

Presenting Clearly

CSCI 8901:
Research & Evaluation Methods

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Advertising Your Work

Presentations at a conference

- Attract readers, get them interested in what you have done
- Makes the audience connect the work to YOU

Bad news:

- Need to stand out from 50-500 other papers!
- Intimidating to stand in front of 100s of people!

Good news:

- Plenty of time to prepare and practice!
- Most presentations are actually pretty awful, so bar is fairly low!
- Leads to you getting a job, becoming rich/famous!

What is the recipe?

A Good Talk...

- 1) is clearly delivered
- 2) has well structured, attractive content
- 3) infects the audience with your enthusiasm

Public Speaking



Practice!

Need to be comfortable in front of an audience

- General skill to build

Need to have prepared material to present

- Need to repeat this for every talk you give (but it gets easier)

Public Speaking Boot Camp

Meets on a Saturday

9AM - 5PM

8 hours of presenting, discussing, practicing

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Kind of miserable... but effective!

You get the shortened version

Speaking Workshop 1

Phase 1: Eye Contact

- Everyone will raise their hands
- Only lower a hand after getting “5 Mississippi” of eye contact
 - Reset to 0 if you look away!
 - Be strict!

Be prepared to speak for 60 seconds

Topics:

- Travel experience, Favorite Food, A person you admire, Favorite book/movie, Hometown, Family / craziest relative, Summer, Winter

Let's watch some presentations

Steve Jobs iPod announcement (first 9 min):

- <https://www.youtube.com/watch?v=uvsuAZFem88>

Thoughts on **presentation style** or **content**?

Speaking Workshop 2

Phase 2: Volume and Bad Words

- Speak loudly! Try to avoid “bad” words
- Audience: count number of ums/ahs/etc

Be prepared to speak for 60 seconds

Topics:

- Travel experience, Favorite Food, A person you admire, Favorite book/movie, Hometown, Family / craziest relative, Summer, Winter
- Feel free to lie to us or make it all up...

Let's watch some presentations

Steve Jobs 3 new products (first ~2 min)

- <https://www.youtube.com/watch?v=7ABFW6rv15g>

Andrew Blum on the Internet

- [https://www.ted.com/talks/andrew blum what is the internet really](https://www.ted.com/talks/andrew_blum_what_is_the_internet_really)

Thoughts on **presentation style** or **content**?

Tips

Motivate the need for your work

- Blum's and Jobs' talks are excellent examples

Formula for an introduction:

- The world is a terrible terrible place...
- ...but imagine how wonderful the world could be...
- ...this thing I did takes us closer to a perfect happy world!

Tips

Limit your number of points

How many main ideas should you have?

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How many main ideas should you have?

Three main points

- Details within those points
- but audience will only remember the high level stuff at best

What are the three most important aspects of your research project?

Tips

Have a **wow moment**

- Steve Jobs - 8:45 finally get to see the iPod

Something that you build up to

- Audience should be anticipating what you will say next

Use pacing and pauses to your advantage

Tips

Use metaphors, images, and stories

Make your presentation a story

- Have a real person instead of a generic user
- Have a story "arc"

Do you need bullets? lots of text?

- Why do my slides today have bullets?
- Why do my slides today have words?

Tips

Use metaphors, images, and stories

Make your presentation a story

- Have a real person instead of a generic user
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Do you need bullets? lots of text?

- Why do my slides today have bullets?
- Why do my slides today have words?
 - Because I don't want to spend the time finding good visuals
 - So that I (the presenter) can remember what to say
 - So that a month from now you can look back at the slides
 - **None of these may be relevant for your presentations!**

Tips

Repetition and consistency

- Build a vocabulary with images and words to use throughout

Repeat the important points!

- People have limited memories (e.g., max of 3 main points)
- Reinforce the parts you want them to remember

Recipe for Presenting

Motivate your problem with an introduction

- Analogies and stories are great!

Limit yourself to three key points

- Use repetition and consistency to reinforce key ideas

Have at least one staged moment

- Use pacing and delivery to draw the audience's attention

Bonus tip: have a conclusion/summary to wrap things up!