

FIT1049: IT professional practice

Week 4: Narrative construction and dissemination



MONASH
University



GROUP
OF EIGHT
AUSTRALIA



Past three weeks in three points...

Your job as an IT professional is not just to perform tasks but to play a role.
(Week1)

Communications are not just for information transmission but to develop social relations. (Week 2)

Information is best served in a context. It is not just what you know, but what you do with it, that matters. (Week 3)

Things to cover today...

At the end of this lecture, you will broadly understand:

1. how the research findings (as discussed in Week 3) could be selectively and strategically used to develop an effective narrative;
2. the idea of 'narratives as products' and its implications to the IT professional practice; and
3. the importance of developing, managing and evaluating the contexts of dissemination, in order to make most of the narrative constructed.

In so doing...

I will use oral presentations in particular as an example (since that's what we did in class this week), and further discuss:

1. Uniqueness, strengths and limitations of oral communications as a means of dissemination in IT professional practice; and
2. Some technical consideration specific to this form of dissemination.

FIT1049: IT professional practice

Week 4 (alt.): 7 points to consider before you present...



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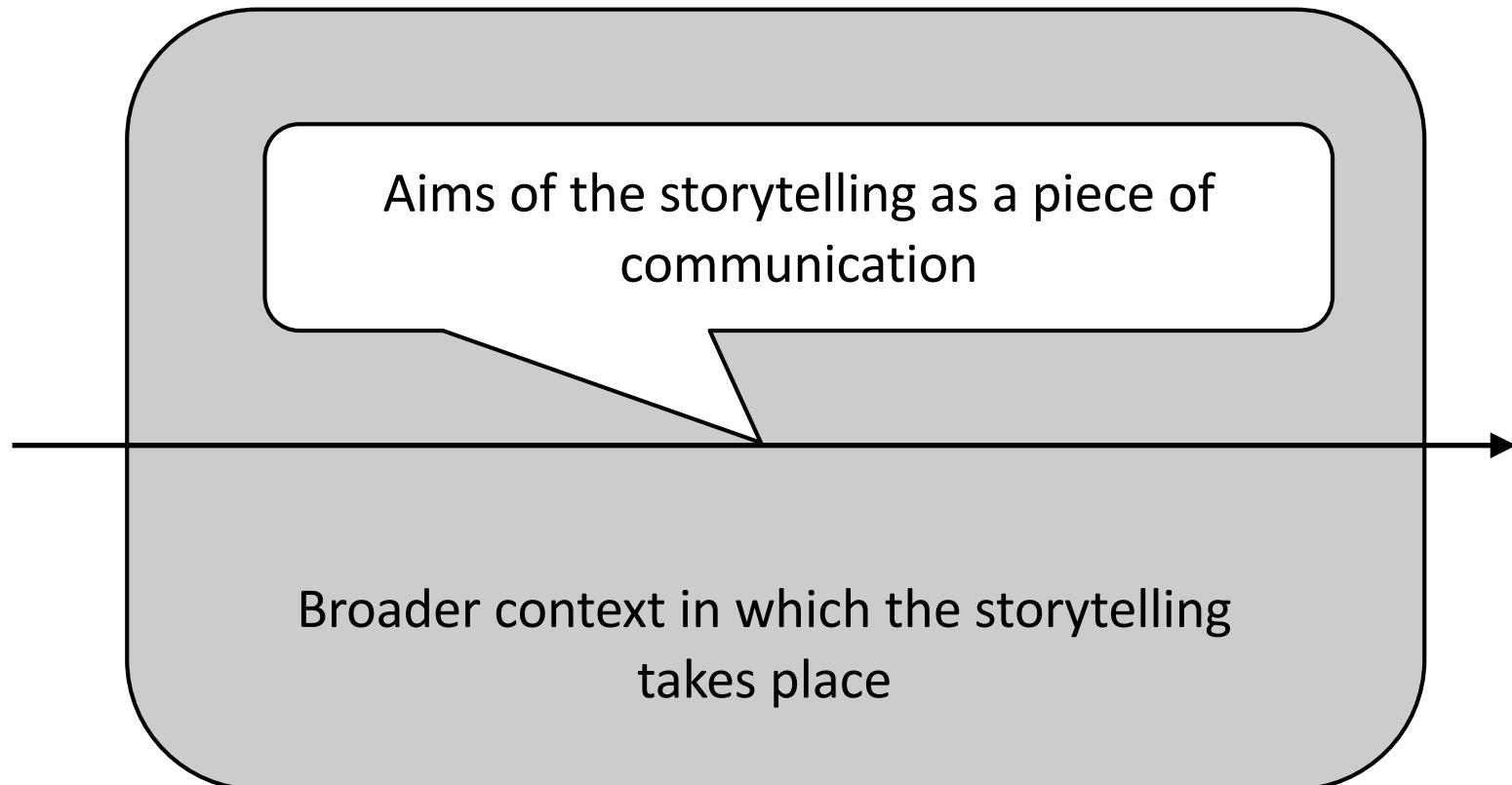
#1 Purpose

What do you want to achieve?

