

# Writing and Presenting your Research

Eyal Oren

National University of Ireland, Galway  
Digital Enterprise Research Institute  
<http://eyaloren.org/researchtools>

October 4, 2006

# Overview

Goal: to learn about tools for writing and tricks for presenting.

## Writing: Computers Understand Structure

Why structure your work?

How to structure your documents?

How to structure your figures?

How to structure your references?

## Presenting: People Understand Stories

Prepare your talk

Present your talk

## Practice what you preach?

This talk discusses presentation skills. I do not necessarily have good presentation skills. So watch and learn from my “mistakes”.

## Writing: Computers Understand Structure

Why structure your work?

How to structure your documents?

How to structure your figures?

How to structure your references?

## Presenting: People Understand Stories

Prepare your talk

Present your talk

# What do computers do?

- ▶ Computers manipulate structures.
- ▶ Computers understand structures.
- ▶ Computers support your structures.

# What do computers do?

- ▶ Computers manipulate structures.
- ▶ Computers understand structures.
- ▶ Computers support your structures.

Typewriters understand only text.

Computers understand structure.

# What are structures?

- ▶ Texts: sections, headlines, figures.
- ▶ Graphs: axes, data, labels.
- ▶ Diagrams: shapes, lines, connectors.
- ▶ References: authors, titles, years.

# What is a document?

- ▶ Structure (sections, figures, references) and style.
- ▶ Structure changes.
- ▶ Style changes.

# What is a document?

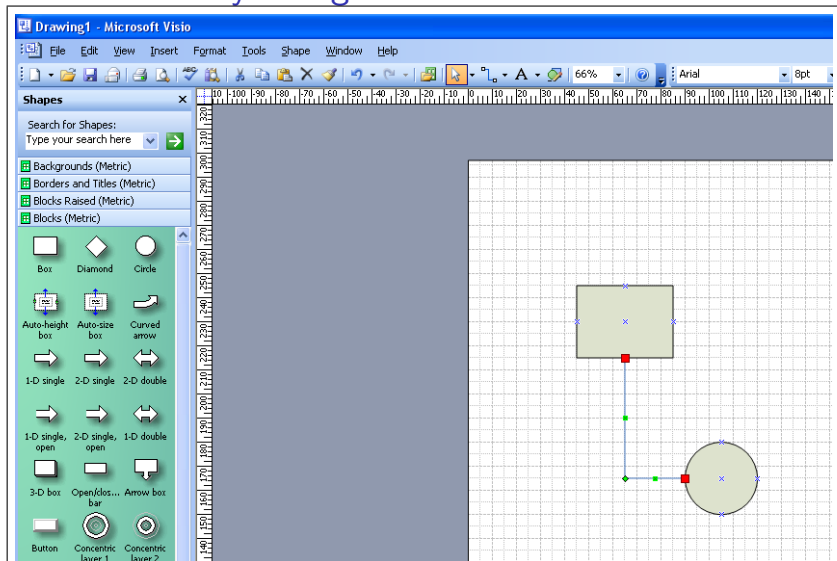
- ▶ Structure (sections, figures, references) and style.
- ▶ Structure changes.
- ▶ Style changes.

Do you change it manually or can the computer help?

# How to structure your document?

- ▶ Decouple style and structure.
  - ▶ First define structure and content.
  - ▶ Then layout content using style.
- ▶ Word
  - ▶ Structured headings
  - ▶ Structured lists
  - ▶ Structured cross-references
  - ▶ Structured citations (with EndNote)

## How to structure your figures?



# What is the writing cycle?

- ▶ read the literature
- ▶ write your contribution
- ▶ polish the paper

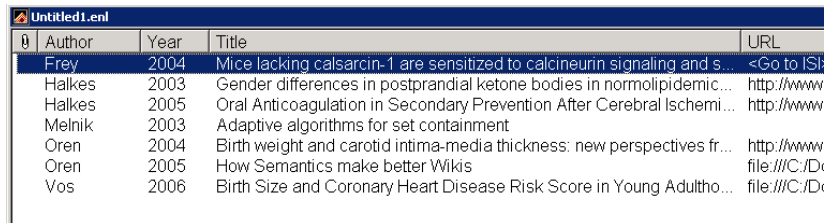
# What is the writing cycle?

