

## It's All About Pictures: Putting Symbol Sets to the Test

Event, 30 September 2011

and

Online Survey

## Report



Our Funders:







## Introduction

The "It's All About Pictures" event was the first part of the Glasgow Good Information Group's Good Practice Guide Project.



People with learning difficulties were invited to come along to



- ☐ consumer test 5 symbol sets
- ☐ say what they liked and disliked about pictures.

## Who Came?

- ☐ 38 delegates and 21 support workers



Advocating Together (Dundee); Care UK; C Change; Good Life Group; Here, Hear; Lomond & Argyll Advocacy; Momentum; NHS Forth Valley Focus Group; Partners for Inclusion; People First Scotland; Quarriers; Thomas Fortune Centre; Turning Point.



- ☐ 18 facilitators and notetakers

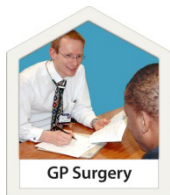
## Consumer Test 5 Symbol Sets



- ☐ Boardmaker
- ☐ Change Picture bank
- ☐ Photosymbols
- ☐ Say it Works
- ☐ Valuing People (Inspired services)

## Methodology

We chose 4 topics. We chose 4 words or ideas under each topic:



- ☐ Health (Going to the dentist; Going to the doctor, Healthy Eating, Medicines)



- ☐ Housing (Cleaning, Community/Neighbours, Shopping , Your Money)








- ☐ Support (Care Plans, Complaints, Health & Safety, Your Support)



- ☐ Work & Education (Going to College, Friendship, Travel, Work.

Going to the Dentist – Tick the picture you like best.

|   |   |   |   |   |
|---|---|---|---|---|
|  |  |  |  |  |
|   |   |   |   |   |

- ☐ We produced a sheet with pictures for each word across the top and space to write below.



- ☐ We had 6 tables with 6 or 7 delegates.
- ☐ Each table looked at the pictures from 2 topics

Travel – Tick the picture you like best

|   |   |   |   |   |
|---|---|---|---|---|
|  |  |  |  |  |
|   |   |   | <input checked="" type="checkbox"/>   |   |

- ☐ We asked delegates to tick the picture they thought was best.
- ☐ Some delegates ticked more than one picture.



- ☐ We asked them to tell us the reasons for their choice.

## It's All About Pictures Online Survey



Glasgow Good Information Group – Symbol Set Survey

11. People with Learning Difficulties Survey – Choosing Symbols  
13. Below are pictures which represent 'Neighbours and Communities' Which one do you like best (please select one of the options below)



Why do you like this picture best?

## Online Survey

- ☐ At the event we launched an Online Survey using the same pictures.
- ☐ 84 people who need information in easy read format completed the survey
- ☐ They could comment on the pictures from all 4 topics, but they could only choose 1 picture, or tick a box if they didn't like any of the pictures.
- ☐ they could use a box to write the reasons for their choice

## Who Responded?

- ☐ Most people lived in Glasgow
- ☐ Most had learning difficulties
- ☐ 36 people lived with family; 32 lived in their own home, 20 with support.
- ☐ The age range was 12 – 75 but most people were aged between 41 & 50

