

Exercise 15.1: Poster Marking Results

Poster A

Mark – A (75%)

This is a good poster, where most of the information needed is contained in a clear and well-presented manner. The introduction could probably do with another sentence or two, but the hypotheses and aim are clearly presented and addressed in this poster. There is good use of colour and pictures, although more results could have been presented in preference to one of the screen shots. The content is clear and it is evident immediately what the experiment was about and what it found. This poster is by no means perfect, but the effort and work which has been put in is obvious and it deserves a high grade.

Poster B

Mark – FAIL (30%)

There is simply not enough content in this poster to pass it. However, not all sections fail automatically. The introduction is missing the hypotheses, but would rate a 40% and a pass on its own. The method and results have almost no information in them and it's impossible to tell what was actually done in this experiment (other than the Stroop task in some format). These two sections fail with about 20% each. The discussion/conclusion are actually ok, they contain enough information (just), but they refer to a hypothesis which is not presented and do not link in any way with the experiment or results presented. On their own they would pass at about 45%, but in conjunction with the rest of the report they have to fail. The reference section is fine and passes with 40%, the only reason it just scrapes a pass is that there is only one reference and there is clearly reference to material which is from other sources (gender and hypnosis are mentioned nowhere in the introduction). The presentation also fails with 35% because the graphs presented are totally unsuitable for a scientific poster, they make no sense, are poorly labelled and set out, and seem to bear little resemblance to the method and results. Overall this fails because there is not enough information in order to convey even the basic aspects of this experiment. It's also very clear that very little effort or work has gone into this poster.