

Scientific Posters

(& Presenting Them)

Fall 2023

Presentation Macaulay TLC Fellow:

Sonia Sánchez - sonia.sanchez@macaulay.cuny.edu

With thanks to TLC Fellows Allison Cabana, Rakhee Kewada, Liza Shapiro & Frieda Benun
for development of some included slides.



MACAULAY
HONORS COLLEGE

Agenda

1. Purpose of a poster
2. Technical aspects of making posters
3. Example Posters
4. How to present a poster
5. Questions (throughout)

What is the point of a poster?

- Short & concise explanation of your project and the conclusions
- Show your evidence/data/work in a clear and easy-to-read manner
- **Bring your work to a wider audience than those who would otherwise read it**
- Bonus: Have an easily accessible example of your work if needed for future opportunities

When & where you might present a poster?

- In your courses
- STEAM Festival
 - In-person /Online presentations
 - Website
- Professional Conference
 - Undergraduate/CUNY
 - Professional Organization
- Future Applications to your Careers



Different Things to Consider:

- Who is your audience?
- Are there any guidelines for your specific venue?
- Are you presenting it?
 - If yes, how so (e.g. time, online, recorded, etc)?
- What would YOU want to see in a poster?
(This is part of your “style,” within *guidelines*.)

Poster Types & Field Specificities:

- There are MANY ways you can make a poster, however - scientific posters generally fall into (or b/w) two main types:
 - **Conventional Scientific Poster** (Poster 1.0)
 - **Poster 2.0**
- For your professional field, there *may* be specific conventions that are widely used.
- Your professors may also have preferences.

Example of Conventional Poster:

Title, formatted in sentence case (Not Title Case and NOT ALL CAPS), that hints at an interesting issue and/or methodology, doesn't spill onto a third line (ideally), and isn't hot pink

Colin Purrrington

666 Teipai Street, Posterville, PA 19801, USA

Introduction

Colleagues: a reader was mildly annoyed by your title. How you have 2-3 sections to break her/his eye reading flow by describing what your question was and why the answer might be of interest. Give the background information will cause them to walk away if you're talking next to your poster, and that can have bad results.

Typography: treatment B is shown that body text is easier to read if you use a word font such as Times the non-serif font we are going to use. Technical figure legends, etc. Research also shows that fairly justified text (like paragraph) is slightly harder to read even though it looks really good.



Figure 1. A photograph in your introduction that hopefully lure people to your otherwise non-photogenic research. If it's not your image, ask phony author for permission to use, and cite number.

Results

The overall layout in this area should be visually compelling, with either axes on how a reader should travel through the components. You might want a large map with road networks, or key questions on left with arrows and important graphics on right. Be sure to separate figures from other figures by white space. You can implement a two-column layout for tables and figures, but make sure they are well separated. You can implement a three-column layout for tables and figures to make sure and which aligned goes well with which figure.

If you want small diagrams or icons to your figures, those visual cues can be practice aid in reading structure. And use colored arrows or callouts to focus attention on subsection parts of graphs. You can even put in annotations next to arrows to tell the reader what's going on there's something in relation to how the hypothesis is being tested.

"This control was used frequently caused by contamination when I second grad teacher." "Alas, do I be afraid of watercolor because I know have one part of a diagram related to another figure? Those tips is going reduce your need for technical nomenclature, but posters can be more personal and than just guide viewers.

Figures are performed better than are sometimes unavoidable like death, but can go great efforts to make a look professional. Look in a respected journal and see how they do it. If you fine thickness, text alignment, etc. slowly. Again, save colored text or arrows to draw attention to important parts of the table. Paragraph format is fine, but we are used to lots of results.

* 9 out of 12 communicated are successful

* Communicated and was less

* Cited and completed much faster, on average, than the

whole team.

Conclusions

"Conclusions should not be dry restatements of your results. You want to grab the reader through what you have communicated here really, and you need to state why those conclusions are interesting (i.e., don't assume reader will guess). These are several sentences should refer back to the literature base mentioned in the introduction. If you didn't notice a learning toolset in the introduction, go back and fix that.

A good conclusion will also explain how your experiments fit into the literature on the topic. E.g., how exactly does your research add to what is already published on the topic? It's important to be frank, and get across in this section, partly because audiences of previous literature may not have been in your reading environment. You can also display your appreciation of others' input by citing specifically, you want to tell readers who have listed this long what might be done next while they do it. E.g., are you currently taking the next logical step, or are you awaiting someone with different skills? Offer up on your reasoning. It's OK to put a bit of personality into this section. Because science is expected posters to be impersonal and if you're not actually starting there to convey your enthusiasm, your poster text should be doing that for you).

If you have a practical way to extend the sort of step of your hypotheses, by all means include it in this section. For example, you might make a graphic of hypothetical data

that shows a expected result in a future experiment. That's something, but it really fits a poster.

