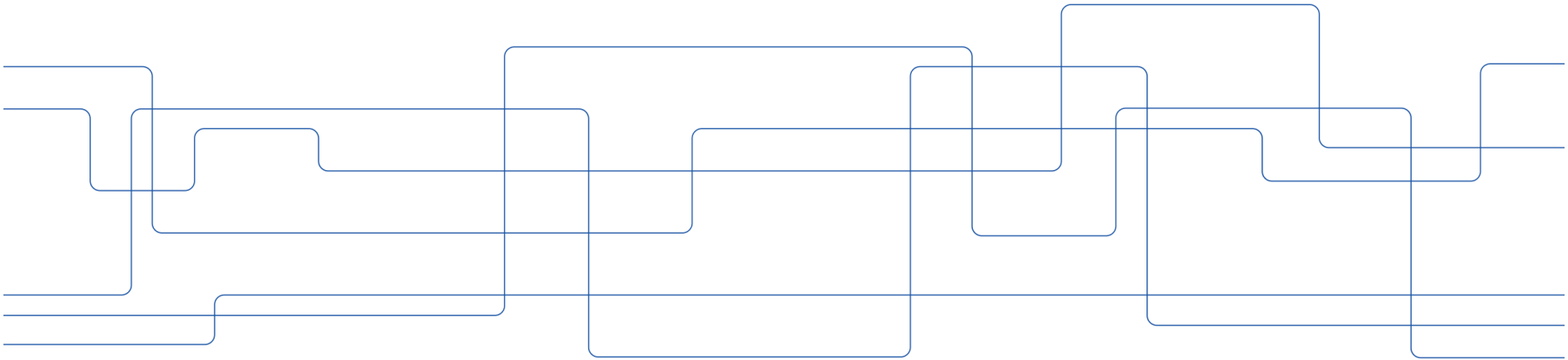
DA150X

Rhetoric & Presentation skills – Degree projext/KEX

Linda Söderlindh

lindasod@kth.se



On the Agenda

- The importance of communicating your results
- Presenting your report
  (some repetition from MVK)
  - Content selection
  - Structure
  - Clarity
  - Delivery
  - Visual support
- Workshop – get started
- Questions regarding Peer Review?

Why oral presentations?

- It’s a part of the scientific process
  - Making your results accessible and public

Possibility to:

- Highlight important results from the report in a more vivid way

Challenge to:

- Get (and keep) the audiences attention
- Be able to answer questions

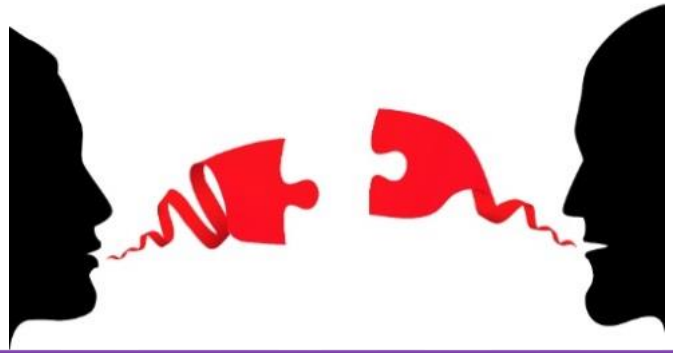
Communication and Rhetoric

Communication = co-creating meaning

→Make your results accessible

Rhetoric = The art of persuasion

→Requires structure, clarity and credible delivery



What are you trying to convince/persuade the audience about in your report?

Presenting the KEX-report

- Content
- Structure
- Clarity
- Delivery
- Visual support

Adapting to
- Preconceptions within the audience
- Situational demands

From the instructions – oral presentation

Please bear in mind that the presentation serves as an inciter of interest for your report and the most important conclusions. Therefore you must be selective and very well prepared. Think through what you want to say, make notes and prepare a few slides to support your presentation (not too many and avoid overloading slides with information, especially textual). The audience is unlikely to have read your report beforehand so try to be as clear as possible. To this end, you also need to structure the presentation very carefully with the research question, key findings and conclusions at the centre. Please, make an attempt at the same time to discuss the topic and outcome of your investigations in a broader perspective. For example, present your research problem, motivate its relevance and your interest in it, describe what you have done, briefly outline the most important results you have come up with, discuss the importance of your work and problems you have encountered or issues you have not been able to resolve and/or share your thought on the suggested future extensions.

Presenting the KEX-report

- Content
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- What do you want to highlight from the KEX-report?
- What's relevant for the audience?
- What will incite their interest in your report?
- What's important?

