Check

Web links

http://www-users.cs.york.ac.uk/~alistair/teaching

Sound 🔊

How to prepare a literature presentation

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Literature review presentation

25-minute seminar to other research students and staff

- Normally covers background and critical literature review in the chosen area of study.
- Supervisor(s) should be present
- Assessor must be present and provide feedback on the seminar
- Audience will ask questions

Literature review presentation

...followed by a thesis advisory panel (TAP)

Conferences

Write a paper
Reviewed
If accepted
- Go to conference
- *Present a paper*

Why publish in conferences?

Fast turn-around
Attend the conference
- Attend presentations
- Meet people
- Visit nice places
- Have fun

Conference presentations

Often not very good
Not as good as the paper

Similar but different from your literature review seminar
Today we'll cover both

Slides and notes available

Slides
http://www-users.cs.york.ac.uk/~alistair/presentations/PresentationSlides.ppt

Notes
http://www-users.cs.york.ac.uk/~alistair/presentations/PresentationSlides.pdf

From 'Who, me?' to questions

Before the presentation: Preparation
During the talk: Presentation
Afterwards: Questions
Conclusions

From 'Who, me?' to questions

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Conclusions

Plan

Today
   Discussion of how to prepare for and give a presentation

Next week
   Practice
   To a video camera

Plan

Preparation
- Motivation
- Content
- The audience
- 'Performance'
- Slides

Intermission

The talk
- (More) preparation
- Owning the room
- Questions

Resources

Practice
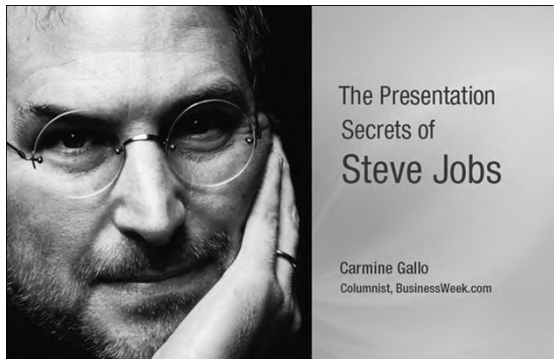- Next week

Preparation

Thinking about your presentation
Content
    Structuring the talk
    Who is your audience?
    What to include

How it should be done?

The Presentation Secrets of **Steve Jobs**

Carmine Gallo
Columnist, BusinessWeek.com

http://www-users.cs.york.ac.uk/~alistair/presentations/Jobs.pdf

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Steve Jobs

See how he does it
https://www.youtube.com/watch?v=MnrJzXM7a6o

The rule of three

More later

Preparation

What kind of conference person are you?

Have you already had a detailed look at (some of) the proceedings?

Will you read the papers of talks you attend afterwards?

Will you read the papers of talks you *do not* attend afterwards?

What kind of conference person are you?

Will you look at some papers when you get home?

Will your copy of the proceedings remain unopened?

Will you offer the proceedings to your colleagues?

Are there other behaviours?

What is the purpose of the presentation?

...remembering that time is limited

Make people want to read your paper

You should give them something they won't get in the paper
- Deeper presentation of one aspect
- Present something completely different
  - Peripheral to the topic of the paper
- You have an *interactive* opportunity

What is your *message*?

There is always a message
Are you 'selling' something?
Are you simply trying to inform?
Are you trying to entertain?
...or all of the above?

Tell the *story*

There is a story in your paper
There will be a story (a different one?) in your talk
The narrative should hold it all together

Research: Donald Rumsfeld

The known knowns
　　The literature review
The known unknowns
　　The research proposal
The unknown unknowns
　　The fun stuff that happens during the research

Content: Structuring the talk

Conventional advice:
- Say what you're going to say
- Say it
- Say what you've said

It can work, but it can be a bit laboured

Content: Structuring the talk

Introduction

Content

Conclusions

Introduction

Fill in enough background for your audience to appreciate the talk

Content

Extended, live abstract
- What most people do
- Does it encourage reading of the whole paper?

