



Developing and Delivering Effective Research Presentations

A Poster is a Visual Aid

Three reasons for using a visual aid

- Clarity, Interest, and Retention

Visual aids are evaluated on three levels

- Does it add clarity, interest, or retention?
- How well is it constructed?
- How well is it used / integrated during the discussion?

Judging Rubric for STEM

JUDGING RUBRIC FOR POSTER PRESENTATION OF STEM RESEARCH

HONORS AND RESEARCH SCHOLARS • NEW YORK CITY COLLEGE OF TECHNOLOGY

SCORE	HYPOTHESIS/GOALS	EXPERIMENTAL LOGIC	RESULTS	CONCLUSIONS AND FUTURE WORK	POSTER BOARD
5	<ul style="list-style-type: none"> Background information was relevant and summarized well. Connections to previous literature and broader issues were clear. Project had a goal or a logical hypothesis that was stated clearly and concisely; showed clear relevance. Broad impact beyond project clearly stated 	<ul style="list-style-type: none"> Excellent choice of experimental methods to address hypothesis or goal of project. Excellent original thinking or innovation of technique. Clear discussion of controls or comparative groups; all appropriate controls or comparative groups were included. 	<ul style="list-style-type: none"> Substantial amounts of high quality data were presented sufficient to address hypothesis or goal or project. Presentation of data was clear, thorough and logical. Potential problems and alternative approaches. 	<ul style="list-style-type: none"> Reasonable conclusions were given and strongly supported with evidence. Conclusion was connected to project goals or hypothesis and their relevance in a wider context was discussed. 	<ul style="list-style-type: none"> All expected components are present, clearly laid out, and easy to follow in the absence of the presenter. Text is concise, free of spelling or typographical errors; background is unobtrusive. Figures and tables are appropriate and labeled correctly. Photographs/tables/graphs improve understanding and enhance visual appeal.
1	<ul style="list-style-type: none"> The hypothesis or goal was inappropriate or not stated. Little or no background information was included or connected. 	<ul style="list-style-type: none"> Methods section missing. No original thinking. Serious lack of controls or discussion of controls. 	<ul style="list-style-type: none"> Results are not yet available or reproducible. Presentation of data was missing. 	<ul style="list-style-type: none"> Conclusions were missing. There was no connection with the hypothesis or project goal. 	<ul style="list-style-type: none"> Some of the expected components are present, but poorly laid out and confusing to follow in the absence of the presenter. Text hard to read, messy and contains multiple spelling and typographical errors; very poor background. Figures and tables poorly done. Visual aids not used.

Judging Rubric for Non-STEM

JUDGING RUBRIC FOR POSTER PRESENTATION OF NON-STEM RESEARCH

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SCORE	ORGANIZATION OF CONTENT	SCHOLARLY PRESENTATION	SCHOLARLY KNOWLEDGE	CLARITY OF INFORMATION PRESENTED	POSTER BOARD
5	<ul style="list-style-type: none">• Components and content are easy to identify/find and follow.• Contents are appropriate and logically organized.	<ul style="list-style-type: none">• Reflects a scholarly presentation.• Includes component common to scholarly presentations in the discipline (i.e., abstract, research question, review of the literature, methods, results, etc.)	<ul style="list-style-type: none">• Content includes scholarly knowledge (theory and/or research).• Reports on original research conducted by the student(s).	<ul style="list-style-type: none">• Information is presented clearly and concisely (e.g., effectively synthesizes scholarly knowledge and summarizes results of the research project).• Provides a clear picture of the pragmatics of the topic/project.	<ul style="list-style-type: none">• Presentation is neat and professional in appearance.• Colors coordinate.• Fonts are uniform and are easy to read.• Title is large and easy to read.
1-2	<ul style="list-style-type: none">• Poster lacks a clear organization.• Components and content are difficult to identify and find.	<ul style="list-style-type: none">• Presentation may be informational or educational, and may be creative or appealing, but it does not reflect a scholarly presentation.	<ul style="list-style-type: none">• Content may report information but includes little or no scholarly knowledge (theory and/or research).• Includes no original research by student(s).	<ul style="list-style-type: none">• Fails to convey key ideas.• Information does not clearly convey the pragmatics of the topic/project.	<ul style="list-style-type: none">• Presentation is neither neat nor professional looking.• Colors may not coordinate or may distract from content.• Title and/or font in text are too small.• Font types and/or margins are not uniform.

Poster Resources Available

- There will be two sessions on designing a poster presentation:
 - **Thursday, April 14**
Designing a Research Poster Presentation
1:00-2:00 PM & 4:00-5:00 PM
Mr. Marvin Bennett, AG 30
 - **Thursday, April 21**
Research Poster Design Workshop
1:00-2:15 PM
Mr. Marvin Bennett, Midway 308
[Bring your own laptop]

Criteria for Effective Communication

- Be conversational
- Make eye contact 70-80% of the time (use brief note cards if necessary)
- Adapt the message to the audience (This might require using non-technical language for people who are not experts in the area)
- Make sure to smile. People like talking with you when you are enthusiastic about your research.
- Use “signposts” such as: “first,” “second,” “third,” “next,” “then,” and “last” to help the audience understand how your topic “fits together.”

Managing Anxiety

- Realize that nervousness is normal
- Understand that saying, “That is a great question, and I am not sure” is an okay response if you do not know the answer
- Communicate the information; it is not a theatrical performance – slow the rate of speech
- Practice and preparation are the best ways to manage anxiety
- Note that most of the nervousness felt is not visible to the audience

Exercise

- You are in the elevator with the President of City Tech.
- He has extra funding.
- Can you convince him to fund your research/project before you reach the 11th floor?



Talking Points

Prepare a one-minute summary of the project

- Describe the research topic addressing the importance and relevance.
- What data was collected and How was it collected?
- What was the method of analysis?
- What were the findings?
- What conclusion(s) can be drawn from the findings?
- What are the next steps for the research? For example, does it lead to a new research question and project? If so, be able to describe that briefly.

Honors and Research Scholars Poster Presentation

- Poster Set Up:
 - Atrium First and Ground Floors: posters set up during this time will be eligible for the Best Poster Presentation Award Competition.
 - Winners will be announced at the Awards Ceremony.
 - Wednesday, May 4, from 9-11 AM
- Poster Presentation
 - Atrium First and Ground Floors: posters will be left overnight, so anything of value should be taken home and brought back the following day.
 - Wednesday, May 4, from 11 AM-4 PM and Thursday, May 5, from 10 AM-3 PM

Honors and Research Scholars Poster Presentation date

- Awards Ceremony: Please attend the ceremony!
 - Atrium Amphitheater
 - Thursday, May 5
 - Reception: 12-12:30 PM
 - Awards Ceremony: 12:30-2 PM