



PRESENTING YOUR RESEARCH TO THE PUBLIC

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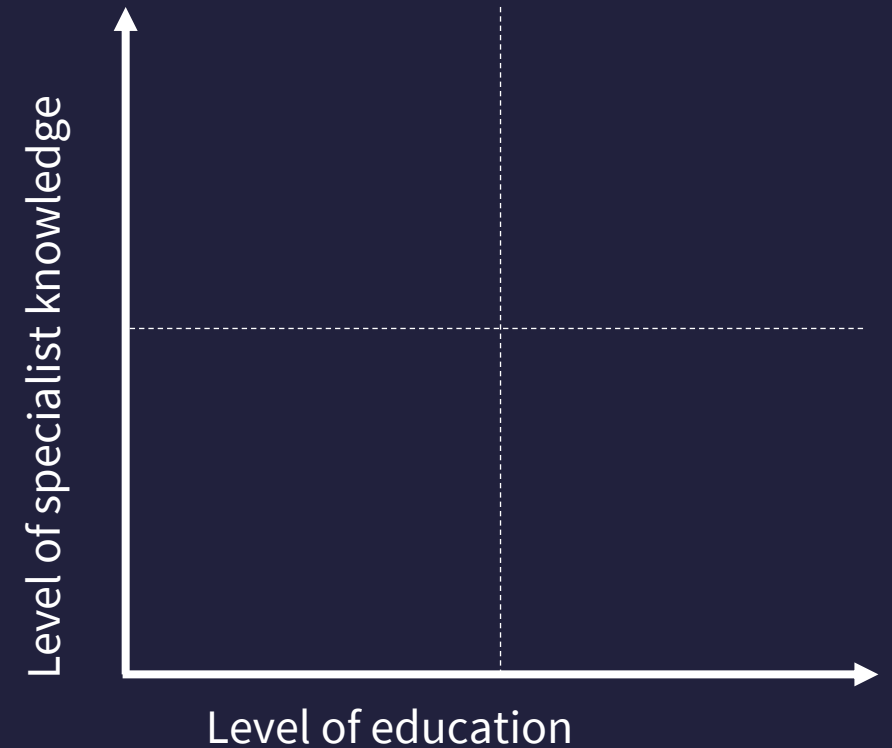


PITCH

Know your audience:

- What level of education do they have?
- How much specialist knowledge do they have on the topic?
- Why are they listening to you?

It is important not to talk over people's heads, or to over-simplify to the point of sounding condescending



CHOICE OF LANGUAGE

- Always avoid jargon!
- Use specific terminology where appropriate
- Consider your language familiarity
- Consider your audience's language familiarity
- Check pronunciation (especially of people's names)



HOOK



“a curved or bent device for catching, pulling or holding”

In communication, a “hook” refers to the point of connection with your audience, that will catch their attention and hold it.

It is a good idea to lead with this hook

This could be audience-specific, or a generic hook that any group of people would connect with.

These can include childhood interests, common day-to-day experiences, popular media

STORYLINE

- A good presentation takes the audience on a journey
- When preparing a presentation, carefully consider:
 - What story does your research tell?
 - How can you structure your slides to tell this story?
 - What bigger stories does this play into?
 - How can you get the audience to be excited by the story?
- You may end up re-arranging the order of your slides a few times to achieve this



VISUALS



- Visuals can make or break a presentation!
- That said, there's no single set of rules for what works and what doesn't
- There are, however, some tips to consider:
 - Is all text legible? – avoid too much text, large tables, small font size, and elaborate fonts
 - Ensure all images are high-resolution
 - Avoid colours that cannot be differentiated by colour-blind people
 - Do not crowd the page with too many figures, or too much text

ENTHUSIASM

- Enthusiasm is infectious!!
- If you are excited about your work, your audience are likely to pick up on that energy really early on
- Show your audience why you love your research, and why the findings are so important
- This can be communicated through your choice of words, your body language and through the storyline, visuals and hook



CONFIDENCE

- It is important to show your audience that you are confident in:
 - The methods that you applied
 - The results that you've obtained
 - Your interpretation of the results
 - Your familiarity with the literature



It is also important to accurately and honestly disclose margins of error and levels of uncertainty

The IPCC assessment reports are a great example of this

INTERACTION

Interaction with your audience is crucial!



This can take a range of forms

- Encouraging them to think through a particular question
- Asking them to raise their hands if they have experienced something
- Having them write or draw their response to a prompt
- Allowing them to ask questions, and really listening and responding to them



This is not limited to the time when you are presenting – remain engaged during tea breaks, over lunch, and responding to emails

And remember...

Having the opportunity to share your research with the public is exciting – enjoy the process!

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