

COMMUNICATE YOUR RESEARCH: REACHING DIVERSE AUDIENCES WITH IMPACT

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Quick poll

www.menti.com



To what extent do you agree with the following statements?



**WHY IS IT SO IMPORTANT TO BE ABLE TO
PRESENT YOUR RESEARCH?**

Who is the best presenter you know?

What is it that makes them so good?



padlet



Best presenters

What are the qualities that make your presenter so good?

Projection and eye contact
The speak to the whole audience

Confidence

They present so naturally, it comes easy

simplicity

Eloquence

He bring his taught to the audience in a comprehensive manner

The warmth and passion in presentation

Ability to communicate ideas in simple terms
The person in question is articulate, uses symbols that people are able to associate with and through that he is able to engage the audience.

Good communication skills
He is eloquent and speaks in an introspective manner to show that he has not necessarily crammed his presentation but that every word is well thought out.

She embodies her message

Best presentes
Keeping focus and good tempo - not too fast but not too slow
Respecting the audience
Using illustrations and examples, not just staying on conceptual and theoretical level
Speaking in a clear voice and using language that is not too specific

Clarity
He is clear with whatever topic he is presenting about.

Experience in the topic and in presenting

Clarity

Humor
The presenter blends humor with the whole process

Best presenter
Confidence, logical, and fluency

Calm & Articulate
She speaks in a calm and measured way, not rushed and with confidence in her knowledge

Coherence

Clarity of thought and logical presentation of ideas
Mark Zeidguest

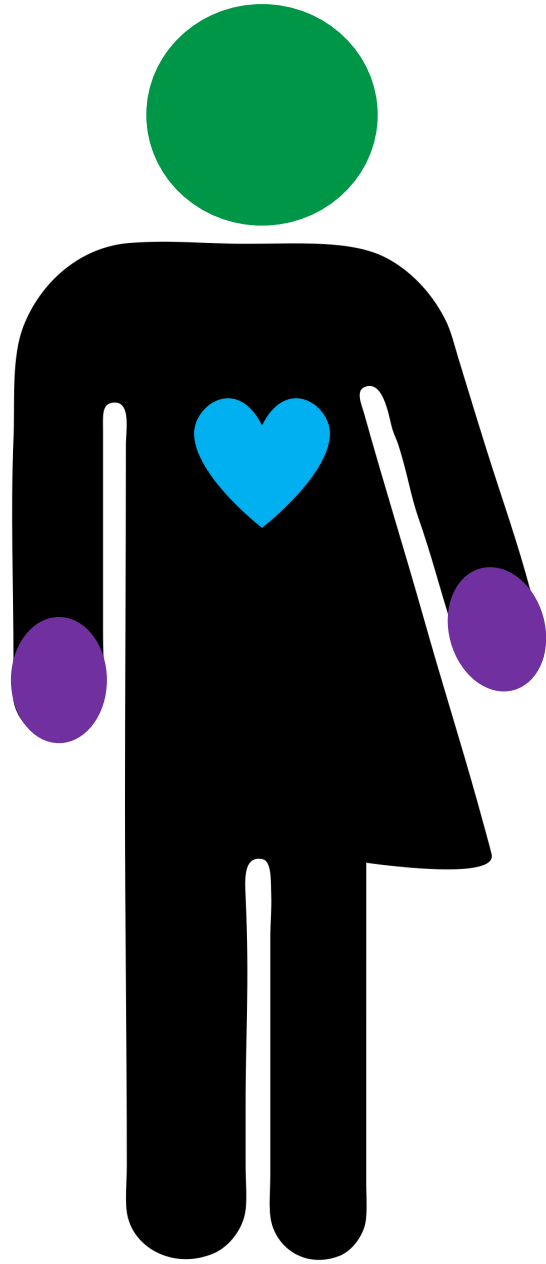
Subject matter knowledge

The knowledge of the topic

Eloquent
The person is very fluent and clearly explains everything



1. My research is about....
2. The problem I'm trying to solve is...
3. It is important that I solve this because...
4. One interesting thing I've discovered is...
5. I hope one day that my research will...



