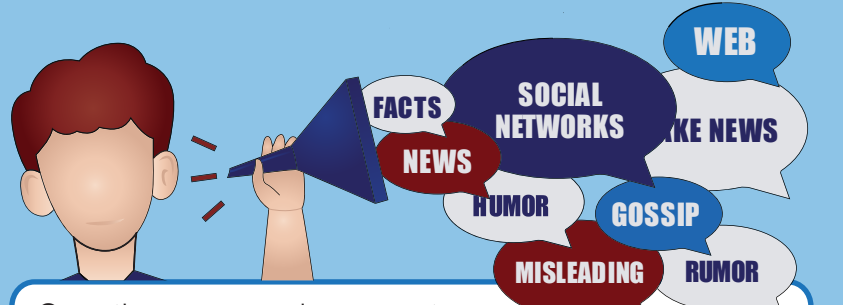


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Over the years, various events have shaped modern society, many of which highlighting the need to improve science communication. Nowadays, misinformation abounds making it vital to find tools to combat this while simultaneously making science appealing to generate interest.

Graphical abstracts are one of these tools!

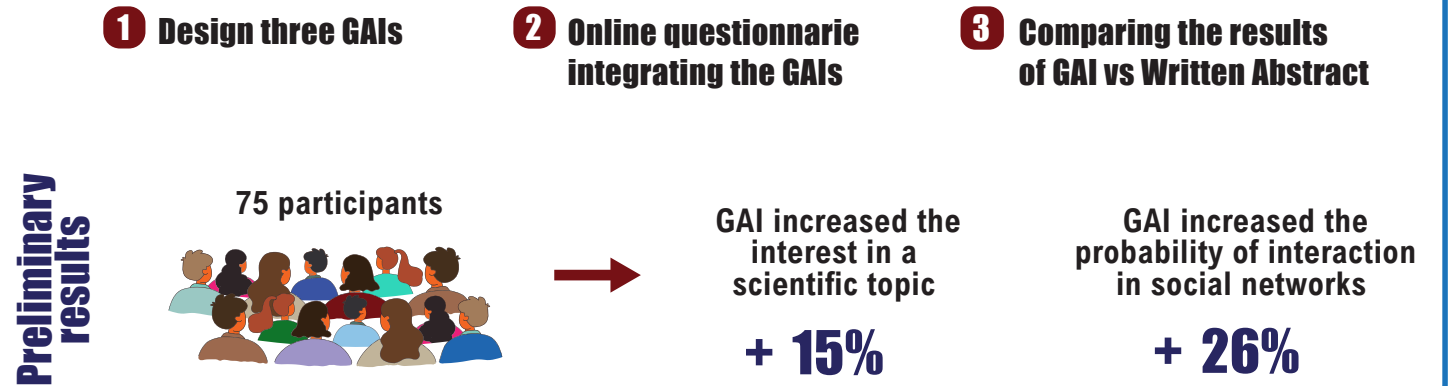
What is a Graphical Abstract ?

This is a Graphical abstract (GA)! Specifically, this is a graphical abstract in infographic style (GAI). Among the four main types of GAs, this is the one that best balances scientific accuracy and communication needs!



What is the true impact of GAIs towards a non-specialized audience ?

This study tries to assess the impact of GAS on the comprehension of the non-expert public in 3 steps:



These results support GAIs as a powerful tool in science communication. Using clear and attractive elements, along with simple language combined as a GAI, was proven to be effective in engaging with this sample, which may represent the general public. Conducting more studies to evaluate this impact, as well as its effect on learning, is of the utmost importance.

GAIs allow science communicators to increase the impact of their work, promote scientific literacy and gain easier access in social networks communication channels.