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# 36-303: Sampling, Surveys and Society

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On Posters  
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# Handouts & Stuff

- Handouts Today
  - These Notes
  - Poster Evaluation Sheets
- Online – Week 14 area
  - Links to poster advice and poster templates
  - Criteria for final presentations
  - Criteria for final papers

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# Week 14 – This Week

- Today – On Posters
- Thu – Guest presentation
  - Leah Lang
    - Survey and Market/User Research for EDUCAUSE & Carnegie Mellon University
    - Mathematical Statistician at the US Census Bureau
    - B.S. in Statistics (Penn State) & MS from Joint Program in Survey Methodology (JPSM) at the University of Maryland.

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# Week 15 – Next Week

## Final Presentations (almost random)

- Email me a copy of the slides
- Criteria posted in Week 14 area
- **Tue**
  - F: Parking Meters at CMU
  - C: How to Improve On-Campus Parking
  - D: Political Attitudes and Academic Major
  - A: A Political Survey of the CMU Community
- **Thu**
  - B: Music/Movie Internet Piracy at CMU
  - G: Spatial and Analytic Study of Student Housing
  - E: Analysis of Off-Campus Housing Search

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# Week 15 – Next Week

## Final Items to Turn In

- Friday by 11:59pm – Final papers
  - 1 pdf per group
  - Email to me or submit on blackboard
  - Criteria posted in Week 14 area
- Friday by 11:59pm – 2<sup>nd</sup> Peer Evaluations
  - 1 email to me per person
  - Evaluations (one per group member) attached to that email

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# Posters – Free Printing

- Must fit on poster board 3 ft high x 4 ft wide.
  - I need one name from each group, to give the Psychology Department
    - That person should put the poster on a flash drive as a .pdf file
    - Bring to Baker 332V to be printed
  - DO NOT WAIT 'till the last minute to print it
    - MoM is Weds May 9
    - **Many** groups printing posters using this service
    - Print your poster NO LATER THAN Mon May 7
      - Preferably by Fri May 4!
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# Posters at MoM

- Everyone in your group must participate
  - Stand together by your poster at the scheduled time
  - Each person should have 1-3 minutes of stuff to say about the project – very similar to your powerpoint presentations (practice this – it is different!)
  - Be ready to answer judges' (or other visitors') questions!
- I will try to come to your poster at your scheduled time also
  - Please wait for me, since you can only drop an exam grade if I know you're there!
- All posters eligible for Statistics poster prize(s)

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# Posters

- A poster SHOULD NOT BE
  - ❑ A complete record of your project
  - ❑ A self-contained document that a visitor can read and understand without your help
  - ❑ Full of text or cluttered in any way
  - ❑ Difficult to follow or understand the main ideas
- A poster SHOULD BE
  - ❑ Attractive and interesting from a distance
  - ❑ An invitation to talk with you (be ready to talk!)
  - ❑ An invitation to read your final report (bring a couple copies!)



# Posters – What is the Goal?

- You want to draw people in from a distance.
  - *Think of making an ad for the side of a bus.*
  - Make a passerby 20 feet away think it would be interesting to come in for a closer look.
- You want people to talk to you.
  - Poster should have a few details, and some things for you to point at when you give your presentation.
  - If you get the person who is looking at the poster to ask you good questions, you are doing good.
- Posters are visual.
  - Lots of tiny text: **bad**. Tiny figures, tiny labels: **bad**.
  - Make it big – just enough info to suggest main ideas.

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# Making a Poster\*

- Planning
- Focus
- Layout
- Headings
- Graphics
- Text
- Colors
- Editing

\*Remainder of lecture taken from <http://www.ncsu.edu/project/posters> . Go look at it!

