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Jury Economics: Use Visual Persuasion to Socialize With Your Audience

Listening to someone talk is exhausting. Zoom is just as exhausting. Looking at yourself is stressful and distracting. Looking at others' faces is richer than only hearing voices but poorer than engaging our whole brains. Your judge, colleagues, opposing counsel, and certainly your jurors need more from you than being a person asking them for something — especially if that "person" is a mere digital representation on a screen. Where do we turn at this juncture of the remote litigation experience and how do we create more engaging and interesting dynamics to satisfy your audience's attention spans, limited focus, and shrinking bandwidth?

[Read the full article on *King County Bar Bulletin*.](#)*

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