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QUALITY OF LIFE INFOGRAPHICS ON WIDESPREAD FOR THE GOVERNMENT OF MEXICO ON THE SITE “TODO SOBRE EL COVID-19”

Infografías sobre calidad de vida difundidas por el gobierno de México en el sitio “Todo sobre el COVID-19”

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Abstract

Quality of Life is an indicator that measures the condition in which individuals live according to the degree of satisfaction of their needs related to their health, their environment, and the space in which they become productive. The objective of this research was to identify the presence of Quality of Life (QoL) in the information contained in the infographics published by the Government of Mexico on the site "Todo sobre COVID-19." The methodological design for this work was quantitative, descriptive, cross-sectional, and non-experimental. The sample was made up of 150 infographics published by the Government of Mexico during the current pandemic generated by the SARCoV-2 virus, on the website. Information retrieval was carried out using an observation guide. The variables of interest were QoL and Infographics. As the main findings, it is appreciated that the infographics socialize information about QoL linked to the pandemic. The area of QoL most addressed is health. However, it is necessary to increase messages on topics such as mental health and the management of work stress during confinement. Regarding infographics as informative units, their structure is organized and aesthetic. However, 40% do not have sources of information, which may cast doubt on the quality of the information they contain. Large issuers such as governments must take special emphasis on the construction of adequate communication pieces to efficiently meet information needs.

Keywords: Quality of life; Quality of work life; Quality of social life; Quality of life in health; Coronavirus; Infographic.

Resumen

La Calidad de Vida es un indicador que mide la condición en la que viven los individuos de acuerdo con el grado de satisfacción de sus necesidades relacionadas con su salud,

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su entorno y el espacio en que se tornan productivos. Esta investigación tuvo por objetivo identificar la presencia de la Calidad de Vida en la información contenida en los infográficos que publicó el Gobierno de México en el sitio "Todo sobre el COVID-19". El diseño metodológico para este trabajo fue cuantitativo, descriptivo, transversal y no experimental. La muestra se integró por 150 infográficos publicados por el Gobierno de México durante la actual pandemia generada por el virus SARCoV-2, en el sitio electrónico ya mencionado. La recuperación de información se realizó mediante una guía de observación. Las variables de interés fueron Calidad de Vida e Infografías. Como principales hallazgos se aprecia que los infográficos socializan información sobre la Calidad de Vida vinculada a la pandemia. El ámbito de la Calidad de Vida más abordada es el de la salud. No obstante, se requiere incrementar mensajes sobre temáticas como la salud mental y el manejo de estrés laboral durante el confinamiento. En cuanto a los infográficos como unidades informativas, su estructura es organizada y estética. Sin embargo, 40% no cuentan con fuentes de información, lo que puede poner en duda la calidad de la información que contienen. Es importante que los grandes emisores como los Gobiernos, ponga especial énfasis en la construcción de piezas comunicativas adecuadas para atender de forma eficiente las necesidades de información.

Palabras clave: Calidad de vida; Calidad de vida laboral; Calidad de vida social; Calidad de vida en salud; Coronavirus; Infografía

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1. INTRODUCTION

With the arrival in Mexico of the SARCoV-2 virus, known as COVID-19 in February 2020, the Government of Mexico, through the Ministry of Health, established the Jornada Nacional de Sana Distancia (JNSD). This journey was implemented with the objective of reducing the number of infections generated by this virus. Since its inception in March 2020, the journey focused on society's contribution to making the epidemic curve of the behavior of cases as flat as possible. To this end, the Mexican State implemented a campaign in different media and through different formats to guide the population and persuade them of the importance of their actions to achieve this goal.

This is how the Government of Mexico created the site "All about COVID-19". In this virtual space, the communicative pieces that were officially socialized and that were linked not only to the dissemination of information about the virus, but also how to stay healthy during this period of contingency. One of the most popular formats for this campaign was the use of infographics linked to different topics related to this pandemic.

The messages that were captured are aimed at contributing to the Quality of Life of the recipients during the JNSD.

Thus, the purpose of the research was to determine the presence of Quality of Life, and its different areas, in the information that is integrated in the infographics that the Government of Mexico published in the page "All about COVID-19". This research is relevant because it is important to document the experiences derived from the communicative products that governments are providing in the face of an unprecedented pandemic in the world today. Even more so, when these actors are responsible for taking and executing adequate measures to safeguard the security of all citizens living in the geographic space they regulate. Therefore, it becomes necessary to address the information needs of citizens to support the courses of action that lead to improve the situation of the community.

1.1. Quality of life and its areas

During the last century, international agencies and organizations have been concerned with establishing the minimum desirable conditions for any human being to not only survive, but also to have an adequate standard of living to cover his or her basic needs, without neglecting elements related to emotional wellbeing. It is in this context that the concept of Quality of Life arose.

Initially, the World Health Organization (2002) defined this term as an individual's perception of his or her personal situation, which depends on where he or she resides and the cultural and value framework in which he or she interacts. At the same time, it takes into account the goals, expectations, standards and concerns that each person has given his or her environment.

Based on this proposal, different authors have developed a conceptualization of the term. However, many of them have agreed that Quality of Life is a multidimensional concept that combines objective and subjective aspects of an individual's life (Segurado Torres and Agulló Tomás, 2002; Ardilla, 2003; González Celis, 2005; Salazar et al, 2005; Baldi, 2010; Ruvalcaba Romero, Salazar Estrada and Fernández Berrocal, 2012).

Alves, Cirera and Carlos (2013) pointed out that there are aspects that compose it that are easily measurable, such as the type of housing or access to public services. However, Quality of Life involves subjective aspects that have more to do with personality, such as the satisfaction and priorities that each person has. Thus, different areas of incidence of the concept have been delimited given the impact of an individual's life.

This concept also includes elements linked to human development, the recognition that people consider they have obtained for the work they do, the value system that is applied on a daily basis in their environment, as well as the affection that individuals perceive they receive in their relationships with others (Salas, C. and Garzón, M. O. ,

2013). This is how the dimensions are visualized: Quality of Social Life, Quality of Life related to Health and Quality of Work Life (Robles-Espinoza, A.I. , et al, 2016).

1.1.1. Quality of life at work or work-related quality of life

Quality of life at work is linked to the experiences obtained from being part of the economically active population. This implies determining the effects that work dynamics have on the worker's existence. At the same time, in a reciprocal manner, it has effects on the results obtained by organizations from the level of performance that workers achieve (Alves, Cirera and Carlos, 2013).

Swamy, Nanjundeswaraswamy and Rashmi (2015) mention that this area of Quality of Life can be conceived as the degree of satisfaction that an employee has from covering his work and personal needs as a consequence of the work he performs, while achieving his objectives that the organization that employs him has assigned to him.

