Innovations in Teaching and Learning Conference 2017

Avoid Death by PowerPoint—Not PowerPoint

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Mason Publishing Group
George Mason University Press
A presentation is NOT a document

If you want to give your audience a document, give them a report to read
A presentation is NOT a speech

Speeches are great, but that’s not what we’re addressing here
Uncover and tell the story that connects to the needs of your audience

Flickr user: Jesper Ronn-Jensen
A good presentation is an effective blend of visuals and narrative.
It’s NOT about FLASH & PIZZAZZ

Flickr user: KingBowser
But you don’t want to put your audience to sleep
“Communication is about getting others to adopt your point of view, to help them understand why you’re excited (or sad, or optimistic, or whatever else you are). If all you want to do is create a file of facts and figures, then cancel the meeting and send in a report.”

—Seth Godin, Really Bad PowerPoint
Rules can be broken—are even meant to be broken—but you should know how and why you are breaking the rules
Not all presentations are effective

Common causes of ineffective presentations include:
• Failure to **consider the needs of the audience**
• Failure to **motivate the problem**
• **Inadequate structure** for listening / structural signals
• **Gaps in logic**: briefers so close to the material that they omit essential connections
• **Excessive detail**: Presenters want to tell everything they know instead of what is relevant to presentation’s central purpose
• **Poorly designed charts**: fail to convey information clearly
• Presenter **reads slides or prepared text**: Again, it’s not a document
Use effective principles of presentations

1. Audience’s needs determines structure and content
2. Top-down structure: important points first
3. Introduction motivates the problem and establishes structure
4. Outline slide (repeated) informs audience where they are in presentation
5. Make only one point in each slide
6. When possible, replace a word chart with a visual
7. Think of each chart as a chunk of information
8. Prune word charts to remove unnecessary text
Effective presentations require considerable time and focus

- Amount of time required is directly proportional to how high the stakes are
  - Giving a keynote address at a large conference is not the same as presenting an informal briefing to your team
- Effective visuals take a LOT of time to research
- Once you know you have a presentation date, immediately schedule preparation and review time on your calendar
- Sketch a structure and/or storyboard before building presentation
It’s not about you, it’s about your audience

You’ve been asked to give a presentation about METADATA (fun!). Consider how the needs of the audience differs if it’s composed of:

• Self-published authors’ association
• Academic librarians
• Scholarly Publishing Association’s annual meeting
• A streaming media conference

Do you want to be their hero, coach, mentor, or cheerleader?
Get to know your audience

• Segment your audience: different stakeholders, demographics, personalities, needs
• What are they like?
• Why are they here?
• What keeps them up at night?
• What do you want them to remember?
• How can you best reach them?
• How might they resist your message?

Engage in a conversation, tell a story, exchange insights
What is your **BIG IDEA?**

Express your point of view—**not a generalization**

Convey what’s at stake—why audience should care
Use stories to connect to your audience

- Stories get “under the radar” — connecting to emotions — and are more persuasive than sales pitches
- **Get personal** to connect emotionally to the audience
- **Detailed imagery** paints a vivid picture that activates more parts of the brain
- **Suspense** grabs the reader to the end — start with something exciting
- **Metaphors** and irony help the reader grasp the message
- **Avoid clichés** and complex language to inspire and create a more enjoyable, impactful experience
A few examples illustrate these principles in practice

• One point in each slide
• Replace a word chart with a visual
• Use visuals effectively to illustrate points and keep audience’s attention
• Show restraint—your story and content is the main attraction
• Convey a clear message with titles
• Tip: Just say no to clip art—clip art is a distraction, especially when it’s not particularly relevant to your point
Ebook of the future

- We are living during a dynamic time in electronic publishing.
- Interactive features are changing the relationship between author and reader.
- Readers are now able to find a definition simply by placing the cursor next to a term.
- Readers will be able to locate a geographical reference by clicking on a place name to deploy Google Earth.
- Instead of a static map, interactive maps will demonstrate to readers the historical chronology of events.
- Future ebooks will allow users to access multiple images instead of being limited to a single image of a particular artifact. Readers will also be able to contribute images to an interactive ebook.
- Readers will be able to interact physically with virtual worlds through the use of gesture-based computing; tools allow students to manipulate and visualize complex data sets; and augmented reality offers 3-D simulation.
Features of the ebook of the future
Let’s imagine a future scholarly book on the Americas before Columbus.
Placing the cursor next to a term brings up its definition.
Clicking on a place-name deploys Google Earth.
Interactive maps show the rise and fall of empires over time

Chan Chan, Capital of the Kingdom of Chimor (Chimú)
850 AD - 1470
-8.111111°, -79.075556° (Accuracy: City)

The largest Pre-Columbian city in South America, Chan Chan is an archaeological site located in the Peruvian region of La Libertad, five km east of Trujillo. Covering an area of approximately 20 km², Chan Chan was constructed by the kingdom of the Chimú, a late intermediate period civilization which grew out of the remnants of the Moche civilization.

The vast mud city of Chan Chan was the imperial capital until Chimor was conquered by the Inca in the 15th century. It is estimated that 30,000 people lived in the city of Chan Chan.

