

From Data to Design: Mastering Conference Posters for Public Opinion and Survey Research

Presented by Patrick Habecker¹ and Angelica Phillips²

¹University of Nebraska-Lincoln, ²U.S. Census Bureau

AAPOR Webinar

March 20, 2024

American Association for Public Opinion Research
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ESOMAR/WAPOR Report on the Freedom to Conduct &
Publish Opinion Polls

Presenters: David Jodice & Kathy Frankovic

April 18, 2024

1:00 PM – 2:00 PM ET



Please enter your questions in the Q&A box at the bottom of your screen.



Please complete the webinar survey immediately following the session.



TODAY'S PRESENTERS

Patrick Habecker

Angelica Phillips

Disclaimer

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Outline of Webinar Contents

- Why poster presentations?
- Creating an effective research poster.
- Logistical considerations.
- How to effectively present your poster.
- Poster checklist.

What Is a Poster Presentation?

Posters are short-form research presentations that are typically organized in a series of sessions with up to 50-100 posters being presented at the same time and in the same room.

Each presenter is expected to appear with a physical (almost always) research display that describes their project and be available to answer questions and talk with session attendees.

Session attendees may typically walk freely through the room, moving from poster to poster as they wish.

Common Poster Session Layouts

- Large room with only poster presentations
 - Aisles of poster presentations with about enough space for 2-3 people to walk through side by side
- Mixed into an exhibit hall room
 - Posters may form a ring around the exhibits
 - Or clustered into a section of the room
 - Perhaps scattered in small clusters throughout
- In open conference space
 - Lining hallways
 - Around an atrium
 - Near a high traffic space

Benefits of Poster Presentations

For Presenters

- Detailed conversations about your work with a wide range of people
 - Going beyond getting a handful of questions at the end of a panel session
 - In a busy poster session you may talk about your research in-depth for the entire session
- Lots of room for your work to be discovered as people move through the space
- When the session is well-organized, potential to meet many new people to network with
- Build your resume and CV

Benefits of Poster Presentations

For Attendees

- Discovery!
 - Encounter new research topics
 - New people doing research in areas you already familiar with
 - Meet new people
- Detailed conversations about the research project (this is worth repeating!)
- Learn about possible edge case research areas
 - Ones that are new, or perhaps don't fit well with existing panel tracks at the conference
- New services or organizations may be in poster sessions describing what they offer

Poster Creation

Poster Creation: What Content to Include?

What information do you need for a complete yet succinct research “story”?

It depends! But most posters include:

- Title, author(s), author affiliation(s).
- Research question(s) and/or hypotheses.
- Brief background information.
- Data source.
- Analysis methods.
- Results.
- Conclusion(s).

Use your space wisely!

- If it isn't needed for the succinct story you're telling, consider dropping it or moving it to supplemental materials (handout, supplemental downloadable file, etc.).

A Poster About A Poster: A Template to Demonstrate Effective Research Poster Creation

Angelica Phillips
Social, Economic and Housing Statistics Division
Demographic Directorate
U.S. Census Bureau

Presented at the 2023 American Association for Public Opinion Research Webinar
"From Data to Design: Mastering Conference Posters for Public Opinion and Survey Research"
March 20, 2024

Previous Research

- Background information that informs current research study (Putting citations in a lighter text color and a smaller font will reduce visual clutter)
- Bullet points that each reflect a different point can make this information easier to skim
- Use as much space as you need, but be careful to not overload your poster with background information
- Note that this text box, as well as the others on this poster, is created as a "table" in MS Powerpoint

Research Question(s)

Choose your own adventure for how to display your research question(s)/hypotheses/etc.!

- Just make sure they stand out. You don't want to hide your questions in a block of text.

RQ#: You could use color, contrast, or any number of visual design principles to draw attention to your research questions

RQ#: These colored blocks used to highlight research questions are created as "shapes" which I've used as a text box and aligned within the Research Question "table"

Data Source

- Don't know what to include when reporting your data source? Check out the **AAPOR Standards for Disclosure!**
- Survey name and data collection date(s) (Source citation YYYY)
 - Sampling and recruitment methods, data collection methods and mode(s) (n=###; AAPOR Response Rate <Eq. #> = ##%)
 - Survey's target population
 - Research sponsor, data collection source
 - Weighting method(s)
 - Method(s) to address missing data

Other Information

What if you want a wide column for a data visual (or something else) but don't want to have *everything* in that column be as wide?

- You can choose to break up wider columns into multiple narrow columns like I've done here
- This could give you more space for smaller bits of unique information

Another tip: Increasing the amount of space after line breaks can help fill blank vertical space!

Analysis Methods

RQ#: If you use a different method for your different research questions, be sure to label them appropriately!

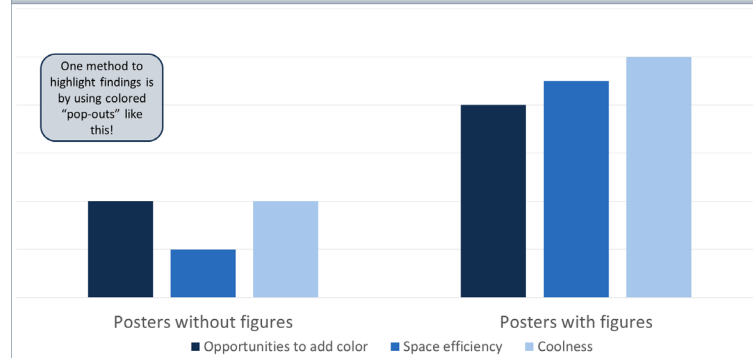
You can choose to include model equations to succinctly summarize your methods using the MS Equation tool

RQ#: Here's a different method used to address another research question

$$\text{Outcome} = b_0 + b_1\text{Predictor1} + b_2\text{Predictor2} + b_3\text{Predictor3} + b_4\text{Predictor4}$$

RQ#: Stating your research question's main finding in your header is a great way to use your poster space efficiently!

Few people want to read dense tables on posters. Consider communicating your findings in a large figure instead! This also gives you an opportunity to add more color and subsequently draw attention to your poster.



Here is a main finding from this data visualization *in layman's terms*. What would be your 1-2 sentence summary if you explained this research finding to a family member? That's the kind of easy-to-interpret finding that works well in pop-outs!

Don't forget to use **bolded** or underlined text to emphasize key points! This can emphasize comparisons between groups particularly well.

RQ#: Putting main findings in headers can help readers get the "gist" of your poster from a farther distance as well!

Effect of Poster Presentation Webinars on Sentiment Toward Poster Creation



If your figure is tricky to interpret, pop-outs can also provide interpretation guidance

Note: This graph is not based on real data and is used for demonstrative purposes only.

Want to create a pop-out that fits your color scheme but isn't too dark or bold? Increasing the fill transparency can help!

You can adjust the fill transparency in Shape Format > Shape Fill > More Fill Colors > Transparency (within MS PPT)

For context, these pop-outs are the same shade of dark blue as the poster's top and bottom banners set to 80% transparency.

Conclusions

- Don't forget to finish your poster with some takeaways!
- Some information you could consider adding are conclusions, discussions, research limitations, and directions for future research.
- You can include your references as an additional section if space allows. Another option is to place references in the bottom banner of the poster.