Content

Written, scientific texts → ”background”-heavy

Purpose, research questions, method, theory, previous research

Results

Discussion and conclusion

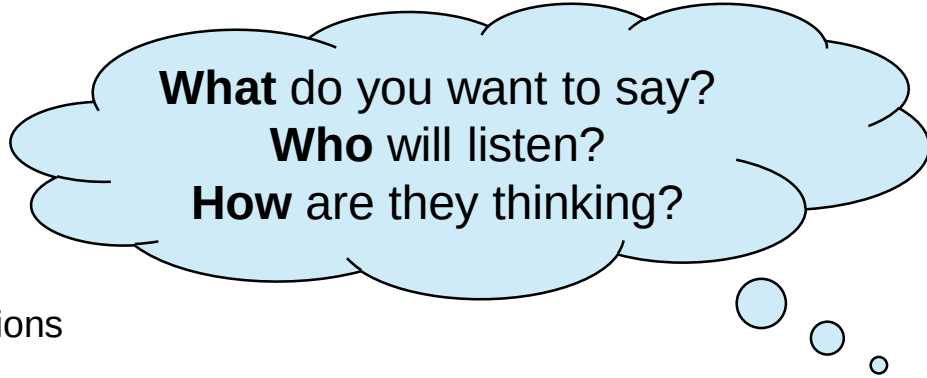
Oral presentations of scientific studies:
→ *results* and *conclusions* are emphasized

Purpose, method, theory, previous research

Results

Research question(s), discussion and conclusions

Content



- Select your contents: clear focus
  - Problem statement and research questions
  - Results
  - Conclusions
- Make the main message clear
- Broaden the perspective
- Discuss any problems (and how you solved them)
- Justify why this is *interesting* and *relevant*.

→ The presentation should give a coherent picture of the report

Presenting the KEX-report

Content

Structure

Clarity

Delivery

Visual support

- What's an appropriate and logical structure?

Structure

Introduction Introduce yourself / yourselves

Spur curiosity and interest

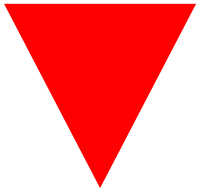
→ *Why should we listen to you?*

Have you ever wondered how…?

Good morning! We are Anna and Kalle. We have developed a system that will in many ways make everyday life easier for people in the XYZ business.

How many in here would choose program X instead of Y when calculating an ABC? We are Nour and Kim and we will soon explain why you shouldn't choose any of these programs.

Structure



Introduction

Background Place your topic and study in context

Explain how your topic is relevant to the audience

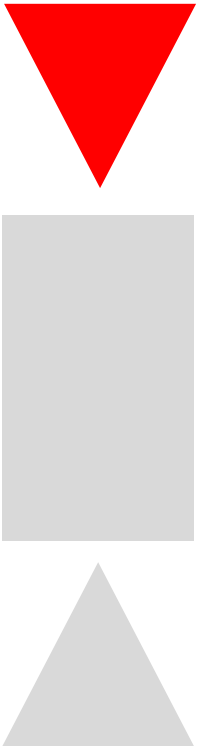
Don’t get stuck in the details

Present a ”Trailer”

”I’ll start by talking about X, to then move on to Y, and finally prove that Z.”

During the past few months, we have performed calculations, run our program and tested it on users. Today we’re here to present our findings and also surprise you with an unexpected conclusion.

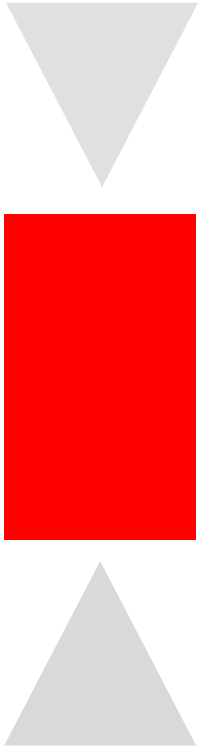
Structure



The reason why we are interested in how this material behaves at higher temperatures is…

When a tiler calculates to what extent the ground needs processing, the problem arises how… Traditionally, these workers have then been… , which is both time-consuming and expensive. Therefore, our work has investigated whether the XYZ method can solve the tiler's problems and be a cheaper option.

