

Academic posters and EJOLTs 061118

There is a difference between living-posters and academic posters. There are some similarities but they have different purposes and different criteria so it is important to be clear about purpose and criteria. You can find the purposes and criteria for living-posters

at <http://www.actionresearch.net/writings/posters/homepage020617.pdf>.

The purpose of the academic poster, like a paper, is to make the researcher and their work visible and engage an audience's interest by communicating the essence of the research succinctly and attractively. Academic posters are presented at many conferences and are gaining prestige to sit alongside paper presentations as an academically valued form of communicating research.

EJOLTs currently publishes papers and reviews of books and reviews of Living Theory research theses. EJOLTs is a web-based journal and we are keen to explore creative possibilities this presents for researchers to communicate their research. Academic posters are evolving from a paper version to an e-version. As an e-version links can be included to extend its possibilities as a rigorous and valid means of communicating research and when published online can enable a reader to engage in various ways. The addition of a link to a three-minute video of the author talking to their poster (as they would in a conference) extends the communication of the research beyond an event. We are testing out whether publishing an e-version of an academic poster (with links to a 200 words text abstract and 3-minute video of the author presenting their poster), might extend the creative possibilities for Living Theory researchers to communicate their research and also reach a broader audience, while holding to the same high academic and scholarly standards we have for publishing papers.

Aim of an EJOLTs academic poster – to provide a concise academic and scholarly overview by the researcher of their living-educational-theory in a poster form, which includes links to a 200 word abstract and 3-minute video of researcher talking to their poster.

Guidance on creating an academic poster:

- One slide, landscape layout to fit a screen, created in PowerPoint or other suitable programme and finally turned into a pdf.
- Use a layout that is easy to follow.
- Keep size of file small as possible by, for instance, inserting (do not copy and past) low-resolution graphics and images suitable for web.
- Ensure all images and urls (put in full) are relevant and clearly labelled with figure number and caption under each image
- Ensure all links are live and working after converting to a pdf.
- 3 minute (absolute maximum) video of you talking to your poster – upload to YouTube. You can change settings to 'unlisted' if you don't want it found except from your poster and make sure you identify the link clearly on your poster. If you don't want your video on YouTube let us know and we will work out an alternative host site.

- Keep in mind readers may decide in the first few seconds whether to delve into it further so:
 - Make sure all images attract attention to the key points of your research.
 - Make headings concise and larger than 'body text'
 - 'Body text' should be readable and concise.
 - Use links in the 'body text' to in-depth writings, data etc. that will enable your reader to learn more. If you don't have a permanent host for the material you want to link to you can send it to us and we will host it. Make sure you identify where the link should go in the poster.
- Ensure your poster (which includes links to the abstract and video) meets the publishing criteria on <https://ejolts.net/review>.