Writing and Oral Presentations

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II2202 Fall 2011
2011.08.27

Communication tools & techniques

- Oral presentations
- Conference papers, Journal papers, …
- Web sites, blogs, …
- Open source code/hardware
- Applications & Products
- News releases
- Podcasts, videos & multimedia presentations
- Popular books, newspaper columns, …
- Communicating with journalists, reporters, …

Identify who is your audience

Given this audience:

- What do they already know? (limitations)
- Who do they need to know? (goals)
- What do they expect?
- What will make them interested in what you have to say? (i.e., what is their motivation)
- What do you want them to do after your presentation? (What do you expect?)

Writing

Get into the habit of reading

Regularly read books, journals, conference proceedings, …

- Read **critically**
- Write down the reference's **bibliographic information** and **your notes**
  - Use a reference manager, such as Zotero to help you
  - Could **you** find the reference again in 6 months, 1yr, … ? If you cannot find it, how can your reader?
  - Organize the copies of what you read so that you can find them again
  - "If you don't write it down, it is gone!" -- Ted Nelson

Get into the habit of writing

Like any other skill it takes ~10^4 hours to become expert

Some say that if you do not practice **at least 4 hours per day** you will never become expert.

A cognitive model of writing process

Monitoring

1. **Planning**
   – Generating ideas
   – Organizing
   – Setting goals (generating subtasks)

2. **Translating**

   Converting the plans into text, pictures, …

3. **Reviewing**
   – Reading
   – Editing

Flower and Hayes

Writing strategies

Beethovian

1. Write everything down
2. Edit it

Motzartian

1. Compose everything in your head
2. Write it down

Mike Sharples' external representation model: stages of planning and text producing

	Uninstantiated	**Instantiated**
Unorganized	(1) Technique: Brainstorming Representation: Idea-labels	(2) Technique: Note-taking, collecting quotes Representation: Notes
Non-linear organization	(3) Techniques: Follow a thread, write as dialect Representation: Network of idea-labels	(4) Techniques: Organizing notes, filing Representation: Network of Notes
Linear organization	(5) Technique: Linear planning Representation: list of idea-labels, table of contents	(6) Techniques: Drafting test, revising text, copying text Representation: Linear text

Start in any box and follow any path that gets you to box (6).

Non-linear documents

In addition to traditional linear document it is possible to create **hypermedia** documents

These allow the reader/participant to select their own path(s) through your content.

Four things to think about when writing

1. What you are saying? Content

2. What you are going to say? Structure & Argument

3. What will your reader think when reading what you have written? Communication

4. What do you want your reader to do after reading what you have written? Effect

Writing for a thesis

When you think of a question write it down

When you think of an answer write it down

Reflect upon what you have written

- Look at your table of contents
  (at least once per week)

- Read what you have written

Choose your writing tool(s)

- Pencil + paper

- Pen + paper

- Emacs

- Command line tools

- What You See Is What You Get (WYSIWYG): Microsoft Word, OpenOffice Writer, Adobe FrameMaker, LaTeX, ...

See also Jeffrey Morgan, An Evaluation of Modern Writing Tools, Web page: Usability,etc.: Usability, interface design, human factors and other interactivegoodness, 2011, last accessed: 2011.08.15, http://usabilityetc.com/articles/modern-writing-tools-evaluation/

Command line tools

- Spell checkers: GNU Aspell

- Writer's Workbench (WWB) diction and style program http://www.gnu.org/software/diction/diction.html

See also Chapter 11: Grammar and Reference, in Michael Stutz. The Linux cookbook : tips and techniques for everyday use. 2nded. San Francisco: No Starch Press; 2004, ISBN-13: 978-1593270315. 829 pages.

Spell checkers: GNU Aspell

Dictionaries available in many languages

Personalize

   dictionary: .aspell.<lang>.pws

                  $\Rightarrow$ .aspell.en.pws, a.spell.sv.pws, …

   configuration: .aspell.conf   lang sv

Linux> aspell check *file.txt*

Linux> aspell --lang=sv check *file.txt*

Linux> aspell --lang=en_GB check *file.txt*
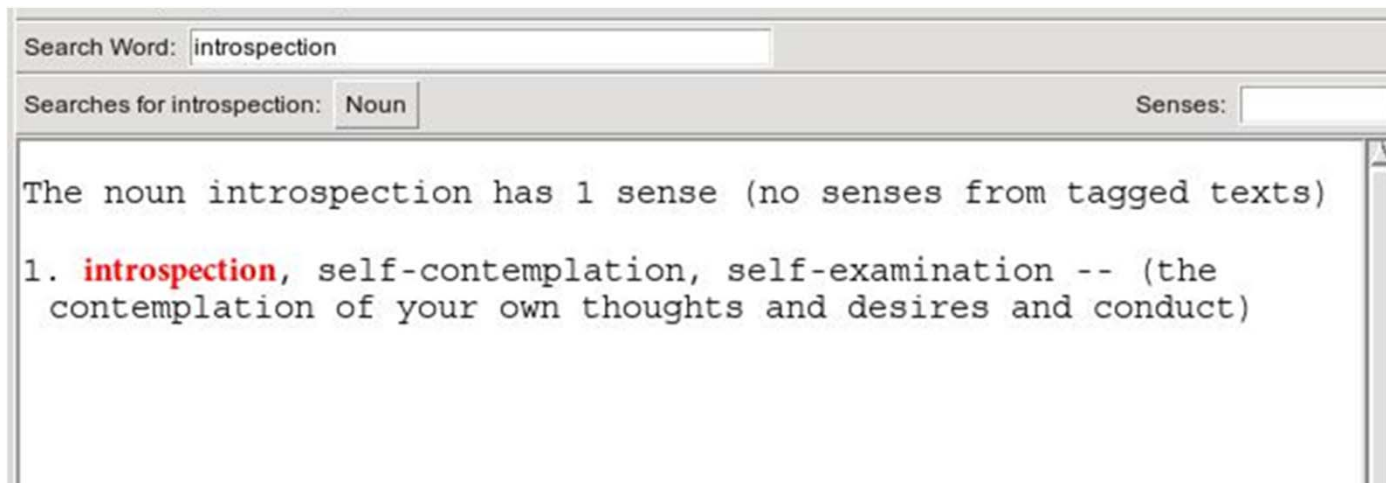
Spell checkers: ispell

