Grace Under Fire: Oral and Poster Research Presentations

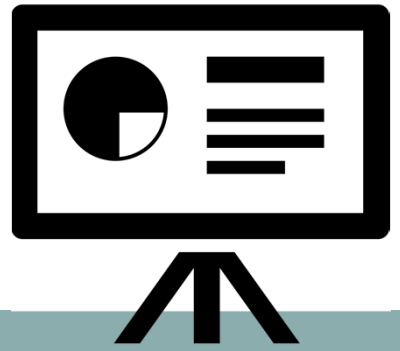
Alison Huang, MD, MAS

Publishing & Presenting Clinical Research

Spring, 2017

Both oral and poster presentations

- Involve giving a focused summary of your research
- Use visual aids that should support but not dominate the presentation
- Are a prelude to interactive questioning by the audience



Before preparing an oral presentation

- What is your audience (scientists or clinicians, generalists or specialists)?
- How much time will you have (20 minutes, 12 minutes, 6-7 minutes)?
- What is the presentation session? What talks come before and after yours?
- What ideas, methods, or results will be the most challenging to communicate?

Basic principles of oral presentation slides

- Slides should complement your presentation but not replace it
- Use slides to provide structure to your talk and illustrate spoken points
- Remember that you yourself are your most important visual aid

Nuts and bolts of creating slides

- Keep it simple- avoid complex graphics, cluttered layouts, multiple visuals per slide
- Don’t crowd your text- avoid more than 8 words per line, or 8 lines per slide
- Use the space you have, but retain white space between and around text
- Plain dark backgrounds with light text, or light backgrounds with dark text

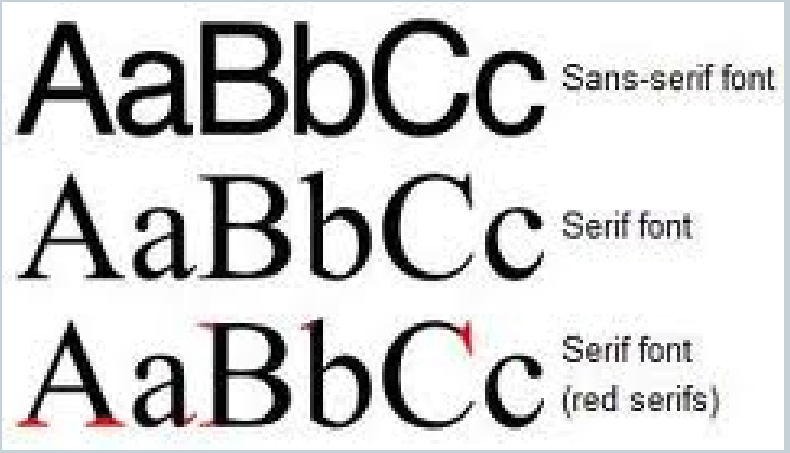
Basics of font sizes and styles

Minimum sizes (this is 28 point)

- This is 24
  - This is 20
    - This is 18

Serif vs. Sans serif fonts

- Is this easy for you to read?
  - How about this ?
    - Or this?



Bottom line for fonts

- 1-2 styles for the whole presentation (unless you're highlighting special text)
- Minimum 24 points font for main text, 32 points for slide titles
- Personal font style preference: sans serif font like Arial or Helvetica

But the best font choice is one where people don't notice the font but the message

US-CERT

Amit Yoran

US-CERT and the Multi-State ISAC are working together on a number of programs, including this webcast series, to help enhance our Nation's cyber security readiness and response. The Multi-State ISAC has recently become a member of the US-CERT portal, which provides a secure mechanism for sharing information between and among partners, improving cyber preparedness, readiness and response capabilities.

US-CERT also hosts a public website, at www.us-cert.gov, which provides a wealth of information regarding cyber security – helpful tips for protecting against cyber security threats; cyber security alerts and bulletins, as well as the ability to sign up to receive free cyber security alerts via email.

National Webcast Initiative

What was wrong with that slide?