Head

Audience & purpose

Brainstorm & select

Structure

ANALYSE YOUR AUDIENCE



Audience

Technology

Manner

Vocabulary

Examples

Dress

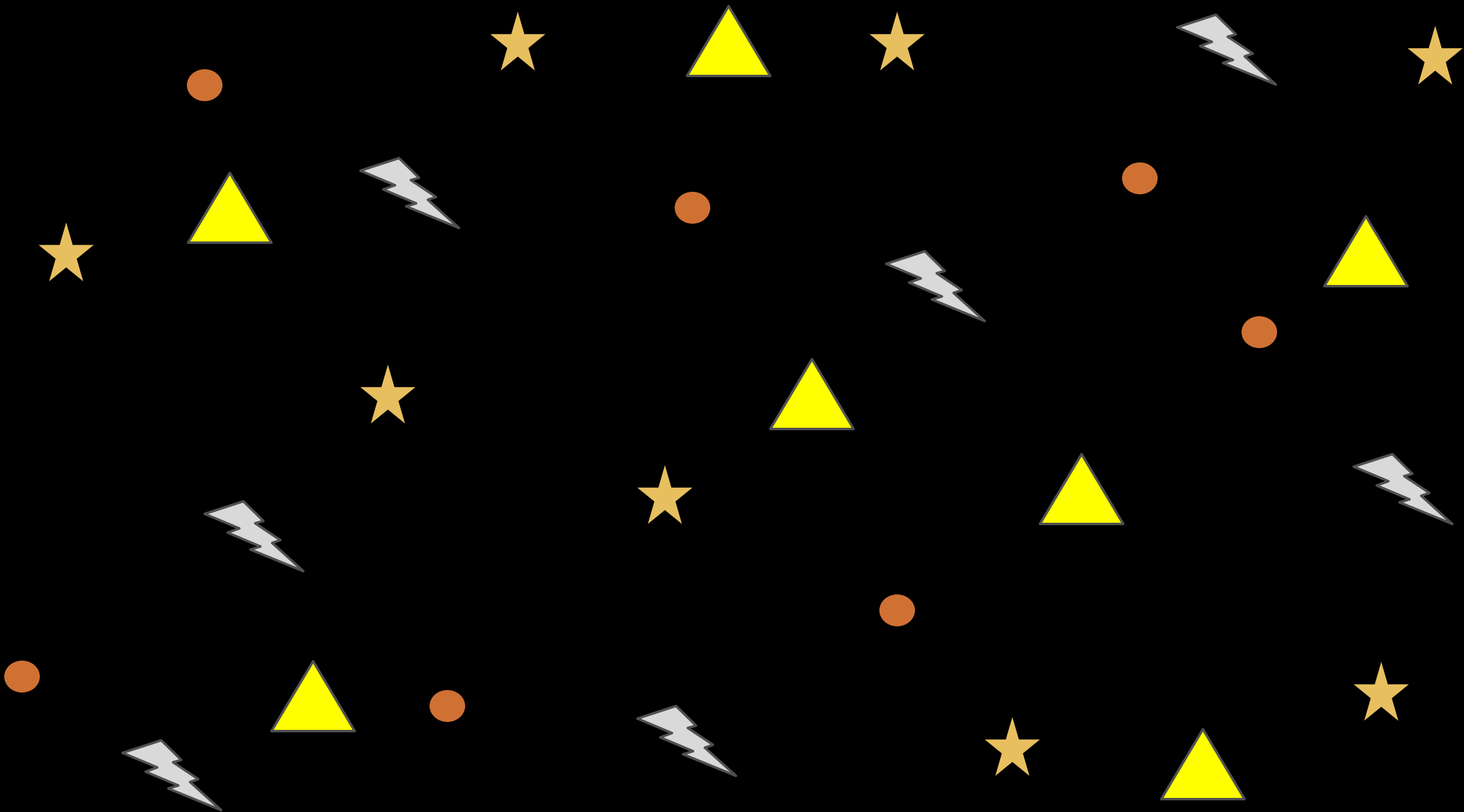
Tone

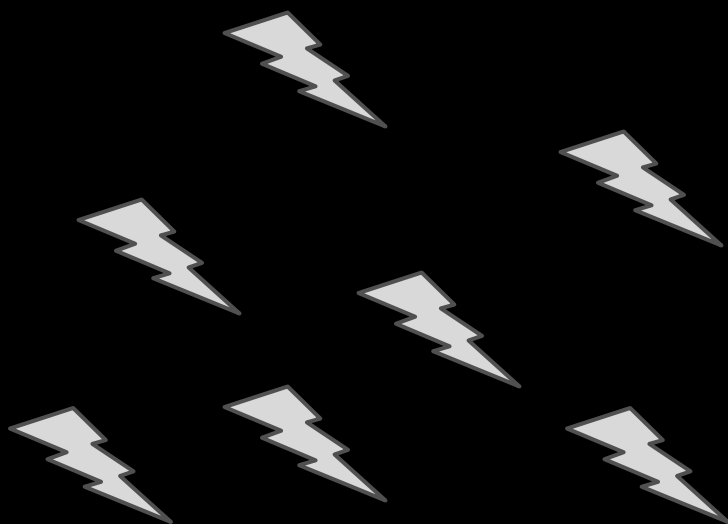
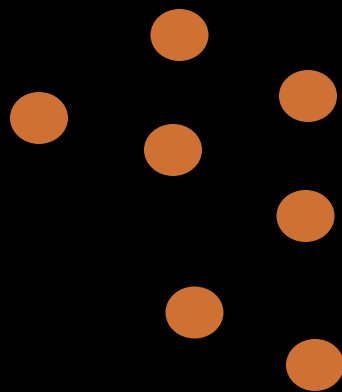
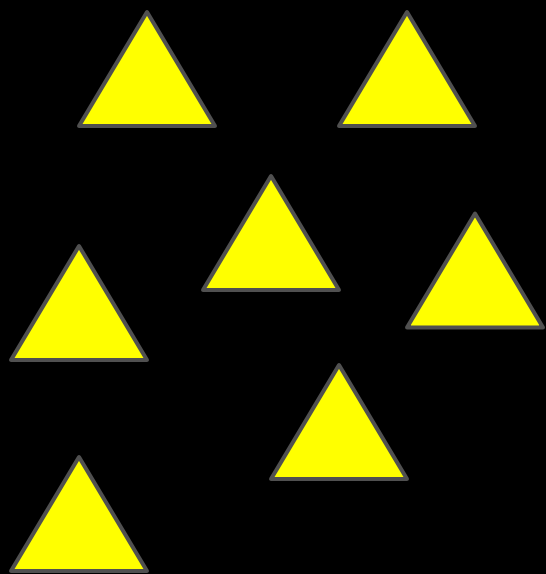
Body language

