

# Best Practices for Creating & Delivering an Oral Presentation

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Professor Turner

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5:30 – 6:30 pm

# *Questions to Consider*

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**S**

**STRENGTHS**

What are your presentation skills?  
What sets you apart?  
What are your good qualities?

**W**

**WEAKNESSES**

Where do you need to improve?  
What resources do you need?  
How can your peers/colleagues/mentors help you to prepare?

**O**

**OPPORTUNITIES**

What are your presentation goals/objectives?  
What are your learning goals?

**T**

**THREATS**

What is blocking you, psychologically/experientially?  
What are factors outside of your control?

# Connection to Broad Discipline

- *Comprehensively places problem/question in appropriate scholarly context (scholarly literature, theory, model, previous research, or genre); or (for creative works) the work or performance clearly adds significantly to the genre chosen/discipline*
- Include statistics (if applicable) and each slide should present different/new information.
- Subheadings are good for better organization.

# Scientific Content & Merit

- Effectively defines background for constructs and highlights the importance of research.
  - Identify keywords.
- States clear objectives, operational definitions, theory, and hypotheses.
  - *A hypothesis or position is fully articulated and defended in the context of the issue presented; or (for creative works) a central purpose, focus, or essence of the work or performance is highly evident.*

# Scientific Content & Merit: Method

- *The method/technique is appropriate for the question or purpose; data/sources/evidence are expertly presented; all elements of method/technique are fully developed and articulated*
  - Provide information on the participants, materials/measures, and procedure
  - Also, include the type of research design and method



# Example (Rosenberg & Kosslyn, 2014)

Research method	Important feature(s)	Drawback(s)
<b>Experimental design</b>	Use of independent and dependent variables and random assignment allows researchers to infer cause and effect	Most etiological factors that contribute to psychopathology cannot be studied with experiments (but experiments are often used to study the effects of treatment).
<b>Quasi-experiments</b>	Used when it is possible to identify independent and dependent variables, but random assignment of participants to groups is not possible; researchers can still infer cause and effect	Because random assignment isn't possible, possible confounds are difficult to eliminate.
<b>Correlational research</b>	Used when it is not possible to manipulate independent variables such as etiological factors; researchers can examine relationships between variables	Results indicate only <i>related</i> factors, not <i>causal</i> factors.
<b>Case studies</b>	Often descriptive, but can use various research methods applied to a single participant	Caution must be exercised in generalizing from the sole participant to others; there are many possible confounding factors.
<b>Single-participant experiments</b>	An experiment with one participant (and so random assignment isn't possible); cause and effect can be inferred	Caution must be exercised in generalizing from the sole participant to others; there are many possible confounding factors.
<b>Meta-analysis</b>	A statistical analysis that combines the results of a number of studies that examine the same general question to determine the overall effect	It is difficult to estimate the number of studies that failed to find an effect and thus were not published and not included in the analysis; the studies analyzed are often not of equal quality but their results are nevertheless weighted equally in the analysis.

# Scientific Content & Merit:

- **Results**

- Discuss main analyses, correlations, and/or exploratory analyses (quantitative or qualitative specifications)
- Include charts, tables, visual representation of data
- *Evidence supports a mature, complex, and/or nuanced analysis of the problem; interpretation is explicitly linked to theoretical framework or scholarly model*



# Scientific Content & Merit:

- **Discussion**
  - Provide a brief summary of study and you may mention your hypotheses
  - Discuss limitations
  - Ideas for future research and specific recommendations, given the results (context-specific)

*How to Effectively  
Articulate Your  
Thoughts?*

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# Double Check: Visualization & Organization

- *Presentation is strongly ordered (sequentially) and easy to follow; visual elements (if any) are clearly arranged and synchronized with presentation*
- Presentations MUST be in APA format (include narrative or parenthetical citations when appropriate)
- Graphs/figures are clear and understandable.
- Content is well-organized
- Audio/Visual components support the main points of the talk, if applicable

# Dress and Speak Professionally

- *Presentation or performance is of superior quality; delivery is free of technical errors*
- *Professional language is utilized.*
- Speaks clearly and at an understandable pace.
  - Stay calm.
- Limited use of filler words (“umm,” “like,” etc.).
- Speaker is within time limits.
- Speakers can answer questions professionally.



*Questions?*

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