



Presenting your work

Honors Seminar



Presenting your work

Today's goal: tips on how to present your work

Structure:

- Poster design (+ posters in the COVID era)

- Elevator pitch

- Conference presentation



Poster design

For both traditional and HTML posters



Poster design

Content

Decide what you want to present on the poster

Outline and layout

Determine the general layout and order of the content

Tips on design and content

Some useful guidelines on how to make a poster



Content

Intro:

- What is the context of your work?
- Problems with existing solutions

Method/approach:

- What did you do (study, simulation, design, etc.)
- Why did you do it that way?



Content

Findings:

- Highlight your main findings (interpret them!)
- Illustrate with graphs or tables

Conclusion:

- What are the main implications of your findings
- Possibly add suggestions for future work

[illegible]

**Author, Author, and Author
Address(es)**

Introduction

Blank, Blank, Blank

Results

Blah, blah, blah

Figure/graph

Conclusions

Black, black, black

Materials and methods

Blah, blah, blah

Literature cited

Blah, blah, and Wah. 2012. Blahing, blahing, and racee blahing. *Journal of Blahology* 13-2.

Blah, blah, and Wah. 2012. Blahing, blahing, and racee blahing. *Journal of Blahology* 13-2.

Blah, blah, and Wah. 2012. Blahing, blahing, and racee blahing.

Journal of Blahology 1:1-2.
 Blah, blah, and blah. 2012. Blahing, blahing, and move blahing.
Journal of Blahology 1:1-2.
 Blah, blah, and blah. 2012. Blahing, blahing, and move blahing.
Journal of Blahology 1:1-2.
 Blah, blah, and blah. 2012. Blahing, blahing, and move blahing.
Journal of Blahology 1:1-2.

Acknowledgments

Wah, Wah, Wah

Further information

Blah, blah, blah.

[illegible]

Team name + member names

Introduction

Dlah, blah, blah.

Results

Diagh, blagh, blagh

Figure/graph

Conclusions

Black, black, black

Literature cited

Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.

Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.

Blah, blah, and blah. 2012. Blahing, blahing, and more blahing. *Journal of Blahology* 1:1-2.

Materials and methods

Blah, blah, blah

Figure/graph

Acknowledgments

Bleh, bleh, bleh

Figure/graph

Further information

Blah, blah, blah.

Title title title title title title title title title title title title
title title title title title title title title title title title

Author, Author, and Author
Address(es)

Introduction

Replace the "Baby, black, girl" with your own "Baby, black, girl."

Result

14 July 2015

Figure/graph

Materials and method

EE, n=10; E-EE, n=10; E-EE-EE, n=10.

Conclusion

[illegible][illegible]

For more news, blogs, links, photos visit my blog at <http://bookingsatnight.com>.

Literature cite

Hals, bial, and blal. 1612. Haling.
halaj, and more halaj. *Journal of
Osteology* 1:1-2.
Hals, bial, and blal. 1612. Haling.
halaj, and more halaj. *Journal of
Osteology* 1:1-2.
Hals, bial, and blal. 1612. Haling.
halaj, and more halaj. *Journal of
Osteology* 1:1-2.
Hals, bial, and blal. 1612. Haling.
halaj, and more halaj. *Journal of
Osteology* 1:1-2.

Wakabayashi, H. 1992. Mating, mating, and overmating. *Journal of Neurobiology* 13:1-2.

Acknowledgments

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HTML poster

Downside:

Reader cannot be expected to see everything at once
(page will scroll)

Solution: add an “executive summary” at the top (see:
elevator pitch)

Upside:

Ability to include (interactive) multi-media

Use this sparingly (it should not detract from the main
content)

Title title title title title title title

Team name + member names

Elevator pitch

**Elevator pitch video
(optional)**

Intro

The work

Some

work

models

The vision

Vision diagram

The results

Wireframe

*Footer with
some
user quotes*



Outline and layout

Decide what you want to say in each section

Write short sentences, less text is better!