Previous Research

- Background information that informs current research study. (Putting citations in a lighter text color will reduce visual clutter)
- Bullet points that each reflect a different point can make this information easier to skim.
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Analysis Methods

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You can choose to include model equations to succinctly summarize your methods using the MS Equation tool

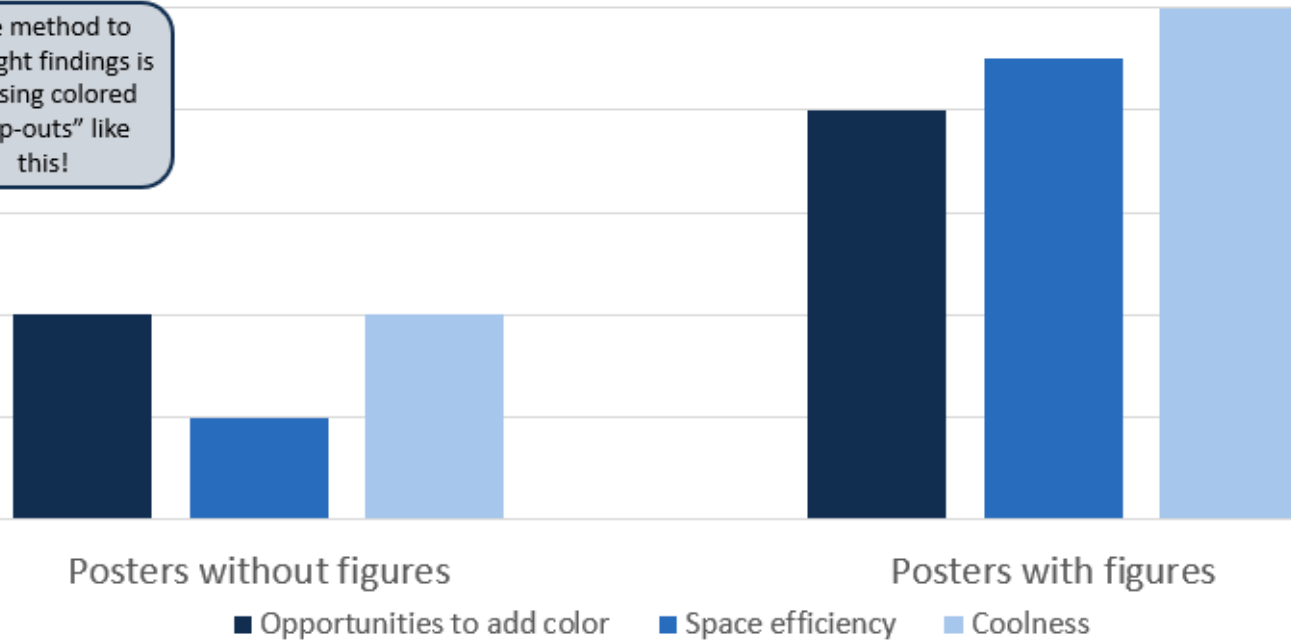
RQ#: Here's a different method used to address another research question.

Outcome
 $= b_0 + b_1\text{Predictor1} + b_2\text{Predictor2} + b_3\text{Predictor3} + b_4\text{Predictor4}$

RQ#: Stating your research question's main finding in your header is a great way to use your poster space efficiently!

Few people want to read dense tables on posters.
Consider communicating your findings in a large figure instead!
This also gives you an opportunity to add more color and subsequently draw attention to your poster.

One method to highlight findings is by using colored "pop-outs" like this!



NOTE: Don't forget to include notes to help interpret symbols or provide additional context or information for components of your poster.
These graphs are not based on real data and are used for demonstrative purposes only.

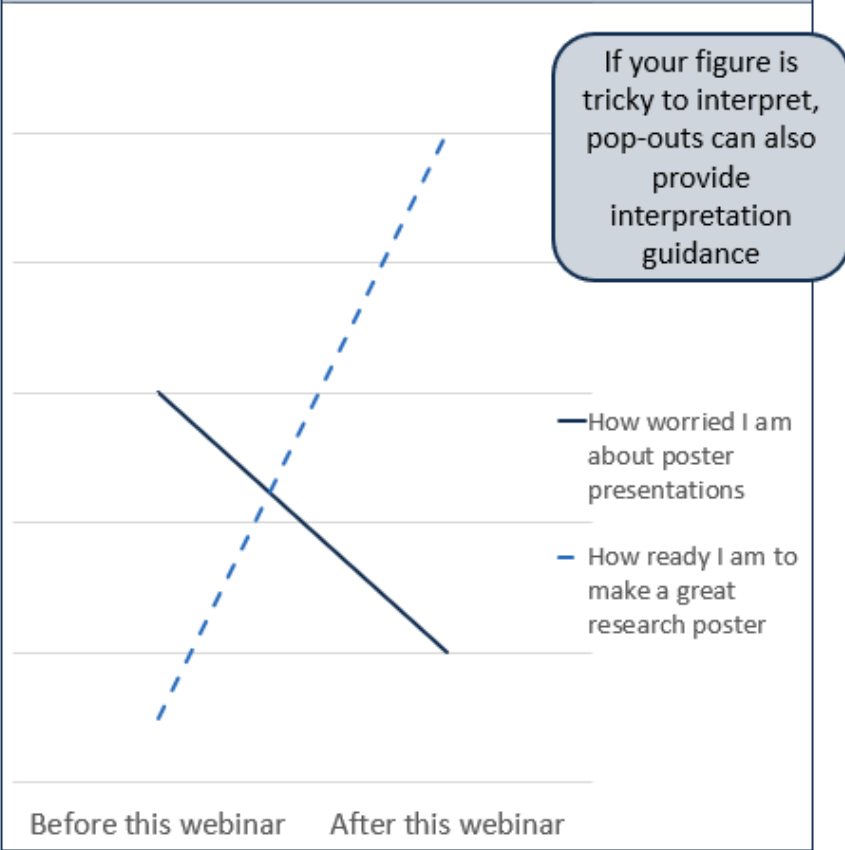
Note: The figure shown is not based on real data and is used for demonstrative purposes only.

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Poster Creation: Figures

Instead of this	Consider this!
Regression coefficient table	Coefficient plot, plotted regression line

Poster Creation: Figures

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Logistic regression table (or any other regression using funky units)	Plotted predicted probabilities (line graphs, bar charts)

Poster Creation: Figures

Instead of this	Consider this!
Regression coefficient table	Coefficient plot, plotted regression line
Logistic regression table (or any other regression using funky units)	Plotted predicted probabilities (line graphs, bar charts)
Text description of complex data structures	Figures, flow charts

Conclusions

- Don't forget to finish your poster with some takeaways!
- Some information you could consider adding are conclusions, discussions, research limitations, and directions for future research.
- You can include your references as an additional section if space allows. Another option is to place references in the bottom banner of the poster.

What About The Other Information You Might Want To Include But Don't Have Space For?

Handouts	Advantages	Disadvantages
Physical handouts	Easy to hand out, great for those who prefer physical objects over digital files	Requires money/resources for printing, harder to update if you find a mistake/typo, can be forgotten in a hotel room
Digital handouts	Saves paper and money, easy to update if you find a mistake	May not be preferred by all attendees, can be cumbersome to give a digital file to a physical attendee

Logistical Considerations With Digital Files

- Files need to be hosted on a digital platform like Google Drive, OneDrive, personal website, etc.
- Turn file into a short, shareable link – be sure it is read-only!
- Can provide link address on poster, business card, physical handout, etc.
- Can embed link as a QR code on poster, business card, physical handout, etc.

High Earners: Who Are They, and Are They Reporting Their Income Accurately?

Sandy L. Dietrich

Presented at the Annual Meeting of the Population Association of America Atlanta, GA, April 03-08, 2022

The U.S. Census Bureau reviewed this data product for unauthorized disclosure of confidential information and approved the disclosure avoidance practices applied to this release: CBDRB-FY22-164. DMS Project Number 6000562.