Conclusions

Possibly different from your paper

Even a literature review must have conclusions
- Your reasoned argument as to who is right
- Where the gaps are
  - and hence the direction of your research

Conclusions

Possibly different from your paper

Use the rule-of-three
- Point 1
- Point 2
- Point 3
- ...applause

The rule of three

🔊 <u>Winston Churchill</u>
https://www.youtube.com/watch?v=SX7O0vsKasA

🔊 <u>Macbeth</u>
https://www.youtube.com/watch?v=4LDdyafsR7g

🔊 <u>Tony Blair</u>
https://www.youtube.com/watch?v=2kAhChC_qxU

Who is your audience?

Your audience: literature review

Your assessor
- Knows the subject area
- Doesn't know the details

Your audience: literature review

Your assessor

Your supervisor
- Knows the subject area
- Knows some of the details
- Wants to be convinced that *you* know

Your audience: literature review

Your assessor

Your supervisor

Everyone else
- Should learn something

Your audience: conference

Know the subject area

Do not know the details

Different levels
- Don't go too high, too technical
- Don't speak down to them
    - 'You probably all know this, but…'

It *is* a performance

There is no harm in being entertaining

Marshall McLuhan

'Anyone who tries to make a distinction between education and entertainment doesn't know the first thing about either.'

Are you dull and uninteresting?

Be yourself
The audience will want to hear your story
Humour is good...
    but only if it works for you

Showmanship

If you start and finish with a 'bang' no one will remember what went on in between

- Though, of course, you might want them to remember!
- First and last impressions are important

Live demonstrations

...Just say 'no'

- Sod's Law: *Anything that can go wrong will go wrong*

If you really, really must...

- have an alternative ready
- a flash movie of the whole presentation?

You've chosen your content

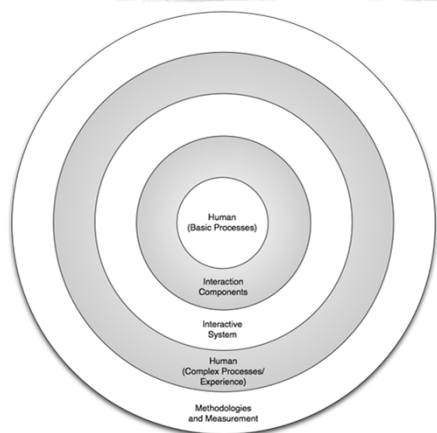How are you going to present it?

- Designing your slides

Designing your slides

What is the purpose of slides?

It helps people concentrate and remember

Information on multiple channels

A picture can be worth a thousand words

1000 words?

1000 words?

Imagine someone in your audience is blind
> They might be!

Is it rude to point?

PowerPoint: The 'Hoover' of presentation software?

PowerPoint is not the only software

…but it is the most common

Alternatives to PowerPoint

Acrobat

Any browser
> **Review: Top 5 Web-based Presentation Tools Compared**
> - http://www.sitepoint.com/top-5-web-presentation-tools-compared/
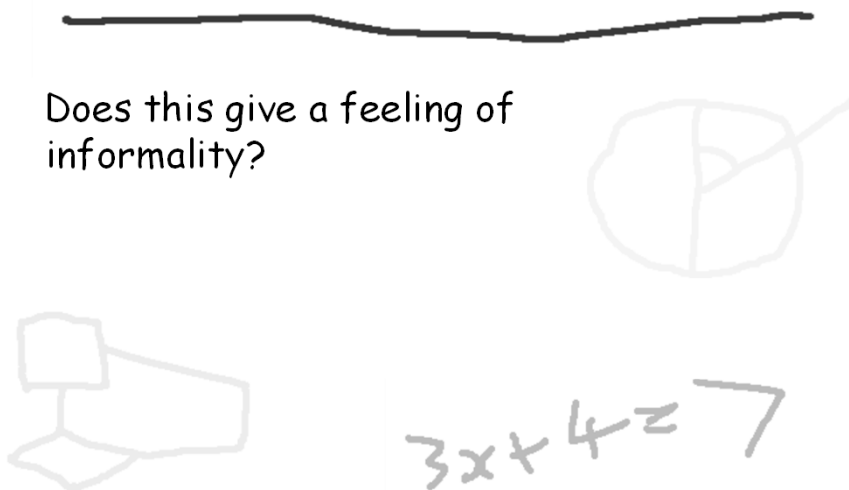
Prezi
> prezi.com

…

The PowerPoint dilemma

It is easier to produce professional-looking slides than scrappy ones

Designing your slides

A 'scrappy' slide?

