



TRENDS OF APPLYING INFOGRAPHIC AND SHORT VIDEO ON ONLINE NEWSPAPERS IN VIETNAM

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Abstract:

This study investigates the usage, content, communication objectives, and accessibility of Infographics and Short Videos on Vietnamese electronic newspapers. Utilizing statistical-classification, content analysis, questionnaire surveys, and the Likert scale, the research analyzed content from VnExpress and Tuoi Tre Online (March-May 2025) and surveyed students from relevant majors at Can Tho University. Results indicate a high level of awareness and preference for both formats among young people, confirming their effectiveness in rapidly and visually conveying information. Infographics excel in presenting statistics and instructions, while short videos are well-suited for breaking news and entertainment. The study concludes that Infographics and Short Videos play a pivotal role in attracting and retaining readers in the digital age. To maximize their effectiveness, newsrooms need to continue investing in content and design quality, optimizing user experience, diversifying content, and enhancing two-way interaction. The harmonious combination of aesthetic value and informational content is key to improving the quality of visual communication in Vietnamese journalism today.

Keywords: electronic newspaper, infographic, short video, Tuoi tre Online, VnExpress

1. Introduction

In the rapidly evolving landscape of digital media, particularly online newspapers, today's readers are not only concerned with content but also with its presentation and appeal. The fierce competition among online news outlets has driven continuous

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innovation in journalism, especially through the application of information technology and artificial intelligence (AI) in content production.

Infographics and short videos have emerged as two prime examples of this modernization trend. These visual formats deliver information quickly, concisely, and vividly, perfectly aligning with the content consumption habits of readers in the digital age. The popularity of infographics and short videos in online newspapers has attracted a large audience, particularly among young people who value novelty, creativity, and visual appeal in how they receive information.

While infographics and short videos are not new concepts globally, systematic academic research on their use in Vietnamese digital journalism is still limited. Meanwhile, major newsrooms like VnExpress, Tuổi Trẻ Online, and ZingNews have been heavily investing in designing and producing content in these two formats in recent years.

2. Literature Review

Research on the development of multimedia journalism, particularly the use of infographics and short videos, has garnered significant interest from scholars both domestically and internationally. International studies have established a solid theoretical foundation for applying these formats and the changes in journalistic thinking they require. In Vietnam, recent research has also begun to systematize the methods of expression and evaluate user experience, clarifying the roles of video and infographics in the context of online journalism. However, a notable gap remains: a lack of in-depth, direct comparative studies on the content strategies and actual effectiveness of these formats across different newsrooms. Therefore, a detailed synthesis and analysis of the communication activities of leading news agencies is necessary to gain a more comprehensive view of this trend.

In international studies, Jennifer George-Palilonis's 2006 work, *A Practical Guide to Graphics Reporting – Information Graphics for Print, Web, Broadcast*, provided a systematic view of how information graphics are applied across various journalism platforms. Additionally, the in-depth report *Reporting and Editing News* (2001) by Kelly Barry, the former Deputy Managing Editor for graphics at USA Today, offered specific statistics on the use of infographics in American journalism. In her 2011 research, "Newspaper Journalism and Video: Motion, Sound, and New Narratives" published in the journal *New Media & Society*, Mary A. Bock analyzed the transition of journalists from print to video production, emphasizing that the integration of motion and sound requires journalists to adapt with new skills and a fresh mindset.

In Vietnam, Ho Thi Dieu Trang's 2020 article, *Methods of expression for Graphic News in Vietnamese online newspapers today*, systematized the display methods of graphic news on online newspapers. The author pointed out that infographics in Vietnam are primarily used for illustration and information, with their potential for interactivity and deep message delivery not yet fully exploited. The 2022 study *User experience with Infographics on online newspapers* by Le Vu Diep and Vu Thi Tu Anh approached the

topic from a user experience (UX) perspective, surveying 45 infographics on VnExpress and VietnamPlus and interviewing 56 readers. The results showed that while most infographics met requirements for visual appeal, usability, and multi-platform display, their impact on reader behavior was still limited. In his 2016 article, “The role of Video in multimedia journalism”, Duong Hai Anh emphasized that video not only makes information more visual and dynamic but also increases views and engagement, directly influencing advertising revenue. However, the article also noted that many newsrooms were not effectively using video due to a lack of investment or a poor understanding of its value. More recently, Nguyen Dinh Hau’s 2022 doctoral thesis, *Video Clips in Communication Content on Vietnamese Online Newspapers* from the University of Social Sciences and Humanities, Vietnam National University, Hanoi, established a theoretical foundation, surveyed the current state of video content, production, and distribution, and collected opinions from the public and experts to assess the role of video and propose development solutions.

These works demonstrate that interest in infographics and short videos emerged early and continues to be a sharp and effective trend in modern journalism and communication.

3. Research Methodology

This research employed a combination of the following approaches:

- **Statistical and categorical method:** After collecting data from the survey questionnaires, the responses were compiled and grouped based on various criteria, such as exposure level, preference, and interaction frequency. The data was then presented using tables and charts (bar, pie, and line graphs) to highlight the differences between the content formats and the survey participants' reactions. This method allowed for a clear, visual presentation of the data, making it easy to identify trends in how young students consume and interact with journalistic content that uses infographics and short videos.
- **Content analysis method:** This method was applied to examine articles using infographics and short videos on the online newspapers VnExpress and Tuổi Trẻ Online over a three-month period (March, April, and May 2025). The articles were analyzed for their content, communication objectives, frequency, and visual presentation style. This method aimed to assess the characteristics and implementation trends of infographics and short videos in practical journalism.
- **Survey questionnaire method:** A questionnaire consisting of 15 questions was designed to survey students majoring in Multimedia Communications, Information Technology, and Journalism at Can Tho University. The questions included multiple-choice, multiple-answer, scale, and open-ended formats to evaluate how young audiences perceive infographics and short videos in online newspapers.
- **Likert scale method:** The survey questionnaire utilized a 5-point Likert scale to measure participants' agreement with various statements. The scale ranged from

1 (strongly disagree) to 5 (strongly agree). This method provided quantitative data from the audience, helping to clarify the perceptions, feelings, and expectations of young readers regarding infographics and short videos in the modern journalistic environment.

