

Journalistic recruitment of infographics on News Websites

Semaa Sadoon Azziz 1, Mohammed Khalaf Sabti ¹

Mustansiriyah University, College of Tourism Sciences

Abstract

With the multiplicity of media and social media platforms , the existence of a new and diverse press was required to convey the news content with a minimum number of words, and therefore infographic journalism shortened the effort by employing images, drawings, data and dazzling elements in an integrated poster to deliver concise and attractive content to convey ideas and information to the target audience by combining creative and media art By combining aesthetics, infographic design techniques, media and art to enhance the appreciation of the value of information and the importance of its delivery.

Keywords

press recruitment, infographics, News Websites.

Corresponding author(s): Semaa Sadoon Azziz

Contact address: Semaa.sadoon@uomustansiriyah.edu.iq

1-1The technological development in the field of digital media has led to a change in form and content in the formulation of the media message and presenting it to the public, as news websites and even traditional media who own online platforms have focused on investing infographic journalism and employing it in the way of presentation or use, in order to provide a huge amount of information with fewer words and sentences enhanced With illustrative images and diagrams that attract the user and save him more time and effort in searching for information.

Therefore, the two researchers seek to shed light on the (infographic) journalism and its importance in the field of media and its means by analyzing the infographic on the Sky News Arabia website, as a step to enhance the results of previous studies and research and keep abreast of the development and New topics in order to contribute to enriching scientific knowledge.

First / the methodological framework of the research

The search problem

The problem of the search lies in the answer to the following main question:

)How did you hire infographic journalism on the Sky News Arabia news website?)

From which a set of sub-questions branches off :

1 - What is the nose and what are its types

2-What are the geographical boundaries of the topics addressed by infographic

4-What are his presentation methods

5 - What are the interactive forms used in infographic

Research objectives

The objectives of the research include answering his questions :

1-definition of infographic and its aspects .

2-knowledge of the geographical boundaries of the topics addressed by the infographic.

3-focus on the infographic display methods used by the site .

4-show the interactive shapes used in the infographic.

The importance of research

The importance of this research comes in providing more information about infographic journalism in the hope that the research will contribute to enriching scientific knowledge.

Research community

The research community includes:

1-spatial domain

Represented by the news website of Sky News Arabia.

2-temporal domain

Is represented by the duration of 1/ 1/ 2023 until 31/12/2023

Research methodology, type and tools

The two researchers used the survey method to study the phenomenon by collecting, analyzing, organizing and processing data using the content analysis method, relying on(**content analysis form**),as the main measurement tool to collect information in accordance with the problem and objectives of the research.

Identification of analysis categories

Analysis steps

Identification of units of analysis:

The researchers found that most for the research topic that can give results consistent with its goals is the topic or idea unit, which it is possible to find out how to employ journalistic infographics in the news website.

Identification of analysis categories

The categories of analysis can be divided into two main types¹:

First: categories that describe the meanings and ideas that appear in the content " what was said " .

Second: categories that describe the form "how it was said"

The subject category was chosen to identify the degree of interest in the topics of political , economic , scientific ,military infographics...Etc. And also the category of the place of the event or information to identify the geographical scope of the topics local, regional, global, and the

[2]

category of the form or style of the journalistic or media article to identify the types of infographic in terms of form.

Sixth: previous studies

A study(Lee, 2015)included the study of the impact of infographics on news processing by employing interactivity, as the problem of the study was to find out how graphic elements affect the preparation of news and to know the impact of information links on the clarification of news and information acquisition.The study found that adding graphic elements to news content increases interaction .

A study(Pinto, 2017) the study was to find out the suitability of digital infographics in electronic newspapers by touching on infographics and explosions in electronic journalism and technology and their relationship with infographics.the study reached a set of results, including despite the importance of infographics in electronic journalism, but it is necessary to set standards for the design and implementation of forms of infographics that achieve public interest.

Definition of terms

Journalistic recruitment: it means the process of using infographics to present journalistic and media content to the target audience.

