

STUDY SKILLS: POSTER PRESENTATIONS



AIMS AND OBJECTIVES

Provide an overview of why posters are an effective method of communication

Provide tips and advice on how to start to construct a poster

Practical examples of how to go about developing an effect poster

Oral and Poster Presentations

- The main difference between the written words (contained within your poster) and giving an oral presentation is the 'ORAL' part!
- The facts remain the same – you just 'tell' them differently

Poster presentations



The purpose of a poster is to act as a medium to advertise your work



Enable a succinct summary of work/ideas, and allow you to get your main points across to as many people as possible



Also act as a conversation starter (at conferences, for example)

Poster presentations

- A poster **should** speak for itself; an audience should be able to work out your key messages without you stood there presenting them
- With a **Hosted Poster**, you have the visual aid of your poster plus provide a succinct (very brief) summary of the key messages
 - And therefore allow the audience to read your poster in greater detail, if they want to, later on

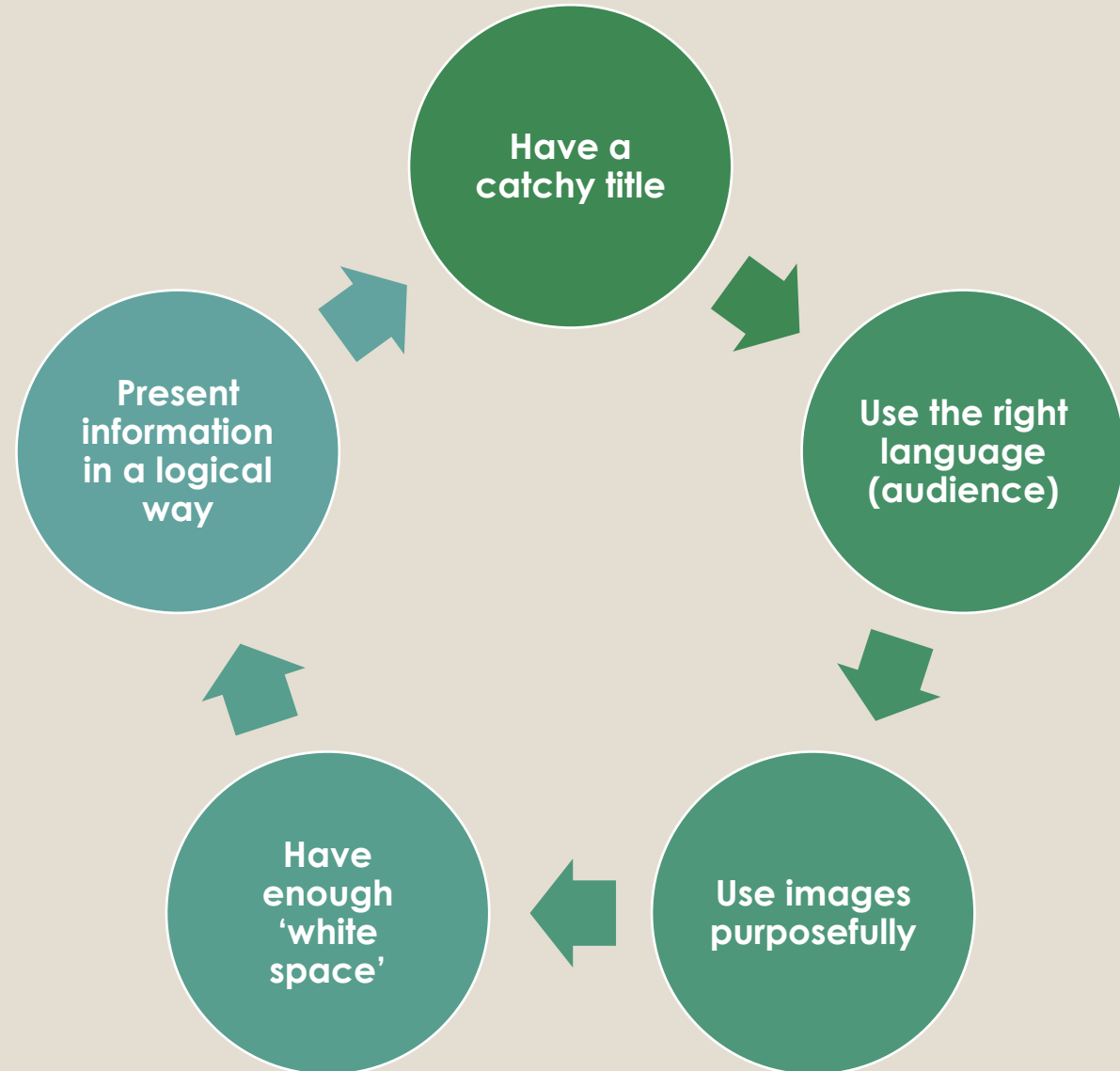


Poster presentations

- **Remember to consider:**
 - **Audience**
 - *Some knowledge of what you are going to be talking about*
 - **Subject**
 - *You choose (covered in module so far) – related to your own academic or professional skills development*
 - **Length of Time**
 - *Check how long you will present and how long is set aside for questions*
 - **Mode of Delivery**
 - *Poster AND oral summary (hosted) or poster alone*

Poster presentations

An effective poster will:





Poster presentations

- Things to think about:
 1. People tend to read posters from left to right, and top to bottom – so consider your layout!

A SHARED PROPENSITY TOWARDS FOOD AND ALCOHOL

Patricia N. Darmoko, Jenna R. Cummings, A. Janet Tomiyama

University of California, Los Angeles

BACKGROUND

Overeating and binge drinking are two of the most common health problems among college students.
 . 48% students reported binge-eating symptoms
 . 63% females and 83% males had binge drinking episodes¹

Most research examines the two problems in isolation, but food and alcohol might be more related than we realize.

Is alcohol similar to food?

Alcohol is derived from sugar → similar chemical bases with food.