So, this area, there are different objective aspects that have been addressed in various studies - see figure 1 - in recent years have highlighted subjective aspects, namely: Promotion of human dignity and growth, collaborative work, participation in decision making about work changes, and acceptance of people's diversity as a factor contributing to the achievement of organizational goals (Srivastava and Kapur, 2014, p. 55).

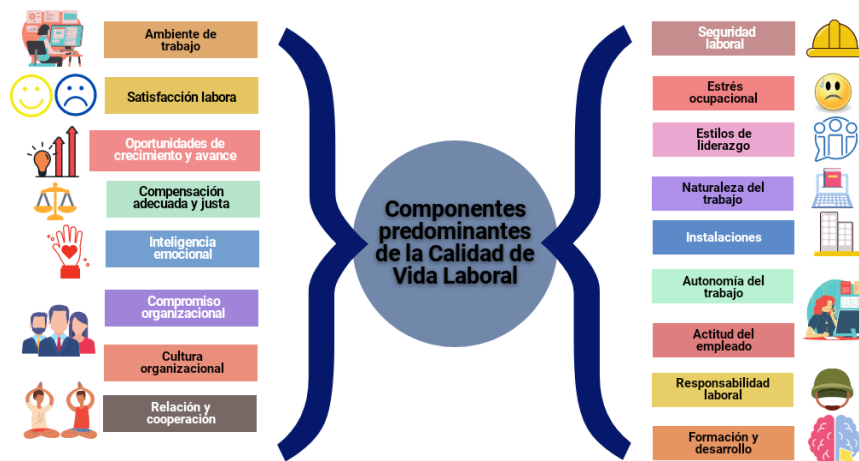


Figure 1. *Predominant components of Quality of Working Life.*

Source: Own elaboration based on Nanjundeswaraswamy and Sandhya (2016).

Studies on this area of Quality of Life have focused not only on work as such, but also on remote work. Martínez Gamarra and Ros Mar (2010) and Camacho and Higuaita (2012) have pointed out that, although this type of work represents higher levels of productivity for many companies, it can also affect the Quality of Life of workers, given the lack of time management, the lack of contact with their peers in the organization and even the decrease in quality time with family members.

This area of incidence of Quality of Working Life has gained special interest since the health contingency derived from COVID-19. Remote work, understood as performing all or part of the work in an alternative location other than the predetermined location of the organization's headquarters (International Labour Organization, 2020), has grown exponentially and in a forced manner. Many workers around the world have had to migrate to this modality, but lack previous preparation or experience in this regard.

In this sense, the International Labor Organization in Latin America (2020) has emphasized the importance of making adjustments in labor matters related to Quality of Life, which imply the preservation of employment and adopting and assigning safe work spaces. Likewise, it has underlined the need to contrast some problems that are generating this pandemic such as: stress resulting from work overload and other activities -such as the care and education of minors or care for the elderly-, working conditions, insecurity regarding current and future labor relations.

1.1.2. Health-Related Quality of Life

Health is another area that encompasses the concept of Quality of Life. This dimension takes up the value that individuals place on their life, considering its duration and the opportunities provided by the environment to have a level of well-being (Patrick and Erickson, 1993). Later, authors such as Shumaker and Naughton (1995) and Wu (2000) define this area as including health promotion and how it helps individuals to achieve their personal goals.

Subsequently, Urzúa (2010) stresses the importance of situating this concept beyond the field of medicine, given its incidence in the social context. Karimi and Brazier (2016) expose that this concept is associated with the measurement of the state of health that a person has given a series of proposed criteria. Also, this concept refers to how the condition of being healthy or unhealthy affects a person's own Quality of Life.

This area of Quality of Life, as established by Sanjuán and Ávila (2016) can be affected by factors that alter physical and mental health leading to a gradual decline, such as lack of sleep, little physical activity, continuous pain, dehydration or improper nutrition. Likewise, other psychological aspects such as lack of motivation, lack of visualization of goals or lack of ability to face problems or extraordinary situations -such as confinement- can also affect the quality of life in both physical and mental health.

There are other conditions that affect the quality of life in health. Angulo Hurtado and Ramírez Quintana (2016) mention that it has been determined that the level of this area of Quality of Life decreases with the work of caring for other people -elderly adults, people with different abilities, the sick, to mention a few-, bringing as consequences social isolation, the planning of restricted activities depending on who we care for, and putting the care of the physical health of others before that of oneself.

In general, this area of Quality of Life has become relevant as individuals evaluate the cost-benefit of adopting practices, receiving treatments or attending a medical follow-up considering the level of incidence it will have on their level of well-being, and based on this they make decisions and invest resources (Cáceres-Manrique, Parra-Prada and Pico-Espinosa, O. J. , 2018).

Lopera (2020) included other elements that can affect the level of Quality of Life in this area, such as diseases, treatments to which the individual is subjected, accidents, or even the health policies that exist in their country and allow them to achieve a certain standard of well-being -free vaccination, access to health services, disease prevention campaigns, among others-.

Like other dimensions of Quality of Life, this dimension has been taken up again recently, since isolation and the new normality have made it clear how essential self-care, both physical and mental, is during the contingency (Rivera Alvarado, 2020). Thus, healthy practices and safety measures have been positioned as a topic of social interest.

1.1.3. Quality of Social Life

One area of Quality of Life that is linked to the situation in the space in which he/she lives is the so-called social Quality of Life. From an economic point of view, the optimum levels in this area are reached when the individual can cover his fundamental needs through the use of the resources available in his environment. This concept has been worked on from the point of view of the degree of comfort and security provided by the environment in which the inhabitants live, given the demands they have (Abaleron, 1998; Lindenboim, 2000). It has also been approached from the urbanization of territories and its effects on human beings (Leva, 2005).

Some elements that affect this area of quality of life are little or no social integration, the absence of solidarity and little or no social networks created by the individual (Lee, 2015).

But this concept goes beyond this, as it includes the way in which people can participate in the social and cultural life of their community, carrying out actions that contribute to the improvement of individual and collective well-being. Therefore, it is linked to other concepts such as cohesion, empowerment and social inclusion as part of the requirements that the individual must perceive as covered to meet their needs in this sense (Tomlinson, Walker and Foster, 2016).

Other elements are more related to the facilities provided by the political system. Hence, it is indispensable for the state, considering its own functions, together with other organizations, to regulate of socio-economic conditions to address the priority needs of citizens, strengthen trust and dignity in society, honor the values and norms of all groups that are part of the community (Danilova, Kovrigina and Khuziakhmetov, 2020).