- Avoid including multiple graphics or logos on a single slide
- Use plain backgrounds rather than distracting textured ones
- Don’t include full paragraphs unless including a quote for emphasis

Avoid distracting animation

- Are you listening to the presenter or just watching this shimmer?

- Transition animations generally take too long
- Repeated animation forces attention away from speaker
- Too much eye candy suggests not enough substance

Guidelines for using animation

- Use only “appear” if you decide use any animation at all
- Don’t annoy your audience by forcing them to wait for each point to appear
- Be sure to practice your animations to avoid forgetting them on the day

Clues that something is wrong

- You have 15 minutes to talk, but you have 30 slides
- It takes you >10 minutes to make a non-graphic slide
- No results presented, but you’re 3/4 through your slides

Organizing your presentation

- Title and Credentials
- ~~Conflicts and Disclosure~~
- Introduction or Rationale
- Design and Methods
- Research Results
- ~~Limitations/Caveats~~
- ~~Discussion/Implications~~
- Take-Home Points

How to introduce your research

- Goal is to explain why the study you're about to present is important and relevant
- Consider starting with an attention-getting question, statement, or anecdote
- Opening slides should not only inform, but convey the motivation for the work

Types of openers

- Emphasize the gravity– “Every 15 minutes, someone dies of an alcohol-related motor vehicle collision”
- Pose a problem– “Four out of five menopausal women in the U.S. experience hot flashes, but to this day, we do not know why”
- Mark a transition– “You’ve been hearing about diabetes late in life; now I’m going to talk about diabetes in children for whom life is just beginning”

Use diagrams or pictures

One in four women will experience abuse in their lifetime

Tips for text-based introductions

- Stick with bullet points rather than complete statements
- Use short, strong statements in the active voice (no breaths needed)
- Continue as you begin– use a consistent style throughout the presentation – font, size, etc.

Should you read what's on your slides?

- Reading every single word on every slide can be boring and turn your audience off
- Most people can read faster than someone can speak (can't you?)
- But don't ignore what you've written (slide-speech dissonance)

Tables and graphics

- Use graphics judiciously to make your points
- Minimize extra data, decimal places, acronyms
- Always use data labels on graphs/figures
- Label percentages (%), standard deviations (± SD)
- Make it easy to grasp the main point

Table 1: Contraceptive Methods in Family PACT Program by Demographic Characteristics, 2007 (%)

	Total	Oral Contra-ceptives	Injection	Ring	Patch	IUD	Barrier and/or EC	Total§ (%)
Total	1,046,447	45.1	13.5	6.4	6.3	3.0	25.4	**100**
Race/ Ethnicity								
White (reference)	243,826	57.6	9.1	10.6	3.1	1.7	17.8	**100**
Latina	644,263	39.8***	15.9***	4.5***	7.5***	3.9***	27.9***	**100**
Black	53,212	35.8***	15.5***	7.3***	4.9***	1.1***	35.2***	**100**
Asian/ Pacific Islander	72,449	54.8***	7.0***	6.8***	7.9***	1.4***	22.1***	**100**
Other	32,697	50.3***	9.5*	9.0***	4.6***	2.3***	24.3***	**100**
Age (years)								
<20	213,047	47.6***	13.3***	6.5***	5.4***	1.1***	26.1***	**100**
20-29 (reference)	542,106	46.9	14.1	7.8	6.8	3.4	20.9	**100**
30-39	219,772	41.2***	13.5***	4.1***	6.8	4.1***	29.3***	**100**
>39	71,522	35.9***	9.7***	2.1***	3.6***	2.5***	45.6***	**100**
Parity								
0 (reference)	533,579	52.2	9.2	8.3	5.1	0.9	24.1	**100**
1	190,799	38.2***	18.9***	5.6***	7.7***	4.5***	24.9***	**100**
2 or More	**322,069**	**37.0*** **	**17.4*** **	**3.6*** **	**7.4*** **	**5.7*** **	**27.9*** **	**100**