Interactive spelling checker

Run inside emacs: M-X ispell, M-X ispell-word,
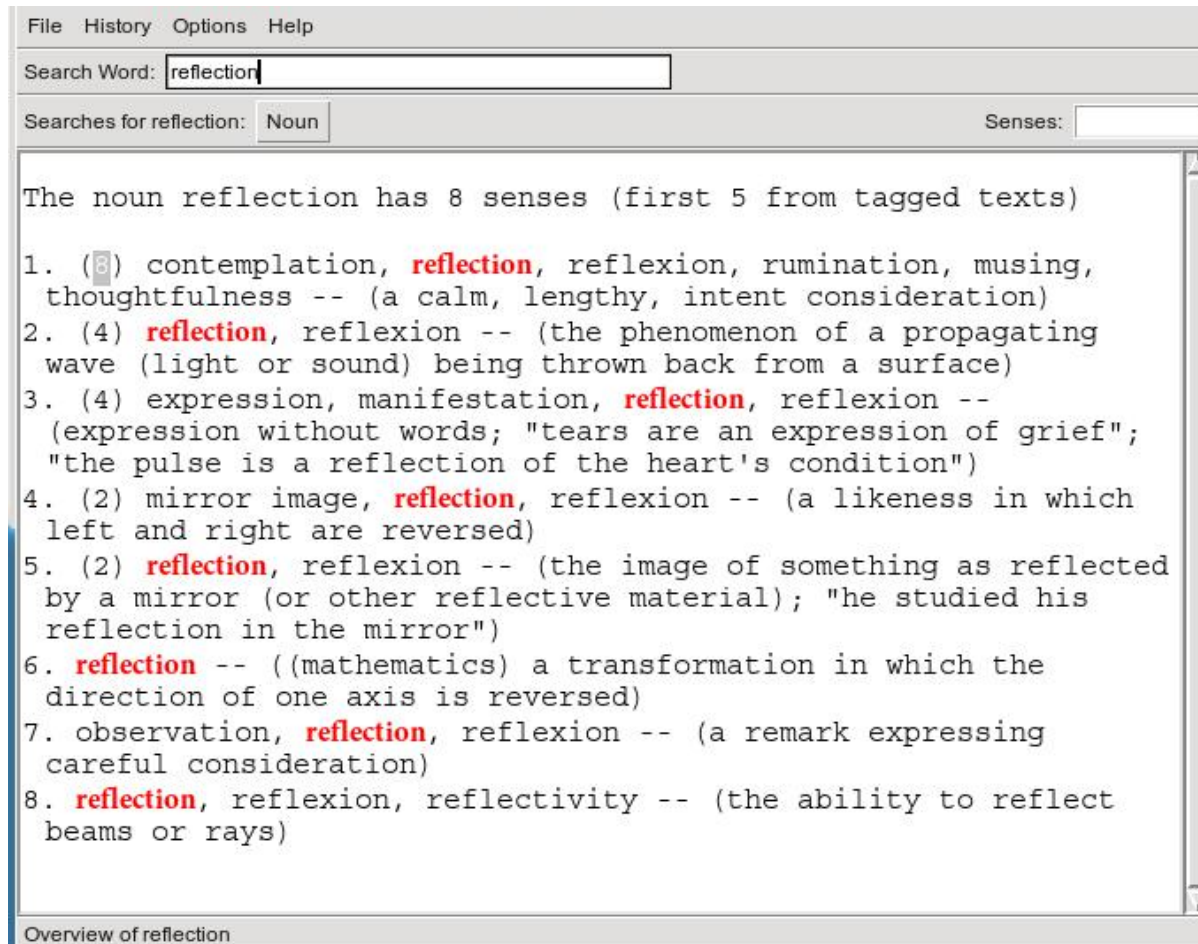
Princeton University's Wordnet®

Lexical database for English: http://wordnet.princeton.edu/

Command line program: wn

X windows version of the program: wnb

Search Word:	introspection

Searches for introspection: Noun — Senses:

The noun introspection has 1 sense (no senses from tagged texts)

1. **introspection**, self-contemplation, self-examination -- (the contemplation of your own thoughts and desires and conduct)

Another example from Wordnet®

Wordnet® searches

WWB diction: Grammar checking

http://www.gnu.org/software/diction/diction.html

Saved Word file as a text file (.txt)

diction Task_1-Project_Plan_Template-20110805.txt

Task_1-Project_Plan_Template-20110805.txt:7: Clients report [which] blocks [they] are missing as a vector of bits, where missing blocks are indicated by a 1 bit.

Task_1-Project_Plan_Template-20110805.txt:8: Problem statement[GQMjr7] The project will investigate how to avoid [so]-called 'acknowledgement implosion' when distributing a file using multicast.

Task_1-Project_Plan_Template-20110805.txt:9: If all of the nodes that successfully receive a packet were to acknowledge it, then the sender [would] receive a [very] [large number of] acknowledgement, when it [fact] it is [most] interested in understanding [which] node did not receive the packet, hence to which node it should retransmit the packet.

Task_1-Project_Plan_Template-20110805.txt:12: Hypothesis[GQMjr9] Avoiding acknowledgement implosion [can] be [performed] by sending [only] negative acknowledgement, rather [than] sending positive acknowledgements.

…

Task_1-Project_Plan_Template-20110805.txt:58: GQMjr13]What is the project timeline and when will particularly [meaningful] points, [referred] to as milestones, be completed?

Task_1-Project_Plan_Template-20110805.txt:59: GQMjr14]In this section you [can] additional information that [may] be relevant to your reader, but is not an answer to any of the above points.

36 phrases in 61 sentences found.

WWB style: checking for readability
http://www.gnu.org/software/diction/diction.html

Saved Word file as a text file (.txt)

linux> style Task_1-Project_Plan_Template-20110805.txt

readability grades:

Kincaid: 8.2 ←———————— Roughly indicates US grade level
Automated readability index

ARI: 8.8

Coleman-Liau: 11.2

Flesch Index: 60.7/100 (plain English)

Fog Index: 11.0

Lix: 40.6 = school year 6

SMOG-Grading: 10.5

For details about these scores see:

Michael Stutz. Linux.com : Improve your writing with the GNU style checkers [Internet]. 2006 Sep 7 [cited 2011 Aug 15]; Available from: http://www.linux.com/archive/articles/56833

WWB style (continued)

sentence info:
>   **4122 characters**
>
>   **830 words, average length 4.97 characters = 1.56 syllables**
>
>   **61 sentences, average length 13.6 words**
>
>   **44% (27) short sentences (at most 9 words)**
>
>   **11% (7) long sentences (at least 24 words)**
>
>   **1 paragraphs, average length 61.0 sentences**
>
>   **14% (9) questions**
>
>   **52% (32) passive sentences**
>
>   **longest sent 50 wds at sent 11; shortest sent 1 wds at sent 4**

word usage:
>   **verb types:**
>
>   **to be (44) auxiliary (27)**
>
>   **types as % of total:**
>
>   **conjunctions 4% (33) pronouns 4% (37) prepositions 9% (76)**
>
>   **nominalizations 3% (27)**

sentence beginnings:
>   **pronoun (6) interrogative pronoun (6) article (4)**
>
>   **subordinating conjunction (2) conjunction (0) preposition (0)**

WWB style command line options

Usage: style [-L language] [-l length] [-r ari] [file ...]

style [--language language] [--print-long length] [--print-ari ari] [file ...]

Analyse surface characteristics of a document:

-L, --language   set the document language.

-l, --print-long   print all sentences longer than <length> words

-r, --print-ari   print all sentences with an ARI greater than than <ari>

-p, --print-passive   print all sentences phrased in the passive voice

-N, --print-nom   print all sentences containing nominalizations

-n, --print-nom-passive

print all sentences phrased in the passive voice or
containing nominalizations

-- style –h output

Finding acronyms to put into:
List of Acronyms and abbreviations

List all the words in alphabetical order with a count of how many times they are used:

    tr -s '[:blank:]' '\n' < file.txt | tr -d '[:punct:]' | sort | uniq –c

Sort this list and shows you the most common words first (also useful for deciding which words to **index**):

    tr -s '[:blank:]' '\n' < file.txt | tr -d '[:punct:]' | sort | uniq -c | sort -n -r

Remove all of the lower case words and numbers:

    tr -s '[:blank:]' '\n' < draft-maqueda-6lowpan-pgw-00.txt | tr -d '[:punct:]' |
    tr -d '[:lower:]' | tr -d '[:digit:]'| sort | uniq -c | sort -n -r

Acronyms that are **not** used frequently should be spellout.

Document processing (Microsoft Word, OpenOffice, LaTeX, ...)

