POSTER INTERPRETATION:

Posters are a common tool for sharing information and research results at scientific meetings and conferences. Posters are a key component of communicating your science and an important element in a successful scientific career. Posters, while delivering the same high-quality science, offer a different medium from either oral presentations or published papers, and should be treated accordingly. Posters should be considered a snapshot of your work intended to engage colleagues in a dialog about the work, or, if you are not present, to be a summary that will encourage the reader to want to learn more. Many a lifelong collaboration has begun in front of a poster board.

**Ten simple rules for presenting an effective poster.**

Rule 1: **Define the Purpose**

The purpose will vary depending on the status and nature of the work being presented, as well as the intent. Some posters are designed to be used again and again; for example, those making conference attendees aware of a shared resource. Others will likely be used once at a conference and then be relegated to the wall in the laboratory.

### Rule 2: Sell Your Work in Ten Seconds

Some conferences will present hundreds of posters; you will need to fight for attention. The first impressions of your poster, and to a lesser extent what you might say when standing in front of it, are crucial. It is analogous to being in an elevator and having a few seconds to peak someone's interest before they get off. The sad truth is that you have to sell your work. One approach is to pose your work as addressing a decisive question, which you then address as best you can.

**Rule 3: The Title Is Important**

The title is a good way to sell your work. It may be the only thing the conference attendee sees before they reach your poster. The title should make them want to come and visit. The title might pose a decisive question, define the scope of the study, or hint at a new finding. Above all, the title should be short and comprehensible to a broad audience. The title is your equivalent of a newspaper headline—short, sharp, and compelling.

**Rule 4: Poster Acceptance Means Nothing**

Do not take the acceptance of a poster as an endorsement of your work. Conferences need attendees to be financially viable. Many attendees who are there on grants cannot justify attending a conference unless they present. There are a small number of speaking slots compared with attendees.

**Rule 5: Many of the Rules for Writing a Good Paper Apply to Posters, Too**

Identify your audience and provide the appropriate scope and depth of content. If the conference includes nonspecialists, cater to them. Just as the abstract of a paper needs to be a succinct summary of the motivation, hypothesis to be tested, major results, and conclusions, so does your poster.

R**ule 6: Good Posters Have Unique Features Not Pertinent to Papers**

The amount of material presented in a paper far outweighs what is presented on a poster. A poster requires you to distill the work, yet not lose the message or the logical flow. Posters need to be viewed from a distance, but can take advantage of your presence. Posters can be used as a distribution medium for copies of associated papers, supplementary information, and other handouts. Posters allow you to be more speculative.

**Rule 7: Layout and Format Are Critical**

Pop musician Keith Richards put the matter well in an interview with Der Spiegel : “If you are a painter, then the most important thing is the bare canvas. A good painter will never cover all the space but will always leave some blank. My canvas is silence.” Your canvas as poster presenter is also white space. Guide the passerby's eyes from one succinct frame to another in a logical fashion from beginning to end.

**Rule 8: Content Is Important, but Keep It Concise**

Everything on the poster should help convey the message. The text must conform to the norms of sound scientific reporting: clarity, precision of expression, and economy of words. The latter is particularly important for posters because of their inherent space limitations. Use of first-rate pictorial material to illustrate a poster can sometimes transform what would otherwise be a bewildering mass of complex data into a coherent and convincing story.

**Rule 9: Posters Should Have Your Personality**

A poster is a different medium from a paper, which is conventionally dry and impersonal. Think of your poster as an extension of your personality. Use it to draw the passerby to take a closer look or to want to talk to you. Scientific collaboration often starts for reasons other than the shared scientific interest, such as a personal interest. A photo of you on the poster not only helps someone find you at the conference when you are not at the poster, it can also be used to illustrate a hobby or an interest that can open a conversation.

**Rule 10: The Impact of a Poster Happens both During and After the Poster Session**

When the considerable effort of making a poster is done, do not blow it on presentation day by failing to have the poster achieve maximum impact. This requires the right presenter–audience interaction. Work to get a crowd by being engaging; one engaged viewer will attract others. Don't badger people, let them read. Good posters and their presentations can improve your reputation, both within and outside your working group and institution, and may also contribute to a certain scientific freedom.

what hypothesis is being tested (goal/objective/hypothesis). Some posters will include the abstract, which is a brief summary of the study and results.

**Interpret the following posters :**

**Exercise : 1**

