

## •Introduction•

The purpose of this project is to look at posters found on our WWU campus and if they impact students in any way. Do posters have a deep impact on their thoughts and opinions? Or do students not pay attention to them? Such abundance of posters questions if they achieve their purpose or not. With the given information, it will allow us to decide whether posters remain an effective means of communication. The importance of knowing the effectiveness of posters will allow people to understand if there are greater ways of communication through literacy other than posters.

## •Methodology•

The form of data-gathering was a survey. This method requires much less time, but much more people will take part and be able to give us great feedback. For the survey, we asked many questions relative to our research that we thought would be very useful. This survey is through a survey site/app and is posted over social media. The advantage of this method is little time consumption and more participants. Although this method has its own advantages and disadvantages, the survey is effective and helped us further understand the impact of posters on WWU students.

## •Findings•

The data collected suggests that 88.3% of students on campus see a great amount of posters per week around campus. 47.1% of students sometimes or always read and analyze these posters while 52.9% of students rarely or never read posters. 82.3% agree that there is some sort of importance to posters, while only 8.8% found no importance at all. Finally, 50% of students agree that they're sometimes personally affected by the messages of these posters while 38.2% agree that they're never personally affected by these posters at all. This data collectively helps tell us that these posters are recognized greatly by the students of WWU. It also helps show that the people who see these posters believe that they are of some importance to other students around campus. While many students may not be directly affected by the contents of the posters, this data still helps confirm that these posters are still being seen and recognized as an important part of WWU.

## •Conclusion•

So far, this research has shown, as expected, that many students at WWU see these posters as important to themselves and others. We believe that this justifies the extreme amount of posters on campus and why their abundance is seen as necessary to the student body of WWU.

## •References•

<sup>o</sup>Jaschik, Scott. "Confronting 'It's OK to Be White' Posters." *Inside Higher Ed*, Inside Higher Ed.  
<sup>o</sup>"Presidential Campaign Posters: Two Hundred Years of Election Art" (Quirk Books, 2012).

## •Results•

