

Captivating Your Audience

For attendees of the ARiEAL Learning Series

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ARE YOU ASKING...

- How do I make my presentation unique or engaging?
- What tools are available for online presentations?
- What if no one stops by my poster (virtual or in-person)?

The study

A Learning Analytics Approach for Evaluating the Impact of Interactivity in Online Video Lectures on the Attention Span of Students

ARTICLE

Nitza Geri, Amir Winer, Beni Zaks

IJELLO Volume 13, Number 1, Jan 02, 2017 ISSN 1552-2237 Publisher: Informing Science Institute

The conclusions

- Length of the video matters!
 - 11-25 min videos → 59% of video length
 - < 11 min videos → 63% of video length.
- Interactive videos increased watching time!
 - 11-25 min videos → 72% of video length
 - < 11 min videos → 79% of video length

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*Keeping your audience engaged will
keep your audience's attention.*

How do I make my presentation unique or engaging?

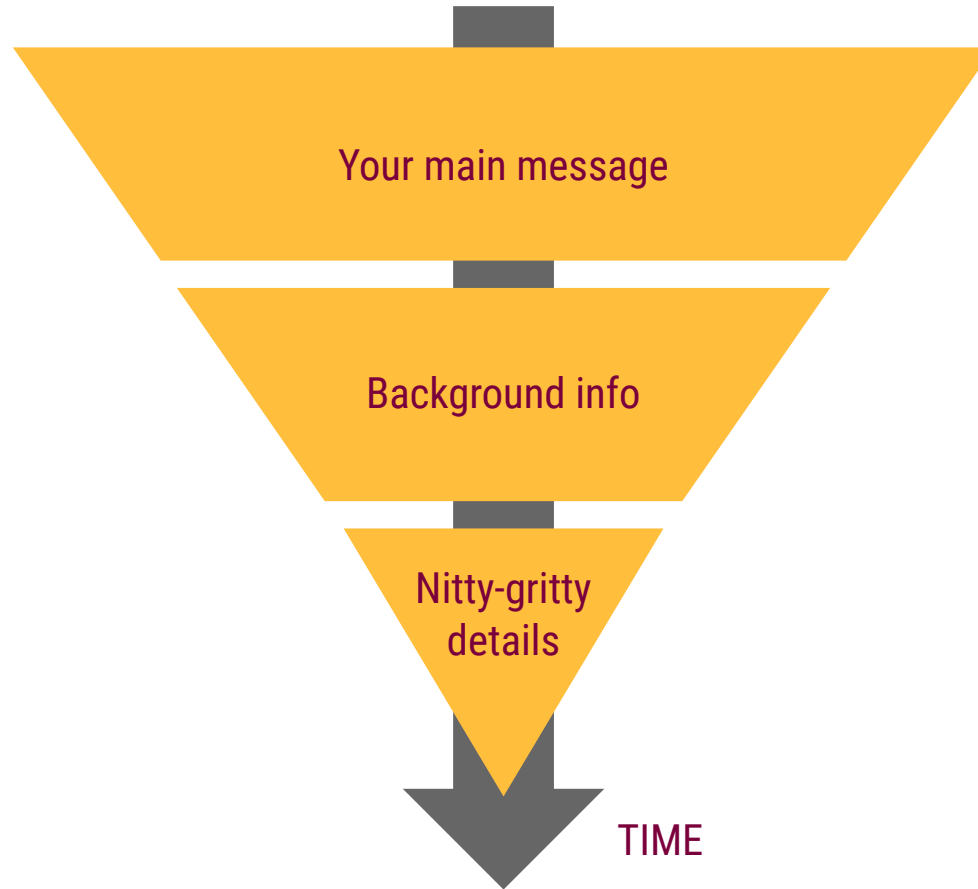
Consider:

