



Readability and Usability of Scientific Information in the Poster Presentation Format

Ann Jabro (1) and Jalal Jabro (1)

(1) Robert Morris University, Sewickley, United States (jabro@rmu.edu, 412-397-2469), (2) United States Department of Agriculture, Northern Plains Applied Research Laboratory

The European Geosciences Union convenes an annual international conference that boasts over 13,000 academic presentations of which more than half are poster presentations. This research effort studied a sample of more than 500 posters presented during the 2012 conference to identify best practices for readability and usability of information for the poster presentation format as well as assess the strengths and weaknesses of the information presented. The findings support that if graduate students learned the appropriate conventions for synthesizing critical information for presentation in diverse contexts there would be opportunities to shift the manner in which scientific information is currently presented. Furthermore, more than 75% of the posters analyzed for the study did not meet the minimum requirements for usability and readability.