

ON EFFECTIVE PRESENTATIONS

OR, WHAT TO DO AND NOT TO DO WITH POWERPOINT

Keith Smith

University of the Pacific

PRESENTATION PET PEEVES

What are your biggest presentation pet peeves? Put them in the chat.

GOALS

- Explain the theories behind effective presentations
- Describe some of the characteristics of effective presentations

YEAH, BUT WHY?

THE PLAN

- A little brain science
- A little psychology
- Effective strategies
- Presentation Dos

OUR BRAINS





THE DIFFERENCE?

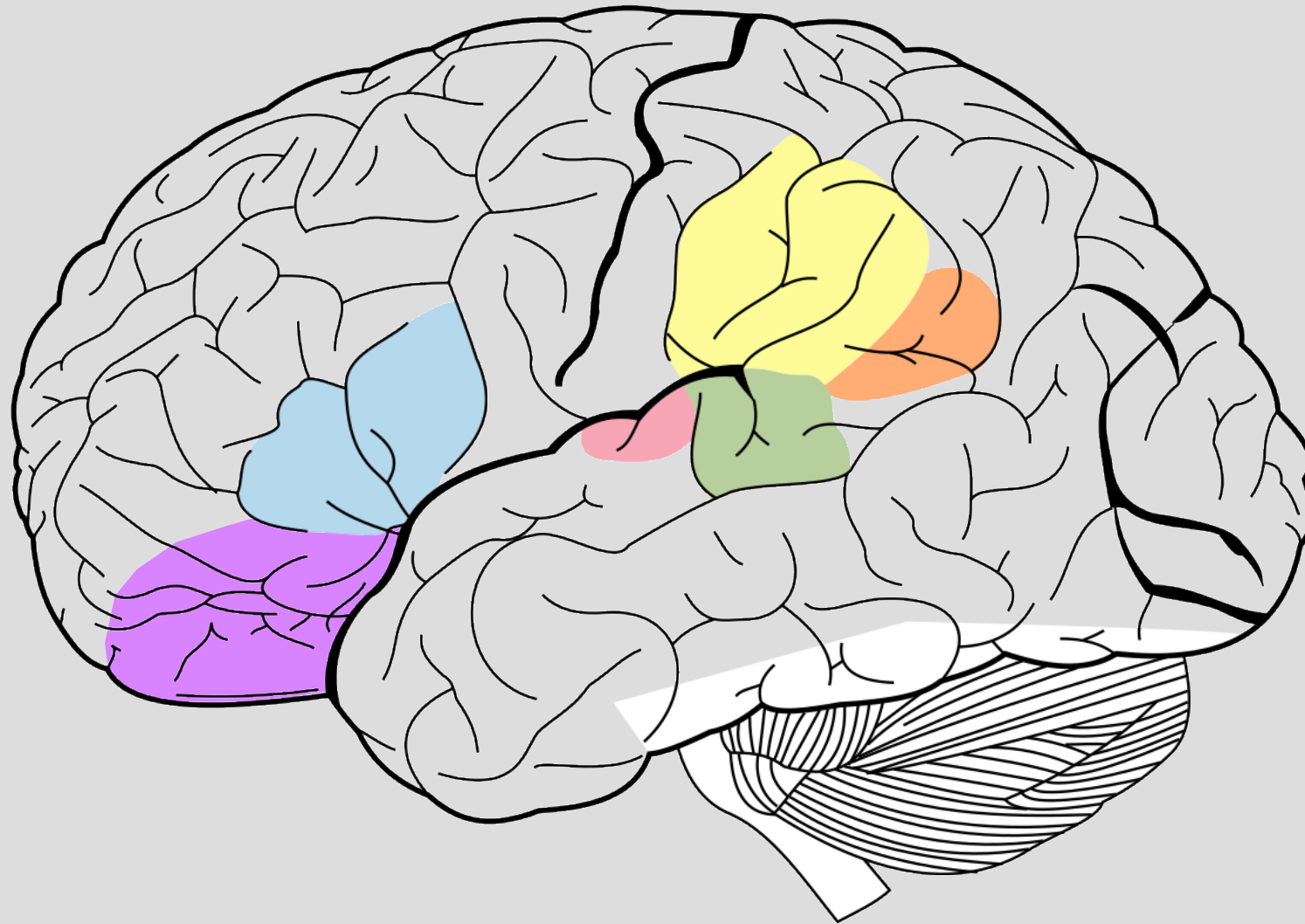
THE DIFFERENCE?

