

# Proseminar Medieninformatik

## Tipps & Fragestunde

Wintersemester 2011/2012

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# Written Report

# Scientific Writing - Make it interesting

≡ Be clear but not boring

≡ Constantly alternate

≡ Know when there is too little or too much

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

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- 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 report before submitting it

# Presentation

# Presentation Checklist (Basic)

- ≡ Your talk should be interesting
- ≡ Rule of thumb: one slide == one minute
- ≡ Reference all sources (e.g. [1] at an 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 sources (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
- ≡ **Use alternative channels – whiteboard or only speech**

# Presentation Checklist (Nightmare)

- ≡ Your talk should be interesting
- ≡ Rule of thumb: one slide == one minute
- ≡ Reference all sources (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 \(Kaj Sand-Jensen\)](#)