Introduction

The economic well-being of most Americans is often defined by income. High incomes allow a family or individual to not only afford basic services like housing, childcare, education and medical care – which may be less affordable to those with lower levels of income – but also to engage in other expenditures such as travel, renovations, financial investments, and philanthropic activities. It is important to better understand both extremes of the earnings distribution. In addition, this research looks at the differences between self-reported earnings responses on surveys to administrative records which has received great attention in the literature.¹ Better understanding any potential measurement error will inform measures of income inequality and mobility.² The aims of the current study are to:

1. Investigate the social and demographic characteristics associated with those at the top of the earnings distribution utilizing more current data.
2. Examine the level of under- and over-reporting of earnings differences in self-reported and administrative earnings by select social and demographic characteristics.

Data and Methods

Data:

- 2018 Survey of Income and Program Participation (SIPP)
- The Detailed Earnings Records (DER) includes wage and salary earnings and self-employment earnings reported to the IRS (e.g., W-2, 1040 Schedule SE)

Sample:

- Persons (age 18+ years) who have at least 1 job and income reporting discrepancy between SIPP and DER of \$100,000 or less
- High earners = adults whose earnings are in the top 15% of the earnings distribution in their state of residence

Measures:

Outcome Variables:

- Earning status reported on the SIPP (top 15% of earnings vs. not in the top 15%)
- Income reporting discrepancy categories between the SIPP and DER: underreporting >10%, within 10% range, overreporting >10%

Demographic Characteristics: gender, age, race, education, marital status, self-employment status, reporting status, retirement plan contribution status

Methods:

- Logistic regression predicts whether an individual is in the top 15% of earnings distribution in their state of residence
- Multinomial logistic regression predicts direction and magnitude of income discrepancy between the SIPP and DER with less than 10% discrepancy being the base outcome category

Results

The Likelihood of Being in the Top 15% of Earners in Their State of Residence:

- More likely to be high earners are White, ages 35 and older, male, married, not self-employed, with some college education or more, who make contributions toward retirement and who self-report earnings in the SIPP

Predicting Income Discrepancy Reporting Between the SIPP and Administrative Records (DER) in High Earners:

- More likely to underreport income by more than 10% are high earners who are male, ages 45 and over, non-White, self-employed, and whose income is proxy-reported
- More likely to overreport income by more than 10% are high earners who are less than 35 years, non-White, single, self-employed, with an education of high school graduate or less, and who do not contribute to retirement

Discussion and Future Research

High earners are concentrated among those who are White, older in age, male, and highly educated. However, income discrepancy reported by high earners in the SIPP interview versus administrative data is heterogeneous across demographic groups. Future research will compare income reporting differences over time and identify a methodology to better understand income reporting differences.

Contact

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O: 301-763-2078

This poster is released to inform interested parties of ongoing research and to encourage discussion of work in progress. The views expressed on statistical and other issues are those of the author and not necessarily those of the U.S. Census Bureau.

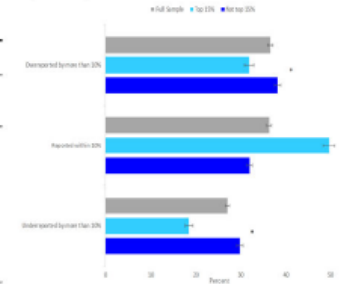
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Table 1: Summary Statistics for Working Adults in/Not in the Top 15% of the Earnings Distribution in their State of Residence

	Not in top 15%	In top 15%	Full Sample
Gender			
Female	0.520 (0.003)	0.355 (0.005)	0.486 (0.002)
Age Group			
<35	0.373 (0.003)	0.184 (0.006)	0.334 (0.002)
35-44	0.191 (0.002)	0.278 (0.006)	0.209 (0.002)
45-54	0.181 (0.002)	0.278 (0.006)	0.201 (0.002)
>55	0.255 (0.003)	0.259 (0.006)	0.258 (0.002)
Race			
White	0.613 (0.003)	0.744 (0.007)	0.640 (0.002)
Education			
HS Graduate or Less	0.369 (0.004)	0.141 (0.005)	0.322 (0.003)
Some College or Assoc	0.320 (0.004)	0.200 (0.006)	0.295 (0.003)
Bachelor's Degree	0.208 (0.003)	0.347 (0.007)	0.237 (0.003)
Graduate or Professional Degree	0.102 (0.002)	0.312 (0.007)	0.146 (0.002)
Marital Status			
Married	0.500 (0.004)	0.715 (0.006)	0.545 (0.003)
Divorced/Separated/Widowed	0.154 (0.003)	0.136 (0.005)	0.151 (0.002)
Single never-married	0.346 (0.003)	0.149 (0.005)	0.305 (0.003)
Self-employment Status (SIPP)			
Self-employed	0.121 (0.002)	0.103 (0.004)	0.117 (0.002)
Reporting Status			
Proxy	0.262 (0.003)	0.200 (0.006)	0.249 (0.003)
Retirement Contribution (SIPP)			
Yes	0.371 (0.004)	0.794 (0.006)	0.459 (0.003)
Sample Size	21,000	5,400	26,500

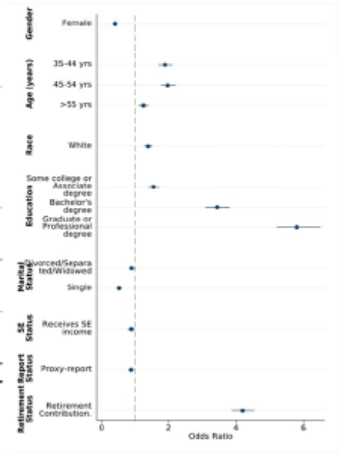
Standard errors are in parentheses. All characteristics differ significantly between Not in top 15% versus In top 15% with $p < .05$, except for Age 55 and older category
Source: U.S. Census Bureau, 2018 SIPP.
For more information on SIPP, refer to <http://www.census.gov/sipp>.

Figure 1: Percentage of Income Discrepancy Between SIPP Reported Income and DER: A Comparison Between Top 15% and Not Top 15% Earners



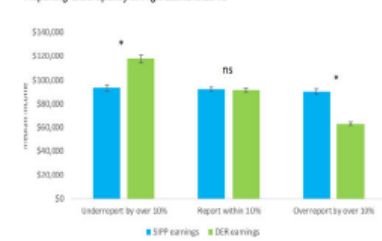
* = statistically significant difference between top 15% and not top 15% earners, $p < 0.05$. The error bars represent 90% confidence intervals
Source: U.S. Census Bureau, 2018 SIPP
For more information on SIPP, refer to <http://www.census.gov/sipp>.

Figure 3: Odds Ratios from a Logistic Regression Model of the Likelihood of Being in the Top 15% of the Earnings Distribution in an Individual's Own State



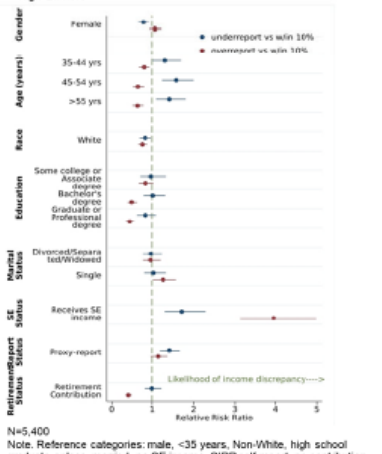
N=26,500
Note: Reference categories: male, <35 years, Non-White, high school graduate or less, married, no SE income, SIPP self-report, no contribution to retirement plans.
The error bars represent 90% confidence intervals.
Source: U.S. Census Bureau, 2018 SIPP.
For more information on SIPP, refer to <http://www.census.gov/sipp>.

