What surgeons need to know about infographics

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What surgeons need to know about infographics


From The British Editorial Society of Bone and Joint Surgery, London, United Kingdom

Surgeons, healthcare professionals and researchers are increasingly time-pressured, and are inundated with a wealth of information. In the pursuit of evidence-based practice, we must keep up-to-date with an ever-increasing volume of new evidence. Bone & Joint Publishing strives to help surgeons meet this challenge, with resources such as Bone & Joint 360 making the latest research more accessible to busy clinicians. This edition sees the introduction of BJJ Infographics – an initiative that aims to convey the most important messages in an engaging and time-efficient format.

The term infographics is an abbreviation for information graphics, which convey knowledge using data visualisations and images to supplement words. Information gleaned from images is understood faster, and is more likely to be remembered than text. Modern media presents information in such a way for a reason. People are better at following best practice if illustrations are included alongside words. The inclusion of graphics within airline safety cards dramatically increased passenger understanding. Recently, their potential value to health care and healthcare professionals has been better appreciated.

Infographics offer value to surgeons in communicating research, summarising clinical guidelines, and in the education of peers and patients. They are not a substitute for reading a full research paper, but they add value as a ‘visual abstract’, or to illustrate a key concept. They are already a popular tool for disseminating patient safety cards dramatically increased passenger understanding. While readers are able to form an opinion of the evidence using data visualisations and images to supplement words. Information gleaned from images is understood faster, and is more likely to be remembered than text. Modern media presents information in such a way for a reason. People are better at following best practice if illustrations are included alongside words. The inclusion of graphics within airline safety cards dramatically increased passenger understanding.

To be successful, infographics must be well designed and part of a comprehensive dissemination plan to increase reach and impact. While readers are able to form an opinion of the evidence using data visualisations and images to supplement words. Information gleaned from images is understood faster, and is more likely to be remembered than text. Modern media presents information in such a way for a reason. People are better at following best practice if illustrations are included alongside words. The inclusion of graphics within airline safety cards dramatically increased passenger understanding.

The key principles for designing an effective infographic include:

- Consideration of the target audience
- A compelling title to grab the reader’s attention
- An emphasis on the key messages
- The use of arrows and lines to guide narrative
A balance between visualisations, images and words
- The sparing use of text
- Limiting the number of colours and font types

The more an infographic is seen and shared, the greater its impact. As healthcare professionals, we are good at writing, but frequently fall short in efforts to ensure the material is presented in an engaging fashion and widely seen and disseminated. Beyond publication, it is worth considering how your infographic can be shared with the target audience. This may be via Twitter, Facebook, Instagram, and other social media.

In addition to now inviting visual summaries of accepted articles, The BJJ may eventually consider stand-alone infographic submissions. Infographics should be accompanied by a summary of up to 300 words and five references. Submissions will be considered by our technical and section editors, and will be rigorously peer reviewed before publication. We will also widely share these via our social media channels once published.

We hope that you will find BJJ infographics useful in summarising concepts, recommendations and evidence. Surgeons who want their work to be increasingly read, shared and remembered should consider infographics.

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References