## Results



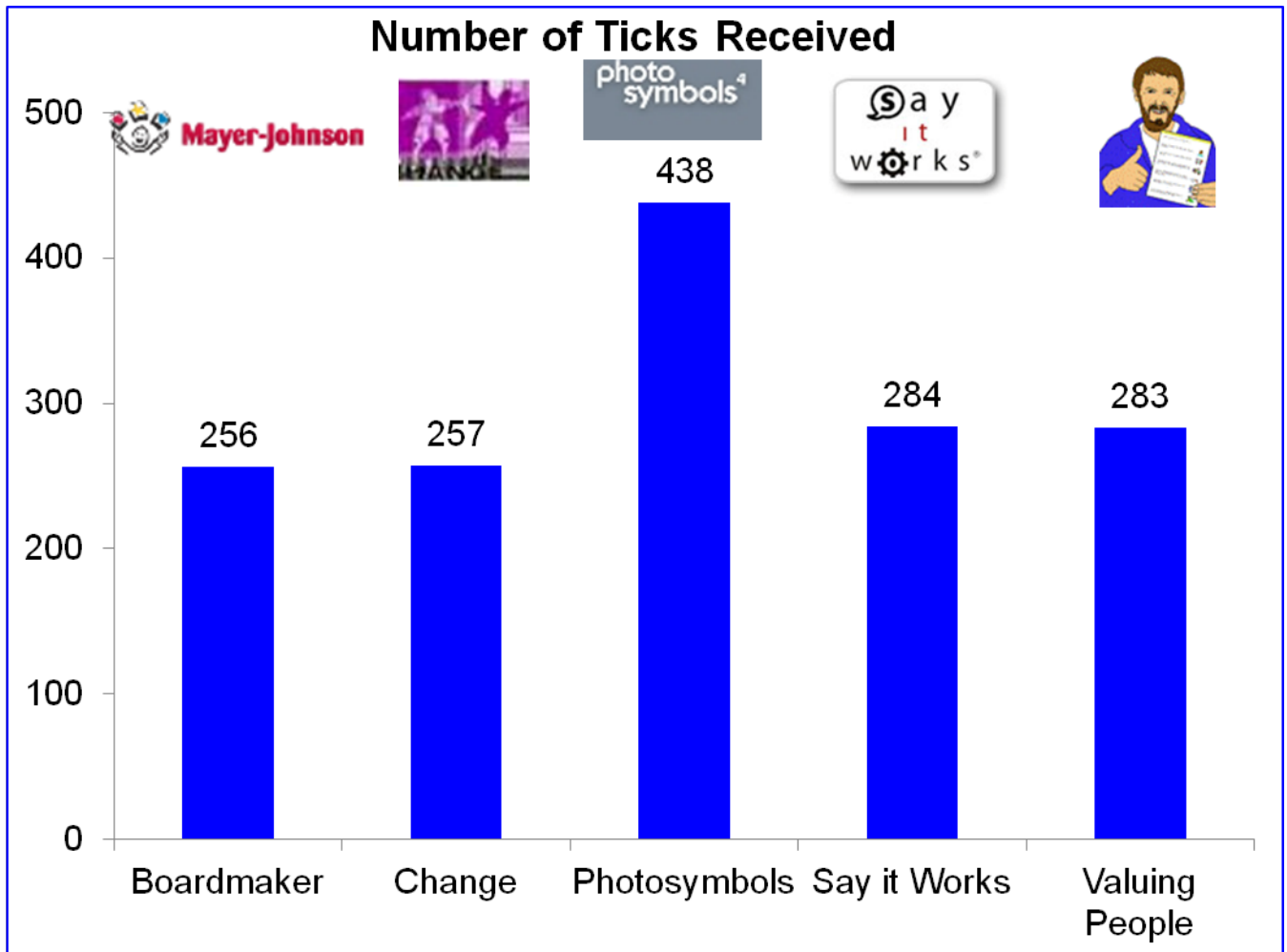
We looked at the results from the event and the Online Survey. There was very little difference between the choices made at the event and in the Online Survey.



- ☐ The same picture was favourite 9 times
- ☐ In another 4 cases the favourite picture in one was the 2nd choice in the other.
- ☐ In the survey all the pictures were chosen at least once.
- ☐ At the event, 5 out of 80 pictures were not chosen at all.





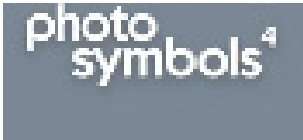


- We counted the total number of times each symbol set was ticked over all the pictures.