Figure 2: Median Income Reported in the SIPP and DER by Income Reporting Discrepancy in High Earners 2018



* = statistically significant difference, $p < 0.05$ Income; ns=not significant
Income discrepancy calculation: (SIPP earnings-der earnings)/SIPP earnings. Individuals with a 0 value for SIPP earnings did not have income discrepancy calculated.
The error bars represent 90% confidence intervals
Source: U.S. Census Bureau, 2018 SIPP
For more information on SIPP, refer to <http://www.census.gov/sipp>.

Figure 4: Relative Risk Ratios from a Multinomial Logistic Regression Model of the Likelihood of Income Reporting Accuracy in the SIPP for High Earners



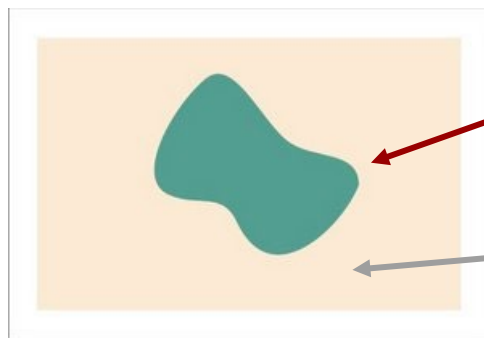
N=5,400
Note: Reference categories: male, <35 years, Non-White, high school graduate or less, married, no SE income, SIPP self-report, no contribution to retirement plans.
The base outcome category: income reported within 10% to that of the DER.
The error bars represent 90% confidence intervals.
Source: U.S. Census Bureau, 2018 SIPP.
For more information on SIPP, refer to <http://www.census.gov/sipp>.

References

1. Pedace, R., & Bates, N. (2000). "Using Administrative Records to Assess Earnings Reporting Error in the Survey of Income and Program Participation." *Journal of Economic and Social Measurement*, 26, 173-192.
2. Gottschalk, P., & Huynh, M. (2010). "Are Earnings Inequality and Mobility Overstated? The Impact of Nonclassical Measurement Error." *The Review of Economics and Statistics*, 92(2), 302-315.

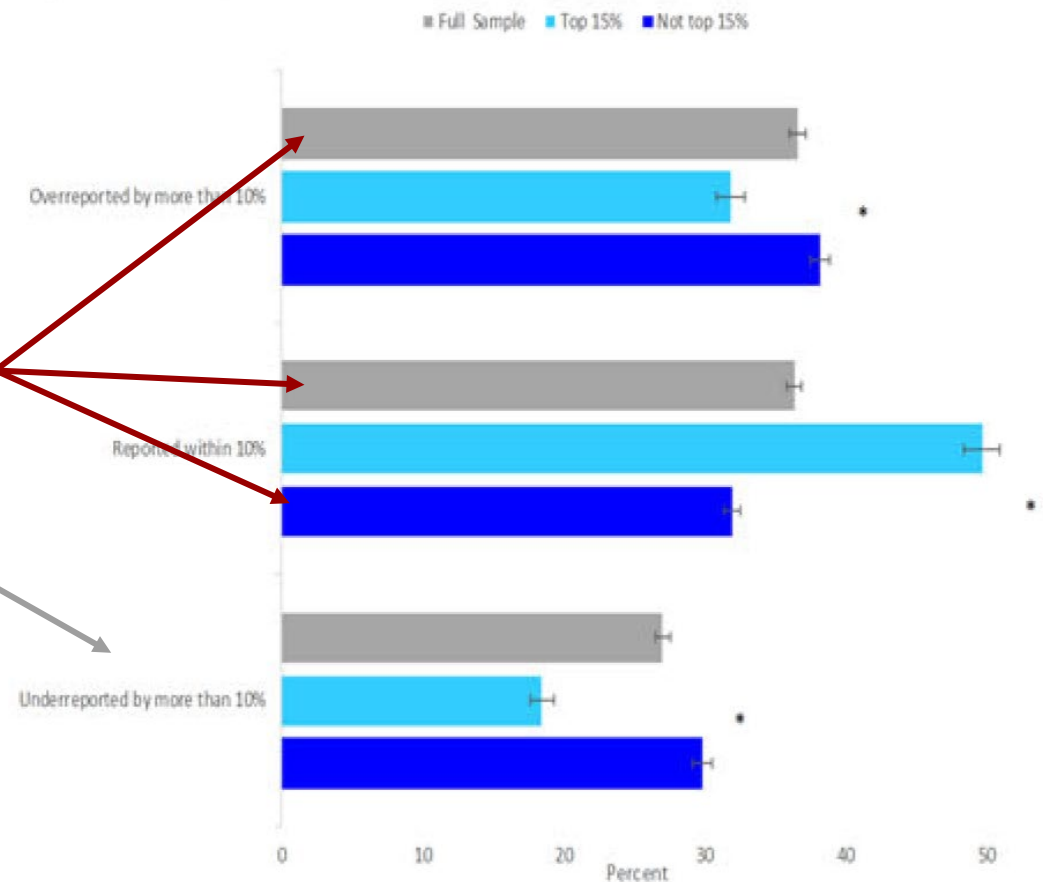
Gestalt Principles of Visual Perception: Not just for surveys!

1. **Figure-ground:** One object appears to be the foreground (“figure”), which is contrasted in front of a background (“ground”).



Source: Todorovic 2008

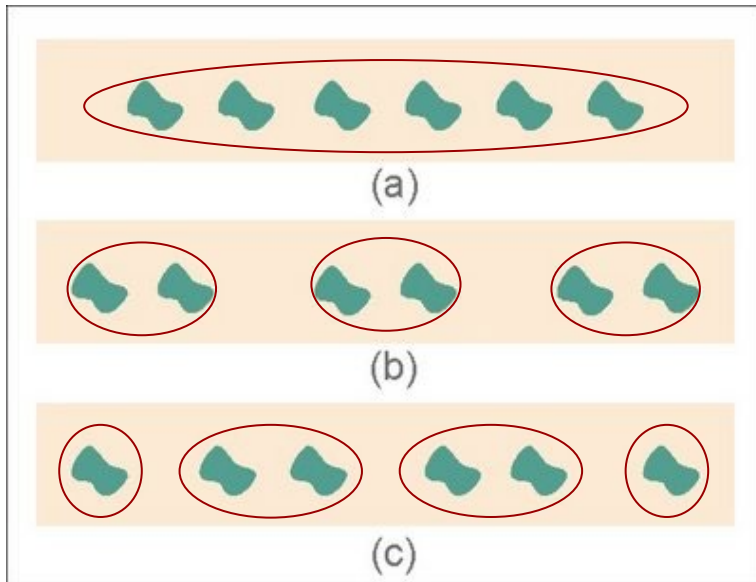
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Source: Dietrich 2022

