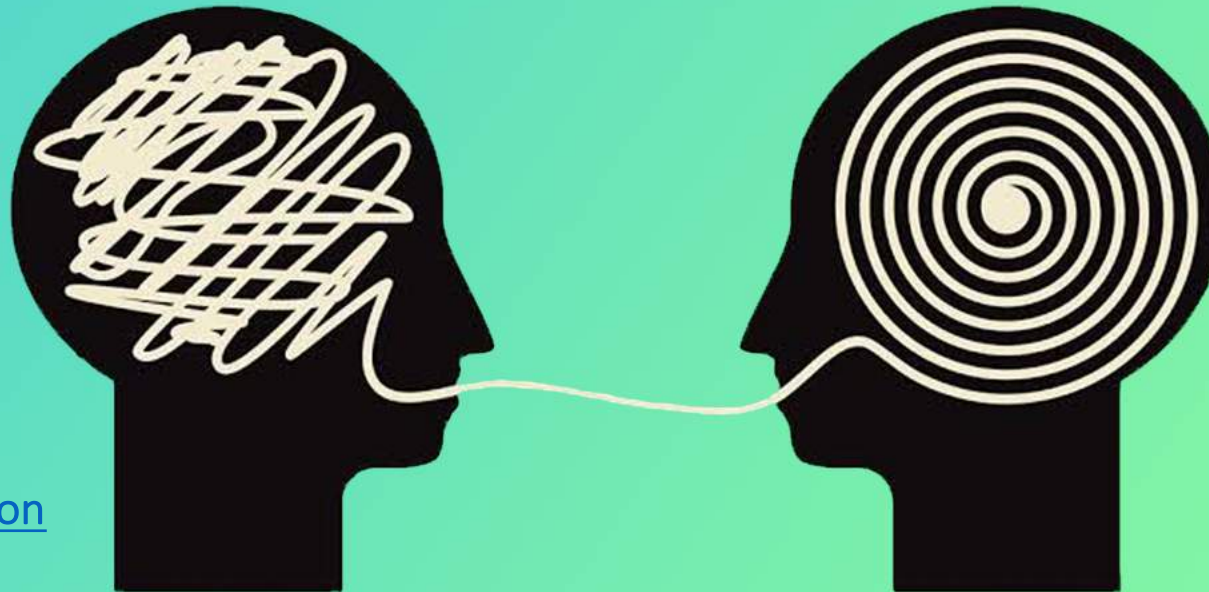


RESEARCH TRANSLATION

INFOGRAPHICS 101

Kevin Wernli

Physiotherapist | PhD Candidate



www.kevinwernli.com/translation

For slides (personal use only)

   @KWernliPhysio

WHY



HOW



OUTLINE

LESSONS/TIPS



SUMMARY





WHY



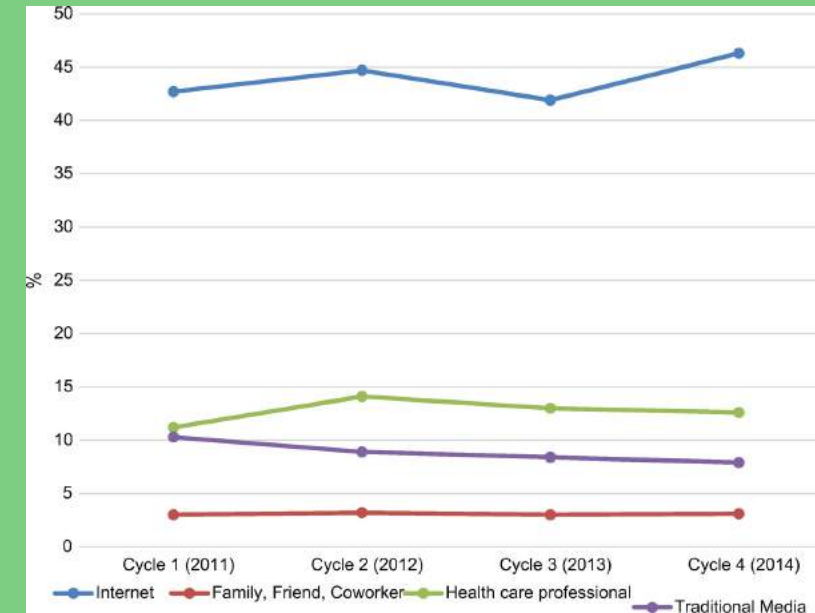
Why do you want to translate research?



