

Writing With Style

APA Style Made Easy

Lenore T. Szuchman

Chapter 11

Presentations

POSTER PRESENTATIONS

Poster session

- Displays on boards about 4 × 6 feet
- Arranged in rows filling a room or large hall
- Researcher stands in front and discusses with interested persons passing by

Guidelines often provided by sponsor

- Size of display area to be available
- Suggestion that font should be readable from 3 feet away
- Lettering for title, author, and affiliation should be at least 1 inch high

APA style? Yes and No

- Be clear
- Be fair to other authors
- Be intellectually honest about strengths and weaknesses of your work
- No need for paragraphs and sentences if, e.g., bullets or circles and arrows will work
- Color can communicate
- Keep references to a minimum

Abstract

- Use the same one you would use for a written manuscript.

Introduction

- Much shorter than your manuscript
- Include
 - Purpose of the study
 - Significance of the topic
 - Hypotheses
 - Tiny lit review

Method

- No need for enough to replicate
- Make it pop — people love it
- Consider using
 - Portions of the materials
 - Photos of the equipment with people using it
 - Sample responses to open-ended questions
 - A drawing produced by participants
 - A screenshot of a computer display

Method

- Number of participants and important facts about them
- Design
- Brief description of task
- Grouping variables
- Nature of control condition

Results – mainly tables and figures

- With brief statement of analyses and significant findings
- With color and whatever else it takes to make them easy to figure out

Conclusions instead of discussion

- Numbered list
- Directly tied to hypotheses and results
- Implications or suggestions for future research not necessary

References

- Follow APA format
- Font can be a little smaller than the rest
- Keep the list short
 - Not by plagiarizing but by leaving out a lot of lit review details

Technical matters

- Use PowerPoint to create the poster on a single slide
- Text boxes for every element, including headings
- If the flow is not obvious, use numbers or arrows to guide the reader
- White background
- Visually appealing but still scientific

Prepare handouts

- Print the poster sized to fit on normal paper.
- If you need a magnifying glass to read it, your font is too small.
- Make sure your email address is on the poster and that it is legible on the handout.

Be ready for this

Tell me about your research.

Make your story brief,
pointing to key visuals on the poster.

ORAL PRESENTATION

It's about you

- People should pay attention to you more than to your slides.
- Practice.
 - Speak without notes.
 - Arrive early to be familiar with equipment.
 - Be prepared for equipment failure.
- Dress professionally.
- Look at audience, not at screen.

Contents of slides

- Phrases and words instead of sentences and paragraphs
- Boring stuff that you won't be actually saying
 - Number of participants
 - Publication date in parentheses of a study you refer to
 - Numbers in a table

Method section

- Like a poster — people like examples
- You don't have to read the items — give the audience a quiet moment to do that.
- Then you can say, perhaps, that there were 20 such items.

Results

- Tables and graphs
 - But don't read the numbers
 - Do explain the story they tell
- Use arrows for time sequence or causation
Electric shock → lower return rate
- Use < and > for group differences
Height: men > women

References?

- Not a full list at the end
- Just cite in parentheses as you go

Don't annoy the audience with

- Images that decorate rather than explain
- Small fonts
- Flying text
- Too many colors
- Yucky color contrast
- Busy backgrounds
- Changing backgrounds

Final slide

Students often end with

Questions?

No need for that

Just end when you get to the end of the story.