Help students communicate science to a wider audience:

Use **infographic posters**

Perceptions of using infographics for physiology poster projects – a comparison between cohorts.

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INTRO

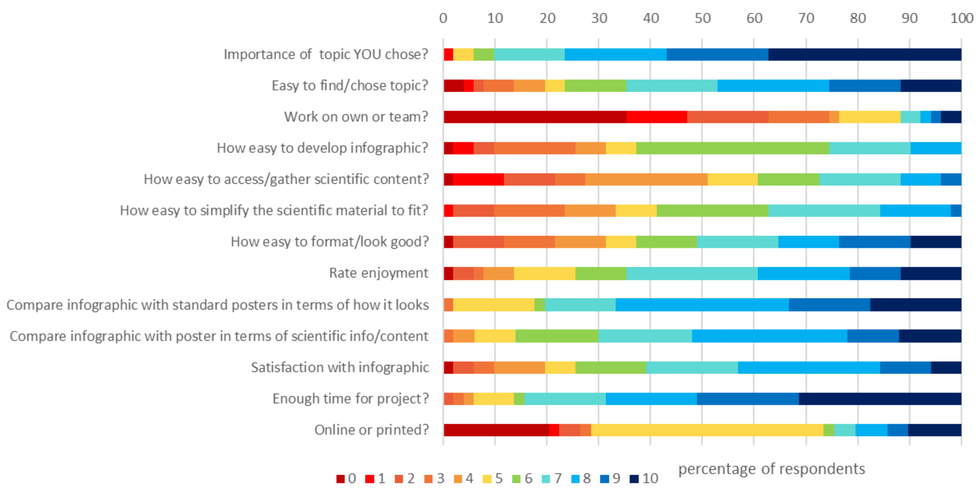
- Infographics are progressively being used to demonstrate key scientific concepts in simple graphical form.
- Teaching students to effectively communicate with both a scientific audience and the general public is increasingly important within an academic curriculum.

PROJECT OUTLINE

- Students developed an infographic over 10 weeks on a topic and with tools of their choice.
- Students had to submit an abstract at the end of the project and present their final infographic poster at a research symposium as if they were attending a Physiological Society conference.
- Students were invited to complete an anonymous questionnaire on the delivery and outcomes of the exercise.
- We compared the opinions of two cohorts in different years regarding infographic poster projects.

RESULTS

- 95.6% of the 2016-17 students, and 82.4% of the 2018-19 students rated infographic posters more aesthetically appealing than standard scientific posters.
- 86% of students in the 2018-19 cohort, compared to 91.3% of students in the 2016-17 cohort, rated the scientific content of infographics better.



DISCUSSION

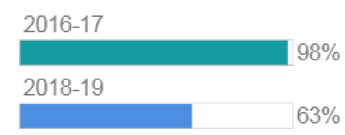
- Both cohorts felt that infographics could communicate complex scientific concepts more effectively than traditional scientific posters.
- Throughout this project students appeared to give more thought as to how information should be presented and delivered to different audiences and became more critical of their own work.

Extra Tables & Figures

	Mean response		Likert Score descriptors	
Question	2016-17	2018-19	Score of 0	Score of 10
Importance of topic YOU chose?	8.65	8.47	Not at all	Very
Easy to find/choose topic?	6.63	6.74	Very hard	Very easy
Work on own or team?	2.36	2.45	On my own	Part of a team
How easy to develop infographic?	4.3	5.23	Very easy	Very hard
How easy to access/gather scientific content?	4.5	4.68	Very easy	Very hard
How easy to simplify scientific material to fit?	5.17	5.45	Very easy	Very hard
How easy to format/look good?	4.72	6.14	Very easy	Very hard
Rate enjoyment	8.07	6.8	Not at all	Very much
Compare infographic with standard poster in terms of how it looks	8.83	7.76	Much worse	Much better
Compare infographic with poster in terms of scientific info/content	8.13	7.34	Much worse	Much better
Satisfaction with infographic	7.77	6.61	Not at all	Very satisfied
Enough time for project?	8.52	8.1	Not enough	More than enough
Online or printed?	3.13	4.69	Online	Printed

Mean responses from students in the 2016-17 and 2018-19 cohort (n=46, n=50, respectively) regarding their opinions of the various aspects of the infographic project.

The percentage of students who enjoyed the infographic project dropped from 97.8% in the 2016-17 cohort, to 62.7% in the 2018-19 cohort.



The software packages most popular with the students in the 2018-19 cohort were Piktochart (61%), Microsoft (12%) and BioRender (12%).

Themes from free text comments

- Students were able to express their creativity, however felt the free versions of various software's limited this
- Students struggled to condense info found in scientific papers
- Students enjoyed the freedom and flexibility this project allowed them
- Infographics allow complex info/data to be summarised and can bring concepts together- thus should be utilised as a revision tool

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Take a picture to **download the 2016-17 paper**