How to make good research posters

First thing's first

WHO IS YOUR AUDIENCE?

- General public;
- Non-specialists;
- Specialists.

What is a research poster?

- A simplified, visual representation of your work;
- It highlights major achievements / discoveries.

What is its purpose?

A poster is all of the following:

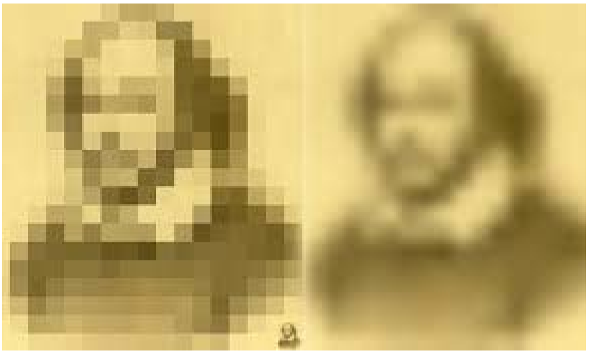
- An informative snapshot of your work;
- An advertisement of your communication abilities;
- A recruitment tool.

What makes a good poster?

- The right proportions;
- Easy flow;
- Good background and text color choice;
- Big (enough) font;
- Relevant, to-the-point text.

What makes a bad poster?

- Busy or textured background;
- Crammed text and figures;
- Pixilated images and graphs;
- References in the abstract;
- Inconcistencies;
- Speling mistakes;
- Small or unusual font.



www.opticalillusion.net

The components

- Title –capture the audience;
- Authors and their affiliations;
- Abstract – brief, informative, no references;
- Introduction – background information, outlines the problem / states the aim of the study;

The components (continued)

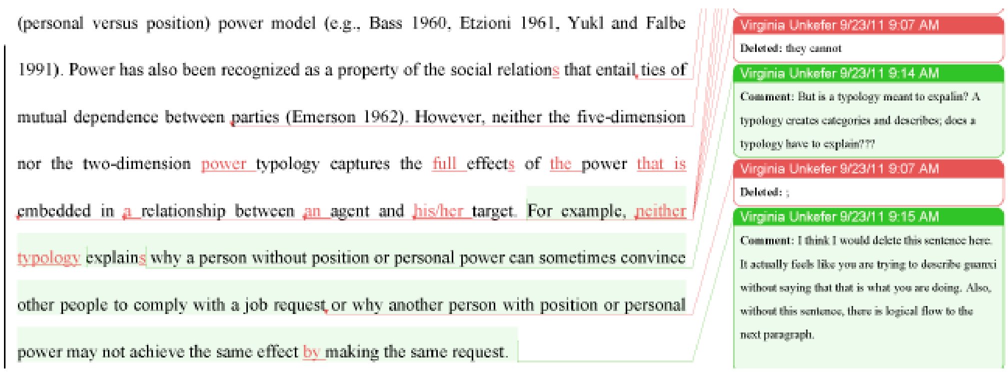
- Methods –only relevant methods and materials;
- Results – only the exciting and novel results;
- Conclusion – succinct, may include future work;
- Acknowledgements – sponsors and anyone who helped on the project;
- References – no more than five.

A picture paints a thousand words

- Those words are positive if you choose the right graphics or illustrations;
- …or negative if you neglect the basics:
  - Bad resolution;
  - Forget units on the graph;
  - Font size that is too big or too small;
  - Color choice that makes text unreadable.

The poster is ready, now what?

- Edit, edit, edit;
- Give it to a friend to edit.


(personal versus position) power model (e.g., Bass 1960, Etzioni 1961, Yukl and Falbe 1991). Power has also been recognized as a property of the social relations that entail ties of mutual dependence between parties (Emerson 1962). However, neither the five-dimension nor the two-dimension power typology captures the full effects of the power that is embedded in a relationship between an agent and his/her target. For example, neither typology explains why a person without position or personal power can sometimes convince other people to comply with a job request or why another person with position or personal power may not achieve the same effect by making the same request.

Virginia Unkefer 9/23/11 9:07 AM
Deleted: they cannot

Virginia Unkefer 9/23/11 9:14 AM
Comment: But is a typology meant to expalin? A typology creates categories and describes; does a typology have to explain???

Virginia Unkefer 9/23/11 9:07 AM
Deleted: ;

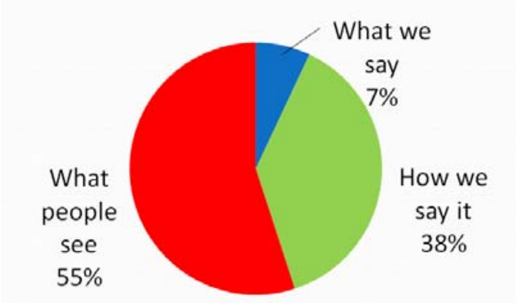
Virginia Unkefer 9/23/11 9:15 AM
Comment: I think I would delete this sentence here. It actually feels like you are trying to describe guanxi without saying that that is what you are doing. Also, without this sentence, there is logical flow to the next paragraph.

Presenting the poster

- No more than three minutes;
- Answer these three questions:
  - What was the point of the study (the aim)?
  - What did you find (results)?
  - Why is your work relevant / how is it applied (conclusion)?