Make use of
templates
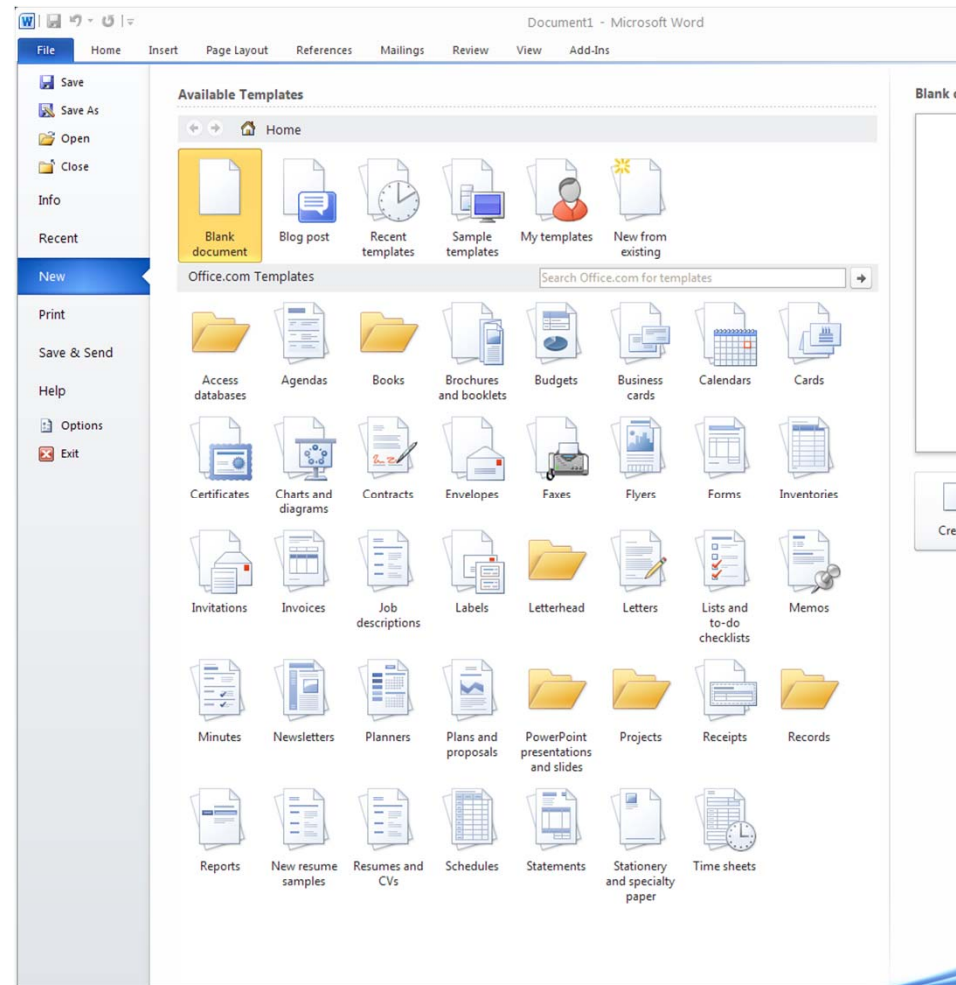
Make use of built-in templates: Microsoft Word2010
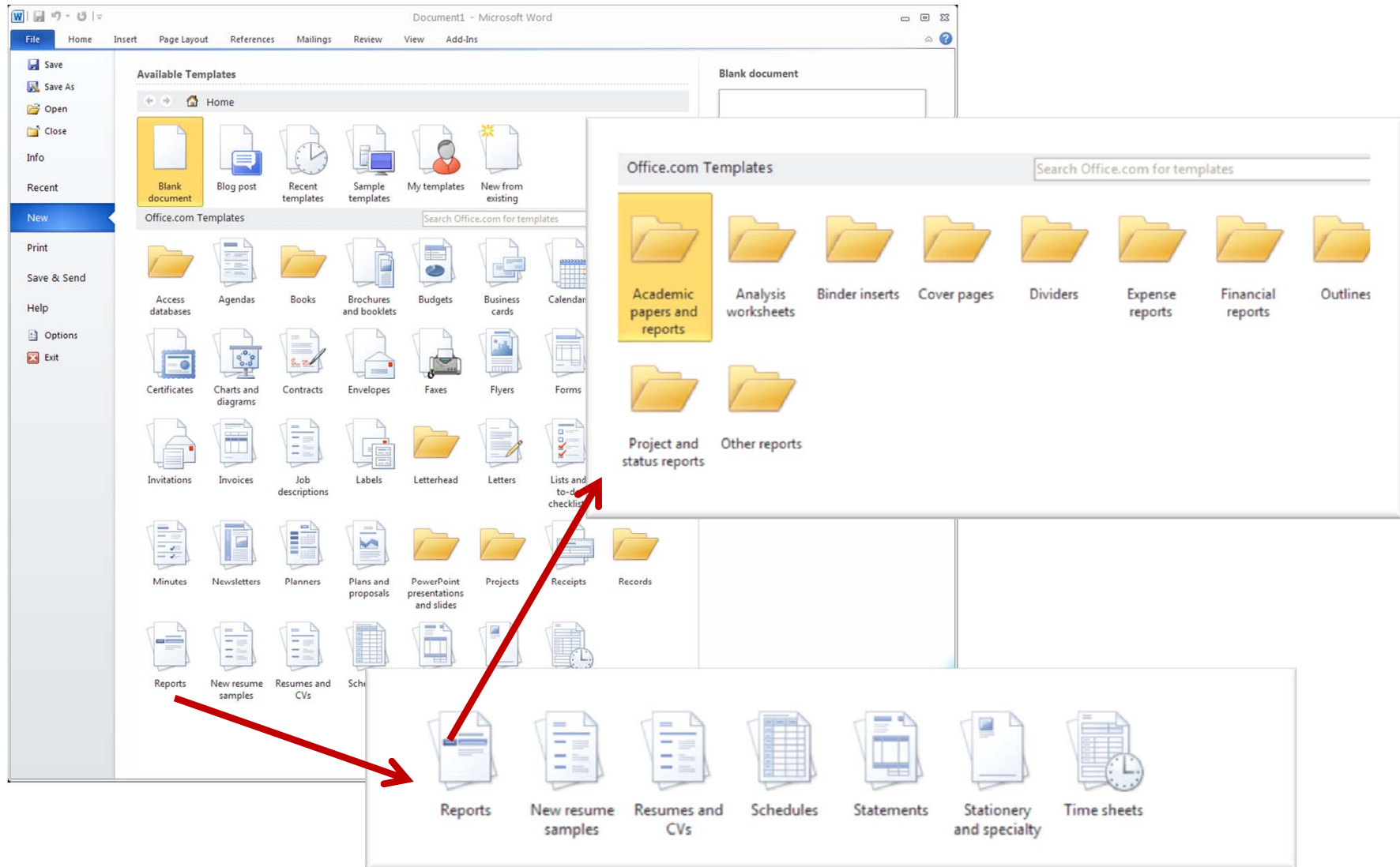
Make use of external templates: Microsoft Word2010

- Install additional templates
- Use a template file

Making use of **Styles**

- Use the **predefined** styles (modify if necessary)

- Define **new** styles when needed – use logical names (for example; "Preface Heading 1", rather than "18point Helvetica")

Note that for some purposes you may need to "tweak" the style to get exactly what a journal or other publisher wants.

Some common mistakes: General

- Incomplete references or missing important citations
  - Missing date, title and author(s), or other information
  - Misspelling the authors name(s), title of document, etc.
  - Keep in mind that the goal is to enable someone (perhaps even yourself) to find the reference at a later point in time
- Lack of a date - every document should have a date (on the cover)
- Lack of page numbers
- Poor (or no) editing
  - Failure to spell check the document
  - Documents which it is clear that no one looked at after formatting - often these have breaks in the middle of sentences, missing phrases, ...
  - Incorrect paper size
- Sections and subsections are not numbered - hiding both the structure of the document and making cross references difficult
- Lack of vertical white space between paragraphs, making it hard to understand where new paragraphs begin (consider indenting first line)

Some common mistakes: Writing

- Statements made without justification or supporting citations
- Use of contractions
- Use of acronyms or abbreviations without properly introducing them; often failure to use these acroynms and abbreviations consistently through the rest of the paper
- Redundant text
- Using too few refences, often the paper looks like simply a cut and paste edit of these references.
- Single sentence paragraphs
- Not using **primary** sources when possible
- Not using cross references effectively – for example not referencing your figures, tables, code examples, …
- Not using your tools effectively!