Reading

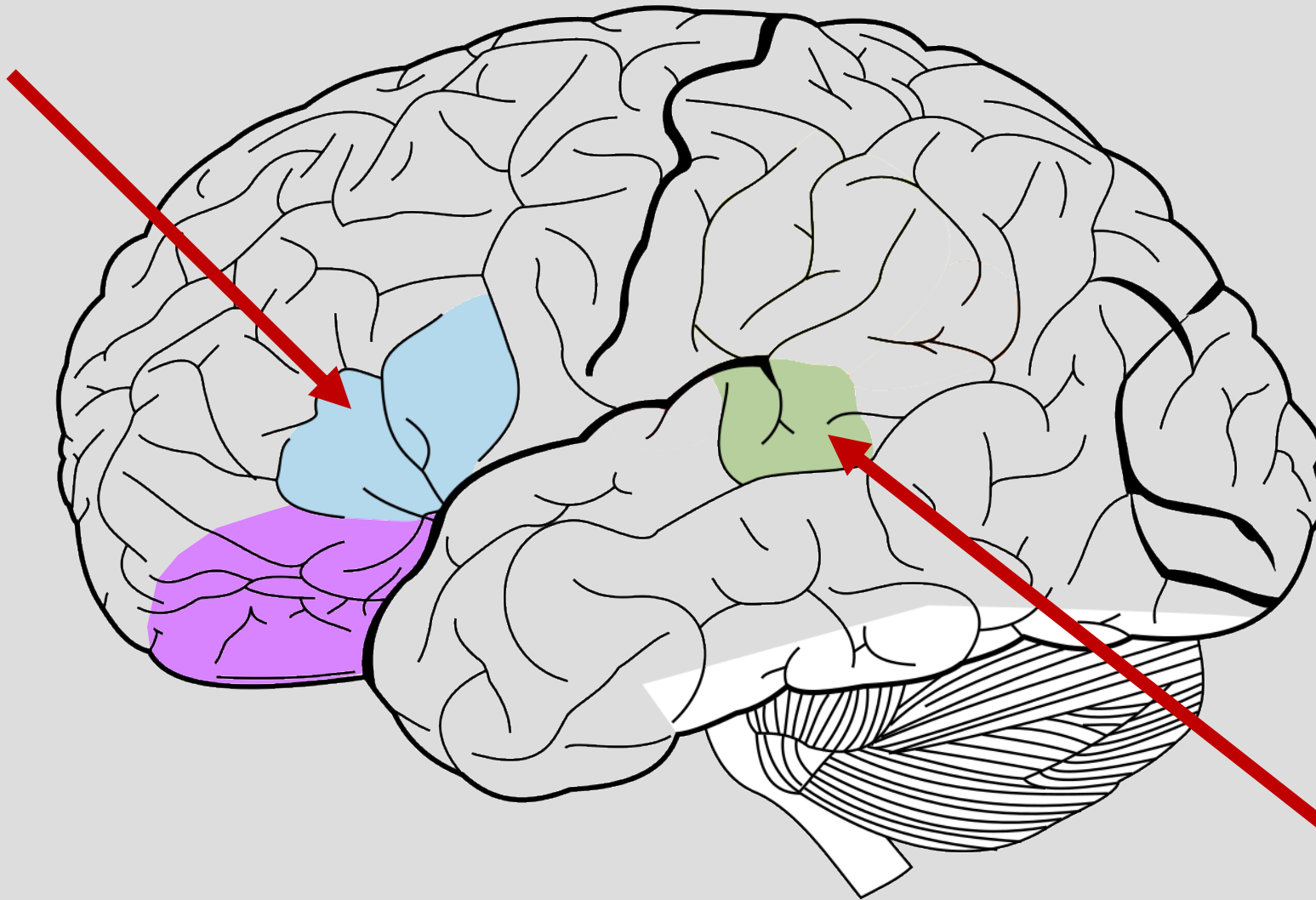
I'M MORGAN FREEMAN

AND YOU JUST READ THIS IN MY VOICE

READING



Broca's area

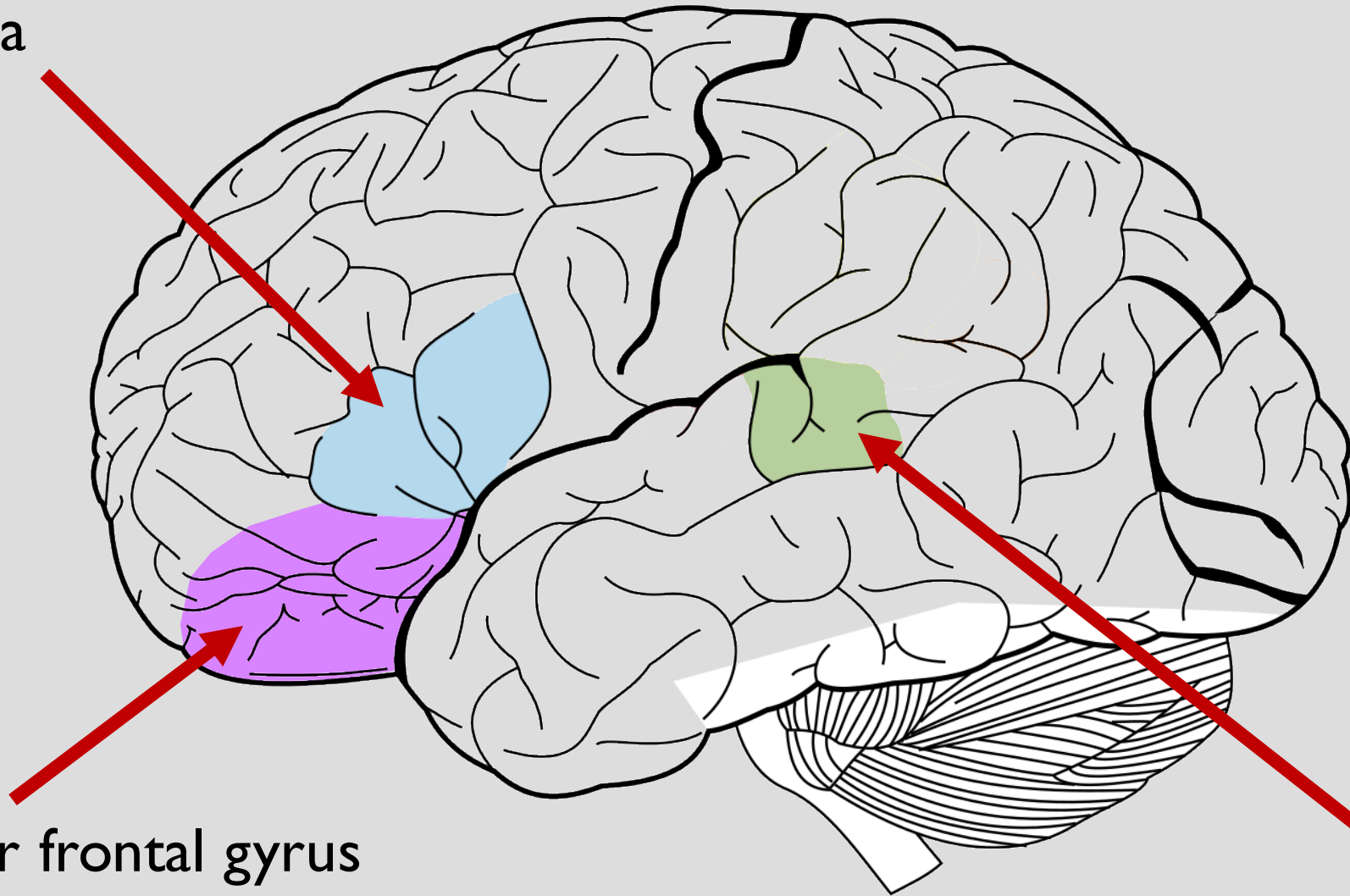


Wernicke's area

Broca's area

Left inferior frontal gyrus

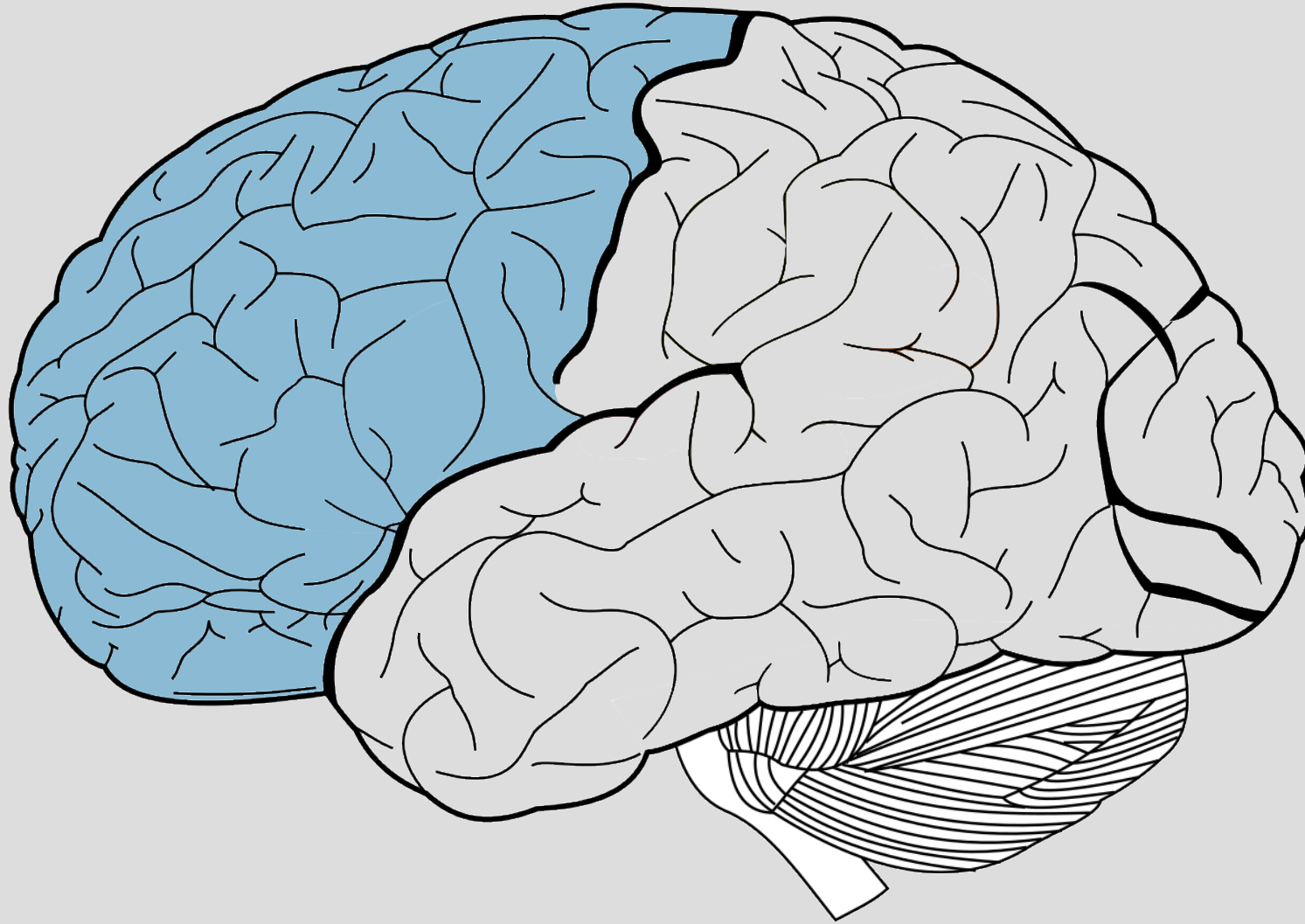
Wernicke's area





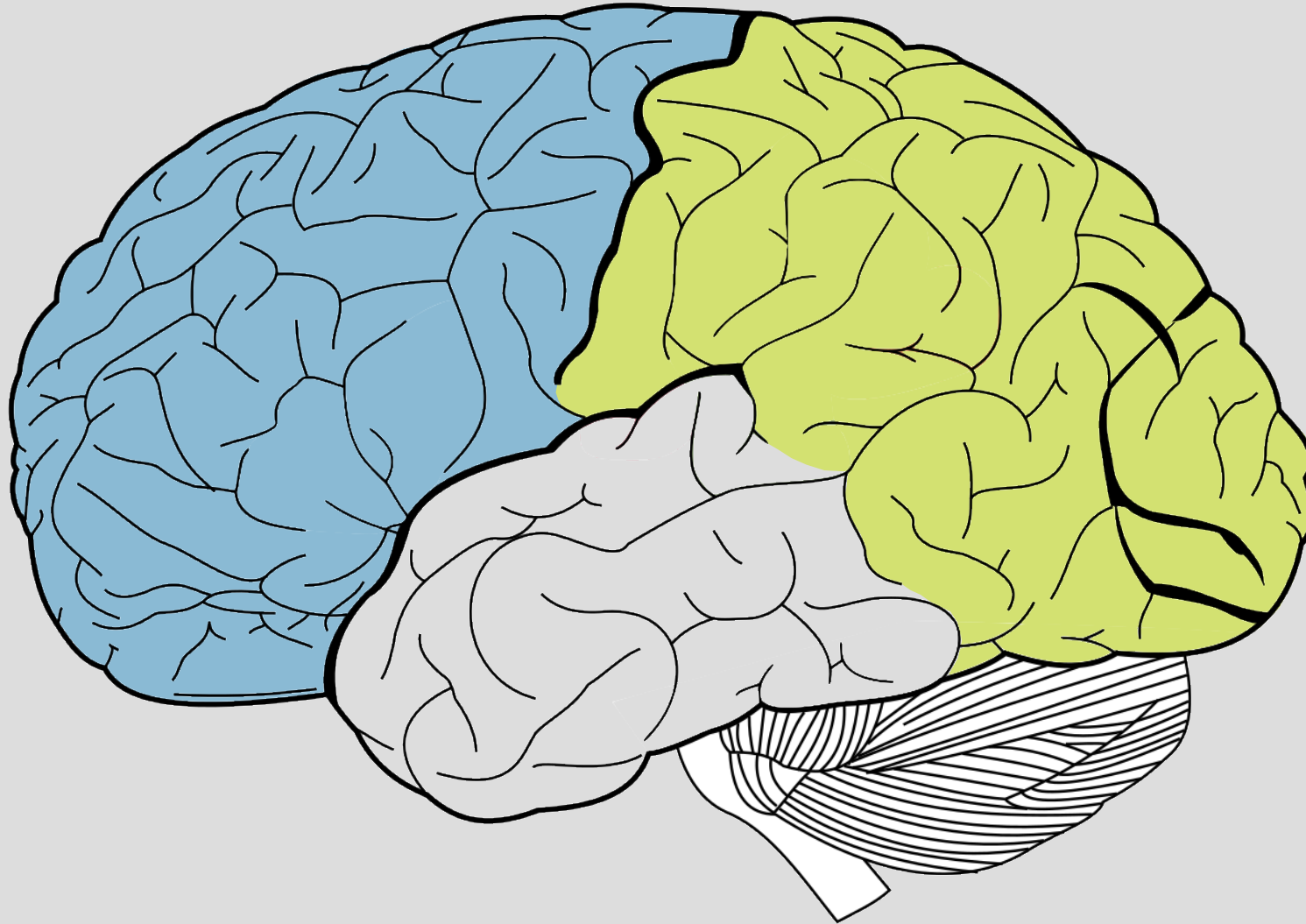
COGNITIVE LOAD THEORY

Intrinsic load



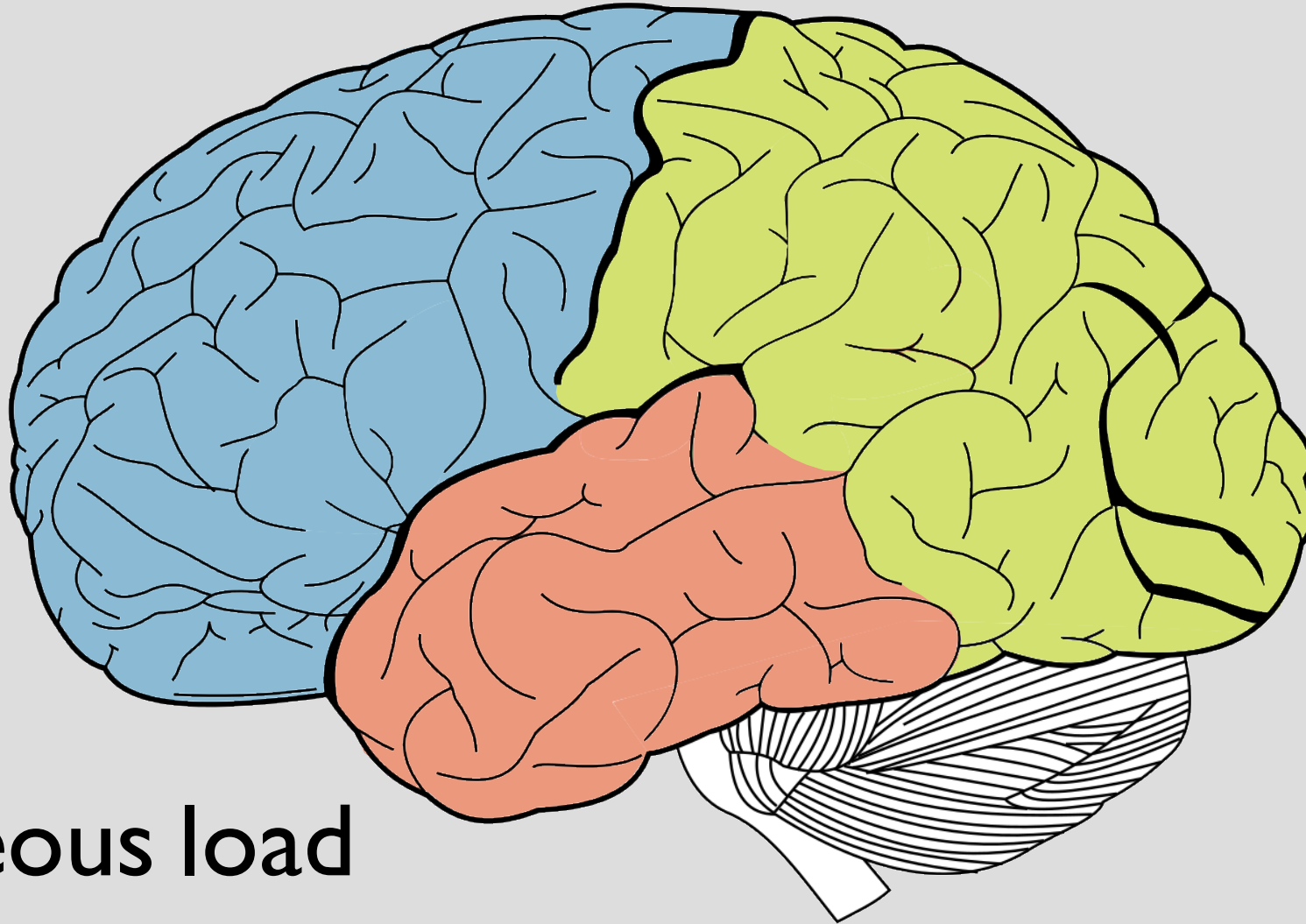
Intrinsic load

Germane load



Intrinsic load

Germane load



Extraneous load



A QUICK SUMMARY

PRESENTATION STRATEGIES

