Presenting Results Effectively

Undergraduate Research Workshop

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For the love of public speaking

"According to most studies, people's number one fear is public speaking. Number two is death. Death is number two. Does that sound right? This means to the average person, if you go to a funeral, you're better off in the casket than doing the eulogy."

- Jerry Seinfeld

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Agenda

- General best practices for effective public speaking
- Presenting academic research in multiple modalities
- Managing communication apprehension
- Final top tips

Best Practices for Effective Public Speaking

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Best Practices for Effective Public Speaking

- Connection
- Common Ground
- Comprehension
- Cohesion
- Conventions
- Conclusion

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Connection

Gain attention and interest

- Tell a story, vividly present case/example from findings
- Promote active listening (visualization or processing)
- Energy and enthusiasm

Recognize and adjust nonverbal communication

- Understand and manage your own nonverbal patterns
- Respond to what you see

Create Common Ground

- Audience analysis (demographics, sociocultural context, panelists/keynote speakers)
- Avoid pandering
- Avoid broad generalizations

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Cohesion

Aim for consistency in style, message, goal

Use repetition

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Conventions

Understand the conventions of a particular setting, medium, field/subfield, industry. General format:

1. Theoretical Framework/Research Question(s)
2. Methodology/Case Selection
3. Background/Literature Review
4. Discussion of Data/Results
5. Analysis
6. Conclusion

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Conclusion

What do you want the audience to leave with?

- **Informative** - e.g. exploratory/descriptive, case study
  - Expanded findings, brief analysis, lessons/questions for further research

- **Persuasive** - e.g. primary research with causal inference
  - Main findings, expanded analysis, call to action (clear, actionable), lessons/questions for further research

Presenting Academic Research in Multiple Modalities

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In person

- Audience analysis - language, framing, examples, goals
- Environment - room, equipment, technology
- Prepare and practice
- Consistency (group and individual)
- Know more than you plan to present
- Dress appropriately
- Prepare for contingencies - Murphy's Law

Digital Presentations

- Rethink methods of active engagement
- Organize strategically for particular mode (learn conventions)
- Manage and prepare for tech issues
    - Lighting
    - Sound
    - Connection
    - Lack of dynamic feedback - respond to audience

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Managing Communication Apprehension

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Managing Communication Apprehension

Most people experience speech anxiety (>70%)
Emotional (negativity bias) and biological (normal responses)

Cognitive restructuring
1. Recognize 'automatic' thoughts/patterns
2. Identify distorted thinking
3. Introduce productive thoughts
4. Repeat

Breathing and visualization techniques

Recognize and manage normal biological responses

Final Top Tips

Final Top Tips

Do

- Prepare, Organize, Practice
- Keep things simple without oversimplifying
- Visual aids should assist the audience
- Know your audience and your environment
- Active listening
- Manage anxiety strategically
- Cite sources appropriately and throughout (theory, evidence, images)

Don't

- Read from paper/script
- Go over allotted time
- Use little contrast
- Complex graphs or charts
- Complex design or animation
- Small or too much text
- Avoid jargon
- Avoid pandering, broad generalizations
- Remember multiple audiences and 'speech afterlife'

