AN ANALYTICAL STUDY ON EFFECTIVENESS OF INFOGRAPHICS IN INDIAN ENGLISH NEWSPAPERS

[1]Abha S Kumar,[2]Dr.S.Dinesh Babu

ABSTRACT--_Interactive info graphics are increasingly used in online journalism. Info graphics is representation of data and information. There are several software applications and tools are available to create attractive and informative infographics. It is widely used in educational content, web site portals, news channels and newspaper. With changing life-styles in a world of information that make news quickly and easier using infographics which come to audience in a short, clear and visually attractive manner. Media wants to consume much more information and attract readers to the news content and here infographics plays a vital role. The paper aims to give an analysis of the effectiveness of infographics used in newspapers. Four Indian English newspapers were selected for the study. Also analysing which category of news contents are often used for infographics. The study explores the visualisers perceptions towards info graphical elements. Main tools for data collection are surveys. The results of the reader survey demonstrate how readers interactive with infographics._

Key words--_Infographics, English newspapers, Effectiveness of infographics, New media_

I. INTRODUCTION

Infographics became a part of a rich and abundant tradition of conveying information through images. William Playfair, an early innovator in statistical graphics has published The Commercial and Political Atlas which displayed many bar charts, line graphs and histograms representing the economy in England. Another milestone in the history of the use of informational graphics is to communicate in depth information which was a diagram of a Liverpool slave ship, Brookes. The diagram moved people to tears in early 1789s.

Our contemporary culture is a visual culture. Visual images become the pioneer form of communication. Studies shows that people spend less time thinking about the information and quickly perceive the contents associated with visual stimulations through mental processing.

We are belonging to a visual culture. Visualization is a method of communication from our ancient culture. Studies shows that people spend less time thinking about the information and quickly perceive the contents associated with visual stimulations through mental processing. Information Technology often utilize visuals as a form of communication in the contemporary world (Dudycz,2017)

The world is growing with the growth information and technologies. There should be need a particular mechanism to support us for supervising this huge and implicit information more effortlessly. Informational

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[1] _M.Phil Research Scholar, Dept. of Visual Media & Communication, Amrita School of Arts & Sciences, Kochi, Amrita Vishwa Vidyapeetham, India._

[2] _Assistant Professor & Head, Dept. of Visual Media & Communication, Amrita School of Arts & Sciences, Kochi, Amrita Vishwa Vidyapeetham, India._

graphics have a significant part in simplifying this information and data processing so that it becomes much easier and faster

Information + Graphics = Infographics

Infographics are the most interesting way to present content from a visual point of view. It is widely comprehensible and it is an excellent way to captivate the attention of your target audience. Starting from official purposes to comic subjects, they find use in many magazines as well as online sites. Infographics have been used for other purposes ranging from advertisements to the display of scientific data. (Morgan, 2018). This research focused on how infographics is effective for the newspaper readers.

1.1 OBJECTIVES OF THE STUDY

- To analyse the effectiveness of infographics among the newspaper readers.
- To evaluate the significance of infographics to summarizes complex news contents in a simple way.

1.2 HYPOTHESES OF THE STUDY

H1 Infographics have effective use and acceptance among reader

H2 Infographics have significant role in summarizing and simplifying complex news contents

II. REVIEW OF LITERATURE

Literary works on info graphics in news coverage are uncommon since it may be a generally unused field of research and studies. Henry (2006) stated that the world of media convergence, every important story gets told, every brand gets sold, and every consumer gets courted across multiple media platforms.

Infographics are a type of multimedia which comprises of texts, graphical elements and images with the purpose of explaining the content behind complex texts, issues and effects the stages of an action (Naparin & Saad, 2017). Research has shown that the usage of infographics has a significant impact on the behaviour of the reader, as infographics tend to catch readers' attention and enhance the reading of the related text (Holsanova et al.). During the evaluation on two Austrian Newspapers "*Der Standard*" and "*Kurier*", it was difficult to recognize the interactive infographics. Therefore, they analysed how Austrian readers of online newspapers assess the availability and findability of interactive infographics and how they utilize the facilities for interaction (Zwinger, S., & Zeiller, M. 2016).

