

Week 13: Communicating results

EMSE 4197 | John Paul Helveston | April 08, 2020

Redesign solutions

Final projects timeline

- 4/14 - 17: Team calls with Prof. Helveston.
- 4/20 - 5/01: Push on analyses & polishing results.
Virtual office hours on Mondays
- 4/22: Project reports due.
- 4/29: Peer reviews due.
- 5/04: Final reports due by 11:00pm.
- 5/05: Slides due by 11:00pm.
- 5/06: Team presentations.

S	M	T	W	Th	F	Sa
			08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	01	02
03	04	05	06			

No late days on project assignments

Communicating results

1. Telling a story
2. Designing slides
3. Giving a talk

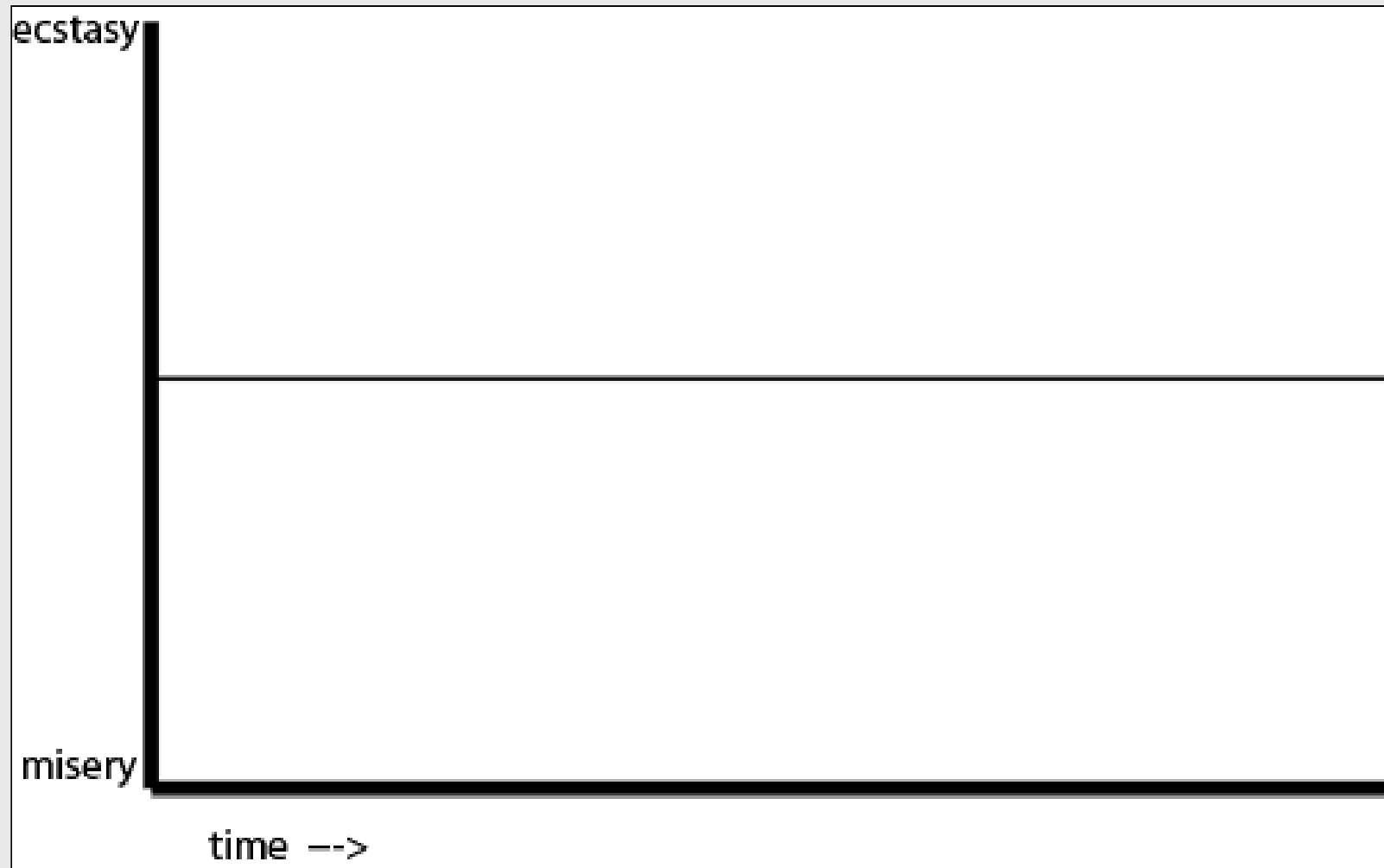
Communicating results

1. Telling a story
2. Designing slides
3. Giving a talk

What is a story?

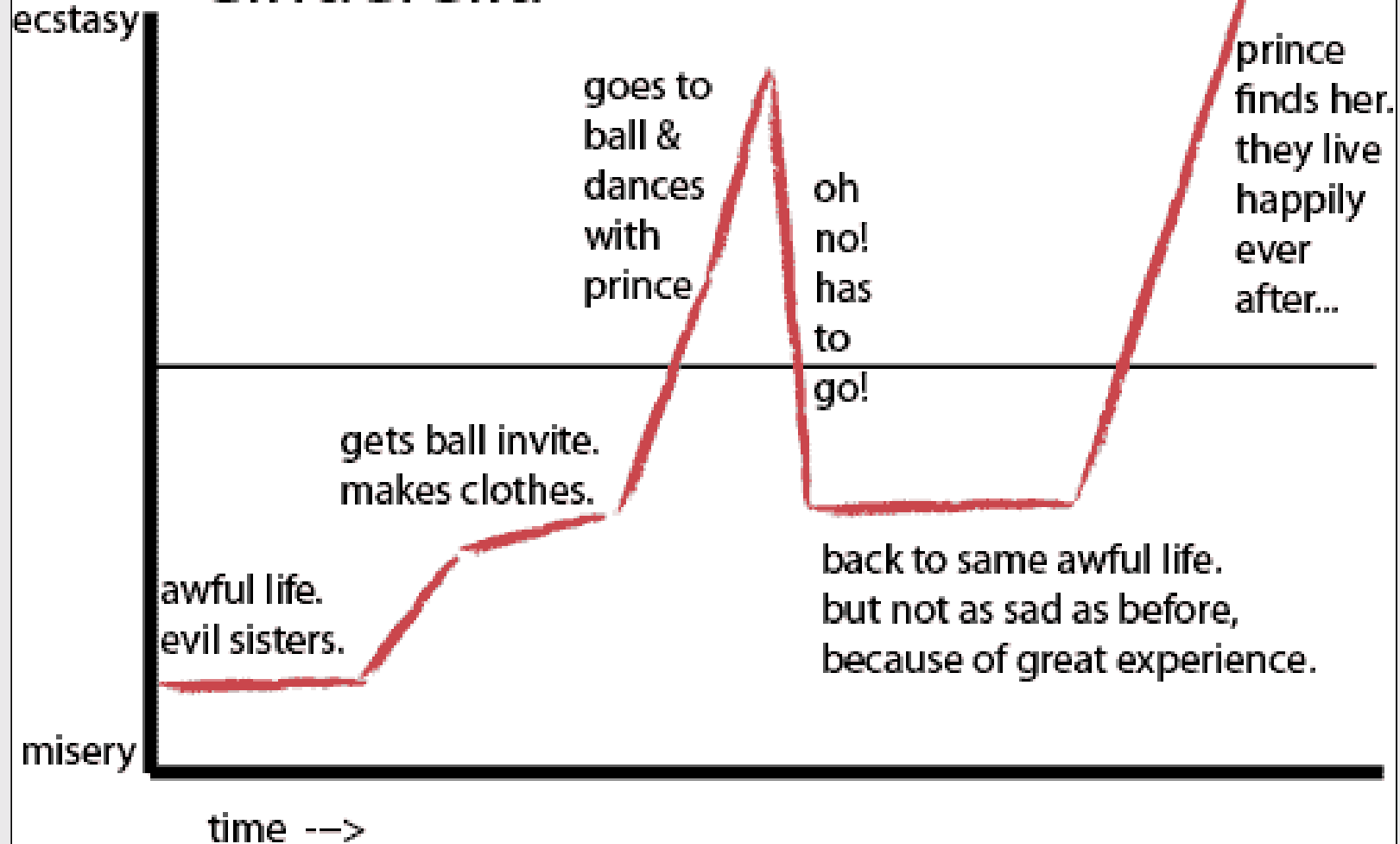
A story is a set of observations, facts, or events...that are presented in a specific order such that they create an **emotional reaction** in the audience.

