

Innovations in Teaching and  
Learning Conference 2017

**Avoid Death by  
PowerPoint—Not  
PowerPoint**

John W. Warren, Director  
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**



Flickr user: Niall Kennedy

**“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 historic time in electronic publishing
- Interactive features are changing the relationship between author and reader
- Readers are now able to look up definitions—simply placing the cursor next to a term
- Readers will be able to look up a reference by clicking on a place name to deploy Google Earth
- Instead of a static map, authors will demonstrate to readers the history of a place
- Future ebooks will allow multiple images instead of being limited to a single image for particular articles; 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



Flickr user: stevegarfield

# Let's imagine a future scholarly book on the Americas before Columbus



Image used with permission: Tatiana Parcero

### Summary

**obtrude** *ob-uh-trud*  
verb (transitive)  
to come or push into an unwelcome or intrusive way; to  
insist, from the recipient's point of view, on being  
noticed or known; to impose or force (something) on someone in  
such a way; I felt unable to obtrude my private sorrow upon  
anyone.

#### DERIVATIVES

I should not **obtrude** my affairs so much on  
the notice of my readers if very particular

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

The screenshot displays the Concharto website interface. At the top, there are search fields for 'Where' (containing 'Piura, Peru'), 'When' (with a date range '1962; Oct 14,1066; 1880-1886'), and 'What' (with 'Battle'). The Concharto logo is on the right. Below the search fields are checkboxes for 'Search current map shown.' and 'Find events that occurred only within the time frame specified.' On the right side, there are links for 'Link to here' and 'kml', and map style controls for 'Map', 'Sat', 'Hyb', and 'Ter'. The main map area shows a satellite view of Peru with a red location marker at Chan Chan. A white popup window is open over this marker, containing the following text:

**C** 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 km<sup>2</sup>, 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:

- [http://en.wikipedia.org/wiki/Chan\\_Chan](http://en.wikipedia.org/wiki/Chan_Chan)
- "1491, New Revelations of the Americas Before Columbus", p235, Charles C. Mann, 2005, pub. Alfred A. Knopf

At the bottom of the popup are links for 'edit', 'discuss', 'changes', 'flag', 'zoom in', 'prev', and 'next'. The background map shows various Peruvian cities like Iquitos, Nauta, Saquena, Requena, and Trujillo, along with geographical features like the Sierra Divisor and Cordillera Azul. The bottom of the page includes 'POWERED BY Google' and 'Imagery ©2010 TerraMetrics, Map data ©2010 LeadDog Consulting, MapLink/Tele Atlas, Europa Technologies - Terms of Use'.

Sort: [Relevant](#) | [Recent](#) | [Interesting](#)

View: [Small](#) | [Medium](#) | [Detail](#) | [Slideshow](#) 



From shapeshift



From mdanys



From ScallopHolde...



From CasaDeQueso



From shapeshift



From shapeshift



From The...



From kyle simourd



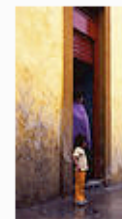
From joiseyshowaa



From Uriel Akira



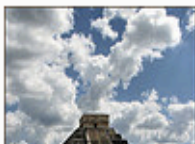
From WTL photos



From larry&fl...



From wine me up



From KM&G-Mor...



From Tarzan!!!



From CasaDeQueso



From shapeshift



From nimboo



From slack12



From hexodus...