If you're curious this poster has 63 words, and for

599 words. If you are above 1000 words your poster will be automatically flagged to everyone except your mentor or colleagues.

A well-designed poster needs plenty of white space surrounding objects of text, boxes, graphics, and tables. The also white space between your text and edges of box. Without white space a poster will look cluttered and unprofessional.

Figure 2. Here an artist to illustrate the important steps in your procedure. A photograph of your actually doing something might be nice, too. [Image by John Snow 1852]

Acknowledgments

We thank L. C. for laboratory assistance, Mary Anna for help, and Rich Burke for greenhouse care. Funding for this project was provided by the Department of (Redacting). Note that profile's items are omitted (they are TMI).

Further information

(More info and templates) can be found at "Document exchange poster".

<http://spicelabengineering.com/tips/poster-design>

Literature cited

- Scott, E.C. 2015. Evolution vs. "Creationism" on Introduction. University of California Press, Berkeley.
- Society for the Study of Evolution. 2005. Statement on Teaching Evolution. <<http://www.esf.org/statement.html>>. Accessed 2015 Aug 9.
- Brooks, D.D. 1988. The evolution of recombination rates. Pages 87-105 in *The Evolution of Sex*, edited by R.F. Mootoo and B.R. Levin. Sinauer, Sunderland, MA.

Example of Poster 2.0:

Title

Main finding goes here,
translated into plain english.
Emphasize the important
words.

Authors

Intro

H1
H2

Methods

1.
2.
3.
4.

Results

Discussion

More research is needed, but...

Take a picture to
download the full paper

QR code

University of Michigan

Extra Tables
& Figures

Table 1: Data from our study showing the relationship between variable A and variable B. The table includes columns for Variable A, Variable B, and their interaction.

Figure 1: Line graph showing the trend of variable A over time. The red line represents the mean, and the blue lines represent the confidence interval.

Table 2: Data from our study showing the relationship between variable C and variable D. The table includes columns for Variable C, Variable D, and their interaction.

Figure 2: Line graph showing the trend of variable C over time. The orange line represents the mean, and the green lines represent the confidence interval.

<https://www.insidehighered.com/news/2019/06/24/theres-movement-better-scientific-posters-are-they-really-better>

Technical Aspects of Making a Poster

YOUR POSTER SHOULD ANSWER...

My name
My place

The Effect of X on Y in NYC

Why?

**What did
we do?**

**What did we
learn?**

**What do we
recommend?**

**What did
we find?**

**What are
we adding?**

What to Include:

- FULL Name & Contact Info (i.e., email)
- University and/or Organization Affiliation
 - Logos, if Applicable



SCIENTIFIC CONTENT:

- Intro (&/or Abstract)
- Methods
- Data
- Conclusions
- References & Acknowledgments*

REQUIREMENTS

- Posters can be made with **Keynote, PowerPoint or Google Slides.**
- **Beware of conversion between PowerPoint and Google Slides!**
- Poster dimensions must be 48" x 36" (or vice versa)
 - In PowerPoint/Gslides:
 - File > Page setup > Width= 48, Height=36
- You can also find templates in PowerPoint for scientific posters.

DESIGN GUIDELINES

- Fonts: legible, accessible, and simple
- Headings: 40-70 pt size
- Body: 24+ pt size
- Simple color scheme, minimal text, avoid paragraphs Graphics
- Bullet points and indentation
 - As you can tell from reading this, no one likes to read large swaths of text in a bright color. Even a sentence or two in the same bullet point can be visually unappealing, so when in doubt: split it into 2 bullets. And/or condense!

DESIGN GUIDELINES - NOTE on POSTER 2.0

- These might change depending on if you're going with a Conventional Scientific Poster OR Poster 2.0!
- **For Poster 2.0:**
 - Main finding is the largest, most focal piece.
 - Solid colors, bold statement.
 - Inclusion of a QR code to link to details about the study.
 - Note that you are still including the scientific evidence on the poster, it is just less focal than in the conventional poster.

WHAT MAKES A GOOD POSTER?

Regardless of 1.0 or 2.0



See this? This is Science.

WHAT MAKES A GOOD POSTER?

