

How to Present Your Research

Undergraduate Research Hub

OUTLINE

Formatting and Design Tips

Organizing Your Presentation

A Few Final Tips

Q&A

FORMATTING AND DESIGN TIPS

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- **Slides ≠ Presentation**
 - Slides guide your presentation.
- **Keep it simple.**
 - Concise bullet points
 - Minimal text
 - Images (1-2 graphics per slide)
 - Simple backgrounds
- Control visibility with simple "animations."
- Be consistent.



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- Be consistent.
- Font
 - Easy to read
 - Size 18+
 - Contrasting colors
- Don't be afraid to go big!
 - Legible charts, including legends
 - Bigger font size
 - Split information across slides.



Some examples of poor design...

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 - Use "Animations" to control visibility
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 - Size 18+
 - Colors contrast well
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The problem is that the font size is a bit small.

FORMATTING AND DESIGN TIPS

When presenting, remember that slides are not the presentation. Slides guide the presentation. You are giving the presentation, not reading it. Keep the presentation simple. One way to do this is to use bullet points to highlight key information that you will talk about, such as terminology, demographics, data, findings, etc. You want to use minimal text. Again, you are not trying to read the presentation to the audience. You want the audience to pay attention to you. If they have to read a bunch of text, they will focus on the presentation and ignore everything you're saying. Additionally, if you try to write a lot of information, you may reduce the font size which can make it difficult for people to read. They will again try to focus on trying to read the small font, rather than focusing on you.

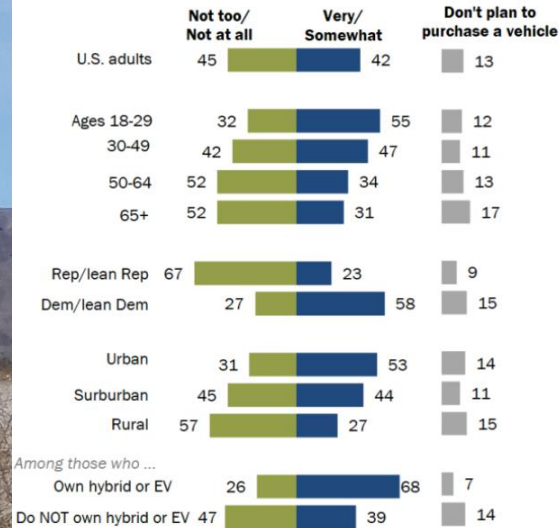
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The problem is that there is too much text, the text is small, and yellow text is hard to read.

FORMATTING AND DESIGN TIPS

Younger adults more likely than older adults to consider buying an electric vehicle

% of U.S. adults who say they are ___ likely to seriously consider purchasing an electric vehicle the next time they purchase a vehicle



Note: Respondents who did not give an answer are not shown.

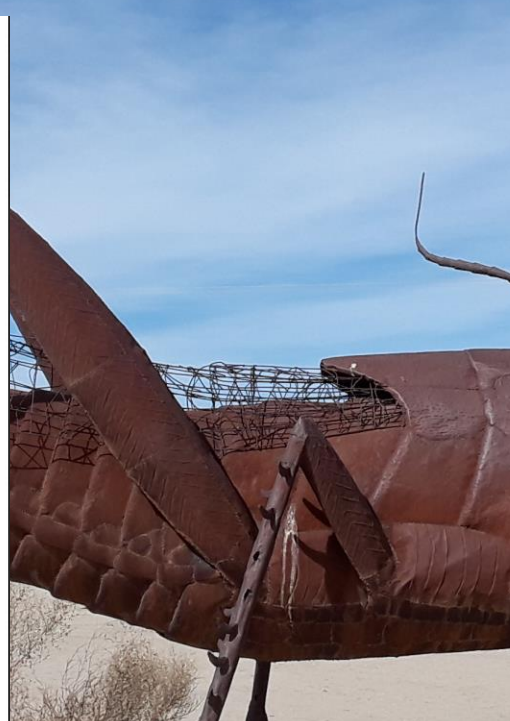


Table 1: Demographic Characteristics of Participants (N = 24)

Characteristic	N	%	Median
Gender			
Female	15	62.5	
Male	9	37.5	
Race/Ethnicity			
Non-Hispanic White	23	95.8	
Hispanic-White	1	4.2	
Age			61.0
Education ¹			
GED/High School Diploma	9	37.5	
2-Year Degree	1	4.2	
4-Year Degree	8	33.3	
Master's Degree	6	25.0	
Employment			
Business	4	16.7	
Construction	1	4.2	
Education	3	12.5	
Healthcare	3	12.5	
Homemaker	2	8.3	
Retired	10	41.7	
Unemployed	1	4.2	
Religion			
Christian	17	70.8	
Spiritual	1	4.2	
Jewish	1	4.2	
Non-Religious	5	20.8	
Geographical Location			
Midwest	11	45.8	
South	3	12.5	
West	10	41.7	
Voluntarily Childless Children			
1	21	87.5	
2	2	8.3	
3	1	4.2	
Grandchildren Present			
Yes	11	45.8	
No	13	54.2	

¹Highest degree completed.

The problem is that the charts have too much information to be together. The charts could be separated, increased, and/or portioned out to help the audience focus and understand.

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This is better. The chart is larger and focused.

GENERAL PRESENTATION TIPS

- Don't just read the slides.
- Explain each slide – especially graphs, tables, data, etc.
- ~1 minute per slide
- Slow down
- Be confident in sharing the work you have done.
- Stand to the side of your presentation.
- Use a clicker



ORGANIZING YOUR PRESENTATION

INTRODUCTION

Introduce yourself

- Name, mentor, SRP program, title of project
- Sponsoring/applicable departments, grants, class, etc.

Introduce your work ("Introduction/Background")

- Establish the academic context: explain the significance of your research to your field and/or the larger world.
 - Topic
 - Previous literature
 - Research question/goal
 - Why is this important?

BODY (6-8 MINUTES)

Key Content

- Theoretical Framework
- Methods
- Thesis/Hypotheses
- Results

Note: Determine the best way to organize your presentation.

- Think of the presentation as telling the story of your research:
 - What **key concepts** do you need to convey?
 - What is the most important thing for people to know?
- Transition between ideas in a way that shows your logic.

CONCLUSION (1-2 MINUTES)

Conclusion

- Reiterate and summarize your thesis and key points.
- Explain the significance of your research.
 - Potential applications
 - Consequences
 - Implications
- Identify future directions
 - Next steps
 - Future questions

• Other Slides

- References
- Acknowledgements
 - Mentors/PI
 - Program
 - Funding
 - Etc.
- **Thank the audience.**

A FEW FINAL TIPS

WHAT IF I DON'T KNOW HOW TO ANSWER A QUESTION?

- Honesty is the best policy!
 - “Thank you for that question... I will pursue the answer in future research.”
- It's OK to use this space to think out loud.
- Open the floor to input from colleagues.
- If you already knew all the answers, why would you be doing research?
- Remember: the audience wants you to succeed!

Questions?