

# Effective use of PowerPoint

Seminar

18.02.2020

Demonstrator: Yannick Oswald

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# Agenda

- Goal of this seminar
- Why getting good at PowerPoint?
- General principles
- “Worst” practices vs. “Best” practices
- Exercises/Walkthroughs
  - The Koala (Image use/storytelling)
  - Graphs and tables (Science made easy)
  - Your own research gap or approach (Complex picture build-up)
- Further resources



Lecture




Interactive



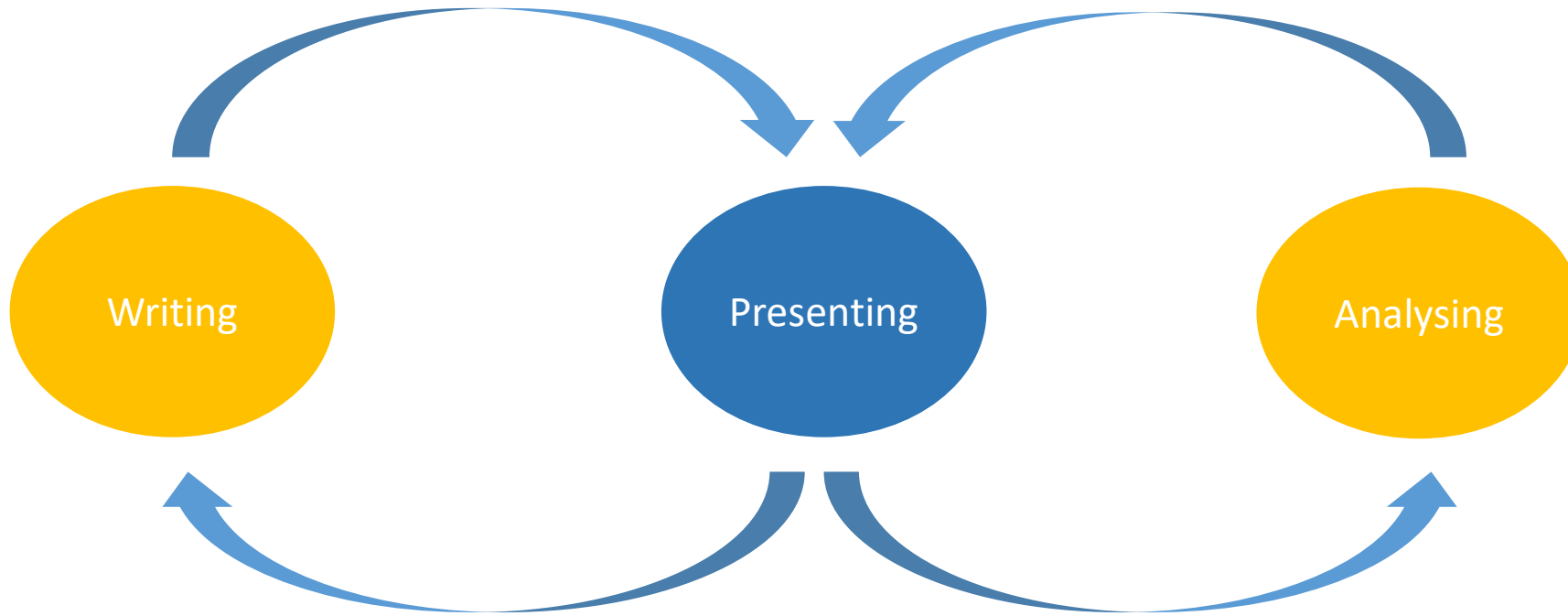
# Goal of this workshop

**Equip M.Sc. students with effective ppt. use  
for communication of the environmental sciences**

## **restrictions**

- 
- 1) No single way towards a good presentation
  - 2) Influenced by demonstrator's experiences/preferences
  - 3) Effective ≠ fancy
  - 4) Not the whole package (body language, story boarding, voice etc.)