- Clause O. Wilke (2019), Chp. 29

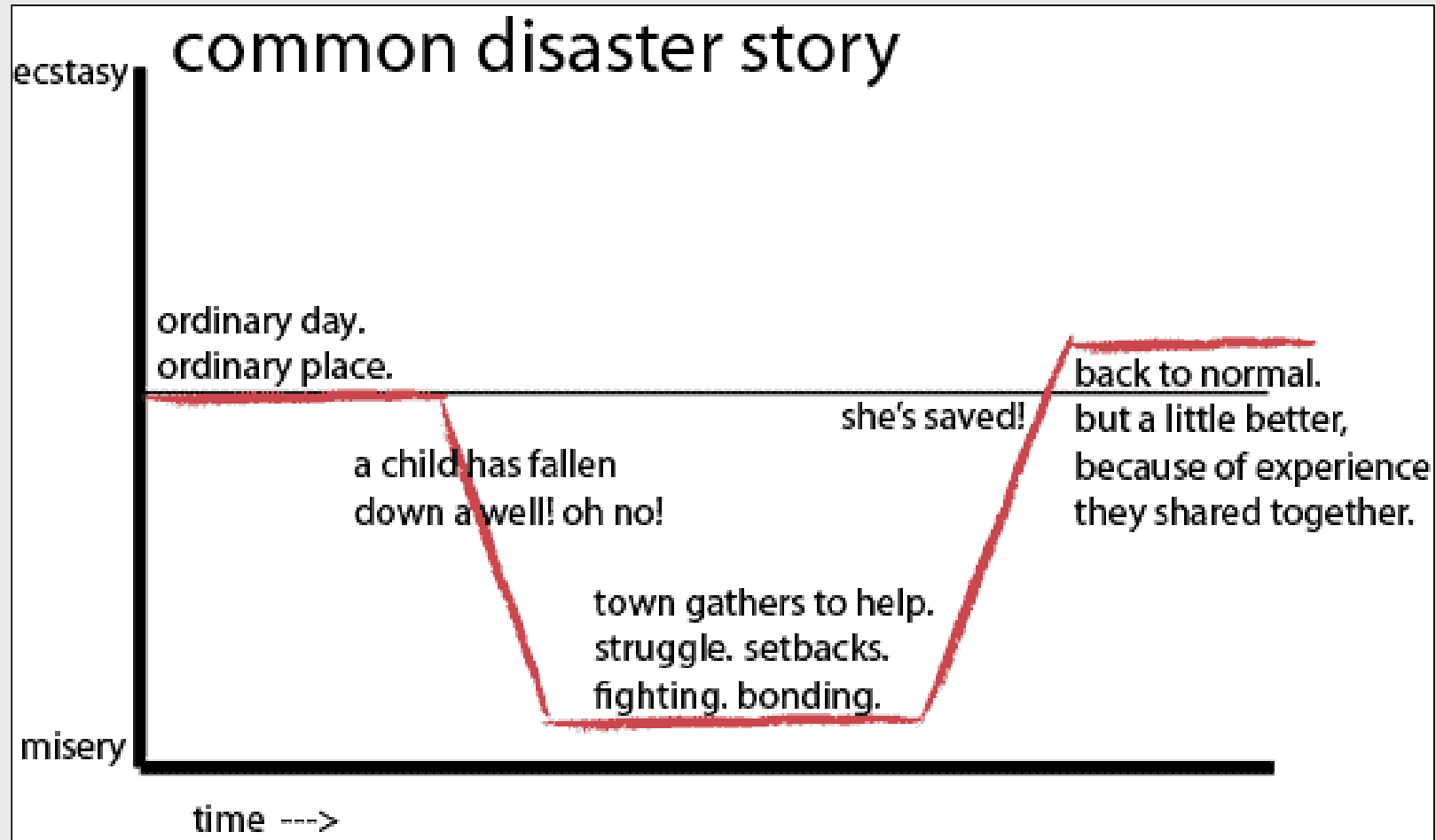


source

Cinderella

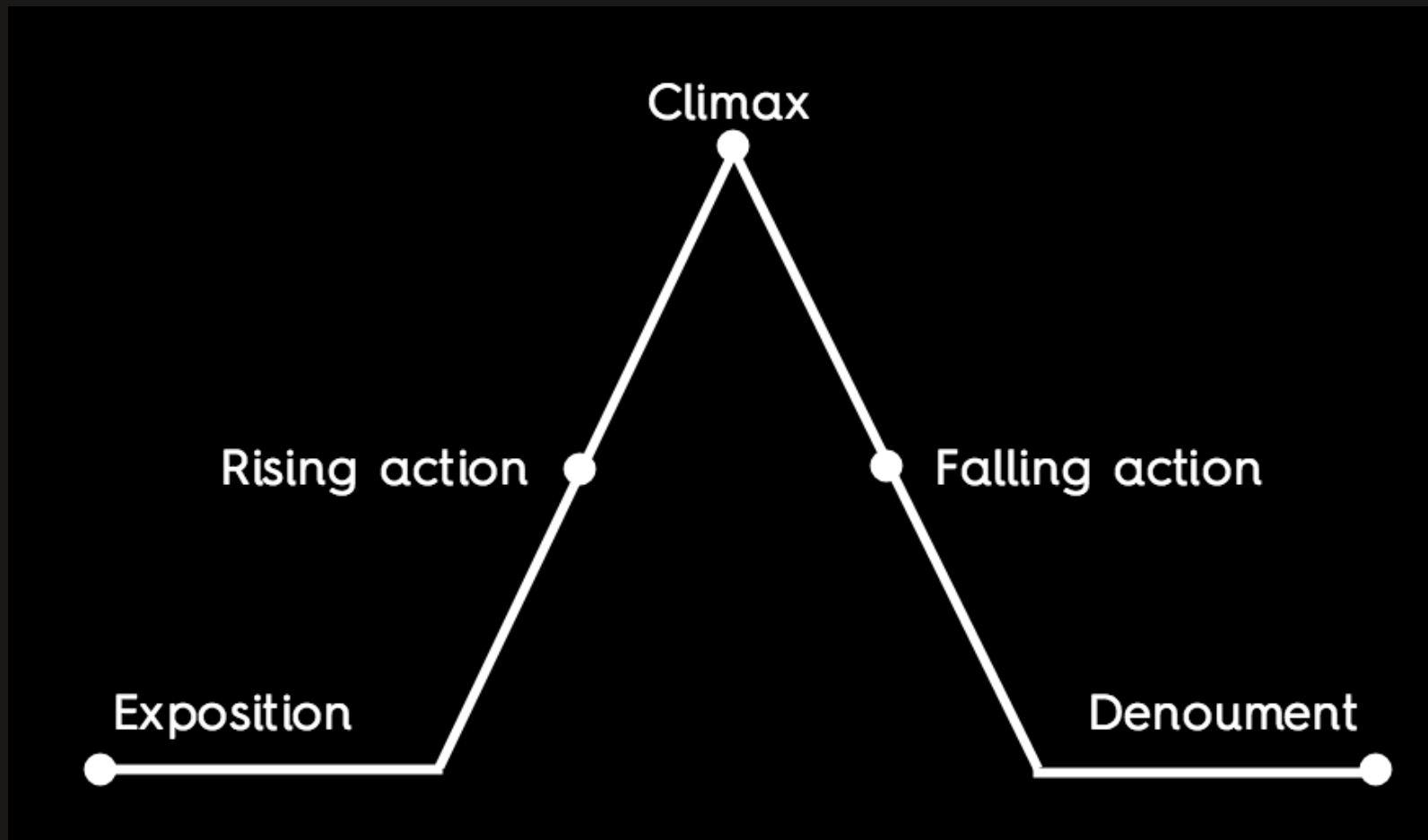


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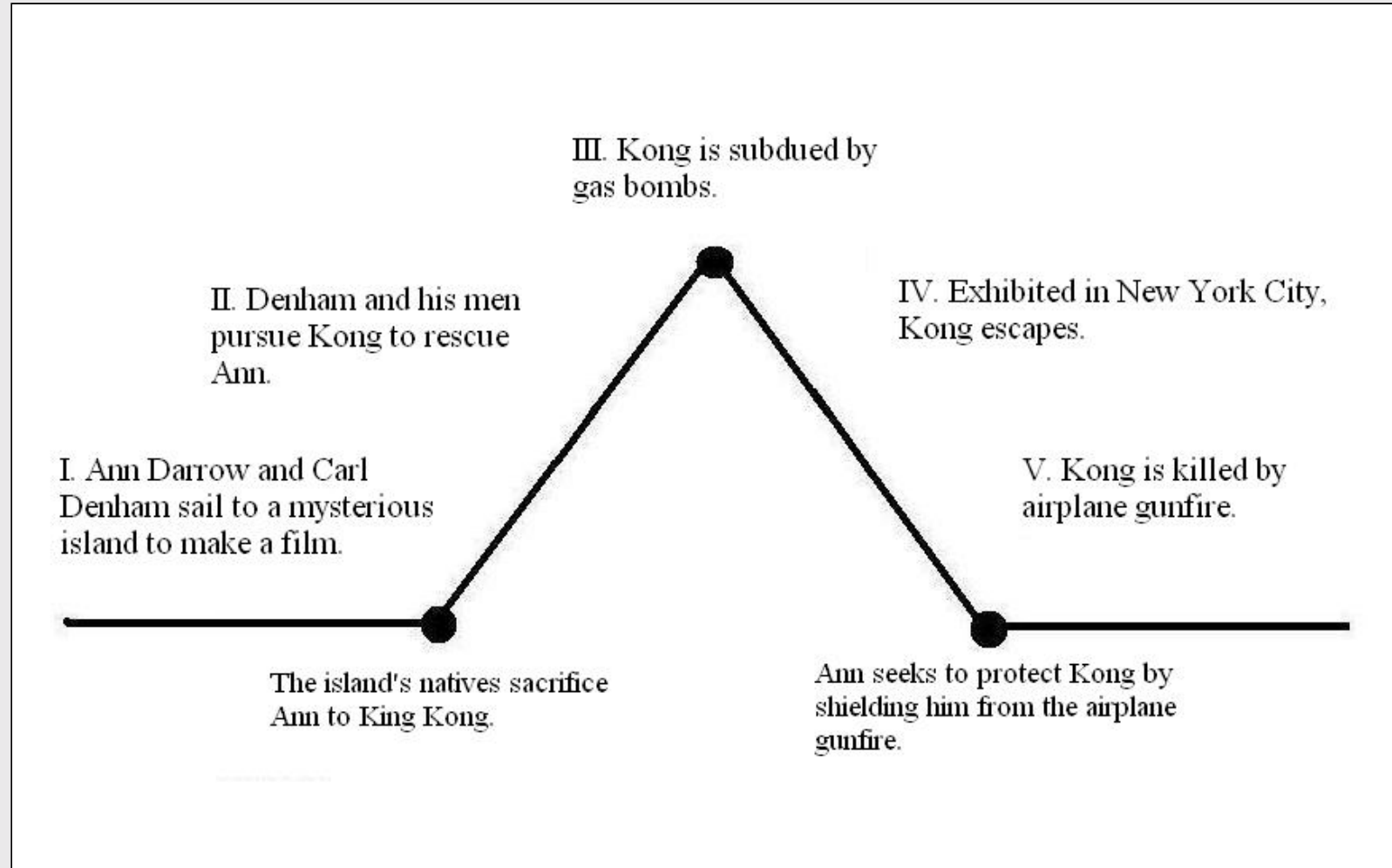