 Both eating and drinking alcohol activate **dopaminergic** pathways².
 Addition models have been applied to both food and alcohol use³.
 Correlations between food and alcohol intake in animal studies⁴.

Eating and drinking behaviors are highly driven by one's expectancies of food and alcohol. The **more positive expectancies** one has about the psychological effects of food and alcohol, the **higher their consumption** of food and alcohol respectively^{5,6}.

Since eating and drinking share similar **biological** pathways, could they also share similar **psychological** pathways?

HYPOTHESIS

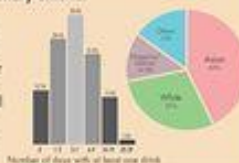
Individuals who have **high expectancies** of the psychological effects of food would also have **high expectancies** of those of alcohol.

In other words, the propensity towards food would be positively correlated with the propensity towards alcohol.

METHOD

200 UCLA undergraduates (76% females; Mean age = 22.1) filled out an **online survey** in one sitting as part of a larger experimental study with the following **exclusionary criteria**:

- less than 21 years old
- Self-reported history of eating disorders or substance abuse
- Abstinence from drinking beer
- A strict diet
- Food allergies to experimental stimuli
- Lack of proficiency in English



MEASURES



ALCOHOL EXPECTANCY QUESTIONNAIRE (AEQ)

68-item questionnaire measuring one's anticipatory effects of drinking alcohol

- Relaxation and Tension Reduction**: ("Alcohol makes me worry less")
- Arousal and Aggression**: ("After a few drinks, it is easier to pick a fight")
- Increased Social Assertiveness**: ("A few drinks makes it easier to talk to people")
- Physical and Social Pleasure**: ("Drinking adds a certain warmth to social occasions")
- Global Positive Changes**: ("Alcohol seems like magic")
- Sexual Enhancement**: ("I often had sex after I have had a couple of drinks")



DUTCH EATING BEHAVIOR QUESTIONNAIRE (DEBQ)

36-item questionnaire assessing one's eating behaviors (since expectancies predict consumption^{7,8}, food expectancies are implicitly implied)

- External Eating**: sensitivity to anticipated conformity benefits of eating ("If you see others eating, do you also have the desire to eat?")
- Emotional Eating**: sensitivity to anticipated emotional benefits of eating ("Do you have a desire to eat when you are depressed or discouraged?")

