



# WHAT HAPPENS IN YOUR BRAIN



## Screens

When You're Watching  
a Screen...



Your eyes move fast



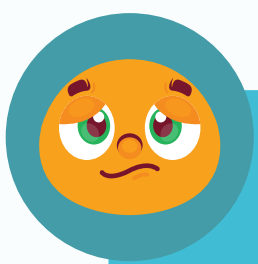
Your brain gets quick  
bursts



You don't have to  
imagine



Thinking stays on the  
surface



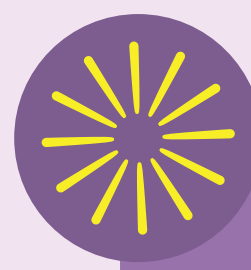
Your brain can feel  
tired or distracted

Brain message:  
"I'm being entertained!"

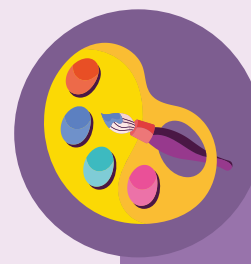


## Books

When You're Reading...



Your brain lights up  
all over



You create pictures  
in your mind



You think deeply



You build strong  
vocabulary



You feel the story

Brain message:  
"I'm growing stronger!"

**Books Build Your Brain**  
**Screens Entertain Your Brain**