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# ISMPP University

**A virtual scientific poster!  
So, how do we do that?**

October 28, 2020





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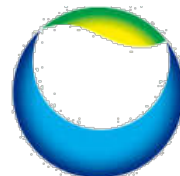
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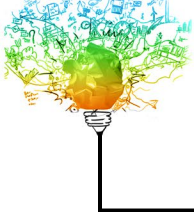
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# ISMPP Announcements

- This webinar has been approved for **1 ISMPP CMPP™ Recertification Credit**. *Please capture a screenshot to submit for credit*
- **Reminder to enter CMPP™ credits** earned at ISMPP West
- **Registration for the 2021 EU Meeting is now open!**
- **Call for session proposals and abstracts** for the 17<sup>th</sup> Annual Meeting
  - Session proposals due **November 4, 2020**
  - Abstracts due **January 11, 2021**



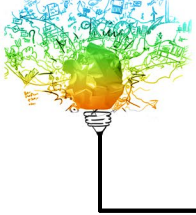


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# How To Ask Questions

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- Feel free to ask a question at any time, however all questions will be held until the end the of the presentation.
- **To ask a question**, open the Q&A window, type your question into the Q&A box.  
**Click Send**
- **Note:** Check **Send Anonymously** if you do not want your name attached to your question in the Q&A
- We will make every effort to respond to all questions live (out loud)

# JASON GARDNER



## Head of Scientific Services CMC Connect

Passionate  
about effective,  
clear science  
communication

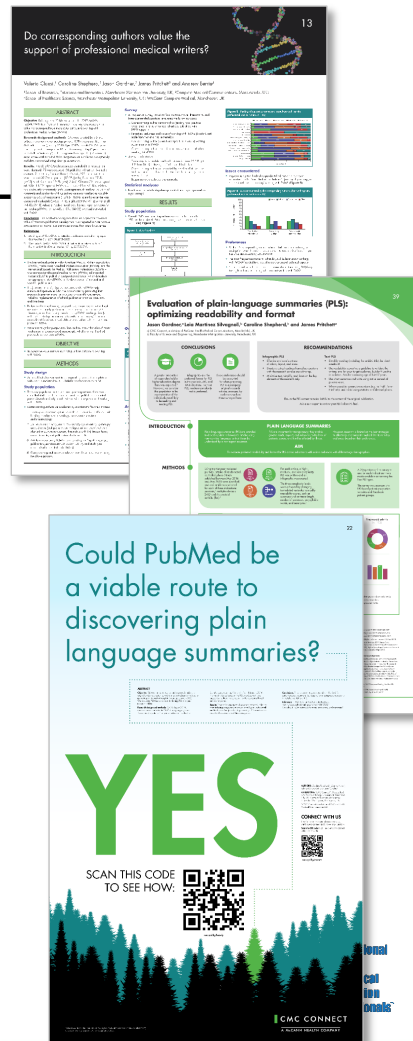
Research in  
plain language  
summaries

Driving towards  
better posters and  
use of enhanced  
digital content

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## Science Communication Designer

Former User Experience (UX) designer

PhD student in Work Psychology

Trying to do two things in my career:

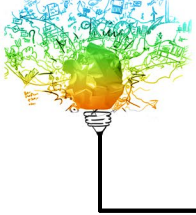
1. Bring UX design principles to science to help disseminate knowledge faster
2. Understand the psychological traits that separate 'realists' from 'dreamers'

2018: Let's Make Science User Friendly! → 2019: #betterposter → 2020: #TwitterPoster



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#betterposter  
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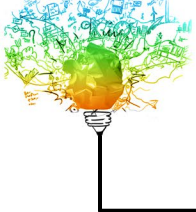




# Disclaimer

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- Information presented reflects the personal knowledge and opinion of the presenters and does not necessarily represent the position of their current or past employers



# Learning Objectives

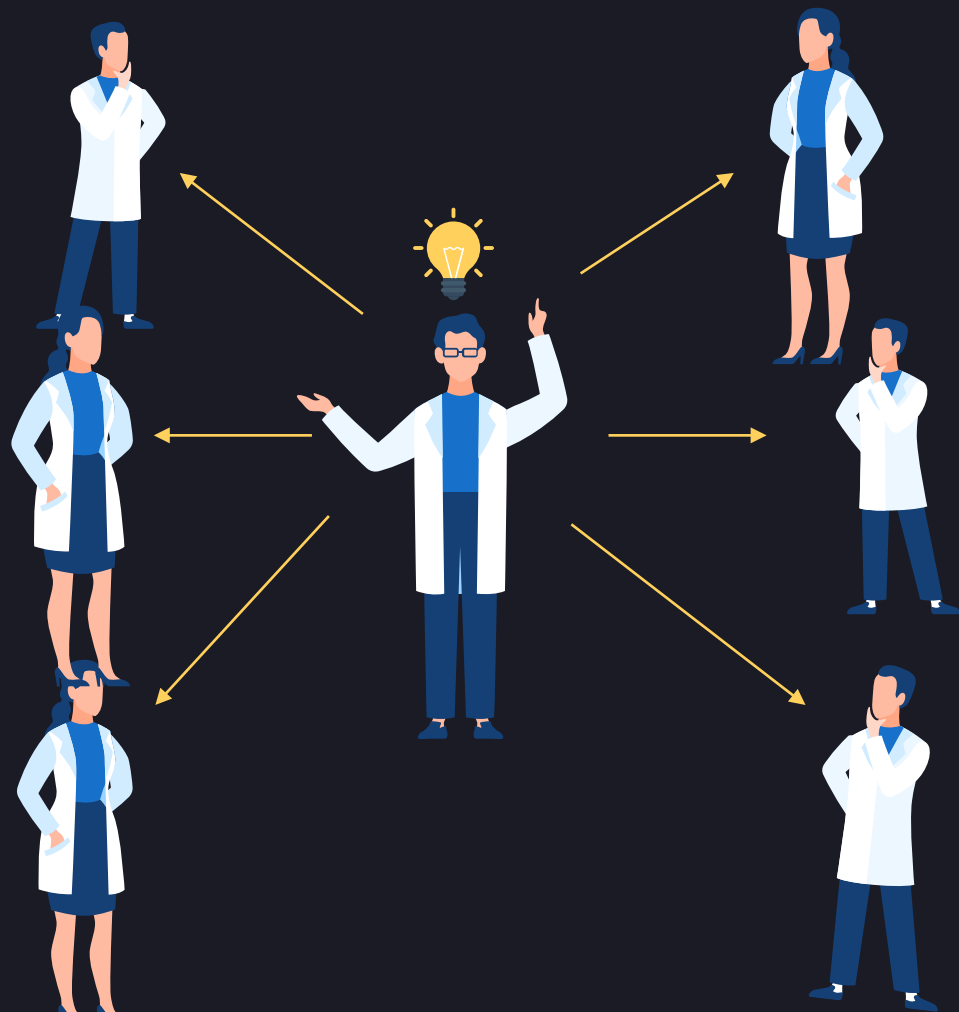
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At the end of this session, participants should be able to:

