

# A Primer in Oral Presentations

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## Months Before...

- Are my data “talk-worthy”?
  - “I don’t know. We haven’t collected the data yet.”
- “But I need a poster”
  - You can’t say that if you don’t exist yet, but you can talk about it, and you will be there.

Poster



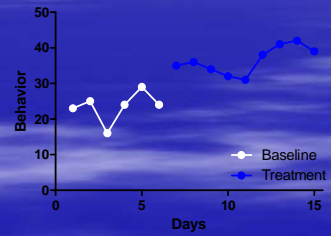
## Constructing your Slides

- Don’t be tempted by the “dark side” of Power Point.
- Use maximally contrasting colors
  - black on white or white on black.

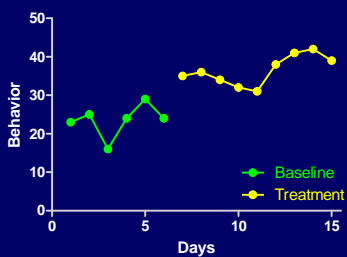


## I can’t read this

- This background makes my mind wander.

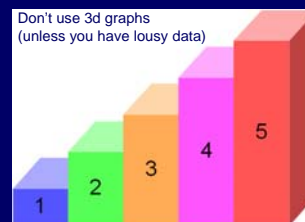


## Geometric designs can distract from your data



And this line down here – what’s up with that?

## Geometric designs can distract from your data



## Some Preparation Don'ts

- **Don't** over-estimate the knowledge of your audience.
  - Start simple and build to complexity

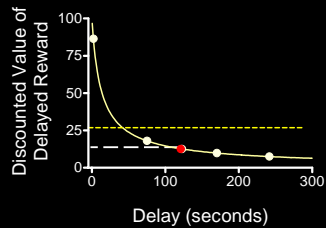
## Some Preparation Do's

- Present graphs, not tables
  - “Getting information from a table is like extracting sunlight from a cucumber.” (19<sup>th</sup> century dictum)

Hardness	APA Journals	JABA	JEAB
3.30		1.00	
5.20		3.00	
6.25		5.20	
7.20		9.40	
8.10		13.00	
8.90		18.00	
9.40		17.00	
9.25			16.80
8.10		13.00	

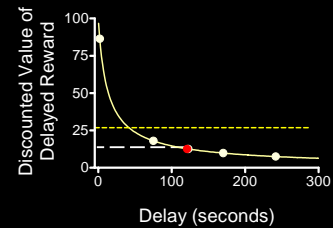
## Some Preparation Do's

- Present graphs, not tables
  - Graphs are heuristic...



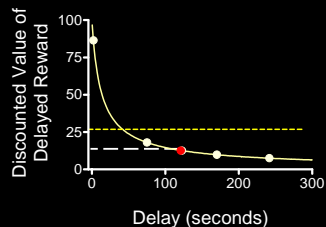
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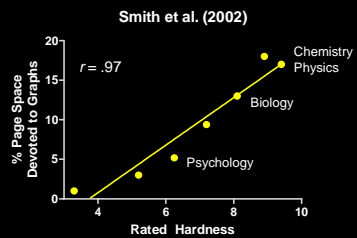
## Some Preparation Do's

- Present graphs, not tables
  - Graphs are heuristic, convincing, & easily remembered.



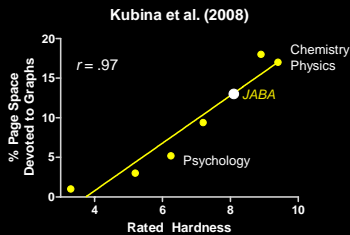
## Some Preparation Do's

- Present graphs, not tables
  - Graphs: the communication tool of hard science



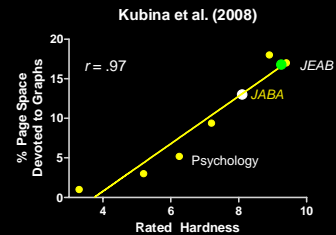
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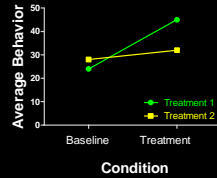
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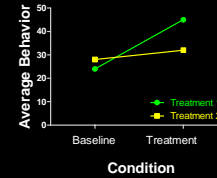
## Some Preparation Do's

- Present graphs, not tables
  - Color code conditions, groups, etc.



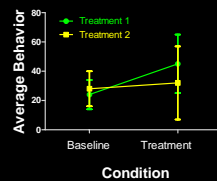
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  - Color code conditions, groups, etc.
  - “Means are meaningless...”



## Some Preparation Do's

- Present graphs, not tables
  - Color code conditions, groups, etc.
  - “Means are meaningless without a measure of variability.”



## Some Preparation Do's

- Slide should change every 10-20 sec.
- Use pictures judiciously
- Use video judiciously
- Do every analysis you can think of
  - Avoid the embarrassment of saying “I have not done that analysis yet.”
- Acknowledge those who helped
- Always end with your title slide
- Prepare a slide or two with answers to questions you anticipate you'll get.



## Practicing Strategies

- Practice out loud, with a projector (with poor lighting), laser pointer, etc.
- Practice until you speak fluently and can anticipate what's on the next slide.
  - Usually 5-6 times
- Make sure your fluent presentation fits into your time slot – leave time for Q&A.

## Some Presentation Don'ts

- **Don't** use a laser pointer except when pointing out something in your data.
  - No one likes a “word circler” or a “bouncing ball”.
- **Don't** reveal all of your bullet points at once.
  - Your audience will read ahead (not listening to you)...

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- **Don't** reveal all of your bullet points at once.
  - Your audience will read ahead (not listening to you) and then be bored.

## Some Presentation Don'ts

- **Don't** read your slides.
  - Those least deserving of dignity (admiration) are those whose behavior is clearly under stimulus control.
  - Each bullet should be a prompt, not an entire thought.



## Sounds like a lot of work

- It is.
- But it is worth it to...
  - Communicate your findings
  - Convince your audience
  - Present yourself professionally

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