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Freytag's Pyramid

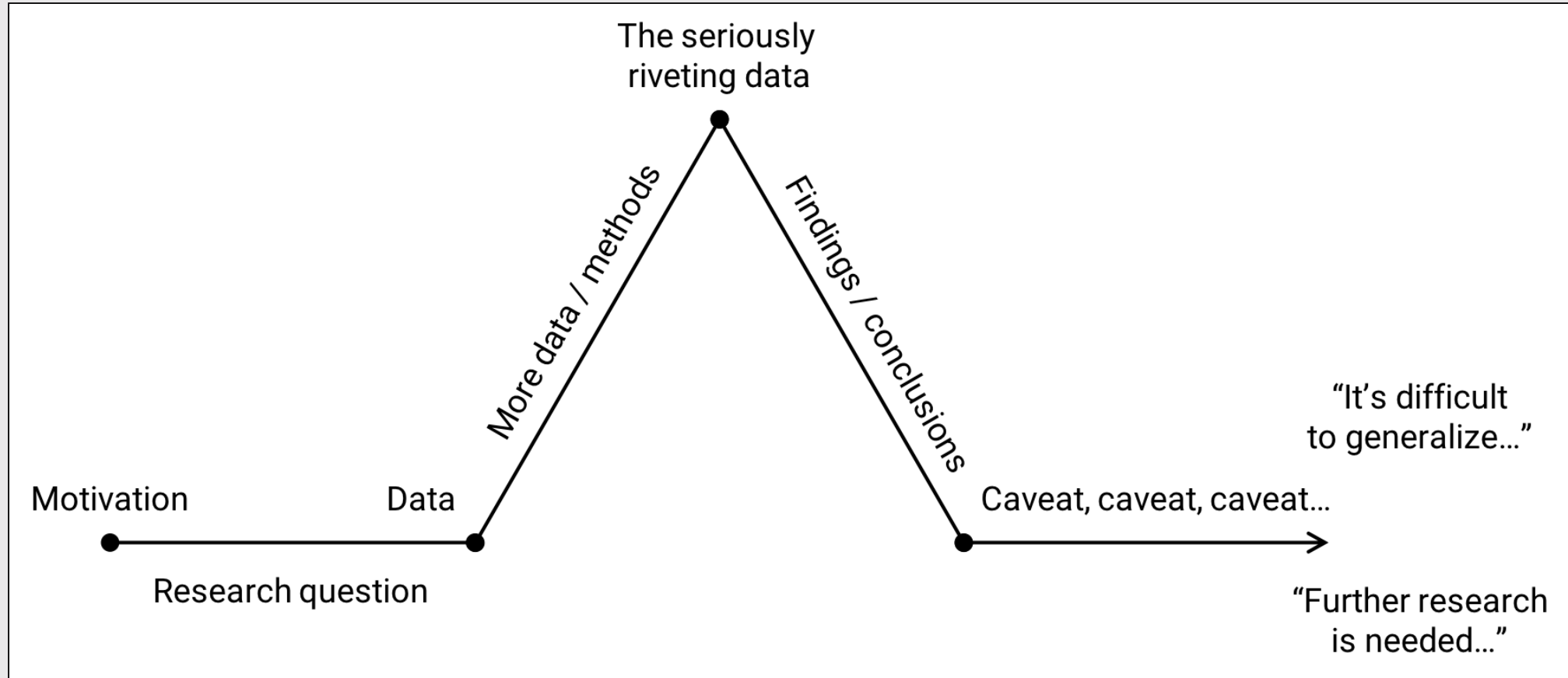


Freytag's Pyramid: King Kong



source

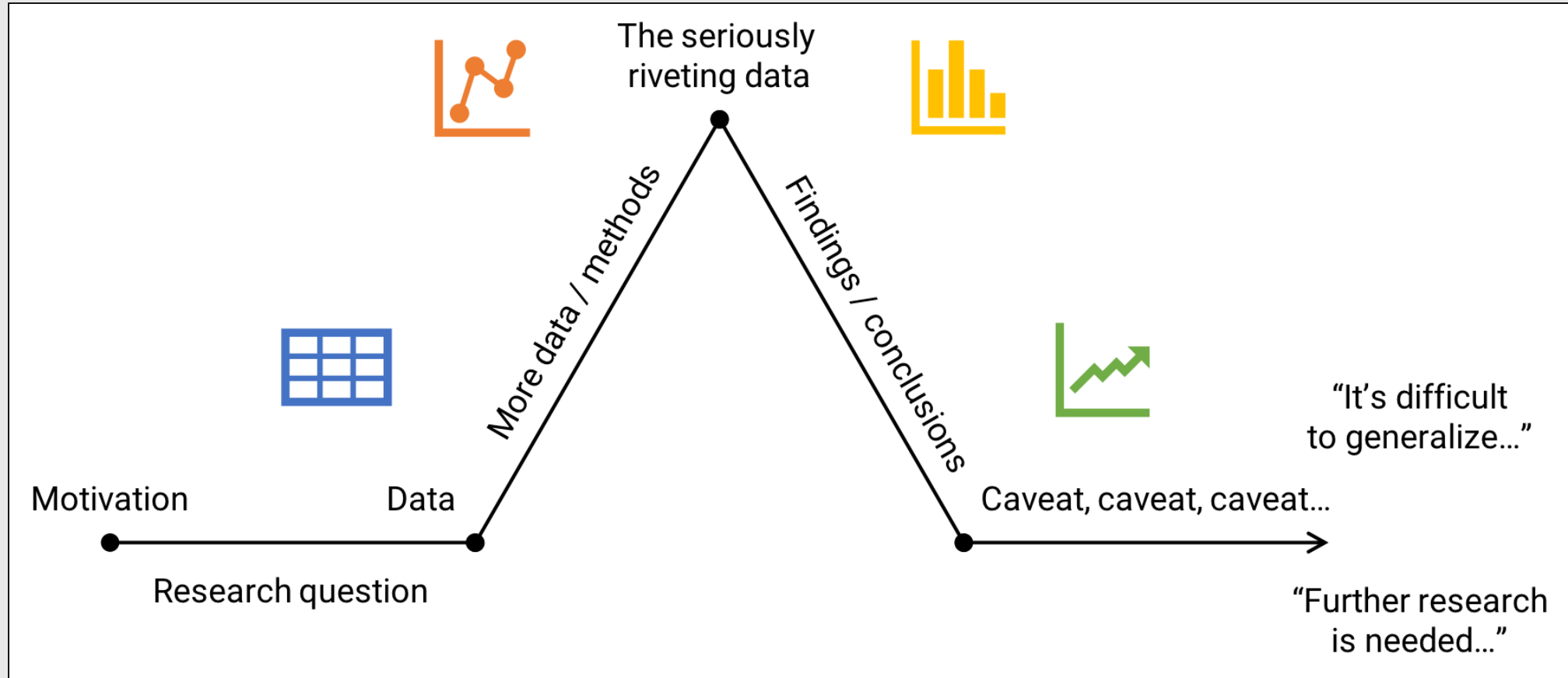
Freytag's Pyramid: Research Project



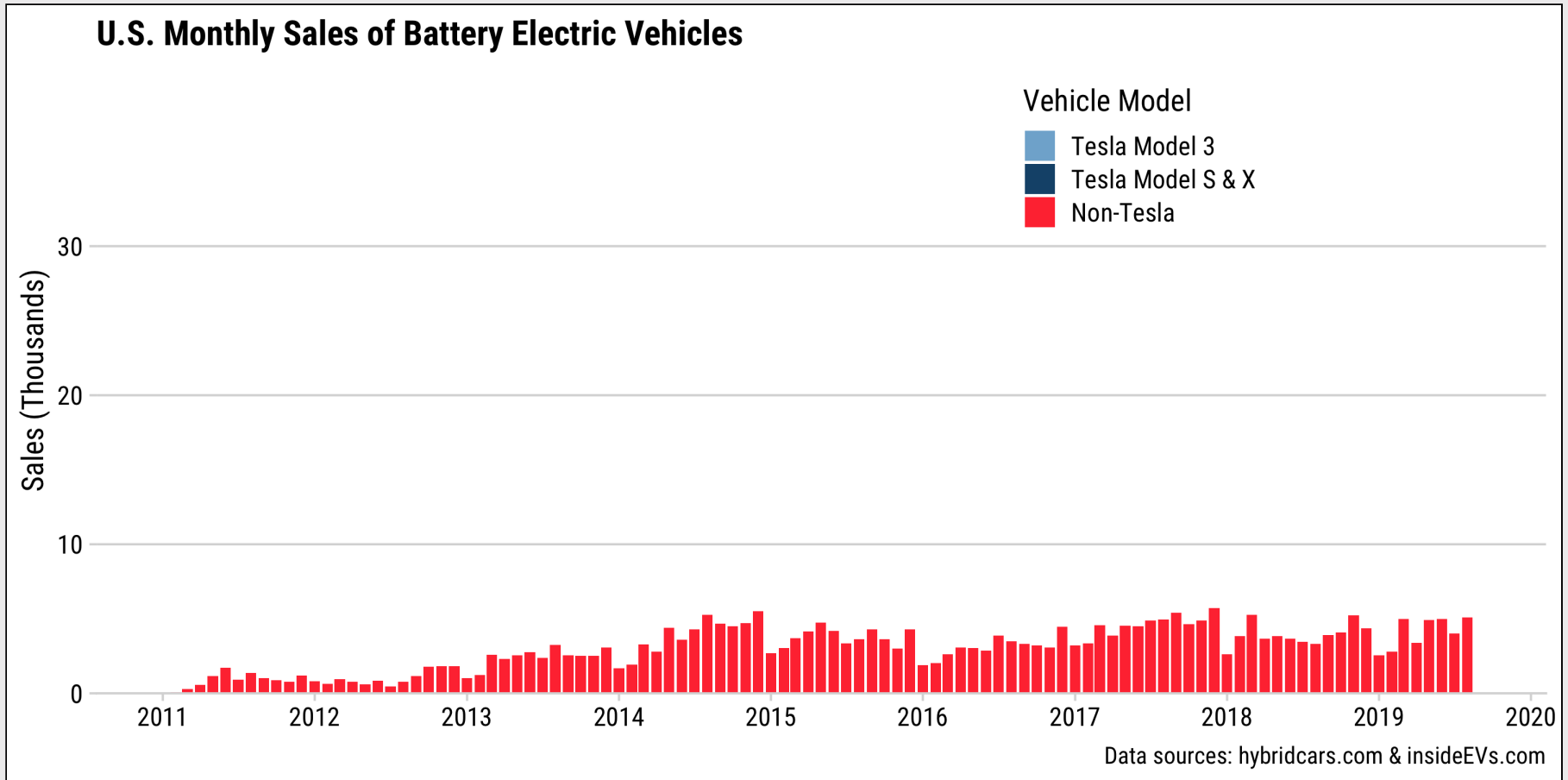
"A single (static) visualization will rarely tell an entire story"