The survey of readers of online newspapers demonstrates that the offering of interactive infographics is highly accepted among users with all level user's experience. (Michael Zeiller, 2017). The immense use of informational graphics had brought many individual editors to involve more in all areas of newspaper products- not only in text. They are called "integrated editors", who focus on both content and form. Newspaper graphics are mainly used to compliment with a news article's content or to perceive the attention of the readers. Also, informational graphics or infographics make the newspaper much helpful to understand information easily (Utt & Pasternak, 2000)

Infographics provide interactive communication, in the way to make the newspapers a public sphere of discussion. These contents enhance the timeliness and enrich news to engage readers (Haneefa & Nellikka, 2010).

III.   METHODOLOGY

In this research study to collect primary data, survey is being done through questionnaire. Questionnaire have been prepared based on the objective of the study. Random sampling method is implementing for data collection. In sampling, we assume a subset with a random group to estimate characteristics of the whole group through survey. The five-point Likert scale is used to measure the effectiveness of infographics. 300 surveys are collected from random readers for the analysis.

3.1 DATA ANALYSIS METHODS

The response data are initially converted into Microsoft excel sheet and later converted to SPSS format.

3.2 THEORETICAL FRAME WORK

Data-Information-Knowledge-Wisdom (DIKW) prototype hierarchy for classifying human comprehensions in the persistent and cognitive mind. On the basis of DIKW, data can be categorized as symbols, informational data which have to be put in a context and knowledge is applied for significant information (for questions like "why", "how" etc) (Antonova, 2016). This Hierarchy mentioning that informational data should focus mainly on complex data and broadening the understanding of its precise and implicit form

IV.   ANALYSIS AND DISCUSSION

The survey was conducted among random selected newspaper readers. It is further examined in order to get the reader's approach and acceptance about using infographics in newspapers. Data are collected and examined using SPSS and created frequency bar charts.
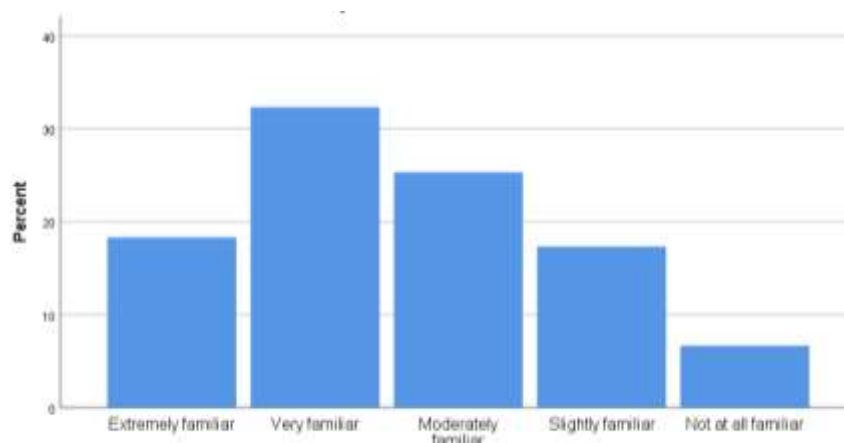
V.   RESULTS

Figure1: Familiarity of infographic news among readers

Above chart indicates the familiarity of readers with infographic contents. Among these respondents, 32.3 percent responses are very familiar with infographics. 18.3 percent are extremely familiar and 25.3 percent are moderately familiar about the infographics. And the rest of the 17.3 percent respondents are slightly familiar and 6.7 percent are not at all familiar. This indicates that readers are familiar with infographics in newspapers.
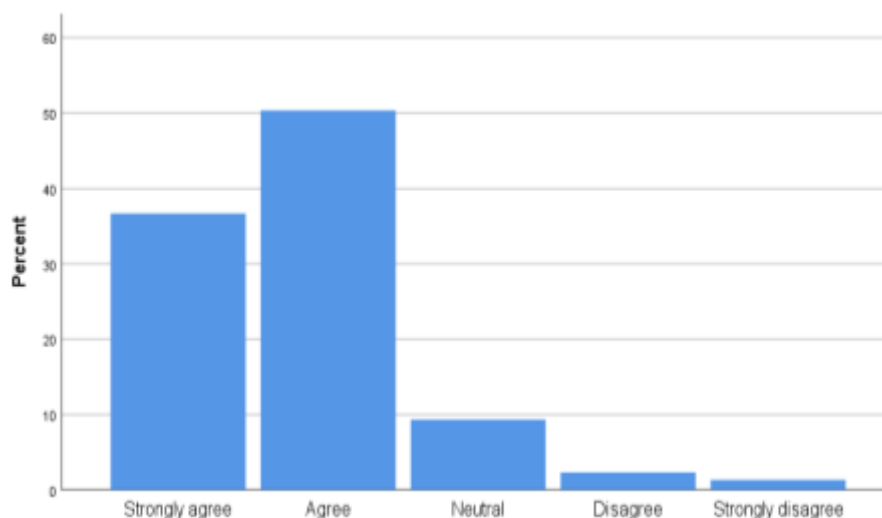

