

Effective Oral and Poster Presentation Techniques

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Tip #1 for Oral Presentations

Have only the minimum required text on each slide.

Text on Slide: Too Much

When in the Course of human events, it becomes necessary for one people to dissolve the political bands which have connected them with another, to assume among the powers of the earth, the separate and equal station to which the Laws of Nature and of Nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty, and the pursuit of Happiness.

That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed.

Text on Slide: Better

- We hold these truths to be self-evident
 - that all men are created equal,
 - that they are endowed by their Creator with certain unalienable Rights, that among these are:
 - life,
 - liberty
 - the pursuit of happiness

Tip #2

Be careful in your use of transitions and animations.

Moving Text

- When text appears, we don't want the audience to be watching the animation.
- Use the
 “Appear effect”
Not
 “FANCY EFFECTS”

Tip #3

Be consistent in your choice of bullets, font, and colors.

COMPOST QUALITY and FOOD SAFETY CONCERNS

**A recent survey of 'finished' compost products produced at 30
California commercial facilities**

- **Found large variation in many characteristics**
- **Indicates highly variable feedstocks and
process management**

**Poor process management, curing conditions, and cross-contamination
of equipment are most common cause**

Font Sizes

This is a good title size.
Verdana 40 point

This is a good subtitle or bullet point size.
Calibri 36 point

This is about as small as you want to go for content.
Times New Roman 24 point

This font size is not recommended for content.
Arial 12 point

Fonts and Background Colors

This is a good mix of colors. Readable!

This is a bad mix of colors.
Low contrast.
Unreadable!

This is a good mix of colors. Readable!

This is a bad mix of colors. Avoid bright colors on white.
Unreadable!

Tip #4

Create graphics (such as tables and charts) appropriately.

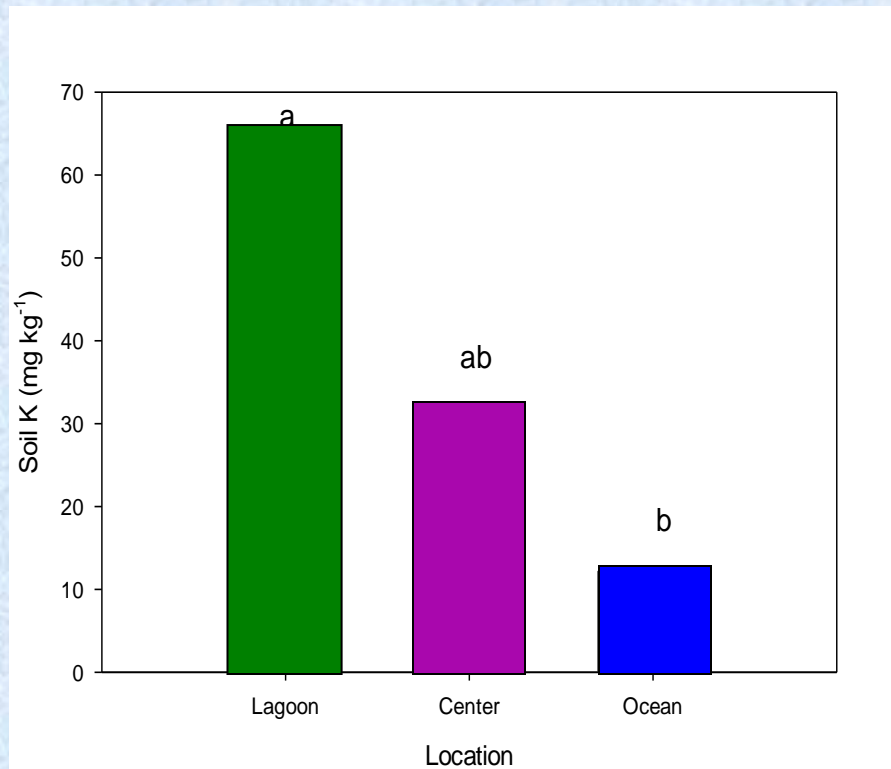
[illegible]

Appropriate Use of Tables and Figures

Emphasize key parts so that your points are stronger:

- Animate the graph or table elements
- Use drawing tools to highlight a portion of the table or graph
- Use strong contrasting color for drawing element
- Use callout box drawing tool

Nutrient concentration tends to decrease from lagoon to ocean side



Nutrient	Location	Concentration	Pr>F
N	Lagoon	0.66	0.27
	Center	0.53	
	Ocean	0.40	
P	Lagoon	15.7	0.20
	Center	15.7	
	Ocean	15.7	
K	Lagoon	65.6	0.08
	Center	32.5	
	Ocean	12.2	
B	Lagoon	0.38	0.19
	Center	0.29	
	Ocean	0.28	

Very important

Tip #5

Remember that white space is your friend.

