

Project Video Presentation Guidelines

Presentation due on Thursday, February 25, 2021, 18:00, via Moodle

General Notes:

- The project video presentation should give a concise overview over your work. Think about what you want to include in your presentation, and what are the most interesting parts of your project. The presentation itself will count for **15% of your final project grade**.
- Presentations should be **5 minutes** (\pm 30 seconds).
- Every team has to hand in **one** presentation.
- For further questions, please reach out via the Moodle forums, or contact an instructor.

1 Content of Your Presentation

The goal of your video presentation is to give a viewer a general overview of what you have done and achieved during your project. You have to assume that your audience is not familiar with your work or the specific field, but has at least a basic understanding of text analytics. During the presentation you should cover the following points:

- **Problem and Motivation:** What is the general (practical) task you were working on and why is this a relevant and/or interesting problem? Did previous work exist? If yes: in which ways does your work differ from theirs? In this part the viewer has to understand what you did, why this is an important problem, and you can also give an outlook how the result looks like. In a real scenario, you have to get your audience's attention at this point, otherwise it is unlikely that they follow the rest of your presentation.
- **Data and Task:** It should be clear what data you have used. Are there certain metrics that give key insights into the data in a short amount of time? You can also give concise examples of the data, such that the viewer has a better understanding of the data. The same goes for the task. The task should be clearly stated, and if you can give a short example of the task, your audience often understands the problem faster than with a lengthy explanation.
- **Approach:** Briefly outline the methods you used to tackle the problem. Do not lose yourself in details or formulas, but state the core concepts of your idea. If you have diagrams (for example, for the pipeline you employed) they can be of use in this part.
- **Results:** What is the outcome of your project? What did you achieve? Do not overload your slides with tables, but restrict yourself to the key insights. Make clear what evaluation metric you used when showing results, such that viewers do not have to guess. In general, visualizations and diagrams are better to grasp than rows and rows of numbers. If you have to show a larger table (but you should not), outline the important fields, e.g., by using highlighting. Most importantly, you do not have to show all of your results, pick the ones you find most important and/or interesting!

- **Conclusion:** Give a short conclusion of your work, again underlying what you have achieved. If you can think of potential future extensions or improvements to your work, this is the place to tell your audience.

While the previous points already give a suitable structure for your presentation, you can also slightly alter this order. For example, if your approach is text- or data-driven, it makes sense to introduce the data earlier. For a problem-driven analysis, it makes more sense to introduce the problem at first, and bring up the data later in the talk, e.g., directly before showing the results. But especially if this is one of your first presentations, do not get too creative. To record your video, it is advisable to prepare slides as for a seminar talk, and then record yourself talking while presenting the slides. It is not necessary that you record your face for the video.

2 Grading

The grade for your presentation counts for 15% of your project grade. Grading is based on the strength of the content as well as the quality of the presentation itself. The grade for your presentation is not necessarily given out by your mentor, but may be graded by another member of the DBS team. Hence, you should make sure that your presentation is comprehensible, even if the viewer is not familiar with the project beforehand.
