

Half of Cochrane and ISMPP conference attendees scan poster QR codes: Can we harmonize discordant feedback to further enhance engagement?

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EDI

Prominent QR codes that clearly say what they lead to may enhance engagement

52% of respondents scanned ≥ 1 QR code (41/79)

Top reasons for scanning ($\geq 15\%$)

- 1 Review the poster in more detail (63%)
- 2 Access supplementary materials/digital extenders (19%)
- 3 For information beyond the poster (16%)

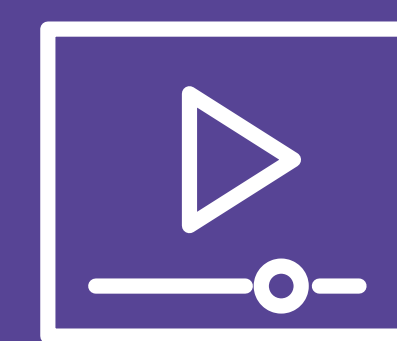
48% of respondents did not scan a QR code (38/79)

Top reasons for not scanning ($\geq 15\%$)

- 1 Did not notice (28%)
- 2 Not interested (23%)
- 3 Viewing content via QR code is too cumbersome or it won't actually be read later (15%)



 tiny.one/JKI901rHR



Video
summary



Electronic
version



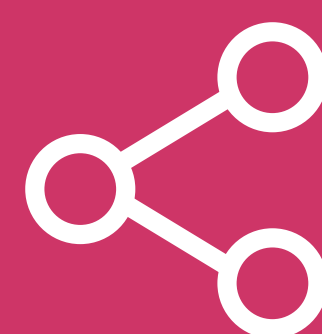
Sharable
link

How can we improve engagement?



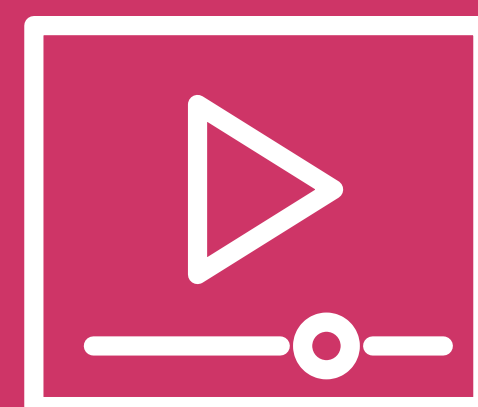
Make content easier to review later

Readable on a mobile device (60/79; 76%)



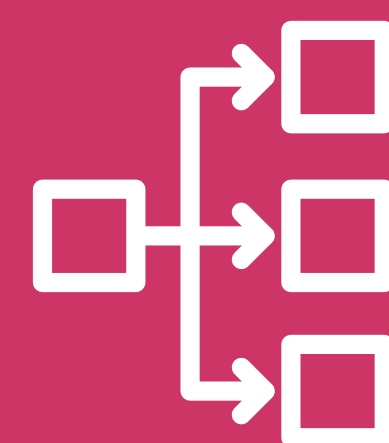
Make simpler to share with a colleague

Facilitates sharing by email (21/79; 27%)



Provide a video summary

More accessible and engaging (18/79; 23%)



Provide content beyond the poster

Leads viewers to your larger body of work (16/79; 20%)

Methods

Surveyed attendees on-site at the 2023 Cochrane Colloquium and at the 2024 ISMPP EU and annual meetings.

Respondents were surveyed face-to-face about how many QR codes they scanned or not; why they scanned QR codes or did not; what would encourage them to scan QR codes; and if they recommended other ways to share information.

Questions were multiple-choice and free-response; respondents could select ≥ 1 choice per question.

Limitations

Survey population was limited to 79 respondents from 3 meetings: The 2023 Cochrane Colloquium and the 2024 ISMPP EU and annual meetings.

Suggested supplements to QR codes:



Handouts

Tangible material is easier
for some to manage
(13/41)



Readable URLs

For those who can't/don't
want to scan a QR code
(10/41)

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