

# Reading Time

Average Reading Speed

Textual Complexity

This value is intended to help readers and authors to understand how much time it will take a typical adult to read a piece of content.

The platform uses a simple algorithm to predict reading time as follows:

$$\text{Reading Time} = \text{Word Count} / \text{Words per Minute}$$

In most calculations, **Words per Minute** is set to a default value of 300 to match the average reading speed of an adult.

However, in some calculations, the textual complexity of the content is also taken into consideration as follows:

$$\text{Reading Time} = \text{Word Count} / (\text{Words per Minute} - \text{FleschKincaid Reading Ease Score})$$

This adjusts the **Words per Minute** to a range of 200 (for difficult content) to 300 (for easy content).



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