Think about including figures

Sketch your poster on a roll of paper to get the layout right

But also don't make text go the entire page width (long lines are hard to read!)

For HTML posters: don't use columns of text (just leave whitespace left and right, or put figures there)



Tips on content

Use short sentences!

- Only a few sentences per paragraph

- Highlight 1-2 key words/phrases in each paragraph

Use lists to avoid having to “connect” sentences

- But keep in mind that too many lists makes things tedious

Use bullets only for lists

- Like on my slides!



Tips on fonts

The title should be big,
50-70px size

- Use a sans serif font like Helvetica, Arial or Calibri
- If your title is long, make part of it a sub-title





Tips on fonts

The main text should be 18-24px

- Increase the line spacing to 120-150%
- Don't use hyphenation
- Left-justify the text
- Use a “light” font; don't use **Impact**, **Comic Sans** or **Arial Black**
- Allow some space between each paragraph

the grid

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tutorial about how to
correctly line up your

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text so that it all lines up
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Tips on design

Use white space

Make sure that you have some space between columns of text and between text and images

Accents

Use **color**, boldface or *italics* for accents; do not use underline (reserved for hyperlinks)

Highlight one or two key words/phrases in each paragraph



Tips on design

Background

Consistently use either light background colors with dark text, or (for HTML) dark background colors with light text

No gradient!

Background images rarely work

You can use semi-transparent boxes, don't use borders

HTML: smart scrolling

...is cool, but difficult to do well

E.g., <https://www.cellag.org> and <http://everylastdrop.co.uk>



Tips on figures

Figures are better than text!

- They make the poster attractive
- They convey a message more effectively than text
- You can point at them while talking about your poster

Use high resolution images

- HTML: save them in the correct resolution for display, or at 2x
- Print: save them at the correct size at 300dpi
- Don't stretch images



Presentation

Your poster should be self-explanatory

But you should be able to elaborate on it in:

...an elevator pitch (“poster madness”)

...poster session (one-on-one discussions)

Practice presenting your poster!

Short presentations are the hardest to do



More resources

For regular posters:

<http://people.eku.edu/ritchisong/posterpres.html>

Good explanation about the preparation phase

<http://colinpurrington.com/tips/academic/posterdesign>

Very thorough and extensive explanation, very fun to read!

<https://www.youtube.com/watch?v=1RwJbhkCA58>

Rethinking the typical poster design and presentation

PRIVACY SUPPORT FOR TLA

ALLOW TLA DEVELOPERS TO MAKE INFORMED DECISIONS

Bart Knijnenburg, Clemson University

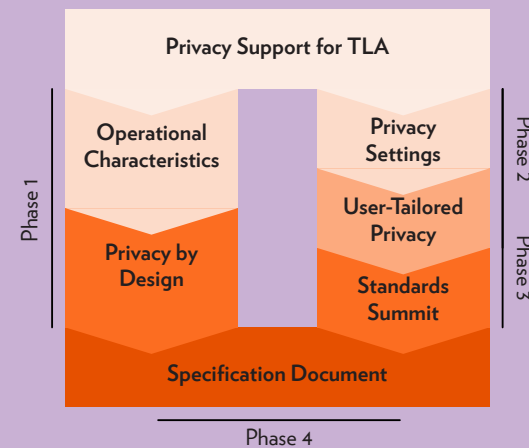
Current practice

Notice and control don't work

Privacy researchers argue that notice and control empower users to regulate their privacy at the desired level. Unfortunately, the privacy settings in modern systems are **too numerous and complex** to expect users to make careful decisions.

There's no simple way to 'nudge' privacy

More recently, researchers have suggested to use privacy nudges: subtle yet persuasive cues that make it easier for the user to make the 'right' privacy decision. Unfortunately, nudges also fail to work, because **the 'right' privacy decision depends on the user and the context** of the decision.



Our approach

Phase 1: Privacy by Design (PbD)

Investigate the impact of operational characteristics of the TLA on users' privacy; propose design-based solutions.

