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e Sistemi Agro-Forestali

DOCTORAL COURSE
Land Environment Resources and Health (L.E.R.H.)



Tips for presenting a scientific paper

Davide Pettenella
Dip.TESAF – University of Padova

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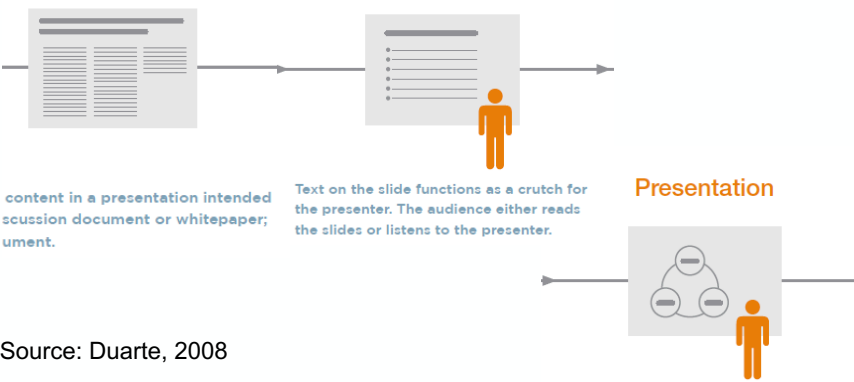
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Background

A presentation is ... a presentation!

Document



Teleprompter

Presentation


content in a presentation intended
discussion document or whitepaper;
ument.

Text on the slide functions as a crutch for
the presenter. The audience either reads
the slides or listens to the presenter.

Slides are effectively used as a visual
aid to reinforce the presenter's message.

Source: Duarte, 2008

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Background and objectives


You've worked hard to put together a **research activity** and **you want to share some of its components** with your colleagues or examiners.

Make sure that effort pays off by creating a presentation that **your audience will remember** and appreciate.

Here is a list of items compiled to help make your presentation **more effective and understandable** to your colleagues.

What is wrong? 63 words

4



Background and objectives (a)

How to **share some of your research results** with your colleagues or examiners...

... creating a presentation that **your audience will appreciate**.

Here is a list of **ideas and suggestions!**

32 words

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Background and objectives (b)

How to **share some of your research results** with your colleagues or examiners...



... creating a presentation that **your audience will appreciate**.

Here is a list of **ideas and suggestions!**

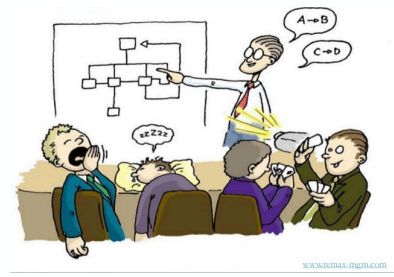
6

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Background and objectives (c)

How to **share some of your research results** with your colleagues or examiners...



... creating a presentation that **your audience will appreciate**.

Here is a list of **ideas and suggestions!**

What is wrong?

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Paper organization

1. Preparation points
2. Organisation & order
3. Set the pace
4. Enthusiasm is contagious! (personal attitude and behaviour)
5. Preparing visuals that are useful
6. A test

8

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1. Preparation points (1/8)

- If you are a beginner, on average, you should budget **10-20 minutes of writing and practice** for each minute you speak.
- A **10-minute presentation** should be backed up by 1.5-3.5 hours of preparation and practice.

1.Preparation 2.Organisation & order 3.Set the pace 4.Enthusiasm is contagious! 5.Preparing visuals 6.Test

