



# DATA 552

## Communication and Argumentation

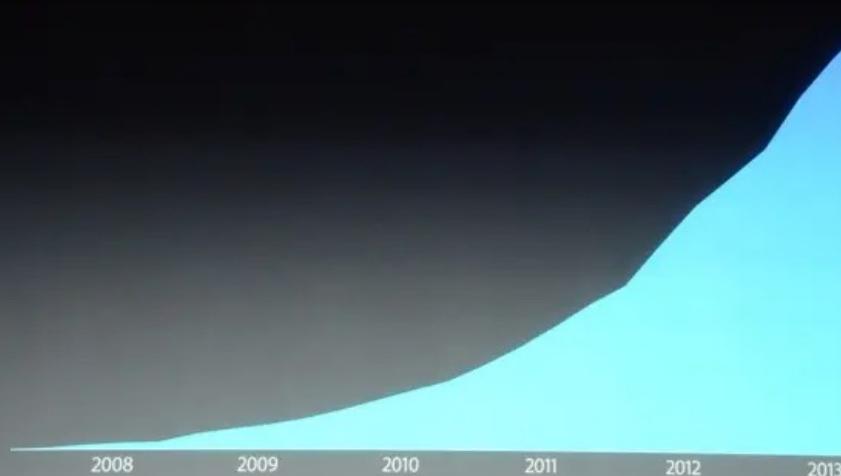
Lecture 6: Speaking and presentations

Dr. Vikas Menghwani, Assistant Professor of Teaching



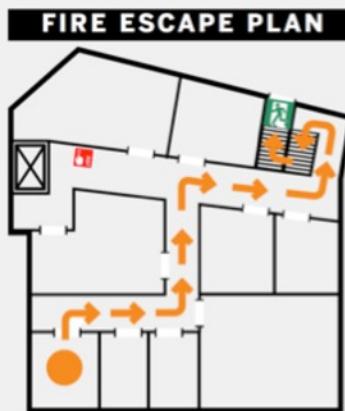
# At least it looks good!

