

Capstone Sprint #2
presentation

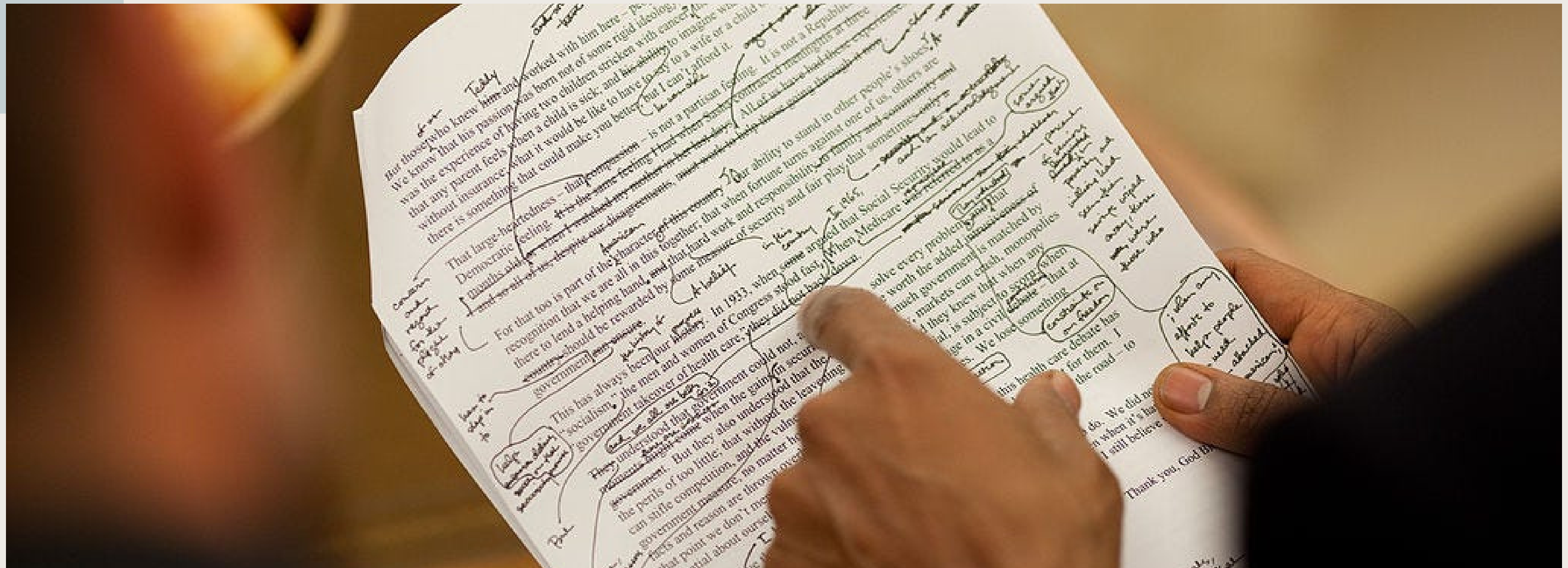
BY DREWE MACIVER

WHAT MAKES A GREAT SPEECH?

Capstone Sprint #2
presentation

ANALYZING 4,000 TED TALKS

BY DREWE MACIVER



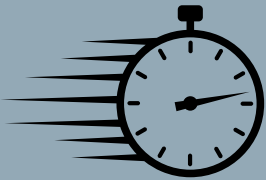



COMMUNICATION IS COMPLICATED. A COMPUTER WILL FIND THE CORRELATIONS.

Capstone Sprint #2

SPEECH CONTENT ATTRIBUTES:





Quantifying the elements of the speech itself.

These are it's replicable performance metrics.

