Example 2: A Better Presentation

So, what does a good presentation look like? This is an example of an improved presentation on the same topic as Example 1. Now whilst this is not perfect (no presentation ever can be, we are all humans and conversation is never completely smooth, nor robotic!) it communicates the research far better, making the purpose and significance of the dissertation clearer to the audience.

**SLIDE 1: Title Slide**

Presentation

* The presenter clearly introduces themselves, as well as the project title and discipline.
* The indication of what the presentation will cover is good, as the audience has a clear idea of what to expect.
* The presenter speaks clearly and looks out to the audience, engaging people around the room.

Slides

* This slide provides information regarding the dissertation, including the title of the project, name of the student, Department, University, and date.
* The information is presented clearly.

**SLIDE 2: Context**

Presentation

* The presenter begins by outlining some key definitions, which is useful in providing the audience with context and a basic understanding of the topic.
* The dialogue extends the points on the slide and allows for an overview of the topic to be obtained.
* The discussion covers both academic and other example (e.g. involvement of the royal Family in high profile campaigns) in doing so showing the breadth of the topic area and interest within society.
* By the end of the slide, the presenter makes the ‘so what?’ point very clear. Articulating the knowledge gap that the research will try to cover, as well as showing the audience why this is interesting.

Slides

* Whilst there is quite a lot of information on the slides here, it is carefully organized and clear. The use of bullet points and uniformity makes the information accessible.
* The inclusion of a definition helps the reader to understand the topic.
* The inclusion of references shows the audience which previous academic work the dissertation relates to, providing strong justification for the study.

**SLIDE 4: Methods**

Presentation

* The presenter systematically moves through the points on the slides, extending these and providing some additional context.
* Decisions regarding the sample are further justified, making it clear to the audience, drawing upon previous research to justify the decision making process.
* Though the presenter checks notes occasionally, they continue to make eye contact with the audience and move their focus around the room (remember, checking your notes is ok, nobody expects you to remember everything, just do so fleetingly).

Slides

* This slide presents the overarching aim of the dissertation very clearly and succinctly.
* Information on the methods is clear, including specifics in terms of duration of fieldwork and numbers of interviews. To improve further, some discussion of methodology could be included (though this is covered briefly within the presentation).
* The sample and requirements of participation are clearly presented.
* Basic information about the recruitment process is provided.
* Brief indication of the analysis process and how the data was organized is given.

**SLIDE 5: Findings 1. Men Displaying Emotion**

Presentation

* The dialogue provides further context and explains the quotation on the slide. The presenter highlights why this was a significant conversation and why this was particularly interesting in relation to the aims of the research.
* Towards the end of the discussion, the presenter indicates what came next in the thought process and analysis. This provides a good point of transition into the next slide and so ensured that the argument between slides is clearly connected.

Slides

* This slide shows an extract from an interview transcript. This provides the audience with some raw data and enables them to see the interaction within the interview very clearly. Inclusion of data in this way is not always appropriate and can be displayed using shorter quotations too, however, this style is useful here to help the audience understand the project and feel close to the data.
* The information is clear and the use of bold makes the information accessible.

**SLIDE 6: Findings 2. The Role of Banter in Displaying Emotion**

Presentation

* The presenter reads out this shorter quotation as a way to ensure that the audience has fully engaged with the data (*this might not always be possible or appropriate, but is something to think about in your own presentations*).
* The presenter refers back to the previous slide and discussions, in doing so, creating a narrative that is connected and easy for the audience to follow.
* Emphasis within the discussion is placed upon what the findings do differently to previous work and why this is particularly interesting knowledge to the research area.

Slides

* The slide clearly presents a small segment of data and raises key points to arise from the analysis of this and similar data.
* The findings presented are supported where appropriate with literature, demonstrating how the data is connected to previous research in this area.

**SLIDE 7: Findings 3. Introducing Mischievous Masculinities**

Presentation

* Once again, the presenter reads out this shorter quotation as a way to ensure that the audience has fully engaged with the data and continues to articulate how the analysis extends existing understandings of the topic and why that contribution is interesting.

Slides

* Again these slides, similar to the last two, present data and findings clearly. The slide is not overloaded with information and is therefore easy for the audience to digest.
* The style remains consistent with the other slides.
* The argument where appropriate is supported with references, which helps to strengthen the argument and show how the research fits in with existing work.

**SLIDE 7: Conclusion**

Presentation

* The conclusions and key findings are clear, in doing so showing the audience how the research aims have been addressed.
* Discussion of how the research could be extended includes some details of the specific groups and areas which could be incorporated into future research. This demonstrates forward thinking and an awareness of how the work fits in to wider fields/disciplines.

Slides

* The slide presents the information clearly
* The inclusion and separation of the ‘what next?’ section allows the audience to see this information clearly.

**So what makes this presentation better?**

* Successfully gives a good overview of the dissertation, including detailing the most pertinent literature to the research (both verbally and on the slide), shows the knowledge gap, provides clarity in terms of methods and conveys the key findings simply and succinctly.
* There is a clear flow within the presentation. The presenter connects the slides together, so that the audience can see how the argument develops. Referring to points on previous slides can help with this.
* The presentation had clear connection to knowledge. The argument was supported by literature, showing the research gap; as well as providing emphasis upon what the dissertation adds to existing arguments/thinking in the field.
* There are minimal distractions for the audience. The presenter does not pace too much, fiddle with paper, put their back to the audience etc.
* The style is formal (but with some personality, which is important!). The presenter avoids colloquialisms, using academic language where appropriate and though relatively relaxed, maintains a professional demeanour throughout.

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