Tags: kingdom of chimor, inca empire
Source:

edit discuss changes flag zoom in
Instead of a single picture, there'll be a gallery of photos.
Take a photo and you’ll instantly upload it to the book’s gallery

Flickr user: tarzan!!!
Gesture-based computing allows users to interact physically with virtual worlds.
Tools allow students to manipulate and visualize complex data sets.
Augmented reality offers 3-D simulations
Use builds and dynamic builds to focus your audience’s attention

• Use “builds” to emphasize your point
• Building charts focuses the audience’s attention on section of the chart you are discussing
  – Especially useful for complex figures or flow charts
  – Trend lines move as you brief the chart
  – Bars can grow to their designated height
• Animation controls the pace—should not be flashy or distracting
Metadata is a universe of standards across the information spectrum.
Metadata is information flow

Large Publishers

Medium-size Publishers

Smaller Publishers

Metadata management services (not always used)

Distributors and aggregators (e.g. wholesalers, data companies, etc.)

Retailers (e.g., B&N, Amazon, indie stores, etc.)
Metadata is messy

- Large Publishers
- Medium-size Publishers
- Smaller Publishers

Metadata management services (not always used)

- Distributors and aggregators (e.g. wholesalers, data companies, etc.)
- Content converters

Retailers (e.g., B&N, Amazon, indie stores, etc.)

Other Consumer Facing Companies (e.g., social sites, etc.)
2016 US Trade Book Unit Sales By Format
(Traditionally Published Books Only)

<table>
<thead>
<tr>
<th>Format</th>
<th>Units</th>
<th>Source</th>
</tr>
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<tbody>
<tr>
<td>Audio</td>
<td>30,983,000</td>
<td>AuthorEarnings.com</td>
</tr>
<tr>
<td>Ebooks</td>
<td>221,468,000</td>
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2016 Trade Units
TRADITIONALLY PUBLISHED BOOKS ONLY

<table>
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<tbody>
<tr>
<td>Digital Audio</td>
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<tr>
<td>Ebooks</td>
<td>221,468,000</td>
</tr>
<tr>
<td>Print</td>
<td>793,119,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1,045,570,000</strong></td>
</tr>
</tbody>
</table>

INCLUDES:
- Print books tracked at POS at all significant retail channels
- Ebooks from both AAP + non-AAP-reporting traditional publishers
- Downloadable Audiobooks from both AAP + non-AAP-reporting traditional publishers
- Createspace POD print books sold outside Amazon.com through “expanded distribution”

DOES NOT INCLUDE:
- Used book sales, library sales, remaindered sales
- Publisher-direct and author-direct sales
- Indie self-published ebooks and self-published audiobooks
- Amazon-imprint published ebooks and Amazon-owned publisher audiobooks
- Createspace POD print books sold on Amazon.com

This is a more complete picture of traditional publishing sales than AAP & PubTrack data provides. But we’re still missing LOTS of non-traditionally published book sales.

We’ll bring those in, too, shortly...

Data Guy/AuthorEarnings.com
2016 US Online Unit Sales by Category: % Digital vs % Non-Traditional

Percentages by Genre of 2016 US Online Book Purchases of All Formats (Print + Ebook + Audio) That Have Gone Digital and Non-Traditional (Indie Self-Published Titles + Amazon Imprints)

- **Online Adult Fiction**: 400,555,000 units, 91% Digital, 52% Non-Traditional
- **Online Adult Nonfiction**: 284,497,000 units, 43% Digital, 52% Non-Traditional
- **Online Juvenile Nonfiction**: 26,790,000 units, 24% Digital, 11% Non-Traditional
- **Online Juvenile Fiction**: 110,365,000 units, 51% Digital, 28% Non-Traditional

*Data Guy/Authorearnings.com*
Metadata is clearly on the rise
Second straight year bookstore sales have risen after 7 straight years of decline

Bookstore Sales: 2007-2016

Source: U.S. Census Bureau
Rehearse!

• Run your slides by someone familiar with the intended audience—get **honest** feedback
• Record yourself in Fenwick Practice Room or One Button Studio, or record PPT slideshow with narration
• Does your message come through clearly and concisely?
• Do your slides distill concepts into key insights?
• Are you missing anything your audience might expect?

Rehearse until comfortable with material, but don’t over-rehearse—be spontaneous and lively, not rote and mechanical
Be Prepared!

- Know the venue, schedule, seating
- Recorded / streamed?
- Bring backups—flash drive
- Expect technological glitches!

Flickr user: Lloyd Morgan
Use these principles to create lecture presentations that don’t lose your audience

• Use the presentation to structure your class
• Break up presentation lectures into SMALL sections
  – For example, 10-15 minute lecture, then an in-class activity
  – Rinse and repeat
• Beware of trying to cram every point onto the slides—the presenter notes are there for a reason
• The principles illustrated above on effective use of graphics, structure, and story apply to lectures too—a lot of work to create but these can generally be reused and refreshed
Moving lecture presentations online shouldn’t kill you

• Start small: try recording PowerPoint slides with narration and convert to video for use on Blackboard
• Use Kaltura CaptureSpace Desktop Recorder to create audio, video, Webcam, screen capture and PowerPoint presentations — upload directly to Blackboard
• Consider recording yourself in One Button Studio; use iMovie or other video editing software to edit video with slides and narration
• Consult with Stearns Center for Teaching and Learning for help in moving face-to-face lectures online
Discussion / Questions?

• Please contact me with any questions:
  
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  703-993-3636
Further reading and resources (1)


Further reading and resources (2)

*slide:ology*, Nancy Duarte, O’Reilly Media, 2008
(http://proquest.safaribooksonline.com/9780596522346)
(Gateway, call #: HF5718.22 .D83 2008)

Stearns Center for Teaching and Learning/Digital Learning:
http://odl.gmu.edu/resources/video-support/

University Libraries Online Learning Librarian:
http://library.gmu.edu/for/online