Cumulative iPhone sales

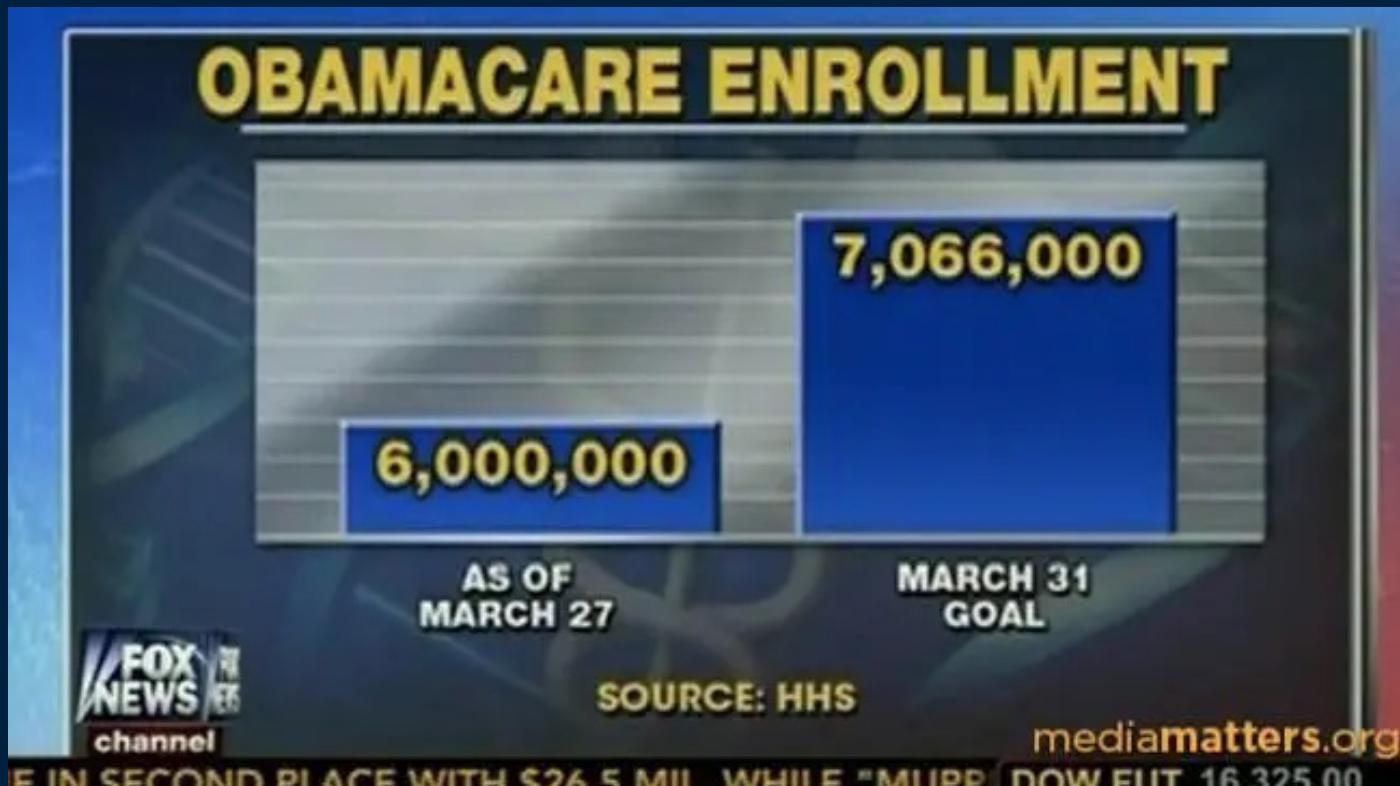


# Can't read to save your life!

Exit this room. **Turn right** and **walk 10 feet** to the end of the hallway, where you'll be facing a large conference room. **Turn left** and **walk another 12 feet** until you come to the end of that hallway. To your left is a fire alarm, near the elevator. To your right at the end of the hall is a stairwell. Do not go to the elevator. **Turn right** and **walk another 12 feet** to the end of the hall, **turn left and enter the stairwell**. **Go down two flights of stairs** and **exit the building** at the door at the bottom of the stairs.



# Let's not be shameless!



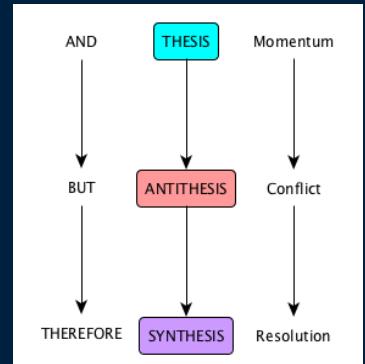
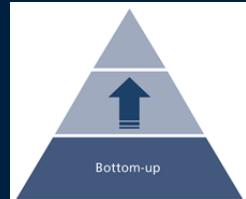
# Differences: Spoken and Written communication

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- Presentations and writing both require narrative to drive engagement. But...
- Writing is:
  - Entirely pre-meditated
  - Consumed at audiences' own speed
  - Searchable/scannable
- Speaking is:
  - Prepared, but delivered on the fly
  - Consumed at speaker's speed
- Therefore, presentations require a different level of detail, and often a different focus

# Ready tips

- Explain things from the bottom-up
  - Start with examples, analogies, and plain language
  - Refer to concrete objects and events
- Aim for classic style – communication as a window onto the world
  - Don't dress up your language so that it's significantly different from how you would talk to a friend.
  - Use diagrams, pictures, and graphs to enrich your message.
- Use narrative to build and release tension
  - And-But-Therefore is more engaging than And-And-And



# Yet, several problems remain

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- Managing nervousness
- Designing effective slides/visuals
- Taking questions from the audience
- Starting a presentation
- Finishing a presentation

Portfolio: Break into groups and brainstorm solutions to the problems above.

# Tools we can leverage

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- Greater interactivity
- Physical objects and space
- Body language
- Tone of voice
- Social interaction

# Preparation

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- The O.P.P.A method
- Outline what you want to say. Most presentations should focus on ONE key idea
- Prepare your visuals (often slides) with keep-it-simple-stupid in mind.
- Practice using your body language and voice to highlight ideas.
- Anticipate possible questions and prepare answers.

# Outline

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- Good presentations stick to one core idea/argument the speaker would like the audience to ‘take home’
- But once the core idea is decided upon, the remainder is consideration of the audience.
- Therefore, consider... who forms the audience? Why are they here? What do they already know about this topic? How can I convince them of my main point?