Infographic: it is an art that has its origins and principles based on the design element in presenting images, drawings, colors and other visual effects.

News websites: these are websites that exist on the internet that allow the submission of news, reports, news stories and other arts that aim to convey the media message.

Second / the theoretical frameworkresearch

The infographic concept

The concept of infographic has spread and developed in the current years to be an effective method in the media, and the term infographic dates back to the term Infographic, which is an abbreviation for the word information graphic. , Also known as an infographic, or what is known as an “infographic” Infographic, is an expression given to a method of displaying information, data, or content. (Infographic ..A closer historical look and technical analysis , Arab portal for technical News, 2016)

It is a kind of images and drawings that combine data and design and help the media to convey the message to the audience, and it is also a visual embodiment of complex information and ideas to enable the audience to understand and absorb. (Al-Zu'bi, 2021, page 153)

Therefore, infographics converts complex numbers, data and information into unconventional drawings and images, making the recipient see the information instead of reading it, and absorb it better by employing the elements of excitement, suspense, colors and abbreviations of ideas.

Infographics are of great importance in the presentation of new stories using the maestro concept, texts, images, diagrams can be combined, shorten the time and improve the presentation of stories and news to be suitable for media readers. (Al-Jazzar, 2022, page 375)

Graphic elements

The graphic includes many elements, the most important of which are:(kneeling, 2021, page 243)

1-visual element: which depends on the use of colors, diagrams and illustrations .

2-textual content: these are the written texts related to the subject of design.

3-knowledge: it means the way of presenting ideas to be communicated to the public.

Types of infographics

There are several types of infographics, as follows:

Types of infographic in terms of format:(al-Gharib, 2017, Page 10)

[3]

A-static Infographic (static Infographic):are static or static drawings and shapes that are published on websites.

B-interactive infographics:are texts or drawings accompanied by sound and movement ...It allows the user to control the information and data that he wants to see or read by clicking on links, hyperlinks or texts .

2-types of infographics in terms of the purpose of use :(hero, 2019, pp. 139-140)

A -persuasive infographic: this type is characterized by giving a general idea of the topic to be communicated, then it begins to display and explain its directions in a simple, fast and understandable way and most often ends with advice to the infographic user, this advice may be about the best book that can be acquired, or the best candidate that can be elected .

B-advertising infographic:is considered one of the most famous types of infographic with public doubt and is more widespread through international and local television channels, and through social media, and is also used to advertise various products through advertising, and depends on showing the advantages and disadvantages of the products and goods being advertised.

C-infographic public relations:this type works on developing a culture of belonging, identifying trends, and directing interests towards pivotal and important issues, or towards humanitarian institutions and campaigns, and this type is designed using images and colors more than texts in order to preserve it in memory as long as possible.

D-explanatory infographic:there is a similarity between explanatory or educational infographic with investigative infographic in a large way, so when the second focuses on tabulating data and presenting statistics and facts, explanatory infographic works to offer deeper explanations of the topic in pictures than in texts.

3 - types of infographics in terms of use:(Moet, 2019, page 152)

A-statistical:this type of infographic includes charts, graphs, tables and lists, and the most commonly used and common are charts with a horizontal bar, vertical columns and round or circular drawings, all of which enable the review of statistical information.

B-Tabular:on displaying a timeline that shows the sequence of events according to the time of what is happening and the timelines enable the (audience) user to achieve or form Time relationships quickly, i.e. show the event in Tabular paragraphs such as year after year.

C -basic process: usually used in cooking fields about explaining a specific recipe using infographics, this type can also be used to illustrate a particular factory or office to display the space of the place means (location)to make readers able to understand the practice of working from specific spaces.

4-types of infographic in terms of graphic layout:(Al-Batal, 2019, page 141)

It is divided into several types:

A-radial-tables - illustrations - diagram-Maps - links - lists-gradations of operations).

B-printed and electronic infographics.

