LC-1121 Communicating Sustainable Solutions

Autumn 2022

Session 3

- **Reliable, credible sources**
- **Oral progress report (& Lessons learned)**
- **DO's and DON'Ts of presentations**
- **Presentation structure**
- **Transitions**
- **Ethos, Pathos & Logos**
- **Team Presentation process & instructions**
- **Presentation outline**

The CRAAP Test Worksheet

Use the following list to help you evaluate sources. Answer the questions as appropriate, and then rank each of the 5 parts from 1 to 10 (1 = unreliable, 10 = excellent). Add up the scores to assess the usefulness of the source.

Currency: *the timeliness of the information*...

- When was the information published or posted? _____
- Has the information been revised or updated? _____
- Is the information current or out-of date for your topic? _____
- Are the links functional? _____

Relevance: *the importance of the information for your needs*.................................

- Does the information relate to your topic or answer your research question? _____
- Who is the intended audience? _____
- Is the information at an appropriate level? Is it logical? Is something missing? _____
- Have you looked at a variety of sources before choosing this one? _____
- Would you be comfortable using this source for a research paper? _____

Authority: *the source of the information*..

- Who is the author/editor/publisher/source/sponsor? _____
- Are the author's credentials or organizational affiliations given? _____
- What are the author's credentials or organizational affiliations given? _____
- What are the author's qualifications to write on the topic? _____
- Is there contact information, such as a publisher or e-mail address? _____
- Does the URL reveal anything about the author or source? _____

Accuracy: *the reliability, truthfulness, and correctness of the content*...................

- What is reputation/impact factor of the source? _____
- Is the information supported by evidence? What types? _____
- Is the model/method/experiment appropriate for the research context? Is it supported by theory? _____
- Can you verify any of the information in another source? _____
- Has the information been reviewed or refereed? Are there critics? _____
- Are there spelling, grammar, or other typographical errors? _____

Purpose: *the reason the information exists*...

- What is the purpose of the information? _____
- Do the authors/sponsors make their intentions or purpose clear? _____
- Is the information fact? opinion? propaganda? _____
- Does the point of view appear objective and impartial? _____
- Are there political, ideological, cultural, religious, institutional, or personal biases? _____

45 - 50 Excellent | 40 - 44 Good
35 - 39 Average | 30 - 34 Borderline Acceptable
Below 30 - Unacceptable

Total: 0

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Sources

What kind of sources have you found to inform your investigation?

What sources are the most credible in an academic setting?

What sources should you avoid?

Oral progress report

Present (5-7 mins) what your team has decided to <u>focus on & investigate</u> so far:

- **How do you perceive the scenario; reflections/questions that arise?**
    - **What do you see?**
    - **What do you already know?**
    - **Previous experiences etc.**
- **What do you want to find out more about? Specify a few questions to be investigated.**
    - **Research the topic and investigate possible solutions**

Q&A after your progress report to get further ideas of the right direction(s) to go!

Oral progress report - Lessons learned?

Briefly (2-3 mins) summarize

- **key lessons your team learned from this progress report**

- **your next steps of investigation!**

Presentations

Final presentations 16 & 23 Nov

- **Each team presents their proposed solution to the problem**

- **Each person acts as an opponent (challenges the ideas) of another team member**

DO's and DON'Ts of presentations

- **Think of your personal experience(s) of both**

    a) **seeing and**

    b) **giving academic presentations**

- **What are your expectations?**

# DO's and DON'Ts of presentations

1. **Split into two groups.**
2. **For 10 mins:**
- **Group 1,** write down your thoughts about what makes a **good** presentation.
- **Group 2,** write down your thoughts about what makes a **bad** presentation.
1. **At the signal, exchange notes with the other group and & review what they wrote. (10 mins)**
- Write your ideas too, or indicate with a + if you agree with any of the points.
1. **Switch back to your original boards.**
- Were any new insights added by the other group?
- Take turns in summarizing the main points for all of us! **(10 mins)**

Presentation structure

Introduction – Body – Conclusion

Discuss:

- **Why is the introduction important?**
- **What do you think the introduction should include?**
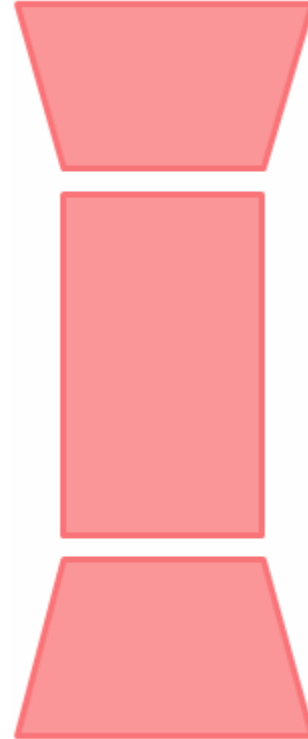
Introductions

Capture attention

- Why should your audience care?
- How could you hook their attention: rhetorical question(s), startling assertion, humor, suspense, poll, a story?

Establish credibility

- Who are you?
- Why should the audience believe you?

State purpose

- To persuade?
- To inform?
- To entertain?