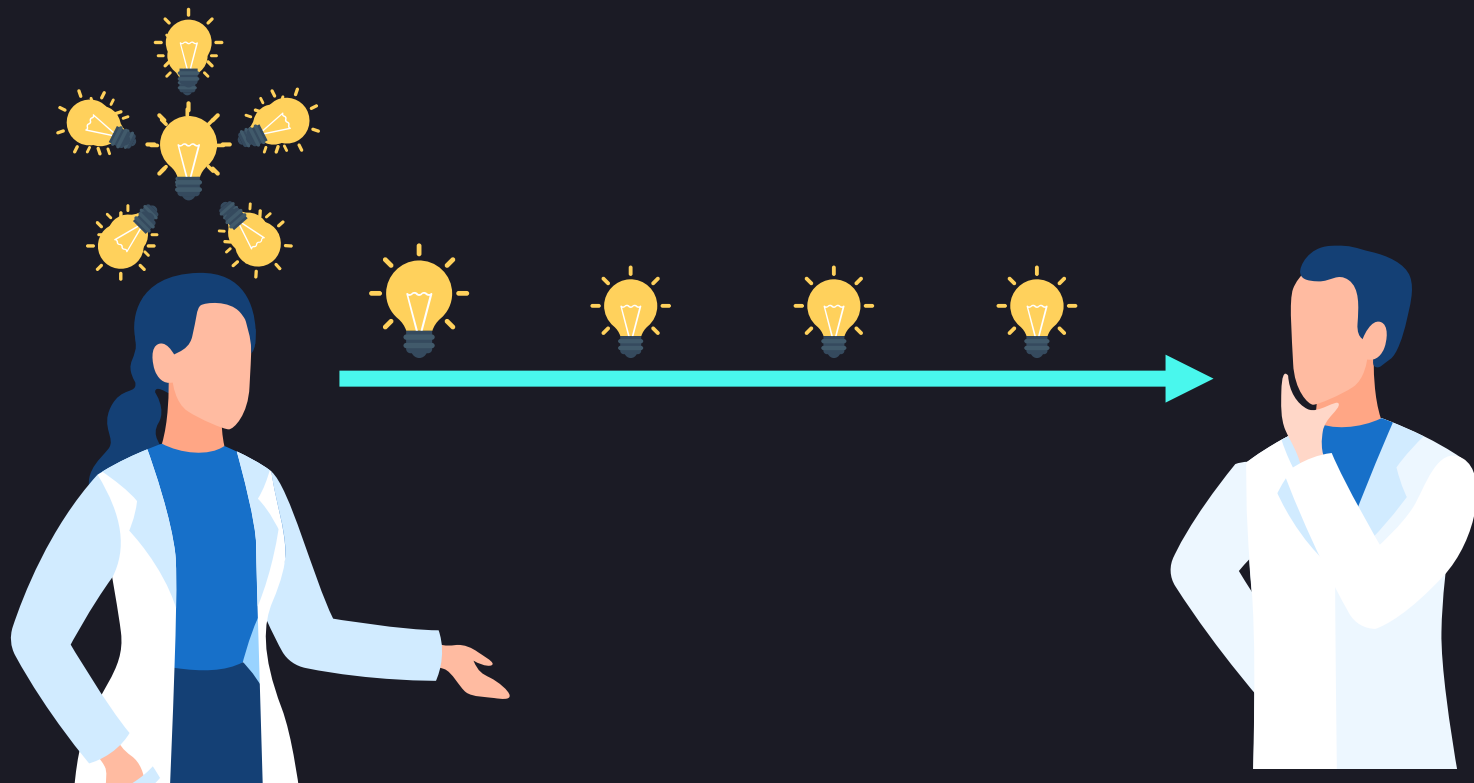
- Recap on the current deficiencies in the traditional scientific poster format
- Understand what user design (UX) is and how it differs from graphic design
- Understand the evidence supporting UX principles
- Be able to apply UX principles to scientific poster design in a virtual setting

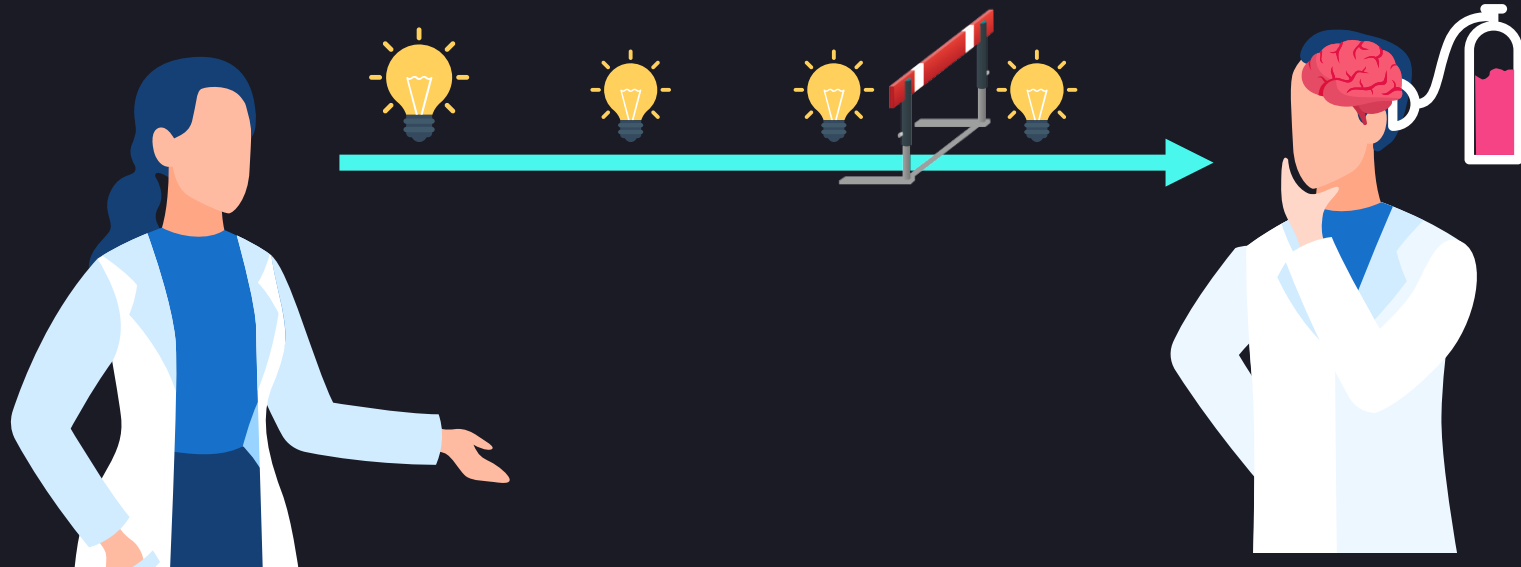
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SCIENCE  
POSTER











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to driver



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office. "Chatter have been great"



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need. Get used to it. The EU cookie law is  
an ass - Ling



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AS SEEN ON  
TV

THE  
TWO



Richard Farleigh - "I wanted to invest; I was amazed by Ling's  
complete lack of nerves, and also by her business acumen."