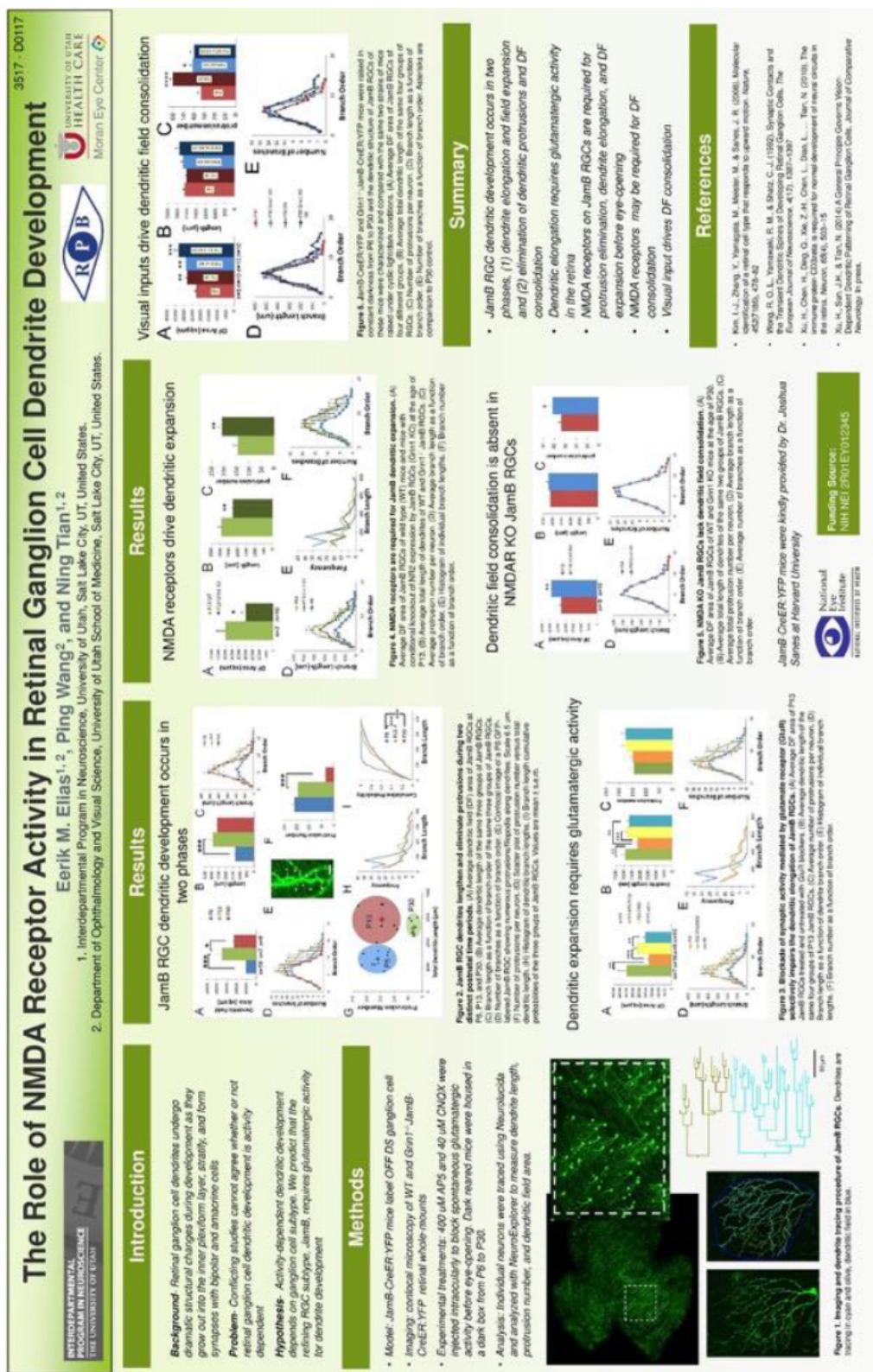
Regardless of 1.0 or 2.0

- Clarity and legibility
- Succinct statement of your claim
- Evidence of your claim: Method, Data
- SIMPLE graphics and/or organization

- A way to seek more info

**Examples of Posters:
Pros & cons?**

SAMPLE POSTER 1: HTTP://WEBVISION.MED.UTAH.EDU/2014/05/THE-ROLE-OF-NMDA-RECEPTOR-ACTIVITY-IN-RETINAL-GANGLION-CELL-DE NDRITE-DEVELOPMENT/



SAMPLE POSTER 2:
<https://www.npr.org/sections/health-shots/2019/06/11/729314248/to-save-the-science-poster-researchers-want-to-kill-it-and-start-over>



SAMPLE POSTER 3:

Still from - <https://www.youtube.com/watch?v=1RwJbhkCA58>

How to create a better research poster in less time (#betterposter Generation 1)

Non-Cognitive Predictors of Student Success: A Predictive Validity Comparison Between Domestic and International Students

Dr. Thea Schofeld,
Ivanis Choi, Benn Mullins,
Williams

- Increasing interest in utilizing non-cognitive predictors in the college admissions process
 - Rising enrollment of international students

METHODS

 - We compare the predictive validity of these measures across domestic and international students.
 - Results indicate some predictive validity differences do exist and an explanation for this differential validity, as well as a moderator of these relationships, are tested.