# Slides+Content

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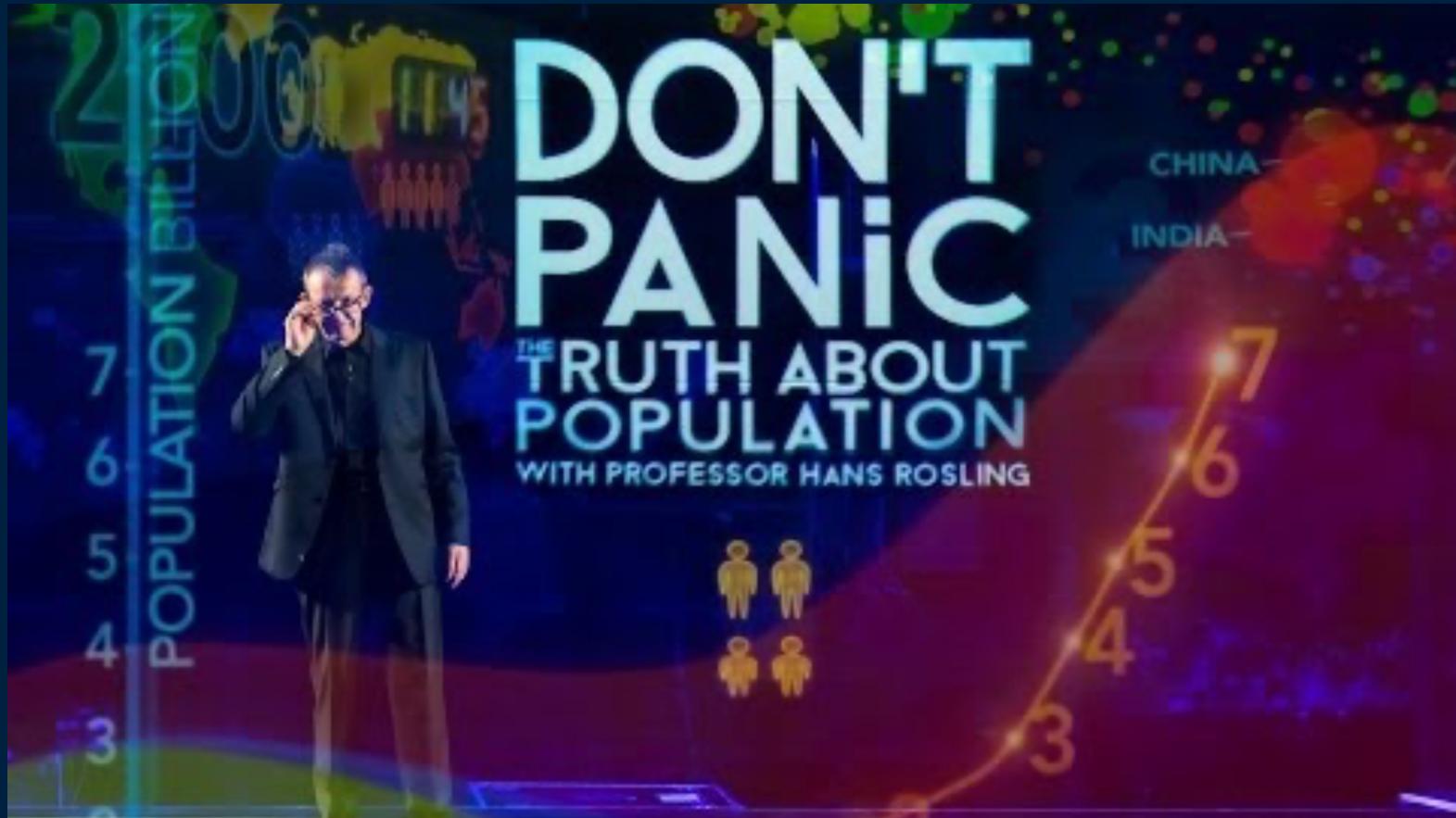
- Attention spans are short
- People don't like reading, but will be compelled to if given the option
- More visuals and less text is a good rule of thumb. All visuals and no text is the ideal in MANY scenarios.
- Start by grabbing attention. Consider beginning with examples/Analogies, asking with a provocative question, stating a strange fact, etc.

