

Review of: "A step in the right direction: Billboard-style posters preferred overall at two conferences, but should include more methods and limitations"

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The point of departure for this paper – that conference posters tend to align with outdated presentation conventions that do not communicate effectively for contemporary audiences – is valid. It also has high relevance for scholarly communities, including and beyond the scientific communities noted in the paper. The research is appropriately contextualised. Nevertheless, there is room to extend the literature review to encompass a broader range of sources from information design and visual communication. The methodological approach is clearly communicated and explores a good range of considerations. There are limitations to the research design, particularly the reliance on participants' assumptions/guesswork in the data collection. However, these are clearly acknowledged in the paper. The findings are presented in a good level of detail. And the reflection on these and how they might inform further research is appropriate.