WEBVTT

00:00:00.000 --> 00:00:01.980 Just disease internal medicine faculty

00:00:01.980 --> 00:00:03.960 meeting and it's being recorded.

00:00:03.960 --> 00:00:05.234 Thank you for putting that up there.

00:00:05.240 --> 00:00:07.760 We we do have these recorded and on the

00:00:07.760 --> 00:00:09.715 Center for Medical Education website

00:00:09.715 --> 00:00:11.536 for your your reviewing pleasure.

00:00:11.536 --> 00:00:14.808 So I'm one of the faculty that Co directs

00:00:14.808 --> 00:00:17.328 the Yes series with Doctor Andres Martin

00:00:17.401 --> 00:00:19.718 who you're going to hear from today.

00:00:19.720 --> 00:00:21.880 And as you know,

00:00:21.880 --> 00:00:25.486 we have sessions for clinical based teaching,

00:00:25.486 --> 00:00:27.896 classroom based teaching and Andres

00:00:27.896 --> 00:00:30.971 has also added this year's some

00:00:30.971 --> 00:00:33.521 professional development that is widely

NOTE Confidence: 0.833112489

00:00:33.521 --> 00:00:36.105 applicable to many in no matter if

NOTE Confidence: 0.833112489

00:00:36.105 --> 00:00:39.150 you're a medical student or PA student

NOTE Confidence: 0.833112489

00:00:39.245 --> 00:00:41.696 or trainee or faculty about being

NOTE Confidence: 0.833112489

00:00:41.696 --> 00:00:43.992 able to to share your academic work.

NOTE Confidence: 0.833112489

00:00:44.000 --> 00:00:47.320 Last time he talked with us about abstracts

NOTE Confidence: 0.833112489

00:00:47.320 --> 00:00:50.840 and today he's going to talk about posters.

NOTE Confidence: 0.833112489

00:00:50.840 --> 00:00:52.632 So just I'm really excited to be

NOTE Confidence: 0.833112489

00:00:52.632 --> 00:00:54.238 working with him on this series.

NOTE Confidence: 0.833112489

00:00:54.240 --> 00:00:56.424 He's a professor in the child study Center

NOTE Confidence: 0.833112489

00:00:56.424 --> 00:00:58.463 in the Department of Child Psychiatry

NOTE Confidence: 0.833112489

00:00:58.463 --> 00:01:01.003 and one of the faculty associates in

NOTE Confidence: 0.833112489

00:01:01.003 --> 00:01:02.678 the Center for Medical Education.

NOTE Confidence: 0.833112489

00:01:02.680 --> 00:01:05.260 So I am gonna turn it over to you and I

NOTE Confidence: 0.833112489

00:01:05.260 --> 00:01:07.438 look forward to improving my posters.

NOTE Confidence: 0.926503312

00:01:10.000 --> 00:01:10.969 Thank you Dana.

00:01:10.969 --> 00:01:13.985 It's and it really is such a joy to

00:01:13.985 --> 00:01:16.440 be working with, not just with Dana,

00:01:16.440 --> 00:01:19.635 but with so many in this Yes series.

00:01:19.640 --> 00:01:21.320 And we hope you're getting something

00:01:21.320 --> 00:01:23.640 out of it. I see some repeat faces,

00:01:23.640 --> 00:01:26.280 which is always really wonderful.

00:01:26.280 --> 00:01:28.809 So this is the first time we're going to

00:01:28.809 --> 00:01:31.520 be talking in this space about posters.

00:01:31.520 --> 00:01:34.405 But I think having seen many, many,

00:01:34.405 --> 00:01:38.080 many bad posters and having produced many,

00:01:38.080 --> 00:01:39.508 many, many bad posters,

00:01:39.508 --> 00:01:42.032 that we can all learn how to

00:01:42.032 --> 00:01:44.195 do better and that it's a very,

00:01:44.200 --> 00:01:46.360 very learnable skill and in fact,

00:01:46.360 --> 00:01:48.058 not terribly difficult.

00:01:48.058 --> 00:01:51.305 I don't think I I call this posters

NOTE Confidence: 0.926503312

00:01:51.305 --> 00:01:53.269 as points of academic contact because

NOTE Confidence: 0.926503312

00:01:53.269 --> 00:01:55.399 that's really what this is about.

NOTE Confidence: 0.926503312

00:01:55.400 --> 00:01:58.200 You put your poster, whether on paper,

NOTE Confidence: 0.926503312

00:01:58.200 --> 00:02:01.440 at a big conference room full of many,

NOTE Confidence: 0.926503312

00:02:01.440 --> 00:02:02.560 many people, and you try,

NOTE Confidence: 0.926503312

00:02:02.560 --> 00:02:05.240 you try to connect with them or you

NOTE Confidence: 0.926503312

00:02:05.240 --> 00:02:06.840 do it increasingly through Zoom,

NOTE Confidence: 0.926503312

00:02:06.840 --> 00:02:09.999 and you try to connect in some academic way.

NOTE Confidence: 0.926503312

00:02:10.000 --> 00:02:12.400 They're very powerful and powerful

NOTE Confidence: 0.926503312

00:02:12.400 --> 00:02:13.840 because they're short.

NOTE Confidence: 0.926503312

00:02:13.840 --> 00:02:16.368 As Doctor Seuss said,

NOTE Confidence: 0.926503312

00:02:16.368 --> 00:02:19.800 famously short is better than length.

NOTE Confidence: 0.926503312

00:02:19.800 --> 00:02:22.350 So anything that is short is

NOTE Confidence: 0.926503312

00:02:22.350 --> 00:02:24.640 likely to to be good.

NOTE Confidence: 0.926503312

00:02:24.640 --> 00:02:27.800 OK, so yeah,

NOTE Confidence: 0.926503312

00:02:27.800 --> 00:02:29.600 Reagan was kind enough to

NOTE Confidence: 0.926503312

00:02:29.600 --> 00:02:31.550 already put the text for you,

NOTE Confidence: 0.926503312

00:02:31.550 --> 00:02:33.000 but there it is again.

NOTE Confidence: 0.926503312

00:02:33.000 --> 00:02:34.480 If you text that code,

NOTE Confidence: 0.926503312

00:02:34.480 --> 00:02:37.720 you will get CME credit.

NOTE Confidence: 0.926503312

00:02:37.720 --> 00:02:40.545 And as you see in underline,

NOTE Confidence: 0.926503312

00:02:40.545 --> 00:02:43.840 I have no corporate support by the American

NOTE Confidence: 0.926503312

00:02:43.840 --> 00:02:47.440 Poster Association or anything like that.

NOTE Confidence: 0.926503312

00:02:47.440 --> 00:02:49.757 So let's start with the learning objectives.

NOTE Confidence: 0.926503312

00:02:49.760 --> 00:02:52.084 I'll start by telling you what the

NOTE Confidence: 0.926503312

00:02:52.084 --> 00:02:53.360 three learning objectives are.

NOTE Confidence: 0.926503312

00:02:53.360 --> 00:02:53.640 Oops.

NOTE Confidence: 0.926503312

00:02:53.640 --> 00:02:55.600 And then we're going to go one

NOTE Confidence: 0.926503312

00:02:55.600 --> 00:02:57.080 by one through them.

NOTE Confidence: 0.926503312

00:02:57.080 --> 00:02:57.577 First,

NOTE Confidence: 0.926503312

00:02:57.577 --> 00:03:00.921 I want to present to you to

NOTE Confidence: 0.926503312

00:03:00.921 --> 00:03:02.726 distinguish what I call the

NOTE Confidence: 0.926503312

00:03:02.726 --> 00:03:04.170 minimalist approach to poster

NOTE Confidence: 0.926503312

00:03:04.238 --> 00:03:06.308 making from a maximalist approach.

NOTE Confidence: 0.926503312

00:03:06.308 --> 00:03:09.480 This will make sense once you see it,

NOTE Confidence: 0.926503312

00:03:09.480 --> 00:03:11.128 and you will see that I have a

NOTE Confidence: 0.926503312

00:03:11.128 --> 00:03:12.000 clear favorite for this.

NOTE Confidence: 0.850881168260869

00:03:14.200 --> 00:03:16.736 I'll also in this part talk about the

NOTE Confidence: 0.850881168260869

00:03:16.736 --> 00:03:18.648 difference is subtle but important

NOTE Confidence: 0.850881168260869

00:03:18.648 --> 00:03:20.668 differences between an in vivo

NOTE Confidence: 0.850881168260869

00:03:20.668 --> 00:03:22.598 poster versus an online poster.

NOTE Confidence: 0.95461313

00:03:27.120 --> 00:03:30.040 I will talk about optimizing

NOTE Confidence: 0.95461313

00:03:30.040 --> 00:03:31.873 graphic elements, letters,

NOTE Confidence: 0.95461313

00:03:31.873 --> 00:03:34.317 images, whatever it is,

NOTE Confidence: 0.95461313

00:03:34.320 --> 00:03:36.532 to tell a very memorable story in

NOTE Confidence: 0.95461313

00:03:36.532 --> 00:03:40.279 very few words, very few words.

NOTE Confidence: 0.95461313

00:03:40.280 --> 00:03:44.042 And finally, we'll talk about embedding

NOTE Confidence: 0.95461313

00:03:44.042 --> 00:03:46.550 complementary elements and materials

NOTE Confidence: 0.95461313

00:03:46.639 --> 00:03:49.664 through QR codes that can really

NOTE Confidence: 0.95461313

00:03:49.664 --> 00:03:51.964 extend the poster's content because

NOTE Confidence: 0.95461313

00:03:51.964 --> 00:03:54.680 you can include any number of things

NOTE Confidence: 0.95461313

00:03:54.745 --> 00:03:57.212 that endure after the presentation,

NOTE Confidence: 0.95461313

00:03:57.212 --> 00:03:58.318 supplementary materials,

NOTE Confidence: 0.95461313

00:03:58.320 --> 00:04:01.278 voice overs, etcetera.

NOTE Confidence: 0.95461313

00:04:01.280 --> 00:04:03.394 So let's start with the first one,

NOTE Confidence: 0.95461313

00:04:03.400 --> 00:04:06.012 the this minimalist versus

NOTE Confidence: 0.95461313

00:04:06.012 --> 00:04:07.318 maximalist approach.

NOTE Confidence: 0.95461313

00:04:07.320 --> 00:04:09.798 So what do I mean by this?

NOTE Confidence: 0.95461313

00:04:09.800 --> 00:04:10.376 All right,

NOTE Confidence: 0.95461313

00:04:10.376 --> 00:04:11.816 so take a Dramamine pill

NOTE Confidence: 0.95461313

00:04:11.816 --> 00:04:13.439 before you see this poster.

NOTE Confidence: 0.955518075

00:04:15.640 --> 00:04:17.956 OK, so these are out there,

NOTE Confidence: 0.955518075

00:04:17.960 --> 00:04:20.448 available in the blogosphere.

NOTE Confidence: 0.955518075

00:04:20.448 --> 00:04:23.558 And as you can see,

NOTE Confidence: 0.955518075

00:04:23.560 --> 00:04:24.608 it's impossible to pay

NOTE Confidence: 0.955518075

00:04:24.608 --> 00:04:25.918 attention to this poster there.

NOTE Confidence: 0.955518075

00:04:25.920 --> 00:04:30.102 There simply is too much visual

NOTE Confidence: 0.955518075

00:04:30.102 --> 00:04:31.960 nonsense you cannot pay attention.

NOTE Confidence: 0.955518075

00:04:31.960 --> 00:04:33.640 And although this car, this poster

NOTE Confidence: 0.955518075

00:04:33.640 --> 00:04:35.720 might be a little bit of a cartoon,

NOTE Confidence: 0.955518075

00:04:35.720 --> 00:04:38.160 it is a cartoon of a bad poster.

NOTE Confidence: 0.955518075

00:04:38.160 --> 00:04:40.806 It's not that far off from many a a

NOTE Confidence: 0.955518075

00:04:40.806 --> 00:04:43.120 poster that we see at conferences,

NOTE Confidence: 0.81282761

00:04:45.760 --> 00:04:48.200 clashing colors, too many words,

NOTE Confidence: 0.81282761

00:04:48.200 --> 00:04:51.360 paragraphs that are justified.

NOTE Confidence: 0.81282761

00:04:51.360 --> 00:04:52.983 You know, I could spend some

NOTE Confidence: 0.81282761

00:04:52.983 --> 00:04:54.321 time talking about all the things

NOTE Confidence: 0.81282761

00:04:54.321 --> 00:04:55.759 that are wrong with this poster.

NOTE Confidence: 0.964278378

00:04:58.480 --> 00:05:00.400 This one looks more medical,

NOTE Confidence: 0.964278378

00:05:00.400 --> 00:05:01.665 even though it's from engineering

NOTE Confidence: 0.964278378

00:05:01.665 --> 00:05:02.677 or physics or something.

NOTE Confidence: 0.964278378

00:05:02.680 --> 00:05:05.144 But this is the kind of things

NOTE Confidence: 0.964278378

00:05:05.144 --> 00:05:07.758 that we again see. Too many words,

NOTE Confidence: 0.964278378

00:05:07.758 --> 00:05:09.880 too much information, too much overload.

NOTE Confidence: 0.964278378

00:05:09.880 --> 00:05:12.561 Let alone the fact that the colors are

NOTE Confidence: 0.964278378

00:05:12.561 --> 00:05:14.835 clashing and torturing our poor retinas.

NOTE Confidence: 0.964278378

00:05:14.840 --> 00:05:17.156 But there is simply too much.

NOTE Confidence: 0.964278378

00:05:17.160 --> 00:05:18.875 You want to run away from this?

NOTE Confidence: 0.964278378

00:05:18.880 --> 00:05:20.320 You want to run away.

NOTE Confidence: 0.964278378

00:05:20.320 --> 00:05:24.304 Maybe your eye looks at $256 for four hours.

NOTE Confidence: 0.964278378

00:05:24.304 --> 00:05:24.956 That's interesting.

NOTE Confidence: 0.964278378

00:05:24.960 --> 00:05:26.521 So let me read these 5000 words

NOTE Confidence: 0.964278378

00:05:26.521 --> 00:05:28.040 to figure out what that means.

NOTE Confidence: 0.964278378

00:05:28.040 --> 00:05:28.714 You don't.

NOTE Confidence: 0.964278378

00:05:28.714 --> 00:05:30.797 You just give up the $256.

NOTE Confidence: 0.964278378

00:05:30.797 --> 00:05:31.988 It's very painful.

NOTE Confidence: 0.964278378

00:05:31.988 --> 00:05:34.855 So both of these are examples of

NOTE Confidence: 0.964278378

00:05:34.855 --> 00:05:36.880 what I consider bad postering,

NOTE Confidence: 0.964278378

00:05:36.880 --> 00:05:40.240 and they're examples of a maximalist poster.

NOTE Confidence: 0.964278378

00:05:40.240 --> 00:05:43.502 Let's squeeze as much as possible into

NOTE Confidence: 0.964278378

00:05:43.502 --> 00:05:45.808 a poster and just to show that they

NOTE Confidence: 0.964278378

00:05:45.808 --> 00:05:47.905 out there in the world are not the

NOTE Confidence: 0.964278378

00:05:47.905 --> 00:05:49.591 only bad people making bad posters.

NOTE Confidence: 0.964278378

00:05:49.600 --> 00:05:52.442 This was a poster that I did

NOTE Confidence: 0.964278378

00:05:52.442 --> 00:05:54.120 maybe nine years ago.

NOTE Confidence: 0.964278378

00:05:54.120 --> 00:05:56.952 It's actually my MEF poster for

NOTE Confidence: 0.964278378

00:05:56.952 --> 00:05:58.840 the Medical Education Fellowship.

NOTE Confidence: 0.964278378

00:05:58.840 --> 00:06:00.520 I don't think it's quite as obnoxious,

10

NOTE Confidence: 0.964278378

00:06:00.520 --> 00:06:02.160 but it is pretty obnoxious.

NOTE Confidence: 0.964278378

00:06:02.160 --> 00:06:03.324 There's just too much.

NOTE Confidence: 0.964278378

00:06:03.324 --> 00:06:06.080 I think it's moving in the right direction,

NOTE Confidence: 0.964278378

00:06:06.080 --> 00:06:08.324 and that it includes some images

NOTE Confidence: 0.964278378

00:06:08.324 --> 00:06:10.720 that at least are intriguing,

NOTE Confidence: 0.964278378

00:06:10.720 --> 00:06:12.916 but it includes some QR codes.

NOTE Confidence: 0.964278378

00:06:12.920 --> 00:06:13.580 But again,

NOTE Confidence: 0.964278378

00:06:13.580 --> 00:06:15.560 being maximalist one is not enough.

NOTE Confidence: 0.964278378

00:06:15.560 --> 00:06:18.200 So it has three QR codes.

NOTE Confidence: 0.964278378

00:06:18.200 --> 00:06:19.964 There's too much,

NOTE Confidence: 0.964278378

00:06:19.964 --> 00:06:23.800 and I place this arrow here.

NOTE Confidence: 0.964278378

00:06:23.800 --> 00:06:25.988 Can someone does anyone have any

NOTE Confidence: 0.964278378

00:06:25.988 --> 00:06:27.280 ideas why I put this arrow here?

NOTE Confidence: 0.964278378

00:06:27.280 --> 00:06:28.516 What that, what does that mean?

NOTE Confidence: 0.8636

00:06:35.810 --> 00:06:40.246 OK, so I might otherwise have been used.

