to be OR not to be

VISUAL

Research and Analysis Department Centre for Innovation and Technology Transfer Management of Warsaw University of Technology - DBA CZliTT PW, Poland
This presentation contains only a short resume of the study. Detailed report is available at the following addresses:

**Full report in polish:**
bit.ly/RAPORT_MyslenieWizualne

**Short summary in english:**
bit.ly/Summary_Visual_Thinking

**This presentation in polish:**
bit.ly/Prezentacja_MyslenieWizualne
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Partner: A creative co-operative represented by:

- Gabriela Borowczyk: [flipowanie.pl](http://flipowanie.pl)
- Klaudia Tolman: [explainvisually.co](http://explainvisually.co)
- Natalia Jadżka Mikołajek: [jadzkarysuje.pl](http://jadzkarysuje.pl)
- Ola Krawczyk: [sketchmovie.eu](http://sketchmovie.eu)

Source: Research by DBA CZiTT PW, Poland
GOALS

1. main goal
   VT diagnose

2. detailed goal
   vs
   to compare effectiveness

3. detailed goal
   VT application diagnose

Source: Research by DBA CZiTT PW, Poland
DATA AND RESPONDENTS

When? 06 2018

Who? CZiITT

Research and Analysis Department Centre for Innovation and Technology Transfer Management of Warsaw University of Technology

Quantity part

Quality part

FGI TDI

1046

1348

2189

Source: Research by DBA CZiITT PW, Poland
DATA COLLECTION TECHNIQUES

1. CAWI (Computer-Assisted Web Interview)  
   n = 1046

2. FGI (Focus Group Interview)  
   n = 13

3. TDI (Telephone In-Depth Interview)  
   n = 3

4. Social media moderation  
   n = 23

Source: Research by DBA CZiTT PW, Poland
I'm a Batman!

Please stand up, please stand up...

czasem

rzejszy od brunatnego

rozwinięta szczęka

atletyczne ciasto

Smukie kończyny

65-90 kg
100-200 kg

120 - 195 cm

do 25 lat

do

Źródło: badanie DBA CZiTT PW
Participants of the study became acquainted with the substantively comparable content concerning two animals: the Himalayan bear as a spoken text enriched with visualization – explainer video (film) and the Amur leopard as a continuous written text. Each person participating in the study was randomly assigned to one of the two above sequences.

Source: Research by DBA CZlTT PW, Poland
How do you think?

Respondents were more **WOMEN** or **MEN**?
DIVISION DEPENDING ON SEX

Source: Research by DBA CZiTT PW, Poland
What was the **AGE** of the **youngest** and the **oldest** respondent?
The youngest respondent was 11 years old. Average age: 32. The oldest was 69 years old.
PROFESSION

School / university student: 31.8%
Representative of business: 27.1%
Teacher / academic lecturer: 24.3%
Trainer / coach: 19.3%
Representative of the research institution: 5.5%

Agile / scrum etc.: 2.8%
Administrative worker: 2.8%
Freelancer: 1.7%
Therapist: 1.4%
Unemployed: 1.1%
Others: 1.1%
NGO: 0.3%

Source: Research by DBA CZiTT PW, Poland
What kind of communication did they prefer?
DECLARED PREFERENCES

- I prefer spoken text with visualization (explainer video): 71.1%
- I prefer continuous text written: 13.0%
- Hard to say: 9.4%
- Used methods did not influence the difficulty of my reception: 6.5%

Source: Research by DBA CZlITT PW, Poland
In the study, you could receive a maximum of 7 points for correct answers.

How many respondents scored min. 4/7?

How do you think?
The results of the absorbing test

People scoring at least 4 out of 7 points accounted for 89% for the explainer video and 77% for the text.

89%

4-7 points

77%

źródło: badanie DBA CZiTT PW
No. of POINTS depending on the METHOD

The only case when respondents scored one or zero points was after reading the text.

✓ Answering the questions after watching the explainer video respondents scored at least 2 points.

✓ Respondents more often obtained from 5 to 7 points, answering questions to the film than to the text.

Source: Research by DBA CZlitt PW, Poland
Regardless of the order of presentation, EXPLAINER VIDEO allowed to remember MORE than continuous text.

More points after movie: 550 (53%)

The same score after text & movie: 210 (20%)

More points for text: 286 (27%)

(n=1046)

Source: Research by DBA CZiTT PW, Poland
Which factor: SEX, AGE, PROFESSION influenced the results the most?

How do you think?
WHAT'S INTERESTING...

Characteristics of the respondents

eg

Sex

Age

Profession

did NOT affect the number of points scored!

Source: Research by DBA CZliTT PW, Poland
RESULTS vs PREFERENCES

(n=1046)

Obtained results in knowledge tests:

- More points after movie: 
  - Text: n = 548
  - E. Video: n = 207
  - Difficult to say: n = 283

We asked the respondents which method was easier to take for them?

Text: 2,6 %
Same: 9,5 %
E. Video: 83,7 %
Difficult to say: 4,2 %

The same score after text & movie:
- Text: 12,1 %
- E. Video: 65,7 %
- Difficult to say: 7,2 %

More points for text:
- Text: 20,8 %
- E. Video: 50,6 %
- Difficult to say: 10,2 %

Source: Research by DBA CZiTT PW, Poland

So, for example, 50.6% of those respondents who obtained more points for the text never the less declared that the visualization was easier to take.

Regardless of the results (above the gray line), most respondents declared that the visualization was for them easier to take.
Visual communication is 14.3% more preferred by people who have already participated in the Visual Thinking/Sketchnoting workshops.

81.1%

66.8%
"People are curious about what will happen next - it is much easier to focus their attention with that rather than with a traditional PowerPoint or even a written flip."

"They make for the greater long-term effectiveness than linear notes. After a few weeks, the picture helps to remind the location of items more easily than a written note."

"It was authentic and people liked it. It stayed in their memory."

Source: Research by DBA CZiTT PW, Poland
“The more complex the previously prepared flipcharts, the less chance people can remember. If I draw live, they remember what I say.”

“Some time ago I prepared graphic recording for one of doctors lecturing about sexuality. Although she spoke very interestingly, instead of listening to her, most of the participants looked at the GR and me. They were very curious how I would draw what she described.”

“Drawing sometimes can serve as a camouflage - no one knows what I mean.”

Source: Research by DBA CZliTT PW, Poland
Explainer video enabled recipients to remember more information on average than the continuous text written.

Source: Research by DBA CZlTT PW, Poland
The ORDER of presented methods INFLUENCED the memorization of information.

The method shown as the 1st allowed for remembering MORE information on average than when it was presented as the 2nd.

Source: Research by DBA CZliTT PW, Poland
Regardless of the order in which content was presented, better results were obtained after seeing the explainer video (on average).

Source: Research by DBA CZlITT PW, Poland
4. Characteristics of the respondents

eg

sex

age

profession

RESULT

did NOT affect the number of points scored!

Source: Research by DBA CZlTT PW, Poland
Thank You!

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Thank You!

Sketchnoting by Mazanki
When I copy, I borrow. When I quote the author, I have no sorrow.

Inspiration: John Author. Illustrated by: Me.