

CSC290 Communication Skills for Computer Scientists

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Lecture 6; Oct 22, 2018

Announcements

- ▶ Presentation Plan: Due Oct 26
- ▶ Critical Review Edits: Due Oct 28
 - ▶ If you have questions about TA comments:
 - ▶ come to office hours
 - ▶ set up an appointment

Presentation Skills

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What makes a good presentation?

Presentation Planning

Recall the SMCR model of communication:

- ▶ **Goal** What are you trying to accomplish?
- ▶ **Receiver** / Audience: Who are you trying to communicate to?
- ▶ **Channel** / Medium : What does the medium communicate about the message?
- ▶ **Message**: What are you trying to communicate?
- ▶ **Sender** / Yourself: How well do you understand the message, audience, medium?

Goal

A presentation should never be about listing facts or data.

What should the presentation accomplish?

- ▶ Convince someone of something?
- ▶ Provide alternative viewpoints?
- ▶ Help someone make a decision?

Audience

- ▶ Who are they? What do they already know?
- ▶ Why should they listen to you? What's in it for them?
- ▶ What would be most useful to them?
- ▶ Do they want to know in-depth details, or just the high level information?

Medium

- ▶ Will you use slides? Demos? Handouts?
- ▶ What purpose will they serve?
- ▶ Will you use a microphone?
- ▶ What about the delivery?

Message

- ▶ What order should you communicate the message?
- ▶ What is the structure of the presentation?
- ▶ What information do you include?
- ▶ What information should you exclude?

Presenter

- ▶ Know the critical facts!
- ▶ Become an expert in your topic.
- ▶ Choose reputable sources, and cite them.

Agenda for rest of this class

- ▶ Structure
- ▶ Visuals / Slides
- ▶ Delivery

Plus breaks in between.

Structure

The structure can be very, very simple, but you need it there to help you build your narrative. Once you give the presentation the structure will often be invisible to the audience, but it will make all the difference.

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<http://www.presentationzen.com/presentationzen/2014/11/10-tips-for-improving-your-presentations-lectures-speeches.html>

Typical structures:

- ▶ Intro
- ▶ Body
- ▶ Conclusion
- ▶ Questions

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- ▶ Problem-Solution
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 - ▶ Frame the problem (quickly)
 - ▶ Present possible solution
 - ▶ Present why it won't work
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 - ▶ ...
 - ▶ Provide your own solution.

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 - ▶ ...
 - ▶ Provide your own solution.
- ▶ Classic Story Structure
 - ▶ Describe basic situation
 - ▶ Introduce complication
 - ▶ Resolve the crisis

Structure:

Let's analyze the structure of this presentation:

<https://www.youtube.com/watch?v=7fx0QcHyrFk>

Structure: Doodling

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- ▶ Problem: (Why don't people doodle?)
 - ▶ The word "doodle" has unpleasant meanings.
 - ▶ Authority figures reject doodling.
 - ▶ Doodles might be "psychoanalyzed".
 - ▶ Society focus too much on (structured) verbal information.

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- ▶ Solution: (Why should people doodle?)
 - ▶ New definition of "Doodle"
 - ▶ Doodling helps retention, stops you from losing focus.
 - ▶ Doodling engages multiple learning modalities.
 - ▶ Doodling is an instinctive, universal visual language.
 - ▶ Doodling is precursor to great works.

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- ▶ Conclusion: Doodling should encouraged in high information density settings.

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<https://www.youtube.com/watch?v=RXMnDG3QzxE>

Structure: How to Start a Movement

- ▶ Introduction: “let’s watch a movement happen and dissect some lessons”.
- ▶ Body
 - ▶ Leader standing out
 - ▶ First follower: transition from “lone nut” to “leader”
 - ▶ Second follower: three is a crowd
 - ▶ More people: the movement is real
- ▶ Recap the lesson: the importance of the first follower
- ▶ Conclusion: if you really care about a movement, be a first follower.

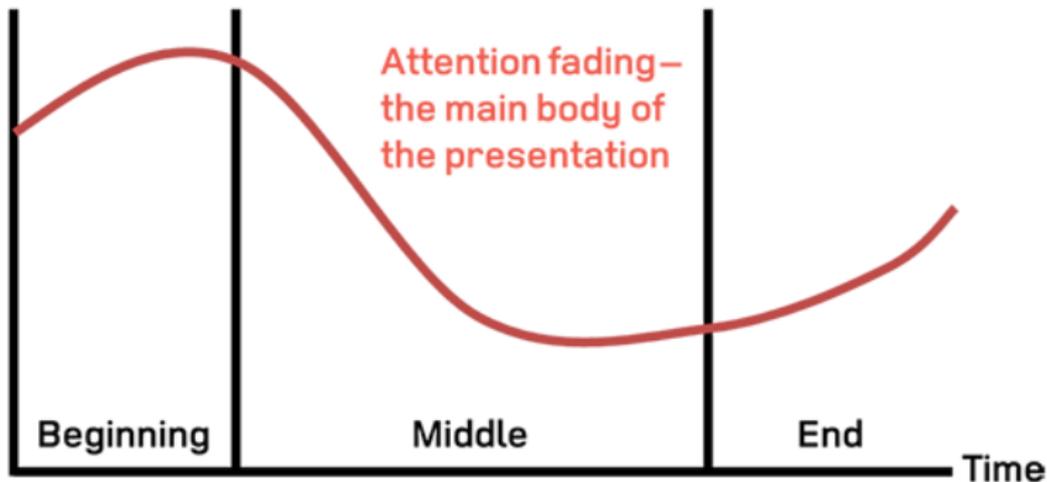
Structure: The Hook

- ▶ Hook the audience early!
- ▶ Get the attention and sustain the interest with unexpected information.