# Examples

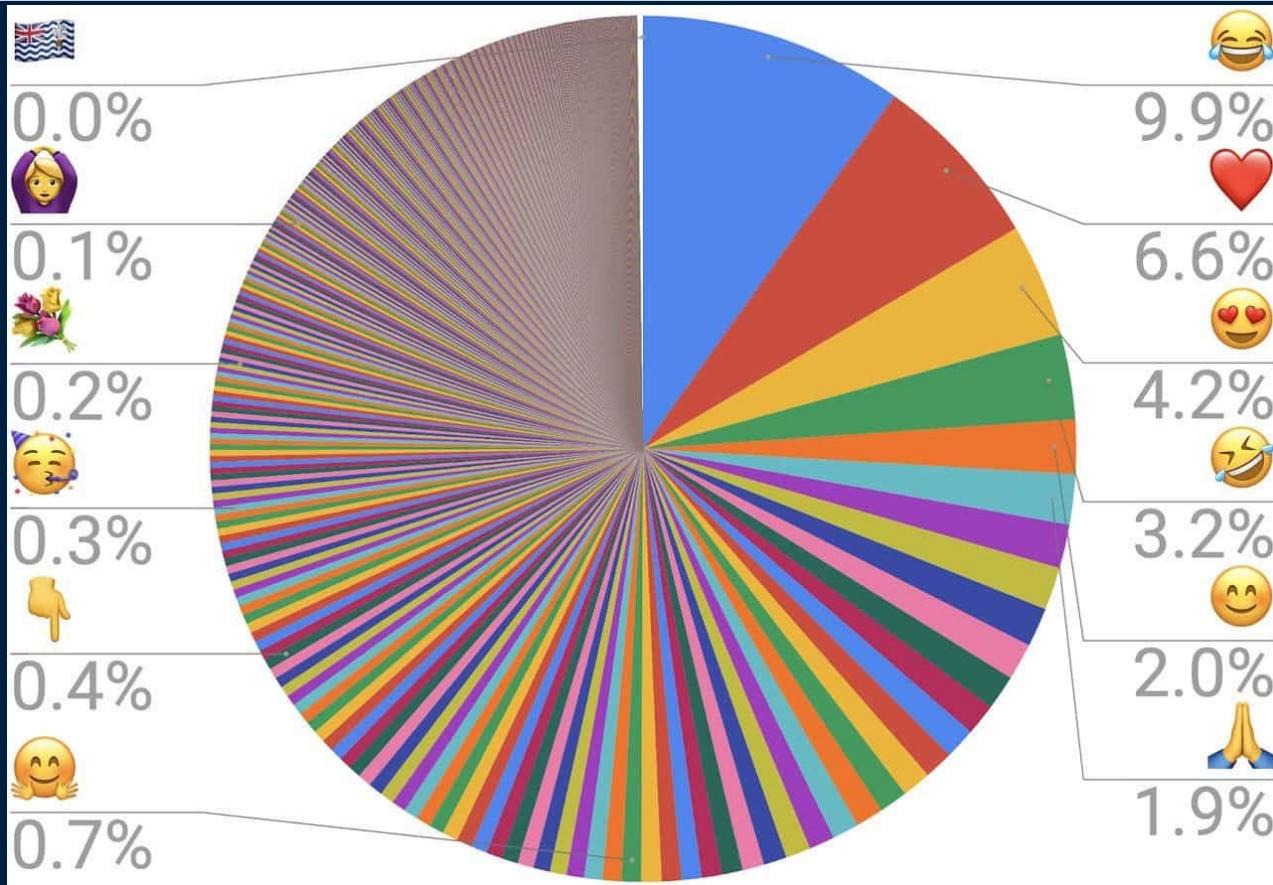
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- Check canvas slide deck called “bad slides”

