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VISUAL SATURATION: ANALYSIS OF ADVERTISING IN SOCIAL NETWORKS

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We are so saturated with visual information that now it's a challenge for designers and artists to find a balance between amount of the information and complexity of the message that is transmitted through advertising. Social media advertising are advertisements served to users on social media platforms. Social networks utilize user information to serve highly relevant advertisements based on interactions within a specific platform, but at the same time, because of the low quality of such advertising, users are getting oversaturated with this information that becomes unpleasant and generates user "blindness". In our work we have investigated cognitive load of the user, O'Donnell and Eggemeier define this term as the amount of mental resources required to perform a task, therefore, the more information an image has the more work the user will have to interpret the message [1].

The aim of this research is to analyze some advertising images taken from Facebook and define how to reduce the cognitive load of the consumer. We analyzed quantity of information they have to recognize to understand properly the complete message with the purpose to know how it is possible to avoid visual contamination. Social Media Pollution is quiet common practice nowadays so reflecting on the advertising that are sharing in social networks help us establish common rules for designers that are developing pieces for this sector.

Recently social networks have gained greater strength and influence among the community, this has served as a means of advertising dissemination for companies that want to reach the greatest number of people in the shortest time possible, but do all these publications have only the necessary information to make the message clear to the user? Sometimes the visual information provided in the advertising images is confusing and doesn't allow a clear reading of the message, for this reason, it is important to follow some rules that help to avoid this problem.

The advertising image through visual communication can acquire several functions that can directly alter the content. Norberto Chaves [2] provides a new classification applied to the advertising poster, this classification is based on the six essential functions of language proposed by Jakobson [3] but with a different details and adapted to the analysis of the advertising poster. The functions proposed by Chaves are the following: contact, information, persuasion, identification, conventionality and aesthetics. Through the

application of this model we will know the communicative intention of the sender, the denotative and connotative messages, as well as the necessary data of the advertising image that we will be analyzing to be able to identify if it has only the necessary information for the message to reach the user in a satisfactory way or if it is saturated with information that could make the interpretation of the message difficult.

The methodology proposed by Norberto Chaves is based on the language functions of Roman Jakobson, the following table 1 shows the nomenclature of the functions of each author and analyses the sample image taken from the Facebook page of a travel agency, see picture 1.

Table 1 – Nomenclature of Jakobson functions vs Chaves

Roman Jakobson	Norberto Chaves
Reference Function	Information
Expressive Function	Identification
Poetic Function	Aesthetics
Conative Function	Persuasion
Fatic Function	Contact
Metalinguistic Function	Conventionality



Picture 1 – Advertising of the travel agency

Advertising analysis based on the Chaves methodology:

Information. The image provides us with information about a trip to Puerto Vallarta from December 18 to 20. The graphic elements it provides us with are various beach images, a bus, some Christmas bells, two logos and at least four different typographies.

Identification. In this poster, what the issuer tries to communicate is the invitation to a trip to Puerto Vallarta by putting as a reference several beach images with typographies that give some details of the trip.

Aesthetics. In the image we observe too many visual elements that make it difficult to read clearly, in the background there is an image of a beach with a boardwalk, in the background there is a bus, some Christmas bells, a picture of a family on the beach and a swimming pool, we can also identify two logos and four different types of typography. All this together saturates the image because it has many elements and makes it difficult to read.

Persuasion. The target audience for the poster is people who are interested in travelling, especially families, although it is open to anyone who wants to travel.

Contact. The contact with the poster is established through Facebook, but as it is an image with too many visual and computer elements it diverts the user's attention and the message may not be received correctly as there are many distractions.

Conventionality. In this case the relationship between text and image becomes confusing because of the amount of elements and information that saturate the image, the text does not have a linearity and the images do not provide a clear reading therefore the images and text become confusing.

With this analysis we have demonstrate that this poster has a lot of unnecessary elements. For this reason, it is important that designers and artists take these analysis criteria into account for their designs and, in this way, avoid the visual saturation of advertising images on social networks and rejection of the information by the user.

Conclusions

The degree of visual advertising saturation perceived in social networks has a tendency to grow due to the fact that the exposure of advertising is constantly increasing. The impact of the visual advertising saturation that the user perceives is negative, since he considers advertising as inconsequential in form and content, in addition, visual overstimulation causes stress and anxiety.

References.

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