

CS 3103 Assignment 3

Analyzing Presentation

Part 1: Analysis

1. Group 1: How to Buy Happiness, Michael Norton

- **content**

In this speech, the audiences are the people listen to the Ted Show, also people who watches the show on the internet. The talk is geared towards the audience well, because it talks about the relationship between money and happiness, since everybody has money, and it is a common question in the society that if money can buy happiness or not. It really attracts people's interest at the first time.

The key point of the speech is, spending money on others makes people happier than spending on themselves.

For the context of the speech, as Mr. Norton presents at the beginning, there is a problem about how to spend money for more happiness, which is straight forward. The solution is later presented as spending money helping the others gives extra happiness.

Talking about money and happiness is the best strategy Mr. Norton uses in this presentation. Everybody has money and wants to spend money for more happiness. The main idea of the presentation really keeps people's interest.

The idea of the presentation is, first, raise the problem that how to buy happiness. Second, Mr. Norton gives the solution that money can buy happiness only if the money is spent in the correct way. Then, brings the idea that using money to help the others can really gain people's happiness, by using the facts from social experiment that people spent money buying the others gifts are happier, and the team that it's team member buys gifts to other teammates was more successful.

- **organization**

There is a structure to the talk:

- i. Introduction: experience of lottery winners whose lives are ruined
- ii. Main body: social experiment on how people are happier spending money on others
- iii. Closing: facts that spending money on the others makes people happier, promoting people helps the charity

- **Delivery**

Mr. Norton has an extraordinary skill of convey the message effectively. He summarizes numbers of facts to prove the idea that spending money on the others makes people happier. He uses a lot of examples from team workers, students and people from different countries to show that the idea is true in all situations. The presentation is effective because of these examples.

- **Slides**

Slides are used by the speaker, which give more information to the audience, such as how the relationship between money and happiness is distinct in different countries and listing the comments of lottery winners' lives ruined. Mr. Norton read the slides to help the audience understand the topic better.

2. Group 2: Choice, Happiness and Spaghetti Sauce, Malcolm Gladwell

- **content**

Same as the first speech, the audiences are the people listens to the Ted Show, also people who watch the show on the internet. The presentation is geared towards the audience because it shared a story about spaghetti sauce which everybody loves. It makes topic closes to daily life, then it helps everybody understand the key point.

The key point of the speech is that, it is impossible for people to choose what they like if the thing is not tried by them in the world, so the better solution for people is trying all the possible options, then they will find what their real favorites are.

For the context of the speech. Mr. Gladwell presents a problem that people do not really know what type of food they like if they have not tried all options. He uses story of Howard Moskowitz's succession in food industry to give the solution.

The strategy used is that the story used is about food industry which attract people's interest, because food is close to daily life.

The idea of the presentation is, at the beginning, Mr. Gladwell uses the story of how Dr. Howard Moskowitz reinvents mustard sauce and spaghetti sauce then gets success in the food industry. Then, Mr. Gladwell gives the solution that the authentic may not be the best for everybody, and nobody knows what is his/her favorite unless he/she tries all the possible choices. People can only decide their favorite after trying all options, even though some of the options are not invented yet.

- **organization**

There is a structure to the talk:

- i. Introduction: working experience of Dr. Moskowitz with Pepsi
- ii. Main body: experience of Dr. Moskowitz success in food industry
- iii. Closing: facts that the authentic is not the perfect, different people have different taste of food

- **Delivery**

Mr. Gladwell is a funny man with tons of knowledge. However, I feel it is hard to understand what he wants to present. Although, the story shared is interesting and worth thinking deeper, there is no formal conclusion that summarizes the main idea. That makes the presentation ineffective.

- **Slides**

No slides or visual aids are used in the presentation which is the improvement can be.

Part 2: Compare and Contract

1. Group 1: How to Buy Happiness, Michael Norton

- **Strength:**

The presenting has a good structure. Therefore, it is easier for audience to understand the main idea.

Good choice of topic. Talking about how to spend money for happiness really attracts people's attention.

- **Suggestion for improvement:**

Some of the information are not necessary, for instance the comment from the internet about how people want to spend their money if they win lottery. Although it is funny, it is not related to the main idea.

The logic in the social experiment is not correct. For the experiment that Mr. Norton's team give money to students for them to spend and see what affects their happiness, the students do not earn the money themselves, which will affect the happiness they will get after spending it. I agree with the idea presented, however, there are better experiments needed to prove the correctness.

2. Group 2: Choice, Happiness and Spaghetti Sauce, Malcolm Gladwell

- **Strength:**

The story is fascinating, Mr. Gladwell also presents it in a hilarious way. It keeps people's interest to pay attention to finish the story.

The main idea can be applied to different areas such as making life decisions, education, economic marketing etc. Therefore, the presentation is worth watched more times and it makes people think deeper.

- **Suggestion for improvement:**

No visual aids are used during the presentation. If Mr. Gladwell can use slides with proper explanation, it will help audiences to follow the topic better.

The main idea of the presenting can be applied in so many areas. However, Mr. Gladwell does not have a good conclusion of the main idea, and he does not list the application of the main idea. If he can do that then the presentation will be more educational significant.