- Clause O. Wilke (2019), Chp. 29

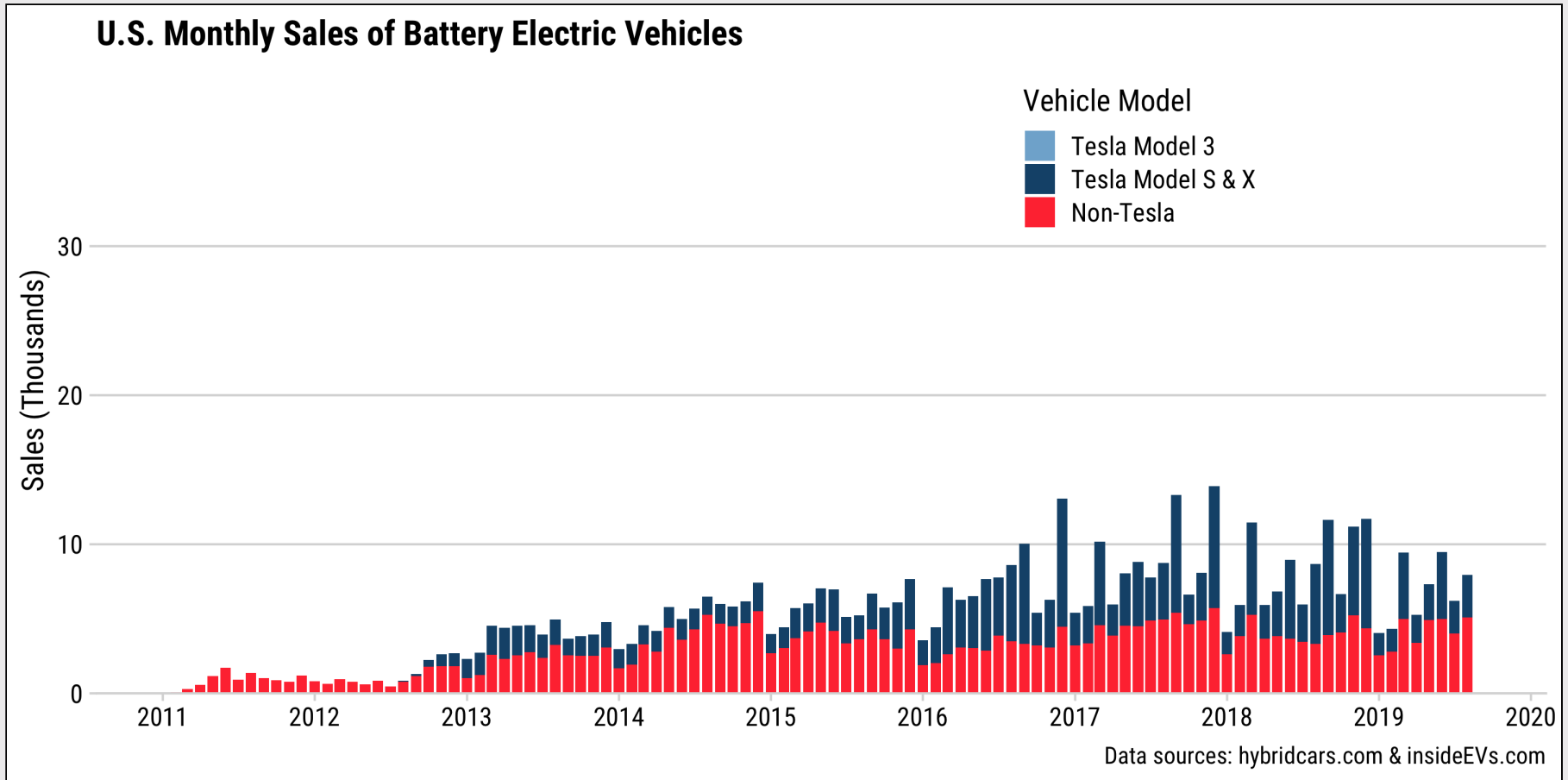
Freytag's Pyramid: Research Project



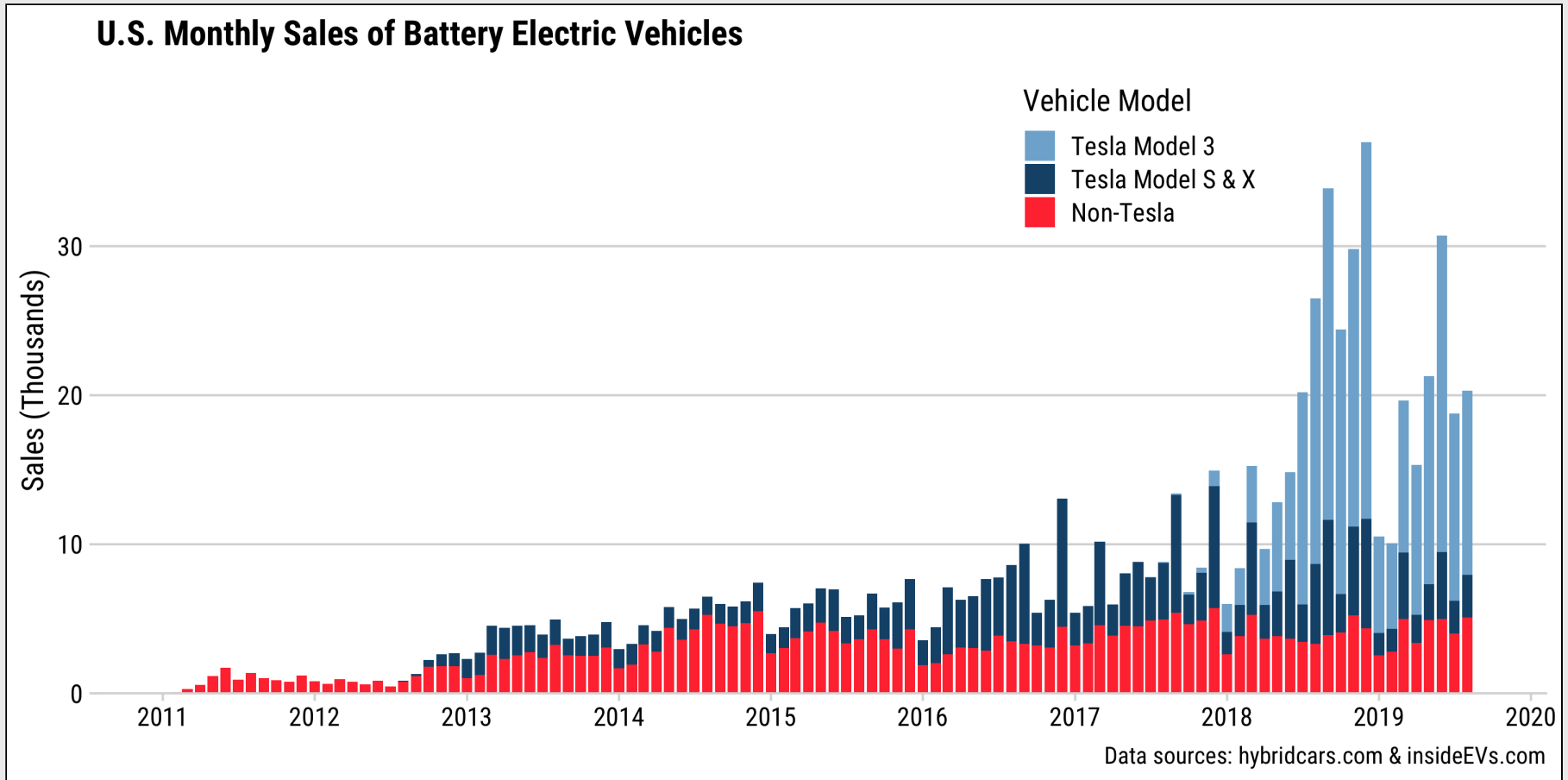
Use **layers** to build tension / provide context