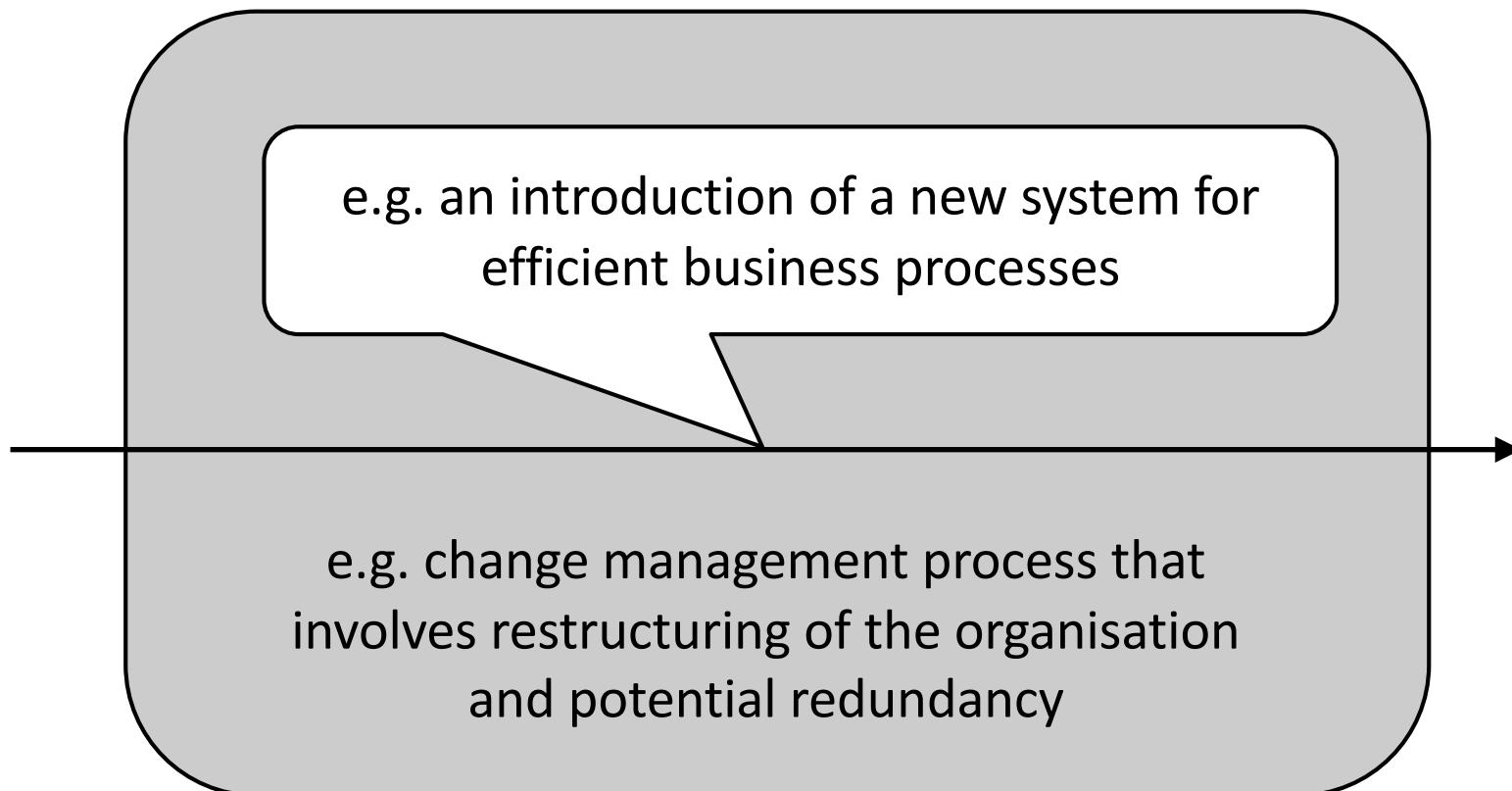
Why does this even need to take place?

What is the measure of ‘success’?

What takes place behind the scene...

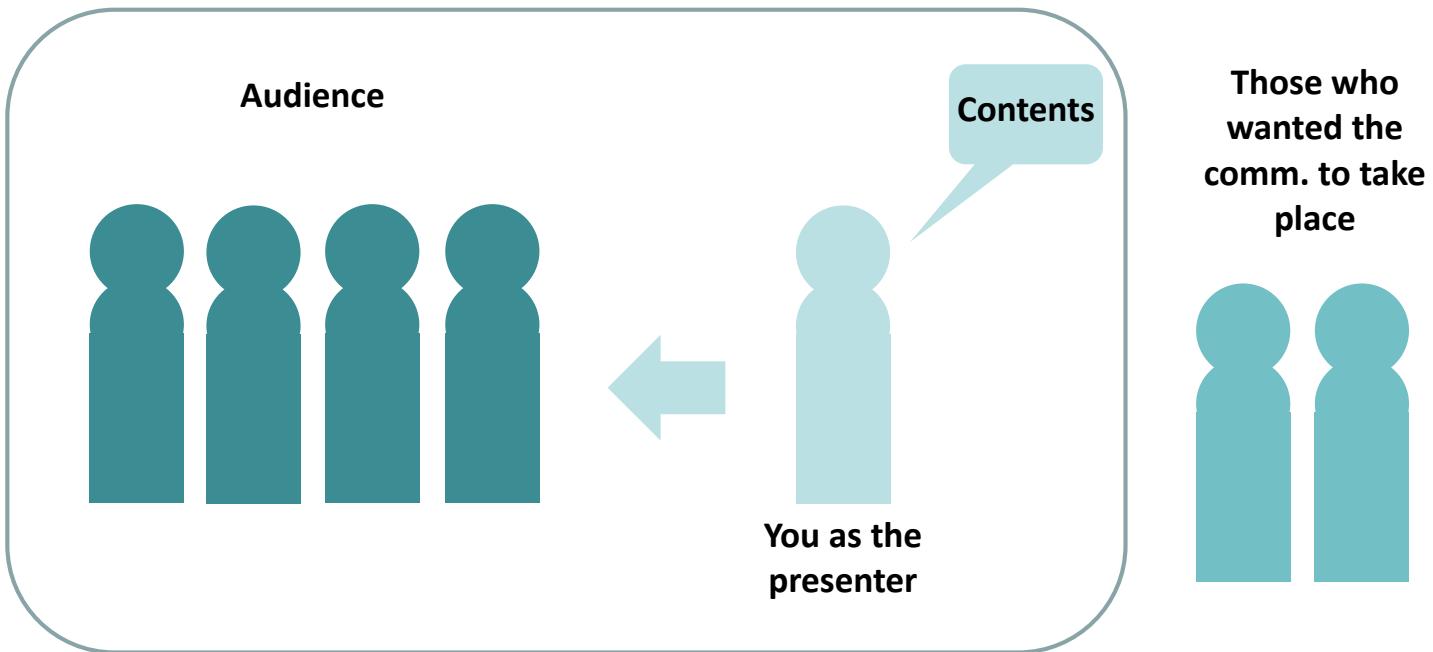


The audience's hostility usually has a reason or two...

