What to present when you are presenting

Presented by: Johnny Bonnell & Michael Elten – Executive Members CSEB uOttawa

Overview

1. Examples of poorly designed slides

2. How to fix those slides

3. Test your knowledge

Introduction

1. Too much text

2. Formatted like paragraph

Social media use by adults aged 18-55 has doubled in the past 5 years (2013-2018) alone, and is set to triple by the year 2020 (Swift et al., 2019). Leading the charge of the social media surge, is the photo sharing platform Instagram, with 900 million active users (TMZ, 2018). A major aspect of appeal to Instagram is acquiring followers to view your content (Clout et al, 2015). Those with the most followers tend to be those that post photographs of the extravagant lifestyles the users lead, or those with a large existing fanbase (Seacrest et al., 2017). Typically, these are celebrities with high net worth. Jenner et al. (2016) have hypothesized that celebrities/those with extravagant lifestyles have the most followers because social media users like to view content from those that have lives that are "better" than theirs, so they can dream of achieving the same.

Introduction

- Social media (SM) use increased significantly from 2013-2018[1]
  - Primarily in 18-55 age group

- Most popular SM application in same time period has been Instagram
  - Appeal is to acquire followers

- Those with most followers tend to be celebrities/those with high net worth

Research Questions

- Primary Question

  -Is there an association between net worth and followers on Instagram?

- Secondary Questions
  - Are hashtags used an important confounder?
  - Is the association stronger in certain Kardashians?

1. Unnecessary slide transition

2. Issues with Consistency

Research Questions

- Primary Question
  - Is there an association between net worth and followers on Instagram?

- Secondary Questions
  - Are hashtags used an important confounder?
  - Is the association stronger in certain members of the Kardashian family?

Methods

- Study Design: **secondary analysis**
- Data Collected: **# of followers, net worth, occupation, # of posts, total # of likes**
- Data Analysis:
  - **Descriptive Statistics**
  - **Linear Regression** (regressing *number of followers* vs. *net worth*, while controlling for other covariates)

1. Overuse of font effects

2. Inconsistent text formatting

Methods

- **Study Design:** secondary analysis

- **Data Collected:**
  - # of followers
  - Net worth
  - Occupation

- **Data Analysis:**
  - Descriptive statistics
  - Linear regression (regressing # followers vs net worth while controlling for other covariates)

Discussion

- Conclusions:
  - There is a significant association between net worth and # of followers on Instagram
  - Association is similar across the entire Kardashian/Jenner family

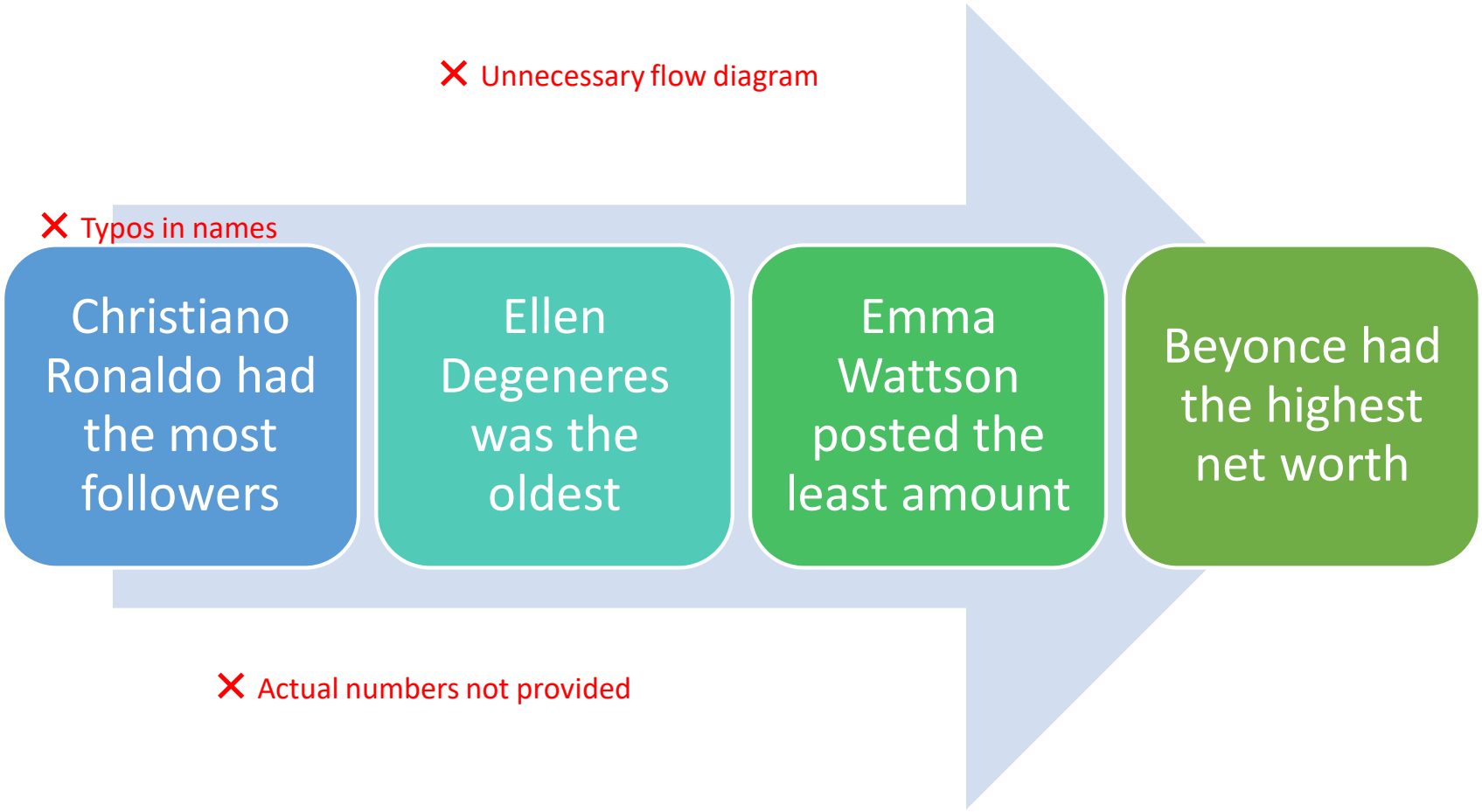
- Future steps:
  - Do individuals with high net worth buy followers from "follow-bot" websites?