# Why getting “good” at PowerPoint?



People will  
understand

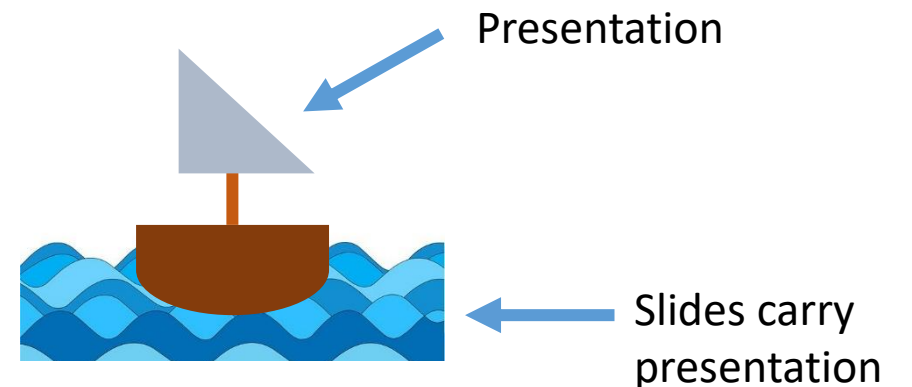
People will  
remember

Highly  
sought skill  
in economy

Good  
results/grades

# General principles

- 1) **Simplicity** rules!
- 2) Break complexity down and rebuild it simpler!
- 3) Powerpoint  $\neq$  Excel (nothing complicated needed)!
- 4) **Consistent** style
- 5) **Neat** and clean slides
- 6) Few text
- 7) Slides and speech **flow** together



# Common mistakes

Don't do slides like the following three

# The (recent) history of inequality research

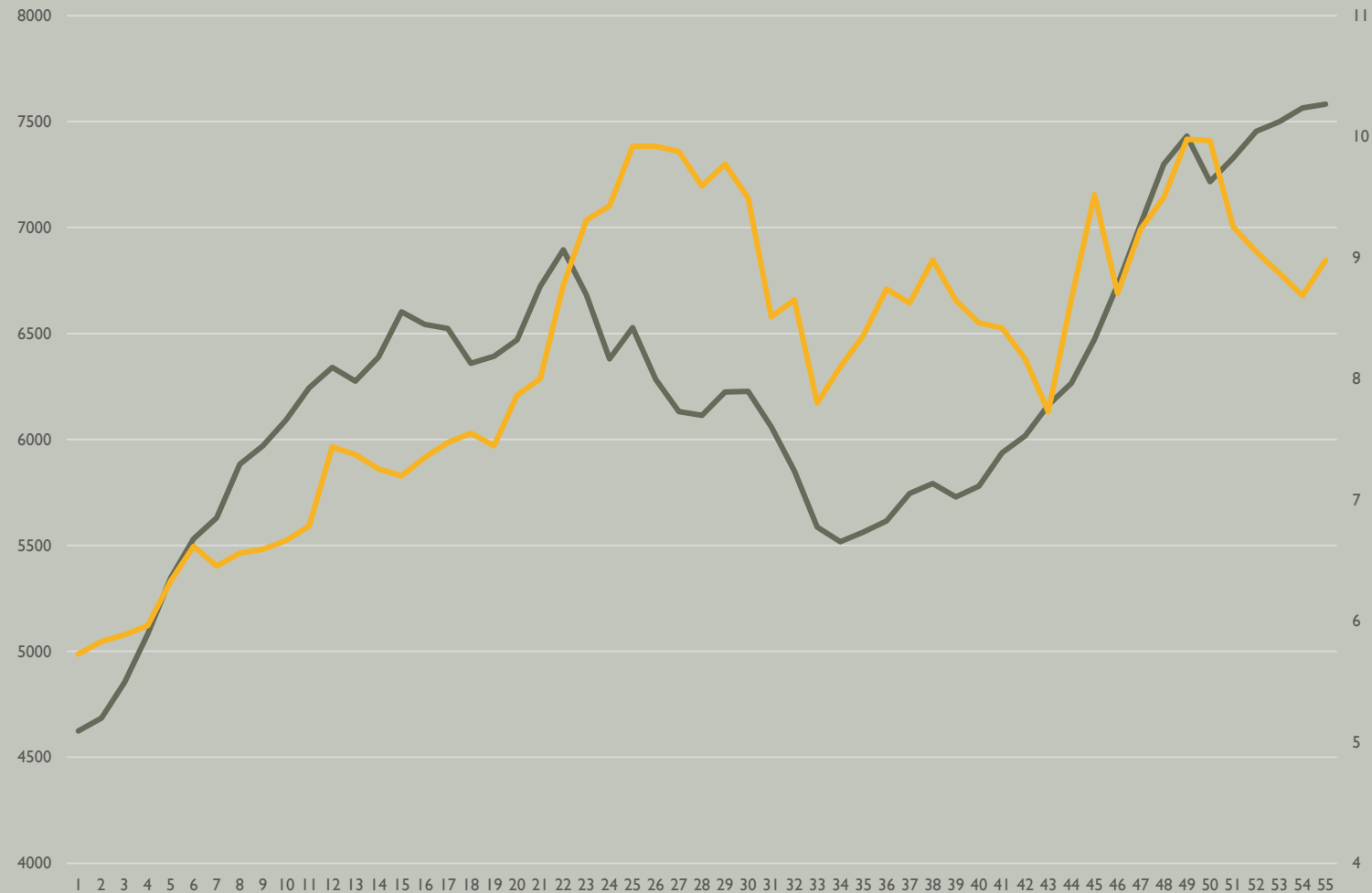
- Distributive politics and economic growth (Alesina and Rodrik 1994). Inequality studies where up to here merely a factor regarded in economic growth outcomes. Endogenous growth model was the
- There are three different approaches to inequality measurement. People use them for different purposes and messages. The last is the most important. (Milanovic 2013)
  - Average national income inequality
  - Population-weighted average national income inequality
  - Intra-national inequality taken into account
- Capital in the 21<sup>st</sup> century (Piketty 2014).
- Ten Thousand Years of Inequality: The Archaeology of Wealth Differences (Kohler and Smith 2018)

