

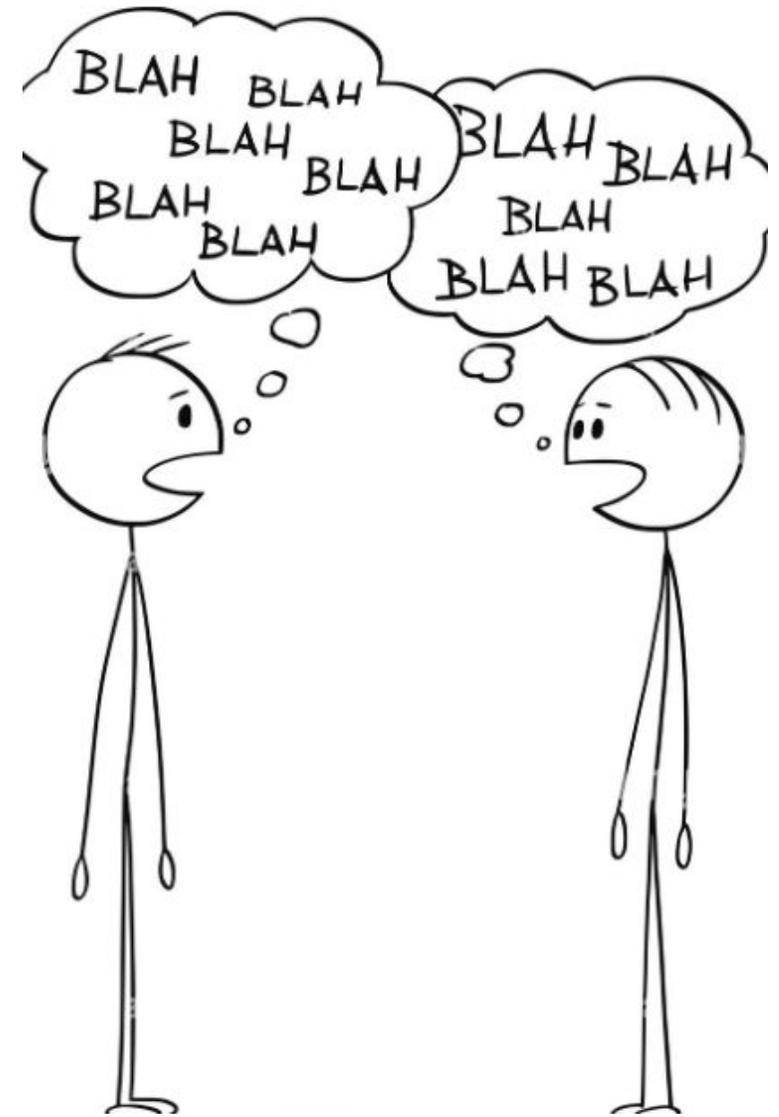
How to create a research poster people will [actually] get excited about for the TTRA Ideas Fair

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The Plan

Components of a good poster

Tips for creating your poster

Examples of good and bad posters

Now to blow your mind: Video on
Innovation in Poster Design

Judging criteria for The Ideas Fair

Before you begin creating your poster, ask yourself:

What is the most important/interesting/astounding finding from my research project?

How can I visually share my research with conference attendees? Should I use charts, graphs, photos, images?

What kind of information can I convey during my talk that will complement my poster?



Components of a good poster

- Readable from 10 ft
 - Attention Grabbing Headline
 - Bullets/Numbering, not paragraphs
 - Word count of about 300 to 800 words
 - Text is clear and to the point
 - Effective use of graphics, color and fonts
 - Includes acknowledgments, your name and institutional affiliation
- Know your audience
 - Keep it simple
 - Key point first and bold
 - Think visually
 - Get LOTS of eyes on it for review and editing
 - Develop a consistent and clean layout

More about that layout....

