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THE USE OF INFOGRAPHIC VIDEOS ON THE PAGES OF SATELLITE NEWS CHANNELS VIA FACEBOOK: THE BBC ARABIC PAGE IS AN EXAMPLE

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ABSTRACT

The study deals with one of the modern visual forms to be implemented in facebook thereby establishing studies concerned with visual language and its aesthetics in order to present a clear vision to implement infographic on social media generally and on facebook particularly. The method followed in the current study is the descriptive approach in order to describe the variables of the phenomena concerning the topic of the study. The findings of the study show; first, infographic video in the survey study, focus on the "Time in suite" could be seen in the topics covered by the infographic included in the survey. Second, predominance of the used traditional constructivism on videos supported by interviews over the other videos. Third, the visual language of the surveyed videos are characterized by being well developed and coordination of their components. Forth, the aesthetics of visual language are coincident with the communicative properties of the broadcasting platform (Facebook). Fifth, the dominance of conventional responses regarding the reaction of BBC home page users on Facebook concerning the visual content of the infographic videos.

Introduction:

The significance of visual language is increasing, as it expresses information, ideas concerned with different and various issues, as it is characterized by adventitious compositions and different technologies capable of attracting a significant number of audience. The role of visual language is not limited to attracting a somewhat huge number of audience, but rather exceeded and grow to have a cognitive, sentimental, and behavioral effect. Infographic video represents one of visual modern forms, as it combines between the aesthetics of the visual language, events and data transfer, and on the other side, it expresses these forms briefly and effectively. Implementing infographic videos in social media is highly significant for being the most widespread platforms of communication across the Arab region according to research studies conducted in this field. So, there is a need to know how this new visual form was implemented in the facebook, its visual language components, its types, themes dealt with. On the other hand, this need created an ambiguous situation due to lack of studies in concern.

Study Problem:

Study problem is mainly confined to the following question:

How infographic videos are being implemented in the facebook?

Study Questions:

- 1) What are the infographic issues studied in the study sample?**
- 2) What is the structure of the infographic videos studied in the study sample?**
- 3) What are the types of infographic videos studied in the study sample?**
- 4) What are the components of the infographic videos studied in the study sample?**
- 5) What are the aesthetics of visual language in infographic videos studied in the study sample?**
- 6) What is the time duration of infographic videos studied in the study sample?**
- 7) What is the react pattern towards infographic videos studied in the study sample?**

Study Objectives:

- 1) Exploring issues covered by the infographic videos.**
- 2) Identifying the construction of infographic videos studied in the study sample.**

3) Determine the components of infographic videos studied in the study sample.

4) Observing infographic video types studied in the study sample.

5) Studying the time duration of infographic videos studied in the study sample.

6) Detecting the aesthetics of visual language in infographic videos.

7) Studying the reaction patterns of the infographic videos.

Study Methodology:

This type of study research is dependent on the descriptive approach, seeking to describe the aspects or the variables of the phenomena concerning the topic of the study.¹ The study will apply survey methodology. According to this framework, the method of content analyzing will be applied since it is based on describing the meaning of communication in an objective and systematic manner. I.e. this approach will be considered as a cornerstone for media studies² The present study will depend on the qualitative approach to analyze the infographic videos studied in the study sample as it focuses on the signs and meaning; in order to explore its background and its implicit aspects.³

Data Collection Tool:

Data collection tool was represented by the questionnaire that included a number of different variables (Axis) as follows:

1. Infographic videos Issues including (Current events- achievements and projects presentation - narration of historical characters- scientific subjects).
2. Construction of infographic videos including (interviews clips construction - noninterviews clips construction –contemplative vision construction - narration construction - poetry construction).
3. Types of infographic videos (infographic supported by statistical data- explanation of ideas and views- views presentation- chronological order of events- statistical data)
4. Components of infographic videos:

¹El Gizan, Mohamed Bin Abdul-Aziz, *Researches in media: fundamentals-Methods -Fields*, Second edition, Riyadh,p.24.

²Zoghaib, Shaimaa; *Research Studies and Statistical Usage in Media Studies*, First edition, Cairo, Eldar Elmasria,2009, p.38, p.142.

³Ahmed Bin Morsi, *Scientific basis of media research and communication*, First edition, Algeria, El Warsam for Publishing and Distribution, 2013, p.135.