Structure



Introduction

Background

Main body Get your message across

Use a logical structure

- show clear connections between e.g. the method and your results
- Explain, justify, argue
- Discuss your topic from a wider perspective

→ *What was the outcome? Why?*

→ *How are different things connected?*

Structure

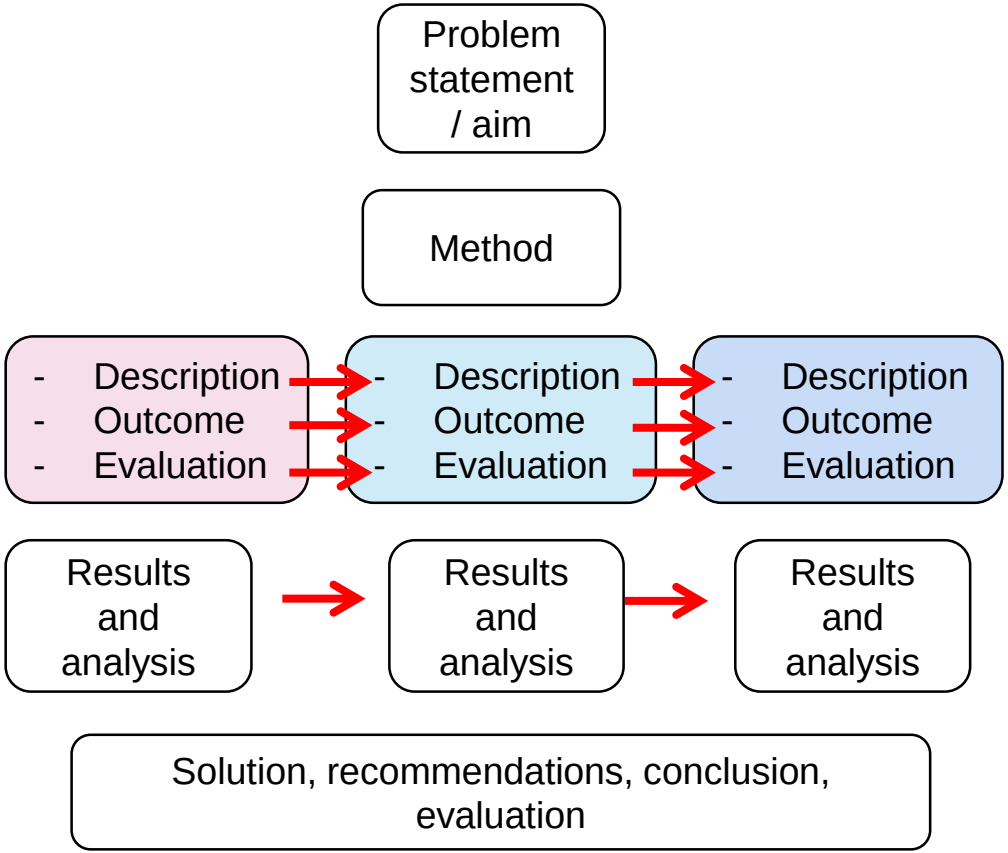
When we tested the strength in the low-temperature environment, we noticed that… . This in turn led to an additional experiment, in which we…

Our test results showed that… The reason for this is probably that…, since…

At first, we didn't understand at that the project manager we interviewed didn't have the full picture, which meant that we couldn't… If we had used a written questionnaire instead, which could have been answered by everyone in the project team, we had probably obtained a more detailed picture of… .
Still, what this study does show, is that…