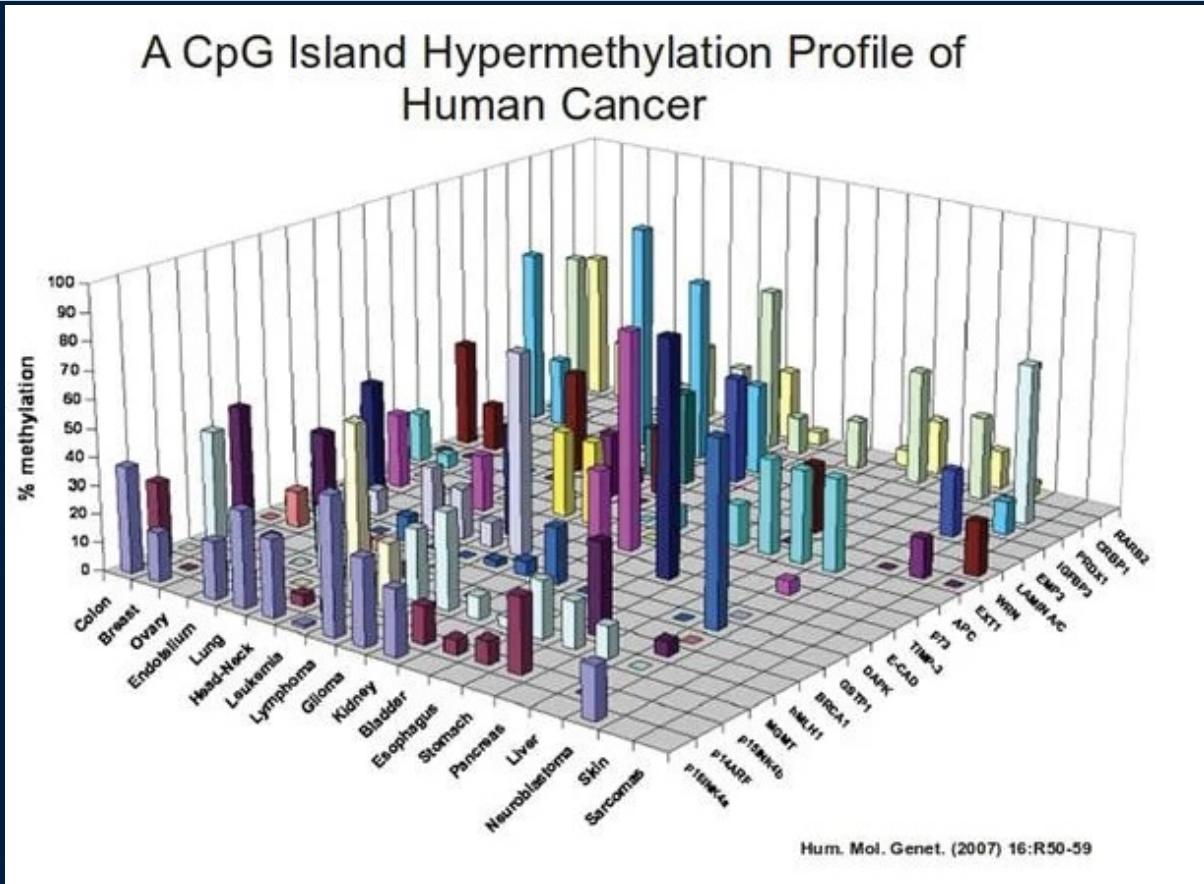
# Hans Rosling



# Data visualization wilderness



# Data visualization wilderness

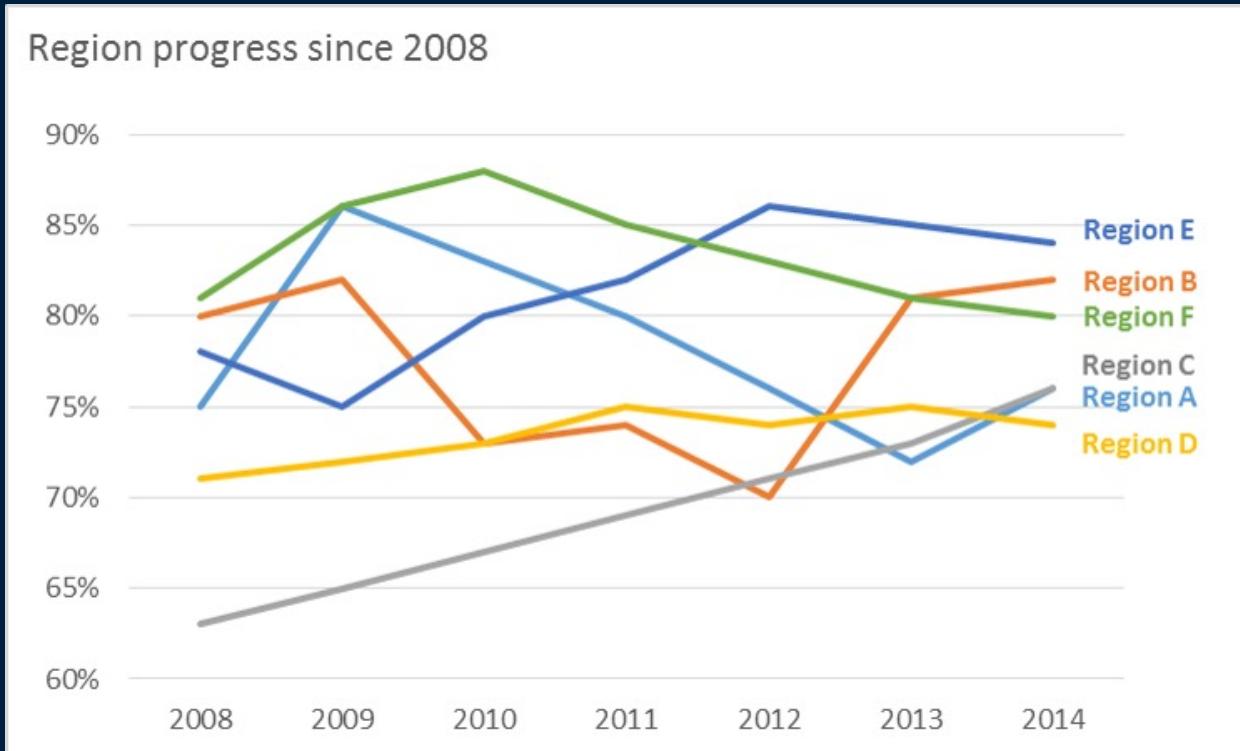


