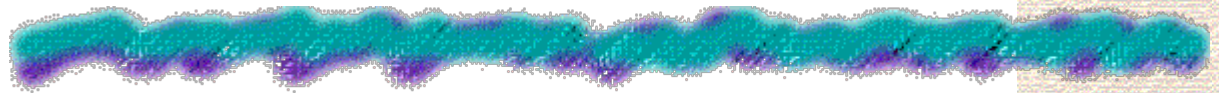


Making Your Research Tell a Story



Communication, Culture, and
Technology Program

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One Main Theme

What Did You Find?

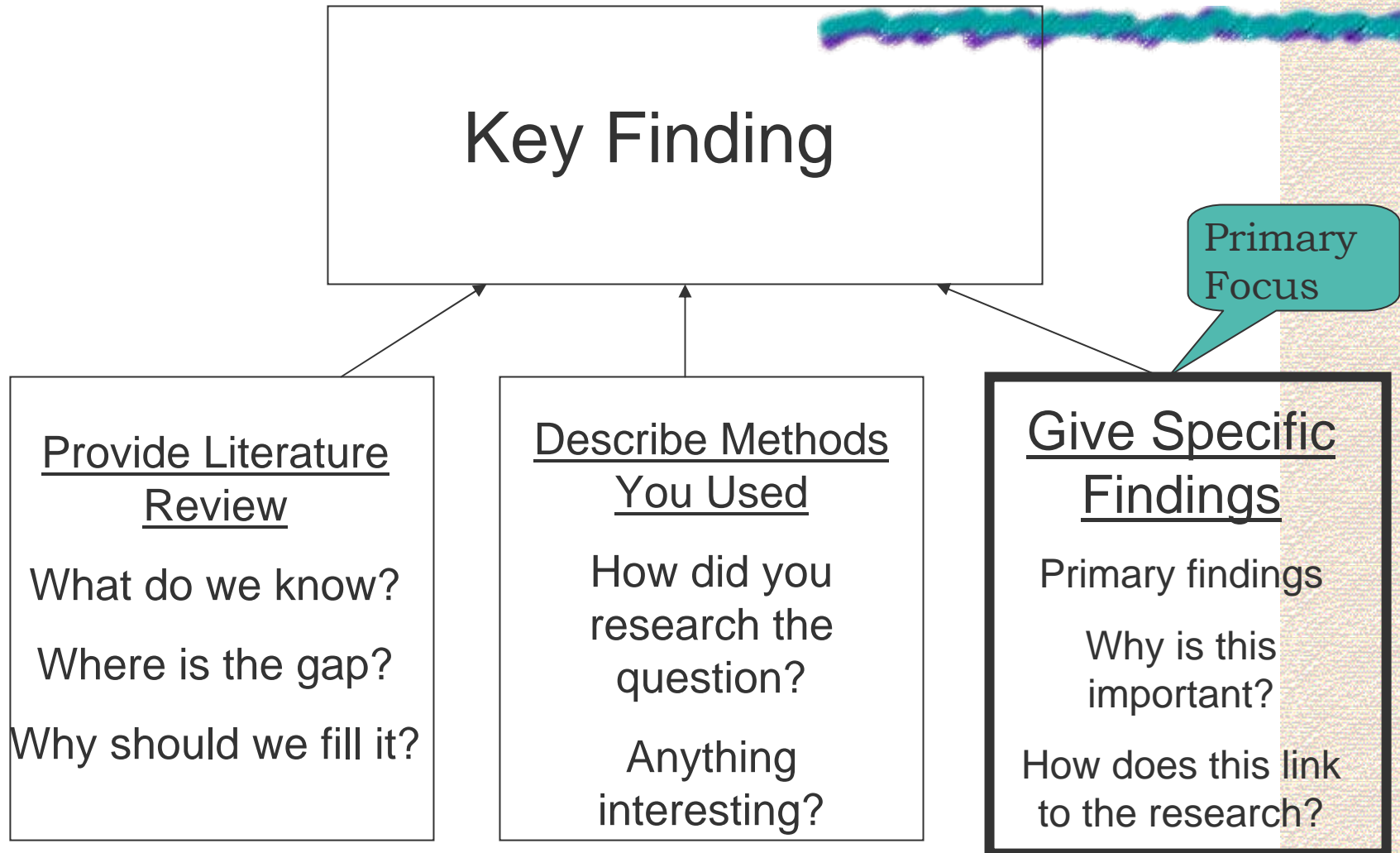


- What is your key take away?
- How should the audience summarize your presentation in one sentence?
- Why does it matter?

Start with Your Audience

- Who is your audience
- What do they care about?
- What part of your topic matters to them?
- What do they know about you?

Organizing Your Presentation



What Should The Intro Do?

- Grab the attention of audience
- Secure credibility
- Introduce primary finding
- Brief why it matters

Ways to Gain Attention

- Tell how did you became interested in the research
- Describe an interesting exemplar from your data
- Think of a provocative question
- Describe a hypothetical scenario
- Draw a series of vignettes
- Throw out an offbeat statistic, fact
- Start with a quote

Remember to Use Conversational Style

- Use 7-8 volume level
- Avoid speaking from notes
- Allow natural gestures
- Use inflection to help your audience organize
- Use strong eye contact
- Practice out loud

Close with Emphasis



- Sell the importance of your research
- Restate your main points
- Deliver with strong volume
- Include contact information on handouts