10

- MEASURES**

 - We compare the predictive validity of these measures across domestic and international students.
 - Results indicate some predictive validity differences do exist and an explanation for this differential validity as a moderator of these relationships are tested.

RESULTS

 - Consistent differential validity for some non-cognitive measures for international students, specifically for STI, Continuous Learning, and Academic Motivation, while few of the students did not seem to be the results of functioning as a proxy for English language ability.
 - Cultural distance does not seem to moderate the relationship of non cognitive

DISCUSSION

- Non-cognitive abilities may be useful in predicting international student performance, but differential validity may be an issue.
 - Negative, non-significant relationship between GLOBE scores and perceived cultural distance warrants caution in generalizing country-level scores to individuals.
 - More research is warranted to explain differential validity for international students.

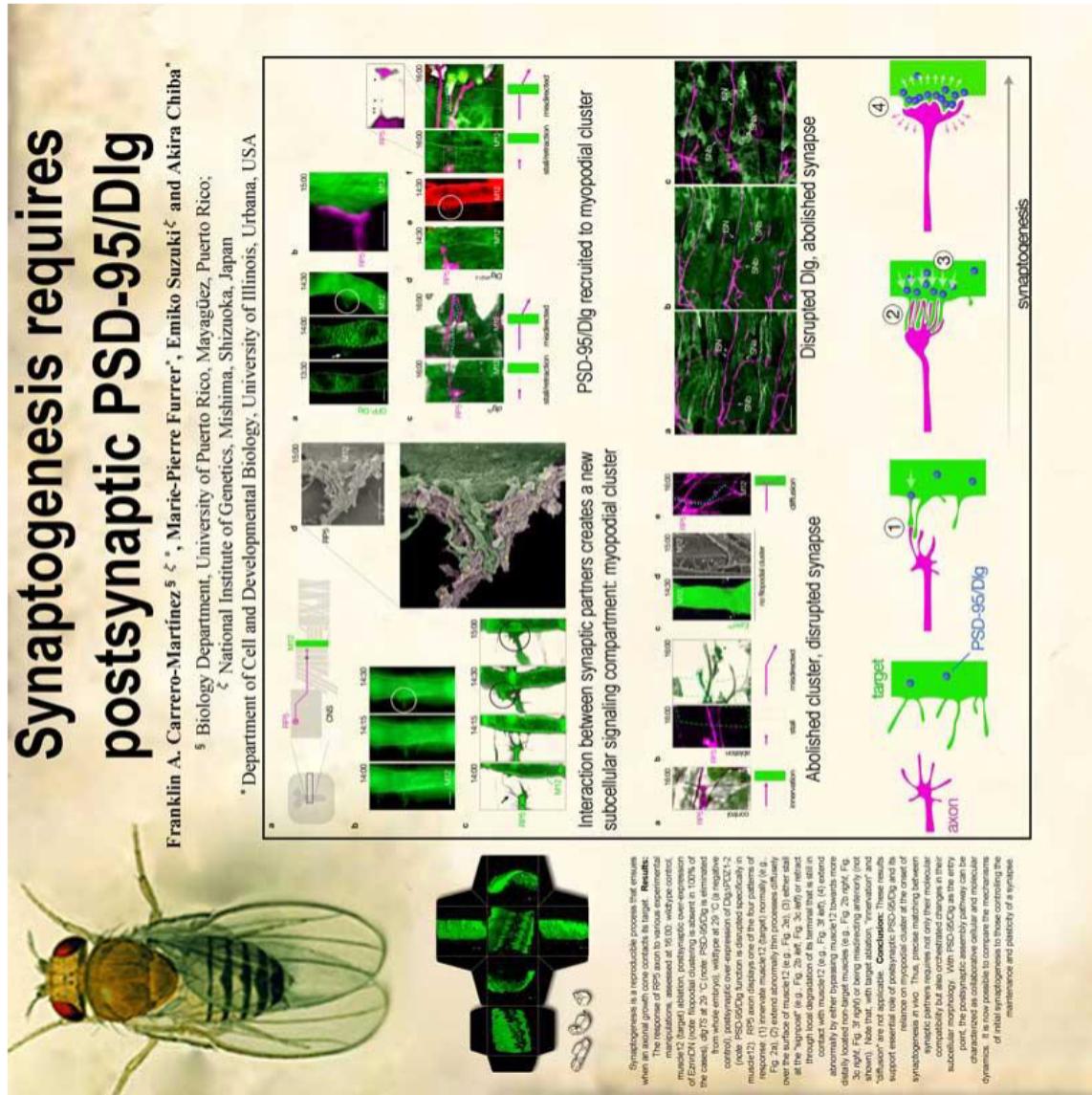


Year	Number of Dissemination Requests		Number of Correspondence Requests		Number of Information Requests	
	Total	From Students	Total	From Students	Total	From Students
2000-2001	1,044	1,044	1,112	1,112	1,112	1,112
2001-2002	1,044	1,044	1,044	1,044	1,044	1,044
2002-2003	1,044	1,044	1,044	1,044	1,044	1,044
2003-2004	1,044	1,044	1,044	1,044	1,044	1,044
2004-2005	1,044	1,044	1,044	1,044	1,044	1,044
2005-2006	1,044	1,044	1,044	1,044	1,044	1,044
2006-2007	1,044	1,044	1,044	1,044	1,044	1,044
2007-2008	1,044	1,044	1,044	1,044	1,044	1,044
2008-2009	1,044	1,044	1,044	1,044	1,044	1,044

Sample	Number of 177Hz students at Step: Mathematics university
1. 14 (14.1%) female	- 13.5% international (1-20% Chinese)