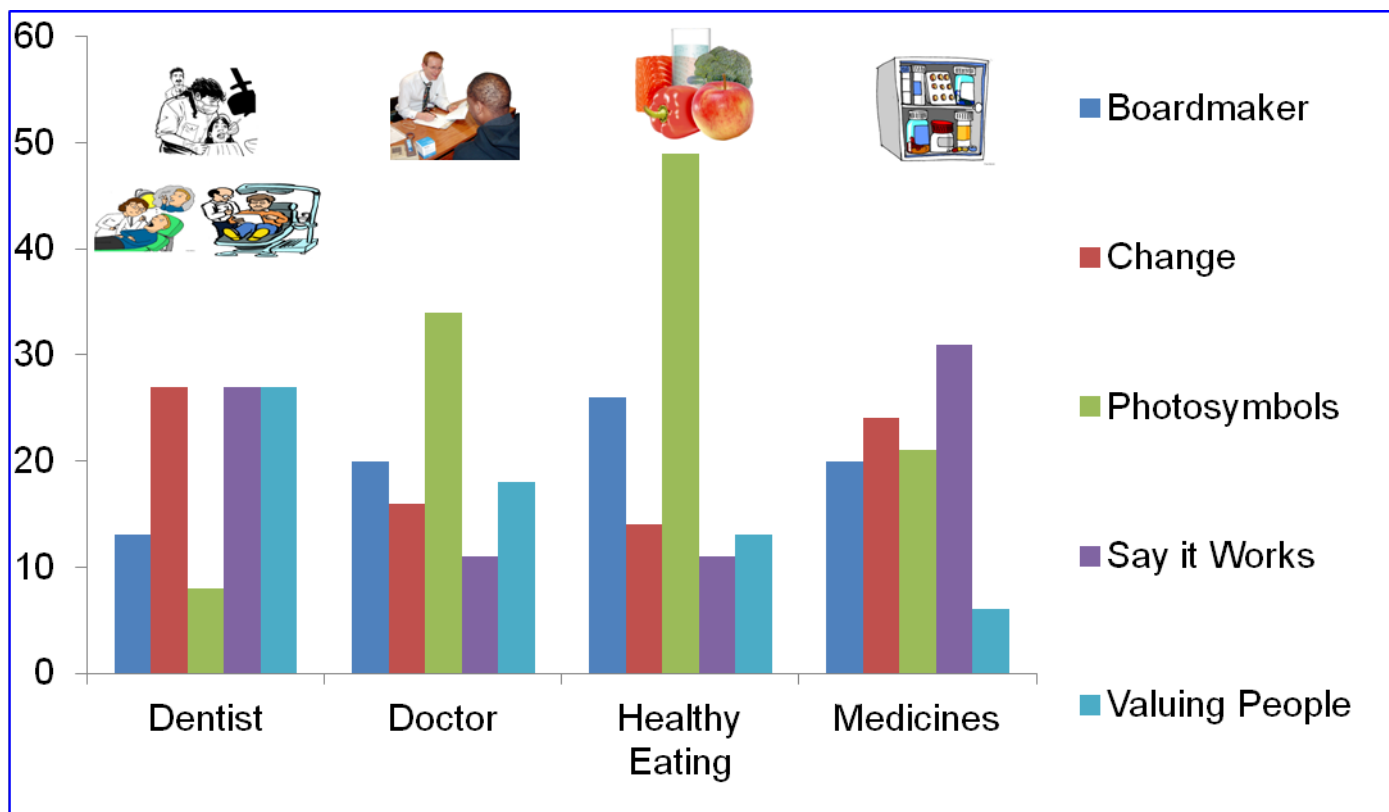




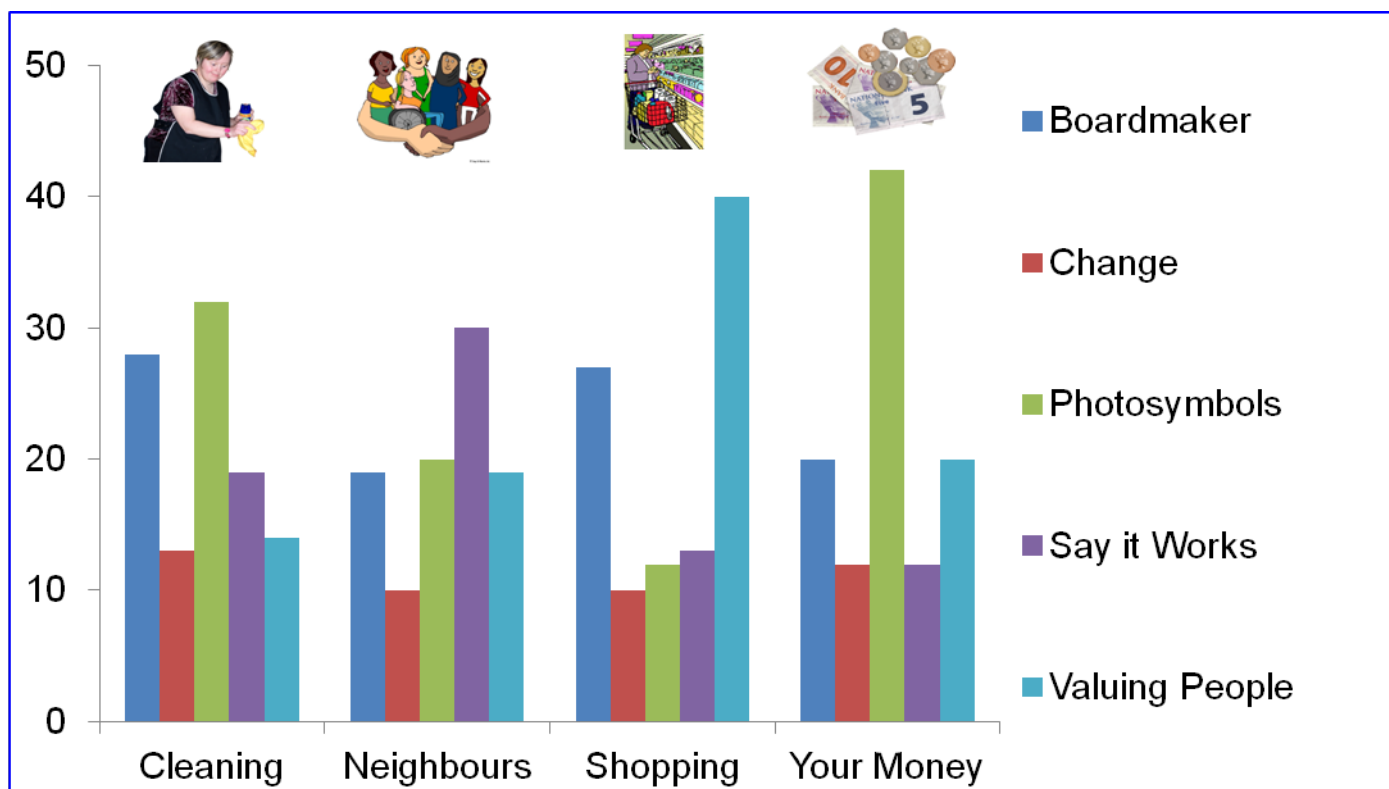
☐ We counted the number of times each symbol set came 1st, 2nd, 3rd, 4th & 5th

|  |                     | 1st | 2nd | 3rd | 4th | 5th |
|--|---------------------|-----|-----|-----|-----|-----|
|  <b>Mayer-Johnson</b> | Boardmaker          |     | 6   | 2   | 6   | 2   |
|                     | Change Picture Bank | 2   | 2   | 5   | 2   | 5   |
|                     | Photosymbols        | 9   | 3   | 2   | 1   | 1   |
|                     | Say it Works        | 4   | 3   | 2   | 4   | 3   |
|                     | Valuing people      | 3   | 2   | 6   | 4   | 1   |