4. Results and Discussion

4.1 Current Status of Infographic and Short Video Applications in Vietnamese Online Newspapers

4.1.1 Survey Results on the Use of Infographics and Short Videos on VnExpress and Tuoi Tre Online

The study surveyed content published on two major online newspapers, VnExpress and Tuoi Tre Online, from March to May 2025. The purpose was to understand the level and methods of implementing two currently popular forms of visual communication: Infographics and Short Videos.

The survey results show that on VnExpress, there were 17 articles that used infographics and 51 articles that included a short video. Meanwhile, on Tuoi Tre Online, the numbers were 21 articles with infographics and an impressive 278 articles that used short videos.

a) Frequency of Appearance

The frequency of appearance is an indicator that reflects the priority and investment of newsrooms in the two visual communication formats: Infographics and Short Videos. This is a key quantitative factor that helps visualize the scale of each newspaper's application of each format.

- **For Infographics**

During the survey period, VnExpress had a total of 17 articles that used infographics. These articles were not published randomly but were concentrated in content waves with a statistical or instructional nature (e.g., during exam seasons, major national and world holidays, or economic fluctuations). The use of infographics here is relatively stable but not overly common, indicating that this format is a selective investment.

In contrast, Tuoi Tre Online recorded 21 articles that used infographics. Unlike VnExpress, Tuoi Tre's infographics are often integrated into news or commentary articles, rarely presenting the entire piece as a graphic. This suggests that Tuoi Tre uses infographics as a visual support element within articles.

- **For Short Videos**

VnExpress recorded 51 short videos published within the three-month survey, averaging about 17 videos per month. These short videos were often produced by VnExpress's dedicated content production department, with investment in visuals, effects, sound, and a unique brand logo. The content typically revolves around prominent current events, breaking news, on-site reports, or condensed news summaries suitable for readers who need quick, convenient access to information.

Tuoi Tre Online had as many as 278 short videos, which is equivalent to more than three videos per day. This figure shows that Tuoi Tre heavily invests in video content, with the short-form format being a clear priority. Videos are published continuously, primarily as quick news updates, behind-the-scenes clips, social moments, or event highlights.

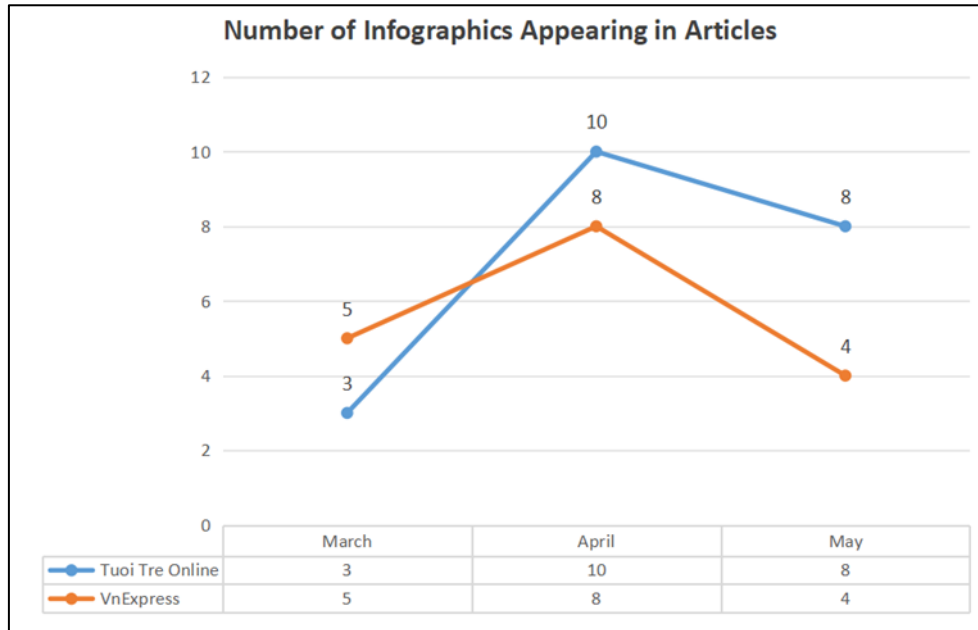


Figure 4.1: Number of Infographics Published Over 3 Months by VnExpress and Tuoi Tre Online