Does this give a feeling of informality?

$3x + 4 = 7$

Which do you prefer?

This?

Do you like this?

Some authors seem to prefer to maintain visual similarity with a printed paper

What about this?

10% of all males have a colour vision deficiency
red-green is the most common form

Deuteranope

What about this?

15% of all males have a colour vision deficiency

red green is the most common form

www.vischeck.com

Or this?

A 'busy' background can inhibit reading!
Particularly if it has a lot of contrast
It's impossible to choose the right colour for the text then.

Melt into the background?

Do you like this?

Designing your slides: colours

For projection, light on dark looks better

Most authors prefer white backgrounds

- hang-over from paper?
- Causes glare

Designing your slides: fonts

I've chosen Comic Sans

Why?

- In defence of Comic Sans

Designing your slides: fonts

Options
Palatino
Helvetica
Curlz MT
Avoid exotic fonts

Embed your A/V

If you can

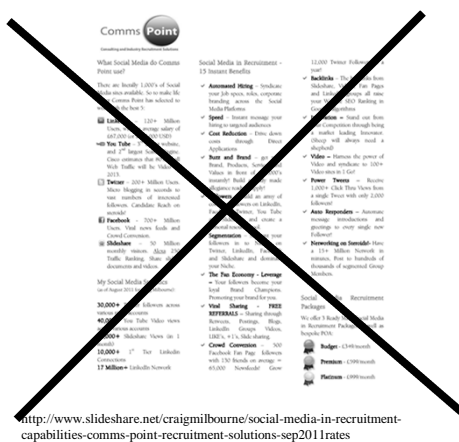## Designing your slides: content

Less is more

Brief summary points, in a large typeface

If you *must* put on a lot of content
    e.g. a quote
    read it out

Not!

http://www.slideshare.net/craigmilbourne/social-media-in-recruitment-capabilities-comms-point-recruitment-solutions-sep2011rates

A (deliberately) wordy slide

It's not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and yes, beauty to people's lives.

Don Norman

Do you need an additional memory aid?

Your slides

Postcards

Notes

Script

    If you have to (see 'Nerves')
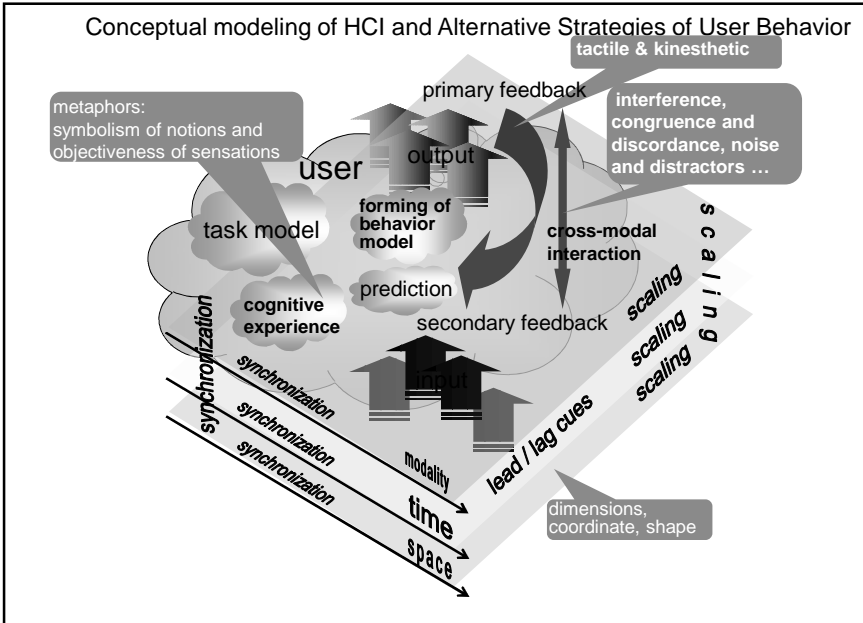
Other?