NOTE Confidence: 0.7500406

00:06:40.250 --> 00:06:42.844 Say that again. Everything is

NOTE Confidence: 0.7500406

00:06:42.844 --> 00:06:44.529 compressed over to the left,

NOTE Confidence: 0.7500406

00:06:44.530 --> 00:06:47.380 whereas you might have had a

NOTE Confidence: 0.7500406

00:06:47.380 --> 00:06:49.655 lot more breathing room had

NOTE Confidence: 0.7500406

00:06:49.655 --> 00:06:51.010 it been put over to the right.

NOTE Confidence: 0.911178764615385

00:06:51.290 --> 00:06:52.565 That's great, wonderful.

NOTE Confidence: 0.911178764615385

00:06:52.565 --> 00:06:55.540 And there was another idea from someone

NOTE Confidence: 0.911178764615385

00:06:55.615 --> 00:06:58.324 had another idea I was going to say maybe

NOTE Confidence: 0.911178764615385

00:06:58.324 --> 00:07:00.415 the the aspect ratio of the principal

NOTE Confidence: 0.911178764615385

00:07:00.415 --> 00:07:02.960 space on the piece of paper wasn't quite

NOTE Confidence: 0.911178764615385

00:07:02.960 --> 00:07:05.760 jiving with the design of your poster.

NOTE Confidence: 0.911178764615385

00:07:05.760 --> 00:07:07.888 Exactly. And I think that both of

NOTE Confidence: 0.911178764615385

00:07:07.888 --> 00:07:09.240 you are exactly right.

NOTE Confidence: 0.911178764615385

00:07:09.240 --> 00:07:12.285 So remember that this was done in

NOTE Confidence: 0.911178764615385

00:07:12.285 --> 00:07:14.488 prehistoric times, maybe nine years ago,

NOTE Confidence: 0.911178764615385

00:07:14.488 --> 00:07:16.880 before we had a thing called zoom.

NOTE Confidence: 0.911178764615385

00:07:16.880 --> 00:07:19.880 So all the posters were prepared for paper.

NOTE Confidence: 0.911178764615385

00:07:19.880 --> 00:07:22.320 So this very much was prepared for paper.

NOTE Confidence: 0.911178764615385

00:07:22.320 --> 00:07:25.528 And once I blew it to size you,

NOTE Confidence: 0.911178764615385

00:07:25.528 --> 00:07:26.840 you could read everything.

NOTE Confidence: 0.911178764615385

00:07:26.840 --> 00:07:30.805 It was still a lot and it was this ratio

NOTE Confidence: 0.911178764615385

00:07:30.805 --> 00:07:33.360 that is I think almost like a three,

NOTE Confidence: 0.911178764615385

00:07:33.360 --> 00:07:34.756 three vertical, 4 horizontal.

NOTE Confidence: 0.911178764615385

00:07:34.756 --> 00:07:37.699 But I wanted to bring this to your

NOTE Confidence: 0.911178764615385

00:07:37.699 --> 00:07:40.039 attention because as you're doing posters,

NOTE Confidence: 0.911178764615385

00:07:40.040 --> 00:07:42.520 you need to be very mindful of are

NOTE Confidence: 0.911178764615385

00:07:42.520 --> 00:07:44.479 you presenting in person or unzoom?

NOTE Confidence: 0.911178764615385

00:07:44.480 --> 00:07:45.640 I have seen many, many,

NOTE Confidence: 0.911178764615385

00:07:45.640 --> 00:07:47.570 many zoom posters that are

NOTE Confidence: 0.911178764615385

00:07:47.570 --> 00:07:49.114 presented with this ratio.

NOTE Confidence: 0.911178764615385

00:07:49.120 --> 00:07:51.440 And as noted, if you use this ratio,

NOTE Confidence: 0.911178764615385

00:07:51.440 --> 00:07:53.960 you lose all of this precious space.

NOTE Confidence: 0.911178764615385

00:07:53.960 --> 00:07:56.280 So there's a way in zoom that you

NOTE Confidence: 0.911178764615385

00:07:56.280 --> 00:07:57.760 fill everything in the screen,

NOTE Confidence: 0.911178764615385

00:07:57.760 --> 00:07:59.880 which is what I encourage you to do.

NOTE Confidence: 0.911178764615385

00:07:59.880 --> 00:08:00.217 However,

NOTE Confidence: 0.911178764615385

00:08:00.217 --> 00:08:02.913 if you're going to be presenting in person,

NOTE Confidence: 0.911178764615385

00:08:02.920 --> 00:08:05.764 using the full ratio is not so good because

NOTE Confidence: 0.911178764615385

00:08:05.764 --> 00:08:08.635 the poster is going to be too horizontal.

NOTE Confidence: 0.911178764615385

00:08:08.640 --> 00:08:12.360 It's going to be a very big poster.

NOTE Confidence: 0.911178764615385

00:08:12.360 --> 00:08:14.616 It's very easy to find out what ratio

NOTE Confidence: 0.911178764615385

00:08:14.616 --> 00:08:16.759 you want once you know is it zoom

NOTE Confidence: 0.911178764615385

00:08:16.759 --> 00:08:18.558 or in person in your PowerPoint,

NOTE Confidence: 0.911178764615385

00:08:18.558 --> 00:08:20.634 which is how we create posters.

NOTE Confidence: 0.911178764615385

00:08:20.640 --> 00:08:22.838 You go and you select the poster.

NOTE Confidence: 0.911178764615385

00:08:22.840 --> 00:08:24.520 So this is the default,

NOTE Confidence: 0.911178764615385

00:08:24.520 --> 00:08:26.240 the old default in PowerPoint,

NOTE Confidence: 0.911178764615385

00:08:26.240 --> 00:08:28.319 which is a three by four ratio.

NOTE Confidence: 0.911178764615385

00:08:28.320 --> 00:08:30.670 The current default is what

NOTE Confidence: 0.911178764615385

00:08:30.670 --> 00:08:32.080 called a widescreen.

NOTE Confidence: 0.911178764615385

00:08:32.080 --> 00:08:34.536 And if you use widescreen it will fill

NOTE Confidence: 0.911178764615385

00:08:34.536 --> 00:08:36.760 the whole the whole screen and then

NOTE Confidence: 0.911178764615385

00:08:36.760 --> 00:08:38.840 you can customize it to all sorts of,

NOTE Confidence: 0.911178764615385

00:08:38.840 --> 00:08:39.410 you know,

NOTE Confidence: 0.911178764615385

00:08:39.410 --> 00:08:41.120 you can do a square poster

NOTE Confidence: 0.911178764615385

00:08:41.120 --> 00:08:43.479 a a very skinny long poster,

NOTE Confidence: 0.911178764615385

00:08:43.480 --> 00:08:45.280 but those I think are the main ones.

NOTE Confidence: 0.923464613333333

00:08:47.520 --> 00:08:51.990 Now as I've developed and grown I think

NOTE Confidence: 0.923464613333333

00:08:51.990 --> 00:08:54.000 that posters have gotten as you see,

NOTE Confidence: 0.923464613333333

00:08:54.000 --> 00:08:56.440 few words and you're going to see a

NOTE Confidence: 0.923464613333333

00:08:56.440 --> 00:08:58.565 couple of variations of this poster

NOTE Confidence: 0.923464613333333

00:08:58.565 --> 00:09:01.200 that that is still made for paper.

NOTE Confidence: 0.923464613333333

15

00:09:01.200 --> 00:09:03.700 You see that I am I have some

NOTE Confidence: 0.923464613333333

00:09:03.700 --> 00:09:05.000 free space on both sides.

NOTE Confidence: 0.923464613333333

00:09:05.000 --> 00:09:07.040 It's a 3 by 4 ratio.

NOTE Confidence: 0.923464613333333

00:09:07.040 --> 00:09:09.512 But what's important here is that

NOTE Confidence: 0.923464613333333

00:09:09.512 --> 00:09:11.892 this poster style is 3 components.

NOTE Confidence: 0.923464613333333

00:09:11.892 --> 00:09:15.280 The main event is in the middle in blue,

NOTE Confidence: 0.923464613333333

00:09:15.280 --> 00:09:17.448 and the idea is that if you only

NOTE Confidence: 0.923464613333333

00:09:17.448 --> 00:09:19.560 look at that and at the title,

NOTE Confidence: 0.923464613333333

00:09:19.560 --> 00:09:20.320 you should tell the whole,

NOTE Confidence: 0.923464613333333

00:09:20.320 --> 00:09:21.676 you should know the whole story.

NOTE Confidence: 0.882238266

00:09:23.800 --> 00:09:26.776 It's a qualitative study of child

NOTE Confidence: 0.882238266

00:09:26.776 --> 00:09:29.625 psychiatrist during COVID-19 and there are

NOTE Confidence: 0.882238266

00:09:29.625 --> 00:09:32.780 4 main exposures of the pandemic that have

NOTE Confidence: 0.882238266

00:09:32.780 --> 00:09:35.680 open a reevaluation of the principles,

NOTE Confidence: 0.882238266

00:09:35.680 --> 00:09:37.180 inefficiencies, physician identity,

NOTE Confidence: 0.882238266

00:09:37.180 --> 00:09:39.680 role in society and cetera.

NOTE Confidence: 0.882238266

00:09:39.680 --> 00:09:41.798 So, so that tells the story.

NOTE Confidence: 0.882238266

00:09:41.800 --> 00:09:43.720 And then the panels on the right and

NOTE Confidence: 0.882238266

00:09:43.720 --> 00:09:45.480 the left give extra information,

NOTE Confidence: 0.882238266

00:09:45.480 --> 00:09:48.120 in this case, quotes, one quote,

NOTE Confidence: 0.882238266

00:09:48.120 --> 00:09:49.956 a couple of highlights about introductions,

NOTE Confidence: 0.882238266

00:09:49.960 --> 00:09:53.000 methods and discussion. It's brief.

NOTE Confidence: 0.882238266

00:09:53.000 --> 00:09:54.284 And then very importantly,

NOTE Confidence: 0.882238266

00:09:54.284 --> 00:09:55.889 it includes QR codes and

NOTE Confidence: 0.882238266

00:09:55.889 --> 00:09:57.600 some additional information.

NOTE Confidence: 0.882238266

00:09:57.600 --> 00:10:01.482 So it's getting tighter, fewer words.

NOTE Confidence: 0.882238266

00:10:01.482 --> 00:10:03.587 This is another variation that

NOTE Confidence: 0.882238266

00:10:03.587 --> 00:10:05.360 was prepared as paper.

NOTE Confidence: 0.882238266

00:10:05.360 --> 00:10:07.915 Here in the middle you see mostly

NOTE Confidence: 0.882238266

00:10:07.915 --> 00:10:10.476 images and it's a global photo

NOTE Confidence: 0.882238266

00:10:10.476 --> 00:10:12.786 elicitation study of child mental

NOTE Confidence: 0.882238266

00:10:12.786 --> 00:10:14.760 health during the pandemic.

NOTE Confidence: 0.882238266

00:10:14.760 --> 00:10:17.154 And even if you don't read anything,

NOTE Confidence: 0.882238266

00:10:17.160 --> 00:10:19.120 you can start getting an idea that this

NOTE Confidence: 0.882238266

00:10:19.120 --> 00:10:20.997 is where the submissions came from,

NOTE Confidence: 0.882238266

00:10:21.000 --> 00:10:22.800 that this really kind of represents

NOTE Confidence: 0.882238266

00:10:22.800 --> 00:10:24.000 the experience of children,

NOTE Confidence: 0.882238266

00:10:24.000 --> 00:10:26.280 this represents the experience of children,

NOTE Confidence: 0.882238266

00:10:26.280 --> 00:10:26.598 etcetera.

NOTE Confidence: 0.882238266

00:10:26.598 --> 00:10:29.142 My point here is just showing how the

NOTE Confidence: 0.882238266

00:10:29.142 --> 00:10:31.079 posters are getting more minimalist

NOTE Confidence: 0.906993113333333

00:10:34.480 --> 00:10:37.996 for a more traditionally quantitative poster.

NOTE Confidence: 0.906993113333333

00:10:38.000 --> 00:10:41.056 If you look here, these words, these 10

NOTE Confidence: 0.906993113333333

00:10:41.056 --> 00:10:43.040 or 12 words tell you the whole story.

NOTE Confidence: 0.906993113333333

00:10:43.040 --> 00:10:44.615 Training initiatives designed

NOTE Confidence: 0.906993113333333

00:10:44.615 --> 00:10:46.715 to produce child psychiatry,

NOTE Confidence: 0.906993113333333

00:10:46.720 --> 00:10:49.156 physician scientists are an important step.

NOTE Confidence: 0.906993113333333

00:10:49.160 --> 00:10:52.760 And then these three images, once again,

NOTE Confidence: 0.906993113333333

00:10:52.760 --> 00:10:56.480 it's small for zoom, but it was size 4.

NOTE Confidence: 0.906993113333333

00:10:56.480 --> 00:10:59.312 Paper shows you that the red line that

NOTE Confidence: 0.906993113333333

00:10:59.312 --> 00:11:02.240 a special program led to more K awards,

NOTE Confidence: 0.906993113333333

00:11:02.240 --> 00:11:03.880 it led to more publications,

NOTE Confidence: 0.906993113333333

00:11:03.880 --> 00:11:07.480 it led to more, more, more this and that.

NOTE Confidence: 0.906993113333333

00:11:07.480 --> 00:11:09.900 Once again, this three-part poster

NOTE Confidence: 0.906993113333333

00:11:09.900 --> 00:11:13.560 with a left that has some content,

NOTE Confidence: 0.906993113333333

00:11:13.560 --> 00:11:15.716 a right that has some detailed content,

NOTE Confidence: 0.906993113333333

00:11:15.720 --> 00:11:18.835 but the main event being big letters,

NOTE Confidence: 0.906993113333333

00:11:18.840 --> 00:11:21.756 a few images in the centre in your face.

NOTE Confidence: 0.906993113333333

00:11:21.760 --> 00:11:23.070 Because we're all seeing thousands

NOTE Confidence: 0.906993113333333

00:11:23.070 --> 00:11:23.594 of posters,

NOTE Confidence: 0.906993113333333

00:11:23.600 --> 00:11:26.360 so how can we really focus on the right one?

NOTE Confidence: 0.900458073333333

00:11:28.720 --> 00:11:30.115 This is the last one that I'll show you.

NOTE Confidence: 0.900458073333333

00:11:30.120 --> 00:11:31.562 And to show you that I didn't

NOTE Confidence: 0.900458073333333

00:11:31.562 --> 00:11:32.799 invent this approach to the poster,

NOTE Confidence: 0.900458073333333

00:11:32.800 --> 00:11:34.960 this is something that has been used a lot.

NOTE Confidence: 0.900458073333333

00:11:34.960 --> 00:11:37.720 This trifold poster.

NOTE Confidence: 0.900458073333333

00:11:37.720 --> 00:11:41.678 Once again, the title, a couple of details.

NOTE Confidence: 0.900458073333333

00:11:41.680 --> 00:11:43.395 If someone has interest on what the

NOTE Confidence: 0.900458073333333

00:11:43.395 --> 00:11:45.517 P value of something is or what not,

NOTE Confidence: 0.900458073333333

00:11:45.520 --> 00:11:47.039 you have it here on the side.

NOTE Confidence: 0.900458073333333

00:11:47.040 --> 00:11:49.760 You have all of this mumbo jumbo on the side,

NOTE Confidence: 0.900458073333333

00:11:49.760 --> 00:11:52.712 but most of the time you are going to

NOTE Confidence: 0.900458073333333

00:11:52.712 --> 00:11:56.144 be focusing on this and always the

NOTE Confidence: 0.900458073333333

00:11:56.144 --> 00:11:59.552 QR code linking to more information.

NOTE Confidence: 0.900458073333333

00:11:59.560 --> 00:12:01.429 This may feel very minimalistic to some

NOTE Confidence: 0.900458073333333

00:12:01.429 --> 00:12:03.699 of you to just have essentially this is

NOTE Confidence: 0.900458073333333

00:12:03.699 --> 00:12:05.880 a poster with a couple of footnotes.

NOTE Confidence: 0.900458073333333

00:12:05.880 --> 00:12:08.008 But remember that the point is not

NOTE Confidence: 0.900458073333333

00:12:08.008 --> 00:12:10.520 so much a poster as the contact,

NOTE Confidence: 0.900458073333333

00:12:10.520 --> 00:12:12.080 and through this you're going to.

NOTE Confidence: 0.900458073333333

00:12:12.080 --> 00:12:14.278 People are going to be stopping in

NOTE Confidence: 0.900458073333333

00:12:14.278 --> 00:12:16.508 front of your poster and asking

NOTE Confidence: 0.900458073333333

00:12:16.508 --> 00:12:18.695 you questions so you can decide as

NOTE Confidence: 0.900458073333333

00:12:18.695 --> 00:12:20.759 you go on what your style is,

NOTE Confidence: 0.900458073333333

00:12:20.760 --> 00:12:21.760 how much and how little.

NOTE Confidence: 0.900458073333333

00:12:21.760 --> 00:12:23.480 There's no right and wrong,

NOTE Confidence: 0.900458073333333

00:12:23.480 --> 00:12:26.072 but I'm giving you a range and really

NOTE Confidence: 0.900458073333333

00:12:26.072 --> 00:12:28.658 advising that you go away from too

NOTE Confidence: 0.900458073333333

00:12:28.658 --> 00:12:30.154 much from maximalist approaches.

NOTE Confidence: 0.93402002

00:12:33.480 --> 00:12:38.960 So how do we optimize the use of graphics

NOTE Confidence: 0.93402002

00:12:38.960 --> 00:12:43.120 to tell a memorable story using few words?

NOTE Confidence: 0.93402002

00:12:43.120 --> 00:12:45.115 Consider this and don't try reading it.

NOTE Confidence: 0.93402002

00:12:45.120 --> 00:12:48.280 It I I on purpose put it in a very faint

NOTE Confidence: 0.93402002

00:12:48.280 --> 00:12:50.520 Gray so that you don't strain yourself.

