

MEDIA CONTENT: INFORMATION VISUALIZATION

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Visual communication is an important part of the media system. The second half of the 20th century was characterized by the trend of content visualization, which led to an increase in the number of studies devoted to visual media. Now this trend is increasing, visual information penetrates into the communication medium of various media. Visualization is used by all media.

Now the tendency is getting stronger, the visual information is penetrating into the communication environment of different mass media. The visualization has been used by all mass media, except for the radio (including the press, the videos, the television, the cinema, the computer and mobile communication) [1].

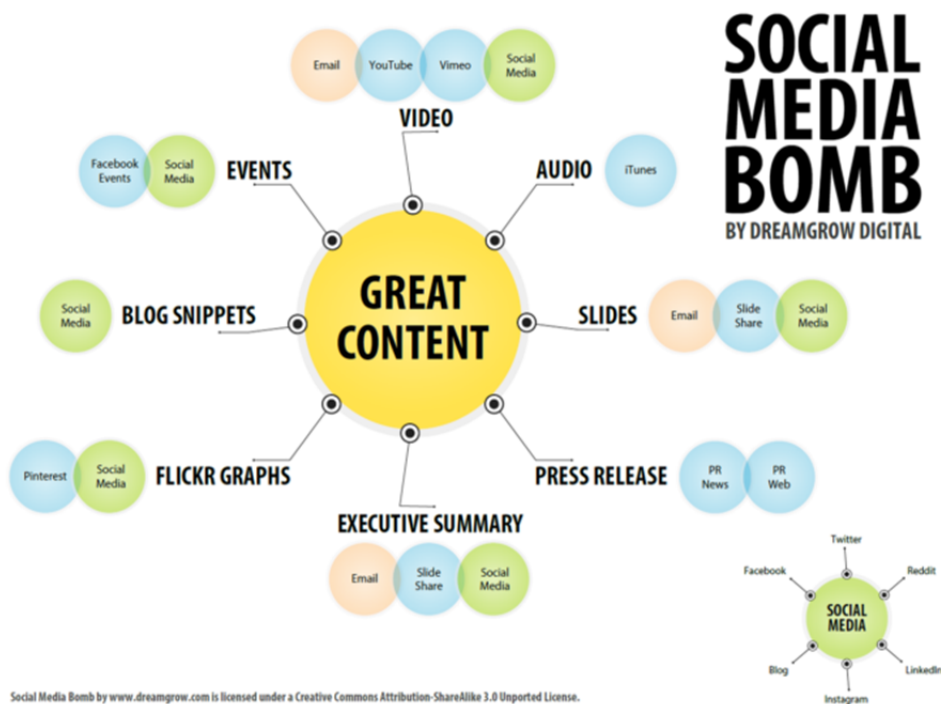


Figure 1. Visual size comparison [1]

The non-verbal visual communication is pushing away and replacing the text communication. However, the information consumers feel difficulty in perceiving the avalanche of events happening every second: the respondents are trying to evaluate all that goes on without studying the read texts deeply, most frequently just looking at the pictures [2].

The visual channels of information are now being brought to the first position among all the information channels. The modern media environment is within the period of re-orientation and change of values, re-formatting the information and data transmission channels, the search for new effective methods of influence on the audience, so the media is characterized by active use of illustrations and illustrative material, the use of various technologies of information visualization. Data visualization is a method of processing and demonstration of great massifs of information, which makes it an effective way of communication [3]. The most popular social networks that use media content.

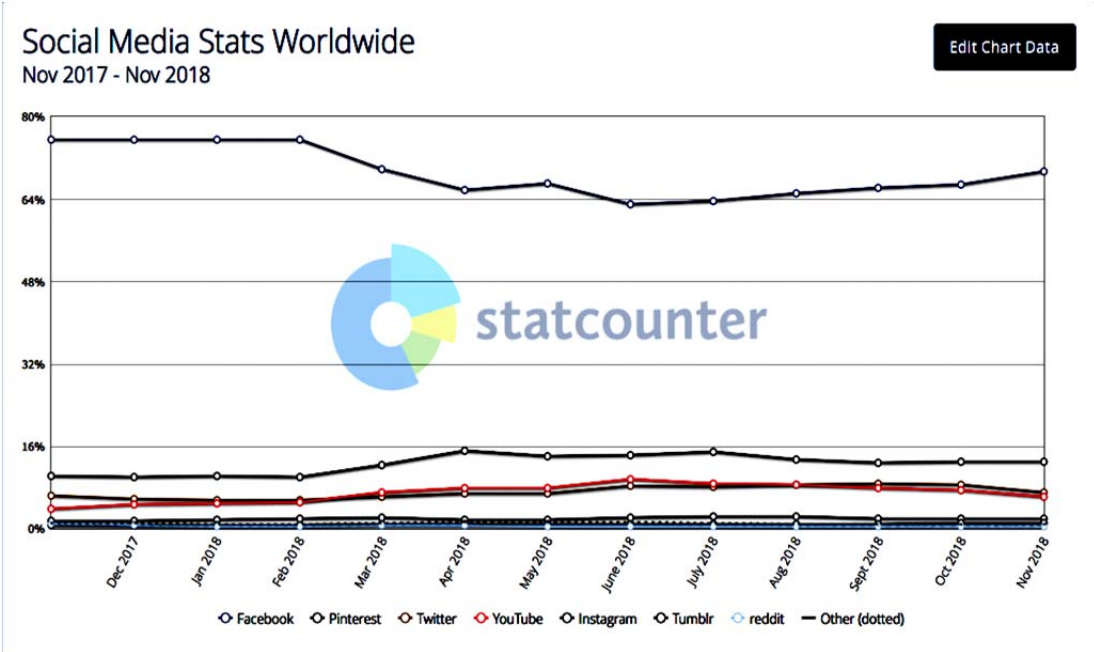


Figure 2. StatCounter Global Stats – Social Media Stats Worldwide from Nov 2018 [1]

