

CSCM10/CSCM10J Research Methodology Presentation

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March 2022

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About Presentation

Let's be honest...

People remember

- 20% of what they hear
- 30% of what they see/read
- 50% of what they see and hear
- 70% of what they say and write
- **90% of what they do**

Information presented during one lecture, people retain

- 70% of the first 10 minutes
- 20% of the last 10 minutes

Types of presentations

Presentations serve one or more of the following purposes:

- Information delivery
- Information gathering
- Instruction, or Persuasion

We can classify presentations along the following 'scales':

- **Medium:** Verbal, Verbal with Visual Aids, or Written
- **Presence:** In person — Transmitted — Recorded
- **Interaction:** Monolog — Dialogue
- **Time:** Short — Long
- **Audience:** Small — Large
- **Setting:** Informal — Formal
- **Preparation:** Ad hoc — Scripted

Structure of presentations

- Introduction
 - Motivation, contextualisation, overview
- Main body
 - Main findings, elaboration
- Conclusion
 - Comment on importance of findings, future work, summary

Preparing presentations

1. Determination of the objectives
2. Analysis of the audience
3. Planning
4. Organisation of the material for effective results
5. Preparation of visual aids / handouts
6. Delivery practice

Visual aids: Purposes

- Give structure to a presentation
- Provide a point of reference for the speaker and the audience
- Help an audience to remember
- Focus the attention of both audience and speaker
- Reinforce what is said

- Prepared in advance, immutable at time of presentation
 - Video
 - Slide projector
- Created or reproduced during presentation, mutable at time of presentation
 - Flip chart
 - Chalk/White board
- Dual use
 - Overhead projector
 - LCD projector (beamer) plus PC
 - Interactive white board plus PC

About Slides

- Decide on a structure / theme for your slide in advance, then stick to it
- Consider the following questions:
 - Does the audience know me (and my affiliation)?
 - How important is it that the audience remembers the title of my presentation?
 - How many navigational hints are required?
 - How many graphics do I need to include? Can they be placed consistently?

The answers to these questions influence to whom you should structure your slides

- Put a title on each slide
- Titles should be short but descriptive
- Ideally, titles on consecutive slides should tell a story all by themselves
- Capitalise words consistently
 - Either always capitalise all words in the title (except for words like 'a' and 'the'), or
 - always only capitalise the first word in the title/subtitle
- The title of the whole presentation should be capitalised
- You might want to include it on every slide

- Keep it simple
- A typical slide should contain 20 to 40 words, maximum 80
- Do not try to fill all the space
- Prefer enumerated or itemised lists over plain text
- Use at most two levels of 'sub-itemizing'
- Keep the number of items in a list low
- Highlight important things

