

# CREATIVES LOVE PAPER

Writers, artists and designers have been using pen and paper for centuries to gain inspiration, as well as record their ideas.

WeTransfer is used by over 42 million people around the world – 75% of whom describe themselves as creatives.

WeTransfer asked over 10,000 of its users in 143 countries a number of questions about ideas – when they get them, where they get them, what inspires them, and how they record them. What they found was an overwhelming preference for paper, not only in finding the inspiration for the ideas but for writing them down.

When asked what inspires their best ideas, 45% said books and magazines, which came joint top along with 'Talking with friends'. Then, when asked how they record those ideas, 40% said 'On pen and paper' – more than double that said 'On my computer' and way more that said 'On my phone' (17%).

Pam Mueller, a social psychologist and policy researcher at the Rand Corporation who also co-authored the research paper 'The Pen is Mightier Than the Keyboard', puts the enduring popularity of paper among creatives down to the deeper thought processes that occur when recording their ideas.

**"When people write things down by hand, they process the material more deeply,"** she says. **"If you have an idea, chances are it's not fully formed as it comes to mind. But as you write it down, your mind is elaborating more than if you were just typing it out. People are just thinking about it more—and more thinking is better."**

WHEN PEOPLE  
WRITE THINGS  
DOWN BY HAND,  
THEY PROCESS THE  
MATERIAL MORE  
DEEPLY

45%  
GET THEIR BEST  
IDEA INSPIRATION  
FROM BOOKS  
AND MAGAZINES