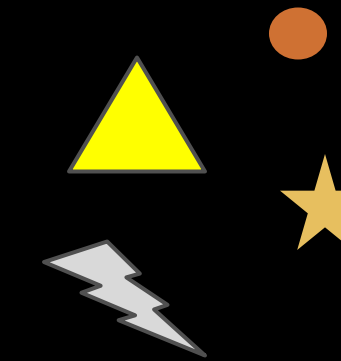
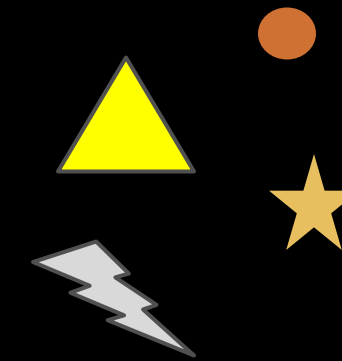
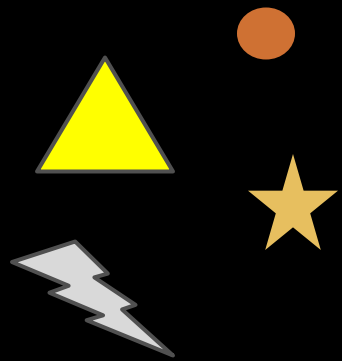
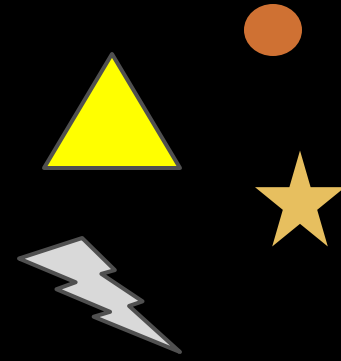
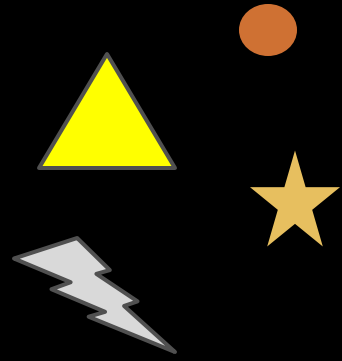
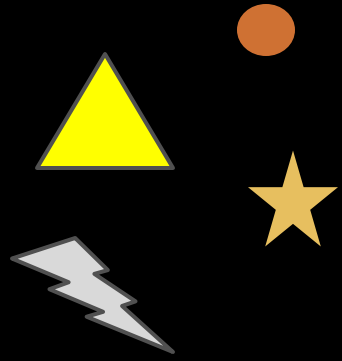
Content

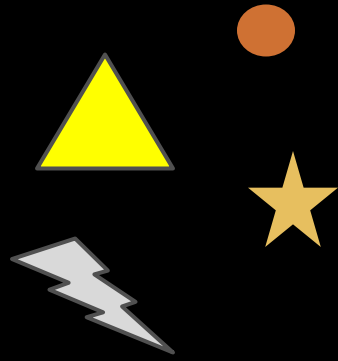
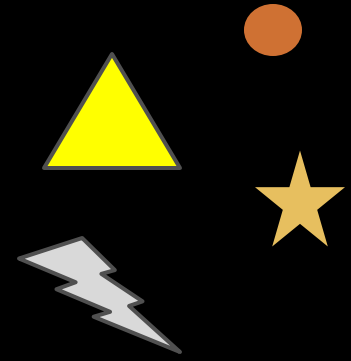
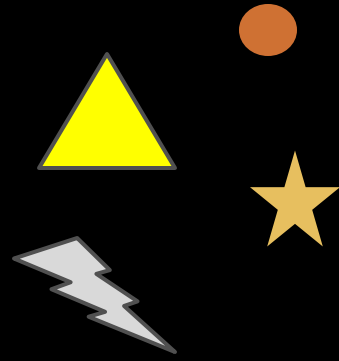
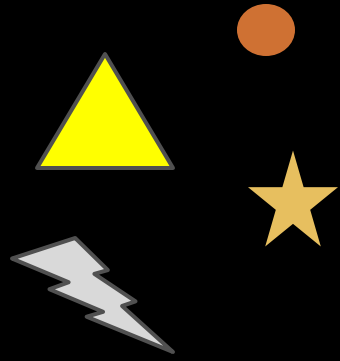
Visuals