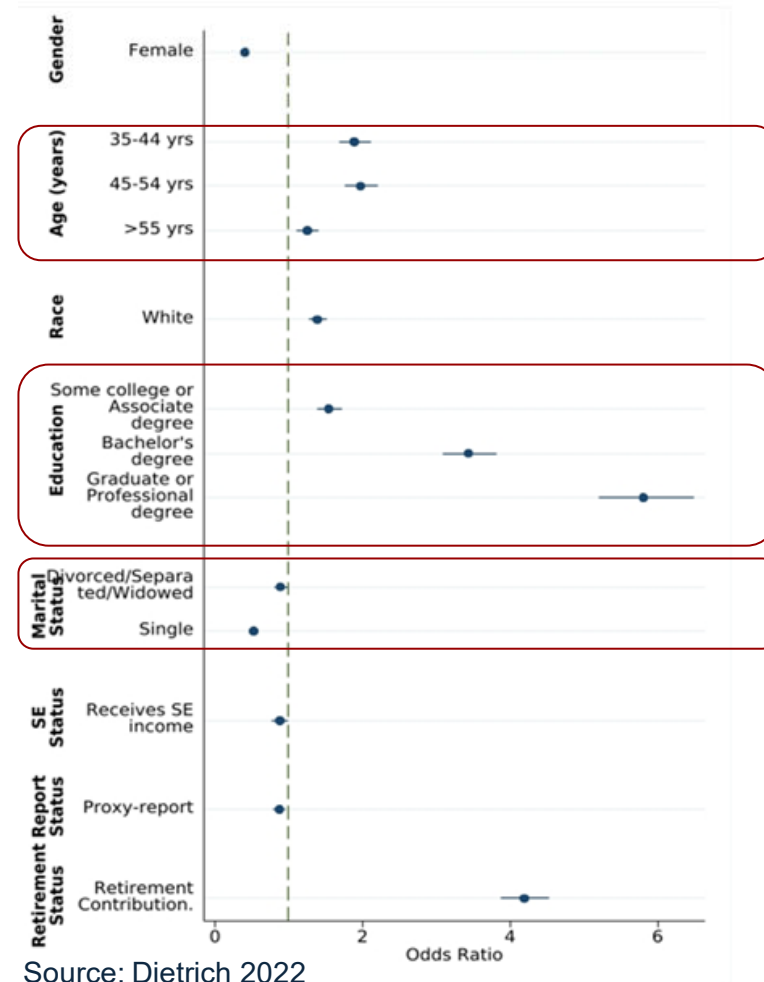
Gestalt Principles of Visual Perception

- Proximity principle:** Objects **close** to one another are perceived as a group.



Source: Todorovic 2008

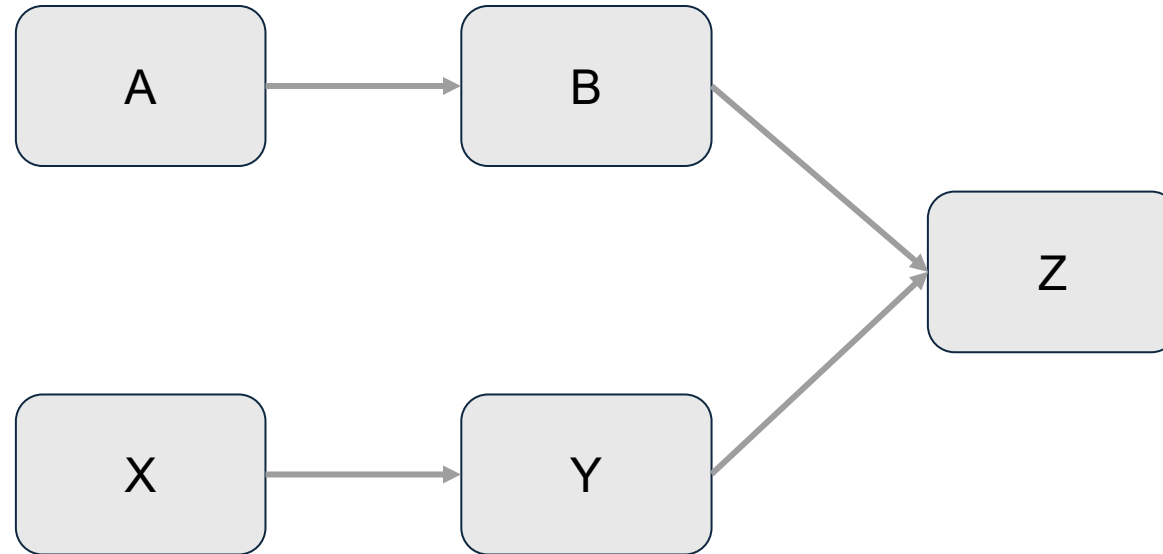
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Source: Dietrich 2022

Gestalt Principles of Visual Perception

3. **Common fate principle:** Objects that “move” together are perceived as a group.



Gestalt Principles of Visual Perception

4. **Similarity principle:** Objects with **similar visual elements** are perceived as a group.

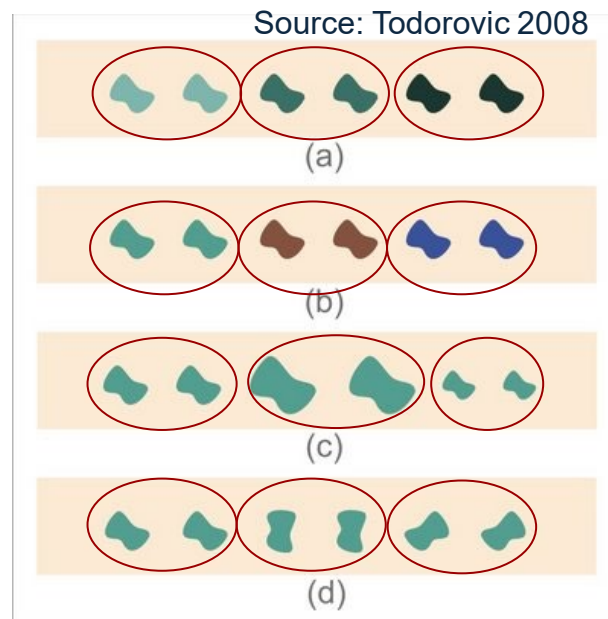


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Gestalt Principles of Visual Perception

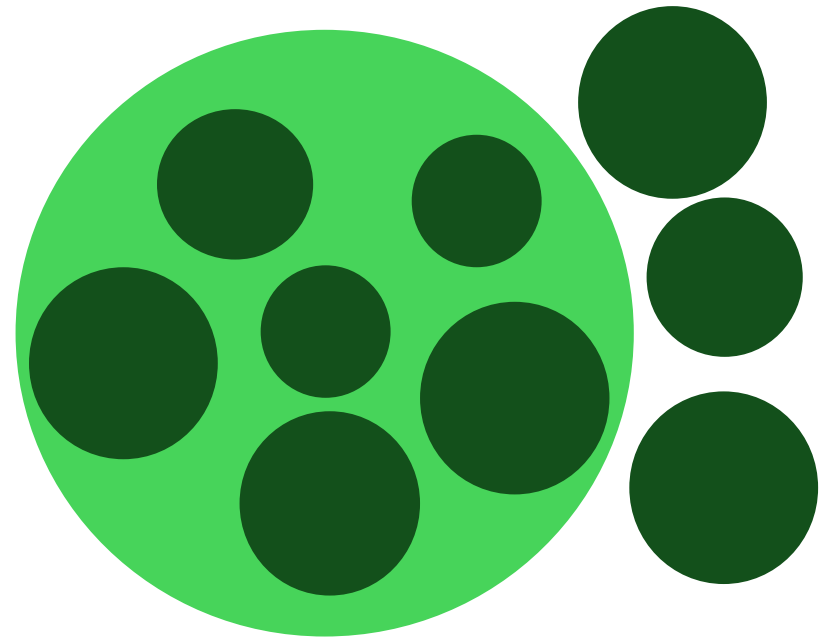
5. **Continuity principle:** Objects aligned with one another are perceived as a group.

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Gender			
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Race			
White	0.613 (0.003)	0.744 (0.007)	0.640 (0.002)

Gestalt Principles of Visual Perception

6. **Closure principle:**
Objects in an **enclosed space** are perceived as a group.



Results

The Likelihood of Being in the Top 15% of Earners in Their State of Residence:

- More likely to be high earners are White, ages 35 and older, male, married, not self-employed, with some college education or more, who make contributions toward retirement and who self-report earnings in the SIPP

Predicting Income Discrepancy Reporting Between the SIPP and Administrative Records (DER) in High Earners:

- More likely to underreport income by more than 10% are high earners who are male, ages 45 and over, non-White, self-employed, and whose income is proxy-reported
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Discussion and Future Research

High earners are concentrated among those who are White, older in age, male, and highly educated. However, income discrepancy reported by high earners in the SIPP interview versus administrative data is heterogenous across demographic groups. Future research will compare income reporting differences over time and identify a methodology to better understand income reporting differences.

