OBLIGATORY FIG.1

POP: Poster Optimization Problem

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Statement of THE PROBLEM

- How can contributions to a poster session be (physically) arranged to minimize the distance traversed by the majority of poster viewers?
- Alternatively: How can session organizers assure the maximum concentration of the most persistent askers of questions as close together as possible and in the least desirable space?

Method of STUDY

- This seminal work relies on both quantitative and qualitative methods for tristrangulation.
- A combination of fuzzy logic algorithms and focus groups introduces the *revolutionary* research method, the fuzzy focus group.
- Data analysis will be theory based, employing both the Minimum Entropy Principle and Faceted Psycho Analysis.
- We conducted extensive interviews and clustering of an impressive number of people of indeterminate age and fuzzy gender.
- It would be too easy to provide the list of questions and probes, but our Institutional Review Bored feels it would be inhumane to release these to the world.

$$X = Z / [d^{25}]^{x} (q + \text{Cheetos})$$

OBLIGATORY FIG.2

BOLD Assertions

1. Analysts of fuzzy focus group results may or may not be divided into "halves" and "halve nots."
2. Poster viewers are like shoppers; their choices of where to spend their time and attention will reflect, in some distorted way, shopping styles.

Credible research have identified five shopping styles:

- Brand shopper
- Price shopper
- Price/brand optimizer
- System beater
- Minimum Entropy Negotiation

Findings

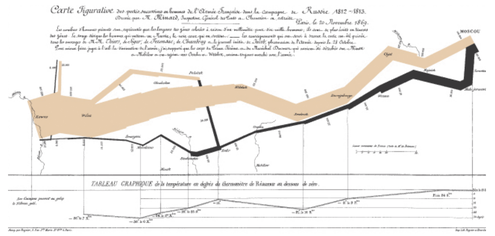
Detailed analysis conveniently revealed five poster viewing styles:

- Brand viewer – heads for award-winning posters, the bigger the ribbons the better
- Price viewer – seeks high-density of words (or sometimes images) per square inch of poster
- Price-brand optimizer – identifies most densely covered posters, then looks for award winners among this group
- System beater – spends most time at posters nearest food tables
- MEN – no discernible pattern

Graphic

Here is the requisite graphic, demonstrating our incontrovertible findings (which will make the world a better place).

(Note assumption that no WMD are found.)



OBLIGATORY FIG.3

BRILLIANT Conclusion

Less is more, or, as some President should have said, "a universal lowering of expectations will make the world more livable."

Acknowledgements

The author thanks an anonymous referee for calling his attention to Derrida's work on the "poster rieur" [in French in the text], which is usually conducive to a pro-active attitude in any group. (Derrida, J. Communications à l'Académie des 6 anses orales et pales au lit. Paris, Editions de l'Instetu de Vranze, 1979, p. 3).

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