



How the Visual Presentation of Information Impacts Information Recall



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Introduction

- Internet and social media has become a significant part of everyday life
- John Zaller's "Receive-Accept-Sample" or RAS model
 - Receive – people receive information all around them
 - Accept – people accept information based on their prior beliefs and predispositions
 - Sample – people sample from the considerations at the top of their head

Research Question

- How does internet and social media use affect the way people recall information?

Methods

Design

- Online survey with participants from M-Turk
- 1,782 Respondents randomly placed in one of 9 groups:
 - Merit-Based System experiment
 - Pathway to Citizenship experiment
- Two – 4x2 survey experiments
 - 4 presentation formats (Facebook, Twitter, Newspaper, Plain-text)
 - 2 policy arguments
- Key Measures
 - Recall
 - Social media era
 - Internet use
- Analysis
 - Difference of means t-tests



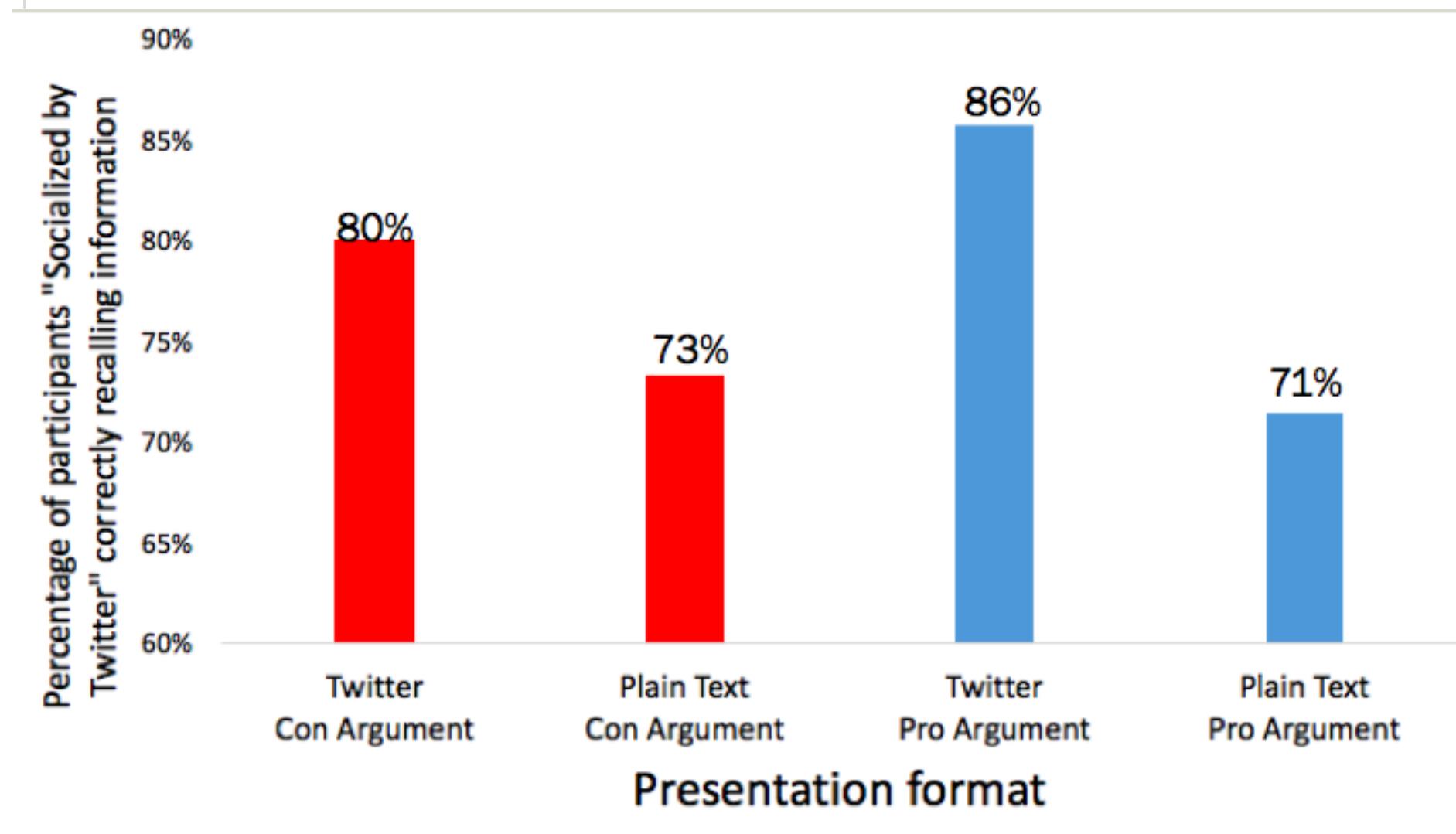
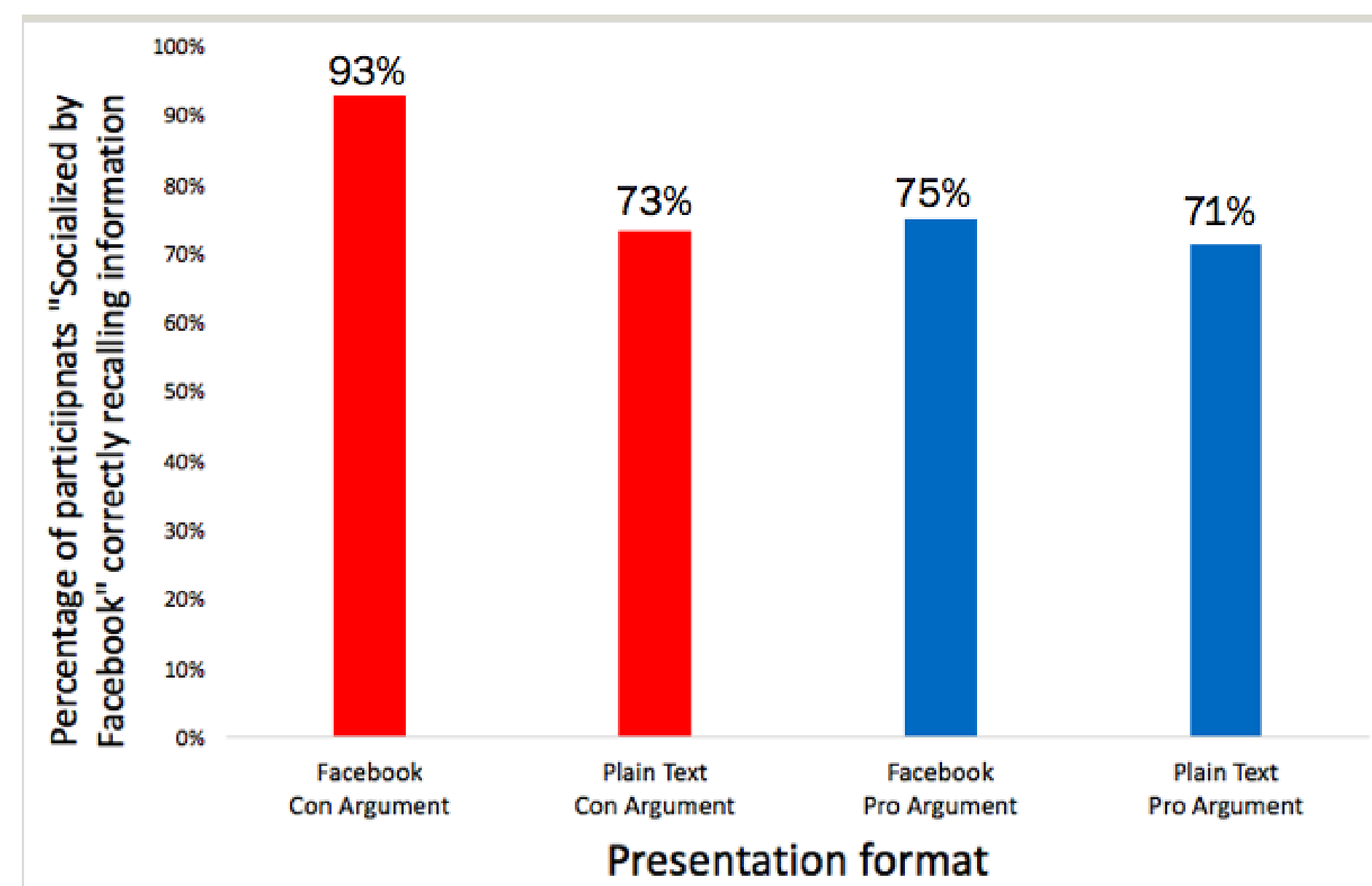
Some people support a pathway to citizenship for illegal immigrants because it keeps families together by preventing illegal immigrant parents from being separated from their children.