Some common mistakes: Figures

- Using figures from others without the copyright owner's permission
- Unreadable text in figures
- Failure to label elements of figures adequately
- Failure to use generally understood icons
- Poor or missing figure captions – explain what the figure shows (imagine someone who is blind who depends upon your caption to explain what the picture shows)
- Using a poor choose of colors and not also using different stipple patterns/styles/… (Keep in mind the readers who are color blind)

Generating plots for in your document: gnuplot

set term to one of the available terminal types which include:

dumb	ASCIIart for anything that prints text
epslatex	LaTeX picture environment using graphicx package
fig	FIG graphics language for XFIG graphics editor
gif	GIF images using libgd and TrueType fonts
jpeg	JPEG images using libgd and TrueType fonts
latex	LaTeX picture environment
mif	Frame maker MIF 3.00 format

pbm	Portable bitmap
png	PNG images using libgd and TrueType fonts
postscript	PostScript graphics, including EPSF embedded files (*.eps)
pslatex	LaTeX picture environment with PostScript
pstex	plain TeX with PostScript
svg	svg W3C Scalable Vector Graphics driver
x11	X11 Window System
xterm	Xterm Tektronix 4014 Mode

Network diagrams

Cisco Network Topology Icons are freely available for use when drawing network diagrams.
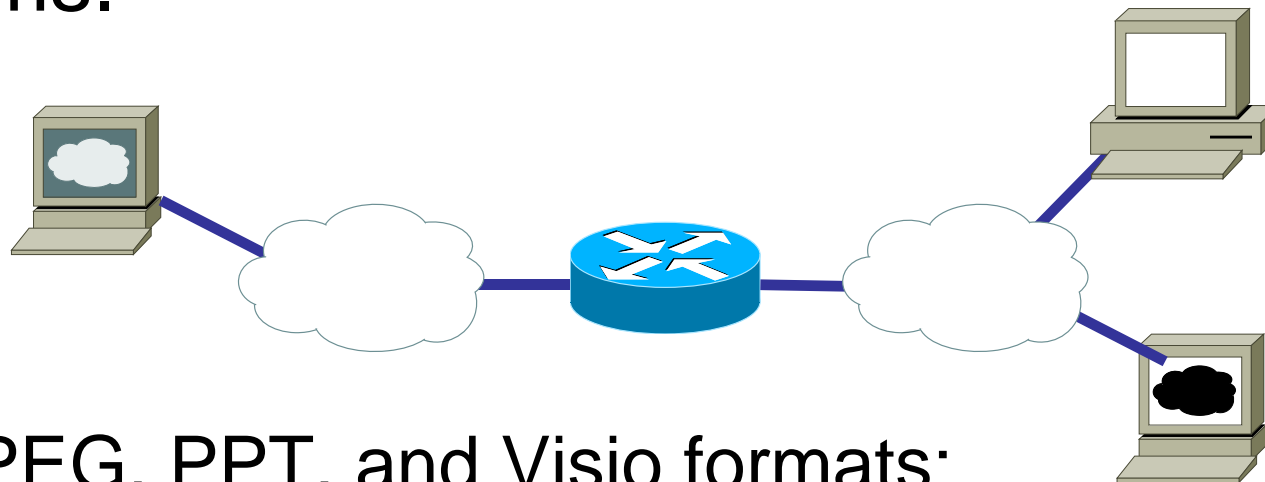
EPS, JPEG, PPT, and Visio formats:

http://www.cisco.com/web/about/ac50/ac47/2.html

More tools for charts, diagrams, etc.

- Microsoft's Visio

- DIA - http://live.gnome.org/Dia

- OpenOffice Draw http://www.openoffice.org/product/draw.html

  or http://www.libreoffice.org/features/draw/ see "Opensource alternative to Microsoft Visio – LibreOffice Draw
  http://smacak.wordpress.com/2011/01/26/opensource-alternative-to-microsoft-visio

- UML
  - StarUML™ - The Open Source UML/MDA Platform http://staruml.sourceforge.net/en/
  - ArgoUML http://argouml.tigris.org/

- yWorks' yEd Graph Editor http://www.yworks.com/en/products_yed_about.html

- CadSoft EAGLE http://www.cadsoftusa.com/

Tweaking or Making your own CSL Style

If there isn't a suitable style in the Zotero Style Repository http://www.zotero.org/styles

- Then you may need to make your own, see: Cornelis Pieters' "Quick Start Guide for Creating Zotero Citation Styles" http://www.condast.com/zotero/
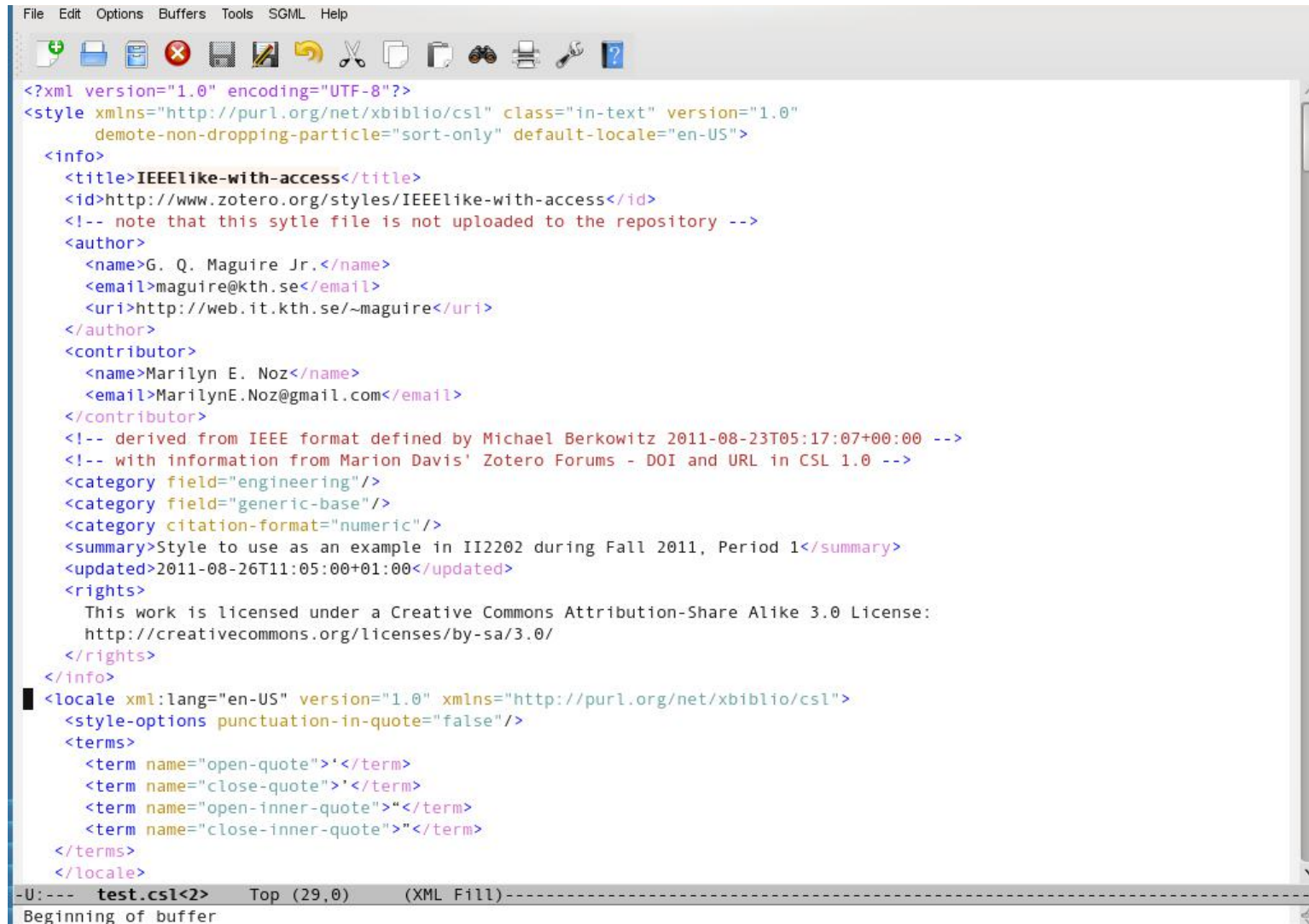
- Alternatively: Tweak an existing format in Citation Style Language (CSL)

