SWAN 2011 Student Workshop
Oral and Poster Presentation Tips, Tricks, and Tactics

What you should be doing if you will not be presenting for a little while.

- Attend as many oral and poster presentations as you can. Take notes on what presenters do well and what the presenters do poorly. The more experience you have watching presentations, the better prepared you will be for giving yours when the time comes.
- Talk with your advisor and other students. They will have lots of useful information for you on each one of the sections presented in this handout.

Selecting the type of presentation to present – Poster vs. Oral Presentation

Many meetings, including SWAN, have both poster and oral presentations. It is important that you consider what you are wanting to get out of your talk before you decide which type of presentation is appropriate and which one you will give at the meeting.

- Poster presentations are good for preliminary research and other research that is not easily presented in a slide show. The best thing about poster presentations is that you get to have many informal conversations about your research with scientists of varied interests. This gives you a great platform to discuss ideas and preliminary results with others to help in the future.
- Oral Presentations are good to present the finished product of your research. They also do a wonderful job in forcing you to focus your ideas into a short time span. This puts your research in order and will help you in preparing to publish your research.
- Do not do a poster presentation if the only reason for doing it is because you are too nervous to give an oral presentation. This is doing an injustice to yourself. Your research is important to you and you will know more about it than anyone else. Challenge yourself and select an oral presentation if it is the most appropriate.

Before your presentation:

- Look at and follow conference guidelines closely. If they do not have information available, ask someone. Regardless of the type of presentation, there will be specific information that is vital in preparing the talk.
- The presentation begins with the title and abstract that you submit to the meeting, conference, or wherever your presentation will be. These are what get people to come to your talk. You may give the best presentation at the meeting, but without a good title and abstract, there may not be many people to hear it.
- Spend time on the title because a focused title suggests a well thought-out project. It needs to be informative and to the point.
- The abstract needs to have a brief background, results (with numbers) and a conclusion about your research. This will bring people to your talk. If your research is preliminary, make sure that is in the abstract. Preliminary research is great and you will get to share your ideas, but the audience needs to know that is what is being presented.

Know your audience:

- Understand who you will be talking to and the type of presentation normally given. They have come to see your presentation, make sure they enjoy it.
- For all presentation types, the audience will have four broad questions when they get there. Make sure you have answered all of them in the beginning of your presentation.
  1. What is the research really about?
  2. Why is this research important?
  3. Will I understand the research and what they are saying?
  4. How will the presentation be arranged?

Oral Presentation

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1. **Quality of Research**
   a. This is the most important aspect of the presentation
   b. If the research and the experimental design are poor, then the presentation will be poor.
   c. In as few as five minutes, you can convey scientific information and give years worth of work some meaning. This also means that in as little as five minutes, you can cause a great deal of confusion by giving a bad presentation.

2. **Before the Presentation**
   a. The presentation should be an outline and should not have every word that you plan to say.
   b. In preparing your slides, remember that any more than 4 points per slide will cause your audience to not pay attention
   c. Practice your talk enough so that you have flow, but not so much that you have the entire talk memorized. Memorizing your talk will bore you and your audience, as it will be monotonous.
   d. Use positive thinking, picture yourself doing well and channel your nerves.
   e. Watch presentations before yours if at all possible. This may prepare you for types of questions that are asked.

3. **Use of Visuals in Presentation**
   a. Everyone in the audience must be able to read them. If they cannot, do not use the visual.
   b. They should supplement your talk and you should be able to explain the visual clearly. Make sure that each slide/transparency is not cluttered with too many points and ideas. Graphs, tables, and charts should be clearly labeled and easy to interpret.

4. **During the Presentation**
   a. Do not go over the time limit.
   b. Speak clearly and concisely. Avoid jargon when talking and define all words that may be confusing. Transitions are very important.
   c. Be coherent -do not ramble, play with the pointer, or move around in circles.
   d. Dress appropriately and professionally.
   e. Make eye contact. Do not read your slides, notes, or anything else.
   f. Be visually and orally interesting. This includes conveying your interest and enthusiasm. Be confident that you know what you are talking about.

