

LC-1114 Communicating Technology

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Today's session

1. Important information about your final presentation:

- Sign up for rehearsal practice NOW
- Sign up for final presentation

**** Each of you only need to sign up 1 slot for rehearsal and 1 slot for final presentation**

2. Peer- Review

3. Presentations

4. To avoid plagiarism: using sources correctly and accurately

Rehearsal sessions

- 1. You need to submit your presentation outline before 20.03 midnight so that I can give you some feedback. Your presentation will be recorded, and the link will be sent to you for your self-evaluation later.**
- 2. You will be receive feedback from others and me.**
- 3. Before your rehearsal session, submit your slides.**

Giving and receiving feedback

Discuss:

What is the difference between **feedback** and **criticism**?

Why is it difficult to **give** feedback?

Why is it difficult to **hear** feedback?

What kind of feedback is **efficient**?

Why is **giving** feedback hard?

Maybe you...

- **consider feedback negative and unhelpful**
- **are concerned that the person will not like you**
- **think the other person cannot handle the feedback**
- **have had negative experiences before and feel the feedback is not worth the risk**

Why is **receiving** feedback hard?

Maybe you...

- have had negative experiences before.
- feel the need to justify and rationalize instead of listening to feedback
- think that feedback diminished your self-worth
- are not 100% confident

What kind of feedback is effective?

- **Descriptive, specific & performance focused**
- **Timely**
- **Balanced: positive & negative**
- **Solution-focused**



The Hamburger Model

The picture and the examples you used in the introduction were very compelling. I was immediately intrigued and wanted to hear more.

When you stated the purpose of the presentation, you said it quite fast. I think it is important to say that as clearly and calmly as possible. Perhaps next time you can try to emphasize it more.

With a clearer purpose, you will have a perfect introduction!

A?

Let's try:

Step 1:

- **Write 2-3 sentences about how you would like to create a good healthy life-style (what can you do, for how long, how do you achieve)**

Let's try:

Step 2:

- Exchange it with your partner
- Take a look at sentences your partner wrote.
- Give your partner feedback **on** their **writing** using the [hamburger model](#)
- (say something **positive**, say something they **could improve on**, conclude with something **positive**)



Receiving feedback

- Listen to it and accept it positively (for consideration) rather than dismissively (for self-protection).
- Pause and think before responding.
- Ask for it to be repeated if you did not hear it clearly.
- Ask for clarification and examples if statements are unclear or unsupported.
- Ask for suggestions for improvement.
- Respect and thank the person giving feedback.

A?

Now..

Read your partner's Introduction paragraph. Post to the forum:

1. What is the problem/need?
2. What is the proposed solution?
3. How would it solve the problem?
4. Who will be the client?
5. Can you identify the 4 moves: situation, problem, solution, evaluation?
6. Give **one** positive comment.
7. Give **one** constructive feedback on what he/she can do better.

Assignment 4: Peer Feedback

Copy and paste what you wrote in the Forum and submit it to Assignment 4

Presentation dos and don'ts

Group discussion:

What makes a good presentation?

- 1. Find a good example of presentation.**
- 2. In your group, decide one as an example for analysis**
- 3. Analyse: (You can make a list of points)**
 - What features of the speaker's style made it memorable and effective?**
 - What made the content interesting?**
 - What made it a good example?**
- 4. In your group, summarise at least 3 points of Dos and Don'ts for presentation.**

Key points

1. **Audience – they want to learn from your presentation, so what can they take home?**
2. **Hold your audience's interest**
 - **Use stories (to relate)**
 - **Interact with your audience (using questions)**
 - **Be enthusiastic (show that you care)**
3. **Avoid technical jargon**
 - **Define terms and concepts for non-expert listeners**

Key points

4. Connection:

- In your **introduction**, tell them what you are going to tell them.
- In your **conclusion**, tell them what you have told them

5. End with a strong conclusion:

- Recap your main points
- Do not introduce something new
- Create a positive memorable ending