- Aim to maintain 40% white space!!
- Use a grid for design but limit boxes and lines
- Column format but not too regimented
- Black on white is clearest
- Keep background neutral
- Connect color palette with the research
 - Outdoors? Greens.
 - Analyzing magazines? Use the colors they use.
 - Use the bright colors sparingly, avoid red yellow and orange (anger colors!)
- Consistent font style:
 - Sans serif, max 3 fonts, mix upper and lower case
 - Text hierarchy: >importance >size
- QUALITY images and graphics
 - Keep images to the point, visible from a distance
- Caption your images
- Distribute your images for balance
- Is it a competition?
 - Get the judging guidelines ahead of time.
- QR codes for your full papers!

Just Don't Do It....

- Stay.Away.From.Gray.
- No unrelenting gray. So much gray. Blacksburg in January Gray.
- No unrelenting gray in the first place a person looks, the upper left corner.
- Do you include an abstract when every inch of space counts? Probably not. Something so short does not need a summary.
- Avoid Lines dividing text instead of white space - a sure sign of desperation arising from trying to put too much in!

What's right about this one? Check all that apply:

- Readable from 10 ft?
- Attention Grabbing Headline?
- Bullets/Numbering, not paragraphs?
- Word count of about 300 to 800 words?
- Text is clear and to the point?
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- Includes acknowledgments, name and institutional affiliation?
- Consistent and clean layout?

Tips for Designing Effective Presentations

A poster with the main title in 1 1/2" sans serif

Developed by D. Stong, C. Dwyer, W. Kelly, B. Jemel, and K. Wink
with materials donated by Penn State's Education Technology Services

Get the audience's attention and communicate your message quickly and succinctly.



Legible and larger words. This is a poster about design and improving student learning. Words: students, education, and design are large.



A poster with the large, colorful wheel and the bar chart. The poster is colorful and has a clear message.

Using Images

The illustrations, photographs, images, logos, and icons are used to support the text. They are placed in a way that is easy to see and understand. They are also used to break up the text and make it more readable.

Choosing and Using Color

Choose colors that are easy on the eyes and that are consistent with the overall design. Use a color wheel to help you choose colors that are complementary or analogous. Use a color palette to help you choose colors that are consistent with the overall design.

Scouting Fonts and Using Text

Use a sans serif font for the main title and a serif font for the body text. Use a consistent font size and weight throughout the poster. Use a consistent line spacing and paragraph spacing throughout the poster.

Designs Checklist

Remember, the following checklist is only a guide and not a substitute for a professional design review.

1. Title of the poster
2. Author's name
3. Institution, address, and telephone
4. Funding agency
5. Regulatory committee approval (if applicable)
6. Acknowledgments
7. Abstract
8. Introduction
9. Objectives
10. Methods
11. Results
12. Conclusions
13. References

Viewers reading this line demonstrate the poster's success!



What's right about this one? Check all that apply:

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Consistent and clean layout?

MICHIGAN STATE UNIVERSITY

Improving the Facebook Mobile Interface to Increase Usability

Bethany Davis, Carly Fleming, Nicole Lysak, Emily Schneider, Miranda Sperry
Dr. Constantinos K. Coursaris (UGS 200H-017)

Background (Source: Facebook)

- More than 200 million active users
- Average user has 120 friends on the site.
- More than 3 billion minutes are spent on Facebook each day
- More than 28 million pieces of content (web links, news stories, blog posts, notes, photos, etc.) shared each month
- More than 52,000 applications currently available on Facebook Platform
- More than 95% of Facebook members have used at least one application built on Facebook Platform.



Research questions

- How do students use computers and mobile devices differently to access Facebook?
- How do students perceive the usability of Facebook as compared to Facebook Mobile?
- How does the perceived importance of features compare between Facebook and Facebook Mobile?

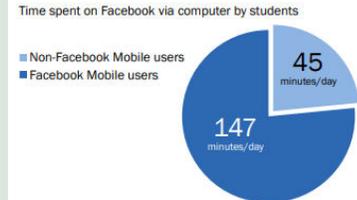
Data collection

- Paper survey completed by 140 students in telecommunication classes at Michigan State University
- Age range: 18-31 years
- Average age: 20 years old
- Facebook Mobile users: 64% male, 36% female
- Non-Facebook Mobile users: 77% male, 23% female

Results: Part I

How do students use computers and mobile devices differently to access Facebook?

