

Conference Poster Creation Tips

Avoid Creating a Text-Heavy Poster

Quickly communicate your research to conference attendees. Use:

- Images
- Tables & charts
- Bullet points

Software

- PowerPoint and Canva are user-friendly options.
- Configure poster size before you start. 36" x 48" is standard.

Section Headings

This sample poster includes commonly used headings.

Text

Use easy-to-read fonts:

- Text size: 32-40 point.
- Sections headings: larger (e.g. 48 point).
- Captions: smaller (e.g. 22 point).

Colour and Layout

- Use colour to highlight and organize information.
- Use contrast. Make sure your text is easy to read against background colours.

Images

- Use high resolution images.
- Under photos, include a caption description and image credit.
- Find copyright-friendly images: <https://tinyurl.com/2ksbzb4t>

Tables and Charts:

- Give tables and charts a title.
- Include a caption description underneath.

Additional Information

Optionally, include a QR code (<https://www.qrcode-monkey.com>) to link to additional information, e.g., a handout or paper.

Note: This sample poster by Alyssa Stratman was originally presented at MacEwan University's 2023 Student Research Day and shared online at <https://hdl.handle.net/20.500.14078/3107>.

It has been adapted by the authors to demonstrate a variety of poster creation considerations (e.g., including a QR code).

Introduction

About This Study

- This study analyzes public responses to the Wren Eleanor case, a popular child influencer and her mother Jacquelyn (Organ, 2022).
- It is the first to examine a large-scale popular culture event related to sharenting, widely dubbed "the Wren Eleanor situation."
- Findings deepen our understanding of sharenting by exploring its consumers through their attitudes and behaviours towards the practice.

What is Sharenting?

Sharenting refers to sharing content about parenting and children on social media (Blum-Ross & Livingstone, 2017). Concerns over sharenting include privacy, consent, exploitation, and child predation (Anderer, 2022; Walker, 2022).

Methods

Sample

50 comments ($n=50$) from two TikTok videos. 25 comments were retrieved from each.

