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New pub in @aejmc's Journalism & Mass Communication Quarterly! Led by @kmcintyre3, and with @kiwimanzanares, this is the first published research to specifically explore the effects of visual solutions reporting:

journals.sagepub.com/doi/10.1177/10...

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This study extends our first piece on visuals and solutions and uses an experiment to explore what happens when the message in the story and photo are incongruent. For example, a solutions-oriented story with a photo that depicts the conflict instead.

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We tested two stories, one solution-oriented and one conflict-oriented, with three possible photos: solution, conflict and neutral.

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We found the potential positive emotional effects of a solutions journalism story are moderated by the visuals- people who saw a photo of conflict with the story reported negative feelings.

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The real interesting finding was how a neutral photo resulted in the highest reader interest and highest behavioral intentions. Results, in short, show that when it comes to visuals, it's complicated (surprise!).

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There's a whole lot more to this than we can get into in a tweet thread, so check out the paper and let us know what you think!



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