NOTE Confidence: 0.93402002

00:12:50.520 --> 00:12:53.360 But believe me that this is an abstract.

NOTE Confidence: 0.93402002

00:12:53.360 --> 00:12:54.320 It has a background, methods,

NOTE Confidence: 0.93402002

00:12:54.320 --> 00:12:55.145 results and conclusions.

NOTE Confidence: 0.93402002

00:12:55.145 --> 00:12:56.795 And you have all written abstracts.

NOTE Confidence: 0.93402002

00:12:56.800 --> 00:12:57.800 We talked the last time

NOTE Confidence: 0.93402002

00:12:57.800 --> 00:12:59.280 about how to do an abstract.

NOTE Confidence: 0.93402002

00:12:59.280 --> 00:13:01.920 This particular abstract is 240 words,

NOTE Confidence: 0.93402002

00:13:01.920 --> 00:13:07.120 and most abstracts are 250 words or under.

NOTE Confidence: 0.93402002

00:13:07.120 --> 00:13:09.896 So one of the rules of thumb for

NOTE Confidence: 0.93402002

00:13:09.896 --> 00:13:12.710 today is that your poster should

NOTE Confidence: 0.93402002

00:13:12.710 --> 00:13:15.758 have fewer words than your abstract.

NOTE Confidence: 0.93402002

00:13:15.760 --> 00:13:18.000 The past, the abstract that I'm going

NOTE Confidence: 0.93402002

00:13:18.000 --> 00:13:20.157 to be showing you has 200 words,

NOTE Confidence: 0.93402002

00:13:20.160 --> 00:13:23.040 so I went down from 2:40 to 200,

NOTE Confidence: 0.93402002

00:13:23.040 --> 00:13:24.957 and if you keep that in mind to always

NOTE Confidence: 0.93402002

00:13:24.957 --> 00:13:26.636 cut down in the number of words,

NOTE Confidence: 0.93402002

00:13:26.640 --> 00:13:30.040 I think you're going to be well served.

NOTE Confidence: 0.93402002

00:13:30.040 --> 00:13:34.155 This is also a reminder to me of

NOTE Confidence: 0.93402002

00:13:34.155 --> 00:13:37.744 this notion that a poster or an

NOTE Confidence: 0.93402002

00:13:37.744 --> 00:13:40.760 abstract is not a reduced paper.

NOTE Confidence: 0.93402002

00:13:40.760 --> 00:13:43.152 You don't start with the paper and then

NOTE Confidence: 0.93402002

00:13:43.152 --> 00:13:45.438 crush it into a tiny little poster,

NOTE Confidence: 0.93402002

00:13:45.440 --> 00:13:46.499 but the opposite.

NOTE Confidence: 0.93402002

00:13:46.499 --> 00:13:49.633 A paper is a poster or an abstract

NOTE Confidence: 0.93402002

00:13:49.633 --> 00:13:51.358 that has blossomed,

NOTE Confidence: 0.93402002

00:13:51.360 --> 00:13:54.090 and it's a very different way of

NOTE Confidence: 0.93402002

00:13:54.090 --> 00:13:56.439 thinking because you if you can

NOTE Confidence: 0.93402002

00:13:56.439 --> 00:13:58.279 really get an abstract tight,

NOTE Confidence: 0.93402002

00:13:58.280 --> 00:14:00.728 then your poster and your paper

NOTE Confidence: 0.93402002

00:14:00.728 --> 00:14:01.952 will flow naturally.

NOTE Confidence: 0.93402002

00:14:01.960 --> 00:14:05.128 Trying to cram or to sculpt an abstract

NOTE Confidence: 0.93402002

00:14:05.128 --> 00:14:08.157 out of the paper is much harder,

NOTE Confidence: 0.93402002

00:14:08.160 --> 00:14:10.080 but for now let's just focus on this.

NOTE Confidence: 0.93402002

00:14:10.080 --> 00:14:11.914 You want to go from the abstract.

NOTE Confidence: 0.93402002

00:14:11.920 --> 00:14:13.418 You want to start with an abstract

NOTE Confidence: 0.93402002

00:14:13.418 --> 00:14:14.800 with your ideas are going to be.

NOTE Confidence: 0.93402002

00:14:14.800 --> 00:14:15.760 They're not going to be pretty,

NOTE Confidence: 0.93402002

00:14:15.760 --> 00:14:17.320 but the ideas are going to be down

NOTE Confidence: 0.93402002

00:14:17.320 --> 00:14:20.040 and you're going to go to a poster.

NOTE Confidence: 0.93402002

00:14:20.040 --> 00:14:23.822 The next thing that I do is that I doodle it.

NOTE Confidence: 0.93402002

00:14:23.822 --> 00:14:26.702 This is what I doodled that

NOTE Confidence: 0.93402002

00:14:26.702 --> 00:14:30.434 abstract would look as a poster.

NOTE Confidence: 0.93402002

00:14:30.440 --> 00:14:32.876 This is what I did and you're

NOTE Confidence: 0.93402002

00:14:32.876 --> 00:14:34.962 going to see once you see the

NOTE Confidence: 0.93402002

00:14:34.962 --> 00:14:36.760 final product that there is.

NOTE Confidence: 0.93402002

00:14:36.760 --> 00:14:38.160 There definitely is some

NOTE Confidence: 0.931685934

00:14:40.600 --> 00:14:43.036 similarity, but it changes from the moment

NOTE Confidence: 0.931685934

00:14:43.036 --> 00:14:45.520 you doodle it to when you finish it.

NOTE Confidence: 0.931685934

00:14:45.520 --> 00:14:47.816 So that would be a second thing that

NOTE Confidence: 0.931685934

00:14:47.816 --> 00:14:50.426 I would recommend highly doodle before

NOTE Confidence: 0.931685934

00:14:50.426 --> 00:14:52.756 you start obsessing in PowerPoint,

NOTE Confidence: 0.931685934

00:14:52.760 --> 00:14:54.176 because if you have this and

NOTE Confidence: 0.931685934

00:14:54.176 --> 00:14:55.120 the PowerPoint comes easy,

NOTE Confidence: 0.931685934

00:14:55.120 --> 00:14:57.358 if you start doodling in PowerPoint,

NOTE Confidence: 0.931685934

00:14:57.360 --> 00:14:58.160 it takes a long time.

NOTE Confidence: 0.928320184705882

00:15:00.440 --> 00:15:03.815 So this is the poster and I want you

NOTE Confidence: 0.928320184705882

00:15:03.815 --> 00:15:06.915 now to take a minute to read it,

NOTE Confidence: 0.928320184705882

00:15:06.920 --> 00:15:10.136 try to make sense of it and then we're going

NOTE Confidence: 0.928320184705882

00:15:10.136 --> 00:15:12.320 to do a deconstructive experiment here.

NOTE Confidence: 0.928320184705882

00:15:12.320 --> 00:15:14.896 So let's just give you like 90 seconds

NOTE Confidence: 0.928320184705882

00:15:14.896 --> 00:15:17.116 or something like that to to read it.

NOTE Confidence: 0.968961717142857

25

00:16:40.080 --> 00:16:42.784 So the purpose of today is really not

NOTE Confidence: 0.968961717142857

00:16:42.784 --> 00:16:45.719 to talk about this particular poster.

NOTE Confidence: 0.968961717142857

00:16:45.720 --> 00:16:47.070 We're going to deconstruct it

NOTE Confidence: 0.968961717142857

00:16:47.070 --> 00:16:49.039 and and see how it was built.

NOTE Confidence: 0.968961717142857

00:16:49.040 --> 00:16:51.560 But before we go there,

NOTE Confidence: 0.968961717142857

00:16:51.560 --> 00:16:53.160 since this is supposed

NOTE Confidence: 0.968961717142857

00:16:53.160 --> 00:16:55.560 to be a point of contact,

NOTE Confidence: 0.968961717142857

00:16:55.560 --> 00:16:57.156 any questions about the poster itself,

NOTE Confidence: 0.968961717142857

00:16:57.160 --> 00:16:58.120 about the the content,

NOTE Confidence: 0.968961717142857

00:16:58.120 --> 00:16:59.560 about things that were not clear,

NOTE Confidence: 0.968961717142857

00:16:59.560 --> 00:17:01.317 any anything at all about the poster.

NOTE Confidence: 0.967868005

00:17:17.000 --> 00:17:18.236 This kind of silence, of course,

NOTE Confidence: 0.967868005

00:17:18.240 --> 00:17:19.920 happens a lot when you're at meetings,

NOTE Confidence: 0.967868005

00:17:19.920 --> 00:17:21.145 you're there sitting with your

NOTE Confidence: 0.967868005

00:17:21.145 --> 00:17:22.370 beautiful poster and no one

NOTE Confidence: 0.967868005

00:17:22.419 --> 00:17:23.517 gives you the time of day.

NOTE Confidence: 0.967868005

00:17:23.520 --> 00:17:24.876 So you're sitting there with your

NOTE Confidence: 0.967868005

00:17:24.876 --> 00:17:26.240 suit saying come see my poster,

NOTE Confidence: 0.967868005

00:17:26.240 --> 00:17:29.078 see my poster, ask me questions.

NOTE Confidence: 0.967868005

00:17:29.080 --> 00:17:31.760 So consider myself in a suit asking you,

NOTE Confidence: 0.967868005

00:17:31.760 --> 00:17:32.920 please look at my poster.

NOTE Confidence: 0.967868005

00:17:32.920 --> 00:17:33.520 Ask questions.

NOTE Confidence: 0.73162131125

00:17:46.240 --> 00:17:48.824 Yeah, if that's how you want to play. OK.

NOTE Confidence: 0.73162131125

00:17:48.824 --> 00:17:50.720 Any questions. Going once, Going twice.

NOTE Confidence: 0.53576525

00:17:53.440 --> 00:17:55.038 All right. If you can see the chat.

NOTE Confidence: 0.53576525

00:17:55.040 --> 00:17:58.600 Andres. Oh, no, I can't. Please. One

NOTE Confidence: 0.962739528181818

00:17:58.640 --> 00:18:01.694 question. Was the visual intended to

NOTE Confidence: 0.962739528181818

00:18:01.694 --> 00:18:04.691 explain what the qualitative method that

NOTE Confidence: 0.962739528181818

00:18:04.691 --> 00:18:07.157 the qualitative method was Focus group.

NOTE Confidence: 0.962739528181818

00:18:07.160 --> 00:18:11.064 So is that little drawing just meant to

NOTE Confidence: 0.962739528181818

00:18:11.064 --> 00:18:13.438 explain that there was focus groups used?

NOTE Confidence: 0.712137313333333

00:18:14.720 --> 00:18:16.718 Yes. So yes. So that's good.

NOTE Confidence: 0.712137313333333

00:18:16.720 --> 00:18:18.790 So the the panel D is that there was

NOTE Confidence: 0.712137313333333

00:18:18.790 --> 00:18:21.078 a debriefing and everybody together

NOTE Confidence: 0.712137313333333

00:18:21.080 --> 00:18:23.360 exchanged ideas and those were focus

NOTE Confidence: 0.712137313333333

00:18:23.360 --> 00:18:25.800 groups and in addition there were the

NOTE Confidence: 0.712137313333333

00:18:25.800 --> 00:18:27.480 individual people viewing the video.

NOTE Confidence: 0.712137313333333

00:18:27.480 --> 00:18:29.300 So the combination of individual

NOTE Confidence: 0.712137313333333

00:18:29.300 --> 00:18:30.756 reflections and focus groups

NOTE Confidence: 0.712137313333333

00:18:30.756 --> 00:18:32.800 was the body of the data. Yes,

NOTE Confidence: 0.9734299

00:18:37.000 --> 00:18:38.760 I I might ask a question.

NOTE Confidence: 0.920137782

00:18:38.760 --> 00:18:41.800 It it, it seems like that's a lot of space,

NOTE Confidence: 0.920137782

00:18:41.800 --> 00:18:43.360 although it's good for white space.

NOTE Confidence: 0.920137782

00:18:43.360 --> 00:18:45.958 Like to Deb's our earlier point,

NOTE Confidence: 0.920137782

00:18:45.960 --> 00:18:47.268 it does help give you visual

NOTE Confidence: 0.920137782

00:18:47.268 --> 00:18:48.560 relief to have the graphic,

NOTE Confidence: 0.920137782

00:18:48.560 --> 00:18:50.920 but it's also a lot of space just

NOTE Confidence: 0.920137782

00:18:50.920 --> 00:18:54.719 to kind of illustrate a focus group.

NOTE Confidence: 0.920137782

00:18:54.720 --> 00:18:56.088 Maybe you might talk about how

NOTE Confidence: 0.920137782

00:18:56.088 --> 00:18:57.639 you make those kind of decisions.

NOTE Confidence: 0.91985536

00:18:58.840 --> 00:19:02.116 Yeah. Well it's it's, it's it's good.

NOTE Confidence: 0.91985536

00:19:02.120 --> 00:19:02.678 You know. And by the way,

NOTE Confidence: 0.91985536

00:19:02.680 --> 00:19:04.260 I'm not surprised that the

NOTE Confidence: 0.91985536

00:19:04.260 --> 00:19:05.840 question was about the cartoons.

NOTE Confidence: 0.91985536

00:19:05.840 --> 00:19:07.359 What did the cartoons mean or not?

NOTE Confidence: 0.91985536

00:19:07.360 --> 00:19:09.382 Because even though they tell a

NOTE Confidence: 0.91985536

00:19:09.382 --> 00:19:12.436 story here they don't have a a long

NOTE Confidence: 0.91985536

00:19:12.440 --> 00:19:13.976 footnote explaining everything.

NOTE Confidence: 0.91985536

00:19:13.976 --> 00:19:17.560 So so they can be partially helpful.

NOTE Confidence: 0.91985536

00:19:17.560 --> 00:19:19.747 But but yeah to to that point when I

NOTE Confidence: 0.91985536

00:19:19.747 --> 00:19:21.854 started making the poster, I thought,

NOTE Confidence: 0.91985536

00:19:21.854 --> 00:19:23.889 I'm gonna really include images

NOTE Confidence: 0.91985536

29

00:19:23.889 --> 00:19:26.040 because they really tell a story.

NOTE Confidence: 0.91985536

00:19:26.040 --> 00:19:29.215 So yeah I I started with you know

NOTE Confidence: 0.91985536

00:19:29.215 --> 00:19:30.844 let's create the look that I like

NOTE Confidence: 0.91985536

00:19:30.844 --> 00:19:32.194 which was just these two bars.

NOTE Confidence: 0.91985536

00:19:32.200 --> 00:19:34.755 Don't you know? No, no real reason.

NOTE Confidence: 0.91985536

00:19:34.760 --> 00:19:36.392 I wanted some yellow,

NOTE Confidence: 0.91985536

00:19:36.392 --> 00:19:38.840 blue and you know another color.

NOTE Confidence: 0.91985536

00:19:38.840 --> 00:19:40.328 I came up with a title I I

NOTE Confidence: 0.91985536

00:19:40.328 --> 00:19:41.638 came up with a you know,

NOTE Confidence: 0.91985536

00:19:41.640 --> 00:19:43.674 colors that seem to synchronize and

NOTE Confidence: 0.91985536

00:19:43.674 --> 00:19:46.436 link and you know once I put the Crest,

NOTE Confidence: 0.91985536

00:19:46.440 --> 00:19:48.084 the yellow Crest.

NOTE Confidence: 0.91985536

00:19:48.084 --> 00:19:51.440 This seemed to work all the authors and

NOTE Confidence: 0.91985536

00:19:51.440 --> 00:19:53.853 to your point this is how I started

NOTE Confidence: 0.91985536

00:19:53.853 --> 00:19:56.277 the the poster and in the doodle that

NOTE Confidence: 0.91985536

00:19:56.343 --> 00:19:58.599 you saw I had four of these panels.

NOTE Confidence: 0.91985536

00:19:58.600 --> 00:20:00.040 Once I started doing it,

NOTE Confidence: 0.91985536

00:20:00.040 --> 00:20:02.588 I realized that including all four panels

NOTE Confidence: 0.91985536

00:20:02.588 --> 00:20:05.278 would be more confusing than helpful,

NOTE Confidence: 0.91985536

00:20:05.280 --> 00:20:08.754 and that perhaps even 2 panels is too much.

NOTE Confidence: 0.91985536

00:20:08.760 --> 00:20:11.440 So I, you know, I got, I got rid of those,

NOTE Confidence: 0.91985536

00:20:11.440 --> 00:20:12.440 but even though I didn't,

NOTE Confidence: 0.91985536

00:20:12.440 --> 00:20:12.805 whoops,

NOTE Confidence: 0.91985536

00:20:12.805 --> 00:20:14.630 even though I didn't highlight

NOTE Confidence: 0.91985536

00:20:14.630 --> 00:20:17.400 the the focus groupness of it,

NOTE Confidence: 0.91985536

00:20:17.400 --> 00:20:20.408 this really is a focus groups with with

NOTE Confidence: 0.91985536

00:20:20.408 --> 00:20:23.480 some leaders and some participants etcetera.

NOTE Confidence: 0.91985536

00:20:23.480 --> 00:20:25.076 Does that answer your your question,

NOTE Confidence: 0.91985536

00:20:25.080 --> 00:20:25.440 Dana?

NOTE Confidence: 0.894371741818182

00:20:27.920 --> 00:20:30.206 Yes. And I think also Deb's

NOTE Confidence: 0.894371741818182

00:20:30.206 --> 00:20:32.080 additional comment too about just

NOTE Confidence: 0.894371741818182

00:20:32.080 --> 00:20:35.356 saving on some words to explain

NOTE Confidence: 0.894371741818182

00:20:35.360 --> 00:20:36.800 the focus group and the methods.