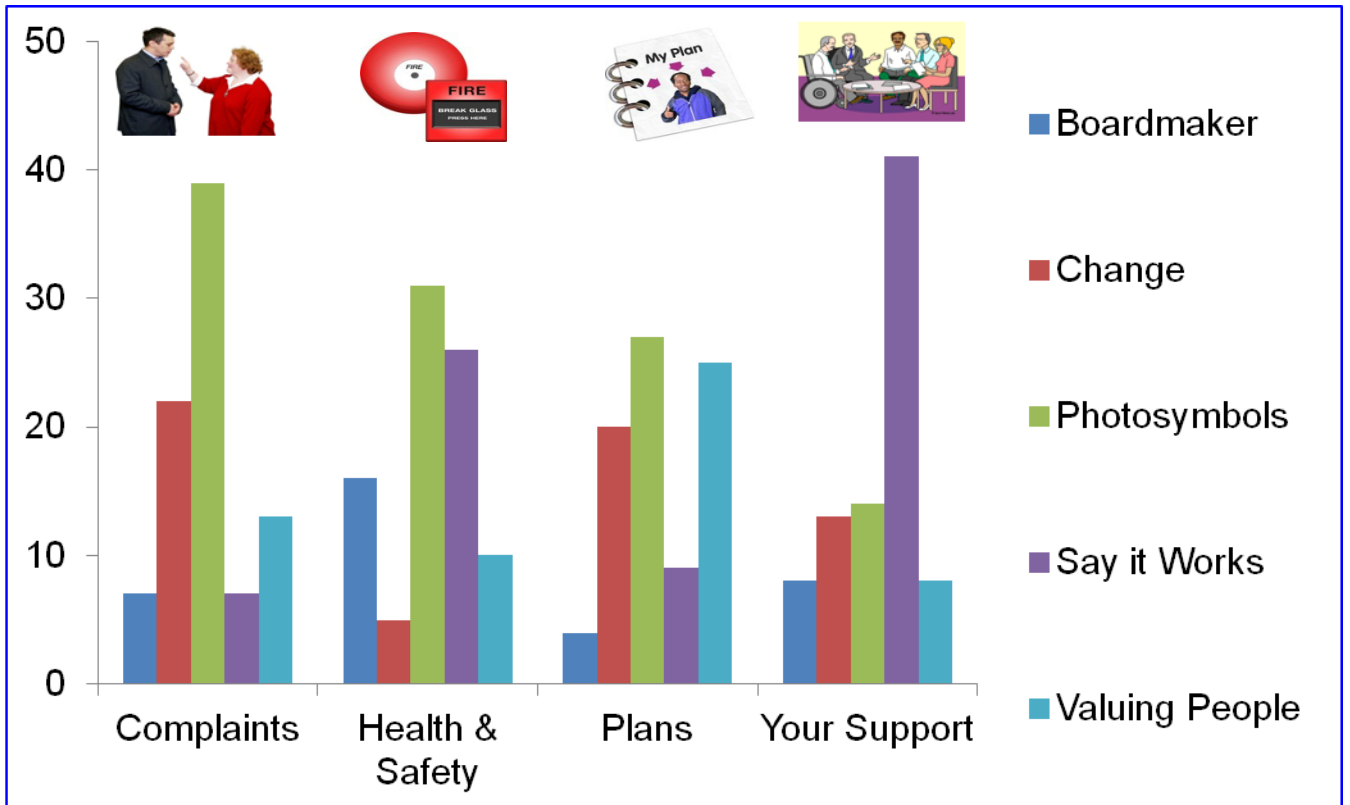
## Health - Results with Favourite Pictures



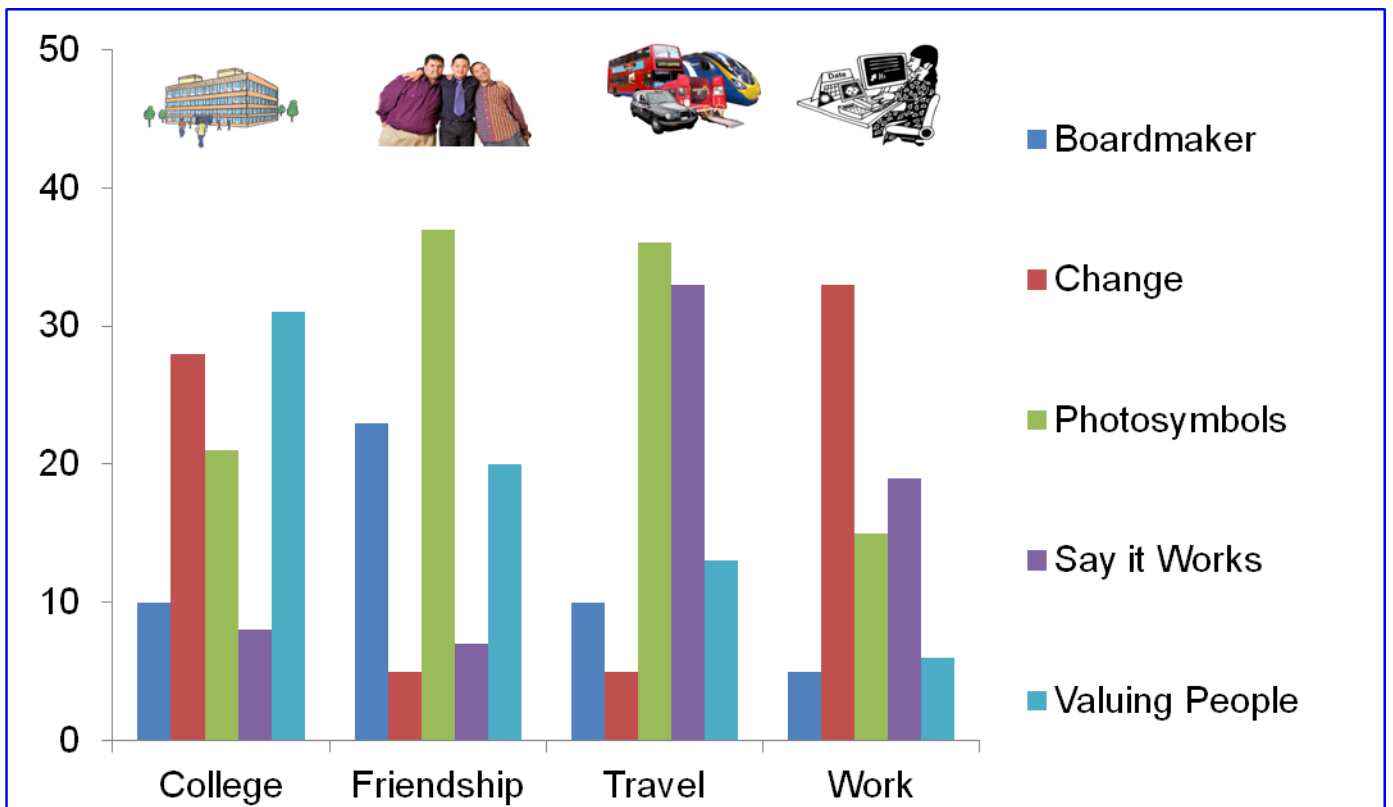
## Housing - Results with Favourite Pictures