5. **Questions**
   a. Answer questions in a calm, non-condescending manner; do not argue with or interrupt the questioner. Be polite and graceful.
   b. Prepare back up slides. These will come in handy if a question comes up about a topic that needs further explanation.

6. **After the Presentation**
   a. Be available for questions and ask for feedback when there is a break. Use your presentation as a learning experience and try to improve it for the next time that you give it.

Poster Presentation

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TIPS FOR EFFECTIVE POSTER PRESENTATIONS

The primary advantage of a poster presentation is that it gives you the opportunity to discuss your research with others. Therefore, the poster should contain the supporting graphics and data that allow a conversation. Poster judges frequently do not have time to read your poster before the poster session. Because of the time constraint, presenters should be ready to provide a concise overview of the study. Your short summary should open the door for questions.   Having a copy of the abstract or poster to hand to interested individuals is also a good way to promote your work and future collaboration.

What to strive for in your poster presentation

- Follow the guidelines for the conference
- Concise, informative title
- Objective(s) should be easy to find
- Use quality graphics that are well labeled
- Limit the use of text
- Readable font (size 24 point or higher) on clear background
- Logical organization, balanced content
- Main points presented
- Write for your audience
- Be ready to answer questions

What to avoid in your poster presentation

- Unnecessary text
- Distracting background designs
- Too much information without a clear focus

A good poster presentation will have a clear objective, the methods of the study will be appropriate for addressing the stated hypotheses, the conclusions will be clear and be significant, the figures will add to the understanding of the study, the material will be readable and organized, and the presenter will communicate well and have a complete understanding of the research.

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How to Create an Effective PowerPoint Presentation
D. S. Marsh and R. W. Wilke

Consider the following as you plan and create your PowerPoint presentation.

Content is the most important part of your presentation.   The method used for most oral research presentations include lecture with the use of handouts, transparencies, 35 mm slides, or presentation software such as Microsoft Power Point, or Astound. Power Point since is the most popular means of conveyance. Whatever the case, the presentation and the presenter should be judged on their content, and not the flashiness of their software.

The quality of the research. The topic should be thoroughly researched, with a number of different sources. Using visual images? Make sure they are appropriate to the point(s) you wish to make, and be certain that you know the specifics on each image (who? what? when? where? how?).

Organization and transition. There should be a logical flow from beginning to end, like in written work. Avoid jumping from one point to another, and be careful about adding information that is not directly related to the main theme. Consider drawing up an outline before you begin assembling the actual slides.

Effective Use of Power Point. The following points contain information that can help strengthen the visual part of your presentation.

- **The "joy of six" is a helpful rule of thumb.** Use a maximum of six points per slide and six words per point. You can fill in the rest of the information verbally.

- **Use text sparingly.** Depending on the color and font size you select, text may be difficult to read. In addition, if your audience is concentrating on written text, they are most likely not giving you their complete attention.

- **Use contrasting but complementary colors.** Experiment with color combinations, but make sure they work well when projected onto a screen.

- **Keep unity of design from slide to slide.** Using one, or several, of the master slides provided in PowerPoint can help avoid problems of this nature.

- **Use the floor test for readability.** Print out a slide containing text, then place the page on the floor. Can you read the slide from a standing position? If not, then the font size needs to be increased.

- **Minimize or avoid animated texts, sounds, and fancy transitions.** These can be effective in certain situations, but often distract.

- **Empty space** - a common occurrence when designing is to place too much information on a slide so that your audience cannot focus on anything in particular. Here's the professional's secret: empty space. Use it! It's free, it works, and your audience will appreciate it. Empty space adds impact. It will pull their attention to the most important piece of information to make your message effective.

- **Avoid switching between programs (such as calling up a Web page).** This takes extra time and can make it difficult for your audience to remain focused on your main idea(s).

- **Do you want people to take notes during your presentation?** Leave them sufficient time to do so.

- **Timing.** Use three slides per minute as a maximum.

