

BW24.1 - Basismodul Empirische und Experimentelle Wirtschaftsforschung - 2010/11 - Exercises

Oliver Kirchkamp

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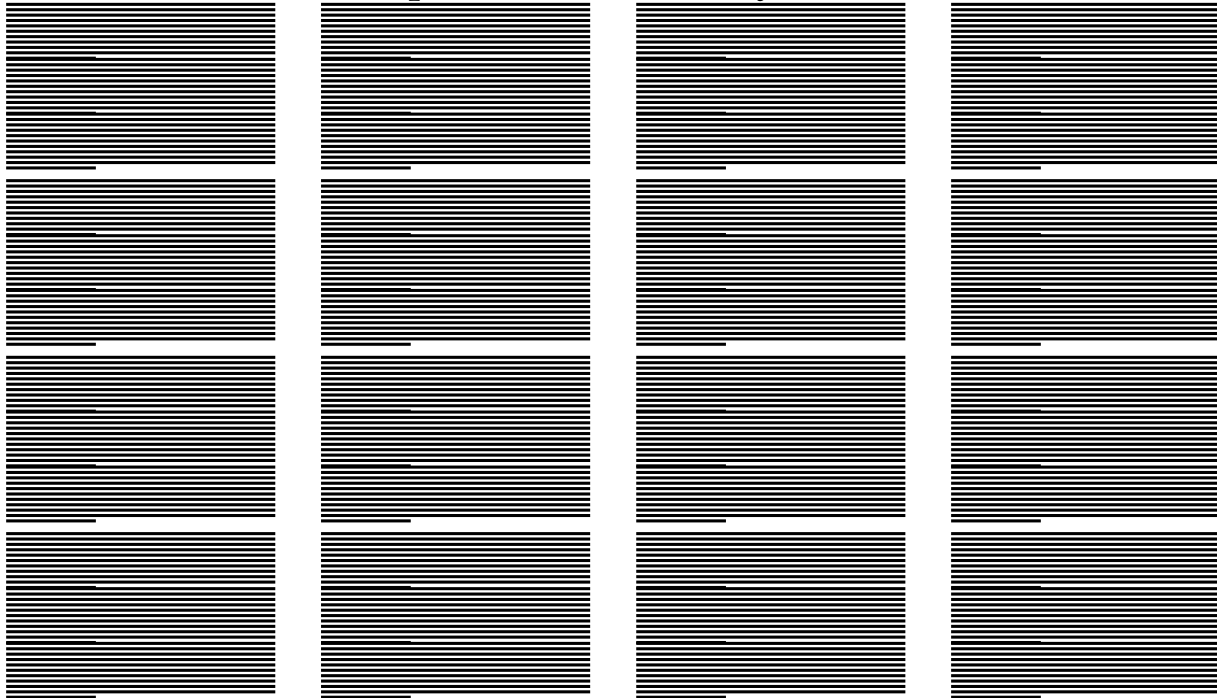
1 Assignment — poster presentations

Ways to present your research:

- Paper (e.g. essay, working paper, ...)
- Oral presentation
- **Poster**
- Advertise your research
- More time than an oral presentation
- Immediate contact to audience
- Limited space (<500 words)
- Tough competition