NOTE Confidence: 0.919068753333333

00:20:37.680 --> 00:20:40.800 Yeah, yeah, yeah, and I don't.

NOTE Confidence: 0.919068753333333

00:20:40.800 --> 00:20:41.892 We'll see. I don't think I

NOTE Confidence: 0.919068753333333

00:20:41.892 --> 00:20:44.279 put that there. So we'll see.

NOTE Confidence: 0.902062310769231

00:20:48.120 --> 00:20:50.272 For those of you who who are not

NOTE Confidence: 0.902062310769231

00:20:50.272 --> 00:20:51.919 familiar or do this commonly,

NOTE Confidence: 0.902062310769231

00:20:51.920 --> 00:20:53.760 just a a computer tip.

NOTE Confidence: 0.902062310769231

00:20:53.760 --> 00:20:54.840 This is for a Mac.

NOTE Confidence: 0.902062310769231

00:20:54.840 --> 00:20:57.640 I I really don't know how to do it on APC,

NOTE Confidence: 0.902062310769231

00:20:57.640 --> 00:21:00.478 but screen grabs are your friend.

NOTE Confidence: 0.902062310769231

00:21:00.480 --> 00:21:02.216 And if you press these three buttons

NOTE Confidence: 0.902062310769231

00:21:02.216 --> 00:21:05.360 at the same time, So that would be

NOTE Confidence: 0.902062310769231

00:21:05.360 --> 00:21:09.160 the shift command and #4 you can take

NOTE Confidence: 0.902062310769231

00:21:09.160 --> 00:21:12.289 a picture of whatever is on your screen.

NOTE Confidence: 0.902062310769231

00:21:12.289 --> 00:21:15.250 You just draw a little box and it takes

NOTE Confidence: 0.902062310769231

00:21:15.325 --> 00:21:18.196 a picture and it puts it on your desktop.

NOTE Confidence: 0.902062310769231

00:21:18.200 --> 00:21:22.128 Now I use them a lot I tend for all

NOTE Confidence: 0.902062310769231

00:21:22.128 --> 00:21:24.880 sorts of purposes and the one thing to

NOTE Confidence: 0.902062310769231

00:21:24.962 --> 00:21:27.958 to be mindful of is avoiding pixelation.

NOTE Confidence: 0.902062310769231

00:21:27.960 --> 00:21:30.597 If you take an image that is low resolution,

NOTE Confidence: 0.902062310769231

00:21:30.600 --> 00:21:32.357 or if you do a screen grab

NOTE Confidence: 0.902062310769231

00:21:32.357 --> 00:21:33.440 of something that's very,

NOTE Confidence: 0.902062310769231

00:21:33.440 --> 00:21:35.474 very tiny and then try to make it big,

NOTE Confidence: 0.902062310769231

00:21:35.480 --> 00:21:37.320 it will look like this.

NOTE Confidence: 0.902062310769231

00:21:37.320 --> 00:21:38.840 And once you have pixelation,

NOTE Confidence: 0.902062310769231

00:21:38.840 --> 00:21:40.192 particularly in a poster,

NOTE Confidence: 0.902062310769231

00:21:40.192 --> 00:21:42.566 that's all that people are going to

NOTE Confidence: 0.902062310769231

00:21:42.566 --> 00:21:44.798 look at because it's jarring on the eye.

NOTE Confidence: 0.902062310769231

00:21:44.800 --> 00:21:47.194 So you always want to go for high resolution,

NOTE Confidence: 0.902062310769231

00:21:47.200 --> 00:21:50.760 big images and make them as big as they can.

NOTE Confidence: 0.902062310769231

00:21:50.760 --> 00:21:52.440 If you see that they start pixelating,

NOTE Confidence: 0.902062310769231

00:21:52.440 --> 00:21:54.660 it will tell you just what's the

NOTE Confidence: 0.902062310769231

00:21:54.660 --> 00:21:56.520 maximum size that you can do.

NOTE Confidence: 0.902062310769231

00:21:56.520 --> 00:21:59.976 And this is very helpful to get screen grabs,

NOTE Confidence: 0.902062310769231

00:21:59.976 --> 00:22:01.296 for example, from PDFs,

NOTE Confidence: 0.902062310769231

00:22:01.296 --> 00:22:04.400 if you want to include a certain image,

NOTE Confidence: 0.902062310769231

00:22:04.400 --> 00:22:06.332 those images that I showed you from

NOTE Confidence: 0.902062310769231

00:22:06.332 --> 00:22:08.109 my paper are screen grabs from

NOTE Confidence: 0.902062310769231

00:22:08.109 --> 00:22:09.873 the PDF of the paper itself.

NOTE Confidence: 0.902062310769231

00:22:09.880 --> 00:22:12.720 So yeah, and I don't know if we have a a,

NOTE Confidence: 0.902062310769231

00:22:12.720 --> 00:22:16.257 a PC person who knows how to do screen

NOTE Confidence: 0.902062310769231

00:22:16.257 --> 00:22:18.440 grabs on PCI saw that Gary was there.

NOTE Confidence: 0.902062310769231

00:22:18.440 --> 00:22:19.875 I don't know Gary do you have

NOTE Confidence: 0.902062310769231

00:22:19.875 --> 00:22:21.480 any words of wisdom or anyone in

NOTE Confidence: 0.80796636

00:22:28.490 --> 00:22:32.704 using Deb Deb talking about using the

NOTE Confidence: 0.80796636

00:22:32.704 --> 00:22:35.850 snipping tool on PC there's a snipping tool

NOTE Confidence: 0.697268288

00:22:36.200 --> 00:22:38.140 oh look at that there's a there's

NOTE Confidence: 0.697268288

00:22:38.140 --> 00:22:40.377 a you could also do alt enter

NOTE Confidence: 0.697268288

00:22:40.377 --> 00:22:42.639 and S together if you just.

NOTE Confidence: 0.697268288

00:22:42.640 --> 00:22:44.712 I think that's what it is you

NOTE Confidence: 0.697268288

00:22:44.712 --> 00:22:46.653 could just Google it but it is

NOTE Confidence: 0.697268288

00:22:46.653 --> 00:22:48.662 easy to do a screenshot on PC Good.

NOTE Confidence: 0.697268288

00:22:48.662 --> 00:22:50.714 No it's whoops screenshots are are

NOTE Confidence: 0.697268288

00:22:50.714 --> 00:22:52.725 really your your your friend they

NOTE Confidence: 0.697268288

00:22:52.725 --> 00:22:54.867 they can be very helpful and which

NOTE Confidence: 0.697268288

00:22:54.934 --> 00:22:57.076 leads to having some visuals and a

NOTE Confidence: 0.697268288

00:22:57.076 --> 00:22:59.576 poster is always very good not not

NOTE Confidence: 0.697268288

00:22:59.576 --> 00:23:02.599 to have just words whenever possible.

NOTE Confidence: 0.563581914

00:23:03.640 --> 00:23:06.920 I'm just it's yes I was just gonna follow up.

NOTE Confidence: 0.563581914

00:23:06.920 --> 00:23:09.521 I I I tend to use the snipping tool

NOTE Confidence: 0.563581914

00:23:09.521 --> 00:23:12.292 for if you're trying to go for a

NOTE Confidence: 0.563581914

00:23:12.292 --> 00:23:14.288 specific like figure or table,

NOTE Confidence: 0.563581914

00:23:14.288 --> 00:23:16.760 'cause you can pick your frame,

NOTE Confidence: 0.563581914

00:23:16.760 --> 00:23:18.360 it's not a whole screenshot.

NOTE Confidence: 0.563581914

00:23:18.360 --> 00:23:19.842 It's like focused and it helps

NOTE Confidence: 0.563581914

00:23:19.842 --> 00:23:21.931 when you're you can blow it up on

NOTE Confidence: 0.563581914

00:23:21.931 --> 00:23:23.241 your screen exactly when you're

NOTE Confidence: 0.563581914

00:23:23.241 --> 00:23:24.838 talking about avoiding pixelation.

NOTE Confidence: 0.563581914

00:23:24.840 --> 00:23:26.680 So that's a different than

NOTE Confidence: 0.563581914

00:23:26.680 --> 00:23:28.152 like capturing full screen.

NOTE Confidence: 0.563581914

00:23:28.160 --> 00:23:29.068 Just to be clear,

NOTE Confidence: 0.563581914

00:23:29.068 --> 00:23:30.203 it's like you select your

NOTE Confidence: 0.563581914

00:23:30.203 --> 00:23:31.238 area and highlight it

NOTE Confidence: 0.914043052222222

00:23:31.720 --> 00:23:34.600 no thank you and and and by the way,

NOTE Confidence: 0.914043052222222

00:23:34.600 --> 00:23:36.424 this these three keys,

NOTE Confidence: 0.914043052222222

00:23:36.424 --> 00:23:39.680 the command Shift 4 is exactly that,

NOTE Confidence: 0.914043052222222

00:23:39.680 --> 00:23:41.661 the snipping Tool. So I could just

NOTE Confidence: 0.914043052222222

00:23:41.661 --> 00:23:43.279 hopefully you can see my mouse.

NOTE Confidence: 0.914043052222222

00:23:43.280 --> 00:23:45.116 I could just you know snip

NOTE Confidence: 0.914043052222222

00:23:45.116 --> 00:23:47.078 whatever little piece I want to do.

NOTE Confidence: 0.914043052222222

00:23:47.080 --> 00:23:51.925 But if you do shift Control 3 then it will

NOTE Confidence: 0.914043052222222

00:23:51.925 --> 00:23:55.408 take a photograph of the whole screen. So.

NOTE Confidence: 0.914043052222222

00:23:55.408 --> 00:23:58.436 So there's lots of options and as someone

NOTE Confidence: 0.914043052222222

00:23:58.436 --> 00:24:01.159 mentioned I I can't see who who did.

NOTE Confidence: 0.914043052222222

00:24:01.160 --> 00:24:03.920 But if you Google any of these things

NOTE Confidence: 0.914043052222222

00:24:03.920 --> 00:24:06.240 they're very easy to to to find

NOTE Confidence: 0.803127878

00:24:07.320 --> 00:24:10.080 on the Mac. There's a the actual app

NOTE Confidence: 0.803127878

00:24:10.080 --> 00:24:12.073 that you're running is called Screenshot

NOTE Confidence: 0.803127878

00:24:12.073 --> 00:24:14.431 and it's found in your Applications

NOTE Confidence: 0.803127878

00:24:14.431 --> 00:24:16.800 folder in the Utilities folder.

NOTE Confidence: 0.803127878

00:24:16.800 --> 00:24:18.074 And it has a lot of options,

NOTE Confidence: 0.803127878

00:24:18.080 --> 00:24:20.541 like you can time a grab so

NOTE Confidence: 0.803127878

00:24:20.541 --> 00:24:22.368 that you can expose a drop down

NOTE Confidence: 0.803127878

00:24:22.368 --> 00:24:24.198 menu or something like that.

NOTE Confidence: 0.803127878

00:24:24.200 --> 00:24:25.260 You can select different

NOTE Confidence: 0.803127878

00:24:25.260 --> 00:24:26.320 sections of the screen.

NOTE Confidence: 0.803127878

00:24:26.320 --> 00:24:27.480 It's a really great app to

NOTE Confidence: 0.803127878

00:24:27.480 --> 00:24:28.956 put into your box so it's

NOTE Confidence: 0.856858496666667

00:24:29.240 --> 00:24:31.199 always available. Wow,

NOTE Confidence: 0.687304192

00:24:31.520 --> 00:24:34.280 Gary, that's great. That's terrific.

NOTE Confidence: 0.687304192

00:24:34.280 --> 00:24:36.716 So there's advanced screen grabbing that.

NOTE Confidence: 0.687304192

00:24:36.720 --> 00:24:37.998 That's great, wonderful.

NOTE Confidence: 0.886082758

00:24:40.840 --> 00:24:44.320 So, so now I decided on which images to put.

NOTE Confidence: 0.886082758

00:24:44.320 --> 00:24:46.798 I have the title, the Basic Blocks,

NOTE Confidence: 0.886082758

00:24:46.800 --> 00:24:49.047 then a couple of things about once

NOTE Confidence: 0.886082758

00:24:49.047 --> 00:24:51.277 we start getting into the the paper.

NOTE Confidence: 0.886082758

00:24:51.280 --> 00:24:53.400 As you see, I put just two bullets.

NOTE Confidence: 0.886082758

00:24:53.400 --> 00:24:56.320 I designed this to be

NOTE Confidence: 0.886082758

00:24:56.320 --> 00:24:59.240 viewable at a zoom font.

NOTE Confidence: 0.886082758

00:24:59.240 --> 00:25:02.355 So even these words in the image,

NOTE Confidence: 0.886082758

00:25:02.360 --> 00:25:04.400 I would say they're sub,

NOTE Confidence: 0.886082758

00:25:04.400 --> 00:25:05.640 you know they're not great.

NOTE Confidence: 0.886082758

00:25:05.640 --> 00:25:08.958 This is too small. This is perfect.

NOTE Confidence: 0.886082758

00:25:08.960 --> 00:25:10.394 You can read everything about it

NOTE Confidence: 0.886082758

00:25:10.394 --> 00:25:12.038 and you're going to see that here.

NOTE Confidence: 0.886082758

00:25:12.040 --> 00:25:15.440 I used full sentences.

NOTE Confidence: 0.886082758

00:25:15.440 --> 00:25:16.875 You don't have to use full sentences.

NOTE Confidence: 0.886082758

00:25:16.880 --> 00:25:20.044 In fact, just phrases with the key

NOTE Confidence: 0.886082758

00:25:20.044 --> 00:25:22.760 points could do the the trick.

NOTE Confidence: 0.886082758

00:25:22.760 --> 00:25:23.972 I use bulleted lines,

NOTE Confidence: 0.886082758

00:25:23.972 --> 00:25:25.790 so bulleted lines are something that

NOTE Confidence: 0.886082758

00:25:25.843 --> 00:25:27.852 you would never dare to do when

NOTE Confidence: 0.886082758

00:25:27.852 --> 00:25:29.240 you're writing anything in prose.

NOTE Confidence: 0.886082758

00:25:29.240 --> 00:25:31.840 But bulleted lists are actually

NOTE Confidence: 0.886082758

00:25:31.840 --> 00:25:33.920 very helpful in posters,

NOTE Confidence: 0.886082758

00:25:33.920 --> 00:25:36.350 so these two bullets give you

NOTE Confidence: 0.886082758

00:25:36.350 --> 00:25:38.080 a sense of why it's important.

NOTE Confidence: 0.886082758

00:25:38.080 --> 00:25:39.000 They happen a lot,

NOTE Confidence: 0.886082758

00:25:39.000 --> 00:25:40.508 these interactions and what

NOTE Confidence: 0.886082758

00:25:40.508 --> 00:25:43.080 it is that we want to do.

NOTE Confidence: 0.886082758

00:25:43.080 --> 00:25:45.420 We want to find a way to provide

NOTE Confidence: 0.886082758

00:25:45.420 --> 00:25:46.770 supervisors with a tool to

NOTE Confidence: 0.886082758

00:25:46.770 --> 00:25:48.558 think of how to approach them.

NOTE Confidence: 0.928789154444444

00:25:55.320 --> 00:25:57.102 If you see the difference between

NOTE Confidence: 0.928789154444444

00:25:57.102 --> 00:25:59.740 these two blocks, it's the same text.

NOTE Confidence: 0.928789154444444

00:25:59.740 --> 00:26:01.915 It's exactly the same text,

NOTE Confidence: 0.928789154444444

00:26:01.920 --> 00:26:06.757 but this upper one is done in

NOTE Confidence: 0.928789154444444

00:26:06.760 --> 00:26:09.532 Arial font and this one is

NOTE Confidence: 0.928789154444444

00:26:09.532 --> 00:26:12.639 done in Times New Roman font.

NOTE Confidence: 0.928789154444444

00:26:12.640 --> 00:26:14.334 Now that doesn't seem to be a

NOTE Confidence: 0.928789154444444

00:26:14.334 --> 00:26:16.440 big deal and it isn't, you know,

NOTE Confidence: 0.928789154444444

00:26:16.440 --> 00:26:18.040 your science will survive.

NOTE Confidence: 0.928789154444444

00:26:18.040 --> 00:26:21.302 But a another important rule of thumb

NOTE Confidence: 0.928789154444444

00:26:21.302 --> 00:26:23.640 is that things that you write on a page,

NOTE Confidence: 0.928789154444444

00:26:23.640 --> 00:26:26.360 on a piece of paper and a book,

NOTE Confidence: 0.928789154444444

00:26:26.360 --> 00:26:30.368 you should always use something

NOTE Confidence: 0.928789154444444

00:26:30.368 --> 00:26:32.000 like Times New Romance.

NOTE Confidence: 0.928789154444444

00:26:32.000 --> 00:26:33.345 Something that has these little

NOTE Confidence: 0.928789154444444

00:26:33.345 --> 00:26:34.690 things called serifs that I'll

NOTE Confidence: 0.928789154444444

00:26:34.735 --> 00:26:36.503 show you in a second that all these

NOTE Confidence: 0.928789154444444

00:26:36.503 --> 00:26:37.598 little stinkies at the bottom.

NOTE Confidence: 0.928789154444444

00:26:37.600 --> 00:26:39.656 It makes it easier to read on the

NOTE Confidence: 0.928789154444444

00:26:39.656 --> 00:26:41.530 page but when you put it on the

NOTE Confidence: 0.928789154444444

00:26:41.530 --> 00:26:43.318 screen or you put it on a poster

NOTE Confidence: 0.928789154444444

00:26:43.320 --> 00:26:44.838 this kind of font is annoying

NOTE Confidence: 0.928789154444444

00:26:44.838 --> 00:26:46.919 on the on the screen or poster.

