMENT? SORRY I KNOW YOU'RE  
BUSY SO I DEEPLY APPRECIATE YOU  
TAKING THE TIME TO READ THIS EMAIL."



## 2. Dive into voice search



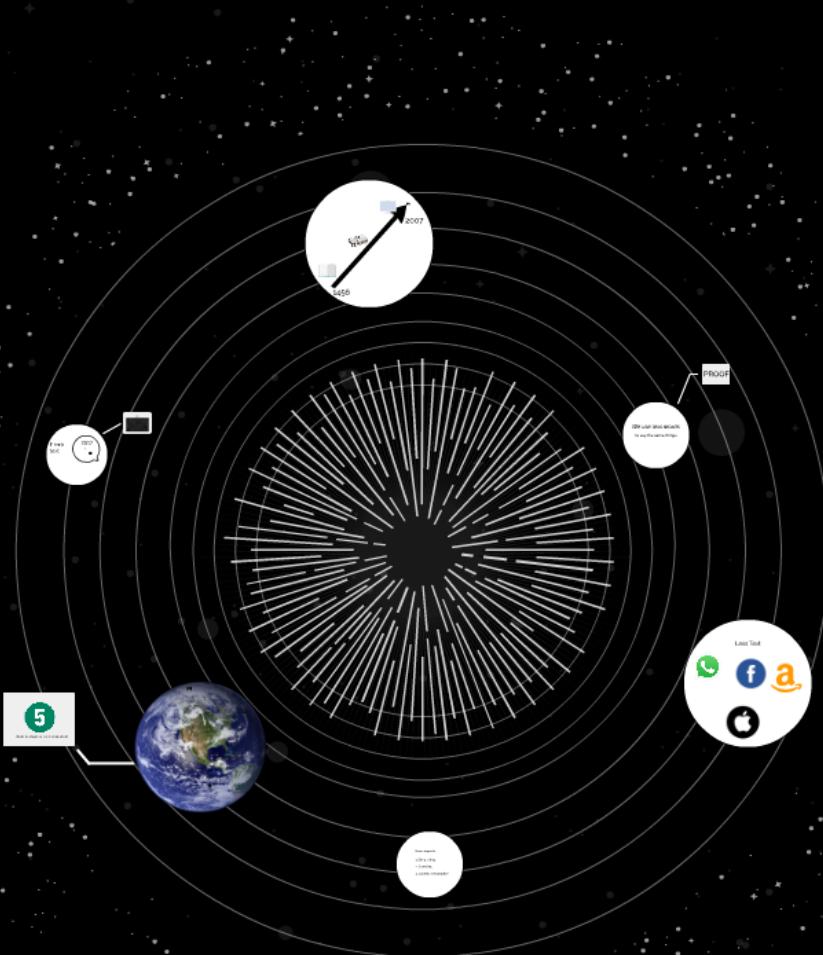
### 3. Become a really good story teller

<http://www.tochenist.com/he/airbnb-tochenist-wildfires/>

## 4. Visualize your everyday content



# 5. Text diet



## F\*\*k Text