 <p>Cadence, Questions, & Laughs (per minute)</p>	 <p>Language (NLP of transcripts)</p>	 <p>Topic (subject of talk)</p>	 <p>Tone (voice inflection)</p>
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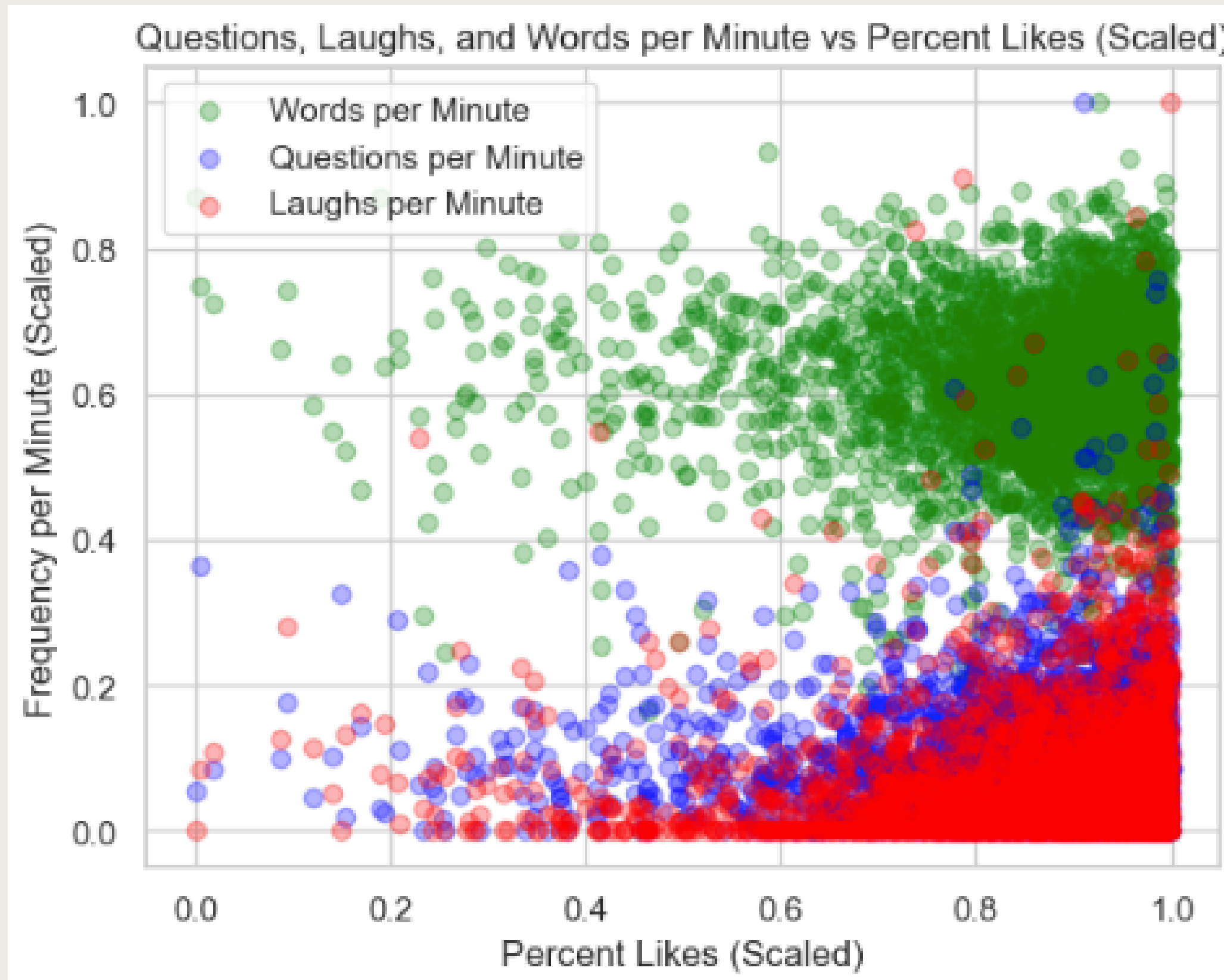
SITUATIONAL CORRELATIONS:

Measuring the impact of non-performance metrics.

 <p>TED Event</p>	 <p>Speaker Occupation</p>	 <p>Date Recorded</p>	 <p>Date Published (on TED website)</p>
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CADENCE, QUESTIONS, AND LAUGHS?

Capstone Sprint #2



Are these three things related to Percent Likes?

Words per Minute: -0.037,
Questions per Minute: 0.083,
Laughs per Minute: 0.128

Overall r^2 : -0.002

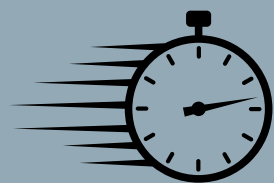
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Cadence
(words / minute).