1. Unnecessary use of images

Discussion

- Conclusions:
  - There is a significant association between net worth and # of followers on Instagram
  - Association is similar across the entire Kardashian/Jenner family

- Future steps:
  - Do individuals with high net worth buy followers from "follow-bot" websites?


✕ Unnecessary flow diagram
✕ Typos in names
Christiano Ronaldo had the most followers
Ellen Degeneres was the oldest
Emma Wattson posted the least amount
Beyonce had the highest net worth
✕ Actual numbers not provided

✓ Better graphical representation

155 mil	61 years	139 posts	$500 mil
✓ Names spelled correctly	✓ Numbers given		
Cristiano Ronaldo has most followers	**Ellen DeGeneres is the oldest**	**Emma Watson was least active**	**Beyoncé has the highest net worth**

Population characteristics by gender

✕ Give total populations by category

✕ No p values needed

Characteristic	Males	Females	p-value
Mean Followers	86.036	92.726	0.6214
Mean number of posts	3247.27	2978.74	0.7394
Mean following	726.82	438.32	0.3032
Mean net worth	256.36	205.16	0.3597
Mean Age	35.82	33.00	0.4193

✕ Should round decimal values

✕ Units (dollars, millions of followers)

Population characteristics by gender

✓ Total populations by category

✓ No p values

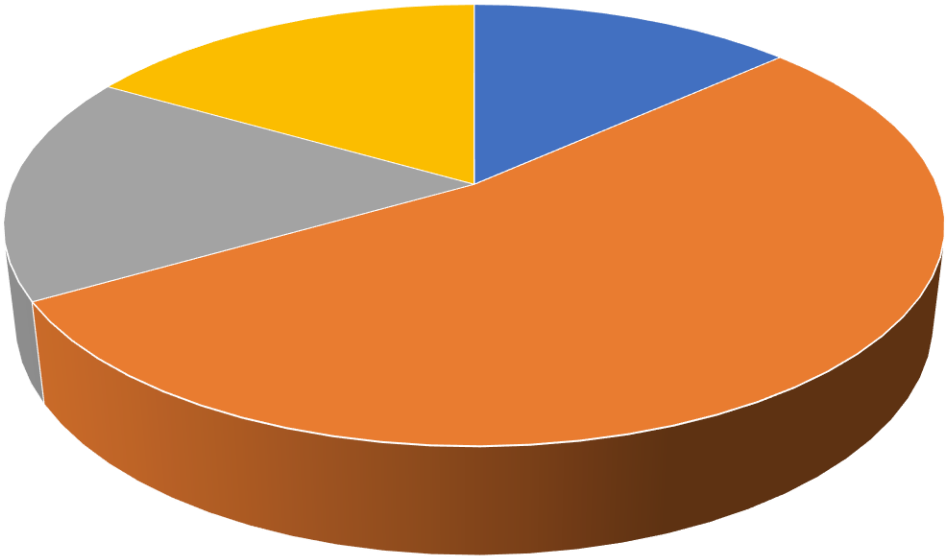
Characteristic	Males (n=11)	Females (n=19)
Mean Followers (in Millions)	86	93
Mean number of posts	3247 ✓ Rounded values	2979
Mean following	727	438
Mean net worth ($ in Millions)	256	205
Mean Age	35.8	33.0