Figure 2: Infographics are more informative

While analysing above data about infographics are more informative than long texts, 50.3 percent of respondents agreed that statement. 36.7 percent strongly agreed and 9.3 percent are neutral responses. Rest of the 2.3 percent of respondents disagreed and 1.3 percent strongly disagreed. It indicates that infographics are much informative than reading long texts.
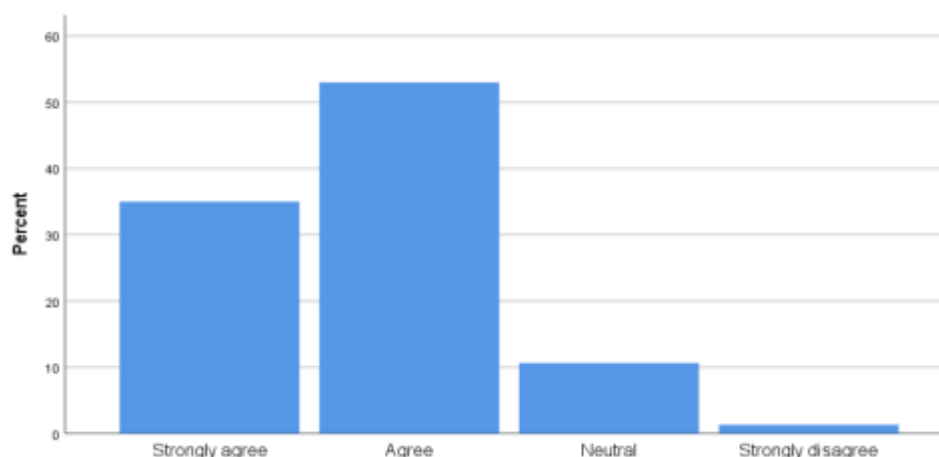

Figure 3: Info graphics simplifying long texts.

Above graph shows that 53 percent of respondents agree that infographics simplify long texts. 35 percent of respondents strongly agreed the statement. 10.7 percent are neutral responses. And 1.3 respondents are strongly disagreeing the statement. This indicated that infographics have simplified the long text into informative content.
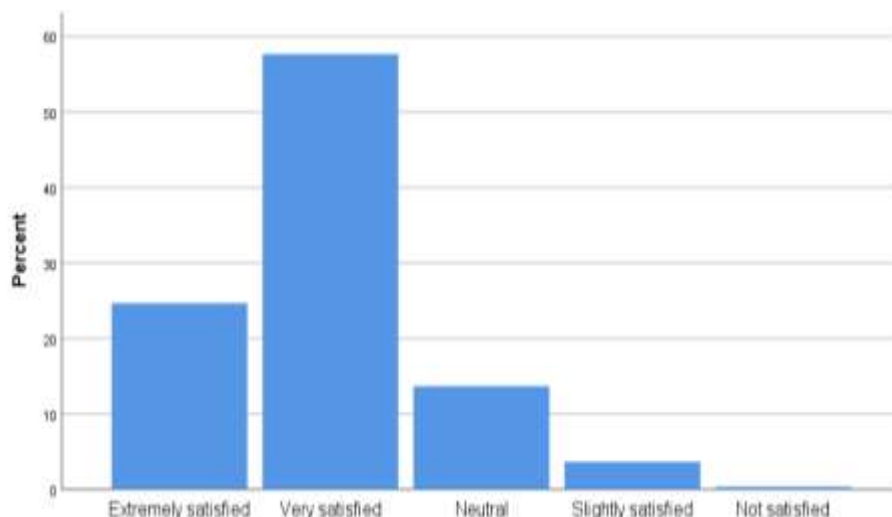
Figure 4: Satisfaction about reading infographics