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# Making a Poster – Planning and Focus

## ■ Planning

- ❑ What is your message?
- ❑ You must be able to state your main point and your main conclusion clearly and succinctly
- ❑ **ALL** visuals and text should relate to this main point and conclusion

## ■ Focus

- ❑ Simple messages are more memorable
  - ❑ Which details are absolutely essential for conveying your main message? Omit all else
  - ❑ Edit carefully – simplify verbiage, reduce sentence complexity.
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# Making a Poster - Layout

- Use a visual grammar (headings big, main idea medium, details smaller [if present])
- A columnwise layout helps guide reader's eye
  - 3 or 4 columns is common
  - If 3 columns, the middle one is usually double-wide
- Organizational cues (like numbering the sections) help if your poster is not organized column-wise
- Use white space to separate columns and sections within columns
  - Balance whitespace in overall poster

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# Making a Poster – Headings

## ■ Title

- ❑ Be interesting – draw people in
- ❑ Be informative – give the bottom line to someone who just glances at your poster from 20 feet, and walks on
- ❑ Be bold – make the strongest statements your research will allow (but not stronger!)

## ■ Section Headings

- ❑ Headings help the reader skip to what he/she needs, to follow your main points and conclusions
- ❑ Organize and label headings to help reader move through your poster

## ■ Figure & Table Captions

- ❑ Help the reader get at least a superficial idea of the message

# Making a Poster - Headings

- Boring but effective:

Title Team Members		
Introduction	Selected evidence (preferably visual!) to support Results of study	Results
Objective		
Methods		Conclusions Acknowledgements

- Experiment with Caution!

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# Making a Poster – Graphics

- Good graphs communicate relationships quickly.
- Graphs should be simple and clean.
- Write explanations directly on figures, instead of referencing from elsewhere.
- Uncluttered 2-dimensional graphs work best
- Photos and clipart can help convey your message, but they can also make a cluttered mess – **use sparingly!**

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# Making a Poster – Text

## ■ Posters are a VISUAL MEDIUM

- ❑ Minimize text – use images and graphs instead!
- ❑ Keep text elements to 50 words or less
- ❑ Use phrases instead of sentences
- ❑ Use active voice not passive
  - “We use weights to correct for nonresponse” vs  
“Weights are used to correct for nonresponse”
- ❑ JARGON – define it or avoid it
- ❑ Serif fonts for extended text; san-serif OK for titles
- ❑ **Don’t dumb down content, just make it easy to read quickly.**



