

Reconnecting and Re-engaging Our Research, Teaching, and Networks



87TH ANNUAL INTERNATIONAL CONFERENCE

Virtual: October 3-4, 2022

In-Person: October 5-8, 2022 • Grand Hyatt Tampa Bay • Tampa, Florida • USA

3:10 p.m. - 4:10 p.m.

SNOWY EGRET Session Chair: Fabienne Bünzli

SNOWY EGRET **Analyzing and Designing Presentation Slides Using the Credible, Audience-centered, Readable, Strategic (CARS) Framework: A Tool for Business Communicators Inside and Outside the Classroom**

TRACK Visual Communication

FOCUS Research

SESSION TYPE Regular Presentation

Patricia Harms, University of North Carolina - Chapel Hill

The presenter will achieve three goals during their presentation: explain the Credible, Audience-centered, Readable, Strategic (CARS) framework, demonstrate how the framework works using a set of slides collected from the 2021 and 2022 Consumer Analyst Group of New York (CAGNY) conferences, and describe how instructors can use the CARS framework to teach business communicators how to design and analyze slides.

SNOWY EGRET **Visual Relationship-Building on Facebook: The Effects of Vertical Camera Angle and Horizontal Camera Angle on User Engagement**

TRACK Visual Communication

FOCUS Research

SESSION TYPE Regular Presentation

Fabienne Bünzli, University of St.Gallen

Omid Alizadeh Afrouzi, University of St.Gallen

Although Facebook is a predominantly visual medium, it is unknown how photos can be used to facilitate relationship-building and boost engagement. A content analysis of 1,370 Facebook posts of U.S. health charities suggests that engagement is greater for photos that support people's need for autonomy (vertical angle: high or eye level) and their need for appreciation (horizontal angle: frontal).