2. 13 (13.0%) students at Step: Mathematics university	- 13.5% female
3. 14 (14.0%) female	- 13.7% international (1-4% Chinese)



**SAMPLE
POSTER 4**



How much of an Impact do Ginkgo Trees have on Air Quality?



BioBlitz Poster
Vadim Allayev, Kristina Andrade, Zae Jackson, Shelly Koppel, Lily Negroponte

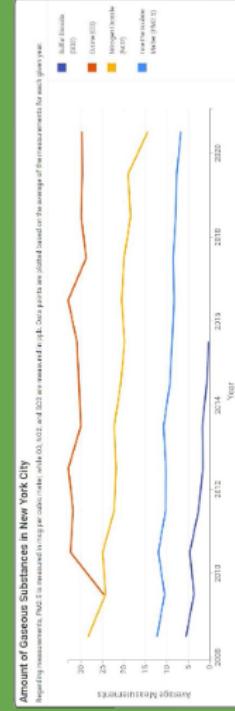


Background

Ginkgo trees are impressively resilient plants. Research shows that ginkgo trees have a long lifespan of more than a thousand years, as well as strong resistances to drought, diseases, pollution, and poor soil. In the past there have been several programs to plant ginkgo trees in an effort to improve air quality. Curious about the effectiveness of ginkgo trees in this respect, we have done research to see if they really do effect.

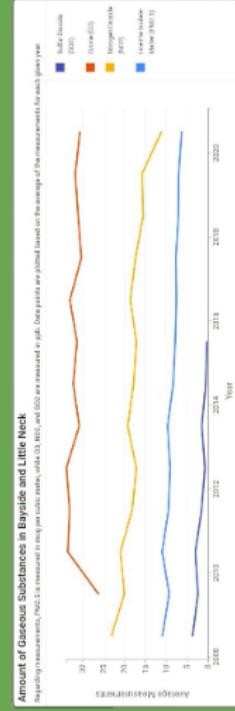


Results



NYC
691,600
Ginkgo
Trees

Fig. 1

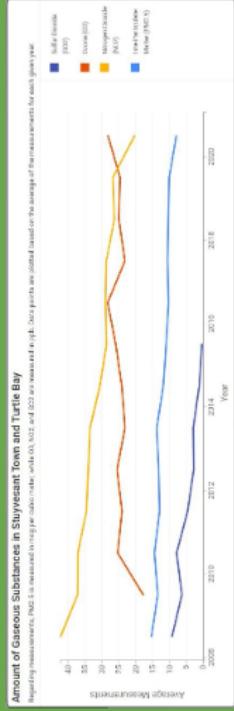


**Bayside
&
Little Neck**
22,947
Ginkgo
Trees

Fig. 2

**Stuyvesant
Town &
Turtle Bay**
2,585
Ginkgo
Trees

Fig. 3



Analysis

Despite having about 9 times the ginkgo trees in the regions of Fig. 3, the regions of Fig. 2 does not see considerably steeper decreases in pollutants than that of Fig. 3. Moreover, the trends of Fig. 2 and 3 follow those of Fig. 1, which represents all of NYC.

Conclusions

Our data suggests that ginkgo trees do not significantly impact NYC air quality. However, it is possible that ginkgo trees impacted the initial measurements of these gaseous substances. Many ginkgo trees in NYC were planted since the mid-1900s, and we can see a clear difference in the initial measurements at the start of Fig. 2 (in 2009) compared to Fig. 3. Still, proximity to various pollutants or green spaces and environmental energy regulations likely play a more significant role in air quality.

