
THE EMPLOYMENT OF INFOGRAPHICS ON THE UNWOMEN WEBSITE TO HIGHLIGHT GENDER ISSUES: A CASE STUDY

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Abstract

This study aims to examine how the **UNwomen** website employs the art of infographics to highlight topics related to gender issues. This is done by tracking the gender-related issues that are emphasized through infographics on the website, identifying the language used on the site, and analyzing the way information is sourced for the infographics, the elements that support the content, its clarity, and its display format. The study also looks at the use of colors, the clarity of typographic elements, and how the infographics are published alongside journalistic content and their overall design, as well as the simplicity of the infographics posted on the website.

This study is part of descriptive research, and the researchers employed a survey methodology along with content analysis, focusing on case study research. The study relied on the agenda-setting theory and the information richness theory to analyze the results. The sample for the study consisted of the **UNwomen** website from **2015 to December 2024**, covering a sample size of **21** infographics, selected through a comprehensive enumeration approach. **The study concluded with a set of findings, the most important of which are:**

- "Gender Statistics Issues" ranked first with a percentage of 21.5% of the issues covered by the study website, "Gender Discrimination Issues" ranked second with 19.3%, followed by "Gender and Society Issues" in third place at 18.2%.

- Regarding the elements used to support the infographic content: "Statistics, figures, and percentages" ranked first at 25%, "Includes digital illustrations" came second with 22.6%, finally, "Includes explanatory text" ranked third with 21.4%.

The study also concluded with several recommendations, the most important of which are:

Achieving a balance in diversifying the display formats on the website, whether static, dynamic, GIF, or interactive, in an artistic template that suits the infographic presented. Paying attention to studying the psychological impact of the colors used in infographic design, to enhance the message being conveyed in line with the subject matter of the design. Following the example of the **UNwomen** website in terms of publishing infographics alongside written text, as this supports search engine optimization (SEO), thus expanding the reach of the infographics, increasing the number of visitors, and ensuring accessibility for visually impaired individuals through electronic reading tools.

****Keywords**:** (Infographics, Media, Information, Gender, UNwomen, Media Content, Gender Issues, multimedia, digital journalism, digital media, interactive Infographics, Static Infographics)

Chapter One: Methodological Procedures

INTRODUCTION:

The technological revolution in information and the growing of its' tools, particularly in the media field, are of great importance. These advancements are working to save time and effort in achieving desired goals. However, the rapid pace of knowledge accumulation necessitated the creation of a means to transfer knowledge and news in response to the accelerating growth of sciences and information. Various institutions, especially media organizations, have begun to employ infographics as a form of journalistic artistic templates due to their ability to convey large amounts of information, statistics, facts, and figures in a visually easy-to-understand manner. Infographics offer quick access to the audience and have contributed to simplifying many complex issues, enabling them to be spread more widely and to larger segments of society. This study addresses "gender issues", therefore, it was necessary to highlight gender-related issues in an attempt to create a balance in societal tasks and responsibilities among individuals, whether male or female. This helps in understanding the forms of discrimination arising from gender and contributes to achieving fairness for women in light of male dominance. It also ensures women's legitimate rights in employment, development, and enhancing their abilities more effectively to serve themselves, their families, and their communities—far from the obstructive stereotypes and narrow roles that have been attached to them in the past. In 2010, the United Nations established what is known as the "United Nations Entity for Gender Equality and the Empowerment of Women (UNwomen)", which subsequently created its own website. The website focuses on publishing all matters related to gender issues and the empowerment of women, along with other women-related topics. The website employs infographics to present media content on its pages. It has dedicated sections for infographics, selecting topics primarily related to gender issues. This study aims to explore how the UNwomen website uses infographics to highlight gender issues and address them through this form of modern media art.

First: Key Related Previous Studies

The researchers conducted a survey of studies related to the topic of this research, which involves infographics and gender issues. They selected several studies, as follows:

A study by (Al-Turk, Abu Hamra, 2025) aimed to examine the extent to which the "Visualizing Palestine" website raises awareness of issues related to Palestine using infographics in their various forms and the elements they consist of. This descriptive study used a survey methodology, and employed content analysis as its main technique. Among its key findings were the following: The "static" type of infographic design ranked first in terms of presentation method, with a percentage of "81.95%", followed by the "video (motion)" and "interactive" types, which both ranked second with a percentage of 9.02% for each. **A study by (Al-Toukhi, Awad, 2023)** aimed to examine the extent of university students' interest in following infographics on websites and the reasons behind their interest in following them. It is a descriptive study that used a survey methodology. The key findings include that the interest level of youth in presidential health initiatives was moderate (51.2%), followed by a high interest (41%), and rarely interested (7.8%). **A study by (Diabah, 2023)** aimed to identify the intersection between gender and language use in the realm of social media. It is a descriptive study, and its key findings include: social media provides a fertile ground for the escalation of insults due to the anonymity it offers, as well as the fact that it is less regulated in terms of content. People use language to hurt others' feelings in ways they would typically not be able to do in face-to-face conversations or before the advent of the internet era. **A study by (Antunovic, Bartoluci, 2023)** aimed to explore how European public service media institutions use social media accounts related to sports to cover the Olympics in Central and Eastern Europe. It is a descriptive study, and the main findings indicate that men's sports dominated social media coverage, with men's football receiving significant attention, particularly in Hungary and Croatia. The study also noted an imbalance in gender coverage, with women being covered only when representing their country at an Olympic event. The aim of **(Eizmendi-Iraola, Peña-Fernández, 2023) study** was to explore the presence of women scientists in the media and evaluate their status and the image portrayed of them. It is a descriptive study that used the survey methodology. Key findings revealed that the visibility of women scientists and the frequency of their quotes in the media has been increasing year by year, particularly after the declaration of the International Day for Women and Girls in Science, approved by the UN General Assembly in December 2015, with the first event held in February 2016. **A study by (Park, Shin, 2023)** aimed to understand the construction of media discourses to develop sports, and the semiotic meaning of sports as a gendered, racial, and nationalistic field. It is a descriptive study that used discourse analysis and survey methods. One of the key findings is that the media reaffirmed that sports is a gendered space where women are unable to break social barriers and negative frameworks, with media coverage tending to generate gender-based discourse and intensifying the masculine identity of coaches. **A study by (Ahmed, Amin, Mohamed, 2023)** aimed to develop visual perception skills among students at different levels of information processing (shallow and deep) using