In recent months, the Quality of Social Life has been present due to the sanitary contingency, since this process has shown the lack of sufficient conditions for isolation. In this sense, Rivera Alvarado (2020) points out that the suffering of this virus is not visualized in the same way in the different social strata. Therefore, this may have an impact on the perception of the quality of social life of individuals.

1.2. Infographics

Infographics are communicative products that convey messages succinctly. At the same time, they concentrate a large amount of understandable and simple information. Considering the data that is captured in them, in some cases, it is used to reveal the cause and effect of a phenomenon. In other cases, it allows to see the evolution of certain parameters or statistics of interest such as those concerning demographics, finance, market, among others. However, regardless of the subject matter, it has a clear function of educating the receiver (Saroja, 2020).

This communicative piece conveys data with visual and understandable elements; stimulating the interest of readers for its creative content and compact presentation (Ponce, Rangone and Funes, 2015). It can be consumed in printed and digital format. Therefore, it becomes a complementary tool to explain specific aspects of a topic in a virtual space (Roney, Menjívar and Morales, 2015); or to be exposed in face-to-face oral presentations, or in spaces where any passerby can consult it.

Infographics are a form of communication that requires an adequate balance between text and image. Its presentation must be attractive and pleasing to the eye; but this feature should not be above elements such as the veracity of the quality of the information. In other words, the data presented must be supported by reliable sources, which the receiver observes as part of the content of the infographic (Siricharoen and Siricharoen, 2015).

According to Madurga (2016), the main advantages that this graphic component represents are: 1) It allows to quickly scan the information it contains; 2) Due to its length, its reading is enjoyable; 3) The content is easy to understand and assimilate; 4) Of great impact in digital media because they capture traffic and are easily shared.

Arum (2017) specifies that the infographic must undergo an evaluation process before its socialization, to ensure that the organization of images and text is appropriate for the audiences and that there is quality in the information included. Following these recommendations, the infographic becomes a powerful tool to convey information, no matter how complex it may be, users will get the message.

We must not lose sight, as mentioned by Sanz and Castejón (2018) that infographics respond to an informative need, providing data that meet the criteria of truthfulness, clarity and synthesis. This is the essential function of these communicative pieces.

1.3. Quality of Life in COVID-19 Infographics in Mexico

Since the beginning of the 20th century, infographics were already widely used by the scientific community to explain processes or present information. In the 30's of the last century this format was gradually introduced in the media. Several agencies and international organizations have resorted to the use of infographics to disseminate information. In 2016 alone, the World Health Organization - Europe website reported that infographics accounted for more than 50,000 views (Nielsen, 2017).

With the exponential growth of the production of infographics, the topics that have been addressed have been very diverse. Infographics have been used not only in journalism; marketing, education and even government communication have resorted to this piece of communication to connect with their audiences (Català Domínguez, 2018). Thus, the Quality of Life and its areas have been captured in these modalities of message dissemination.

Thus, for example, infographics have proven to be an option for pharmaceutical companies and health-related organizations, since they expose medical information that can be disseminated to different audiences (Patel et al., 2020; Rivera-Salas, 2019). In this sense, Buljan et al. (2017) concluded that, in health and human development topics, recipients find the contents exposed in an infographic more entertaining and educational than in a traditional text.

Muñoz del Bosque (2017) considers that infographics can support the dissemination of information related to Quality of Life in the field of health, focusing on topics such as the dissemination of the characteristics of a disease, as well as its treatment and/or control. In addition, measures to preserve the integral health of the individual can be addressed by socializing information about the human body and its functioning.

From a social perspective, sharing information in infographics brings several benefits by providing concise data on a specific topic. Cox and De Goeij (2020) found that, even in the management of financial resources, knowledge of the subject through infographics supports consumers in making decisions on the use of money and other assets, primarily those with higher levels of education.

Thus, the infographic is a format that is consulted as an option to obtain information. The pandemic resulting from the new SARS-CoV-2 coronavirus has been no exception. Since the arrival of this virus in Latin America, Internet users have continuously consulted infographics on COVID-19. From the second week of March until July 2020, statistics show that a high demand resource in the digital environment (Google Trends, 2020a).

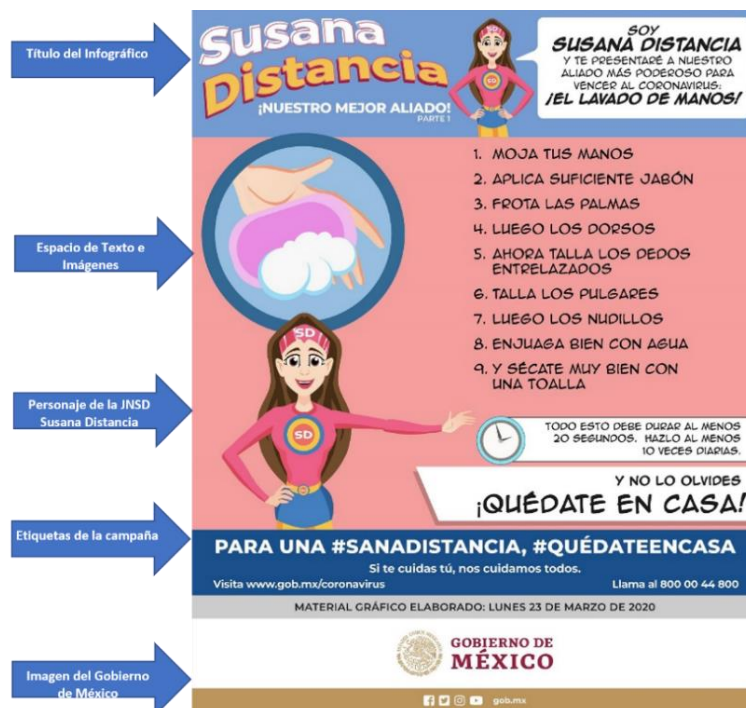
In the case of Mexico, the Federal Government created the site "Todo sobre el COVID-19" to provide infographics focused on SARS-CoV-2, which guide the Mexican population on safety measures and healthy practices related to preserving their Quality of Life -from its different dimensions- during the health contingency. This site presented

Quality of life infographics on widespread for the Government of Mexico on the site
"Todo sobre el COVID-19"

constant accesses continuously from its insertion at the end of March to June 2020 (Google Trends, 2020b).

It should be noted that the Government of Mexico implemented this space to concentrate all information related to the pandemic and to support the JNSD. This involves various types of communication products - such as brochures, videos, manuals, infographics, posters, among others - aimed at different audiences. The JNSD outreach campaign has as a central element the character Susana Distancia, a popular cartoon heroine -with more than 70,000 followers on Twitter-, who seeks to raise awareness among the population about the basic measures to be taken to avoid contracting COVID-19 (El Universal, 2020).