- Presenting important info first
- Your platform
- Telling a story



Photo credit: airfocus

Inverted Pyramid



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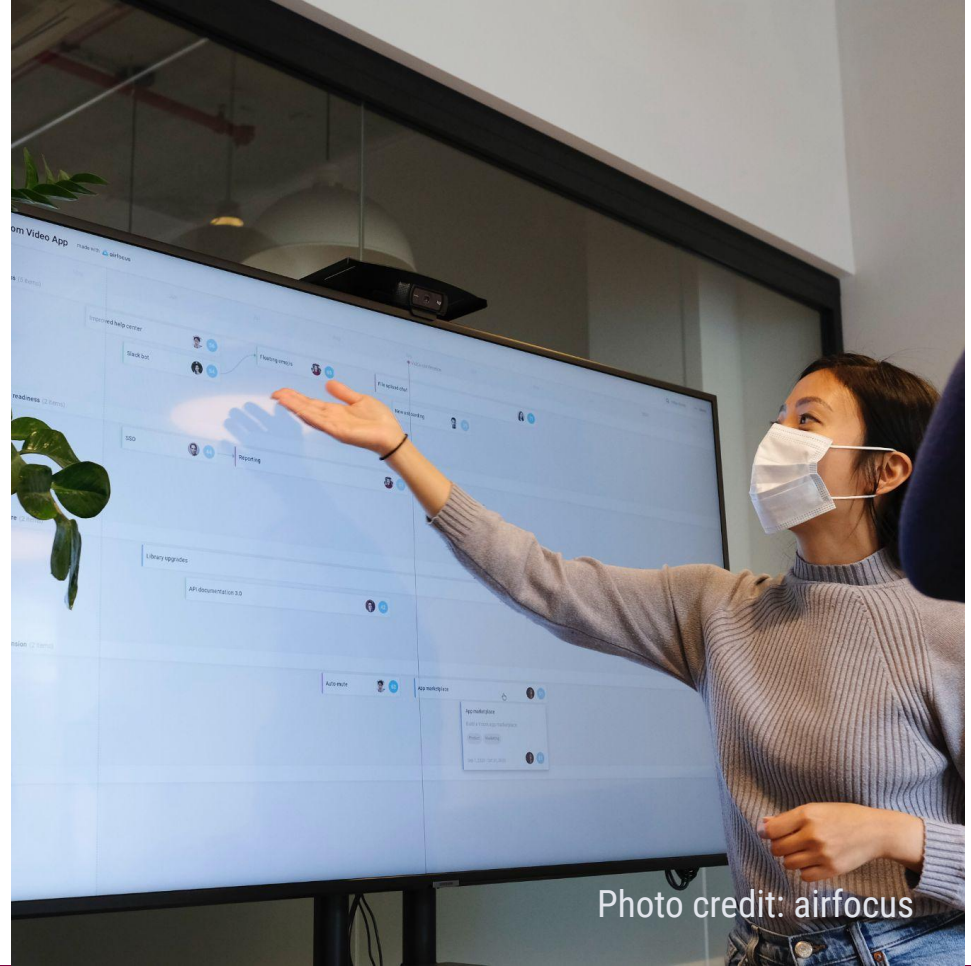


Photo credit: airfocus

Consider your platform

	Communication cues	Audience participation
In-person	<ul style="list-style-type: none">● <i>Body</i> non-verbal cues are more apparent	<ul style="list-style-type: none">● Active
Virtual	<ul style="list-style-type: none">● <i>Facial</i> non-verbal cues are more apparent	<ul style="list-style-type: none">● Can be passive

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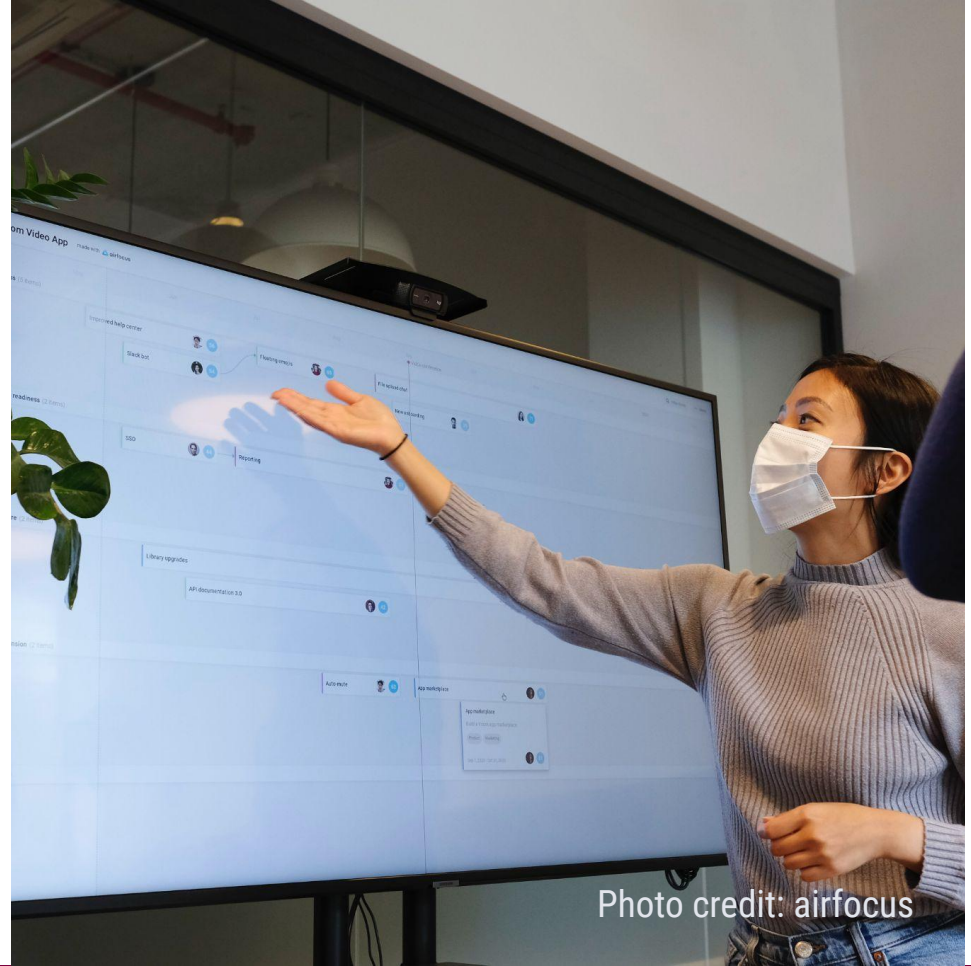


Photo credit: airfocus

The article

The New York Times

Opinion

OPINION

Your Brain on Fiction

By Annie Murphy Paul

March 17, 2012

The conclusions

- Stories activate cognitive and emotional processes simultaneously which might make them more captivating to the audience
- Creating a connection with your audience through stories might make your presentation more memorable

What tools are available for online presentations?