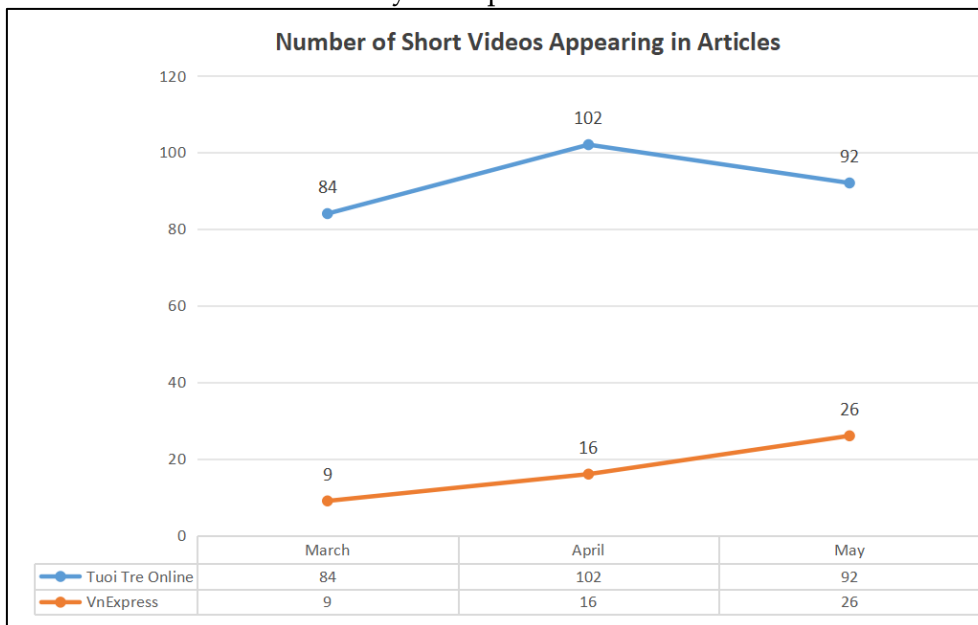


Figure 4.2: Number of Short Videos Published Over 3 Months by VnExpress and Tuoi Tre Online

b) Content Reflected

- **For Infographics**

The content typically focuses on three main forms. First, it presents statistical data, including information such as population rates, disease cases, real estate market developments, or air pollution levels. This information is clearly shown through charts, diagrams, and modeled maps combined with appropriate color schemes to help readers easily visualize and grasp the information. Second, there are instructional and explanatory contents, which provide essential information like how to recognize a disease, the process for registering for an exam, or the schedule of major events like parades or elections. These infographics are often simple, concise, easy to understand, and memorable. Finally, there are comparative and contrastive contents, such as comparing the increase in gas prices over the years, the correlation of financial markets, the defense situation between countries in the region, or comparing the distance, scale, and geographical location of provinces before and after mergers.

- **For Short Videos**

The content is rich and diverse, spanning many different areas. In current affairs and law, videos often document the scenes of hot incidents like traffic accidents, fires, or civil disputes, and are typically quick clips edited with captions and commentary. In the culture and entertainment section, there are short interviews with artists, event news, behind-the-scenes clips, or trailers for domestic and international movies and music videos embedded in articles. The life and society field includes daily stories, inspiring figures, unique images from rural areas, cities, traditional craft villages, and new and appealing regional cuisine. In addition, short videos also appear in the education, technology, and health sections, with some instructional clips, reflections on student activities, school admissions work, or life and health care tips.

c) Communication Objectives

Based on the survey results, it's clear that both Infographics and Short Videos are not just simple illustrations or decorations for articles; they are effective communication tools with clear, strategic objectives. First, they aim to increase accessibility and attract public attention. In a context where users tend to skim news and read less long-form content, using dynamic graphics or short videos with a fast pace and engaging audio is a major advantage. This content easily makes a first impression, making viewers stop and stay on the article or video longer. Second, they shorten the time it takes to receive information while still ensuring full content delivery. Both infographics and short videos can condense complex, lengthy information into formats that are easy to understand and remember. This is particularly suitable for young people - the audience group that consumes information quickly and prioritizes convenience. Third, they increase interaction and the ability to spread on digital platforms. Journalistic products with beautiful infographics or engaging short videos are often shared frequently on social media. This helps expand the reach of the article without the need for additional

advertising costs or personnel. Fourth, they contribute to building a modern brand image for the newsroom. Investing in visual communication formats shows a newsroom that is dynamic, keeps up with trends, and respects the user experience. This is a crucial competitive factor in the digital journalism environment, where readers are no longer only concerned with the content but also with the way it is delivered.

In summary, both Infographics and Short Videos play a key role as core communication tools in the digitalization strategy of modern journalism. They do not just serve the purpose of beautification or illustration but are also a means to access, persuade, and retain readers in an era where visual communication and speed are paramount.

4.1.2 Characteristics of Infographics and Short Videos on VnExpress and Tuổi Trẻ Online

Through the survey and analysis, it is clear that while both VnExpress and Tuổi Trẻ Online use Infographics and Short Videos as important communication tools, they still have notable similarities and differences in content and presentation style. These characteristics help to clearly demonstrate each newsroom's unique content production strategy and journalistic style.

a) Similarities in Content and Form

Although they have distinct orientations in their content production strategies, both VnExpress and Tuổi Trẻ Online share some clear commonalities in their use of Infographics and Short Videos, reflecting their adaptation to modern communication trends and new reader tastes.

- **Content:** Both newsrooms choose to apply Infographics to topics with high information density, especially articles with a lot of statistical data, charts, or procedural instructions. Specifically, Infographics are often used to present content such as population statistics, financial market developments, policy comparisons, exam registration instructions, or to provide public information in an easily accessible format. These are areas where visual images can help readers access and remember information more easily than with pure text.
- **Form:** Infographics from both newsrooms follow visual design principles: a clear layout, consistent colors, and simple icons and fonts to optimize accessibility. Each infographic is carefully crafted to ensure it is not cluttered and to achieve the goal of fast and effective information transfer for readers of all ages.

Similarly, Short Videos on both newspapers leverage their strengths to convey current event information quickly and concisely. Short videos are often used to report on the scene of breaking events, record witness statements, provide daily news briefs, or conduct quick interviews with relevant individuals. Through visual storytelling combined with sound, short videos help readers grasp the core information in just a few minutes.

