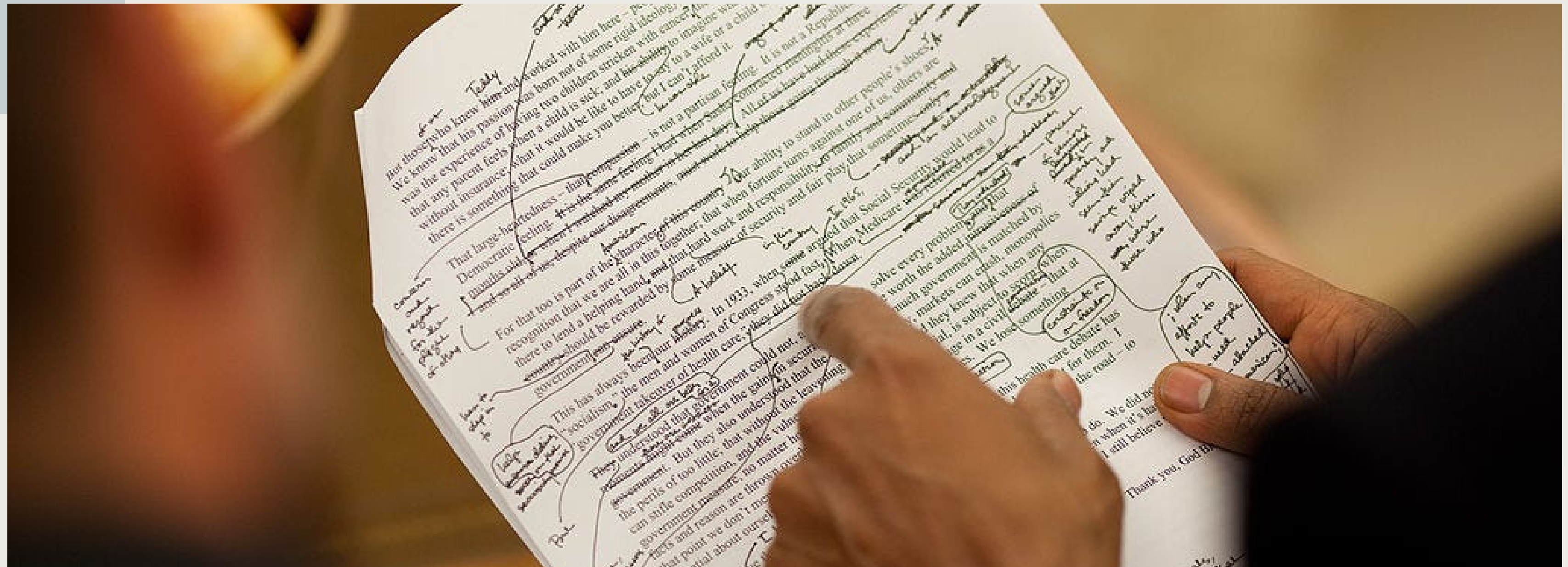


# WHAT MAKES A GREAT SPEECH?

Capstone Sprint  
presentation

**BY DREWE MACIVER**





# WHAT MAKES A GREAT SPEECH?

Capstone Sprint

## A SPEECH'S INFLUENCE

Speeches inform, motivate, and inspire change.

## BUT WHAT MAKES A SPEECH MOST IMPACTFUL?

Who can benefit from our findings?

Business managers (town halls; meetings)

Students (presentations)

TED speakers

Speech givers (at toasts and family events)

Anyone looking to influence thru the power of speech.



## **OUR GOAL:**

**To quantify an answer to the question,  
“What makes a great speech?”**

(Analyze TED Talks to identify what correlates  
with their most influential and well-liked talks)

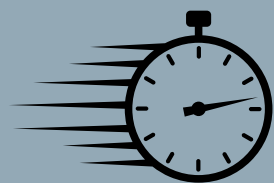
# COMMUNICATION IS COMPLICATED. A COMPUTER WILL FIND THE CORRELATIONS.

Capstone Sprint

## SPEECH CONTENT ATTRIBUTES:

Quantifying the elements of the speech itself.

These are it's replicable performance metrics.



**Cadence**  
(words / minute)



**Language**  
(NLP of transcripts)



**Topic**  
(subject of talk)



**Tone**  
(voice inflection)

## SITUATIONAL CORRELATIONS:

Measuring the impact of non-performance metrics.