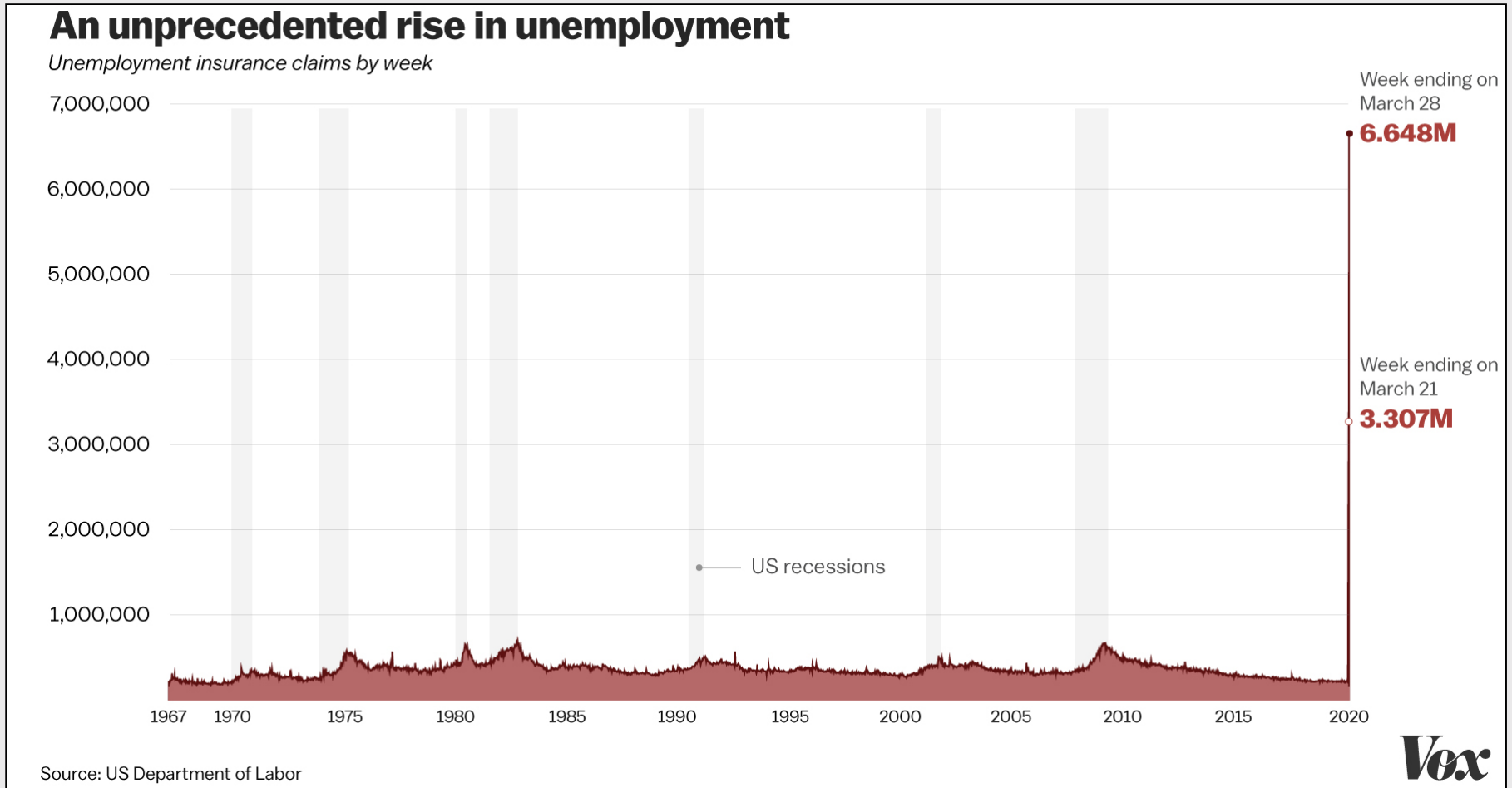
Use **layers** to build tension / provide context



Use **layers** to build tension / provide context

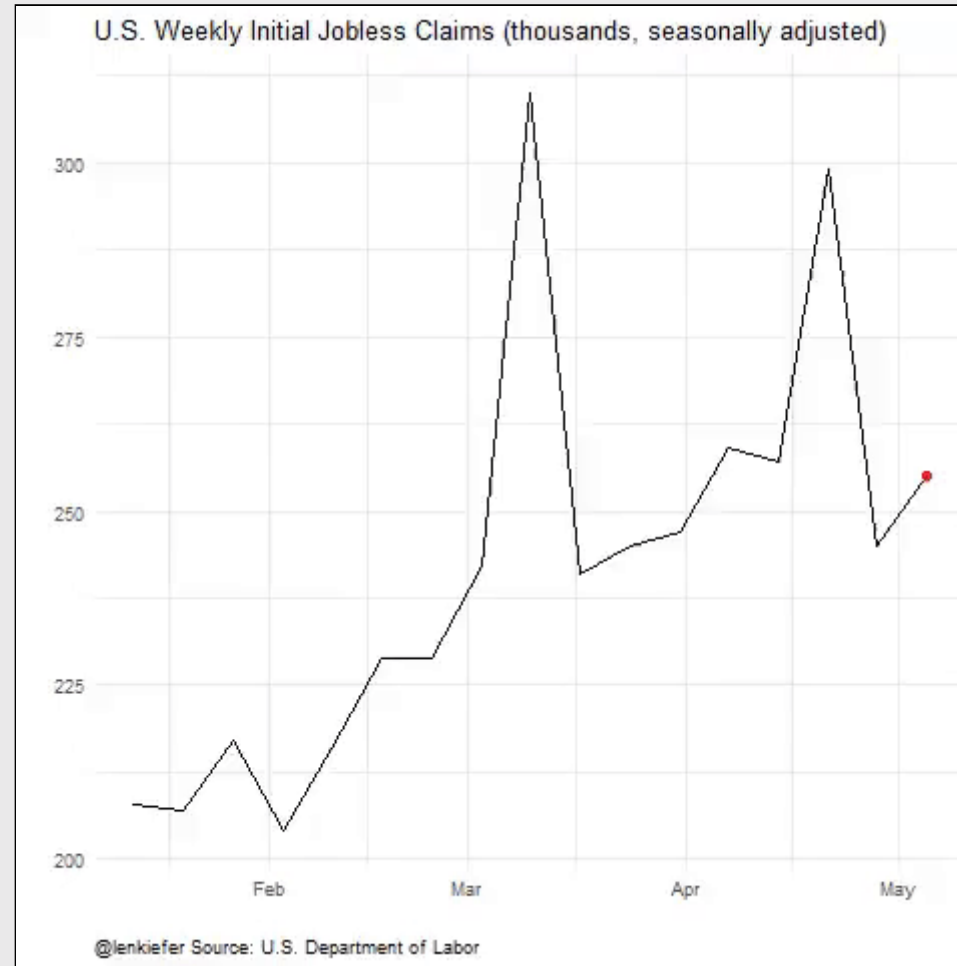


Use **animation** to build tension / provide context



source

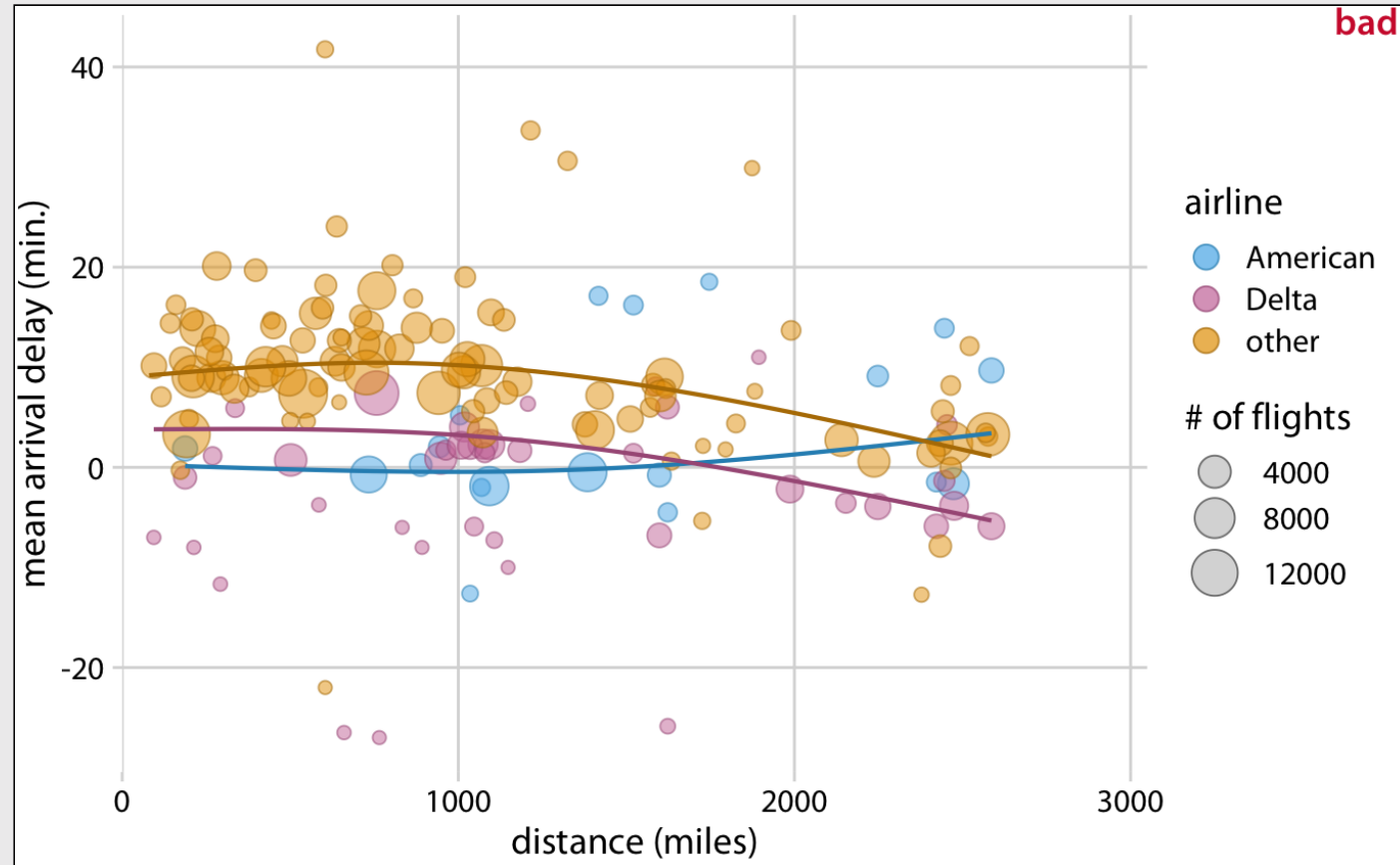
Use **animation** to build tension / provide context