Structure for Engagement

Attention span for an adult: no more than 20 min

Attention



Important information should be at the beginning or end.

What do you remember from the two presentations?

Structure for Long Presentations

- ▶ Break the presentation into parts.
- ▶ Each part should be no more than 15-20 minutes long.

Structure: Outline a talk

Outline a 3-5 minute talk encouraging others to “try something new for 30 days”.

Let's watch this talk!

<https://www.youtube.com/watch?v=UNP03fDSj1U>

Slides

- ▶ Keep it simple and focused
- ▶ No excessive:
 - ▶ words
 - ▶ colours
 - ▶ images

Ugly Power Point

Paper vs. online: access

> **Style**

> **Search by**

> **Access aids**

turn pages

•navigate
•search
•scroll

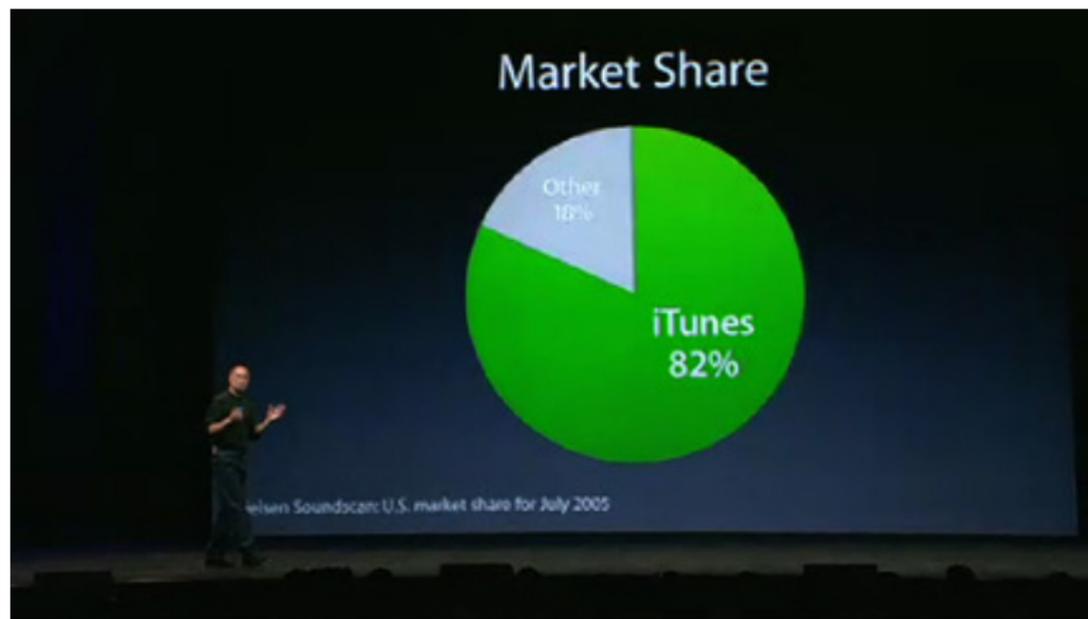
•tabs
•index
•contents

by commands, menus



Figure 1: What is wrong with this slide?

Keep your slides simple



Your slides are not your entire presentation



One idea per slide



Writing your slides

- ▶ San Serif fonts are easier to read on a screen
- ▶ TEXT IN ALL CAPTIALS ARE HARDER TO READ
- ▶ Use appropriately sized fonts
- ▶ Be consistent with font size, styles, layout

Irrelevant Information

Try not to keep irrelevant slide or information on screen if you moved on.

Presentation Delivery

Review

What does the audience want?

- ▶ **Content:** Informative, interesting, new.
- ▶ **Organization:** Understandable, expectations.
- ▶ **Delivery:** Audible, good cadence, enthusiastic.
- ▶ **Expertise:** Credible, inspires trust.

Body Language



- ▶ Upright, open posture, facing the audience.
- ▶ Don't stand in front of your slides.

Eye contact

- ▶ Choose several “spot” in the audience.
- ▶ Establish eye contact for several seconds.
- ▶ Move on to the next “spot”.
- ▶ Look at the whole audience.

Facial Expressions



Be careful of your resting facial expression.

When Team Members are Presenting...

- ▶ Don't look bored
- ▶ Don't look distacted
- ▶ Don't distacted the presenter

Cadence

- ▶ Speak slowly and clearly.
- ▶ Reword your sentences to be concise.
- ▶ Vary your pace. “Vocal Variety”
- ▶ Use appropriate length pauses.

Volume

- ▶ Use your diaphragm, not your throat.

Finding your chest voice:

- ▶ Hand on your stomach.
- ▶ Laugh. Laughing engages your diaphragm.
- ▶ Engage your diaphragm to talk.



SENSE

This picture makes none

Practice!

For a short presentation, every word and every pause should be rehearsed.

Practice until you sound spontaneous.

Nervous?

- ▶ The audience wants you to succeed.
- ▶ Practice, practice, practice!
- ▶ Know your opening.
- ▶ Deep breaths.
- ▶ Drink water.

Presenting as a Group

Make sure that your presentation is coherent.

- ▶ Make adjustments after you rehearse together.
- ▶ Figure out how to transition from one person to the next.
- ▶ Familiarize yourself with all parts of the presentation.

Concluding Your Presentation

- ▶ Summarize or repeat your main point, drive home your objective.
- ▶ Don't introduce new information.
- ▶ End on a positive note.
- ▶ Conclude your presentation with a “call-to-action”.

Example of Delivery:

By someone inexperienced:

- ▶ <https://www.youtube.com/watch?v=dbic3JCX1jo>

By someone experienced:

- ▶ <https://www.youtube.com/watch?v=8S0FDjFBj8o>