Duncan Bannatyne - "I wanted to  
invest... but ye turn'd me doon!"

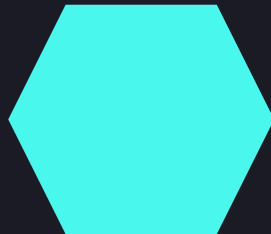


Deborah Meaden  
"Harrumph! I'm out!"



UK WARNING: Customers reporting many other internet prices are hiding true lease costs!

BEWARE DODGY COMPANIES SELLING HIGH INITIAL RENTAL "6+" LEASES



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**BELFAST AND BEYOND** Brittany Forcose '10 finds her cooling-off research in Northern Ireland leads to success in medical school. LEARN MORE

20%

S L O W E R

1

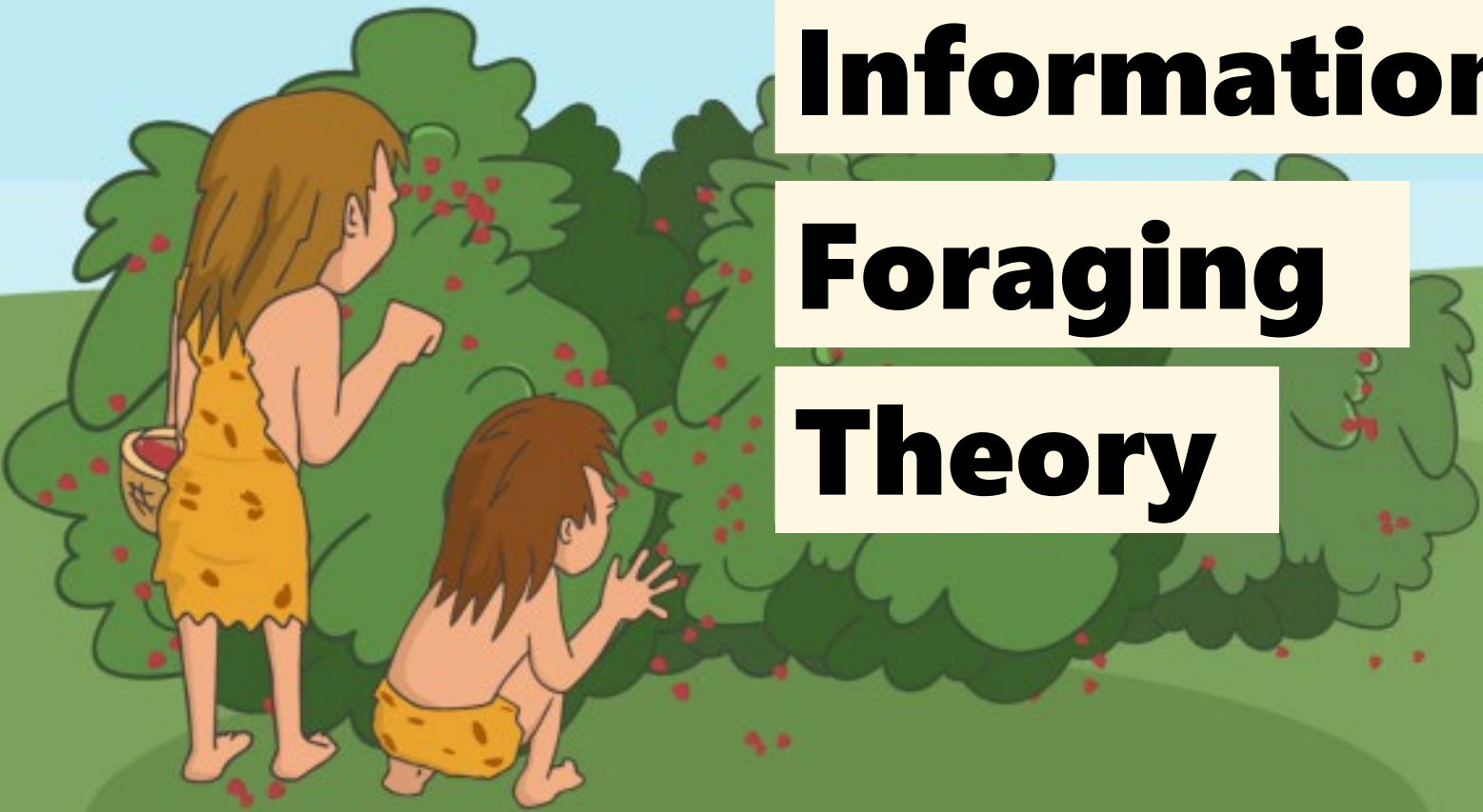
4

# THE VISUAL HIEARCHY GAME

<https://docs.google.com/presentation/d/1bFKSB-gEDjjGwC1DASuZ2WKZr0gax8-cu1ZY2bnD-l0/edit?usp=sharing>

2

3

An illustration of a woman and a child foraging for berries. The woman, with long brown hair and wearing a yellow dress with brown spots, stands on the left, holding a small basket and looking into a large green bush. The child, also with brown hair and wearing a yellow loincloth with brown spots, is crouching in front of the bush, reaching out with their hands. The bush is filled with many small red berries. The background shows a light blue sky with a few white clouds and a green hill.