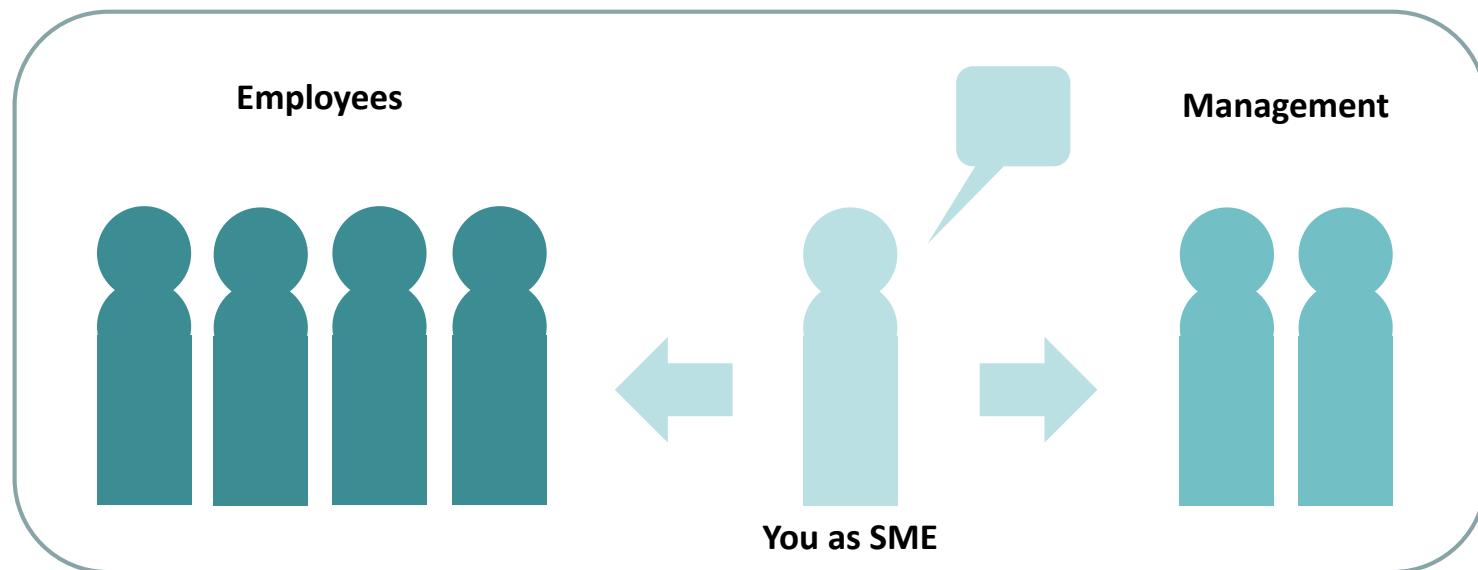


#2 Positioning

How do you position yourself in relation to:
the contents
the audience
and your organization?

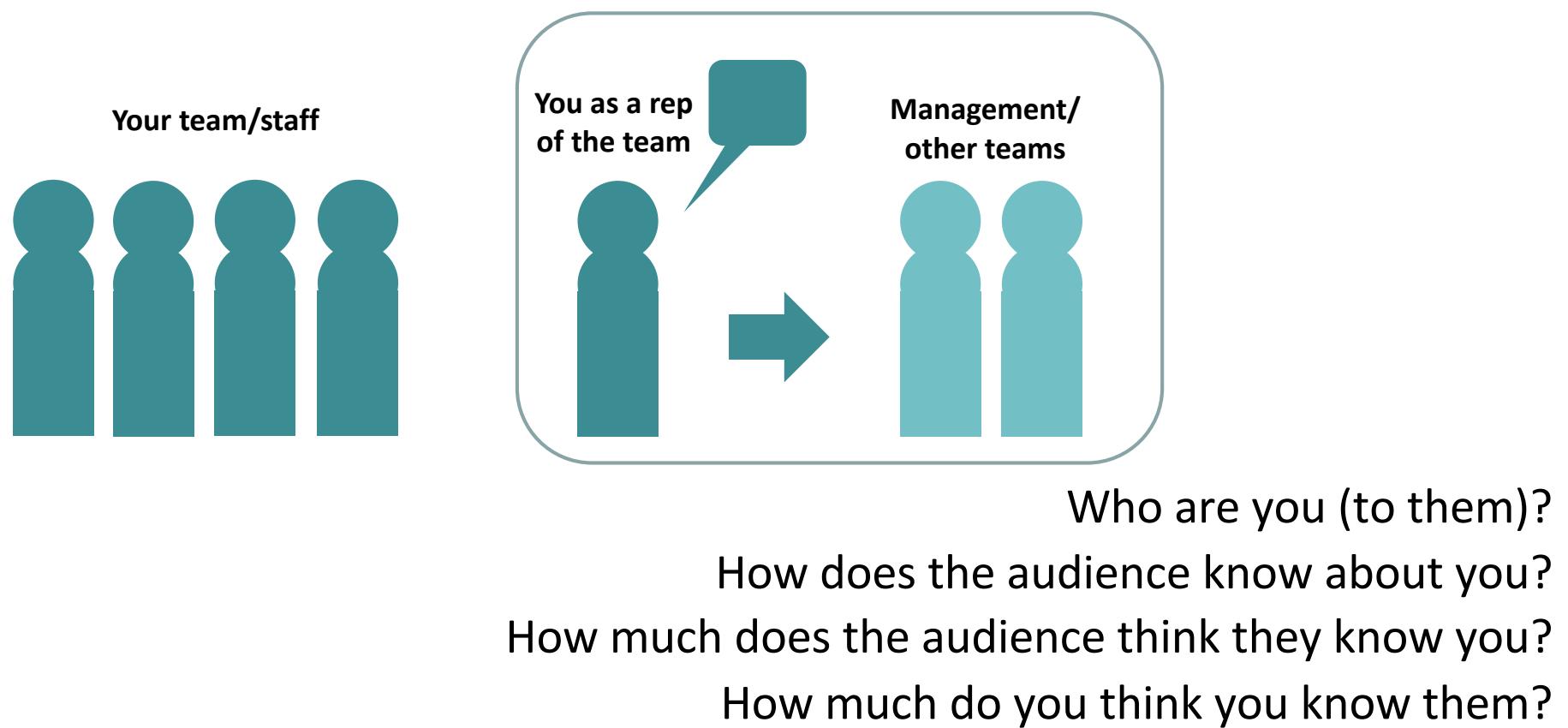


You and the contents (e.g. SME)

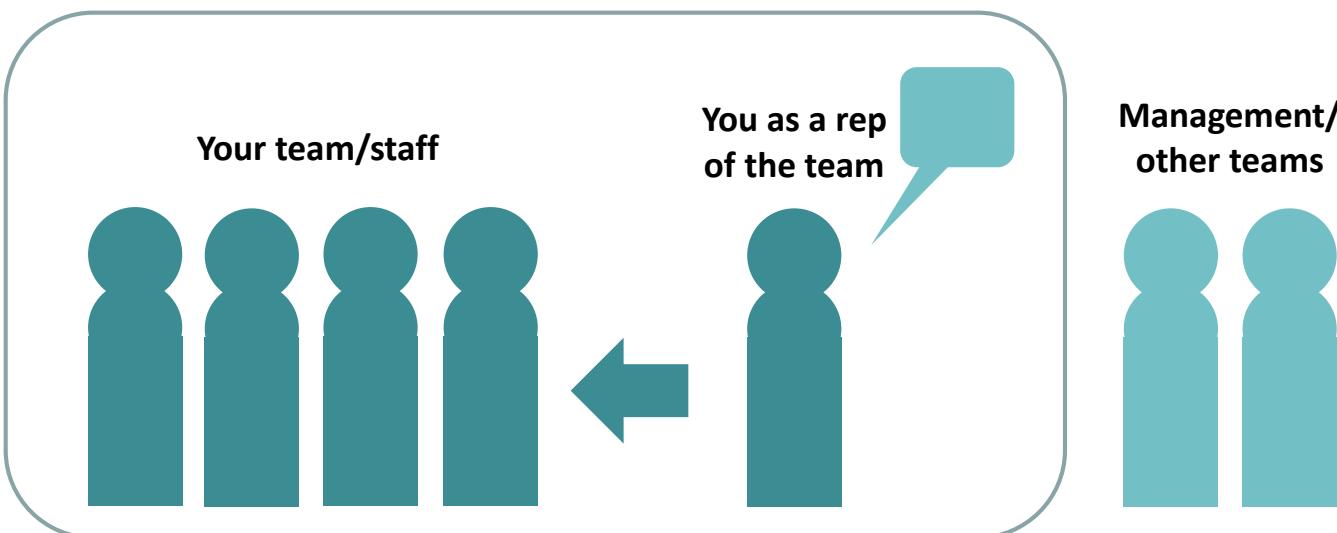


How much do you know?
How much does the audience know?
How much does the audience think you know?