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# Making a Poster – Colors

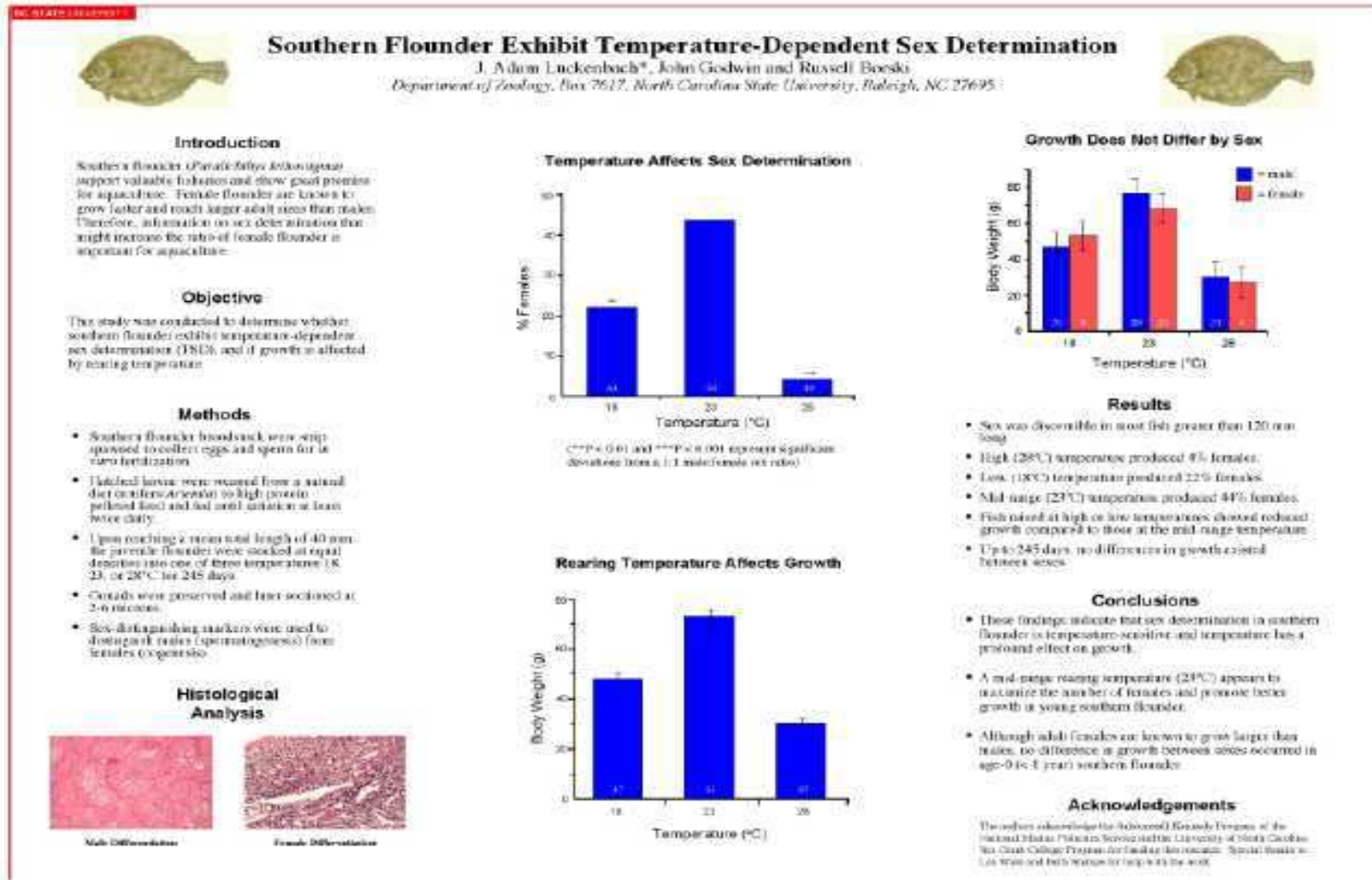
- Use a light color for background, dark or black for text.
- Dark background/light text, or day-glo colors, get very tiring very fast – **avoid**.
- Use colors in a consistent pattern so they do not distract reader
- Keep in mind red/green color blindness, etc.

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# Making a Poster - Editing

- **If it doesn't provide critical support for your main message, ELIMINATE IT!**
- Edit! Edit! Edit ruthlessly! to reduce text.
- Edit all text to simplify verbiage, to reduce sentence complexity, and to delete details.
- **If it's not relevant to your message, remove it!**
- Print your poster on 1 8.5x11" sheet
  - If you can't read the text, the font size is too small
  - Can you get the whole idea in a 1-minute scan?
  - Show it to a friend – do they agree? Why?
- A “60 second checklist” is posted under Week 14!

# Example I



# Example II



## Can Suburban Greenways Provide High Quality Bird Habitat?

George R. Hess :: NC State University :: Department of Forestry & Environmental Resources :: Raleigh NC 27695-8002 USA :: george\_hess@ncsu.edu  
Christopher E. Moorman, Jamie H. Mason, Kristen E. Sinclair, Salina K. Kohut :: NC State University :: Department of Forestry & Environmental Resources  
www4.ncsu.edu/~grhess/GreenwaysForWildlife



### Birds of Conservation Concern in Decline

- Many bird species of conservation concern – including neotropical migrants, insectivores, and forest-interior specialists – decline with increasing human development
- Greenways might mitigate this effect
- Habitat patch size, vegetation composition & structure, and landscape context are key factors
- Standards are lacking for designing and managing suburban greenways as high quality habitat