STRATEGIES

- Audience determines content.

STRATEGIES

- Audience determines content.
- **Tell a story.**

STRATEGIES

- Audience determines content.
- Tell a story.
- Keep the focus on you.

PRESENTATION DOs

AVOID OBNOXIOUS THEMES

AVOID OBNOXIOUS THEMES

- Here is a sample text.
- The font is simple, where you expect it, and clearly distinguished from the background.
- There are no funky images to distract you.
- There are no dancing monkeys.

AVOID OBNOXIOUS THEMES

- **HERE IS A SAMPLE TEXT.**
- **THE FONT IS SIMPLE, WHERE YOU EXPECT IT, AND CLEARLY DISTINGUISHED FROM THE BACKGROUND.**
- **THERE ARE NO FUNKY IMAGES TO DISTRACT YOU.**
- **THERE ARE NO DANCING MONKEYS.**

AVOID OBNOXIOUS THEMES

- Here is a sample text.
- The font is simple, where you expect it, and clearly distinguished from the background.
- There are no funky images to distract you.
- There are no dancing monkeys.

AVOID OBNOXIOUS THEMES

Here is a sample text.

The font is simple, where you expect it, and clearly distinguished from the background.

There are no funky images to distract you.

There are no dancing monkeys.

 [BACK TO PANEL](#)

A DANCING MONKEY



CHOOSING A THEME

USE A LEGIBLE FONT SIZE

USE A LEGIBLE FONT SIZE

- This is 32 pt.
- This is 28 pt.
- This is 24 pt.
- This is 20 pt.
- This is 18 pt.
- This is 16 pt.
- This is 12 pt.
- This is 8 pt.

USE A LEGIBLE FONT SIZE

- This is 32 pt.
- This is 28 pt.
- This is 24 pt.
- This is 20 pt.
- This is 18 pt.
- This is 16 pt.
- This is 12 pt.
- This is 8 pt.



Minimum legible font size

SKIP SLIDE TRANSITIONS

SKIP SLIDE TRANSITIONS


- They are distracting.