interactive infographics. It is a descriptive study that used a quasi-experimental methodology. The key findings indicated that the effect of the technology was significant, with a 0.85% impact on visual perception. Furthermore, the use of interactive infographics contributed to the enhancement of the participants' visual perception skills. **A study by (Ali, Agilan, 2022)** aimed to explore how Yemeni news websites use infographics to address social issues. It is a descriptive study that used survey methods. Key findings revealed that the social issues addressed through infographics were ranked first on the "Al-Mushahid Net" website, followed by security issues, and political issues ranked last. On the "News Yemen" website, political issues ranked first, followed by social issues and military issues in third place. The aim of **(Chandrasekaran, Devi, Krithika, 2022) study** was to explore the information presented in agricultural magazines, which serve as comprehensive guides for farmers, through an analysis of coverage, readability, presentation style, and the type and level of infographics published in the *Pasumai Vikatan* magazine in Tamil Nadu, India. It is a descriptive study that used the media survey methodology. The main findings indicated that the majority of the articles in the magazine were based on the economics of returns, which included various success stories from the past three years, followed by articles related to organic farming. **A study by (Haji, Thabit, 2022)** aimed to examine the gendered features and issues of the virtual public space through Facebook pages in Algeria, focusing on the manifestations and emergence of its foundations by analyzing the actual presence of users. This was a descriptive study that utilized the survey method. One of its key findings was that women prefer to appear in the virtual space using pseudonyms and non-original avatars, especially in some Arab societies where violence against women transitions from the streets to the virtual space, manifesting in new forms of violence such as cyber sexual harassment. **A study (Faraj, 2022)** aimed to examine the exposure of youth to infographics from news websites that covered presidential initiatives and its relationship with their attitudes toward government performance. This study is descriptive in nature and employed a field survey method. One of its key findings revealed that the frequency of browsing news websites that cover presidential initiatives among the Egyptian youth in the study sample was higher for those who browsed them regularly, compared to those who did so occasionally or rarely. **A study by (Abdallah, 2022)** aimed to explore modern trends in the presentation of data journalism (infographics) in Egyptian newspapers and its relationship with memory retention among Egyptian youth. It is a descriptive study that used a quasi-experimental methodology. The main findings indicated that 58.75% of the sample used Egyptian electronic newspapers "occasionally," followed by 22% who used them "regularly". **A study by (Al-Samman, 2022)** aimed to examine the effect of using infographics related to digital transformation initiatives on news websites in helping the audience understand and recall the content. It is a quasi-experimental study. The findings revealed that the website used coordinated and comfortable colors, which ranked first with an average score of 4.367, followed by the home page's ability to attract attention throughout the usage period, ranked second with a score of 4.267. **The aim of (Al-Rubaii, 2022) study** was to examine the mechanism of constructing media messages designed with infographics on news websites. This study is descriptive in nature and employed a survey research method. One of its key findings was the limited use of a single infographic display technique on the studied websites; The *Al-Sumaria News* website was the only one using animated infographics, while *Al-Quds Al-Arabi* and *Russia Today* websites only used static infographics. **A study by (Jacob, 2020)** aimed to explore the data visualization using infographics in newspapers during the global COVID-19 pandemic by analyzing the coverage of the coronavirus pandemic using infographics. It is a descriptive study that used survey methodology. The findings showed that the coverage of infographics related to the COVID-19 pandemic in "The Times of India" was higher than in "The Hindu," with a rate of 1.97% compared to 1.31%, respectively. The colors used in the infographics in "The Hindu" were mostly red, followed by gray, yellow, orange, blue, and purple. **A study (Poplašen, Draušnik, Vočanec, Brborović, 2019)** aimed to analyze whether infographics are used as a form of communication in Croatia regarding global issues, particularly in public health. It is a descriptive study that used survey methodology. The main findings indicated that the visual representation of basic information is a familiar concept in public health, and infographics are an important part of digital health communication. It also covered global issues such as child labor, youth employment, gender equality, better work conditions, migration, migrant workers, and workplace safety.

