The Final Presentation

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1   Basic Expectations for the Final Presentation

As detailed in the course syllabus, you *must* prepare a presentation that provides a high-level overview of your research proposal. Presentations will last ≈ 10-12 minutes. *Any presentation that lasts less than 10 minutes or longer than 12 minutes may incur a penalty*. To ease interpretation, you should prepare a slide deck that includes— but is not necessarily limited to—the items detailed in the following section.

2   Structure of Slide Deck

Your presentation should include the following items:

- A *title slide* that summarizes your project and provides a succinct, high-level answer to the question: "what is my proposed project *about*?"

- A slide (or set of slides) that clearly presents the *research question(s)* guiding your project.

- A *literature review* that situates your work within a broader body of social scientific scholarship. Here, you should *concisely* review the extant literature and point to potential "gaps" or lacunae that your project will fill. With brevity in mind, this portion of the presentation should only last ≈ 2-3 minutes.

- A *data and methods* slide (or set of slides) that describes how you plan to subject your propositions to scrutiny—here, you should provide brief answers to the following questions:

  - What is your target population—or who are your research participants?
  - What are your units of analysis?
  - What is your sampling strategy? Alternatively, what are the existing data sources—e.g., public opinion datasets, text corpora and so on—that you plan to draw on?
  - What are the key concepts, variables or measures animating your analysis? How will these concepts be operationally defined?
  - How will you analyze your data (thematic coding, machine learning etc.)?

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- If you have data from a pilot study, you may include a *results* slide—say, by embedding some preliminary data visualizations, tables, summary statistics, or interview excerpts.

- A *conclusion slide* that distills key takeaways from the presentation and answers the question: "what should the audience *remember* about my proposed project and x, my topic of interest?"

3   Other Evaluation Criteria

Beyond following the structure detailed in the foregoing paragraph, you will be evaluated on:

- Your *delivery*—that is, the clarity and concision of your script; the deployment of effective transitions between slides; and how well you manage time.

- Your *command* of the presentation material—that is, your familiarity with x, your phenomenon of analytic interest, as well as the data and methods undergirding your proposed analyses.

- The *design* of your presentation–that is, whether you avoid clutter on slides; use effective headlines and titles that simplify complex constructs or methodological frameworks; and ensure that your slides easy to read and visually engaging. For more suggestions, review this blog post.