

Final Presentation Assignment

Research presentations are a staple of academic conferences - at their best, they are used to visually illustrate research findings and share these findings with others. As part of the final project, you will need to plan, design, and deliver a 10-12 minute presentation of your final project.

Your presentation should accomplish a number of specific tasks. You should **(1)** provide background on your topic of interest, focusing on illustrating why this is an intellectually important issue and how it fits in to the social science literature on your topic. This section should rely on your literature review.

You should then **(2)** describe your data and your research methods. This is one area where I expect you to spend more time than an ordinary research presentation at a conference. Make sure you include a justification for the methods you selected and a detailed description of the analysis process that you used to generate your findings.

After describing your methods, you should **(3)** provide tables and plots that illustrate your findings. These should cover all of your analytical steps (descriptive statistics, univariate tests, bivariate tests, and your final regression model). Whenever possible, use plots to illustrate your findings instead of rely solely on tables. Your plots should be well designed and contain all pertinent details (i.e. they should be similar to the plots you generated for problem sets this semester). When you do use tables, they should be well-formatted with minimal distracting information. They should be easy to read from a distance, meaning you may need to drop some information that you would put in a table for print.

Your presentation should end with **(4)** a discussion section (what are the implications of your findings), **(5)** a concluding slide (where would you take this research next?), and **(6)** a references slide (or slides).

Resources

Several Edward Tufte readings will be posted to a repository on GitHub that you should use as inspiration for the design process. I also give a presentation on presentations to new MA students every year. The [latest version](#) is available on my GitHub page. Please use all of these resources as you develop your slides.

Grading

All presentations will be graded using the rubric on the following page. Certain areas, highlighted in dark red on the rubric, are things that I consider “deal breakers”. If your presentation falls into one of these categories, you will get a zero on the assignment.

Formatting Guidelines

- ▶ Presentations should use a Sans Serif font sized no smaller than 24 point font
- ▶ Presentations should use a thoughtful PowerPoint or Keynote template.
- ▶ **In-text citations are required.** Citations are necessary for both direct quotes and for paraphrased material (ideas that are not yours but are in your own words). In addition to in-text citations, **a bibliography must be included on the poster.** **The type of citation format that you use in this class should be ASA Style.** You can find more details on that here - [link](#).
- ▶ A **handout** is required. The handout should include *full* tables for your final models (as opposed to the tables you put on your slides, which may be paired down). These should take up one full side of a sheet of paper. The other side should contain your title, name, an abstract for your presentation, and some key sources/citations for your study.

Final Presentation Grading Rubric

	Poor (F)	Fair (D)	Satisfactory (C)	Good (B)	Excellent (A)
Design (30%)	<ul style="list-style-type: none"> Does not meet assignment criteria There are a significant number of syntax, grammar, word choice and/or spelling errors 	<ul style="list-style-type: none"> No visible consideration given to design Major detractors, such as small font size, misaligned text, or inappropriate graphics There are numerous syntax, grammar, word choice and/or spelling errors 	<ul style="list-style-type: none"> Moderate consideration given to design, including some use of colors and shapes to accent information Only minor detractors in design There are a moderate number of syntax, grammar, word choice and/or spelling errors 	<ul style="list-style-type: none"> Clear consideration seen design, including use of color and shape elements to accent information No significant detracting elements There are a small number of syntax, grammar, word choice and/or spelling errors 	<ul style="list-style-type: none"> Exceptional design that shows deep thought and attention to detail No significant detracting elements Little to no syntax, grammar, word choice and/or spelling errors
Research Details (40%)	<ul style="list-style-type: none"> Missing 4 or more of the elements listed on the previous page Tables and figures are inappropriate for medium (too small, low quality) Research process is poorly described Handout missing or is significantly flawed 	<ul style="list-style-type: none"> Missing 3 of the elements listed on the previous page Tables and figures are difficult to read Research process is missing major descriptive elements Handout has major detractors in its design and organization 	<ul style="list-style-type: none"> Missing 1 or 2 of the elements listed on the previous page Tables and figures are legible but have significant detracting elements Research process missing minor descriptive elements Handout has moderate flaws 	<ul style="list-style-type: none"> No missing elements Tables and figures show clear consideration for legibility and design with some minor flaws Research process is well defined Handout has only minor flaws but is generally well organized 	<ul style="list-style-type: none"> No missing elements Tables and figures are exceptionally well designed Research process is exceptionally well defined Handout is exceptionally well designed and organized
Format (10%)	<ul style="list-style-type: none"> Paper does not adhere to the written guidelines 			<ul style="list-style-type: none"> Presentation deviates from the written guidelines in only a minor way 	<ul style="list-style-type: none"> Presentation follows written guidelines for formatting with no deviations
Presentation (10%)	<ul style="list-style-type: none"> Not possible to hear or follow presenter Presentation is too short (≤ 6 minutes) or too long (≥ 16 minutes) 	<ul style="list-style-type: none"> Presentation is generally hard to follow and understand Presentation is within 4 minutes of time-limits 	<ul style="list-style-type: none"> Presenter occasionally hard to understand or follow Presentation is within 2 minutes of time-limits 	<ul style="list-style-type: none"> Presenter speaks clearly and generally concisely Presentation is within time-limits 	<ul style="list-style-type: none"> Presenter speaks exceptionally clearly and concisely Presentation is within time-limits
Citations (10%)	<ul style="list-style-type: none"> Citations do not adhere to the written guidelines 			<ul style="list-style-type: none"> Citations are formatted correctly with only a small number of errors 	<ul style="list-style-type: none"> Citations are formatted correctly with little to no error