Infographics are very powerful when they come to highlighting the main points. Looking at infographics helps viewers quickly understand the overall concepts. It is also very helpful for people who learn better by visualization. However, infographics sometimes don’t give the full story. They can be too simplified and lack of details. In addition, infographics are trickier to find on search engines than stories.

Stories are useful when people want to know the whole story rather than just the main points. However, they can be lengthy and people may not take time to read the entire story. The stories that are full of words can be not as attractive as a infographic with visual emphasis.