RESULTS

AEQ	DEBQ	External Eating	Emotional Eating
Relaxation and Tension Reduction		.316***	.239***
Arousal and Aggression		.244***	.223**
Increased Social Assertiveness		.233***	.069
Physical and Social Pleasure		.229**	.027
Global Positive Changes		.224**	.168*
Sexual Enhancement		.192**	.160*

*p<.05, **p<.01, ***p<.001

CONCLUSIONS

DEBQ External Eating scale was correlated to **all** AEQ scales, while DEBQ Emotional Eating scale was only correlated to **some**, but not all, AEQ scales. This showed that:

External eating had a more consistent relationship with alcohol expectancies. We speculated that **impulsivity**, which is defined as tendency to act without adequate thought, might be implicated in both external eating and drinking behavior⁹.

Emotional eating had a less consistent relationship with alcohol expectancies. We speculated that **depressive symptoms** are more tightly associated with sensitivities to food¹⁰ than to alcohol.

AEQ Relaxation and Tension Reduction and AEQ Arousal and Aggression had the highest correlations with DEBQ scales. We inferred that the **anticipatory pharmacological effects of alcohol are strongly associated to those of food**.

Non-significant correlations between DEBQ Emotional Eating scale and AEQ Increased Social Assertiveness and AEQ Social and Physical Pleasure might imply that **social factors driving eating and those driving alcohol use might be less associated**.

In general, the results support our hypothesis that **food expectancy is positively correlated to alcohol expectancy**

Intervention efforts for overeating and binge drinking among college students should thus consider the **possibility that addressing one of the two problems might directly or indirectly address the other**.

REFERENCES

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- Alm, M. M., & Rado, T. (2008). Evidence for a pathway through biological mechanisms and neurochemical effects of alcohol: evidence from animal studies. *Neuroscience & Biobehavioral Reviews*, 32(1), 22-39.
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- van Jaarsveld, T. (2008). J. E. R. B. J. A. & DeBruin, P. B. (2008). The Dutch Eating Behavior Questionnaire (DEBQ) for assessment of restrained, emotional, and external eating (Netherlands: International Journal of Eating Disorders, 32, 245-251).
- Chen, M. A., van Jaarsveld, T. J., & van Jaarsveld, P. B. (2008). Possible pathways between depression, emotional and external eating: A structural equation model. *Appetite*, 51(2), 243-254. doi:10.1016/j.appet.2007.06.001
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PIGS IN SPACE: EFFECT OF ZERO GRAVITY AND AD LIBITUM FEEDING ON WEIGHT GAIN IN CAVIA PORCELLUS



SPACEEXES

Colin B. Purrington

6673 College Avenue, Swarthmore, PA 19081 USA

ABSTRACT:

One ignored benefit of space travel is a potential elimination of obesity, a chronic problem for a growing majority in many parts of the world. In theory, when an individual is in a condition of zero gravity, weight is eliminated. Indeed, in space one could conceivably follow ad libitum feeding and never even gain an gram, and the only side effect would be the need to upgrade one's stretchy pants("exercise pants"). But because many diet schemes start as very good theories only to be found to be rather harmful, we tested our predictions with a long-term experiment in a colony of Guinea pigs (*Cavia porcellus*) maintained on the International Space Station. Individuals were housed separately and given unlimited amounts of high-calorie food pellets. Fresh fruits and vegetables were not available in space so were not offered. Every 30 days, each Guinea pig was weighed. After 5 years, we found that individuals, on average, weighed nothing. In addition to weighing nothing, no weight appeared to be gained over the duration of the protocol. If space continues to be gravity-free, and we believe that assumption is sound, we believe that sending the overweight — and those at risk for overweight — to space would be a lasting cure.

INTRODUCTION:

The current obesity epidemic started in the early 1960s with the invention and proliferation of elastane and related stretchy fibers, which released wearers from the rigid constraints of clothes and permitted monthly weight gain without the need to buy new outfits. Indeed, exercise today for hundreds of million people involve only the act of wearing stretchy pants in public, presumably because the constrictive pressure forces fat molecules to adopt a more compact tertiary structure (Xavier 1965).