*p<.05

Baseline sexual function scores did not differ by treatment assignment

Sexual function domain	Scale Range (worst to best)	**Estradiol** (mean ± SD)	**Placebo** (mean ± SD)	***P****
Desire	0 to 100	35 ± 31	37 ± 29	.38
Satisfaction	0 to100	65 ± 25	64 ± 24	.93
Orgasm	0 to 100	61 ± 27	65 ± 24	.53
Dryness	0 to 100	67 ± 27	66 ± 27	.80

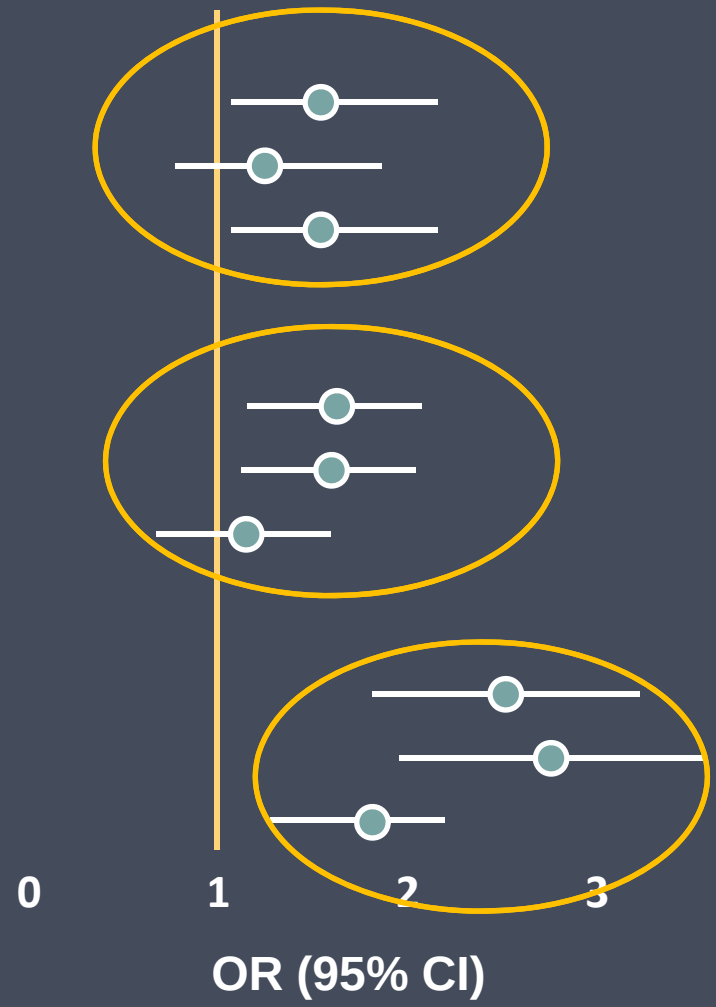
*P-values derived from t-tests comparing mean scores between groups

Interpersonal Violence and PTSD are Associated with Genitourinary Dysfunction

Intimate Partner Violence
- Vaginal pain with intercourse
- Vaginal irritation
- Urinary incontinence

Sexual Assault
- Vaginal pain with intercourse
- Vaginal irritation
- Urinary incontinence

Posttraumatic Stress Disorder
- Vaginal pain with intercourse
- Vaginal irritation
- Urinary incontinence



Proportion of participants who reported being at least “moderately” sexually satisfied

Total participants (N=1943)		**P for trend**
45 to 54 yrs old	54%	
55 to 64 yrs old	27%	**<.01**
65 yrs or older	19%	
Sexually active women (N=1161)		**P for trend**
45 to 54 yrs old	60%	
55 to 64 yrs old	26%	**< .05**
65 yrs or older	14%	
Sexually inactive women (N=742)		**P for trend**
45 to 54 yrs old	32%	
55 to 64 yrs old	28%	**< .05**
65 yrs or older	40%	

Explanatory results titles

- Life is Tough
- Life is Really Tough for Fellows
- Life is Even Tougher for Junior Faculty
- Life is a Piece of Cake for Senior Faculty

What are the most annoying things about the bad presentations you've seen?