- ▶ read the literature
- ▶ write your contribution
- ▶ polish the paper
  
- ▶ read: organise references (collect, comment)
- ▶ write: cite references (insert into paper)
- ▶ polish: layout references (automatic, consistent, changeable)

## Organising references: EndNote

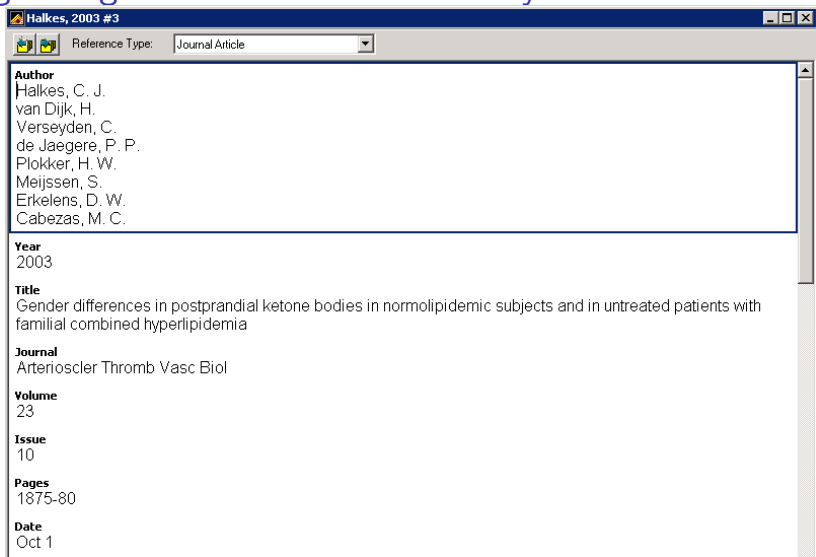
- ▶ Integrates with Word.
- ▶ Available from Computer Services.
- ▶ Import references from online sources (“Connect to”).
- ▶ Change citation style.

## Organising references: EndNote library



Author	Year	Title	URL
Frey	2004	Mice lacking calstarcin-1 are sensitized to calcineurin signaling and s...	<Go to ISI>
Halkes	2003	Gender differences in postprandial ketone bodies in normolipidemic...	http://www
Halkes	2005	Oral Anticoagulation in Secondary Prevention After Cerebral Ischemi...	http://www
Melnik	2003	Adaptive algorithms for set containment	
Oren	2004	Birth weight and carotid intima-media thickness: new perspectives fr...	http://www
Oren	2005	How Semantics make better Wikis	file:///C:/Dc
Vos	2006	Birth Size and Coronary Heart Disease Risk Score in Young Adultho...	file:///C:/Dc

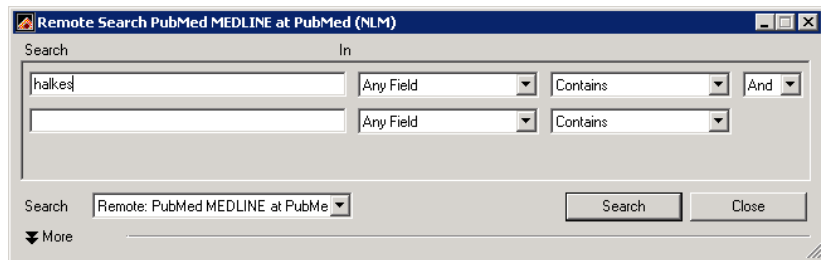
## Organising references: EndNote entry



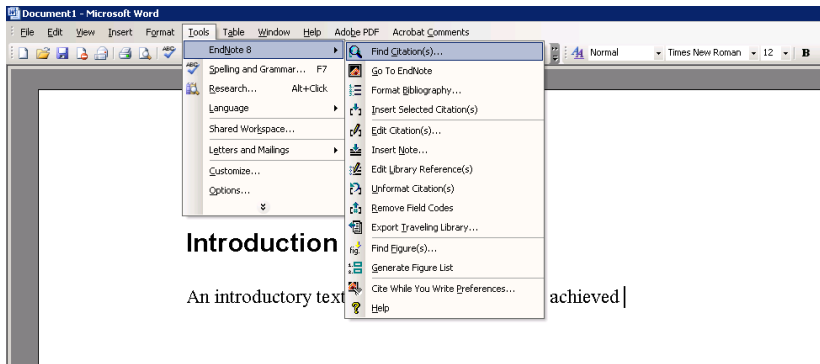
The screenshot shows a window titled "Halkes, 2003 #3" with a "Reference Type" dropdown menu set to "Journal Article". The entry fields are as follows:

<b>Author</b>	Halkes, C. J. van Dijk, H. Verseyden, C. de Jaegere, P. P. Plokker, H. W. Meijssen, S. Erkelens, D. W. Cabezas, M. C.
<b>Year</b>	2003
<b>Title</b>	Gender differences in postprandial ketone bodies in normolipidemic subjects and in untreated patients with familial combined hyperlipidemia
<b>Journal</b>	Arterioscler Thromb Vasc Biol
<b>Volume</b>	23
<b>Issue</b>	10
<b>Pages</b>	1875-80
<b>Date</b>	Oct 1

## Organising references: EndNote import



## Citing references: Word integration



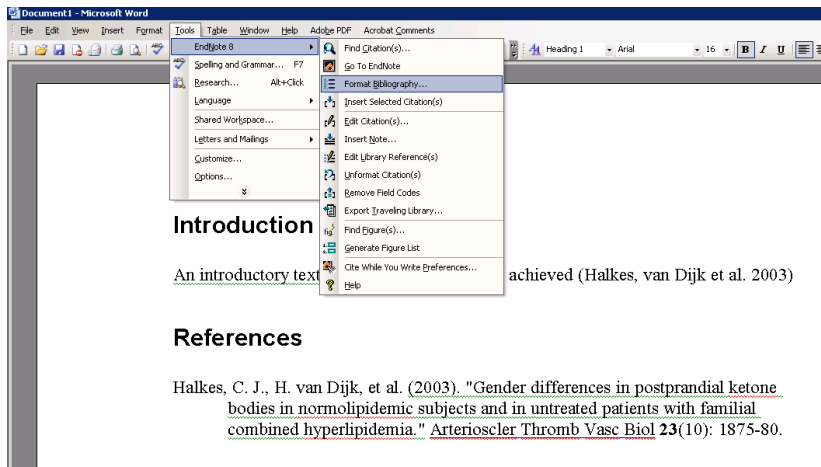
The screenshot shows the Microsoft Word interface with the EndNote 8 menu open. The menu items are:

- Find Citation(s)...
- Go To EndNote
- Format Bibliography...
- Insert Selected Citation(s)
- Edit Citation(s)...
- Insert Note...
- Edit Library Reference(s)
- Unformat Citation(s)
- Remove Field Codes
- Export Traveling Library...
- Find Figure(s)...
- Generate Figure List
- Cite While You Write [References]...
- Help

The document text is:

**Introduction**  
An introductory text | achieved |

## Layout references: format bibliography



The screenshot shows the Microsoft Word interface with the 'Tools' menu open and 'Format Bibliography...' selected. The document content includes a title 'Introduction', a paragraph 'An introductory text', a section header 'References', and a citation: 'Halkes, C. J., H. van Dijk, et al. (2003). "Gender differences in postprandial ketone bodies in normolipidemic subjects and in untreated patients with familial combined hyperlipidemia." Arterioscler Thromb Vasc Biol 23(10): 1875-80.'

Document1 - Microsoft Word

File Edit View Insert Format Tools Table Window Help Adobe PDF Acrobat Comments

EndNote 8

- Spelling and Grammar... F7
- Research... Alt+Click
- Language
- Shared Workspace...
- Letters and Mailings
- Customize...
- Options...

Find Citation(s)...

Go To EndNote

**Format Bibliography...**

Insert Selected Citation(s)

Edit Citation(s)...

Insert Note...

Edit Library Reference(s)

Unformat Citation(s)

Remove Field Codes

Export Traveling Library...

Find Figure(s)...

Generate Figure List

Cite While You Write Preferences...