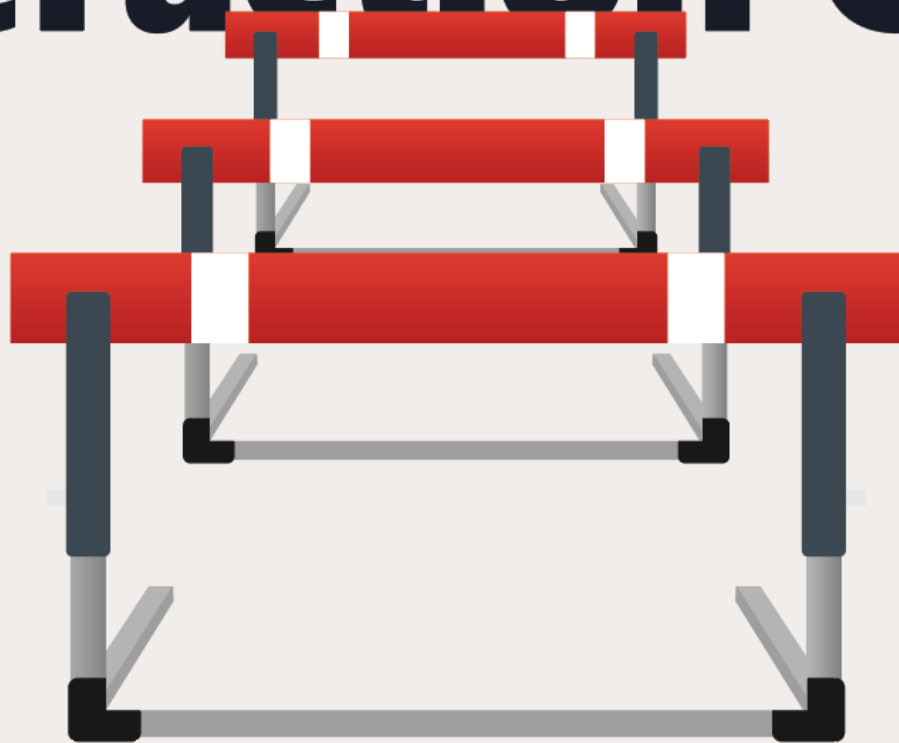
**Information**

**Foraging**

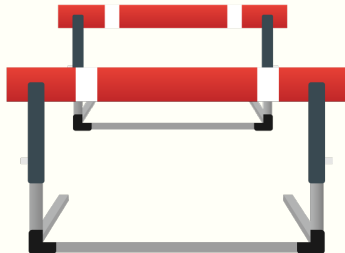
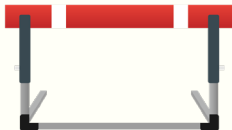
**Theory**



# Interaction Cost







# Grilled Tuna Salade Niçoise



AUTHOR  
Justin S.

CATEGORY  
Salads



Enjoy this classic Mediterranean composed salad of grilled tuna, fresh veggies and hard-boiled eggs. Serve with warm slices of whole wheat bread on the side, if you like.



YIELDS  
2 Servings



PREP TIME  
30 mins



COOK TIME  
30 mins



TOTAL TIME  
1 hr

- ☒ ¼ cup red-wine-vinegar
- ☒ 2-½ tbsp minced-shallot
- ☒ 2-tsp-Dijon-mustard
- ☒ 1-large-garlic-clove,minced-and-mashed-to-a-paste-with-1/2-teaspoon-salt
- ☐ ½ (rounded) anchovy paste
- ☐ 1 cup extra-virgin olive oil
- ☐ 1 ½ tsp minced fresh thyme
- ☐ 1 ½ tbsp finely chopped fresh basil
- ☐ ¾ lb green beans (preferably haricots verts), trimmed
- ☐ 1 ½ lbs small (1- to 2-inch) potatoes (preferably Yukon Gold)
- ☐ 1 ½ lbs (1-inch-thick) tuna steaks
- ☐ Vegetable oil for brushing
- ☐ ¼ cup drained bottled capers (1 1/2 oz)
- ☐ ¾ lb Boston lettuce (2 heads), leaves separated and large ones torn into pieces
- ☐ 1 pt cherry or grape tomatoes
- ☐ ½ cup Niçoise or other small brine-cured black olives
- ☐ 4 hard-boiled large eggs, quartered
- ☐ 3 tbsp finely chopped fresh parsley and/or basil

- 1 Whisk together vinegar, shallot, mustard, garlic paste, and anchovy paste in a small bowl until combined well, then add oil in a slow stream, whisking until emulsified. Whisk in thyme, basil, and salt and pepper to taste.
- 2 Cook beans in a 4- to 6-quart pot of boiling salted water , uncovered, until crisp-tender, 3 to 4 minutes, then immediately transfer with a slotted spoon to a bowl of ice and cold water to stop

Find a recipe...



## Nutrition Facts

Serving Size 1 plate

Servings 2

Amount Per Serving

Calories 100

% Daily Value \*

Total Fat 30g 47%

Saturated Fat 12g 60%

Trans Fat 2g

Cholesterol 234mg 78%

Sodium 85mg 4%

Potassium 10mg 1%

Total Carbohydrate 10g 4%

Dietary Fiber 5g 20%

Sugars 2g

Protein 10g 20%

Vitamin A 2%

Vitamin C 3%

Calcium 1%

Iron 4%

Percent Daily Values are based on a 2,000 calorie diet. Your daily value may be higher or lower depending on your calorie needs.

## FEATURED RECIPE



### Triple-Chocolate Cranberry Oatmeal Cookies

By Justin S.

Chunks of fresh cranberries and dark, milk, and white chocolate chips dress up oatmeal cookies for the holidays.

## RECENT RECIPES



Brisket with Root Vegetables

By Jason V.



Sausage Hash Brown Casserole with Craft Beer

By Justin S.