✓ Units (dollars, millions of followers)

Top 30 Instagram accounts by category

✕ Title spills over to next line

✕ Hard to compare smaller areas

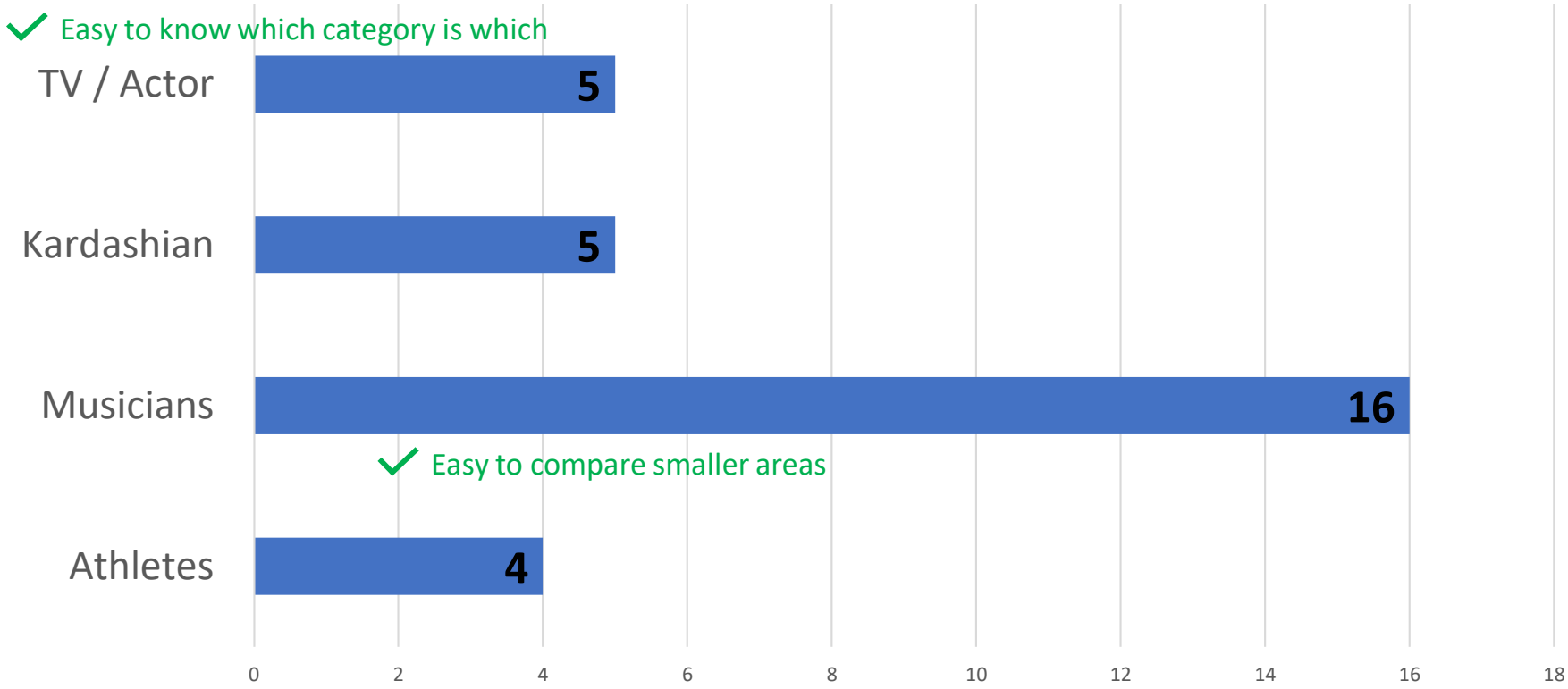


✕ Weird colour scheme

✕ Small legend

Title on one line

Top 30 Instagram accounts by category



TEST YOUR KNOWLEDGE!