- The speaker reads the slides to us 60%
- Text so small I couldn't read it 51%
- Complex sentences that I couldn't follow 48%
- Slides hard to see because of color 37%
- Moving or flying text or graphics 25%
- Overly complex diagrams or charts 22%

The wrap-up

- Focus on just a few concluding points (your audience won't remember more than one or two)
- Consider two-part wrap-ups– first summary then implications, conclusions then next steps,
- Prioritize synergy between spoken and written word in this section

Practicing the presentation

- First aim for overall message and time
  - Remember to speak slower than normal
- Then seek input about your slides
  - Fix your slides as you do so
- Then seek suggestions about the talk
  - Get “style” comments in private

Don’t get spontaneous until you get good

- For short (<15 minute) presentations, ad libbing is dangerous
- Pay attention to transitions, both between slides and between concepts
- Memorize at least your opening statement, and possibly your entire talk

The presentation itself

- Arrive ~10 minutes early
- Introduce yourself to the chairs
- Position friends in the front
- Bring a glass of water
- Chuck the laser pointer

Prepare for opening variations

- Practice an opening that doesn’t involve repeating your name and presentation title
- Gently correct any mistakes in your name, position, or institution
- Save your acknowledgments for the end of your presentation

If the unexpected happens, roll with it

- Technical powerpoint glitches are common
- “Presenter view” may not be available
- Alarms go off, and construction happens
- If you don’t mind, neither will your audience

Responding to hostile questioners

- Multi-part questions:
  - Pick the question you like best to answer first
  - Then say “What was the other question?”
- Hostile or argumentative:
  - “That’s an interesting point that requires in-depth discussion. Perhaps we can talk later. Next question?”

Responding to questions as ESL

- ESL: “Thanks for your attention. I will try to respond to your questions, but English is not my first language. Please speak slowly and simply.”

- All: “I'm sorry; I don't understand your question. Perhaps we can discuss this after the session.”

Research posters

- Usually contain WAY too much data and too little useful information
- Find out the poster board dimensions and make your poster as big as you can
- Put the key material at eye level in big fonts or simple tables and figures
- Your first draft will almost always include too much text

Logo

Title of the Research Study

Logo

PEOPLE WHO DID THE STUDY

UNIVERSITIES AND/OR HOSPITALS THEY ARE AFFILIATED WITH

Background

We hope you find this template useful! This one is set up to yield a 60x36" (5x3') horizontal poster when we print it at 200%.

We've put in the headings we usually see in these posters, you can copy and paste and change to your heart's content! We suggest you use black text against a light background so that it is easy to read. Background color can be changed in the design tab, background drop down menu.

The boxes around the text will automatically fit the text you type, and if you click on the text box, you can use the little handles that appear to stretch or squeeze the

Objectives

We hope you find this template useful! This one is set up to yield a 60x36" (5x3') horizontal poster when we print it at 200%.

We've put in the headings we usually see in these posters, you can copy and paste and change to your heart's content! We suggest you use black text against a light background so that it is easy to read. Background color can be changed in the design tab, background drop down menu.

The boxes around the text will automatically fit the text you type, and if you click on the text box, you can use the little handles that appear to stretch or squeeze the

Methods

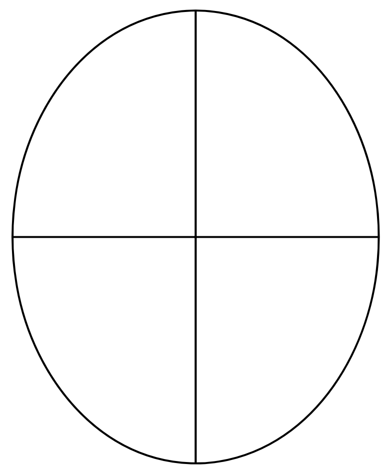
Results

Results

Xxxx

xxx

Figure #2



Summary of Findings

Xxx

xx

Limitations

Conclusions

1. Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
2. Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
3. Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx
4. Xxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxxx

Funding and acknowledgements

Title title

Author, Author, and Author
Address(es)

Introduction
Blah, blah, blah.