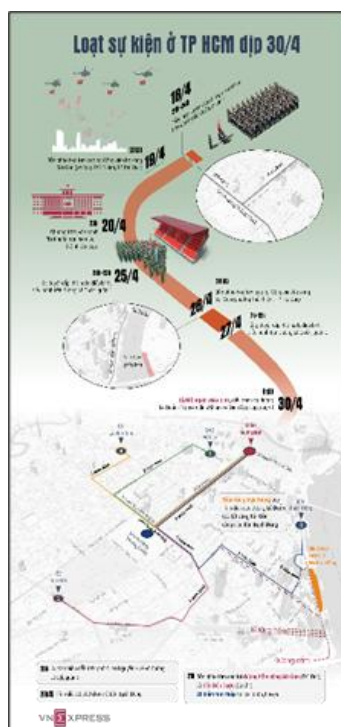


Figure 4.3: Schedule and Routes of Parade Drills, VnExpress News



Figure 4.4: Short Video with Subtitles in the Article
“Engineers Demine Before the Parade Rehearsal” from VnExpress

Regarding its form, the infographics from both newsrooms adhere to the principles of visual design: a clear layout, consistent color scheme, and simple icons and fonts to optimize accessibility. Each infographic is carefully crafted to avoid clutter and aims to deliver information quickly and effectively to readers of all ages. For Short Videos, both newsrooms generally maintain a length of 1–3 minutes, which is suitable for mobile video viewing behavior. The videos often have accompanying subtitles, use light background music, and have clear voice-overs or commentary with an easy-to-hear tone, suitable for a diverse audience. The video editing is invested in to be concise, removing superfluous details, and ensuring viewers can consume information efficiently. Both newsrooms also publish videos in a format that is easy to embed in articles or share

directly on social media platforms, showing a strategy to optimize the spread of digital content.

b) Differences in Content and Form

The difference in how VnExpress and Tuổi Trẻ Online apply Infographics and Short Videos is not merely a matter of form but also reflects their content strategy, journalistic style, and how they approach their target audience. If VnExpress leans towards depth, conciseness, and high aesthetics, Tuổi Trẻ Online prioritizes speed, familiarity, and shareability. Despite using the same tools, each has skillfully created its own unique communication style, helping to affirm its position in the modern digital journalism landscape.

Table 4.1: Comparison of differences between two genres of two newspapers

Comparison Criteria		VnExpress Newspaper	Tuoi Tre Online Newspaper
Infographic	Content	In-depth, often accompanied by long-form articles, with high analytical content.	Simple, concise, with an illustrative role to support news.
	Form	Vertical design, scrolling infographic, neutral colors, combined with charts and intuitive tables.	Horizontal layout predominates, directly embedded in the article, bright and easy-to-see colors, often using drawings and numbers.
Short Video	Content	Few but technically well-produced, focusing on summary news and event commentary.	Many and continuously updated, mainly short current affairs and social news.
	Style of Expression	Calm, rich in images, clear intro & brand logo, with subtitles providing important, updated information.	Fast, direct, little intro, suitable for sharing on social networks; new news is fast but sometimes the video quality is not high.
Target Audience		Aimed at readers interested in in-depth information and the reading experience.	Aimed at young audiences who like fast updates and frequently use their phones.

4.2 Evaluation of the Strengths and Weaknesses of Using Infographics and Short Videos on VnExpress and Tuoi Tre Online

After the survey and practical analysis of content from the two major online newspapers, VnExpress and Tuổi Trẻ Online, a more in-depth assessment of the communication effectiveness of Infographics and Short Videos can be made. These evaluations are built on a comparison between visual communication theory and the practical application in newsrooms, reflecting both the positive aspects and the shortcomings that exist in the use of these two communication formats.

4.2.1 Strengths in Content and Form

- **In Terms of Content**

Both Infographics and Short Videos demonstrate the ability to convey condensed information while ensuring it is complete and accurate, especially for complex, data-

heavy topics like statistics, policies, or events. By using visual images, easy-to-recognize icons, and dynamic voice-overs in videos, these two formats help readers not only access but also remember the content more easily. The selection of social topics that are relevant to daily life, such as education, health, and traffic, shows the flexibility of the newsrooms in creating a connection between journalism and the public, especially young readers.

- **In Terms of Form**

Infographics are designed with a clear visual mindset; the content sections are logically partitioned, the color scheme is harmonious, and the icons and fonts are consistent, which provides a sense of easy readability and user-friendliness. Short Videos have a concise duration, a fast editing pace, use moderate effects, clear audio, and are accompanied by subtitles—which improves accessibility on platforms without sound or for users with device limitations. Both formats are easy to share on social media and adapt well to the behavior of reading news on mobile devices—a crucial factor as users increasingly consume information through social media platforms rather than traditional newspaper homepages.

4.2.2 Limitations in Content and Form



Figure 4.5: Infographic in the article “You're invited to give a gift”



Figure 4.6: Infographic in the article “Bank accounts, virtual SIMs: Scams cannot be allowed to continue” from Tuổi Trẻ Online

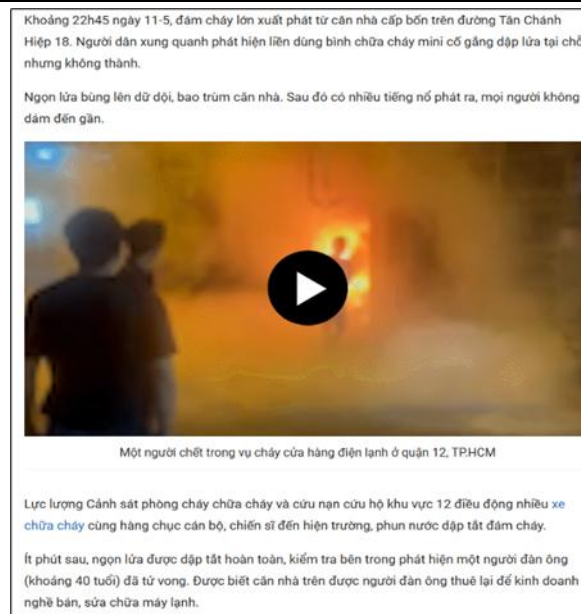


Figure 4.7: Short Video in the article “Major fire at an appliance store in District 12, one person dead” from Tuoi Tre Online