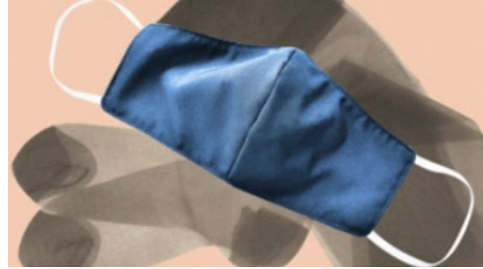




# *Information Scent*



**Investigating the effectiveness of differential mask usage strategies.**



**Worried your cloth mask isn't filtering coronavirus? This hack could make it more effective.**



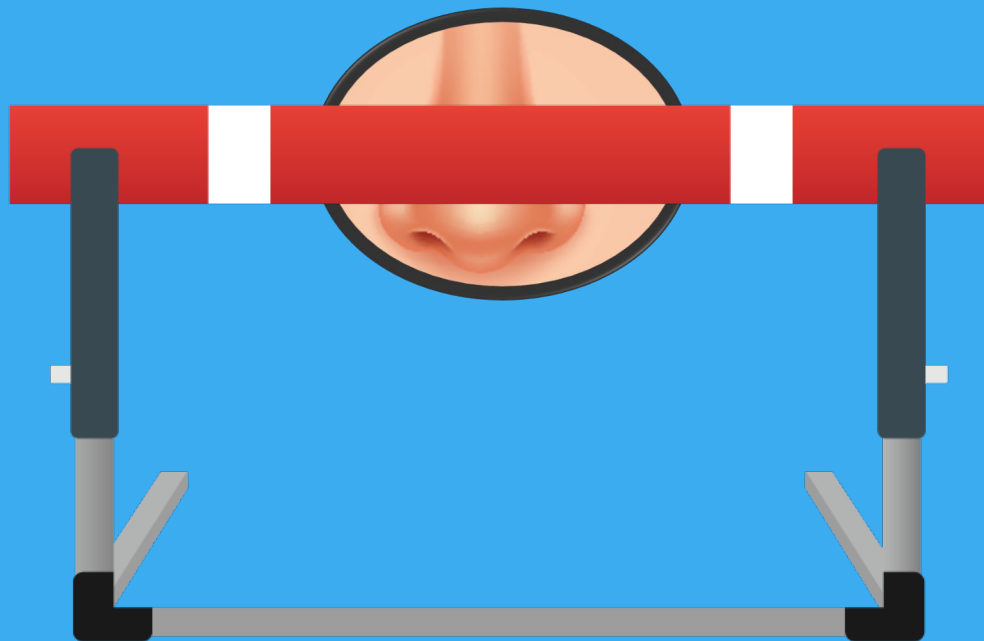
**Put a nylon stocking over your cloth mask to make it more effective at filtering-out coronavirus.**



**An empirical  
investigation of  
self-attitudes**

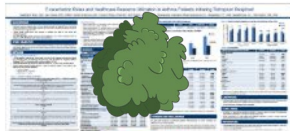
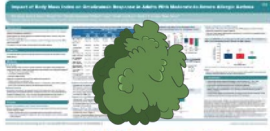
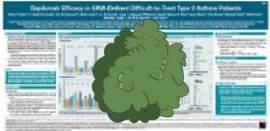
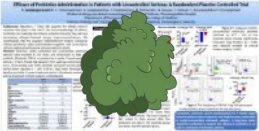
**How does yeast  
affect cancer cells?**

**COVID-19 attack rate  
increases with city size**



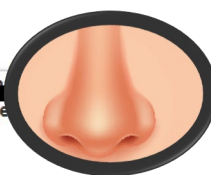
## 049-085 Asthma Therapy

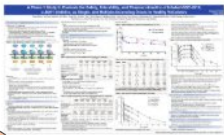
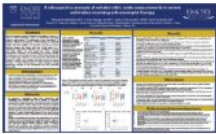
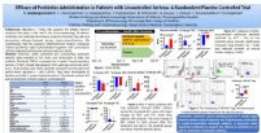
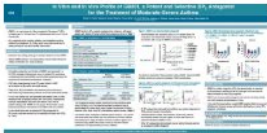
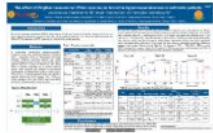
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| 051                                                                                                                            | <br><a href="#">052 Owen.pdf</a>            | <br><a href="#">053 Geng.pdf</a>           |
| 054                                                                                                                            | <br><a href="#">055 Ramonell.pdf</a>        | <br><a href="#">056 Rabe.pdf</a>           |
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| <br><a href="#">060 Asano.pdf</a>            | <br><a href="#">061 Dulpinijthamma.pdf</a> | 062                                                                                                                           |

# 049-085 Asthma Therapy

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### COVID-19 attack rate increases with city size

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### Household secondary attack rate of COVID-19 and associated determinants in Guangzhou, China: a retrospective cohort study

[QL Jing](#), [MJ Liu](#), [ZB Zhang](#), [LQ Fang](#), [J Yuan](#)... - The Lancet Infectious ..., 2020 - Elsevier



### Contact tracing assessment of COVID-19 transmission dynamics in Taiwan and risk at different exposure periods before and after symptom onset

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### [HTML] A large COVID-19 outbreak in a high school 10 days after schools' reopening, Israel, May 2020

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[L Luo](#), [D Liu](#), [X Liao](#), [X Wu](#), [Q Jing](#), [J Zheng](#)... - Annals of internal ..., 2020 - [acpjournals.org](#)



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# Results

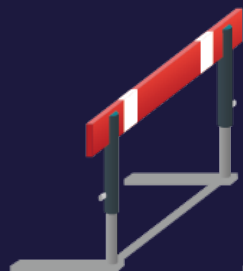
Table 1: Baseline demographic and clinical characteristics of patients. Unless otherwise specified, all numbers are presented as mean $\pm$ SD. Baseline characteristics were compared using independent group t-test for continuous data and Chi-squared test for categorical variables. Significant differences were noted between study patients and controls with respect to age ( $p=0.0078$ ), age at diagnosis ( $p=0.0113$ ), baseline FeNO ( $p=0.0065$ ), AEC ( $p<0.0001$ ), and NPs ( $p=0.0180$ ).

| Characteristic                                                 | Anti-IgE (n = 30)   | Anti-IL-5 (n = 47)  |
|----------------------------------------------------------------|---------------------|---------------------|
| Age – yr                                                       |                     | 55.70 $\pm$ 14.44   |
| Sex – no. (%)                                                  |                     |                     |
| Male                                                           |                     | 16 (34.04)          |
| Female                                                         | 23 (76.67)          | 31 (65.96)          |
| Age at asthma diagnosis – yr                                   |                     | 38.77 $\pm$ 13.47   |
| Time since asthma diagnosis – yr                               | 18.67 $\pm$ 15.50   | 16.94 $\pm$ 11.18   |
| Baseline FeNO – ppb                                            | 42.17 $\pm$ 48.15   | 61.87 $\pm$ 47.10   |
| Baseline FEV1 – % predicted                                    | 78.90 $\pm$ 20.63   | 69.00 $\pm$ 19.61   |
| Baseline serum total IgE – IU/mL                               | 394.86 $\pm$ 458.57 | 392.09 $\pm$ 571.04 |
| Baseline eosinophil count – cells/ $\mu$ L                     | 236.33 $\pm$ 217.56 | 933.40 $\pm$ 646.40 |
| Baseline OCS dependence – no. (%)                              | 3 (10.00)           | 18 (38.30)          |
| Nasal polyps – no. (%)                                         | 4 (13.33)           | 18 (38.30)          |
| Diagnosis of aspirin-exacerbated respiratory disease – no. (%) | 0 (0)               | 14 (29.79)          |
| Biologic – no. (%)                                             |                     |                     |
| Omalizumab                                                     |                     | 0 (0)               |
| Mepolizumab                                                    | 0 (0)               | 25 (53.19)          |
| Reslizumab                                                     |                     | 9 (19.15)           |
| Benralizumab                                                   | 0 (0)               | 13 (27.66)          |
| Clinical response to therapy – no. (%)                         |                     | 41 (87.23)          |