Who is the target audience (public, clinicians, policy makers)

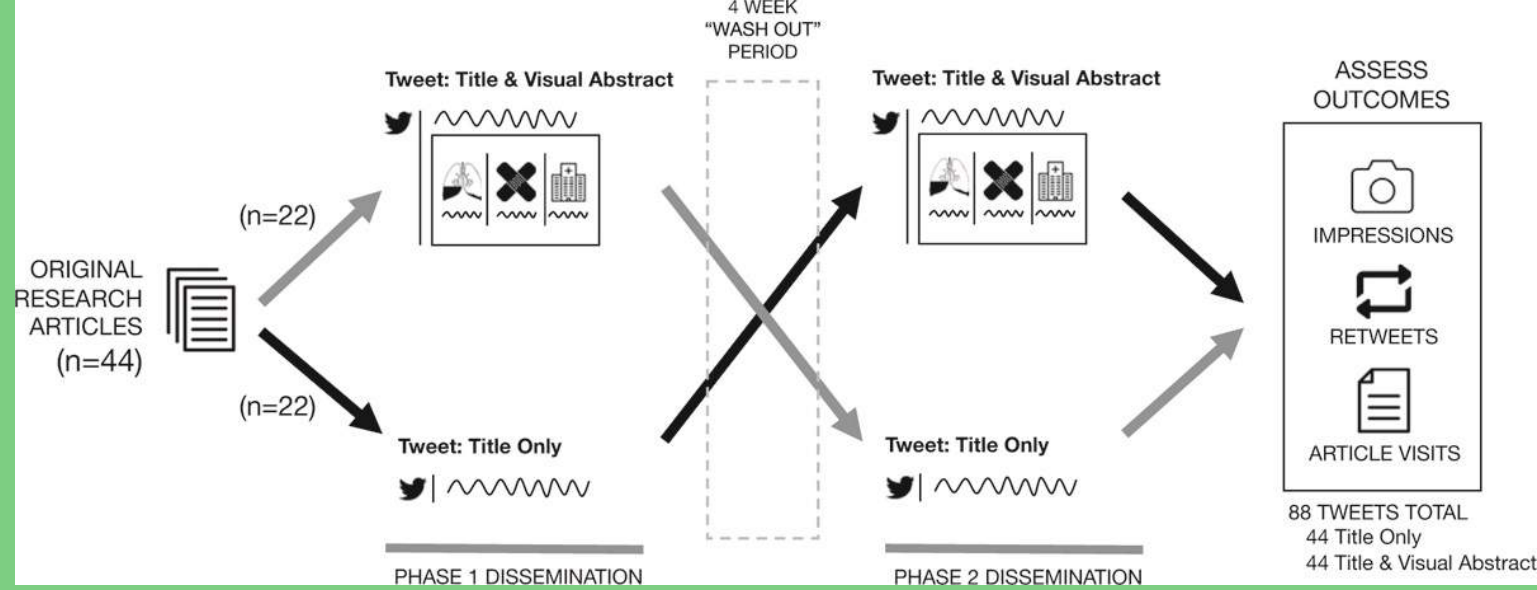
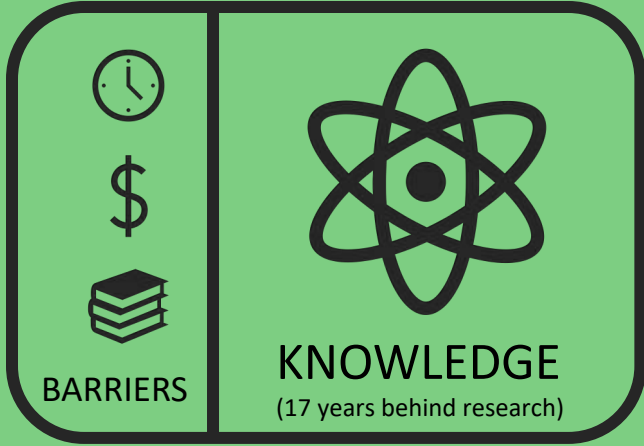


Where do they go to find information



(Jacobs et al. 2017)

