ABSTRACT

An Examination of Print and Web Graphics’ Effect on Readers’ Recall

Specific research regarding how information graphics, which are defined as charts, maps or diagrams, in print and online affect readers’ recall and understanding of information is scarce at best and at times, even contradictory. Previous print research suggests that information graphics does improve readers’ recall. Online graphics research notes that the freedom of the Web allows readers to learn more efficiently than traditional media. While, other research notes that the Web’s freedom causes users to spend more effort on orienting themselves with the Web site, and therefore, users don’t learn efficiently. This study examined whether the presentation of information graphics affects readers’ recall and found no statistical significance between readers’ recall scores who had read a print graphic and those who read an online graphic.