

USF NEXUS INITIATIVE 2018 AWARD RECIPIENT

Lisa Meloncon

Testing the Attention-Comprehension Gap

We are bombarded every day with a range of stimulus we must review in order to engage with the world around us. To this end, communication materials are often designed to catch our attention (i.e., make us use them) and convey an idea (i.e., foster comprehension). This project uses a three-part method to gather the qualitative and the quantitative data needed to assess how well different approaches to information design address aspects of attention and comprehension. Our findings will contribute to a number of fields that focus on conveying specialized information to non-expert audiences including health communication, technical communication, patient education, and document design.

Partnerships:

Menno de Jong, Ph.D., Professor
University of Twente (Enschede, Netherlands)



**UNIVERSITY OF
SOUTH FLORIDA**
A PREEMINENT RESEARCH UNIVERSITY