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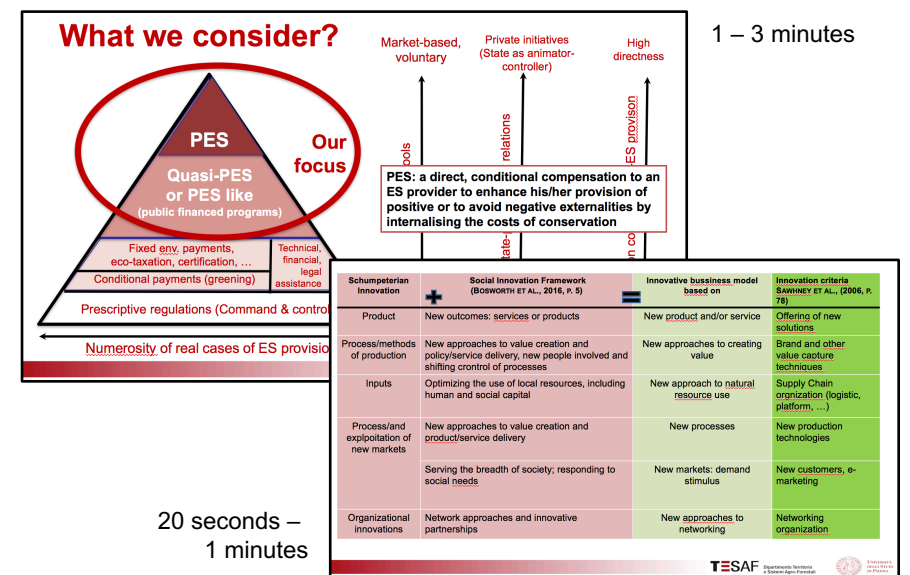
Preparation points (2/8)

- A rule of thumb is also that a good slide or sheet takes on average **0.5-3 minutes** to present.
- So for a **10 minute presentation** you have to condense your contribution to **7 to 15 slides**.
- Don't forget that you also lose a **few minutes at the start** for getting the room silent, introduction etc.

1.Preparation 2.Organisation & order 3.Set the pace 4.Enthusiasm is contagious! 5.Preparing visuals 6.Test

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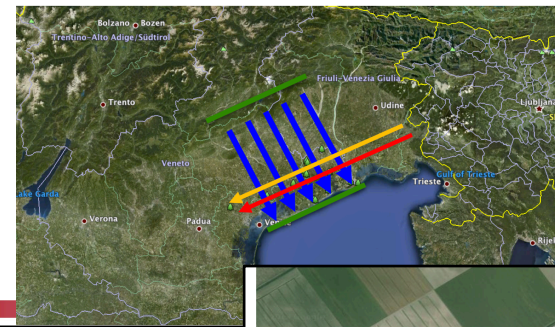
Here 4 examples of slides that require very different times to be presented



11

A relevant corridor for env. protection
... and for the local forest economy

15-25 seconds



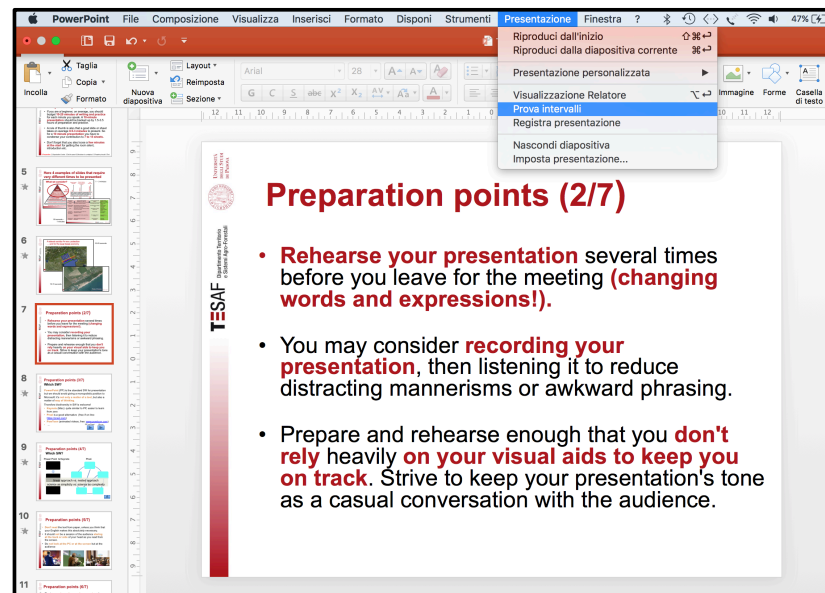
10-15 seconds



Preparation points (3/8)

- Rehearse your presentation several times before you leave for the meeting (**changing words and expressions!**).
- You may consider **recording your presentation**, then listening it to reduce distracting mannerisms or awkward phrasing.

A special option of PP



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Preparation points (4/8)

- **Rehearse your presentation** several times before you leave for the meeting (**changing words and expressions!**).
- You may consider **recording your presentation**, then listening it to reduce distracting mannerisms or awkward phrasing.
- Prepare and rehearse enough that you **don't rely heavily on your visual aids to keep you on track**. Strive to keep your presentation's tone as a **casual conversation** with the audience.

