

### Strategy: Pre-reading strategies/Using infographics

Initiating pre-reading discussion can generate student interest in a topic before students begin reading about it. This can build engagement and increase the likelihood that they will read the material.

Related to this strategy and involving the use of Wordle is the potential benefit of using infographics (visual interpretations of data and information) to engage students in course content.

### Origin

Bandeen, H. & Sawin, J. (2012). Encourage students to read through the use of data visualization. *College Teaching*, 60:1, 38-39.

Daily Tekk. (February 27, 2012). Over 100 Incredible Infographic Tools and Resources (Categorized). <http://dailytekk.com/2012/02/27/over-100-incredible-infographic-tools-and-resources/>.

Schulten, K. (August 23, 2010). Teaching with infographics: Places to start. The Learning Network: Teaching & Learning with *The New York Times*. <http://learning.blogs.nytimes.com/2010/08/23/teaching-with-infographics-places-to-start/>.

### Application

#### Wordle (<http://www.wordle.net/>)

*Using technology, such as Wordle, can create word clouds of the reading (or a portion of it) for students to analyze. Word clouds can engage students in pre-reading conversations to:*

- Understand major themes: What words do you notice? Why are they most frequent?
- Identify and define unfamiliar terms
- Connect with previous readings: Compare multiple word clouds to highlight connections
- Point out unexpected words: Identify terms that are surprising or unexpected
- Look for missing words
- Theorize connections among words: How are concepts associated?

As the authors suggest, using visual representations of the concepts in the reading can prompt student interest and encourage reading. Here are more sites where instructors can locate visuals, otherwise known as infographics, that can engage student interest in topics. Instructors can also consider having students create an infographic of their own as a demonstration of their understanding of a concept.

#### Visual.ly (<http://visual.ly/>)

*Browse the showcase of infographics and/or create your own. Consider using these to “frame up” readings for students.*