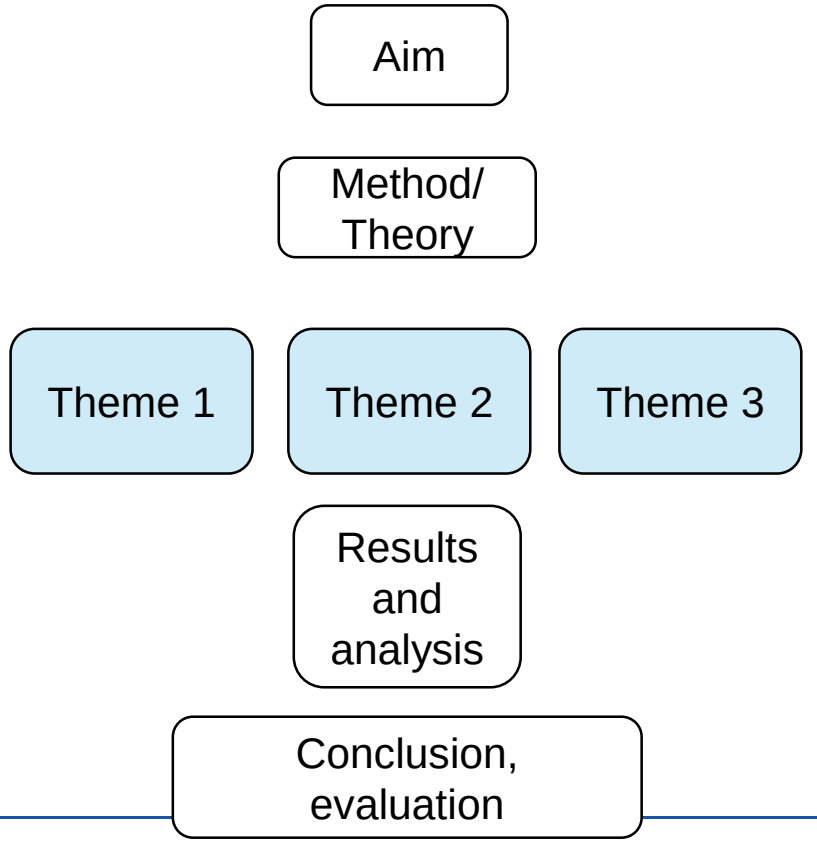
Different structures: Example 1

- Structure of the report
  - Might require different proportions
- Continuous comparison
  - Make it *absolutely clear* what it is you are comparing
  - Compare one aspect at a time



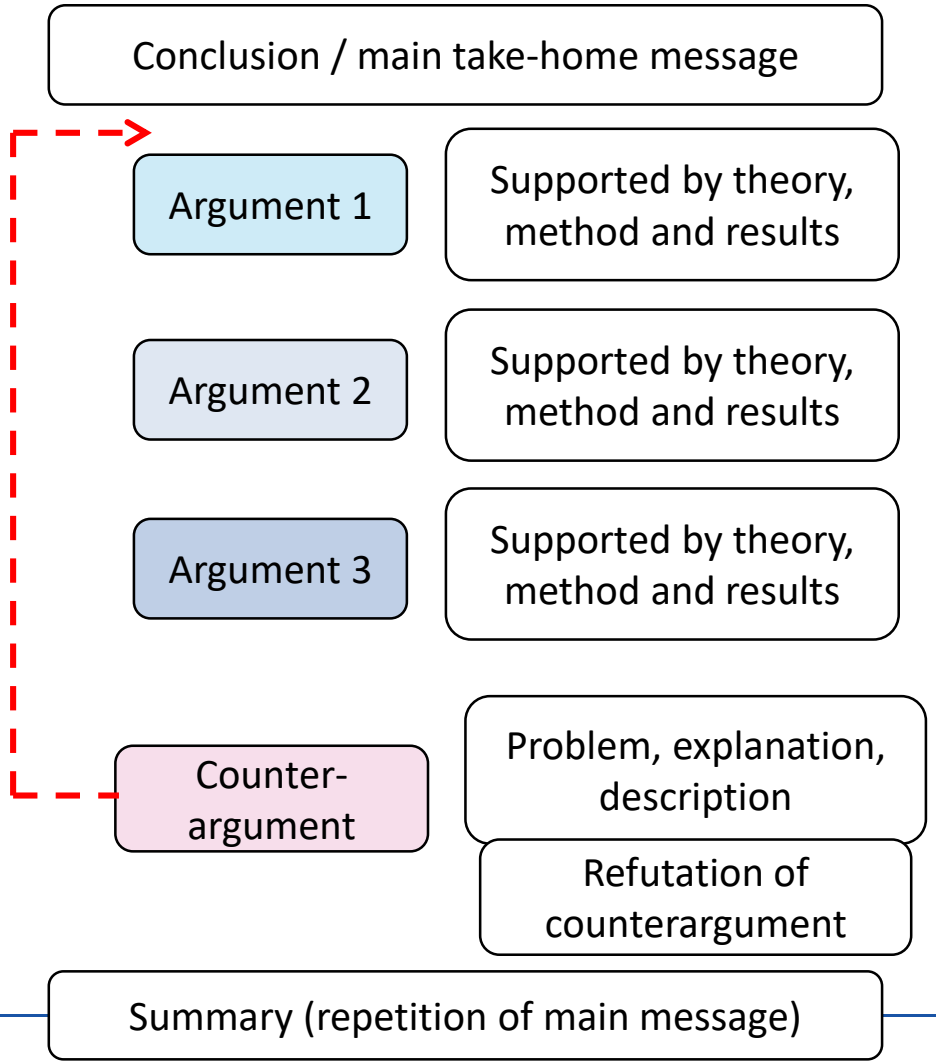
Different structures: Example 2

- Structure of the report
- Continuous comparison
- *Thematic* structure
  - For studies without a clear IMRaD structure
  - Important: Indicate clearly the *moves* from one theme to the next
  - Suitable for e.g. literature studies.

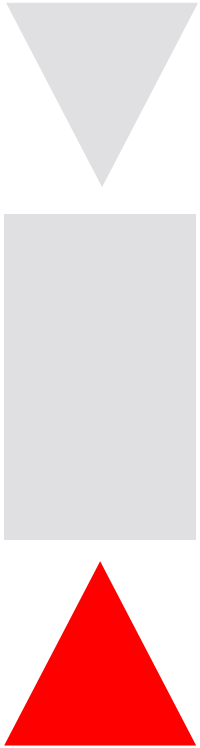


Different structures: Example 3

- Structure of the report
- Continuous comparison
- Thematic structure
- Conclusions first
  - More like an argumentation
  - Easy to structure?