Slide Overkill

2. The data suggest that the high-level wells tap interconnected, though bounded, aquifers whose rate of water level decline is inversely proportional to its volume. Future well drilling for high-level potable sources must include accurate, well-designed aquifer tests that will aid in the determination of geologic boundaries to provide information on the geometry of the aquifer.
3. The data suggest that there may be more than geological mechanism that created the high-level aquifer.
4. The data suggest that there is a water level pattern observed in the high-level wells with Keopu being the “drain” for the ground-water flow system. The ground-water flux south of Keopu is to the north, and north of Keopu, the ground-water flow is to the south.
5. Some high-level wells do exhibit quasi-stable water levels, and show little variation over time. Use of long-term water level transducers in these wells should continue in conjunction with long-term water level transducers in those wells that show water level decline. Real time correlation between water levels in the wells with climatic conditions measured at Lanihau Rain Gage will provide better insight into the behavior of the potable high-level aquifers.

Tip #6

Remember that ***you*** will make the talk--not the PowerPoint.

What makes the design of a .ppt presentation ineffective?

- Slides read word for word
- Text too small
- Full sentences used in the powerpoint

Tip #7

Do use some images in your slideshow. Nothing is more boring than an all-text slideshow. However, choose them carefully.

Responsibilities of the Specialist



Scholarship



Synthesis



Leadership

What About Resolution?

- “Resolution” = number of pixels per inch in a bitmap image
- The more dots per inch (dpi), the higher the resolution
- Higher resolution (“high res”) means a better quality image



one
pixel

Tip#8

- Make it interactive
- Be able to jump to any slide
- Blank the screen, draw on the screen when possible and/or necessary

Tip#9

- Do not put in your presentation anything that you did not understand and can not explain !!!

Tip #1 for Poster Presentations

- Construct the poster to include the title, the author(s), affiliation(s), and a description of the research, highlighting the major elements that are covered in the study.

Tip #2

- Minimize detail and try to use simple statements.

Tip #3

- Remember that pictures, tables, and figures are very important for poster display

Tip #4

- If you can, use color in your visuals.

Tip #5

- Make sure your fonts are consistent and are large enough to be read from a distance, i.e., do not simply copy-paste, arrange the font as visible as possible

Tip #6

- Consider using a flow chart or some other method of providing the viewer with a guide to inspecting your display.

Tip #7

- Don't overwhelm the viewer with excessive amounts of information; rather, construct a poster display that enhances conversation.

Example 1

Self-Interest and Ideology: The Countervailing Forces of Texas Public Opinion

The University of Texas at Austin

Objectives & Research Question:

This research analyzes the forces that influence Texas public opinion with regard to Medicaid expansion, a component of the Affordable Care Act.

When ideology and economic self-interest are in conflict with one another, which prevails as the influential force of public opinion?

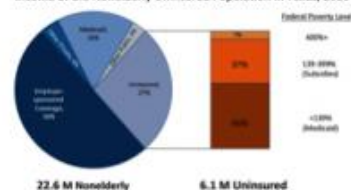
Hypothesis:

Ideology will outweigh economic self-interest.

Background:

- 6.1 million, or 27% of Texans are uninsured – the highest in the nation.

Income of the Nonelderly Uninsured Population in Texas, 2010



- A majority of Texans are opposed to Medicaid expansion, including some who could benefit.
- Past research indicates that individuals' political opinions are largely influenced by ideology rather than economic self-interest.
- The effects of economic policies are often difficult to measure at an individual level.

Methodology:

This research analyzes data from the 2013 Texas Lyceum poll. This data consists of 1000 responses from a random, demographically representative sample of Texans.

To approximate Medicaid eligibility, household size was estimated by the number of children reported and the marital status of the respondent. Household income levels were then used to determine eligibility consistent with federal poverty guidelines.

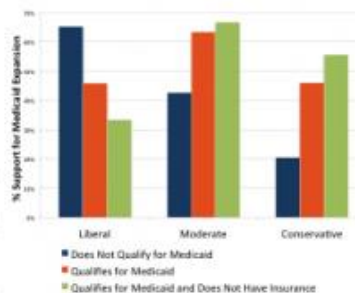
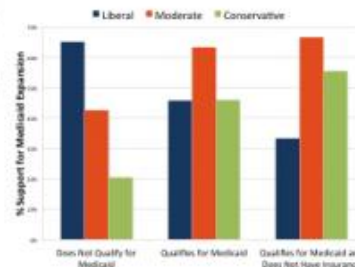
Preliminary Results:

- Ideology is the prevailing force of public opinion formation for those who do not stand to benefit from Medicaid expansion.
- As income decreases, and Medicaid eligibility rises, self-interest becomes a stronger determinant of opinion for conservatives and moderates, overpowering ideology.
- Medicaid-eligible liberals without insurance go against their ideology and self-interest.