4.1 Image Type (video image- video image with text- fixed image- archived fixed image).

4.2 Sound effects (music- natural effects- artificial effects)

4.3 Forms of visual content(visual content- established- supported or alternate).

5. Aesthetics of the visual language (type and size of the footage- camera motion-camera angle- colors- editing)

6. Reactions patterns and attitudes:

6.1 Reactions patterns (like -comment- share- watch)

6.2 Reactions attitudes (upward- downward-upward and downward)

7) Time duration of the infographic video[long(25-120 sec.), medium(40-60sec), short(5-20sec.)]

Study Community:

Study community will be presented by all infographic videos posted on BBC facebook page. The BBC's page was the first chosen option after surveying the majority of the Arabic-speaking social media pages where the BBC's facebook page that is interested in presenting infographic videos. So, 40 videos posted on the BBC's page - starting from 1.4.2019 – 30.4.2019- will be analyzed as sufficient number representing the study sample.

Study Terminology:

Infographic video:

A brief, visual and intense presentation either of information, views, ideas, or certain events concerned with special topic, issue or character using technologies and certain techniques by producing and presenting visual and digital videos.

BBC official page:

It is the Arabic-speaking British Broadcasting Cooperation official page.

Study Theoretical Framework:

This study is based on a number of theoretical approaches that could be summarized as follows:

1. Vision Theory.

Tzu Bayn views the process of vision, as a correlation between the definition of tangible ordinary elements and the visual realization for these elements. As it correlates between the definitions of verbal language, and its meaning. So, the mind can process and direct the visual language which is composed of initial elements, as line, shape, color, size, and motion⁴.

2. Deliberative Communicative Theory

This theory is concerned with the communicative interaction of the audience with the footage through analyzing how a footage causes this type of interaction⁵.

3. Zac Communicative Approach.

Zack determined four dimensions for interaction in new mass media that could be addressed as follows⁶:

Synchronization and exchange of information- spontaneous and breaking remarks- usage of non-verbal and varied hints- ability to object, control, and change.

Analytical study:

1)Issues of infographic videos:

Infographic videos pot light and focuses on issues and current events or hot actions and events other than all other issues and topics, where they present historical narrations of certain historical character or exhibits certain stages of project achievement and the same for scientific infographic videos. This result is consistent with Dina Mahmoud's study, which studied the determinants of implementing statistical data press in Egyptian and international news websites and concluded that

⁴DavidMichael Moore- Francais Dwyer, Visual education and visual learning, (Translated by Nabil Gad Azmy), Fourth edition, Cairo, Beirut Bookshop,2015,p.17.

⁵ Abdul-Hey, Gamal; "Analysis of footage in television speech, concepts and theoretical frameworks and methods of analysis: Theoretical studies, Sharjah journal for humanitarian and social sciences, N(2),V(15), Dec.2018.

⁶Abdulbaset Shaheen, Interaction on electronic press websites, First edition, Cairo, Dar El Oloom For Publishing and Distribution, p.166

the majority of the studied sample spotlight on current events.⁷

2) Construction of Infographic Videos.

The construction of Infographic Videos of scenes supported by interviews were measured in comparison to other infographic videos. It was found that only one infographic video adopt the novel construction style, with no other patterns in concern. The researcher rendered this figure of results to the nature of the issues and topics correlated to the "Time in situ".

3)Types of Infographic Videos.

Infographic which present information supported by numbers and statistics and present certain issues or concepts are dominant compared to infographic presenting historical narration of characters which are diminished, and infographic explaining concepts or ideas that are rare.

4) Components of infographic videos

4.1 Type of image

Video footage supported by subtitles and explaining texts in the analyzed infographic, is more likely to be found while it is less likely to find fixed recent footage or archived. This result confirmed the first finding, concerning topics and issues in the videos, and leads to the conclusion that the majority of infographic videos are focused on current events issues.

4.2 Sound Effects

Implementing music as a significant sound effect in most infographic video to be analyzed.

Music may be functionalized to express the psychological atmosphere related to the topic or the issue presented by the infographic video, in addition triggers the differences and shift among characters and scenes in the infographic. On the other hand, natural effects in the infographic videos may refer to a somewhat insignificant role in the analyzed videos.