- **In Terms of Content**

First, in some cases, the content of the infographic or video is not adequately invested in, stopping at mere illustration rather than creating substantial informational value. This leads to a feeling of being "beautiful but empty"—the form is there, but the content lacks depth. Second, due to time constraints, some videos only reflect the surface of an issue, lacking foundational information, making it difficult for viewers to understand in depth or conduct further research. There are also some videos that exceed the appropriate length, causing the audience to feel bored and skip them. Third, sometimes choosing sensational topics while ignoring informational guidance can cause content to lose its educational and social critique roles, which are core functions of journalism. A prime example is Tuoi Tre Online newspaper, where in just three months (March, April, and May of 2025), there were 196 posts containing videos in the Entertainment section (accounting for 70.5% of all short video posts), while the Youth Lifestyle section only had 2 posts with videos (accounting for just 0.71% of videos over the three months).

- **In Terms of Form**

Not all short videos have a consistent technical quality. Some videos are hastily edited, lack an identifying intro, or are missing captions or subtitles, which can disrupt the viewer's experience or make it difficult to access. The image quality in some videos is also limited, and not much investment has been made in video editing for some current affairs, traffic, and legal news sections. The overuse of the format without careful consideration of specific communication objectives can lead to the content becoming commercialized, deviating from journalistic standards, or becoming repetitive and boring. Some videos are not truly suitable for teenagers and young readers, such as those showing scenes of incidents and accidents, as they can psychologically affect viewers if not carefully selected.

In summary, Infographics and Short Videos are two modern communication formats with a superior ability to reach, attract, and retain readers, especially in the highly competitive digital journalism environment. However, to maximize their effectiveness, newsrooms need to not only invest in technical aspects but also ensure content is guided, suitable for the specifics of each topic, and considers the psychological characteristics of the audience. The harmonious combination of aesthetic value and informational content is the key to improving the quality of visual communication in Vietnamese journalism today.

4.3 Evaluation of Public Reception

4.3.1 General Information about Survey Participants

To ensure objectivity and accurately reflect the public's reception of the two visual communication formats, Infographics and Short Videos, the study conducted an online survey with the primary target group being students majoring in Multimedia Communications, Information Technology, and Journalism at Can Tho University. A total of 57 students participated, most of whom were in their first few years of study (first to third year), reflecting the characteristics of a young, dynamic audience that frequently interacts with modern digital media and online newspapers - the target audience for Infographics and Short Videos.

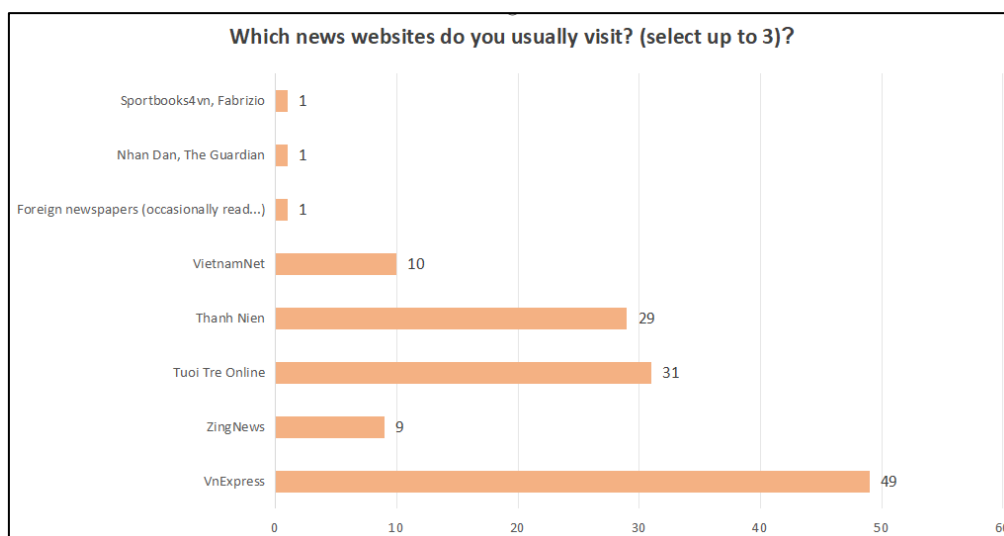


Figure 4.8: Survey Results on Favorite News Websites

Regarding online reading habits, students primarily use mobile phones and computers as their main devices to access news sites. The two most-selected online newspapers were VnExpress and Tuổi Trẻ Online, which shows a preference for news channels that provide fast, diverse content that is easily accessible on multiple devices, as well as the value of a reputable brand that provides high recognition. The survey included 15 questions about reading habits, exposure levels, and evaluations of Infographics and Short Videos, aiming to provide a comprehensive view of the trend of

receiving journalistic content in visual communication formats among young students today.

4.3.2 Survey Results and Analysis

a) Level of Awareness of the Two Formats

Table 2: Percentage of Students Familiar with Infographics and Short Videos

Format	Aware (%)	Unaware (%)
Infographic	87,7	12,3
Short Video	96,5	3,5

The survey results show that the level of awareness of infographics among students was 87.7%, while Short Videos were more widely known, with a rate of 95.6%. This indicates that both formats are popular among the young audience, but Short Videos have an advantage due to their ability to convey information vividly and quickly, which is suitable for current content consumption habits. Even though infographics are slightly less popular, they still play an important role in visualizing data and helping readers grasp information in a systematic way. Thus, both formats coexist and effectively complement each other in online news communication.

b) Preferred Format by Readers

When asked about their preferred communication format for receiving news on online newspapers, 50.9% of students said they prioritize Short Videos, believing this format is highly dynamic, easy to understand, and convenient for quickly grasping information—especially suitable for the short, fast content consumption habits of today's youth.

