

Appendix A.1 Comparison of research papers, presentations, and posters – materials and audience interaction

	Research paper ^a	20-minute oral conference presentation	4' by 8' poster presentation
Written materials			
Form	Printed document (paper or web).	Slides or overhead transparencies	Poster pages
Length	<ul style="list-style-type: none"> • 12-16 pages (research brief) • 20-25 pages (full length article) 	Average of 1 slide/minute <ul style="list-style-type: none"> • Less time for text slides • More time for table/chart slides 	<ul style="list-style-type: none"> • 12 pages (tri-fold presentation board) • 15-20 pages (4' by 8' bulletin board)
Style	Full sentences and paragraphs; formal essay structure.	<ul style="list-style-type: none"> • Bulleted phrases replace full sentences (see Fink 1995) • Charts and tables simplified from research paper version 	<ul style="list-style-type: none"> • Full paragraphs in abstract. • Bulleted sentences in introduction and conclusion • Bulleted phrases replace full sentences in data & methods & results • Charts and tables simplified from research paper version
Type size	12-point	<ul style="list-style-type: none"> • Slides titles: 24 point or larger • Text: 18 point or larger 	<ul style="list-style-type: none"> • Poster title: 40 point or larger • Page titles: 20 point or larger • Text: 14-16 point
Color	Black type on white background	Dark background with light main text OR clear/pale background with dark text. Contrasting color for emphasis (e.g., statistical significance)	Clear or pale colored background Dark color for most text. Contrasting color for emphasis (e.g., statistical significance)
Other formatting	Use subheadings to guide readers within sections (e.g., naming subtopics within the introduction, literature review, or results).	Use slide titles to guide viewers, integrating specific topic, purpose, or finding of each slide.	Use page titles to guide viewers, integrating specific topic, purpose, or finding of each page.

^a Following *Health Services Research* guidelines for authors.

Appendix A, continued	Research paper	20-minute oral conference presentation	4' by 8' poster presentation
<u>Spoken materials</u>	Not applicable	Speaker's notes: Either full narrative script or selected reminders, coordinated with slides. See Miller (2005), chapter 15.	Few sentences summarizing main objectives and findings, spoken to each viewer. Brief modules about each major section of the poster, ^b to be chosen from in response to questions from individual viewers. Few questions to ask viewers to solicit reactions to your findings, ideas for additional questions, or names of others working on the topic.
<u>Handouts</u>	Not applicable	Handout of slides, copied several to a page. ^c Abstract and detailed tables may be distributed for longer seminars.	Abstract + handout of slides, copied several to a page. OR copy of the complete research paper.
<u>Interaction with audience</u>	Occasional email, phone, or in-person queries.	Questions and discussion from the audience. <ul style="list-style-type: none"> • Usually quite limited in a multi-paper conference session. • Can be extensive during a longer individual seminar. Questions from individual audience members after the session, where responses can be tailored to each person.	One-on-one discussion with viewers, tailored in response to questions and responses from each viewer; see "spoken materials" above. Potentially extensive, depending on interests of viewers.

^b Create separate 1-2 minute modules for: background, literature review, data and methods, results, conclusions, research implications & policy implications.

^c Presentation software (e.g., PowerPoint) can automatically format such handouts.

Appendix A.2 Comparison of research papers, presentations, and posters – contents

	Research paper	20-minute oral conference presentation ^{a, b}	4' by 8' poster presentation
Abstract	Yes	No	Yes
Introduction	Several pages of background on issue and its importance, ending with statement of research question or hypotheses.	1-2 slides of background on issue and its importance. One slide stating research question or hypotheses.	1-2 pages of background on issue and its importance, ending with statement of research question or hypotheses.
Literature review	Detailed review and summary of previous studies on similar topics and methods.	1-2 slides of few key studies only, either as tabular summary or bulleted text. More detail possible for longer seminars.	1 page, focusing on main points from few key articles and identifying gaps in the literature.
Data and methods	Comprehensive, detailed information on data sources, study design, variables, and statistical methods. May include equations.	3-4 slides presenting only essential information on data sources, study design, variables, and statistical methods.	2-3 pages presenting essential information on data sources, study design, variables, and statistical methods.
Results	Detailed statistical tables and charts accompanied by prose descriptions written in paragraph form.	4-5 slides with simplified tables and charts, either accompanied by bulleted text annotations or described in speaker's notes. One major result or set of related results per slide – reflected in slide title.	4-5 pages of simplified tables and charts accompanied by bulleted text annotations. One major result or set of related results per page – reflected in page title.
Conclusions	Several pages relating findings to research question and to related studies, discussing study strengths and limitations, and describing research and policy implications.	One slide each of bulleted text on <ul style="list-style-type: none"> • Summary of key findings • Policy implications • Directions for future research • Strengths and limitations 	2-3 pages summarizing key findings, discussing study strengths and limitations, and describing implications for research, policy, and practice.

^a Assumes a professional research audience such as persons attending the *AcademyHealth* Annual Research Conference. For lay audiences, reduce emphasis on data, methods, statistical results, and research implications; increase emphasis on purpose, findings, and policy implications. See Miller (2005), chapter 16.

^b For a longer presentation or seminar, increase sections proportionately.