NOTE Confidence: 0.928789154444444

00:26:46.920 --> 00:26:49.782 So you should use you should use this kind

NOTE Confidence: 0.928789154444444

00:26:49.782 --> 00:26:52.715 of font which is called the sans serif.

NOTE Confidence: 0.928789154444444

00:26:52.720 --> 00:26:54.800 So let me tell you what I what I mean.

NOTE Confidence: 0.80292290375

00:26:56.880 --> 00:27:00.400 This paragraph in font I put here #20.

NOTE Confidence: 0.80292290375

00:27:00.400 --> 00:27:02.955 That's the font that I'm using here.

NOTE Confidence: 0.80292290375

00:27:02.960 --> 00:27:05.624 Bulleted lines are very good in

NOTE Confidence: 0.80292290375

00:27:05.624 --> 00:27:07.960 PowerPoint and I'm using an 18.

NOTE Confidence: 0.80292290375

00:27:07.960 --> 00:27:10.200 As I mentioned, being short,

NOTE Confidence: 0.80292290375

00:27:10.200 --> 00:27:12.905 no need for full sentences and

NOTE Confidence: 0.80292290375

00:27:12.905 --> 00:27:14.480 probably as small as you can go.

NOTE Confidence: 0.80292290375

00:27:14.480 --> 00:27:19.320 Is 12, maybe 11, but certainly not ten.

NOTE Confidence: 0.80292290375

00:27:19.320 --> 00:27:21.872 But this gives you an idea of the

NOTE Confidence: 0.80292290375

00:27:21.872 --> 00:27:24.560 the size of the of the of the font.

NOTE Confidence: 0.936364016

00:27:27.960 --> 00:27:29.320 Look at what happens here.

NOTE Confidence: 0.936364016

00:27:29.320 --> 00:27:32.029 You know if you write a full

NOTE Confidence: 0.936364016

00:27:32.029 --> 00:27:34.290 paragraph that follows the full

NOTE Confidence: 0.936364016

00:27:34.290 --> 00:27:36.840 syntax and it's syntactically correct,

NOTE Confidence: 0.936364016

00:27:36.840 --> 00:27:37.868 it becomes really draining

NOTE Confidence: 0.936364016

00:27:37.868 --> 00:27:39.153 and boring on the eye.

NOTE Confidence: 0.936364016

00:27:39.160 --> 00:27:41.128 Especially if you justify the text

NOTE Confidence: 0.936364016

00:27:41.128 --> 00:27:43.019 rather than letting left align it

NOTE Confidence: 0.936364016

00:27:43.019 --> 00:27:44.832 and and it just makes you sleepy.

NOTE Confidence: 0.936364016

00:27:44.840 --> 00:27:46.520 You know this this is like

NOTE Confidence: 0.936364016

00:27:46.520 --> 00:27:48.400 PowerPoint hell or in poster hell.

NOTE Confidence: 0.936364016

00:27:48.400 --> 00:27:49.840 So you want to stay away from that.

NOTE Confidence: 0.936364016

00:27:49.840 --> 00:27:51.480 You want to have short,

NOTE Confidence: 0.936364016

00:27:51.480 --> 00:27:53.718 wreath and bulleted.

NOTE Confidence: 0.892801563333333

00:27:57.720 --> 00:28:00.080 The serif fonts, as I mentioned, are bad.

NOTE Confidence: 0.892801563333333

00:28:00.080 --> 00:28:02.040 Times New Roman is a classic one.

NOTE Confidence: 0.892801563333333

00:28:02.040 --> 00:28:02.864 Garamond. There's many others.

NOTE Confidence: 0.892801563333333

00:28:02.864 --> 00:28:04.400 But what they all have in common,

NOTE Confidence: 0.892801563333333

00:28:04.400 --> 00:28:07.112 these serifs are these little extensions

NOTE Confidence: 0.892801563333333

00:28:07.112 --> 00:28:10.127 at the bottom that make the line

NOTE Confidence: 0.892801563333333

00:28:10.127 --> 00:28:12.752 easier to read when you're on paper

NOTE Confidence: 0.892801563333333

00:28:12.760 --> 00:28:15.840 but not good when you're on the screen.

NOTE Confidence: 0.892801563333333

00:28:15.840 --> 00:28:20.480 So when you are on PowerPoint or on a poster,

NOTE Confidence: 0.892801563333333

00:28:20.480 --> 00:28:22.116 use sans serif fonts.

NOTE Confidence: 0.892801563333333

00:28:22.116 --> 00:28:24.161 Arial is probably the most

NOTE Confidence: 0.892801563333333

00:28:24.161 --> 00:28:26.224 common one in Calibri. Helvetica.

NOTE Confidence: 0.892801563333333

00:28:26.224 --> 00:28:28.080 I particularly like Avenir.

NOTE Confidence: 0.892801563333333

00:28:28.080 --> 00:28:29.880 That's the one that I use in this poster.

NOTE Confidence: 0.892801563333333

00:28:29.880 --> 00:28:33.360 But doesn't doesn't matter.

NOTE Confidence: 0.892801563333333

00:28:33.360 --> 00:28:35.040 And pick one and stick to it.

NOTE Confidence: 0.892801563333333

00:28:35.040 --> 00:28:36.594 You don't want to be changing fonts,

NOTE Confidence: 0.892801563333333

00:28:36.600 --> 00:28:38.220 so that's very annoying.

NOTE Confidence: 0.892801563333333

00:28:38.220 --> 00:28:39.435 You change fonts?

NOTE Confidence: 0.892801563333333

00:28:39.440 --> 00:28:41.720 Yeah, you're going to be changing some color,

NOTE Confidence: 0.892801563333333

00:28:41.720 --> 00:28:42.896 so you don't want to be changing

NOTE Confidence: 0.892801563333333

00:28:42.896 --> 00:28:43.719 too many things at once.

NOTE Confidence: 0.6709042

00:28:46.360 --> 00:28:50.084 Now let's take out the things that

NOTE Confidence: 0.6709042

00:28:50.084 --> 00:28:52.517 we don't need to focus on right now.

NOTE Confidence: 0.6709042

00:28:52.520 --> 00:28:56.320 Same poster. What was the problem here?

NOTE Confidence: 0.6709042

00:28:56.320 --> 00:28:59.200 And what I'm going to be doing is

NOTE Confidence: 0.6709042

00:28:59.200 --> 00:29:02.224 encouraging us all to be thinking

NOTE Confidence: 0.6709042

00:29:02.224 --> 00:29:05.056 about your basic epidemiology 101 when

NOTE Confidence: 0.6709042

00:29:05.056 --> 00:29:07.725 doing a poster that if you can hit

NOTE Confidence: 0.6709042

00:29:07.725 --> 00:29:09.372 on these epidemiologic principles,

NOTE Confidence: 0.6709042

00:29:09.372 --> 00:29:12.036 you're going to be all set.

NOTE Confidence: 0.6709042

00:29:12.040 --> 00:29:13.840 And the principles are what we call pico.

NOTE Confidence: 0.6709042

00:29:13.840 --> 00:29:16.054 I'm going to go through each one of them

NOTE Confidence: 0.6709042

00:29:16.054 --> 00:29:18.355 if you're not familiar with them Pico.

NOTE Confidence: 0.6709042

00:29:18.360 --> 00:29:20.718 So the P the 1st is the P problem.

NOTE Confidence: 0.6709042

00:29:20.720 --> 00:29:22.196 What is the problem?

NOTE Confidence: 0.6709042

00:29:22.196 --> 00:29:23.672 Racist interactions and clinical

NOTE Confidence: 0.6709042

00:29:23.672 --> 00:29:25.639 practice remain A pervasive reality

NOTE Confidence: 0.6709042

00:29:25.639 --> 00:29:27.199 for black healthcare providers.

NOTE Confidence: 0.6709042

00:29:27.200 --> 00:29:28.160 That is a problem.

NOTE Confidence: 0.81720796

00:29:32.000 --> 00:29:33.395 We're going to come to pico in a second.

NOTE Confidence: 0.81720796

00:29:33.400 --> 00:29:34.508 Wrong. Wrong. P where?

NOTE Confidence: 0.81720796

00:29:34.508 --> 00:29:36.920 We're going to do now the problem gap.

NOTE Confidence: 0.81720796

00:29:36.920 --> 00:29:38.918 Huck, I'm sorry.

NOTE Confidence: 0.81720796

00:29:38.920 --> 00:29:39.680 So that was a problem.

NOTE Confidence: 0.81720796

00:29:39.680 --> 00:29:44.234 The gap is We know what the problem was.

NOTE Confidence: 0.81720796

00:29:44.240 --> 00:29:47.000 What is the gap in what is available?

NOTE Confidence: 0.81720796

00:29:47.000 --> 00:29:49.440 Well, we know that there's a gap in

NOTE Confidence: 0.81720796

00:29:49.440 --> 00:29:52.264 the kind of materials and support and

NOTE Confidence: 0.81720796

00:29:52.264 --> 00:29:55.040 information and knowledge that we can give

NOTE Confidence: 0.81720796

00:29:55.040 --> 00:29:58.106 to supervisors when they're trying to

NOTE Confidence: 0.81720796

00:29:58.106 --> 00:30:01.637 work with their trainees and to all of us.

NOTE Confidence: 0.81720796

00:30:01.640 --> 00:30:02.552 So that's a gap.

NOTE Confidence: 0.81720796

00:30:02.552 --> 00:30:03.920 There's a hole in the literature.

NOTE Confidence: 0.81720796

00:30:03.920 --> 00:30:04.880 So we know the problem.

NOTE Confidence: 0.81720796

00:30:04.880 --> 00:30:06.456 We know the gap.

NOTE Confidence: 0.81720796

00:30:06.456 --> 00:30:09.924 And the 3rd letter here is the the H,

NOTE Confidence: 0.81720796

00:30:09.924 --> 00:30:10.652 the hook.

NOTE Confidence: 0.81720796

00:30:10.652 --> 00:30:14.480 So what's going to be the hook in this story?

NOTE Confidence: 0.81720796

00:30:14.480 --> 00:30:17.728 And in this case, you know,

NOTE Confidence: 0.81720796

00:30:17.728 --> 00:30:20.640 we spent a lot of time thinking about

NOTE Confidence: 0.81720796

00:30:20.727 --> 00:30:23.300 the title of the poster and anti

NOTE Confidence: 0.81720796

00:30:23.300 --> 00:30:25.800 black racism and clinical supervision.

NOTE Confidence: 0.81720796

00:30:25.800 --> 00:30:26.796 It's a hook.

NOTE Confidence: 0.81720796

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00:30:26.796 --> 00:30:29.120 If people are walking around seeing posters,

NOTE Confidence: 0.81720796

00:30:29.120 --> 00:30:31.280 this is likely to grab attention

NOTE Confidence: 0.81720796

00:30:31.280 --> 00:30:33.476 because we're all dealing with racism,

NOTE Confidence: 0.81720796

00:30:33.480 --> 00:30:35.797 we're all dealing with anti black racism.

NOTE Confidence: 0.81720796

00:30:35.800 --> 00:30:37.640 It happens in clinical supervisions.

NOTE Confidence: 0.81720796

00:30:37.640 --> 00:30:40.400 We don't feel very competent to do it.

NOTE Confidence: 0.81720796

00:30:40.400 --> 00:30:42.020 Our black trainees feel terrible

NOTE Confidence: 0.81720796

00:30:42.020 --> 00:30:43.640 that this is going on.

NOTE Confidence: 0.81720796

00:30:43.640 --> 00:30:45.560 So, so there are it,

NOTE Confidence: 0.81720796

00:30:45.560 --> 00:30:48.038 it's something that draws your attention in.

NOTE Confidence: 0.81720796

00:30:48.040 --> 00:30:50.572 So in doing this we've done

NOTE Confidence: 0.81720796

00:30:50.572 --> 00:30:52.120 the there's going to be two,

NOTE Confidence: 0.90000140625

00:30:54.800 --> 00:30:57.280 two acronyms that I share with you today.

NOTE Confidence: 0.90000140625

00:30:57.280 --> 00:31:00.160 This is the first one problem gap hook and

NOTE Confidence: 0.90000140625

00:31:00.160 --> 00:31:03.155 then we'll come to PICO in a second and

NOTE Confidence: 0.90000140625

00:31:03.155 --> 00:31:07.595 this covers that the problem gap gap hook.

NOTE Confidence: 0.90000140625

00:31:07.600 --> 00:31:12.174 This problem gap hook was defined by

NOTE Confidence: 0.90000140625

00:31:12.174 --> 00:31:15.119 a medical educator lore Lorelai Lynn.

NOTE Confidence: 0.90000140625

00:31:15.120 --> 00:31:17.948 I forget her last name that she

NOTE Confidence: 0.90000140625

00:31:17.948 --> 00:31:20.846 talks about the problem with gap hook

NOTE Confidence: 0.90000140625

00:31:20.846 --> 00:31:23.329 heuristic as a way of writing papers

NOTE Confidence: 0.90000140625

00:31:23.329 --> 00:31:25.280 that will be interesting to others.

NOTE Confidence: 0.90000140625

00:31:25.280 --> 00:31:27.954 And if you keep in mind this problem

NOTE Confidence: 0.90000140625

00:31:27.954 --> 00:31:29.836 gap hook these three elements and

NOTE Confidence: 0.90000140625

00:31:29.836 --> 00:31:31.630 you always include them in the

NOTE Confidence: 0.90000140625

00:31:31.686 --> 00:31:33.548 introduction of your paper or in this

NOTE Confidence: 0.90000140625

00:31:33.548 --> 00:31:35.665 case in the background and title and

NOTE Confidence: 0.90000140625

00:31:35.665 --> 00:31:37.555 the the beginning of the product,

NOTE Confidence: 0.90000140625

00:31:37.560 --> 00:31:39.354 you are likely to get the

NOTE Confidence: 0.90000140625

00:31:39.354 --> 00:31:41.039 attention that you want to get.

NOTE Confidence: 0.90000140625

00:31:41.040 --> 00:31:43.320 So that's the problem gap book.

NOTE Confidence: 0.909613225

00:31:46.440 --> 00:31:48.694 Now the second one. Now we do

NOTE Confidence: 0.909613225

00:31:48.694 --> 00:31:51.399 go to the pico that I promise.

NOTE Confidence: 0.909613225

00:31:51.400 --> 00:31:54.918 Oh, not yet. In the methods

NOTE Confidence: 0.943053454444444

00:31:57.720 --> 00:32:00.636 we describe exactly what it is that we did.

NOTE Confidence: 0.943053454444444

00:32:00.640 --> 00:32:01.748 I won't belabor that,

NOTE Confidence: 0.943053454444444

00:32:01.748 --> 00:32:04.160 but just to point out that this letter,

NOTE Confidence: 0.943053454444444

00:32:04.160 --> 00:32:05.252 this bright letter A,

NOTE Confidence: 0.943053454444444

00:32:05.252 --> 00:32:07.560 the idea is that I have these two

NOTE Confidence: 0.943053454444444

00:32:07.560 --> 00:32:09.984 floating images and I want to know where

NOTE Confidence: 0.943053454444444

00:32:10.052 --> 00:32:12.600 they belong and I don't have a lot of space.

NOTE Confidence: 0.943053454444444

00:32:12.600 --> 00:32:15.421 Space like in a article to put

NOTE Confidence: 0.943053454444444

00:32:15.421 --> 00:32:18.558 figure one in a lots of subtitles.

NOTE Confidence: 0.943053454444444

00:32:18.560 --> 00:32:21.600 But like this I know where my eye should go.

NOTE Confidence: 0.943053454444444

00:32:21.600 --> 00:32:23.077 Or as an author, I'm telling you,

NOTE Confidence: 0.943053454444444

00:32:23.080 --> 00:32:25.438 dear reader, when you read this,

NOTE Confidence: 0.943053454444444

00:32:25.440 --> 00:32:26.780 enhance it and complement

NOTE Confidence: 0.943053454444444

00:32:26.780 --> 00:32:28.120 it with this visual.

NOTE Confidence: 0.943053454444444

00:32:28.120 --> 00:32:29.680 This visual could be a graph,

NOTE Confidence: 0.943053454444444

00:32:29.680 --> 00:32:31.680 a histogram, whatever you want.

NOTE Confidence: 0.842438084285714

00:32:37.320 --> 00:32:40.239 Similarly with the the the second image.

NOTE Confidence: 0.842438084285714

00:32:40.240 --> 00:32:41.164 This is a focus group and

NOTE Confidence: 0.842438084285714

00:32:41.164 --> 00:32:42.040 then it's a good point.

NOTE Confidence: 0.842438084285714

00:32:42.040 --> 00:32:43.648 I should have added then joined

NOTE Confidence: 0.842438084285714

00:32:43.648 --> 00:32:45.549 a debriefing as part of a focus

NOTE Confidence: 0.842438084285714

00:32:45.549 --> 00:32:46.839 group or something like that.

NOTE Confidence: 0.748577818

00:32:49.200 --> 00:32:50.096 OK, here it is.

NOTE Confidence: 0.748577818

00:32:50.096 --> 00:32:51.720 Fine, the pico that I mentioned.

NOTE Confidence: 0.748577818

00:32:51.720 --> 00:32:54.560 So what is a PICO and how does

NOTE Confidence: 0.748577818

00:32:54.560 --> 00:32:57.355 that relate to this poster and

NOTE Confidence: 0.748577818

00:32:57.355 --> 00:33:00.361 how am I encouraging you to

NOTE Confidence: 0.748577818

00:33:00.361 --> 00:33:03.199 think about it for your poster?

