

Touch ‘n Go: NPOs Effectiveness

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ABSTRACT

Visuals can be one of the methods to handle an extensive amount of information. Infographics may convey information about a topic more quickly and efficiently than plain text. TOUCH N' GO: NPOs EFFECTIVENESS is a set that combines QR codes and online quizzes in learning activities to provide students, lecturers, and NPO leaders with rapid and crucial information on NPOs effectiveness. The primary goal of this graphic visual is to increase the target audience's understanding of the efficacy of non-profit organizations. It may be used as a rapid reference guide as it is easy to be accessed with the emerging of technology as it assists NPOs leaders in providing information about effectiveness and this innovative approach is believed to make teaching and learning NPOs effectiveness courses easier, more fun, and faster, especially amid the Covid-19 epidemic.

Keywords: NPOs Effectiveness, QR Code, Information, Teaching, and learning

1. INTRODUCTION

Infographic is a combination of the words "information" and "graphics" used to combine the data into a design (Mohd Noh et al., 2014). It is a complex graphic design integrating text, images, charts, and sketches It is a visual representation of data that takes a significant quantity of text or numerical data and condenses it into a series of text visuals to make the data more presentable where it concentrates on the metaphorical use of graphical elements (Purchase et al., 2020). Plus, Ferreira (2014) suggested an infographic is a visual representation of data or concepts that attempts to convey complex information to a target audience in a way that is both easy to absorb and understand. It can be a handy tool for visually displaying data (Ferreira, 2014). Through a variety of graphics, infographics are employed to tell stories, convey ideas, and explore issues (Ferreira, 2014). Infographics are now commonly utilized in the mainstream media to help readers comprehend better a topic or issue (Ferreira, 2014). It also can help disseminate research material in a more visual way than standard publication approaches (Ferreira, 2014). Infographics have no rules, they may be as big or as tiny as you want them to be, and they can contain as much or as little information as you like (Ferreira, 2014). According to McGuire (2019), there are nine categories of infographics shown in Table 1:

Table 1. Categories of Infographics

CATEGORIES	EXPLANATION
Statistical infographics	Presents survey results and data from multiple sources or justifies a claim with relevant data.
Informational infographics	Communicate concept or overview of any topics clearly where usually it is divided into sections with a descriptive header.
Timeline infographics	Visualizes history, highlights important dates, or gives an overview of an event. It provides a clearer picture of a timeframe.

Process infographics	Summarize the steps in a process that allow simplifying and clarifying every step. Most process infographics imply a straightforward top-to-bottom or left-to-right flow.
Geographic infographics	Visualizes location-based data, demographic data, or large quantities of data. The map chart is used as the focus visual.
Comparison infographics	Shows the comparison of the options. Typically, it is split down the middle vertically or horizontally among the options.
Hierarchical infographics	Organizes the information from greatest to least or vice versa.
List infographics	Displays list of the matter. It is usually arranged straightforwardly to make them more eye-catching with the bullet points or numbering.
Infographics resume	Represents the details of the applicant in a structured manner. Usually, icons, graphs, or charts are used in this type of resume.

In the 1980s, infographics were used to support journalistic work (Siricharoen, 2013). Newsletters, newspapers, periodicals, and reports can all be put in it. The infographics are now being used to deliver the storyline. People look for headlines and graphics that catch their interest, typically in the form of photographs, graphs, and charts. Sullivan's work for The Sunday Times from the 1970s through the 1990s was instrumental in encouraging publications to employ more infographics (Siricharoen, 2013). Peter Sullivan (1932–1996) was a well-known British graphic designer who excelled in information graphics. In the 21st Century, data visualisations have been applied in a variety of computer systems in the twenty-first century, including desktop publishing, website/blog publishing, and Geographic Information Systems (GIS) (Siricharoen, 2013). Data visualization in geography is not a new notion, and the rise of Geographic Information Systems (GIS) has been a major driver of more visual representations of data, added by Ferreira (2014). With today's overflow of information, infographics assist readers in easily comprehending and processing the information. An excellent infographic will not only explain the narrative to the reader, but it will also capture their attention and attract them to read the piece, just like good headlines and photographs do.