## Support - Results with Favourite Pictures



## Work - Results with Favourite Pictures





## Some reasons for liking a picture



- ☐ Neighbours picture - people with different backgrounds arms round each other



- ☐ Visit to Doctor picture - listening to me & ask what's wrong



- ☐ Plans picture - Looks like my own plan.  
This was said of 2 different pictures.



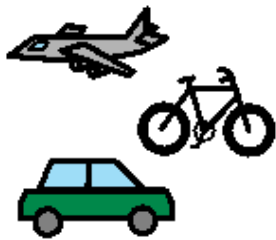
- ☐ Work picture - I like working on computers



## Some reasons for disliking a picture:



- ☐ Cleaning picture – having a Hoover beside a bucket of water is dangerous



- ☐ Travel picture – it doesn't have a train and I go by train



- ☐ Complaints picture – looks like bullying



- ☐ Healthy Eating picture – not very well-balanced. Said of 2 different pictures

# What people like and dislike in pictures

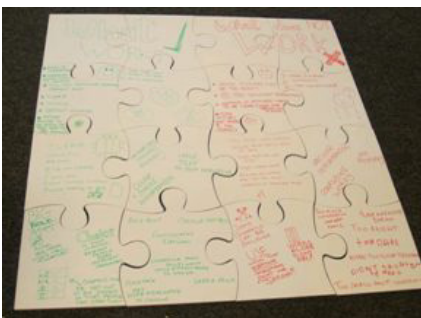
## Methodology



- ❑ At each table, delegates talked about what they liked and disliked in pictures.



- ❑ They wrote their "Likes" in **green** on one piece of a large jigsaw
- ❑ They wrote their "Dislikes" in **red** on the other piece

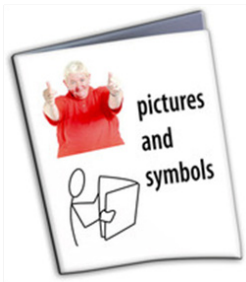


- ❑ When the jigsaw was made up all the likes were on one side and the dislikes on the other.



## Results

There was a great deal of similarity among the different groups.



## Likes

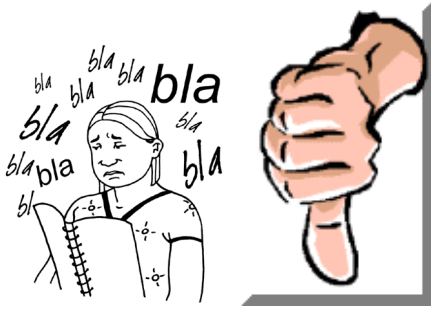
- ☐ Pictures related to clear, simple words in large print
- ☐ Pictures and words set out in an order that people can understand
- ☐ Clear, simple, familiar pictures
- ☐ Bright, bold, distinct colours