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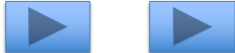
Preparation points (5/8)
Which SW?

PowerPoint (PP) is the standard SW for presentation, but we should avoid giving a monopolistic position to Microsoft: it's **not only a matter of a tool**, but also a matter of **way of thinking**.

Therefore biodiversity in SW is welcome!

- **Keynote** (Mac): quite like PP, easier to learn from zero
- **Prezi** is a good alternative (free, if online: <https://prezi.com>)
- **PowToon** (animated videos, free: www.powtoon.com)
- ...

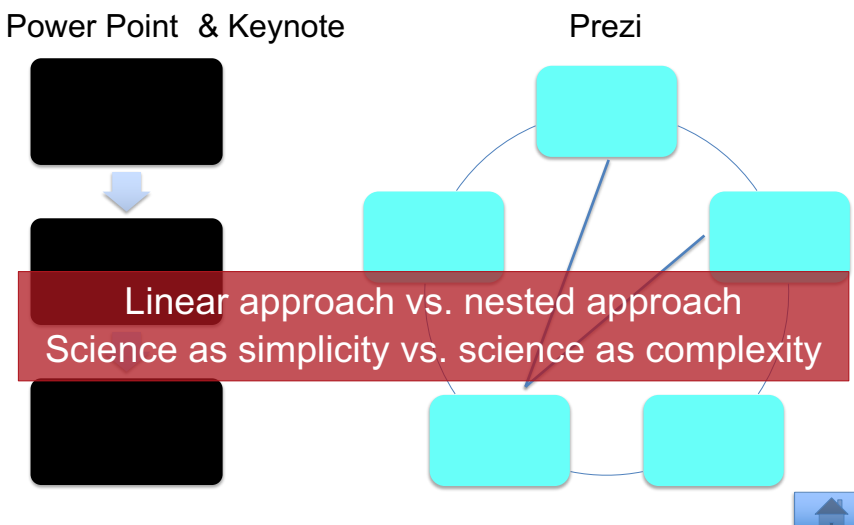
PP vs Prezi Go on




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Preparation points (6/8)
Which SW?

Power Point & Keynote Prezi




Linear approach vs. nested approach
Science as simplicity vs. science as complexity



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and Food Systems

Preparation points (6/8)

- Don't read** the text from paper, unless you think that your English makes this absolutely necessary.
- It should **not** be a session of the audience **staring at the back** or **side of your head** as you read from the screen.
- Do **not look at the PC or at the screen** but at the audience


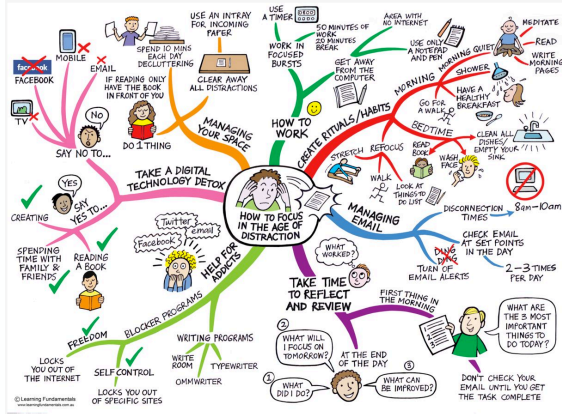
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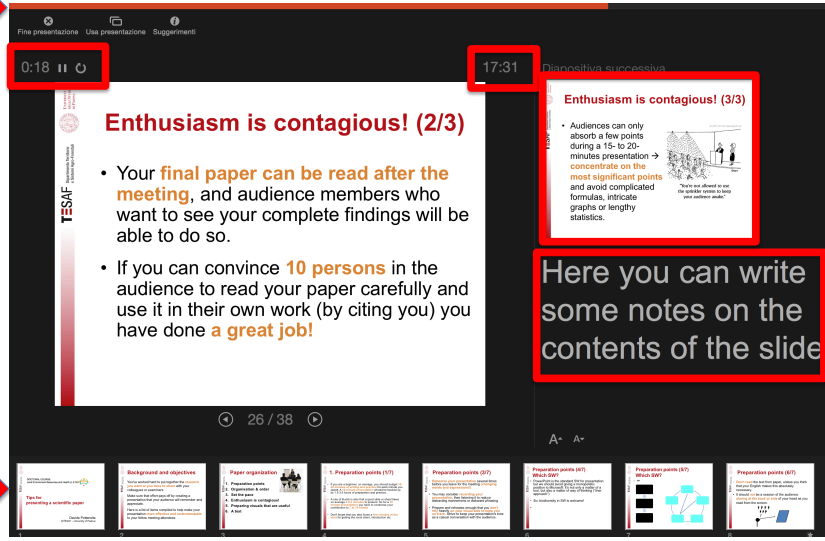
Preparation points (7/8)