LIMITATIONS OF BENEFITING FROM PREVIOUS STUDIES:

The researchers benefited from previous studies in refining the research problem, objectives, and questions, as well as in establishing the theoretical and cognitive framework. Additionally, the researchers utilized these studies in discussing the results.

Second: The Research Problem:

The research problem is framed as follows: **to examine the extent to which the UNwomen website employs infographics to highlight gender-related issues.** This involves analyzing the gender issues and topics emphasized by infographics on the website, examining the language used in the infographics, the method of sourcing information, the supporting elements of the content, the clarity of the infographics, the type of infographic (in terms of display method), the use of colors, the clarity of typographic elements, the manner in which the infographics are published alongside journalistic content, and the simplicity of the infographics on the website.

THIRD: THE SIGNIFICANCE OF THE STUDY: The importance of this study lies in the following:

- This is, to the best of the researchers' knowledge, the first study of its kind that addresses the employment of infographics on the UNwomen website to highlight gender issues.
- The importance of studies that explore gender-related topics (gender studies).
- The researchers found no prior study that combines the two central themes of this research—infographics and gender issues—making it distinctive as the first to address these topics together.

FOURTH: STUDY OBJECTIVES AND QUESTIONS: The objectives and questions of the study are crystallized in the main question: “What is the nature of the employment of infographics on the UNwomen website in highlighting gender issues?” From this main question, a series of sub-questions are derived, as follows:

1. What are the prominent gender issues and topics covered by infographics on the UNwomen website?
2. What language is used in the infographics on the UNwomen website to highlight gender issues?
3. What is the method of documenting the infographics on the UNwomen website to highlight gender issues?
4. What is the source of information for the infographics on the UNwomen website to highlight gender issues?
5. How clear are the infographics on the UNwomen website in highlighting gender issues?
6. What type of presentation and supporting elements are used in the infographics on the UNwomen website to highlight gender issues?
7. How is color used in the infographics on the UNwomen website to highlight gender issues?
8. How clear are the typographic elements of the infographics on the UNwomen website in highlighting gender issues?
9. What is the method of publishing and the type of journalistic material accompanying the infographics on the UNwomen website to highlight gender issues?
10. What is the format of the content accompanying the infographics on the UNwomen website to highlight gender issues?
11. To what extent is the infographic on the UNwomen website simple in presenting gender issues?

FIFTH: THE THEORETICAL FRAMEWORK OF THE STUDY:

The study relies on the Agenda-Setting Theory and the Information Richness Theory. The former suggests that the public adopts the agenda set by the media, which leads them to believe in and be convinced of the importance and prominence of certain issues and personalities over others (Makkawi & Al-Sayed, 2010, p.288). It clarifies that the media does not present all the issues and topics within society; instead, media practitioners choose specific issues and focus on them (Al-Turk & Al-Rantisi, 2021, p.7). The theory assumes that the media is responsible for organizing the public's priorities by highlighting certain issues and focusing on them (Al-Turk & Abu Arqoub, 2019, p.44). **As for the Information Richness Theory**, it is closely related to the process of information richness and contributes to describing and explaining media in all its forms, based on the productive capacity of media information. The researchers have drawn on both the Agenda-Setting Theory and the Information Richness Theory to answer and interpret the research questions through the analysis of the content and structure of the website in question. This is done by examining the categories of issues and topics presented in infographics, the methods of content presentation, the supporting and highlighting elements, and the extent to which the site focuses on specific issues, especially gender-related topics, through the infographics published on the website under study.

SIXTH: TYPE OF STUDY, METHODOLOGIES, AND TOOLS:

1. **Type of Study:** This study is considered a descriptive study aimed at depicting, analyzing, and evaluating the characteristics of a specific group or situation, characterized by a focus on defining or studying current facts related to the nature of a phenomenon, situation, group of people, events, or circumstances. The goal is to obtain sufficient and accurate information about these elements without delving into their causes or controlling them (Hussein, 2006,

p. 131). This type of study is deemed the most appropriate for the subject under investigation, as it aims to provide an accurate description within a specific field of specialization and address it (Al-Turk & Abu Arqoub, 2021, p. 44).

2. Study Methodologies: The researchers adopted the following methodologies:

a. Survey Research Method: This methodology is defined as a set of phenomena related to the research topic, comprising various items that constitute the research community over a specified period (Al-Turk & Abu Arqoub, 2021, p.45). It is considered the most suitable scientific approach for descriptive research, as it is a systematic scientific effort that helps in obtaining data, information, and descriptions about the phenomenon or set of phenomena under investigation (Abdul Hamid, 1997, p.8). In this study, this methodology was used to describe the characteristics of infographics related to gender issues. Within this methodology, the researchers employed content analysis, which is the most appropriate technique for collecting and analyzing primary information (Al-Abid & Adli, 2008, p.208). Content analysis records, analyzes, and interprets phenomena in their current state after collecting the necessary and sufficient data about them and their elements through a set of organized procedures (Al-Turk & Al-Rantisi, 2021, p.9).

b. Case Study Method: This method was used to study infographics on the UNwomen website as a comprehensive, in-depth study over a specific period. The researchers employed it to obtain detailed information about the reality of infographics related to gender issues on the UNwomen website.