### Objective: Greenways for the Birds

- Determine how development-sensitive forest birds are affected by
  - forested corridor width
  - adjacent development intensity
  - vegetation composition & structure
- Develop recommendations for greenway designers and planners

### Study Design & Independent Variables

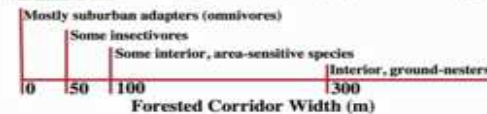
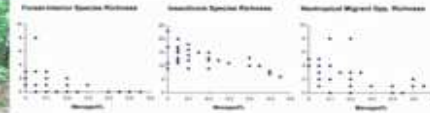
- Sampled 34 - 300m corridors in Raleigh & Cary, NC, USA
- Sampled range of
  - Forested corridor widths (20 – 1,200m)
  - Adjacent density (low density residential – office/commercial)
- Additional measures
  - Vegetation composition & structure in corridor
  - Land cover in 300m x 300m adjacent to corridor (context)
- Measured richness & abundance of
  - Breeding birds
  - Neotropical migrant birds during stopovers
  - Mammal nest predators



### Breeding Birds of Concern More Common in Wider Greenways with Less Managed Area Surrounded by More Forest Canopy



- 8-minute, 50m point counts at center of corridor
- Revisited 4 times during breeding season



#### Significant Predictors for Breeder Abundance

- |                  |                            |
|------------------|----------------------------|
| <b>Greenway:</b> | <b>Adjacent Landscape:</b> |
| (-) Managed Area | (+) Canopy Cover           |
| (+) Shrub Cover  | (-) Building Density       |
|                  | (-) Bare Earth             |

### Spring Neotropical Migrant Stopovers More Common in Wider Greenways with More, Taller Hardwood Trees

- 200m x 25m transects along one side of greenway path
- Revisited sites for two spring seasons and one fall season
- Width *not* significant, but trend consistent with other findings

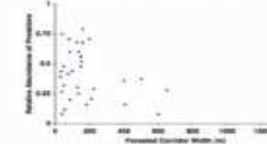


#### Significant Predictors for Spring Migrant Abundance

- |                   |                            |
|-------------------|----------------------------|
| <b>Greenway:</b>  | <b>Adjacent Landscape:</b> |
| (+) % Hardwoods   | (-) Bare Earth             |
| (+) Canopy Height |                            |

### Nest Predators Less Common in Wider Greenways with Narrower Paths

- Five baited scent stations along each greenway segment
- Observed for 5 nights each



#### Significant Predictors for Predator Abundance

- |                    |                            |
|--------------------|----------------------------|
| <b>Greenway:</b>   | <b>Adjacent Landscape:</b> |
| (-) Corridor width | (-) Building density       |
| (+) Trail width    |                            |
| (+) Mature forest  |                            |
| (+) Ground cover   |                            |
| (-) Vine cover     |                            |

### Greenways for Development-Sensitive Forest Birds Might Conflict with Intense Recreational Use

#### People & Managers Prefer ...



- Good for walking, running, cycling, strollers, wheelchairs
- Easier to maintain, especially with higher intensity use