The infographics published also included elements related to the institutional image of the Government of Mexico and its agencies, as well as information for the user to obtain further guidance via telephone and even the spaces that the State has in social networks to solve doubts of the general population about the pandemic. Some of them include the date of publication and labels related to COVID-19 (Government of Mexico, 2020). These elements are shown in Figure 2.



Infographic published on the site "All about COVID-19" and some of its elements.

Source: Own elaboration with information from the Government of Mexico (2020).

Alternatively, these communicative pieces were socialized in their spaces in social networks, through traditional media and in public spaces in printed format. The above, as part of the communication strategy that the government of Mr. Andrés Manuel López Obrador proposed at the beginning of his administration, which has as its target

audience the 55 million Mexican cybernauts, and 75 million inhabitants who consult information through traditional media (García Soto, 2019).

2. OBJECTIVES

General Objective.

- Identify the presence of Quality of Life in the information contained in the infographics published by the Government of Mexico on the site "All about COVID-19".

Specific Objectives:

- A. Determine the messages that are disseminated in the infographics on each of the Quality of Life areas: Health, Work Life and Social Life.
- B. Delimit the content included in the infographics on COVID-19 that were socialized by the Mexican State.

METHODOLOGY

In order to meet the research objectives, a quantitative approach was used to measure through quantifiable data the frequency with which the variables and categories of interest are presented. Also, a descriptive and non-experimental method was applied, since only the characteristics of the objects of study were shown, without affecting any variable. Likewise, a cross-sectional design was implemented because the recovery of information was done at one time, at the end of July, when phase 3 in Mexico began to be overcome in several states of the country, to move to a new scheme of normality.

To delimit the objects of study, the web page created by the Government of Mexico to orient the population on the new SARS-CoV-2 coronavirus was reviewed. This site is called "All about COVID-19". On this site, the information was distributed by topic of interest -see Figure 3 in Annex 1 1. At first hand, it was identified that the virtual space includes a total of 320 infographics that provide information on the pandemic to different audiences.

Once the infographics were reviewed, it was detected that 170 of them are a translated version into one of the 72 indigenous languages spoken in the Mexican territory. These infographics maintain both the design and content distribution (Government of Mexico, 2020). In addition, it was observed that not all infographics published in Spanish were translated. It should be emphasized that Spanish is the mother tongue of almost 95% of the inhabitants in Mexico (Instituto Nacional de Estadística, Geografía e Informática, 2015). Therefore, only the 150 infographics published in Spanish on the aforementioned site were considered as part of the sample for this study. The infographics that were observed for this research and the title of the space where they were located in the aforementioned site are specified in Table 1.

Quality of life infographics on widespread for the Government of Mexico on the site
"Todo sobre el COVID-19"

Table 1. *Infographics included in the study by topic of interest according to the site "All about COVID-19".*

Topic of Interest	No. of infographics observed
General information about COVID-19	18
School Environment	4
Work Environment	5
Recommendations for health personnel	15
Sana Distancia	29
Myths and facts about COVID-19	4
Use of mouthguards	7
Other environments	15
The reasons for preventive measures	7
Actions with a gender perspective	2
Mental health	19
Boys and girls	1
Maternal health	2
Together for work	11
COVID-19 Secure Personal Data	11
<i>Total</i>	<i>150</i>

Source: Own elaboration based on the site Todo sobre el COVID-19 (Government of Mexico, 2020).

The variables of interest for this document were Quality of Life, which is conceptualized as the valuation that any individual has of various aspects of his or her life, including work-related, social and personal health satisfactions. The dimensions that were determined in this case were Quality of Life related to Health, Quality of Life at Work and Quality of Social Life.

Another variable of interest was infographics -or infographics-, defined as a unit of information that combines text and images in a balanced way, whose function is to disseminate validated data corresponding to a wide range of topics. The dimensions delimited for this variable were message, function and structure of the infographic.

To support the research and the construction of the instrument, a search strategy was designed based on the keywords determined according to the variables of interest. Subsequently, research articles corresponding to the last 5 years -2015 to 2020- were located in databases and scientific dissemination portals such as *Google Scholar*, Dialnet, Scielo and EBSCO. The search strategy used is shown in Figure 4 of Annex 1.

Initially, the portals mentioned above yielded more than 82,000 results from the different search combinations performed. Then, with the evaluation of the titles and the abstract, a large number of documents were discarded, leaving only 123 full-text research articles for safekeeping. However, once elements such as the introduction, discussion and conclusions were reviewed, only 56 research articles were retained. It

should be noted that several of these documents made it possible to identify articles that were not published during the proposed review period, but which are recurrently cited; for example, Ardila (2003) and Segurado Torres and Agulló Tomás (2002). With the information compiled in matrices in which the theoretical elements, methodologies, main findings and conclusions of each article were concentrated, the variables of interest were operationalized, resulting in a first version of the observation guide that included 62 items.

To validate this version of the instrument, an expert judgment was applied. A group of 8 communication specialists with the following characteristics were used: having developed infographics and having worked in the design of communication strategies related to health and government. By means of a questionnaire, each judge determined, according to his or her own criteria, the relevance of the item in terms of each proposed variable, based on the following scale: a) Indispensable, b) Useful, but not indispensable, and c) Not indispensable. A space was also added to receive comments from each judge on how to improve the wording of each item. Subsequently, the Lawshe-Tristan (2008) content validity ratio was calculated for each item, retaining only those that obtained values at 0.85, as indicated in this validation model. Thus, 55 items were retained.

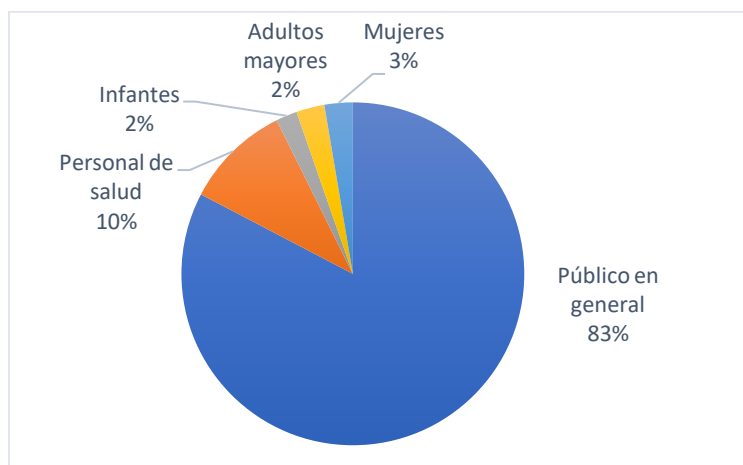
Considering that the observation was intended to identify the presence or absence of the characteristics indicated by the authors as part of each variable, the responses were coded as dichotomous questions -0 for absence, 1 for presence. The instrument was then piloted with two coders who recorded their observations with the second version of the instrument. With the values recorded, the Holsti reliability coefficient was calculated, which reported a value of 0.78; this value tends to total agreement, as it is close to 1.