Luckily, at the same time that fabrics became stretchy, the race to the moon between the United States and Russia yielded a useful fact: gravity in outer space is minimal to nonexistent. When gravity is zero, objects cease to have weight. Indeed, early astronauts and cosmonauts had to secure themselves to their ships with seat belts and sticky boots. The potential application to weight loss was noted immediately, but at the time travel to space was prohibitively expensive and thus the issue was not seriously pursued. Now, however, multiple companies are developing cheap extra-orbital travel options for normal consumers, and potential travelers are also creating news ways to pay for products and services that they cannot actually afford. Together, these factors open the possibility that moving to space could cure overweight syndrome quickly and permanently for a large number of humans.

We studied this potential by following weight gain in Guinea pigs, known on Earth as fond of ad libitum feeding. Guinea pigs were long envisioned to be the "Guinea pigs" of space research, too, so they seemed like the obvious choice. Studies on humans are of course desirable, but we feel this current study will be critical in acquiring the attention of granting agencies.

MATERIALS AND METHODS:

One hundred male and one hundred female Guinea pigs (*Cavia porcellus*) were transported to the International Space Laboratory in 2010. Each pig was housed separately and deprived of exercise wheels and fresh fruits and vegetables for 48 months. Each month, pigs were individually weighed by duct-taping them to an electronic balance sensitive to 0.0001 grams. Back on Earth, an identical cohort was similarly maintained and weighed. Data was analyzed by statistics.

RESULTS:

Mean weight of pigs in space was 0.0000 +/- 0.0002 g. Some individuals weighed less than zero, some more, but these variations were due to reaction to the duct tape, we believe, which caused them to be alarmed push briefly against the force plate in the balance. Individuals on the Earth, the control cohort, gained about 240 g/month ($p = 0.0002$). Males and females gained a similar amount of weight on Earth (no main effect of sex), and size at any point during the study was related to starting size (which was used as a covariate in the ANCOVA). Both Earth and space pigs developed substantial dewlaps (double chins) and were lethargic at the conclusion of the study.



CONCLUSIONS:

Our view that weight and weight gain would be zero in space was confirmed. Although we have not replicated this experiment on larger animals or primates, we are confident that our result would be mirrored in other model organisms. We are currently in the process of obtaining necessary human trial permissions, and should have our planned experiment initiated within 80 years, pending expedited review by local and Federal IRBs.

ACKNOWLEDGEMENTS:

I am grateful for generous support from the National Research Foundation, Black Hole Diet Plans, and the High Fructose Sugar Association. Transport flights were funded by SPACE-EXES, the consortium of wives divorced from insanely wealthy space-flight startups. I am also grateful for comments on early drafts by Mariana Athletic Club, Corpus Christi, USA. Finally, sincere thanks to the Cuy Foundation for generously donating animal care after the conclusion of the study.

LITERATURE CITED:

- NASA. 1982. Project STS-XX: Guinea Pigs. Leaked internal memo.
Sekulić, S.R., D. D. Lukač, and N. M. Naumović. 2005. The Fetus Cannot Exercise Like An Astronaut: Gravity Loading Is Necessary For The Physiological Development During Second Half Of Pregnancy. Medical Hypotheses. 64:221-228
Xavier, M. 1965. Elastane Purchases Accelerate Weight Gain In Case-control Study. Journal of Obesity. 2:23-40.

Poster presentations

- Things to think about:

1. People tend to read posters from left to right, and top to bottom – so consider your layout!
2. Avoid too much jargon

Jargon

“Special words or expressions used by a profession or group that are difficult for others to understand.”

- **Acronyms**

- Can be used to shorten difficult terms IF you've introduced the term in full, first

- **Unusual terms**

- Many psychological terms are unusual! Only use them if you are confident your audience will understand what they mean.