Time spent on Facebook via computer by students



Time spent on platforms by Facebook Mobile users



Time spent on platforms by students



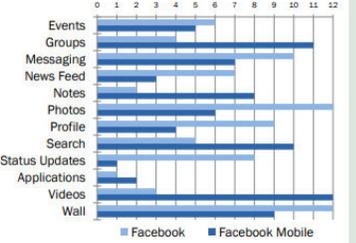
How do students perceive the usability of Facebook as compared to Facebook Mobile?

(Based on ease of use, navigability, efficiency, effectiveness) (Scale from 1-7, low to high)

Facebook: Average score of 6.17
Facebook Mobile: Average score of 4.70

Results: Part II

How does the perceived importance of features vary between Facebook and Facebook Mobile?



Top five features by platform

Platform	Top Five Features
Facebook	1. Wall 2. Photos 3. Messaging 4. Profile 5. Status Updates
Facebook Mobile	1. Videos 2. Groups 3. Search 4. Wall 5. Notes

Recommendations

- Further research
 - Include a wider range of subjects to improve external validity
 - Determine reasons for user rankings of features
- Improvements to Facebook Mobile
 - (Results: Four of five top features vary by platform.)
 - Redesign the interface to reflect user preferences, thus optimizing user experience for limited real estate
 - Improve navigability and consistency (Top user suggestion)

Acknowledgements | College of Communication Arts and Sciences; Department of Telecommunication, Information Studies, and Media; Dr. Constantinos Coursaris, for guiding and directing the entire project

What's right about this one? Check all that apply (*fun fact: this is a TTRA award winner*):

Readable from 10 ft?

Attention Grabbing Headline?

Bullets/Numbering, not paragraphs?

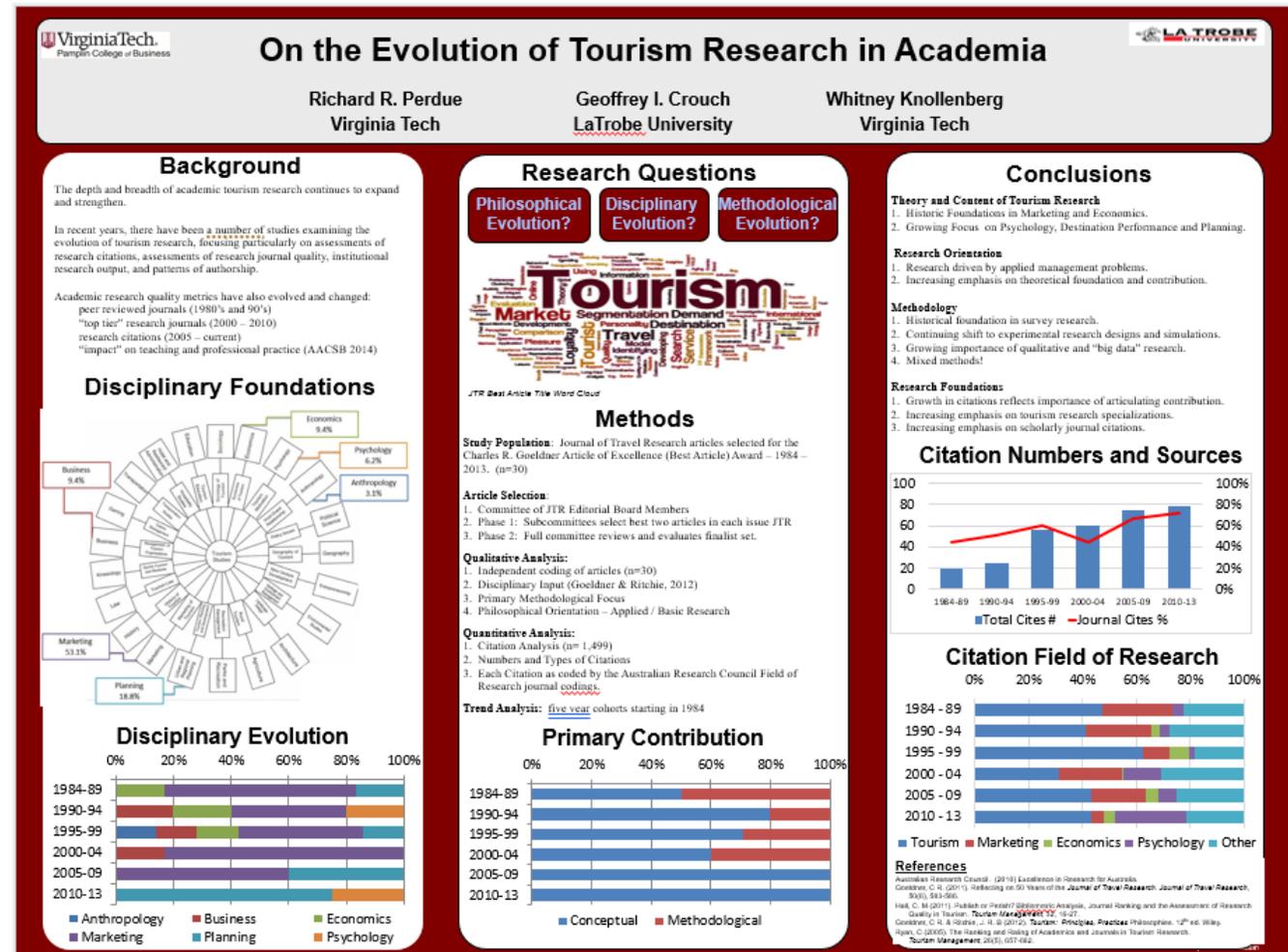
Word count of about 300 to 800 words?