#### Forest Birds Prefer ...



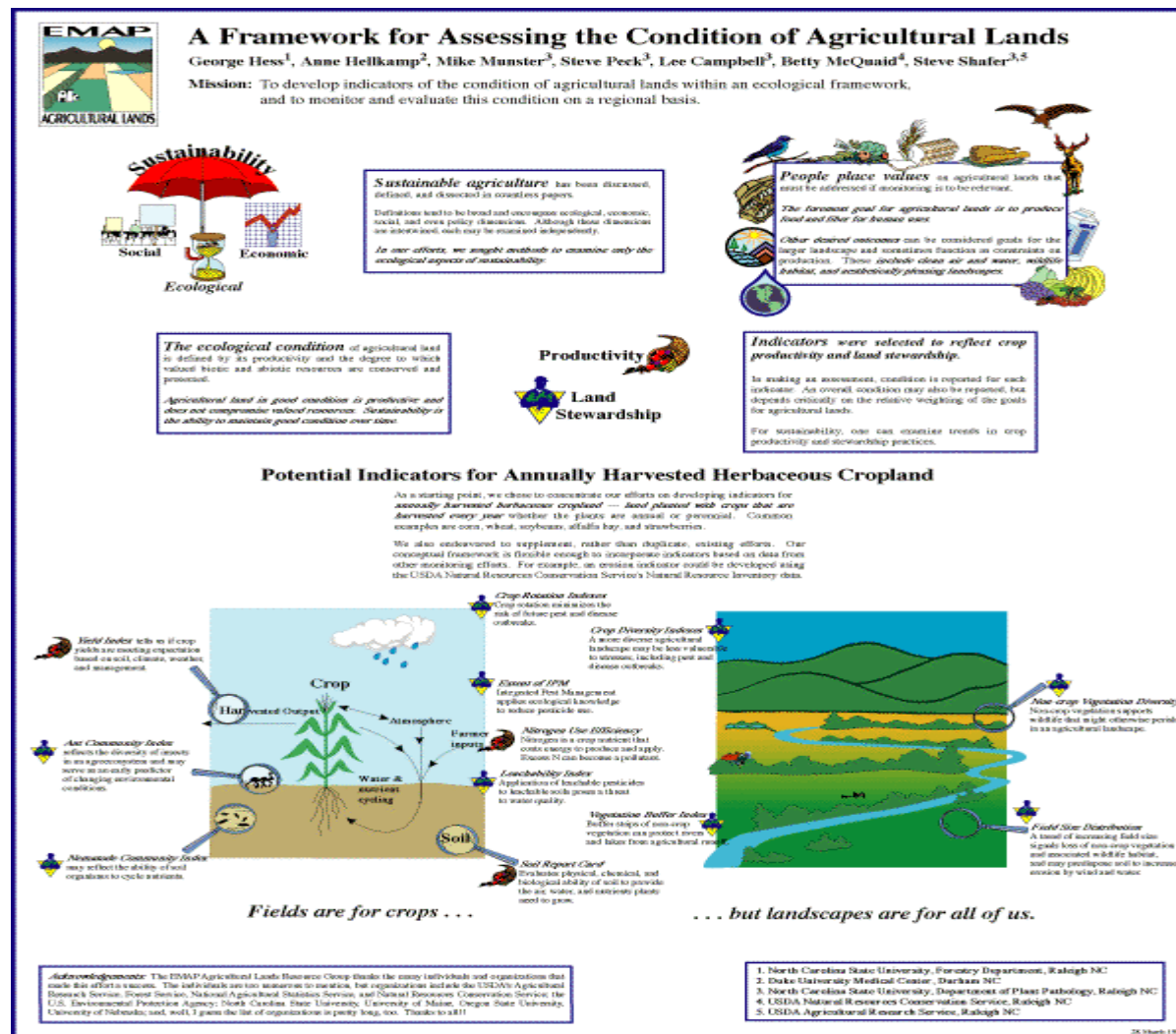
- Narrow path avoids splitting forested corridor
- Discourages heavy human use
- Fewer nest predators