You and the audience (e.g. advocacy and leadership)



You and the audience (e.g. leadership and management)



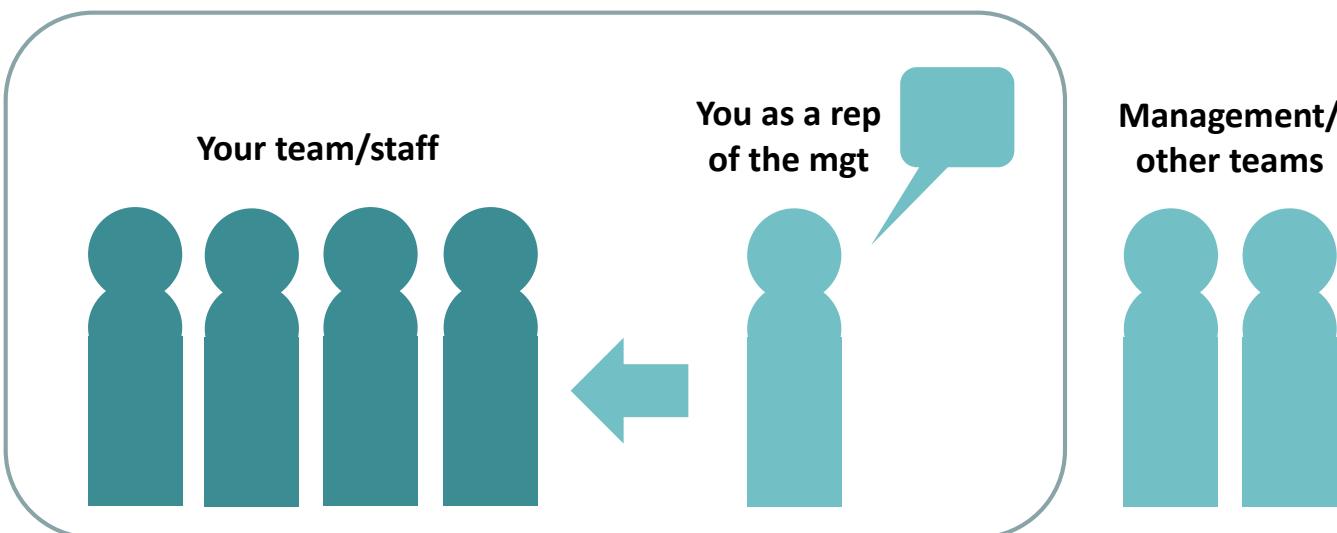
Who are you (to them)?

How does the audience know about you?

How much does the audience think they know you?

How much do you think you know them?

You and the audience (e.g. leadership and management)



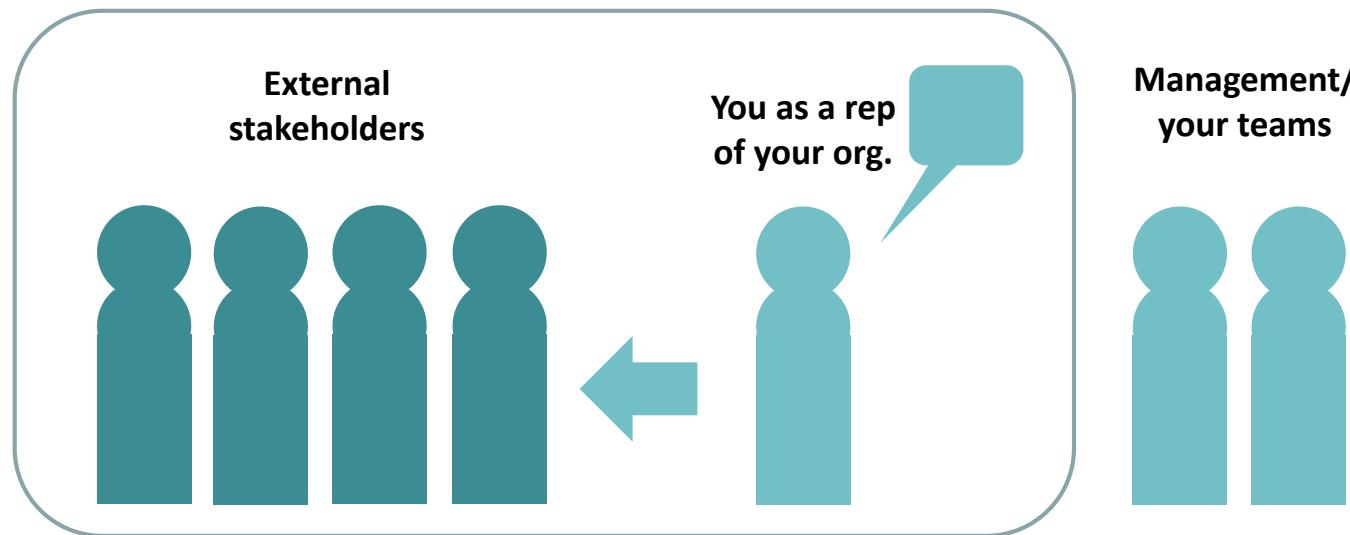
Who are you (to them)?

How does the audience know about you?

How much does the audience think they know you?