# Few more examples

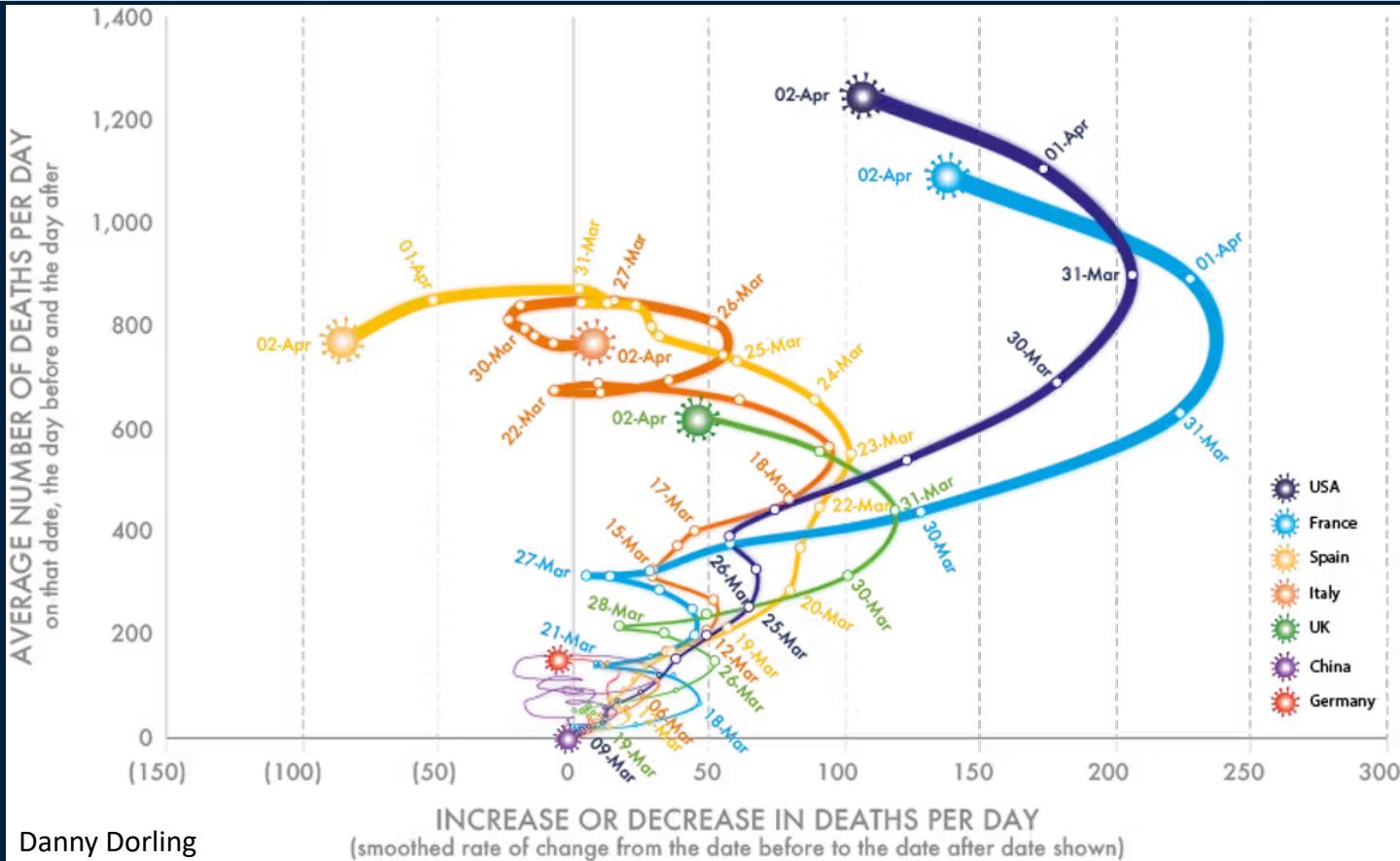
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Open the document on Canvas