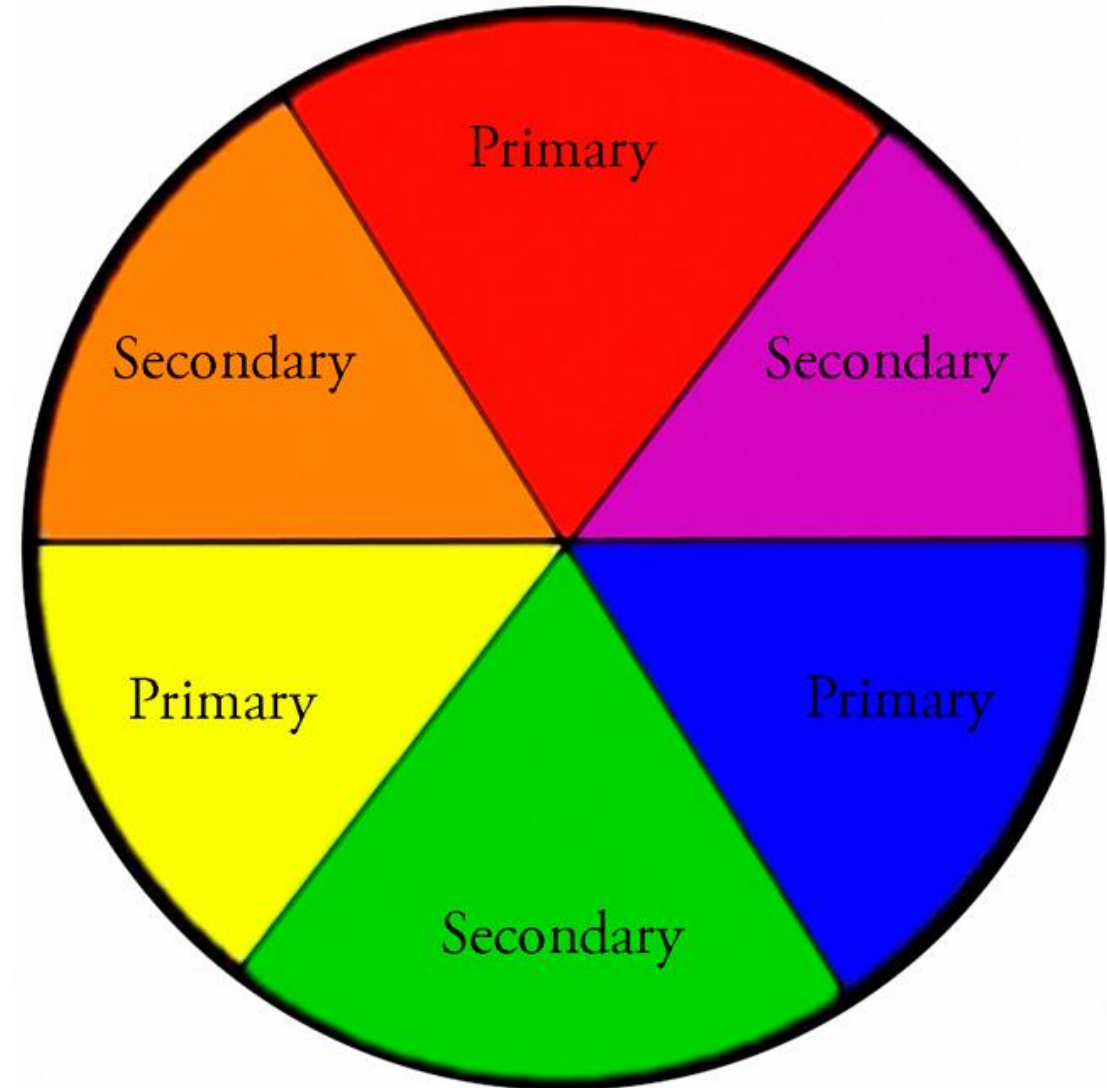
- Use short sentences
- Prefer phrases over complete sentences
- Break lines where there is a logical pause
- Punctuate consistently
 - No punctuation after phrases
 - Complete punctuation in and after complete sentences
- Avoid decreasing font size to make more text fit on a slide

- Aim for your text to be legible even under difficult conditions
- Use as few fonts as possible
- Use monospaced and script fonts only for specific purposes
- Avoid italics to express emphasis, use colour instead
- Recommended fonts: Arial, Tahoma, Veranda
- This is a good title size 40 point
- A good subtitle or bullet point size 32 point
- Content text should be no smaller than 24 point

- Use colours sparsely
- Avoid bright text on dark background
- Maximise contrast
 - Normal text should be black on (nearly) white background
 - Avoid bright, light colours on white background
- Be aware of what we associate with different colours
- Test your presentation on the intended equipment if possible

Slides: Colour Wheel

- Colours separated by another colour are contrasting colours (complementary)
- Adjacent colours harmonize with one another (Green and Yellow)
- Colours directly opposite one another are said to CLASH
- Clashing colours provide readability



Decide:

- what you want to highlight, e.g., keywords, main results, examples, current focus
- which colour you want to use for each of these categories

Apply the selected colour scheme consistently

- Use the Same Background on Each Slide
- Don't use multiple backgrounds in your presentation
- Changing the style is distracting

Slides: Example

This is a good mix of colors. Readable!