Animation?

It will take you some time to read this, first, quite long point which might be quite complex and require your attention

Can you ignore this

...and this

as they appear?

Conceptual modeling of HCI and Alternative Strategies of User Behavior

Animations

47 different animated items
some timed, some mouse-contingent

Appropriate use of animation

Animations can assist with timing
Can draw the audience's attention
   but should not distract it
Animate truly dynamic diagrams

Getting paid

Your name and (secure) address

PAYMENT PROFORMA

THE UNIVERSITY *of York*

PAYEE
ADDRESS 212 Hull Road
York YO11 5DD
Date

Details of Payment

| Registration No. | | Supplier No. | | | Details of Payment | | £ | P |

| 2 hours demonstrating @ £11.56 | 23 | 12 |
| 3 hours marking | 34 | 68 |

Details of hours worked etc

TOTAL PAYMENT £

Get the lecturer to sign
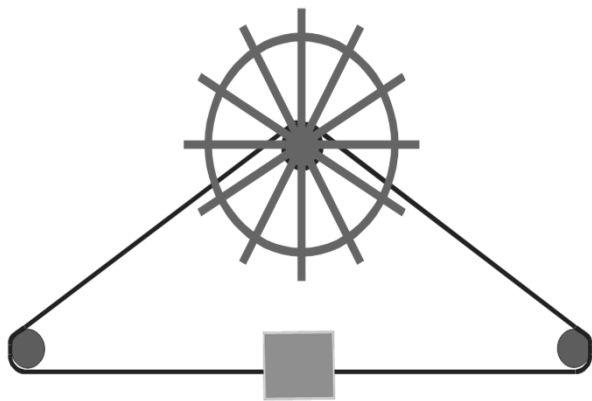
Ship's wheel

Ship's wheel
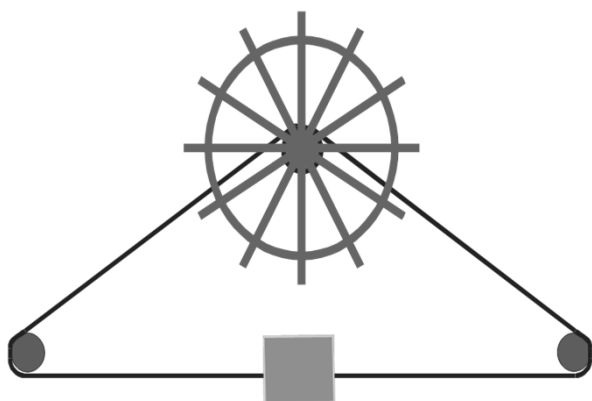
Slides: keep to the point

Cartoons may be amusing – but distracting

_____

How many slides?

< 2 minutes per slide

_____

Preparation: practise

Preferably with an audience
    any audience

Do it for real for timing

_____

Intermission

Comfort break

Refreshments

Academics behaving badly

Andrew Walker, ANU College of Asia and the Pacific
- http://www.slideshare.net/guestb953ad/afgh anistan-dynamic-planning

Giving the talk

Preparation

Getting ready to go

What to take with you

Aides memoire

A/V materials

Clothes

Sod's (Murphy's) Law

Anything that can go wrong will go wrong

Check *everything* before you start

Even if it's not your fault, it will reflect on you

Take redundant A/V material

PowerPoint (or other electronic) slides
available on multiple routes?

Take redundant A/V material

PowerPoint (or other electronic) slides
available on multiple routes?

Overhead projector
slides (OHPs)?

Take redundant A/V material

PowerPoint (or other electronic) slides
available on multiple routes?

Overhead projector
slides (OHPs)?
35mm slides?

Assume your baggage *will* be lost

Carry everything you need for the
presentation in your hand luggage

What to wear?

Dress as you expect your audience to dress
...unless you're trying to make a point
Harder if you are a woman?

You've arrived

What now?