Finally, a descriptive statistical treatment was given to the data collected from the observations, using the Excel program. In this way, graphs and tables were obtained that concentrate the results based on the categories of each variable. It is worth mentioning that, for the construction and analysis of the frequency tables corresponding to the variable Quality of Life, the total number of elements was taken as the number of infographics that included the area mentioned. On the other hand, for the variable Infographics, the processing included the total number of items in the sample.

4. RESULTS

This section will present the results obtained in this study. As a starting point, it was identified that the infographics are aimed at different target audiences. Most of the information contained is oriented to the general public -8 out of 10 infographics-; although some pieces of communication are directed to health personnel and other populations of interest. This information is summarized in Graph 1.

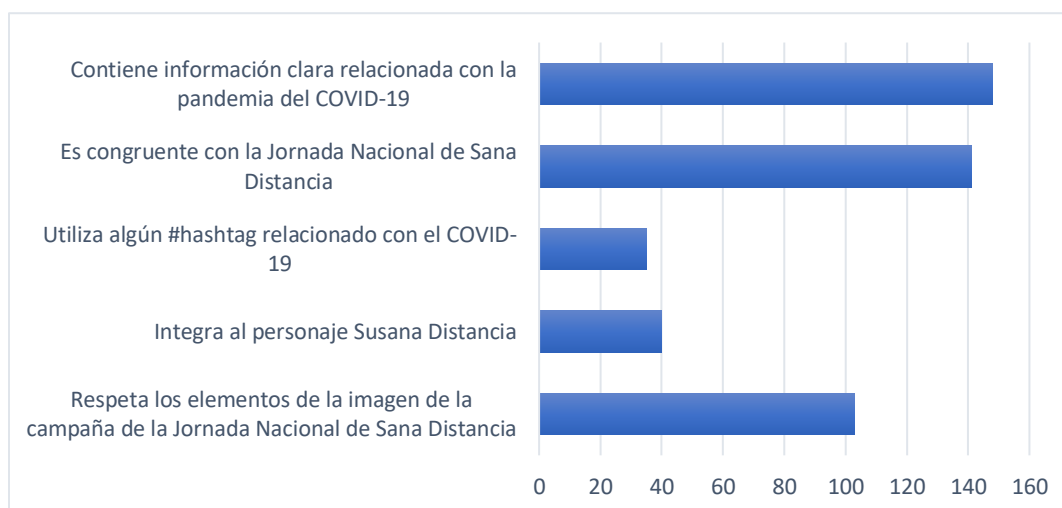
Quality of life infographics on widespread for the Government of Mexico on the site "Todo sobre el COVID-19"



Target audience of the infographic.

Source: Own elaboration based on data obtained from the sample.

Likewise, when observing the infographics, the congruence of these visual elements with the issuer and producer - the Government of Mexico - and for the purposes for which the site was created, which is the dissemination of information on the pandemic, was assessed. Figure 2 shows that, although all of the infographics were linked to the COVID-19 theme, just over 2/3 of these infographics adhered to the features displayed in the National Healthy Distance Journey campaign. In addition, there was limited use of pandemic-related tags. The tags that were used the most were #QuedateEnCasa, #SanaDistancia, #CuidaTuSaludMental, #EscuchemosPrimero, and #FrenteALasAdicciones -revise Figure 5 in the appendix where the total number of tags that were identified appears.

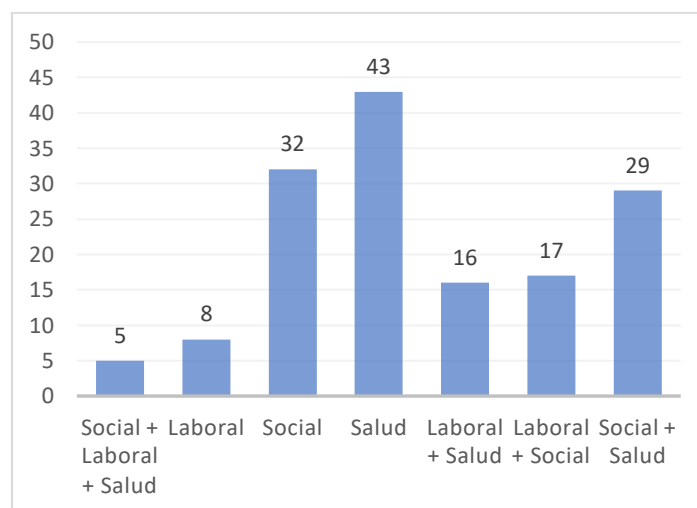


Elements related to COVID-19 and the National Healthy Distance Journey identified in the infographic.

Source: Own elaboration based on data obtained from the sample.

Quality of life

Quality of Life was one of the variables of interest in this research. It was identified that the domain that was most disseminated through the infographics was Quality of Life in Health. Forty percent of the infographics include more than 2 areas of Quality of Life. Quality of Life at Work is the least disseminated, appearing in only 31% of the infographics -see this information in Graph 3. Thus, 83 infographics were published in the social area, 93 infographics in the health area and the labor area is visualized in 47 infographics.



Quality of Life domains addressed in the infographics

Source: Own elaboration based on data obtained from the sample.

Regarding Quality of Life at Work, Table 2 shows that the messages identified in this category are related to the safety measures applicable to keep safe in the workplace, as well as to achieve the work objectives that individuals have. It is significant that only 9% of the infographics talk about how to apply strategies to reduce work stress, or the importance of having a job for the common good of society, with 13%.

Presence of Quality of Work Life elements in the infographics observed.

Item	Presence	
	Fr.	%
Expresses how to achieve satisfaction on labor issues considering the current pandemic	23	49%
Describes how to achieve job performance from contingency.	22	47%
Promotes work motivation under current conditions	20	43%
Point out how to apply safety measures to safeguard your health in the workplace/telework space.	35	74%
Mentions the importance of seeking the satisfaction of affective needs -support among colleagues, work groups, managers, among others- in today's work environment.	8	17%
Contribute to the search for solutions to avoid work/teleworking stress	4	9%
Explains strategies to achieve their goals/objectives in the work environment.	20	43%

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Promotes that having a job is favorable for the growth of the community.	6	13%
Motivates the individual to be more productive at work/teleworking	17	36%
Points out how to avoid contagion in the work environment.	23	49%

Source: Own elaboration based on International Labour Organization (2020), International Labour Organization in Latin America (2020) and data retrieved from the sample.