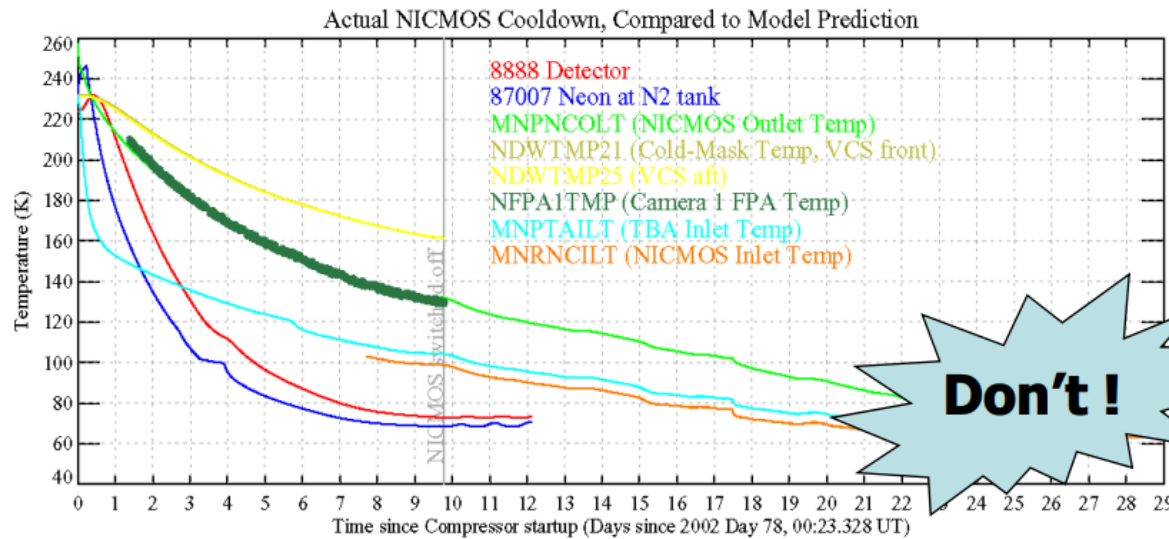
This is a bad mix of colors. Low contrast. Unreadable!

This is a good mix of colors. Readable!

This is a bad mix of colors. Avoid bright colors on white. Unreadable!

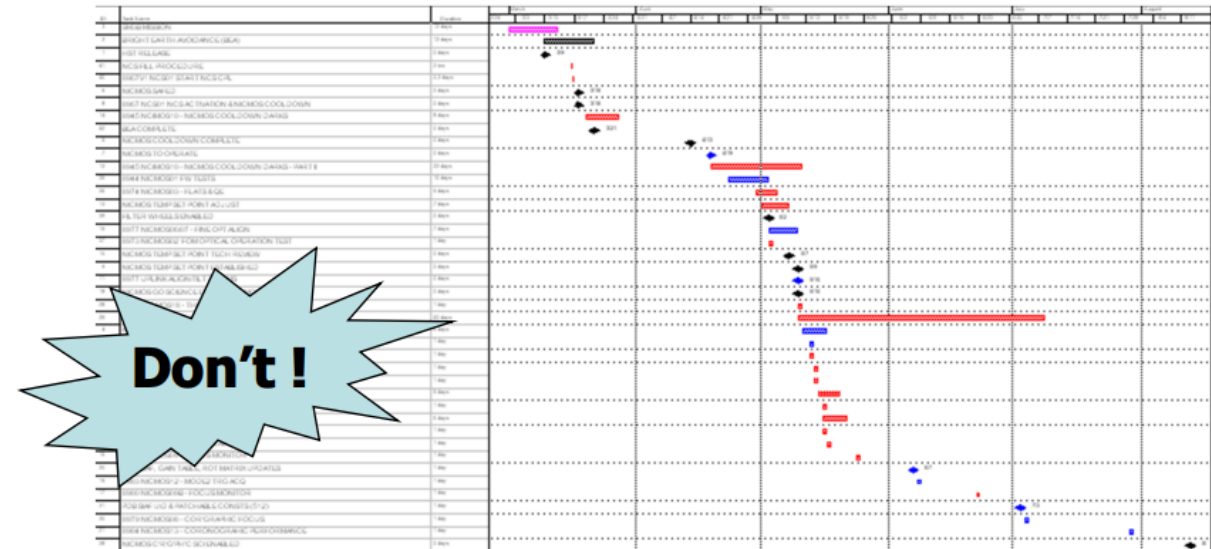
- Graphics often convey concepts or ideas more effectively than text
- Use graphics as often as possible
- Graphics should only contain as much detail as necessary
- Graphics always require explanation
- Use animations to explain the dynamics of systems
- Do not use animations to simply attract attention
- Do not use distracting special effects like fancy slide transitions