Phase 2: User-Tailored Privacy (UTP)

Investigate the opportunity to automatically adapt TLA privacy settings to users' privacy preferences.

Phase 3: Standards Summit

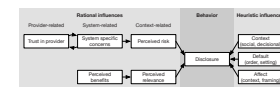
Work with leading privacy researchers to develop an industry standard for UTP.

Phase 4: Specification Document

Create a concise, broadly supported specification that directly applies to TLA.

Phase 1: Privacy by Design

Specification available at usabart.nl/PS4TLA

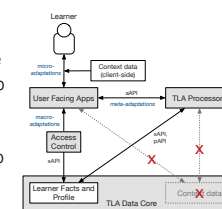


User characteristics

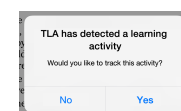
In-depth **user studies** are required to better understand users' privacy concerns and behaviors. To increase acceptance of data collection, systems should **highlight the relevance** of the collected data. Users' decision practices can take two routes: heuristic or effortful. TLA privacy support should **cater to both routes**, and at the same time **empower users** to make well-elaborated privacy decisions. Users employ a variety of practices in their communication with other users. Social learning apps should therefore tailor to different **privacy management and communication styles** that users may possess.

Data location and ownership

Organizations **implement TLA at the appropriate level**: too low creates unwanted silos of data; too high may increase the risk of leaks. Data should be **portable** between organizations. TLA should regulate access of individual apps to the Data Core via an **access control** mechanism. Micro-adaptations can be done **client-side**.



Users should **own their data**, with limited co-ownership for employers and apps. An organization can allow users to designate a **data steward** (e.g. a training department manager) to make decisions about their data on their behalf.



Input data characteristics

TLA can use **de-identification** to reduce the risk of revealing users' identities. Full anonymity is impossible to attain due to advanced re-identification techniques. Social learning systems should **tailor users' identifiability** to the situation: anonymity fosters creativity, but formal settings may require real names. Privacy implications differ based on the type of data. It is better to **process sensitive data locally** rather than on a server. At the same time, users should be allowed to submit **outside skills and learning ambitions** to the TLA Data Core, as this data is likely highly relevant to them. User privacy can be impacted by inferences made by the TLA Processors. The processors should allow users to **make corrections**, and **support self-actualization**, i.e., give users a meaningful role in determining their training program.



Output characteristics

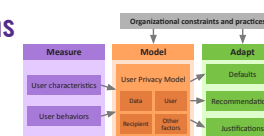
Adaptations should be presented in a way that is impactful but not intrusive. Adaptations can serve **multiple purposes**, and users should be able to weigh these purposes. In turn, the system should **explain the rationale** behind the adaptations. The **timing and modality** of adaptations is very important, as they should not disturb the user, or accidentally **leak personal information** to bystanders through their public display.

Data sharing

Granting users insight into their user model allows users to leverage TLA for the **quantified self**, and turns them into active learners. Social learning promotes self-improvement, but the privacy implications may overwhelm users. Social learning apps should allow users to **limit their social connections** to a few users with the same communication and collaboration style. These could be found using a **learning buddy recommender**. Information on employees can be used for research, job promotion, and mission planning. Organizations should involve them in the determination of peer review procedures, **follow IRB guidelines** for research, and act responsibly regarding the use of data for placement and promotion decisions.

Privacy support mechanisms

Since notice and control don't work, TLA should use textured, comic-based privacy nutrition labels and accessible, graphical privacy controls. It is preferred, though, to avoid the need for notice and control through **simplification** and by using nudges when there is a consensus about the best setting. Finally, TLA should **employ User-Tailored Privacy** to adaptively support users' privacy decision-making. To this effect, our next phase will identify the modeling factors and adaptation strategies most appropriate for TLA-based systems.



The Clemson team will host a series of **webinars** about privacy by design for TLA

for more information, email bartk@clemson.edu



How can we build agents that are good advice-givers?



