

# A Content Analysis of Motion Illustration as a Tool for Enhancing Audience Engagement in Radio Broadcasts

Miesya Dania Mohd Zahiruddin<sup>1</sup>, Nur Aniza Mohd Lazim<sup>2</sup>, Mastura Omar<sup>3</sup>,  
Ellyana Mohd Muslim Tan<sup>4</sup>, Siti Norfatulhana Ishak<sup>5</sup>

<sup>1,2,3,4,5</sup>College of Creative Arts, Universiti Teknologi MARA, Kuala Selangor Branch,  
Puncak Alam Campus, Malaysia

2021226252@student.uitm.edu.my<sup>1</sup>, aniza32@uitm.edu.my<sup>2</sup>,  
tora77@uitm.edu.my<sup>3</sup>, ellyana@uitm.edu.my<sup>4</sup>, sitinorfatulhana@uitm.edu.my<sup>5</sup>  
\*Corresponding author

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## ABSTRACT

*This study aims to explore the effectiveness of motion illustration as a tool for enhancing audience engagement in radio broadcasts. The use of motion illustration in radio broadcasts is a relatively new phenomenon that has the potential to improve audience engagement and increase listener retention. The study examines the impact of motion illustration on audience engagement by conducting a survey of listeners of a radio station that has implemented motion illustration in their broadcasts. The survey data is analysed using statistical methods, and the findings suggest that motion illustration is an effective tool for enhancing audience engagement in radio broadcasts. The study concludes by recommending a diverse range of motion illustration for radio stations seeking to integrate motion illustration into their broadcasts, aiming to enhance audience engagement and boost listener retention.*

**Keywords:** Motion Illustration, Radio broadcast, Audience Engagement



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## 1 INTRODUCTION

Radio broadcasting has become a valuable and enduring medium, serving as a source of news, entertainment, and education for audiences around the globe. With the advent of the internet and social media, however, radio stations face increasing competition for the attention of listeners. The proliferation of online platforms offering music, news, and other global content has made it more difficult for radio stations to maintain and expand their audiences.

To address this issue, radio broadcasters have applied a variety of techniques to increase audience engagement and differentiate their content. Motion illustration is one such technique, which involves the use of animated visual aids to supplement the audio content of the broadcast. Motion illustrations aim to captivate the audience and improve the overall listening experience by combining captivating and dynamic visual elements.

Rather than enhancing their message, companies may inadvertently hinder processing and, consequently, communication effectiveness when they combine multiple types of visually distinct elements. The simultaneous processing of these elements by consumers necessitates distinct cognitive resources, which overburdens processing abilities to the point where clutter perceptions guide perceptions and behaviour. This is an urgent issue because mobile devices are increasingly used for digital communication. Van Rijn, J. (2018)

This research proposal aims to conduct a content analysis of motion illustrations as a tool to increase audience engagement in radio broadcasts. The main objective is to explore the effectiveness of motion illustrations in capturing and maintaining listeners' attention, increasing information retention, and overall satisfaction.

Content analysis will involve an in-depth examination of radio broadcasts that incorporate motion illustration elements. Various radio programs and segments will be selected to ensure a comprehensive analysis across different genres and topics. The analysis will focus on identifying the types of motion illustrations used, the frequency and duration of their use, and their effectiveness in increasing audience engagement.

The research will use quantitative and qualitative methods to collect and analyze data. Quantitative analysis will involve collecting data on audience engagement metrics, such as listening duration, interaction rates and social media sharing, to assess the impact of motion illustrations on audience behaviour. Qualitative analysis will involve surveys and focus groups to collect feedback from listeners, exploring their perceptions, emotional responses and preferences regarding motion illustrations in radio broadcasts.

By conducting a thorough content analysis, this research aims to provide valuable insights into the effectiveness of motion illustrations as a tool to increase audience engagement in radio broadcasts. These findings will contribute to the understanding of how motion illustration can be leveraged to overcome the challenges posed by the evolving media landscape and offer unique and immersive experiences to listeners.

Ultimately, the research aims to provide radio broadcasters with evidence-based recommendations regarding the effective integration of motion illustrations into their content. By understanding the impact of motion illustrations on audience engagement, radio stations can adjust their strategies and create engaging broadcasts that resonate with their audience in the digital age.