6. Questions = they're interested!!

- Handle questions and comments professionally

Creating an oral presentation: the process

1. Decide on a topic

- Define your audience
- Identify the relevance of the topic to the audience

2. Define your purpose

- Purpose statement
- Thesis/claim

3. Organising the presentation

- select the main points
- support your main points

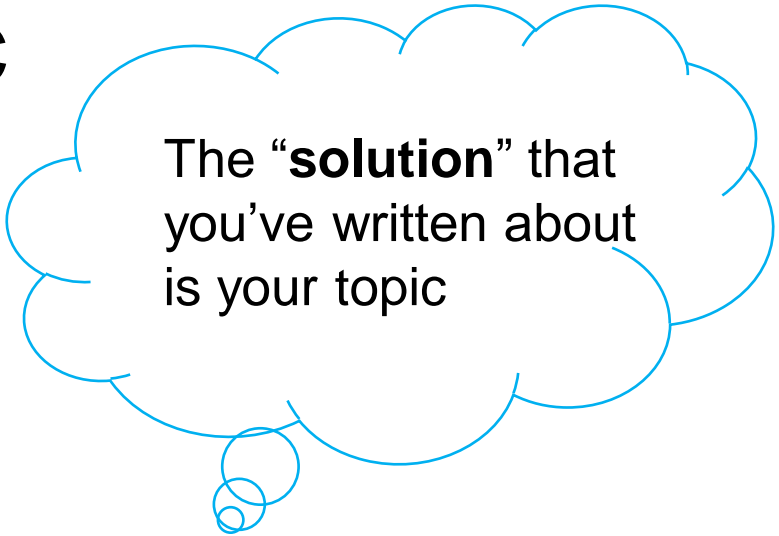
4. Choose a pattern of organization

5. Plan the transitions

6. Introduction

7. Conclusion

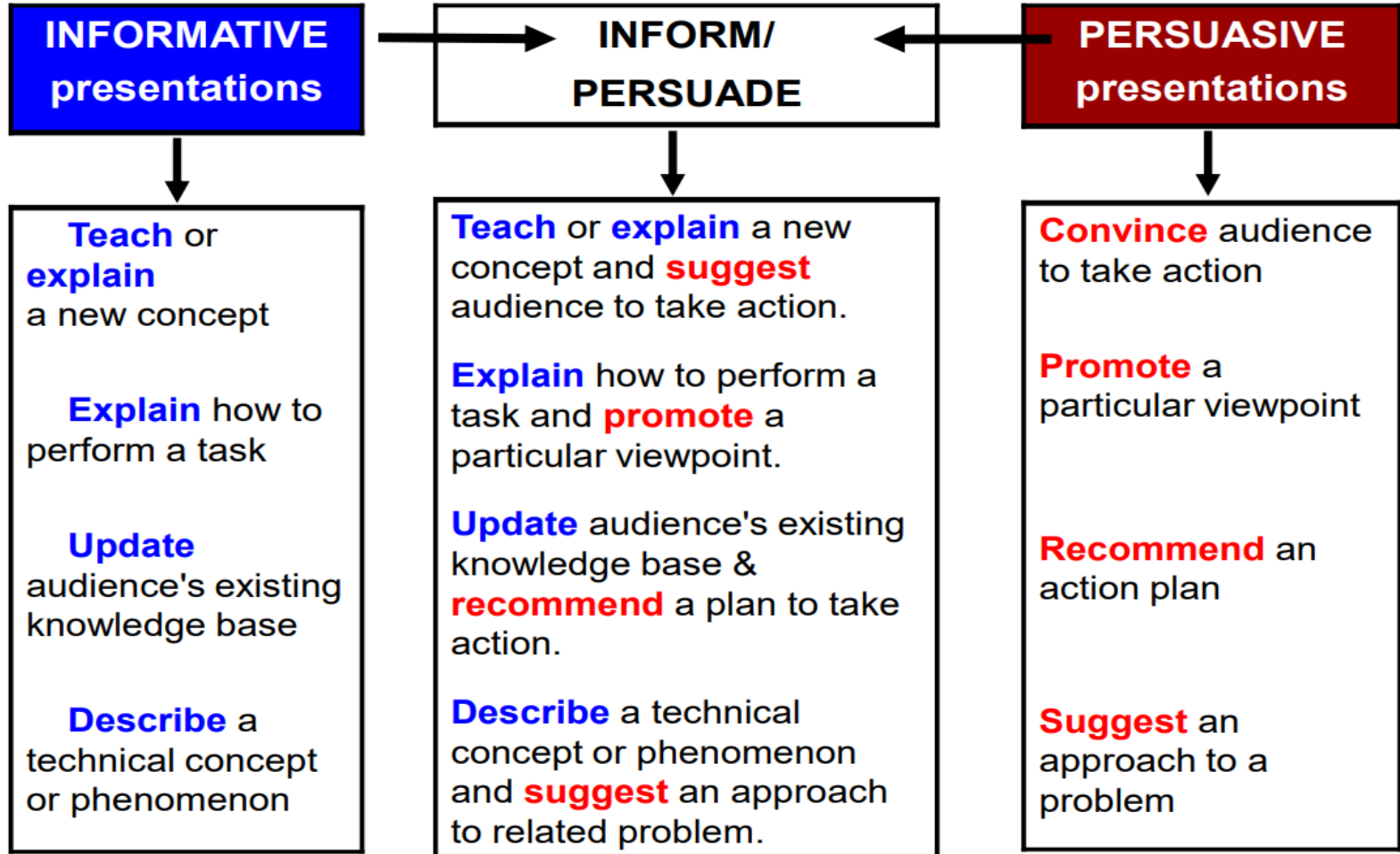
1. Decide on a topic



The “**solution**” that you’ve written about is your topic

- Who are your audience?
- Who is your client?
- Identify the relevance of your topic to the audience

2. Define the purpose



Persuasive vs. Informative

Both :

- aim to **achieve a specific goal**.
- try to **hold audience attention**.
- help audiences **understand** information.
- help audiences **remember** that information.
- assume that listeners have the **power to act**.

PURPOSE controls ***CONTENT!***

To stay on track, write a purpose statement

Task 1: Which of the following **purpose statements** are informative/persuasive/both? Why?

1. I want my audience to learn how to use a mobile phone, specifically the iPhone 15. **Informative**
2. I'd like to familiarize my audience with the main features and benefits of Telemedicine. **both**
3. I want my audience to change their attitudes towards the use of paper with the help of psychological, environmental, technical and economic facts. **persuasive**
4. I would like the audience to know the possible applications and the benefits offered by PEM Fuel Cells. **both**

2. Define the purpose: purpose statement

“The purpose of my presentation is to (verb)_____.”

The purpose of my presentation is to update the employees' knowledge of the state of affairs in online privacy and encourage them to get involved with company planning efforts.

THESIS STATEMENT = main claim/idea conveyed about the topic to the audience.

“So, what we have learned today?”