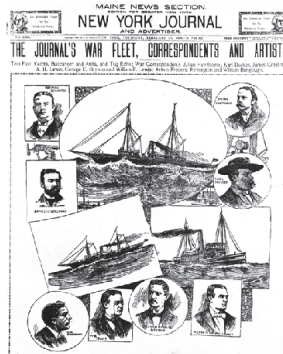


Figure 1. The original infographics were created in 1898 (Siricharoen, 2013)

The importance of infographics is best shown as a facilitating tool for educational purposes (Mohd Noh et al., 2014). Most of the educators discovered that they need to be in line with the fast-changing technology to adapt to the rise of technology in the classroom (Mohd Noh et al., 2014). The most crucial aspect of technology in the educational setting should focus on the effectiveness of knowledge transfer from educators to learners without losing the excitement of studying. Hence, infographics are introduced as a teaching tool to assist educators in teaching and learning sessions, particularly in higher education institutions. According to recent studies, the visual format contributes about 75% of the information processed by the brain (Mohd Noh et al., 2014). This shows that visual communication is a vital support system for cognitive processes in addressing complicated problems, as well as boosting learners' motivation and attitude to retain excellence and sustainability. This is also supported by Damyanov & Tsankov (2018) who suggested that infographics can play an important role

in the process as a tool or a target, depending on the learners' age and cognitive ability. Furthermore, it was discovered that all infographics elements, such as the use of images and symbols, decent design, appealing colours, concise words, and diagrams or charts, might enable learners to understand any learning content delivered through them better (Mohd Noh et al., 2014). However, poor design and unstructured images failed to transmit concepts and information, and a lack of visual communication knowledge could make it difficult for learners to correctly interpret visuals (Mohd Noh et al., 2014). It is well understood that misusing visual communication can have an impact on the communication concept that was intended to be expressed through visuals.

Another significant effect of using infographics is the effectiveness in delivering information. Infographics are used to convert large amounts of complex data into simple or easily understandable information for the general population (Won, 2018). In government agencies, infographics are also often used to deliver information to the public (Novianto & Gloria Narida, 2019). Moreover, in this age of social media, infographics thrive at generating attention, providing immediate access to information, and spreading rapidly (Won, 2018). Infographics are a type of information delivery optimized for the features of mobile internet and social media which will be more contenance for both learners and NPOs communities. Novianto & Gloria Narida (2019) added, government public relations also use infographics as a means of implementing new ideas and effective methods for communicating information via the internet. Thus, the TOUCH N' GO: NPOs EFFECTIVENESS idea is introduced to make learning processes easier, faster, and more effective by using graphic visual presentations of information and knowledge linked to the topics.

2. OBJECTIVE

The product TOUCH N' GO: NPOs EFFECTIVENESS is an infographic entitled 'TOUCH N' GO: NPOs EFFECTIVENESS ' is developed with an online quiz and the use of QR Code technology to ease the information supplied to nonprofit organisations (NPOs) leaders and for the teaching and learning process. The primary goal of this graphic visual is to increase the target audience's understanding of the efficacy of non-profit organizations. It may be used as a rapid reference guide as it is easy to be accessed with the emerging of technology as it assists NPOs leaders in providing information about effectiveness and this innovative approach is believed to make teaching and learning NPOs effectiveness courses easier, more fun, and faster, especially amid the Covid-19 epidemic. The content consists of the tools for the nonprofit organisations (NPOs) effectiveness to be implemented by the NPOs which are downward accountability and strategic human resources management and the approaches of NPOs effectiveness that the leaders of the NPOs need to know and the educators and students in the related field (eg. Public Policy; Administrative Science). The online quiz is offered to assess and evaluate the infographics' efficacy. Furthermore, through the graphic visual display of the QR Code, innovation integrates the aspect of technological utilization. All infographics data contents will be made available in the QR Code, which seeks to help NPOs leaders run their NPOs better in the future by providing tools for enhancing effectiveness and facilitate the teaching and learning process by the educators and students related to this field (eg. Public Policy; Administrative Science) more simple, straightforward, and enjoyable.