- Group into teams of 4-5
- We will present 3 slides with several errors
- Identify the errors on the sheets provided to you
- The team that identifies the most errors wins the prize!
- Most importantly, HAVE FUN

Test Slide #1

METHODS

- Study design is gonna be RCT
- Groups are as follows:
  - Intervention group: will receive "What to present when presenting" intervention
  - Control group: will watch "Kung Fu Panda II"

- Data collected: primary outcomes (ability to present PPT slides, amount of perspiration during presentation), secondary outcoems (age, gender, income, # of dogs at home)

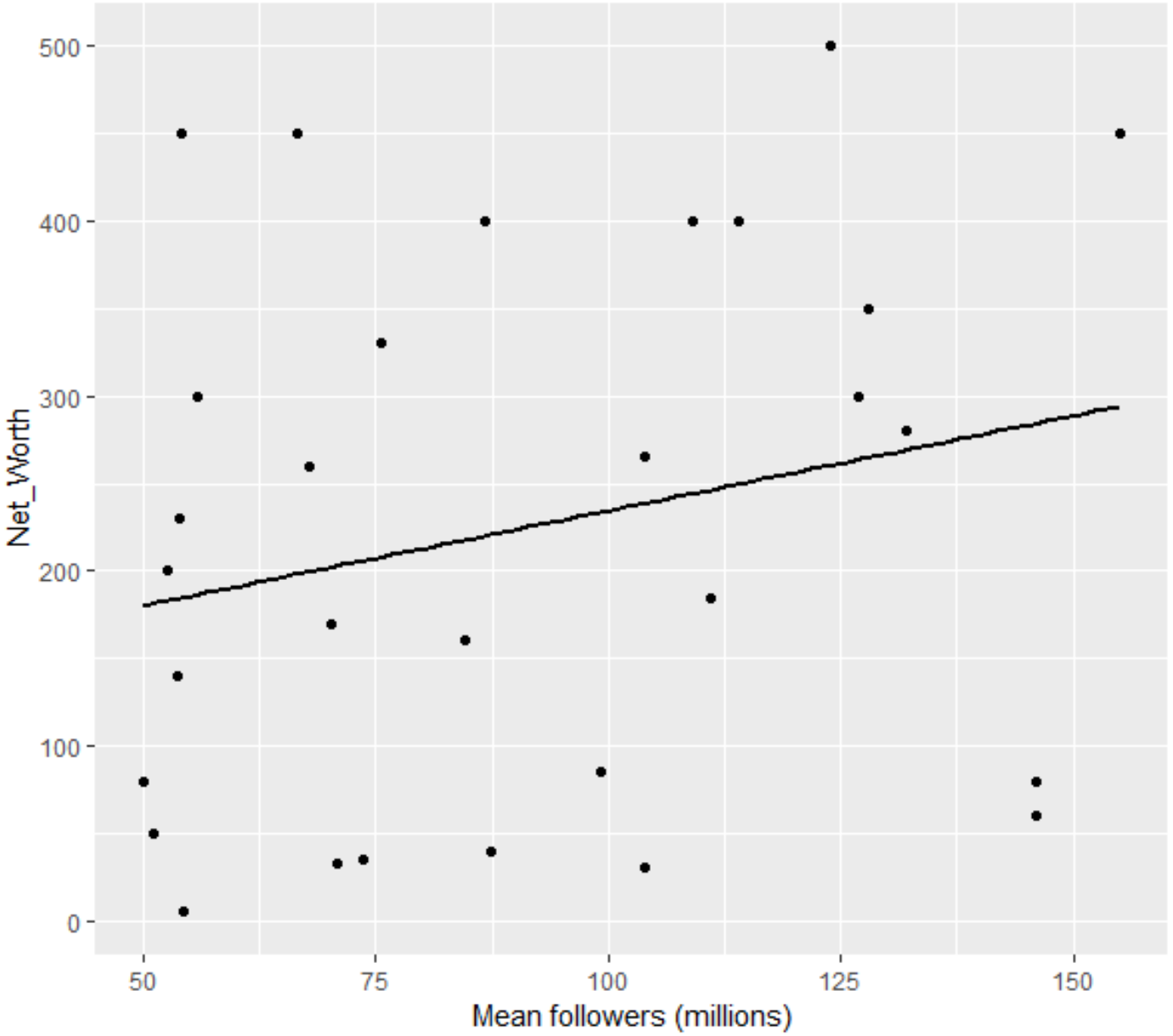
Test Slide #2

Background

- As stated by Deonandan et al. (2013), "In population health sciences, content is ever-changing in response to new information. Thus, more dynamism is required for the full potential of education to be realized, perhaps based more on social constructivism, which seeks to allow students to assist each other in the learning experience, through shared context and culture"

- **Research Questions:** *What is the full potential of education?*

Test Slide #3


Net_Worth
500
400
300
200
100
0
50
75
100
125
150
Mean followers (millions)