- Try to **create a nice environment** and **reduce/avoid elements for distraction**: noise, images, people coming in, special effects, ...

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Preparation points (8/8)
Most advanced options for PP presentations



Enthusiasm is contagious! (2/3)

- Your **final paper** can be read **after the meeting**, and audience members who want to see your complete findings will be able to do so.
- If you can convince **10 persons** in the audience to read your paper carefully and use it in their own work (by citing you) you have done **a great job!**

Enthusiasm is contagious! (3/3)

- Audiences can only absorb a few points during a 15- to 20-minutes presentation → **concentrate on the most significant points** and avoid complicated formulas, indicate graphs or lengthy statistics.

Here you can write some notes on the contents of the slide

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Paper organization

1. Preparation points
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2. Organisation & order (1/9)

- Your presentation **creates a path** for the audience **to follow** letting the audience be aware of the logical sequence throughout your talk.
- In your introduction, provide:
 - a **focus/objective** (statement of your main idea)
 - a **reason to listen** (significance of the main idea)
 - an **orientation** (structure of the presentation).

1.Preparation 2.Organisation & order 3.Set the pace 4.Enthusiasm is contagious! 5.Preparing visuals 6.Test

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Organisation & order (2/9)

- Like a newspaper article, a good presentation and paper starts with providing the **focus**, the **statement of the problem**, sometimes one or few main **conclusions**.

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... and I will conclude demonstrating that forests don't play any major role in a long-term strategy to reduce climate change



A photograph of a man with a beard and dark hair, wearing a grey jacket over a blue shirt, speaking at a podium. A large red speech bubble originates from his mouth, containing the text: "... and I will conclude demonstrating that forests don't play any major role in a long-term strategy to reduce climate change". The podium has a yellow and blue sign that partially reads "UNIVERSITÀ DI PADOVA".

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Organisation & order (3/9)

- Like a newspaper article, a good presentation and paper starts with providing the **focus**, the **statement of the problem**, sometimes one or few main **conclusions**.
- This helps the audience to follow you, and there is **no reason to hide the end result(s)** or next steps.
- The **time spent** to guess where the speaker is going to, is not spent to understand his/her points.

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Organisation & order (4/9)

Tips for creating "road signs":

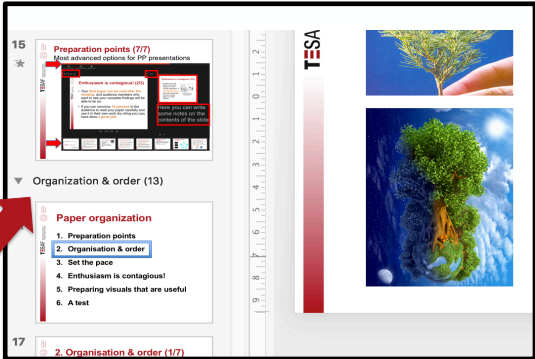
- no. of slide of the section
- title of the section, with or without the overall structure of the paper
- other signs to highlight the progress in the presentation

1.Preparation 2.Organisation & order 3.Set the pace 4.Enthusiasm is contagious! 5.Preparing visuals 6.Test

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Organisation & order (5/9)

Use the option “Section” to organize the sequence of slides



1.Preparation **2.Organisation & order** 3.Set the pace 4.Enthusiasm is contagious! 5.Preparing visuals 6.Test

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Organisation & order (6/9)

- Identify the natural **breaks and “road signs”** in your presentation, and insert some traditional words or phrases:
 - “as an introduction to the topic...”*,
 - “the second reason...”*,
 - “in the last part of my presentation...”*,
 - “to conclude...”*

Moving towards the conclusions...