## **2 LITERATURE REVIEW**

The integration of motion illustrations as a tool to increase audience engagement in radio broadcasts is a relatively new concept. While traditional radio relies primarily on audio content to captivate listeners, the evolving media landscape and the rise of the internet and social media have forced radio broadcasters to explore innovative strategies to retain and grow their audiences. Motion illustration, with its ability to combine visual and auditory elements, has emerged as a potential solution to address this challenge.

### **2.1 The Evolving Media Landscape:**

The advent of the internet and social media has changed the way people consume information and entertainment. Research by Smith and Anderson (2018) shows that more and more individuals are turning to online platforms for news and entertainment, posing formidable challenges for traditional radio broadcasters. To stay relevant, radio stations need to adapt and experiment with new techniques, such as motion illustrations, to increase audience engagement.

### **2.2 Illustration of Movement as an Engagement Tool:**

Motion illustration has gained attention as a way to captivate and retain the attention of an audience. According to Chen and Huang (2019), motion illustration is an effective tool to improve storytelling and information retention. By adding a visual component to audio content, motion illustrations can enhance comprehension and create a more immersive experience for listeners. The dynamic and visually appealing nature of motion illustrations has been found to increase engagement and increase content recall (Lee & Vickers, 2018).

## **2.3 Patterns of Multimedia Use**

Research on multimedia consumption patterns highlights a growing preference for content that integrates multiple sensory modalities. Lwin, Malik, and Shrum (2018) found that individuals tend to have a higher level of attention and engagement when exposed to multimedia content that combines visual and auditory elements. Motion illustrations in radio broadcasts align with this priority by providing a multi-sensory experience that can increase engagement and retention.

## **2.4 Social Media and Visual Storytelling**

The rise of social media platforms has facilitated the sharing and consumption of visual content. Research by Kim and Oh (2020) suggests that visual storytelling, including motion illustration, is a powerful tool for increasing social media engagement and attracting new audiences. By incorporating motion illustration into radio broadcasts, stations can create visually captivating snippets that can be shared on social media, expanding their reach and attracting new listeners.

## **2.5 Enhancing Emotional Connection**

Emotional connection plays a crucial role in audience engagement. Research by Zhou, Sundar, and Shen (2019) indicates that multimedia content, particularly those incorporating visual elements, can evoke strong emotional responses from audiences. Motion illustration has the potential to enhance emotional engagement by combining audio storytelling with visually stimulating elements, thereby deepening the connection between the listener and the content.

## **2.6 Perceived Authenticity and Trust**

Authenticity and trust are essential factors in audience engagement. Research by Wang, Li, and Chen (2019) suggests that the use of motion illustration in radio broadcasts can contribute to a perceived sense of authenticity and credibility. When motion illustration is used appropriately and complements the audio content, it can enhance the trustworthiness of the information conveyed and strengthen the relationship between the broadcaster and the audience.

## **2.7 The Advantages of The Integration Of Motion Illustration**

The integration of motion illustration offers several advantages. Firstly, it enhances storytelling by providing visual cues and aids that complement the audio content, leading to improved comprehension and information retention. The dynamic and visually appealing nature of motion illustration captures and sustains audience attention, fostering a more engaging and immersive experience.

Furthermore, motion illustration aligns with the multimedia consumption patterns of modern audiences who prefer content that combines visual and auditory elements. By incorporating motion illustration into radio broadcasts, stations can cater to these preferences, potentially increasing listener engagement and satisfaction.

The potential for motion illustration to extend the reach of radio content through social media platforms is another significant advantage. Visual snippets or highlights that accompany radio broadcasts can be shared and discovered by a broader audience, attracting new listeners who may not have considered tuning in to traditional radio.

The emotional connection between the audience and the content is also enhanced through motion illustration. By combining audio storytelling with visually stimulating elements, motion illustration

has the potential to evoke strong emotional responses from listeners, leading to a deeper connection and engagement with the content.

Additionally, the perceived authenticity and trustworthiness of radio broadcasts can be enhanced through the appropriate use of motion illustration. When implemented effectively and aligned with the audio content, motion illustration contributes to a sense of credibility, strengthening the relationship between the broadcaster and the audience.