- **Visual images can be great,** but they need to be selected carefully and be appropriate to the point(s) you want to make. Watch size, too, especially for figures and tables: images too small are not helpful. And if formatting visual images to fit a slide, be sure to keep the dimensions of the original!

KEEP THESE CONCEPTS IN MIND: FOCUS – PLAN – PRACTICE

FOCUS on the main point(s) you want to make.

PLAN the layout of your presentation. This means carefully considering each slide, as well as the presentation as a whole. Does everything fit together?

PRACTICE your entire presentation at least once before you present it. Most helpful is projecting your presentation onto a screen, in order to see exactly how your audience will view it. If possible, have someone watch and listen, then ask them to report anything they found confusing or unclear— Another good idea is to anticipate audience questions. Ask yourself what might be potentially confusing or what they audience might ask. Knowing your audience helps.

*The language and concepts used here are in part adopted from David G. Brown, "Judicious PowerPoint," in *Syllabus* 14, no. 8 (March 2001), p. 27.

Creating an Effective PowerPoint Presentation - Summary

Hints for a successful presentation:

*	Plan carefully	*	Time your presentation
*	Do your research	*	Practice your presentation
*	Know your audience	*	Speak comfortably and clearly

Effective PowerPoint Slides

* Use design templates
* Standardize position, colors and styles
* Include only necessary information
* Limit the information to essentials
* Content should be self-evident
* Use colors that contrast

* Be consistent with effects, transitions, and animations
* Don't let your transitions or bullets be distracting to your audience
* Too many slides can lose your audience

Text guidelines

* Generally no more than 6 words a line
* Generally no more than 6 lines a slide
* Avoid long sentences, never use paragraphs
* Larger font indicates more important information
* Font size generally ranges from 18 to 48 point

* Be sure text contrasts with background (light on dark or vice versa)
* Fancy fonts can be hard to read
* Words in all capital letters are hard to read
* Avoid abbreviations and acronyms when possible
* Limit punctuation mark

Clip Art and Graphics

* Should balance the slide
* Should enhance and complement the text, not overwhelm
* No more than two graphics per slide

Types of graphics:
* charts, graphs
* clip art
* digital photos
* images on disk/CD
* scanned images
* web images (be mindful of copyright restrictions)
* PowerPoint presentations can also saved in HTML format and inserted in a Web page

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Elements of a Research Report and Presentation
D. S. Marsh and R. W. Wilke

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Oral research presentations should effectively communicate the essence of a scholarly paper or report prepared by a researcher. As with most researchers, the tendency for excitement about her/his present or past research project is ever-present. However, time constraints serve as both a reality and an enemy to the researcher. Conferences usually allow 10-45 minutes for research presentations. When faced with the difficult decision of what to keep and what to cut, remember, the results, discussion, and conclusions are paramount to begin received by those in attendance at your presentation. The elements listed below are by no means a definitive way of preparing a report, but may serve merely as a guide to when developing an oral research presentation in science. In other words, the guides listed below may serve as the format for your written report and your oral presentation. You may adapt them as you see fit. Assume your audience is "informed" about your topic.

A RESEARCH REPORT: Usually, the same elements used in a research process are expected. If you are conducting research with a faculty member, you may adapt your own research for your presentation.

Topic, Title, Name, Institutional Affiliation
Brief Introduction
Purpose/Problem/Hypotheses to be tested
Research Design/Procedures
Participants/Setting/Location
Data Collection & Analysis
Results
Discussion/Conclusions/Implications

LITERATURE REVIEW – INFORMATION DISSEMINATION
Some presentations may only serve to inform an audience of *relevant and current research literature*, problems & controversies, and advancements in a particular topical area.

QUESTIONS

Questions are usually permitted at the end of the presentation (when time permits). Some conferences strictly adhere to presentation time constraints to ensure a brief question and discussion period after the presentation. The question and discussion period usually involves one or more of the following:

1. Clarification on a point or point(s) in the research presentation.
2. Suggestions on how the research may be expanded or improved.
3. Questions relating to the validity or methodology of the research.
4. Questions regarding the conclusions reached based on the evidence presented.

