4. Animated and static pictograms

⟷	**Recommendation** **"Animated pictograms may be used as a supplement instead of static pictograms."** Agreed: 11, Disagreed: 0, Abstentions: 0 **Quality of the evidence:** moderate quality

Comment on the recommendation:

The recommendation refers to the comparison of animated and static pictograms used in online health information.

No distinct effect was found in the three included studies regarding the cognitive outcomes *understanding / risk perception* and *knowledge.* In one of two studies, a positive effect for the outcome *comprehensibility / readability* was shown when using static pictograms. The second study showed no difference.

Regarding the affective outcomes *acceptance / attractiveness*, one study reported a positive effect for static pictograms, and for the outcome *credibility* a positive effect for animated pictograms was shown in another study.

Summary of the findings

Characteristics of the included studies

For this comparison three studies were included. In one study in the USA, 165 healthy people with an average age of 31 and 33 years, respectively, were examined. The intervention consisted of web-based information on the risks of disease and on the benefits and harm of preventive measures (21). Using two versions of animated presentations, the static pictograms were compared (changing between sorted and unsorted; revealing the pictogram by clicking on the fields).

Two studies were carried out online in the USA with 6,202 and 3,354 participants, respectively, with an average age of 49 years (18, 22). The interventions consisted of information on possible forms of treatment for a fictitious type of cancer disease. In one study, static pictograms were compared with presentations that were built up in

stages by clicking on the pictogram (22). In the second study, differently animated pictograms were used that were built up or altered automatically or by clicking on the pictogram (18).

Results for the relevant outcomes

No consistent effect could be shown for the outcomes *understanding / risk perception*, *knowledge* and *comprehensibility / readability* (18, 21, 22). For the outcomes *acceptance / attractiveness* a positive effect was seen for static representations (19), and for the outcomes *trust / credibility* animated pictograms showed a positive effect (21).