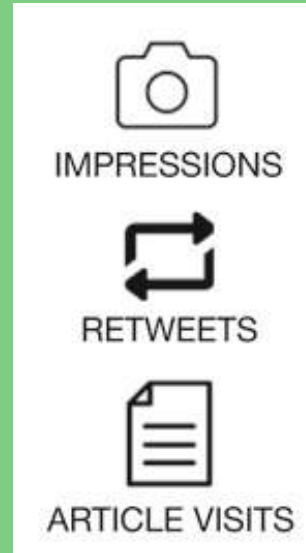
WHY



Tweets with a visual abstract



=



7.7x more impressions

8.4x more retweets

2.7x more article visits

TEXT ONLY = ~10%
retention

TEXT + IMAGE = ~65%
retention



HOW

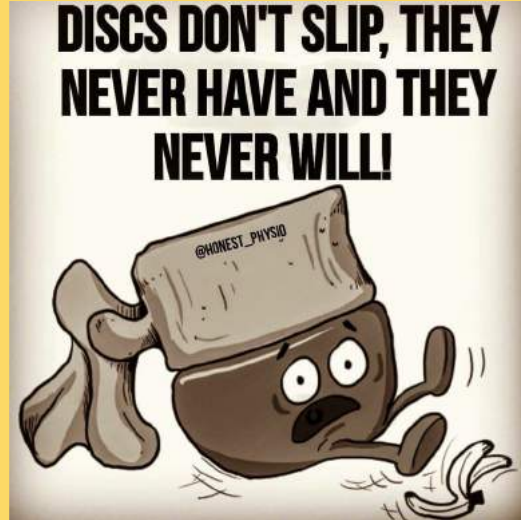


EASY
FREE
LESS CONTROL

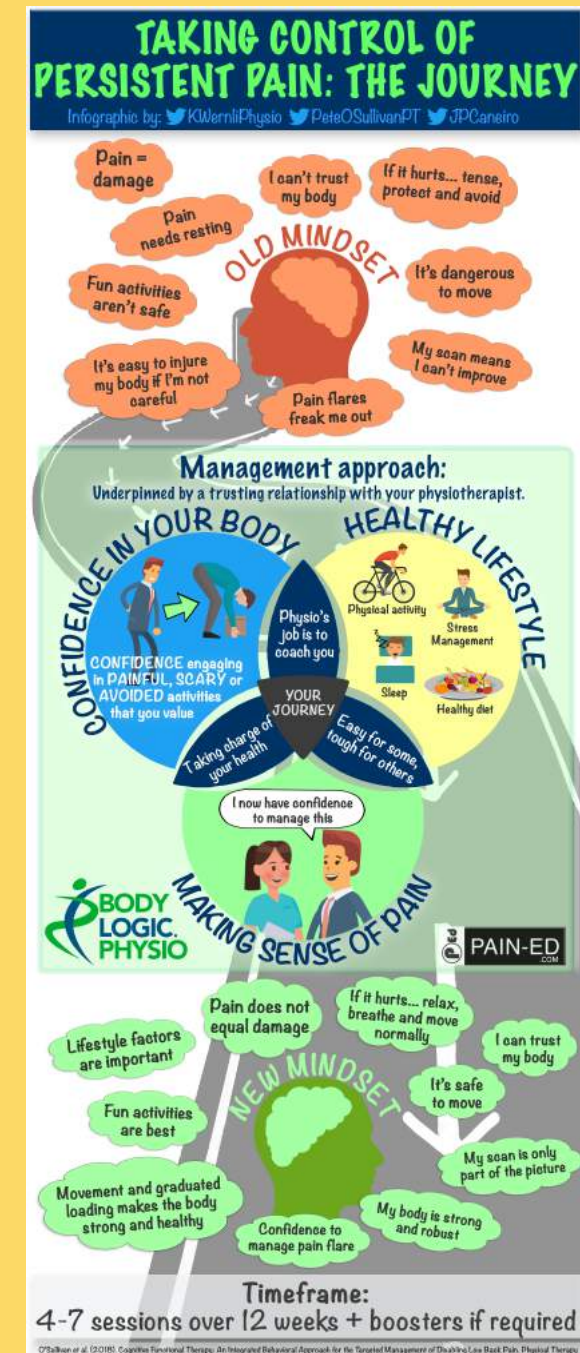
HARD
\$\$\$
FULL CONTROL



HOW



- Information-rich
- Contextualize the information
- Yield an accurate meaning even if interpreted literally





HOW

Identify key message(s) → Draft outline on paper → Use graphics software (e.g. PowerPoint)