The discussions should remain scholarly, non-threatening, and somewhat respectful. The presenter may opt to further discuss her/his research with an audience member immediately after the presentation. Handouts if any are usually distributed immediately before or after a presentation.

How to Prepare and Deliver an Effective Presentation
D. S. Marsh

DELIVERY of your presentation is almost as important as the content it contains. Your goal is to make your audience understand what information you are trying to convey…and …your presentation delivery should reflect that. This is not a speech communications class, but a helpful review is in order. I've adapted the following from several sources to assist you in the construction of your oral presentation.

FACT: the most common phobia that Americans have is **glossophobia** (the fear of public speaking, not the fear of lip gloss). Seventy-five percent of all Americans report having a fear of public speaking, beating out fear of spiders, fear of the dark, and even fear of death. I highly doubt that people, if given the choice, would choose death over public speaking, but nonetheless, talking in front of a large group of people will turn most people's legs into jelly. I hate jelly legs. That's why I've provided you with these tips to help you prepare an outstanding presentation. This advice will be more constructive than "picture the audience naked." Everyone knows that that doesn't actually work. Why is the image of your boss, your teacher, or complete strangers in the buff supposed to put you at ease, anyway? If anything, these images should inspire even more terror. Being prepared is by far the most important element.

KNOW YOUR AUDIENCE: This is the most important piece of advice I have to offer you about public speaking: **never forget who you're talking to**. You're not speaking to a wall or your mother or your friends (even if all of these are in the crowd). You're speaking to a **specific audience**. And audiences, by definition, gather together to watch something that's worth their being held hostage in a cramped room for an extensive amount of time.

Feeling scared of them already? Fear not; an audience is much easier to control than separate individuals. In order to woo your audience, you must do two things: find out what they want to hear, and figure out how to get that message across. I must warn you before going further though – I'm about to teach you some very powerful mind tricks that should only be administered responsibly. I trust that you won't use the following information to start a cult.

Research your audience and know what the average audience member will be like. What will the average age be? What about their familiarity with the subject? Will they be fun loving or stodgy, conservative or liberal, educated or ignorant? What are they expecting to learn from you? Thinking about these simple elements will set you on the right track. In this course you may assume your audience is knowledgeable in general about biological processes and mechanisms. You should treat them as members of a scientific community and gear your talk as though you were presenting the information at a professional/scientific meeting.

Use appropriate words and body language. A career-day speech in an elementary school classroom is not the place to start pulling out terms like, "molecular geneticist" when what you really want to say is "I do stuff with cells." But if you're giving a presentation to a group of colleagues, you should by all means refer to what you do as professionally as possible and use terms they will expect. The point is, if the audience doesn't understand your words, your speech will completely fly over their heads. If your words are too simple, your speech will be drowned out by the snoring. Of course cursing is *never* appropriate.

You also have to think about the image you want to convey. When you're speaking to children, you want to smile a lot and look friendly and warm. When delivering a presentation to a group of distinguished colleagues, you still want to be accessible, but you must also maintain an authoritative air without sounding condescending or cynical.

WAYS TO CONVEY YOUR MESSAGE: The whole point of giving a presentation is not just to make it through all your index cards, but to also communicate something to your audience. Consider these suggestions to help you out:

Treat the audience as a single entity. One trick of the trade is to pretend that the audience is just one person. When there's only one person that you have to worry about, you feel more of a personal connection to him/her. Your presentation will take a back seat to the fact that you want the person who's listening to you to really understand what you're saying. So imagine that you're delivering your presentation to a fat, multi-headed creature.

Make eye contact. Nothing makes an audience more alert than a speaker who can stare down a crowd. Making eye contact means making a connection, and that is your number one goal. So let your eyes wander up from your notes as often and naturally as possible (this will get easier with practice).