**TED**

TED Event



**Speaker**  
Occupation



Date Recorded

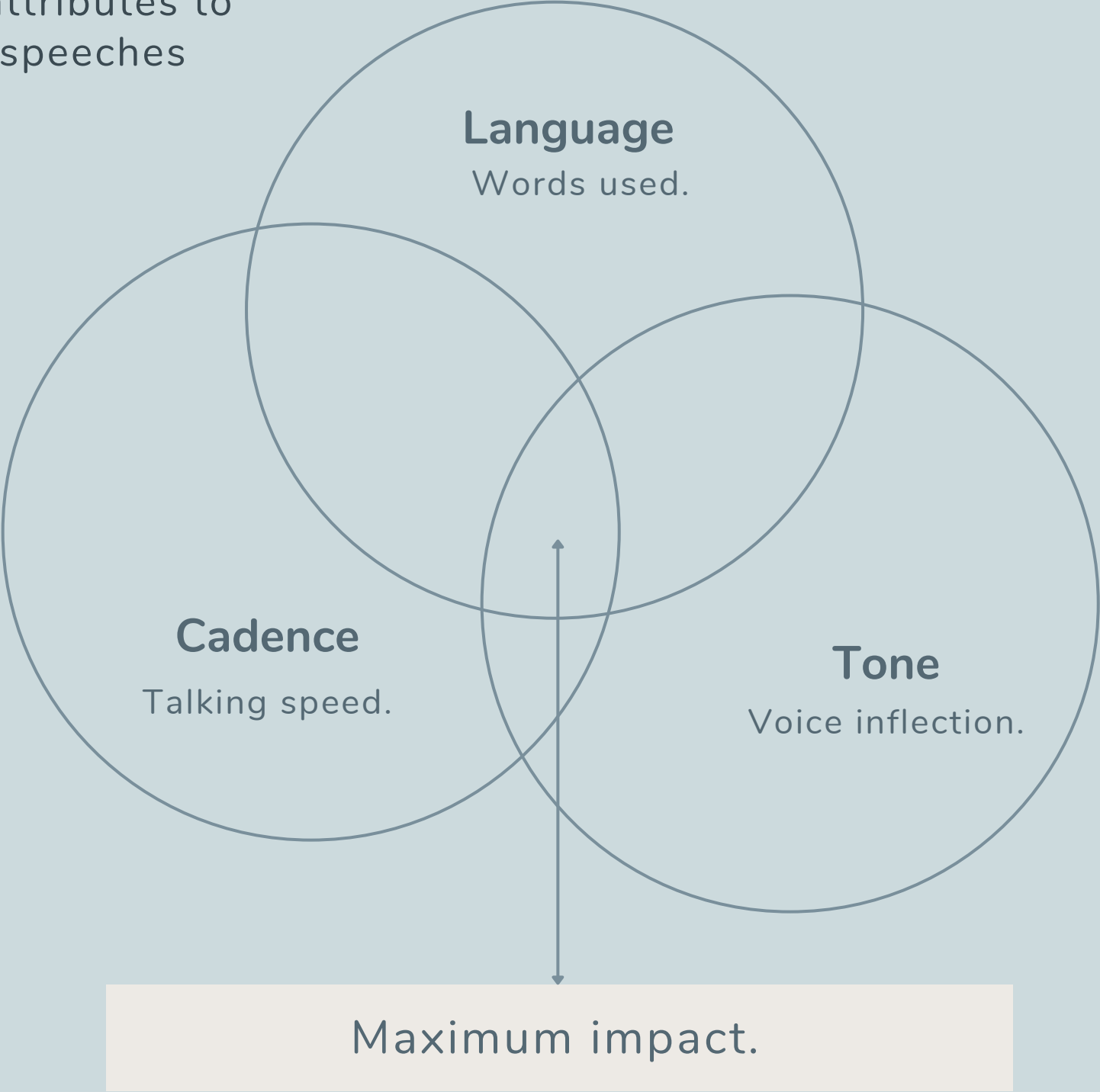


**Date Published**  
(on TED website)



# EMPIRICALLY IMPACTFUL SPEECHES

Combining empirically successful attributes to maximize a speeches impact.



# THE DATASET

Source: Kaggle.com;  
TEDLIUM 3

## 4,003 TED Talks from TED.com

CAPSTONE SPRINT

### Available Data:

Transcripts, # of Views, # of Likes,  
Audio Recordings, Speaker Information, etc...

