Documentation for data file

Supplemental information for: Faulkes Z. 2023. The “wall of text” visual structure of academic conference posters. *Frontiers in Communication* **8**: 1063345. https://doi.org/10.3389/fcomm.2023.1063345

Original source for posters: https://www.agu.org/Learn-and-Develop/Learn/Student-Competitions/Virtual-Poster-Showcase/Past-showcase-winners Link functioning when checked on 18 January 2023.

Data file and documentation archived on Figshare: https://doi.org/10.6084/m9.figshare.21280062

Descriptions of columns used in data set

Link to poster: Uniform resource location (URL) to poster (usually a portable document format (PDF) file). Links functioning when checked on 18 January 2023.

Year: Year of American Geophysical Union conference at which the poster was presented. *Note*: One entry appears between other posters presented in 2018, but no date is given on the original table and is shown as “Unknown”.

Month: The American Geophysical Union usually hosts multiple meetings in a calendar year. The fall meeting is usually the largest meeting of the year. *Note*: One entry appears in sequence after other award winners in fall 2018, but no date is given on the original table and is shown as “Unknown”.

Career stage: Category the poster was competing in, as listed by the “Showcase” column in the original table.

Award: Placement in American Geophysical Union Showcase poster competition for that conference. Category ranks include “First”, “Second”, “Third” (given at all conferences), and “Honorable mention” (i.e., fourth; not given all conferences).

IMRAD: Assessment of whether the poster conforms to the traditional journal article structure of “Introduction, Methods, Results, and Discussion.” Posters were scored as “Yes” if the content followed the journal structure, not whether the poster contained headings with the exact words. For example, a poster with “Background, Methodology, Data, and Conclusion” would be considered a “Yes” for the purposes of this analysis. Posters were counted as “Yes” if the contained at least two sections that were

substantially similar to the four categories of introduction, methods, results, and discussion.

Abstract: Yes or no answer to question, “Does this poster include an abstract?”

Format: Description of general layout of the poster. Categories: “Columns”, “Rows”, and “Other”. These are not intended to be an exhaustive list of all possible layouts, but were an attempt to represent those that appeared in the poster studied.

Word count: Number of words on poster, counted by copying poster from Adobe Acrobat Reader, pasting into Microsoft Word, and using Microsoft Word’s word count function. Posters where no words could be counted using this method (usually older posters) are shown with a minus sign (“-”).

Block count: Number of distinct sections of poster, often enclosed within a box. Excludes title area of poster (usually a horizontal region at the top of the poster).

Image count: Number of images on the poster (e.g., photographs, illustrations, maps). Excludes graphs and charts.

Graph count: Number of graphs and charts that visualize data on the poster.

Table count: Number of tables, that is, where text and numbers are arranged in columns and rows.

Equation count: Number of mathematical equations on the poster.

Title bar logos: Number of institutional or agency logos adjacent to the poster title.

References: Number of citations to other work appearing on the poster.