Picture Superiority Effect

Pictures are remembered better than words.
The background is a pale purple sky with a cloud hinted at in the upper left corner. She is walking across a meadow towards two trees in the lower right corner of the picture. The upper left quarter is dominated entirely by the giant bee. It is about twice the size of a tree and its head is almost the size of the little girl. As opposed to the rest of the picture, which is drawn in a simple, “cute” way reminiscent of children’s books, the bee is drawn in horrifying detail. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. The little girl is blonde, with two pigtails, and is wearing a pale pink dress. She is located in the upper left corner of the picture, which is almost the size of the rest of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. The little girl is blonde, with two pigtails, and is wearing a pale pink dress. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be. This is a drawing of a little girl holding a giant bee on a leash. She is located in the upper left corner of the picture, which is entirely by the giant bee. Are you actually reading this? You shouldn’t be.
Fenistil gel

Tame your irritation
The Picture Superiority Effect

Textual Information

+ Meaningful pictures of concrete things

= Higher information recall
  (after > 30 secs from time of exposure)