The employees' awareness of online privacy and encouraging them to get involved in company planning efforts will have a positive affect on the company's success as a business in general.

3. Organise the content

Select your main points: narrow down your topic to **3 - 4** main points, depending on:

- Topic
- Amount of material
- Length of the speech: **8-10 minutes**

3. Organise the content

Support your main points

Supporting points: evidence to justify the main points (examples, definitions, facts, statistics)

****Remember the citation/references!**

Outline of your presentation (Assignment 6)

See MyCourses A6 Presentation Outline

2 documents to show examples

Ethics

In some academic cultures, what we call plagiarism is actually encouraged.

However, at this institution, we adhere to ethical standards:

Plagiarism, or unacknowledged borrowing, refers to representing another person's material as one's own without appropriate references. This includes research plans, manuscripts, articles, other texts or parts of them, visual materials, or translations. **Plagiarism includes direct copying as well as adapted copying.**

Referencing and citation

1. Referencing
2. Quotation
3. Paraphrase

Quote only in special cases

1. Direct quotations are not always a successful strategy for writing.
2. Use only when nothing else will do, or to draw attention to the precise wording of the original.
3. Exceptions: handling scripts from interviews or writing literary analysis.
4. Quotations need to be located: author-date, a page number, or the paragraph number

Direct quotations

- 1. Fewer than 40 words, incorporate it into your paragraph and enclose it in double quotation marks. Place the in-text reference before the full stop.**
- 2. If the quotation comprises 40 or more words, include it in an indented, freestanding block of text, without quotation marks.**
- 3. Cite the quoted source and the page number in parentheses, after the final punctuation mark.**

Paraphrase

1. Read and make sure you know the meaning of the original
2. Hide the original
3. Write your version
4. Compare against the original is the idea the same? Is my language my own? Do I have a citation?
5. If yes, it is likely good.