PREPARING YOUR ORAL PRESENTATION. Everything you want to say should come out here, in an organized, untrivialized fashion. Here are some possible techniques:

The introduction. This is possibly the most important part of your presentation, because you want to grab your audience's attention from the start. There are many ways to do this such as being overly dramatic, telling a joke or story, or posing a questions. Scientific meetings are generally a bit more traditional however. Most often presenters display their title slide which includes your name, institution, and contact information while folks are filing in for the presentation. This often helps you audience know they are in the right place provides them with information should they want to contact you. You should generally start by introducing yourself, your name, and the institution you represent and then go on with the rest of your presentation.

The body. Use a formal outline. You can prepare for writing the content of your presentation by outlining your major points with those fun Roman numerals. Most good speeches have two or three main points, each of which has a couple of sub-points or examples, but this is by no means a hard and fast rule, especially in the scientific community. Formally outlining your speech will make sure that your logical flow makes sense and that your audience doesn't get lost. It will also help you figure our where the holes in your speech are, in case you have to do some last minute extra research. **Mind-map**. A technique developed by a British brain researcher in the 1970s, mind-mapping is a less stiff version of writing up an outline. Instead of making a list, you write the main topic of your speech in the center of a piece of paper, and draw branches extending from it that highlight your key points. Then draw more branches from the key points to elaborate on the sub-points. The good thing about mind maps is that they don't confine you to listing your ideas in any particular order; you can just use your creative juices and let the ideas flow. Then once you've mind-mapped, you can create a more formal outline. However you create your body, the key point is that you are **ORGANIZED**. The audience must be able to follow your thoughts.

The closing. The way you end a presentation is almost as important as the way you begin it. The audience will be most restless at the end, and you have to find a way to tie everything together so that they don't walk away remembering how badly they were fidgeting. Some folks use a "sunset" slide to recapture the audiences' attention. You then can sum everything up for them in approximately a few concise sentences and leave 'em with a witty line if you feel it is appropriate. If appropriate, you should also **ask for questions**. This doesn't mean saying, "Any- questions?-No?-I-didn't-think-so," and then running away. Instead, after you ask for questions, give the audience at least **10 seconds** to respond. Here's a cool trick. It helps to slowly count to yourself or recite the nursery rhyme poem *Baa-Baa Black Sheep*, which takes about 10 seconds if sung in its entirety. If there are questions, keep each response short (under a minute). It is **okay not** to know an answer. If you don't know how to respond to something, take down the questioner's e-mail or phone number, and tell the person you'll get back to him/her soon. Or you could just say, "Honestly, I don't know," and leave it at that.

QUICK PRESENATION TIPS: Writing a good presentation speech is something that people write entire books on. But here are some quick notes to consider:

Vary your word choice. Your speech will get very boring very quickly if you repeatedly use the same words. A common problem is using conversational word phrases such as "like," "you know, " "okay, " or numerous "um's." These can be distracting and possibly make you lose credibility from your audience. So use interesting and different words and phrases and keep things new to avoid.

Get a thesaurus. It's not cheating, it's expanding your vocabulary, and all great writers use one. A word of warning: only use words that people know.

Keep the speaking conversational but professional.

Rewrite your speech. Many many times. Even the most brilliant writer never gets it perfect on the first try, so you have to continually rewrite and tighten your speech. Get rid of superfluous information (no matter how funny it is), and make sure that each line has a point.

After you've written your speech, it can be helpful to put it on **3 x 5 index cards**. They are easier to carry around and shuffle through, and because you don't want to spend your entire presentation reading (and not speaking), index cards will make you feel more inclined to glance up when you flip through them. Just be sure to put huge numbers on the front of each card, in case they accidentally get shuffled around or you lose your place. But don't use the index cards as a crutch. Then people will think that you're talking to your hand.

METHODS OF PRACTICE: Unless you're a descendent of the Lincoln or the Douglas family lines, you'll need to rehearse your speech several times before presenting it. The best speakers become effective speakers through constant practice. How many times do you practice your speech? As a general rule, you should spend about 30 hours of preparation and rehearsal time for every hour your will be speaking. That is about 10 hours for this class.