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Organisation & order (7/9)

- During a long presentation, **summarise after you finish each point**, to wrap up what you've said and connect it to the next point.
- Audiences tend to be **very attentive** at a presentation's **beginning**, **less** attentive during the **middle** section, and **more** attentive as it **ends (if motivated!)**

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Attention thresholds (8/9)

→ try to **recapture attention at the end** of the presentation. Use your **conclusion to re-emphasise** the most important elements of your presentation.

Initial "credit" to the speaker

Re-booting of attention

Attention

15-20 min.

Time

Source: <https://www.slideshare.net/lucabaiguini/tecniche-di-presentazione-presentazione>

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Organisation & order (9/9)

- **Raise the attention** of the audience in the middle section by making a nice joke, or an interesting analogy. A nice picture might also be useful (but not in the PP of the thesis in front of the Commission!)



start

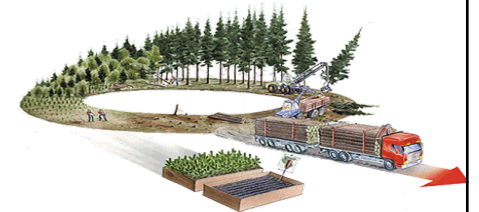
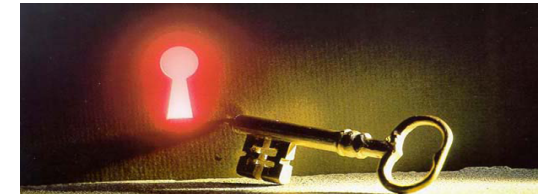