Notetaking

1. When taking notes, try to paraphrase as you note.
2. Copying word for word may not always be the best strategy.
3. Pay attention to specific issues to guide your notetaking, e.g.

What is the issue addressed?

Why is this important?

How does the solution work?

Who did it?

What about the research is different/ innovative/ advantageous?

Sample source

....nondriving related devices, such as car stereos, mobile phones, and, more recently, navigation systems, divert driver's attention increasingly more away from the primary sources of information necessary for the safe operation of the vehicle: the road and other users.

Paraphrasing strategies

1. Note important points:

There are a lot devices in cars that have nothing to do with operating a vehicle. The devices can distract drivers.

2. Important relationships *Cause and effect*

3. Linking phrases and expressions

because – therefore – as a result

4. Verbs that might establish other relationships

Is due to – caused by – can be attributed to – leading to

5. Possible synonyms

Such as > like / divert > distract, diversion/ devices > technology

Correct citations

Where and how often to cite a source?

You are busy writing your essay. You are writing mainly in paraphrase, using the source author and mixing in your own commentary and arguments.

How do you place this citation within your text?

In long paragraph with one source?

In one long paragraph with many sources, not in the same sentence?

Spot the problem

These are some faulty citations. Can you identify and suggest alternative?

Example 1

Citing every single sentence when there is no need.

Jabbour and others (2020) state in the article that in order supply chains to be a resilient, they need different kinds of development. Firstly, supply chain engineers make sure that processes are working and in best possible way (Jabbour & others , 2020). Also, collaboration of stakeholders is crucial, because consensus and information sharing support the processes of supply chains (Jabbour & others, 2020). Agility enables visibility and velocity into the supply chains: visibility allows the stakeholders' collaboration to be more transparent and velocity assures the supply chains to operate faster and more efficiently (Jabbour & others, 2020). Lastly, risk management is an essential part of the supply chain management because it prepares facets to possible troubles and considers what is learnt from the past troubles (Jabbour & others, 2020).

Example 2

Full paragraph with only one citation at the end

Since 1998, when Google was launched, the number of daily inquiries through Google Search has increased rapidly. 22 years ago, the number of daily inquiries was around ten thousand. Today, that same figure has increased to 3,5 billion searches in average. This means that Google is processing over 40000 inquiries every second. It has been estimated that the number of searches increases about 10% in a year (Bond, 2019; Mohsin, 2020).

Example 3

A “floater” citation at the end of a paragraph, unconnected to a sentence.

While pit storage and tank storage are storage types which are above the ground or near the ground, borehole energy storage is deep under the surface of the earth. In this storage type, the rock material around the boreholes is the storage material where sensible heat is stored. Instead of insulation, borehole storage uses geothermal heat for maintaining the temperature of water. That is why geological conditions are so considerable for borehole storage. Geothermal heat can be found after 15 meters below the surface, because sunshine does not reach deeper than that. (Rad & Fung, 2016.)

Example 4

A floater citation mid-paragraph

After identifying and investigating the background information, the strategy planning for the category can start. The focus should be on the categories with criticality and strategic value. Additionally, the spend and value provided by supplier should be considered. (Partida, 2015) In category prioritizing the high cost savings potential is combined with high feasibility reveals the high-value projects. (Weele, 2010, pp. 213) The purchasing portfolio analysis is recommended as first step. It is presented in next chapter.

Using citations correctly

Content-based citations

1. Both the author and the date, separately by a comma, are in parentheses ().
2. This can appear within or at the end of a sentence.
3. Include the citation within the sentence: the full stop is **AFTER** the citation.

Example:

Falsely balanced news coverage can distort the public's perception

(Koehler, 2016). ■

Narrative citations

1. The author's surname appears in running text, and the date and page number appear immediately, in parentheses, after the author's name.
2. The author's name can appear in any place within the sentence as long as it makes sense.

Example:

Koehler (2016) noted the dangers of falsely balanced news coverage.

How often and where to cite?

1. Problem 1: insufficient frequency

Solution: in *long* paragraphs a minimum of 2 citations for the same source

2. Problem 2: citing every single sentence.

Solution: Introduce the author by surname (Date, page) and refer using a pronoun.