Language
(NLP of transcripts)



Topic
(subject of talk)



Tone
(voice inflection)

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TED

TED Event



Speaker
Occupation

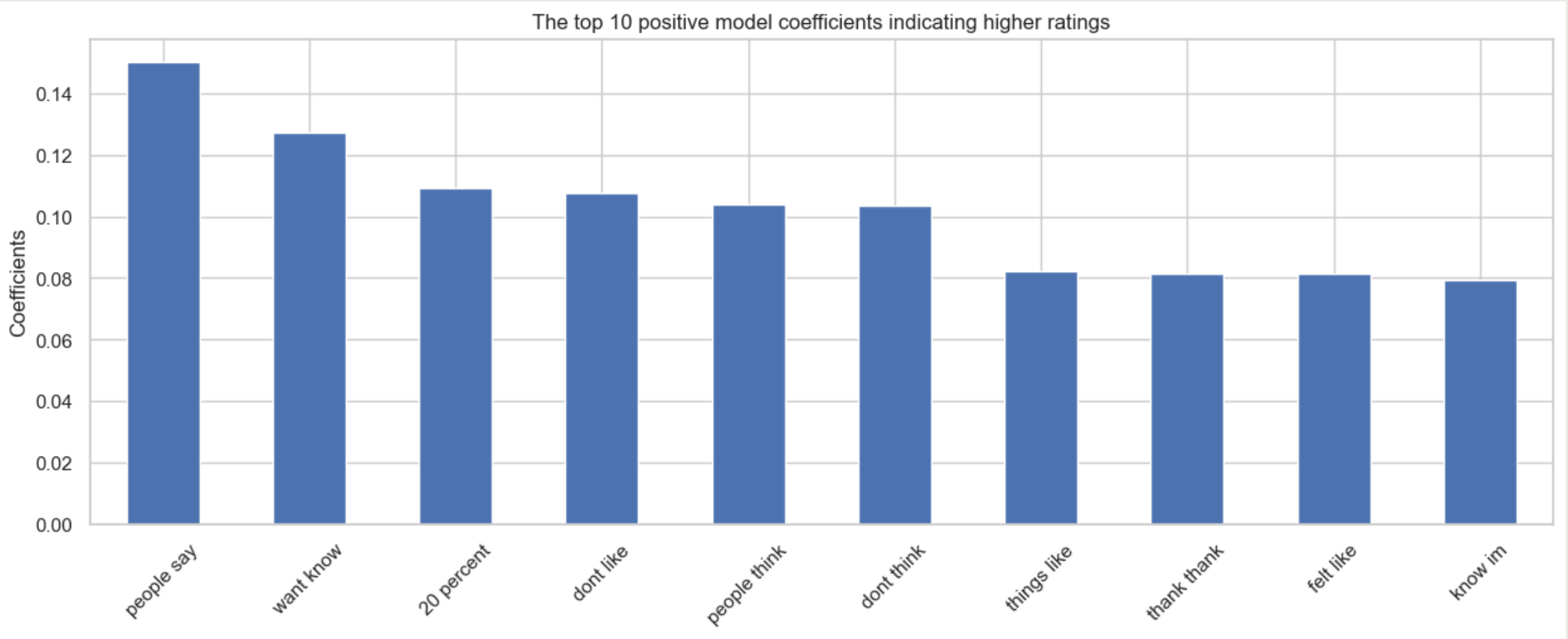


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WORDS THAT MATTER:

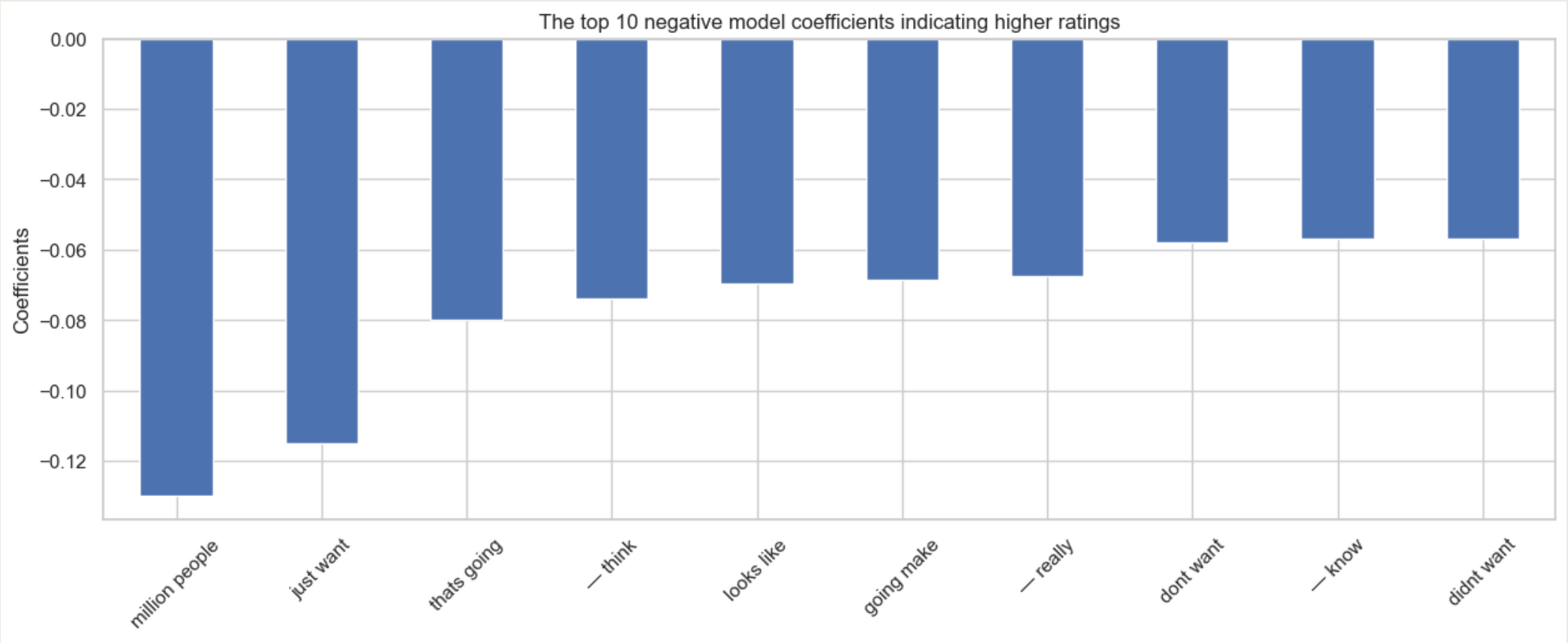


Words to Include In Your Speech:

- “people say”
- “want [to] know”
- “20 percent”
- “don’t like”
- “people think”
- “don’t [you] think”
- “thank [you] think”
- “felt like”
- “know I’m”

Words to Avoid In Your Speech:

- “million people”
- “just want”
- “that’s going”
- “-- think”
- “looks like”
- “going [to] make”
- “don’t want”
- “-- know”
- “didn’t want”



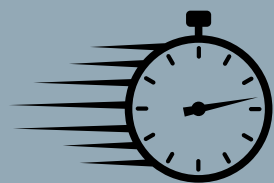
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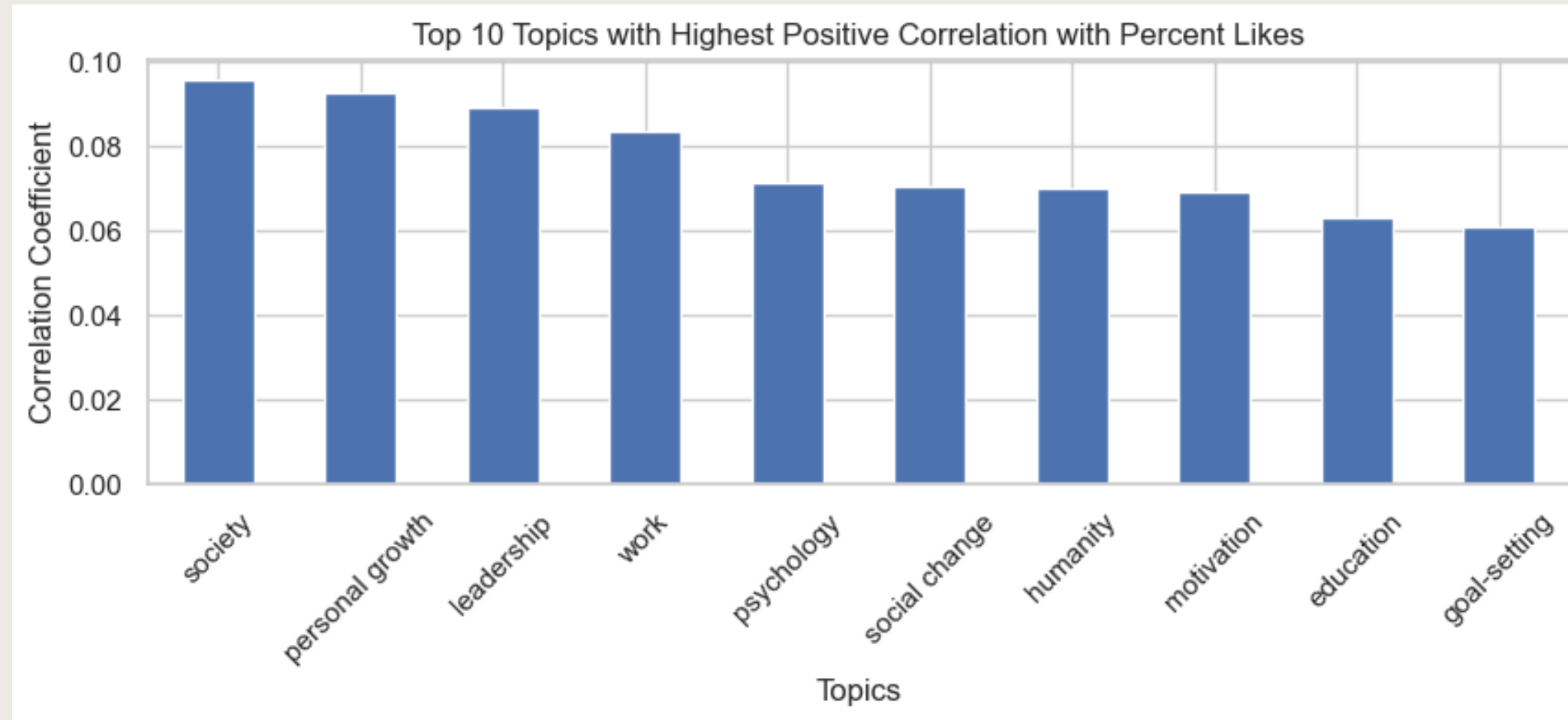


