

# Traditional Academic Posters: a suitable medium for knowledge transfer ?

Nicholas Rowe – Bournemouth University  
[UK]



Nick Rowe has a URL repository & on-line profile  
(it's a pity you can't open this link to see it ...)

Dragan Ilic – Monash University  
[Au]



Have you been to Monash University ? If you could click this link, a virtual tour movie would be displayed (something new to look at on day 4 of a conference ... !)

Touch The Screen / Click  
The Link ....

Is this technology available ?  
Skill Requirement ?



## INTRODUCTION

Academic poster presentations are used within medicine and nursing as a medium of knowledge transfer and provide an acknowledged means of publication. Posters are designed to give a visual representation of an issue that firstly attracts attention, and then conveys an intended message. The limitations of the existing 2-D, page limited format however, do not provide the ideal opportunity to deliver a depth of information, perhaps academically suited to the disciplines.

### Feedback



In 2007, four traditional Academic Posters were presented by the authors at national and international level.

(Wouldn't it be great to open this link & see the actual work & feedback displayed on the screen alongside this poster image ?)

## OVERVIEW

A literature review identified the issues of traditional poster presentation and the practicality of academic poster publications worldwide. Concerns exist regarding the validity of knowledge transfer, ease of compilation and related professional appreciation.

There is an identified need to balance aesthetic imagery & informational content, in order to achieve successful knowledge transfer. Surprisingly, no evaluative studies of poster efficacy are readily available.

We propose the adaptation of traditional paper posters, to an information technology (IT) – based system of delivery, to address the issues raised.

### Debate



Erren and Bourne (2007) stress that the issue of 'selling' the presenters work is a prime objective of poster presentation. To this end, the visual impact of the product, plays an important role in capturing the attention of the viewer. Are we 'selling' our ideas ?

(Unfortunately, you can't open this link for a more detailed debate ...)

## ISSUES

Published literature is limited yet provides insight into poster presentations as a medium of professional knowledge transfer.

Material focuses mainly on compilation, although some academic and legal issues are raised in analysis.

Academic appreciation of the medium is questionable, despite it being included within the established orthodoxy of professional practice.

### Case study



A 2004 US Court of Appeals ruling is cited, in which a poster presentation was deemed "to foster general knowledge" of the subject concerned. No entry of the work was made into library indices or database reference, nor was there a distribution of linked written material. It was though ruled to be a 'printed publication'. Click here to access the ...

(Sorry - we forgot .... this is a 'traditional' poster)

Words ...



Imagery ...

Discussion, debate and evidence ....

Dx

Tx

We currently have papers in process, which you could review by e-Mail or on-line, (if there was a live drop-down link – virtual keyboard etc).

You may have to make-do with a handout paper & a business card .  
(please help yourself !)

References : ... We ran out of space - Refer to paper literature provided !

(But you guessed right .... You could have accessed both the reference list & actual articles by interactive linked fields.)

## FINDINGS & CONCLUSIONS

Literature acknowledges that the medium of poster publication is both favoured and appropriate to the presentation and dissemination of scientific and academic information, within professional settings.

Effective poster compilation remains an identified issue, with an emergent dichotomy in that those involved value the 'snap-shot' appeal of a visually attractive poster, yet at the same time regret the restrictions in depth of presented material. As such, an aesthetic versus academic trade-off exists in the compilation of effective posters.

Posters provide a valued, one-off professional presentation format, albeit limited in application and transferability. The published claims of interactivity, rely strongly upon both the presenters verbal expansion and audience capture. This impacts on their overall appreciation and effectiveness.

There is however an established potential for knowledge transfer and transference to a range of settings.

## PROPOSAL

On-going collaborative research into the topic promotes an information technology-based approach that will increase the stand-alone interactivity of the medium. Considered as a 'MediaPoster', use of commonly available touch-screen technology allows access to a greater depth of supporting information and imagery, whilst still retaining a traditional static poster image. Looking to adapt educational whiteboard technology, it is aimed to produce an adaptable template that allows an IT-based poster compilation, with in-built links to original literature sources, multi-media and feedback mechanisms.

In addition to its professional application, 'MediaPoster' is also intended for VLE / remote usage and as an academic assessment medium.

Currently under development !!!

'MediaPoster'

If you were looking at it - you could play with it