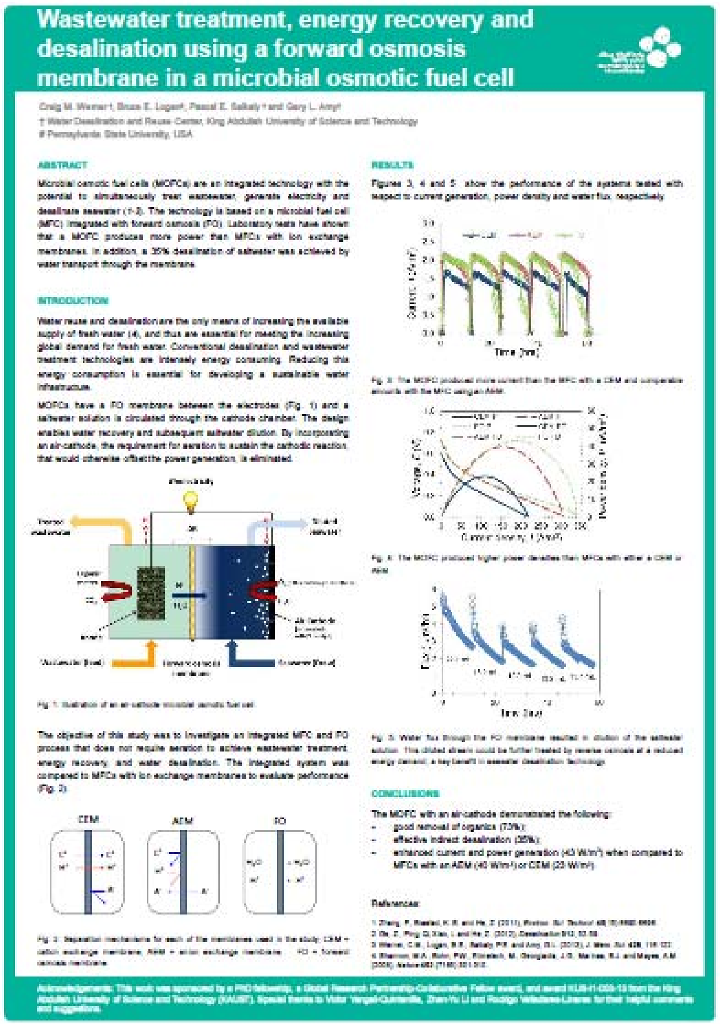
What else?

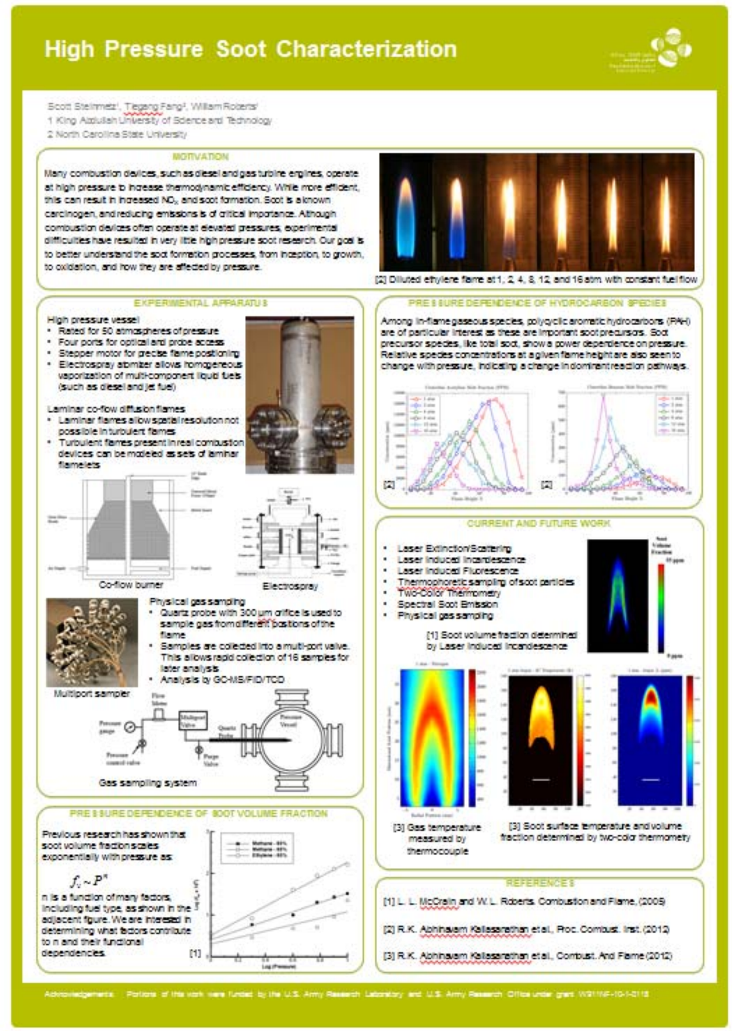
- Body language – speak to the audience, making reference to the poster;
- Tone – confident, unassuming;
- Dress code – smart casual;
- Practice makes perfect.



The Mitchell Organization

Examples of good posters





Further reading

- http://www.stanford.edu/group/blocklab/dos%20and%20donts%20of%20poster%20presentation.pdf
- http://www.kmeverson.org/academic-poster-design.html
- http://www.cns.cornell.edu/documents/ScientificPosters.pdf

Thank You

Through Inspiration, Discovery

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