http://www.zotero.org/support/dev/citation_styles/

Preview with chrome://zotero/content/tools/cslpreview.xul

Starting with IEEE style add URL, DOI, ISBN: CSL Style – Info section


```
File  Edit  Options  Buffers  Tools  SGML  Help

<?xml version="1.0" encoding="UTF-8"?>
<style xmlns="http://purl.org/net/xbiblio/csl" class="in-text" version="1.0"
       demote-non-dropping-particle="sort-only" default-locale="en-US">
  <info>
    <title>IEEElike-with-access</title>
    <id>http://www.zotero.org/styles/IEEElike-with-access</id>
    <!-- note that this sytle file is not uploaded to the repository -->
    <author>
      <name>G. Q. Maguire Jr.</name>
      <email>maguire@kth.se</email>
      <uri>http://web.it.kth.se/~maguire</uri>
    </author>
    <contributor>
      <name>Marilyn E. Noz</name>
      <email>MarilynE.Noz@gmail.com</email>
    </contributor>
    <!-- derived from IEEE format defined by Michael Berkowitz 2011-08-23T05:17:07+00:00 -->
    <!-- with information from Marion Davis' Zotero Forums - DOI and URL in CSL 1.0 -->
    <category field="engineering"/>
    <category field="generic-base"/>
    <category citation-format="numeric"/>
    <summary>Style to use as an example in II2202 during Fall 2011, Period 1</summary>
    <updated>2011-08-26T11:05:00+01:00</updated>
    <rights>
      This work is licensed under a Creative Commons Attribution-Share Alike 3.0 License:
      http://creativecommons.org/licenses/by-sa/3.0/
    </rights>
  </info>
  <locale xml:lang="en-US" version="1.0" xmlns="http://purl.org/net/xbiblio/csl">
    <style-options punctuation-in-quote="false"/>
    <terms>
      <term name="open-quote">'</term>
      <term name="close-quote">'</term>
      <term name="open-inner-quote">"</term>
      <term name="close-inner-quote">"</term>
    </terms>
  </locale>
-U:---  test.csl<2>    Top (29,0)     (XML Fill)------------------------------------
Beginning of buffer
```

CSL Macros
isbn and access

```xml
<!-- Macros -->
<macro name="isbn">
  <text variable="ISBN" prefix="ISBN: "/>
</macro>
 <macro name="access">
  <choose>
    <if type="webpage">
      <choose>
        <if variable="URL">
          <group delimiter=", ">
            <text value="[Online]"/>
            <text variable="URL" prefix="Available: "/>
            <group prefix="[" suffix="]">
              <date variable="accessed" prefix="Accessed: ">
                <date-part name="day" form="numeric-leading-zeros" suffix="-"/>
                <date-part name="month" form="long" suffix="-" strip-periods="true"/>
                <date-part name="year" form="long"/>
              </date>
            </group>
          </group>
        </if>
      </choose>
    </if>
    <else>
    <group delimiter=", ">
      <text variable="DOI" prefix="DOI:"/>
      <text variable="URL" prefix="Available at "/>
      <choose>
        <if variable="issued" match="none">
          <group prefix=" [" suffix="]">
            <text term="accessed" text-case="lowercase" suffix=" "/>
            <date variable="accessed">
              <date-part name="month" suffix=" "/>
              <date-part name="day" suffix=", "/>
              <date-part name="year"/>
            </date>
          </group>
        </if>
      </choose>
    </group>
    </else>
  </choose>
</macro>
```

More macros:
edition and issued

```xml
<macro name="edition">
  <choose>
    <if type="bill book graphic legal_case motion_picture report song chapter paper-conference" match="any">
      <choose>
        <if is-numeric="edition">
          <group delimiter=" ">
            <number variable="edition" form="ordinal"/>
            <text term="edition" form="short" suffix="." strip-periods="true"/>
          </group>
        </if>
        <else>
          <text variable="edition" text-case="capitalize-first" suffix="."/>
        </else>
      </choose>
    </if>
  </choose>
</macro>
<macro name="issued">
  <choose>
    <if type="article-journal report" match="any">
      <date variable="issued">
        <date-part name="month" form="long" suffix=" "/>
        <date-part name="year" form="long"/>
      </date>
    </if>
    <else-if type="bill book graphic legal_case motion_picture  song thesis chapter paper-conference" match="any">
      <date variable="issued">
        <date-part name="year" form="long"/>
      </date>
    </else-if>
    <else>
      <date variable="issued">
        <date-part name="day" form="numeric-leading-zeros" suffix="-"/>
        <date-part name="month" form="long" suffix="-" strip-periods="true"/>
        <date-part name="year" form="long"/>
      </date>
    </else>
  </choose>
</macro>
```

Yet more macros:
author, editor, locators, and title

```xml
<macro name="author">
  <names variable="author">
    <name initialize-with=". " delimiter=", " and="text"/>
    <label form="short" prefix=", " text-case="capitalize-first" suffix="." strip-periods="true"/>
    <substitute>
      <names variable="editor"/>
      <names variable="translator"/>
    </substitute>
  </names>
</macro>
<macro name="editor">
  <names variable="editor">
    <name initialize-with=". " delimiter=", " and="text"/>
    <label form="short" prefix=", " text-case="capitalize-first" suffix="." strip-periods="true"/>
  </names>
</macro>
<macro name="locators">
  <group delimiter=", ">
    <text macro="edition"/>
    <group delimiter=" ">
      <text term="volume" form="short" suffix="." strip-periods="true"/>
      <number variable="volume" form="numeric"/>
    </group>
    <group delimiter=" ">
      <number variable="number-of-volumes" form="numeric"/>
      <text term="volume" form="short" suffix="." plural="true" strip-periods="true"/>
    </group>
    <group delimiter=" ">
      <text term="issue" form="short" suffix="." strip-periods="true"/>
      <number variable="issue" form="numeric"/>
    </group>
  </group>
</macro>
<macro name="title">
  <choose>
    <if type="bill book graphic legal_case motion_picture song" match="any">
      <text variable="title" font-style="italic"/>
    </if>
    <else>
      <text variable="title" quotes="true"/>
    </else>
  </choose>
</macro>
```

And yet more macros!
publisher, event, and page

```xml
<macro name="publisher">
  <choose>
    <if type="bill book graphic legal_case motion_picture  song chapter paper-conference" match="any">
      <text variable="publisher-place" suffix=": "/>
      <text variable="publisher"/>
    </if>
    <else>
      <group delimiter=", ">
        <text variable="publisher"/>
        <text variable="publisher-place"/>
      </group>
    </else>
  </choose>
</macro>
<macro name="event">
  <choose>
    <if type="paper-conference">
      <choose>
        <!-- Published Conference Paper -->
        <if variable="container-title">
          <group delimiter=", ">
            <text variable="container-title" prefix="in " font-style="italic"/>
            <text variable="event-place"/>
          </group>
        </if>
        <!-- Unpublished Conference Paper -->
        <else>
          <group delimiter=", ">
            <text variable="event" prefix="presented at the "/>
            <text variable="event-place"/>
          </group>
        </else>
      </choose>
    </if>
  </choose>
</macro>
<macro name="page">
  <group>
    <label variable="page" form="short" suffix=". " strip-periods="true"/>
    <text variable="page"/>
  </group>
</macro>
```

Define format for citation(s)

```xml
<!-- Citation -->
<citation et-al-min="100" et-al-use-first="1" collapse="citation-number">
  <sort>
    <key variable="citation-number"/>
  </sort>
<!--    <layout prefix="[" suffix="]" delimiter="], ["> -->
  <layout prefix="[" suffix="]" delimiter=", ">
    <text variable="citation-number"/>
  </layout>
</citation>
```