Hypotheses

- **Hypothesis #1:** People who have been socialized by social media are more likely to recall information when given information in a Facebook or Twitter presentation
- **Hypothesis #2:** People who use the internet often will be more likely to recall information when it is given a Facebook or Twitter presentation
- **Hypothesis #3:** People who have a high favorability towards Facebook are more likely to recall information when given information in a Facebook

Results & Findings

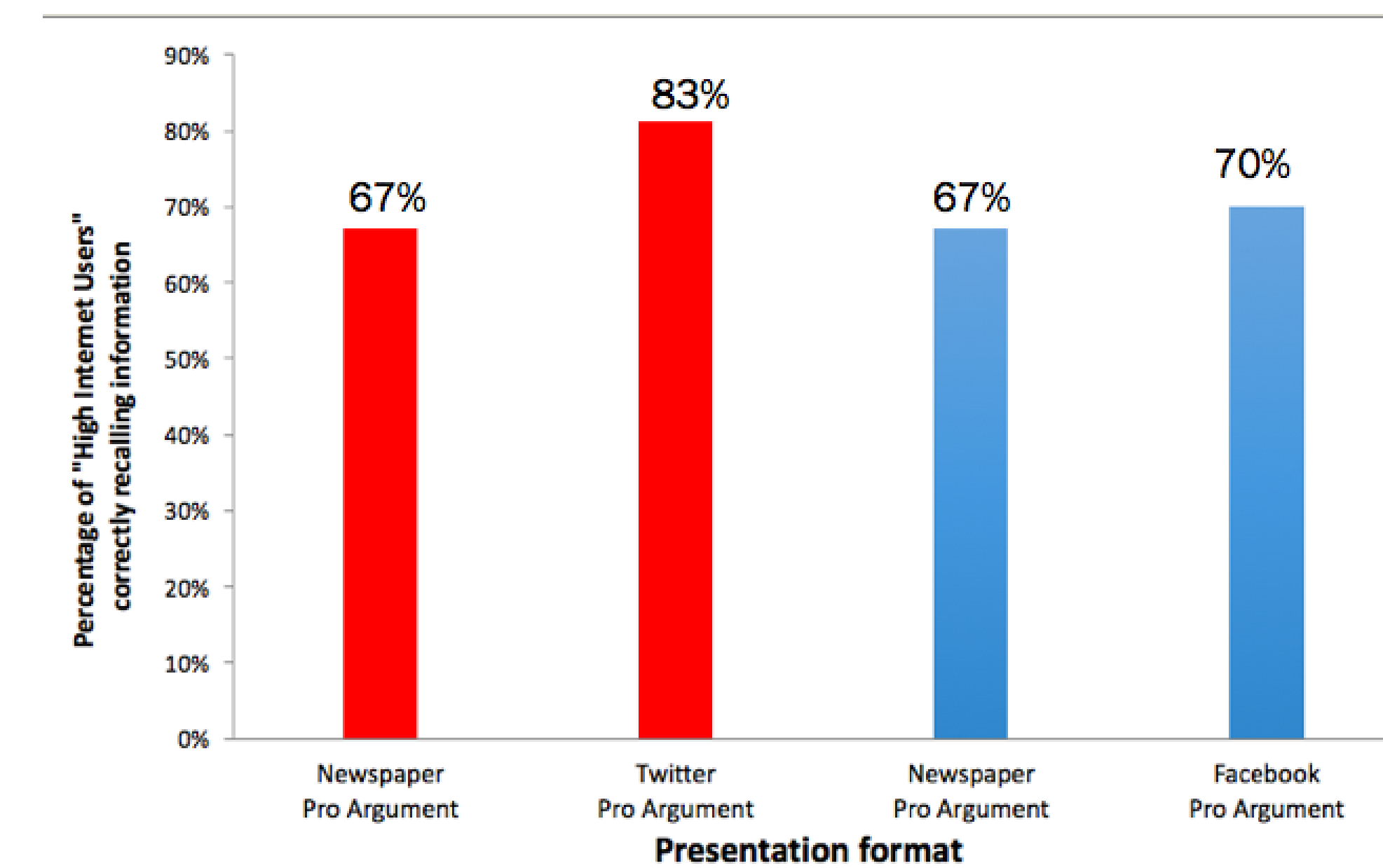
Figure 1: The Effect of Social Media Socialization and Presentation Format on Recall



- Those socialized by social media recall more information when given the Facebook and Twitter presentations

