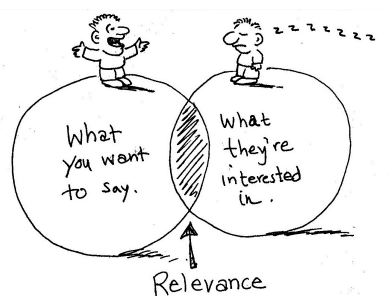


Giving a lay presentation

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National School of Healthcare Science

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What will you need to do: Oral Lay Presentation

Oral Lay Presentation (20 min + Q/A 10 min)

- Present research ideas and defend proposal to a panel:
 - An academic from the University at which the student is registered (in the Chair)
 - An external examiner / clinical assessor appointed by NSHCS
 - A lay person appointed by MAHSE
- The ability to present research ideas to a non-specialist audience is a key skill for all academic and healthcare professionals.

"It's so easy to forget what it feels like to not know something."

- Prof. Laura Lindenfeld, Director of the Alda Center and professor in the School of Journalism at Stony Brook University

Lay Presentations: How will you be assessed?

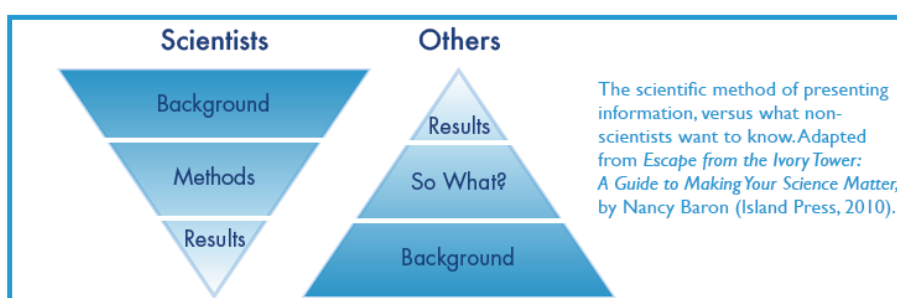
Quality and clarity of explanation of the research for a lay audience:

- Is the research clearly explained?
- Is it clear how/why this research could benefit the healthcare sciences services?
- Has the relevant scientific evidence been synthesized?
- Is the language clear and understandable; awareness of the use of jargon, scientific language and acronyms?

Style of presentation (slides, delivery; body language, eye contact, voice, confidence)

Demonstrates values, attitudes and behaviours expected of a leader in clinical science

Lay Presentations: Consider your approach...



Lay Presentations: Good practice tips...

- Where does your research fit in the bigger picture?
- Why does the research matter? No why does it **really** matter?
- Distill your message – what do you want people to understand, remember and do with what you present?
- Simplify – the problem is not necessarily due to a difficult-to-explain concept or use of field-specific jargon, but to convoluted, ambiguous language
- Use everyday language and familiar examples.
- Focus on the audience – what you want to present is not necessarily what your audience needs.

Lay Presentations: Good practice tips...

- Use visuals – a single image of something particularly relevant to your work is more engaging and has the potential to convey more information than words.
- Keep scientific visuals simple – e.g. an image of a single cell or pathway. If you use graphs to show comparisons or results, indicate what the axes represent and which variables (ideally, not more than two or three) you're displaying.
- Facts can't speak for themselves – provide context, pull out the important analysis.
- Consider a balance of Ethos, Pathos, and Logos
- Still needs to provide the science
- Beginning, middle, end - seems obvious but ...!

Lay Presentations: Get feedback, perspectives and insights

Ask critical friends **outside** your field.

Give them guidance on what you want to find out:

- Did they understand it? Does it make sense to them?
- Did they find it easy to listen to?
- Did they find anything confusing – logical flow, language, detail?
- Was it interesting? Did they learn anything? Did it make them curious to find out more?
- Did they appreciate the context, implications, limitations?
- Did they understand and remember the main points?
- Do they feel able to explain the research to someone else?

Lay Presentations: And finally...the importance of practice

"It is difficult to 'wing it' when trying to deliver a scientific message to an audience who are unfamiliar with the topic. What works for an audience of your peers will not work for a lay audience – or even an audience of scientists trained in other disciplines."

- Karen L. McKee Scientist Emeritus, U.S. Geological Survey

Presentation Resources

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

Think Outside the Slide – <https://www.thinkoutsidetheslide.com/>

TED Talks – <https://www.ted.com/talks>

Thesis Whisperer: 5 classic research presentation mistakes –
<https://thesiswhisperer.com/2010/11/25/5-classic-research-presentation-mistakes/>

Nature Jobs: A David Letterman-like countdown to the 10 biggest pitfalls in scientific presentations –
<http://blogs.nature.com/naturejobs/2016/02/10/a-david-letterman-like-countdown-to-the-10-biggest-pitfalls-in-scientific-presentations/>

Bonus:

Good practice tips for writing a lay summary

Context

- Avoid telling the whole scientific story. It's a short summary – what are the 'take home messages'?
- The summary should provide answers to the essential questions: Who, What, Where, When, Why and How?
- Set the research in context.
- Give concrete, every day examples to help paint a picture.
- Can you use an analogy to help create understanding?
- Give the reader a reason to care about what you do - address the "so what?" Focus on the relevance, the application of the benefits of your research.

Bonus:**Good practice tips for writing a lay summary****Language and tone**

- Use person centered language rather than focusing on the circumstance, illness or disability.
- Avoid reporting phrases (moreover, therefore)
- Cut out nominalisations (e.g 'utilisation' > 'using'; 'provision' > 'provide')
- Use active, not passive voice.

Word level

- Minimize the use of jargon, scientific and technical terms and acronyms. If unavoidable, provide explanations.
- Avoid complex terms and phrases and use plain English.
- Use simple words and cut out unnecessary words (e.g. For the purpose of > to; With reference to / with regard to – about)

Bonus:**Good practice tips for writing a lay summary****Sentence level**

- The first sentence is crucial – a concise introduction
- Make every sentence count. Average sentence length of 15 - 20 words is most readable. Mix shorter sentences with longer ones. Avoid long complex sentences
- Phrase positively
- Use connectives to develop links between ideas (e.g. although, however)

Readability

Think about using a readability tool e.g. <https://readable.io/>

- Gunning Fog index is a readability test for English writing.
- The Flesch readability score uses the sentence length, number of syllables per word to calculate the reading ease.