SKIP SLIDE TRANSITIONS

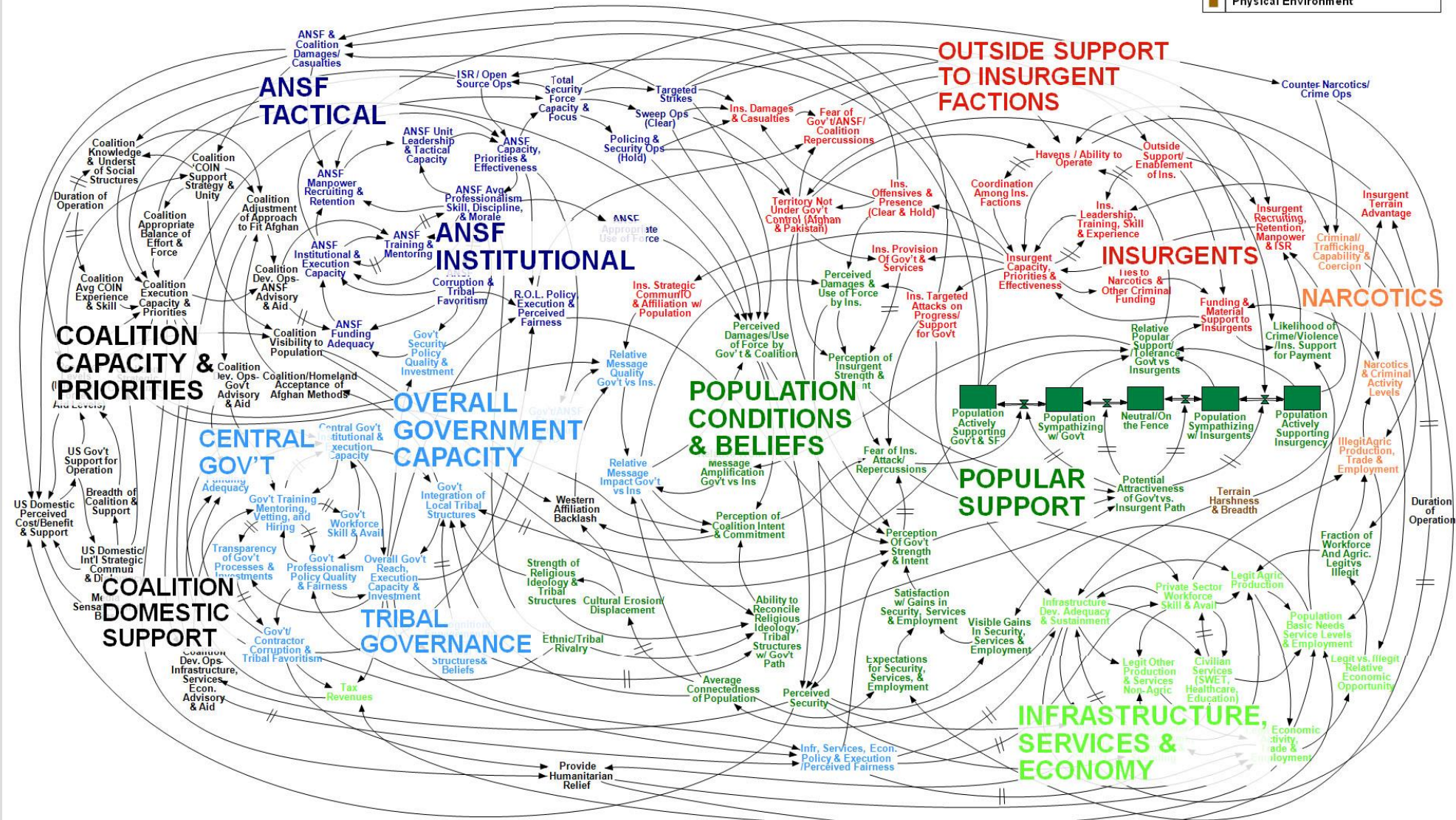
- They are distracting.
- They add nothing.

SIMPLIFY YOUR SLIDES

Afghanistan Stability / COIN Dynamics

 = Significant Delay

■ Population/Popular Support
■ Infrastructure, Economy, & Services
■ Government
■ Afghanistan Security Forces
■ Insurgents
■ Crime and Narcotics
■ Coalition Forces & Actions
■ Physical Environment



WORKING DRAFT - V3

VOTING BY MAIL

- People vote by mail for lots of reasons

Why Are We Requesting An Absentee Ballot?