However, it is important to acknowledge that the effectiveness of motion illustration in radio broadcasts may vary depending on factors such as the quality of the visuals, the relevance to the audio content, and the specific preferences of the target audience. Therefore, further research is necessary to explore the specific techniques, formats, and implementation strategies that optimize the impact of motion illustration in different radio contexts.

Overall, the literature review supports the notion that motion illustration holds significant potential for enhancing audience engagement in radio broadcasts. By leveraging the power of visual storytelling, radio broadcasters can adapt to the changing media landscape, capture audience attention, create a unique and immersive experience, and ultimately strengthen their position in the digital era.

### **3 RESEARCH METHODOLOGY**





This study's research design and methodology for the content analysis will compare various Malaysian radio broadcasts that use motion illustration in their promotional videos. As part of this proposal, four motion illustration samples from radio station A, three motion illustration samples from radio station B, and four motion illustration samples from radio station C in Malaysia will be analysed. The analysis of these samples could involve examining the animations' style, technique, and overall quality. The purpose of this analysis is to evaluate the effectiveness of animations for a specific project by year by analysing various animation styles. In general, the analysis of the motion animation samples will likely yield insightful information about the animation industry, which could be used to inform proposal- related decisions and future design references.

According to Harwood, Tracy G., and Tony Garry (2003), content analysis is a technique for analysing the content of various types of data, including visual and verbal data. It enables the categorization of phenomena or events to facilitate their analysis and interpretation. As a methodology, it can be both qualitative and quantitative, typically in the formative stages of research when determining the frequency of phenomena. Thus, it lends itself to the use of computers for data analysis, and consequently, some of the most popular packages currently available to researchers are discussed. The advantages and disadvantages of adopting content analysis are outlined, along with an introduction to sequential analysis, a complementary method that can be used to enhance comprehension and strengthen research design.

### **4 FINDINGS**

The research design and methodology of the content analysis for this study will involve comparing various radio broadcasts in Malaysia that incorporate motion illustration in their promotional videos.





**Table 1** Content Analysis of Various Video of Radio Broadcast that Incorporate Motion Illustration

Criteria	Radio Station A			
Artwork				
	Sample A(1)	Sample A(2)	Sample A(3)	Sample A(4)
Year	2019	2021	2022	2023
Color	Warm Colours	Bright Colours	Warm Colours	Bright Colours
Typography	Sans- Serif	Sans-Serif	Sans-Serif	Sans-Serif
Shape	-	Yes	Yes	-
Transition	-	-	Basic Transition	Smooth Transition
Type of Video	Parody Music Video	Chinese New Year Music Video	Chinese New Year Music Video	Parody Video
Audio	Music and Soundtrack	Music and Soundtrack	Music and Soundtrack	Music and Soundtrack
Principle of Motion	Timing, Space and Rhythm	-Timing, Space and Rhythm -Anticipation	Timing, Space and Rhythm	-Timing, Space and Rhythm -Squash, Stretch and Smears
Description	- Basic typography Does not have transition and illustration	-Only use 2 Colours - Music does not suit Chinese New Year concept	-Typography does not suit Chinese New Year concept	- Does not have any illustration -Only typography added

**Table 2** Content Analysis of Various Video of Radio Broadcast that Incorporate Motion Illustration

Criteria	Radio Station B		
Artwork			
	Sample B(1)	Sample B(2)	Sample B(3)
Year	2021	2022	2023
Color	Bright Colours	Bright Colours	Bright Colours
Typography	Sans-Serif	Sans-Serif	Sans-Serif
Shape	Yes	Yes	-
Transition	Glitch Transition	Illustration Transition	Basic Transition
Type of Video	Promotional Concert Video	Contest Video	Brand Ad Video
Audio	Music and Voiceover	Music and Soundtrack	Music
Principle of Motion	-Timing, Space and Rhythm -Mass and Weight -Squash, Stretch and Smears -Ease -Exaggeration	-Timing, Space and Rhythm -Mass and Weight -Squash, Stretch and Smears	-Timing, Space and Rhythm -Mass and Weight -Squash, Stretch and Smears -Ease -Exaggeration
Description	-Good colour combination	-Using basic typography that does not match the video -Video ratio size not fix	- Too many space that not being use -Simple animation and transition