3. Study Tool:

a. Content Analysis Form: The researchers developed a content analysis form as a tool to analyze the content design of infographics that highlight gender issues on the UNwomen website, in order to address the study's questions. This tool consists of a series of methodological steps aimed at discovering meanings in content through quantitative, objective research, organized to identify the characteristics of the phenomenon within this content (Abdul Hamid, 1997, p.132). The form included the following categories:

First: Content Analysis Categories (What Was Said)?

These categories pertain to describing the content to be analyzed in order to identify the implications related to the study's objectives. They include the following:

1. Category of Issues and Topics; This includes: Gender Issues and Sustainable Development Goals, Gender and Culture Issues; (including education, feminist movements), Gender and Society Issues; (including health, political participation in society, working in leadership positions, media representation of women or their characters, women's participation in media work), Gender Discrimination Issues; (including gender equality and inequality), Gender Statistics Issues, Gender Stereotypes Issues; (including stereotypes about gender), Gender Pay Gap Issues, Gender-Based Violence (GBV) Issues.

2. Language Category: The language being studied is English, which is the official language of the website. This category includes: (Infographic Design Language was Translated, Not Translated).

3. Documentation Category; This includes: (Designer's Name; Mentioned, Not Mentioned), (Availability of Information Source; Available, Not Available).

4. Category of Elements Supporting the Content of the Infographic; This includes: (Contains Photographs, Contains Digital illustrations, Contains Explanatory Text, Contains Maps, Contains Graphs, Contains (Statistics, Numbers, and Percentages), Other Elements).

Second: Categories of Shape Analysis (How Was It Said?): These categories refer to the way the media content was presented, and they are divided into:

5. Category of Infographic Clarity; This includes: (Clear; clearly expresses the idea for which it was designed), (Unclear; does not clearly express the idea for which it was designed).

6. Category of Type Based on Display Method; This includes: (Static, Animated GIF, Interactive).

7. Category of Colors in Design Elements; This includes: (Colored; a dominant color was used, colors were used without focusing on a dominant color, Black and White), Non-Colored.

8. Typographic Elements (Based on Clarity); This leads to the following classification: (Easy to Read and Clear, Not Easy to Read or Unclear).

9. Category of Infographic Publication Method Based on Accompanying Journalistic Content; This includes the following cases: (Infographic published alone, Infographic published with written text only, Infographic published with another infographic and text together, Infographic published with another infographic only).

10. Category of Infographic Content Layout; This includes: (Infographic consists of single section, Infographic is divided into several sections).

11. Category of Design Simplicity; This includes: (Simple and clear design (uses clear 2D images and illustrations, with appropriate size), Complex and confusing design (uses 3D shapes and unclear elements)).

Seventh: Study Population and Sample:

1. Study Population:

1.1. Analytical Study Population:

The study population consists of media websites and websites focused on infographics. However, due to the large number of these websites and many of which do not serve the purpose of this study, the UNwomen website was selected. This site specializes in women's and gender issues, in addition to its employment of infographics to present and highlight these issues. This makes the site unique by combining two important aspects (subject of study): infographics and gender issues. This distinguishes it from other websites that, despite using infographics, either specialize in different issues or address issues in a general manner.

2. Study Sample:

2.1. Analytical Study Sample:

The study sample consists of the UNwomen website. In 2010, the United Nations established the “United Nations Entity for Gender Equality and the Empowerment of Women – UNwomen”, which then created its own website focusing on publishing content related to gender issues, women's empowerment, and other women-related issues. The website stands out by using various multimedia and media forms to present the many issues it supports, with gender-related issues being the most prominent. The site employs infographics to present its media content, with dedicated sections for infographics that focus on specific topics, the most notable of which are gender-related issues.

The site contains 22 infographic pages, some of which feature a single item, while others feature several items. Some of the infographics do not relate to gender issues, and therefore were excluded from the study. It is worth noting that the first infographic published on the site was in 2015.

2.2. Temporal Study Sample:

The researchers selected the time period from the establishment of the website in 2015 until the end of December 2024, using a comprehensive enumeration method.

Eighth: Units of Analysis and Methods of Counting and Measurement:

- **Units of Analysis:** The units of analysis are the content analysis units of the infographics on the websites in the study sample. These units represent the natural units of the media material and are considered the most suitable units for the nature and purposes of the research study. They are the integrated media units that the researchers analyze, which are used by the media producer to present the material to the audience, whether they are readers, listeners, or viewers (Hussein, p.262). These units include all the infographic designs featured on the study's website, focusing on the role of infographics in the "UNwomen" website in highlighting gender issues, as well as analyzing all the instances where infographics addressed gender-related issues on the study's website.
- **Method of Counting and Measurement:** This refers to the systematic quantitative recording of content units, categories, and variables. It enables the reconstruction of content in numerical form, providing numbers and counts that help achieve quantitative results contributing to interpretation, inference, and achieving the study's objectives. The counting and measurement method used in this study is frequency, which indicates how often categories or units appear (Abdul Hamid, p.181).