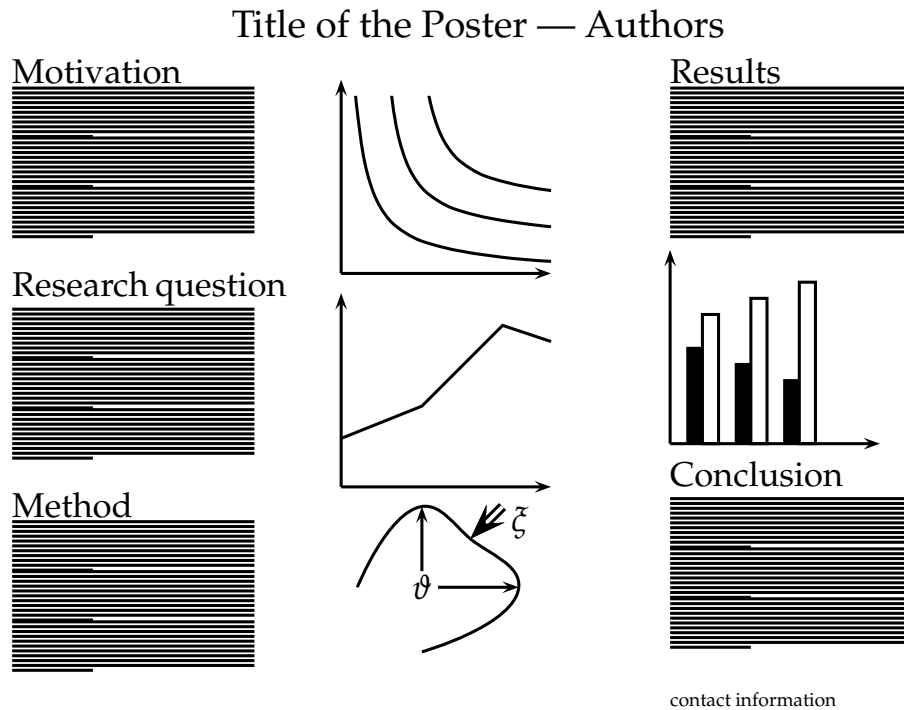
How should a poster look like?

Be careful with text — a poster is not an essay



- Display attracts viewer's attention.
- Words are easy to read from an appropriate distance (1-2 m).
- Poster is well organised and easy to follow.
- Graphics and other visuals enhance presentation.
- The poster is neat and appealing to look at.

Layout



Content

- **Clarity and simplicity**
- Drop all unnecessary detail
- State your question clearly.
- Motivate your question clearly.
- Be clear about model and assumptions.
- Is your method appropriate and technically sound?
- Provide sufficient detail about your methods and results.
- State your conclusions clearly.
- Are your conclusions supported by your results?

Be specific when you ask questions Avoid:

- How A affects/relates to B ?
- How do tuition fees relate to female labour participation?

- How are living conditions in Africa?

Instead:

- Does A lead to an increase of B ?
- Are tuition fees responsible for female unemployment?
- Does life expectancy in Mali converge to life expectancy in the UK?

Exemplify Don't just say:

- What requalification strategy can bridge the gap between available and required skills?

Better:

- What requalification strategy can bridge the gap between available and required skills?

Example: Should redundand factory workers all be retrained as IT consultants?

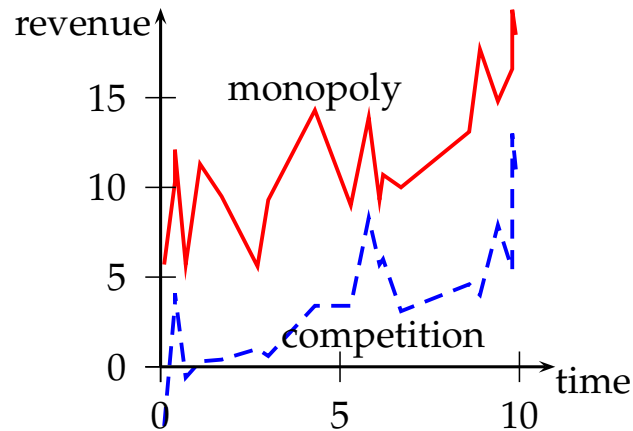
Presenting results

Tables are often not the best way to communicate a result:

	time	revenue	
		competition	monopoly
.4	3.5	12.1	
8.9	4	17.7	
9.9	11	18.5	
9.8	13	16.6	
.7	-.6	5.7	
2.7	1	5.6	
4.3	3.4	14.3	
6.1	5.7	9.3	
9.4	7.9	14.8	
1.7	.4	9.5	
3	.6	9.3	
.4	4.1	10.3	
6.2	6	10.7	
5.3	3.4	9	
8.6	4.6	13.1	
9.8	5.4	19.9	
6.7	3.1	10	
.1	-3.3	5.7	
5.8	8.3	13.9	
1.1	.3	11.3	

Using graphs

Graphs are often easier to understand. But even with a graph we should be careful. If possible, avoid legends. Instead, label each curve in the graph. If you have to use legends, avoid acronyms. Make the legend easy to read.



Things to keep in mind

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