Poster Creation: Other Things to Keep in Mind

Check your font sizes to ensure everything is legible from a 5-foot distance.

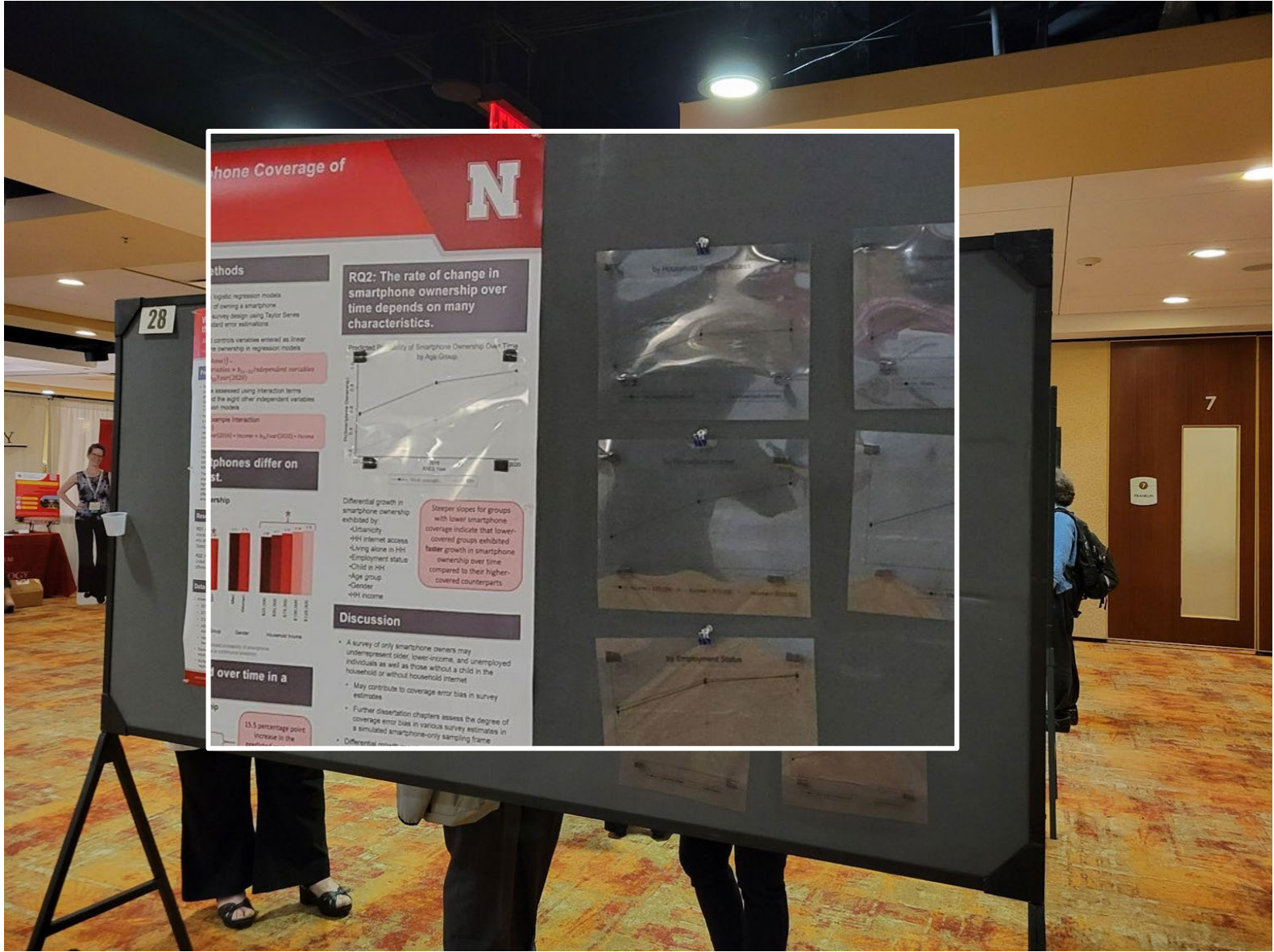
- Keeping the edge ruler visible in your software can be helpful for this.
- General rule of thumb: Keep text no smaller than font size 18, with “body” text ideally being around font size 32.

Sans serif fonts are generally easier to read than serif fonts (like this).

Keep color-blindness in mind when choosing colors.

Does your institution have a “house” style for posters?

Be creative!



Smartphone Coverage of N

Methods

Logistic regression models of owning a smartphone survey design using Taylor Series standard error estimations

Control variables entered as their log ownership in regression models

Model: $\ln(\text{ownership}) = \beta_0 + \beta_1(\text{independent variables}) + \text{error}(t)$

Assessed using interaction terms of the other independent variables in models

Sample Interaction

$\ln(\text{ownership}) = \beta_0 + \beta_1(\text{Year}2010) + \beta_2(\text{Year}2011) + \beta_3(\text{Year}2012) + \beta_4(\text{Year}2013) + \beta_5(\text{Year}2014) + \beta_6(\text{Age Group}) + \beta_7(\text{Age Group} \times \text{Year}2010) + \dots$

Results

Smartphones differ on ownership over time.

Differential growth in smartphone ownership exhibited by:

- Internet access
- Living alone in HH
- Employment status
- Child in HH
- Age group
- Gender
- HH income

Steeper slopes for groups with lower smartphone coverage indicate that lower-coverage groups exhibited faster growth in smartphone ownership over time compared to their higher-coverage counterparts

Discussion

- A survey of only smartphone owners may underrepresent older, lower-income, and unemployed individuals as well as those without a child in the household or without household internet
- May contribute to coverage error bias in survey estimates
- Further dissertation chapters assess the degree of coverage error bias in various survey estimates in a simulated smartphone-only sampling frame
- Differential error

over time in a

13.5 percentage point increase in the probability of the smartphone in the household

Poster Creation: Alternative Formats

Some disciplines and individuals researchers have moved away from the “traditional” poster layout.

The choice is up to you!

Title

Authors

Intro



Methods

1. [Bar]
2. [Bar]
3. [Bar]
4. [Bar]

Results



Discussion

More research is needed, but...

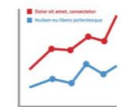
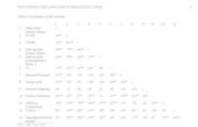


Main finding goes here,
translated into **plain english**.
Emphasize the important
words.