### Available Data

n = 4003

Title, Speaker, Occupation About Speaker, #  
of Views, Recorded Date, Published Date,  
TED Event, # of Comments, Duration, Topics,  
Related Talks, URL, Description, Transcript

#### Supplemental Datasets:

- # of Likes (via Kaggle) (n=5007)
- Audio Recordings (via TEDLIUM 3) (n=2351)

### Data Quality Concerns

#### Limited Quantity:

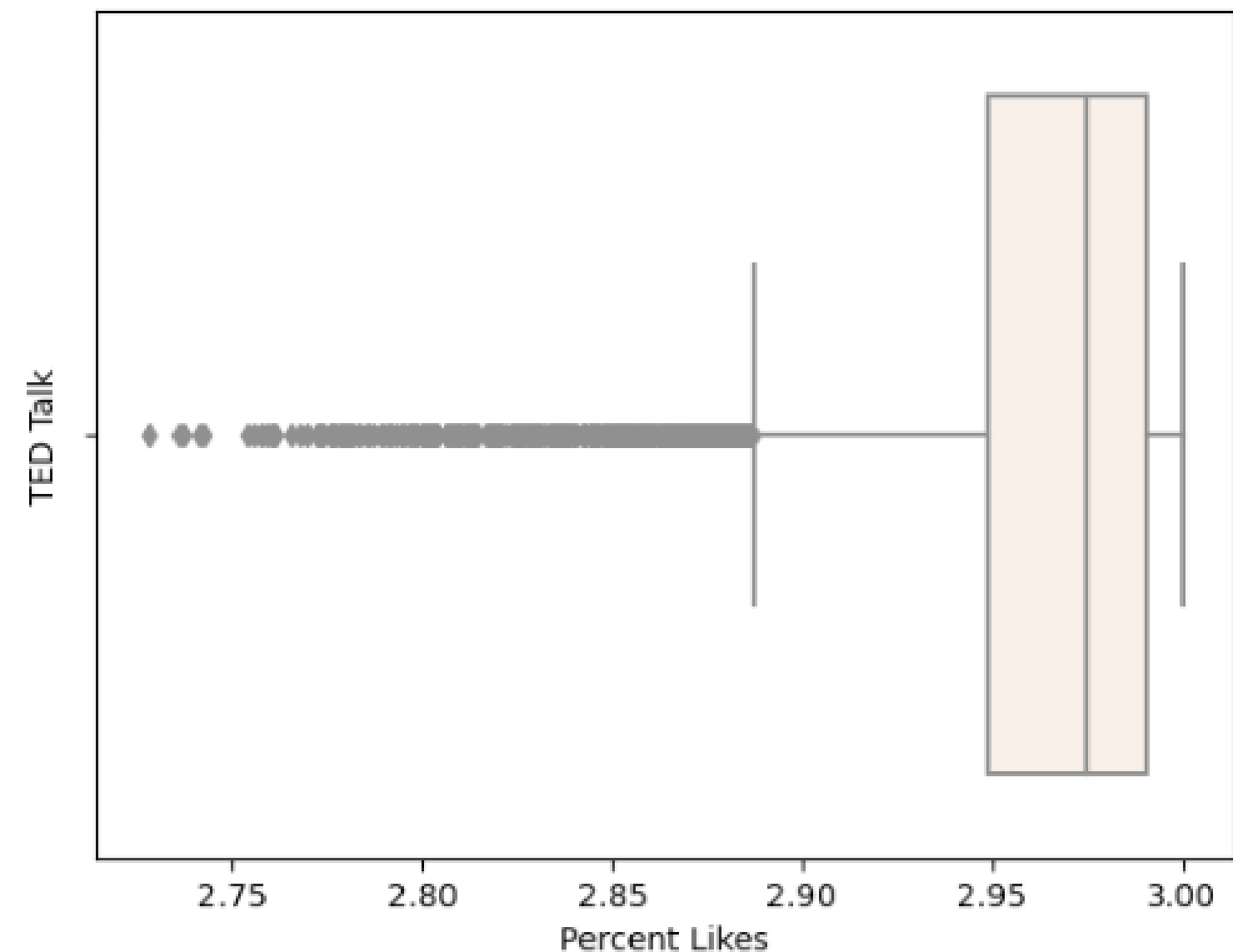
There are only 4,003 talks datapoints in the dataset.