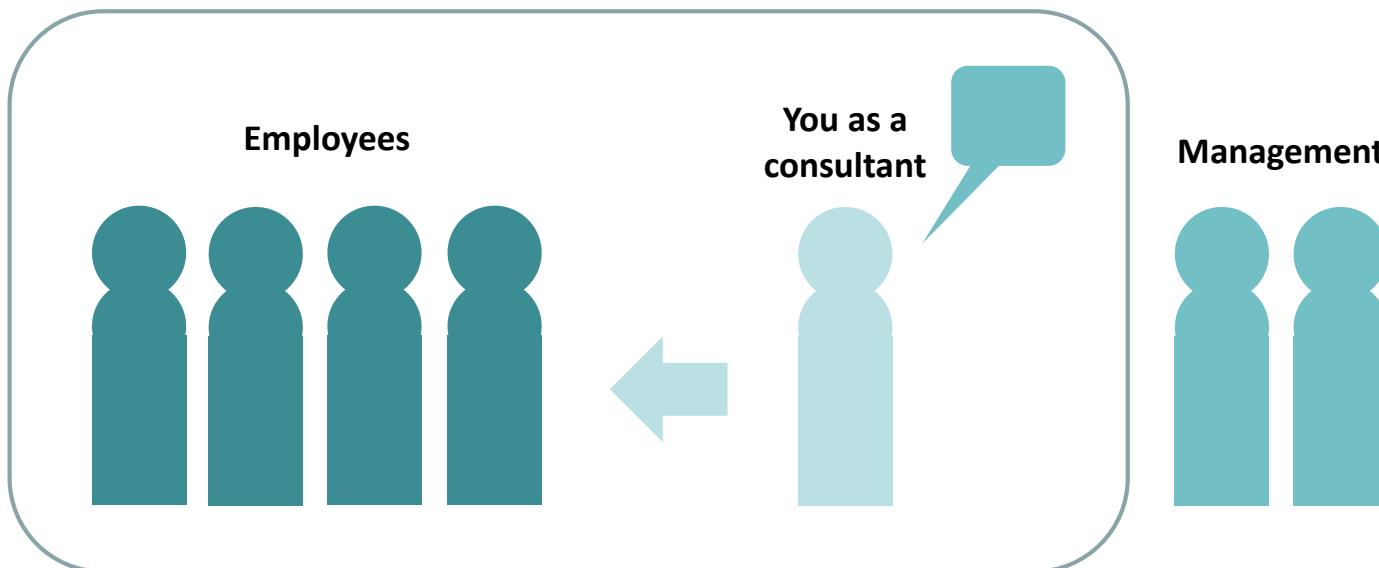
How much do you think you know them?

You and the organisation (e.g. authority and representation)



Who are you representing?
What level of authority do you have?
Are you speaking as 'I' or 'we'?

You and the organisation (e.g. authority and management)



Who are you representing?
What level of authority do you have?
Are you speaking as 'I' or 'we'?

When you do not have the right authority...



#3 Delivery styles

What is the tone of your communications?

Storytelling as performance: *Who tells*, matters.



Performance – another perspective...



Sir Joh Bjelke-Petersen
[\(Atfield, 2014\)](#)

[NB: Attribution to the photo only; the source is not relevant to the purpose of reference here.]

Delivery styles – a further thought...



You will need to change your 'style' to suit your audience.

#4 Narratives

A good narrative makes the information relevant to the audience.

It transforms the information into usable intelligence.

Advices on ‘storytelling’ are everywhere...

The screenshot shows the TED website's search interface. A sidebar on the left lists categories like 'All', 'Talks' (118), 'People' (18), 'Playlists' (2), 'Blog posts' (193), 'Pages' (14), and 'TEDx events' (130). The main search bar contains the query 'presentation'. Below it, a section titled 'All results' displays a list of items. The first item is 'Nancy Duarte: The secret structure of great talks', which includes a thumbnail of a presentation slide with the text 'What could be', 'What could be', 'Even more...', and 'What is'. The second item is a 'Playlist: How to make a great presentation (5 talks)', featuring a thumbnail of a person speaking. To the right of the search results is a video player showing a TEDx talk by Mark Robinson at TEDxEindhoven. The video player interface includes a play button, volume control, and a timestamp of 2:43 / 17:53. To the right of the video are several thumbnail images for other TEDx talks, such as 'The 7 secrets of the greatest speakers in history' by Richard St. John, 'How to avoid death by PowerPoint' by David JP Phillips, 'The Art of Delivering Information' by Mike Johnston, 'Speak like a leader' by Simon Lancaster, and 'The magical science of storytelling' by David JP Phillips.

...but they are not applicable to every situation either. Why?

The reality is...

- 1) the contents may not be very interesting or entertaining to start with,
- 2) you may not have control over what to include in the presentation,
- 3) you may not have control over how to deliver the presentation,
- 4) you may not have a reasonably willing audience who are happy to follow your lead, and
- 5) it is rather unusual that everything else (e.g. technologies) works fine.

...but you can be *effective*.

Demonstration as an example

... which is usually about an object being presented
for the purpose *specific* to the audience.

...and it is rarely ‘interesting’.



Visual aids and their functions

All presentations are made to be linear.



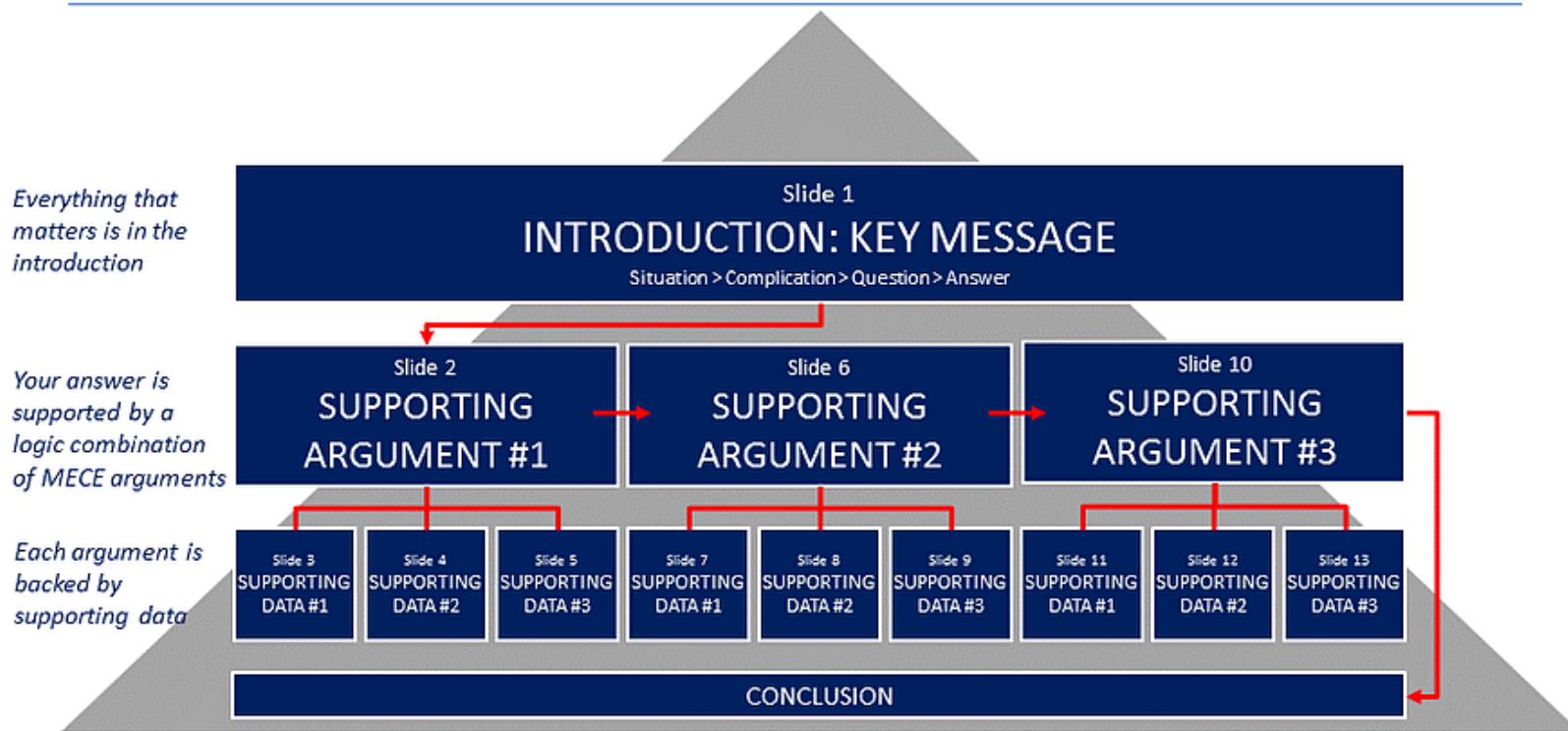
([Lacan.com](https://www.lacan.com), 2018)

