



# 1. PRESENTING YOUR RESEARCH

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> **WRITTEN**

> **ORAL**

> **MULTIMEDIA**

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The main key to the successful presentation is to **repeat your 'story' 4 times:**  
in the **title**,  
**abstract**,  
**introduction**,  
in the **text**.

There **4** different **types of readers**:  
**80%** will see only **title**,  
**15%** will read the **abstract**,  
**4%** will read also **introduction**,  
**1%** will read the **whole paper** (becoming 0% if the first 3 steps are fails)

Choose a title that :

is **DIDACTIC** = enables the expert to figure out the essence of the basic idea(s) and the main contribution(s),

**LAPIDARIC** = which induces the reader to think deeply over the “philosophy” of the contribution described in the paper.

NB: the **wrong title** can **DECREASE your visibility**

EXAMPLES OF TITLES:

1. **METHLab**

<http://www.iaacblog.com/rs5designwithnature/2015/07/methlab/>

2. **Bio Photovoltaic System**

<http://www.iaacblog.com/maa2013-2014-when-energy-becomes-form/2014/03/bio-photovoltaic-panel-produces-energy-from-bacteria/>

3. **Self Adaptive Membrane: A Passive Kinetic System**

[http://www.iaacblog.com/rs3digitalmatter/2015/06/self-adaptive-membrane-\\_a-passive-kinetic-system/](http://www.iaacblog.com/rs3digitalmatter/2015/06/self-adaptive-membrane-_a-passive-kinetic-system/)

Abstracts should include the following 5 elements:

1. Problem statement of the research under consideration;
2. A short list of existing solutions and what is their drawback, from the point of view of the above defined problem statement;
3. Essence of the proposed solution, and why it is expected to be better under the same conditions;
4. What type of analysis was done to show that the proposed solution is really better than any of the existing ones, from both the performance and the complexity points of view (if one is an engineer, then both performance and complexity are equally important);
5. What are the major numerical highlights of the analysis (if one is an engineer, numbers are the “name of the game”).

# 1. PRESENTING YOUR RESEARCH > ABSTRACT > 15%

If a 50-word abstract is required, then each part above should be about one sentence long (ex. STORYTELLING);

if a 500-word abstract is required, then each part above should be about 10 sentences long (CLASSIC LENGTH).

language should be simple and concise, with declarative sentence structure, written primarily in the present tense.

REMEMBER TO FOCUS RESEARCH AND BE SPECIFIC!



## EXAMPLE OF ABSTRACT:

### BB MAKE – BARCELONA BEIJING MAKE

The BB Make proposal, developed by IAAC, in collaboration with the China Central Academy of Fine Arts, explored the potentials of new technologies applied to design, through the generation of a participative collaborative structure, enhancing local materials with advanced technologies. The structure consisted in bamboo beams, a well known local construction material, held together with digitally fabricated joints, in particular 3D printed joints and CNC milled joints, fabricated onsite, allowing the joints to be easily customized, so as to deal with the irregularity of the natural bamboo material, and finally allowing the structure to grow easily.

<http://www.iaacblog.com/blog/2014/bb-make-beijing-design-week-2014/>

1. Introduction (basic facts needed to tune the reader to the research);
2. Problem statement (precise definition and importance); avoid very technical definitions and statements (present them in later in the research) and instead give good intuition for your involved definitions or facts.
3. Existing solutions and their criticism (limit only to those directly relevant to the contribution of the research; give a motivation for doing research on the topic);
4. Contributions (proposed solutions; why they are expected to be better; essence of the idea(s) used in proposed solutions);
5. Conditions, assumptions and limitations of the research done;
6. Analysis (theoretical, experimental, simulations, implementations,...) done in the research; under what conditions and scenarios is your solution best?

The **introduction** should attempt therefore to present **full version** of your research in **readable and intuitively clear form**.

Many readers will stop reading your research paper unless you **fully convinced them in introduction about your contribution**.

1. **Introduction**, to include the basic facts needed to tune the reader to the paper and/or presentation;
2. **Problem statement**, to define precisely the problem being attacked by the research under consideration, and why is that problem important;
3. **Existing solutions and their criticism**, to survey briefly the major existing solutions from the open literature and to underline their deficiencies from the point of view of interest for this research, which is defined in the above mentioned problem statement section;
4. **Proposed solution and why it is expected to be better**, to give the essence of the proposed solution (i.e., the essence of the idea which is to be introduced), followed by a logical and/or philosophical discussion about the expected benefits stemming from the idea;

**5. Conditions and assumptions of the research to follow**, to summarize the environment of interest. The term conditions refers to the specifiers of the real environment, and the term assumptions refers to the simplifications which simplify the analysis without any negative impacts on the validity and representativeness of the final results. It is useful for the reader if conditions and assumptions are itemized (EX: application-, system-software-, architecture-, organization-, design-, and technology-related);

**6. Analytical analysis**, to show one or more of the following:

6.1 proof of validity of the major idea of the paper/presentation;

6.2 calculation of initial values for simulation analysis to follow;

6.3 rough estimation of the performance;

6.4 rough estimation of the complexity;

6.5 something else which is relevant;

Analytical analysis will not give the final answers; however, it will help understanding the concept (it will be helpful both to the researcher and the reader);

7. **Simulational analysis**, to show performance (this should be the major and the longest part of the paper);

8. **Implementational analysis**, to show complexity (for some types of research, this one could be the major and the longest part of the paper);

9. **Conclusion**, with the following three major elements:

9.1 revisiting the major contribution from the performance/complexity point of view;

9.2 stating who will benefit from the presented results;

9.3 what are the newly open problems and research avenues.