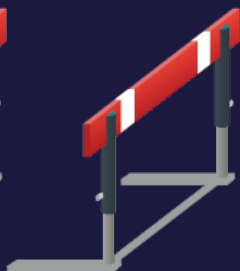
- Mean baseline FeNO ( $p=0.6443$ ) - similar
- Mean FeNO unchanged for rest of study
- In contrast, FeNO decreased significantly in the anti-IL-5 group (baseline of  $42 \pm 48$  ppb vs 3 months of  $28 \pm 15$  ppb,  $p=0.0065$ )
- Patients with baseline eosinophil counts  $> 300$  cells/ $\mu$ L remained in the study
- Similarly, there was no significant difference in eosinophil counts between the two groups
- Patients in the anti-IgE group had a mean baseline FEV1 of 79% of predicted, which improved to 85% at 3 months
- Baseline FEV1 improved significantly in the anti-IL-5 group from 69% of predicted to 85% at 3 months
- Similar improvement in FEV1 was seen in the anti-IgE group ( $\pm 0.64$  L) at follow-up
- No correlation was found between baseline FeNO and FEV1 among the anti-IgE group

Figure 1: FeNO decreases over three months in the anti-IL-5 therapies (1A). However, FEV1 increased between baseline and 3 months in both anti-IgE and anti-IL-5 groups (1A).

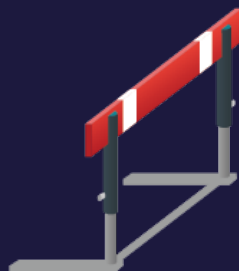




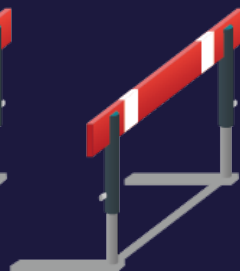
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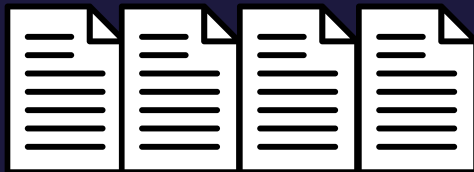
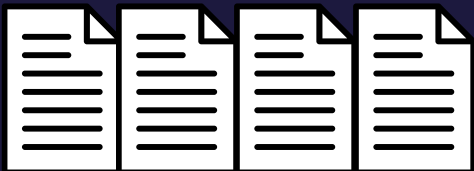
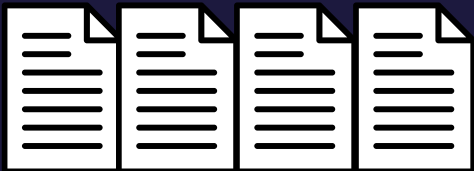
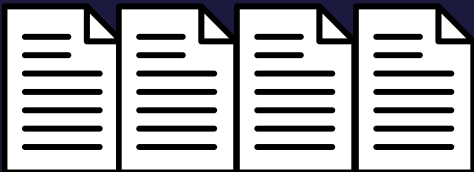


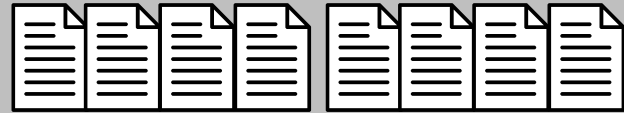
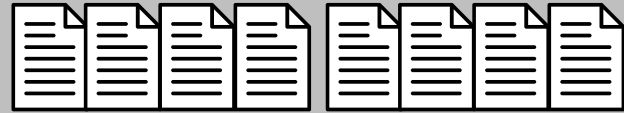
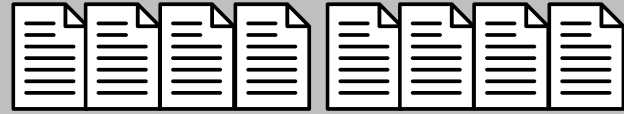
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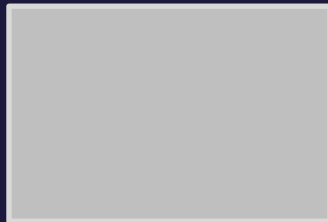
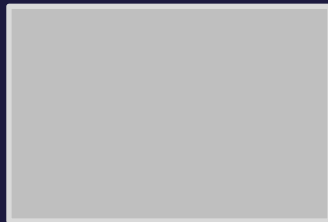
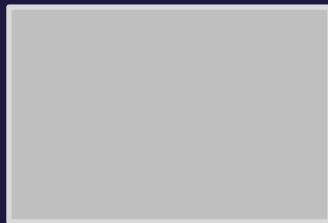
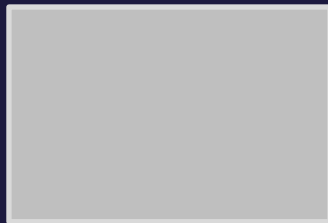
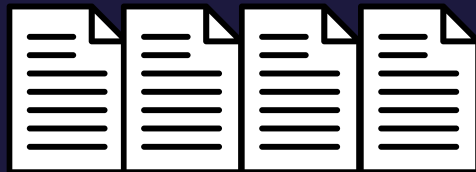
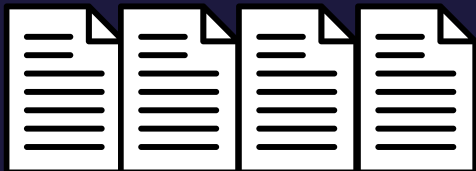
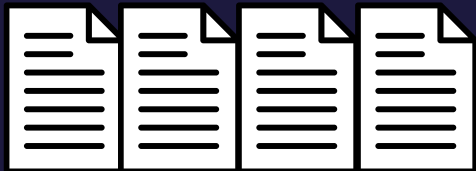
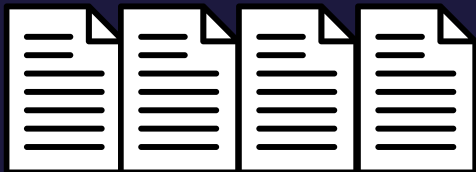


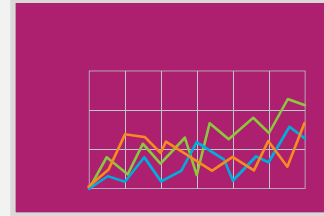
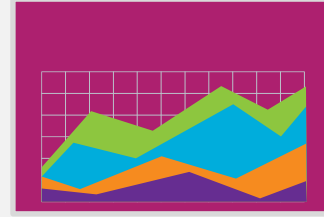
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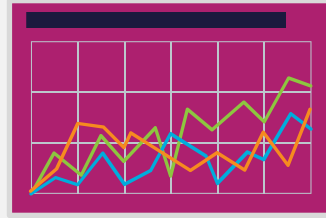
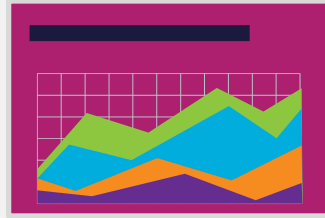
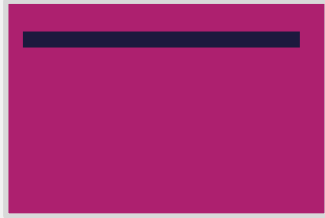








**< 1 minute**



PowerPoint Presentation

Acetylcholine (ACh) release in the BLA **shifts earlier as animals learn** about actions and cues that lead to reward.



