TEXT VS. GRAPHIC

Effectiveness for Comprehension of Complex Information

by Tiffany Cheng for DIGM 4399

INTRODUCTION & PROBLEM

When presenting information, which format is most effective?

TEXT

The brain processes visuals 60,000 times faster than text, but just because your brain is processing an image more quickly, the reader may or may not be taking away the right message.

Which format gets the

RIGHT MESSAGE

across in the *least* amount of time?

METHOD

Step 1
Develop three sets of tests- complex information presented with four questions each.

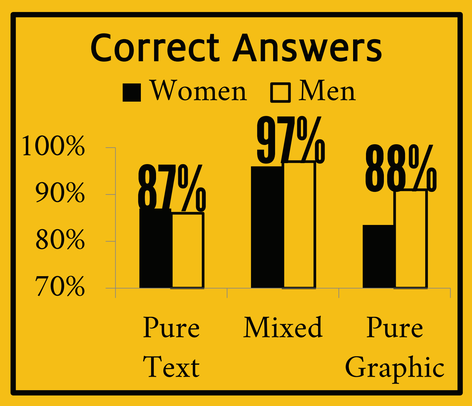
text graphic mixed

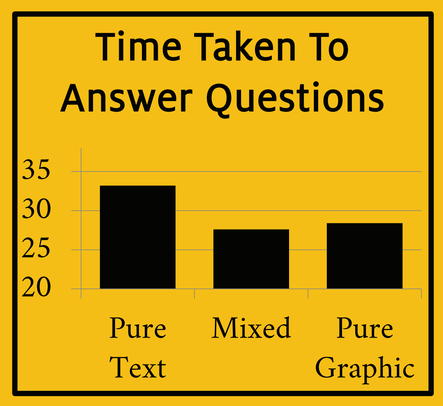
Step 2
Find a variety of test subjects, collect data.

Step 3
Check answers and compile results along with demographics.

Step 4
Analyze results to see which method was most effective.

RESULTS





Pure text: overall 87% correct in 32.2 seconds
Mixed: overall 97% correct in 27.6 seconds
Pure graphic: overall 88% correct in 28.4 seconds

Through all three tests, men answered 93% correctly, while women answered 88% correctly.

CONCLUSION

The mixed text and graphics test yielded both the highest number of correctly answered questions and the least amount of time taken to answer.

Factoring in both percentage of correct answers and test time,

TEXT

using both text and graphics to convey a message is most efficient. It seems as though men are more visual than women, but a more in depth study would need to be done to be conclusive.

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