Bibliography information:
article-journal and paper-conference

```xml
<!-- Bibliography -->
<bibliography et-al-min="100" et-al-use-first="3" entry-spacing="0" second-field-align="flush">
  <layout suffix=".">
    <!-- Citation Number -->
    <text variable="citation-number" prefix="[" suffix="]"/>
    <!-- Author(s) -->
    <text macro="author" prefix=" " suffix=", "/>
    <!-- Rest of Citation -->
    <choose>
      <!-- Specific Formats -->
      <if type="article-journal">
        <group delimiter=", ">
          <text macro="title"/>
          <text variable="container-title" font-style="italic"/>
          <text macro="locators"/>
          <text macro="page"/>
          <text macro="issued"/>
          <text macro="access"/>
        </group>
      </if>
      <else-if type="paper-conference">
        <group delimiter=", ">
          <text macro="title"/>
          <text macro="event"/>
          <text macro="issued"/>
          <text macro="locators"/>
          <text macro="page"/>
          <text macro="access"/>
        </group>
      </else-if>
```

Note: *et al.* will only be used if there are more than 100 authors, then the first three will be shown

References numbered: [xx]

List author first in each reference

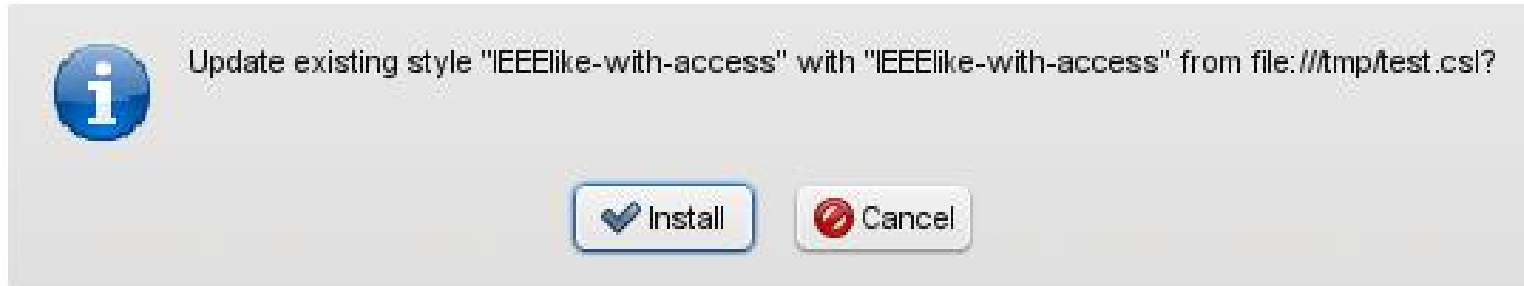For each type of publication, indicate which macros are enabled

More bibliography:
report, thesis, webpage, patent, book

```xml
<else-if type="report">
  <group delimiter=", ">
    <text macro="title"/>
    <text macro="publisher"/>
    <group delimiter=" ">
      <text variable="genre"/>
      <text variable="number"/>
      <text macro="access"/>
    </group>
    <text macro="issued"/>
  </group>
</else-if>
<else-if type="thesis">
  <group delimiter=", ">
    <text macro="title"/>
    <text variable="genre"/>
    <text macro="publisher"/>
    <text macro="access"/>
    <text macro="issued"/>
  </group>
</else-if>
<else-if type="webpage">
  <group delimiter=", " suffix=". ">
    <text macro="title"/>
    <text variable="container-title" font-style="italic"/>
    <text macro="issued"/>
  </group>
  <text macro="access"/>
</else-if>
<else-if type="patent">
  <text macro="title" suffix=", "/>
  <text variable="number" prefix="U.S. Patent "/>
  <text macro="issued"/>
  <text macro="access"/>
</else-if>
<else-if type="book">
  <group delimiter=", " suffix=". ">
    <text macro="title"/>
    <text macro="locators"/>
  </group>
  <group delimiter=", ">
    <text macro="publisher"/>
    <text macro="issued"/>
```

Yet more bibliography styles

```
            </else-if>
            <else-if type="article-journal article-magazine article-newspaper broadcast interview manuscript map patent personal
  _communication song speech thesis webpage" match="any">
                <group delimiter=", ">
                    <text macro="title"/>
                    <text variable="container-title" font-style="italic"/>
                    <text macro="locators"/>
                    <text macro="publisher"/>
                    <text macro="page"/>
                    <text macro="issued"/>
                    <text macro="access"/>
                </group>
            </else-if>
            <else-if type="chapter paper-conference" match="any">
                <group delimiter=", " suffix=", ">
                    <text macro="title"/>
                    <text variable="container-title" prefix="in " font-style="italic"/>
                    <text macro="locators"/>
                </group>
                <text macro="editor" suffix=" "/>
                <group delimiter=", ">
                    <text macro="publisher"/>
                    <text macro="issued"/>
                    <text macro="page"/>
                </group>
            </else-if>
            <else>
                <group delimiter=", " suffix=". ">
                    <text macro="title"/>
                    <text variable="container-title" font-style="italic"/>
                    <text macro="locators"/>
                </group>
                <group delimiter=", ">
                    <text macro="publisher"/>
                    <text macro="page"/>
                    <text macro="issued"/>
                    <text macro="access"/>
                </group>
            </else>
        </choose>
    </layout>
  </bibliography>
</style>
```

Open xx.csl file in Firefox

Update existing style "IEEElike-with-access" with "IEEElike-with-access" from file:///tmp/test.csl?

Install   Cancel

You can just type file:///tmp/test.csl or use File menu or Control-O

Preview new format

chrome://zotero/content/tools/cslpreview.xul

Citation format

References

Preview new format
chrome://zotero/content/tools/cslpreview.xul

Citation format

References

Preview – compare with:
IEEE, ACM SIG proceedings

IEEE

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[6] G.Q. Maguire Jr. et al., "Graphics applied to medical image registration," *IEEE Computer Graphics and Applications*, vol. 11, no. 2, pp. 20-28, Mar. 1991.

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[1] G.Q. Maguire Jr., M.E. Noz, H. Rusinek, J. Jaeger, E.L. Kramer, J.J. Sanger and G. Smith 1991. Graphics applied to medical image registration. *IEEE Computer Graphics and Applications*. 11, 2 (Mar. 1991), 20-28.

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CSL format resources

- 'A Step-by-step Guide to Changing CSL Styles'
  http://www.zotero.org/support/dev/citation_styles/style_editing_step-by-step

- Rintze M. Zelle, 'Citation Style Language 1.0: Primer' http://citationstyles.org/downloads/primer.html

- Rintze M. Zelle, 'Citation Style Language 1.0', http://citationstyles.org/downloads/specification.html

When using LaTeX

- Use A4 sized paper rather than US letter
- Improve the look of the document by switching to using PostScipt fonts: http://www.ctan.org/tex-archive/macros/latex/required/psnfss/psnfss2e.pdf
- Turn off hyphenation or at least limit its use with "\hyphenpenalty=5000 \tolerance=1000"
- BibTex for W3C publications: http://webcapita.com/w3cbib/by-year
- BibTex for RFCs: http://www.tm.uka.de/~bless/bibrfcindex.html
- Use the bytefield package to draw packet structures

Helpful for LaTeX

- Useful Latex packages (available via ctan.org): algorithm2e, caption, colortbl, epstopdf, fourier, graphicx, hypens, hyperref, listings, longtable, minted, multirow, parskip, subfig, tabulary, xcolor

- Drawn figures in vector format (SVG) using Inkscape (available from inkscape.org), then imported into Latex in EPS format.

- Generate plots with Graphics Layout Engine (GLE), available from glx.sourceforge.net.

- Format source code listings with keyword highlighted using minted ctan.org/tex-archive/macros/latex/contrib/minted (requires Pygments library: pygments.org)

Oral presentations

Three parts to a (typical) speech

- Tell them what you are going to tell them

  Introduction
  "Executive summary"

- Tell them

  Body

- Tell them what you told them

  Conclusion

Why this structure?
1. Because most people will remember the beginng and if this catchs their attention they will follow along.
2. Because we tend to remember the most recent things that we hear: hence we remember the conclusion.

