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THE USE OF TRADITIONAL AND DIGITAL POSTER PRESENTATIONS AMONG UNIVERSITY STUDENTS

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ABSTRACT

This study investigates students' attitudes and perceptions toward printed and digital poster presentations, examining the benefits and drawbacks of engaging in poster assignment activities. The research questions addressed are: 1. What are the attitudes and perceptions of university students, both international and local Taiwanese, towards printed and digital poster presentations as an academic assessment? 2. What factors influence these attitudes and perceptions, and how do they differ between international and local Taiwanese students? By comparing two approaches launched across two semesters, the study finds that both poster presentation assignments effectively foster teamwork and cooperation among university students. Poster presentations are particularly beneficial for practicing English communication skills, especially when English is the medium of instruction and learning. Notably, the innovative digital poster presentation assignment allows students to showcase their talents directly to the audience and receive immediate feedback, enhancing the learning experience. Most participants find this approach convenient, constructive, and engaging. While some students express concern that an overreliance on digital media might diminish their design skills, many appreciate the convenience and the visual and audio functionalities of digital posters. However, the study is limited by its small sample size and cannot be generalized to broader contexts or populations. Further research with larger samples is needed to gain a more comprehensive understanding of these issues.

Keywords: Printed poster, digital poster, oral presentation, communication competence.