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TOPICS THAT MATTER:

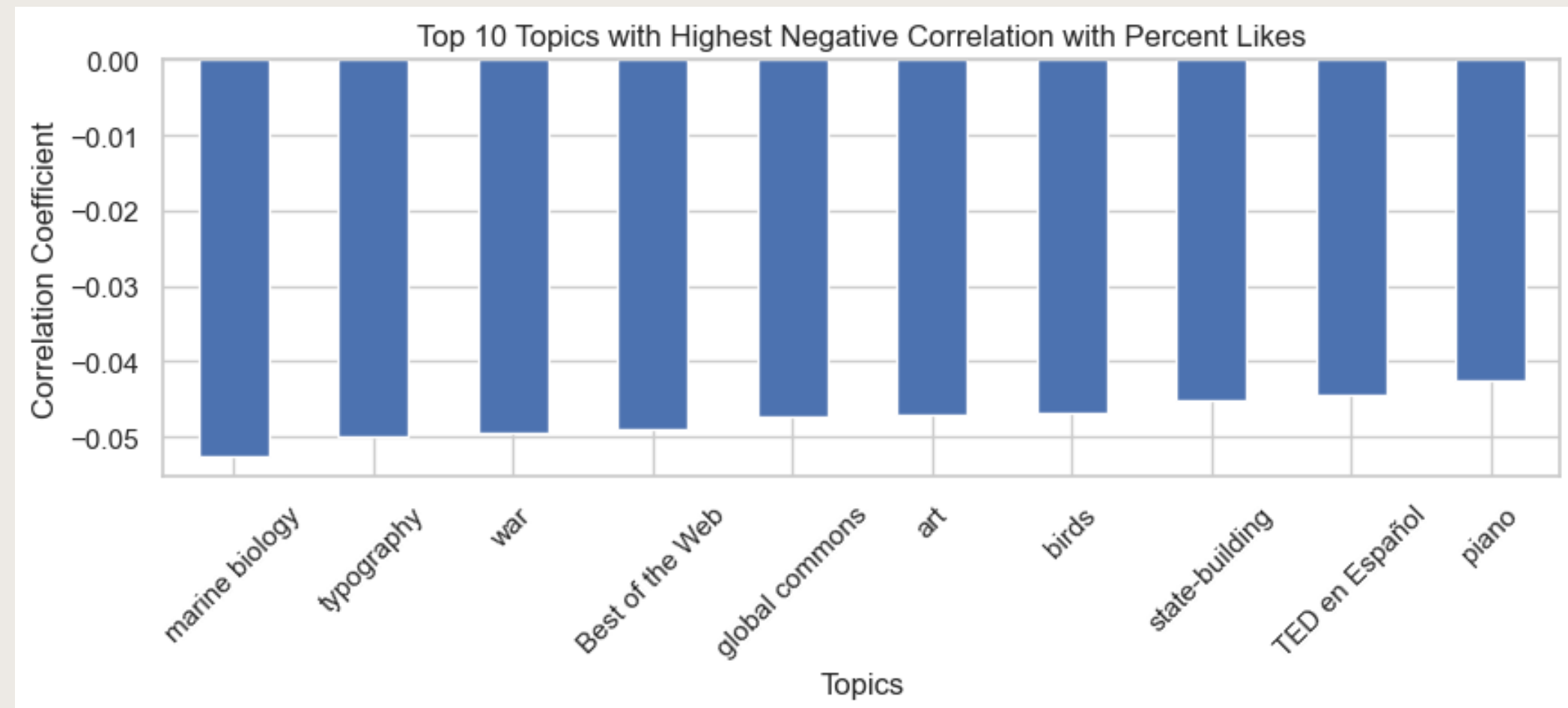


Hot Topics!:

“society”
“personal growth”
“leadership”
“work”
“psychology”
“social change”
“humanity”
“motivation”
“education”
“goal-setting”

Cooooold Topics...:

“marine biology”
“typography”
“war”
“best of the web”
“global commons”
“art”
“birds”
“state-building”
“TED on Español”
“piano”



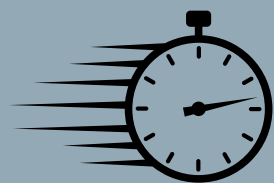
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(words / minute).



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Tone
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tone that matters:



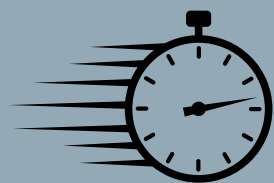
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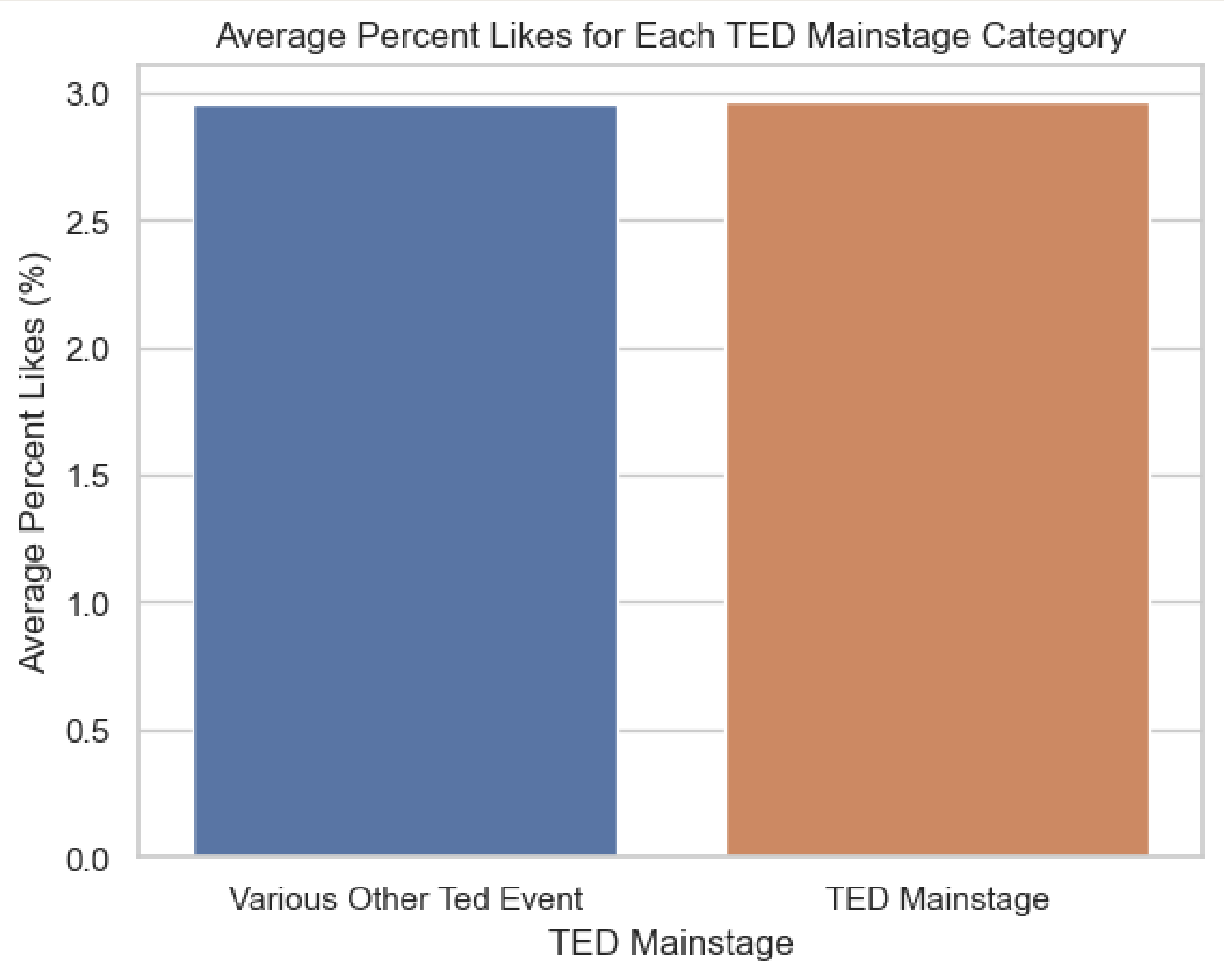


