

# Effective Research Presentations: Assertion-Evidence Approach

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The measures for a research presentation are how much it is  
understood, remembered, and believed



[Alison Willie, Penn State, 2014]

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**Before creating your presentation,  
you should analyze your audience**

**What do they know  
about your research?**

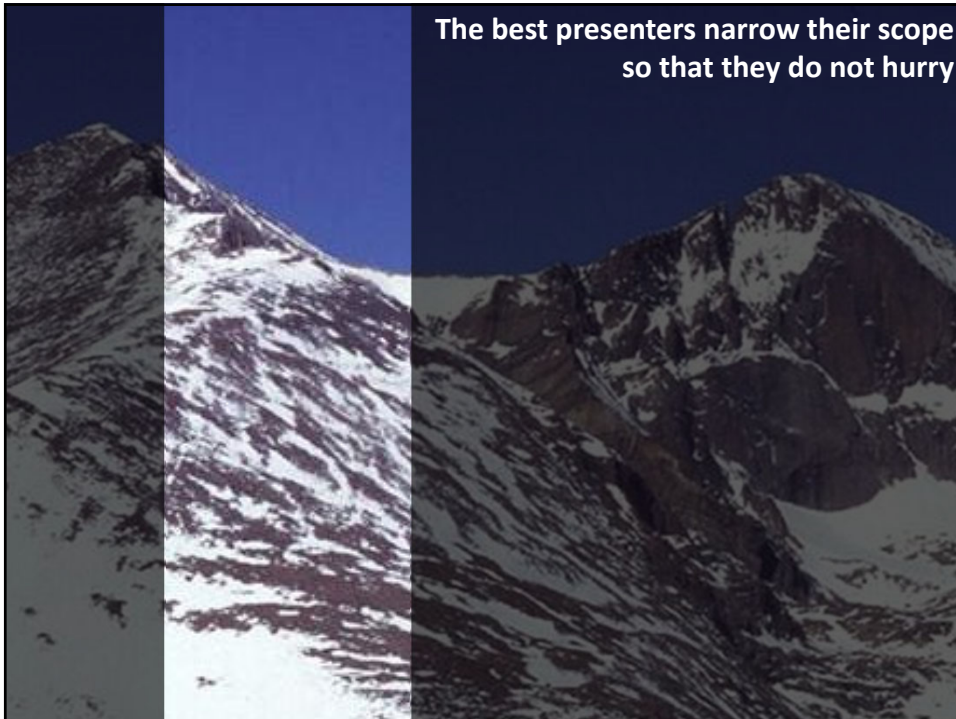
**Who are they?**

**Why your research  
will interest them?**

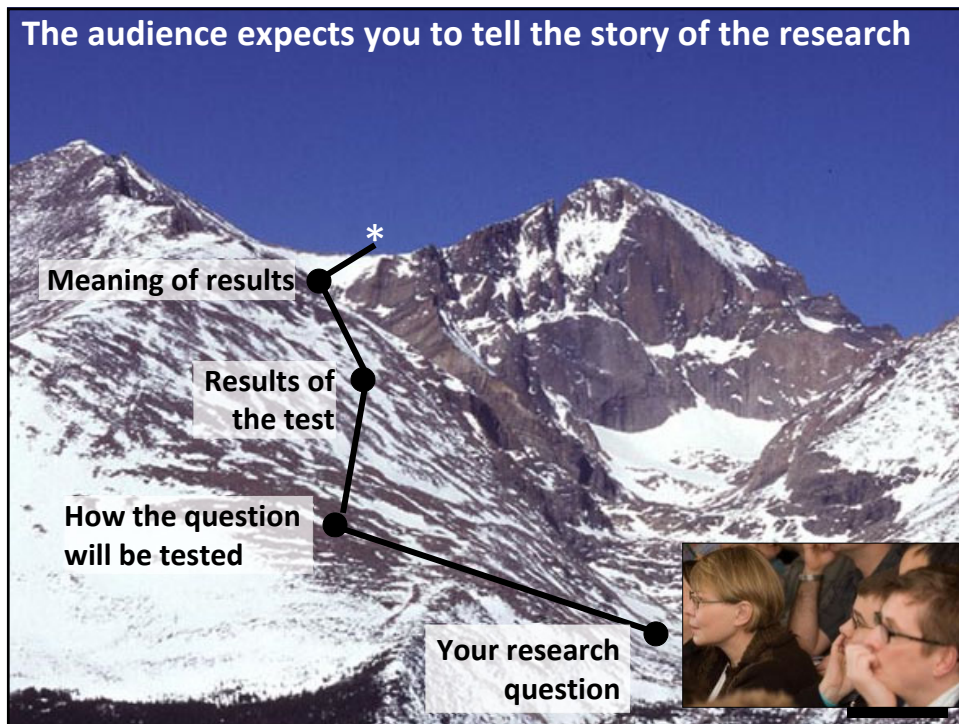


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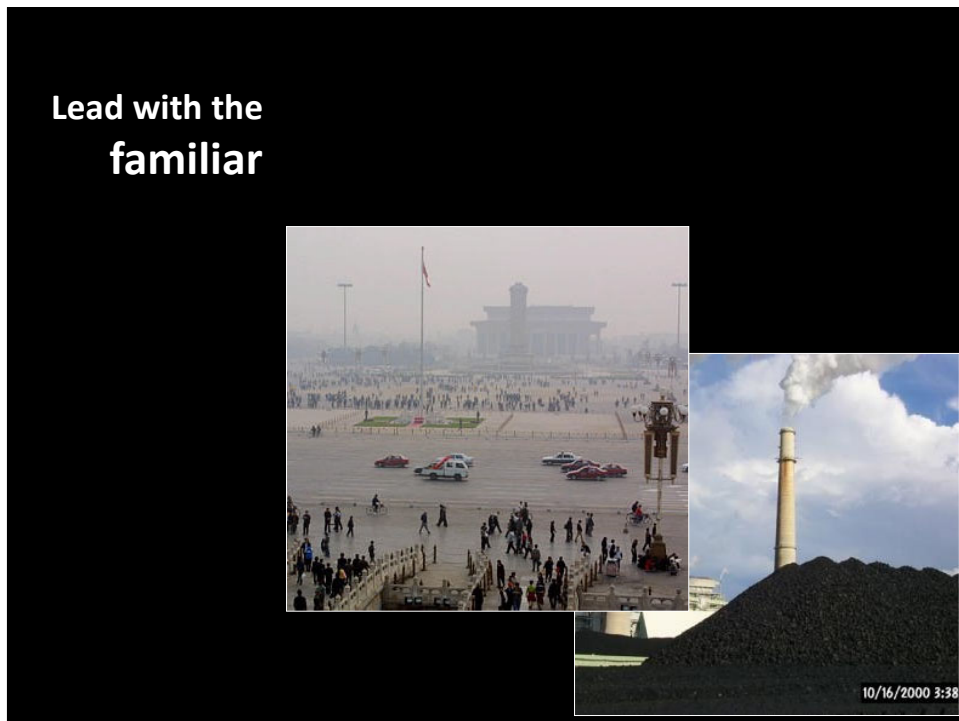
**The best presenters narrow their scope  
so that they do not hurry**



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## PowerPoint's defaults, which run counter to how people learn, pull down many, if not most, presentations

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- Click to edit Master text styles
  - Second level
    - Third level
      - Fourth level
        - Fifth level

9/7/2010 Footer

### Ideal gas bearings for MTM

**Load Tolerant** – capable of handling both normal and extreme bearing loads without compromising the integrity of the rotor system.

**Simple** – low cost, small geometry, low part count, constructed from common materials, manufactured with elementary methods.