References

1. Y.S. Kim, I.K. Lee, G.C. Chung, Tolerance and Susceptibility of Ginkgo to Air Pollution - Review of Recent Studies, *Environmental Monitoring and Assessment* (1997).
2. Hwang, Yook, S.-J., Ahn, K.-H., Experimental investigation of submicron and ultrafine soot particle removal by tree leaves. *Atmospheric Environment* (1994), 28(38):6897-6934. (1994).
3. Kiyomizu, T., Yamagishi, S., Kure, A. et al. Contrasting photosynthetic responses to ambient air pollution between the urban shrub Rhododendron × pulchrum and urban tall tree Ginkgo biloba in Kyoto city: stomatal and biochemical morpho-anatomies are key traits. *Trees* 33: 63–77 (2019).
4. Bo Chen, Jingling Xu, Donghan Liu, Xiribing Yang, Response of Ginkgo biloba growth and physiological traits to ozone stress. *Global Ecology and Conservation*, Volume 34, 2022, e02020, ISSN 2351-9894, (2022).

This poster was made using the "Posterizer's Poster" template from PeerRecognized.com

SAMPLE Poster 6:

Source - "Better Posters"
<http://betterposters.blogspot.com/2011/04/critique-best-cancer-inhibition.html>

MD ANDERSON
CANCER CENTER
ORLANDO

PROTECTED BY THE CLASSIS INSTITUTE

96-Benzylguanine Inhibits Tamoxifen Resistant Breast Cancer Cell Growth and Resensitizes Breast Cancer Cells to Anti-Estrogen Therapy

Joshua Smith¹, George C Bobustuc², Rafael Madero-Vishal¹, Jimmie Colon¹, Beth Isleyⁿ, Jonathan Ticku¹, Kalkunte S. Srivenugopal and Santhi Konduri¹

Abstract

breast cancer cells. In addition, we have shown that the MMT protein is expressed in normal breast epithelial cells. Thus, MMT may play a role in maintaining the integrity of normal breast tissue. Our results indicate that MMT may be a tumor-suppressor gene that is involved in the regulation of cell proliferation and differentiation in normal breast epithelial cells. The MMT protein may also play a role in the regulation of cell proliferation and differentiation in breast cancer cells. Our results suggest that MMT may be a tumor-suppressor gene that is involved in the regulation of cell proliferation and differentiation in normal breast epithelial cells. The MMT protein may also play a role in the regulation of cell proliferation and differentiation in breast cancer cells.

Truthful.

Results

MD ANDERSON CANCER CENTER ORLANDO

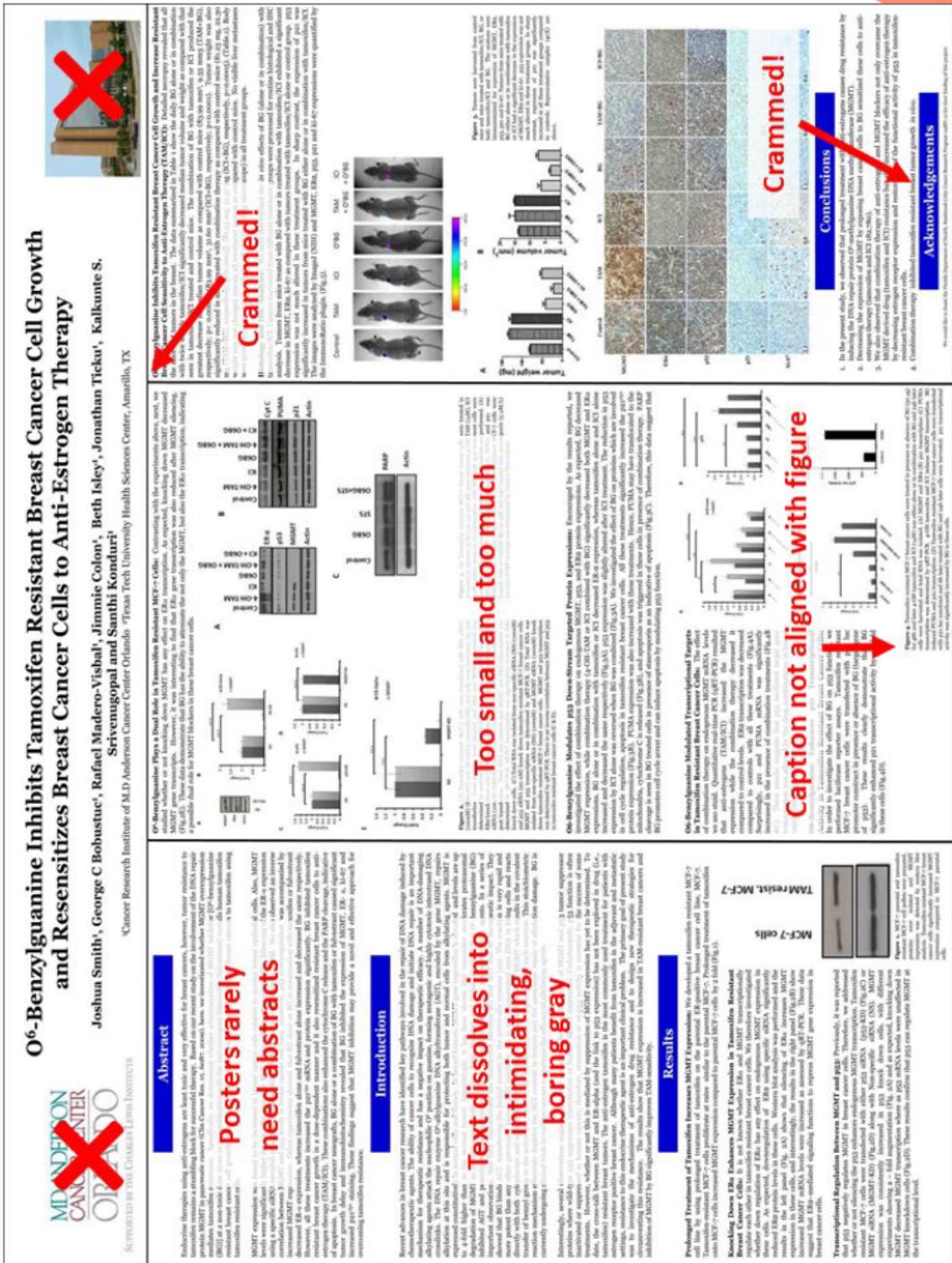
SUPPORTED BY THE CHARLES L. WISE INSTITUTE