NOTE Confidence: 0.748577818

00:33:03.200 --> 00:33:05.084 So the Piazza population,

NOTE Confidence: 0.748577818

00:33:05.084 --> 00:33:07.439 which in this case was,

NOTE Confidence: 0.748577818

00:33:07.440 --> 00:33:09.960 who were the participants in this case?

NOTE Confidence: 0.748577818

00:33:09.960 --> 00:33:11.280 There were 52 of them,

NOTE Confidence: 0.748577818

00:33:11.280 --> 00:33:12.240 different specialties.

NOTE Confidence: 0.748577818

00:33:12.240 --> 00:33:15.600 This is their racial and ethnic breakdown.

NOTE Confidence: 0.748577818

00:33:15.600 --> 00:33:17.966 So I have a sense that's probably

NOTE Confidence: 0.748577818

00:33:17.966 --> 00:33:20.437 all that I need to know here.

NOTE Confidence: 0.748577818

00:33:20.440 --> 00:33:21.760 That's the population

NOTE Confidence: 0.95192285

00:33:24.080 --> 00:33:26.509 in the paper. I would go into details

NOTE Confidence: 0.95192285

00:33:26.509 --> 00:33:28.334 as to how they were selected and our

NOTE Confidence: 0.95192285

00:33:28.334 --> 00:33:29.839 sampling and I this and all that.

NOTE Confidence: 0.95192285

00:33:29.840 --> 00:33:32.420 But in a poster, I just want to tell you

NOTE Confidence: 0.95192285

00:33:32.489 --> 00:33:34.873 the the bare facts of who people are.

NOTE Confidence: 0.965131175

00:33:37.240 --> 00:33:39.076 The next thing is the exposure.

NOTE Confidence: 0.965131175

00:33:39.080 --> 00:33:41.117 What? What is it that we did?

NOTE Confidence: 0.965131175

00:33:41.120 --> 00:33:42.688 So in this case,

NOTE Confidence: 0.965131175

00:33:42.688 --> 00:33:45.040 we exposed all of these learners,

NOTE Confidence: 0.965131175

00:33:45.040 --> 00:33:49.420 all of this, these residents

NOTE Confidence: 0.965131175

00:33:49.420 --> 00:33:52.320 and fellows and junior faculty.

NOTE Confidence: 0.965131175

00:33:52.320 --> 00:33:54.420 We expose them to viewing

NOTE Confidence: 0.965131175

00:33:54.420 --> 00:33:56.436 videos of racist behaviors,

NOTE Confidence: 0.965131175

00:33:56.436 --> 00:33:59.096 something that we call entrenching

NOTE Confidence: 0.965131175

00:33:59.096 --> 00:34:01.744 behaviors that retain the racism.

NOTE Confidence: 0.965131175

00:34:01.744 --> 00:34:04.180 These triads, by the way,

NOTE Confidence: 0.965131175

00:34:04.180 --> 00:34:07.400 include a patient who's a racist patient,

NOTE Confidence: 0.965131175

00:34:07.400 --> 00:34:09.760 a supervisor, and a trainee.

NOTE Confidence: 0.965131175

00:34:09.760 --> 00:34:11.368 And we played around with the

NOTE Confidence: 0.965131175

00:34:11.368 --> 00:34:12.880 different responses by the trainee,

NOTE Confidence: 0.965131175

00:34:12.880 --> 00:34:15.040 the different responses by the supervisor.

NOTE Confidence: 0.948228043333333

00:34:17.240 --> 00:34:18.560 And these were not real patients.

NOTE Confidence: 0.948228043333333

00:34:18.560 --> 00:34:20.480 These were simulated patients.

NOTE Confidence: 0.948228043333333

00:34:20.480 --> 00:34:22.400 These were simulated encounters.

NOTE Confidence: 0.948228043333333

00:34:22.400 --> 00:34:27.034 So the intervention was that bad behavior,

NOTE Confidence: 0.948228043333333

00:34:27.040 --> 00:34:29.896 The comparison or the

NOTE Confidence: 0.948228043333333

00:34:29.896 --> 00:34:32.740 control was how do what?

NOTE Confidence: 0.948228043333333

00:34:32.740 --> 00:34:34.840 What are the anti racist behaviors?

NOTE Confidence: 0.948228043333333

00:34:34.840 --> 00:34:37.015 What are behaviors that are

NOTE Confidence: 0.948228043333333

00:34:37.015 --> 00:34:38.755 uprooting of racist behavior?

NOTE Confidence: 0.948228043333333

00:34:38.760 --> 00:34:40.800 So we had good behaviors.

NOTE Confidence: 0.948228043333333

00:34:40.800 --> 00:34:42.240 The, the, the,

NOTE Confidence: 0.798504168666667

00:34:45.760 --> 00:34:47.832 yeah, the, the, the supervisor who says

NOTE Confidence: 0.798504168666667

00:34:47.832 --> 00:34:49.876 we're going to put a limit on this,

NOTE Confidence: 0.798504168666667

00:34:49.880 --> 00:34:51.236 we're not going to do this.

NOTE Confidence: 0.798504168666667

00:34:51.240 --> 00:34:53.074 That goes in circles to the training,

NOTE Confidence: 0.798504168666667

00:34:53.080 --> 00:34:55.194 make sure that she is doing well,

NOTE Confidence: 0.798504168666667

00:34:55.200 --> 00:34:55.920 etcetera, etcetera.

NOTE Confidence: 0.9094800175

00:34:58.480 --> 00:34:59.320 And then the outcome,

NOTE Confidence: 0.9094800175

00:34:59.320 --> 00:35:00.160 what is the outcome?

NOTE Confidence: 0.9094800175

00:35:00.160 --> 00:35:01.198 What is it that we measured?

NOTE Confidence: 0.9094800175

00:35:01.200 --> 00:35:02.708 Now in this case,

NOTE Confidence: 0.9094800175

00:35:02.708 --> 00:35:04.593 this is a qualitative study.

NOTE Confidence: 0.9094800175

00:35:04.600 --> 00:35:07.174 So I put in just briefly that we used

NOTE Confidence: 0.9094800175

00:35:07.174 --> 00:35:09.525 thematic analysis and that we were

NOTE Confidence: 0.9094800175

00:35:09.525 --> 00:35:11.520 using it behavioral response patterns.

NOTE Confidence: 0.9094800175

00:35:11.520 --> 00:35:13.160 So our outcomes are not

NOTE Confidence: 0.9094800175

00:35:13.160 --> 00:35:14.472 going to be numerical.

NOTE Confidence: 0.9094800175

00:35:14.480 --> 00:35:16.320 I'm not going to be looking at the

NOTE Confidence: 0.9094800175

00:35:16.320 --> 00:35:17.880 means and standard deviations,

NOTE Confidence: 0.9094800175

00:35:17.880 --> 00:35:20.370 but these are the five different

NOTE Confidence: 0.9094800175

00:35:20.370 --> 00:35:22.520 behavioral patterns that we found.

NOTE Confidence: 0.9094800175

00:35:22.520 --> 00:35:24.400 I'm not going to go through each one of them.

NOTE Confidence: 0.9094800175

00:35:24.400 --> 00:35:27.037 But, you know, just to give you an example,

NOTE Confidence: 0.9094800175

00:35:27.040 --> 00:35:30.080 expliciveness.

NOTE Confidence: 0.9094800175

00:35:30.080 --> 00:35:32.187 Do we avoid using the word racism

NOTE Confidence: 0.9094800175

00:35:32.187 --> 00:35:34.850 or do we use it when confronting

NOTE Confidence: 0.9094800175

00:35:34.850 --> 00:35:36.960 a patient who's being racist?

NOTE Confidence: 0.9094800175

00:35:36.960 --> 00:35:38.240 There's no right or wrong,

NOTE Confidence: 0.9094800175

00:35:38.240 --> 00:35:42.720 but there's a a whole range of those

NOTE Confidence: 0.9094800175

00:35:42.720 --> 00:35:45.998 behaviors involving do we ask the resident,

NOTE Confidence: 0.9094800175

00:35:46.000 --> 00:35:46.730 the fellow,

NOTE Confidence: 0.9094800175

00:35:46.730 --> 00:35:48.555 the medical student who was

NOTE Confidence: 0.9094800175

00:35:48.555 --> 00:35:50.296 subject to this racist encounter,

NOTE Confidence: 0.9094800175

00:35:50.296 --> 00:35:53.085 do we involve them and say let's go

NOTE Confidence: 0.9094800175

00:35:53.085 --> 00:35:55.360 as we confront the situation or you

NOTE Confidence: 0.9094800175

00:35:55.360 --> 00:35:57.430 stay on the corner, I'll come back,

NOTE Confidence: 0.9094800175

00:35:57.430 --> 00:35:58.680 I'm going to support you,

NOTE Confidence: 0.9094800175

00:35:58.680 --> 00:36:00.600 but it's better for you to stay out

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NOTE Confidence: 0.9094800175

00:36:00.600 --> 00:36:01.804 of this one, etcetera, etcetera.

NOTE Confidence: 0.9094800175

00:36:01.804 --> 00:36:03.580 And in the paper we do go into

NOTE Confidence: 0.9094800175

00:36:03.629 --> 00:36:04.919 all of these different things

NOTE Confidence: 0.93024045368421

00:36:07.400 --> 00:36:09.416 in time. In, in this particular

NOTE Confidence: 0.93024045368421

00:36:09.416 --> 00:36:11.537 study time was not an important

NOTE Confidence: 0.93024045368421

00:36:11.537 --> 00:36:13.643 variable because it was a one

NOTE Confidence: 0.93024045368421

00:36:13.643 --> 00:36:14.684 shot cross-sectional study.

NOTE Confidence: 0.93024045368421

00:36:14.684 --> 00:36:16.736 But many times time will be

NOTE Confidence: 0.93024045368421

00:36:16.736 --> 00:36:18.560 a very important subject.

NOTE Confidence: 0.93024045368421

00:36:18.560 --> 00:36:21.157 We did X at .12 and three

NOTE Confidence: 0.797792258333333

00:36:24.280 --> 00:36:29.110 and now we're coloring it in and and

NOTE Confidence: 0.797792258333333

00:36:29.110 --> 00:36:31.480 finally coming to to the conclusions

NOTE Confidence: 0.811277074

00:36:35.120 --> 00:36:38.240 and the last little block.

NOTE Confidence: 0.811277074

00:36:38.240 --> 00:36:39.480 This block by the way,

NOTE Confidence: 0.811277074

00:36:39.480 --> 00:36:42.279 is the one where I see the most problems.

NOTE Confidence: 0.811277074

00:36:42.280 --> 00:36:44.878 People forget to put, you know,

NOTE Confidence: 0.811277074

00:36:44.880 --> 00:36:46.880 who they are affiliated with,

NOTE Confidence: 0.811277074

00:36:46.880 --> 00:36:49.120 you know, that's fine.

NOTE Confidence: 0.811277074

00:36:49.120 --> 00:36:50.800 They very often,

NOTE Confidence: 0.811277074

00:36:50.800 --> 00:36:52.564 very very often forget to put

NOTE Confidence: 0.811277074

00:36:52.564 --> 00:36:54.400 a contact person or an e-mail.

NOTE Confidence: 0.811277074

00:36:54.400 --> 00:36:56.317 So in this case Amanda was the lead author.

NOTE Confidence: 0.811277074

00:36:56.320 --> 00:36:58.640 She is the point person.

NOTE Confidence: 0.811277074

00:36:58.640 --> 00:37:01.112 But it's amazing how many posters don't come

NOTE Confidence: 0.811277074

00:37:01.112 --> 00:37:03.797 with a contact with contact information.

NOTE Confidence: 0.811277074

00:37:03.800 --> 00:37:06.271 And it's also amazing how many posters

NOTE Confidence: 0.811277074

00:37:06.271 --> 00:37:09.239 forget to put who they were supported by.

NOTE Confidence: 0.811277074

00:37:09.240 --> 00:37:11.418 And it's almost impossible to see

NOTE Confidence: 0.811277074

00:37:11.418 --> 00:37:13.720 a poster that includes disclosures.

NOTE Confidence: 0.811277074

00:37:13.720 --> 00:37:16.600 But this doesn't take space and it's really,

NOTE Confidence: 0.811277074

00:37:16.600 --> 00:37:18.544 really important in the spirit of

NOTE Confidence: 0.811277074

00:37:18.544 --> 00:37:20.519 transparency that people know who you are,

NOTE Confidence: 0.811277074

00:37:20.520 --> 00:37:22.833 how to get you and how you were funded,

NOTE Confidence: 0.811277074

00:37:22.840 --> 00:37:24.880 and if there's any funding

NOTE Confidence: 0.811277074

00:37:24.880 --> 00:37:26.240 conflict considerations.

NOTE Confidence: 0.923778031428572

00:37:28.480 --> 00:37:31.140 So the last thing is how to

NOTE Confidence: 0.923778031428572

00:37:31.140 --> 00:37:32.280 embed complementary elements

NOTE Confidence: 0.923778031428572

00:37:32.356 --> 00:37:33.920 through using QR codes.

NOTE Confidence: 0.923778031428572

00:37:33.920 --> 00:37:36.055 And you should think of these as

NOTE Confidence: 0.923778031428572

00:37:36.055 --> 00:37:38.040 extenders of all sorts of things.

NOTE Confidence: 0.923778031428572

00:37:38.040 --> 00:37:41.880 They really are poster extenders.

NOTE Confidence: 0.923778031428572

00:37:41.880 --> 00:37:47.160 So, so here it is my my little QR code,

NOTE Confidence: 0.923778031428572

00:37:47.160 --> 00:37:48.320 I made space for it,

NOTE Confidence: 0.923778031428572

00:37:48.320 --> 00:37:50.036 not too big not too little.

NOTE Confidence: 0.923778031428572

00:37:50.040 --> 00:37:52.518 And I like putting a little sign

NOTE Confidence: 0.923778031428572

00:37:52.518 --> 00:37:55.320 to saying if you if you scan here,

NOTE Confidence: 0.923778031428572

00:37:55.320 --> 00:37:57.248 this is what you're going to find and

NOTE Confidence: 0.923778031428572

00:37:57.248 --> 00:37:59.177 feel free to scan it now and you're

NOTE Confidence: 0.923778031428572

00:37:59.177 --> 00:38:01.239 going to see others truth in advertising.

NOTE Confidence: 0.923778031428572

00:38:01.240 --> 00:38:04.173 You will find there that there's a

NOTE Confidence: 0.923778031428572

00:38:04.173 --> 00:38:07.108 voice over like a two-minute recording

NOTE Confidence: 0.923778031428572

00:38:07.108 --> 00:38:10.636 of myself going over the poster.

NOTE Confidence: 0.923778031428572

00:38:10.640 --> 00:38:12.400 There's a published article

NOTE Confidence: 0.923778031428572

00:38:12.400 --> 00:38:13.720 with Amanda Calhoun.

NOTE Confidence: 0.923778031428572

00:38:13.720 --> 00:38:17.440 So the paper is there and in its

NOTE Confidence: 0.923778031428572

00:38:17.440 --> 00:38:20.440 details or references or something.

NOTE Confidence: 0.923778031428572

00:38:20.440 --> 00:38:23.080 All the all the videos that we use,

NOTE Confidence: 0.923778031428572

00:38:23.080 --> 00:38:25.220 all all these simulated videos

NOTE Confidence: 0.923778031428572

00:38:25.220 --> 00:38:27.091 are available because some people

NOTE Confidence: 0.923778031428572

00:38:27.091 --> 00:38:29.113 might want to use the videos

NOTE Confidence: 0.923778031428572

00:38:29.113 --> 00:38:31.240 or at least watch the videos.

NOTE Confidence: 0.923778031428572

00:38:31.240 --> 00:38:33.424 My point here yet again is not

NOTE Confidence: 0.923778031428572

00:38:33.424 --> 00:38:35.093 about advertising so much this

NOTE Confidence: 0.923778031428572

00:38:35.093 --> 00:38:36.437 poster or these videos,

NOTE Confidence: 0.923778031428572

00:38:36.440 --> 00:38:38.666 but to give you an example that

NOTE Confidence: 0.923778031428572

00:38:38.666 --> 00:38:40.838 you can include anything in this.

NOTE Confidence: 0.923778031428572

00:38:40.840 --> 00:38:42.208 And for those of you who don't know

NOTE Confidence: 0.923778031428572

00:38:42.208 --> 00:38:44.535 how to do it, it's pretty simple.

NOTE Confidence: 0.923778031428572

00:38:44.535 --> 00:38:47.520 You need to have your files,

NOTE Confidence: 0.837404392

00:38:53.600 --> 00:38:56.328 you need to be in your files,

NOTE Confidence: 0.837404392

00:38:56.328 --> 00:38:58.036 need to be somewhere on the web.

NOTE Confidence: 0.837404392

00:38:58.040 --> 00:39:01.074 So I use Google Docs,

NOTE Confidence: 0.837404392

00:39:01.074 --> 00:39:02.359 but you can use Box.

NOTE Confidence: 0.837404392

00:39:02.360 --> 00:39:04.560 You can use anything that's on the web.

NOTE Confidence: 0.837404392

00:39:04.560 --> 00:39:05.680 You create a little folder.

NOTE Confidence: 0.837404392

00:39:05.680 --> 00:39:06.835 In this case, as you can see,

NOTE Confidence: 0.837404392

00:39:06.840 --> 00:39:09.600 I created for QR code,

NOTE Confidence: 0.837404392

00:39:09.600 --> 00:39:12.198 and there's APDF of that paper.

NOTE Confidence: 0.837404392

00:39:12.200 --> 00:39:14.036 There's a voiceover that I mentioned,

NOTE Confidence: 0.837404392

00:39:14.040 --> 00:39:16.040 and there's a poster itself.