# Data visualization wilderness



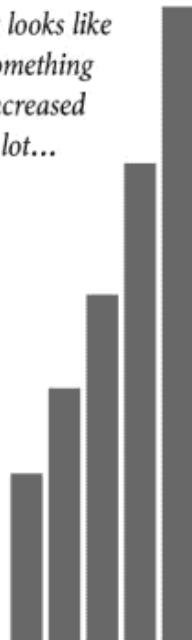
# Data visualization wilderness



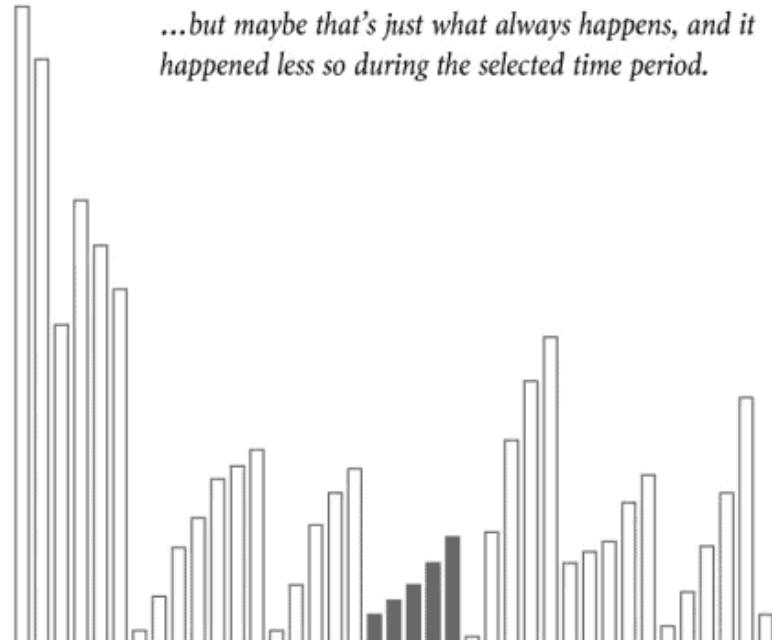
# Data visualization wilderness

## LIMITED SCOPE

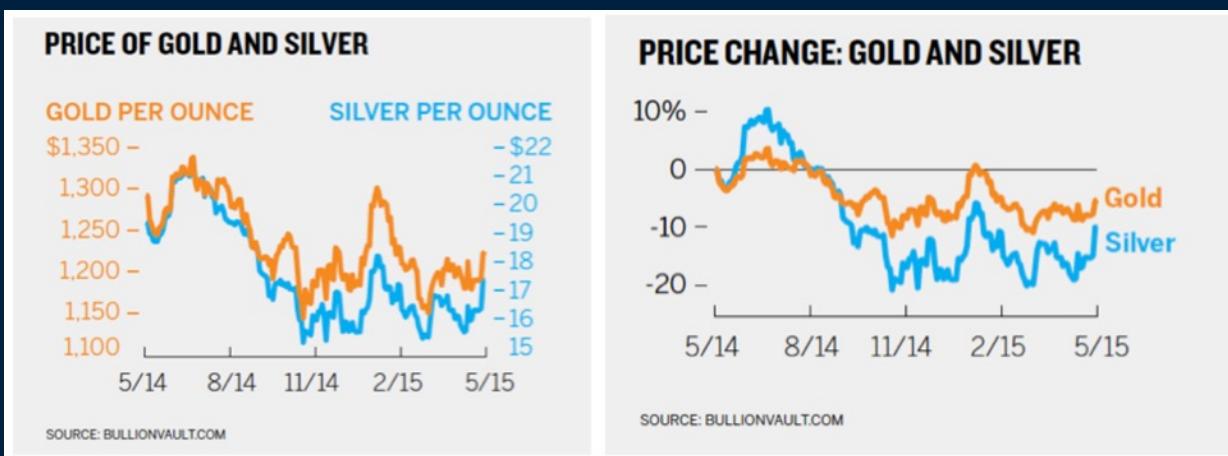
*It looks like something increased a lot...*



*...but maybe that's just what always happens, and it happened less so during the selected time period.*



# Data visualization wilderness



# Charles-Joseph Minard's map of Napoleon's Russian campaign ([link](#))



*Carte Figurative des pertes successives en hommes de l'Armée Française dans la Campagne de Russie 1812 ~ 1813.*  
Dessinée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite  
Paris, le 20 Novembre 1869.

Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en lettres des zones. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. — Les renseignements qui ont servi à dresser la carte ont été pris dans les ouvrages de M. Chiers, de Legut, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre.

Pour mieux faire juger à l'œil la diminution de l'armée; j'ai supposé que les corps du Prince Jérôme et du Maréchal Davout qui avaient été détachés sur Minsk et Mogilow se rejoignaient à Orsha et Wileisk, avant de marcher avec l'armée.