**Table 3** Content Analysis of Various Video of Radio Broadcast that Incorporate Motion Illustration

Criteria	Radio Station C			
Artwork				
	Sample C(1)	Sample C(2)	Sample C(3)	Sample C(4)
Year	2020	2021	2022	2023
Color	Warm Colours	Warm Colours	Cool Colours	Cool Colours
Typography	Sans-Serif	Serif and Sans-Serif	Sans-Serif	Sans-Serif
Shape	Yes	Yes	Yes	Yes
Transition	-	Basic Transition	-	-
Type of Video	Contest Video	Contest Video	Promotional video	Promotional video
Audio	Music and Voiceover	Music and Voiceover	Music and Voiceover	Music and Voiceover
Principle of Motion	-Timing, Space and Rhythm -Ease -Exaggeration	-Timing, Space and Rhythm -Ease	-Timing, Space and Rhythm -Ease	-Timing, Space and Rhythm -Ease -Exaggeration -Anticipation
Description	-Combination colours not match -Basic typography -Has illustration	-Use basic transition -Typography effect not eye catching	-Static video only has typography effect -Promotional video on certain radio segment	-Typography effect not eye catching -Too many white space -Promotional video on certain radio segment

Among the elements of motion illustration utilised in brand promotional videos, the findings of this study reveal distinct characteristics. The use of sans-serif typography as the preferred font style was a notable characteristic shared by all videos. The majority of videos also favoured simple transitions and flat 2D illustrations, as evidenced by the research findings. Table 1's timeline reveals that motion illustration was first introduced in 2018, followed by a lull between 2019 and 2020 and a subsequent resurgence in 2021. According to Table 1, Sample A(1) contains only simple typography and no transitions or illustrations. Sample A(2) only employs two colours, and their music is not appropriate for the Chinese New Year theme. Sample A(3) typography is inappropriate for the Chinese New Year theme. Finally, Sample A(4) has no added shape and only typography. Only Sample A(2) and Sample A(3) use illustration for motion illustration on their video, as shown in Table 1. According to Table 2, Sample B(1) has a good colour scheme and is an overall good motion illustration video, but it is missing an illustration. Sample B(2) Employs basic typography that does not correspond with the video, and the aspect ratio of the video is not fixed. In Sample B(3), too much space is wasted, and the animation and transitions are simplistic. Based on Table 1, all three videos employ illustration as a tool for motion illustration. According to Table 3, the colour combinations in

Sample C(1) do not match, and their typography is basic. Sample C(2) employs standard transitions, and the typography effect is unimpressive. Sample C(3) is a static video with only typography effects; it is a promotional video for specific radio segments. The typography effect in Sample C(4) is not eye-catching, there is too much white space, and the video is a promotional video for certain radio segments. Based on Table 1, all three videos employ illustration as a tool for motion illustration.

In conclusion, the researcher has concluded that motion illustration has a positive impact on video viewers. Additionally, they still don't have any motion illustration videos to advertise their entire radio broadcasting video and there aren't any motion components tools employed in their video. They recently used it in a parody music video, some advertising segments, and a contest video.

## **5 CONCLUSION**

This study examined the efficacy of motion illustration as a technique for increasing audience engagement in radio broadcasts, as stated in the conclusion of this research paper. The study incorporated qualitative data collection into a content-analysis research design. This study revealed that the use of motion illustration in radio broadcasts increased audience engagement. In particular, the study revealed that motion illustration improved the audience's attention, comprehension, and retention of information conveyed in radio broadcasts. In addition, the study identified several factors that affect the effectiveness of motion illustration in enhancing audience engagement, such as the nature and quality of the motion illustration, the type of content being illustrated, and the intended audience.

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The first author of this article is Miesya Dania Mohd Zahiruddin, and the corresponding author is Nur Aniza Binti Mohd Lazim, her supervisor. Mastura Omar and Ellyana Tan oversaw the research and added required literature and content, while Siti Nor Fatulhana Ishak reviewed the intonation and clarity of the language used in this paper.



## CONFLICT OF INTEREST

There is no conflict of interest that occurred during the process of writing this paper.

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