Stand in front of a full-length mirror and try to look like a public speaker. Keep your posture straight, your hands in sight, and look into your own eyes. Tell yourself, "Gosh darn it, people want to hear what I have to say!" and then begin delivering your speech. Be conscious of the way you look in the mirror and adjust yourself accordingly as you're talking. Make sure that you're not being stiff, but always maintain an alert posture, or the audience will end up imitating your slump. Look into your eyes whenever you look up from your notes, and look up from your notes often.

Tape record or (even better) videotape yourself delivering the presentation. When you replay the tape, listen to determine if everything sounds coherent and logical, and watch the way you look while speaking. Look for eye contact, gestures, or weird facial tics.

Gather together some friends, family, and pets together, sit them down, and deliver your whole spiel to them. After it's over, ask them to give you some **constructive** feedback (the last thing you need to do is have your confidence shaken). Ask them to tell you about what you did well and what you need work on. Ask them to tell you what they didn't understand. If they have no advice to offer, tell them that if you bomb during the real thing, they'll have to eat the rotten tomatoes sliding down your body.

Rehearse small sections of your speech throughout the day. If you've got 5 or 10 minutes (like during your regularly scheduled zoning out sessions at work or school) go over parts of the speech in your mind. These mini-rehearsals are easier to fit into your schedule and will give you a chance to practice parts of the speech that are giving you trouble. As you improve, **see if you can memorize sections without relying on the notes at all.** These memorized sections will give you prolonged time to connect to the audience. Once you feel very comfortable with the material, don't be afraid to **ad-lib some parts** when you feel like it. This is your speech and you can say whatever you want; as long as you're sure you can get back on track, try speaking off the cuff. It'll help you sound conversational instead of like a robot.

GESTURES: It is not fun to watch a rigid Popsicle melt; it is imperative that you occasionally use a gesture or two during your speech. Here are some tips for effective gesturing:

Less is more. The more gestures you make, the more it takes away from the power of each gesture. You are not delivering a soap box sermon here, so use gestures only to emphasize important points. If you use too many gestures, you'll look like a windmill, arms brandishing about.

Use gestures when using active words. So if you're talking about a split between to people (or organizations or concepts), use a gesture that emphasizes it. If you're talking about a synergy or meshing of people (or organizations or concepts), then use a gesture that emphasizes it.

Practice your gestures in front of the mirror as you rehearse. A video-tape is even better. One way the pro's identify annoying gestures is to watch the tape when it is being fast-forwarded. This accentuates repetitive gestures that you then can work on eliminating.

Be aware of your physical space and surroundings. Be sure you know where all the necessary equipment you are going it use is located and how to use it. This will save you time and embarrassment.

Laser Pointers are helpful instruments to illustrate very specific details in your presentation; however, you must use them judiciously. Don't "flash" your audience by keeping the switch activated in your hand while you talk. You may laugh, but this has happened in seminar. Also the brilliance of the laser light is often enough, so shaking or circling objects is generally not necessary.

And don't forget the most important gesture: to **SMILE**. It makes you look more comfortable and less like a victim in front of a firing squad.

PROJECT YOUR VOICE: Contrary to popular belief, projecting your voice does **not** mean shouting. When you project, you simply raise the volume of your natural speaking voice without losing control of it (that's when it becomes "shouting"). Think of the difference between talking to someone in a noisy restaurant, and calling your dog in from the backyard. **You must always project while giving a speech, even if you are presenting in a small room.** Find the object furthest away from you and deliver your speech to it. During the first minute of speaking, monitor your audience members' faces (especially the ones in the back row) to see if they look confused. If you notice that they are not paying attention from the very start, stop yourself and ask if everyone can hear you. If there's no reply, you just got your answer!

PHYSICAL PREPARATION. It's just a speech. Your life does not depend on it (at least not in most cases) just part of your grade…I'm kidding a bit here obviously, but if the thought of going out there and completely freezing up makes you freeze up just thinking about it, go through some of these relaxing exercises just prior to your performance.