Materials and methods
Blah, blah, blah

Results
Blah, blah, blah

Conclusions
Blah, blah, blah

Literature cited
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.
Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.

Acknowledgments
Blah, blah, blah

Further information
Blah, blah, blah.

Poster font sizes

- Poster title = 85 point
- Your name = 56 point
- Sub-headers = 36 point
- Main text = 24 point
- Legends, tables = 18 point

Always use upper and lower case and left-justify

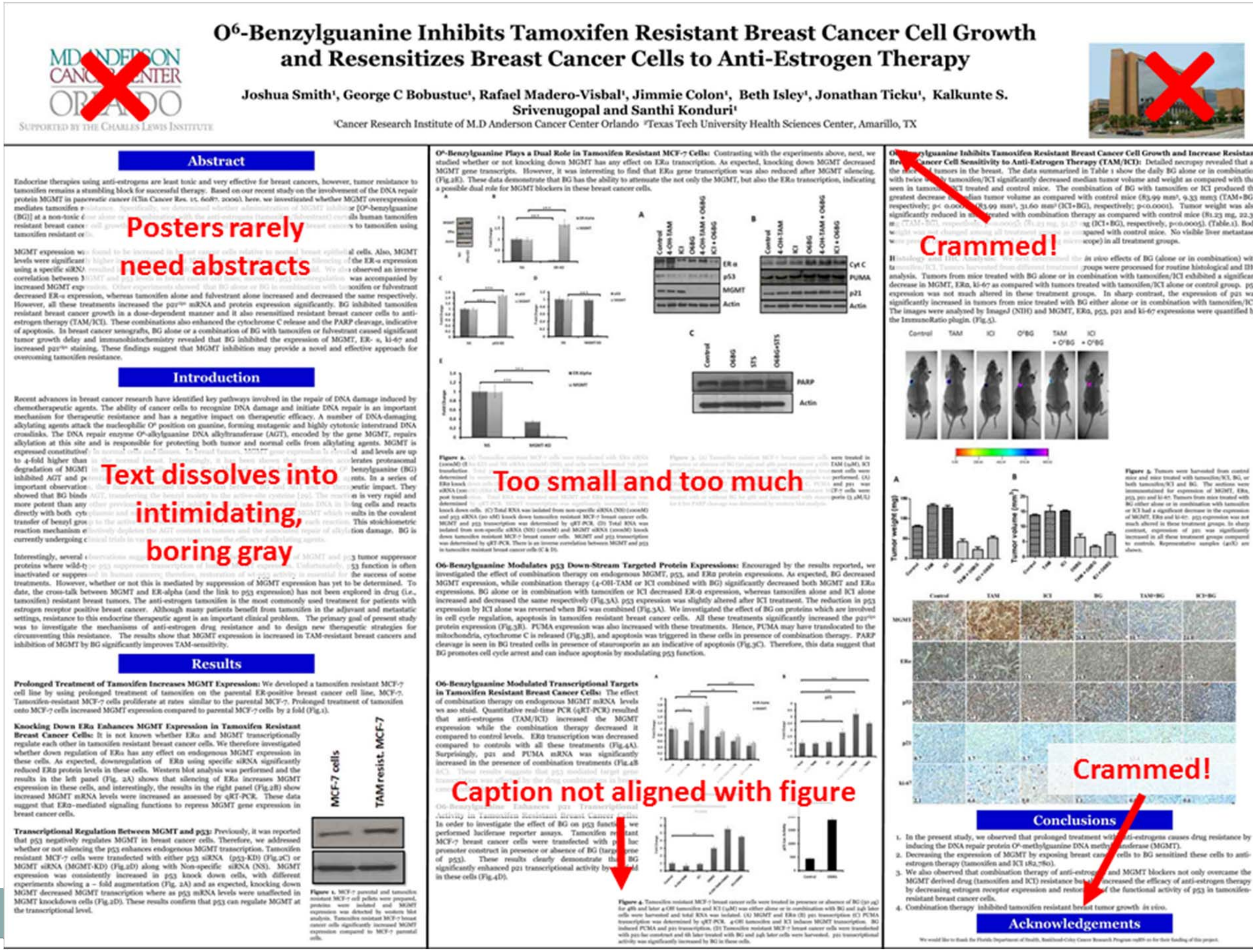
Do's and Don'ts for poster text

- Do use bullet points rather than full sentences and paragraphs
- Don't use text if a graphic will work instead (even in the methods)
- Don't provide extra decimal places, duplicate N's and %'s
- Don't incorporate an abstract directly into your poster even if you're told to do so