Ninth: Procedures for Validity and Reliability:

1. **Procedures for Validity:** The researchers should ensure the accuracy of the data analysis process and question the extent to which validity is present. Validity is divided into two types; **First: Internal Validity:** This refers to the extent to which the study successfully measures what it set out to measure, and answers the questions posed by the study, **second: External Validity:** This refers to the extent to which the study's results can be generalized to the population from which the sample was drawn. External validity is influenced by several factors, such as sample selection and the tools used. This was ensured through the validation of the content analysis form by a group of reviewers, experts, and specialists in the field of media, as well as through the precise definition of the content analysis categories and ensuring accuracy in the analysis.

2. **Reliability Test:** To ensure the reliability of the study, the researchers used the “test-retest method”, by reanalyzing the content of the study sample from the website. The “Holsti method” was applied to calculate this (Holsti, 1969). The results of the first analysis were then compared with those of the retest to measure reliability. The result of this measurement was 94.3%, indicating that the tool has a high level of reliability.

Tenth: Concepts of the Study:

1. **Infographics Art:** is the visual representation of information or ideas aimed at conveying complex information to a specific audience in a way that allows them to understand and absorb it quickly. It is the art of

transforming data, information, and complex concepts into clear and engaging images and illustrations that are easily understood. This method stands out for presenting complex and difficult information in a smooth, easy, and clear manner. Infographics, in terms of design, are of two types: static and dynamic (Abdul Hamid, 1983, p.110).

2. Gender: The concept of "gender" clarifies the differences between men and women resulting from the social roles assigned to them, as well as the cultural perspective and functions of each. These differences are the outcome of religious, cultural, political, and social factors; in other words, they are distinctions created by humans throughout history. These differences can be overcome within the framework of gender equality, whereas the physiological differences between men and women present a barrier to absolute equality.

3. Employment: Employment refers to the use of available resources, skills, and expertise at an individual's or institution's disposal to improve performance (Al-Rumhi, 2014). **The researchers define it as** the level of practice and use of the art of infographics in the process of content production.

CHAPTER TWO: RESULTS OF THE STUDY AND DISCUSSION

This chapter addresses the results of the analytical study and their discussion regarding the employment of infographics on the UNwomen website to highlight gender issues. It aims to identify the extent to which infographics address gender topics and issues on the UNwomen site, the topics that received attention from the website, the language into which the infographics were translated, the documentation method used, the elements supporting the content, the clarity of the infographics, the type of infographic in terms of presentation method, the design colors used, the typographic elements in terms of clarity, the way the infographics were published (in conjunction with journalistic content), the layout of infographic content and its sections, and the simplicity of the infographic's presentation and design.

Section One: Features of Content and Form of Gender Infographic Topics on the UNwomen Website

First: The extent of infographics' attention to gender topics and issues on the UNwomen website:

Table (1) shows the extent of attention given to gender topics and issues in the infographics on the UNwomen website.

Material Website	Total	
	Count	(%)
UNwomen	21	100
Total	21	100

Upon reviewing the data presented in Table (1), the following observations can be made: The infographics published on the UNwomen site addressed gender-related topics and issues a total of 21 times. This indicates that the UNwomen site allocated a considerable amount of space to gender issues through infographics.

Second: Topics and Issues Addressed by Infographics on Gender on the UNwomen Site:

Table (2) presents the topics and issues addressed by infographics on gender on the UNwomen site.

Topics and Issues	Website	
	UNwomen	
	Count	(%)
Gender and Sustainable Development Goals Issues	2	2.150
Gender and Culture Issues	12	12.90
Gender and Society Issues	17	18.27
Gender Discrimination Issues	18	19.35
Gender Statistics Issues	20	21.50
Gender Stereotypes Issues (Stereotypical Images)	7	7.526
Gender Pay Gap Issues	6	6.451
Gender-Based Violence (GBV) Issues	11	11.82
Total	93*	100

*The total number of topics and issues exceeded the number of infographics analyzed, as each infographic contains more than one topic or issue.

By analyzing the data in Table (2), the following can be observed: 'Gender Statistics Issues' ranked first with a total of 20 occurrences, representing (21.5%), followed by 'Gender Discrimination Issues' in second place with 18 occurrences, representing (19.3%). In third place were 'Gender and Society Issues' with 17 occurrences, representing (18.2%), while 'Gender and Culture Issues' ranked fourth with 12 occurrences, representing (12.9%). 'Gender-Based Violence (GBV) issues' came in fifth place with 11 occurrences, representing (11.8%), and 'Gender Stereotypes Issues (Stereotypical Images)' placed sixth with 7 occurrences, representing (7.5%). 'Gender Pay Gap Issues' ranked seventh with 6 occurrences, representing (6.45%), and finally, 'Gender and Sustainable Development Goals Issues' were ranked eighth with 2 occurrences, representing (2.15%).

The findings of this study align with the Study of (Haji, Thabet, 2022), who placed (family-related) social issues in third place. However, the results differ from the Study of (Ali, Ajlan, 2022), where social issues were ranked first.

Third: The Infographic Design Language Addressing Gender Issues on the UNwomen Website:

Table (3) presents the infographic design language addressing gender issues on the UNwomen website.

