4. Pictograms

	**Recommendation** **"Pictograms may be used to supplement a text."** Agreed: 9, Disagreed: 0, Abstentions: 1 **Quality of the evidence:** moderate quality

Comment on the recommendation:

The recommendation refers to the comparison of an informative text supplemented by pictograms (icons, symbols) with the informative text only.

For this comparison positive effects for using pictograms could be seen for the cognitive outcomes *understanding* (in two out of three studies), *knowledge* (in one out of four studies) and *comprehensibility / readability* (in one out of two studies). In the other studies no effects were found for the cognitive outcomes, but for the affective outcomes *acceptance / attractiveness* positive effects were found for the use of pictograms in two studies.

Summary of the findings

Characteristics of the included studies

For this comparison five studies with a total of 661 participants were included, who were mostly adults between 20 and 40 years of age from the USA (3, 10, 11), Canada (10), Ireland (9) and South Africa (5). Three studies included in particular people with a low standard of education (3, 5, 10) or where English was their second language (5). In all of the studies the intervention consisted of an instruction about correct administration and dosing of medications, illustrated with pictograms with varying degrees of schematization.

Results for the relevant outcomes

For the outcomes *understanding*, *knowledge* and *readability* no clear effect could be seen for supplementary pictograms (3, 5, 9-11), but for the outcomes *acceptance / attractiveness* a positive effect was found for using supplementary pictograms (5, 10).