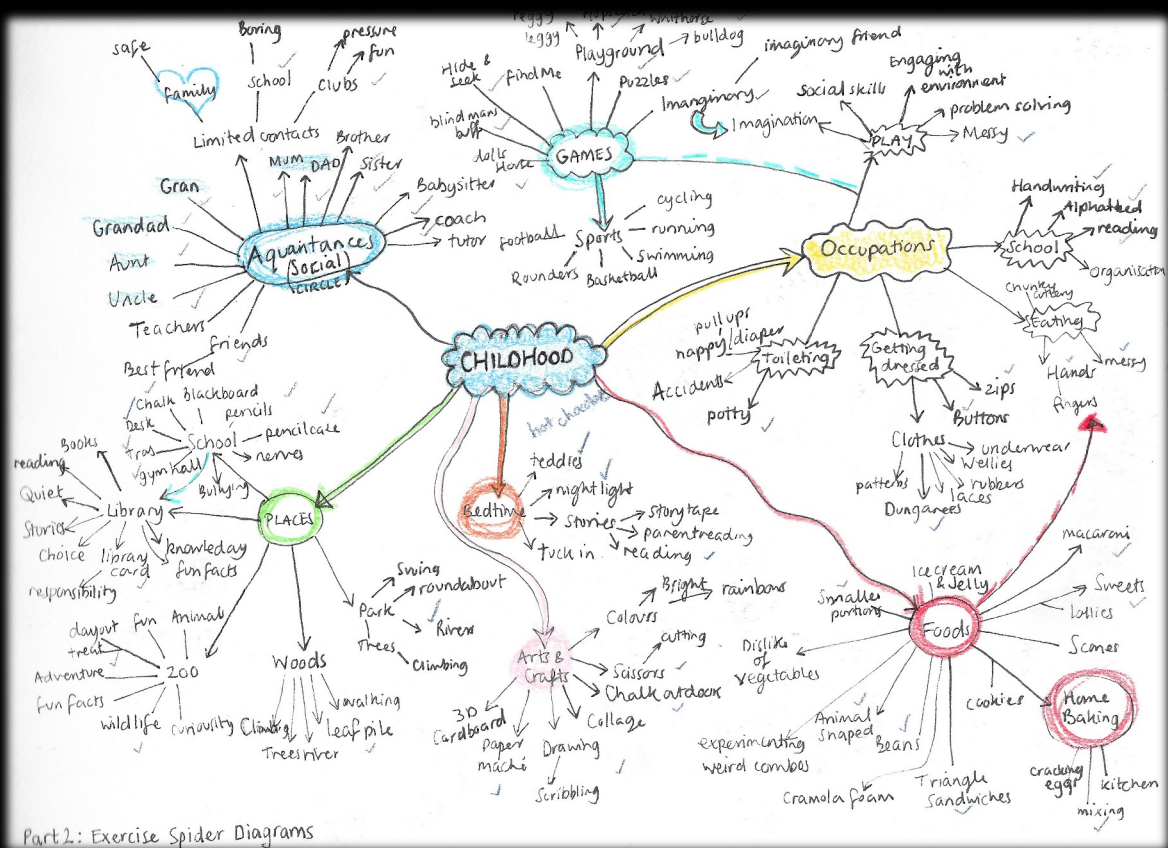
Depth



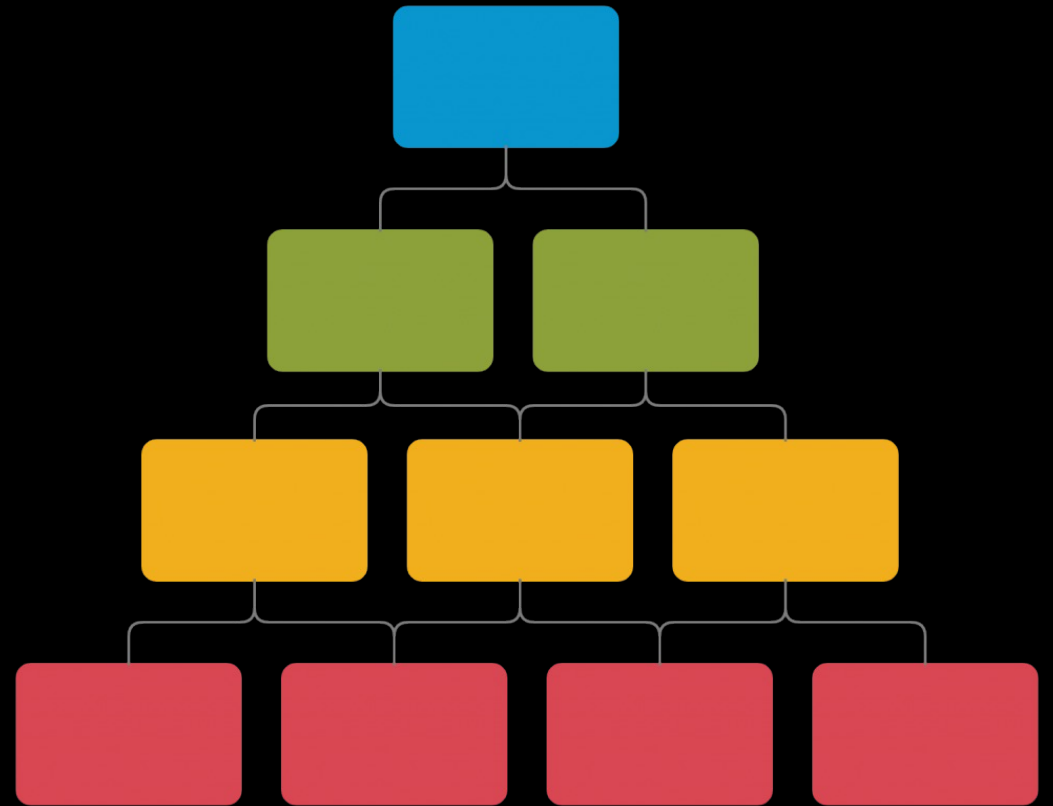








Part 2: Exercise Spider Diagrams



Introduction

Point 1

Point 2

Point 3

Conclusion

Transitions



```
graph TD; Intro[Introduction] --> P1((Point 1)); P1 --> P2((Point 2)); P2 --> P3((Point 3)); P3 --> Con[Conclusion];
```

The diagram illustrates a vertical flow of content. At the top is a yellow-bordered box labeled 'Introduction'. Below it are three orange-bordered ovals labeled 'Point 1', 'Point 2', and 'Point 3' from top to bottom. At the bottom is another yellow-bordered box labeled 'Conclusion'. Two curved grey arrows point from 'Point 1' to 'Point 2' and from 'Point 2' to 'Point 3'. The word 'Transitions' is written to the right of these arrows.

WORDS/PHRASES

The next reason factor to consider is...
In contrast, another way to approach it is...
Finally...

QUESTIONS

So what are some ways to recruit participants?
How can we carry out this experiment in a different way?

SENTENCES

The results were inconclusive. Therefore, we needed to...
This brought the planning stages to a conclusion. Next, we had to think about...