Structure



Introduction

Background

Main body

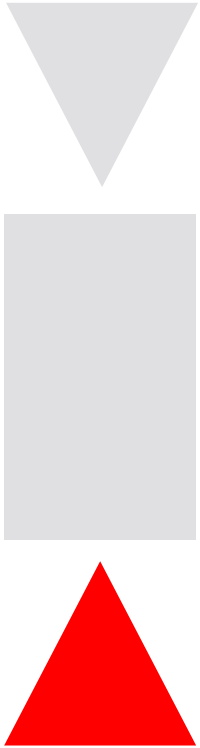
Conclusion Emphasize the main message, main conclusions, summarize, give recommendations or urge the audience to act, suggest further studies…

→ *What have you been saying?*

→ *What would you like the audience to do now?*

→ *What happens next?*

Structure



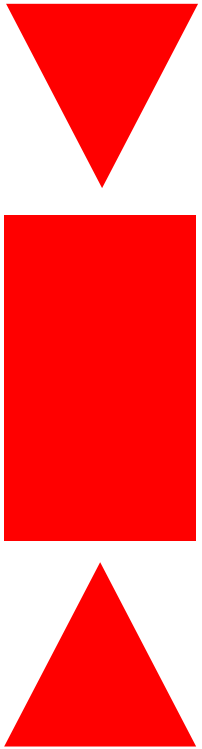
To summarize, our conclusions contribute to…

So, we have succeeded in answering our research questions, and also obtained results that the ABC company will be able to use when they scale up their production.

Our hope is that now we understand that systems A and B indeed are compatible, development of X will speed up. We have started looking into how Y could be used to…

Despite our successful experiments, there are several questions remaining, and we strongly recommend you, and future students on this course, to continue researching this fascinating topic.

Answer the audience's question

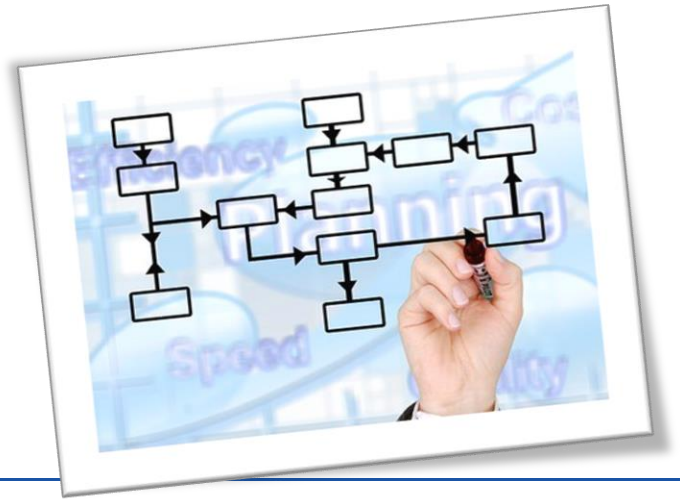


Introduction	*Why is this interesting?* *Why should I listen to you?*
Background	*In what context does all this belong?* *Why is this relevant to me, to my work or to what I do?*
Main body	*What is the connection to X, Y or Z?* *Why is it relevant? What does that mean?* *Where is this leading?*
Conclusion	*What will happen to your work now?* *What is your next step?* *What is my next step?*

Structure

- More space for important parts
- Choose an appropriate structure (depends on your report)
- Lead the audience through your presentation
- Help the audience to interpret what you're saying. Tell them **why** something is relevant, important and interesting
  - Connect **conclusions** and **research questions**.
  - Explain transitions between different parts

  *"…so this is interesting **because…**"*



Workshop

Brainstorm on your own or discuss together:

- Extract the most important parts of your report
  - What's our main message?
- Choose a structure
  - What kind of structure might suit your presentation?
  - Do a ruff scaffold of your presentation

Presenting the KEX-report

- Content
- Structure
- Clarity
- Delivery
- Visual support

- What do you need to clarify or explain?
- How can you visualize it?

Clarity

- Correct but comprehensible language
  - Adapt to the audience
  - Less formal, shorter sentences
  - Rewrite written text to spoken
- Explain important concepts
- Relate to the audience’s experiences

→Make them “see” what you mean

Beware of the expert!

Don’t assume that the audience has read your report!

Presenting the KEX-report

- Content
- Structure
- Clarity
- Delivery
- Visual support

- How to deliver the content in a confident and credible way?
- Who does what during the presentation?

