Proseminar Medieninformatik
Tipps & Fragestunde

Sommersemester 2012

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Written Report

Scientific Writing - Make it interesting

≡ Be clear but not boring

≡ Know when there is too little or too much

Table 1. Top-10 list of recommendations for writing consistently boring publications.

- Avoid focus
- Avoid originality and personality
- Write l o n g contributions
- Remove implications and speculations
- Leave out illustrations
- Omit necessary steps of reasoning
- Use many abbreviations and terms
- Suppress humor and flowery language
- Degrade biology to statistics
- Quote numerous papers for trivial statements

From: Sand-Jensen (2007): How to write consistently boring scientific literatur, Oikos 116:723-727

Report Checklist

≡ Reference all sources (also images!)

≡ Don't claim things that you cannot prove (or mark them as claims)

≡ Only use high-quality figures

≡ Use a spell-checker

≡ Look up unknown words – do not use one if you do not know for sure what it means

≡ Have someone else read your thesis before submitting it

Presentation

Presentation Checklist (Basic)

≡ Your talk should be interesting

≡ Rule of thumb: one slide == one minute

≡ Reference all source (e.g. [1] at image, one extra slide with all references)

≡ Prefer images over text

≡ Do not present meta-information (outline, table of contents, etc.)

≡ Do not read your slide content aloud

≡ Use note cards

≡ Look at your audience

Presentation Checklist (Advanced)

≡ Your talk should be interesting

≡ Rule of thumb: one slide == one minute

≡ Reference all source (e.g. [1] at image, one extra slide with all references)

≡ ~~Prefer images over text~~ six words per slide tops!

≡ Do not present meta-information (outline, table of contents, etc.)

≡ Do not read your slide content aloud

≡ Use ~~note cards~~ digital notes

≡ Look at your audienc

Presentation Checklist (Nightmare)

≡ Your talk should be interesting

≡ Rule of thumb: one slide == one minute

≡ Reference all source (e.g. [1] at image, one extra slide with all references)

≡ ~~Prefer images over text~~ no words at all (formulas are ok, though)

≡ Do not present meta-information (outline, table of contents, etc.)

≡ Do not read your slide content aloud

≡ Use ~~note cards~~ no notes at all

≡ Look at your audience

≡ Use alternative channels – whiteboard or only speech

Links

≡ Gates, Jobs, & the Zen aesthetic

≡ Really Bad PowerPoint (and how to avoid it) by Seth Godin

≡ We Have Met the Enemy and He Is PowerPoint (NY Times)

≡ Article by Edward Tufte

≡ Presentation on Youtube

≡ How to write consistently boring scientific literature