When visualizing the information contained in the infographic on the Quality of Life in Health category, it is observed that the infographics reviewed emphasized health care during confinement, as well as the execution of good practices during this period. The element that was least addressed has to do with the performance of artistic and cultural activities as a means to favor the individual's health. Table 3 concentrates all the items observed for this area.

Presence of Quality of Life in Health elements in the infographics observed.

Item	Presence	
	Fr.	%
The importance of health care during confinement is discussed.	70	75%
Contributes to the search for solutions to avoid stress in confinement.	31	33%
Motivates the recipient to follow life objectives, even if we are in the midst of a contingency.	22	24%
Presents healthy practices to maintain good health at home - nutrition, sleep, hydration, among others.	58	62%
Mention how to apply safety measures to safeguard your health at home.	33	35%
Explains how to apply safety measures to safeguard your health outside the home	45	48%
Provides information for the reader to assess his or her health status considering the COVID 19 situation	22	24%
Raises the reader's awareness about taking care of his or her body (physical functioning: exercise, skin, eyes, mouth, etc.).	32	34%
Proposes to carry out artistic and cultural activities to contribute to the mental health of the individual.	15	16%

Source: Own elaboration based on data obtained from the sample.

On the other hand, messages related to Social Quality of Life were valued. Regarding this category, it is relevant that more than 90% of the infographics promoted the importance of maintaining a good behavior of citizens during the pandemic. On the other hand, the dissemination of messages related to equal opportunities for all individuals was less frequent in these infographics -see table 4 for more details on these results-.

Presence of elements of Social Quality of Life in the infographics observed.

Item	Presence	
	Fr.	%
Improves the reader's perception of the phases of the contingency experienced in their environment.	35	42%
It creates a perception of equal opportunities for all inhabitants of the country.	31	37%

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Raises the reader's awareness of the importance of maintaining a healthy distance from people who interact with them outside their home.	38	46%
Emphasizes respect for others through good practices in public spaces	41	49%
Promotes the adoption of a supportive attitude to maintain the health of the community.	56	67%
Encourages the recipient to contribute to a harmonious social climate despite the pandemic	50	60%
Stresses the importance of maintaining a strong value system in the community to positively impact the health of everyone	42	51%
Promotes messages that encourage individuals to behave well during the pandemic	80	96%
Raise the reader's awareness about caring for the people they live with.	39	83%

Source: Own elaboration based on data obtained from the sample.

4.2. Infographics

As part of the infographics variable, some categories of interest were determined. With respect to the category Message projected by the infographics observed, it was detected that in more than 95% of the cases, the infographics that were sampled present concise, understandable messages, with the most relevant of the subject and that do not give rise to information that generates speculation about the pandemic - review graph 4 to deepen in these results-. It should be noted that graphs 4, 5 and 6 were constructed under the same logic, that is, they show the number of infographics that did present the proposed items corresponding to the category indicated.

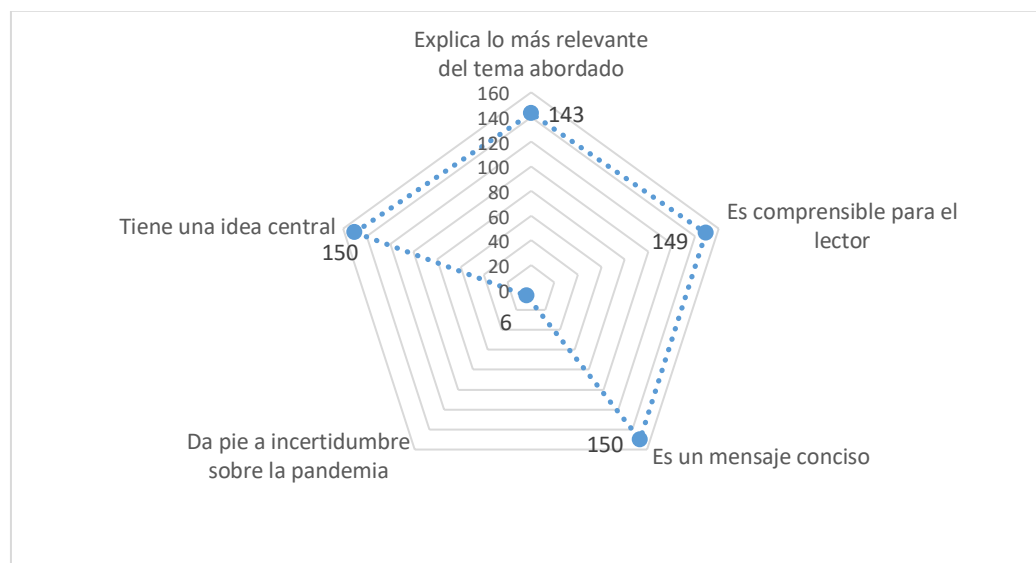


Figure 4. Message projected by the infographics.

Source: Own elaboration based on data obtained from the sample.

The function performed by the infographic was also assessed in this research. As can be seen in Figure 5, the function most covered by the infographics observed is that of summarizing pandemic-related information. In contrast, the dissemination of information

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that other international agencies or organizations have generated in advance is the function that was least identified in the infographics included in the sample.