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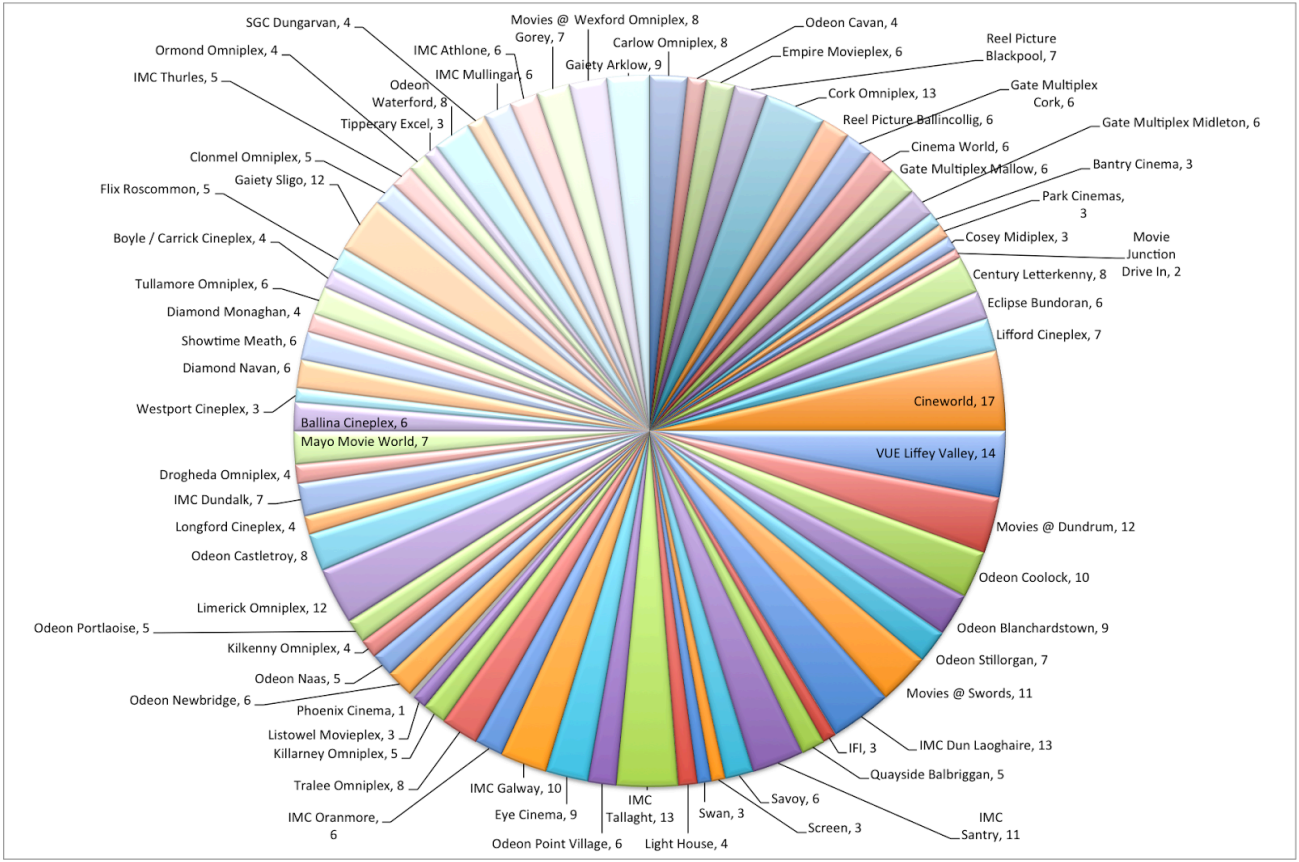

Image source: methodsavy.com

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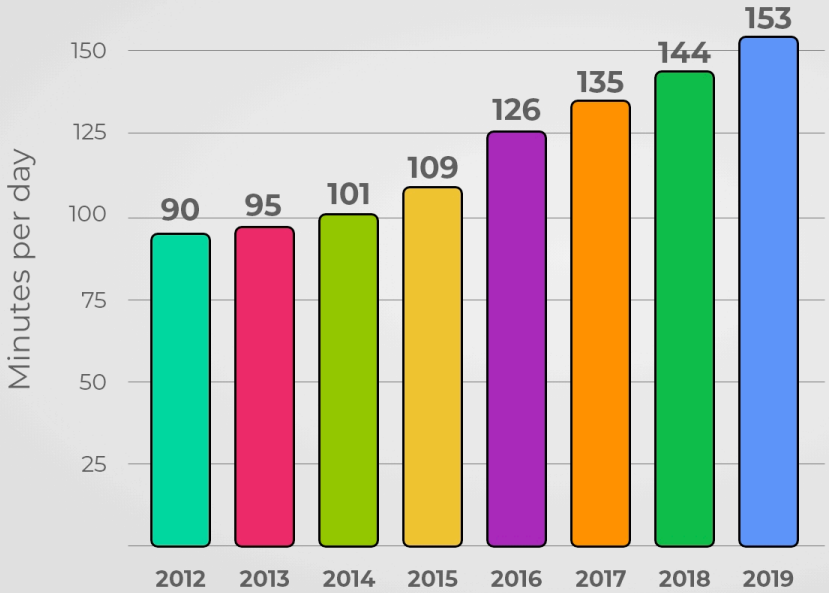
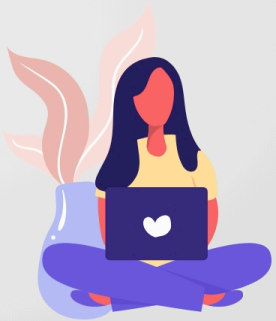
Daily Time Spent On Social Networking

2012-2019 (in minutes)





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