The Effect of Infographic Promotion on Research Dissemination and Readership

Clinicians Have a Hard Time Keeping up with Research

A Randomized Controlled Trial

97 Articles Published in CJEM from July 2016 - June 2017

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

<table>
<thead>
<tr>
<th>Average Abstract Views</th>
<th>Average Full-Text Views</th>
<th>Average Change in Altmetric Scores</th>
</tr>
</thead>
<tbody>
<tr>
<td>379</td>
<td>174</td>
<td>50</td>
</tr>
<tr>
<td>25</td>
<td>26</td>
<td>3</td>
</tr>
</tbody>
</table>

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.

Conclusions

References: