

Hauptseminar, SoSe 2017

# **“How to present scientific work”**

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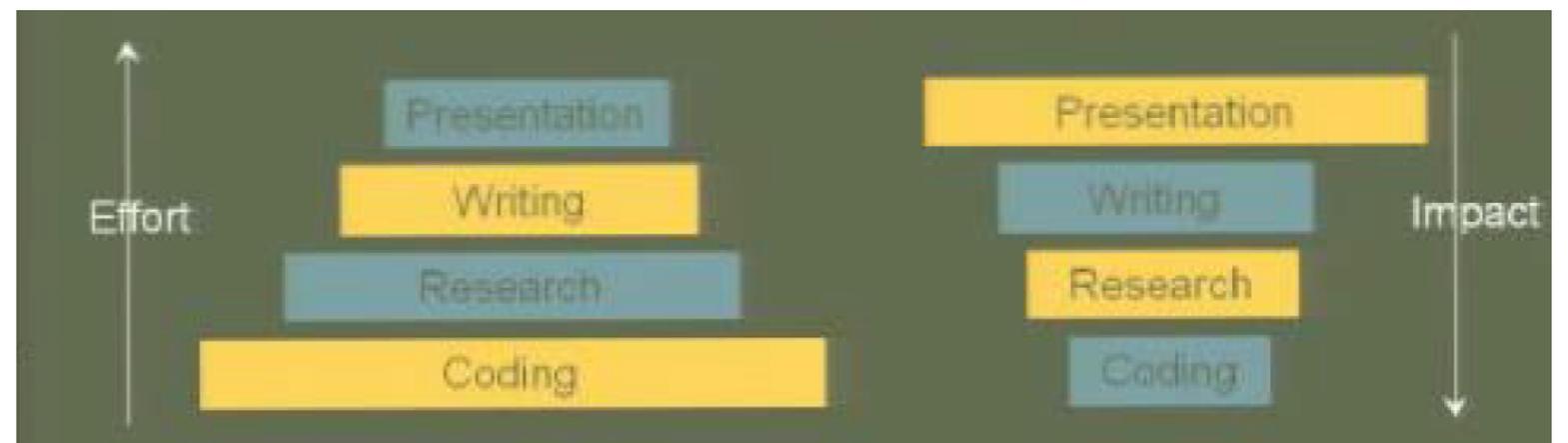
<https://www.youtube.com/watch?v=cNYM1Bg-0xI>

# Presenting Yourself

- A conference talk is a chance to get your name and research In front of lots of people who would not otherwise read your paper
- Among conference delegates or visitors you may find people who can help you with your research, PhD examiners, etc.; you want them to see you as professional, interesting and interested in the research of others
- Be prepared to talk to people you don't know, often without anyone introducing you
- People who speak well are considered smart and vice versa
- Don't need natural talent to be a good speaker

# Preparing the Presentation

- You will not be able to cover everything that is in your paper
- Focus on
  - the aspect you are particularly proud of
  - an argument you want to make
  - what the audience is likely to be most interested in
  - the area where you are seeking advice from the audience
- Spend enough time preparing
- Rehearse in front of a friendly audience
- Cut down to tell a tight story
- Memorize the key points you are trying to leave with the audience



# Why do you present

- The purpose of a presentation is NOT
  - to convince the audience that you are the coolest guy ever
  - to tell everything you know about a topic
  - to present all technical details
- Rather you want to
  - present the audience your idea
  - make the audience keen about reading your work
  - engage, tease, provoke the audience

# The audience you want...

- knows your work
- explains all details of your important theory of complex varieties of high dimensionality
- is keen on learning about the newest developments in your area
- pays attention, is constructive, and favourable



# The audience you get...

- does not know you
- probably heard about your theory but damns it to hell
- just came back from lunch (“Schnitzelkoma”)
- thinks their emails are much more important



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**Wake up the audience!**

You have about 2 minutes to catch the audience before they nap away!

If you can convey only one message to the audience - which one should it be?