From jim944



From joiseyshowaa



From chrissy575



From CasaDeQueso

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



Flickr user: OpenExhibits

# Tools allow students to manipulate and visualize complex data sets

**Ocean Data Viewer**<sup>nd</sup>

16 DATASETS | 363 DOWNLOADS

EXPLORE THE DATA ABOUT CONTACT BUSINESS

Showing 16 datasets

**Available datasets**

|  | The Convention on Biological Diversity |                                     |                                     | GEO BON                             | WSSD                                | Ramsar Convention                   | FAO VME                             |
|--|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
|  | EBSAs                                  | Islands Biodiversity                | Marine & Coastal Protected Areas    |                                     |                                     |                                     |                                     |
| Global Distribution of Coral Reefs (2010)          | <input checked="" type="checkbox"/>    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Global Distribution of Coral Reefs 1Km data (2003) | <input checked="" type="checkbox"/>    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| Global Distribution of Mangroves (1997)            | <input checked="" type="checkbox"/>    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Mangroves of East Africa (2003)                    | <input checked="" type="checkbox"/>    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |
| Mangroves of West and                              | <input checked="" type="checkbox"/>    | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            |

POWERED BY Google

Image: Ocean Data Viewer

# Augmented reality offers 3-D simulations

Circa

the rue Accrue their Creature chi Each recruit A heretic  
cur A chic ureter Archer cube A cute ncher Cuna etcher Aerie crutch  
Catcher I rue Cache ire nut Racier chute Accrue her it Cacti hue err Ace their cur  
Reach ice nut I teach recur Achier truce A ncer chute I cache truer Char ecru be Hear ice c u r t  
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Arch tier Charcuterie Air tech cure At ncher cue A creche I rut A crier he cut Cite her a cur A curer tic eh A c u t e  
re A cue itch err A rich cur tee A bic cur here Thrice a cure Cut heir care Race thru ice Hurt ice acre Hut  
ice carer True ice char Acute chi err Re cute chair Ace curter hi I reach truce Reach cut ire Thru ice acre Cat  
hue crier Ecru cat heir Rich are cute Are chic true Hire ecru cat Eat nch cure Ecru ice hart Recur ice hat  
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ureter Archer cube A cute ncher Cuna etcher Aerie crutch Catcher I rue Cache ire nut Racier chute Accrue  
her it Cacti hue err Ace their cur Reach ice nut I teach recur Charter I cue teach cur ire Racier cut eh Ice care thru Cure era itch  
be Hear ice curt Heart ice cur Ecru air tech Charter I cue teach cur ire Racier cut eh Ice care thru Cure era itch  
Ethic cur era I recur a tech A tech curer I Cue hat crier Cue their car Cue rear itch Cue air retch Cue hire cart  
Cue rare chit Cue arch tier Air tech cure At ncher cue A creche I rut A crier he cut Cite her a cur A curer  
tic eh A cute nch re A cue itch err A nch cur tee A bic cur here Thrice a cure Cut heir care  
Race thru ice Hurt ice acre Hut ice carer True ice char Acute chi err Re cute  
chair Ace curter hi I reach truce Reach  
Cut ire Thru ice acre  
Ecru cat heir  
Are chic  
ecru cat  
cure  
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cheer  
I cure

