

# Text Typography with Font Size Variations to Distinguish Information Importance Improves Chinese Readability

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## Abstract

In today's information overload era, efficiently extracting information from extensive textual content is a crucial reading challenge. This study investigates how text typography with font size variations based on information importance in Chinese influences text readability. A total of 236 undergraduate students from various universities in China were randomly selected to participate in this experiment. The experiment investigates the influence of typography on reading from three dimensions: reading objective performance, subjective evaluation, and reading attention. The study has the following findings. First, larger-sized Chinese characters are more effective at capturing reader's attention in Chinese reading. Second, text typography with font size variations to distinguish information importance based on Chinese grammar can significantly enhance the readability of Chinese. This study demonstrates that text typography with font size variations based on information importance can improve the readability of Chinese.