


2.2 The basics of research communication





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Research posters are a valuable way to disseminate your research. However, it is important to not just simply cut and paste your journal article on to your poster.

The basics of research communication

 What is your message?

 Who are your audience?

 What is the environment in which you will engage your audience?

 (How) can you measure your impact?



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There are four basic points to consider when communicating your research. Firstly, what is your message? See if you can narrow this down to one key sentence, what is the one thing you want your audience to take away from your poster. Secondly, who are your audience? The way you present your work will depend on the audience- are the audience specialists, researchers from other disciplines, or members of the public? Are the audience more interested in the results and conclusions than in the theoretical framework and the research methods? Thirdly, what is the environment in which you will engage your audience? Is it a research showcase at the university, or a specialist conference? Will you be presenting your poster? And lastly, how can you measure your impact? Will you have a QR code, and you can track how many scans you get? Will you consider how many people stop and look at your poster?

The purpose triage

WHY?



HOW?



SO WHAT? WHO CARES?



The 'purpose triage' is a helpful framework for planning your research poster. Start with why you've done your research, this is your rationale. Briefly show how you've done your research, this is your methods. Finally, the most important part, so what? Why does your research matter? What are the implications? Who should care about your research?

**Download the planning sheet linked
below this video. You will be completing
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