

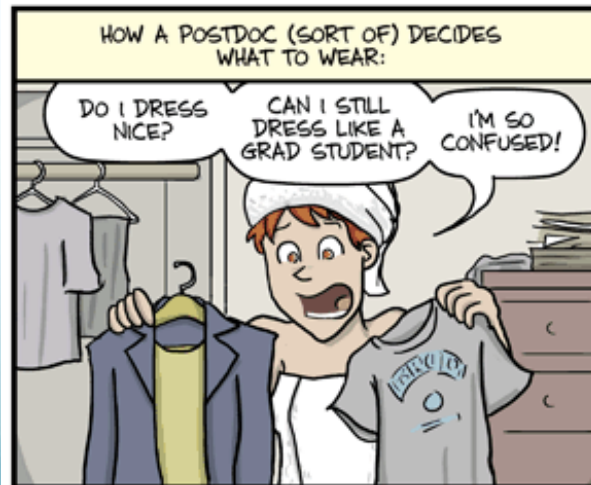
# Presenting Your Best Self: Poster Presentations

Heather Fritz OTR/L, Ph.D.

Assistant Professor of Occupational Therapy and Gerontology

# Personal Appearance

- Know your audience & the expected dress code
  - Okay to ask mentors, peers, or organizers
- When in doubt be over-dressed versus under
  - Look like you are taking the presentation opportunity seriously
  - Possible future employer
- Consider length of session and personal comfort



# Inviting Visitors

- You want as many people as possible to view your research
- Smile and make eye contact
  - Upright posture (no slouching!!)
- Initiate engagement
  - “Would you like to hear about my research”
  - “Would you like to hear about how we can reduce falls in older adults”



# Managing Traffic

- Try to welcome all possible visitors
  - Head nod, smile, eye contact
  - Overt invite to jump into ongoing conversation
- Stand to the side of your poster
- Open the body up to other (vs. standing face to face with 1 person)
- Don't let friends/peers monopolize the time



# Oh, Yeah. Presenting the Poster

- Introduce yourself (name, academic rank, institution)
  - If possible, ask visitor(s) their discipline, field, content area etc...
- Guide visitors through main points
  - Don't turn your back and read the poster
- Ask for questions or clarifications
  - If no questions can ask about relevance to their work
- Don't rush
  - Be concise, targeted, but not belabored

# Presenting Your Best Self

- Practice, practice, practice!!
  - In front of a mirror
  - Peer/mentor groups
- Don't leave self-prep until the last minute
  - A great poster can overshadowed by bad self-presentation
  - Presenting self- along with research



Questions?

# Presenting Qualitative Research

- Similar key components to quantitative research
  - Clear compelling case for the study
  - Transparent recruitment procedures
  - Sound methodology
  - Well-developed findings
  - Limitations
  - Linkages to broader body of work



# Sample & Recruitment

- Sample characteristics (easily accessible in poster)
  - Random, purposive, snowball sample etc...
  - Basic inclusion criteria
  - Be ready to discuss additional points
    - WHY this sample
    - Why no more or less than (N)
    - Why specific recruitment site

# Data Collection

- How you collected the data
  - Snippet of an interview guide
  - Photo prompt
    - Be prepared to discuss why those questions
- Who collected the data
  - Be ready to discuss training and expertise
- When/why stopped collecting data
  - Saturation

## **Table 1**

### **Sample of a Photo Elicitation Interview Guide**

Can you tell me about this picture?

Why did you take this picture?

What does this picture mean to your diabetes self-management?

Can you tell me about what is in this picture?

Who is in this picture?

Where was the picture taken?

# Data Analysis: Rigor

- Specific type of analysis
  - NOT JUST QUALITATIVE ANALYSIS
    - (Grounded theory, thematic analysis etc..)
- Coding of qualitative data
  - Number of coders
  - Type of coding (line by line, focused, theoretical coding)
  - Number of text fragments extracted/coded

# Data Analysis

- From codes to categories or themes
  - Consider a visual to depict the process
- Trustworthiness
  - Multiple coders
  - Memos, consensus around coding
  - Triangulation

# Findings

- Findings not results
  - Show & Tell → Tell & Show
  - Select findings (may not be able to use all)
- Quotes, visuals, or other media
  - Consider quote length
    - Don't overload poster with text
  - Format & cleanup pictures
    - Also consider image visibility & poster color scheme

# Limitations/Conclusion

- Must include limitations
- Linking the value of your work to broader literature
  - Suggest new directions for instrument development
  - Contribute to theory building
  - Provide context/insights for quantitative studies
    - How could another researcher benefit from your work

Questions?