Infographics: An Approach of Innovative Communication Tool for E-Entrepreneurship Marketing

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ABSTRACT

Infographics were used to support the work of journalism back in 1980s. It may be used to accommodate newsletters, newspapers, magazines, and reports. Now the infographics have been applied for telling the story. Additionally, the changing lifestyle in digital age, data and information need to be quicker and easier processed. People scan for the headlines and graphics (usually in pictures, graphs, charts) that draw their interest. They spend less time to consider whether it is worth further reading. Interactive, Multimedia and Video infographics can be created in 3D to make it more appreciative than regular illustrative pictures and text, especially for the difficult and complicated contents. For the people who need to communicate quickly; the spoken or printed account is sometimes too difficult for understanding. With infographics can escalate the growth of e-entrepreneurship, they will be very useful as the well-organized, easy-to-understand, eye-catchy, and shareability marketing tools. The suggestive guidelines of infographics creation are also addressed. This paper also includes the history, importance, and benefit of infographics in general and introduces the tools for making infographics professionally.

Keywords: Data Visualization, E-Entrepreneurship, Human Computer Interaction (HCI), Infographic, Innovative Communication, Marketing

INTRODUCTION

“A picture is worth a thousand words”, is the familiar phrase. “The human brain is more able to identify and comprehend relationships and patterns if data is encoded into visual forms” (Cleveland, 1994). The definitions of infographic are: “The use of computer-supported, interactive visual representations of data to amplify cognition” (Card, 1999); infographic is graphic visual representation of information, data or knowledge intended to clarify and integrate difficult information quickly and clearly (Newsom & Haynes, 2004; Smiciklas, 2012). Educational definition for infographic is “a collection of graphic organizers integrates different media in simple diagrams: text, images, symbols and schemas” (Serenelli et al., 2000). In Human and Computer Interaction (HCI) approach, infographics are capable of improve user cognition by utilizing graphics to enhance the ability of human visual system to see patterns and trends (Heer et al., 2010; Card, 2009).

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Infographic is a new method to visualize data. Another word for infographic is information visualization (InfoVis) or data visualization (Stasko, 2010). Visualization is defined as (Scalfé, 1996) “mechanisms by which humans perceive, interpret, use and communicate visual information (McCormick et al., 1987) in Scalfé (1996)”. The main aim of visualization (İnan & Dur, 2012) is to communicate information more clearly and effectively by using graphical means. Infographic is a brilliant approach in the business and design world currently and have become the easy technique for passing on useful information to the audiences/readers.

Actually it is not such a new concept according to Confalone said on his blog that infographics are ancient as it appeared long time ago in Egypt. Everything about the relief sculpture of the pharaoh Akhenaten and his family pictured as in Figure 1 is loaded with information: this is a 3,300-year-old infographic (Confalone, 2012). As well as the earliest humans on the planet shared information in pictures carved and painted on rocks and caves as early infographics. For the infographic design is the best way to speak to both the left and right human brain and to fully engage cognition, because the right brain can engages in the more visual work and the left brain work well in moving in sequential order. Adding pictures of brain scans and mentioning cognitive neuroscience make people more inclined to believe what they are reading (McCabe, 2008). People usually following directions with text and illustrations do 323% better than people following directions without illustrations (Levie & Lentz, 1982). There is the importance of information visualization which is adding in reporting the believable and trusted means context. As mentioned in the book (Golombisky et al., 2010) title “Infographics: Maximum Information in Minimum Space”, this book explains the main purpose of infographics design which is produced as supportive as they can in order to give as much detailed information as possible and it can save spaces.

NASA’s Voyager interstellar space probes, launched in 1970s, carry information-rich diagrams to show the earth existing (Hopkinson, 2011) in Figure 2 and Figure 3. It has long history in Journalism and Printed Poster. There are also many excellent infographics which was published in New York Journal newspaper in 1898 (Figure 4 and Figure 5). During the 1880s - 1900s, infographics created by Peter Sullivan for The Sunday Times were some of the essential reasons in encouraging newspapers to use more infographics. Peter Sullivan (1932–1996) was a British graphic designer recognized for his work on information graphics. Sullivan is also one of the few authors who have written about information graphics in newspapers. Similarly, the staff at USA Today newspaper, the US newspaper that launched in 1982, and their objective is to use graphics to make information easier to understand. The example of USA Today infographic show by using images to represent data about: What’s favorite night to order takeout for dinner? (Figure 6). This is the one of very first attempts infographics to represent data more attractive. USA Today usually receives the acknowledgment for publishing up-to-date infographics. Colorful charts and graphs remain hallmarks of USA Today’s design for readers. Since the 1980s, USA Today’s front page has featured something in the infographic family. However, people were using graphics to deliver information well before the 1982 (Golombisky et al., 2010). Recently, The New York Times1 and TIME magazine2 have taken the concept of using graphics as a means to put data into words. These publications have some remarkably infographic designers. Carter and Cox from the New York Times are creating good infographic for many years. The Times is highly appreciated for visual journalism as well, with amazing interactive page. Taking into consideration about rising mission of social media, how can we distribute some news in 140 characters in Twitter. The answer is that it is almost impossible to do. But with an infographic can be saved as an image; it can be uploaded in common with short message and can tell readers the whole story. It is uncomplicated and useful. Soon infographics are going to be one of the principal layouts for communicating in newspapers and magazines.

In the 21st Century, data visualizations have been applied to commonly used computer
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