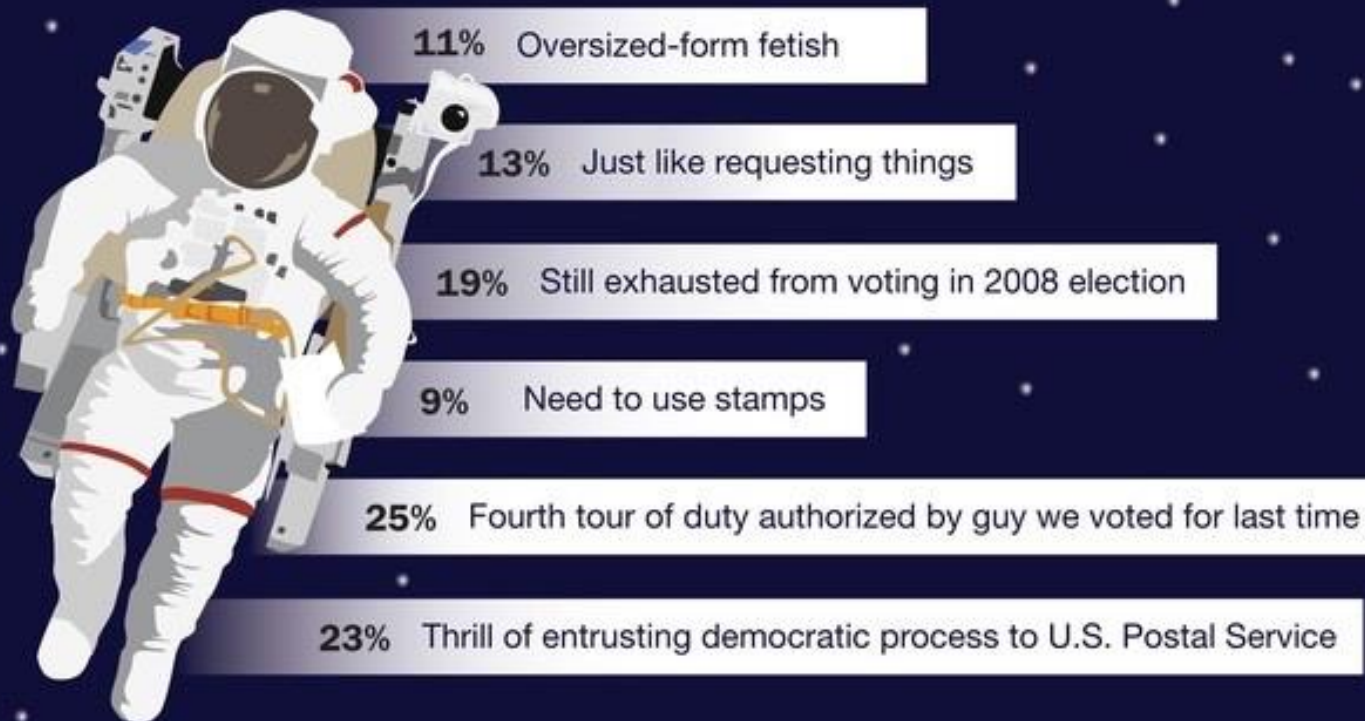


Table 2. Reasons Given for Absentee Voting in 2003 California Recall Election

Reason	Percentage
Ease/Convenience	37%
Hard to get around/Handicap	15%
Too busy	11%
Traveling	8%
Precinct not convenient	8%
I always vote absentee	7%
To get it over with	4%
Received ballot in mail	2%
Other	7%

SOURCE.—California Absentee Voter Survey, 2003 (Loyola Marymount University 2003).

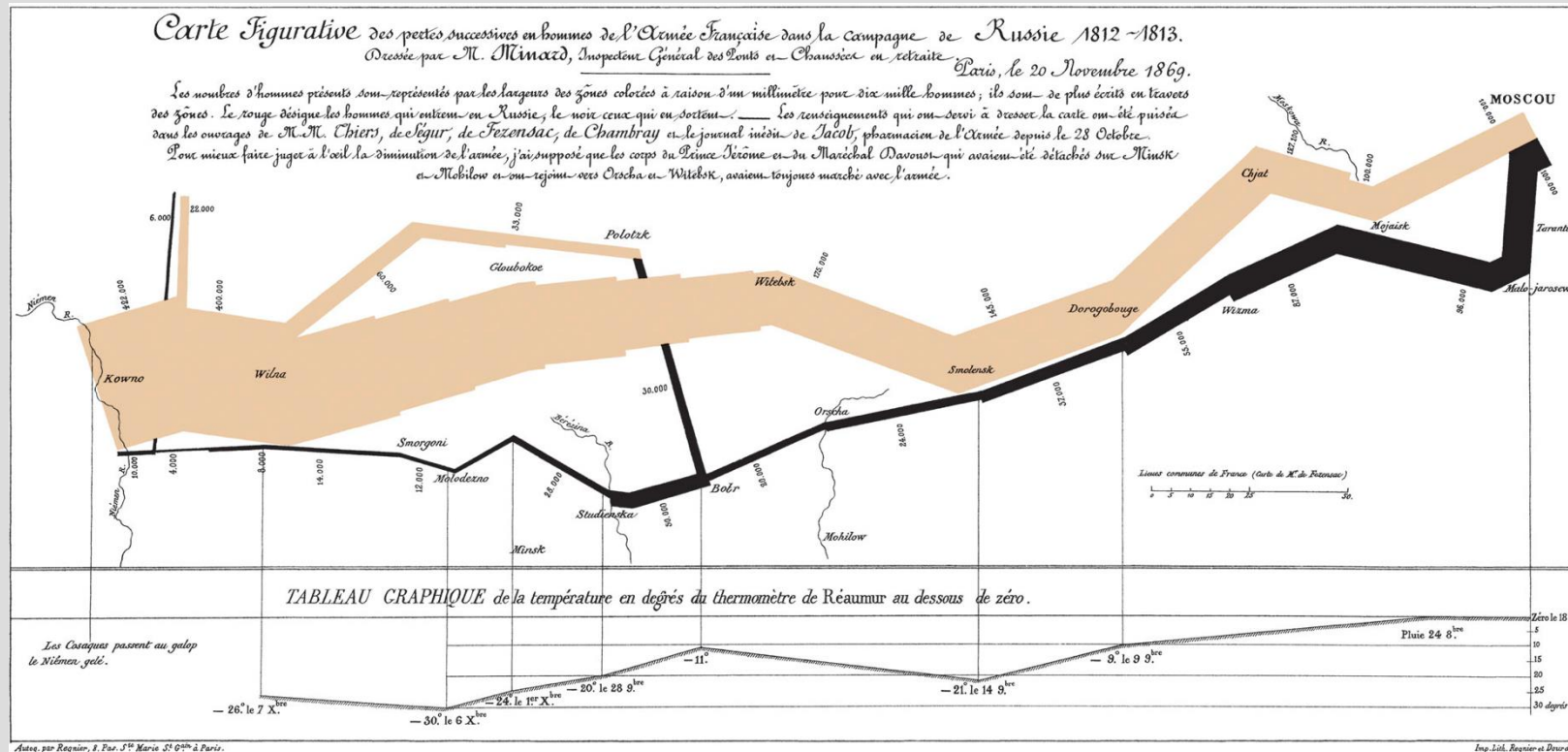
NOTE.— $N = 300$.

