Polishing Presentations

Look at the five version of a sentence below. Practice saying these sentences by emphasizing the words in bold. How is the meaning of each sentence changed?

Please **present** your paper next week.

Please present **your** paper next week.

Please present your **paper** next week.

Please present your paper **next** week.

Please present your paper next **week**.

Look at the following text and then highlight the words you would emphasize in your speech. In addition, try to insert slash (/) into the text to indicate a pause.

First of all, thank you very much for coming here today. My name's Esther Kritz and I am currently doing research into psycholinguistics at Manchester University. I'd like to show you what I think are some incredible results that I got while ...

David McCandless: The beauty of data visualization

Listen to the presentation and then do the following:

1) What was the presentation's goal? Did it succeed in putting its ideas across?

2) What was the presenter's style? Was it formal or informal? Serious or humorous? What were some features of his language use?

3) Look at the following phrases and try to identify when they appeared in the presentation and their function.

a. This is the $Billion Dollar o-Gram, and this image arose out of frustration I had with the reporting of billion-dollar amounts in the press.

b. Let's take a look. This is Mountains Out of Molehills, a timeline of global media panic. (Laughter) So, I'll label this for you in a second. But the height here, I want to point out, is the intensity of certain fears as reported in the media. Let me point them out.

c. But what I love – and I'm a journalist – and what I love is finding hidden patterns; I love being a data detective. And there's a very interesting and odd pattern hidden in this data that you can only see when you visualize it. Let me highlight it for you.

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d. Can you guess what this data set is? What rises twice a year, once in Easter and then two weeks before Christmas, has a mini peak every Monday, and then flattens out over the summer? I'll take answers.

e. So there's a titanic amount of data out there now, unprecedented. But if you ask the right kind of question, or you work it in the right kind of way, interesting things can emerge.

f. Let me ask you a simple question with a really simple answer: Who has the biggest military budget? It's got to be America, right? Massive. 609 billion in 2008 – 607, rather. So massive, in fact, that it can contain all the other military budgets in the world inside itself. Gobble, gobble, gobble, gobble, gobble.

g. So, absolute figures, like the military budget, in a connected world, don't give you the whole picture. They're not as true as they could be.

h. We scraped like 1,000 studies from PubMed, the biomedical database, and we compiled them and graded them all. And it was incredibly frustrating for me because I had a book of 250 visualizations to do for my book, and I spent a month doing this, and I only filled two pages. But what it points to is that visualizing information like this is a form of knowledge compression. It's a way of squeezing an enormous amount of information and understanding into a small space.

i. So, just to wrap up, I wanted to say that it feels to me that design is about solving problems and providing elegant solutions, and information design is about solving information problems.

What do you think could be used in a poster? Look at the following:

- Short quotations from people

- Aims and objectives

- Outcomes

- Brief background of the project

- The title of the project

- A flowchart of the development of the project

- A visual

- People involved in the project and sponsors who helped the project financially

- Work with a partner or in a group

- Select a subject from those on the next page

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- Use the following stages in the appropriate order. Make sure to spread the work evenly in your group:

  o The production of the poster itself

  o The collation or gathering of material from different sources

  o Putting the different parts of the poster together

  o Selecting a title

  o Planning the design and layout

  o Doing the research (if possible)

In your group, practice describing the poster as a whole, and talking through particular parts of the poster. Ask each other questions about specific information.

Put your poster up in the room and give your presentation. Ask questions about other groups' posters.

Presentation texts

<u>Text 1</u>

The world currently consumes energy equal to 3 CMO (cubic miles of oil) each year. It uses 1.0 CMO from oil, 0.8 CMO from coal, 0.6 CMO from natural gas, and approximately 0.2 CMO each from hydro-electric power, nuclear, and wood. Although its population is only 1/20th of the world population, the United States uses about one-fifth of the world's energy. There will soon be substantial increases in global energy demand: more than three billion people are poised to sharply increase their standard of living, and in India and China there are already large groups of people whose wealth equals that of the average citizen of richer countries such as Sweden and Switzerland. Business as usual for the world – which includes a steady improvement in energy efficiency – would place the annual global demand for energy in 2050 at around 9 CMO. Even if we were to follow a more modest growth scenario, the annual global energy demand could still increase to 6 CMO by then. We therefore predict a need for additional energy sources capable of delivering a minimum of an additional 3 CMO annually. Fifty years from now, the 1 CMO a year we now obtain from oil will also have to be replaced, adding another CMO to the demand for alternative sources. And if we wish to reduce the role of coal and natural gas, then the alternative sources will need to provide a total of between 4 and 5 CMO by 2050.

<u>Text 2</u>

The problem of adequately supplying the world with clean, renewable energy is among the most urgent today. It is crucial to evaluate alternatives to conventional techniques. One possibility is energy harvesting from ocean waves, which has been proposed as a means of offsetting a large

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portion of the world's electrical energy demands. However, the practical implementation of wave energy harvesting has met with obstacles, and the development of new methods is necessary. Oceanic waves have large amplitude fluctuations that cause devices to fail due to excessive wear or during storms. A strategy to overcome these catastrophic events could be to base the harvesting mechanisms on soft materials. Soft, stretchable rubber capacitors are possible candidates for energy harvesting that have already been tested in a realistic ocean setting. They were originally introduced as actuators, capable of high actuation strains of more than 100% and stresses of more than 1 MPa. With a soft capacitor, mechanical energy can be used to pump charges from a low electrical potential U to a higher one, such that the electrical energy difference can be harvested. This is made possible by the large changes of capacitance under mechanical deformation. Although the method is simple and proven, it is still not clear to what extent the approach is practically useful, which is the concern of this paper. Of the many electro-active polymers, it appears that soft capacitors could have the highest energy densities.

Text 3

Ghana is located on West Africa's Gulf of Guinea just north of the Equator. Unlike many poor West African countries, this country of 24 million has a growing economy that is expanding over 10% annually. Ghana has also emerged as an important center for e-waste recycling and disposal, an industry that contributes more than US$200 million into the economy. E-waste consists of electronic devices typically from Europe and North America that have been discarded, but still have some value. E-waste provides opportunities for employment, poverty alleviation, recycling business developments, and may even bridge the digital divide by contributing to the country's growing demand for information technology. However, this industry also poses environmental and health risks that cannot be ignored.

The largest e-waste recycling and disposal center is located in the capital city of Accra and is adjacent to the Agbogbloshie Food Market. At this site recyclers disassemble electronics to retrieve valuable metals (for example, gold) or burn items covered with plastic (for example, computer wires) to recover metals such as copper and aluminum. These processes expose workers and others living near the e-waste site to toxic materials including plastics, lead, aluminum, and silica that are known to cause cancers and central nervous system damage among other health problems.

One way to address e-waste dangers is to install modern recycling technology that can greatly reduce exposures to toxins. One drawback to this approach, however, centers around who should be responsible for the cost of installing such systems. Perhaps a better solution is for the manufacturers of electronics to reduce the amount of toxic materials used to make their products. Thus, rather than placing all of the responsibility for safe handling of e-waste on the recyclers, the manufacturers should examine their own practices to determine ways to lower the risks associated with e-waste.

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