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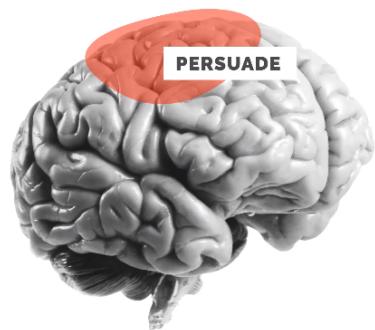
Presso Molini Landi, e C° 1808 —



How to structure a presentation: the Minto Pyramid Principle



([PowerUser, 2016](#); based on [Minto, 2009](#))

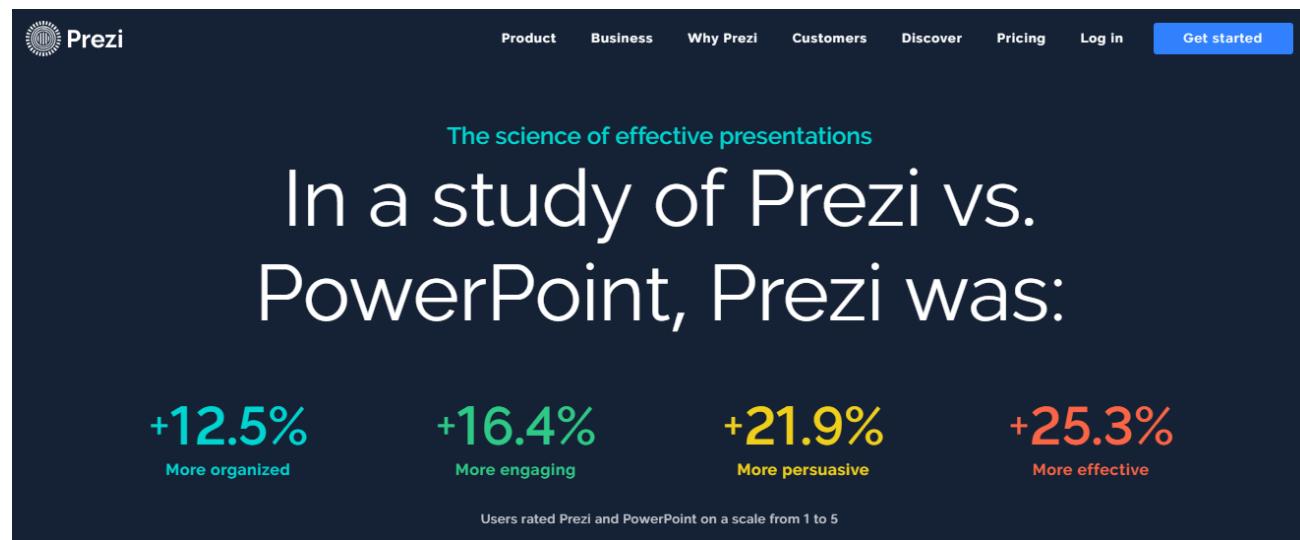


[\(Prezi, 2018a\)](#)

HUFFPOST

“Harvard researchers find Prezi more engaging, persuasive, and effective than PowerPoint.”

[\(Prezi, 2018b\)](#)



The science of effective presentations

In a study of Prezi vs. PowerPoint, Prezi was:

Category	Prezi Score	PowerPoint Score	Improvement (%)
More organized	4.1	2.8	+12.5%
More engaging	4.1	3.5	+16.4%
More persuasive	4.1	3.0	+21.9%
More effective	4.1	3.1	+25.3%

Users rated Prezi and PowerPoint on a scale from 1 to 5

The screenshot displays the Piktochart website's homepage, featuring a dark header with navigation links for FORMATS, FOR TEAMS, PRICING, BLOG, and SUPPORT, along with LOGIN and SIGN UP buttons. Below the header, there are several examples of infographics:

- Creative:** A template titled "HOW TO CREATE YOUR PRESENTATION" featuring three small potted plants.
- Sales:** A template titled "PITCH DECK 2017" featuring two people in business attire.
- Product:** A template titled "PRODUCT DECK" featuring images of products.
- Visualized Article:** A template titled "INFOGRAPHIC TITLE IS HERE" featuring abstract red and blue shapes.
- Photo:** A template titled "Holiday Gift Guide" featuring a photo of a typewriter.
- Process:** A template titled "CAMPING" featuring a flowchart with steps like "INTRO BLOCK", "CONTENT BLOCK 01", and "RESUME".
- Resume:** A template titled "HOW TO CREATE YOUR INFOGRAPHIC" featuring a circular profile picture.
- Timeline:** A template titled "YEAR" featuring a timeline with data points labeled "DATA 1", "DATA 2", and "DATA 3".