Introduction

Point 1

Point 2

Point 3

Conclusion

Transitions

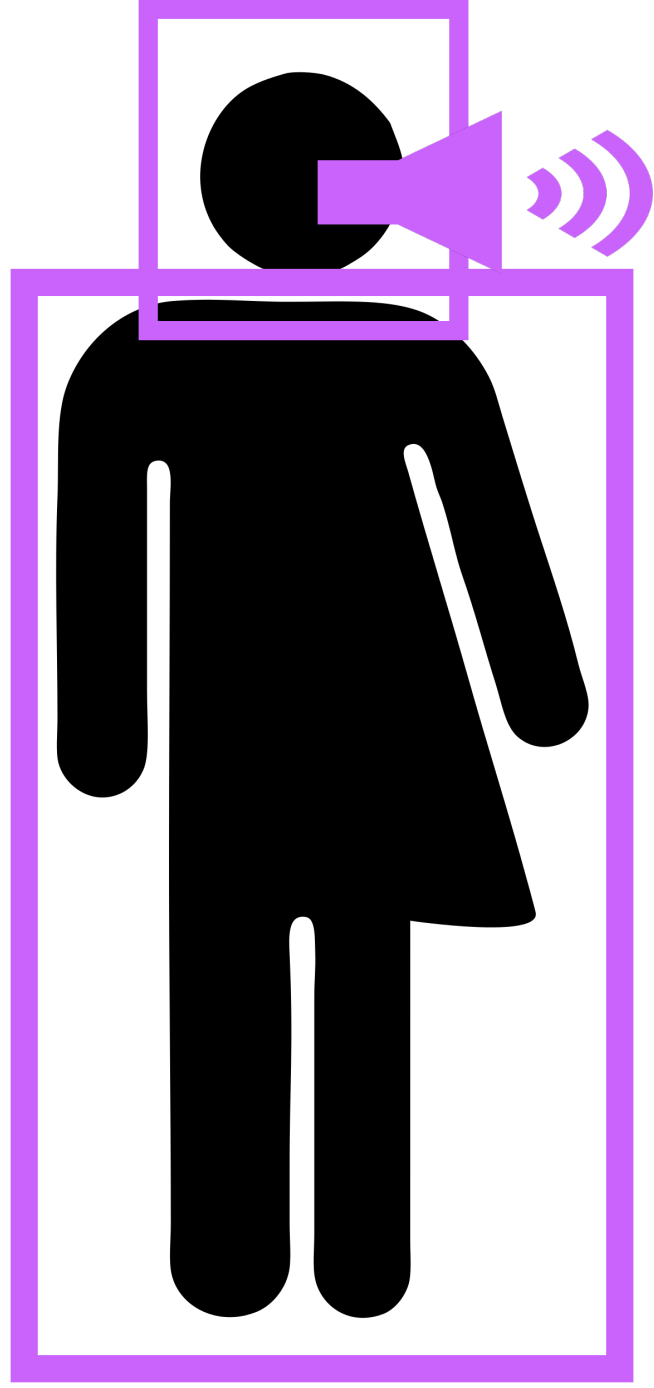
Clearly signaled

In conclusion...

To end off...

*We are now at the
end...*

Hands



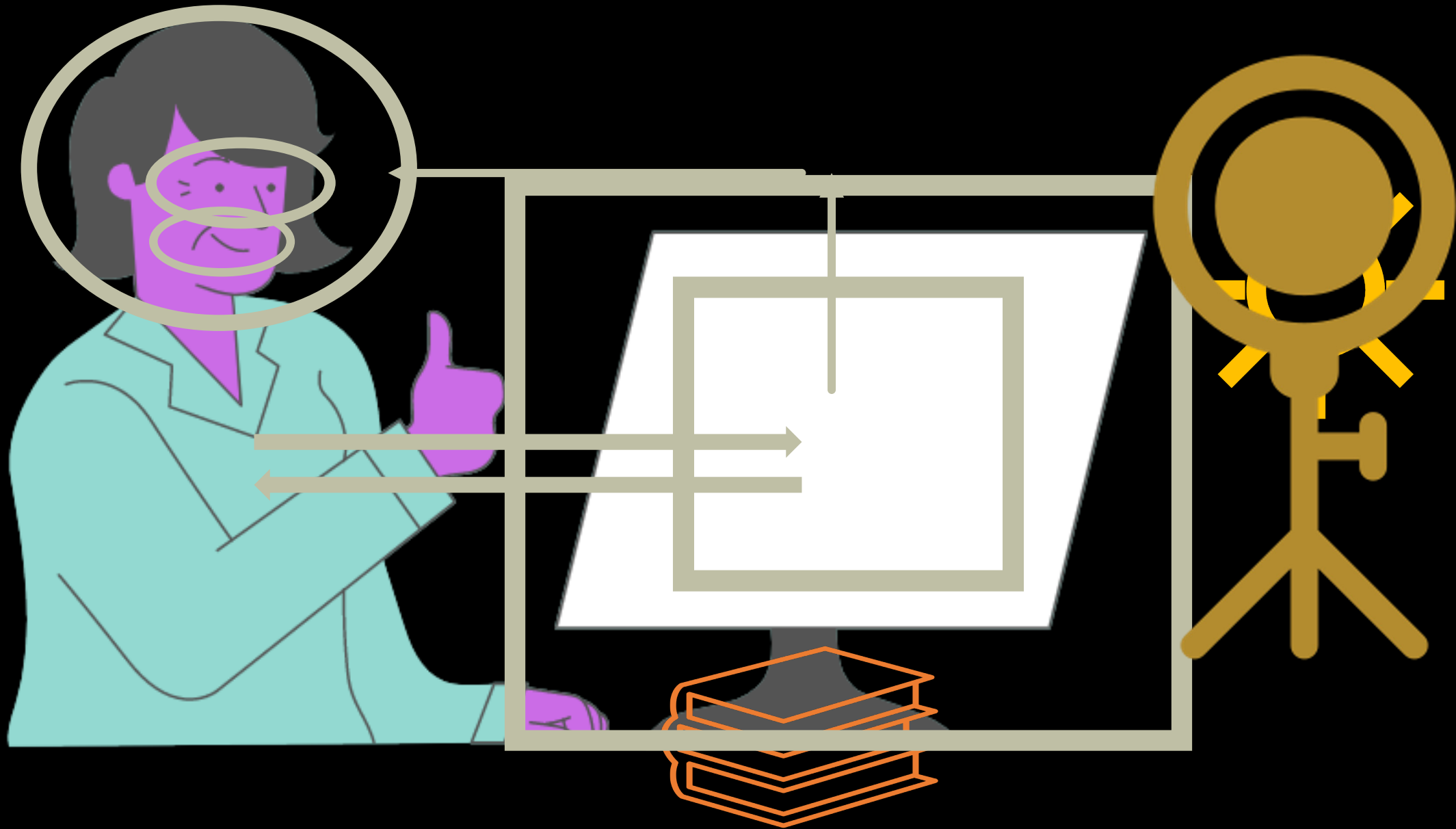
Heart

Audiences want you to
succeed

Time will pass

You're a bit player in
other people's movie





3-MINUTE PRESENTATIONS

Present your research to ONE of the following audiences:

1. A potential **funder** who is considering sponsoring your research for a year.
2. A popular media **journalist** interested in your project.
3. A group of third-year **students** choosing their undergraduate research projects.