Look presentable. Dress in <u>nice clothes</u>, comb your <u>hair</u>, etc…just groom yourself so that you look as nice as possible. This is more important than you might think. As the saying goes, "dress to impress." The nicer you look, the more credibility you'll have with the audience.

The day of or right before, don't eat dairy or drink milk. They may cause you to phlegm up. Also be cautious of soda, coffee, tea, or other caffeinated drinks. They may make you even more antsy. Avoid foods that you know will make you flatulent….talk about embarrassing.

The morning of your speech, brush your teeth and use mouthwash. A clean mouth is a happy mouth.

Go to the bathroom about a half-hour before the speech. Double check the zipper, hose, etc.

Deep breathing exercises may seem cheesy, but they really slow your heart rate, lower your blood pressure, and reduce your adrenaline flow. So try breathing in through your nose, holding your breath for five seconds, and breathing out through your mouth. Do this at least three times, but don't go over six, or you may either keel over or start to hyperventilate.

If hand gestures are a part of your presentation, shake up your hands to get the blood going. This exercise will make it more natural for you to move them around during the performance.

Vocal exercises can help. Prepare your mouth by running through your speech at full voice several times. If you screw up, just keep remembering that the audience won't have a text and see where you screw up. Just move on as if nothing happened.

Most importantly, **BE CONFIDENT!** Even if you're not, the better you fake it, the more comfortable the audience will be with you, and thus, the more positive vibes they'll throw your way.

MENTAL PREPARATION: Think about these comforting thoughts (and true facts) before and during your presentation:

"The audience's initial impression of me is made within the first three seconds of my appearance." This can be used to your advantage because if you make sure you walk onto the stage with a bright smile and confident posture, you already have it made.

"I look better than I feel." Everyone feels like a wreck when they first get up there, but most don't look like one. In fact, most people who videotape themselves giving a rehearsal presentation are pleasantly surprised to find out that their wildly beating heart actually doesn't show up on the tape.

"The audience wants me to succeed!" An audience is made up of people who are not unlike you. They are not bloodthirsty animals and their shoes are too valuable to toss at you. They came to hear you because you have something important to say. Also, because they don't want their time to be wasted, it's in their best interest for you to succeed.

"A mistake will not matter much." Granted, people won't forget a nasty belch in the middle of a serious point, but completely ignore stumbles or slight pauses. Just move on. Most people won't notice your mistakes unless you draw attention to them by panicking. For example if you cough or sneeze, just say "excuse me or pardon me" and move on--very professional. If you stumble over your words, just restate them more slowly and then move on, save the "bluh-bluh-blaaah" humor for your buddies.

"The single best way to have a successful presentation is to prepare properly…and I have!" (Right?) On top of all this, because you've taken the time to read through this, you're obviously concerned on getting your speech right, and this alone is an advantage over many other public speakers. The average audience actually expects a speaker to be a complete snooze, and because you've made at least made an effort to do your presentation right, you are already going above and beyond the audience's expectations.

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Organizing Your Sources
R. W. Wilke

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The **objective of this handout** is to help you:
-learn to analyze and critically evaluate ideas, arguments, and points of view

IDENTIFYING IMPORTANT INFORMATION

What information do you want to systematically record across all sources?
Information to consider recording includes: citation, key concepts, variables, design type (observational/correlational or controlled experiment, double blind), sample (size, method, and characteristics), statistical tests, results, strengths, and weaknesses

LITERATURE REVIEW MATRICES[1]

Literature review matrices are tables that help organize information thematically such as by methods or results. Two examples are shown below. Feel free to create your own. The goal is that you are able to systematically compare and contrast primary literature articles.

Table 1 Matrix organized by methods used in various studies

Author	Publication year	Dependent variable	Independent variable	Design	Sample size	Sampling method	How was data collected?

Table 2 organized by studies with the same independent variable with different dependent variables

Authors	Pub yr	Dependent variable 1	Dependent variable 2	Dependent Variable 3	

1. Adapted from: Polit D and Beck C. Nursing research: Generating and Assessing Evidence for Nursing Practice. 8th ed. Philadelphia: Lipincott Williams & Wilkins; 2008