

Advice for Giving a Research Pitch

- ▶ You are excited about this idea, and it is interesting
- ▶ If you don't care, then no one else will care; you should care a lot
- ▶ Speak loudly and clearly; take your time and enunciate your words
- ▶ Counterbalance: you're on a tight schedule, so don't dawdle
- ▶ Be mindful of what the audience knows and what they don't know
- ▶ **Briefly** explain key concepts before going too far in
- ▶ This is just a **pitch**, so you don't need to have all the answers
- ▶ Slides are a memory tool and/or visual guide, not a script

Structuring Your Research Pitch (2/3)

- ▶ After telling people what the question is, convince them it matters
- ▶ Why do we want to know the answer? What would someone do if they knew?
- ▶ How would human welfare improve if they took those actions?
- ▶ You can skip this if it's glaringly obvious, like "keep people alive"
- ▶ **Briefly** tell them what we already know: prior research
- ▶ This is **not** a literature review; just a summary / overview
- ▶ What's your angle? Why is this new, as far as you know?

Structuring Your Research Pitch (1/3)

- ▶ Order of information is critical in all contexts
- ▶ First: what are you investigating, in 1-2 sentences?
- ▶ No detail, no background, just tell them what the subject area is
- ▶ Lets the audience get their mind in the right mode
- ▶ **Then** provide appropriate background information
- ▶ Specific policy change, important history, etc
- ▶ Then state your research question **very specifically**

Structuring Your Research Pitch (3/3)

- ▶ Try to provide an outline of **how** you're going to answer your Q
- ▶ What data do you **need**– what is **required** to be in the dataset to do this?
- ▶ Have you identified a dataset that will do this? Tell us about it!
- ▶ Do you have some ideas for where to look? Only feasible if you can get the data!
- ▶ **Briefly** explain your current thoughts on econometric method: what will you **do**?
- ▶ At most **one or two** equations / econometric specifications
- ▶ What are your current concerns about this strategy? Why might it not be valid?
- ▶ Don't worry if you have none, the audience will tell you their concerns!