Consider the following

- Prezi
- MentiMeter
- Poll Everywhere
- Zoom polls
- Aha Slides

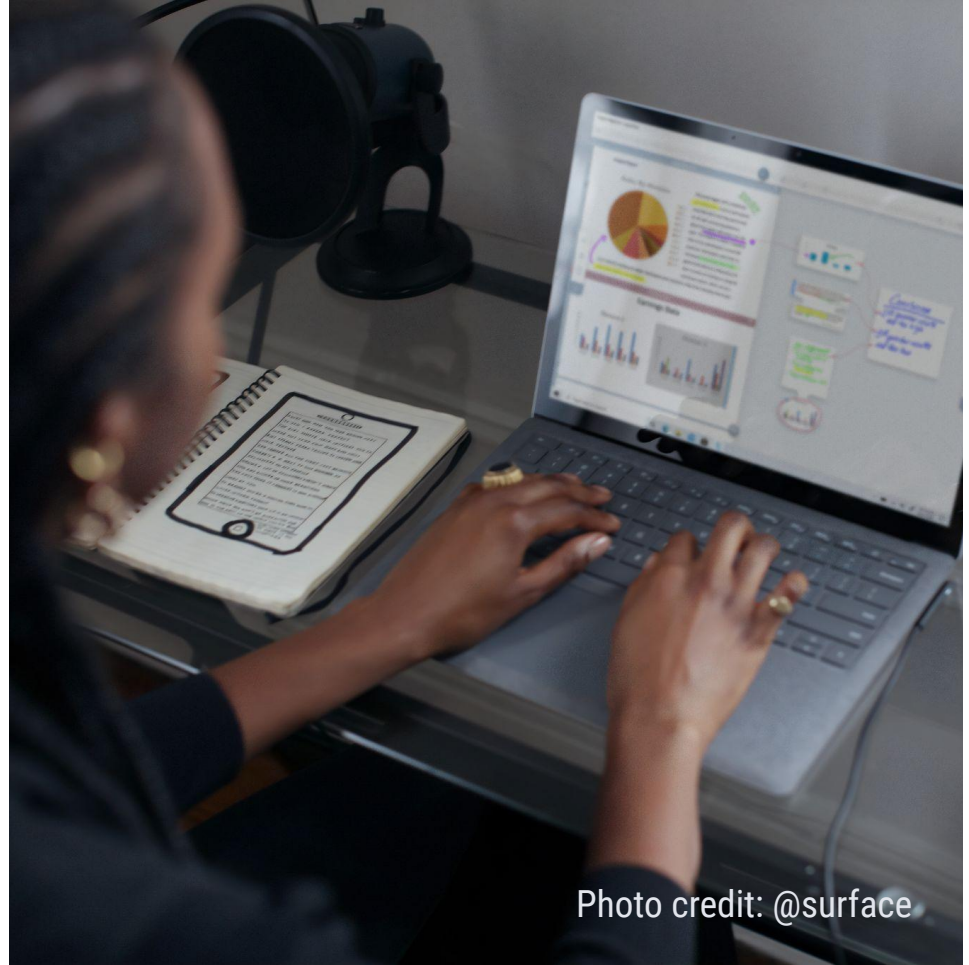


Photo credit: @surface

What if no one stops by my poster (virtual or in-person)?

Engage them online!

- Tweet your poster
- Tag the conference, your university, your lab, etc.
- Email your poster to someone



Photo credit: Good Faces

Links from this presentation

ARTICLE from JAY HAROLDS

https://journals.lww.com/nuclearmed/fulltext/2012/11000/Tips_for_Giving_a_Memorabl_e_Presentation_Part_V_11.aspx?casa_token=T8Y9Kem3JvsAAAAA:leRZbb8N6YZnLNs09VEb6rYwiE7N0hn5i25mybP-5gvkBgAOLuPWZoMI70-ilYzhngRCPMV7nugPqEhMyeEXiaA

STUDY COMPARING PROCRASTINATORS & NON-PROCRASTINATORS:

<https://www.frontiersin.org/articles/10.3389/fpsyg.2018.00746/full>

STUDY on WHY PEOPLE PROCRASTINATE:

<https://link.springer.com/article/10.1007/s10212-012-0143-4>

THE INVERTED TRIANGLE PITCH:

https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/the_inverted_pyramid.html

THE PROBLEM-SOLUTION PITCH:

<https://mitcommlab.mit.edu/nse/commkit/elevator-pitch/#PitchCraftingDelivering>

CARMODY & LEWIS (2006) STUDY ON HEARING YOUR NAME:

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1647299/#R5>