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TED MAINSTAGE TALKS ARE LIKED JUST AS MUCH:



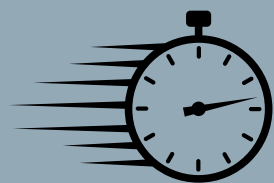
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SPEAKER OCCUPATION:



(Unexpected Computational Snag...
Stay Tuned!)

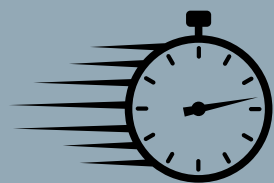
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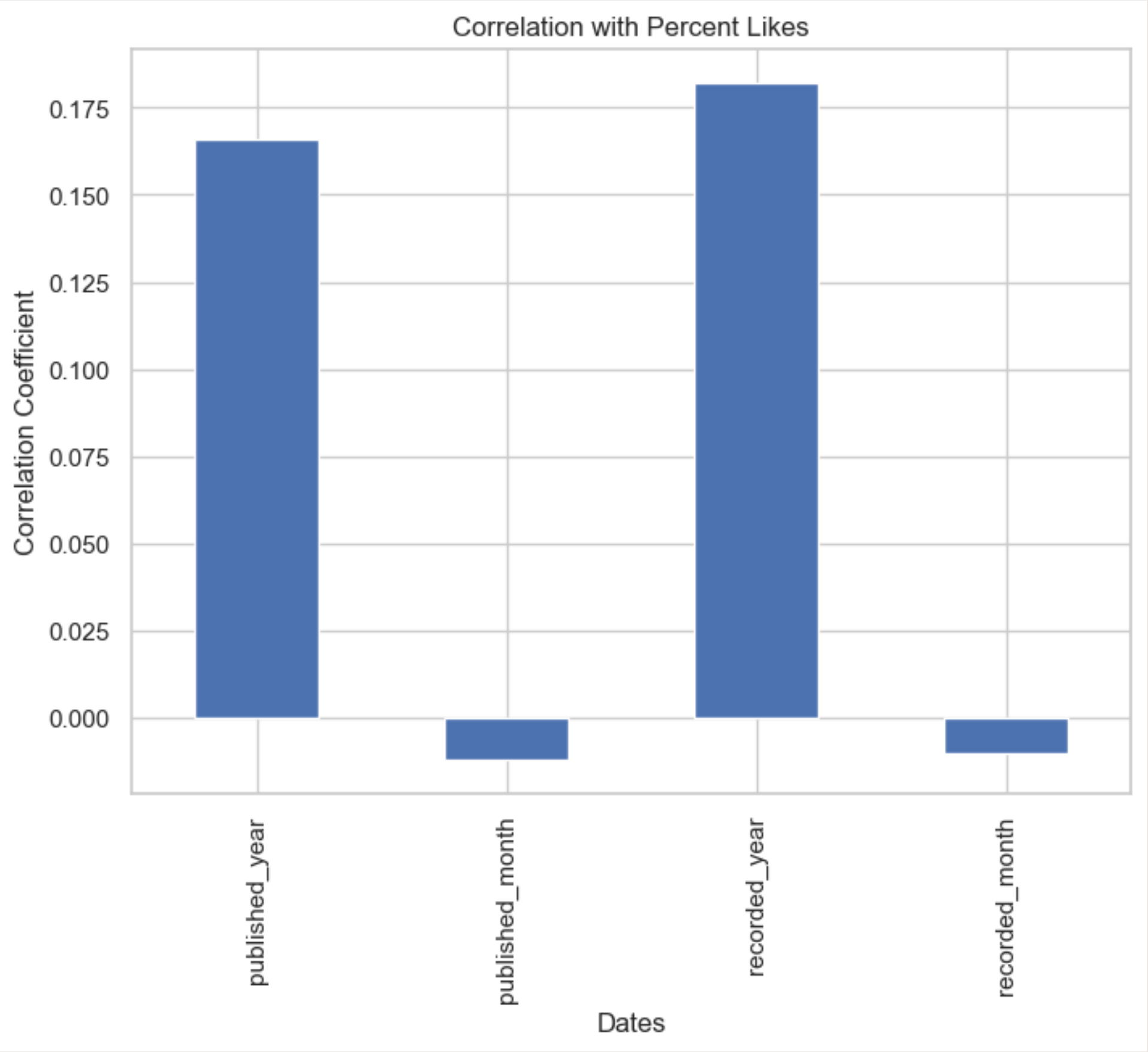