Introduction

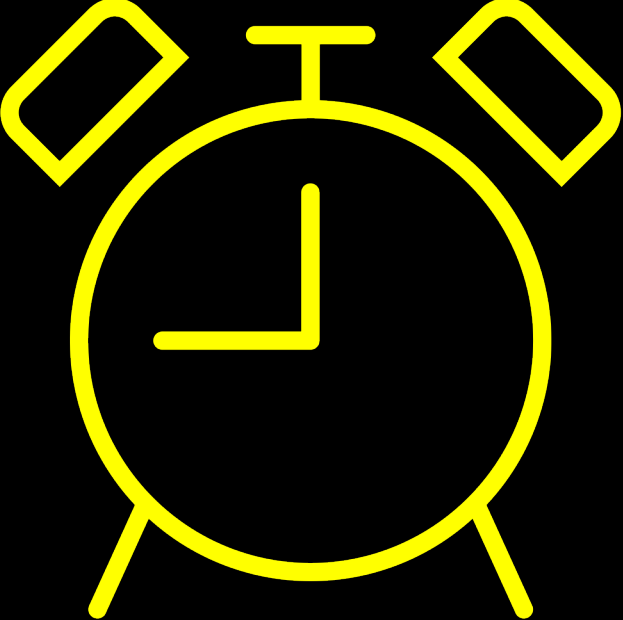
Point 1

Point 2

Point 3

Conclusion

Transitions



1. What worked well in the presentation?

2. How did the presenter target their audience?

Visual aids

What doesn't work?

COMMUNICATE YOUR RESEARCH

REACHING DIVERSE AUDIENCES WITH IMPACT

Communicate your research

Reaching diverse audiences with impact

COMMUNICATE YOUR RESEARCH

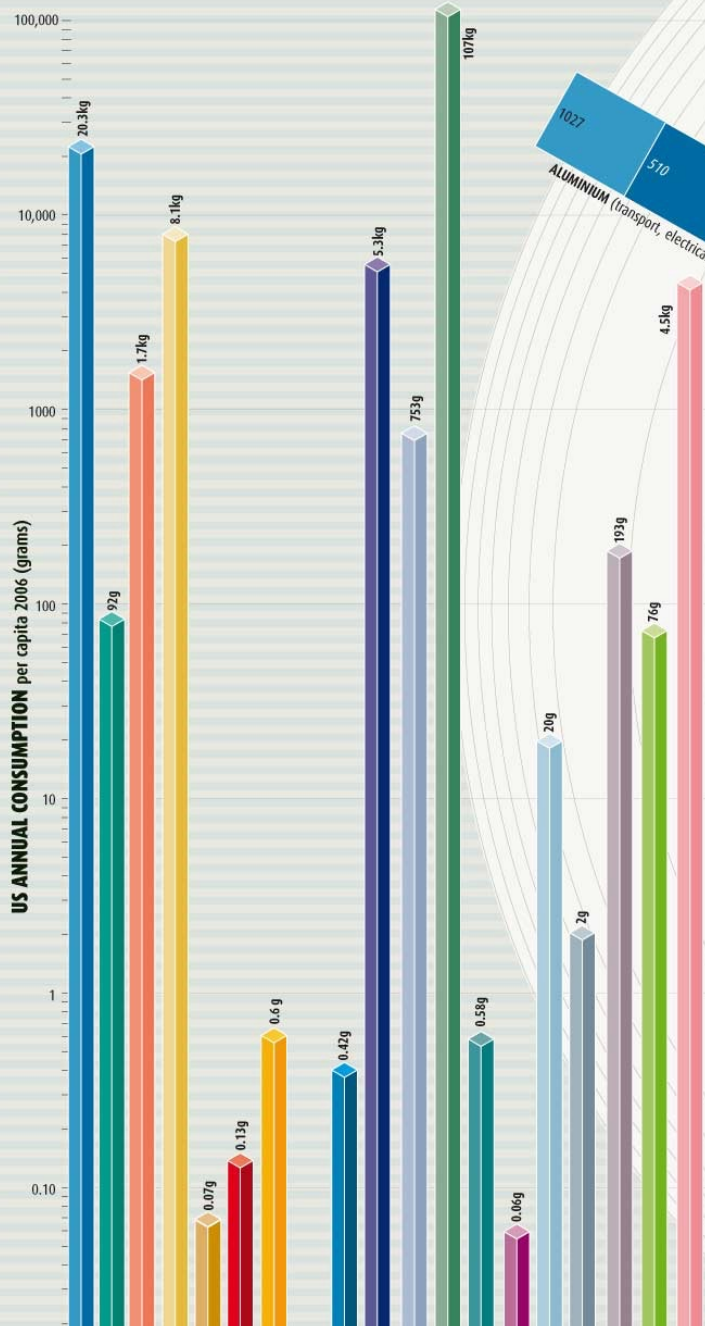
REACHING DIVERSE AUDIENCES WITH IMPACT

Communicate your research

REACHING DIVERSE AUDIENCES WITH IMPACT

- There are many ways to consider successful presentation skills.
- One of the ways is to see it as the extent to which people follow through on your content.
- In this situation, if people take positive action following your presentation, you can see that it was successful.
- Another way to understand success in a presentation is through how much people remember it.
- If you ask people a week later what your central message is and they are able to respond, then you have done well.
- You can also think of success as your own personal feelings after the presentation.
- Do you feel good? If so, you can assume your presentation is successful

HOW LONG WILL IT LAST?