[source](#)

Make charts for the generals

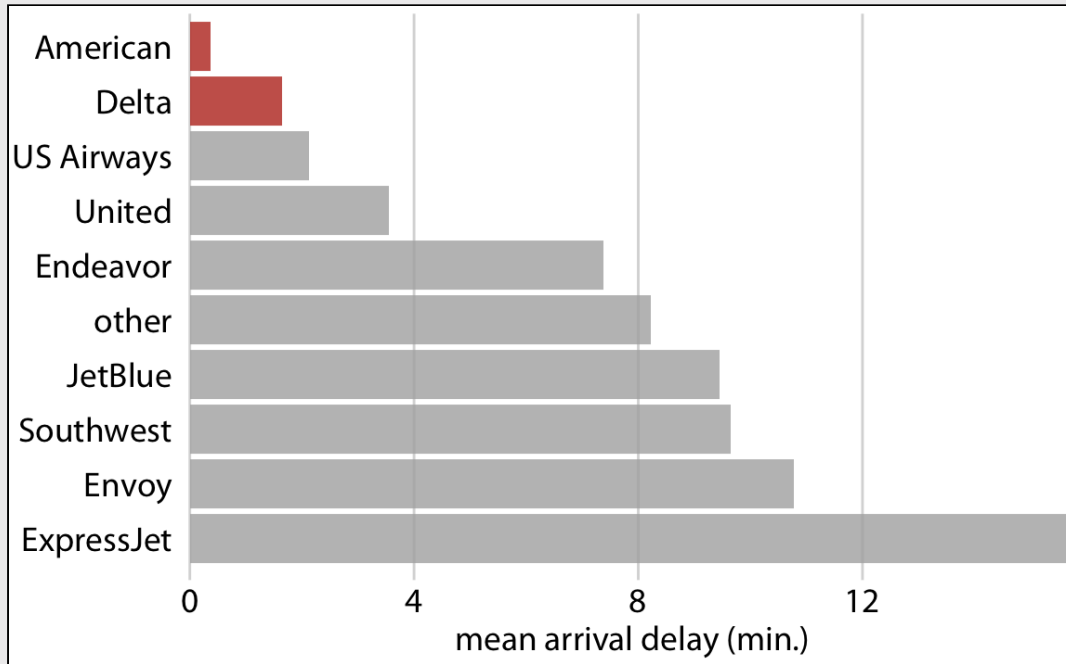
(i.e. keep it simple)



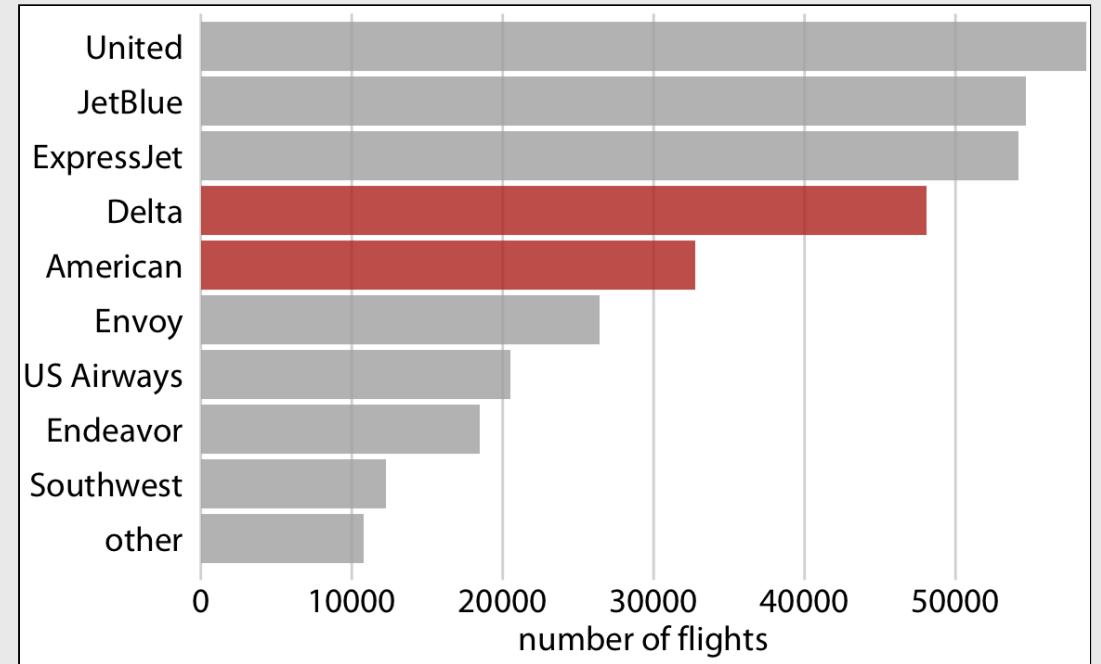
source

Make charts for the generals

(i.e. keep it simple)