Third/presentation and interpretation of the results of content analysis on the Sky news Arabia website

A comprehensive preparation of the infographic was conducted on the " for a year from (1/1/2023-31/12/2023) and the following tables were extracted .

Table (1)

Clarifies the type of topics in infographic journalismSky news Arabia website

Percentage ratio	Redundancy	Types of subjects	
44%	11	Military	1
24%	6	Political	2
16%	4	Sportsmanship	3
12%	3	Ecology	4
4%	1	The variety	5

[4]

100%	25	Total	
------	----	-------	--

It is clear from Table(1) the number of infographic topics on the Sky News Arabic website, as military topics ranked first with (11) repetitions and (44%) such as (infographic..Learn about the capabilities of the Russian Footloose the scorching sun) for the tension of the situation in the world and the Middle East , such as the repercussions of the Russian war and the resulting repercussions that cast a shadow on all areas and the site's interest in military developments on the international arena due to the tensions it is witnessing, while political topics ranked second with (6) repetitions and (24%) such as(infographic..This is due to the site's interest in political affairs , being one of the news sites, while sports topics ranked third with (4) repetitions and (16%) such as (infographic)..Among the red teams, environmental topics ranked fourth with (3) repetitions and(12%) such as (infographic.The tuber disaster ...The number of people killed in floods increased to 11300) and the various topics ranked last with (1) frequency and by (4%) this indicates the lack of interest of the site in them and the design and output of the infographic according to the importance of the issues

Table (2)

Demonstrates infographic functions

Percentage ratio	Redundancy	Infographic functions	
40%	10	Experience	1
36%	9	Propaganda	2
12%	3	Guidance and awareness	3
8%	2	Suggestiveness	4
4%	1	Entertainment	5
100%	25	Total	

Table (2) shows the multifunctionality of infographics on the Sky News Arabic website

The news job ranked first with a frequency of (10) and a percentage of (40%) and was related to Political, Military , Science, Technology and some health topics, while the propaganda job ranked second with a percentage of (9) and a percentage of (36%) and was related to political and military topics, and the guidance and promotional job ranked third with a frequency of (3) and a percentage of(12%) were related to topics related to health topics , such as , as for the suggestive function, it ranked fourth with (2) frequency and (8%) were related to military topics, while the entertainment function ranked last, and this indicates that the published topics are related to jobs.

Table (3)

Shows the geographical boundaries of the topics addressed by infographic

Percentage ratio	Redundancy	Geographical boundaries	
68%	17	Universality	1
32%	8	Regional	2
100%	25	Total	

It is clear from Table (3) that global topics ranked first with(17) repetitions and (68%) like (infographic .. Learn about the Leopard 2 tank in detail), while regional topics ranked second with (8) repetitions and (32%) such as (candidates for the Turkish presidential election 2023) , this indicates the site's interest in global affairs compared to regional affairs.

Table (4)

Clarifies the infographic type in terms of the nature of the movement

Percentage ratio	Redundancy	Type of infographic	
100%	25	Static infographic	1
/	/	Animated infographics	2
100%	25	Total	

It is clear from Table (4) that static infographic ranked first with (25) repetitions and (100%), while the site did not use any mobile infographic, and this is due to the nature of the site design .

[5]

Table (5)

Clarifies the type of infographic in terms of content

Percentage ratio	Redundancy	An infographic type in terms of content	
36%	9	Explanatory /explanatory	1
28%	7	Maps	2
24%	6	Composite	3
12%	3	Explore	4
100%	25	Total	

It is clear from Table No. (5) the variety of ways to display media content, the explanatory infographic ranked first by (9) repetitions and by (36%) and was used with topics that include a lot of information where it was explained and clarified, and maps ranked second by (7) repetitions and by (28%) were used with topics that need Identifying places and maps are one of the forms that attract attention and help to display information easily, and the composite infographic came in third place with (6) repetitions and (24%), which includes the integration of more than one type , Exploratory infographic ranked last with (3) repetitions and (12%), which is one of the types that gives the user the opportunity to think and explore.

