

# Presentations

UBCO Master of Data Science – DATA 552



# The Presentation

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A 15-minute presentation outlining your problem, and your solution (dashboard).

The presentation should:

- Start with the “Problem Statement” and some motivation for why it’s important
- Provide some background knowledge at the right level (for a general audience)
- Be accompanied by visuals of some sort (No text-heavy slides like this one!)
- Have a clear and enticing introduction
- End with a series of next steps or key idea/point/conclusion for the audience to reflect on.
- Recap why this dashboard is a good solution (don’t need it to change the world!) 2

# The Presentation

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A 15-minute presentation outlining your problem, and your solution (dashboard).

The presentation will be marked on

- Presentation (60%)
- Reasoning (40%)

You will also give feedback to your peers: quantitative and qualitative.



# Presentations: The O.P.P.A method

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**O** – Outline what you want to say first

**P** – Prepare your slides - Keep it simple

**P** – Practice using your body language and voice to highlight ideas

**A** – Anticipate possible questions and prepare answers



# Outline what you want to say first

Chris Anderson (2016) shares the four characteristics all successful Ted Talks have in common:

1. Have “one major idea” (Anderson, 2016, 00:05:07)
2. “Give your listeners a reason to care” (00:05:35)
3. Use “familiar concepts” (00:06:15)
4. “Make your idea worth sharing” (00:07:20)

# The message: Stick to one BIG IDEA

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*An idea is “a pattern of information that helps you understand and navigate the world”*

– Chris Anderson, 2016, 00:02:29-00:02:35

Key Resource: [Ted's secret to great public speaking | Chris Anderson](#)

# The message: Stick to one BIG IDEA

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Key Resource: [Ted's secret to great public speaking | Chris Anderson](#)

# The message: Why should I care?

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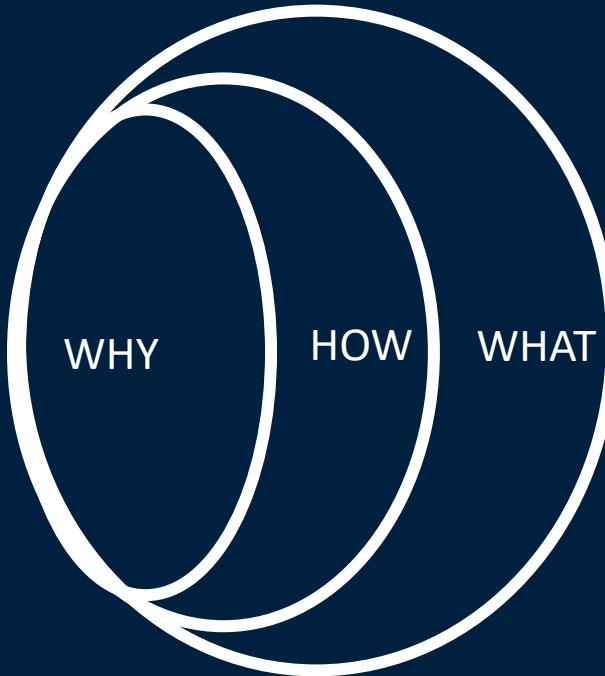
*“If you can reveal a disconnection in someone’s world view, they’ll feel the need to bridge that knowledge gap”*

– Chris Anderson, 2016, 00:05:57 – 00:06:03

Key Resources: [Ted's secret to great public speaking | Chris Anderson](#)

# The message: Why should I care?

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Key Resources: [How great leaders inspire action](#)

# The message: It's about your audience



Photo by [Christina Morillo](#) from [Pexels](#)

# The message: offer value

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# Starting and Ending a Presentation

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## Start by grabbing the audience's attention

- Give them something to care about and/or invite them to reconsider their world view
- Ideas
  - Tell a story
  - Ask a provocative question
  - State a perplexing or thought-provoking fact

## End by inviting the audience to reflect on a your big idea

- Give the audience something to think about / do



# Your Slideshow: the Basics

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Your slideshow is there to compliment and enhance your presentation.  
It is not meant to serve as (lecture) notes.

- DO NOT** fill your slides with words

In fact, Seth Godin is often quoted as stating that you should have “No more than six words on a slide. EVER.”