Its also possible that **some people read only the abstract and the conclusion**;

10. **References + Bibliography**

1. Presenting a video instead of presenting.

EX: FarmAseeD

<https://www.youtube.com/watch?v=Z63FEZIHrQA&feature=youtu.be>

2. Presenting a video as part of a presentation

EX: Surface on Demand

<https://vimeo.com/130972320>

3. Presenting a video as re-cap and conclusive statement

EX: Hydroceramic

<https://vimeo.com/98955269>

## 2. REFERENCING + BIBLIOGRAPHY

[www.citethisforme.com/guides](http://www.citethisforme.com/guides)



## 2. REFERENCING + BIBLIOGRAPHY > Referencing your sources

In higher education when ever you include a fact or piece of information in an assignment or essay you must also include where and how you found that piece of information.

Details about where you found the information utilised are kept in two chapters right at the very end, called the reference list and bibliography.

The reference list is where you list the direct quotes or paraphrased findings of another author.

The bibliography is where you list sources you've read for background information, but did not directly include in your work.

In addition, a small mention to the author and publish year, within brackets, must be given in the main body of your assignment wherever you make a reference.

**APA** (American Psychological Association) is an author/date based style. This means emphasis is placed on the author and the date of a piece of work to uniquely identify it.

**MLA** (Modern Language Association) is most often applied by the arts and humanities, particularly in the USA. It is arguably the most well used of all of the citation styles.

**Harvard** is very similar to APA. Where APA is primarily used in the USA, Harvard referencing is the most well used referencing style in the UK and Australia, and is encouraged for use with the humanities.

The **Vancouver** system is mainly used in medical and scientific papers.

**Chicago and Turabian.** These are two separate styles but are very similar, just like Harvard and APA. These are widely used for history and economics.

If you quote or paraphrase another author's work without including a reference to it you are plagiarising.

Any assumptions or facts you state must have someone else's credible work to back you up.

Harvard is a style of referencing, primarily used by university students, to cite information sources.

### **2 types of citations:**

**In-text citations** are used when directly quoting or paraphrasing a source. They are located in the body of the work and contain a fragment of the full citation.

EXAMPLE:

“After that I lived like a young rajah in all the capitals of Europe...”  
(Fitzgerald, 2004).

**Reference Lists** are located at the end of the work and display full citations for sources used in the assignment.

EXAMPLE:

Fitzgerald, F. (2004). *The great Gatsby*. New York: Scribner.

### Harvard Reference List Overview

Reference lists are created to allow readers to locate original sources themselves. Each citation in a reference list includes various pieces of information including the:

1. Name of the author(s)
2. Year published
3. *Title*
4. City published
5. Publisher
6. Pages used

Generally, Harvard Reference List citations follow this format:  
Last name, First Initial. (Year published). *Title*. City: Publisher, Page(s).

Citations are listed in alphabetical order by the author's last name.

If there are multiple sources by the same author, then citations are listed in order by the date of publication.

### **Harvard In-Text Citations Overview**

Students use in-text citations to indicate the specific parts of their paper that were paraphrased or quoted directly from a source.

Each in-text citation generally displays the last name of the author and the year the source was published.

The in-text citation is usually located at the end of the quoted or paraphrased sentence.

### **In-Text Citations for One Author**

The author's last name and the year that the source was published are placed in the parentheses.

Example:

Gatsby's infatuation with Daisy is often revealed in the story, often in simple phrases such as, "... he turned toward her with a rush of emotion" (Fitzgerald, 2004).

If the author's name is already used in the body of the text, then students should exclude it from the in-text citation.

Example:

Fitzgerald's use of "old sport" throughout the novel suggests that Gatsby considered Nick Carraway a close friend (2004).

### **In-Text Citations for Two or Three Authors**

When a source has two authors, place both authors' names in the order in which they appear on the source, with the word and separating them.

Examples:

“A range of values can express emotion, too. Stark, high-contrast drawings may carry a strong emotional charge” (Lazzari and Schleiser, 2011).

“Rather than constantly seeking approval from others, try to seek approval from the person who matters the most - yourself” (Bardes, Shelley and Schmidt, 2011).



### **In-Text Citations for Four or More Authors**

Only use the first listed author's name in the in-text citation, followed by "et al." and the publishing year.

Example:

It can be said that "knowledge of the stages of growth and development helps predict the patient's response to the present illness or the threat of future illness" (Potter et al., 2013).

Example:

Potter et al. (2013) go on to explain that "among the most Catholic Filipinos, parents keep the newborn inside the home until after the baptism to ensure the baby's health and protection."

**FOR MORE PRECISE INFORMATION:**

<https://www.citethisforme.com/harvard-referencing>