Alternative version of the conclusion

1. Summary your key result

2. Describe what you want your audience to do (often called a "Call To Action")

Stephen Kosslyn's cognitive principles

- "Go for the **BIG** difference" – do not be subtle

- Follow "Goldilocks Rule": No more than 4 perceptual units per slide

- "Signpost changes in information" – use perceptual differences to signal changes in concept

Bob Grant, Pimp your PowerPoint,
http://classic.the-scientist.com/2010/3/1/76/1/

General presentation tips: Preparation (adapted from S. J. Bell)

Prepare both **yourself** and the **presentation**

- Know yourself & your audience
- Generic presentation format: Introduction/Body/Conclusions {Future work}
- Practice: 3-6 times, focus on the key ideas rather than the exact wording, plan your timing
- Knows the logistics (where to be, what the room is like, how to work the equipment in the room, wear the appropriate clothes)
- Use relevant examples and key words

General presentation tips: Giving the presentation (adapted from S. J. Bell and personal experience)

- ## Take the stage
  - Be yourself (find your own style), be confident and relax (if you do not know your material, then who does); **start** and **end** on time
  - Look at your audience – look into their eyes, their body language, they will let you know when you are not getting your point across – **engage** your audience

- ## Questions
  - Be clear about when you will take questions (i.e., interactive or at the end)
  - Repeat the question – for those who might not be able to hear it
  - Do not be afraid to say: "I do not know."
  - Defer detailed questions to afterwards

http://www.docstoc.com/docs/51161714/PRESENTATION-TIPS

See also http://stevenbell.info/presentations.htm

Michael Alley, The Craft of Scientific Presentations: Critical Steps to Succeed and Critical Errors to Avoid

Critical Errors to Avoid:

#1: Giving the wrong speech

#2: Drawing the words from the wrong well

#3: Leaving the audience at the dock

#4: Loosing the audience at sea

#5: Projecting slides that no one reads

#6: Projecting slides that no one remebers

#7: Ignoring Murphy's Law

#8: Not preparing enough

#9: Not paying attention (to yourself, the audience/room/timing)

#10: Loosing composure

Your slides should:

- Identify yourself and where you are from
- Include date of the presentation
- Include a slide number– so people can refer to specific slides in their questions
- Avoid confusing backgrounds
- Carefully use colors as 1 in 20 men and 1 in 200 women are colorblind
- Avoid long lists
- Use **relevant** text/images/pictures/…

Your slides should have a sentence headline.

1. A sentence headline not only identifies the topic, but states an assertion.

2. This sentence headline clarifies the role of the slide - also useful for later review of the material.

3. Clarifies the main purpose of the slide, if it does not serve a useful purpose delete it!

Michael Alley and Kathryn A. Neeley, Rethinking the Design of Presentation Slides: A Case for Sentence Headlines and Visual Evidence (http://iris.nyit.edu/~klagrand/PowerPoint%20techniques.pdf)

Alley, Michael, and Harry Robertshaw, "Rethinking the Design of Presentation Slides: The Importance of Writing Sentence Headlines," (http://writing.engr.psu.edu/speaking/IMECE2004-61827.pdf)

Assertion-Evidence model of slide

Headline – states the assertion

Body of slide presents evidence (image, graph, equation, video clip, …)

Michael Alley, Rethinking the Design of Presentation Slides: The Assertion-Evidence Structure, 7 July 2011, http://writing.engr.psu.edu/slides.html

With sample slides and templates!

Storytell model of presentations

1. Write a script

   http://www.sociablemedia.com/book/story_template_feb05.doc

2. Storyboard

   Use the slide sorter view to implement your storyboard.

3. Produce your script to engage the audience

   Cliff Atkinson, Beyond Bullet Points: Using Microsoft PowerPoint to Create Presentations That Inform, Motivate, and Inspire, http://www.sociablemedia.com/thebook.php4

Cliff Atkinson's three analsys questions

1. In Slide sorter view: Can you understand the focus just from the slide titles?

2. In Notes view: Is there a balance between why my notes indicate that I should say and what the slide presents?

3. In Normal view: Will the audience find **each** slide interesting?

Cliff Atkinson, Beyond Bullet Points: Using Microsoft PowerPoint to Create Presentations That Inform, Motivate, and Inspire, Chapter 1, pg. 5
http://www.sociablemedia.com/book/BeyondBulletPointsChapter%201.pdf

Public speaking

See the many sources, such as:

- Six Minutes: Speaking and Presentation Skills (http://sixminutes.dlugan.com/)

- Robin Ewing, Presenting with Confidence: 10 Tips for Librarians, http://www.liscareer.com/ewing_presentations.htm

- 10 Tips for Public Speaking, Toastmasters International (http://www.toastmasters.org/tips.asp)

Oral presentation tools

- ## Software
  - Microsoft's PowerPoint
  - LaTeX Beamer, Prosper, Slides, … classes
  - OpenOffice Impress
    - Oracle Presenter Console
      http://extensions.services.openoffice.org/project/presenter-screen
    - OOoLatex http://ooolatex.sourceforge.net/
  - Adobe FrameMaker

- ## Projector and your laptop
  - make sure you know how to make them work together

- ## Wireless presentation remote control

- ## Laser pointer

No matter what tool you use for *oral presentations*, learn to use it

- Value your audience's time

$$cost = \ number\ in\ audience$$
$$* \ average\ cost\ per\ minute$$
$$* \ number\ of\ minutes$$

- Value your **own** time – investing a little time to learn how to use your tool well will save you lots of time (in the long run)

- Avoid looking dumb – do **not** hurt yourself with your choice of tool

Microsoft's PowerPoint: "power user" **presentation** short cuts

- F1 – for help menu
- F5 – to start your presentation (or right click on the file and choose "Show"or save as a 'PowerPoint Show' (.pps) file); Shift-F5 – start with current slide
- Escape – to stop a presentation
- Space bar, N, or down/right arrow, Page Down – advance to next slide
- P – previous slide; up/left arrow, Page Up – repeat previous annimation
- Control-Home – to first slide, Control-End – to last slide
- Number <return> - go to slide <number>
- Right click - go to a slide by title; Control-S show all slides menu
- H – go to next hidden slide
- Tab – go to first/next hyperlink on slide; Shift-Tab to go to previous/last hyperlink
- B or '.' – show blank slide, W or ',' – show whiteout slide
- Control-A, A – display arrow pointer (Control-H to hide pointer)
- Control-P – display a pen; E – to erase drawings on a slide
- Shift-F10 – display short cut menu
- Control-T – display task bar

Media shorts cuts during a presentation

- Alt-Q – stop media playing
- Alt-P – pause/resume media
- Alt-U – mute sound
- Alt-Up – increase volume
- Alt-Down – decrease volume
- Alt-Shift-Right arrow – seek forward
- Alt-Shigt-Left arrow – seek backward
- Alt-End – go to next bookmark
- Alt-Home go to previous bookmark

Microsoft's PowerPoint: *"power user"* **preparation/writing** short cuts

Alt – display keytips, then press the key(s) shown by what you want to do!

- Formatting
    - Control-B – bold font
    - Control-I – Italic font
    - Control-U – underline
    - Control-N – normal font
    - Control-T – open Font dialog
    - Shift-F3 – change the case
    - Control-Shift-F – change the font
    - Control-Shift-P – change the font size
    - Control-Shift-; – decrease the font size
    - Control-Shift-: – increase the font size
        - (On a US keyboard, use Control-Shift-<, Control-Shift- >)
    - Control-E – center
    - Control-L – left align
    - Control-R – right align
    - Control-J – justify

- Editing
    - Control-Z – undo
    - Control-Y - redo
    - Control-X – cut
    - Control-V – paste
    - Control-Shift-C – copy formatting only
    - Control-Shift-V – paste formatting only
    - Control-Alt-V – open paste special dialog
    - Control-K – insert hyperlink
    - Control-A – selected all
    - Control-F – find
    - Shift-F4 – repeat last find action
    - Control-H – replace

- File
    - Control-S – save the file
    - Control-D – duplicate slide
    - Control-M – new slide
    - Control-Shift-M – new slide like last one

Adobe Acroread: Why use it?

