

Content Decisions in Creating a Research Poster Presentation

Displaying Your Findings:

A Practical Guide for Creating Figures, Posters, and Presentations (6th Ed.)

Ask yourself the following questions to guide developments of the contents of your poster presentation:

- What is the main point I want to make?
 - To avoid making the poster overly complex, secondary points should be made only if they are necessary.
- What are the key pieces of information people need to understand my hypotheses or arguments (e.g., previous studies, theoretical models, terms to define)?
 - The answer to this question will decide what is presented in the first sections of the poster.
- Are there any crucial details of my methodology that need to be mentioned?
 - This decision will be influenced by how conventional the methods are. If participants and procedures are typical (e.g., college undergraduates, questionnaire study), then little poster space is required for explaining them. If they are unusual, then a more lengthy explanation may be needed.
- Are there aspects of my methodology that should be illustrated with examples?
 - It may be useful to provide explanations of stimuli, question asked participants, rating scales used, and so forth.
- Which of my results are the most important to present?
 - Because poster space is limited, a few key findings should be chosen to present on the poster. If a visitor is really interested in the specifics of the data, he or she can discuss it with the presenter or follow up after the conference in more detail.
- What conclusions can I realistically make?
 - A poster presentation is not the place to speculate about the implications of research findings. Conclusion should be limited to those that are strongly supported by the data.