Utilize your non-verbal resources

Choose an appropriate script
→ Don't read, explain!

- Focus your **energy**
  - Intensity
  - Direction
  - Avoid "energy leakage"
  - Eye contact

- **Rhythm & Tempo**
  - Speed
  - Intonations
  - Pauses
  - Clear speech

- Make **what** you say and **how** you say it match!

When you are two or more…

…it’s still ONE presentation!

- Change it up
- Collaborate
- One script

→ Be present, even when your partner is talking

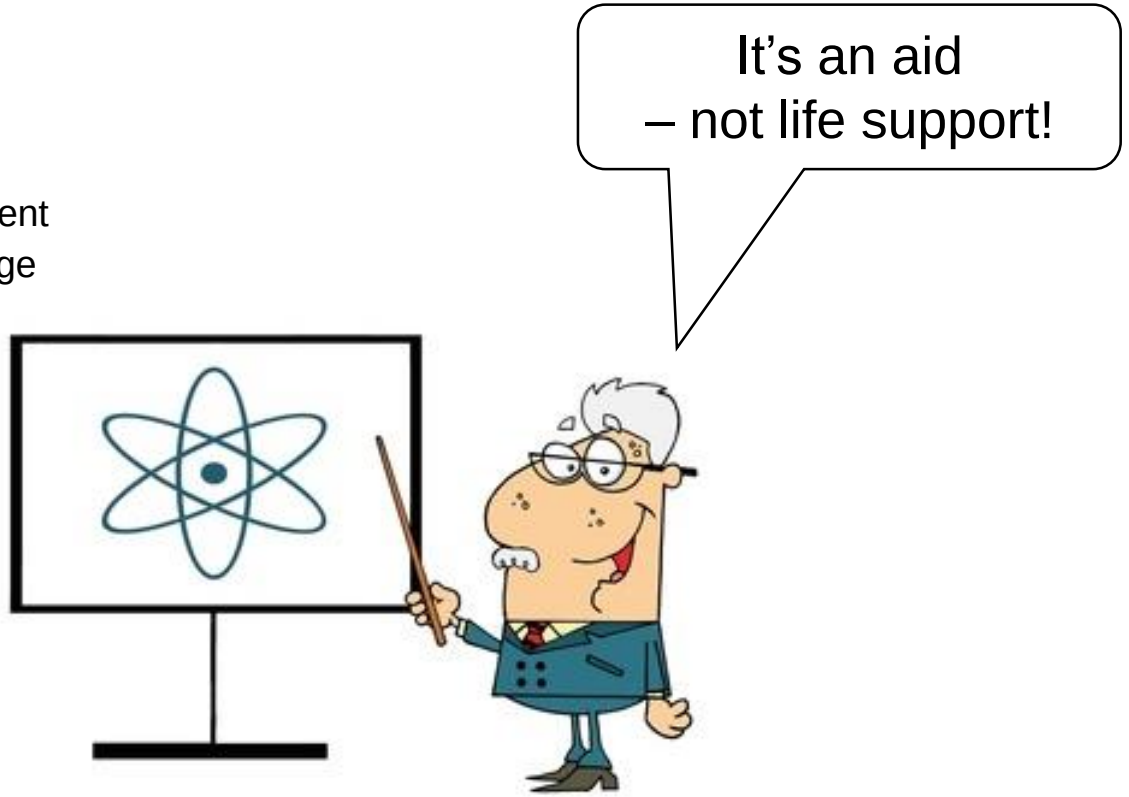
Presenting the KEX-report

- Content
- Structure
- Clarity
- Delivery
- Visual support

- What is suitable to show?
- What should be in your PowerPoint?