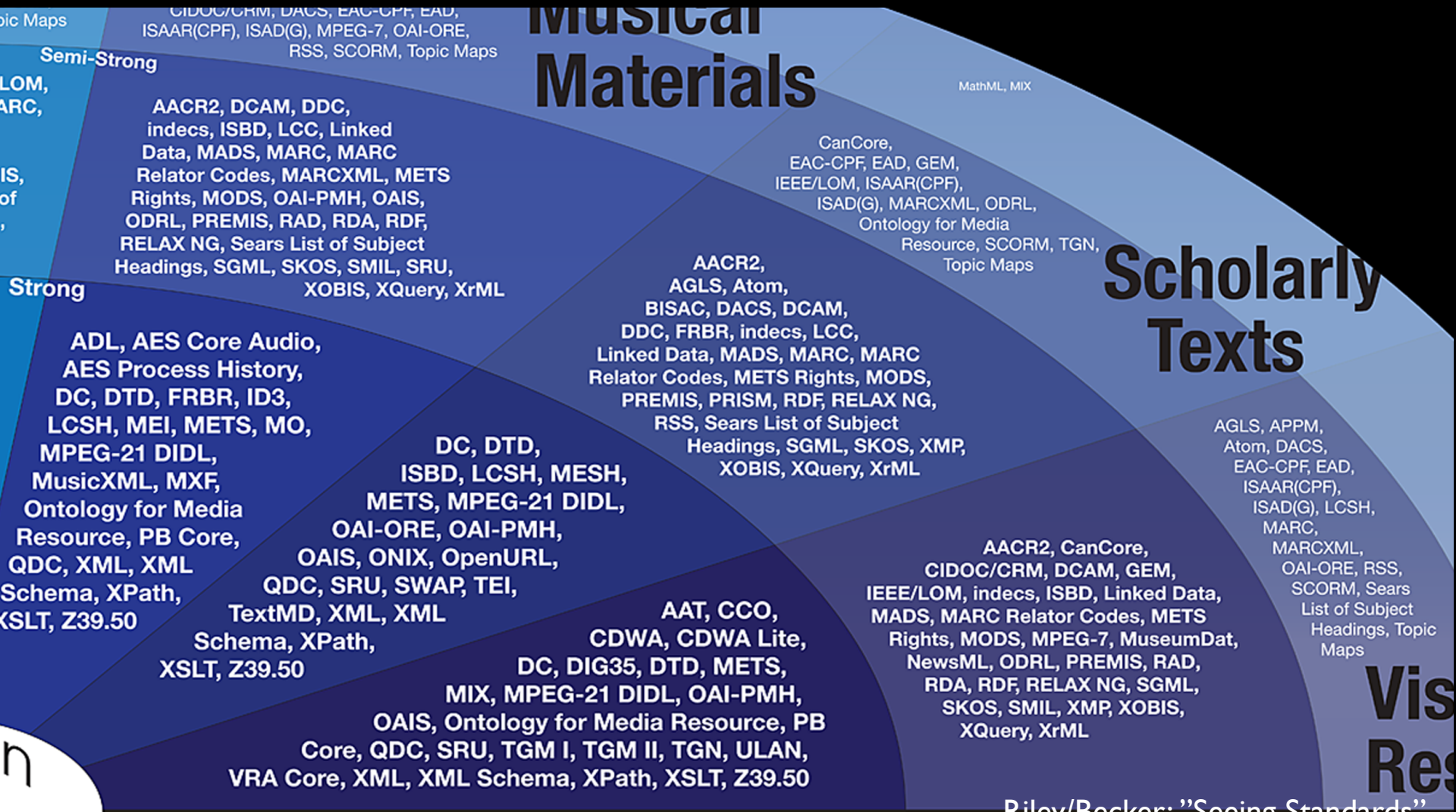


Image: Siglio Press

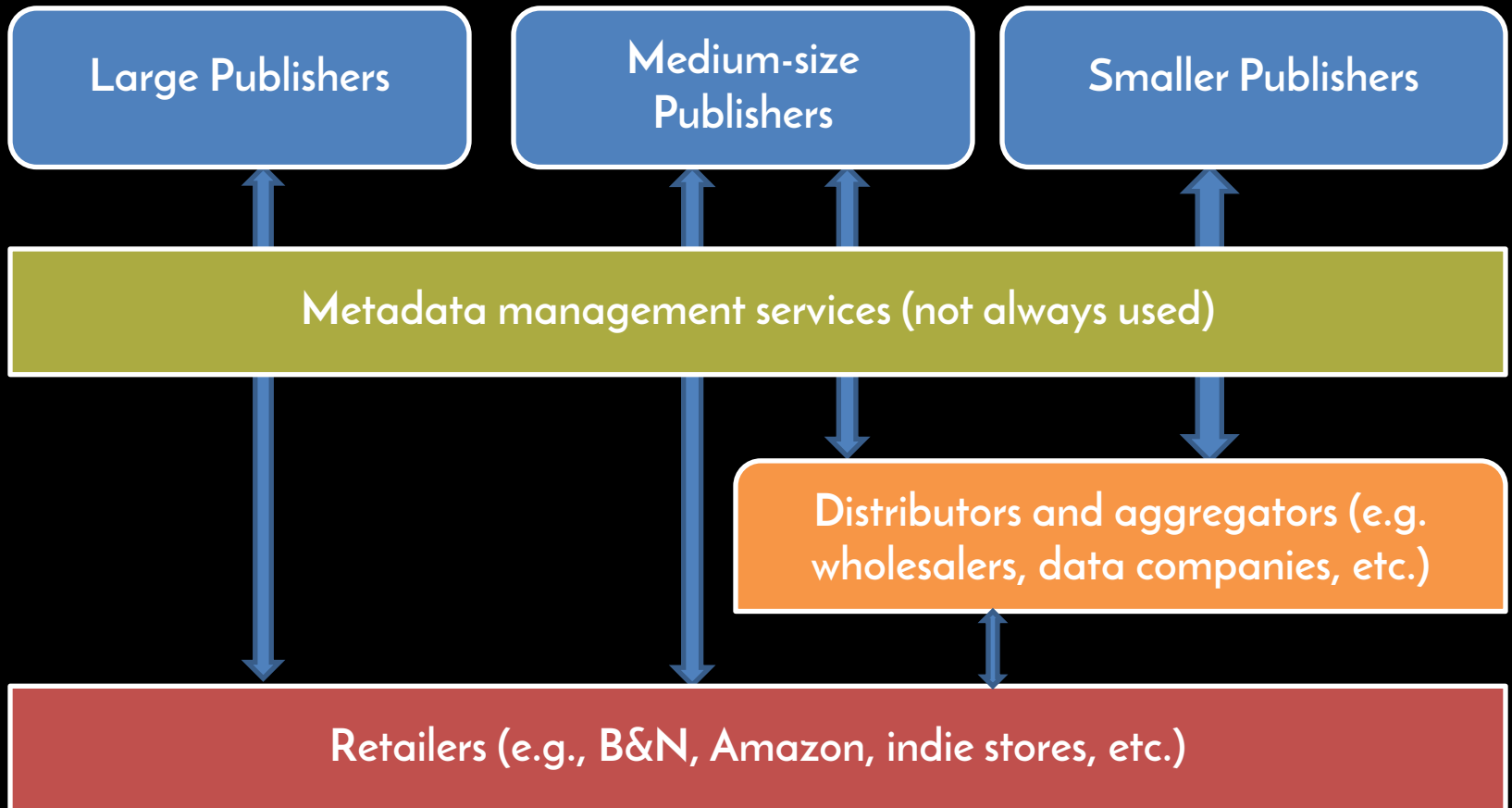
# Use builds and dynamic builds to focus your audience's attention