# Your slideshow: the basics

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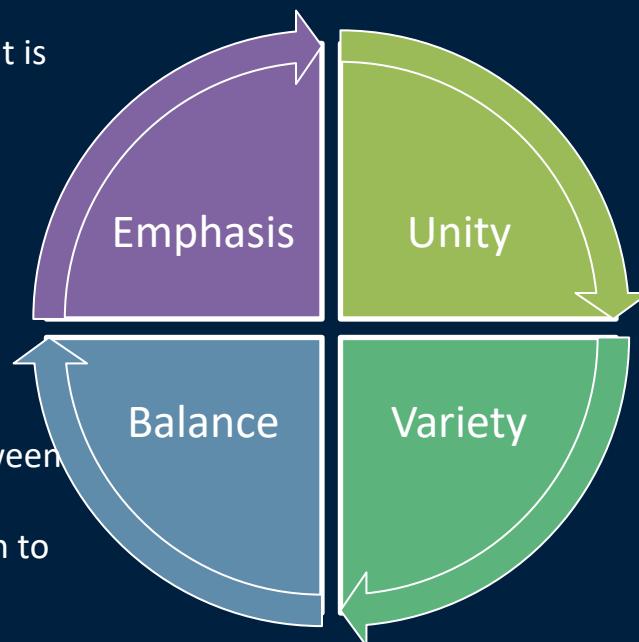
- **DO** use lots of ‘white’ space
- **DO** use consistent color schemes and designs
- **DO** use images strategically and for emphasis
- **DO** create a paper handout and give it to your audience *after* the presentation.



# Your slideshow: the four basic principles of design

When all else fails, refer back to the four basic principles of design.

- Emphasis “directs the eye to what is most important (Troyka & Hesse, 2012, p. 632)
- It highlights key ideas using placement and style.



- Balance “refers to a sense of harmony and equilibrium” between all of the elements (p. 632)
- It requires all sides of the design to be equal.

- Unity “results from repetition and consistency” (p. 632)
- It occurs when everything” [shares] the same features” (p. 634)
- Variety “comes from a logical, appropriate break from unity that adds interest” (p. 632)
- It is the use of small and consistent modifications that help highlight ideas and shifts.



# Presentations: Using your voice

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Change things up and don't be scared of silence

- Language: simple and conversational, use us and we.
- Tone: high or low?
- Volume: loud or quiet?
- Variety: do you change the volume, speed, and tone of your voice?
- Speed: fast or slow?
- Silence isn't always bad

Key Resource: [How to speak so people listen](#)

## Try it: Vary your voice

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**Question:** Practice stating the phrase below using different volumes, speeds, and tones.

Write down how each variation made you feel.

*“I am smart, capable, and by golly people like and respect me!”*



# Presentations: Using your body

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Let your body move. It's part of the presentation too.

- Face your audience and make eye contact
- Smile and frown according to the content
- Avoid crossing your arms
- Use hand gestures to gesticulate, but not distractingly
- Walk around, if possible, but not distractingly

## Try it: Vary your body language

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**Question:** Practice stating the phrase below using different body stances and gestures.

Write down how each variation made you feel.

*“I am smart, capable, and by golly people like and respect me!”*

# Remember!

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## *Practice your talk!*

*Do a Demo or a run-through at least once so you work through:*

- *Spot typos and errors*
- *Any logic issues*
- *Any Structural issues (there is often a natural way to split)*
- *Timing (stick to time!)*
- *Choreography (switching from one person to the next)*

# Tool 1: Rmarkdown: Xaringan slides

A dark-themed presentation slide titled "Presentation Ninja" with subtitle "with xaringan". It includes author information, date, and a footer page number.

Presentation Ninja

with xaringan

Yihui Xie

RStudio, PBC

2016/12/12 (updated: 2021-03-09)

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# Tool 2: Jupyter RISE slides

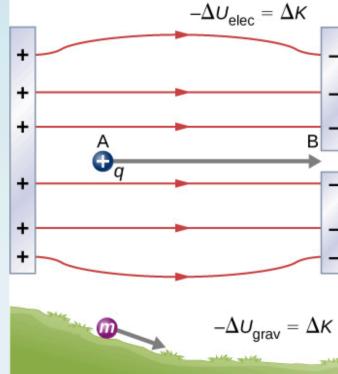
## REMINDER & REVIEW!

- Electric fields  $\vec{E}$  are formed between positive and negative charges
- $\vec{E}$  has magnitude (units of  $N/C$  or  $V/m$ ) and a direction
- The work done on a charge  $q$  by the electric field is:

$$W = \vec{F}d$$

- The voltage difference between two plates can be expressed as:

$$V = \frac{\vec{F}d}{q} = \vec{E}d$$



Source: OpenStax Textbook

# Objectives

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- Students will be able to define the mnemonic O.P.P.A and will utilize it when preparing presentations.
- Students will be able to describe Chris Anderson's four secrets to "great public speaking" and will utilize this model when deciding what information to include in their presentation.
- Students will be able to identify and describe the four basic principles of design: unity, variety, balance, and emphasis.
- Students will recognize the importance of body language, tone, volume, and intonation in presentation.
- Students will use the four basic principles of design when preparing visual presentations and data representations.



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