([Piktochart, 2018](#))

INFOGRAPHICS

THE BENEFITS OF THEIR USE ONLINE

PRESENTERS WHO USE VISUAL AIDS ARE

43% MORE EFFECTIVE IN PERSUADING AUDIENCE MEMBERS TO TAKE A DESIRED COURSE OF ACTION

90% OF INFORMATION TRANSMITTED TO THE BRAIN IS VISUAL

TEXT = SHORT TERM MEMORY
IMAGES = LONG TERM MEMORY

"A curved line with every point equal distance from the center"

40% OF PEOPLE RESPOND BETTER TO VISUAL INFORMATION THAN TEXT

IT IS MUCH EASIER TO SHOW A CIRCLE THAN DESCRIBE IT

Graphical Description Textual Description

USERS HAVE TIME TO READ 28% OF THE WORDS ON AN AVERAGE WEB PAGE AT MOST (20% IS MORE LIKELY)

79% OF USERS SCAN ANY NEW PAGE THEY COME ACROSS ONLY 16% READ WORD-BY-WORD

HIGH QUALITY INFOGRAPHICS ARE 30x MORE LIKELY TO BE READ THAN TEXT ARTICLES

SOCIAL NETWORKS MOST POPULAR SITES RELY MAJORLY ON IMAGE POSTS INFOGRAPHICS CAN BE SHARED IN AN INSTANT

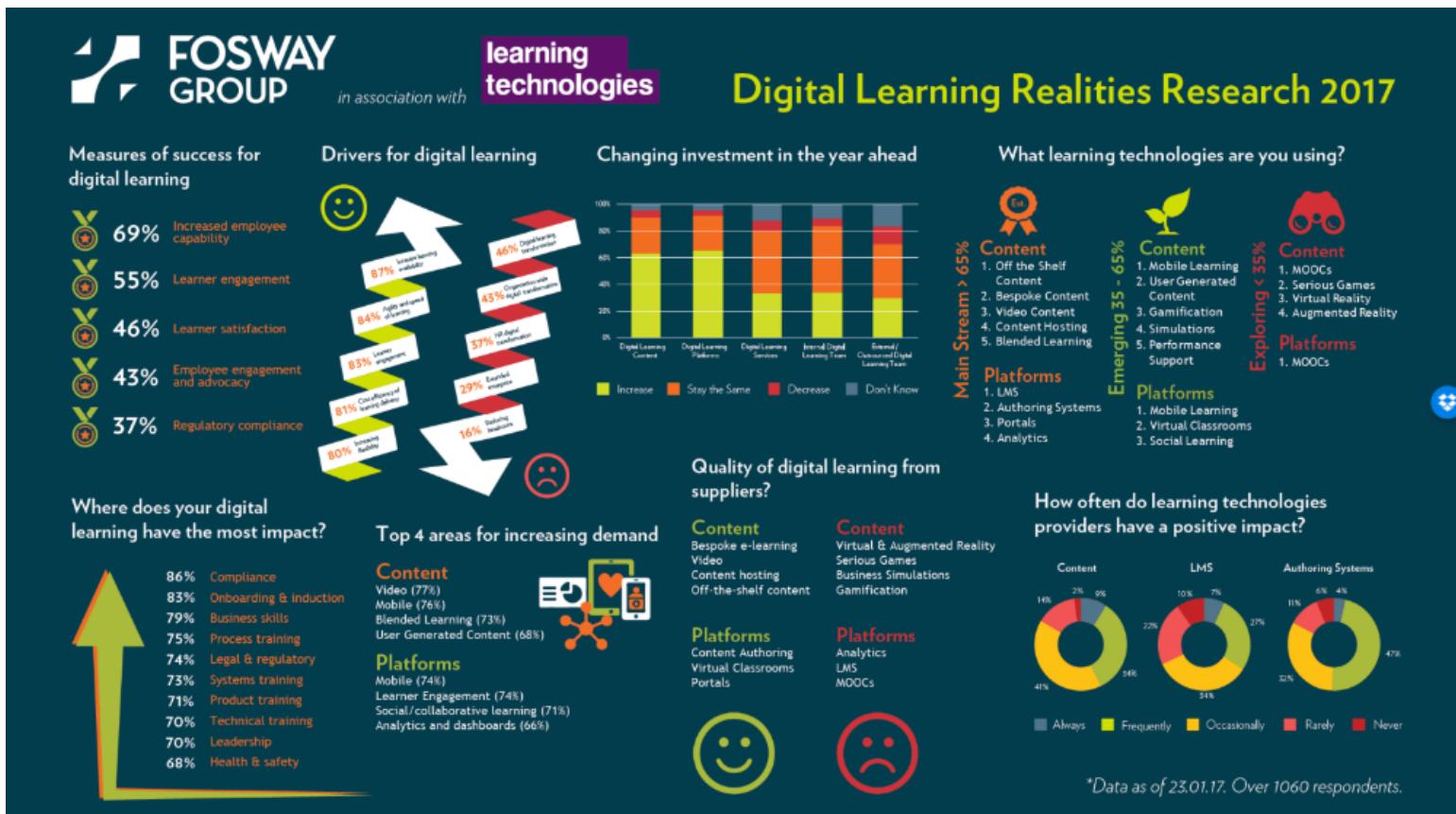
LOADING IS NO PROBLEM THEY CAN BE LOADED ON ANY DEVICE INSTANTLY

USE OF INFOGRAPHICS CAUSE A GROWTH OF 12% IN SITE TRAFFIC ON AVERAGE

SOURCES:
 "The Power of Visual Communication"
<http://www.billiondollargraphics.com/infographics.html>
 "InfoGraphic Effectiveness Statistics"
<http://anisonline.com/infographics/infographic-effectiveness-statistics-infographic/>
 "How Little Do Users Read?"
<http://www.ngroup.com/articles/how-little-do-users-read/>

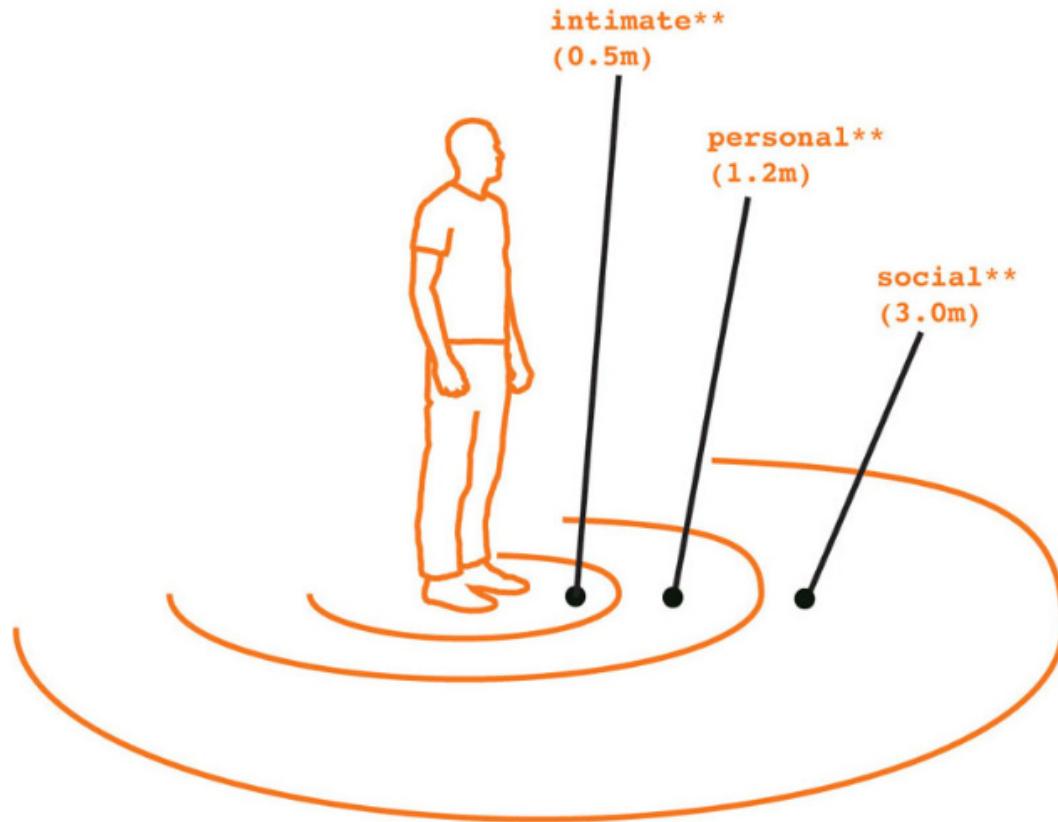
K
Read the full blog post @ kinocreative.co.uk/blog

