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An effective argument provides ample evidence for the assertions 95
With an antagonistic audience, building credibility is crucial

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In designing slides, most speakers do not assess the necessity, purpose, or effect
PowerPoint’s defaults lead to a topic-subtopic structure, which is ineffective for scientific presentations
Assertion-evidence slides lead to much higher comprehension of complex concepts
Assertion-evidence slides lead to more focused talks and more engaging deliveries

Critical Error 7: Following the Defaults of PowerPoint
An assertion-evidence slide calls for a succinct sentence headline that states the slide’s main assertion
An assertion-evidence slide calls for supporting the headline with visual evidence, not bulleted lists
For slides to be effective, the format must rise above PowerPoint’s defaults

Critical Error 8: Following the Common Practices of PowerPoint Talks
Title slides should orient, outline slides should map, and concluding slides should emphasize
The TED slide structure is effective for communicating to the general public
An evidence-assertion order, pecha kucha, the Lessig style, and Prezi can be effective at sequencing slides
Effective slide structures exist for the wide variety of presentations
Critical Error 9: Not Accounting for Murphy’s Law

To reduce occurrences of Murphy’s Law, you should weigh the risks of incorporating visual aids

To minimize the effect of Murphy’s Law, you should rehearse

To troubleshoot problems arising from Murphy’s Law, you should arrive early to the room

With presentations, you should prepare for the worst

Chapter 5 Delivery: You, the Room, and the Audience

The appropriate delivery depends on the speaker and the situation

You can significantly improve your delivery with practice and reflection

Critical Error 10: Not Preparing Enough

Before opening the computer, you should decide upon the story of the talk

Once you have your story, you are in position to create your visual aids

In addition to preparing visual aids, you should prepare yourself to speak

Speaking in a second language requires additional preparation

Critical Error 11: Drawing Words from the Wrong Well

For most scientific presentations, a practiced extemporaneous talk is the best overall strategy

While not the approach to choose for a planned talk, impromptu speaking is an important skill

Memorizing can be effective for short portions of talks such as first and last sentences

Reading is sometimes necessary when the audience will scrutinize your every word
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The Craft of Scientific Presentations
Critical Steps to Succeed and Critical Errors to Avoid
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