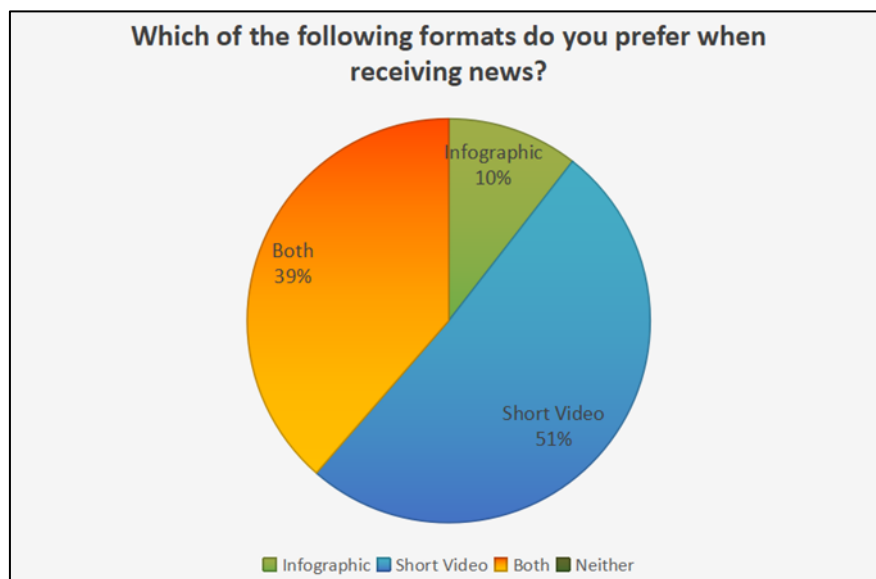


Figure 4.9: Preferred Communication Format Percentage

Notably, 38.6% of participants chose both formats, indicating that a portion of young readers do not have a clear distinction but appreciate the complementary nature

of Infographics and Short Videos in conveying information. In contrast, only 10.5% of students said they prefer Infographics, mainly because of their ability to systematize content well, present it clearly, visually, and make it easy to remember—which is particularly suitable for topics that require the presentation of data, statistics, or academic knowledge.

c) Judgment on Content Suitable for Each Format

When surveying students' opinions on the types of content suitable for each communication format, the results showed a clear differentiation between Infographics and Short Videos.

For Infographics, most participants believe this format is most suitable for content that is statistical/data-driven, instructional/tips, or broad analysis topics that need visual information to be easy to follow. This shows that Infographics are highly valued for their ability to systematize, condense, and present information coherently and effectively—especially in the context of increasing data volume, which requires readers to access information quickly and accurately.

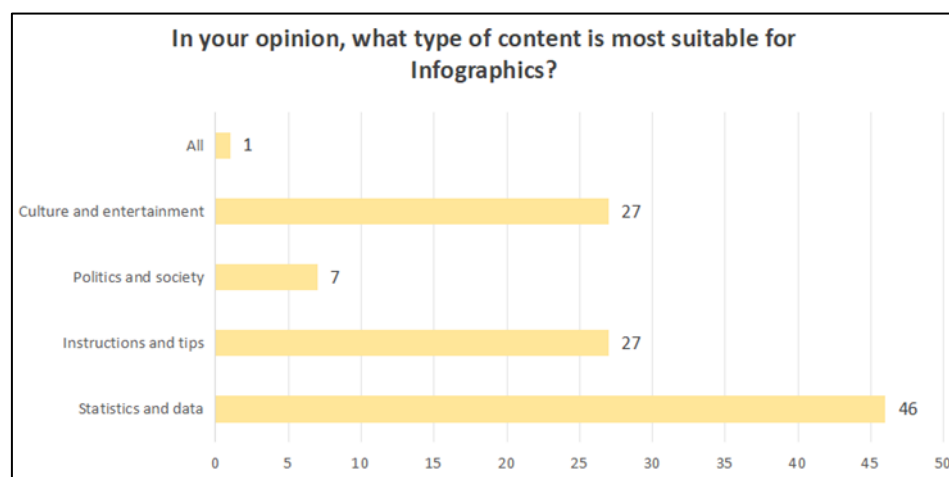


Figure 4.10: Percentage of Preferred Content Types for Infographics

For Short Videos, students believe this format is ideal for topics related to current events/on-site reporting, life/society, and entertainment/travel. With the advantage of animated images, sound, and short duration, short videos are considered suitable for content that needs to convey emotions, real-life contexts, or create a quick connection with viewers.

