

Proseminar Medieninformatik

Tipps & Fragestunde

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Sarah Tausch

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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
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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

P Checklist (Advanced)

- ≡ interesting
- ≡ e == one minute
- ≡ g. [1] at image, one extra slide with all references)
- ≡ Prefer over text **six words per slide tops!**
- ≡ Do not meta-information (outline, table of contents, etc.)
- ≡ Do not slide content aloud
- ≡ Use **digital notes**
- ≡ Look at your audienc

P Checklist (Nightmare)

- ≡ interesting
- ≡ e == one minute
- ≡ g. [1] at image, one extra slide with all references)
- ≡ Prefer over text **no words at all (formulas are ok, though)**
- ≡ Do not use meta-information (outline, table of contents, etc.)
- ≡ Do not read slide content aloud
- ≡ Use **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](#)