**High Rotor Speeds** – no specific speed limit (such as DN) restricting shaft sizes. Small Power losses.

**Good Dynamic Properties** – predictable and repeatable stiffness and damping over a wide temperature range.

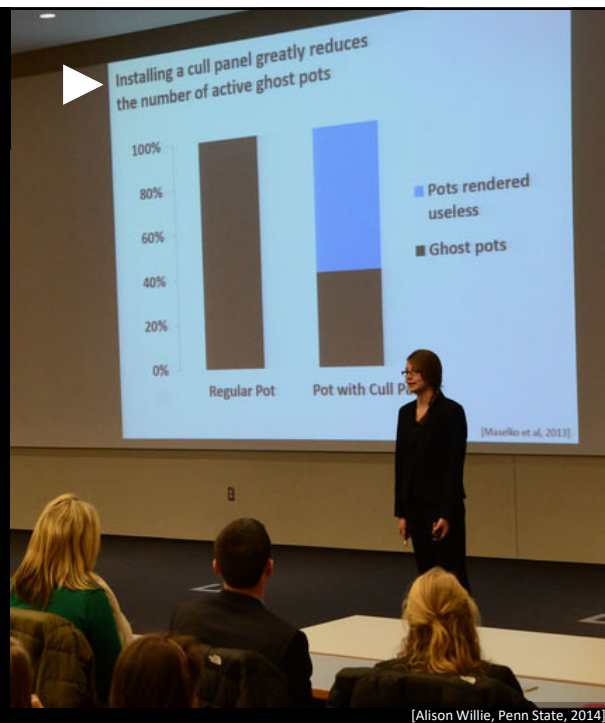
**Reliable** – capable of operation without significant wear or required maintenance, able to tolerate extended storage and handling without performance degradation.

+++ Modeling/Analysis (anchored to test data) available

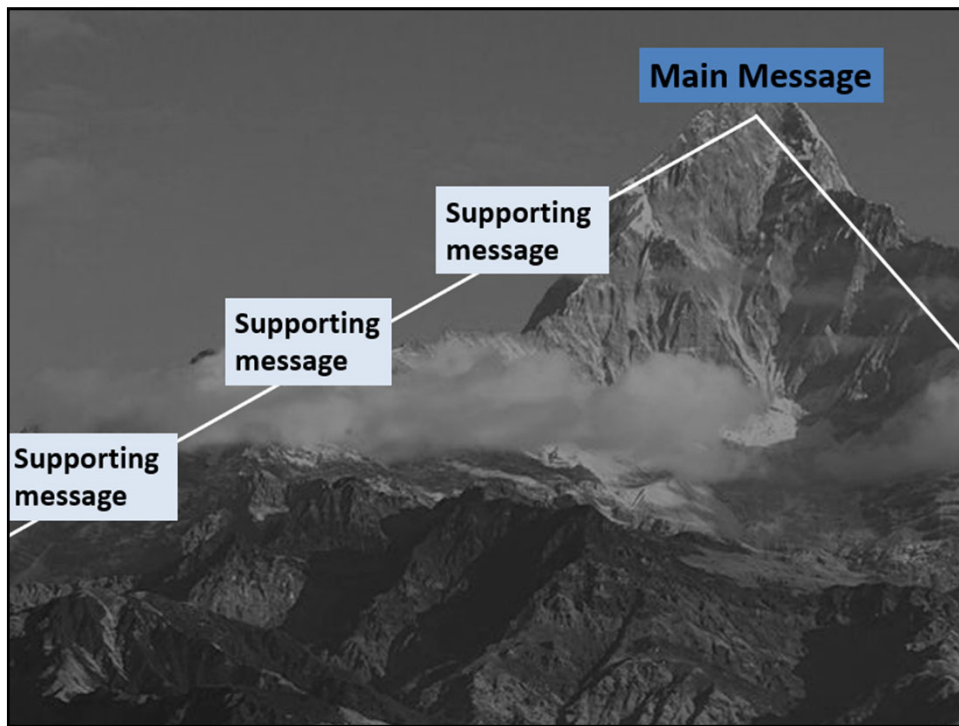
[Garner et al., 2009]

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## Principle 1: Build your talk on messages, not topics



