A Presentation on Presenting

Daniel Kreisman

How to give a presentation: Key tips

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   - They need to remember you as "that candidate interested in XYZ".

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   - Keep people engaged and they'll remember you.
   - Teach them something new and they'll leave feeling good.
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3. **Talk to the person least familiar with your topic.**
   - That person is most likely to tune out, and least likely to argue for you.
   - At every point, I should never ask, why do I care about this?

Let's talk about the Power of Stories.

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2. Priming listeners for what you will tell them.
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Let's talk about what slides are for.

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- Figures are better than tables, if you do them right.
- The text is not for them!

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I have a 3x3 rule I try to follow to make sure I do this. Let's see...

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3. **Try for 3 lines, with 1-2 bullets each at most**:
   - Keeps things clean and easy to read.
   - A *great* practice is to write a lot, and then cut. Watch.

3x3 Rule

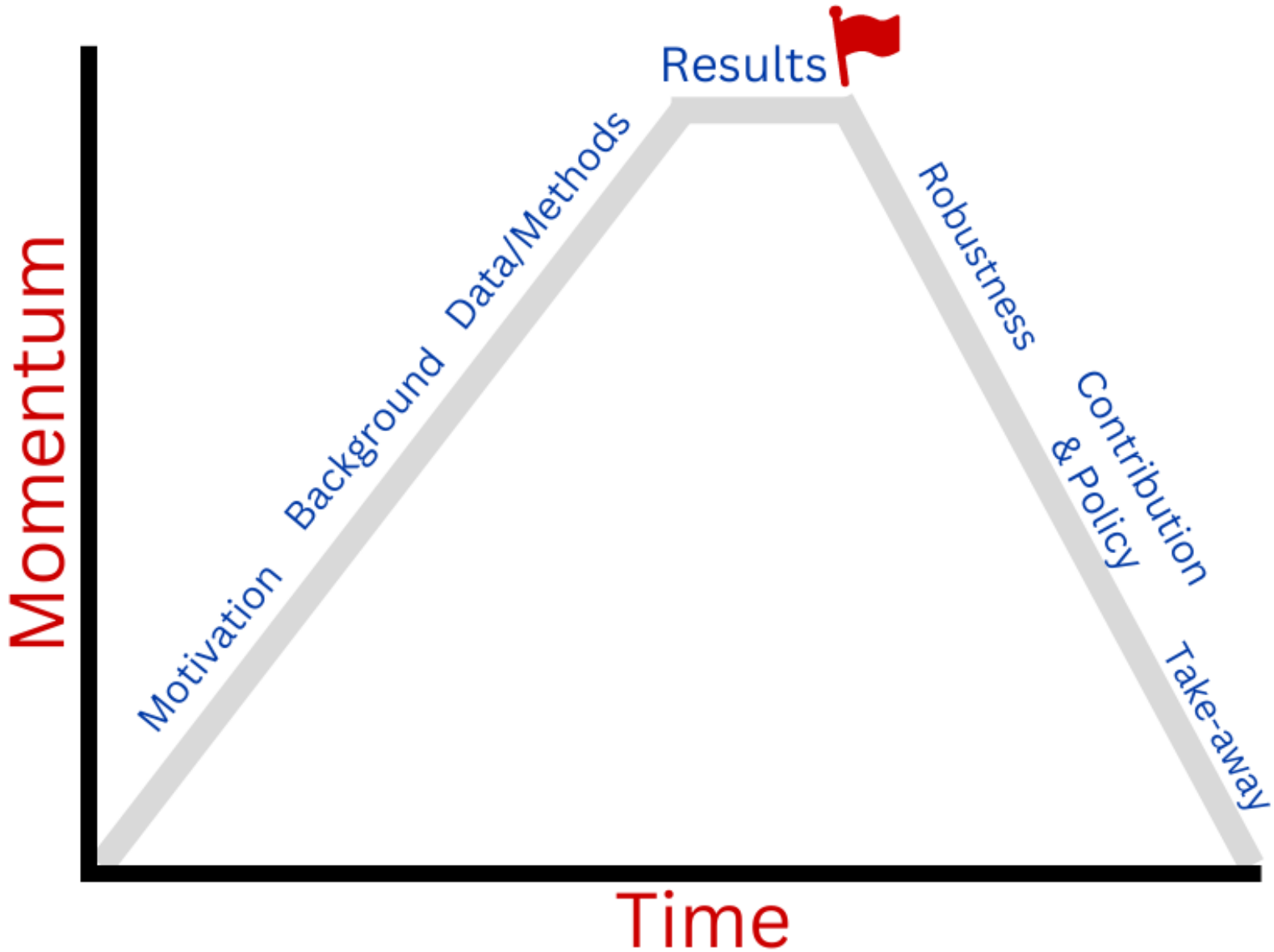
1. **Convey only one point**

2. **Slides have 3 parts**
   1. Transition.
   2. Key information.
   3. Priming.

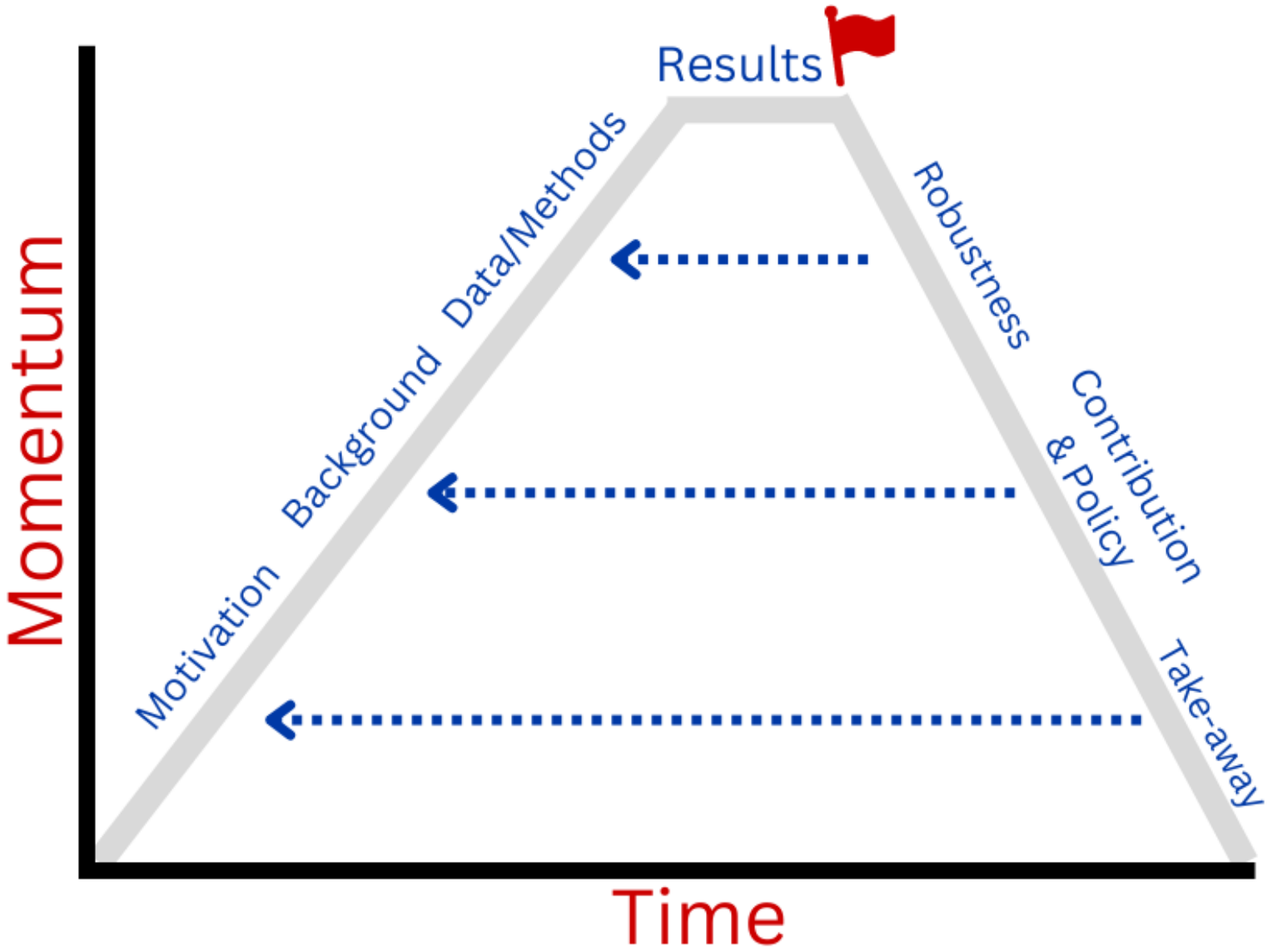
3. **3 lines, 1-2 bullets**

Now, let's talk about flow and appeal $\rightarrow$

Flow


Momentum
Time
Motivation
Background
Data/Methods
Results
Robustness
Contribution
& Policy
Take-away

Flow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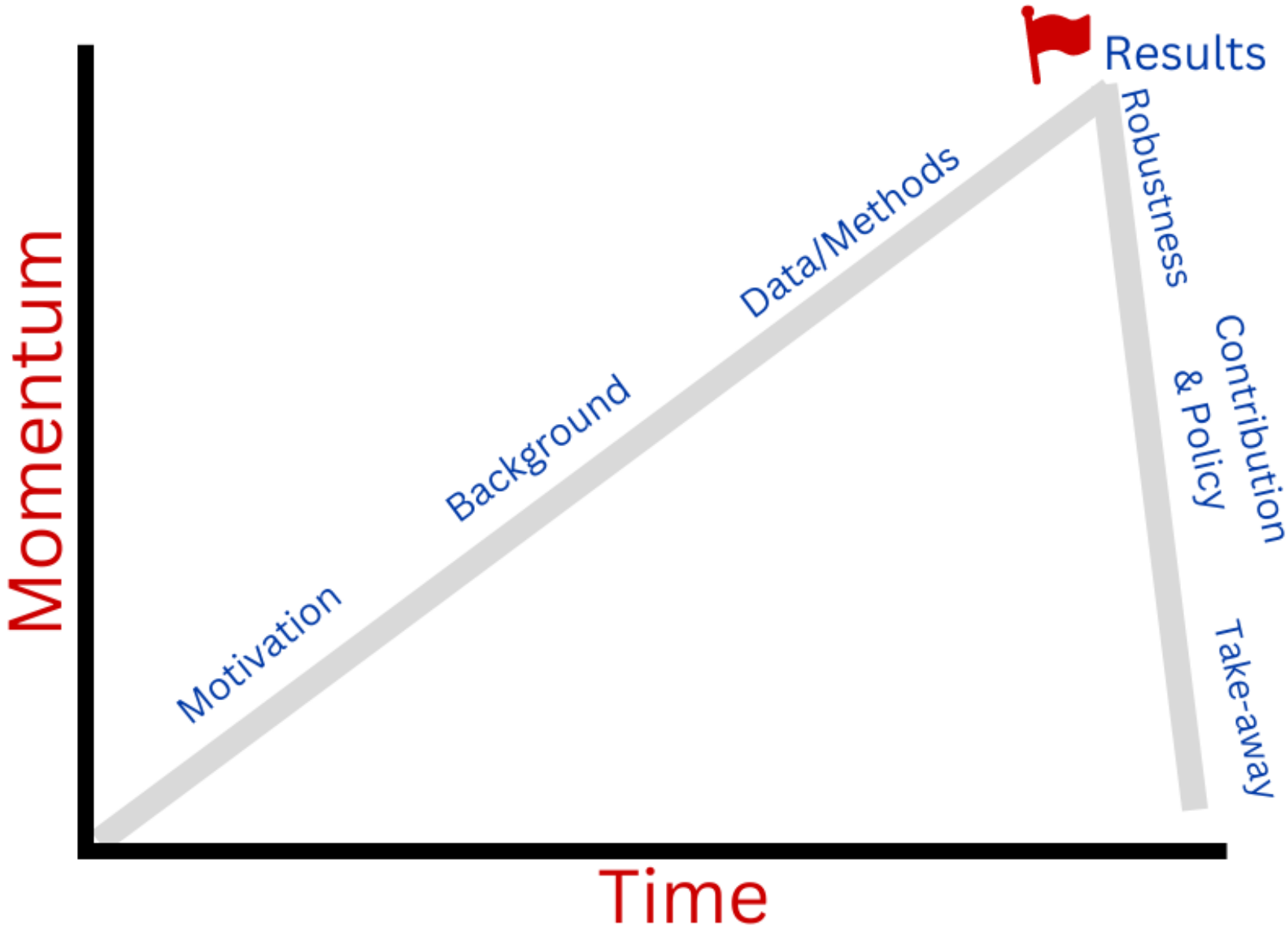
Flow: (not like this)



Appeal:who you're talking to

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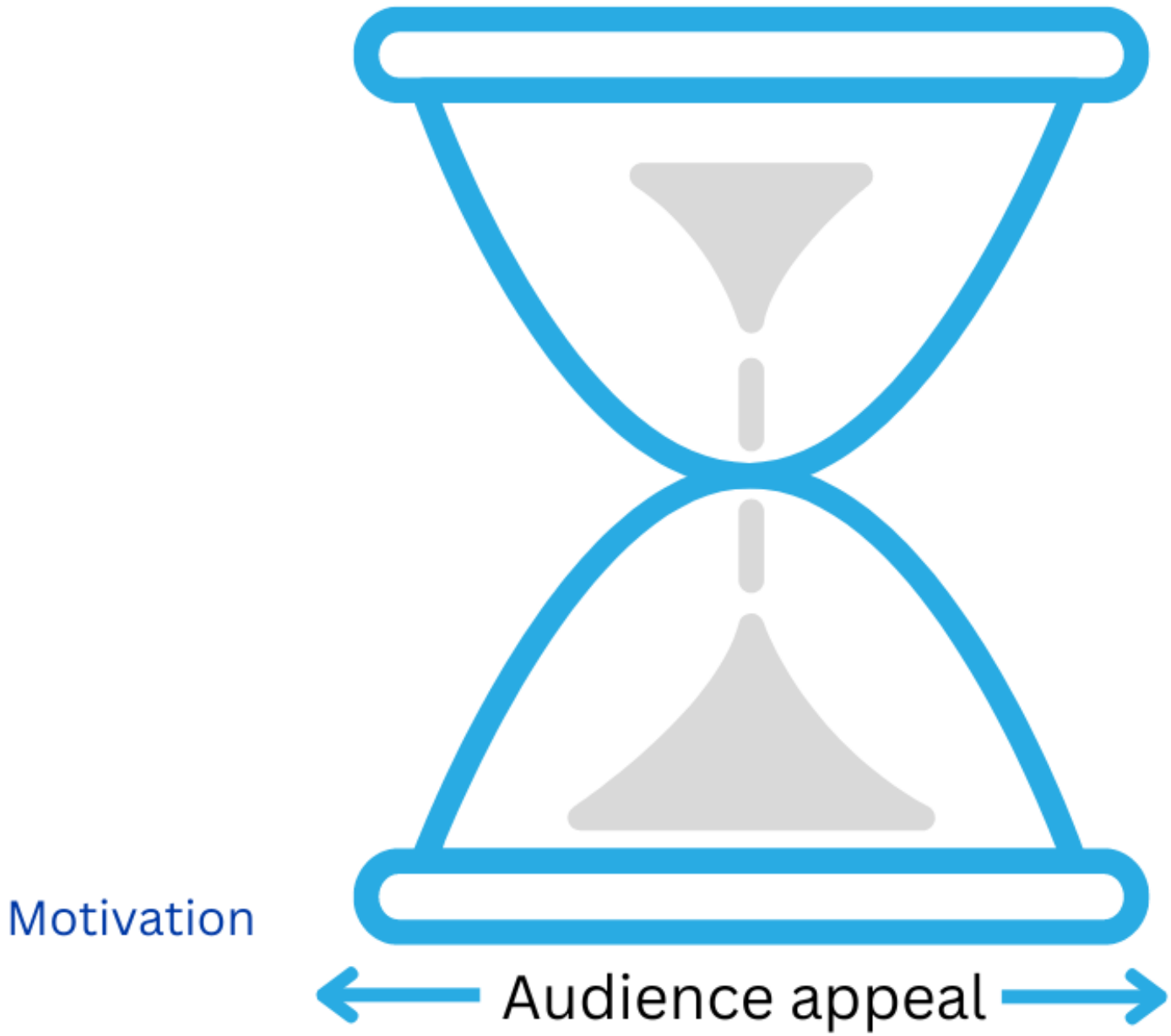

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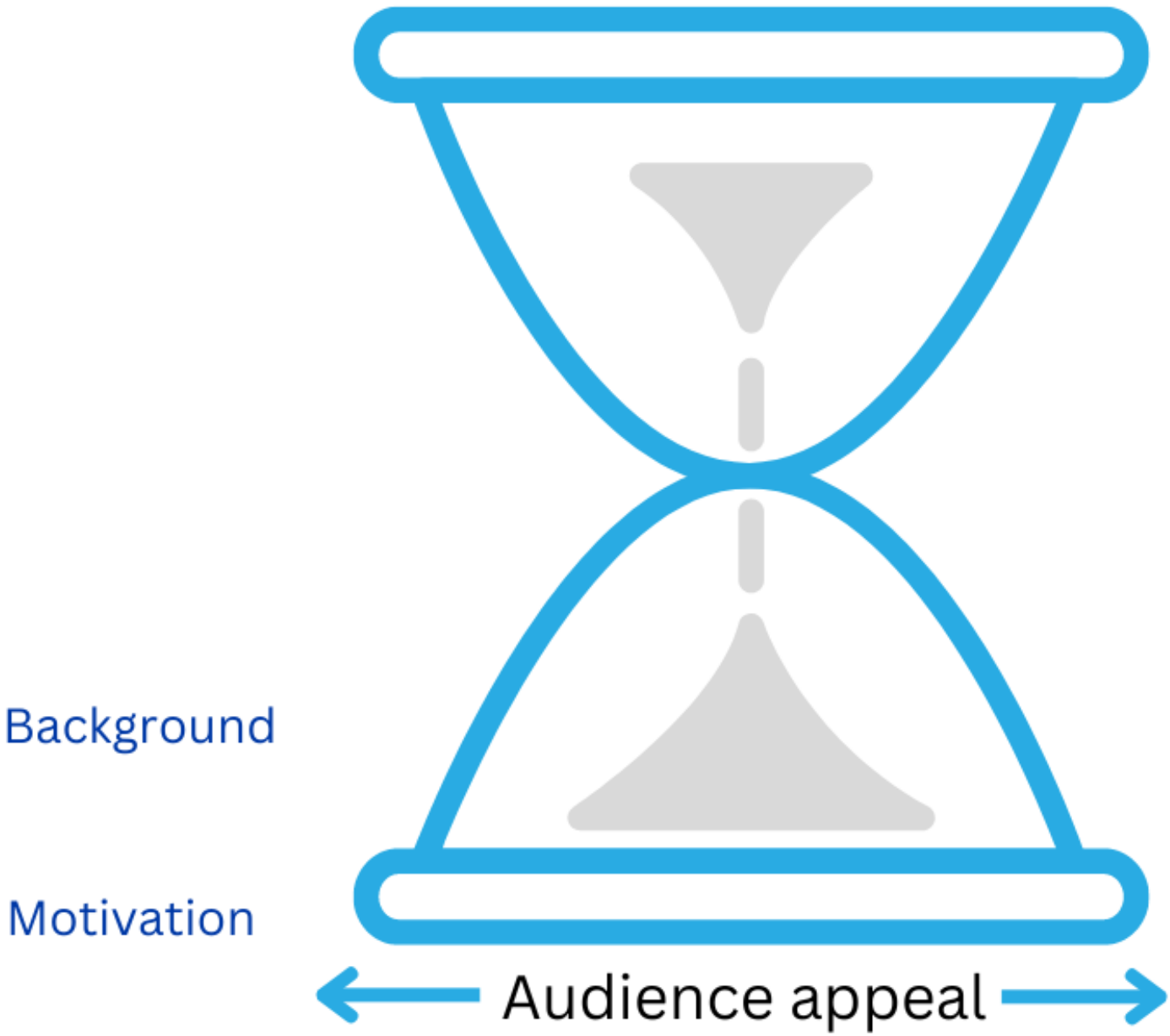

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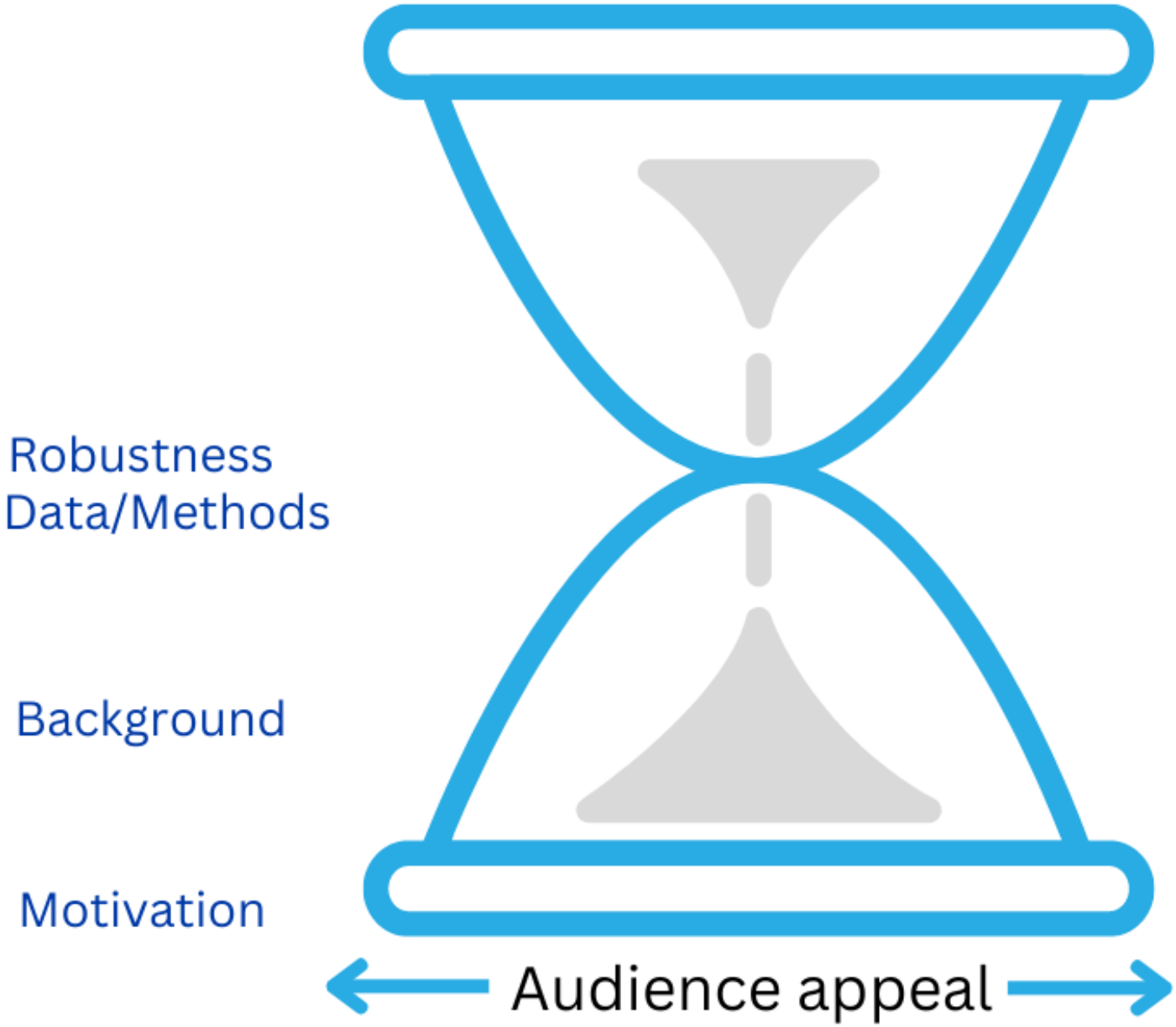

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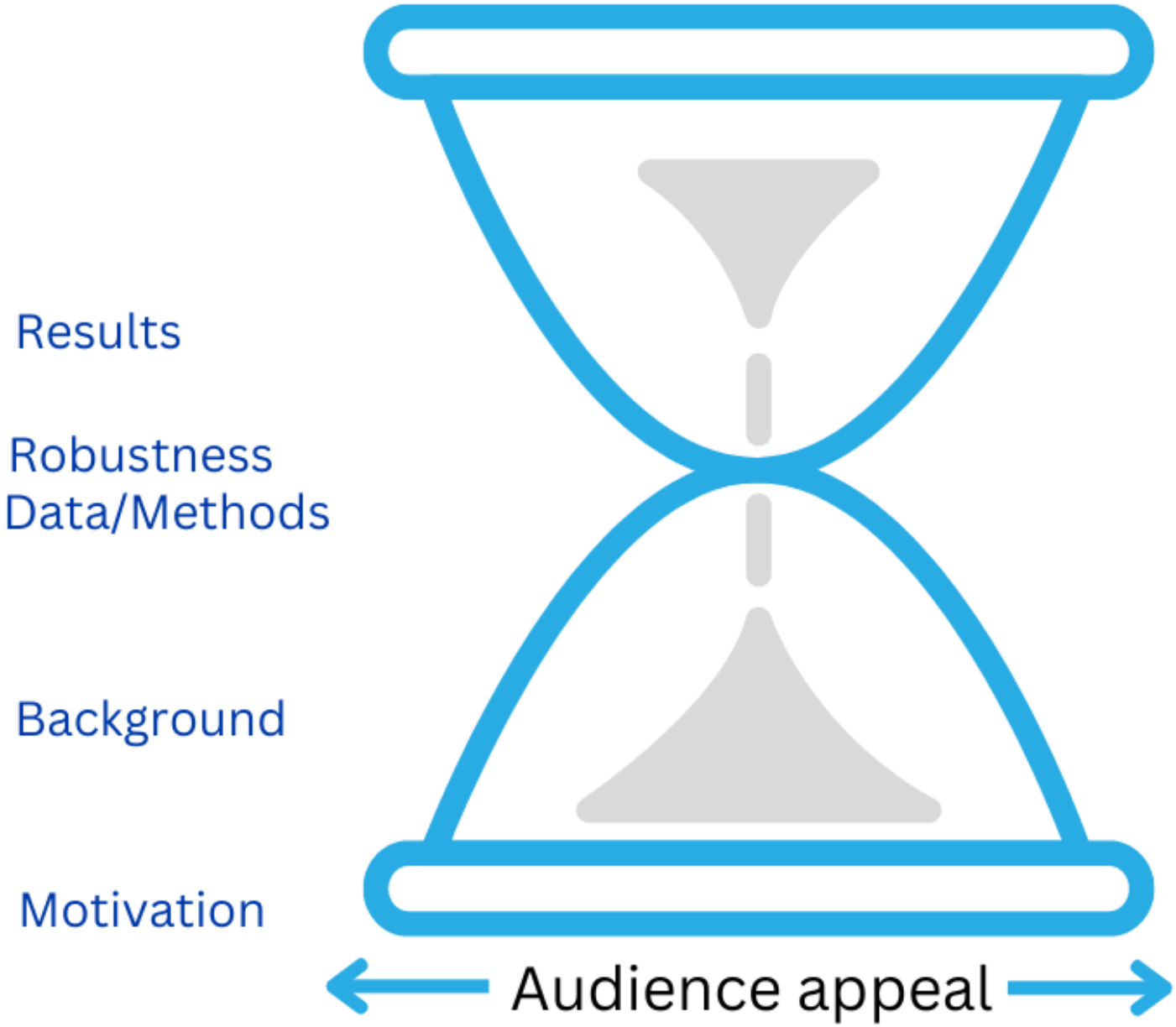

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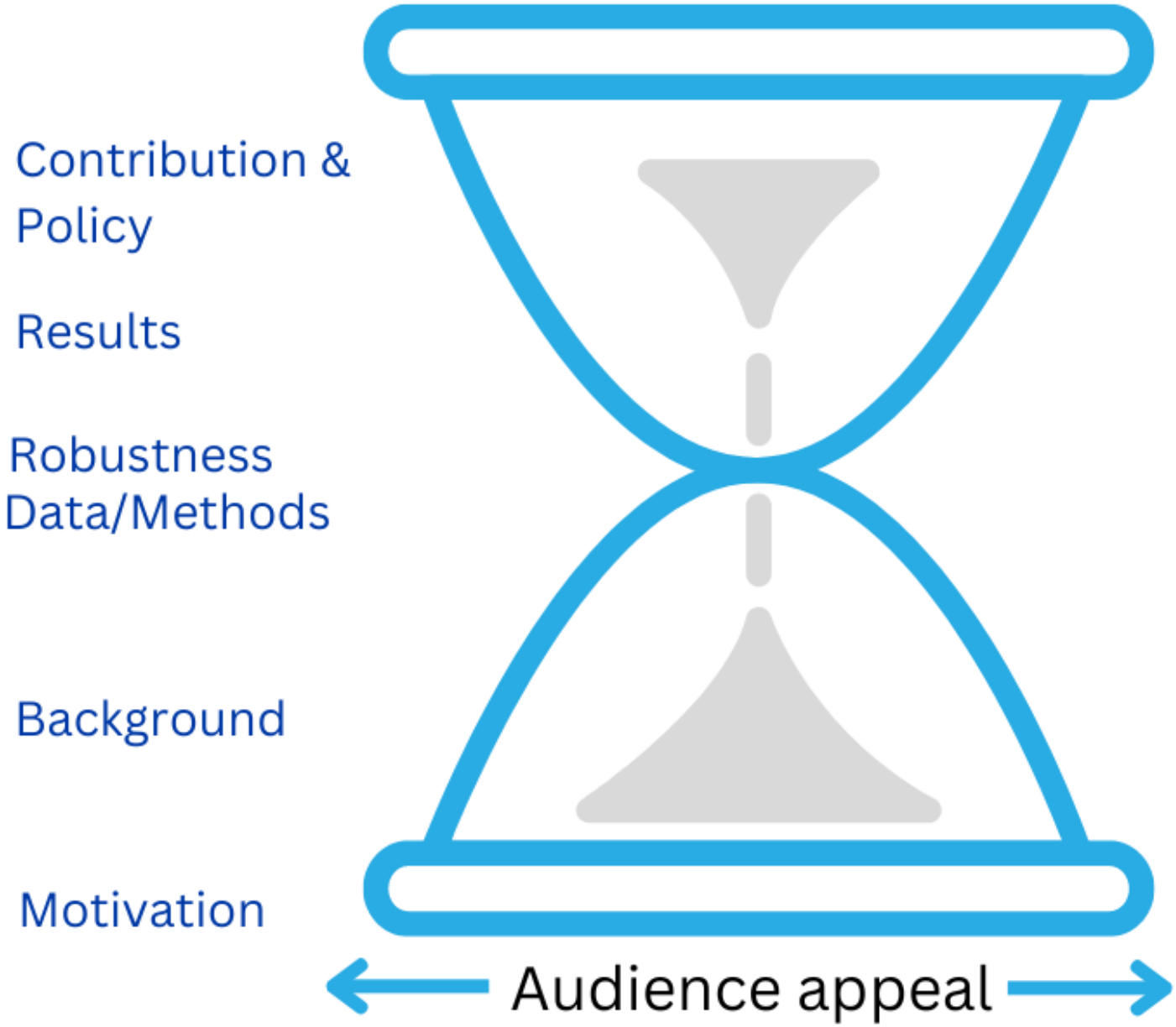

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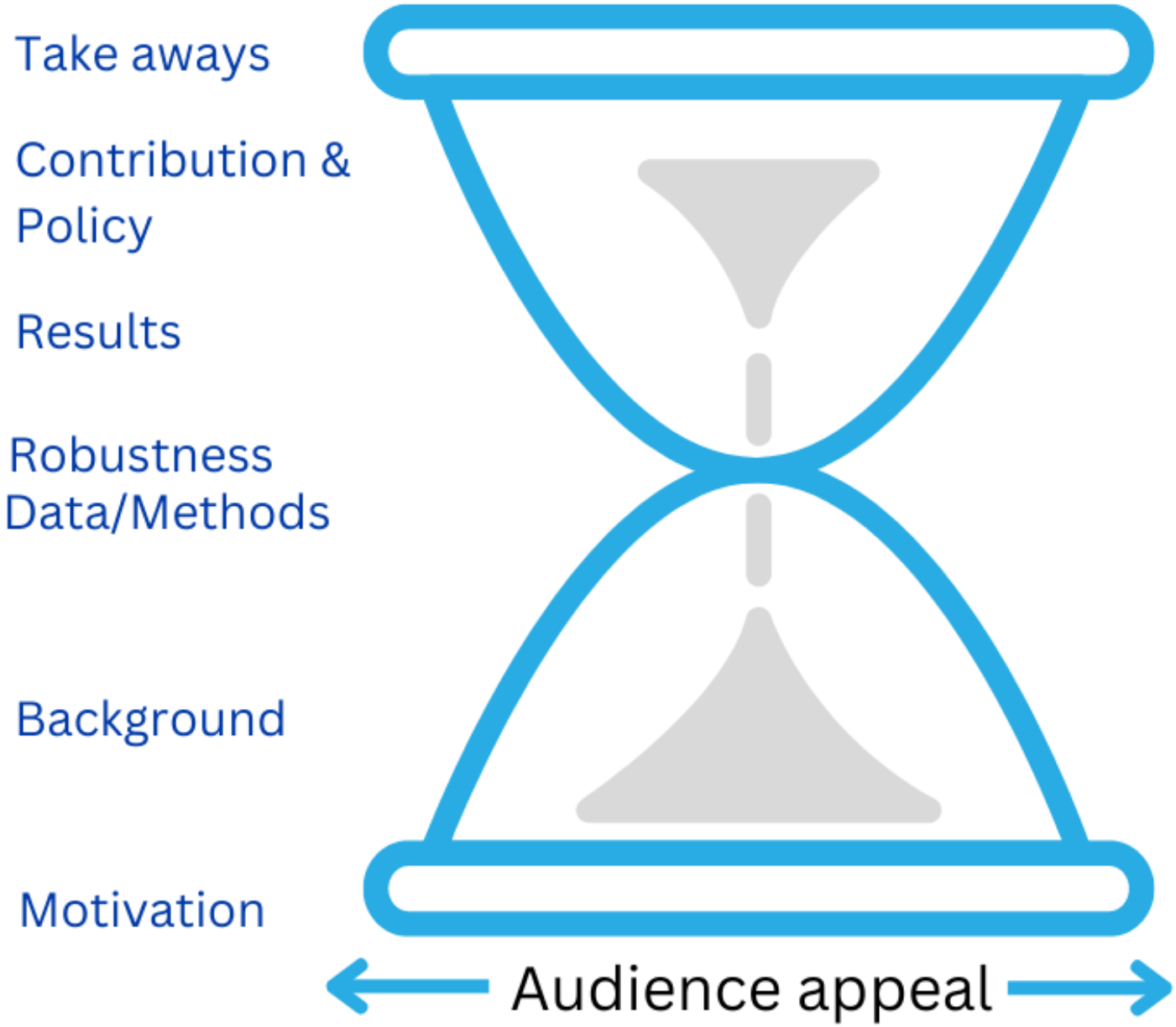

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Common mistakes:

- Get into the details too fast.
- Frame talk around earlier work.
- Show no enthusiasm.

Next: The right amount of background (not too little, not too much).

2. The Background section

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Common mistakes:

- Listing a gazillion papers.
- Be careful not to misinterpret or omit too much. It's a fine line!
- Now let's talk about presenting data...

3. How to present the Data

Why do we present summary statistics?

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- Key definitions.
- To show differences in treatment/control?
- To show representativeness of the data?
- To give moments of key variables.

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Good practices?

- Consider 3 points about the data.
- If you do something neat, don't be humble here!

Next... how to present tables.

4. How to present a results table

Why do we show regression tables?

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You have too many tables, and too many coefficients:

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Let's try an example of an IV where we care about the effect of X on Y...

- Priming again, always prime for tables, they have the highest cognitive load.

Example: Start with intuition

Were interested in the effect of X on Y:

- This is hard to test because X is endogenous!
- You should have discussed why we are interested in this (theme), why it's difficult to figure out (conflict), and how you solve this (plot).

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Our model requires a few new innovations or maybe assumptions:

- We're going to have to account for some strange timing issue,
- The model we present next shows how we deal with that.

Example

First stage model:

$$X = Z\alpha + \gamma W + \eta$$

Second stage model:

$$Y = \hat{X}\beta + \gamma W + \epsilon$$

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We interpret results as the percentage point effect of X on Y.

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- Mean of Y is 0.5, so that would be a 20% change.

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Next slide will show results from naive OLS, 1st and 2nd stage:

- We think the OLS should be biased upwards.
- Comparison of OLS and IV results (cols 1 and 3) will tell us magnitude.

Does X affect Y?

Main Table: OLS and IV Estimates of X on Y.

X	
$\hat{\mathbf{X}}$	
Z	
F-Stat	
More controls!	
Some controls	
Obs.	

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	OLS
	(1)
X	0.10***
	(0.01)
$\hat{\mathbf{X}}$	
Z	
F-Stat	
More controls!	
Some controls	x
Obs.	10,000

Does X affect Y?

Main Table: OLS and IV Estimates of X on Y.

	OLS (1)	1st stg. (2)
X	0.10*** (0.01)	
$\hat{\mathbf{X}}$		
Z		0.50*** (0.01)
F-Stat		100
More controls!		
Some controls	x	x
Obs.	10,000	10,000

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Main Table: OLS and IV Estimates of X on Y.

	OLS (1)	1st stg. (2)	IV (3)
X	0.10*** (0.01)		
$\hat{\mathbf{X}}$			0.05*** (0.01)
Z		0.50*** (0.01)	
F-Stat		100	
More controls!			
Some controls	x	x	x
Obs.	10,000	10,000	10,000

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	OLS (1)	1st stg. (2)	IV (3)	IV (4)
X	0.10*** (0.01)			
$\hat{\mathbf{X}}$			0.05*** (0.01)	0.04*** (0.01)
Z		0.50*** (0.01)		
F-Stat		100		x
More controls!				x
Some controls	x	x	x	x
Obs.	10,000	10,000	10,000	10,000

Here is the code for that table...

```
\setbeamercovered{transparent}
\begin{frame}\frametitle{Does X affect Y?}
\begin{table} \small
\caption{OLS and IV Estimates. \hspace*{3.5in}}
\begin{tabular}
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   & OLS & 1st stg. & IV & IV \\
   & (1)& (2)   & (3)   & (4)   \\
   \midrule
X              &  0.10***&     &     &     \\
               &  (0.01)  &     &     &     \\
$\hat{X}$      &          &     & 0.05***   & 0.04***    \\
               &          &     & (0.01)  & (0.01)  \\
Z              &          & 0.50***    &     &     \\
               &          &  (0.01)    &     &     \\
\midrule
W Controls      & x  & x  & x&   x     \\
More Controls     & x  & x  & x&   x  \\
\midrule
Obs.    & 10,000 & 10,000 & 10,000 &10,000   \\
\bottomrule
\end{tabular}
\end{table}
\end{frame}
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   - This is key priming.

2. **Begin the figure with a blank plot, with axes and legend labeled**:
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3. **Tell them what they should learn, follow up with a summary**:
   - They should take home no more than 1-2 points.
   - Here's my example... (note the transition)

How to present a figure

I wonder if union members earn more (or less) than non-union members?

- Theory has lots to say about this!

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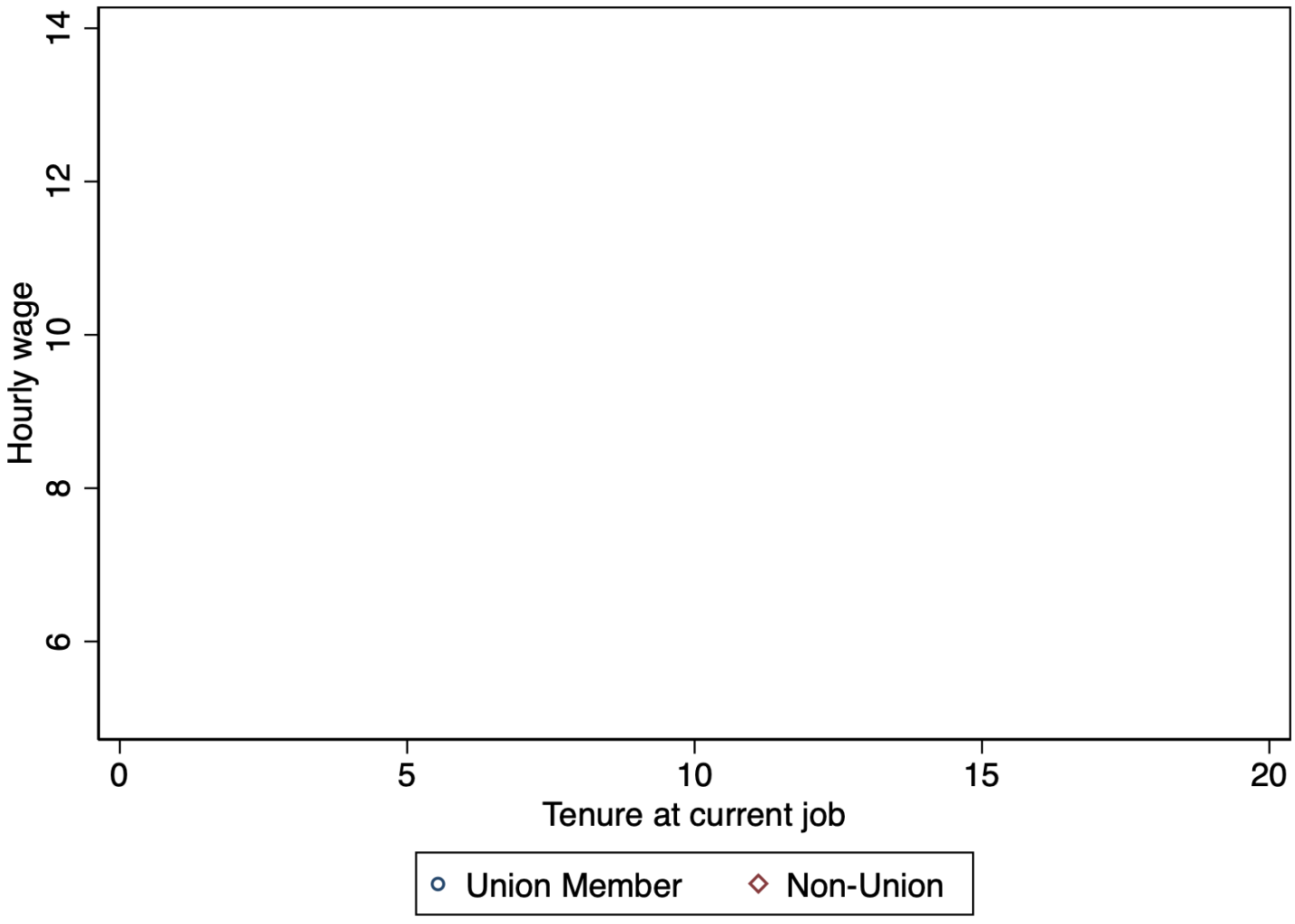
I plot hourly wages for union and non-union members, by job tenure:

- We'll look for wage gaps when tenure=0 to consider advantages at hire.
- And at the evolution of the gap over time to see if advantages or disadvantages persist.

Wages and tenure for union and non-union members



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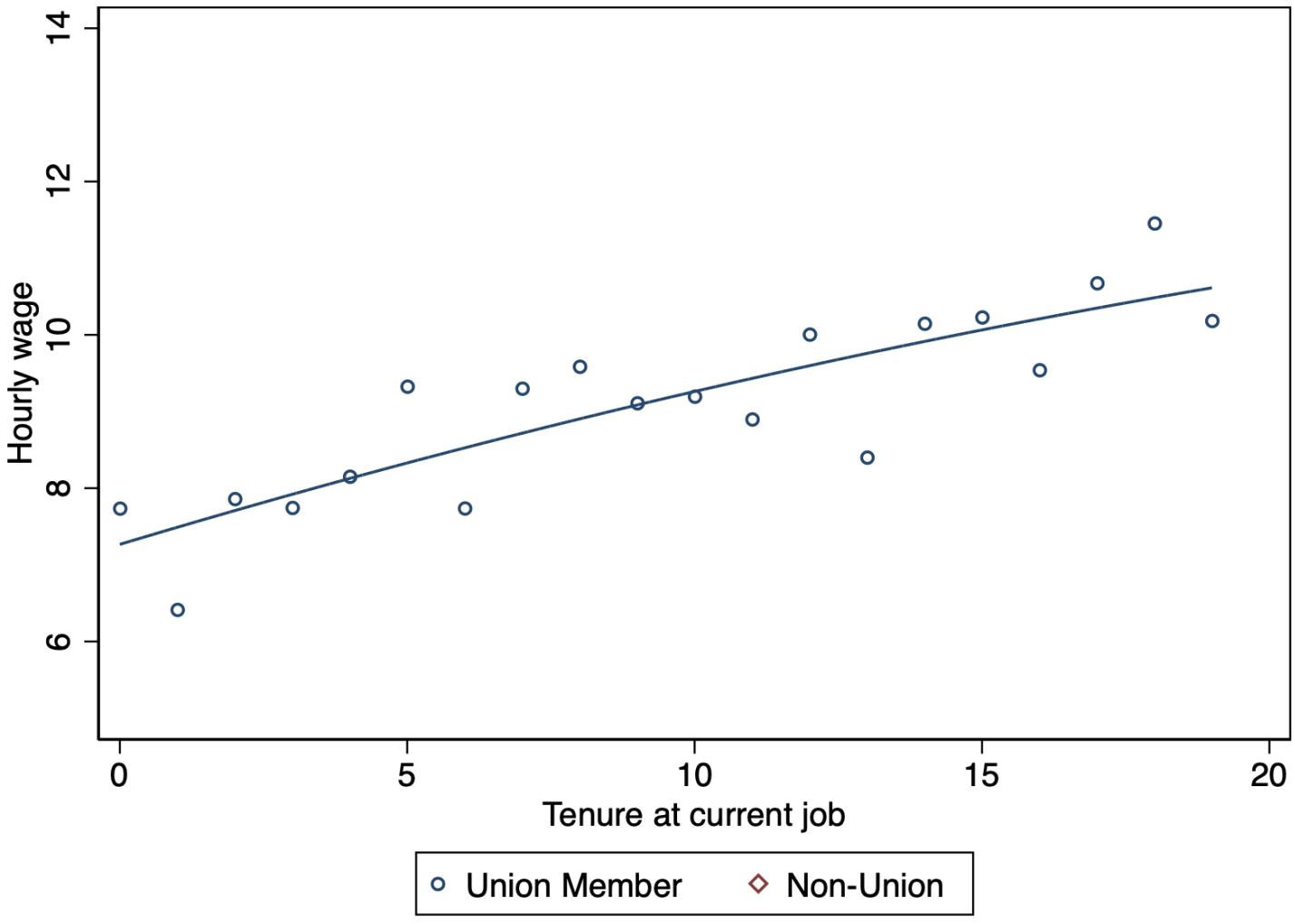

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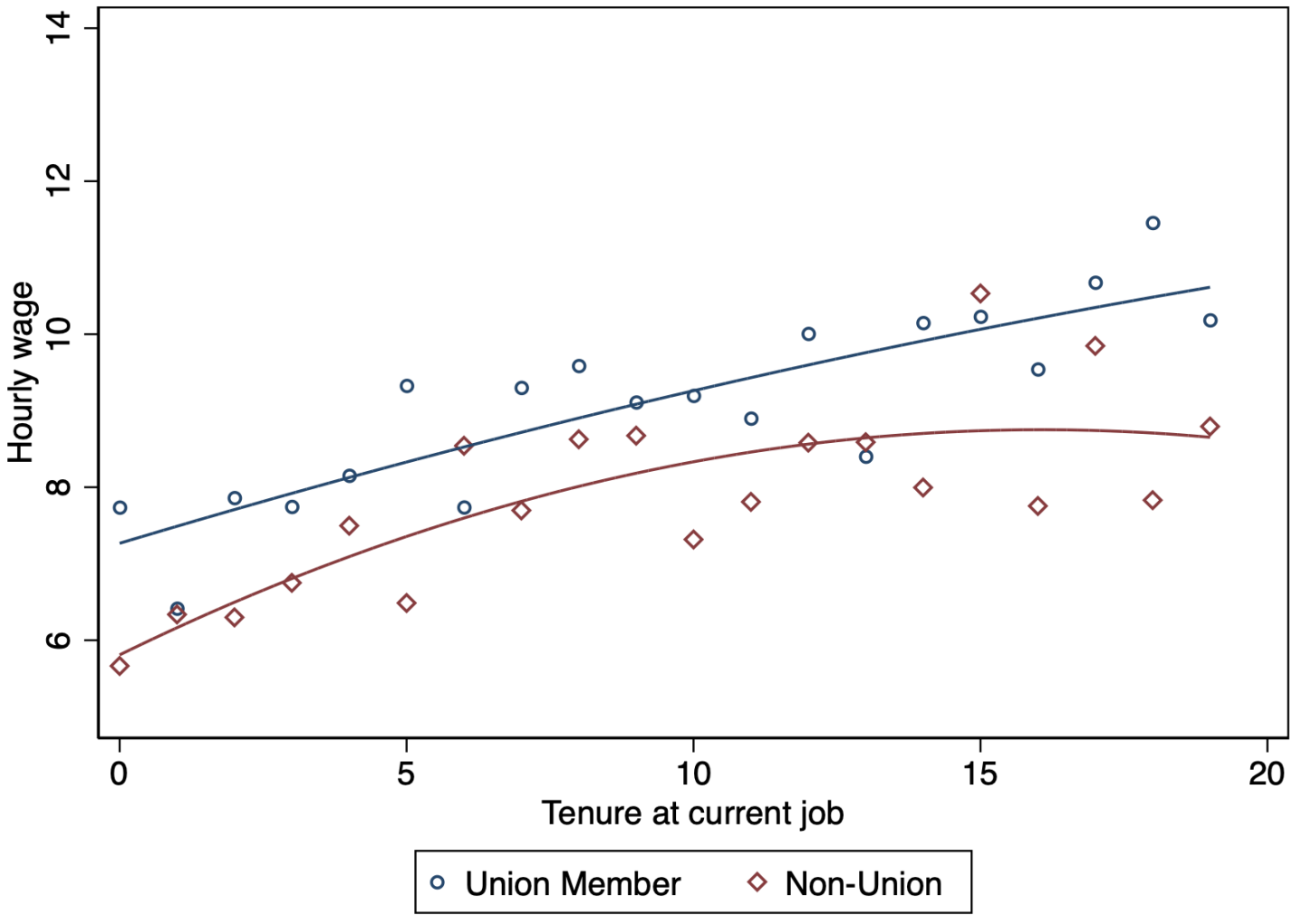

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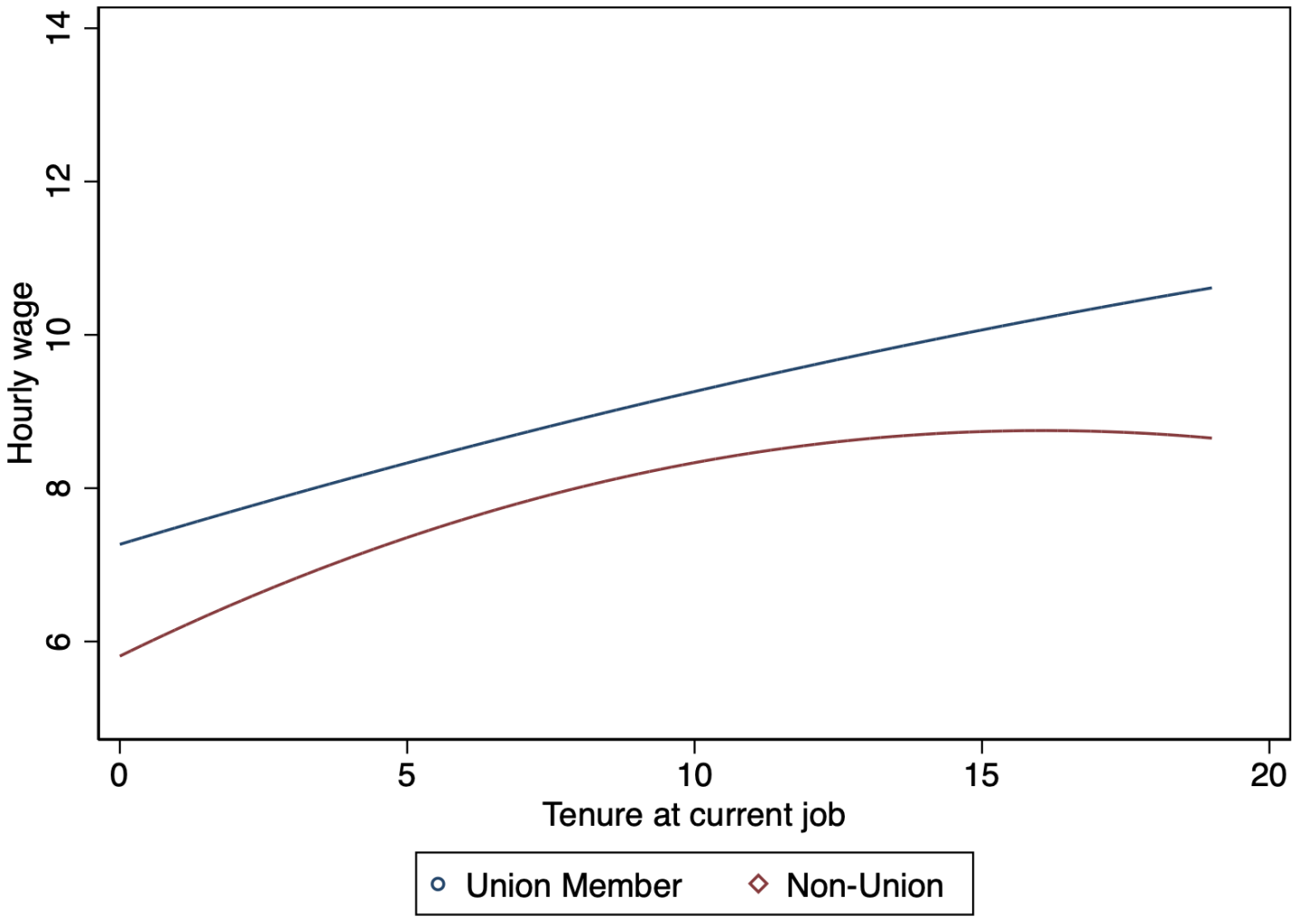

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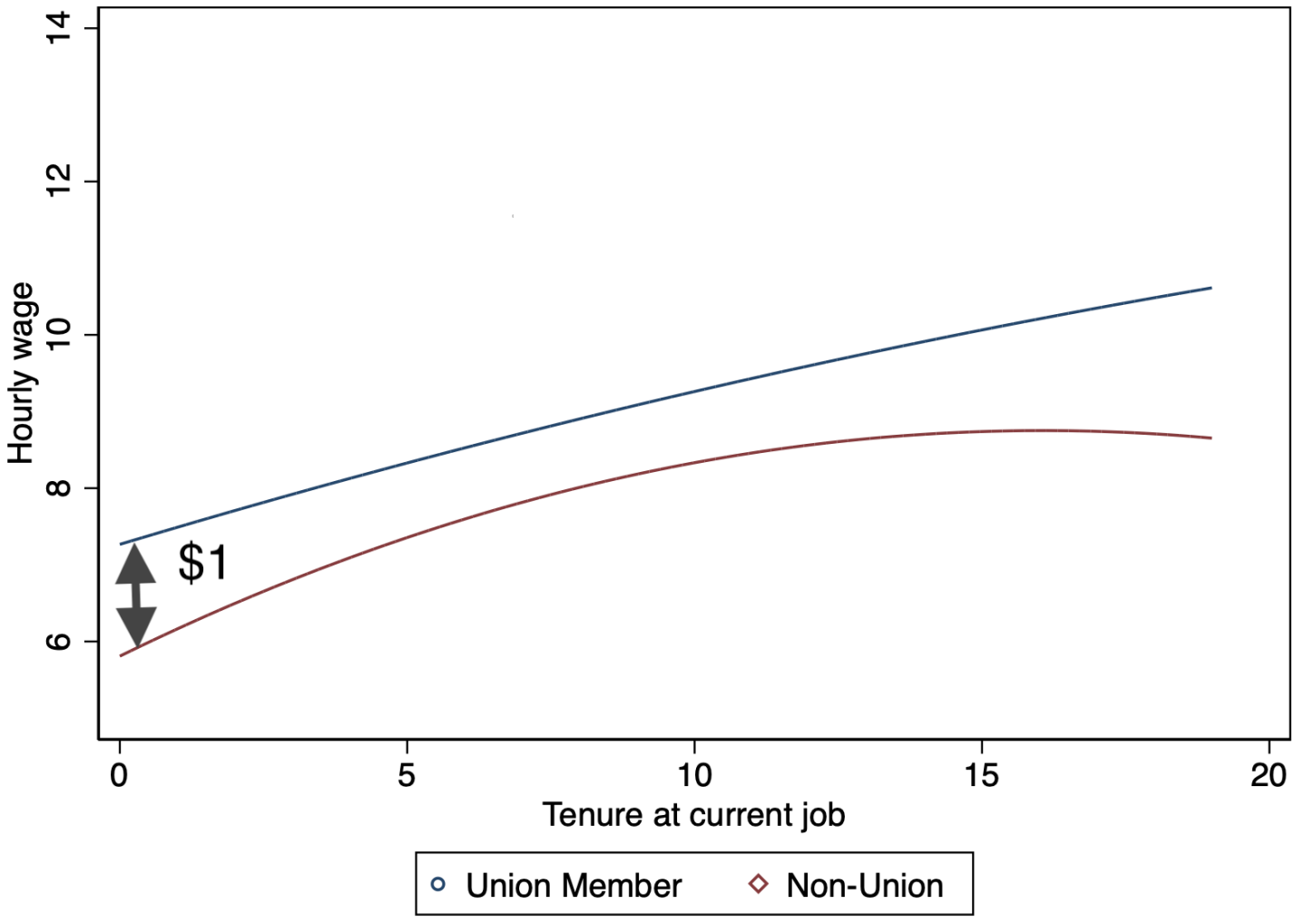

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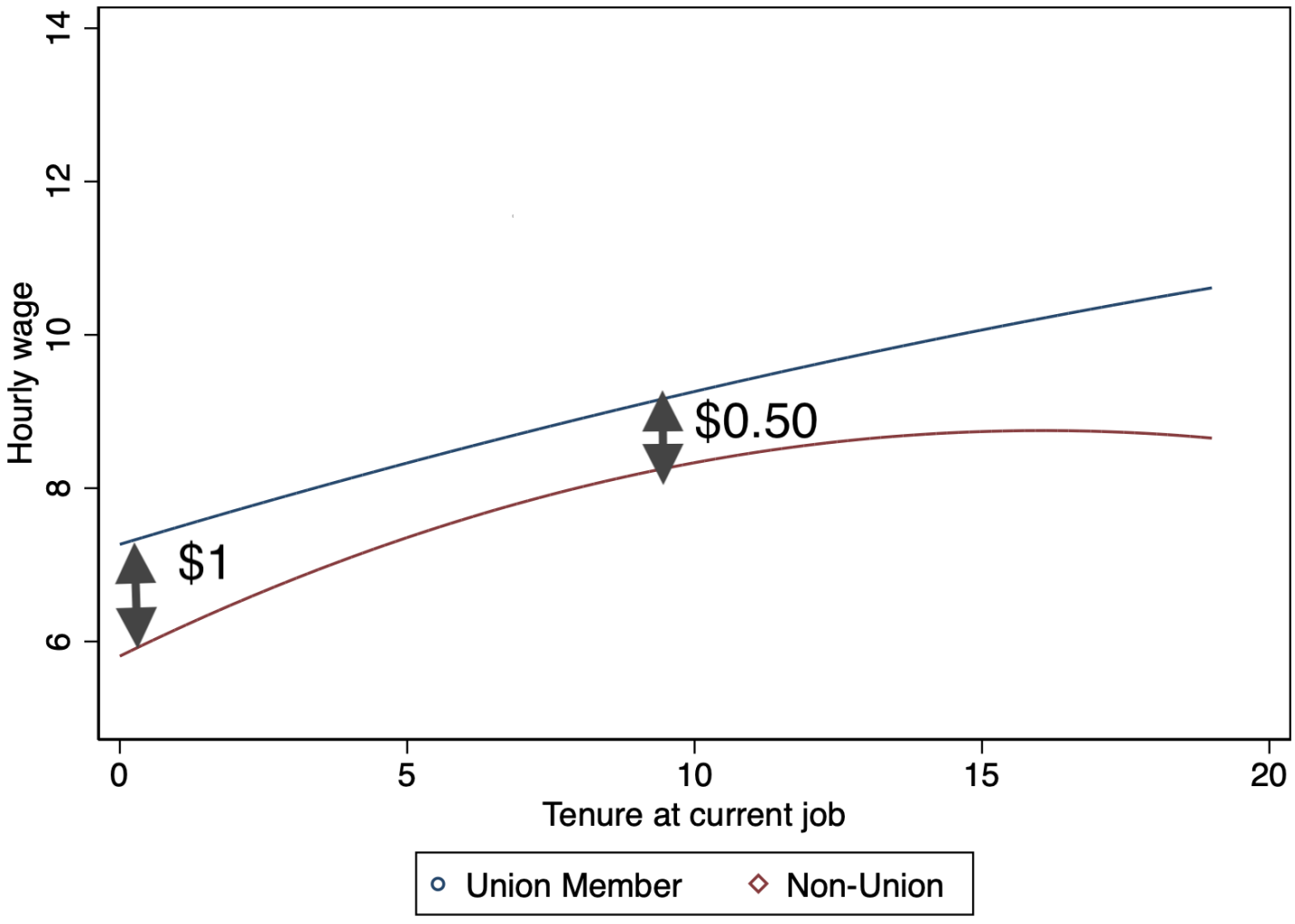

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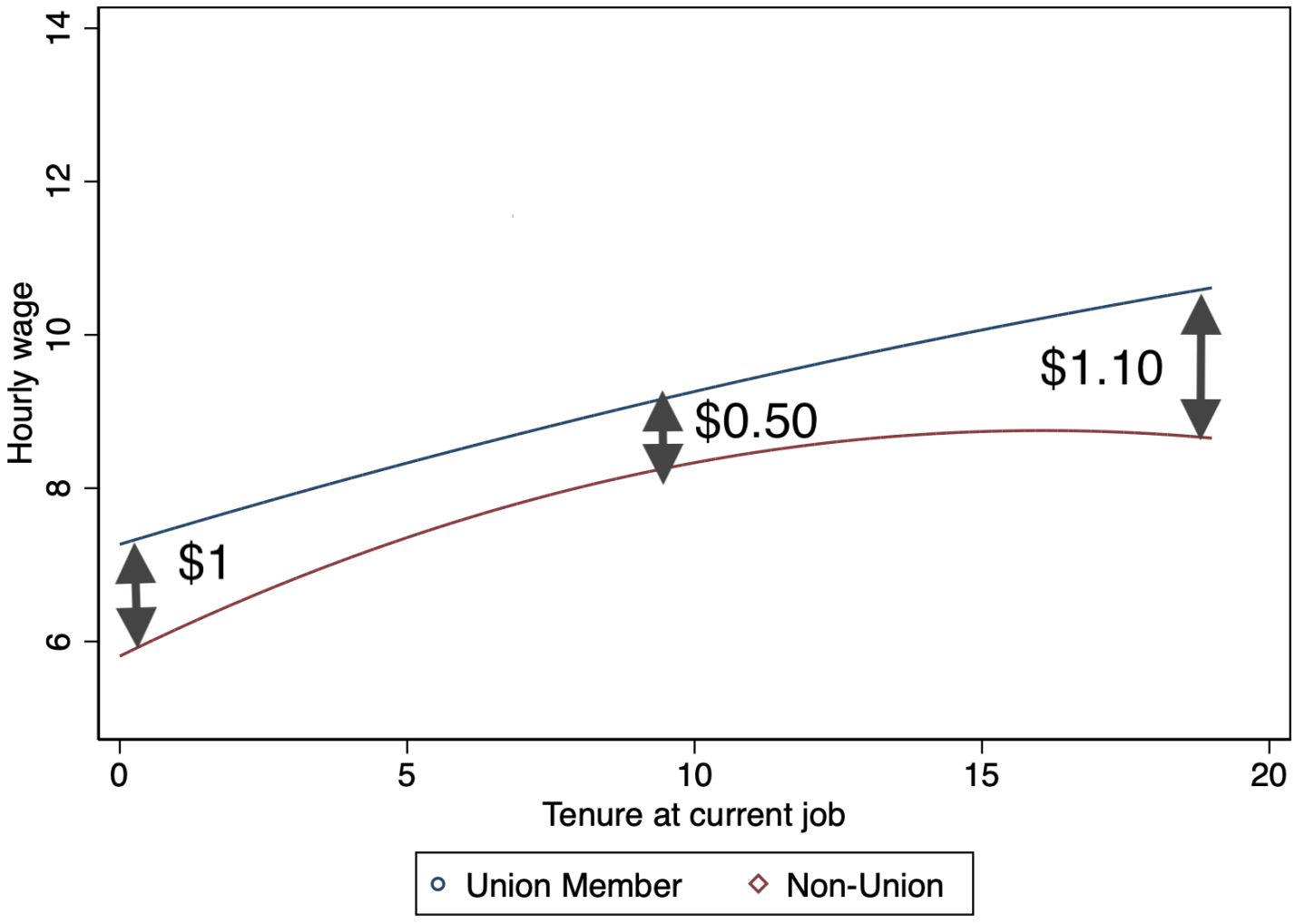

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Start a broader discussion:

- Talk about implications for policy outside of economics.
- Good place to talk about your research agenda!

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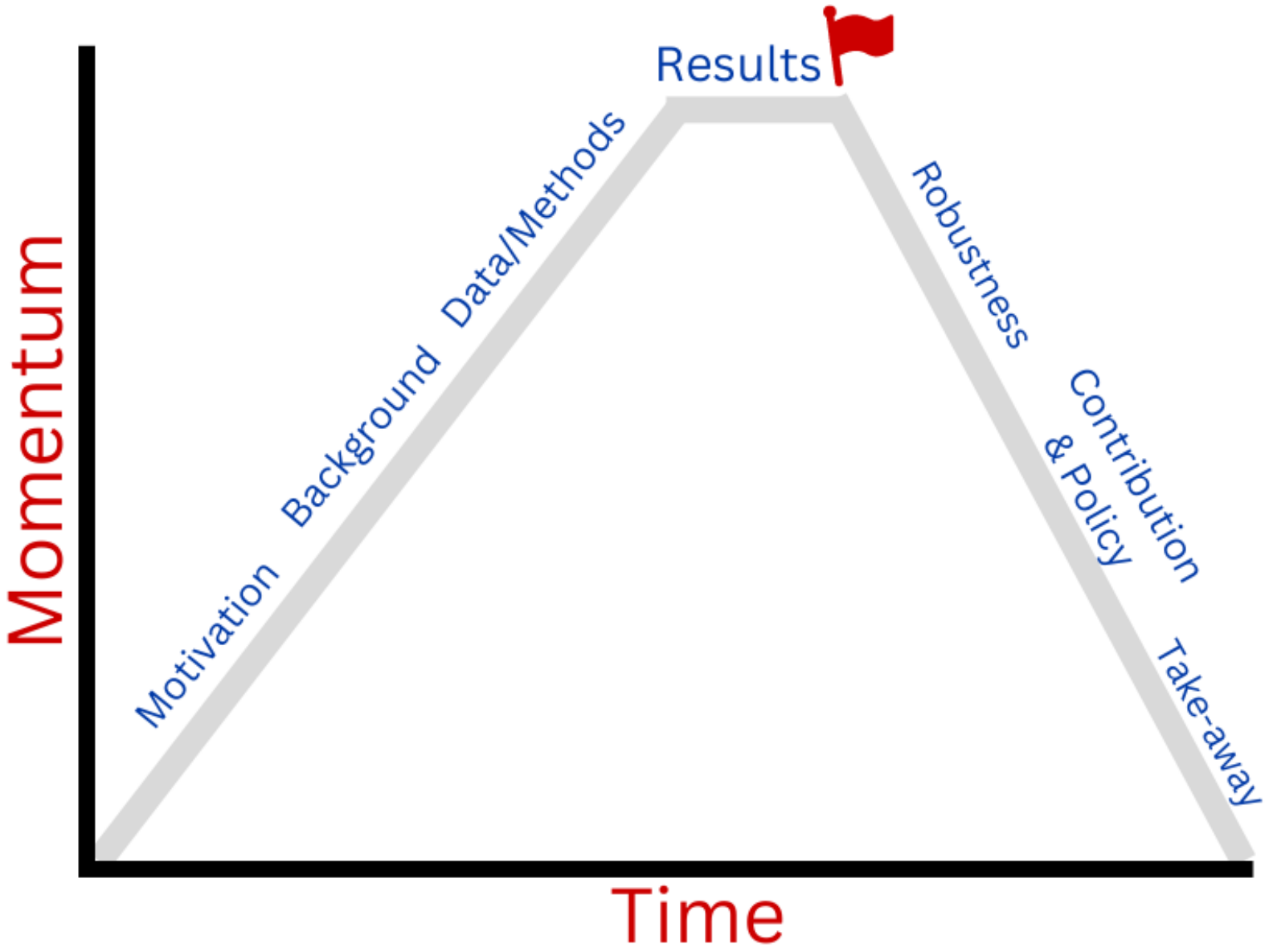

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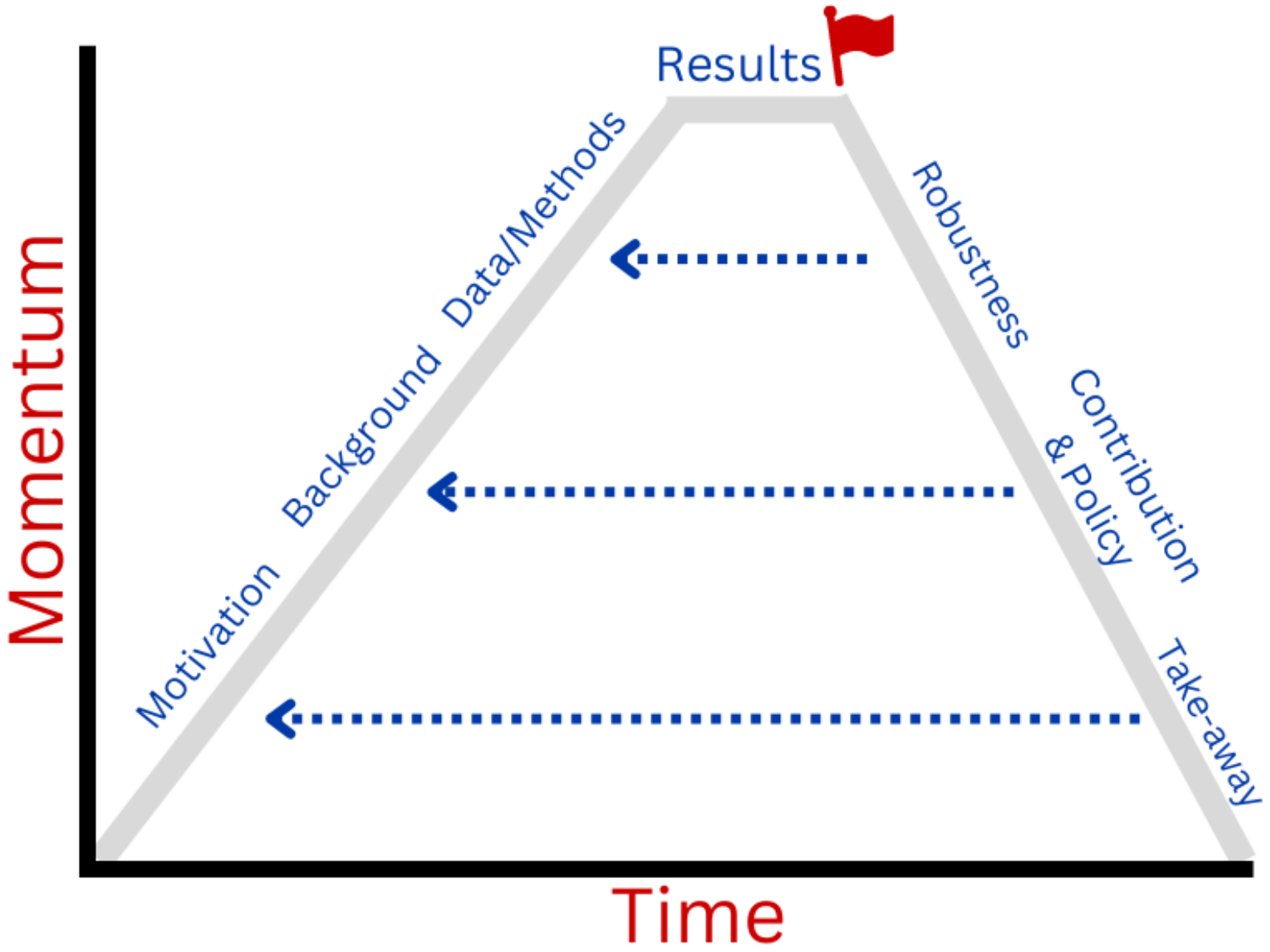

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Presenting online? EXTRA ENTHUSIASM!!!

- Use arrows or boxes over figures or tables to highlight important stuff.
- Have places to pause for questions.

Some final advice

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Play the lottery:

- Every hand you shake, seminar, or presentation is a lottery ticket.

You do good work and you will find the right fit.

- If you think too narrowly, you're not gonna enjoy it and it's gonna show.
- Remember why you got into this and that you're really at the top!
- Before your talk, queue up music, look at pictures of your loved ones.