NOTE Confidence: 0.837404392

00:39:16.040 --> 00:39:18.455 Even if you don't have any additional

NOTE Confidence: 0.837404392

00:39:18.455 --> 00:39:19.812 goodies, it's always very good,

NOTE Confidence: 0.837404392

00:39:19.812 --> 00:39:23.160 I find, to have the poster itself,

NOTE Confidence: 0.837404392

00:39:23.160 --> 00:39:24.300 because then people walk away

NOTE Confidence: 0.837404392

00:39:24.300 --> 00:39:25.959 and if they want to come back,

NOTE Confidence: 0.837404392

00:39:25.960 --> 00:39:28.040 they can just read it.

NOTE Confidence: 0.837404392

00:39:28.040 --> 00:39:33.320 There are many free sites to do QR codes.

NOTE Confidence: 0.837404392

00:39:33.320 --> 00:39:36.880 You can just look free QR code generator.

NOTE Confidence: 0.837404392

00:39:36.880 --> 00:39:39.080 This is one of many.

NOTE Confidence: 0.837404392

00:39:39.080 --> 00:39:42.240 And then it will ask you for the

NOTE Confidence: 0.837404392

00:39:42.240 --> 00:39:44.560 URL the the address of this file.

NOTE Confidence: 0.837404392

00:39:44.560 --> 00:39:46.185 That's pretty simple and you

NOTE Confidence: 0.837404392

00:39:46.185 --> 00:39:48.221 feed it and in two seconds

NOTE Confidence: 0.837404392

00:39:48.221 --> 00:39:50.237 you have a unique QR code.

NOTE Confidence: 0.935610160666667

00:39:53.080 --> 00:39:56.160 Again in this particular case we have the

NOTE Confidence: 0.935610160666667

00:39:56.160 --> 00:39:59.040 the article that was that was published.

NOTE Confidence: 0.935610160666667

00:39:59.040 --> 00:40:03.750 We have the an MP4 of the voice over and

NOTE Confidence: 0.935610160666667

00:40:03.877 --> 00:40:07.676 here you have the, the the poster itself.

NOTE Confidence: 0.935610160666667

00:40:07.676 --> 00:40:10.689 You can add any number of things

NOTE Confidence: 0.935610160666667

00:40:10.689 --> 00:40:13.517 and you just need one of them.

NOTE Confidence: 0.935610160666667

00:40:13.520 --> 00:40:16.920 They're very, very valuable.

NOTE Confidence: 0.935610160666667

00:40:16.920 --> 00:40:18.733 So I think that this is the

NOTE Confidence: 0.935610160666667

00:40:18.733 --> 00:40:20.838 the the end of the formal part.

NOTE Confidence: 0.935610160666667

00:40:20.840 --> 00:40:24.586 I'm hoping that one you actually let's

NOTE Confidence: 0.935610160666667

00:40:24.586 --> 00:40:26.332 wait on the evaluation, I don't know.

NOTE Confidence: 0.935610160666667

00:40:26.332 --> 00:40:28.040 Because we we want to to talk,

NOTE Confidence: 0.935610160666667

00:40:28.040 --> 00:40:29.559 but feel free to start the evaluation.

NOTE Confidence: 0.935610160666667

00:40:29.560 --> 00:40:31.720 I'm going to stop screen sharing

NOTE Confidence: 0.935610160666667

00:40:31.720 --> 00:40:33.870 and hopefully have some discussion

NOTE Confidence: 0.935610160666667

00:40:33.870 --> 00:40:35.160 back and forth.

NOTE Confidence: 0.9271075

00:40:37.480 --> 00:40:39.160 Welcome any and all questions.

NOTE Confidence: 0.7077644

00:40:50.230 --> 00:40:56.390 Hi. Hey it's Bill here. I I have a

NOTE Confidence: 0.7077644

00:40:56.390 --> 00:41:00.830 a comment about posters like this.

NOTE Confidence: 0.7077644

00:41:00.830 --> 00:41:04.350 It's just like personal reaction. Now

NOTE Confidence: 0.940055974

00:41:06.360 --> 00:41:09.560 I look at the poster and I see you know,

NOTE Confidence: 0.928647534

00:41:11.760 --> 00:41:13.632 words, nouns and verbs.

NOTE Confidence: 0.928647534

00:41:13.632 --> 00:41:17.346 A lot of them are long and and

NOTE Confidence: 0.928647534

00:41:17.346 --> 00:41:20.970 when I what I find is what allows

NOTE Confidence: 0.928647534

00:41:21.080 --> 00:41:25.056 me to connect to the poster is the

NOTE Confidence: 0.928647534

00:41:25.056 --> 00:41:28.260 first time I see the word we you.

NOTE Confidence: 0.928647534

00:41:28.260 --> 00:41:29.360 You know what I'm saying?

NOTE Confidence: 0.928647534

00:41:29.360 --> 00:41:32.080 When I in that it's for for

NOTE Confidence: 0.805556934

00:41:35.440 --> 00:41:36.920 here. I'll start my video.

NOTE Confidence: 0.805556934

00:41:36.920 --> 00:41:41.198 So for for this poster hi it it's in

NOTE Confidence: 0.805556934

00:41:41.198 --> 00:41:43.414 the second bullet I and and I don't

NOTE Confidence: 0.805556934

00:41:43.414 --> 00:41:45.718 I just want to put that out there

NOTE Confidence: 0.805556934

00:41:45.720 --> 00:41:47.840 because we're talking about you

NOTE Confidence: 0.805556934

00:41:47.840 --> 00:41:51.440 know grabbing you know things that

NOTE Confidence: 0.805556934

00:41:51.440 --> 00:41:54.518 make people move into the poster.

NOTE Confidence: 0.805556934

00:41:54.520 --> 00:41:58.426 And for me I started to walk closer or

NOTE Confidence: 0.805556934

00:41:58.426 --> 00:42:02.295 move closer to this poster the minute I

NOTE Confidence: 0.805556934

00:42:02.295 --> 00:42:06.236 saw that word we you know what did we do?

NOTE Confidence: 0.805556934

00:42:06.240 --> 00:42:10.406 And it it moved it from being a set

NOTE Confidence: 0.805556934

00:42:10.406 --> 00:42:13.087 of ideas to and especially if there's

NOTE Confidence: 0.805556934

00:42:13.087 --> 00:42:15.679 somebody standing next to that poster.

NOTE Confidence: 0.805556934

00:42:15.680 --> 00:42:17.708 You know something that literally refers

NOTE Confidence: 0.805556934

00:42:17.708 --> 00:42:20.038 to that person and gives me an Ave.

NOTE Confidence: 0.805556934

00:42:20.040 --> 00:42:22.280 in to ask them questions.

NOTE Confidence: 0.805556934

00:42:22.280 --> 00:42:25.640 I just that's just a a reflection

NOTE Confidence: 0.805556934

00:42:25.640 --> 00:42:28.556 and and possibly at the question

NOTE Confidence: 0.805556934

00:42:28.556 --> 00:42:31.850 might be how do we make our it

NOTE Confidence: 0.805556934

00:42:31.850 --> 00:42:34.003 makes the portion more interactive

NOTE Confidence: 0.805556934

00:42:34.003 --> 00:42:36.946 it invites me in and and that I'll

NOTE Confidence: 0.805556934

00:42:36.946 --> 00:42:38.038 just stop with that and skip

NOTE Confidence: 0.6715972425

00:42:39.440 --> 00:42:40.840 I hadn't thought of it in this contract.

NOTE Confidence: 0.6715972425

00:42:40.840 --> 00:42:41.988 It's a great point.

NOTE Confidence: 0.6715972425

00:42:41.988 --> 00:42:44.438 It comes up for me all the time

NOTE Confidence: 0.6715972425

00:42:44.438 --> 00:42:46.630 when I review papers that people

NOTE Confidence: 0.6715972425

00:42:46.630 --> 00:42:49.675 write in the passive third tense or,

NOTE Confidence: 0.6715972425

00:42:49.680 --> 00:42:53.272 you know, very passive language.

NOTE Confidence: 0.6715972425

00:42:53.272 --> 00:42:56.904 So if you said these individuals

NOTE Confidence: 0.6715972425

00:42:56.904 --> 00:42:59.051 were shown videos, yeah,

NOTE Confidence: 0.6715972425

00:42:59.051 --> 00:43:00.557 Then you're doing something to them.

NOTE Confidence: 0.6715972425

00:43:00.560 --> 00:43:02.384 So I think your point is very well

NOTE Confidence: 0.6715972425

00:43:02.384 --> 00:43:04.234 taken that it it's I, it's we.

NOTE Confidence: 0.6715972425

00:43:04.234 --> 00:43:07.153 It's active. You start with those words.

NOTE Confidence: 0.6715972425

00:43:07.160 --> 00:43:09.480 Yeah, absolutely.

NOTE Confidence: 0.6715972425

00:43:09.480 --> 00:43:11.048 And we should take that to the posters

NOTE Confidence: 0.6715972425

00:43:11.048 --> 00:43:12.360 because we teach that in writing,

NOTE Confidence: 0.6715972425

00:43:12.360 --> 00:43:14.280 but not so much to posters.

NOTE Confidence: 0.6715972425

00:43:14.280 --> 00:43:16.198 And yeah, bringing yourself to the equation,

NOTE Confidence: 0.6715972425

00:43:16.200 --> 00:43:16.920 I think it's great. Yeah.

NOTE Confidence: 0.6715972425

00:43:16.920 --> 00:43:19.170 Thank you, Bill.

NOTE Confidence: 0.6715972425

00:43:19.170 --> 00:43:19.920 Fred.

NOTE Confidence: 0.6715972425

00:43:19.920 --> 00:43:20.320 Yeah.

NOTE Confidence: 0.790221655

00:43:20.320 --> 00:43:23.160 Quick question about our

NOTE Confidence: 0.790221655

00:43:23.160 --> 00:43:26.000 quick observation on images.

NOTE Confidence: 0.790221655

00:43:26.000 --> 00:43:30.240 I because of my background,

NOTE Confidence: 0.790221655

00:43:30.240 --> 00:43:34.680 I will sometimes clip images off the web,

NOTE Confidence: 0.790221655

00:43:34.680 --> 00:43:37.356 but I do it, you know,

NOTE Confidence: 0.790221655

00:43:37.360 --> 00:43:41.007 with the understanding that I might be

NOTE Confidence: 0.790221655

00:43:41.007 --> 00:43:43.560 stealing someone's proprietary information.

NOTE Confidence: 0.790221655

00:43:43.560 --> 00:43:47.599 So the end. And that's one thing.

NOTE Confidence: 0.790221655

00:43:47.600 --> 00:43:51.101 Second thing is that if you were to take

NOTE Confidence: 0.790221655

00:43:51.101 --> 00:43:54.610 that image and Google has a way to do it

NOTE Confidence: 0.790221655

00:43:54.610 --> 00:43:57.800 now and say find this image in other places,

NOTE Confidence: 0.790221655

00:43:57.800 --> 00:44:00.158 you might find it's an image

NOTE Confidence: 0.790221655

00:44:00.158 --> 00:44:02.759 that's been used 5000 other times.

NOTE Confidence: 0.790221655

00:44:02.760 --> 00:44:05.670 So really not something unique and

NOTE Confidence: 0.790221655

00:44:05.670 --> 00:44:09.200 special as you might have thought was.

NOTE Confidence: 0.790221655

00:44:09.200 --> 00:44:13.952 What I've started doing is like for a month

NOTE Confidence: 0.790221655

00:44:13.960 --> 00:44:18.256 I figure out what presentations I'm gonna do.

NOTE Confidence: 0.790221655

00:44:18.256 --> 00:44:20.920 I get a one month subscription

NOTE Confidence: 0.790221655

00:44:20.996 --> 00:44:22.680 to Adobe Stock Images,

NOTE Confidence: 0.790221655

00:44:22.680 --> 00:44:24.240 which has everything under the

NOTE Confidence: 0.790221655

00:44:24.240 --> 00:44:26.160 sun that you want like pick,

NOTE Confidence: 0.790221655

00:44:26.160 --> 00:44:27.636 pick, pick, pick pick.

NOTE Confidence: 0.790221655

00:44:27.636 --> 00:44:30.322 And then you develop a little library

NOTE Confidence: 0.790221655

00:44:30.322 --> 00:44:33.498 of things that you actually own and may

NOTE Confidence: 0.790221655

00:44:33.498 --> 00:44:35.790 actually illustrate your points better

NOTE Confidence: 0.790221655

00:44:35.790 --> 00:44:38.514 than randomly picking off the web.

NOTE Confidence: 0.790221655

00:44:38.520 --> 00:44:39.320 That's all I have.

NOTE Confidence: 0.86634253

00:44:40.720 --> 00:44:43.152 Yeah. No thank you.

NOTE Confidence: 0.86634253

00:44:43.152 --> 00:44:45.182 And you know I haven't gone and

NOTE Confidence: 0.86634253

00:44:45.182 --> 00:44:46.580 presented at the White House and

NOTE Confidence: 0.86634253

00:44:46.580 --> 00:44:48.172 the Davos and you know I I think

NOTE Confidence: 0.86634253

00:44:48.223 --> 00:44:49.927 that if I was there I would probably

NOTE Confidence: 0.86634253

00:44:49.927 --> 00:44:51.560 pay more attention to those things.

NOTE Confidence: 0.81552692375

00:44:51.640 --> 00:44:53.520 That's not all it's cracked up to be.

NOTE Confidence: 0.873975666666667

00:44:53.800 --> 00:44:56.320 Right. Right. So I I think it's

NOTE Confidence: 0.873975666666667

00:44:56.320 --> 00:44:58.024 it's a good point to be mindful.

NOTE Confidence: 0.873975666666667

00:44:58.024 --> 00:45:00.236 But I, I and maybe it's a bad

NOTE Confidence: 0.909679146

00:45:02.480 --> 00:45:04.640 bad usage on my part. I'm of course

NOTE Confidence: 0.909679146

00:45:04.640 --> 00:45:06.320 I'm very paranoid about those things.

NOTE Confidence: 0.909679146

00:45:06.320 --> 00:45:08.744 And when you submit papers when you

NOTE Confidence: 0.909679146

00:45:08.744 --> 00:45:09.964 need to be, you know you couldn't

NOTE Confidence: 0.909679146

00:45:09.964 --> 00:45:11.562 get away with this when you submit

NOTE Confidence: 0.909679146

00:45:11.562 --> 00:45:13.109 a paper but a PowerPoint does seem

NOTE Confidence: 0.909679146

00:45:13.109 --> 00:45:14.840 as more of an ethereal, you know.

NOTE Confidence: 0.909679146

00:45:14.840 --> 00:45:17.080 But but your point is is well taken.

NOTE Confidence: 0.909679146

00:45:17.080 --> 00:45:19.012 We should be careful about it

NOTE Confidence: 0.909679146

00:45:19.012 --> 00:45:21.159 and and and not go to jail.

NOTE Confidence: 0.909679146

00:45:21.160 --> 00:45:22.296 If you go to jail as a result

NOTE Confidence: 0.909679146

00:45:22.296 --> 00:45:23.120 of this presentation,

NOTE Confidence: 0.909679146

00:45:23.120 --> 00:45:24.560 that's a bad outcome bad.

NOTE Confidence: 0.945350323333333

00:45:26.600 --> 00:45:31.199 I see that there was a question from Deb.

NOTE Confidence: 0.945350323333333

00:45:31.200 --> 00:45:36.080 Deb you asked about colors and color

NOTE Confidence: 0.945350323333333

00:45:36.080 --> 00:45:39.640 selection. I are you here Deb,

NOTE Confidence: 0.945350323333333

00:45:39.640 --> 00:45:42.688 I'd oh, there you are great.

NOTE Confidence: 0.945350323333333

00:45:42.688 --> 00:45:44.198 So a couple of things.

NOTE Confidence: 0.945350323333333

00:45:44.200 --> 00:45:46.276 I I would say that probably

NOTE Confidence: 0.945350323333333

00:45:46.276 --> 00:45:48.382 having not more than four colors

NOTE Confidence: 0.945350323333333

00:45:48.382 --> 00:45:50.974 which I think is what I had after

NOTE Confidence: 0.945350323333333

00:45:51.052 --> 00:45:53.356 that it starts looking too much.

NOTE Confidence: 0.945350323333333

00:45:53.360 --> 00:45:55.860 I like primary colors.

NOTE Confidence: 0.945350323333333

00:45:55.860 --> 00:45:58.360 I like white backgrounds.

NOTE Confidence: 0.945350323333333

00:45:58.360 --> 00:46:00.080 I don't think you want to in general.

NOTE Confidence: 0.945350323333333

00:46:00.080 --> 00:46:01.646 I stay away from black backgrounds

NOTE Confidence: 0.945350323333333

00:46:01.646 --> 00:46:03.236 for for a poster but that's

NOTE Confidence: 0.945350323333333

00:46:03.236 --> 00:46:04.712 a personal thing but white I

NOTE Confidence: 0.945350323333333

00:46:04.712 --> 00:46:06.280 think is kind of wakes you up

NOTE Confidence: 0.910659803333333

00:46:08.560 --> 00:46:11.533 There's two considerations additional

NOTE Confidence: 0.910659803333333

00:46:11.533 --> 00:46:14.144 things and and and and Janet always

NOTE Confidence: 0.910659803333333

00:46:14.144 --> 00:46:16.634 reminds me of is that people who

NOTE Confidence: 0.910659803333333

00:46:16.634 --> 00:46:18.859 have the the colour blindness my

NOTE Confidence: 0.910659803333333

00:46:18.859 --> 00:46:21.182 struggle with certain combinations I

NOTE Confidence: 0.910659803333333

00:46:21.182 --> 00:46:23.856 if I remember correctly I think it's

NOTE Confidence: 0.910659803333333

00:46:23.856 --> 00:46:26.616 red and blue I think that together

NOTE Confidence: 0.910659803333333

00:46:26.616 --> 00:46:29.360 clash in a not very good way.