alternative – need for a decision

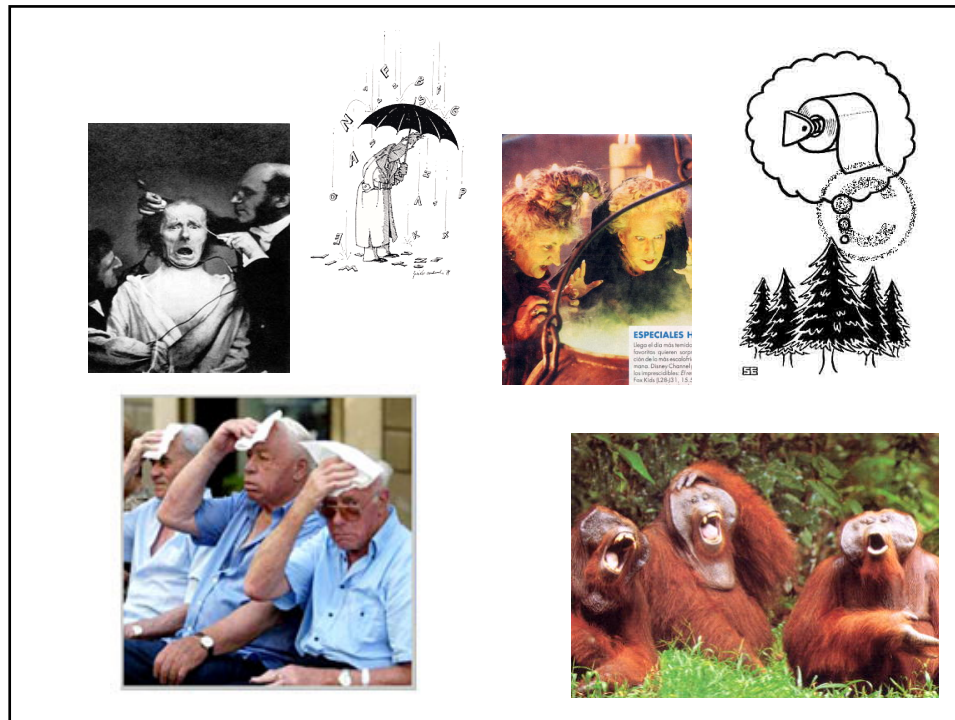


strategy

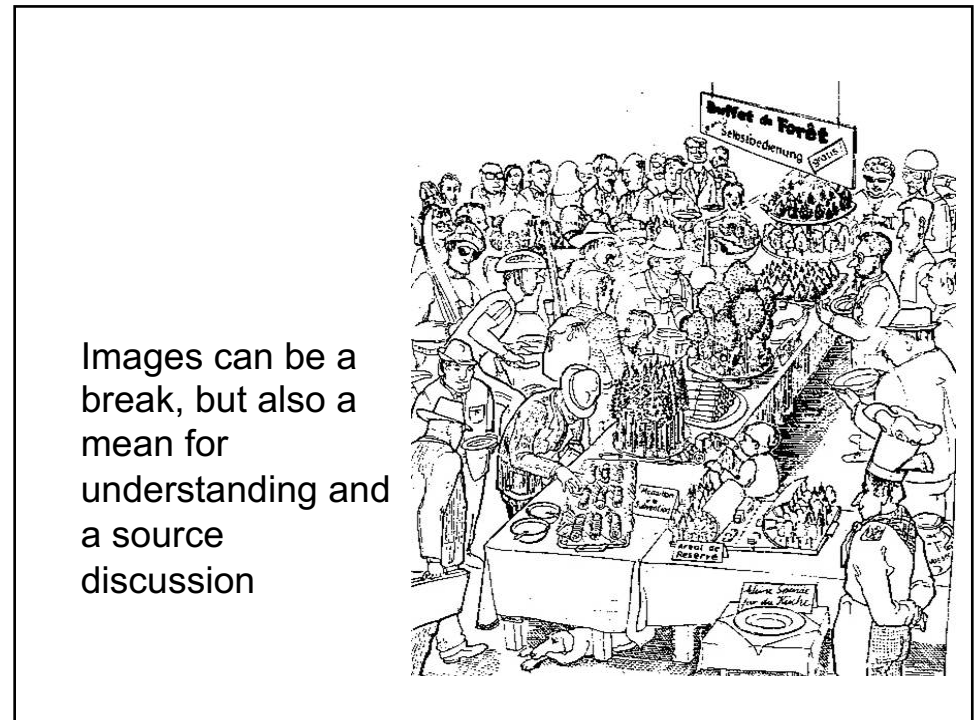
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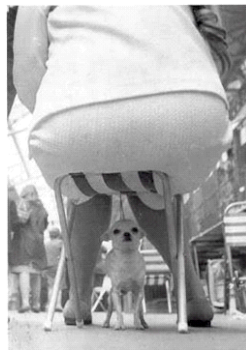
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Images can be a
break, but also a
mean for
understanding and
a source
discussion

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Images can communicate in a very effective way serious messages: e.g. inequality, social disparities



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- A picture may help in ending in a nice way a presentation

A FINAL MESSAGE: WE NEED TIME TO REFLECT, CONS

Per l'azione contiamo su di voi!

SUL TEMA DEL CLIMA
NOI SCIOPERIAMO
DA PIÙ DI QUARANT'ANNI.

Fonte: La Repubblica, 27.9.2019

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A short video to think about communication effectiveness



<https://www.youtube.com/watch?v=gZJc8PB2DsQ&feature=youtu.be>

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Paper organization

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3. Set the pace (1/3)

- **Apologies** are normally **not needed**
- **S**peak **c**learly. A reader of a paper controls the pace himself while in an **oral presentation**, you **control the speed**: stick to short sentences and re-emphasise the main points.
- Don't try to include more information simply by **speaking faster**.
- Use some **silent pauses**.

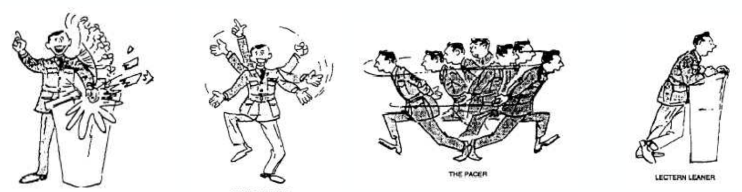
1.Preparation 2.Organisation & order 3.Set the pace 4.Enthusiasm is contagious! 5.Preparing visuals 6.Test

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Set the pace (2/3)

- Be **self-confident** and speak with authority
- **Some points can be shifted** to the questions and answers session by using a phrase like *"I could elaborate on that if you have questions..."*
- End with a **powerful conclusion**
- Deliver the message with dynamism; **use movements** (hands, face expressions) to maintain attention; use **humour** if possible



LECTERN POUNDER OVER GESTURED THE PACER LECTERN LEANER

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Set the pace (3/3)

- **Don't use the time reserved for discussion** or questions and answers for your presentation.
- Ask the chair of the meeting to **warn you 5 and/or 1-2 minutes before your time is up.**
- **Start summarising** your presentation with your last slide if only **1 minute is left** - wherever you are at that moment.