- 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

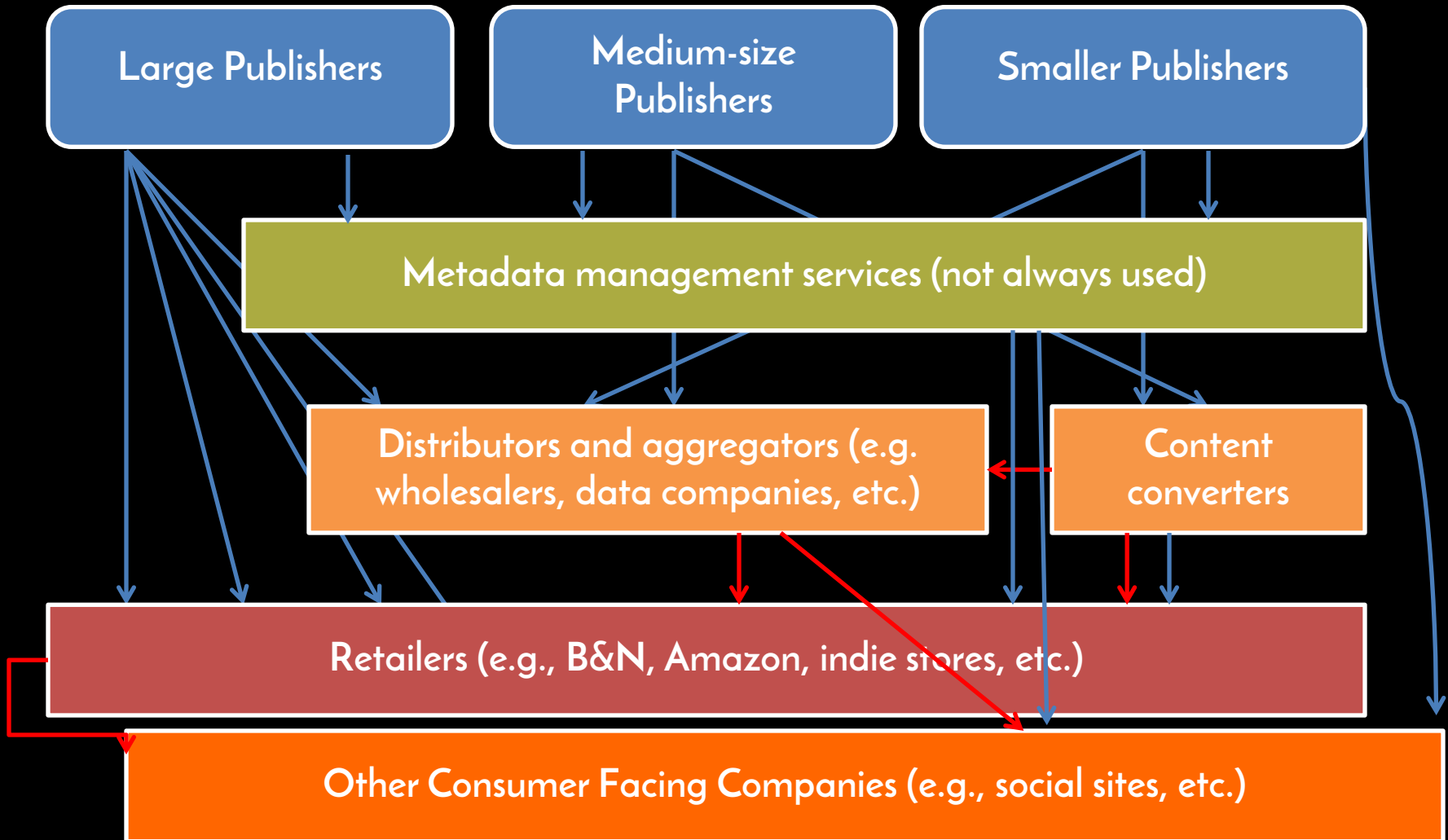
# Metadata is a universe of standards across the information spectrum



# Metadata is information flow



# Metadata is messy







# 2016 Trade Units

TRADITIONALLY PUBLISHED BOOKS ONLY

|               |                      |
|---------------|----------------------|
| Digital Audio | 30,983,000           |
| Ebooks        | 221,468,000          |
| Print         | 793,119,000          |
| <hr/>         |                      |
|               | <b>1,045,570,000</b> |

## 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"

This is a more complete picture of traditional publishing sales than AAP & PubTrack data provides

