

Quick tips for presenting your research

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Why disseminate your research?

- ❖ Join the scholarly conversation
- ❖ Position yourself within your community of practice
- ❖ Ethical obligation...but: be careful of exposing participants
- ❖ Career advancement...subsidy, recognition
- ❖ Credibility as practitioner
- ❖ Networking



- ❖ *Ways of disseminating: how out there do you want to get it?*

The elevator pitch: an exercise to identify the main message of your research

❖ Can you describe your research in 60 seconds?

❖ <https://www.youtube.com/watch?v=IW4hC3J4Q4I>

The elevator pitch...

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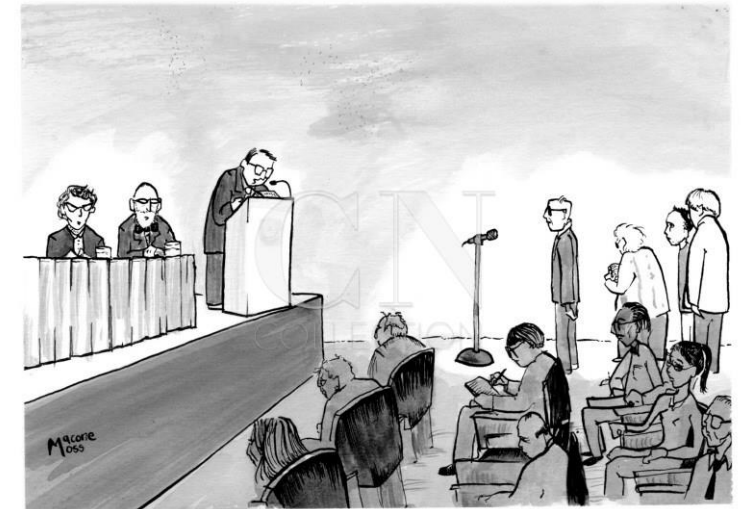
- ❖ What did your research study set out to find? (i.e. research question, objectives)
- ❖ Why was this important?
- ❖ What were the *main and most interesting* findings?

PRESENTING YOUR WORK: the oral presentation



Classic presentation mistakes

- ❖ Too much information...in talk, on slides
- ❖ Too much text (“PowerPoint is not the enemy, bullet points are...”)
- ❖ Reading presentation off slides
- ❖ Not engaging with your audience while presenting
- ❖ Not practicing...and getting timing wrong
- ❖ Not pitching for your target audience
- ❖ Questions anyone?
 - ❖ Anticipate & prepare
 - ❖ Give yourself time to think
 - ❖ Think of it as part of the “conversation” you’re joining



“We’d now like to open the floor to shorter speeches disguised as questions.”

The TED-talk gold standard

Talk like TED: The 9-public speaking secrets of the world's top minds (Carmine Gallo)

- ❖ Be passionate: “you can’t inspire others unless you are inspired yourself”
- ❖ Think of your presentation as telling a story to your listeners
- ❖ Practice makes perfect: “...until it’s like you’re having a conversation with a close friend”
- ❖ Teach your audience something new
- ❖ Deliver jaw-dropping moments
- ❖ Use humour without telling a joke (often comes down to being yourself)
- ❖ Timing is everything: “long enough to be serious, short enough to hold attention”
- ❖ Favour pictures over text
- ❖ Stay in your lane: be authentic

Assess these presentations: what makes them good/bad?

❖ TED talk: Lies, damned lies and statistics

https://www.ted.com/talks/lies_damned_lies_and_statistics_about_tedtalks#t-144556

❖ Group presentation: Vendors

<https://www.youtube.com/watch?v=p72fUFYtegg>

❖ Group presentation: Food security

https://www.youtube.com/watch?v=Q_1HufkQujY