Preview talk

- Keep short , concise and clear
- Mention the main points of the talk

Conclusion

Discuss:

- **Is it important?**

- **Why is it important?**

- **What should it include?**

Image by   from

Conclusions

Signal

- Alert the audience that your talk is coming to an end by using a transitional phrase!
- Don't introduce new ideas!

Summarize

- Paraphrase your main points!

Restate

- Restate your topic and purpose!

Return to your attention grabber

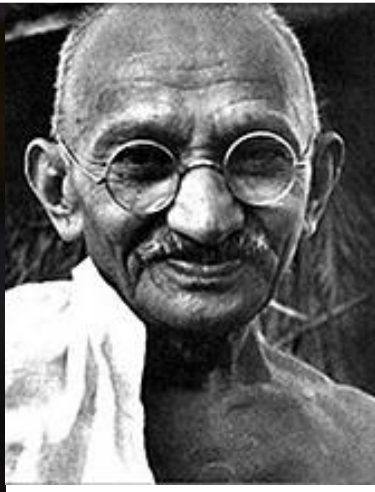- "Do you remember what we saw/ asked/ did in the beginning"…?

Invite questions & provide sources

- "We would now welcome any questions you may have!
- If anyone is interested in finding out more about this, we recommend the following sources"...

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Logos, ethos, pathos

What makes a speech or presentation persuasive?

Aristotle's Modes of Persuasion

Ethos

Pathos

Logos

- Convince the audience by appealing to their sense of reason:

➤ Logical arguments supported by reliable facts and figures

Example: "According to the Gun Violence Archive, in 2020 handguns accounted for approximately 20 000 deaths in the US alone. Therefore, restricting the sale of these weapons could have a significant positive impact on society"
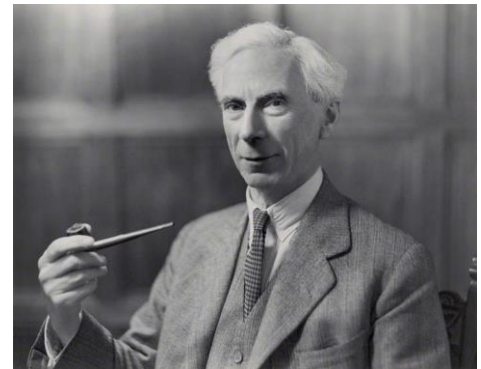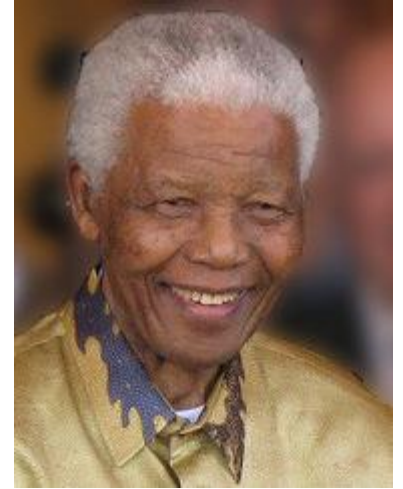
Character and reputation

Trustworthiness

Expertise on the subject

Example:
"As a member of the UN's special commission on climate change
and as a scientist working in the field of climatology for over 30 years,
I can tell you that urgent action is needed to save the planet"

Inspiration or motivation

Sympathy, Humour, Sorrow, Shock,
Guilt, Pride…

Narrative tools:
anecdotes / personal examples, stories, jokes

Language tools:
Metaphors (e.g. "life is a journey")
Inspiring vocabulary (e.g. action verbs!)

Example:
"This is Amoo, he lives on a beautiful atol in the pacific ocean. However, if the climate continues to warm, his island paradise may soon sink beneath the waves."

The most effective presentations combine logos, ethos and pathos

Team Presentation Instructions

- **Length: 15-20 mins**
- **Each team member speaks for at least 3 mins**
- **Include: intro, body, conclusion, smooth transitions**
- **Cover:**

  1. **the current situation**
  2. **the problem you've identified in the scenario**
  3. **your solution/s to the problem including all aspects of expertise (design, technology, business) in your group**
  4. **recommendation based on the evaluation of your solution**

- **After the presentation: 10-15 mins for questions and discussion**
- **Grading: team elements & individual elements (See rubric for details!)**

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Presentation outline

An organized "map" of your topic

- does not include all the words you say

- includes supporting data

- has a hierarchical structure

- for preparation only, not for reading

- **Outline template available in MyCo Session 3.**

Team Presentation Process

OUTLINE
- A written road map of your presentation (template provided)

REHEARSAL
- Record in Zoom or using a video camera
- Peer /teacher feedback

FINAL PRESENTATION
- In class
- Another team acts as an opponent
- Self-evaluation

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Homework:

- **By now, you should have agreed on who will deal with what aspect of your problem/solution. Continue to investigate according to your own role and contribute to the FISH document (2%)**
- **Reflection cards (read the reflection cards on the progress on your project, answer the questions and post them in the forum 4%. Read those of at least one other team member)**
- **Watch the materials on intros & conclusions, transitions, and ethos, pathos & logos available in MyCo Session 3.**