1. Explicitly model the user's state of mind

- Use the dialogue, gaze, voice, emotion, expression

2. Make the algorithm more forward-looking

- Controversial items, blending, future modeling

3. Build dialectics into the user-agent dialogue

- Explain, critique, help refine the question

4. Create human digital twins

reflection

abstraction
&
autonomy



discovery
&
refinement



Any questions?

Any questions about making
and presenting a poster?



Elevator pitch

A 30-second to 2-minute presentation about your work



Elevator pitch

30 seconds to 2 minutes

Shorter is better

Should excite the listener

Make them interested in
hearing more





Tips (business week)

1. What is the goal?

Get another meeting!

2. Know your target

What do they already know?

3. It's not about you

It's about your project

4. Keep it real

Stay away from buzz-words

5. Be specific

Use personas and scenarios

6. Preparation is key

You have only 2 minutes!

7. Solve a problem

More on this later

8. Let your passion show

Really “feel” it

9. Practice

Ask your friends for feedback

10. Keep it short

Attention is precious



Breaking it down (Disney)

Set the stage

Desire

Conflict

Alternatives (lacking)

Solution

Prestige



Breaking it down

Set the stage

What is (used to be) the situation you are working in?

Example:

People have “casual” events with their friends all the time: they go bowling, clubbing, to the movies...





Breaking it down

Desire

What do people want?

Example:

You could say that we just hate to feel bored! We want to spend every spare minute with our friends!





Breaking it down

Conflict

What is the problem you are trying to solve?

Example:

However, it is really a pain to plan those events! You need to make numerous calls and texts to get everyone on board... and it gets worse when things change!





Breaking it down

Alternatives

What options are there,
and what are they lacking?

Example:

You can use Facebook for
this, but a Facebook event
feels too “formal” for just
seeing a movie.





Breaking it down

Solution

How does your product solve the problem?

Example:

With Google Fiesta you just send out a message saying that you want to do something, somewhere, sometime... and let things take off from there.





Breaking it down

Prestige

How does this make everyone's lives better?

Example:

Keeping the event open for change, everyone can join the conversation. And by putting this conversation in a central place, you get rid of all those annoying phone calls.





Practice/pacing (TED)

People have “casual” events with their friends all the time: they go bowling, clubbing, to the movies... You could say that we just hate to feel bored! We want to spend every spare minute with our friends! However, it is really a pain to plan those events! You need to make numerous calls and texts to get everyone on board... and it gets worse when things change! You can use Facebook for this, but a Facebook event feels too “formal” for just seeing a movie. With Google Fiesta you just send out a message saying that you want to do something, somewhere, sometime... and let things take off from there. Keeping the event open for change, everyone can join the conversation. And by putting this conversation in a central place, you get rid of all those annoying phone calls.



Practice/pacing

People have “casual” events / with their friends / all the time // they
go bowling / clubbing / to the movies... //

You could say / that we just hate to feel bored! // We want to
spend / every spare minute / with our friends! //

However / it is really a pain / to plan those events! // You need to
make numerous calls and texts / to get everyone on board... // and
it gets worse / when things change. //

You can use Facebook for this / but a Facebook event / feels too
“formal” / for just seeing a movie. //



Practice/pacing

With Google Fiesta / you just send out a message / saying that you want to do something / somewhere / sometime... / and let things take off from there. //

Keeping the event open for change / everyone / can join the conversation. // And by putting this conversation / in a central place / you get rid of all those annoying phone calls. //



Take-away message

An elevator pitch is like a short story

The story explains why your product is so great

No details!

Add them (selectively) if you think the listener may care about them

Practice makes perfect

After a few rehearsals it will feel “fake” (but nobody will notice this), but after a while it will become second nature



Any questions?

Any questions about elevator pitches?

