

Effectiveness of Social Media Infographics

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What is an Infographic?

Infographics are visual representations of information or data presented in a concise and engaging format. They typically combine text, graphics, and images to convey complex information quickly and effectively on a wide range of topics, from educational content to social and political issues.

Data Collection

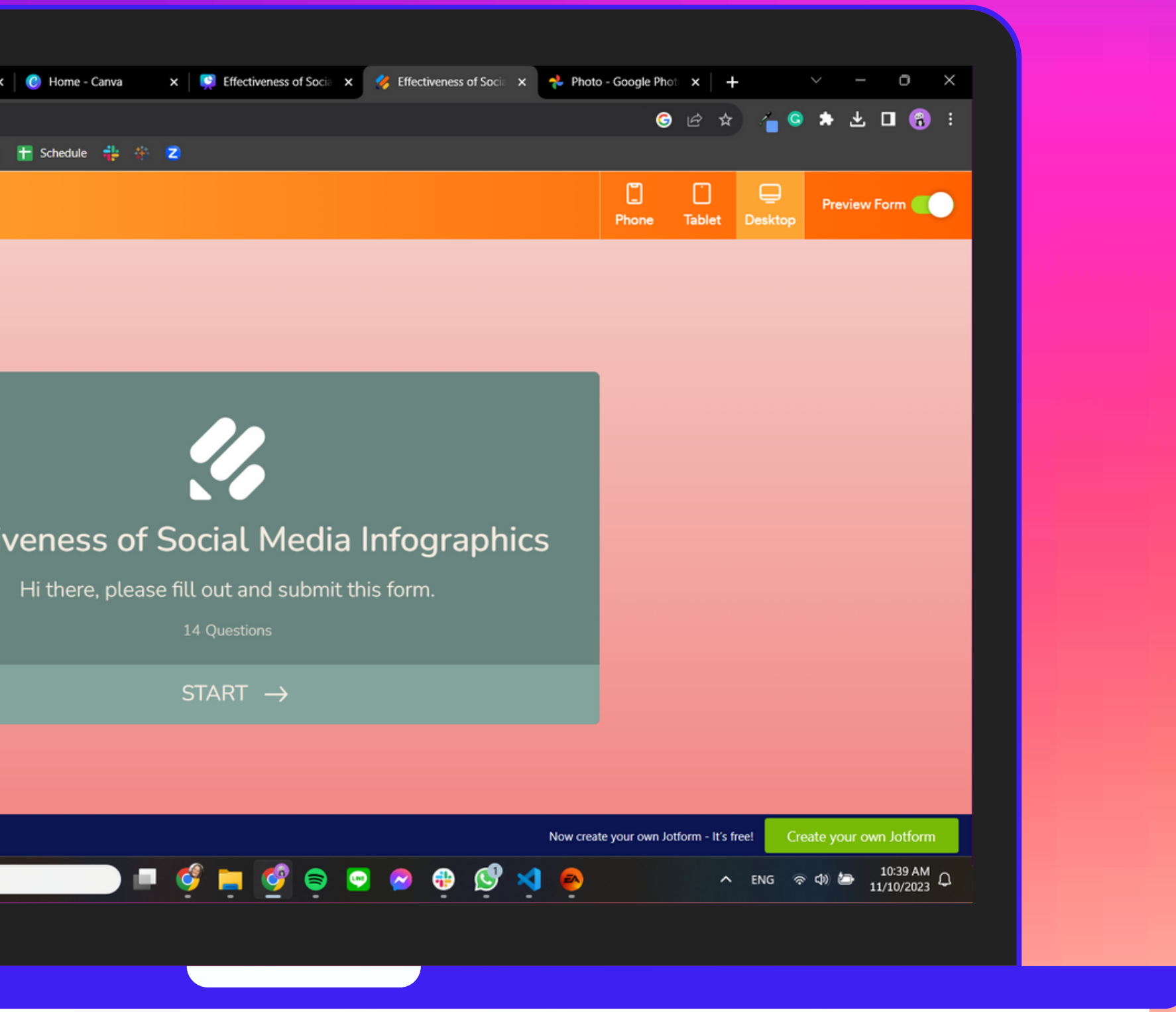
SCREENING QUESTION

Have you seen infographics on social media before?

DEMOGRAPHIC INFORMATION (OPTIONAL)

Gender, nationality, age, education, political identity

INFOGRAPHIC EFFECTIVENESS



Data Cleaning



Cleaning countries and
adding regions



Parsing social media
platform usage



Converting Nos into
NaNs

Tableau Dashboard



Future Improvements

- More submissions
- Questions about source of infographics
- Hypothesis testing – who are infographics most likely to be effective for?

**Thank
You!**