# What to put on the Slides

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- Don't use too much text
- Put a picture on every slide
- Demos in your talk are awesome
- Honest charts
- Videos
- Subtle animation

# Software Demonstrations

- Make sure that your software runs exactly as you expect on the machine designated for the demonstrations
  - software may require particular plugins or a particular version of a database
  - computer technicians may have upgraded the machine
- Have everything open and running before the audience arrives
- If your software malfunctions, do not swear - nor spend the next 10 minutes inspecting the source code for a bug

# Doing the Presentation

- Speak energetically but clearly and slowly enough to articulate
- Do not read out the slides
- Neither look at your notes nor at the screen all the time
- Tell'em what you are going to tell'em, tell 'em, and tell 'em what you told 'em
- Ask for understanding at key points
- Project and emphasise
- Use your eyes, body and hands
- Show your passion
- Good posture; balance
- If you are one of the speakers in a session, stay for the whole session

# What to Say

- Motivate problem with a practical scenario
- Before explaining the technology
  - Why is this an important problem? (Audience will be distracted by guessing otherwise.)
  - Why is your solution better?
- The technology
  - Goal is to convince you've got something great ...
  - ... not to teach them how to implement it
  - Success if you get them to read the paper for details
- Shorter is better
- Don't irritate your audience
- Stories get attention

# How to Say it Well

- Practice your talk
  - More than once
  - Time yourself
- Compensate for distractions/inattention
  - Restate overall goals from time to time, e.g. "Remember that we're trying to compute these probabilities on the map."
  - Repetition is OK
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- Eye Contact: always face the audience
  - don't look or point at screen
  - glance at laptop, use the mouse
- Always be prepared to skip ahead (bridging slides!)

# What you can skip

- **Agenda / Outline**
  - conveys almost no information at the outset of the talk
  - potentially *after* the motivation
  - maybe to sync during the presentation
- **Related Work**
  - are part of the paper
  - you should be aware of related work
  - talk about related work in a constructive way
- **Technical details / Formulas**
  - don't try to tell your story with equations
  - a few equations are ok, but not gratuitous
  - flash up some math just to show you have it

# End of your presentation

- End on a memorable slide
  - people should remember the end of your talk
  - it should be worthwhile to remember
  - be short and concise
- Indicate when you're done, e.g. "That's the end. Thanks for listening."
- Let session chair ask for questions

# Rude Q & A

- Repeat the question to buy time
- If multiple questions, answer the last one and ask what the first one was again
- Ask for clarification of the question
- Ask a question instead of answering
- If too long an answer... “that’s interesting - let’s talk offline”
- Be calm, humble - but prepared for anything

# More sources

- <https://chi2016.acm.org/wp/guide-to-a-successful-presentation/>
- <http://sigchi.tumblr.com/post/141214232605/please-make-your-chi-talk-legendary>
- <https://chi2016.acm.org/wp/example-presentations/>
- <https://www.microsoft.com/en-us/research/video/how-to-give-a-great-research-talk/>

## GUIDE TO A SUCCESSFUL PRESENTATION

### ▼ Standard Technical Support

Each room will include:

- HD projector, 16:9 (widescreen) slides recommended (4:3 OK)
- VGA connection
- 1/8" audio input to room speakers
- Podium microphone

### ▼ Example Presentations

- [Examples of GOOD presentations](#)
- [An example of a BAD presentation](#) (.ppt, 405 KB)

### ▼ Organizing Your Content

DON'T give a presentation that will be comprehensible and interesting only to people who work in the same area as you. Please be aware that CHI is a multidisciplinary conference, with researchers and practitioners in attendance.

DO ensure that even people who have little familiarity with your sub-area of HCI can understand at least the main points:

- what questions you addressed
- why those questions are important
- what methods you used
- what your main results were
- why those results are interesting

In fact, even the experts in your area don't need to understand more than these points; for the rest, they can read the paper.

DON'T subject your audience to an "ordeal by bulleted list." Bulleted lists – especially those with large amounts of text – should be used only in exceptional cases. They are generally boring, abstract, unconvincing, and hard to read while the speaker is talking.

DO present a series of "exhibits": images, videos, system demos, diagrams, graphs, or tables. You can explain and elaborate on these exhibits while people are looking at them. In general, you don't need to write what you say on the slides.

Anyone who wants to see the points you made in black and white can read your paper. Carefully preparing an