# Exponential growth





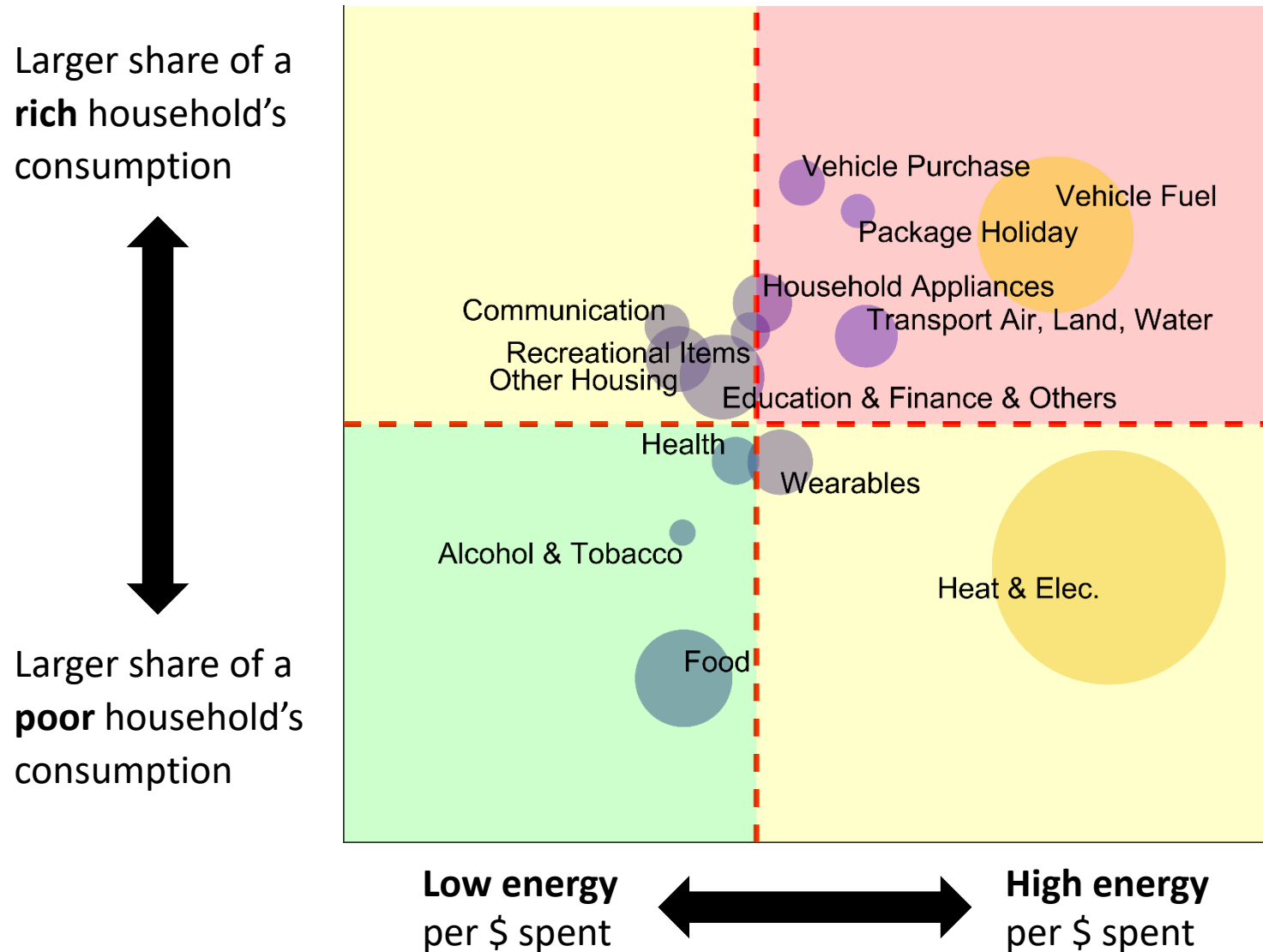
# SOUTH AFRICA: EMISSIONS VS. GDP



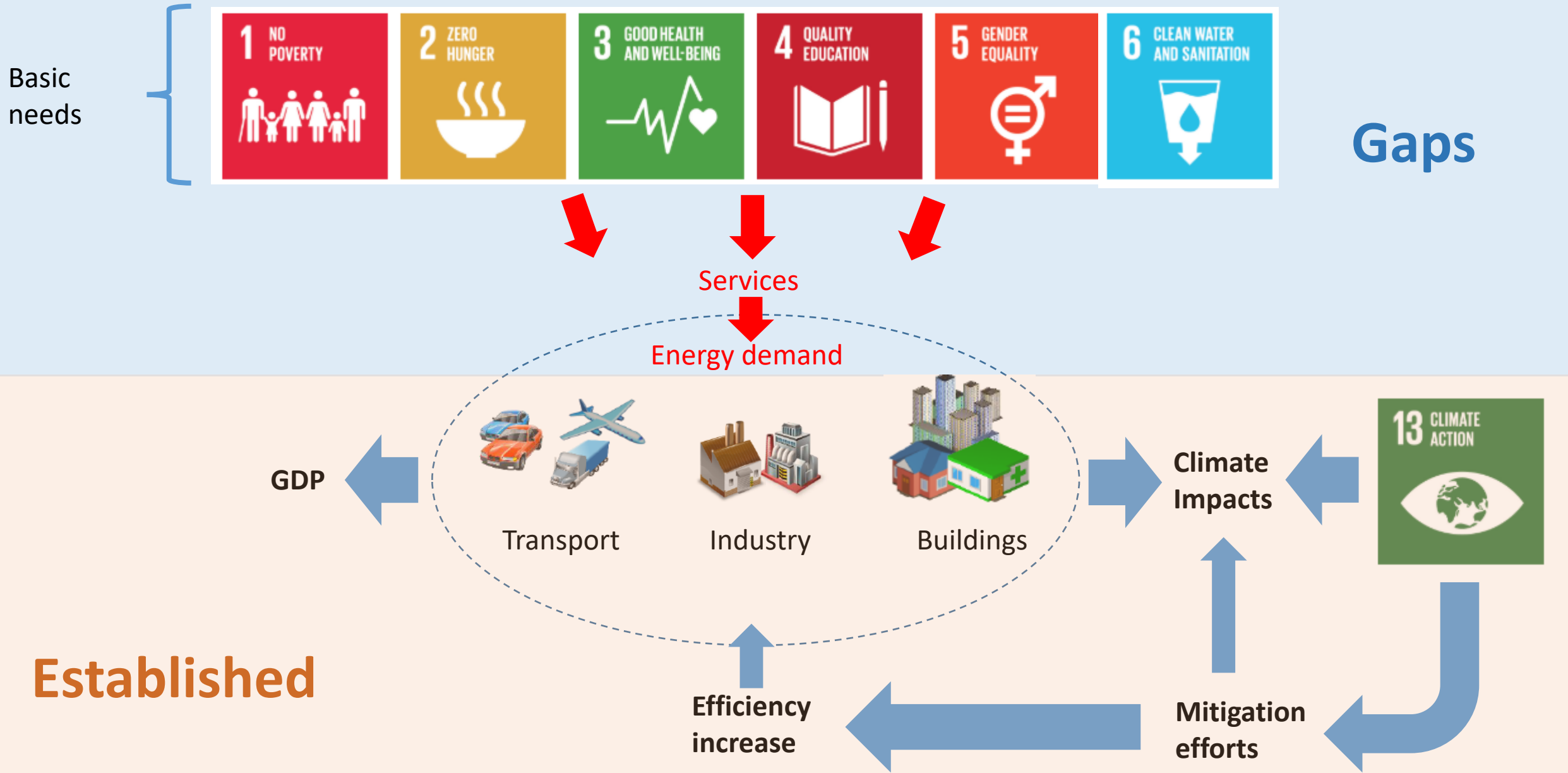
# Best practices

Try to do slides along the lines of the following two

# The consumption map, Oswald et al. 2020



# Research gaps in energy demand – Rao, 2019



# Exercises

# #1: The Koala

Lessons to be learned: appropriate image use, storytelling, image properties, image-text combination, hyperlink usage