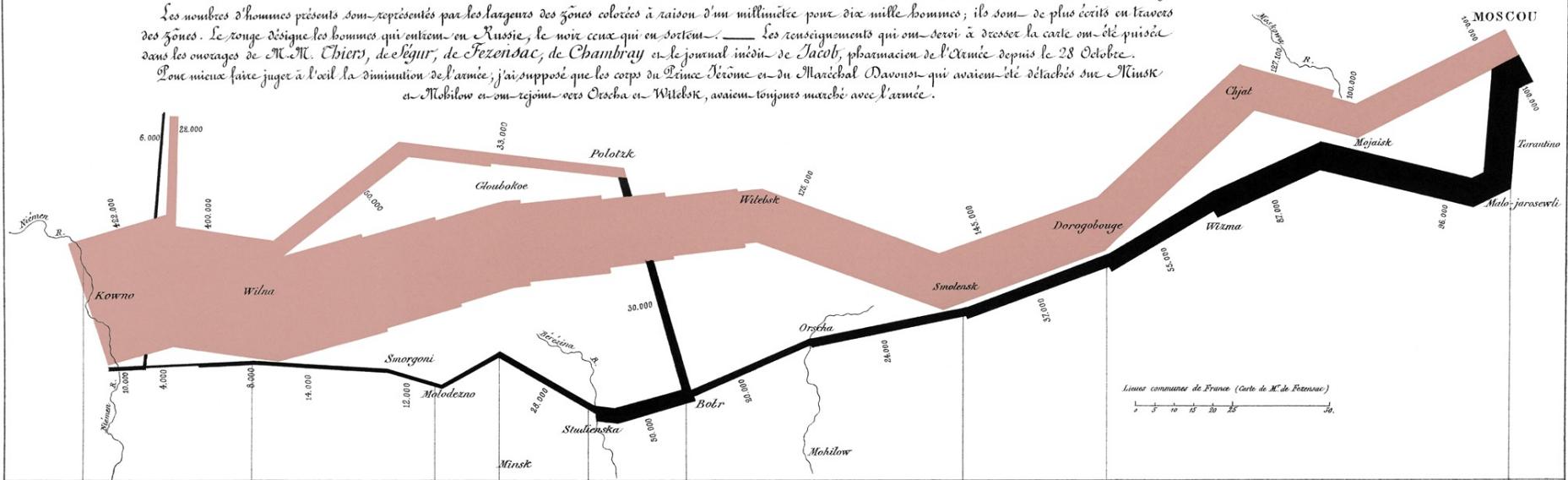
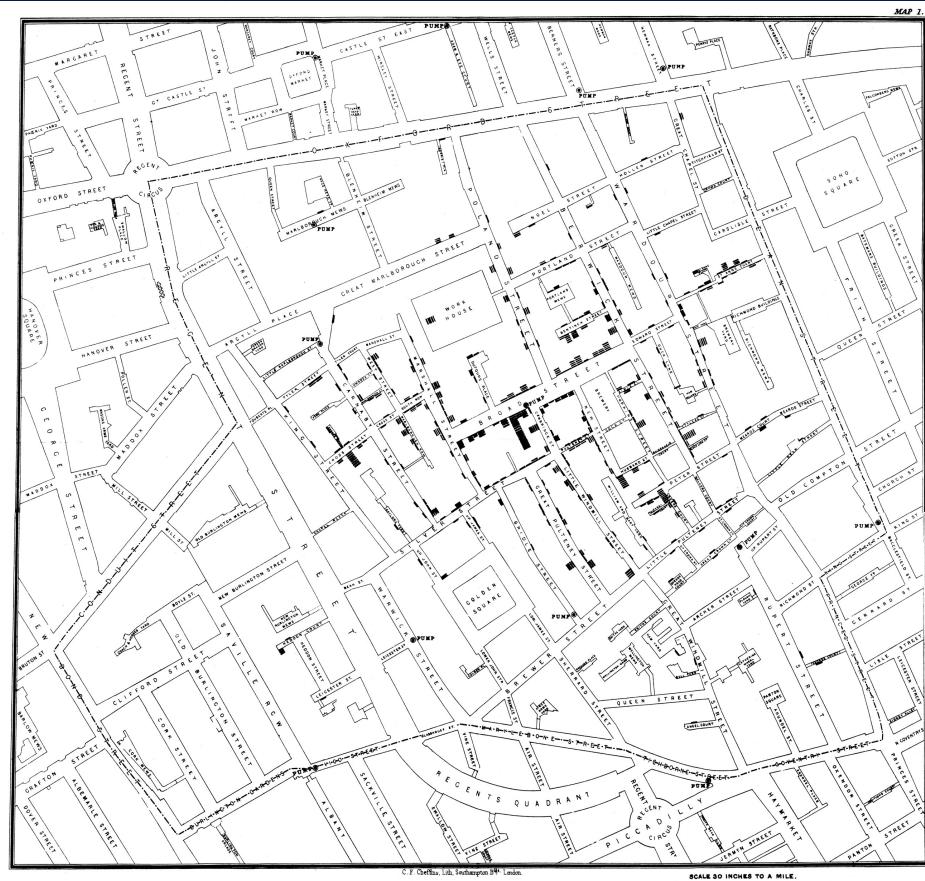


TABLEAU CRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro.

Les Cosaques passent au galop  
le Niémen gelé.



# John Snow's Cholera Map of Soho, London (1854)



# Delivery

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- Practice is necessary (especially depending on level of visual aids)
- Know what you want to say, practice how you want to say it.
- Be careful about memorizing your presentation FULLY though. Often results in stiff delivery
- Most will have to manage nerves while delivering. Practice speaking slower and louder than comfortable.
- Face audience (not slides), make eye contact, consider your body language

# Using your voice

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Change things up and don't be scared of silence

- Language: simple and conversational, use us and we.
- Tone: enthusiastic/sincere/solemn
- Volume: loud or quiet?
- Speed: fast or slow?
- Voice modulation: do you change the volume, speed, and tone of your voice?
- Silence isn't always bad

# Anticipate

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- Short presentations usually reserve Q&A to the end
- Consider your audience. What do they know well? What might they take issue with? What might confuse them?
- Consider yourself. What questions are you nervous to be asked? Why?.. Might be worth spending 10 minutes on due diligence

# My approach to presentations (not necessarily lectures)

- Why should the audience care?
- Heavy use of visuals
- No to text heavy slides
- Spend time to explain even simple charts/graphs
- Engaging the audience by throwing questions or other means
- Anticipating audience's doubts and questions
- Rehearse and practice to avoid referring to notes

# Portfolio

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**Checklist:** Imagine your presentation and prepare a short checklist of items (write down in bullet points, whatever comes to your mind in terms of designing your slides)



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