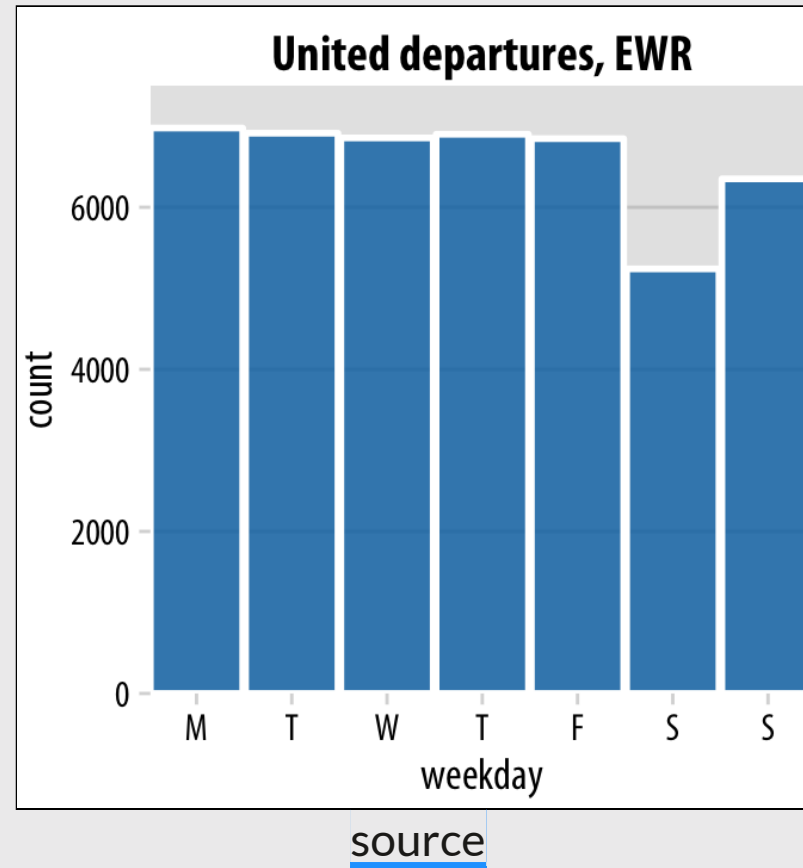


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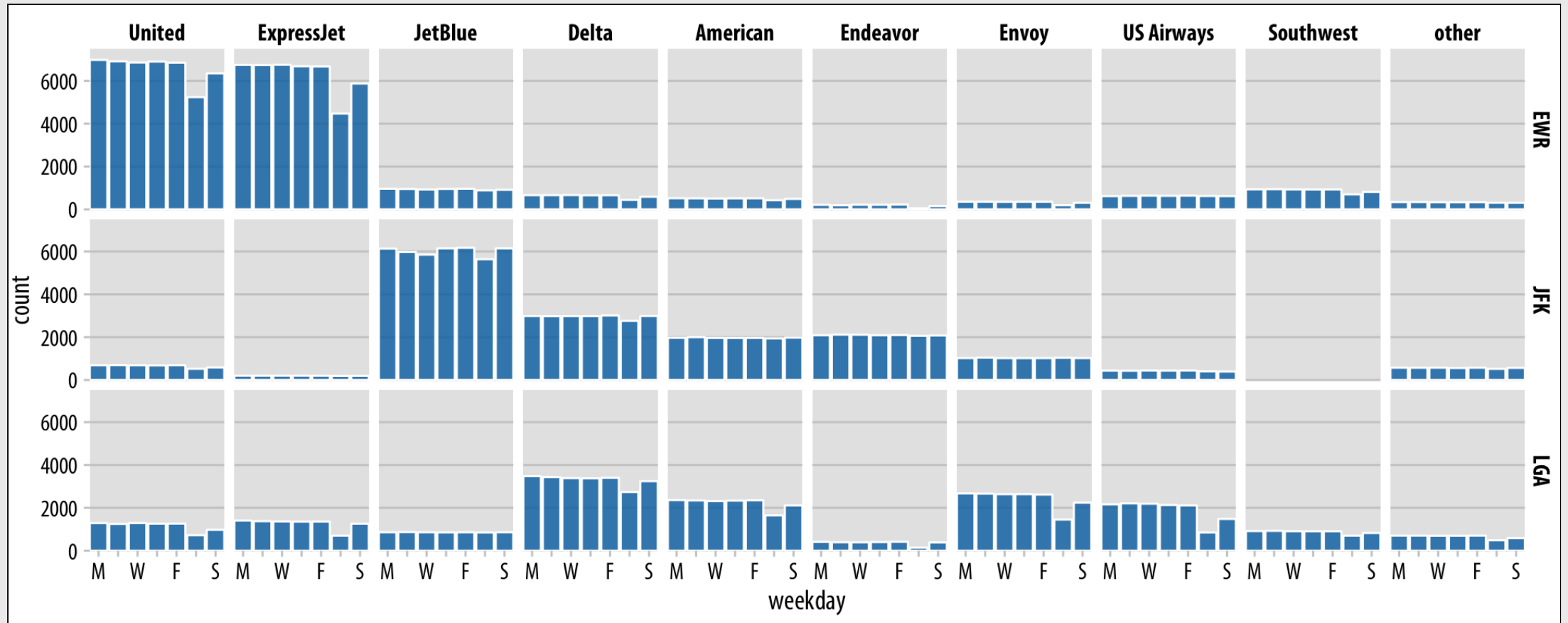


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Build up towards complex figures

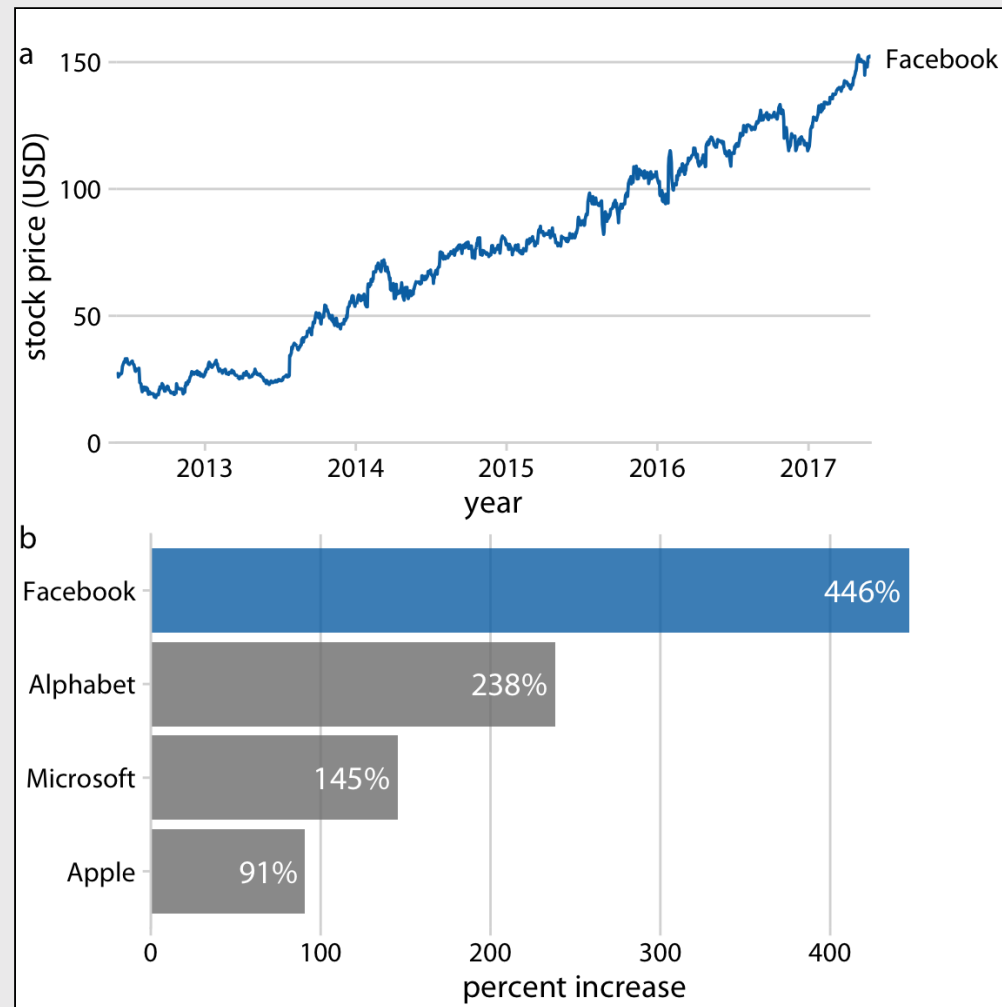
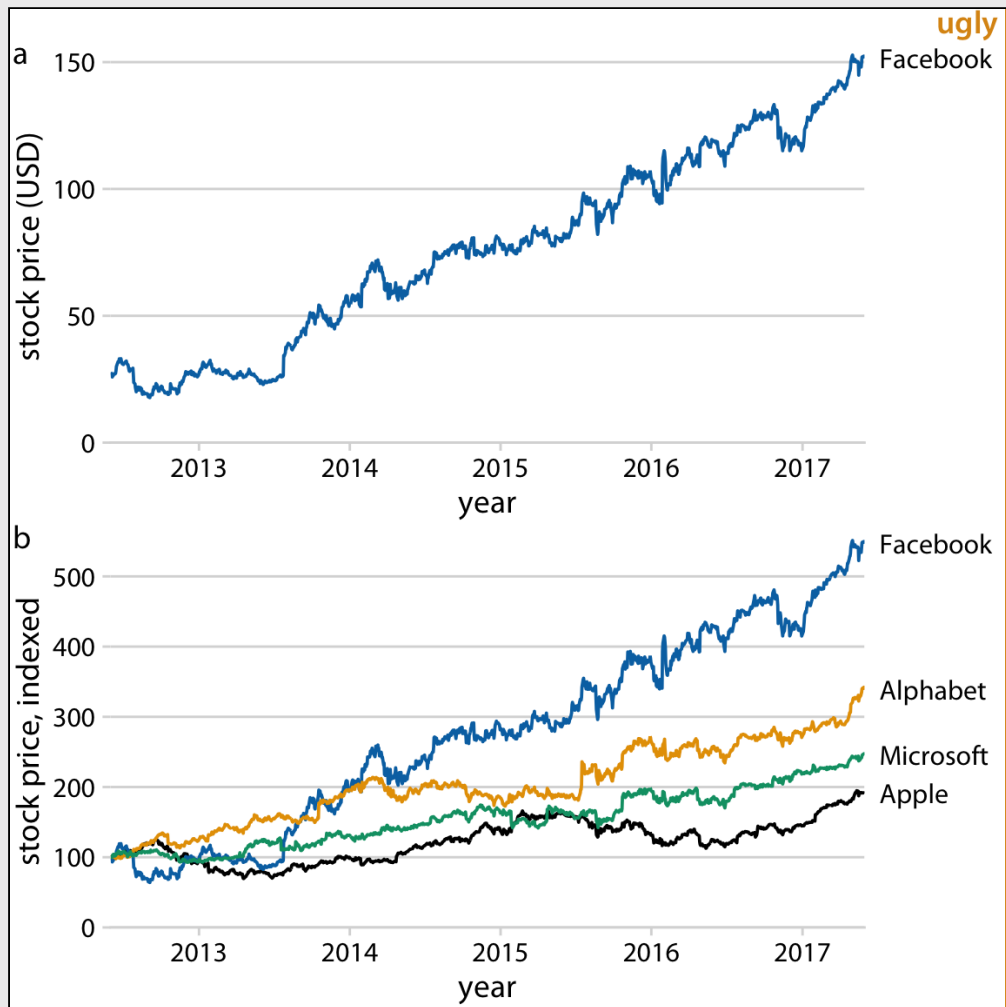


Build up towards complex figures



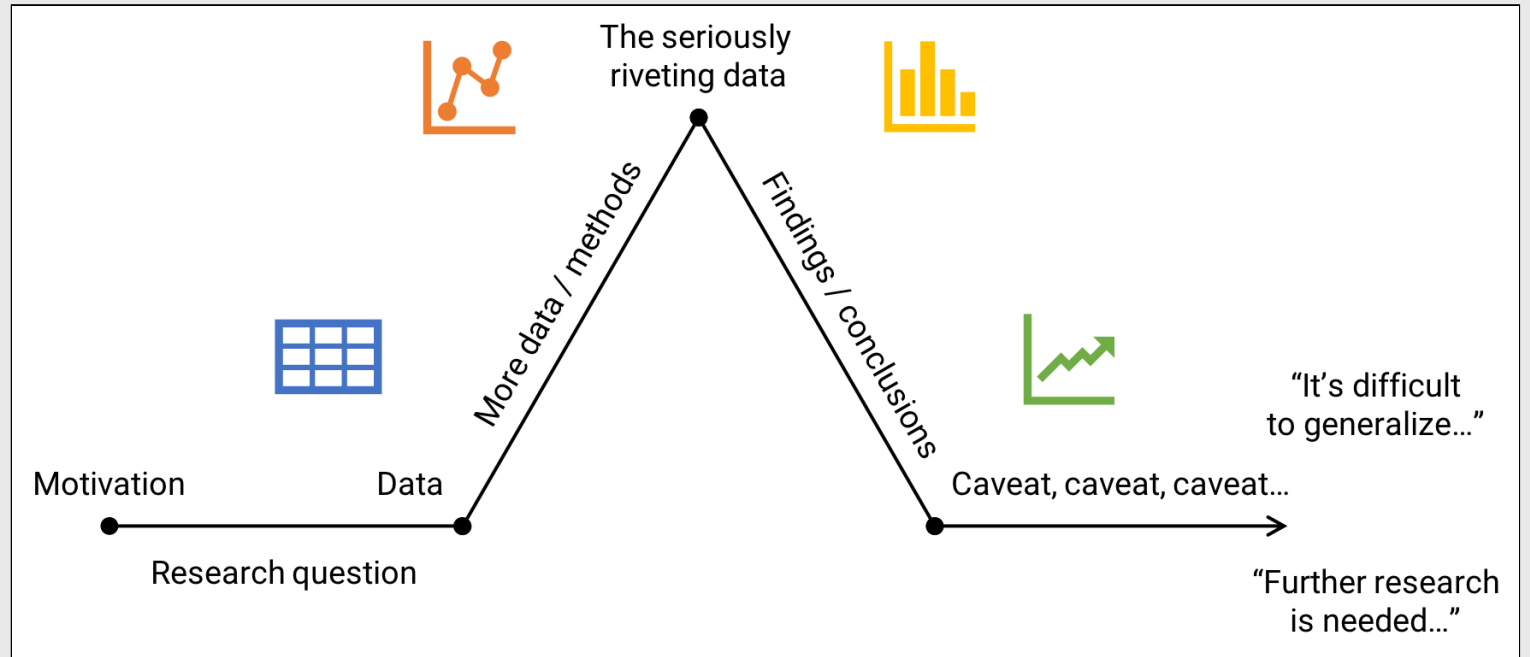
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Be consistent, but don't be repetitive