Visual strategies for posters

- At least one figure on every poster– even if a table would make more sense
- Consider your color palette (2 to 4 contrasting but complementary colors)
- Rule of thumb– details should be clearly visible from six feet away

Visual appeal– color, graphics, space



Visual appeal– color, graphics, space

PREFERENCES FOR HUMAN PAPILLOMAVIRUS (HPV) TESTING IN DIVERSE OLDER WOMEN

Alison Huang, Eliseo Perez-Stable, Sue Kim, Sabrina Wong, Celia Kaplan, Judith Walsh, A. Yuri Iwaoka-Scott, George Sawaya

BACKGROUND

- HPV testing is increasingly being used to determine the optimal Pap testing interval in older women
- Little is known about women's attitudes toward HPV testing or how attitudes influence screening decisions

OBJECTIVE

To examine preferences for HPV and concomitant Pap testing in diverse older women with access to screening

METHODS

- Women age 50 to 80 years were recruited from continuity practices near San Francisco from Oct 2002 to Jan 2006
- Women were given a brief introduction to the role of HPV in cervical cancer and the principles of HPV testing:

"A new cervical cancer screening test is available to see if you have a virus known as HPV (Human Papilloma Virus). This virus is known to cause cervical cancer. Here are some facts about HPV:

a) The HPV test involves a similar process to getting a Pap test

b) If your HPV test is abnormal, you have the virus and are at a higher risk than average for getting cervical cancer.

c) If your HPV test is normal, you do not have the virus and are at a lower risk than average for getting cervical cancer.

d) Most women will be exposed to HPV over their lifetime through sexual intercourse (it is a sexually-transmitted disease).

e) There is no treatment for HPV. Testing for HPV is only used for assessing your risk of getting cervical cancer."

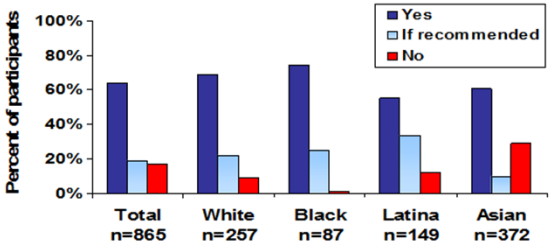
- Preferences for HPV & Pap testing were assessed in face-to-face interviews in English, Spanish, Mandarin, or Cantonese
- Logistic regression was used to identify predictors of HPV and Pap testing preferences

RESULTS

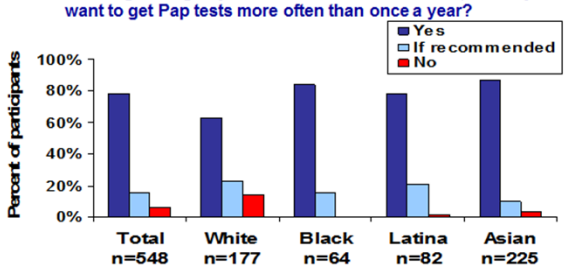
Demographic and Clinical Characteristics of Participants

Characteristic	Total N = 865	White N = 257	Black N = 87	Latina N = 149	Asian N = 372
Age in years (mean ± SD)	61 ± 8	60 ± 7	60 ± 8	63 ± 9	61 ± 7
Currently married	57%	54%	29%	42%	71%
College graduate	34%	70%	33%	12%	19%
Private health insurance	61%	82%	55%	40%	51%
Poor or fair overall health	45%	16%	43%	60%	59%
Income ≤ $15,000/year	30%	12%	29%	45%	38%
Born in the United States	42%	89%	100%	10%	6%
Family history of cancer	39%	58%	54%	39%	22%
Personal history of cancer	15%	23%	16%	15%	9%

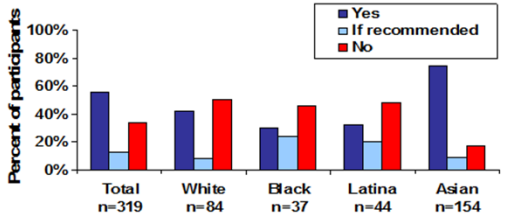
If the HPV test were available to you, would you want to be tested?