A **novice** animal **releases ACh** when they see the **reward**...

virtualposter-ach-le...

Acetylcholine (ACh) release in the BLA **shifts earlier as animals learn** about actions and cues that lead to reward.



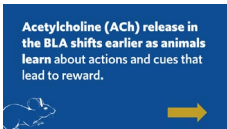
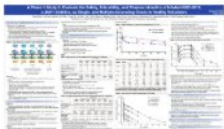
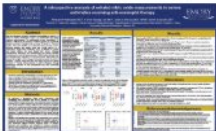
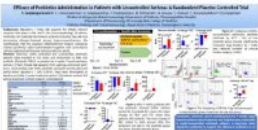
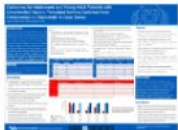
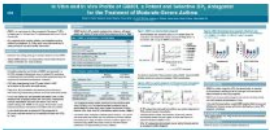
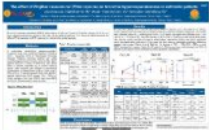
A **novice** animal **releases ACh** when they see the **reward**...



Novice      Reward      ACh

# 049-085 Asthma Therapy

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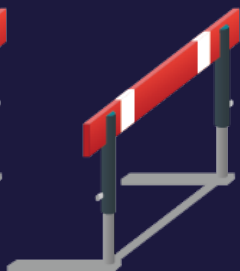
**An investigation of  
ACh release in  
mice.**

**How does learning  
affect ACh release  
in mice?**

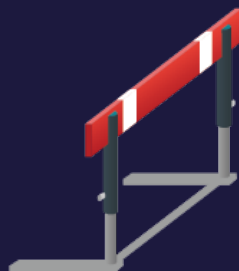
**ACh release shifts earlier  
as mice learn about cues  
that lead to reward.**



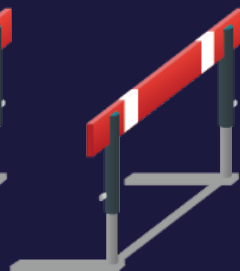
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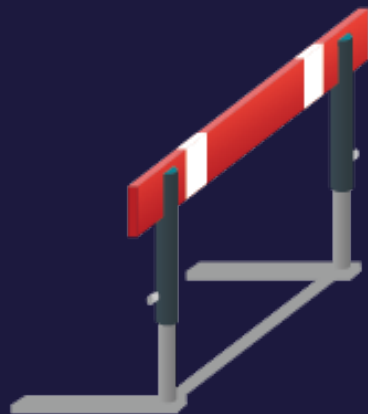


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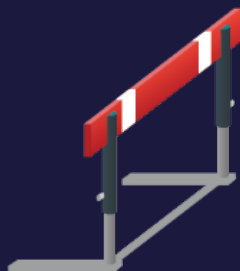


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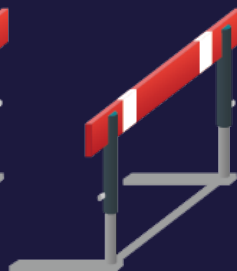




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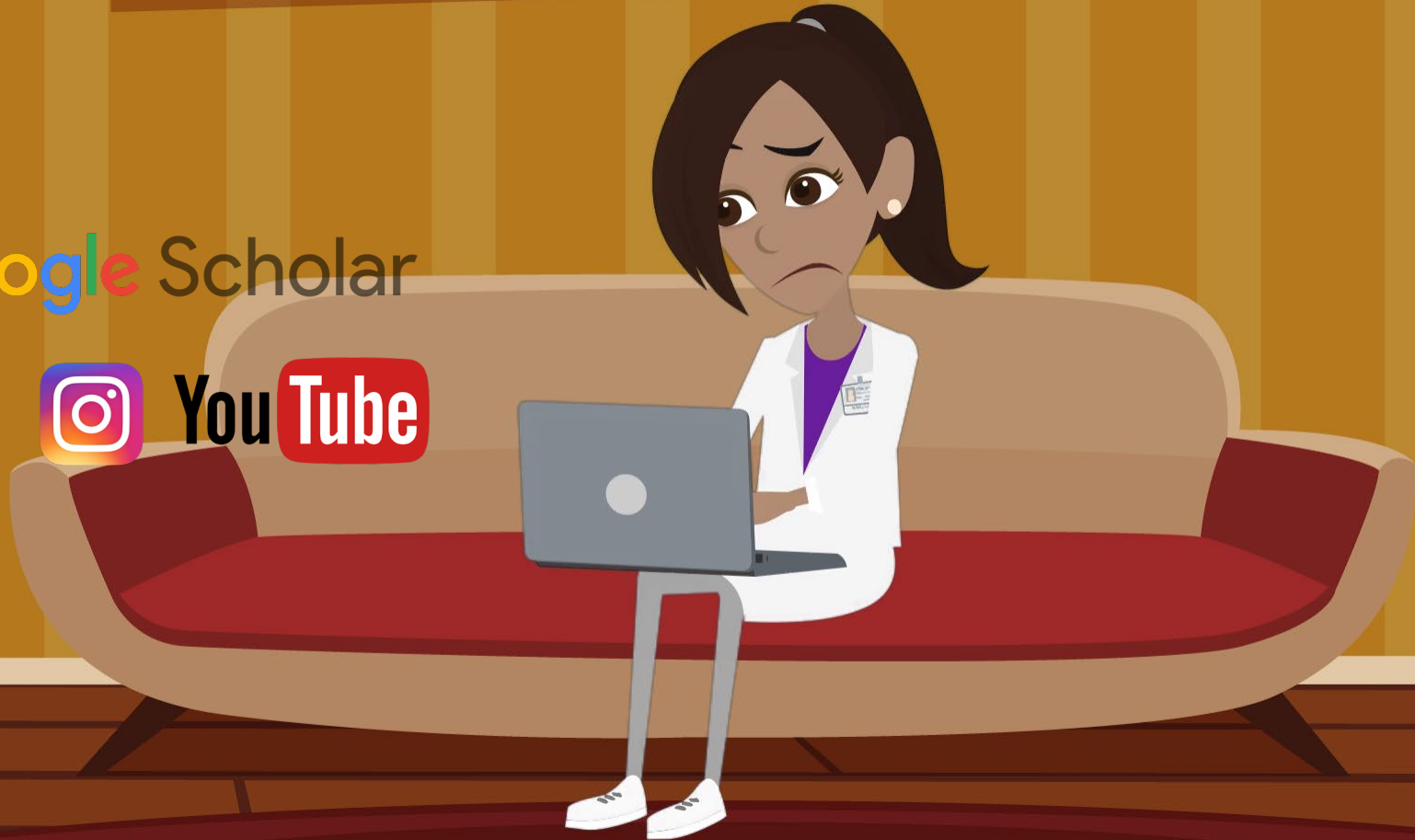
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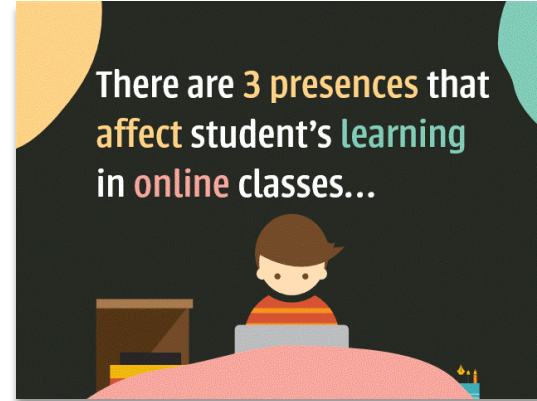
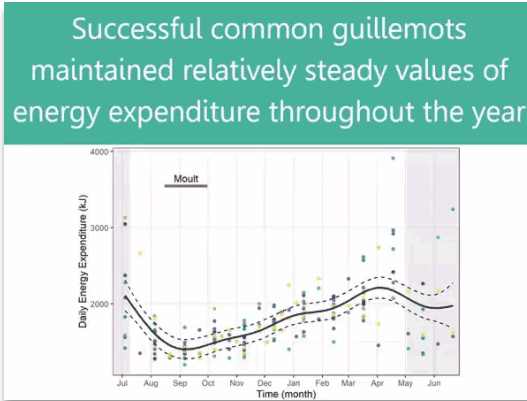


