Georgia Southern University Research Symposium

Apr 16th, 2:45 PM - 4:00 PM

Repetition and Formatting in Medication Instructions

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Recommended Citation
Le, Jessica, "Repetition and Formatting in Medication Instructions" (2016). Georgia Southern University Research Symposium. 25.
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Abstract
The proposed study intends to examine how people respond to different types of medication instructions. Comprehension of pictorials in health-related materials like medication instructions plays a critical role in health outcomes, medication adherence, and health communication. This study will examine repetition and placement of pictures and text by presenting to participants a set of medication instructions for the mock oral suspension drug, ZYTREX, with varied information and formatting and then having them complete a comprehension and memory test, sequence order verification test, self-efficacy questionnaire, and a demographics questionnaire.

Introduction
Repetition and formatting can be examined to gain a better understanding of what kinds of pictorial formatting are most efficacious for comprehension of medication instructions.

Repetitious vs. Complementary
- **Repetitious**: Information provided in text is also conveyed in picture
- **Complementary**: Part of information provided in text and other part in picture

- **Theories → Levels-of-processing approach** (Craik & Lockhart, 1972), dual coding theory (Paivio, 1986)
- **Spatial contiguity principle** (Mayer, 2005), cognitive load theory (Sweller, 1988)

Integrated vs. Separated
- **Integrated**: Picture and text formatted close to each other
- **Separated**: Picture and text formatted far away from one another

Methods

**Participants**
- Desired number of participants is 300
- PSYC 1101 students enrolled at GSU who are at least 18 years of age

**Design**
- 2 (Multimedia type: repetitious vs. complementary) X 2 (Presentation Type: integrated vs. separated) between-subjects design

**Four conditions**
- Repetitious-integrated condition
- Complementary-integrated condition
- Repetitious-separable condition
- Complementary-separable condition

**Materials**
- Comprehension/Memory Test
- Sequence Order Verification Test
- Self-efficacy Questionnaire
- Demographics Questionnaire

Repetitious vs. Complementary

1) Repetitious-Integrated

2) Complementary-Integrated

3) Repetitious-Separated

4) Complementary-Separated

Integrated vs. Separated

- **Integrated pictures and text will score higher than complementary on comprehension/memory test, sequence order verification test, and self-efficacy.**
- **Repetitious pictures and text will score higher than separated on comprehension/memory test, sequence order verification test, and self-efficacy.**
- **There will be an interaction effect for repetitious-integrated condition such that this condition will score highest in comprehension/memory test, sequence order verification test, and self-efficacy.**

Proposed Analyses & Results
- 2X2 between-subjects design will be analyzed by using a factorial MANOVA
- **H1**: Repetitious pictures and text will score higher than complementary on comprehension/memory test, sequence order verification test, and self-efficacy.
- **H2**: Integrated pictures and text will score higher than separated on comprehension/memory test, sequence order verification test, and self-efficacy.
- **H3**: There will be an interaction effect for repetitious-integrated condition such that this condition will score highest in comprehension/memory test, sequence order verification test, and self-efficacy.

References