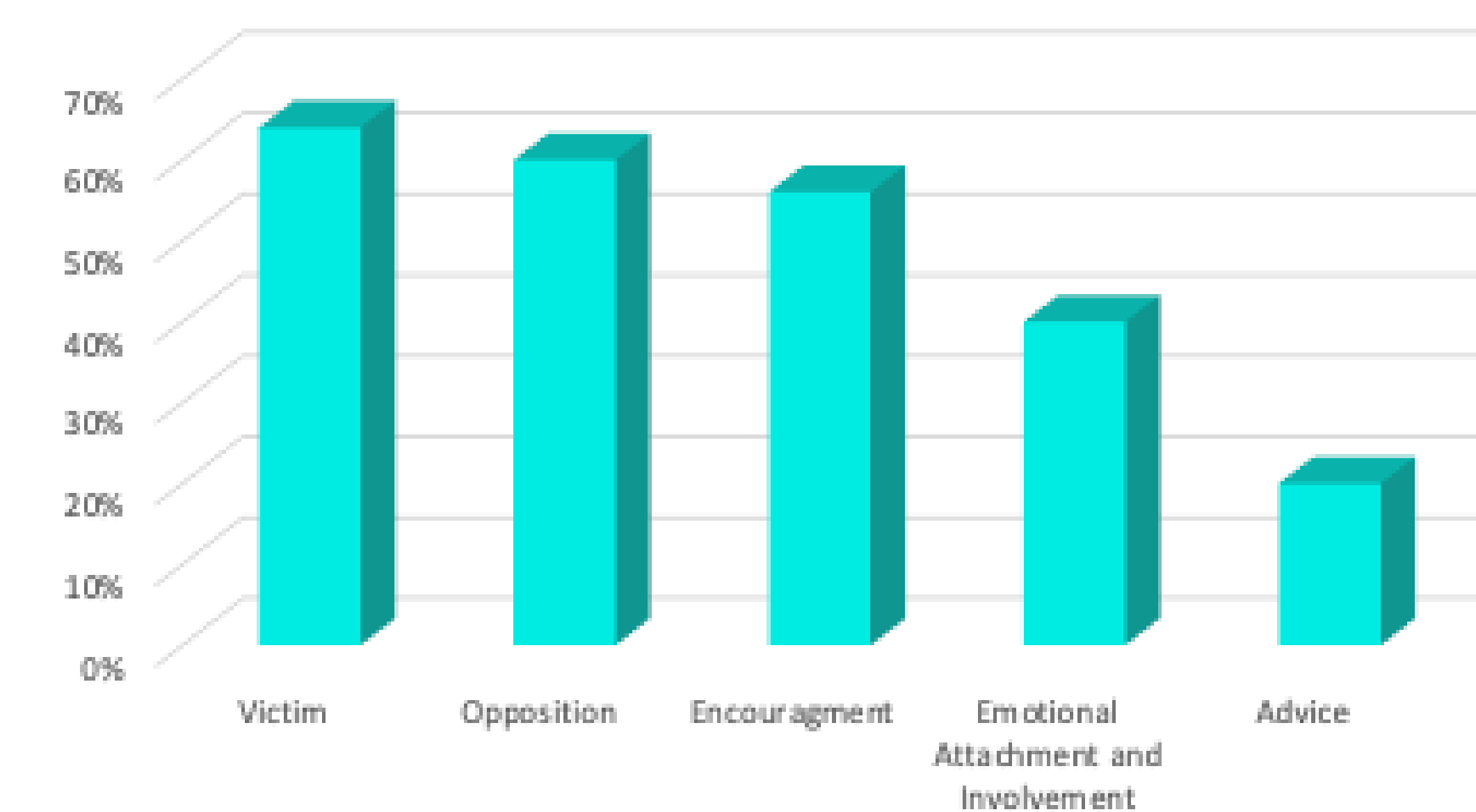
- *Video one*: A statement posted by Jacquelyn addressing the Wren Eleanor situation.
 - Only positive comments from those supportive of Jacquelyn were selected.
- *Video two*: A viral criticism alleging that Jacquelyn is exploiting Wren and catering to sexual predators.
 - Only negative comments from those critical of Jacquelyn and her sharenting were selected.

Units of Analysis

Words and phrases that potentially suggested themes within the 50 comments.