Yerkes-Dodson
Law (Optimal
Arousal
Theory)

Somatoform
Disorder

Variable-
Interval
Schedules

Retinal
Disparity

Poster presentations

Things to think about:

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Avoid too much jargon

Colour and font schemes

- Remember: Simple is often best

Visual Style

- › Make the colours and effects easy on the eyes-
don't make it too busy.
- › **Choose colours wisely...** likewise select an
appropriate size....
- › Keep text font plain and simple, *some styles are just too hard to read.*
- › **Don't cram too much information on your slides as it will all merge into one total incomprehensible mess**

Short Title

Introduction

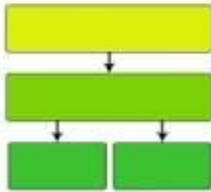
Body of the introduction section

Pie chart title



Objectives

- Bullet 1
- Bullet 2
- Bullet 3

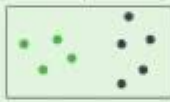


Results

Bar chart title



Scatterplot title



Line graph title



Discussion

1. First point
2. Second point

Conclusions

- Bullet 1
- Bullet 2
- Bullet 3
- Bullet 4
- Bullet 5
- Bullet 6



Poster presentations

Things to think about:

- People tend to read posters from left to right, and top to bottom – so consider your layout!
- Avoid too much jargon
- Colour and font schemes
- Remember: Simple is often best
- Balance text and images (and space!)



Supervisor
Mark Caulkill



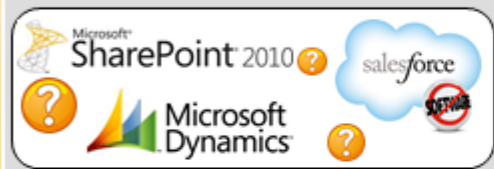
Weaving a successful CRM solution using Design Research

Damien Fahy | Nelson Marlborough Institute of Technology, Nelson, New Zealand

1 Problem Identification & Motivation

This was identified by the request of Blueberry IT localising between three Customer Relationship Management (CRM) platforms based upon an analysis of the functioning and the user requirements. Upon further investigation it was found that there is a pattern of failure rates regarding CRM integration in businesses. This was aimed for a system that increases CRM success.

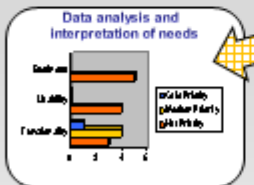
SharePoint vs. Dynamics vs. Salesforce



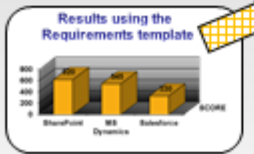
2 Objectives requirements gathering

This involved questioning what a better CRM would accomplish by accessing the business and user requirements via a semi-structured interview. Using fictional personas as a visual representation of the business environment, the relationship between people and the current system was designed to gain insight and understanding into the inner workings of the business while focusing on the needs of its users.

A requirements template was designed using information gathered in the literature review stage regarding successful implementations of CRM systems and also the data gathered from the results of the context interview in order to compare the three CRM platforms and choose the one that best aligns with the needs of the business and its users.



An implementation of the CRM using the SharePoint 2010 platform was found to be the most suitable solution to the problem by aligning it with the requirements template, getting an overall better ranking than the other two candidates namely Microsoft Dynamics 2011 and Salesforce.



DESIGN RESEARCH METHODOLOGY

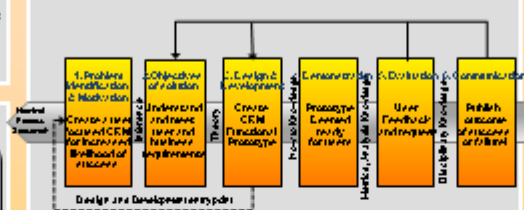


Figure 1: Design Research Methodology (Dunne & Rabotnik, 2006)

Grasping the business needs and environment using personas



3 Design and Development of the Prototype

This involved learning how to build upon the SharePoint platform and work with IT to build and formulate an initial semi-functional prototype to offer the user to interact and test in order to get feedback and start implementing new changes.

The system was developed using an agile method called Rapid Application Development (RAD) prototyping methodology, by utilising feedback from built into the system the user could test new features, changes and updates to the system as they were implemented. Weekly face to face meetings were set up and functionality and usability discussed in order to get a system that met the requirements and user needs.