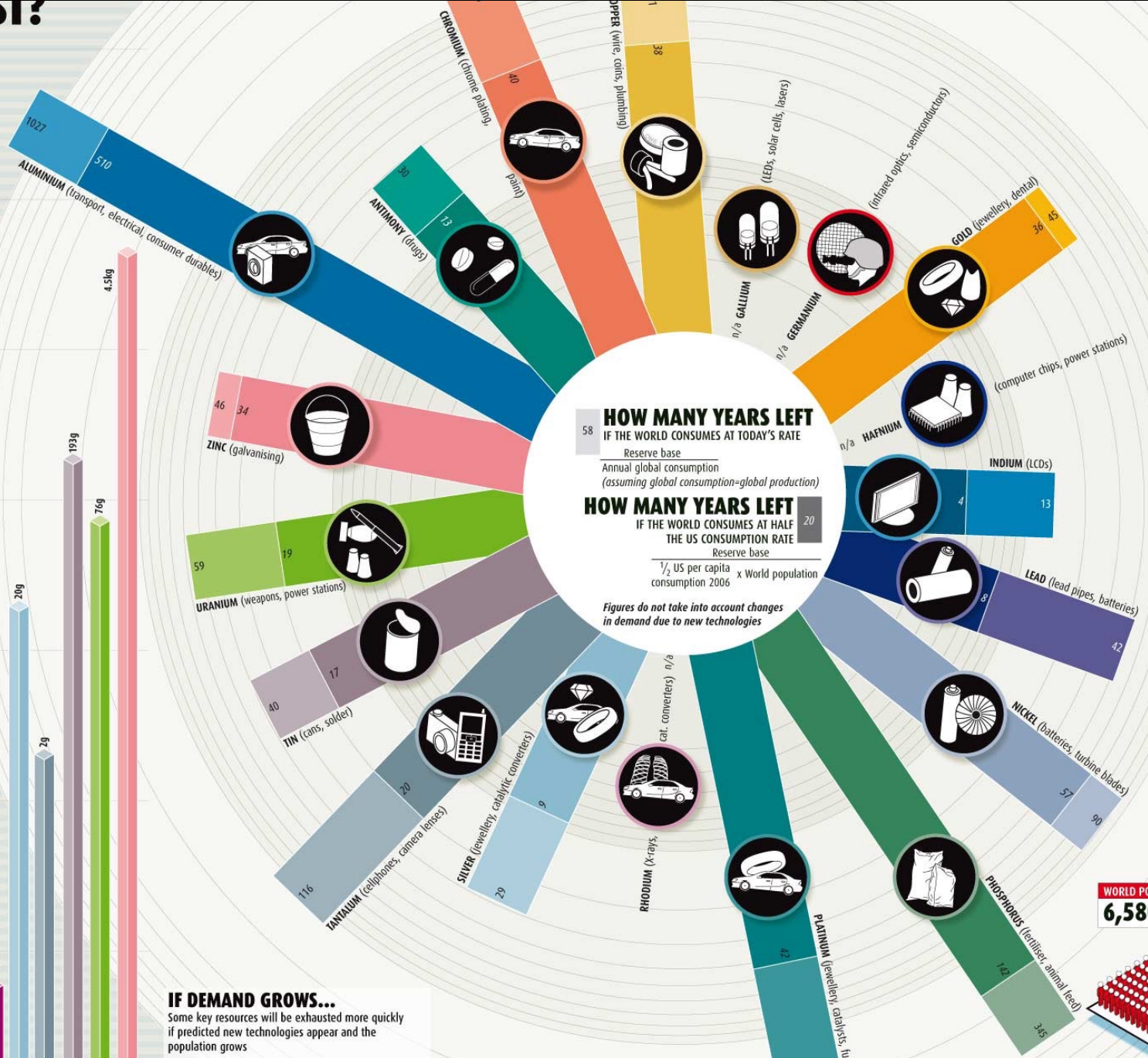


IF DEMAND GROWS...
Some key resources will be exhausted more quickly if predicted new technologies appear and the population grows

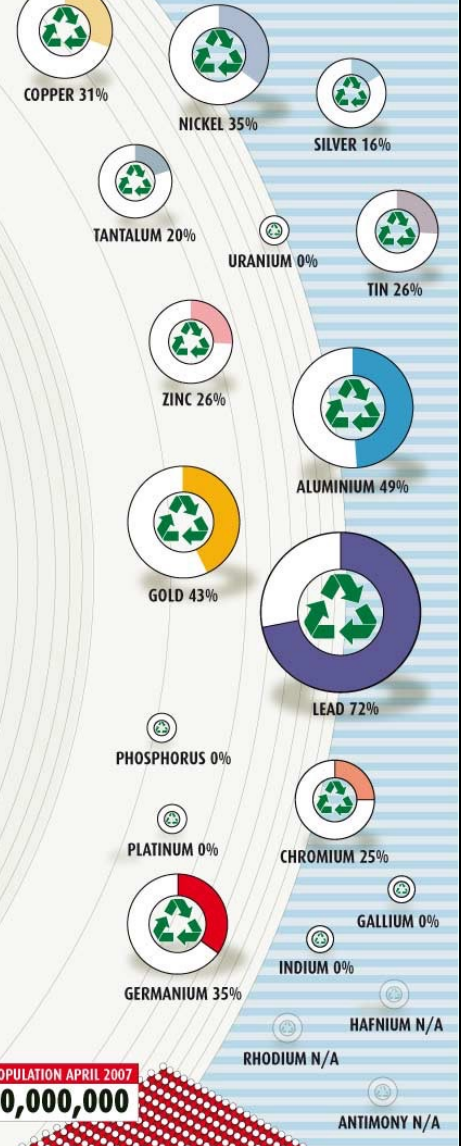
HOW MANY YEARS LEFT
IF THE WORLD CONSUMES AT TODAY'S RATE
Reserve base
Annual global consumption
(assuming global consumption=global production)

HOW MANY YEARS LEFT
IF THE WORLD CONSUMES AT HALF THE US CONSUMPTION RATE
Reserve base
 $\frac{1}{2}$ US per capita x World population consumption 2006

Figures do not take into account changes in demand due to new technologies



PROPORTION OF CONSUMPTION MET BY RECYCLED MATERIALS (%)



WORLD POPULATION APRIL 2007
6,580,000,000





What does work?





