Why use infographics?

INFOGRAPHICS ARE MORE EFFICIENT
WE AUTOMATICALLY PROCESS visual stimuli without prompting [1], so pictures give you a headstart over written content.

IN EDUCATIONAL SETTINGS, students learned a third more information; this learning gain was five times greater for delayed recall [2].

THEY INCREASE RETENTION AND COMPREHENSION
THE AVERAGE ADULT in the US reads at the 8th grade level; destilling your work into an image with simple text will ensure broad audiences can understand it [2].

THEY CAN BRIDGE GAPS IN LITERACY
and...

THEY REDUCE COGNITIVE LOAD!
That means viewers don’t have to work as hard to understand the information you’re giving them. [3]

INFOGRAPHICS CAN BE used in many different ways:
1) As a data visualization tool (figure 1)
2) As a visual aid to demonstrate research procedures (figure 2)
3) To illustrate stories, i.e. ecological processes or changes that are the focus of research (figure 3)

How can EPSCoR use infographics?

ANSWER THE “WHY does it matter?” question by illustrating the bigger picture or system, and showing how smaller projects contribute to the whole. This is useful for both peers and the public.

A VISUAL NARRATIVE is just that: a picture that tells a story (like figure 3 and 4). Academic language often sounds foreign to a layman’s audience, but the use of storytelling is an important tool in teaching the English language to foreign students [4], and has been the most effective way to transmit information in human culture.

GENERATING PUBLIC INTEREST can help promote citizen science efforts and justify your work to stakeholders. Through successful public outreach, research could be more accessible to potential collaborators from different institutions or private companies.