Proseminar Medieninformatik
Tipps & Fragestunde
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Doris Hausen
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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 long 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

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 audience
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