Slides: Example



Colour Issue

Font Issue



Gesture and Body Language

- Be aware where you stand (centre stage vs. side stage)
- Do not obscure the screen
- Stand tall, keep your head up most of the time
- Move from stillness to stillness, walk slowly

Gesture and Body Language: Hands

- Use hand gestures to emphasise points
- Use open palm gestures, full arm gestures
- Avoid aggressive gestures
- Avoid hands in pockets, hands behind your back, hands clasped in front of your body

- Maintain eye contact
 - Treat everyone equal
 - Do not look out of the window or on your watch
 - Do not focus too long on a single individual
- Keep an eye on the audience's body language
 - Does a point need further clarification?
 - Can you proceed more quickly than anticipated?

Gesture and Body Language: Voice

- Be aware of the acoustics of the room
- Speak clearly (do not shout or whisper)
- Pause shortly at key points (adds emphasis)
- Emphasise the right words, control your breathing
- Facial gestures and tone of voice should match your message
- Do not rush, or talk deliberately slowly, but vary speed
- Do not talk to the screen
- Do not turn your back to the audience and talk at the same time
- Do not read from a script (cue cards are ok)

Some Principles

Seven Principles of Public Speaking

(Isa N. Engleberg: The Principles of Public Presentation.
Harper Collins, New York, 1994)

Purpose:

- Why are you speaking?
- What do you want audience members to know, think, believe, or do as a result of your presentation?

People:

- Who is your audience?
- How do the characteristics, skills, opinions, and behaviours of your audience affect your purpose?

Place:

- How can you plan and adapt to the logistics of this place?
- How can you use visual aids to help you achieve your purpose?

(Isa N. Engleberg: The Principles of Public Presentation.
Harper Collins, New York, 1994)

Preparation:

- Where and how can you find good ideas and information for your speech?
- How much and what kind of supporting materials do you need?

Planning:

- Is there a natural order to the ideas and information you will use?
- What are the most effective ways to organise your speech in order to adapt it to the purpose, people, place, etc.?

Seven Principles of Public Speaking cont.

(Isa N. Engleberg: The Principles of Public Presentation.
Harper Collins, New York, 1994)

Personality:

- How do you become associated with your message in a positive way?
- What can you do to demonstrate your competence, charisma, and character to the audience?

Performance:

- What form of delivery is best suited to the purpose of your speech?
- What delivery techniques will make your presentation more effective?
- How should you practice?

Some more tips

- Covers the most crucial pieces only
- Rehearse
- Get feedback from friends
- Limit Punctuation
 - Emphasize your points by speaking not exclamation points
- Practice with a Timer
- Try to avoid reading your slides
- Animations, Video etc.

- Do not use the media to hide you
- The audience came to SEE you
- The media should only ENHANCE the presentation
- If you're only going to read from the slides, just send them the slides!