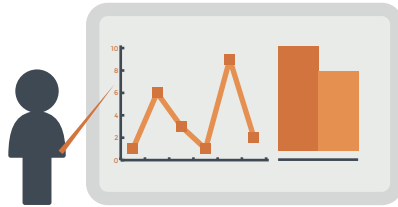


INFOGRAPHICS

THE BENEFITS OF THEIR USE ONLINE

PRESENTERS WHO USE VISUAL AIDS ARE



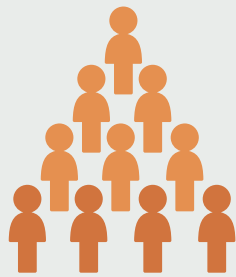
43% MORE EFFECTIVE

IN PERSUADING AUDIENCE MEMBERS TO TAKE A DESIRED COURSE OF ACTION



90%

OF INFORMATION TRANSMITTED TO THE BRAIN IS VISUAL



40% OF PEOPLE RESPOND BETTER TO VISUAL INFORMATION THAN TEXT



TEXT = SHORT TERM MEMORY
IMAGES = LONG TERM MEMORY

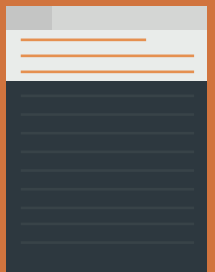


Graphical Description

"A curved line with every point equal distance from the center"

Textual Description

IT IS MUCH EASIER TO SHOW A CIRCLE THAN DESCRIBE IT



USERS HAVE TIME TO READ **28%** OF THE WORDS ON AN AVERAGE WEB PAGE AT MOST
(20% IS MORE LIKELY)



79% OF USERS SCAN ANY NEW PAGE THEY COME ACROSS
ONLY **16%** READ WORD-BY-WORD



HIGH QUALITY INFOGRAPHICS ARE **30x** MORE LIKELY TO BE READ THAN TEXT ARTICLES



SOCIAL NETWORKS MOST POPULAR SITES RELY MAJORLY ON IMAGE POSTS
INFOGRAPHICS CAN BE SHARED IN AN INSTANT



LOADING IS NO PROBLEM THEY CAN BE LOADED ON ANY DEVICE INSTANTLY

USE OF INFOGRAPHICS CAUSE A GROWTH OF **12%** IN SITE TRAFFIC ON AVERAGE



SOURCES:

"The Power of Visual Communication"

<http://www.billiondollargraphics.com/infographics.html>

"Infographic Effectiveness Statistics"

<http://ansonalex.com/infographics/infographic-effectiveness-statistics-infographic/>

"How Little Do Users Read?"

<http://www.nngroup.com/articles/how-little-do-users-read/>



Read the full blog post @ kinocreative.co.uk/blog