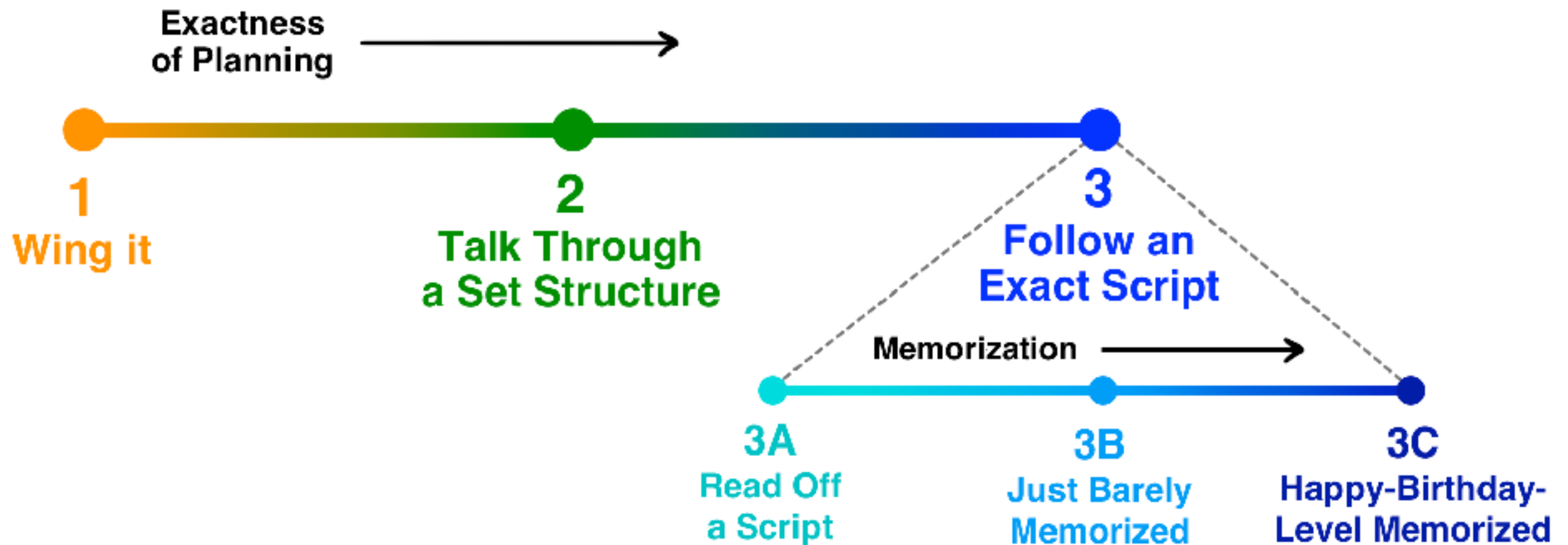


Conference presentation

A 5-20 minute presentation about your work



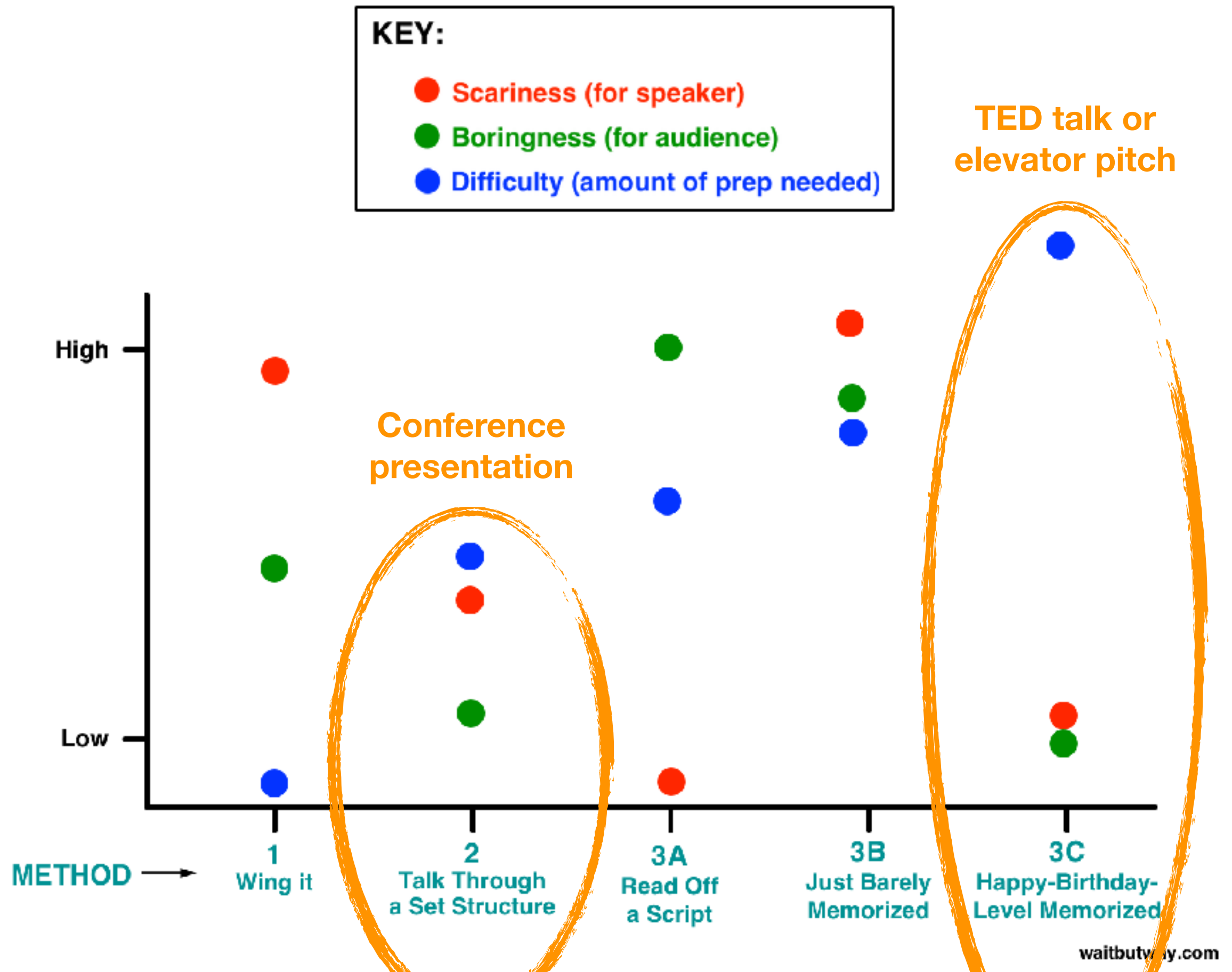
Long presentations



waitbutwhy.com

<https://waitbutwhy.com/2016/03/doing-a-ted-talk-the-full-story.html>

Public Speaking Methods: Pros and Cons





Main goal

A conference presentation is **not** a summary of your paper

It is an **invitation** to read your paper

Implications:

Make your talk interesting

You do not have to cover everything

Focus on the implications, refer to the paper for details



Structure

Very similar to a poster!

Intro:

- What is the context of your work?
- Problems with existing solutions

Method/approach:

- What did you do (study, simulation, design, etc.)
- Why did you do it that way?



Structure

Findings:

- Highlight your main findings (interpret them!)
- Illustrate with graphs or tables

Conclusion:

- What are the main implications of your findings
- Possibly add suggestions for future work



Tips on slides

Don't put too much text on your slides

- Just the take-aways

- The audience should be busy listening to you, not reading the slides

The slides should complement your narrative

- Figures, graphs, illustrative photos

See poster design

- Ample whitespace, no bullets, make use of highlights



Tips on content

Introduce yourself and your co-authors

Start with your key take-away

“If there’s one thing you take away from this talk, it’s this: ...”

Outline? Sure, but make it relevant!

Not just “intro, methods, findings, discussion, conclusion”

Final slide that says “Questions?”

List the main conclusions on this slide, add your contact info



Q and A

Acknowledge or repeat the question

Ask the asker to clarify if you don't understand

If you know the answer, give the answer

Then ask if that answers their question

If you don't know the answer, don't be afraid to say so

"Details are in the paper"

"I'm not sure, I'm happy to discuss it with you after this session"