Help

Heading 1 Arial 16 B I U

### Introduction

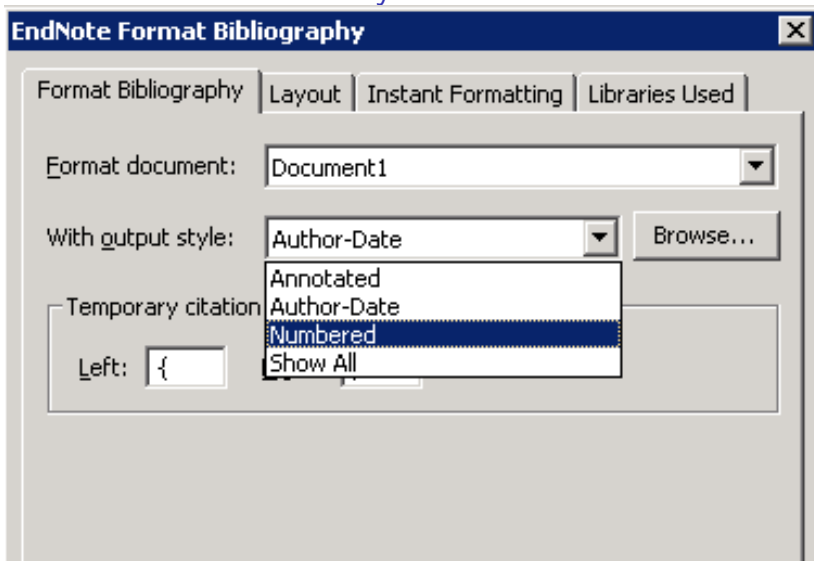
An introductory text

### References

Halkes, C. J., H. van Dijk, et al. (2003). "Gender differences in postprandial ketone bodies in normolipidemic subjects and in untreated patients with familial combined hyperlipidemia." *Arterioscler Thromb Vasc Biol* 23(10): 1875-80.

achieved (Halkes, van Dijk et al. 2003)

## Layout references: select style



## Layout references: result

### Introduction

An introductory text. An important result was achieved [1].

### References

1. Halkes, C.J., et al., *Gender differences in postprandial ketone bodies in normolipidemic subjects and in untreated patients with familial combined hyperlipidemia.* Arterioscler Thromb Vasc Biol, 2003. **23**(10): p. 1875-80.

# Summary

- ▶ Computers can support you, if they understand the structure.
- ▶ Separate structure from style.
- ▶ Use Word wisely.
- ▶ Use EndNote.

## Writing: Computers Understand Structure

Why structure your work?

How to structure your documents?

How to structure your figures?

How to structure your references?

## Presenting: People Understand Stories

Prepare your talk

Present your talk

# Understand your audience

- ▶ Your talk should interest you.
- ▶ Your talk should interest the audience.
- ▶ Your talk should have a clear goal.

# Understand your audience

- ▶ Your talk should interest you.
- ▶ Your talk should interest the audience.
- ▶ Your talk should have a clear goal.
- ▶ **Your talk should motivate to read the paper.**

# Structure your talk

- ▶ Introduction  
outline goal and presentation structure
- ▶ Core  
be concrete and use examples
- ▶ Ending  
don't quit abruptly, don't hurry, don't introduce new things

## Structure your talk

- ▶ Introduction  
outline goal and presentation structure
- ▶ Core  
be concrete and use examples
- ▶ Ending  
don't quit abruptly, don't hurry, don't introduce new things

First you tell them what you gonna tell them, then you tell them,  
and then you tell them what you told them

## Design your slides

- ▶ Few slides
- ▶ Readable slides
- ▶ Visual content
- ▶ Uniform layout

## Design your slides

- ▶ Few slides
- ▶ Readable slides
- ▶ Visual content
- ▶ Uniform layout

Slides support you, you tell the story

## Dealing with nerves

- ▶ Be prepared
- ▶ Be familiar with the room
- ▶ Nervosity is normal: use it positively
- ▶ Handle mistakes  
ignore them, correct them, or joke about them

## Converse with your audience

- ▶ Address your audience
- ▶ Make eye contact
- ▶ Ask rhetorical questions
- ▶ Activate the public

## Let's see an example?

Dick Hardt gives a keynote speech

You cannot do this all the time, but if only more presentations would be as funny and enjoyable