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Are Infographics Worth It? An Assessment of Information Retention in Relation to Information Embedded in Infographics Poster

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To a librarian, infographics seem like the perfect tool to disseminate information. Infographics are particularly effective at cutting through the clutter to communicate with audiences, draw the attention of students, and make concepts more digestible in a quick and straightforward way. But do students think so? More importantly, is it worth the time to create infographics if students don't retain key concepts? Building upon earlier survey-based research done at DePaul University, a study will be conducted with music students at DePaul University (Greencastle, IN) and the University of Minnesota-Twin Cities. A survey distributed to music students in the 2019-20 academic year will allow for librarians to better understand student retention of information embedded in infographics.



Age Group	Percentage (%)
18-29	18
30-49	15
50-69	16
70-89	10
90+	10

A donut chart showing the distribution of responses for Question 1. The chart is divided into three segments: 'A and B' (53.5%, dark blue), 'A, B and C' (37.2%, medium blue), and 'C' (2.3%, light blue). The segments are arranged in a circle, with 'A and B' being the largest and 'C' being the smallest.

Response	Percentage
A and B	53.5%
A, B and C	37.2%
C	2.3%

A donut chart showing the distribution of responses for the statement 'I would not remember any of it'. The chart is divided into four segments: a large dark blue segment representing 52.9% (n=6), a medium teal segment representing 27.9% (n=3), a small light teal segment representing 4.2% (n=1), and a very small segment representing 1.0% (n=0).

Response	Percentage	Count (n)
Yes	52.9%	6
No	27.9%	3
Not sure	4.2%	1
Other	1.0%	0

Category	Percentage
Clinical and Medical	54.4%
Database and Informatics	46.8%
Other	2.8%



Results: Overall, students retain a similar amount of information from an infographic as they do plain text but showed a preference for information disseminated in infographic form.

So are infographics worth it? In our opinion, yes, infographics are worth it, students like them but don't necessarily impact retention of information.