Results

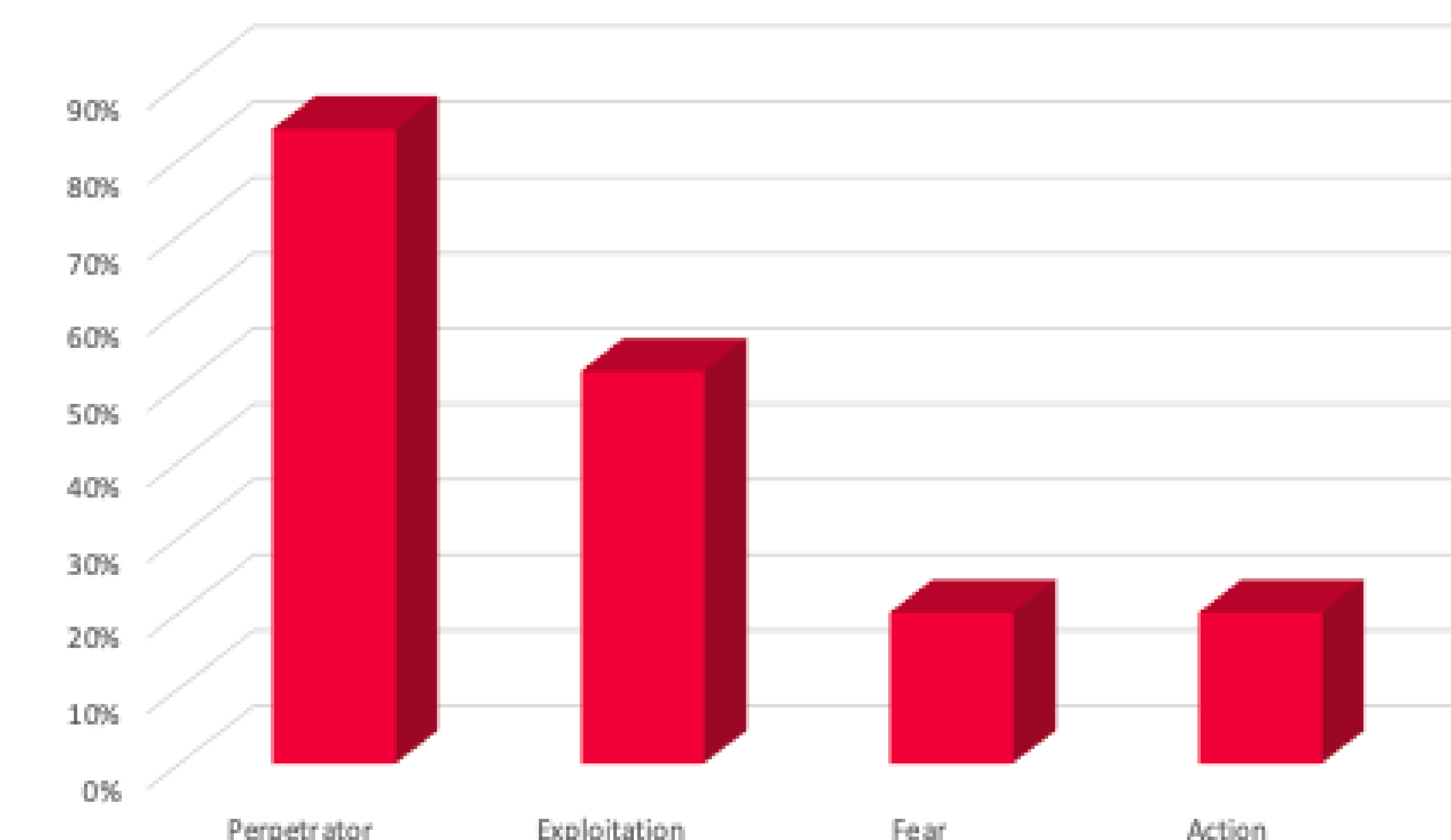
Themes in Positive Comments



Positive comments revealed five themes:

1) Victim, 2) Opposition, 3) Encouragement, 4) Emotional Attachment and Involvement, and 5) Advice.

Themes in Negative Comments



Negative comments revealed four themes:

1) Perpetrator, 2) Exploitation, 3) Fear, and 4) Action.

Discussion

- Most responses approached the situation by initially assigning Jacquelyn a role within the Wren Eleanor situation: a victim or a perpetrator.
- Positive reactions were motivated by commenters' parasocial relationships with Jacquelyn and Wren, meaning the perception of a two-way relationship with media figures (Horton & Wohl, 1956) based on the illusions of intimacy fostered by the performers.

- Parasocial relationships are apparent in most positive comments, especially those that revered Jacquelyn and Wren while vilifying the opposition.
- Negative comments focused on Jacquelyn's actions and motivations for posting content.
- According to Horton and Wohl (1956), non-regular viewers of a performer are more likely to be detached, analytical, and cynical of the performer, which characterizes the negative reactions.
- Critics accused Jacquelyn of purposefully exploiting Wren to make money, while supporters viewed her as an idyllic mother.

Conclusion

This study demonstrates that parasocial relationships and interactions may play a key role in how people react to sharenting and allegations of child exploitation.

It would be beneficial to study individuals who participate in sharenting but represent different demographics to find potential differences.

Learn More

Results from this study are published in:
Stratman, A. (2023). Sharenting and exploitation: A qualitative content analysis of public reactions to the Wren Eleanor situation. *Canadian Journal of Family and Youth*, 15(2), 170-178. <https://doi.org/10.29173/cjfy29930>



References

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