



UNIVERSITÄT
ZU KÖLN

Wissenschaftliche Poster

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Introduction

- ▶ Classic scientific communication: Texts (articles/books), talks (presentations)
- ▶ Relatively new form: Poster

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- ▶ Classic scientific communication: Texts (articles/books), talks (presentations)
- ▶ Relatively new form: Poster
- ▶ How do poster sessions work?
 - ▶ Fixed time slot
 - ▶ Poster presenters stand before their poster
 - ▶ Audience walks around, reads posters and talks to presenters
 - ▶ Small groups form in front of the poster

Benefits

- ▶ Discussion in small groups
 - ▶ More open discussion
 - ▶ Less stage fright
 - ▶ More in-depth discussion

How to be a Poster Presenter

- ▶ Two different kinds of visitors
- ▶ People with specific questions
 - ▶ Will jump to their specific questions
 - ▶ Sometimes have misunderstandings about things outside of their area
- ▶ People without specific questions (this is the majority)
 - ▶ Are thankful if you “give them the tour”
 - ▶ I.e., talk them through the poster

How to Prepare a Poster

- ▶ Think of “the tour” – the story you want to tell
- ▶ Split the story in various sections
 - ▶ Similar to talk sections
- ▶ Each section gets an area on the poster
- ▶ Areas are filled by
 - ▶ Bullet points
 - ▶ Graphs/charts
 - ▶ Images/pictures/screenshots
 - ▶ Tables
- ▶ Don't forget the usual scientific stuff: References

demo

Poster für die DHCon 2024

- ▶ Fokus auf die Inhalte, “hübsch machen” kann man das später noch
- ▶ Gerne auch Material aus den Sitzungen übernehmen
- ▶ Zwei Poster
 - ▶ Seite 1: Was sollten Techis über Politik/Gesellschaft wissen?
 - ▶ Seite 2: Was sollten Politik/Gesellschaft über IT/Internet/KI wissen?
- ▶ Google Slides: <http://tinyurl.com/diedigitalegesellschaft>

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