Joshua Smith¹, George C. Bobuska², Rafael Madero-Visbal¹, Jimmie Colon¹, Beth Isley¹, Jonathan Tickoo¹, Kalkunte S. Srivenugopal¹ and Santhi Konduri¹

¹Cancer Research Institute of M.D. Anderson Cancer Center Orlando, "Texas Tech University Health Sciences Center, Amarillo, TX

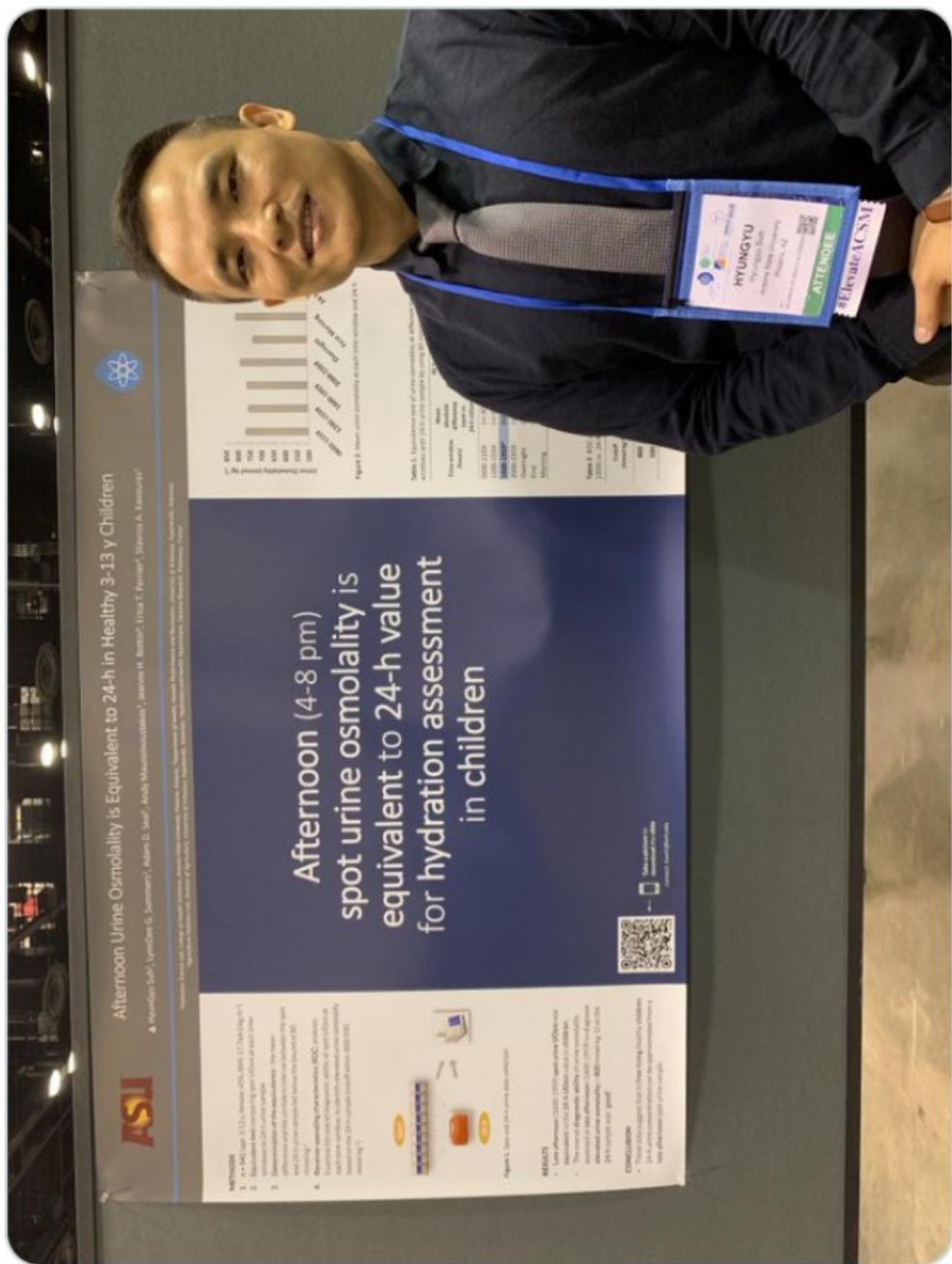
misters.blogspot.com/2011/04/critique-breast-cancer-inhibition.html