Colour scheme
<https://colors.co>



SHAPES



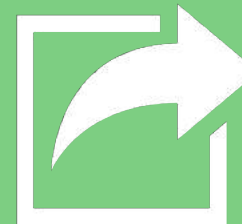
IMAGE SOURCES



REMOVE BACKGROUND/
CROP



ICONS



EXPORT

YOU DON'T HAVE TO CHANGE MOVEMENT TO IMPROVE LOW BACK PAIN

Wentli K, Tan L, O'Sullivan P, Smith A, Campbell A, Kent P. Movement does not have to change for low back pain to improve. Investigating the relationship between changes in movement, pain and activity limitation: A systematic review 2019 JOSPT

50 studies
(26 Cohort, 24 Single-case)

	Moderate quality evidence Relationship found 31% of the time
	Low quality evidence Relationship found 70% of the time

★ TAKE HOME
Changes in movement are only *sometimes* related to improvements in pain and function

WHEN THERE WAS A RELATIONSHIP:

Faster
 More range
 More relaxed

= Improved outcome

This infographic is a summary only, please consult the full article for clarification and supporting references

PAIN-ED

30mins



Colour scheme
<https://coolors.co>



SHAPES



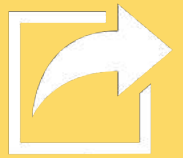
IMAGE SOURCES



REMOVE BACKGROUND/
CROP



ICONS



EXPORT



LESSONS/TIPS

ALIGN and DISTRIBUTE (shape format>align)

Keyboard shortcuts:

CMD (CTRL) + alt

CMD (CTRL) + alt + shift

Content amount:

Minimal → More detailed

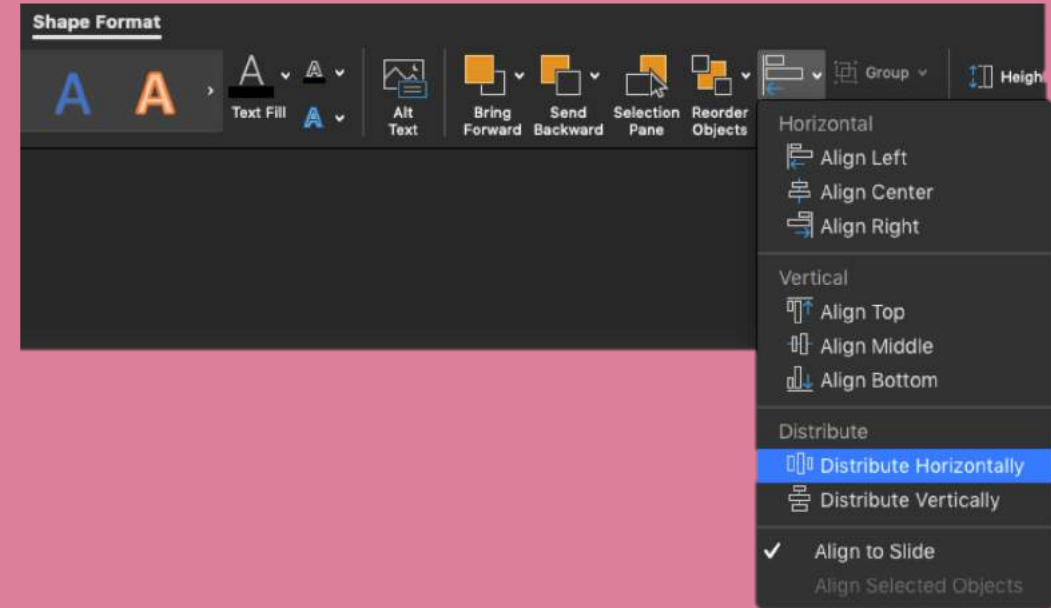
“Copy Image”

Quicker than save and insert

Reference study

“Summary Only” statement

Destination (FB, IG, Twitter etc) preferred dimensions





SUMMARY

We should adapt to current trends to put health information where people seek it

Infographics lead to more engagement

>?more citations/grants/traditional media stories

Consumers prefer infographics to traditional text

It's easier than you may think (and fun)

We are already seeing an increased request for infographics/graphical abstracts

FEEDBACK

Complete the ~1min feedback to get access to slides



Use phone camera to scan



Or go to: tiny.cc/KWtranslation
(case sensitive)

REFERENCES

Wura Jacobs, Ann O. Amuta & Kwon Chan Jeon | Claudia Alvares (Reviewing Editor) (2017) Health information seeking in the digital age: An analysis of health information seeking behavior among US adults, Cogent Social Sciences, 3:1, DOI: [10.1080/23311886.2017.1302785](https://doi.org/10.1080/23311886.2017.1302785)

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