Website Language	UNwomen	
	Count	(%)
Translated	17	80.9
Not Translated	4	19.1
Total	21	100

By analyzing the data in Table (3), the following can be observed: The category of 'Infographic Design Language Translated' ranked first with 17 occurrences, representing (80.9%), while the category 'Not Translated' ranked second with 4 occurrences, representing (19.1%).

Fourth: Sources of Documenting Gender in the Infographics on the UNwomen Website:

Table (4) presents the documentation of gender on the UNwomen website.

Documentation		UNwomen	
		Count	(%)
Designer's Name	Designer's Name Mentioned	21	100
	Designer's Name Not Mentioned	0	0
	Total	21	100
Availability of Information Sources	Information Source Available	21	100
	No Information Source Available	0	0
	Total	21	100

By studying the data in Table (4), the following is evident: The category 'Designer's Name Mentioned' ranked first with 21 occurrences, representing (100%), while the category 'Designer's Name Not Mentioned' had no occurrences. Among the categories related to the Availability of Information Sources, the category 'Information Source Available' ranked first with 21 occurrences, also representing (100%), while the category 'No Information Source Available' had no occurrences.

The results of this study align with those of (Al-Turk, Al-Rantisi, 2021) and (Ali, Ajlan, 2022), where the category 'Information Source Available' ranked first. However, the results of this study differ from those of (Ali, Ajlan, 2022) in terms of the category "Source Mentioned," which ranked second in their study.

Fifth: Elements Supporting the Content of the Gender-Related Infographics on the UNwomen Website:

Table (5) illustrates the elements that supported the content of the gender-related infographics on the UNwomen website.

Elements supporting content	Website	UNwomen	
		Count	%
Contains Photographs		5	5.952
Contains Digital illustrations		19	22.61
Contains Explanatory Text		18	21.42
Contains Maps		2	2.380
Contains Graphs		11	13.09
Contains (Statistics, Numbers, and Percentages)		21	25
Other Elements		8	9.523
Total		84*	100

*The total number of elements supporting the infographic content is greater than the number of infographic items analyzed, as each infographic contains multiple content-supporting elements.

By analyzing the data in Table (5), the following can be observed: The category 'Contains Statistics, Numbers, and Percentages' ranked first with 21 occurrences, representing (25%), followed by 'Contains Digital Illustrations' in second place with 19 occurrences, representing (22.6%). Then, 'Contains Explanatory Texts' ranked third with 18 occurrences, representing (21.4%), while 'Contains a Graph' ranked fourth with 11 occurrences, representing (13%). The category 'Other Elements' ranked fifth with 8 occurrences, representing (9.5%), followed by 'Contains Photographs' in sixth place with 5 occurrences, representing (5.95%). Finally, 'Contains Maps' ranked seventh with 2 occurrences, representing (2.38%).

The results of this study align with the study of (Ali, Ajlan, 2022) in terms of 'Statistics and Numbers' ranking first. However, the results differ from the same study in that "Explanatory Texts" ranked second in this study. It also differs from the study of (Faraj, 2022) in the ranking of the 'infographic forms' category, where 'Maps' ranked second, and 'Graphs' ranked in the third position.

Sixth: Clarity of the Gender-Related Infographics on the UNwomen Website:

Table (6) illustrates the clarity of the gender-related infographics on the UNwomen website.

Clarity of Infographics	Website	UNwomen	
		Count	(%)
Clear and Represents the Idea		21	100
Unclear and Does Not Represent the Idea		0	0
Total		21	100

By studying the data in Table (6), the following is evident: The category 'Clear and Represents the Idea' ranked first with 21 occurrences, representing (100%), while the category 'Unclear and Does Not Represent the Idea' did not receive any occurrences.

Seventh: The Type of Infographic Display Method on Gender Issues on the UNwomen Website:

Table (7) illustrates the type of infographic displaying gender issues on the UNwomen website.

Type of Infographic Display Method	Website	UNwomen	
		Count	(%)
Static		12	57.15
Animated GIF		8	38.02

Interactive	1	4.83
Total	21	100

By studying the data in Table (7), the following is evident: The category 'Static' ranked first among the infographic types in terms of display method, with 12 occurrences, representing (57.15%). The 'Animated GIF' category ranked second with 8 occurrences, representing (38.02%), followed by the 'Interactive' category in third place with 1 occurrence, representing (4.83%).

The results of this study align with those of (Ali, Ajlan, 2022), where 'Static Infographics (Images)' ranked first. However, the results differ in the ranking of other categories, which were placed in different ranks in their study. Additionally, the findings of this study are consistent with (Al-Rubaie, 2022), where 'Static Infographic Technology' ranked first, and 'Animated Infographic Technology' ranked second.

Eighth: Colors of the Design Elements of the Gender-Related Infographics on the UNwomen Website:

Table (8) illustrates the colors of the design elements of the gender-related infographics on the UN Women website.

Colors of Design Elements		Website	
		UNwomen	
Colored	Dominant Color Used	15	71.42
	Colors Used Without Focusing on One Color	6	28.58
	Black and White	0	0
Non-Colored		0	0
Total		21	100

By studying the data in Table (8), the following is evident: The category 'Dominant Color Was Used' ranked first with 15 occurrences, representing (71.42%), while the category 'Colors Used Without Focusing on One Color' ranked second with 6 occurrences, representing (28.58%).

