Writing for the Web: Guidelines for MIT Libraries

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How do people use the web? Web users:

- skim, scan, and select
- browse
  - forage
  - quick glances and occasional very brief stops
- read a little at a time
  - mostly in short burst
  - grab and get on towards the goal

Most of the content of this site is drawn from a workshop given by Janice (Ginny) Redish, Ph.D. at User Interface 2000 in November 1999.

http://www.redish.net

See also these articles by Jakob Nielsen:
How Users Read on the Web
Applying Writing Guidelines to Web Pages