#### Similar Quality:

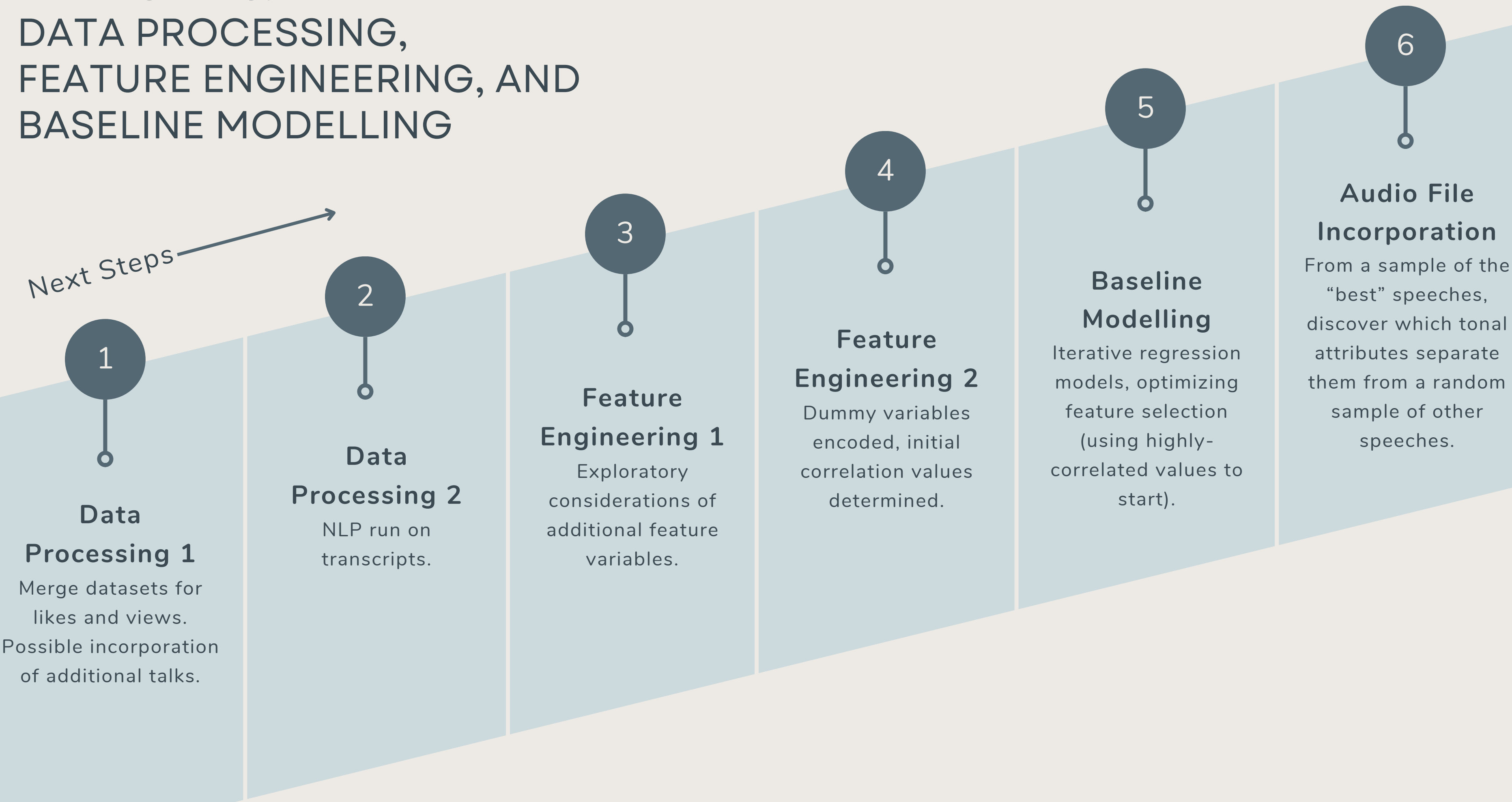
TED is a high-quality speech catalogue.

Determining “good” speeches from a catalogue of good speeches may be difficult.

All TED Talks Recieve Between 2.70 and 2.99 % Likes



**NEXT STEPS:**  
DATA PROCESSING,  
FEATURE ENGINEERING, AND  
BASELINE MODELLING



**“NO ONE EVER COMPLAINS ABOUT A SPEECH  
BEING TOO SHORT!”**

**– IRA HAYES**

## **CONTACT US**

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