3. APPLICATION

TOUCH N' GO: NPOs EFFECTIVENESS is introducing to the leaders of NPOs in Malaysia that want to improve and maintain effectiveness in their NPOs and also to those students and educators that are related in this field. TOUCH N' GO: NPOs EFFECTIVENESS is appropriate for all leaders of NPOs from all categories as the elements mentioned in this tool are applicable and flexible accordingly to any type of NPOs. In the teaching and learning process, educators can use TOUCH N' GO: NPOs EFFECTIVENESS as a teaching and learning tool. TOUCH N' GO: NPOs EFFECTIVENESS helps to explain how downward accountability and strategic human resource management can influence NPOs effectiveness. The targeted audiences are required to scan a QR code and infographics note on NPOs effectiveness can be retrieved. There will be an online quiz that consists of 10 questions which are multiple choices questions (MCQ) and 'True or False questions, is provided with the QR Code. Figure

2 displays a sample infographic "TOUCH N' GO: NPOs EFFECTIVENESS." This product will help the leaders of NPOs to acquire information regarding NPOs effectiveness to have better governance in organisation. This infographic could help the students understand easily about this topic and help them to focus during reading or other assignments. This infographic is very convenient to be a tool for managing NPOs and reference for teaching and learning nowadays as it can be easily accessed.

SAMPLE OF INFOGRAPHICS'



Infographics' QR Code



Online Quiz

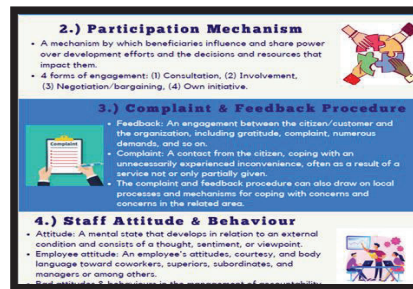
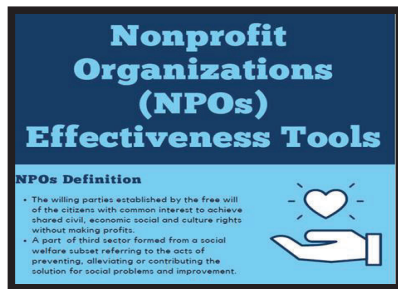


Figure 2. Sample of TOUCH N' GO: NPOs EFFECTIVENESS

4. NOVELTY

Currently, there are limited materials for reference and, teaching and learning processes related to NPOs in this country. This product uses creative graphics and technology to deliver its purposes as to assist the leaders of NPOs in managing organisations and the students as well as educators in the teaching and learning process. The limited materials that compile about the elements, downward accountability, and strategic human resource management which influence NPOs effectiveness to explain about NPOs effectiveness make it difficult to understand how NPOs operate. Society has to read multiple journals and websites to obtain this information. Therefore, with this product, they can easily access the information in one place that is interesting with the creative and colourful graphic and get to test their comprehension as well with the online quiz. As we progress toward more sustainable development, this product promotes being environmentally friendly, being paperless, and becoming an essential component of adopting Industry 4.0. Because of the influence of the Covid-19 on the school system, having a full bundle of learning resources makes the learning process more accessible and sustainable.

5. COMMERCIALIZATION

Commercialization of the results of scientific research and developments is a necessary condition for strategic development because it provides the creation of new products, expanding the range, and improving the quality of products. TOUCH N' GO: NPOs EFFECTIVENESS has potential for commercialization since it can be used by public policy students and lecturers, and leaders of NPOs.

TOUCH N' GO: NPOs EFFECTIVENESS can also be used in creating awareness of the importance of maintaining and improving NPOs effectiveness as it is a crucial element to ensure that NPOs achieve their main goals. Besides, for the teaching and learning process, since there is no textbook or other materials used by the students, therefore, the potential for commercialization is high and good.

6. CONCLUSION

In conclusion, infographics provide some of the greatest opportunities for effective and efficient communication to an audience. NPOs effectiveness is an important topic to be understood by leaders of NPOs, and lecturers, and students of the related field as the role of NPOs have been increasingly important nowadays because of the current scenario, covid-19. Hence, this product will make it more convenient to understand and apply. TOUCH N' GO: NPOs EFFECTIVENESS consists of infographics and an online quiz that will be another material to be referred to in this field.

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