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A simple exercise:

How long is 1 minute?



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Paper organization

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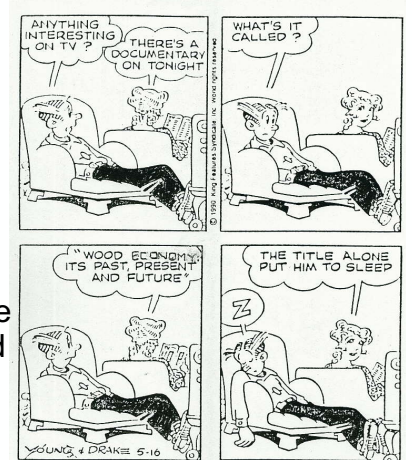
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4. Enthusiasm is contagious! (1/3)

- If you are excited about your information, the audience will be also. If you deliver your presentation with a **"flat" vocal quality**, the audience may **fell asleep**.
- "Forest" issues not always are felt as the most important and interesting ones! (not mentioning the debris flow issue!!)



1.Preparation 2.Organisation & order 3.Set the pace **4.Enthusiasm is contagious!** 5.Preparing visuals 6.Test

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Enthusiasm is contagious! (2/3)

- Your **final meeting**, and want to see able to do
- If you can convince **10 persons** in the audience to read your paper carefully and use it in their own work (by citing you) you have done **a great job!**

Thank you
berry much

These slides can be download from the web side

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Enthusiasm is contagious! (3/3)

- Audiences can only absorb a few points during a 15- to 20-minutes presentation → **concentrate on the most significant points** and avoid complicated formulas, intricate graphs or lengthy statistics.

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"You're not allowed to use the sprinkler system to keep your audience awake."



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5. Preparing visuals that are useful (1/10)

- When creating your slides or overheads, remember that **"less is more" in visual aids**

→ limit the number of elements on each slide to **maintain readability** for the audience.

1.Preparation 2.Organisation & order 3.Set the pace 4.Enthusiasm is contagious! **5.Preparing visuals** 6.Test

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Preparing visuals that are useful (2/10)

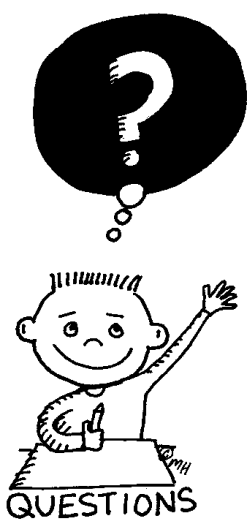
- Limit the amount of information on each slide. **Each slide should contain:**
 - One-two main points
 - One thought per line
 - No more than 7-8 words per line. Skip articles ('a', 'the') and stick to nouns and verbs
 - No more than 7-8 lines per slide

1.Preparation 2.Organisation & order 3.Set the pace 4.Enthusiasm is contagious! **5.Preparing visuals** 6.Test

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This PP presentation is not respecting these rules!

Yes, true!

This PP has a second objective: to be reference material for your future work

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Preparing visuals that are useful (3/10)

- Fine or thin lines in text or graphics will disappear when projected. **Text and graphs need to be bold enough** to contrast against the background.
- Place the most important text at the top of the slide.
- Use the brightest colour.
- Use large text sizes. For most visual aids, **titles** should be **36 to 48-points** and **text** should be **24 to 36-points**.

18-points	18-points
14-points	14-points
12-points	12-points

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Preparing visuals that are useful (4/10)

- Words typed in all capital letters offer few recognisable shapes to catch the audience's eyes.
- WORDS TYPED IN ALL CAPITAL LETTERS OFFER FEW RECOGNISABLE SHAPES TO CATCH THE AUDIENCE'S EYES.

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Preparing visuals that are useful (5/10)

Colour considerations:

- use dark blues, grays, greens or black for **backgrounds**. **White and yellow text are the most readable** and contrast well against dark backgrounds (however this is not a generally accepted assumption - see the template of UNIPD and LERH!)
- To add emphasis: use **different colours** or **fonts *italics***, rather than underlining.