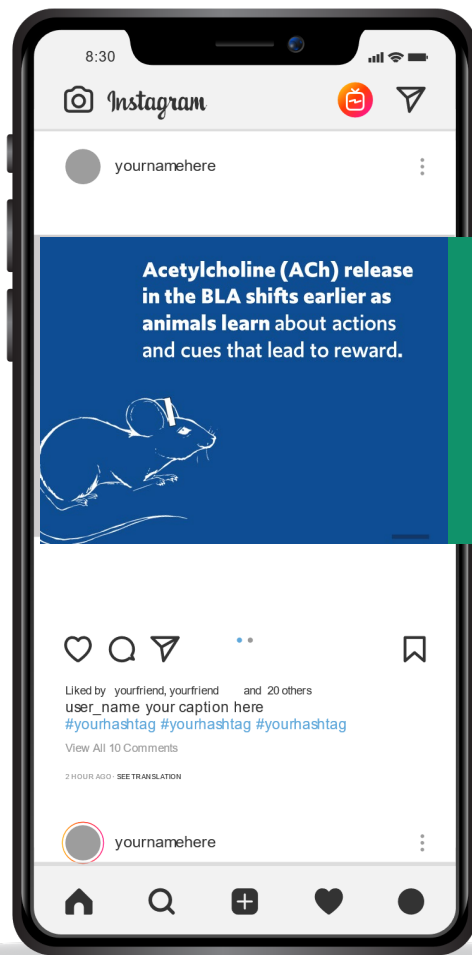
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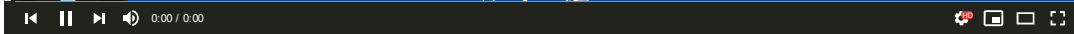


A novice animal releases Ach when they see the reward...





**Acetylcholine (ACh) release in the BLA shifts earlier as animals learn about actions and cues that lead to reward.**



Name

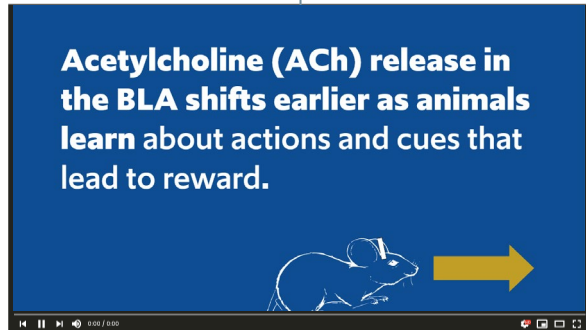
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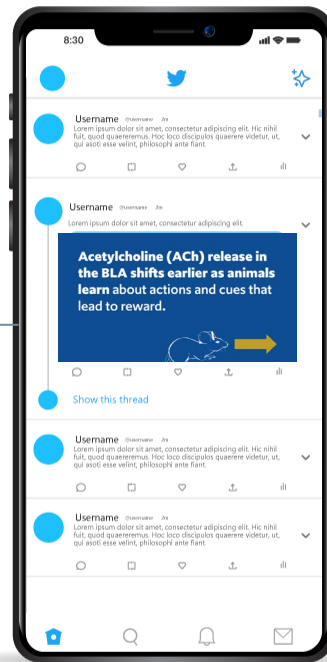
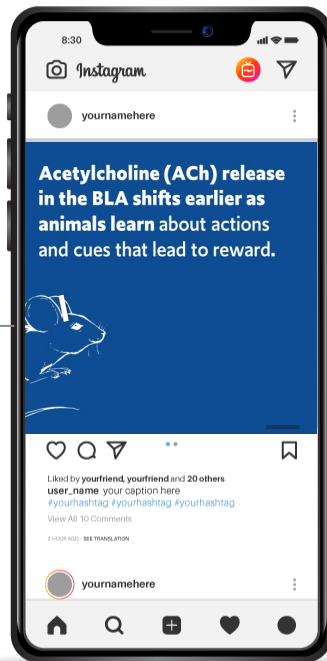
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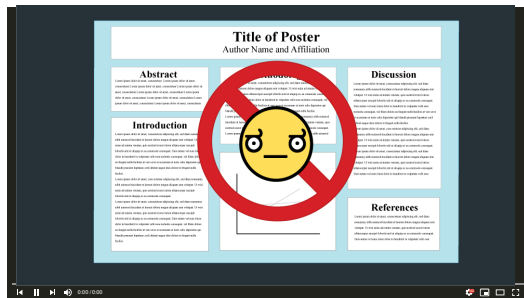


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