

# The Effect of Infographic Promotion on Research Dissemination and Readership

## Clinicians Have a Hard Time Keeping up with Research



Significant delay between research and practice



Social media (SoMe) may help increase awareness of the literature



Infographics combine text and graphics to visualize data

Would infographics plus SoMe promotion increase readership and dissemination?

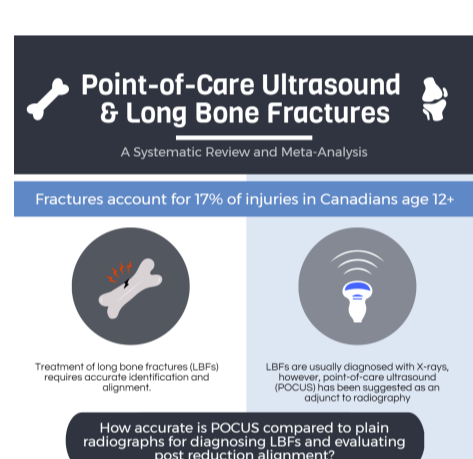
## A Randomized Controlled Trial

97 Articles Published in CJEM from July 2016 - June 2017

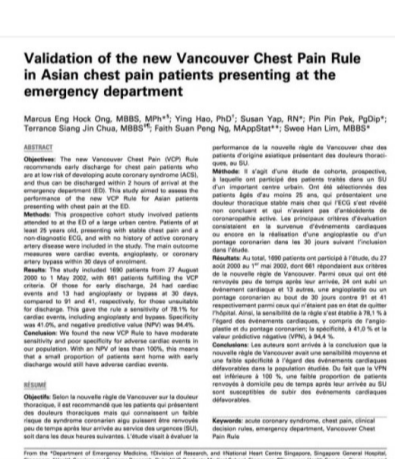


43 Original Research Articles Selected

24 Articles Randomized to Infographic and Control Groups



**Infographic Group:**  
12 Infographics Created & Promoted via CJEM + CanadiEM SoMe

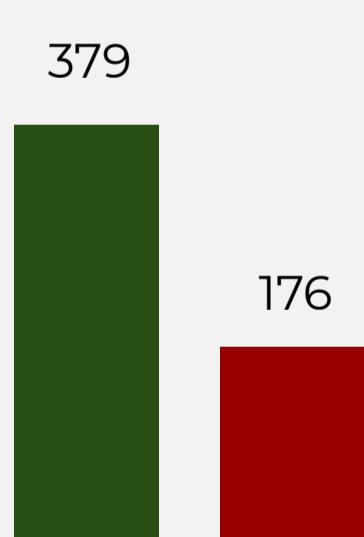


**Control Group:**  
12 Text-only abstracts promoted via CJEM SoMe only

Compare Abstract views, Full-text views and Altmetric scores for both groups

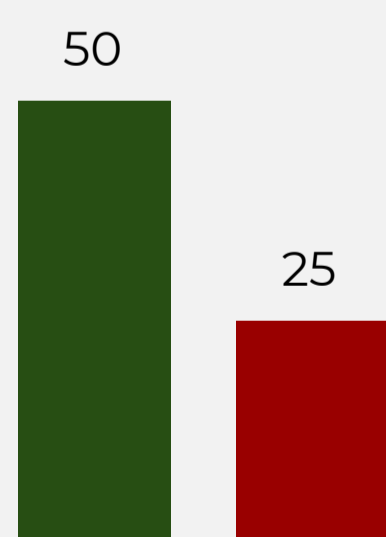
## The Results

Average Abstract Views



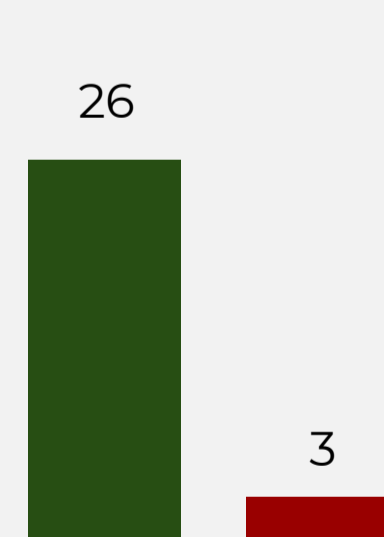
$p < 0.001$

Average Full-Text Views



$p > 0.05$

Average Change in Altmetric Scores



$p < 0.0001$

■ Infographic ■ Control

## Conclusions



Infographic abstracts are an effective way of increasing abstract views and social media dissemination - especially when combined with Twitter and Facebook promotion.



Full-text readership did not improve despite increased abstract views and dissemination on social media. This result may have been impacted by limited access to the article full text due to a paywall.

### References:

1. Huang, S., Martin, L.J., Yeh, C.H., Chin, A., Murray, H., Sanderson, W.B., Mohindra, R., Chan, T.M., Thoma, B. The effect of infographic promotion on research dissemination and readership: a randomized control trial. CJEM 2018



This infographic was created by Simon Huang for the CanadiEM website and CJEM with editing from Heather Murray and Brent Thoma.