### Potential Solution: Wide Corridor, Trail Near Edge

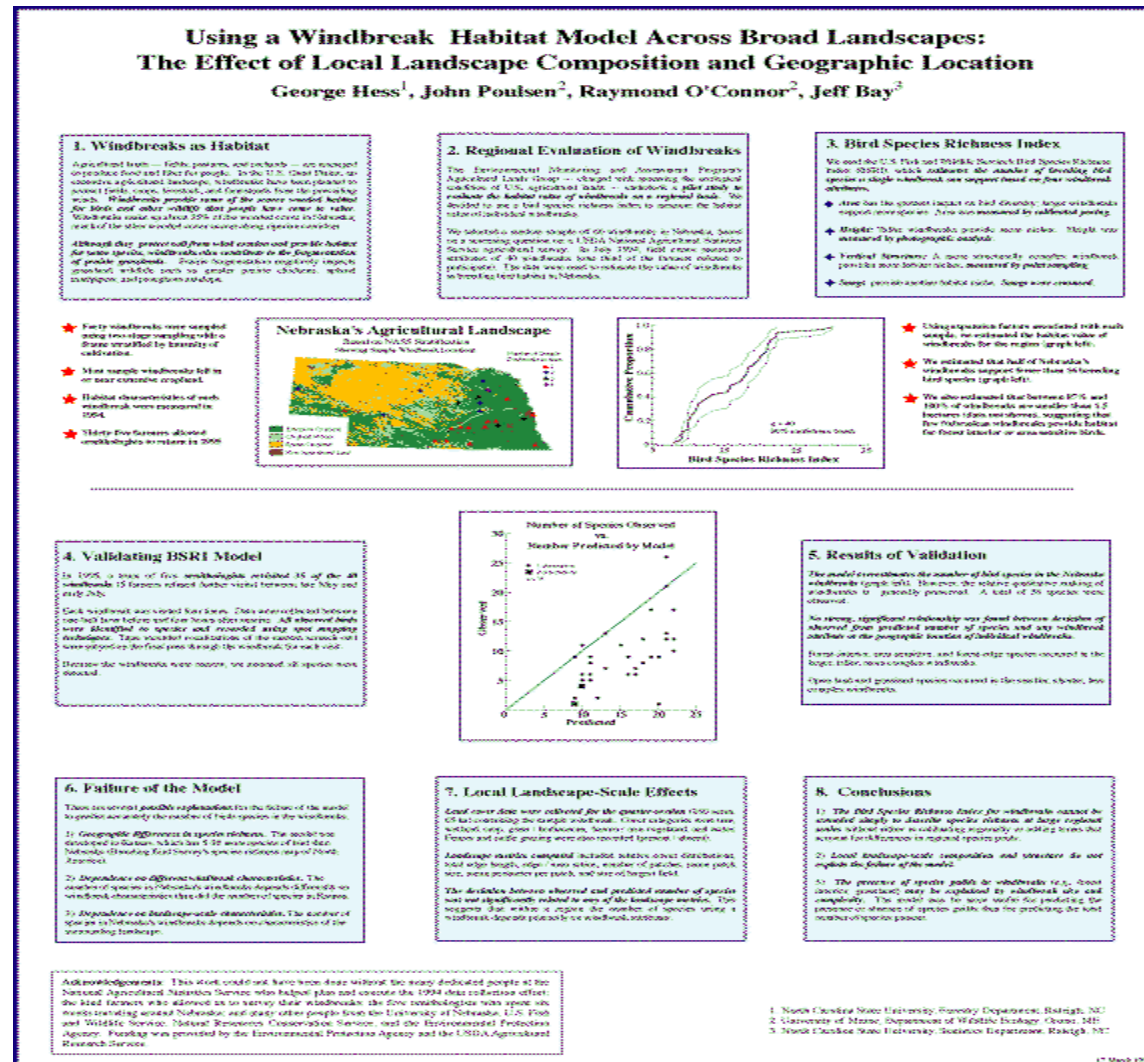
- Make corridors at least 50m wide; wider is better
- Don't split forested corridor
  - Keep trails as narrow as possible
  - Avoid wide grassy areas along trails within forested corridor
  - Locate trails near the edge of forested corridors



