PRESENTING YOUR RESEARCH

Sheila Liming
Office of Academic Development
Carnegie Mellon University
I. Becoming a Better Public Speaker
Watch and Learn

*identifying characteristics of effective public speaking*
Creating Successful Presentations

**CONTENT**
- information
- organization
- clarity
- visual aids / materials
- evidence / support

**DELIVERY**
- confidence*
- speaking skills
- gestures
- audience interaction
- variety

**PREPARATION**

**PRACTICE**
I. Becoming a Better Public Speaker
Watch and Learn

*identifying characteristics of effective public speaking*
Creating Successful Presentations

CONTENT  +  DELIVERY

information
organization
clarity
visual aids / materials
evidence / support

confidence*
speaking skills
gestures
audience interaction
variety

PREPARATION  PRACTICE
II. Creating Successful Presentations

A. **Content**

4 Steps to Building Content

1. establish a **goal**
2. **outline** and **organize** your information
3. be prepared to **elaborate**
4. **refine**
II. Creating Successful Presentations

A. Content

Using Visual Aids to Communicate Your Content

- watch for repetitiveness
- make sure your content doesn’t repeat things you’ve already said
- organize your content so that you’re clearly adding “something new”
- avoid redundancy
- try not to repeat yourself
I. Content

Be clear and specific. Don’t cram too much information into a single slide, panel, etc. Organize your content so that each slide or poster panel is easily readable. Include only “highlights” of your research and important information. Try to use visual aids to highlight or emphasize parts of your oral presentation. Emphasize important, major ideas from your research so your audience doesn’t get mired in details. Don’t feel the need to include all the details of your project on the slide or poster itself – be prepared, instead, to supplement your visual materials with information from your oral presentation. If you try to include too much visual information in your presentation, your audience will find themselves having to decide between reading and listening. The result is that they will do neither of these activities with full concentration, and will likely remember very little from what they read or what they heard. Don’t feel the need to speak through everything you include on a slide or on a panel of your poster. Your visual information should be simple enough so that your audience may understand it “at a glance”. Pictures, charts, graphs, and visual representations are therefore often more effective than written text.

Make sure that you use an appropriate font size so that your audience can clearly read the text that is available. Make sure, also, that you use a clear, readable font that clearly stands out from its background.
II. Creating Successful Presentations

A. Content

Physically Using Your Visual Aid

1. Avoid over-relying on your visual material.

2. Avoid putting yourself between your audience and your visual aid.

3. Try to structure your content (even subtly) so that your audience is able to read it from left to right.
II. Creating Successful Presentations

A. Content

3. Things to Remember About Visual Aids

1. function: supplementing vs. constituting your presentation

2. organization: should highlight “major points”

3. design: font size, readability, amount of information included, left-to-right design, etc.
II. Creating Successful Presentations

**CONTENT**

information
organization
clarity
visual aids / materials
evidence / support

**PREPARATION**
II. Creating Successful Presentations

CONTENT + DELIVERY

information confidence*
organization speaking skills
clarity gestures
visual aids / materials audience
interaction gestures
evidence / support audience

PREPARATION PRACTICE

variety
II. Creating Successful Presentations

2. Delivery

4 Tips for Communicating with Your Audience

1. Mean what you say. 😊 😢

*I’m delighted to be here today.*

*I really enjoyed working on this project.*

*I’m quite fascinated by this idea.*
II. Creating Successful Presentations

2. Delivery

4. Tips for Communicating with Your Audience

2. Gauge – and **Respond** to – Your Audience

- gauge and match your audience’s energy level
- pause between topics, sections, etc.
- ask questions / solicit response
II. Creating Successful Presentations

2. Delivery

4. Tips for Communicating with Your Audience

3. Variety

- vary the oral content of your presentation
  (information with stories, jokes, questions, etc.)

- vary the visual content of your presentation
  (text with pictures, charts, graphs, etc.)

- vary your physical behaviors
  (gestures, movements, etc.)
II. Creating Successful Presentations

2. Delivery

4 Tips for Communicating with Your Audience

4. Practice
Creating Successful Presentations

**DELIVERY**
confidence*
speaking skills
gestures
audience interaction
variety

**PRACTICE**
Content + Delivery: review

4 Steps to Building Content
1. Establish a goal.
2. Outline your information.
3. Be prepared to elaborate.
4. Refine.

4 Tips for Communicating with Your Audience
1. Mean what you say.
2. Gauge your audience.
3. Variety.
4. Practice.
III. Creating a Successful Poster …

and Poster Presentation

A successful poster is:

• **FOCUSED**
  communicating a single, clear message, deduction, or finding

• **GRAPHIC**
  uses images, charts, graphs, etc. to communicate and engage audience

• **ORDERED**
  demonstrates clear steps, stages, or procedures
III. Creating a Successful Poster ... and Poster Presentation

Title makes a strong statement

Context
- Y-cells require induction, X-substance may be the inducer because:
  - Y-cells are visually long-form visible at 4 feet away that emphasizes the main point of the figure

2 X is expressed in Y-cells only
- lots of X type lots of Y type lots of X cell origin

4 Anti-X alters Y transcription
- lots of Y type lots of X type lots of X cell origin

6 Summary
- X is expressed in Y cells
  - induces Y expression
  - induces Y transcription factor

1 We created X-deficient mice
- lots of X type lots of Y type lots of X cell origin

3 Anti-X inhibits Y cell origin
- lots of Y type lots of X type lots of X cell origin

5 Y-cells need Y-transcription
- lots of Y type lots of X type lots of X cell origin

Conclusions
- X induces Y cells by inducing the Y transcription factor

We acknowledge NIH grant # XXX.
3 Types of Less-than-Effective Titles:

1. The ?
   
   *example:* “Endeavors Won and Lost, but Not for Nothing: An Analysis”

2. The Snore

   *example:* “A Comparative Analysis of F. Scott Fitzgerald and Tess Slessinger”

3. The Overly Complicated, Complete-With-Colon, Conundrum

   *example:* “‘Lipstick on a Pig’: The Mytho-Poetics and Countercultural Materialism of the Trope of the Modern Fem(-ale)/(-inine) Political Signifier”
III. Creating a Successful Poster ... and Poster Presentation

**CONTENT** + **DELIVERY**

text
images, graphics, charts, etc.
aesthetic presentation
organization
clarity
emphasis on *deductions* and *results*

physical confidence
addressing audience
speaking skills
expressions
gestures
responding to audience questions
III. Creating a Successful Poster …

and Poster Presentation

Successful presentation delivery includes:

- **ENGAGEMENT WITH AUDIENCE**
  asking questions, gauging audience interest, friendly approach

- **A CLEAR “PITCH”**
  an efficient, well-prepared description of the project designed to interest the audience member

- **A PRACTICED SPEAKER**
  confidence, preparedness, tone of voice, ability to answer questions