DePauw University

Scholarly and Creative Work from DePauw University

Library Faculty publications

Library

2-2020

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

Z. Sylvia Yang DePauw University, zouayang@depauw.edu

Jessica Abbazio University of Minnesota - Twin Cities

Follow this and additional works at: https://scholarship.depauw.edu/library_facpubs



Part of the Information Literacy Commons

Recommended Citation

Yang, Zoua Sylvia. "Are Infographics Worth It?: An Assessment of Information Retention in Relation to Information Embedded in Infographics," co-poster presentation with Jessica Abbazio, proposed and accepted for the Music Library Association Annual Conference in Norfolk, Virginia (February 2020).

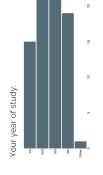
This Conference Proceeding is brought to you for free and open access by the Library at Scholarly and Creative Work from DePauw University. It has been accepted for inclusion in Library Faculty publications by an authorized administrator of Scholarly and Creative Work from DePauw University.

AN ASSESSMENT OF INFORMATION RETENTION IN RELATION TO INFORMATION EMBEDDED IN INFOGRAPHICS **ARE INFOGRAPHICS WORTH IT?:**

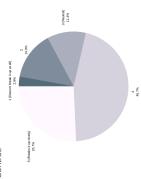
Z. Sylvia Yang | DePauw University | zouayang@depauw.edu + Jessica Abbazio | University of Minnesota, Twin Cities | jabbazio@umn.edu Music Library Association Annual Meeting | February 2020

ABSTRACT

or bitancian infographics seem their the perfect tool to disseminate information infographics seem their their perfective at cutting through the cutter to communicate with audiences, draw the attention of successive and successive their attention of successive and successive their attention of straightforward way. But do students think so? More importantly, is it successive the term the representation of students think so? More importantly, is it comespits Building upon earlier sturvey, based research done at DePauw University (Greencastie. IN and the University of Minnesota - Yavin Cities. A survey distributed to music students in the 2019-20 accessive and in the confidence of the survey and successive of Minnesota - Yavin Cities. A survey distributed to music students in the 2019-20 accent research and lallow for librarians to better understand student retention of information embedded in infographics.



Opinion: Does the formatting break up the text? (Control)



Opinion: How engaging or not engaging is the information presented? (Experimental)



Opinion: Thinking about the content and the time it took you to read through it, which statement most applies to you?

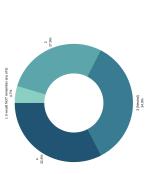
(Experimental)



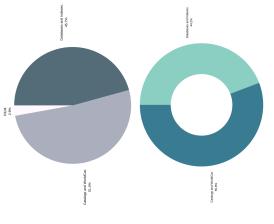
Quiz: Why is gathering background data important? (Experimental)



Opinion: How likely would you be to remember information presented in this format?



Quiz: Where should you start searching for books and media?



RESULTS

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.