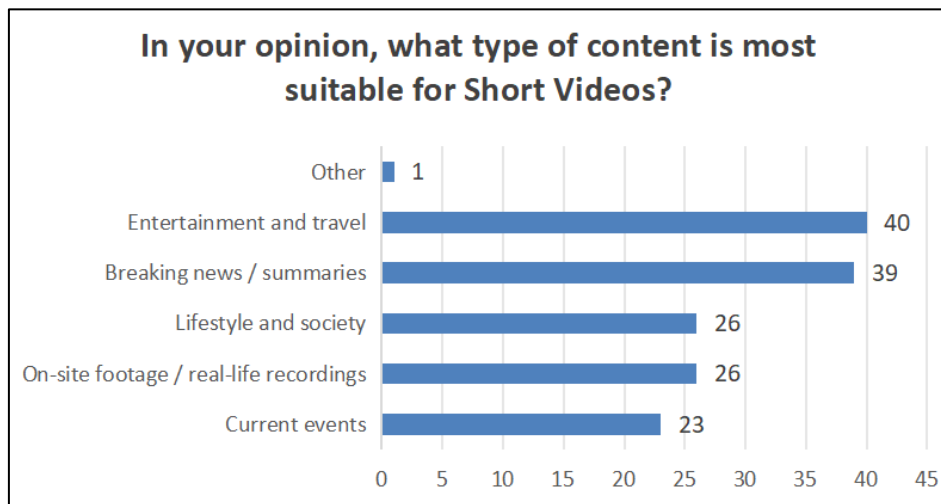


Figure 11: Percentage of Preferred Content Types for Short Videos

d) Interaction with Articles

The survey results show that 64.9% of students have interacted with articles using Infographics or Short Videos by liking, sharing, or commenting. This rate reflects the active participation of a portion of young readers in the digital journalism environment.

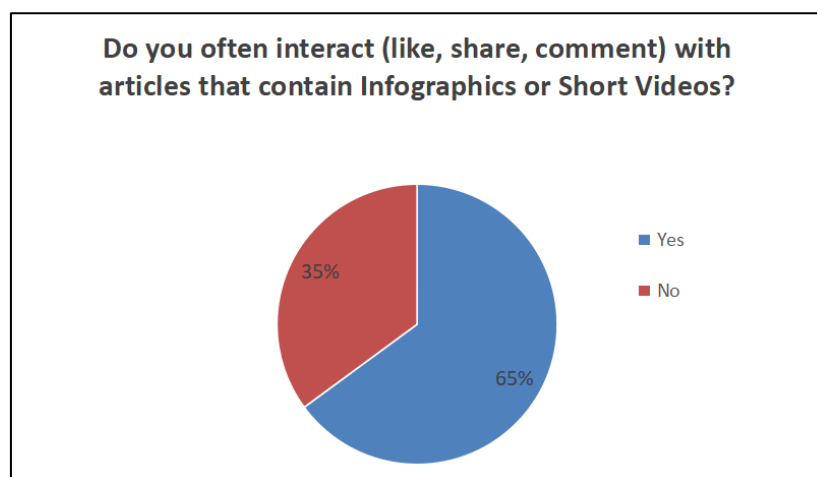


Figure 4.12: Engagement Rate with Articles Containing Infographics/Short Videos

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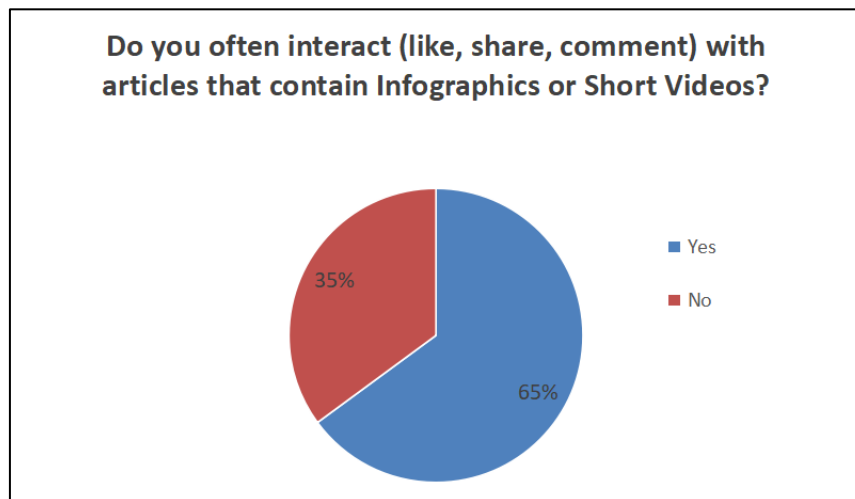


Figure 4.12: Engagement Rate with Articles Containing Infographics/Short Videos

The fact that users not only receive information but also interact with it shows the effectiveness of these two visual formats in stimulating secondary communication behavior. Infographics and short videos not only increase the visual appeal but also promote the spread of content through social media, thereby expanding the reach of the information.

e) Level of Agreement with Statements

The survey results using a 5-point Likert scale showed that students' level of agreement with statements related to the effectiveness of Infographics and Short Videos on online newspapers was quite high, though not absolute.

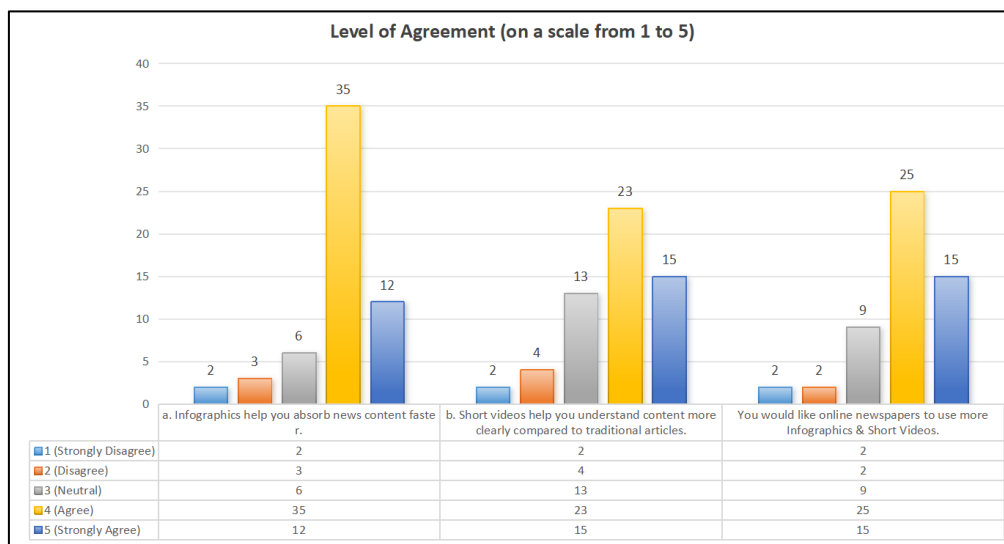


Figure 4.13: Level of Agreement with Statements on Infographics and Short Videos in Online Newspapers

The statement “Infographics help to receive journalistic content faster” received an average score of 3.91. This reflects that most students acknowledge the ability of infographics to convey information concisely and visually.