**up to 30% of all! koalas  
killed in fires...**

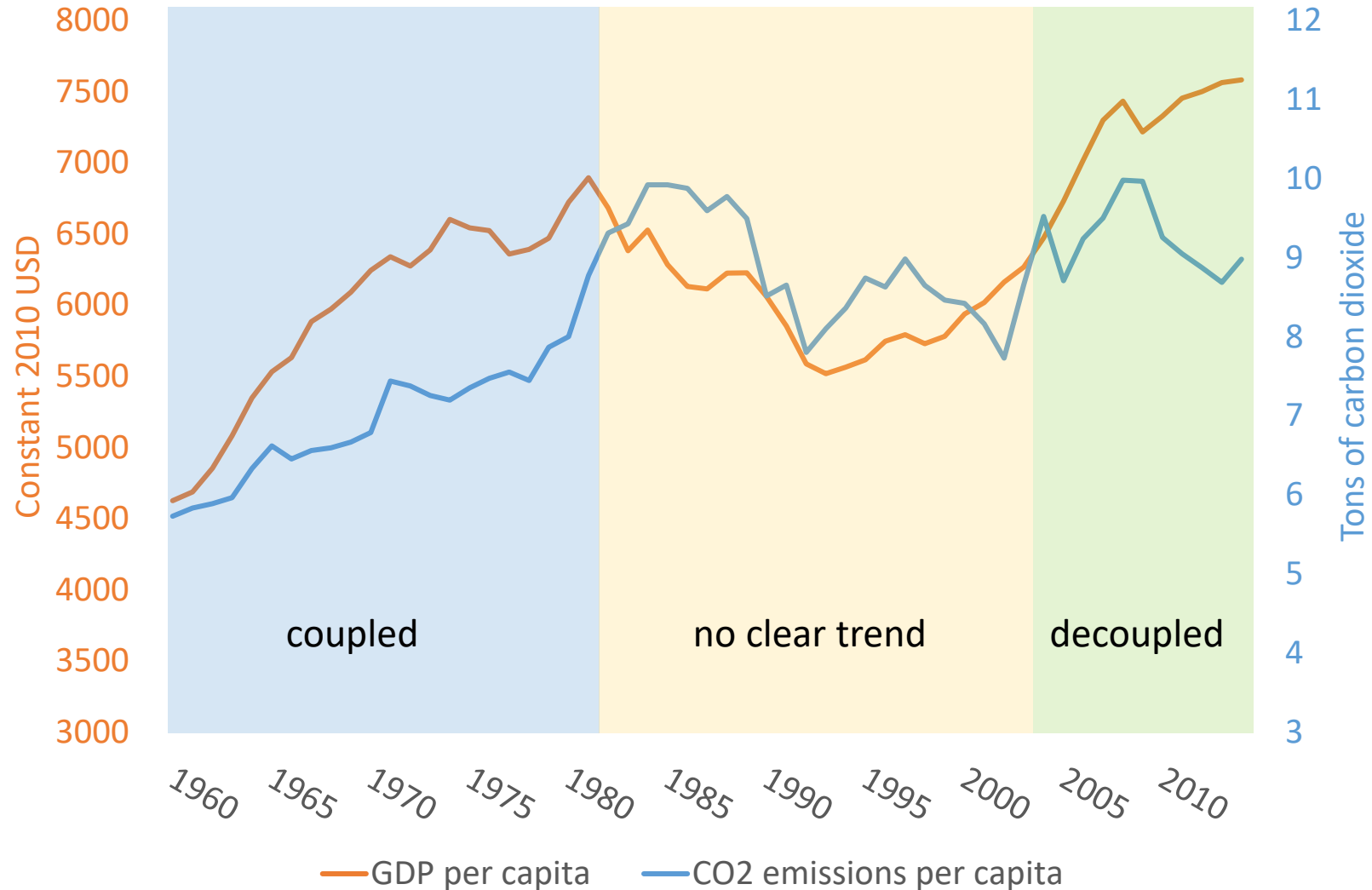
[\(the Guardian 2019\)](#)



# #2: Graphs and tables

Lessons to be learned: clean and tidy depiction of data which the listener/viewer can follow

# South Africa: GDP vs. Emissions



Consumption Category	Gini Coefficient	Top10% /Bottom10%	Top 10% share	Bottom 10% share
<b>Indirect energy</b>	0.58	30	45%	1.5%
Food	0.45	13	32.5%	2.5%
Alcohol and Tobacco	0.60	40	40%	1%
Wearables	0.54	21	42%	2%
Other housing	0.70	110	55%	0.5%
Appliances and Services	0.66	53	53%	1%
Health	0.56	84	42%	0.5%
Vehicle Purchase	0.79	/	70%	0%
Other transport	0.60	92	46%	0.5%
Communication	0.73	580	58%	0.1%
Recreational items	0.77	/	66%	0%
Package Holiday	0.82	/	76%	0%
Education & Finance & Other Luxury	0.66	102	51%	0.5%
<b>Direct energy</b>	0.5	18	36%	2%
Heat and Electricity	0.45	13	32%	2.5%
Vehicle Fuel and Operation	0.70	187	56%	0.3%
<b>Total</b>	0.52	20	39%	2%

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# #3: Your own research gap/approach

Transfer of the learned slide-design principles to own research

# Further resources/important points not covered

- Slide-master usage:  
<https://www.youtube.com/watch?v=h6ARCTypPTg>
- Generic tips for a good presentation:  
<https://www.youtube.com/watch?v=MnIPpUiTcRc>
- Voice and speech skills:  
<https://www.youtube.com/watch?v=8S0FDjFBj8o>

There is so, so much out there. Make use of Google.