## Dislikes in Pictures

Pictures too busy, complicated

- ☐ Pictures too childish
- ☐ Pictures not related to the words
- ☐ Pictures too dark
- ☐ Pictures without words
- ☐ Colours that don't show up well

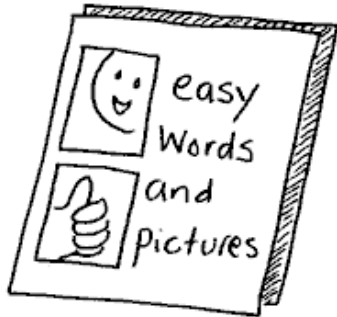


## Dislikes in Words

- ☐ Jargon
- ☐ Words too small & too close together
- ☐ Words without pictures
- ☐ Confusing words



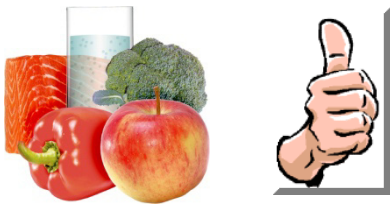
## Summary



The event and the online survey were the first 2 parts of our "Good Practice Guide" Project.

From the results we can highlight some important issues for:

- ☐ people who produce symbol sets
- ☐ people who use pictures to produce easy read materials.



## Colour

Over and over again delegates said that they liked coloured pictures.



They also talked about disliking poor unclear colours.

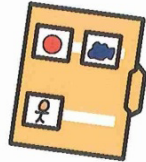


The Change Picture Bank pictures would have been more popular if they had been in colour.

"I would like to see the colour of the fruit"

## Familiarity and Understanding

Delegates tended to choose pictures they could relate to or understood, for example



- ☐ the way they travel
- ☐ what their care plan looks like
- ☐ the food they like
- ☐ the money they use



This sometimes resulted in a negative response.

"I don't like this picture because I don't like red pepper"

It also lead to more unexpected reasons, for example



"I like this picture for college because it's about making friends and I made friends at college."

## Dangers

Delegates were very conscious of safety issues. This resulted in some unexpected but interesting in-depth responses to pictures, for example



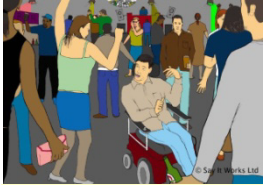
"I like this one for safety because someone is holding the ladder"



"I don't like this one because it looks as if the wheelchair is going to fall off the pavement"



"The medicines are spilt. That's not safe"



## People

Many delegates chose pictures showing

- ☐ lots of people.
- ☐ someone being actively supported by others.
- ☐ Someone being listened to

- ☐ However, people without facial features were generally disliked.

## **Recommendations**

From what we found out at the event and from the survey we can make the following recommendations:

- 1. Use high quality colour pictures if possible.**
- 2. Include people (with faces) in pictures as much as possible.**
- 3. Use focus groups to test pictures. Don't make assumptions about what people will see and understand...**
- 4. Stick to familiar things that relate to peoples' experience. Abstract ideas can be difficult to understand**
- 5. Use simple uncluttered pictures. Complicated pictures may have unintended messages that distract from the main idea.**

## Conclusion



- ❑ The event was designed to be a fun day with a serious purpose.
- ❑ We used "yes" "no" and "don't know" paddles to get ask people what they thought of the day.



- ❑ The response to most questions including "Have you enjoyed today?" was a definite "yes".



- ❑ The survey was designed to give us more information about what people with learning difficulties thought about different pictures

From GGIG's point of view



- ❑ We confirmed a few things we thought were true about using pictures
- ❑ We found out quite a lot of new things about using pictures to include in our Good Practice guide.

Altogether – a great success and a great day!



## GGIG Facilitators

- ☐ Scott Green
- ☐ Craig McKeon
- ☐ Florence McQuilter
- ☐ John Wheeler
- ☐ Susan Williamson
- ☐ Billy Wood



The Richmond Fellowship  
Scotland



## GGIG Member Organisations

- ☐ Care UK
- ☐ C-Change
- ☐ Fair Deal
- ☐ Quarriers
- ☐ The Richmond Fellowship  
Scotland

## GGIG Co-ordinator

- ☐ JARCS

## Survey Design and Analysis

- ☐ Nicola Gribble Consulting