Take a picture to
download the full paper

Extra Tables & Figures



Source: Flaherty 2019

Poster Creation: Different Takes for Different Folks

	Angelica	Patrick
What should you definitely include on a poster?	Visuals, visuals, visuals! Links/QR codes to supplemental materials (references, tables, etc.)	Enough information for the poster to tell story on its own Succinct title Contact information
What should you definitely <u>not</u> include on a poster?	Dense blocks of text, regression tables	A full reference list
What is the most important thing to keep in mind about poster creation?	Posters demonstrate who you are as a researcher/potential employee. Use this to your advantage!	The core finding/message you are trying to convey. Use this as guidance to build your poster Secondary, context of the session and where your poster will be

Logistical Considerations

Logistical Considerations: Software

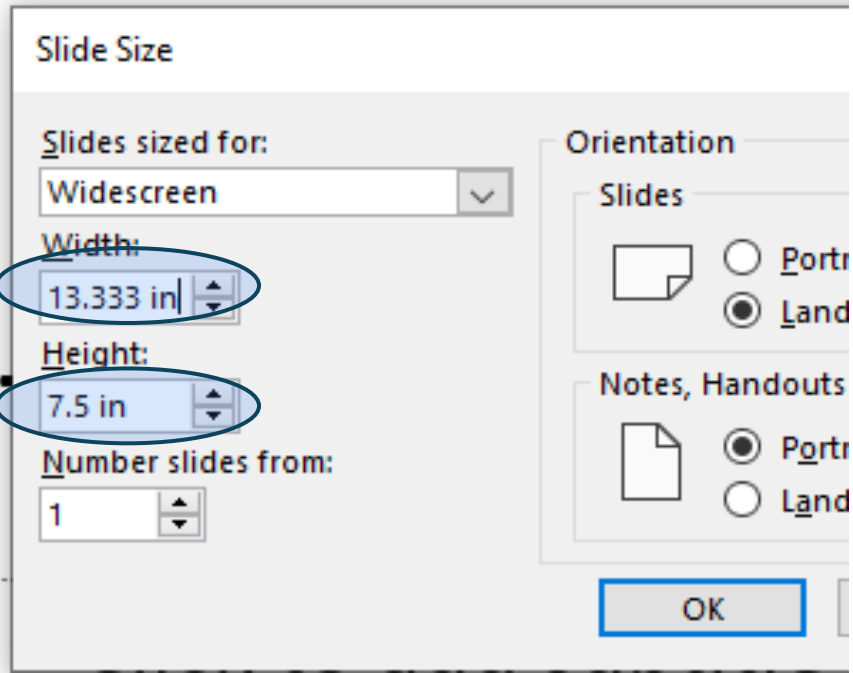
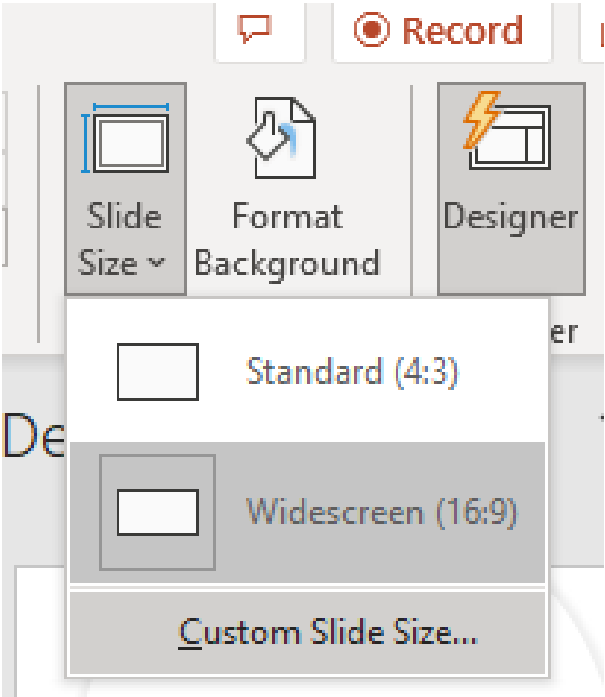
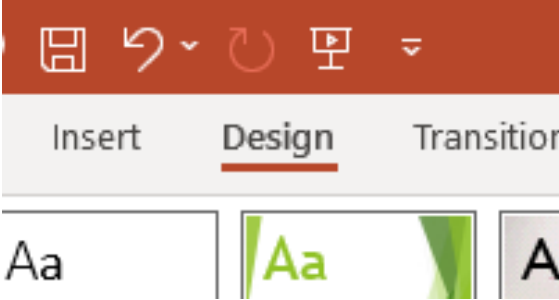
Questions to ask when deciding on a software

- Do you need to purchase a license or is it free to use?
- How steep is the learning curve to use this software?
 - How readily can you find assistance for this software? (e.g., how-to guides, support forums)
- Does it have object alignment assistance?
- How easily can it create complex figures?

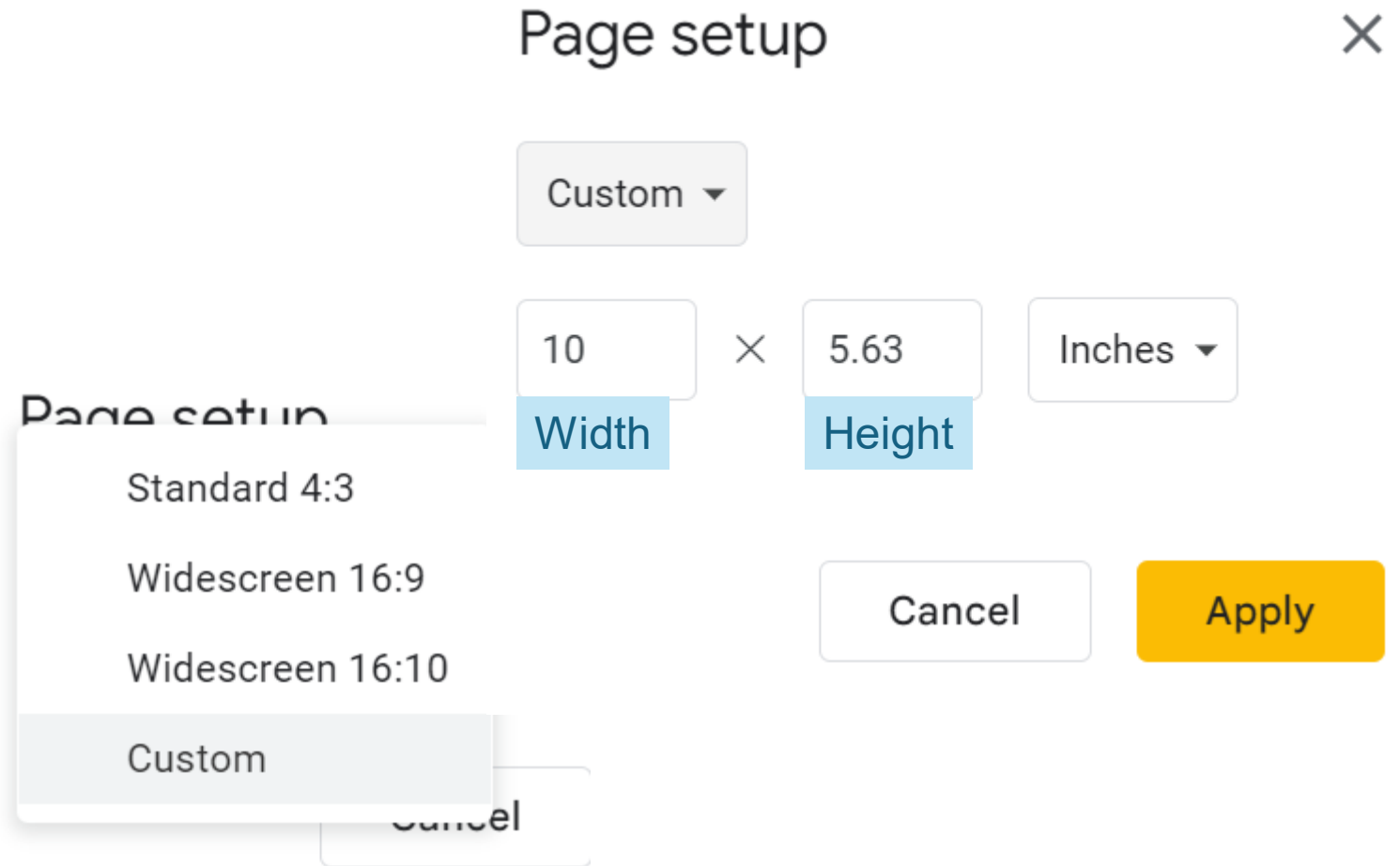
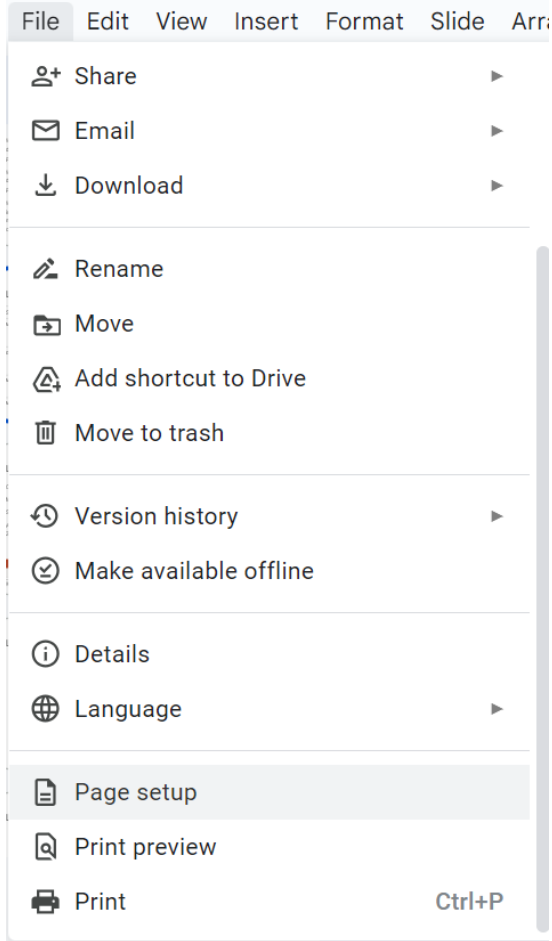
Logistical Considerations: Sizing