## 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

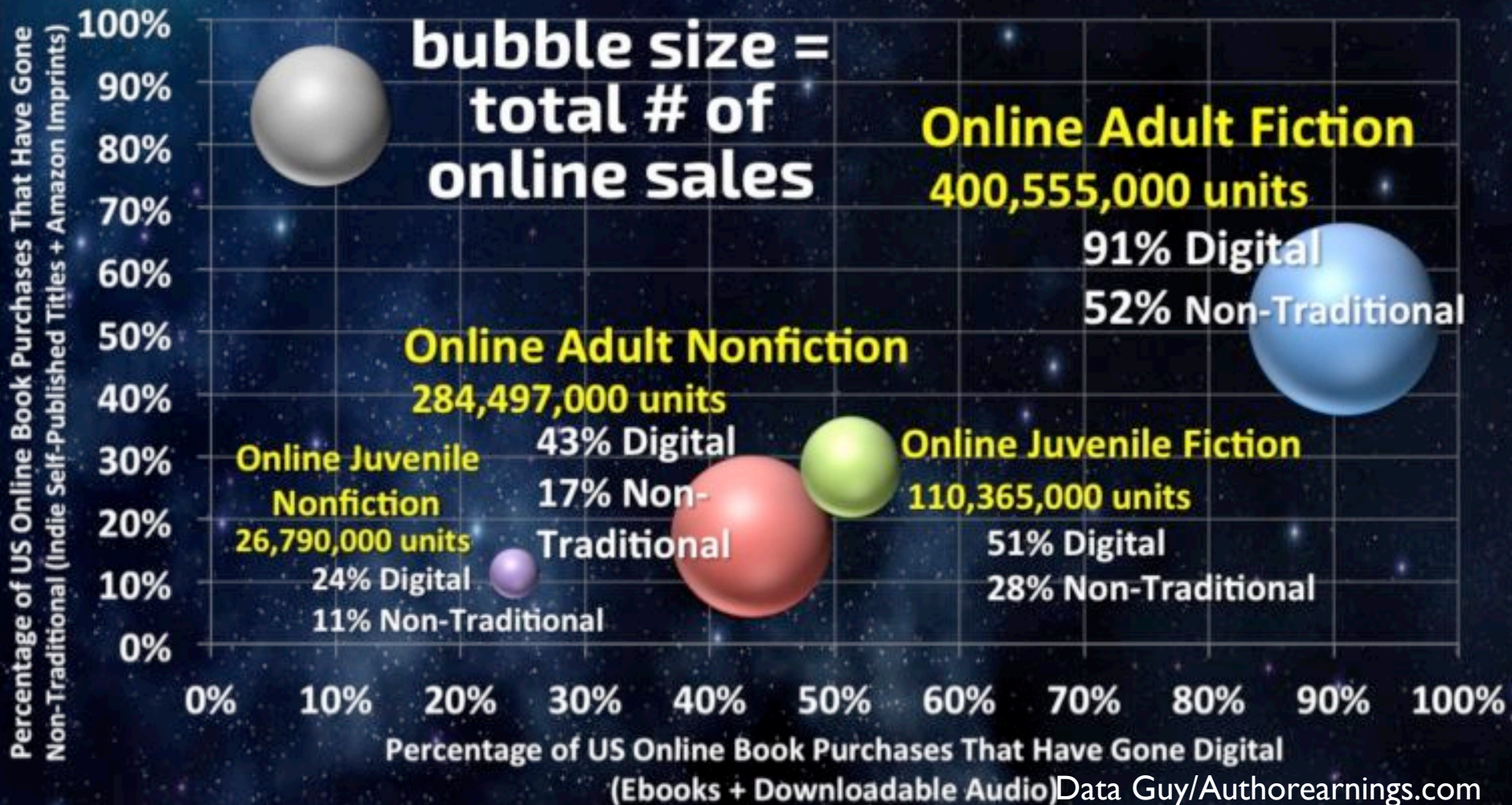
But we're still missing **LOTS** of non-traditionally published book sales

We'll bring those in, too, shortly...