Koehler claims.... He indicates that...

As long as it is clear to whom you are referring.

Example: One source in a long paragraph/section

Frogs are excellent indicator species to measure wetland health. They are very sensitive to changes in pH caused by acid rain, and they are also very sensitive to different types of pollution. When frog populations in a wetland plummet, one can be sure that something is going wrong in the wetland. When oddities in frog morphology appear, like frogs with five legs or two heads, one can assume something is going wrong in the wetland environment (Willemsen, 2010).

This citation refers only to the last sentence, not the whole paragraph.

Example: Ugly but technically correct

Frogs are excellent indicator species to measure wetland health. They are very sensitive to changes in pH caused by acid rain, and they are also very sensitive to different types of pollution (Willemsen, 2010). When frog populations in a wetland plummet, one can be sure that something is going wrong in the wetland (Willemsen, 2010). When oddities in frog morphology appear, like frogs with five legs or two heads, one can assume something is going wrong in the wetland environment (Willemsen, 2010).

Example: Good option 1

Frogs are excellent indicator species to measure wetland health. According to a recent study by Willemssen (2010), frogs are very sensitive to changes in pH caused by acid rain, and they are also very sensitive to different types of pollution. The study notes that when frog populations in a wetland plummet, one can be sure that something is going wrong in the wetland. When oddities in frog morphology appear, like frogs with five legs or two heads, one can assume something is going wrong in the wetland environment (Willemssen, 2010).

Both the citation and the word choices show that one source is cited.

Example: Good option 2

Frogs are excellent indicator species to measure wetland health. **Willemssen (2010) relates to research conducted recently in Wisconsin that shows that** frogs are very sensitive to changes in pH caused by acid rain, and they are also very sensitive to different types of pollution. **Her research indicates that** when frog populations in a wetland plummet, one can be sure that something is going wrong in the wetland. **Also, she finishes by noting that** when oddities in frog morphology appear, like frogs with five legs or two heads, one can assume something is going wrong in the wetland environment.

Multiple sources in one paragraph

Place the citation in the sentence where you use the source. You can also use a narrative citation and mention the author's name in the text.

A key aspect of modern definition of sustainability is the triple bottom line; environmental, economic and social (Gmeling & Seuring 2014; Haessler 2020; Shöggl et.al., 2017). While companies are adopting sustainable strategies, there remain many unsolved issues, some of which are associated with the lack of a common conception of sustainability, or turning strategies into action (Shöggl et.al., 2017; Wolff et al., 2020).

Correct orthography does matter

1. Use the full stop wisely.

A citation not tied by a full stop is not OK.

2. Sentence text + (citation at the end) + full stop after the citation.

3. Citation just in parentheses is like space debris: flowing in a void, with no clear reference point.



Each paragraph...

- Focuses only on **one main idea/topic**
- Should have its **own topic sentence**

The topic sentence...

- Presents the **topic** and **how it will be treated** in that paragraph

A recommendation report

Introduction (200 words)

GENERAL CONTEXT

Topic, focus and purpose of text

Pattern: Problem-solution

Client

Purpose

Body (300 words or more)

DESCRIPTION OF SOLUTION

Pattern: Extended definition

Sentence definition + 3-4 key properties

Conclusion (50 words)

RECOMMENDATION and
Summary of key ideas/arguments

Check:

1. **Restate the recommendation**
2. **Summarise the main ideas to justify the recommendation**
3. **Link the solution back to the original need (synthesize the key message about the topic)**

The conclusion paragraph

- **Wraps up the piece of writing, leaving the reader with a sense of completeness.**
- **Be brief and to the point.**
- **Synthesise, don't repeat every detail.**
- **Use different language when summarizing or restating**
- **Do not provide any new information!**

Assignment A5

A full draft of the recommendation report

Topic: Recommendation

Pattern: Problem solution; Extended definition

Audience: Decision-makers, non-expert

Length: 500-600 words

HOMWORK

- 1. Assignment A4 Peer feedback**
- 2. Assignment A5 (deadline: 04.04)**
- 3. Assignment A6 presentation outline (deadline: 20.03)**

Questions?