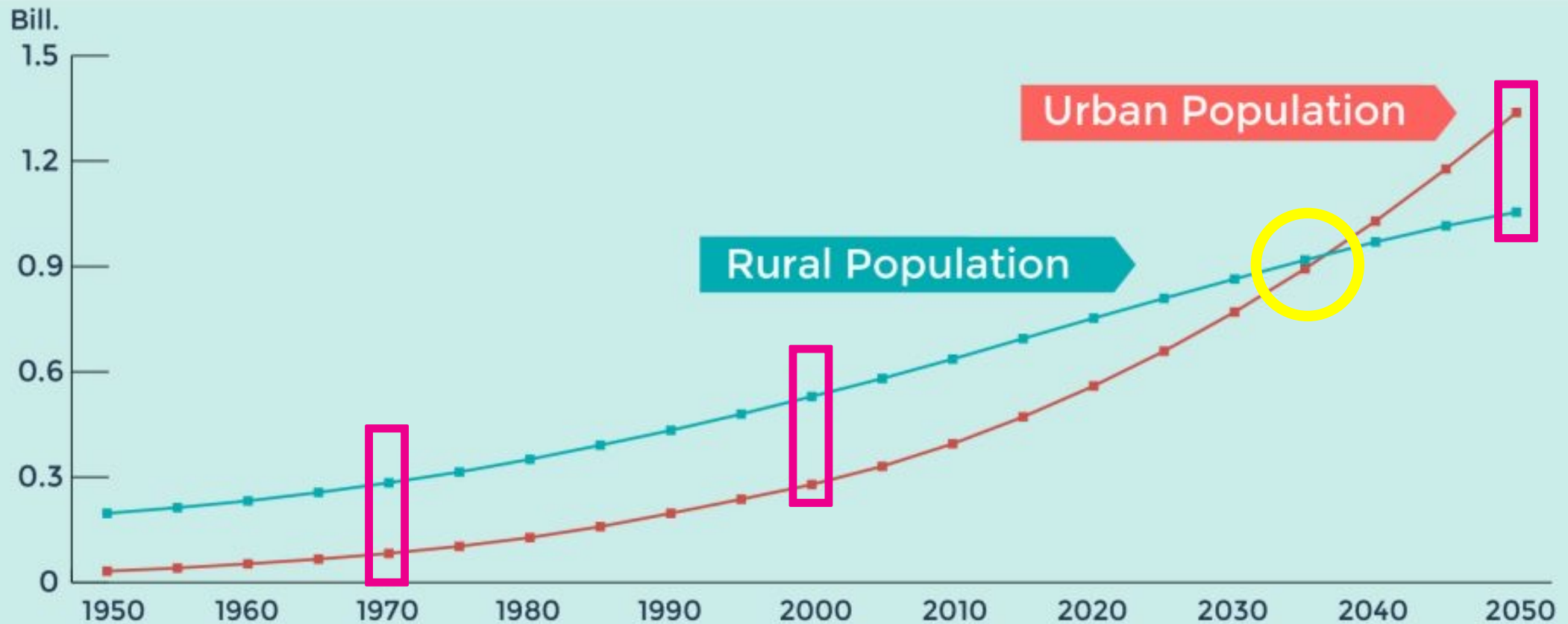


Pexels

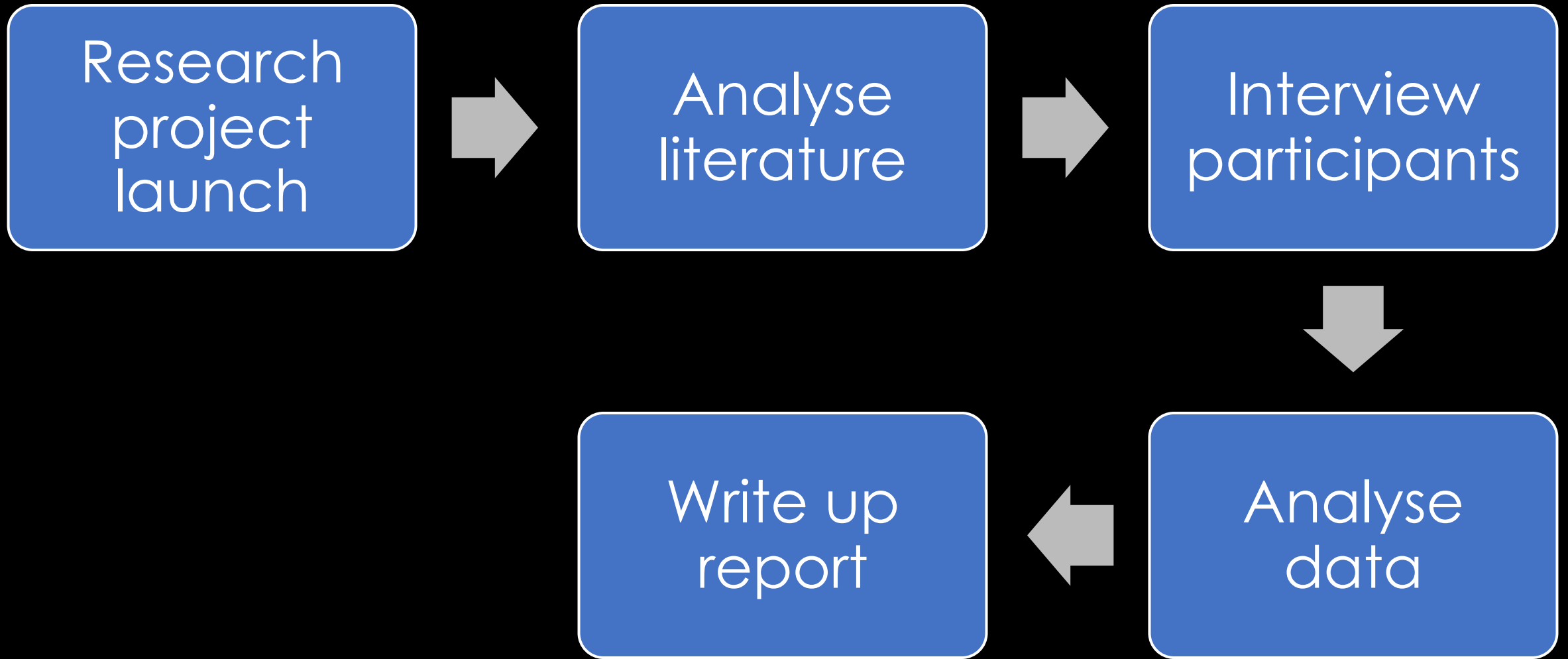
Unsplash

Pixabay

Africa's Urban and Rural Population



Source: United Nations, Department of Economic and Social Affairs, Population Division (2014). World Urbanization Prospects: The 2014 Revision, custom data acquired via website.



1

2

3

4

5

6

Session review

Great
presenters

Head, heart
and hands

3 minute
presentations

Visual aids

What is one new idea about presentations that you will take away from this session?