Text is clear and to the point?

Effective use of graphics, color and fonts?

Includes acknowledgments, name and institutional affiliation?

Consistent and clean layout?



Now for something completely different!

Watch the youtube video below to learn about a ground-breaking and exciting way to present posters differently in a way that captures the attention of both academics and industry partners alike!

The poster layout features a central dark panel with white text and a teal area with a pink line graph. The left sidebar contains sections for 'Presenter Name', 'Intro', 'Methods', and 'Results'. The right sidebar contains 'Full title', 'Authors', and 'Extra Tables & Figures'. A QR code and a smartphone icon are at the bottom left of the central panel.

Presenter Name

Intro

-
-
- 10
- 10

Methods

- 1.
- 2.
- 3.
- 4.

Results

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

Full title
Authors

Extra Tables & Figures

Take a picture to
download the full paper

Video: <https://www.youtube.com/watch?v=SYk29tnxASs>

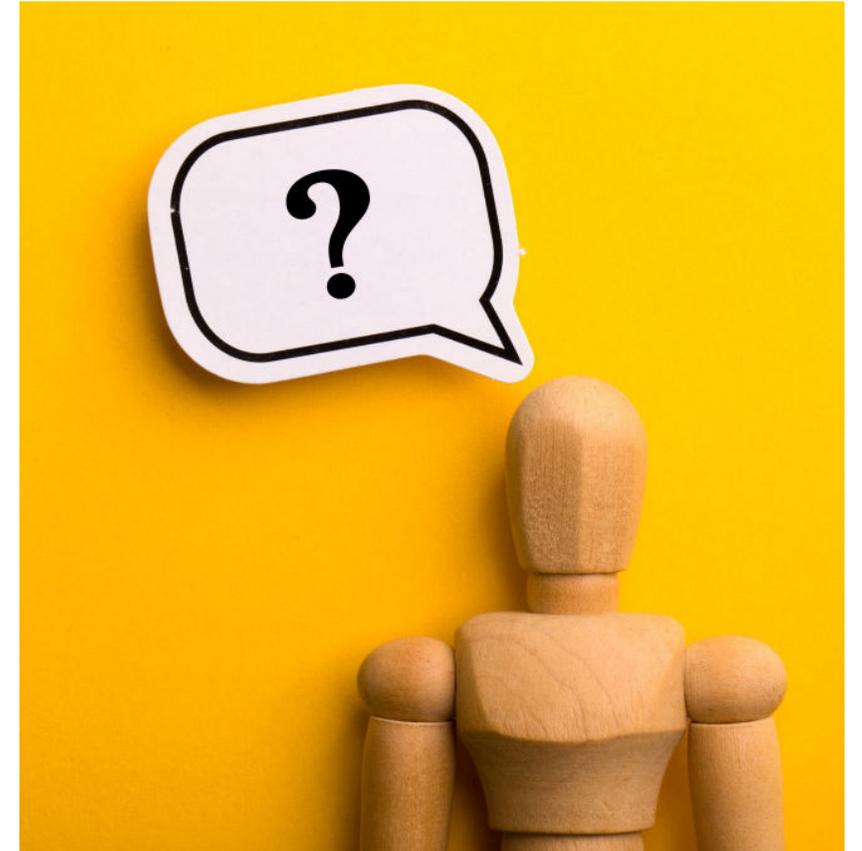


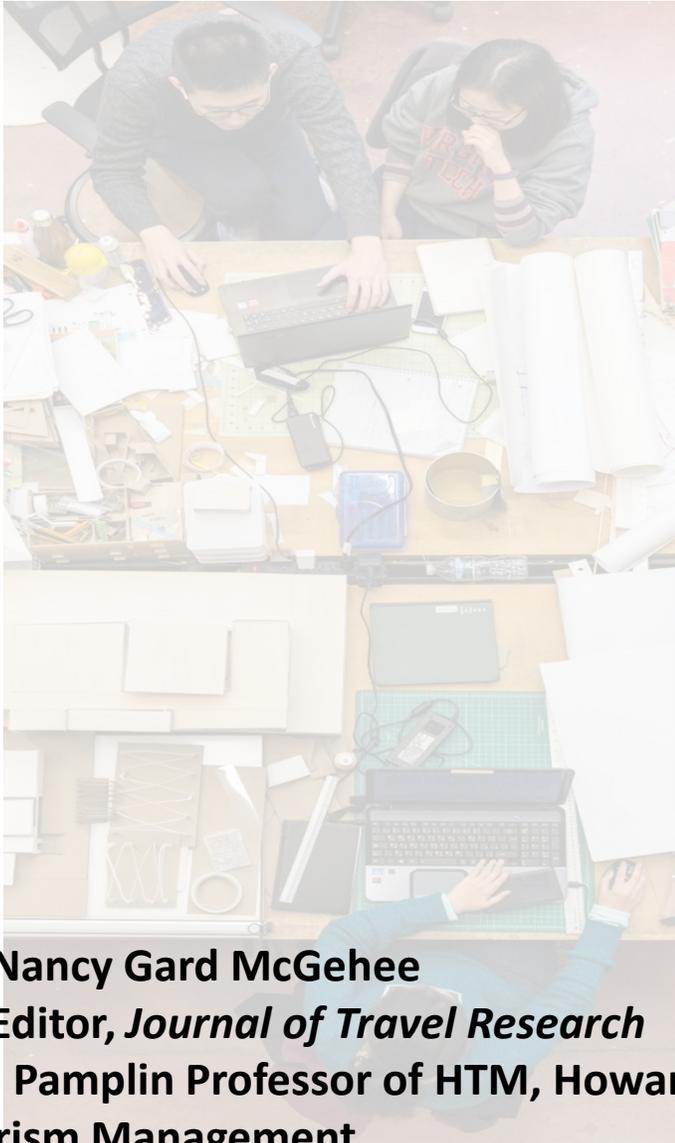
Resources and References

- <https://guides.nyu.edu/posters>
- <http://www.personal.psu.edu/drs18/postershow/>
- <https://urca.msu.edu/files/resources/29/document/Facebook%20Mobile%20Poster.pdf>
- <https://www.youtube.com/watch?v=1RwJbhkCA58>
- <https://venngage.com/blog/scientific-poster-examples/>
- <https://undergradresearch.stanford.edu/share/surps-asurps/make-good-poster>
- <https://libguides.lib.msu.edu/c.php?g=966965&p=6990236>

Questions? Parting thoughts

- Give the work the time and effort it deserves, don't make posters an afterthought.
- Don't be afraid to shake it up a little!
- Don't keep making the same mistakes as your predecessors.
- Use technology to your benefit. Innovate!
- Think about how you can stand out from the crowd!!!
- Would love to see the 2025 TTRA Ideas Fair blow everyone's minds!





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