The graph depicts that 57.7 percent of respondents are very satisfied while reading infographics and 24.7 percent are extremely satisfied. The remaining 3.7 percent of respondents are slightly satisfied and .3 percent of respondents are not at all satisfied. 13.7 percent of responses are neutral. These findings depict that readers are satisfied while reading infographic news content.
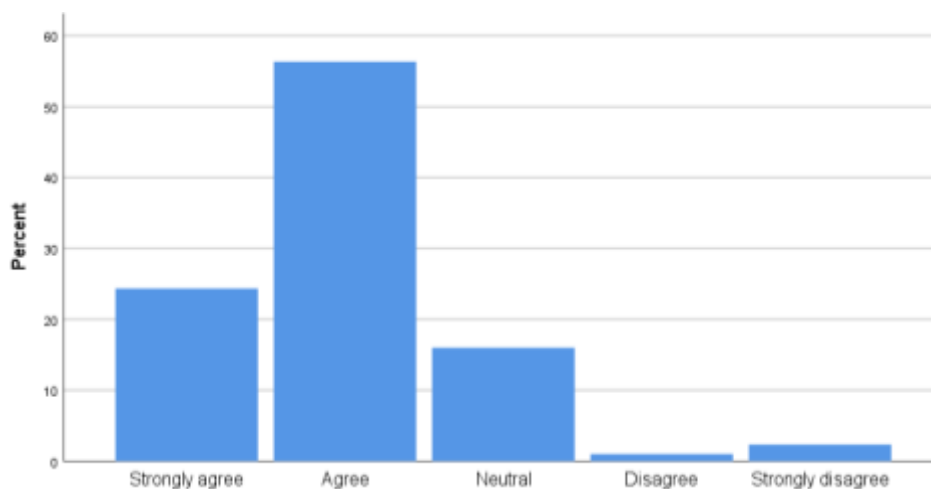

Figure 5: Satisfaction of readers to perceive content easily.

While analysing the whole data, 56.3 percent of respondents agree that they are satisfied.24.3 percent of respondents are strongly agreed this statement.16 percent of responses are neutrals. 1 percent of people disagree and 2.3 percent of respondents strongly disagreeing the statement. It depicts that people are more satisfied with infographic contents and also it helps to perceive ideas easily.
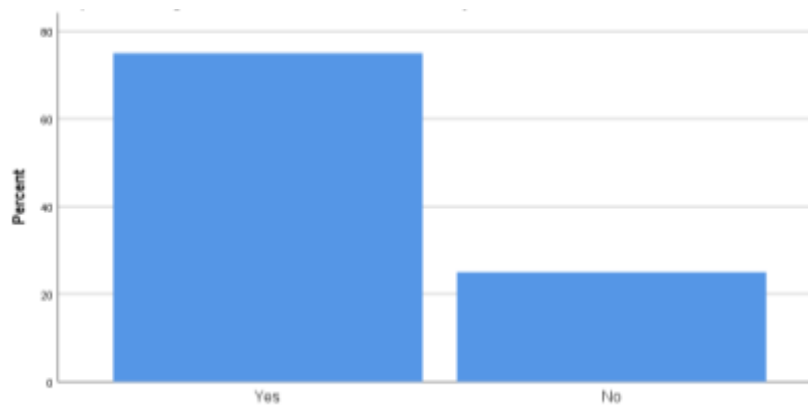
Figure 6: effectively used to show contexts and connections

Majority of the respondents, that is 75 percent agreed that graphical contents used in news are effectively showed the context. 25 percent of the respondents disagreed with this. From the above analysis, we can say that graphs and images in the news contents used effectively and it gives connection to the context for the readers.

VI.   FINDINGS

The findings from this research reveals that infographics are highly accepted by the Indian newspaper readers. It is necessary to use as a complement to news stories. Especially in the case of complex news stories like natural disasters, military encounters and business. The readers are more attracted towards reading infographics. They are much more satisfied.

VII.   CONCLUSION

Research mainly focused on the understandings of the effectiveness of infographics in newspapers. Although readers are familiar with infographic contents. In this study, the perception and cognitive space of the readers are considered. The study evaluated that almost are the readers had a positive opinion about infographics. They gave opinion about how effective the infographics are. They remarked that infographics helped to simplify complex contents and it is acceptable for perceiving ideas. However, there were also some neutral notations regarding infographics. The main problem of the readers was some of the readers were familiar with traditional long texts. They are satisfied with reading long texts for information. To sum up we can draw the conclusion that infographic has effective use among readers. Almost all the readers are satisfied with informational graphics.

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