Outline for Poster Presentation

# Demographics & Ad Listening Habits of Participants, Before Ad (4 Pie Charts = 2 Rows)

1. Gender and Age *(Gender* & *Age)* – **2 PIE CHARTS**
2. Podcast vs. Non-podcast listeners (“*Top 3 Educational \_1*”, which I turned into *podcast\_standard*) & Those Listeners Who Skip Ads (“*Ad Skipping*”) – **2 PIE CHARTS**

# Responses to QQ1, QQ2 & QQ3 Before and After Viewing Ad (3 Jitter Plots + 6 Stacked Bar Charts = 4 Rows)

1. \*My Own Composite Score: Change in Number of Thoughts After Viewing Ad *(composite\_diff\_norm;* this same variable gets recycled 3 times*)* – **3 JITTER PLOTS for QQ1, QQ2 & QQ3**
2. My Subjective, Category Classification of *QQ1\_CATEGORY\_BEFORE, QQ1\_CATEGORY\_AFTER*; *QQ2\_CATEGORY\_BEFORE, QQ2\_CATEGORY\_AFTER*; and *QQ3\_TYPE\_OF\_LIE, QQ3\_LIE\_2\_SUMMARY* – **STACKED BAR CHART for All Groups, and for Control vs. Test Group (Audio & Visual Format), which 2 for each question x 3 questions = 6 TOTAL**

# Response to Sentiment & Participation, After Ad ()

1. My Categorical Classification of *SENTIMENT* – **PIE CHARTS**
2. Objective Categorical Classification of *FUTURE\_STUDY* – **PIE CHARTS**

Notes:

\*I could probably go back and split up *composite\_diff\_norm* in II. 1., as well as standardize variable names.