Using this iterative and incremental approach for the development of the prototype was useful as it was gradually able to learn and implement functionality into the CRM and the user was able to gradually utilize it and the timely place feedback via the new system itself.

4 Demonstration

All the demonstrations that we were able to gauge to be successful (the CRM system) was a success in addressing and determining it was ready for wider adoption in the CRM was deemed in already state for additional use core functionality and resolving all the high priority requirements.

5 Evaluation

In the Evaluations stage the prototype more users were and got to test and utilize it, these users were allowed through the governance of the CRM administrator. From the users were categorized by their levels of normal and high. Then these user requests were then upon the stable condition they were in namely new. Any unresolved requests that needed clarification or a up at the weekly meeting.



6 Communication and Collaboration

Before the task of developing the prototype it is necessary for a concise yet thorough definition of CRM to be core being in order to understand its application, it was discovered that although CRM systems utilize technology the deeper functioning are rooted in the concepts of value that can be derived in the wider context of the business environment.

By focusing on the user's needs and the context of the business we are able to create a system that has an increased likelihood of success.

Academic Research Posters: Strategies and Principles For Good Design

Albert Einstein, Department of Physics and Astronomy, University of Sheffield

Introduction

Academic research is often presented visually in the form of a research poster. This format of dissemination is a particularly effective way to get complex ideas across in a simple and accessible way and is commonly used as a method of networking for researchers at conferences and events. It can be a great way to present your research to a wider audience and to get it noticed by relevant specialists, policy-makers or the general public.

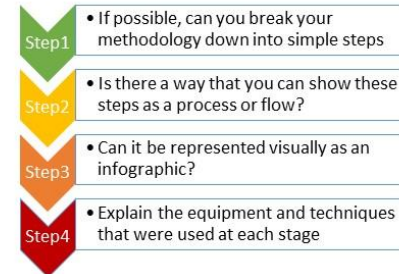
Aims and Objectives

Can you break down the aims and objectives of your project into some simple statements? If so, try presenting these as bullet points to make it easy for your reader to find them:

- Produce a high quality academic poster
- Present my findings in an accessible and visually engaging way
- Raise awareness of my research among a wider audience

Methodology

A brief objective description of the experimental approach, including equipment used and the protocol followed. Your methods should include techniques used both to generate and to analyse the data (i.e. which statistical methods were employed).



Results/Findings

What are your key findings? Can you support these with graphical representations of your data? Think about simplicity and accessibility of the information and adopt a 'less is more' approach where possible.

Fig. 1: Delegate responses to the prompt: "Academic Conference Posters are commonly used with my professional field"

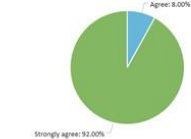
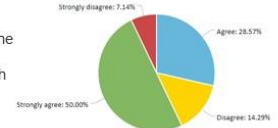


Fig. 2: Delegate responses to the prompt: "Catching viewers attention is reliant upon imagery and composition"

A lot of viewers of your poster will look at the images first (see Fig 2. above), so make sure they tell a story in their own right and are clearly annotated and labelled.

Analysis/Discussion

What does your data mean? How does what you have presented fit in with the existing literature? Do your findings support other published research, or do they challenge it? If so, why, or why not? You may also wish to include the following sections:

- Limitations: were there any problems or issues with your research project?
- Key themes or findings from your research summarised as succinctly as possible

Conclusion

What are the main take-home messages for your audience? Are there any recommendations, implications for practice, or is further research required to build a complete picture? If so, what are the next steps for you and/or other researchers in the field?

Bibliography:

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Rowe, Nicholas et al. "What impact do posters have on academic knowledge transfer?" *BMC medical education* 9.1 (2009): 71.