The results of this study are consistent with those of (Ali, Ajlan, 2022) and (Al-Turk, Abu-Arqoub, 2020), where the use of colors ranked first in both studies.

Ninth: Typographic Elements of the Infographic (in Terms of Clarity) on Gender Issues on the UNwomen Website:

Table (9) illustrates the typographic elements of the infographic (in terms of clarity) on gender issues on the UNwomen website:

Typographic Elements (Based on Clarity)		Website	
		UNwomen	
Easy to Read and Clear		95.2	20
		4.8	1
		21	100

By analyzing the data in Table (9), the following can be observed: The category 'Easy to Read and Clear' ranked first among the typographic elements of the infographic with 20 occurrences, representing (95.2%), while the category 'Not Easy to Read and Not Clear' ranked second with 1 occurrence, representing (4.8%).

Tenth: Method of Publishing Gender-Related Infographic Based on Accompanying Journalistic Content on the UNwomen Website:

Table (10) illustrates the method of publishing the Gender-Related infographic Based on accompanying journalistic content on the UNwomen website:

Method of Publishing the Infographic		Website	
		UNwomen	
		Count	(%)

Infographic Published Alone	2	9.5
Infographic Published Accompanied Only by Written Text	10	47.6
Infographic Published Accompanied by Another Infographic and Written Text	9	42.8
Published With Another Infographic Only	0	0
Total	*21	100

By analyzing the data presented in Table 10, the following findings emerge: The category 'Infographic Published Accompanied Only by Written Text' ranked first among publication methods, with 10 occurrences, accounting for (47.6%) of the total. This was followed by 'Infographic Published Accompanied by Another Infographic and Written Text' which ranked second with 9 occurrences, representing (42.8%). Lastly, the category 'Infographic Published Alone' ranked third and final, appearing only twice, making up (9.5%) of the total.

The findings of this study differ from those of (Ali, Ajlan, 2022), in which 'Infographic Accompanied by Written Text (Introductory Paragraph)' ranked second. Additionally, the results of the present study vary from those of (Ali, Ajlan, 2022) in terms of the ranking of other categories, which appeared in different positions. Furthermore, the findings also diverge from the study conducted by (Abu Arqoub, Al-Turk, 2021), where a 'single image' ranked third.

Eleventh: The Content Layout of Gender-Related Infographics on the UNwomen Website

Table (11) illustrates the content layout of gender-related infographics on the UNwomen website:

Website Infographic Content Layout	UNwomen	
	Count	(%)
Single-Section Infographic	9	42.85
Multi-Section Infographic	12	57.15
Total	21	100

By analyzing the data presented in Table (11), the following findings emerge: The category 'Multi-Section Infographic' ranked first in terms of infographic content structure, with 12 occurrences, accounting for (57.15%) of the total. In contrast, the category 'Single-Section Infographic' ranked second, appearing 9 times, representing (42.85%).

Twelfth: The Simplicity of Infographic Design for Gender-Related Issues on the UNwomen Website:

Table (12) presents an analysis of the simplicity of infographic design related to gender issues on the UNwomen website:

Simplicity of Infographic Design	UNwomen	
	Count	(%)
Simple & Clear Infographic Design (uses clear 2D images and illustrations, with appropriate size)	21	100
Complex & Confusing (uses 3D shapes and unclear elements)	0	0
Total	21	100

By analyzing the data presented in Table 12, the following findings emerge: The category 'Simple & Clear Infographic Design' ranked first among the infographic design simplicity categories, with 21 occurrences, accounting for (100%) of the total. Notably, the website did not publish any complex infographics or those incorporating three-dimensional elements during the study period.

Section Two: Findings and Recommendations

Through a comprehensive content analysis of the infographics published on the UNwomen website—aimed at highlighting and discussing gender-related issues—the study has yielded several key findings and recommendations, as outlined below:

