

Infographics on the democratization of knowledge in the COVID-19 era



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ABSTRACT

Introduction: The search for information is essential to update professionals and provide the population with knowledge. In this context, infographics are resources capable of conveying complex information quickly, easily understandably, and

attractively. **Objectives:** To analyze the interaction of the population with the infographics through social networks, to compare the access of the infographics on the Hospital PUC Campinas website in relation to the other pages of this website and to identify the reach of the infographics on the website and on Instagram. **Methods:** This is a descriptive, cross-sectional, retrospective, and comparative study on the impact of infographics that were published on the website of the PUC Campinas Hospital on a page for the population and another for health professionals, as well as they were also posted on an Instagram profile. Thus, the data from the website was collected by an IT professional and the data from Instagram would be collected from the platform itself. **Results:** The number of likes varied according to the specialties and topics covered and the number of views on the page of the PUC Campinas Hospital were significantly higher when it came to information in Infographics. **Discussion:** Infographics are excellent tools for the popularization of knowledge since they facilitate understanding and dissemination due to their format and short excerpts of texts. **Conclusion:** More research is needed to evaluate the capacity of infographics, given the low number of studies in the literature, although they seem to have a great capacity for disseminating information.

Keywords: Infographics, COVID-19, Democratization, Knowledge and information.

1 INTRODUCTION

In this pandemic period, the world is going through a moment of misinformation, caused by fake news, just when knowledge is so necessary for the prevention and fight against the coronavirus. In this way, we are constantly looking for a safe, fast and effective way to raise awareness among the population. Faced with this demand, infographics have become a method capable of meeting these requirements due to their ease and speed of understanding.

The infographic is a textual genre that mixes elements, such as the use of images and short texts in order to convey information as soon as possible and in a simplified way^[1,2,3]. However, it is clear



that its aim is not to eliminate the use of more elaborate texts, but to include those who do not have the opportunity to read or understand them^[4]. Thus, with the growth of preventive medicine and the use of the internet, there is a great potential for a wider use of them.

Thus, it is necessary to seek to recognize the scope of the information propagated so that the infographic is evaluated and used in the best possible way. Since, in proportion to so much technology, misinformation and false truth still prevail over knowledge.

The importance of this tool for popularizing information can be analyzed based on the data provided by the places advertised, most commonly, on web sites and social networks. Thus, better ways of publishing could be studied to achieve sufficient engagement to reach the target audience.

2 OBJECTIVES

The objective of this work is to collect the data obtained through interactions, such as the number of accesses, the average time spent per person in each publication, number of likes, number of shares, both on Instagram (@combatec0vid) and on the website of Hospital PUC Campinas, through popular interaction and professionals in these media. In this way, it would be possible to have a discussion about the results obtained from the use of infographics as a strategy to speed up and simplify information for many people.

3 METHODS

A retrospective study of the impact of infographics in relation to scientific articles was conducted. First, the COVID Project was a work carried out in pairs, which went through a selection process, however, to do them there was a training cycle carried out by IFMSA for the use of the Canva tool. Subsequently, each pair chose a specialty, together with a professor in the area, to make the infographics. They were published on the website of the PUC Campinas Hospital on a page for the general population and another for health professionals, in addition, they were posted on an Instagram profile (@combatec0vid). Thus, the site's data would be collected by an IT professional and Instagram's would be collected from the platform itself. From this moment on, the relevance of the analysis of this project is highlighted, in order to better understand the scope of the infographic.

Included: all people who accessed the site, people who have an Instagram account and, consequently, accepted the terms of conditions, offering some data to the applications.

4 RESULTS

From the analysis of Instagram and the website of Hospital PUC Campinas, some data were selected that demonstrate the interaction of the population with the infographics. As for Instagram



publications, the number of likes and shares was checked, while on the website the number of views of each post was analyzed.

Regarding Instagram likes, only those publications that had a higher number of 50 likes were selected, which totaled 26 publications out of 39. The 10 publications that obtained from 50 to 100 likes, added up to 631 likes out of 10638 total, which corresponds to 5.93%, the publication that obtained the highest number of likes within this group was related to Intensive Care Medicine, which received 88 likes and the lowest was Immunology, which obtained 50 likes. The posts with 100 or more likes *were all Immunology and related to the word "vaccine", the one with the highest number of likes got 2084, the one with the lowest got only 114, the total sum of these data was 9570, which resulted in approximately 89.96% of likes.*

The shares of the posts were also divided into two large groups: from 10 to 50 and those that reached more than 50 shares. Thus, of the 39 publications, 9 reached from 10 to 50 shares, among them the one with the lowest number obtained 10, related to Microbiology, the highest obtained reached 29, related to Endocrinology, the sum was 158, which means approximately 2%. In the second group, the one with the lowest number of shares reached 90 and with the highest 1964, which in the sum meant a total of 7572 shares, which represents approximately 97.11%, all also from Immunology and related to the word "vaccine".

As for the Hospital's website, only publications that had more than 500 views were chosen for analysis. Within this group, the lowest number was 531 accesses related to Intensive Care Medicine, and the highest reached 18973, related to Immunology. Within the website of Hospital PUC Campinas, of the 100 pages related to COVID-19, 18 of them got more than 500 hits and half of this total were posts that had infographics, which resulted in approximately 36.6%.

5 DISCUSSION

Regarding likes, it is evident that infographics with information that is closer to the population, such as vaccines, were more viewed. In this way, all those who had a good engagement on Instagram, that is, 100 likes or more were related to this topic. However, the use of infographics served as a way to leverage reach, due to the ease of understanding the information ^[2].

As for the shares, there was a disproportion between those with the highest number of likes and the smallest, since those with the lowest number of likes had a much lower number of shares, while those with a lot of likes had a very close number. This information reveals that there was really an understanding of the information, since for something to be liked it is enough to be seen, however, to be shared it also needs to be understood ^[3].

On the other hand, the numbers of views on the Hospital PUC Campinas website reveal a great gain of infographics over other pages, such as research summaries, since the site within the most



viewed about covid, half were about infographics, showing the potential for dissemination of knowledge through this tool, which will enable the arrival of information to a larger group of people [4].

6 CONCLUSION

Therefore, it is evident that more research and information are needed to have a greater scientific basis, given the low number of studies present in the literature. In addition, infographics are excellent tools for disseminating knowledge and a very effective way to democratize information that was previously restricted to a select group of people.



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