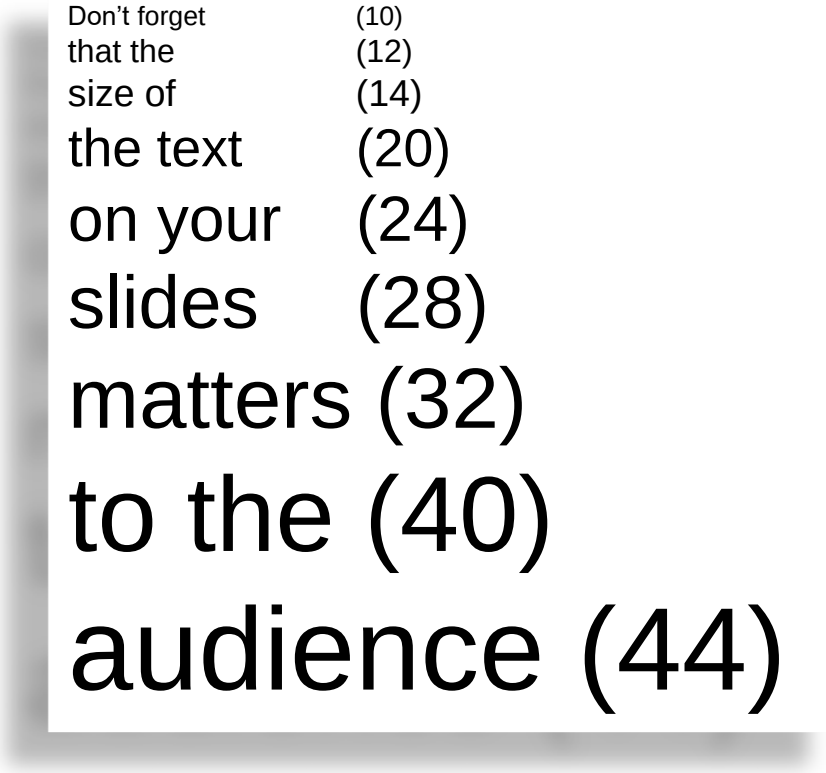
Visual Aids

- **Purposes**
  - Provide structure
  - Enhance the content
  - Depict the message



Visual Aids: PowerPoint

- Informative
- Relevant
- Concrete
- Simple layout
  - > Font sans serif
  - > Size
  - > Colors



Colors

Contrast is key!

Be mindful of color and background

Don’t mix too many colors

Some people don’t see the difference between green and red when mixed

Contrast is key!

Be mindful of color and background

Don’t mix too many colors

Some people don’t see the difference between green and red when mixed

What belongs to what?

- Apples
- Red apples
- Green apples
- Pears
- Lat. Pyrus communis
- Anjou
- Oranges
- Blood orange
- Satsuma

- Apples
  - Red
  - Green
- Pears *(lat. Pyrus communis)*
  - Anjou
- Citrus
  - Orange
    - Blood orange
  - Satsuma

Animate!

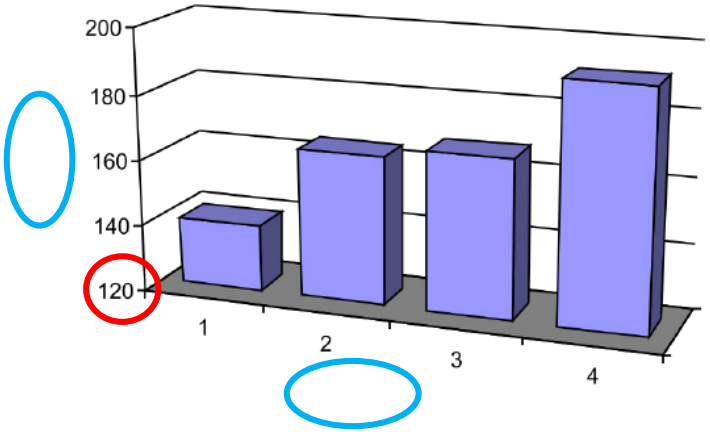
- Do several ”slides on slides” if you don’t know how to animate.

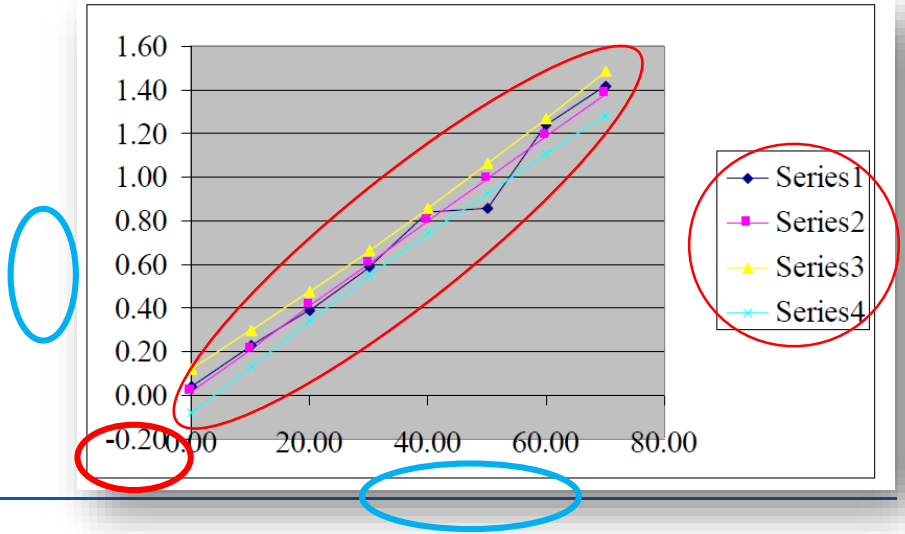
Visualize your results

- Avoid 3D bars in bar graphs
- Avoid unclear or ambiguous information
- Avoid information overload

Unclear legend and graph, excessive gridlines and misleading values

Missing: axis titles





Visual Aids: PowerPoint

- Simple layout
- Use pictures thoughtfully
- Interact
  - Point
  - Explain

Presenting the KEX-report

- Content
- Structure
- Clarity
- Delivery
- Visual support
- Peer Review

Any questions?