The latest research has proven the effectiveness of using digital values and rendering information. The quantity characteristics provide more informative mass media stories with higher actual accuracy and authenticity. Data processing makes the content visualization balanced, equally divided between the digits and the text. The main means of information submission include the following: ratio calculation, comparison, visual submission, explanations. It is important to stress the emotional component and the information perception through the visualization of digits. The visual content of information in social media used to be presented mostly by photos and

pictures, but now the user is focused on creating extraordinary and creative way of presentation. Now the most popular tools are infographics, interactive maps and submitting information in blocks.

To sum up, the content visualization is of great importance today for perceiving and communicating information, which makes it possible to represent a text as new, modern, up-dated, with a designer's interpretation, adequate perception, making it a main instrument in a struggle for consumers in the fast changing medium of the Internet.

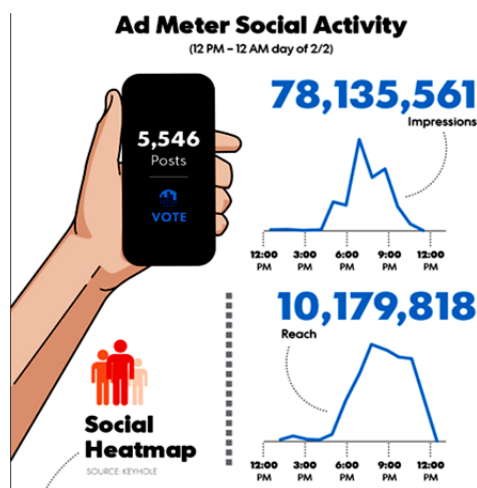


Figure 3. Visually's infographic [4]

Reflecting on the visualization of research results, it should be emphasized that many studies benefit from graph-like visualization, showing trends and anomalies. But this is mostly true for the results of quantitative user research. Graphs are the best way to communicate the results of qualitative user research methods, such as interviews or observations. Moreover, content visualization must be chosen from the idea of presenting the material. Visualize the data in such a way as to convey relevant information to other interested parties so that they do not have to plow in large research reports.

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CONTENT IN SOCIAL MEDIA

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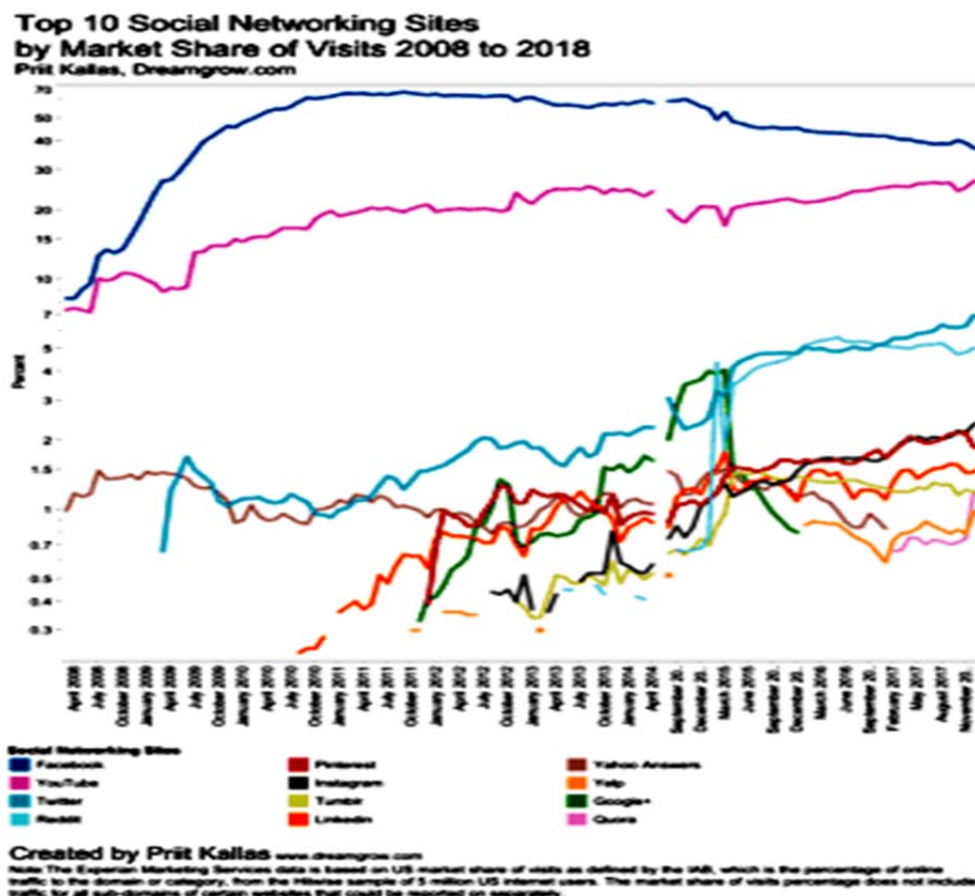


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