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Preparing visuals that are useful (6/10)

Colour considerations (cont.):

- Underlined text reduces the distinctness of words and makes them harder to read.
- Underlined text reduces the distinctness of words and makes them harder to read.
- **Avoid use many colours in the same slide**
- **Avoid use of more** than 2 types of font **IN THE** same slide

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Preparing visuals that are useful (7/10)

- **Bullets** should be **easy to see**.
- Check their size, colour and position relative to the text.
- **Minimise punctuation in visuals** - use size, type style, signs (→, &, @, ...) or colour to give your material structure instead

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Preparing visuals that are useful (8/10)

- **Don't use complicated 'flash technologies'** or other 'moving' texts. It often takes too much time and is disturbing as it distracts from the message.
- If you have a list of items, **project them at once** and don't use PP facilities to show them one by one - unless you have a long story to tell on each item.
- Remember the option to **partially hide** the previous text.

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Preparing visuals that are useful (9/10)


- Be professional and **ask a colleague for comments on your presentation**. Your partner is often an excellent reviewer on the design and lay-out of your sheets or slides!
- For small groups, if you have a rough idea on the number of persons in the audience, **provide a hand-out in advance**. That keeps the audience active with the presentation and a possibility to make notes.

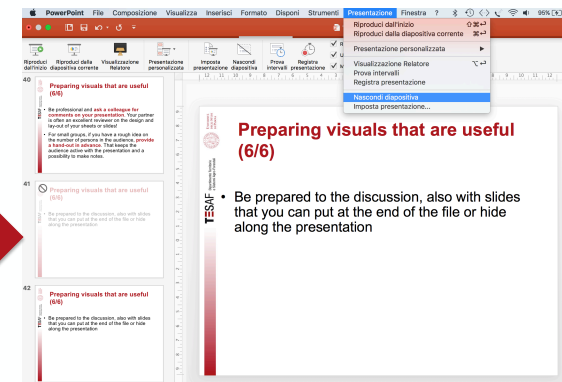
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Preparing visuals that are useful (10/10)

- Be prepared to the discussion, also with slides that you can put at the end of the file or hidden along the presentation





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A summary presentation



<https://youtu.be/q6y43AdOitA>


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A final remark

- Communication much depends from **empathy**: a gift of nature ...



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... but you can always try to improve!



The illustration shows a central figure with a calm expression, surrounded by six thought bubbles. Each bubble contains an icon and a label: 'Creativity' (a person with a lightbulb), 'Feeling safe' (two people hugging), 'Emotional Connection' (two people sitting at a table), 'Identifying Needs' (two people at a desk), 'Negotiation' (two people in business attire), and 'Collaboration' (two people working together). The 'verywell' logo is in the bottom left corner of the illustration.

<https://www.verywellmind.com/cognitive-and-emotional-empathy-4582389>

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5. Preparing visuals that are useful
6. A test

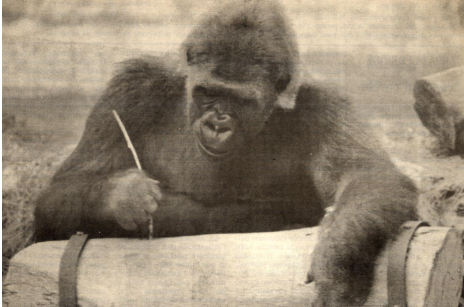
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6. A test

...and now it's your turn!



Prepare a presentation of 5 minutes (+/- 1 min.)

1.Preparation 2.Organisation & order 3.Set the pace 4.Enthusiasm is contagious! 5.Preparing visuals **6.Test**

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«On-going and future impacts of Covid-19 in my personal life (sub-title as you want) »

- **upload in Moodle a video presentation** (prepared with Power Point or other SW)
- **You can record the presentation** using Zoom or the option for recording available in PP ([here](#) some instructions).
- For **inspiration** on the contents have a look to this [web site](#).
- You have to assume that the **audience** is a selection committee looking for a candidate to a good grant offered to promising young scientists.

1.Preparation 2.Organisation & order 3.Set the pace 4.Enthusiasm is contagious! 5.Preparing visuals **6.Test**

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