4.3 Visual content

4.3.1 Most topical headlines in the analyzed infographic videos are characterized by the usage of question form. This pattern of questioning may be rendered to their attraction and excitement of social media users and motivating them to follow watching infographic videos.

4.3.2 Visual Texts.

⁷Mahmoud,Dina; Determinants of press usage in Egyptian and International news website: A study of communication content and communicator. MSC Cairo University, Faculty of Mass Communication, 2018.p.11.

Visual texts in infographic videos are characterized by its double meaning as it could be shifted to express the visual content meaning, i.e. text may replaces the motion image in presenting information and statistics.

Aesthetics of visual language

Footage forms and sizes.

Most of the analyzed infographic videos, start by an introductory footage in order to inform the audience with places and the settings correlated with the event presented by the video, followed by footage implying different photos and narrations used in the discussion. Close footages are peculiar to be identified in the scientific infographic video that was devoted to focus on the usage of those infographic broadcasted on April,15 of 2019, showing the utilization of mosquitoes, and another infographic covering the subject of bacterial resistance to antibiotics, at the same day.

Camera motion

The horizontal camera motion is the most occurring and predominant situation in the most of the analyzed infographic videos; to provide a clear picture of the places and settings. According to the researcher view, this finding could be explained as using this type of motion in proportion to the duration of the infographic video that does not exceed a minute., that in turn reflect the nature and characterization of the infographic video, i.e. "brevity and intensity".

However, there were exceptions regarding the camera motion in the analyzed infographic videos. First, during the inauguration of a particular airport where the camera motion was forward alongside. The second exception (that was broadcasted on...), when shooting a video in Queen Antoinette's room where vertical camera motion were used to expose the room decoration, elaborately.

Camera Angle

Horizontal angle of shooting was noticed in most footages in the analyzed infographic videos as to engage the audience within the event atmosphere of the infographic.

Colors

The predominant colors that were noticed through video analysis were belonging to the groups of air, water, and earth characterizing colors, entitled and listed as cool colors. According to the researcher view, this predominance use of these colors is, Firstly; Reflecting the nature and the actualityof the case, Second, suitable to the audience communicative condition, as Facebook users watching this visual subjects from a close distance and as it's known these colors are sight-relaxing and help spreading calmness and serenity in audience; thus making it easy for them to

understand the contents of the infographic video.

Editing

It is noticed that the analytical approach was the predominant one alongside of the sample studied videos. This could be rendered to the knowledge and informatical nature of this type of infographic videos and their issue content. The massive editing processes usually confined to adjust and re arrange the subsequent events to be allied with the time and place only, or to be constructed in a consequent manner as in scientific videos.

6. Sorts and tendency of reaction

6.1 Sorts of Reaction

The response reaction towards watching proceeds other reactions such as like share, and finally comment reactions that come afterward. This indicates, according to the researcher view that the Facebook user reacts conventionally towards the visual content.

6.2 Reaction Tendency

As noticed during the analysis, the downward reaction (passive reaction) predominates, as the page admin do neither contacts nor replies to the comments - despite their fewness- and probably a result of the ironic nature of the comments on the content of the analyzed infographic videos. This irony stems from the relation between the contents of these videos and the reality lived by the audience in their countries (either this reality is bad or good).

7. Time Duration

The time duration of the analyzed infographic videos usually does not exceed one minute that in general considered to be a moderate time, this fits the essence of facebook, which is designed for spending less time watching and following the latest news.

Results

The study results could be summarized as follow:

- 1) Infographic video in the survey study, focus on the "Time in situ", this could be seen in the topics covered by the infographic included in the survey and hold the forefront of news.
- 2) Predominance of the used traditional constructivism on videos supported by interviews over the other videos.
- 3) The visual language of the surveyed videos are characterized by being well developed and coordination of their components.
- 4) The aesthetics of visual language are coincident with the communicative properties of the broadcasting platform (Facebook).
- 5) The dominance of conventional responses regarding the reaction of BBChome page users on Facebook concerning the visual content of the infographic videos.

Recommendations:

The researcher recommend that:

- 1) Diversification of using of different atoms in a infographic video ,would enhance the creativity of visual speech in infographic video.
- 2) Supporting diversity of topics and issues covered by the infographic, would enhance the level of infographic videos concerning its form and content.
- 3) Encouragement bidirectional communication in both ways by the administration of the page, the behavior that leads to enriching the content and supporting the broadcasting platform.