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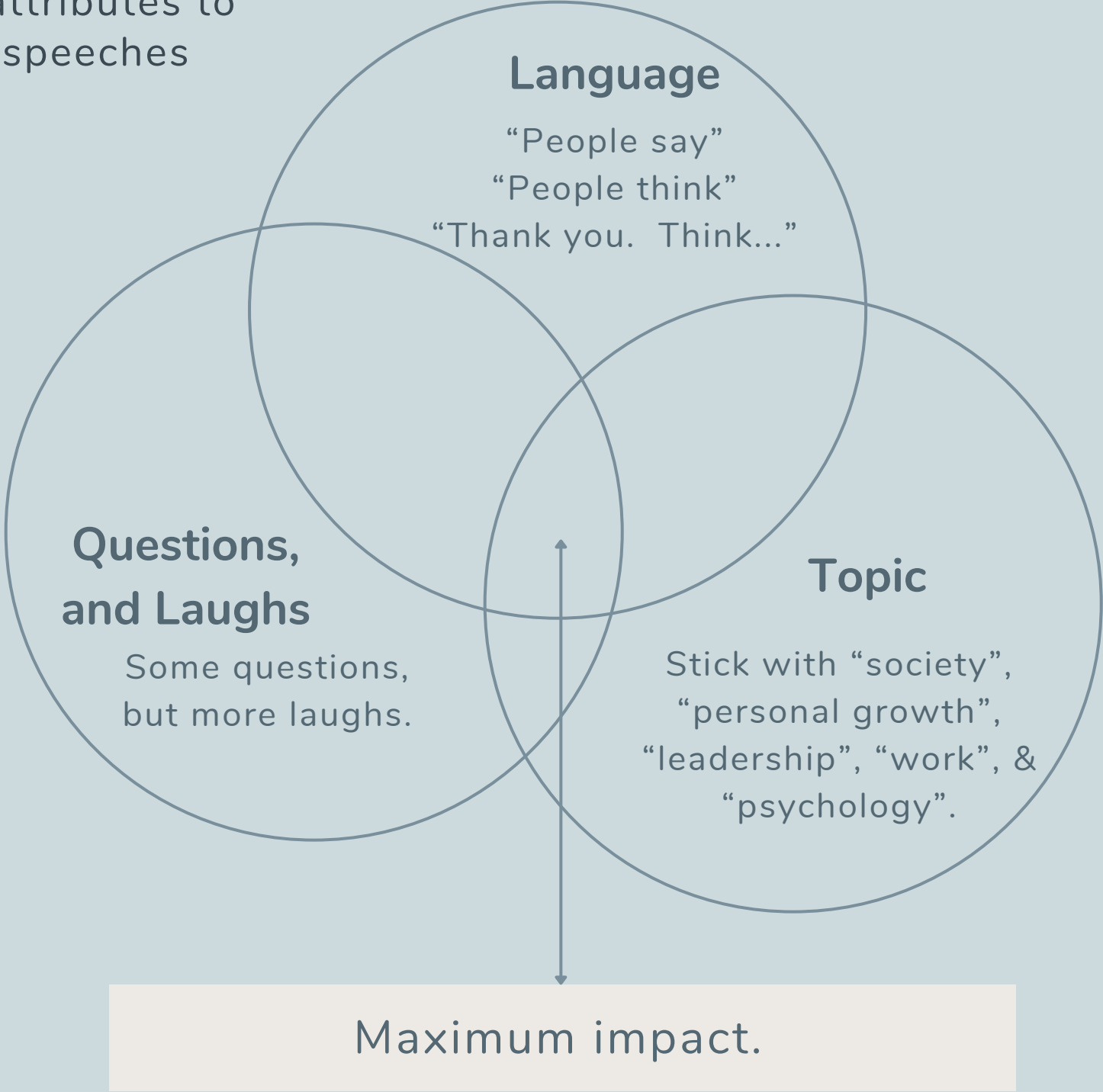
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EMPIRICALLY IMPACTFUL SPEECHES

Combining empirically successful attributes to maximize a speeches impact.



“IT USUALLY TAKES ME MORE THAN THREE WEEKS TO PREPARE A GOOD IMPROMPTU SPEECH.”

– MARK TWAIN

CONTACT US

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