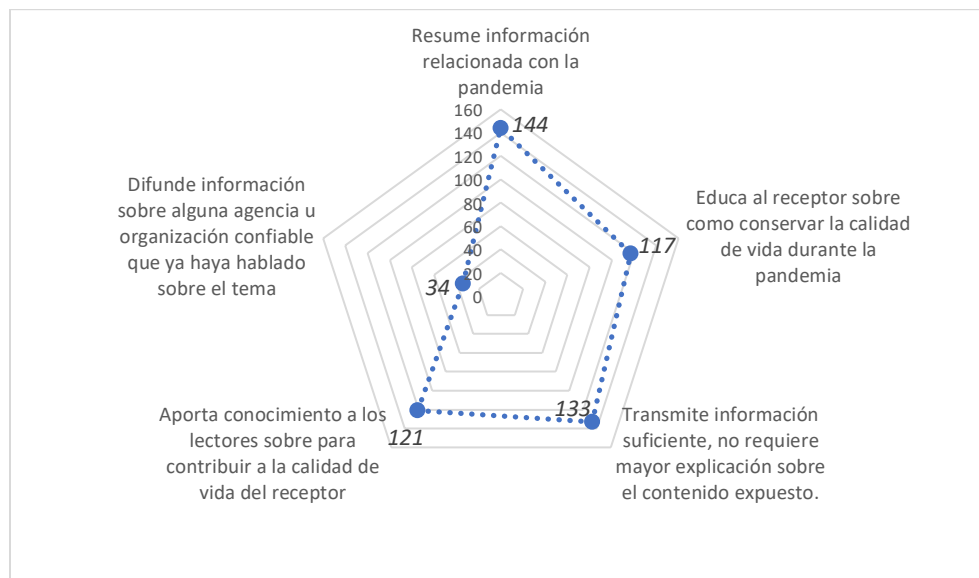
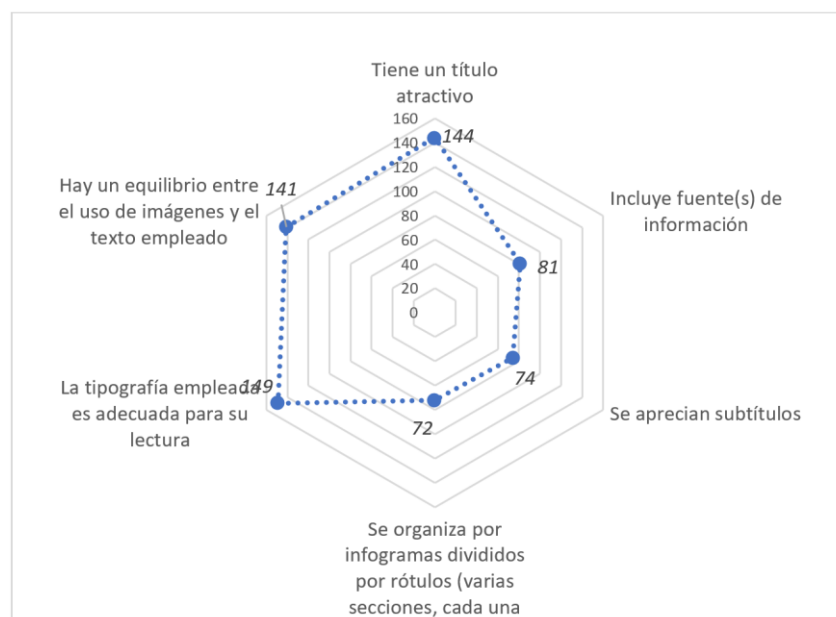


Figure 5. *Function fulfilled by the infographics observed*
Source: Own elaboration based on data obtained from the sample.

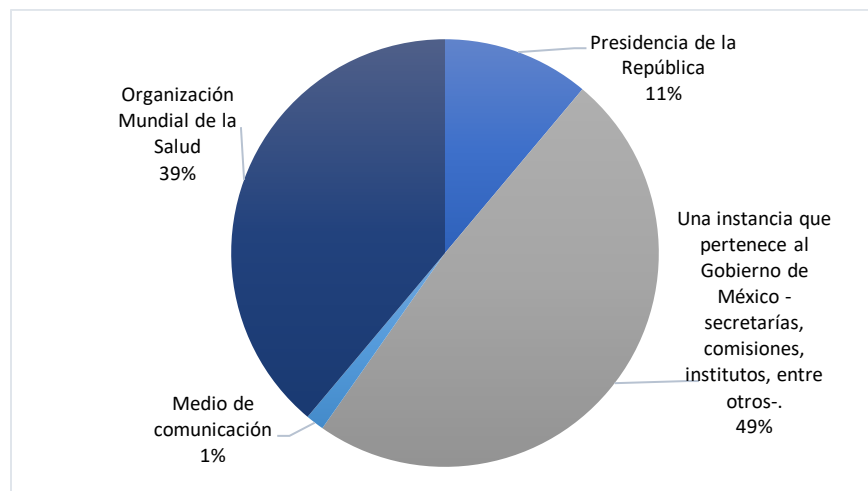
Another category of interest was the elements observed in the structure of the infographic. According to the data retrieved, most of the infographics include an attractive title and have a design that favors its reading, adequately combining text and images. On the other hand, a little more than 50% of the infographics do not include a source of information to support the data presented in these communicative pieces. These data are summarized in Figure 6.



Elements identified in the structure of the infographic.

Source: Own elaboration based on data obtained from the sample.

Of the infographics that did report sources of information, it is noteworthy that almost half of these communicative products are based on statistical information that the Government of Mexico itself has generated from the different departments that constitute it -such as ministries, institutes, commissions, among others-. The sources of information mentioned in the communicative pieces are shown in Figure 7.



Type of information sources mentioned in the observed infographics

Source: Own elaboration based on data obtained from the sample.

5. DISCUSSION

Once the data have been processed, this section presents a discussion of the results obtained. In the first instance, it is significant that at least one of the areas of Quality of Life is mentioned in all the infographics observed. This is in line with the definition of the concept of Salas and Garzón (2013), since these are messages that address some aspect of human development, labor and environmental relations that individuals have. These messages are oriented to support the receiver on how to cope with or preserve their Quality of Life during confinement. With this, the general objective of this research is met.

It seems relevant to mention that the contents presented in the infographics, also adhere to the JSND campaign, and at the same time contribute to the consolidation of the institutional image of the current management (Márquez, Molina and Mejía, 2017), by disseminating messages that support their audiences to have positive experiences around the contingency, and at the same time denote the role of accompaniment played by the Mexican State.

Considering the messages of the infographics that are linked to the areas of Quality of Life -the specific objective A of this research- some findings stand out. In the area of Quality of Work Life, the information provided seeks to guide readers, as highlighted by

Alves, Cirera and Carlos (2013), on how to continue performing their work and remain productive, even when they are in confinement -remote work-; or have to attend a workspace away from home (International Labour Organization, 2020). Despite this, few messages were identified that were associated with the control of emotions, emotional intelligence or stress management; which are elements that condition the Quality of Working Life (Nanjundeswaraswamy and Sandhya, 2016; International Labour Organization in Latin America, 2020). This represents a pending issue to be addressed in this type of communication pieces.

On the health area, there is an intention in a large part of the infographics, that individuals value the adoption of healthy practices for the care of themselves and those around them as mentioned by Lopera (2020) and Cáceres-Manrique, Parra-Prada and Pico-Espinosa (2018). However, it is necessary to increase messages containing a long-term vision, linked to life goals and the intrinsic motivation of the individual, as highlighted by Sanjuán and Ávila (2016), in order to encourage the physical and mental health of the recipients. In this case, it is advisable for the Mexican State to refocus its messages because although this is the most addressed Quality of Life area, it does not cover with the same intensity some of the elements linked to mental health.

The Quality of Life related to the social sphere, messages are visualized that seek to make the individual aware of the importance of carrying out individual actions that positively affect the collective. In other words, emphasis is placed on the impact of following health measures to prevent the disease from spreading. This is in line with Danilova, Kovrigina and Khuziakmetov (2020), who emphasize the importance of honoring community values and norms, as well as strengthening trust and solidarity among the members of a society.