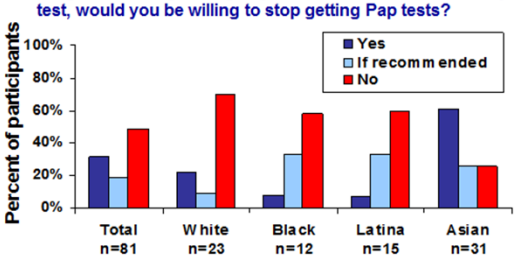
All women wanting testing: If you had an abnormal HPV test, would you want to get Pap tests more often than once a year?



Women < age 65 wanting testing: If you had a normal HPV and Pap test, would you be willing to get Pap tests every 3 years instead of every year?



Women ≥ age 65 wanting testing: If you had a normal HPV and Pap test, would you be willing to stop getting Pap tests?



Predictors of Testing Preferences in Multivariable Analysis

- Younger age was associated with interest in being tested for HPV
- With an abnormal HPV test, women were more likely to want more-frequent-than-annual Paps if they were Black or had a cancer history
- With a normal HPV & Pap test, women < age 65 were more likely to want annual Paps if they were Latina or U.S. born or had a Pap < 1 year ago
- No characteristics predicted willingness to stop Paps over age 65

CONCLUSIONS

- Among women age 50 to 80, preferences for testing vary significantly by race/ethnicity, place of birth, and cancer history.
- The majority of older women would want more frequent Pap tests if they had an abnormal HPV test with a normal Pap test
- A substantial minority of women would insist on at least annual Pap testing if they had a normal HPV test and normal Pap result

Center for Aging in Diverse Communities, University of California San Francisco

The “presentation” part of the poster

- Like oral slides, the poster complements the presentation but doesn’t replace it
- Rehearse a one-line opener plus a 5- and 10-minute talk to give to passers by
- Visitors are more likely to remember you than your poster, so make yourself easy to remember

Tips on giving a poster talk

- Speak to your viewers as you explain your poster (don’t talk to your poster)
- Point to relevant parts of your poster as you talk (“As you can see from this graph…”)
- If more viewers arrive in the middle of your talk, finish it for the first viewers first

What to do at a poster session

- Meet and greet your neighbors
- Invite (famous) strangers to discuss
- Greet your guests cheerfully
- It’s your party– pass the drinks
- Hang in there – it’s only 2 hours

Building an audience

- Ask your friends to come by in advance
- Volunteer to answer questions
- Offer to tell your story (but don’t be pushy)
- If you can attract 1-2 people, more will come

Consider having on hand:

- A black pen and correction fluid in case you find a last-minute embarrassing typo
- Extra copies of your abstract (better than putting this in your poster)
- Your business cards or miniature versions of your poster
- A photograph of yourself to tack up at the side of the poster

Poster travel logistics

If you're going to junk it afterwards:

- Use the cheapest paper available (not glossy)
- Have it shipped directly to your conference

If you need to re-use it:

- Consider a cloth-based poster you can roll up or fold
- Go the old-fashioned way (separate pieces of paper)

Questions?

Final Project

Choose one of the following:

(**due by 5 pm on June 5)**

1) a research poster or oral presentation slide set appropriate for presenting a research project at a scientific or professional meeting

or

2) a draft full-length manuscript based on a recently completed research project, structured according to the guidelines of the expected target journal

Session 5 (June 6)

Running the Gauntlet: the Manuscript Review Process

and

Journal Editor-in-Chief and Senior Editor Roundtable