From the instructions – Oral opposition

Oral opposition is supposed to stimulate a constructive discussion about the project, its strengths and weaknesses. The key selected comments extracted from *the written peer review* may serve as your point of departure. However, **the main focus is on the presentation**, not only its technical quality but also how well it informs about the project: the research question, decisions made by the authors about their approach, key findings and their discussion (have a look also at the checklist for oral presentations ; *på svenska*). Please, try to balance more general and specific issues, constructively comment on both strengths and weaknesses. Then move on to **the central part of the opposition - questions** to the presenting students, please formulate your questions in an open way giving an opportunity to the authors to clarify their point of view. Bear in mind however that the time is limited (**3-4 min** per opponent) so you should concentrate on the most important issues (very detailed questions and particular points of rather minor/secondary importance should be made in a written review). Please use your time effectively as your constructive feedback is a valuable contribution helping the authors improve their reports and a unique opportunity for them to receive feedback on their presentation style and content. A meticulous approach to the peer review process is much appreciated, which can then be acknowledged by the authors in their final report.

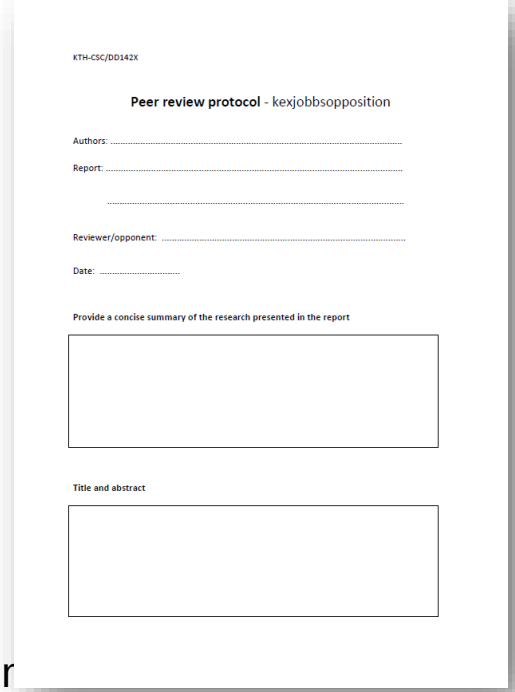
Opponent: remember!

→First: *Write* your peer review

Oral opposition:

- Decide what to focus on: what's important?
- Give the respondent(s) a chance to reply and explain
  - Listen actively!
  - Attend their oral presentation
- Try to explain your feedback, **why** something may be problem
- Emphasize the strengths as well
- Maintain a professional and friendly tone

→Prepare and practice both statements and questions



KTH-CSC/DD142X

Peer review protocol - kexjobbsopposition

Authors: .....

Report: .....

.....

Reviewer/opponent: .....

Date: .....

Provide a concise summary of the research presented in the report

Title and abstract

Respondent - remember:

- Read your own text once more, with a critical eye
  - What questions might be asked? → Prepare your answer
  - What choices did you make? Can you justify them?
- Don’t be afraid to ask for clarification if you don’t understand the opponent’s comment or question
- Don’t take it personally

→Think positively: this is your chance to talk about and explain your study!

→Defend your *text*

Presenting the KEX-report

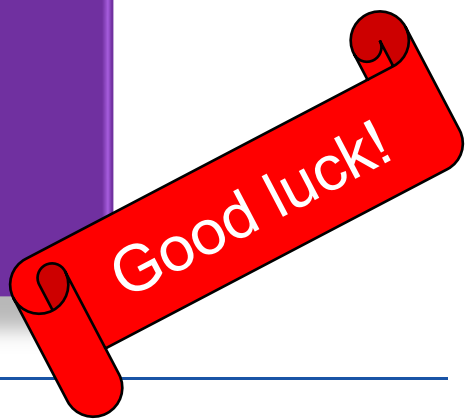
- Content
- Structure
- Clarity
- Delivery
- Visual support

- Be proud of your work
- Be confident and trust your expertise
- Take the chance to talk about your work

Stuck? Difficulty finishing?
Need to practice?

→ kth.se/cas

Swedish or English



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