For the statement “Short Videos help to understand content more clearly than traditional articles,” the average score was 3.78—the lowest of the three statements. This score indicates that while Short Videos are popular for being dynamic and accessible, they still have limitations in conveying in-depth content, causing some people to feel that the information is insufficient or lacks the depth of analysis found in traditional articles with more prose and wording.

Notably, the statement “You want online newspapers to use more Infographics and Short Videos” received the highest average score of 3.93. This result shows a trend of expectation from young readers for the renewal of presentation formats on online newspapers, to increase attractiveness and convenience in receiving information.

In summary, all three statements received an average agreement score of 3.75 or higher, which shows that Infographics and Short Videos are gradually being noticed by the young public and are seen as effective tools for communicating journalistic content.

4.4 Recommendations and Solutions to Enhance Communication Effectiveness for Infographics and Short Videos on VnExpress and Tuổi Trẻ Online

The survey results show that both Infographics and Short Videos play a positive role in helping readers receive information in a visual, condensed, and attractive way. However, to maximize communication effectiveness, especially with young readers, newsrooms like VnExpress and Tuổi Trẻ Online need to consider making adjustments and further investments in the following aspects:

First, enhance content quality and design: Many students reflected that they liked Infographics and Short Videos because they “summarized the content well” (70.2%), were “easy to understand” (66.7%), and had “dynamic images” (61.4%). These factors show that the young public is not only interested in the form but also values the informational content and the convenience of receiving it. Therefore, each product should be carefully invested in terms of content (selecting necessary information, ensuring accuracy) and form (aesthetic design that is easy to follow, suitable for mobile devices). It is also necessary to ensure a consistent brand identity across all visual products.

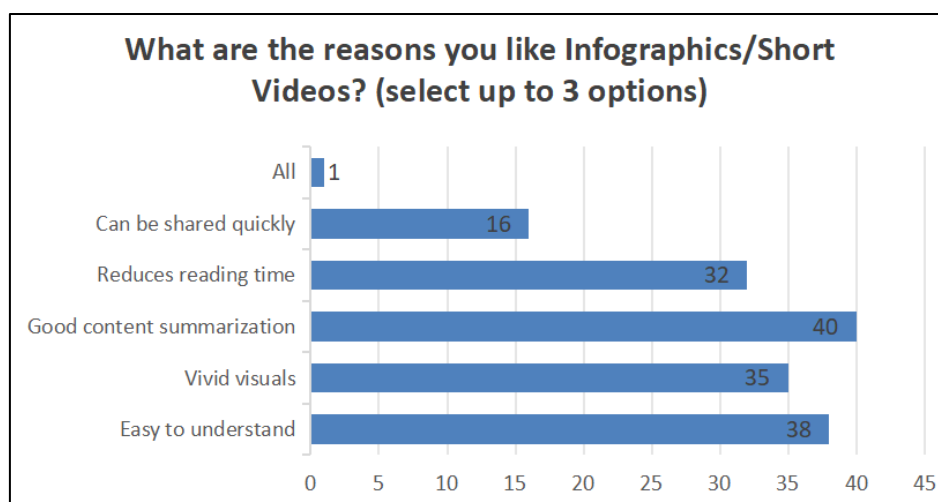


Figure 4.14: Percentage of Reasons Why Readers Like Infographics/Short Videos

Second, optimize the user experience: Many responses suggested improving factors such as video loading speed, image quality, full subtitles, and clear voice-overs. Some students also wished that news outlets could offer customizable viewing modes like dark backgrounds, larger font sizes, or adjustable video playback speed. These small adjustments contribute significantly to retaining readers on digital platforms.

Third, diversify content, avoid repetition or leaning towards attention-grabbing trends: Some current products are still formalistic, lack depth, or only focus on “hot” or “fast-food” topics, ignoring the role of social critique. Therefore, news outlets need to balance public taste with communication responsibility, while also updating with new topics that are relevant to young people, such as school life, the environment, mental health, and career orientation.

Fourth, increase two-way interaction: Instead of just one-way communication, Infographics and Short Videos can be combined with quick surveys, mini-games, and reaction comments, helping readers become part of the story. This will not only increase engagement with readers but also collect feedback for subsequent content strategies.

5. Conclusion

In the digital information age, innovating the presentation of journalistic content is essential to attract and retain readers. Through this research, the study has initially shown the increasingly important role of Infographics and Short Videos on electronic newspapers in Vietnam—not just as a supporting medium, but as a core communication format. The survey results reflect a high level of awareness and a preference for these two formats among young people, especially the student audience. This shows that the need for fast, visual, and dynamic access to information is becoming increasingly popular. This is the premise for news agencies to invest more deeply in multimedia content, combining digital technology and design thinking. The study is not only an opportunity to access the reality of digital media but also helps to better identify the new requirements for content creators in the current digital transformation context.

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Conflict of Interest Statement

The authors declare no conflicts of interest.

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