Discussion:

The preliminary results indicate that in regard to Medicaid, ideology's effect on support or opposition is contingent upon economic and insurance coverage status.

One possible explanation for this divergence from typical trends in political opinion formation is that the benefits of Medicaid expansion are more immediate and measurable at an individual level than other economic policies.



This research would not be possible without the valuable contributions of [redacted] and the Texas Lyceum.
References: Texas Lyceum Poll (October 2013), Kaiser Family Foundation (The Texas Health Care Landscape), David O. Sears (The Impact of Self-Interest on Attitudes, 1991).

Example 2



Myelin Thickness in the Temporal Lobe in Autism

Alexandra E. Carr, Thomas A. Avino, Ph.D., & Cynthia M. Schumann, Ph.D.

Univ. of California, Davis, MIND Institute, Department of Psychiatry, Sacramento, CA

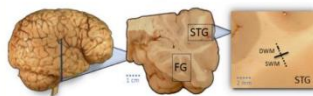


Introduction

- Autism Spectrum Disorder (ASD) is a neurodevelopmental disorder characterized by behavioral abnormalities that include difficulties with communication and social interactions
- A disorder of **connectivity**
 - fMRI studies showing reduced functional connectivity (Just et al., 2004; Kana et al., 2011)
 - DTI studies showing reduced fractional anisotropy (Travers et al., 2012)
- Hypoconnectivity in the brain of adults with autism may be due to **decreased levels of myelin** which is necessary to form proper brain connections (Zikopoulos & Barbas, 2010)
- Deviation of myelin thickness provides a **neuroanatomical basis** for alterations to brain connectivity in individuals with ASD

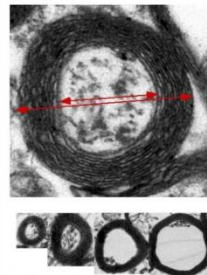
Methods – Subjects & Processing

- 18 Subjects (8 ASD, 10 Neurotypical [NT])
 - Age range: 2 – 44 years old; age-matched
 - Post mortem human brains
- White matter dissections
 - <4mm away from gray-white matter boundary
 - Superficial = < 2mm; Deep = 2-4mm
 - Ultrathin sectioning: 75 nm
- Region of interest:
 - Temporal lobe (superior temporal gyrus & fusiform gyrus)

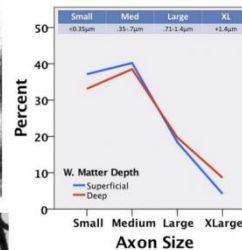


Electron Microscopy

Myelin Thickness (g-ratio): 8,400x

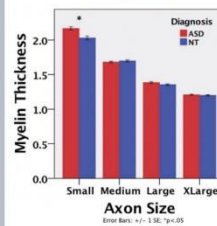


Axon Size Distribution

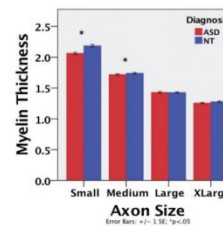


Results – Myelin Thickness across Axon Sizes

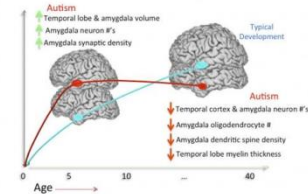
Thicker myelin in children with ASD compared to NT



Thinner myelin in adults with ASD compared to NT



Model of Temporal Lobe Growth in ASD



Conclusions & Future Research

- Replicated previous findings regarding neurotypical g-ratio and axon size distribution (Paus & Toro, 2009; Schmahmann & Pandya, 2006)
- Demonstrated **increased myelin in children with autism** in accordance with other findings (Schumann et al., 2004)
- Demonstrated **reduced myelin in adults with autism** in the temporal lobe; previously demonstrated in the frontal lobe (Travers et al., 2012; Zikopoulos & Barbas, 2010)
- These findings implicate a potential degenerative process in the temporal lobe in autism
- Further research will examine the function and regulation of oligodendrocytes

Acknowledgments & References

The authors thank Patricia Rysar and Xiao-Bo Liu for their assistance with electron microscopic processing. We are indebted to the donors and their families for providing this valuable resource. This research was supported through NIMH R01 MH097236-04 and NIMH R03 MH104735-01. Tissue was acquired through Autism BrainNet, NIH NeuroBank at UMD and the UC Davis MIND Institute BEARS tissue program.

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