

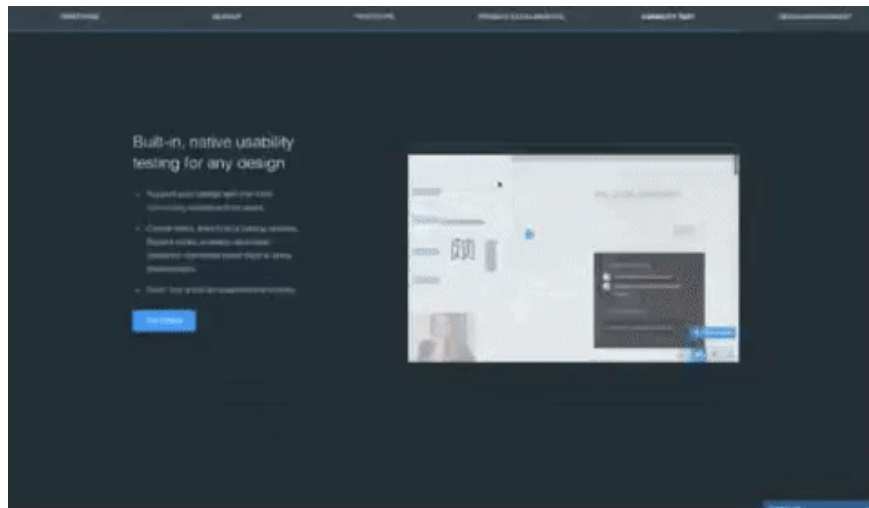
Why are websites scrolling vertically and not horizontal scrolling?

Visiting any website we see them designed to scroll up and down to display content instead of translating to horizontal. Why so?

Visiting any website we see them designed to scroll up and down to display content instead of translating to horizontal. While the computer screen has gradually shifted from square to flat, websites roll up and down and still retain their dominance. Why so?

Computer information flow is constantly changing

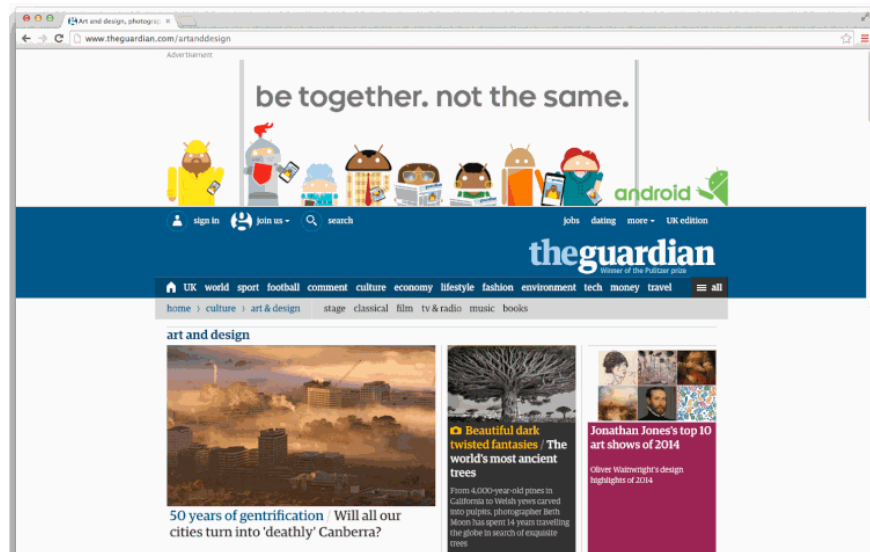
Information on a printed book page or a printed newspaper page is permanent and permanent, but the website and the information on it are not. Each website has a fixed length or length but the frame size is fixed. Therefore, the 'redundant' part of the information, which is not visible on that frame, must be placed at the bottom of the frame.



Our reading usually takes place from left to right and from top to bottom. Therefore, putting the 'redundant' information downward will make the reading process happen continuously, in accordance with the psychology of the user and naturally rather than horizontal.

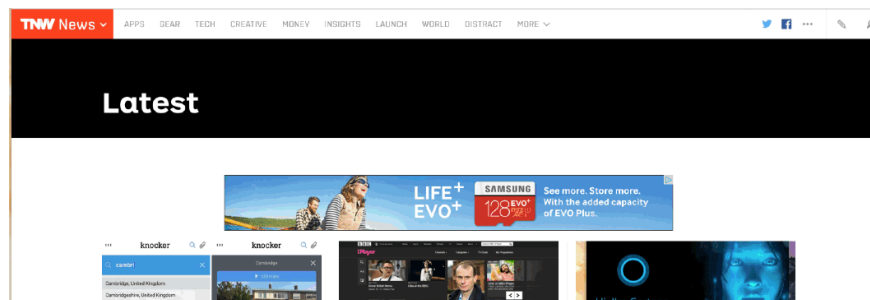
The content moves up and down to match the trend of the human body

In most cases, when using a computer, the user's body is vertical. And to be psychologically closer to the vertical direction of the human body, people have designed the content on the computer screen to move in a vertical direction instead of shifting sideways. This helps the user see the information given to them.



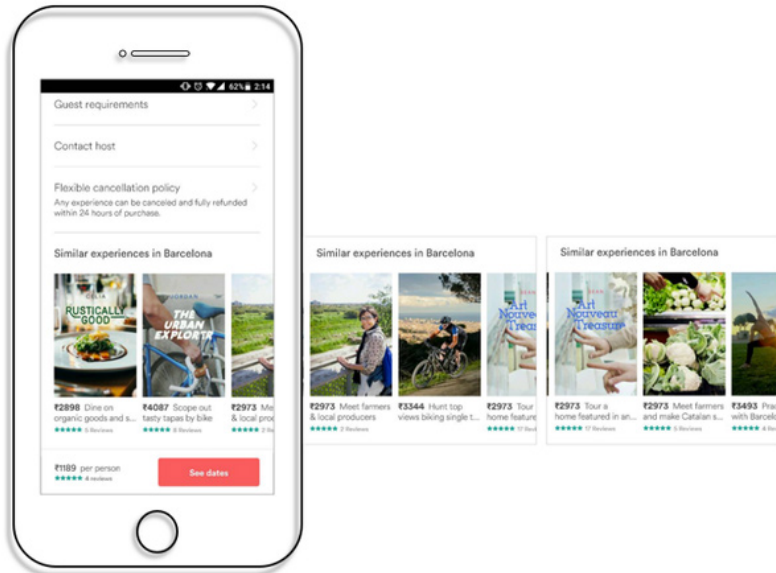
The reason the website content is arranged vertically instead of horizontal

In art, people call horizontal frames a landscape format and vertical frames are portraits. Because in the horizontal space there are two sides containing many different objects such as scenes, trees and people. The object in the image does not get the viewers' attention. As for vertical placing images, there is no landscape space on either side, making objects in the image become the main focus. Based on this, designers often put the content in a vertical format and are pushed up to attract the attention of viewers even though the computer screen is usually in a horizontal format.



Horizontal scrolling on vertical format devices

Some new devices today such as tablets or smartphones are designed with standardized vertical screen format. With this standardization, designers can lock content to fit within a page.



When using a smartphone, users often hold it vertically and controlled by the thumb to move left and right. In this case, horizontal movement will become more natural and efficient.

Conclude

There are many factors that make displaying content of web pages designed to scroll vertically instead of horizontal translation. One of them is the psychological element that users have chosen to scroll vertically instead of sideways.

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