



Effective Ways to Communicate Research Using the Poster Format

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Numerous academic conferences feature multiple venues for presentation of academic research results. While numerous associations provide conference presenters with potential best practices for the generation and presentation of information, not all presenters follow the suggested guidelines. This study reports the results of a random sample of poster presentations from an international conference spanning five days. More than 100 poster presentations were photographed to allow for manipulation and inspection of content that was content analyzed for key variables related to readability and usability. The results support that less content is best as well as effective use of color, font style and size.