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For further information, please contact: 301@sheffield.ac.uk

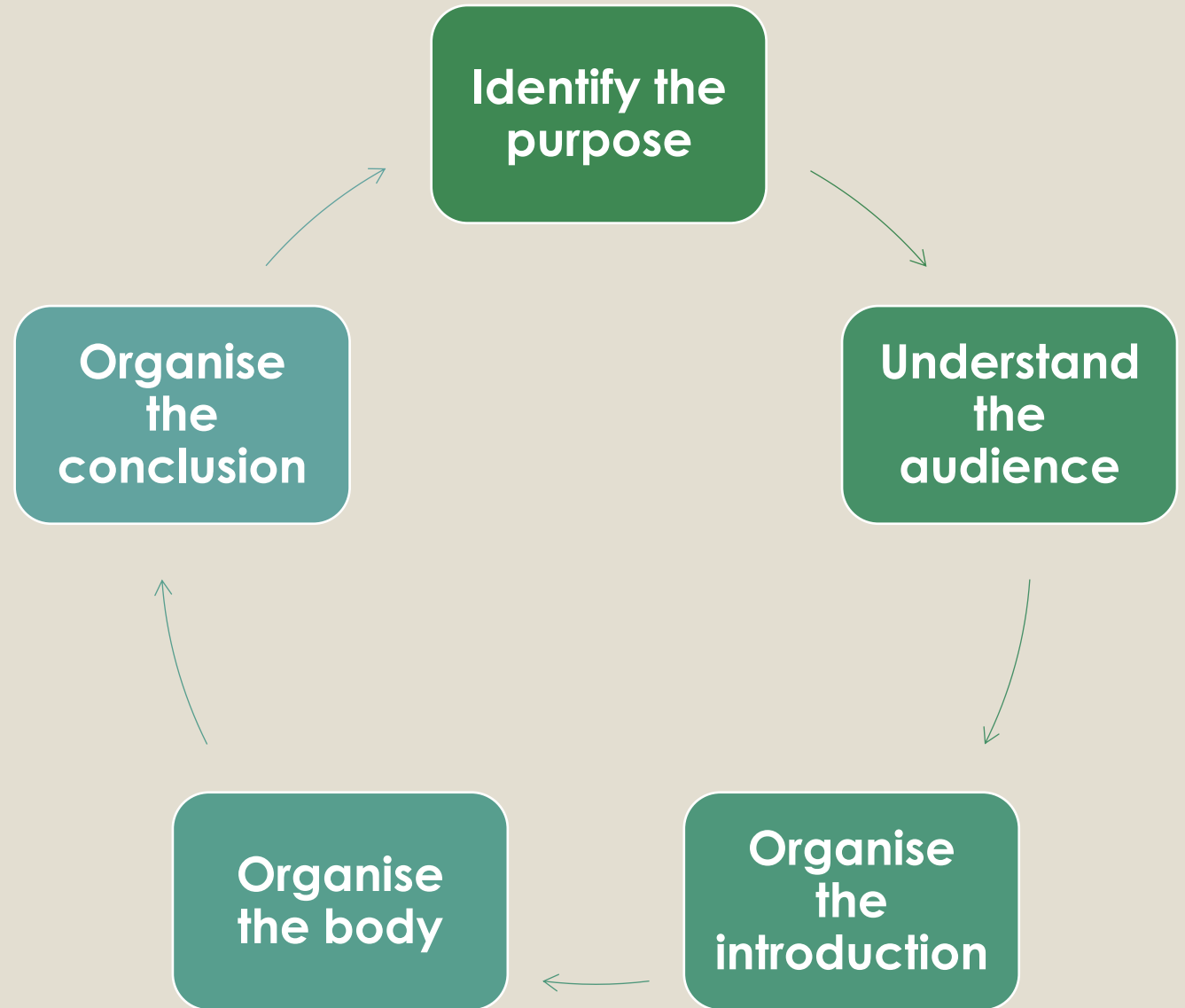
Oral presentations: Guidelines

The main difference between the written words (contained within your poster) and giving an oral presentation is the 'ORAL' part!

The facts remain the same – you just 'tell' them differently

Oral presentations: Guidelines

Beins and Beins (2012)



Oral presentations: Guidelines



1. Identify the main points

Don't overload the audience



2. Provide evidence to support points



3. Practice!

Poor timing affects grades.



4. If including results of studies, keep it simple



ANY QUESTIONS?