Table (6)

Demonstrates infographic display methods

Percentage ratio	Redundancy	AllaSalib	
48%	12	Presentation style by geographical classification	1
32%	8	Symbolic presentation style	2
20%	5	Iconic presentation style	3
100%	25	Total	

It is clear from Table (6) that the presentation style by geographical classification ranked first, with (12) repetitions, with (48%), while the symbolic presentation style ranked second, with (8) repetitions, with (32%), and the iconic presentation style ranked last, with (5) repetitions, with (20%), and this It indicates the variety of methods of displaying infographics on the site and the lack of dependence on one type.

Table (7)

Interactive forms used in infographic

Percentage ratio	Redundancy	Interactive forms	
100%	25	Share content	1
/	/	Contact us	2
100%	25	Total	

It is clear from Table (7) that the site is interactive in the design of infographic and was interactive by sharing content through social networking sites such as Facebook and Twitter and participating via WhatsApp and the rest of the applications by (25) and (100%).

Results

The research came up with a set of results:

1-the graphic is one of the methods used by news websites to convey their message through visual elements such as drawings and photos.

[6]

2-variety of infographic topics, including political, health and environmental, according to global and regional events.

3 -multiplicity of infographic functions, especially news and advertising, which reflects the policy of the news website.

4-multiple forms of infographic presentation, including explanatory, anecdotal and maps.

5-site's reliance on static infographics commensurate with the design of the site.

Recommendations

1-need to pay more attention to Infographic journalism as it is an important journalism.

2-using mobile infographics to bring the news site to life.

3-need to increase the infographic and address various topics.

Sources

Eun-JU & Kim ,Weon, Lee. (2015). Effects of info- graphics on news elaboration,acquisition ,and evaluation acguisition ,and evaluation. *Prior Knowledge and issueinvolvement as moderators ,News Media & Society* ,

URL:[http://journals.sagepub.com/doi/abs/10.1177/1461444814567982\(15\)Hart,Geoff,Op.Cit](http://journals.sagepub.com/doi/abs/10.1177/1461444814567982(15)Hart,Geoff,Op.Cit)

Julio Costa Pinto. (August, 2017). The Relevance of Digital Infographics in Online Newspapers. *European Scientific Journal,SPECIAL/editionISSN1857-7881* .

Infographics ..A closer historical look and technical analysis, the Arabic portal for technical News. (May 8, 2016). Refund date 15 5, 2023, from <https://aitnews.com>.

Bayrak Hussein Juma and Abdul Amir MoIT. (January-February-March, 2019). Press recruitment for infographics on news sites. *Journal of the media researcher, Faculty of media, University of Baghdad, issue (43)*, page 152.

Reham Mohammed Fahim Al-Jundi and Mahmoud Ahmed al-Jazzar. (March, 2022). Take advantage of infographics at the stage of presentation of ideas in the industrial product design program . *Journal of Architecture, Arts and humanities ,Volume VII,issue XXXII*, page 375.

Said Mohammed al-Gharib. (April-June, 2017). The use of infographic art in Egyptian websites is a comparative analytical study in form and content. *Egyptian Journal of research, Cairo, volume (16), Issue(2)*, page 10.

The lair of Omar Al-Zu'bi. (December, 2021). The use of infographics in News websites is an analytical study comparing between Arabic and foreign oriented websites. *Algerian Journal of Media Research and public opinion,Volume (4), Issue(2)*, page 153.

Hani Ibrahim Ahmed is the hero. (2019). Read the infographic in the Egyptian press sites for university youth. *Journal of Media Research, issue (51), part I*, pages 139-140.

Es Hafez knelt down. (July, 2021). The function of the infographic in providing media content through the pages of Iraqi news sites is an analytical study of the Mawazine website, Independent Press Agency, yes Iraq yes Iraq. *International Journal of Humanities, issue (22)*, page 243.