FIRST: KEY FINDINGS OF THE STUDY

1. The research sample comprised (21) infographics, indicating that the UNwomen website has dedicated a significant space to gender issues using infographics.
2. 'Gender Statistics Issues' ranked first, accounting for (21.5%) of the total. This was followed by 'Gender Discrimination Issues' in second place at (19.3%), and 'Gender and Society Issues' in third place at (18.2%). 'Gender and Culture Issues' ranked fourth with (12.9%), while 'Gender-Based Violence (GBV) Issues' occupied the fifth position at (11.8%). 'Gender Stereotypes Issues' ranked sixth with (7.52%), followed by 'Gender Pay Gap Issues' in seventh place at (6.45%). Finally, 'Gender and Sustainable Development Goals (SDGs) Issues' ranked last, comprising (2.15%) of the total. The prominence of 'Gender Statistics Issues' suggests that the UNwomen website seeks to highlight factual data related to gender issues, emphasizing their significance in public discourse.
3. The category 'Infographic Design Language Translated' ranked first, accounting for (80.9%), while 'Not Translated' ranked second with (19.1%). This indicates the website's commitment to disseminating its media message widely through infographics on a global scale.
4. 'Designer's Name Mentioned' ranked first, with (100%) of the occurrences, while the category 'Designer's Name Not Mentioned' had no occurrences. Similarly, for the category 'Availability of Information Sources', the subcategory 'Information Source Available' ranked first, with (100%), while the category 'No Information Source Available' had no occurrences. This highlights the website's commitment to properly documenting the infographics it employs to highlight gender-related issues.
5. The category 'Contains Statistics, Numbers, and Percentages' ranked first, accounting for (25%) of the total, followed by 'Contains Digital Illustrations' in second place with (22.6%). Next was 'Contains Explanatory Text' in third place with (21.4%), while 'Contains Graphs' ranked fourth with (13%). The category 'Other Elements' came fifth at (9.52%), followed by 'Contains Photographs' in sixth place with (5.95%), and finally, 'Contains Maps' ranked seventh with (2.38%). This demonstrates the reliance of UNwomen on factual data, using statistics and numbers extensively to reinforce and support the design of its infographics aimed at addressing gender-related issues.
6. Regarding The Clarity of Infographics, the category 'Clear and Represents the Idea' ranked first, accounting for (100%), while the category 'Unclear and Does Not Represent the Idea' had no occurrences.
7. In terms of infographic type based on Display Method, the 'Static infographic' ranked first among the different types, representing (57.15%) of the total. The 'Animated GIF' ranked second with (38.02%), followed by the 'Interactive Infographic' in third place with (4.83%).
8. Regarding 'Color Usage', the category 'Dominant Color Used' ranked first, accounting for (71.42%), while the category 'Colors Used Without Focusing on One Color' ranked second with (28.58%).
9. Concerning 'Typographic Clarity', the category 'Easy to Read and Clear' ranked first, accounting for (95.2%), while 'Not Easy to Read or Unclear' ranked second with (4.8%).
10. The category 'Infographic Published Accompanied Only by Written Text' ranked first among publication methods, accounting for (47.6%). This was followed by 'Infographic Published Accompanied by Another Infographic and Written Text', which ranked second with (42.8%). Lastly, 'Infographic Published Alone' ranked third and final, representing (9.5%) of the total.
11. Regarding the Content Layout of gender-related infographics, the category 'Infographic Divided into Multiple Sections' ranked first, accounting for (57.15%), while 'Infographic Consisting of a Single Section' ranked second with (42.85%).
12. The category of 'Simple & Clear Infographic Design' ranked first among the categories of Simplicity of Infographic Design related to gender issues, with a score of (100%). The website did not publish any 'Complex & Confusing infographics' during the study period.
13. Results 6, 9, and 12 reflect how much UNwomen values the principles of successful infographic design, using them effectively to highlight gender-related issues and deliver the media message. This is achieved through adding a clear and expressive content that reflects the idea of the infographic, ensuring that the typographic elements are easy to Read and clear, and maintaining the simplicity of the infographic design while avoiding any elements that could complicate the reader's or viewer's understanding of the message.

Second: Study Recommendations: Considering the study findings, the researchers have formulated a set of recommendations, the most significant of which are as follows:

1. It is recommended to increase attention and focus on employing infographics to enrich media content, especially in addressing gender-related issues. The study observed a decline in the number of infographics published on the UNwomen website after 2020, with the platform relying primarily on updating previously published infographics rather than introducing new ones.
2. There is a need to train and develop specialized professionals in infographic design across all media institutions to keep pace with the rapid advancements in technology and knowledge.
3. Greater emphasis should be placed on documenting designed infographics by including the source, designer's name, or responsible entity. This practice plays a crucial role in enhancing credibility and gaining the trust of the audience regarding the website's content.
4. There is a need to depend more on independent media sources and to train specialized personnel to address gender-related topics in a more comprehensive manner, as this contributes significantly to enhancing credibility and building audience trust in the published content.
5. A balance should be maintained in employing Different Infographic Presentation Methods; static, animated, and interactive infographics on the website. The use of appropriate artistic formats should be considered to draw attention by leveraging available visual techniques.
6. Greater attention should be given to studying the psychological effects of colors used in infographic design to reinforce the intended message for the audience. The choice of colors should align with the theme of the infographic rather than being restricted solely to the website's visual identity colors. The study found that a large proportion of the infographics published on UNwomen predominantly featured blue, which is the website's brand color, limiting the potential impact of color in effectively conveying messages.
7. Following the Example of UNwomen in Publishing Infographics Accompanied by Written Text: It is recommended to adopt the practice of publishing infographics alongside written text, as this significantly contributes to Search Engine Optimization (SEO), helping infographics reach a wider audience. This practice increases visibility, boosts site traffic, and enables accessibility for individuals with visual impairments through electronic reading mechanisms.
8. Infographics should be enriched with expressive illustrations, explanatory text, graphs, and maps, as these elements play a key role in enhancing the viewer's and reader's understanding, capturing attention, and engaging the audience.
9. Infographics should be enhanced with cutting-edge technologies in digital journalism, such as Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR), aligning with technological advancements. This approach allows for greater interaction with both local and global audiences and simplifies complex information.
10. Designers should focus on supporting infographic content with relevant statistics and data, especially when addressing sensitive topics such as gender issues. This enhances the credibility of the subject matter and fosters trust with the audience.
11. It is essential to prioritize translating infographics into various languages to ensure they reach a broader and more diverse audience, maximizing their impact.

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