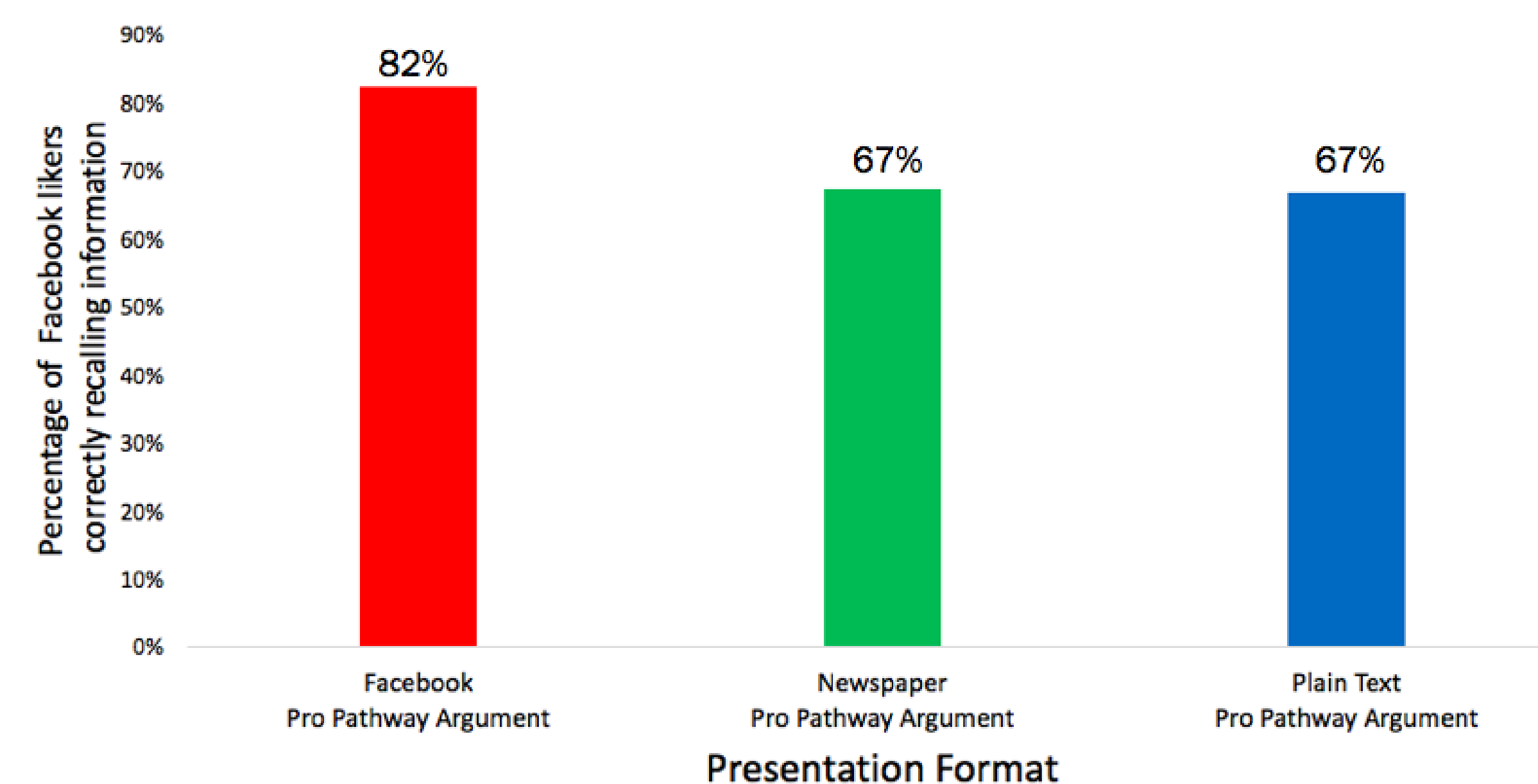
- Those very favorable towards Facebook recall more information when given the Facebook presentation

Figure 2: The Effect of Internet Use and Presentation Format on Recall



- Those who use the internet often recall more information when given the Twitter and Facebook presentation

Figure 3: The Effect of Facebook Favorability and Presentation Format on Recall



Implications/Takeaways

- More research necessary to better understand the effects of internet use on recall.
- Understanding your audience tailoring your communications to them is critical.
 - Those socialized by social media should be given information in a format that closely resembles social media to improve acceptance and recall.
 - Politicians should tailor the presentation of their communications to different age groups, to improve recall.
 - Similarly, businesses should advertise using different presentations to attract more patrons.
 - Educators should increase the use internet/social media platforms to engage students.

Challenges

- Since this was my first time doing a scholarly research project I had to remain flexible, resilient, and adaptive.
- While I was exposed to SPSS statistics previously, it was my first time using the program to this extent. This made it challenging to execute.
- My data did not show many results at first, so I had to go back and run the tests differently.

Acknowledgements

- I like to thank the SURF staff for all their hard work and ensuring that the program ran well.
- Finally, I would like to thank my advisor Dr. Chris Haynes for all of his help throughout my project.