([Visually, 2018](#))



(e-Learning Infographics, 2018)

#5 Proxemics

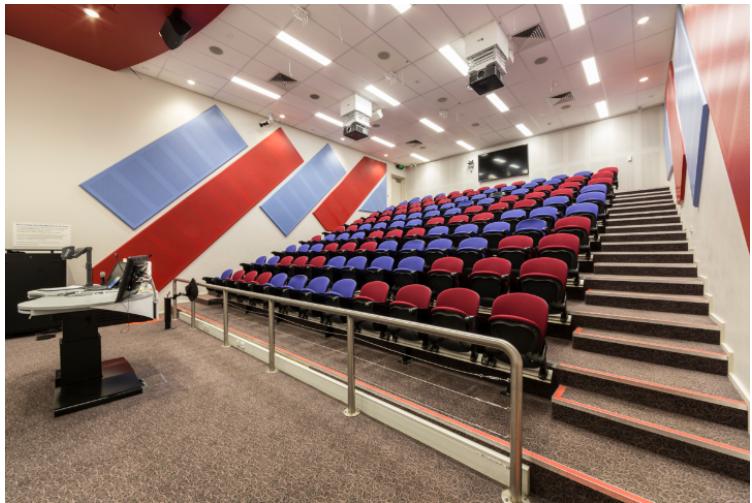


([The UConn Writing Centre, 2011](#))

How do you manage the boundary between you and the audience?



([English Subject Centre, 2003](#))



([Monash University, 2018](#))



What are you looking for?



HOME ABOUT US ▾ OUR SERVICES ▾ OUR EXPERIENCE ▾ JOIN US ▾ CONTACT US ▾ WORTH KNOWING ▾

- Who we are
- Our locations
- Our values
- Our management
- Project management
- Our experience
- Our memberships
- Business Development
- **100 people at your service**
- How we work



Home > About us > **100 people at your service** >

Now 100 people at your service

([Link Medical, 2018](#))

[NB: Indicative of the number of people only;
The content of the source is not relevant to the topic being discussed.]

#6 Spontaneity

How much *controlled* spontaneity can you allow without compromising the narrative?

What is the intrinsic benefit you'd gain from the *intended* spontaneity?

“It’s traditional at the end of the meeting that directors chat with shareholders over a sandwich and a cup of tea. ... With the prospect that they may be asked a few curly questions, the minute the meeting was over, [CEO] and his fellow directors snuck out a back door.” ([ABC, 2018](#))

ABC NEWS

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ANALYSIS

Annual general meetings reveal what some directors really think of shareholders, and it's not a good look

By business reporter Andrew Robertson
Posted 21 May 2018, 6:34am

At the recent AMP annual general meeting, the company's interim chairman Mike Wilkins asked shareholders to judge directors on their actions.

His plea to the 300 or so people at the meeting came during a lengthy apology for the scandals around AMP which saw the chairman, chief executive and two other directors leave immediately, with a fifth director to go by the end of the year.



([ABC, 2018](#))

TOP STORIES

- Meet the team behind our diving heroes
- Analysis: Nine ways for millennials to boost their chances of owning a home and retiring comfortably
- 'They are psychopaths': Inside the minds of Australia's worst killers
- Authorities probe how airline employee could steal plane
- Images of unseen worlds find their kindred spirit
- Elon Musk uses Twitter to taunt Tesla short sellers amid legal scrutiny
- Analysis: Wages and jobs data to test Reserve Bank's mantra
- Andrew's only visitor is his mental health support worker. Soon she'll stop coming
- Truck driver charged after Australian cyclist's death in New York

#7 Preparation and follow up...

Success of a presentation is not just about how it went.

Things to do this week...

1. Make sure you shared your eFolio and all the submission items up to the Week 4 tutorial.
2. Read the Moodle Book for Week 4 and 5 before the tutorial next week (NB: Week 5 reading to be available soon).
3. Start doing Assignment 1 if you have not done so!



FIT1049 IT professional practice S1 2019

◀ Week 4 (25 Mar - 31 Mar) Week 5 (1 Apr - 7 Apr) Week 6 (8 Apr - 14 Apr) ▶

Situational management and intra/inter-personal communications

After completing the unit's activities in Week 5, you will:

- Understand the basic principles and techniques of managing a range of professional and organisational situations;
- Apply the above principles and techniques in three common situation-specific professional settings, i.e. a job interview, a structured meeting, and an informal information solicitation and feedback process at workplace; and
- Understand the roles and techniques of intra- and inter-personal communications in the contexts of situational management in IT professional practice.

Pre-class activity: Something to read

Please read the following Moodle Book prior to your tutorial attendance on Monday or Wednesday. It would take approximately 15 minutes to read; this however does not include time to read all the materials and sources linked out from the Book, which are provided only for your interest in case you would like to learn more on specific topics.

Tutorial: Something to do

Please find below the tutorial sheet for this week, in which you will find an overview, learning outcomes as well as instructions for the activities to be conducted during the tutorial. While your tutors will go through these, it would be useful if you have a look at this document prior to attending the tutorial.

 [Week 5 tutorial sheet](#)
42.6KB Word 2007 document

Lecture: Something to think about

Based on the reading material and the tutorial activities for this week, the Week 5 lecture will interrogate further:

- how to read and analyse the context of a given professional and/or organisational setting in order to make effective responses to manage the situation;
- administrative, procedural, and environmental techniques used to effectively facilitate a structured communication, such as meetings and interviews; and
- intra- and inter-personal communication techniques used to solicit information and provide appropriate feedback and advice in a professional manner.