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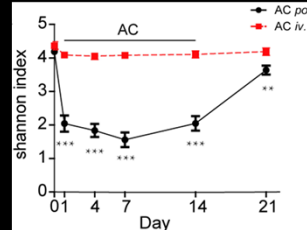
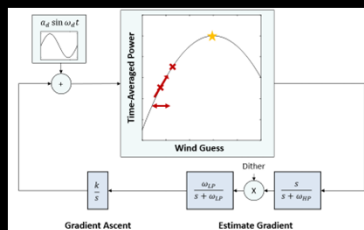
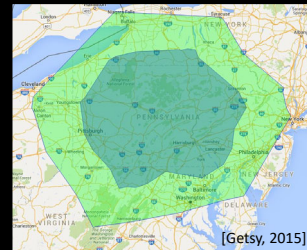


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**Principle 2:**  
**Support your messages**  
**with visual evidence**

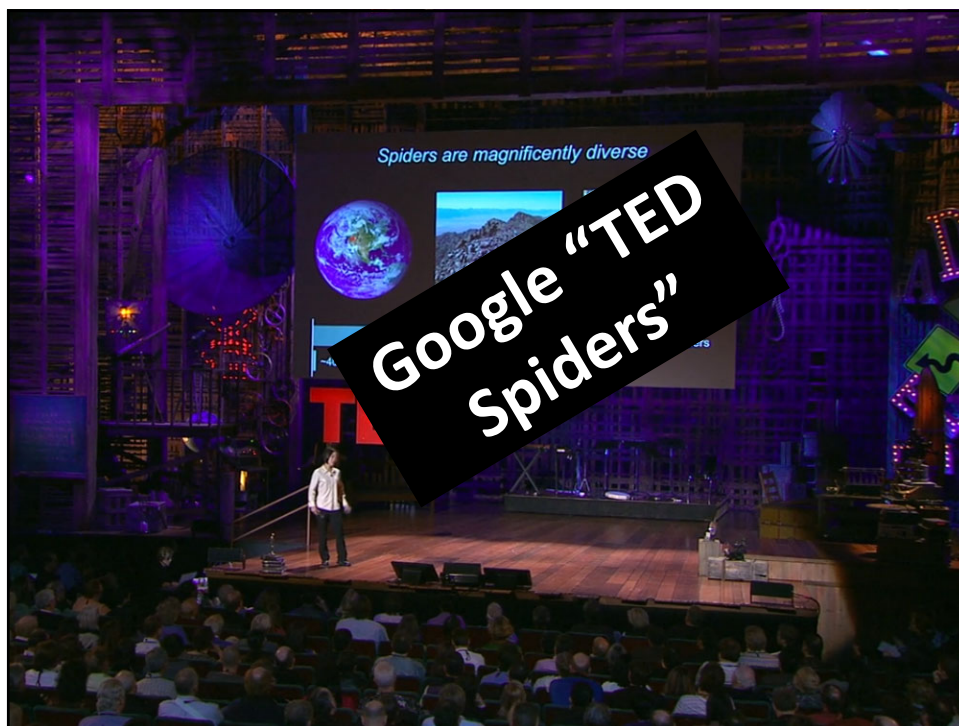


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**Principle 3**  
**Explain visuals by fashioning**  
**sentences on the spot**



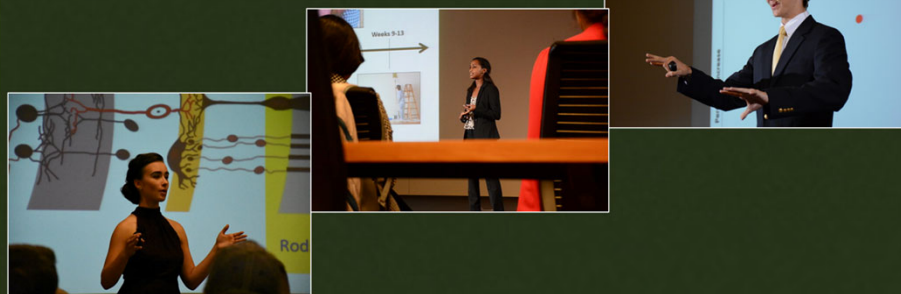
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**In closing, the assertion-evidence approach leads to higher audience comprehension and more projected confidence**

### Assertion-Evidence Approach



[www.assertion-evidence.org](http://www.assertion-evidence.org)

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