NOTE Confidence: 0.910659803333333

00:46:29.360 --> 00:46:32.618 Green can be a little bit complicated I I,

NOTE Confidence: 0.910659803333333

00:46:32.618 --> 00:46:35.481 you know I think that having some

NOTE Confidence: 0.910659803333333

00:46:35.481 --> 00:46:37.904 awareness of that but and the other

NOTE Confidence: 0.910659803333333

00:46:37.904 --> 00:46:40.447 thing that I used not so not so much

NOTE Confidence: 0.910659803333333

00:46:40.447 --> 00:46:42.504 in the poster but I did use it to make

NOTE Confidence: 0.910659803333333

00:46:42.504 --> 00:46:44.406 the points about the poster is using a

NOTE Confidence: 0.910659803333333

00:46:44.406 --> 00:46:45.948 colour to highlight something like when

NOTE Confidence: 0.910659803333333

00:46:45.948 --> 00:46:49.198 I said this is racist and I used yellow.

NOTE Confidence: 0.910659803333333

00:46:49.200 --> 00:46:51.558 That's another good use of colours.

NOTE Confidence: 0.910659803333333

00:46:51.560 --> 00:46:54.346 When you say that they have unintended

NOTE Confidence: 0.910659803333333

00:46:54.346 --> 00:46:57.318 meanings do you have something in mind?

NOTE Confidence: 0.910659803333333

00:46:57.320 --> 00:46:57.920 Yes

NOTE Confidence: 0.96609885

00:46:57.920 --> 00:47:00.640 thanks. And by the way those were great

NOTE Confidence: 0.96609885

00:47:00.640 --> 00:47:02.356 tips and some of them are new and some

NOTE Confidence: 0.792848958571429

00:47:02.360 --> 00:47:03.718 of them are in my head already.

NOTE Confidence: 0.943622196

00:47:04.480 --> 00:47:09.572 What I was thinking is when and and I

NOTE Confidence: 0.943622196

00:47:09.572 --> 00:47:12.032 think somebody just put in like green

NOTE Confidence: 0.943622196

00:47:12.032 --> 00:47:14.350 and red some I've heard somebody say

NOTE Confidence: 0.943622196

00:47:14.350 --> 00:47:17.286 when we were doing a patient facing tool

NOTE Confidence: 0.943622196

00:47:17.286 --> 00:47:19.745 demo that green can have an unintended

NOTE Confidence: 0.943622196

00:47:19.745 --> 00:47:22.040 meaning of saying go and red stop.

NOTE Confidence: 0.943622196

00:47:22.040 --> 00:47:26.450 That kind of these nuances of if you're

NOTE Confidence: 0.943622196

00:47:26.450 --> 00:47:29.557 using red or green without, I don't know.

NOTE Confidence: 0.943622196

00:47:29.557 --> 00:47:32.070 I'm sort of trying to get at

NOTE Confidence: 0.943622196

73

00:47:32.156 --> 00:47:34.016 like the potential meanings,

NOTE Confidence: 0.943622196

00:47:34.016 --> 00:47:36.956 like not meanings but attributable

NOTE Confidence: 0.906236056923077

00:47:39.640 --> 00:47:41.455 emotions. Maybe I'm thinking of

NOTE Confidence: 0.906236056923077

00:47:41.455 --> 00:47:44.078 or like the back story of a color.

NOTE Confidence: 0.906236056923077

00:47:44.080 --> 00:47:45.345 I know that's getting a

NOTE Confidence: 0.906236056923077

00:47:45.345 --> 00:47:46.357 little further from it.

NOTE Confidence: 0.906236056923077

00:47:46.360 --> 00:47:48.376 But this came up in a recent

NOTE Confidence: 0.906236056923077

00:47:48.376 --> 00:47:50.039 discussion that if you put like

NOTE Confidence: 0.906236056923077

00:47:50.040 --> 00:47:51.402 there were two treatments and one

NOTE Confidence: 0.906236056923077

00:47:51.402 --> 00:47:53.038 was listed in green and one was red,

NOTE Confidence: 0.906236056923077

00:47:53.040 --> 00:47:55.000 just 'cause they were trying to use

NOTE Confidence: 0.906236056923077

00:47:55.000 --> 00:47:56.798 different colors and there was concern,

NOTE Confidence: 0.906236056923077

00:47:56.800 --> 00:47:58.920 or one was yellow and one was red.

NOTE Confidence: 0.906236056923077

00:47:58.920 --> 00:48:00.368 And that, you know,

NOTE Confidence: 0.906236056923077

00:48:00.368 --> 00:48:03.146 there was concern that that would like

NOTE Confidence: 0.906236056923077

00:48:03.146 --> 00:48:05.278 subconsciously cause a preference.

00:48:05.280 --> 00:48:06.556 I don't know if that explains it better.

00:48:06.560 --> 00:48:07.524 It's a little nuanced,

00:48:07.524 --> 00:48:08.970 but I'm finding it's coming up

00:48:09.020 --> 00:48:10.250 in discussions more than I'm

00:48:10.250 --> 00:48:11.480 used to hearing about it.

00:48:12.800 --> 00:48:14.879 No, the the place where I've used

00:48:14.879 --> 00:48:17.574 it in to your advantage is that if

00:48:17.574 --> 00:48:19.560 you're doing males versus females,

00:48:19.560 --> 00:48:21.072 let's say in a traditional boy

00:48:21.072 --> 00:48:22.960 girl study using a pink and a blue,

00:48:22.960 --> 00:48:25.016 whatever we think about it, you know,

00:48:25.016 --> 00:48:26.384 our brains are primed to that

00:48:26.384 --> 00:48:27.917 and makes things easier to read.

00:48:27.920 --> 00:48:29.936 And and also I've done, you know,

00:48:29.936 --> 00:48:32.176 I've done some research in

00:48:32.176 --> 00:48:34.232 transgender health and then some of

NOTE Confidence: 0.819315882222222

00:48:34.232 --> 00:48:36.360 the more baby blue and baby pink.

NOTE Confidence: 0.819315882222222

00:48:36.360 --> 00:48:37.736 So you can you can use those colors

NOTE Confidence: 0.819315882222222

00:48:37.736 --> 00:48:39.412 in in a way that is helpful because

NOTE Confidence: 0.819315882222222

00:48:39.412 --> 00:48:41.138 otherwise you need to do all this math of

NOTE Confidence: 0.819315882222222

00:48:41.138 --> 00:48:43.460 who's a boy who's a girl who's a transit.

NOTE Confidence: 0.819315882222222

00:48:43.460 --> 00:48:44.960 It's just too difficult.

NOTE Confidence: 0.819315882222222

00:48:44.960 --> 00:48:46.958 But yeah, good.

NOTE Confidence: 0.833368581428571

00:48:50.600 --> 00:48:51.755 So it sounds like Deb's like saying,

NOTE Confidence: 0.833368581428571

00:48:51.760 --> 00:48:53.832 it says there's ways to use it in

NOTE Confidence: 0.833368581428571

00:48:53.832 --> 00:48:56.092 a reinforcing way but there may be

NOTE Confidence: 0.833368581428571

00:48:56.092 --> 00:48:57.440 situations where you inadvertently

NOTE Confidence: 0.833368581428571

00:48:57.440 --> 00:48:59.846 or or tapping into some subliminal

NOTE Confidence: 0.833368581428571

00:48:59.846 --> 00:49:02.000 thing that's count going against

NOTE Confidence: 0.833368581428571

00:49:02.000 --> 00:49:03.160 what you're trying to say.

NOTE Confidence: 0.90501964

00:49:03.840 --> 00:49:06.680 We also got a nice a nice tip from Gary.

NOTE Confidence: 0.90501964

00:49:06.680 --> 00:49:09.200 I like that. Gary you're like incredible.

NOTE Confidence: 0.90501964

00:49:09.200 --> 00:49:11.538 So if you Google public domain images

NOTE Confidence: 0.90501964

00:49:11.538 --> 00:49:14.133 that can lead you to rights free images

NOTE Confidence: 0.90501964

00:49:14.133 --> 00:49:16.248 which I think is is really good.

NOTE Confidence: 0.90501964

00:49:16.248 --> 00:49:18.040 Yeah. Yeah. And great idea.

NOTE Confidence: 0.90501964

00:49:18.040 --> 00:49:19.958 Yeah. So no jail. And you know,

NOTE Confidence: 0.892278216666667

00:49:22.280 --> 00:49:22.679 should we go

NOTE Confidence: 0.92767658

00:49:22.680 --> 00:49:25.039 to the oh, Fred has another question.

NOTE Confidence: 0.92767658

00:49:25.040 --> 00:49:26.240 But I want to make sure

NOTE Confidence: 0.92767658

00:49:26.240 --> 00:49:27.280 that people just evaluate

NOTE Confidence: 0.70931995875

00:49:27.320 --> 00:49:31.240 and you have just just just last comment.

NOTE Confidence: 0.70931995875

00:49:31.240 --> 00:49:34.056 You know, I, I don't know how many

NOTE Confidence: 0.70931995875

00:49:34.056 --> 00:49:37.448 of us are graphic or web designers,

NOTE Confidence: 0.70931995875

00:49:37.448 --> 00:49:39.194 probably not many.

NOTE Confidence: 0.70931995875

00:49:39.200 --> 00:49:41.396 But there are actually tools online.

NOTE Confidence: 0.70931995875

00:49:41.400 --> 00:49:43.730 So Andreas, you said you

NOTE Confidence: 0.70931995875

00:49:43.730 --> 00:49:45.594 started with Yale Blue.

NOTE Confidence: 0.70931995875

00:49:45.600 --> 00:49:48.155 Yale Blue will have a hex number.

NOTE Confidence: 0.70931995875

00:49:48.160 --> 00:49:49.910 So they're actually sites you

NOTE Confidence: 0.70931995875

00:49:49.910 --> 00:49:52.320 can go into online that are free.

NOTE Confidence: 0.70931995875

00:49:52.320 --> 00:49:54.448 You put in the Yale hex number

NOTE Confidence: 0.70931995875

00:49:54.448 --> 00:49:56.653 and it'll come up with pallet

NOTE Confidence: 0.70931995875

00:49:56.653 --> 00:49:58.277 choices and pallet choices,

NOTE Confidence: 0.70931995875

00:49:58.280 --> 00:50:00.000 some that are vivid,

NOTE Confidence: 0.70931995875

00:50:00.000 --> 00:50:01.720 some that are mild.

NOTE Confidence: 0.70931995875

00:50:01.720 --> 00:50:05.717 So there is that opportunity as well.

NOTE Confidence: 0.736602425

00:50:07.040 --> 00:50:09.680 That's great. Well, thank you so much.

NOTE Confidence: 0.736602425

00:50:09.680 --> 00:50:11.480 That's, I've I've learned a lot.

NOTE Confidence: 0.736602425

00:50:11.480 --> 00:50:12.704 Even though I'm supposed to not

NOTE Confidence: 0.736602425

00:50:12.704 --> 00:50:14.118 be learning today. Oh, no. Yeah.

NOTE Confidence: 0.736602425

00:50:14.118 --> 00:50:16.080 I'm supposed to be learning too. Yeah.

NOTE Confidence: 0.8242421

00:50:16.080 --> 00:50:16.800 And for Yale

NOTE Confidence: 0.938793164

00:50:16.800 --> 00:50:18.890 specifically there is a site I put it

NOTE Confidence: 0.938793164

00:50:18.890 --> 00:50:21.320 in the chat oh I didn't hit return that

NOTE Confidence: 0.79209416

00:50:21.320 --> 00:50:23.200 has like Yale logos.

NOTE Confidence: 0.904411209090909

00:50:23.560 --> 00:50:25.498 You can actually get the the

NOTE Confidence: 0.904411209090909

00:50:25.498 --> 00:50:27.240 hex codes for specific Blues.

NOTE Confidence: 0.904411209090909

00:50:27.240 --> 00:50:29.600 Yale blue and all that sort of thing.

NOTE Confidence: 0.890846952

00:50:30.920 --> 00:50:33.062 No, that these are really good

NOTE Confidence: 0.890846952

00:50:33.062 --> 00:50:34.788 reminders because most likely to

NOTE Confidence: 0.890846952

00:50:34.788 --> 00:50:36.876 send us to to to jail would be Yale.

NOTE Confidence: 0.890846952

00:50:36.880 --> 00:50:38.595 You know they're really Yale is very,

NOTE Confidence: 0.890846952

00:50:38.600 --> 00:50:40.320 very serious about its copyright.

NOTE Confidence: 0.890846952

00:50:40.320 --> 00:50:42.742 So I think it's it's good to

NOTE Confidence: 0.890846952

00:50:42.742 --> 00:50:45.480 be mindful of this. Thank you.

NOTE Confidence: 0.890846952

00:50:45.480 --> 00:50:47.720 I put up a code if you

NOTE Confidence: 0.890846952

00:50:47.720 --> 00:50:49.208 haven't done your evaluation,

NOTE Confidence: 0.890846952

00:50:49.208 --> 00:50:51.320 would really appreciate it.

NOTE Confidence: 0.890846952

00:50:51.320 --> 00:50:53.903 And then after that we still have

NOTE Confidence: 0.890846952

00:50:53.903 --> 00:50:57.118 one or two more slides to show you,

NOTE Confidence: 0.890846952

00:50:57.120 --> 00:50:58.468 so don't go away.

NOTE Confidence: 0.890846952

00:50:58.468 --> 00:51:01.080 But your your feedback is really helpful.

NOTE Confidence: 0.85428026

00:51:21.120 --> 00:51:22.520 Love the countdown clock.

NOTE Confidence: 0.688082551666667

00:51:24.440 --> 00:51:26.600 Oh yeah, it has counted down.

NOTE Confidence: 0.893393306666667

00:51:31.520 --> 00:51:34.880 So just so that you know what's

NOTE Confidence: 0.893393306666667

00:51:34.880 --> 00:51:37.788 coming up in early February the

NOTE Confidence: 0.893393306666667

00:51:37.788 --> 00:51:40.710 second Katie Gillison who's now at

NOTE Confidence: 0.893393306666667

00:51:40.804 --> 00:51:43.121 Emory was here with us wonderful

NOTE Confidence: 0.893393306666667

00:51:43.121 --> 00:51:45.527 teacher will be talking about bias

NOTE Confidence: 0.893393306666667

00:51:45.527 --> 00:51:47.320 and assessment clinical teaching.

NOTE Confidence: 0.893393306666667

00:51:47.320 --> 00:51:50.464 Then I'll be back for the for the

NOTE Confidence: 0.893393306666667

00:51:50.464 --> 00:51:54.480 final of my sessions and this one is on

NOTE Confidence: 0.893393306666667

00:51:54.480 --> 00:51:57.480 writing revising and getting published

NOTE Confidence: 0.893393306666667

00:51:57.480 --> 00:51:59.935 and it's something that I've enjoyed

NOTE Confidence: 0.893393306666667

00:51:59.935 --> 00:52:01.419 supporting particularly young people

NOTE Confidence: 0.893393306666667

00:52:01.419 --> 00:52:03.416 over the years but everyone and I was

NOTE Confidence: 0.893393306666667

00:52:03.416 --> 00:52:05.199 an editor in chief for many years.

NOTE Confidence: 0.893393306666667

00:52:05.200 --> 00:52:06.880 So it's something near and dear

NOTE Confidence: 0.893393306666667

00:52:06.880 --> 00:52:09.030 to my heart and we will have many

NOTE Confidence: 0.893393306666667

00:52:09.030 --> 00:52:10.718 more things the program goes

NOTE Confidence: 0.927028224444445

00:52:13.040 --> 00:52:15.956 goes on and on. So we're not done yet,

NOTE Confidence: 0.927028224444445

00:52:15.960 --> 00:52:18.320 but Dana, any anything else on on your

NOTE Confidence: 0.39271203

00:52:20.440 --> 00:52:21.958 now we appreciate everybody's

NOTE Confidence: 0.39271203

00:52:21.958 --> 00:52:23.236 feedback and attendance.

NOTE Confidence: 0.947235755714286

00:52:23.240 --> 00:52:25.292 What more we should add to

NOTE Confidence: 0.947235755714286

00:52:25.292 --> 00:52:28.252 the this burgeoning multi

NOTE Confidence: 0.947235755714286

00:52:28.252 --> 00:52:29.770 dimensional faculty development

NOTE Confidence: 0.947235755714286

00:52:29.770 --> 00:52:31.794 course beyond just teaching.

NOTE Confidence: 0.947235755714286

00:52:31.800 --> 00:52:33.200 So any feedback is really,

NOTE Confidence: 0.947235755714286

00:52:33.200 --> 00:52:35.720 really, really appreciated.

NOTE Confidence: 0.947235755714286

00:52:35.720 --> 00:52:36.840 Thank you very much.

NOTE Confidence: 0.947414703

00:52:38.040 --> 00:52:38.592 Thank you everyone.

NOTE Confidence: 0.947414703

00:52:38.592 --> 00:52:39.880 And we're going to give you the,

NOTE Confidence: 0.947414703

00:52:39.880 --> 00:52:42.512 the gift of four minutes of of

NOTE Confidence: 0.947414703

00:52:42.512 --> 00:52:44.360 your time unless you really

NOTE Confidence: 0.947414703

00:52:44.360 --> 00:52:47.160 want us to take those 4 minutes.

NOTE Confidence: 0.947414703

00:52:47.160 --> 00:52:49.328 Have a good day and a good weekend, everyone.

NOTE Confidence: 0.947414703

00:52:49.328 --> 00:52:53.000 Thanks for joining us. Thank you.