Source: <http://betterpostures.com>



Source: <http://betterposters.blogspot.com/2011/04/critique-breast-cancer-inhibition.html>

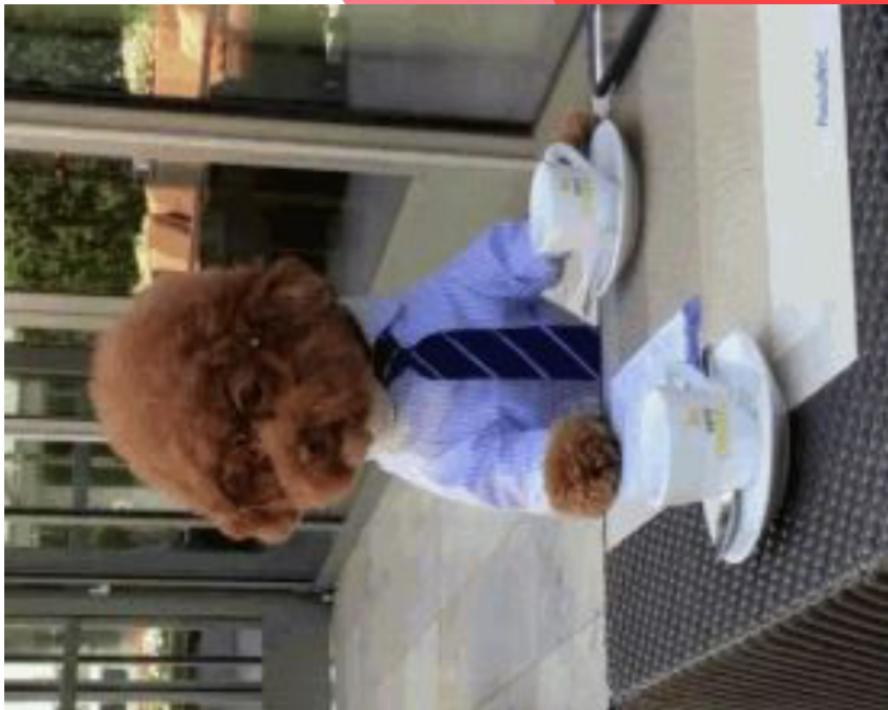
Poster Example 7:



<https://twitter.com/DrHydration/status/1134193977572372480/photo/1>

Additional Resources:

- NYU Guide to Posters: <https://guides.nyu.edu/posters>
- Article with Links and Examples from UC Davis:
<https://urc.ucdavis.edu/creating-effective-academic-posters>
- Article Explaining Scientific Poster 2.0, with Examples:
<https://www.npr.org/sections/health-shots/2019/06/11/729314248/to-save-the-science-poster-researchers-want-to-kill-it-and-start-over>
- Inside Higher Ed, Poster 2.0:
<https://www.insidehighered.com/news/2019/06/24/theres-movement-better-scientific-posters-are-they-really-better>



**So, now you need
to present it?**

In-Person or Online

TIPS for Presenting:

- Plan
 - If this is with a group - be CLEAR on who does what. (note on STEAM)
- Practice!
- Slow down and **trust yourself**.
 - Your poster is there to back you up, but YOU know the research and the narrative behind the work.





Things to Consider:

- Impact & Memorability
 - Storytelling
 - Emphasizing take-aways
- Audience
 - Consider questions an audience may ask
- Accessibility
 - **QR code / link to content audience can refer to in real time or later**

+ TLC Support

- Schedule an Appointment with a TLC Member:
<https://eportfolios.macaulay.cuny.edu/tlc/support-scheduler/>