Repetition and Formatting in Medication Instructions

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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)

Integrated vs. Separated

• **Integrated**: Picture and text formatted close to each other

• **Separated**: Picture and text formatted far away from one another

• Theories → **Spatial contiguity principle** (Mayer, 2005), cognitive load theory (Sweller, 1988)

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-separatet condition

• Complementary-separated condition

Materials

• Comprehension/Memory Test

• Sequence Order Verification Test

• Self-efficacy Questionnaire

• Demographics Questionnaire

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