Presentation

Preparation (again)
Nerves
Presentation

Get there early

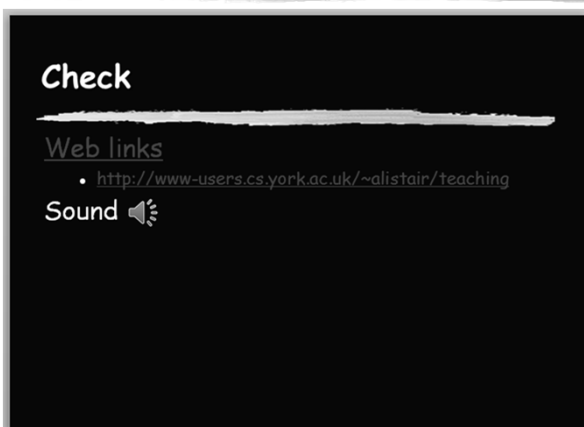Meet the Chair
Check
- room
- equipment
- presentation
- audibility

Go to the toilet

Check the colours on your projector

You *can* change them

Other checks – a reminder

Check

Web links
- http://www-users.cs.york.ac.uk/~alistair/teaching

Sound

Own the room

For the next *n* minutes you are the most important person in the room

Does this student own the room?

Own the room

For the next *n* minutes you are the most important person in the room

Be comfortable

Be in control

Arrange your surroundings as *you* want them

Don't hide!

Do not start with an apology

No matter what's gone wrong

It sets people up to expect the worst

What is the most stupid question to start with?

'Can you hear me?'
- Not necessary if you have checked in advance

Can you see me?

Amplification

Why are we shy of amplification?

If it's there, use it
- Deaf members of the audience may be reliant on it

Be aware of an open mike

Whispered asides

Coughs

Know where the off/mute switch is

Nerves

You have practised
- 'I *know* I can do this'

Think nice thoughts

Take a deep breath – out

...Nerves

Smile

Drink water

Pause

    Silence is okay

    Pauses can carry meaning

        ◆ (Newell, 2009)

Audiences are not hostile

...Nerves

If all else fails, read your talk

    but not your paper

The secret is

...timing

Do not over-run

    Impolite

    Unprofessional

Can be overcome with practice

Timing

Use a watch / alarm clock / calendar

Talk *to* your audience

not the screen
not the projector
not the floor
Share eye contact
   Don't stare

Speak your audience's language

Not just technically...
In an international conference, avoid colloquialisms
   'Preaching to the converted.'
   'Flogging a dead horse.'
   'Not a leg to stand on.'
   'Thinking on my feet.'
   ...

From 'Who, me?' to questions

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Dealing with questions

Dealing with questions

Know your topic

Leave something out(?)

Plant a question

Take notes

Think of this from the viewpoint of the speaker

How might you respond to each type of question?

Should you ask a Question during Seminar?

http://www.phdcomics.com/comics/archive.php?comicid=1632

If you don't know the answer?

Be honest
> Mark Twain:
> > *I was gratified to be able to answer promptly, I said "I don't know".*

Be positive
> Offer an answer off-line?

Play the politician
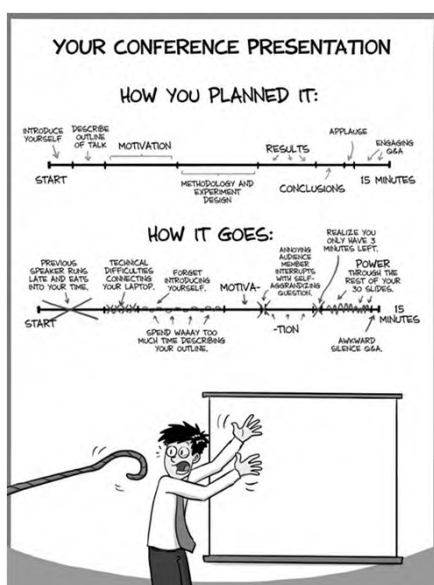> Answer a different question

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If you don't know the answer?

Elements of an Effective Public Education Toolkit
- It's all right to say 'I don't know'
- even if your instincts are otherwise

Phew! It's all over

Have you succeeded?