Summary: Telling a story

"A single (static) visualization will rarely tell an entire story"
- Clause O. Wilke (2019), Chp. 29



- Use **layers** or **animation** to build tension / provide context
- Make charts for the generals (i.e. keep it simple)
- Build up towards complex figures
- Be consistent, but don't be repetitive

Communicating results

1. Telling a story
2. Designing slides
3. Giving a talk

Hitchcock's rule



Hitchcock's rule

The size of any object in your frame should be proportional to its importance to the story at that moment

example

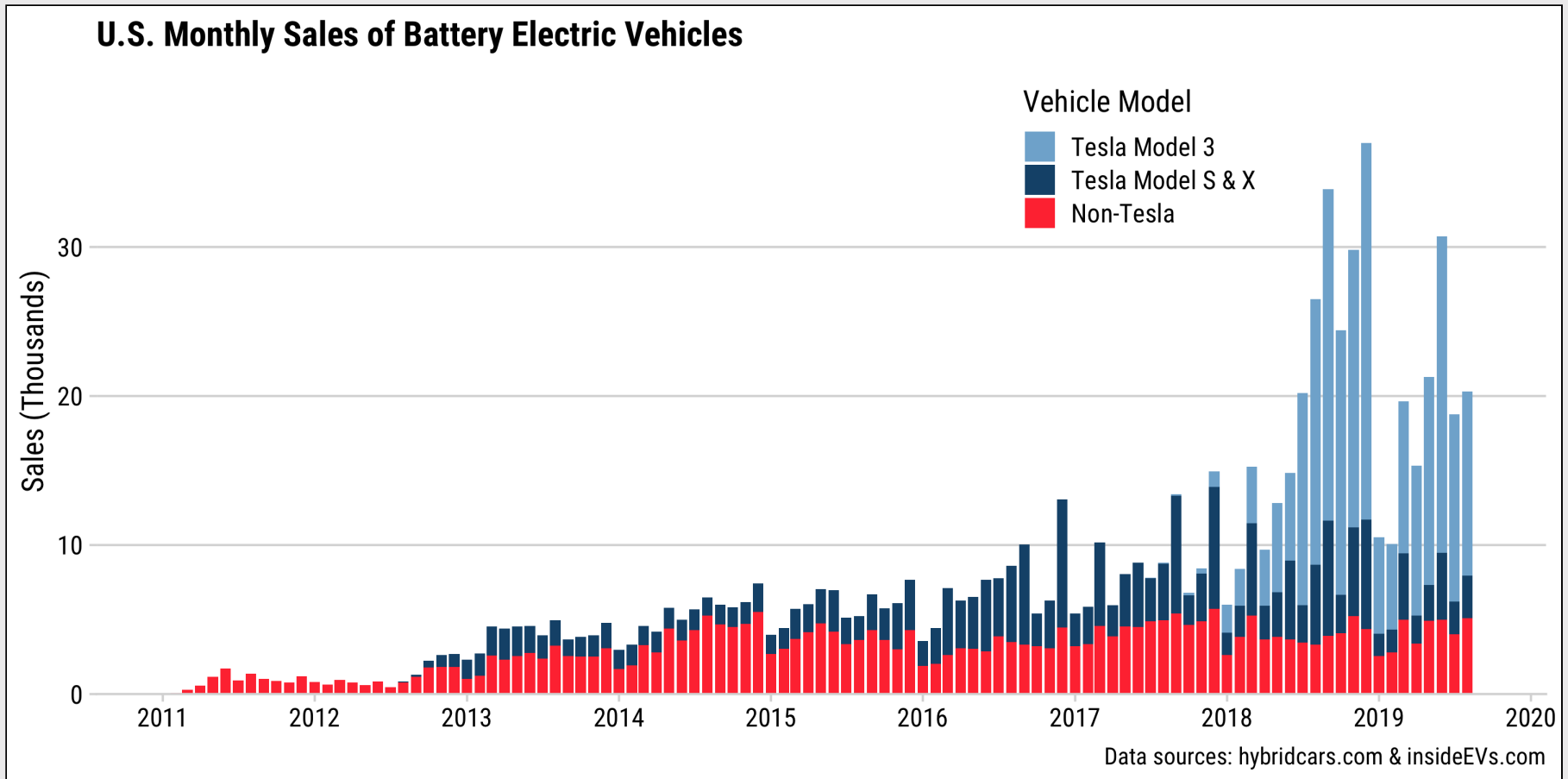
...and finally you will read this

You will read this first

and then you will read this

State the main point of the slide in the title

Except for Tesla, EV adoption is **flat**



Use handouts
(1-2 pages)

> 40pt font for titles

> 24pt font for all other text

Think of fonts as pre-attentive attributes

Use san-serif fonts
for most text

*Use italic, serif fonts
for quotes*

Use a light-colored background
(tan / gray)

(avoid solid white or black)

Dark text on a
light background
works best

Yellow text on a
white background
works poorly

Light text on a
dark background
also works well

Blue text on a
black background
is horrible

NEVER EVER use

Comic Sans

Papyrus

They make your work look terrible and amateurish

Break up main points into multiple slides
(1 slide, 1 idea)

Number your slides!

Remove “chart junk” from your slides

- Exceptions in slider footer:
- References / data sources
 - © Symbol

An acceptable slide footer

Slide design guidelines

- Use handouts
- Use a light-colored background (tan / gray)
- Slide titles: A single statement about what slide means
- Slide numbers: bottom-left or bottom-right
- Remove “chart junk”: logos, footers, etc. (exception: ©)
- Use large font sizes (>40 titles, >24 text)
- San-serif fonts for all text (italic serif for quotes)

Communicating results

1. Telling a story
2. Designing slides
3. Giving a talk

**What are the first words
you should say in a speech?**

Watch [this video](#) to find out

10:00

43 / 48

How to start a speech

3. With a question that matters to the audience ("Have you...?")
2. With a shocking factoid ("There are more people alive today than have ever lived...").
1. Tell a story, talk about **people** ("Imagine...")

Development and Adoption of Plug-in Electric Vehicles in China

Presented by:

John Paul Helveston, Ph.D.

Postdoctoral Fellow

Institute for Sustainable Energy

Boston University

January 26, 2018



How to start a speech

3) With a question that matters to the audience:

"What's the current federal subsidy for buying an electric car in the US?"

2) With a shocking factoid

"Chinese automakers make one out of every two electric vehicles in the world."

1) Tell a story, talk about **people**

"Whenever I talk with people about electric cars, they usually ask about Tesla..."

Development and Adoption of Plug-in Electric Vehicles in China

Presented by:
John Paul Helveston, Ph.D.
Postdoctoral Fellow
Institute for Sustainable Energy
Boston University

January 26, 2018



Your turn

06:00

Share with your teammates different strategies for how to start your presentation for your projects:

1. Tell a story, talk about **people** ("Imagine...").
2. With a shocking factoid ("There are more people alive today than have ever lived...").
3. With a question that matters to the audience ("Have you...?").

Afterwards, we will go around the "room" and one person from each team will practice giving their start to their presentation.

Project teams:

1. Home Mortgage Disclosure Act [Alyssa Cristobal]
2. Investing in Ridesharing Companies [Emily Aprigliano, Beth Ellinport, Allison Forsyth]
3. Gender Representation in Films [Sarah Cassway, Alexa Solomon, Caroline Walton]
4. Crude oil and employment [Alp Can Eryorulmaz, Azamat Kulzhanov, Diing Manyang]
5. FEMA Disaster Relief [Bugra Kardas, Blake Ripp, Derek Ripp]
6. Flight comfort, passenger height [Yumna Dahab, Olivia O'Hearn, Bruna Stamer Janikian]
7. The Limits of Healthcare [Javier Langarica]
8. Virginia Presidential Elections [Jenny Kim]
9. Game Attendance in Major League Baseball [Saramarie Puzzanghera]
10. Diversity & Inclusion in the U.S. Military [William Stricklett]
11. EV sustainability [William Stein]

For team meetings next week

Have the following ready:

- Your revised research question.
- Your data sources.
- A draft of your opening sentence for your presentation (I will ask you to say it).
- Working code / data files.
- Questions for me.