Data Guy/Authorearnings.com

# 2016 US **Online** Unit Sales by Category: % Digital vs % Non-Traditional

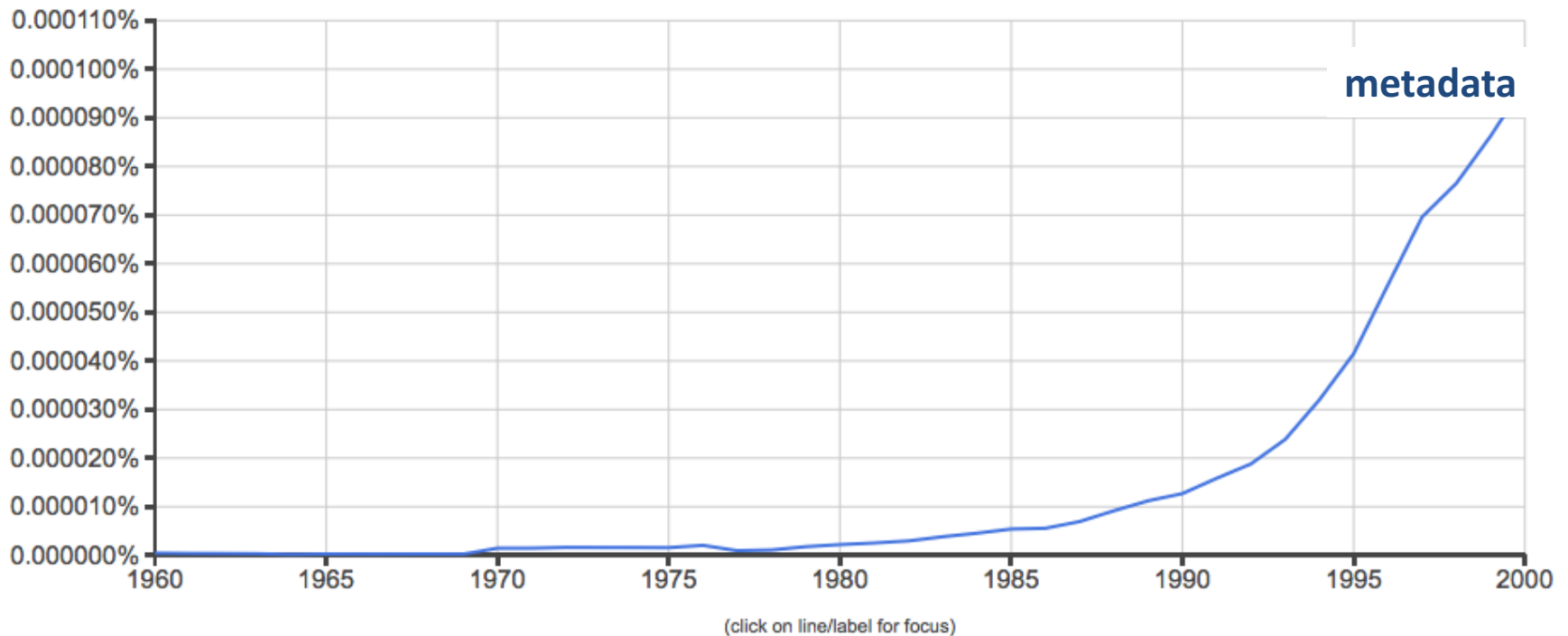
Percentages by Genre of 2016 US Online Book Purchases of All Formats (Print + Ebook + Audio) That Have Gone Digital and Non-Traditional (Indie Self-Published Titles + Amazon Imprints)



# Metadata is clearly on the rise

Google books Ngram Viewer

Graph these comma-separated phrases:   case-insensitive  
between  and  from the corpus  with smoothing of  [Search lots of books](#)



# 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!

# 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)

“Guidelines for Preparing Briefings,” RAND Corporation, 1996:  
<http://www.dtic.mil/dtic/tr/fulltext/u2/a317235.pdf>

*HBR Guide to Persuasive Presentations*, Nancy Duarte, Harvard Business Review Press (2012); (Fenwick, call #: HF5718.22 .D817 2012)

Presentation Zen: <http://www.presentationzen.com/>

*Resonate: Present Visual Stories that Transform Audiences*, Nancy Duarte, John Wiley & Sons, 2010  
(<http://proquest.safaribooksonline.com/9780470632017>)  
(Fenwick, call #: HF5718.22 .D82 2010 )

# 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>

What's Your Presentation Persona?, Scott Schwertly and Sunday Mancini, McGraw Hill, 2017; Presentation Personal assessment and badge: <https://www.ethos3.com/badge/>