RULES OF THUMB

- One point per slide
- One element per slide

MAXIMIZE DATA TO INK

MAXIMIZE DATA TO INK



PRUNE WORD CHARTS

PRUNE WORD CHARTS

If you put too much text on the slide, your audience generally will read the slide rather than listen to you. I've stopped using slides like this in class because my students will ignore me and write down whatever is on the slide. Plus, slides like this one create a Broca-Wernicke bottleneck. (Remember, we talked about that earlier.) Additionally, you can overwhelm the audience with text. A big block of text can be intimidating. Moreover, some in the audience won't be able to finish reading the text before you need to move on to the next slide. Hi there. Are you doing well this evening? Want to know a secret? I eat puppies. I find they're best with ketchup. No, I don't really eat puppies; that would be cruel. Who could think such a thing? Really, though, don't use these.

PRUNE WORD CHARTS

- ≤ 8 words per line

SIGNAL TOPIC CHANGES

A TRANSITION SLIDE

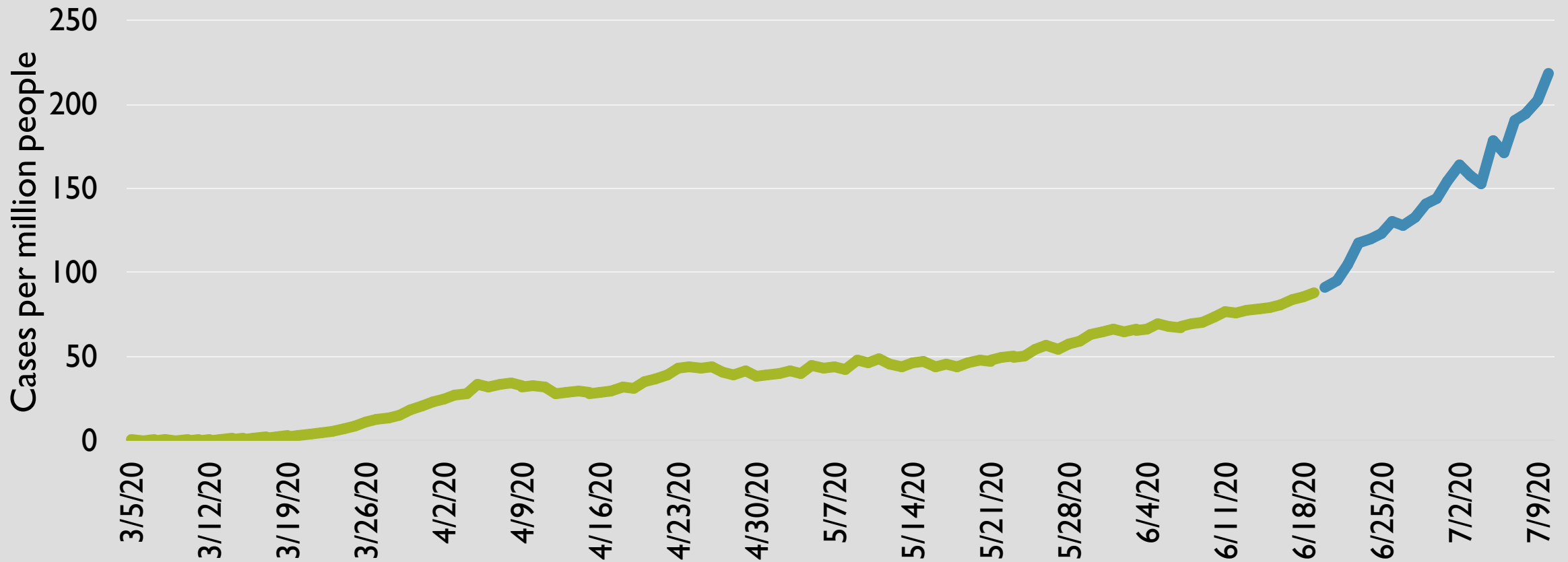
USE IMAGES NOT WORDS

USE IMAGES NOT WORDS

- The number of new COVID-19 cases in California has generally trended upward and has increased markedly over the last three weeks.

New Confirmed COVID-19 Daily Cases

seven-day average



Data: Johns Hopkins CSSE; Updated: 07/11/2020

USE SPELLCHECK

USE SPELLCHECK

- Misspelled words
 - Distract the audience
 - Reduce your credibility
 - May cause you to stumble

PRACTICE

BE PREPARED

SUMMING UP

EFFECTIVE PRESENTATIONS

EFFECTIVE PRESENTATIONS

Use one input

EFFECTIVE PRESENTATIONS

Use one input and
reduce cognitive
load

EFFECTIVE PRESENTATIONS

Use one input and reduce cognitive load to help audiences process information.

BEFORE I END

Objectives

- Use a single input stream.
- Simplify to ease intrinsic load.
- Reduce noise in extraneous load.

Strategies

- Let audience determine content.
- Tell a story.
- Keep the focus on you.

Tactics

- Avoid obnoxious themes.
- Use a legible font size.

Tactics (Cont'd)

- Skip slide transitions.
- Simplify your slides.
- Maximize data to ink ratio.
- Prune word charts.
- Signal topic changes.
- Use images not words.
- Use spellcheck.
- Practice.
- Be prepared.

RESOURCES