- You can include pages of material from any source that can generate PDF.

- All of the fonts can be included in the presentation – so you do not have to worry about missing fonts.

- Nearly every machine has a program (Adobe Acroread, evince, xpdf, …) that can show a PDF file – so you and your audience can access your presentation.

- Easy to print.

Adobe Acroread X: "power user" presentation short cuts

- Control-L, F11 – full screen
- Escape – end full screen mode
- Control-Shift-N – opens dialog to go to a given page number
- Control-K – opens Preferences dialog
- Right arrow, Page Down, left mouse click – next page
- Left arrow, Page Up, right mouse click – previous page
- Home – go to first page
- End – go to last page

Use Thumbnails to go to a particular page; or use Bookmarks

- Control-F – open Find dialog box – so you can easil search for something during your presentation
- Control-O – open File dialog
- Control-D – open Document Properties dialog
- Control-P – open Print dialog
- Control-Y – open zoom dialog
- Control-+ – zoom in
- Control-- – zoom out

In the Preferences→Full Screen menu can set automatic page advance in seconds; a navigation set of buttons displayed on lower lefthand corner.

Adobe Acroread: *"power user"* **preparation/writing** short cuts

Opening the Pages tab, click on the thumnail image of a page and Control-Right Click select Page Transitions, then specify which type of page transition you want!

To add multimedia and buttons – see Michael Dakan, "Start the Show: Creating presentations with Acrobat 7.0 Professional", http://www.cadalyst.com/aec/acrobat-insider-12-pdf-4617

Further information about adding buttons can be found in: John Deubert, Creating a Presentation With Acrobat 8,
http://www.graphics.com/modules.php?name=Sections&op=viewarticle&artid=491

LaTeX Beamer: "power user" preparation/writing short cuts

Create a PDF file for presentation with the LaTeX Beamer class

- LaTeX Beamer class, web page, 2010-08-07,
  https://bitbucket.org/rivanvx/beamer/wiki/Home
- Making LaTeX Beamer Presentations, last accessed 2011.07.23,
  http://happymutant.com/latex/misce/beamer.php

Presenting information with images

"A picture is worth a thousand words."

<div align="right">-- Popular saying</div>

Pictures, graphs, flow charts, UML, state machines, … can convey an enormous amount of information if used well.

Consider "a wink" at a party

Edward Tufte's books

Examples of how to present information well and even beautifully

- Beautiful Evidence, Graphics Press, July 2006, 213 pages, ISBN-10: 0961392177, ISBN-13: 978-0961392178

- The Visual Display of Quantitative Information, Graphics Press, May 2001, 200 pages, ISBN-10: 0961392142, ISBN-13: 978-0961392147

- Visual Explanations: Images and Quantities, Evidence and Narrative, GraphicsPress, February 1997, 156 pages, ISBN-10: 0961392126, ISBN-13: 978-0961392123

- Envisioning Information, Graphics Press, May 1990, 126 pages, ISBN-10: 0961392118, ISBN-13: 978-0961392116

http://www.edwardtufte.com/tufte/index

PowerPoint

As with any tool, there are those who like it and those who do not.

For the later see:

- Steven J. Bell, "End PowerPoint Dependencies Now!", Americal Librariers, 35 (June/July 2004), 56-59 and the chapter with the same title in George M. Eberhart (Editor), *The Whole Library Handbook 4: Current Data, Professional Advice, And Curiosa About Libraries And Library Services*, American Library Association, January 2006, 596 pages, ISBN-13: 978-0838909157

- Edward R. Tufte, *The Cognitive Style of PowerPoint: Pitching Out Corrupts Within*, Second Edition, Graphics Press, 2006, 32 pages, ISBN-10: 0961392169, ISBN-13: 978-0961392161

Steven J. Bell's suggestions

- "Go live or simulate it" – take advantage of wireless broadband connections to connect to the source during your talk

  - **+** give a demo $\Rightarrow$ more dynamic

  - \- Things might not work $\Rightarrow$ you look like an idiot and waste a lot of people's time

- If you have to use PowerPoint, then:

  - Use the minimum number of slides (~10 per hour)

  - Avoid overused templates

  - Do **not** handout copies of the slides beforehand, least people focus on them versus what you are saying

Shyam Pillai's LiveWeb (http://skp.mvps.org/liveweb.htm)

Inserts web pages into a PowerPoint presentation - with the pages updated in realtime
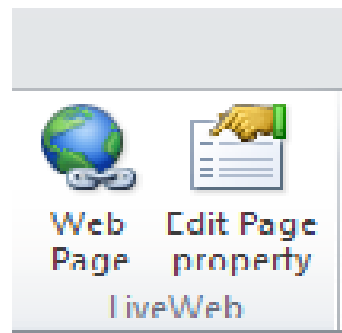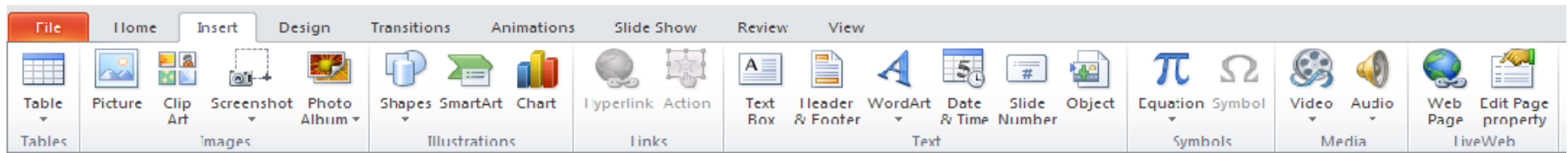
Inserting DOCX files – as an Object

Microsoft Word
Document

Inserting PDF – as an Object

Adobe Acrobat
Document

The document as an icon

Making better PowerPoint presentations

Ron Galloway, Rethinking Powerpoint (http://www.galloway.tv/rethinking/rethinking.html) – DVD and ebook

Nancy Duarte, *slide:ology: The Art and Science of Creating Great Presentations*

Conclusions

- Be your own best critic – reflect on your own writing and speaking to identify what you did well and did not do well $\Rightarrow$ learn from your experience.

- Learn from others – be open to constructive criticism

- Help others to improve (Pay it forward!)

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3. Microsoft Powerpoint 2010 keyboard shortcuts, KeyXL, last accessed 22 July 2011, http://www.keyxl.com/aaa7d57/446/Microsoft-Powerpoint-2010-keyboard-shortcuts.htm

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5. John Deubert, Creating a Presentation With Acrobat 8, Excerpted from Adobe Acrobat 8 for Windows and Macintosh: Visual QuickStartGuide (Peachpit Press), 22 January 2007, http://www.graphics.com/modules.php?name=Sections&op=viewarticle&artid=491

6. Andrew Dlugan, Six Minutes: Public Speaking and Presentation Skills Blog, Last accessed 5 Aug 2011, http://sixminutes.dlugan.com/

7. Robin Ewing, Presenting with Confidence: 10 Tips for Librarians, LIScareer.com, Career Strategies for Librarians, 19 Nov 2010, http://www.liscareer.com/ewing_presentations.htm

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12. Alley, Michael, and Harry Robertshaw, "Rethinking the Design of Presentation Slides: The Importance of Writing Sentence Headlines," 2004 International Mechanical Engineering Conference and Exposition, paper 61827 (Anaheim, CA: ASME, November 2004). http://writing.engr.psu.edu/speaking/IMECE2004-61827.pdf

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25.

¿Questions?