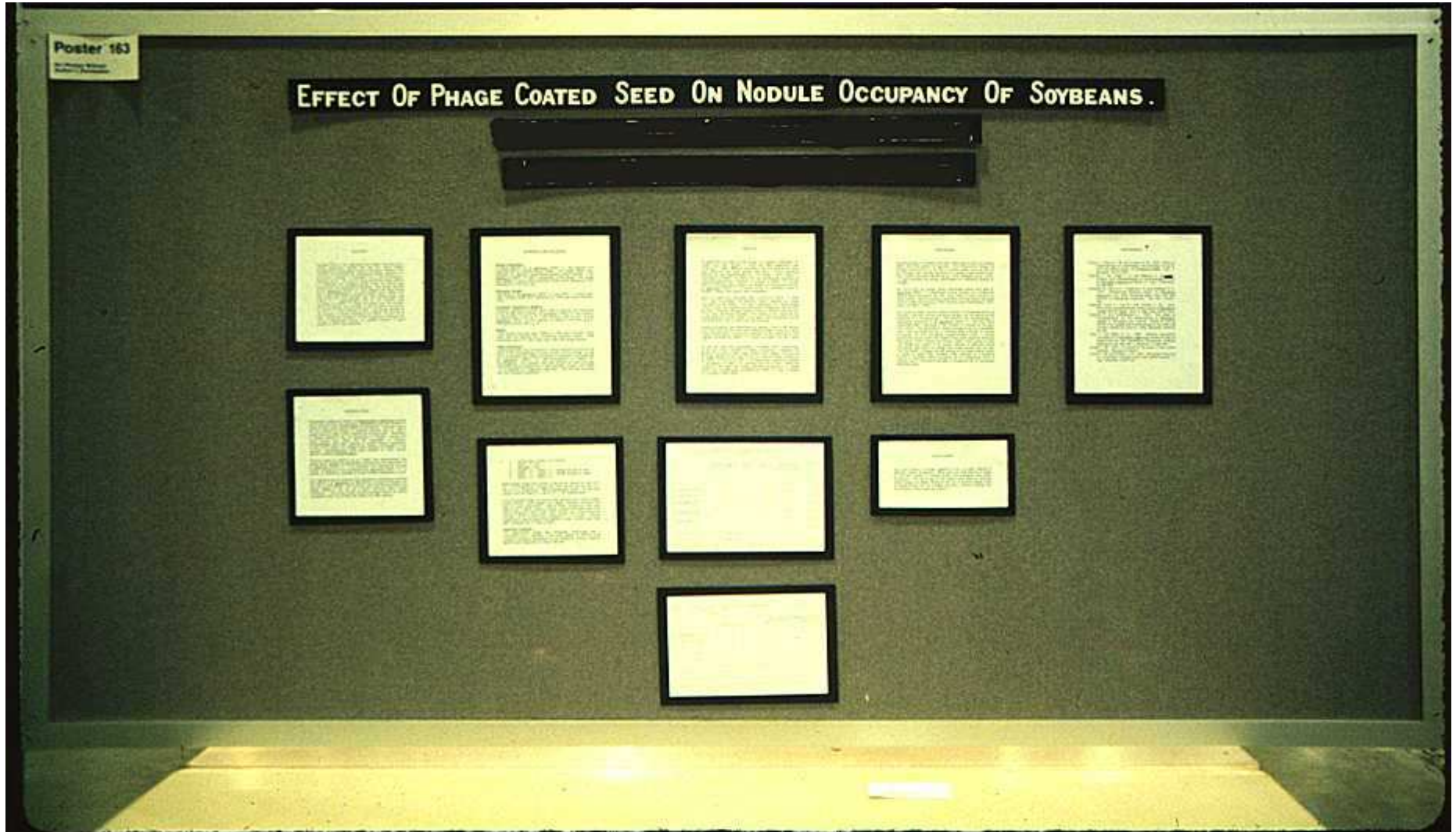
# Example III



# Example IV



# Example V



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# Summary/Review

- **This week:** Posters and Leah Lang
- **Next week:** Final presentations, final papers, peer review
- **Meeting of the Minds, May 9**
  - One person from each group can get poster printed for free – **Print early!!**
  - Posters - <http://www.ncsu.edu/project/posters>
  - Ppt poster templates – online