It should be added that these messages are reinforced with the use of labels inserted in the infographics. These tags focus on the desirable behaviors of individuals during the contingency; but they do not focus solely on the pandemic, as they include day-to-day behaviors for healthy coexistence. Some of these tags are #StayHome and #HealthyDistance, which are complemented by #Let'sListenFirst and #NoDiscrimination.

Additionally, as part of the objectives proposed for this research, the content included in the infographics on COVID-19 that were socialized by the Mexican state -specific objective B- was delimited. Taking into account the messages that were issued to the infographics, almost all of them comply with the characteristics that Madurga (2016) and Sanz and Castejón (2018) propose, being synthetic, understandable, easy-to-read communicative pieces that meet the reader's need for information.

Also, the function covered by the Quality of Life infographics sampled was evaluated. There is a tendency to present summarized information about the pandemic (Madurga, 2016); as well as the intention to educate the receiver about the subject they deal with (Saroja, 2020). Despite this, it is imperative that this functionality is reflected in all the communicative pieces that are published, given the representativeness and the role of the issuer, in this case, the Government of Mexico.

At the same time, the identified elements of the structure of the infographics observed were defined. It is significant that the design is attractive, with an adequate use of colors, images and typography. As for the support of the data presented, almost half of the communicative products that have a reference are based on information generated by the Mexican State itself.

At the same time, there is a large proportion of information units that do not have sources of information. This is an area of opportunity that should not be taken lightly, since this type of omission can lead to questioning the veracity and quality of the content presented. Siricharoen and Siricharoen (2015) have already remarked how important it is to project in an infographic a balance between aesthetics and ethics with respect to the credibility of the exposed data.

6. CONCLUSIONS

Considering the findings of this research process, the processed data support the idea put forward by Català Domínguez (2018) and Muñoz del Bosque (2017) in the sense that infographics are a good option to disseminate information related to Quality of Life. For this practice to be even more effective, it will be necessary to attend to prior evaluation, with a high level of rigor (Arum, 2017) to ensure the quality of what is exposed to the recipients.

This research was oriented to locate the messages related to Quality of Life during the contingency in Mexico. However, in order to understand the effect of the messages transmitted to the audiences, it is important to carry out future research in which the receiver evaluates the content of the infographic and provides feedback. Likewise, from the audiences, it is possible to identify what other messages or what type of information they require or need in greater depth to continue promoting their Quality of Life during this stage of confinement that is taking place.

On the other hand, this work focused on identifying the presence or absence of characteristics of infographics, as well as the characteristics of dimensions of Quality of Life, according to what the reviewed authors have pointed out. Therefore, there is still an area of opportunity for research that analyzes the content from a semiotic point of view.

Finally, visual communicative products are increasingly consulted by recipients. Therefore, it is necessary to continue with the evaluation and socialization of good practices in the construction of infographics on health issues. This is a priority, considering that the levels of information literacy of Internet users are still not sufficient for the evaluation of the contents they consume daily in virtual environments. This is therefore one more task for the field of Health Communication.

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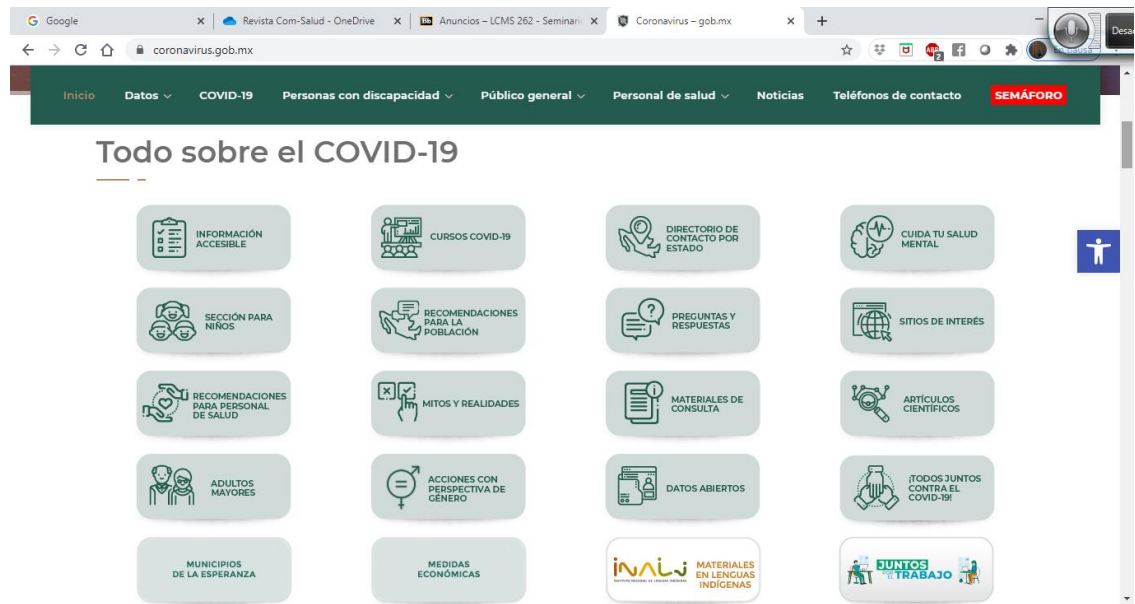
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Appendix



Distribution of contents on the "All about COVID-19" page.
 Source: Government of Mexico (2020)

Variable de interés	Términos para la búsqueda	Bases de Información			
		EBSCO	Google Scholar	Dialnet	Scielo
Calidad de vida	calidad de vida	X	X	X	X
	calidad de vida and SARCoV-2 or coronavirus	X	X	X	X
	calidad de vida and trabajo or laboral	X	X	X	X
	calidad de vida and salud	X	X	X	X
	quality life	X	X		
	quality life and pandemia	X	X		
	quality life and labor or work	X	X		
	quality life and health	X	X		
	quality life and social	X	X		
Infografía	infografía or infográfico and calidad de vida	X	X	X	X
	infográfico or infografía and calidad de vida and social	X	X	X	X
	infográfico or infografía and calidad de vida and laboral	X	X	X	X
	infográfico or infografía and calidad de vida and salud	X	X	X	X
	infographics and quality life	X	X		
	infographics and social and quality life	X	X		
	infographics and labour or labour and quality life	X	X		
	infographics and health and quality life	X	X		
	infographics and coronavirus or SARCoV-2	X	X		

Figure 4. Search terms
 Source: Own elaboration.

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Figure 5. Tags used in the infographics observed.
Source: Own elaboration based on data retrieved from the sample.