- Most common (w:h) ratios are either 4:3 (standard) or 16:9 (widescreen)
 - Some common sizes: 48" x 36", 56" x 42"
- Context-specific – ask your conference if you don't know!
 - AAPOR, American Society of Criminology, and Population Association of America 2023 conferences: 8' x 4' or smaller (96" x 48")

Size Adjustment Example: Microsoft PowerPoint



Size Adjustment Example: Google Slides



Logistical Considerations: Materials and Printing Options

Material options.

- Poster board (most common).
- Cloth.
- 8 ½ x 11 collage tiles.

Many institutions have in-house print shops with the capability of printing posters.

If in-house printing isn't an option, consider other print shops (FedEx, Staples, etc.).

Logistical Considerations: Travel

When **flying**, consider your options to get poster from point A to point B:

- Fly with poster (check with your airline about carry-on restrictions – may need to check poster tube as luggage).
- Fabric printed poster (\$\$\$ but very compact).
- Have a friend who is driving transport the poster for you.
- Print on-site in destination city (RISKY!).
- Tiled collage print-out (last resort).

Regardless of transportation type, best to use a poster tube to reduce risk of damaging poster.

- Keep your poster dimensions in mind when choosing a tube!

Preparing Your Talk

Preparing Your Talk

I like to think about the different types of interactions I might have while presenting and prep enough to be comfortable with each type. I group them into these four types of interactions, but you can blend as needed.

- The Standard
- The Super Short Version
- The Conversation
- The Fundamentals

Preparing Your Talk

Standard Version

- This is my default presentation and what I try to design a poster around
- 2-5 minutes walking an attendee through your work and poster
- Hit all your major points, use all the landscape on the poster
- The narrative design of your poster should fit this presentation
- You want to be really comfortable with this version - practice until it is smooth

Preparing Your Talk

Super Short Version

- Strictly essential points
- 20-60 seconds

When to use this?

- An attendee who is sorta interested and seems like they might keep walking
- Someone just wants the highlights

Preparing Your Talk

The Conversation

- I think of this less as a formal presentation and more a ready check of your ability to talk about the details of the project - the things that aren't on the poster
- How deep in the weeds are you comfortable with questions like -
 - Why this research topic/area?
 - How was the data collected?
 - Why did you use these measures?
 - Why did you use these analytic techniques and not X, Y, Z?
- Also questions like -
 - Did you run into any problems with the project?
 - Are you familiar with work in the same domain by person X, Y, Z?

Preparing Your Talk

The Conversation

- When preparing for this type of conversation you may also consider what types of questions you dread, the ones you hope nobody ever asks
 - You should have some sort of answer prepped for these
- If you are presenting on a group project and you are not the primary, some of these may be hard to answer
 - If you can, prepare ahead of time and get comfortable with the details of the project
 - If not, be honest and ideally have contact info for the primary

Conversation prep will help you field questions from attendees and set you up to have a detailed conversation with people after you finish your standard/short presentation

Preparing Your Talk

The Fundamentals

- This is an unusual prep piece, but has some value particularly in conferences with mixed disciplines and especially with mixed social and physical sciences
- What details do you need to explain if an attendee has never worked in your area before?
 - For example, someone who has never done survey work, or human subjects research?
 - What basics do we comfortably assume are foundation knowledge at AAPOR, but not elsewhere?
- Consider this for conferences or sessions...
 - Grouped around funding mechanisms that support a wide range of science
 - That showcase research across an entire organization or university

Engaging With Passersby

A unique part of a poster session is your decision about how you want to interact with people that are walking by

- Pretend they don't exist unless they engage with you or your poster?
- Smile and nod?
- Extend a greeting?
- Ask them if they want to hear about your project?

You will need to adjust your response based on your read of a person

- If they are walking by quickly and not even looking at the posters – probably let them go by
- If they are looking around or skimming posters as they walk - consider saying “hello,” or “do you have any questions?” or “would you like to know more about the project?”
- Be polite, no need to push, and know your own comfort level with interacting

Crowd Work

The ideal poster session for me is a series of 1-on-1 conversations, but you may end up drawing a crowd which presents a different dynamic

You may be fielding questions from several people at once while others are reading your poster (another reason why I like posters to stand alone)

This breaks you out of your Standard and Very Short presentation mode and presents more as a rolling Q&A/conversation

- Try not to ignore anyone asking questions
- Move through questions from different people
- If during a crowd one person really wants to have an in-depth conversation see if they can wait for others to move along, come back later in the session, schedule a meeting later, or get contact info and send an email
- But do consider context for this. If that one person is the hiring manager at the company you really want to work for it might be worthwhile to have that conversation

Downtime

Not every poster will draw a crowd or maybe even draw more than a few people across the session

When you have downtime...

- Talk to your neighboring poster presenters learn about their research and share your own
- Many conferences try to cluster poster topics so you may meet several other people working in the same area

Make sure you keep an eye on your poster if you step away and be ready to break off what you are doing to talk with an attendee

Don't leave early

Poster Checklist

Poster Checklist: Tasks

From Conference Organizers

- Size requirements?
- Session organization?
- Poster displayed without you?

From Your Organization

- House style requirements/preferences?
- Requirements for icons/symbols?
- Will they display it afterwards?
- House print service with discounts?
- Can you ship with their exhibit?
- Do they require pre-review?

For Poster Design

- Organize major talking points
- Produce images and graphs
- Decide on overall layout
- Put your poster together
- Practice and revise layout as needed

For Presentation

- Practice, practice, practice
- Extras: cards, contact info, QR codes
- Comfortable shoes, something to drink
- Be ready to talk

Poster Checklist: Items to Bring

- Pushpins.
- Pen/marker for last-minute corrections (hopefully you won't need this!).
- Folder for your handouts/business cards (if using).
- Something to store business cards you receive.
- Hardcover notebook.
- Water bottle.
- Mints/cough drops.
- Napkins/tissues.
- Bag to keep your things organized.
- **Your poster!!!**

Thank you!

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