From 'Who, me?' to questions

Before the presentation: Preparation
During the talk: Presentation
Afterwards: Questions
Conclusions

Exercise

Five-minute talk, two-minutes' questions

It will be videoed
   for your eyes only

Listen to your colleagues' talks
   think of questions

Video

O wad some Power the giftie gie us
To see oursels as ithers see us!
It wad frae mony a blunder free us,

Would that some Power would give us the gift
To see ourselves as others see us!
It would free us from many errors

Robert Burns, *To a louse*

Exercise

Five-minute talk, two-minutes' questions

It will be videoed
   for your eyes only

Listen to your colleagues' talks
   think of questions

Evaluation

Preparation
> Design of slides

Structure of the talk
> What was the story?

Presentation
> What kind of personality did the speaker have?

...Evaluation

Timing
> Did they keep to time?

Response to questions
> Everybody must have one question ready
> Was yours answered satisfactorily?

Further resources...

Speaking in Public: Archive on 4 Goes Live!
> Useful but a light-hearted tone
> > ◆ so don't take it all too seriously
> > http://www.bbc.co.uk/programmes/b081jnp1

Further resources…

Doing presentations

Russell Davies

Could possibly have replaced this whole presentation

http://russelldavies.typepad.com/planning/2015/11/doing-presentations.html

Further resources…

How to give a good research talk

Sigplan Notices **28**(11), 1993

Jones, S. L. P., J. Hughes and J. Launchbury

http://www.cs.york.ac.uk/%7Ecolin/giving-a-talk.ps.gz

…Resources

Giving presentations with accessibility in mind

Edwards, A. D. N.

Cultivate Interactive, issue 8, October 2002

http://www.cultivate-int.org/issue8/accessibility/

...Resources

Preparing For An Oral Presentation
- *Ian Benest*

Stage fright: How to overcome your fear of public speaking
- **Some useful hints**

The Virtual Presenter's Handbook
- **Physical meetings are so passé. You might have to present over the internet**

...Resources

The Do's and Don't of Giving a Killer Presentation
- **Largely reinforces things I've said here**
- **Aimed mainly at commercial presentations**
  - ◆ **and selling GoTo Meeting software**
  - http://www-users.cs.york.ac.uk/~alistair/presentations/GoToMeeting-presentation-dos-and-donts-article.pdf

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...Resources

Four rules for creating effective (and beautiful) PowerPoint Presentations
- **Some useful advice**
- **Also useful links to free images**
  - http://informationdirectorate.blogspot.co.uk/2014/12/four-rules-for-creating-effective-and.html

...Resources

The Conference Manifesto

http://mobile.nytimes.com/blogs/opinionator/2015/05/04/the-conference-manifesto/

'Acceptance to the conference could be contingent upon the speaker reading and signing an agreement to meet the following criteria in their talks:

- 1) I understand that the conference paper should do something that an article cannot. Since it involves direct, real-time contact with other humans, the speaker should make use of this relatively rare and thus precious opportunity to interact meaningfully with other scholars.'
- and 9 more

...Resources: videos

Academics behaving badly

Steve Jobs introduces the iPhone

...Resources: Russell Davies

Doing the hard work to make it big

'No more than seven words per line

http://russelldavies.typepad.com/planning/2015/06/doing-the-hard-work-to-make-it-big.html

Doing the hard work to make it clear

http://russelldavies.typepad.com/planning/2015/06/doing-the-hard-work-to-make-it-clear.html

...Resources: (free) on-line course

<u>Introduction to Public Speaking</u>
Matt McGarrity
University of Washington
https://www.coursera.org/learn/publicspeaking

Having fun at a conference

<u>I-Spy at the conference</u>
I-Spy books
<u>Conference bingo card generator</u>
Print a card (many available)
Cross off events
First to get a line is the winner
<u>http://mixosaurus.co.uk/bingo/</u>

Conclusion: Preparation is the key

You are an interesting person with interesting things to say
Be honest
And remember that preparation is the key

How NOT to do it

<u>Academics behaving badly</u>

Andrew Walker, ANU College of Asia and the Pacific

- http://www.slideshare.net/guestb953ad/afghanistan-dynamic-planning