

Presentation Guide

“How to Give a Scientific Presentation”

1 Aim of this Guide

This presentation guide aims to provide you with an understanding of the essentials of giving presentations in a scientific context. It will support you in preparing and carrying out a presentation. This guide is organized along four important criteria which matter in scientific presentations:

- Content
- Structure
- Style
- Literature

The guide addresses researchers and students at all levels. It is supposed to be useful for giving presentations to any audience, focusing on scientific audiences.

2 Content

Content is the most important criterion for scientific presentations. The following hints are supposed to help you assess the quality of your content:

- ✓ The research problem and its relevance should be clearly explained.
- ✓ Position your work in (a) certain research field(s) and compare it to already existing findings.
- ✓ Outline the incremental contribution of your work.
- ✓ The content has to be well-thought-out and interesting for scientific target groups as well as managers.

Scientific presentations are often based on a research paper, implying that the specific content of your presentation depends on this paper. However, there are some additional aspects that need to be considered in a presentation:

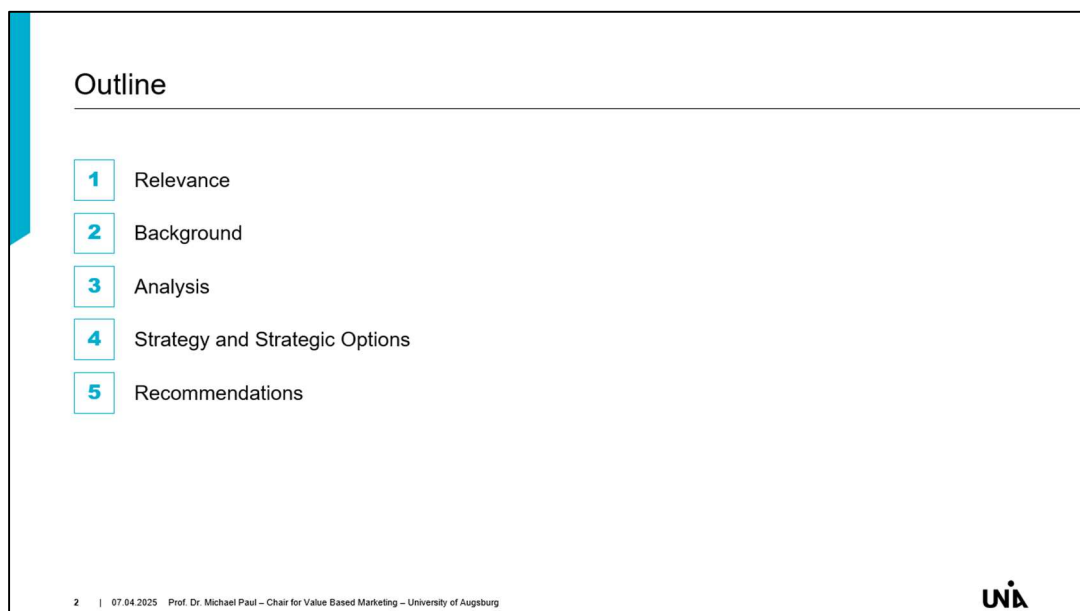
- ✓ For a presentation, it is even more important than for a scientific paper to focus on key information and to present it in a clear and concise manner (compare “style”). More detailed information that might be relevant for questions or discussions can be stored in backup slides.
- ✓ As presentations are inherently interactive, questions can be asked and content can be discussed with the audience (e.g., new ideas, scientific and practical relevance, further research, limitations, etc.).

3 Structure

Structure is strongly related to content, as it is almost impossible to deliver good content without a good structure. In order to perform a well-structured presentation, we suggest the following:

- ✓ An outline at the beginning is supposed to give a short overview and help your audience not to lose track during your presentation.
- ✓ A good structure distinguishes the theoretical background and a review of extant research findings from conceptual ideas and frameworks you developed on your own.
- ✓ Presentations should be goal-oriented. Any theory, construct, or statement not being relevant for the aim of the presentation should be omitted.
- ✓ Each statement has to be justified and supported by evidence, using theories and/or empirical findings. A sound argument has both a strong logical flow and real premises.
- ✓ All in all, your structure has to be coherent and consistent.
- ✓ It is helpful to script a storyline on a sheet of paper before drawing up your final presentation slides.

Example:



4 Style

4.1 Slide Style

Usually, a presentation includes four types of slides: (1) pictures or videos, (2) diagrams, (3) conceptual slides, and (4) text slides. For a good presentation, you have to know when and how to use which type of slide. The different types of slides should be used in a well-adjusted manner:

- (1) **Pictures or videos** are often used for illustrating a statement with an example. The advantage connected to this type of slides is that they are easily accessible and also easily memorable by the audience.
- (2) **Diagrams** can depict complex information in a vivid and well-arranged manner. Contents often shown in diagrams are time series, frequencies, correlations, comparisons, and functions.
- (3) **Conceptual slides** also depict complex information or relations in a more vivid manner but in addition they include text and are based on conceptual thoughts developed by the researcher him-/herself or by others.
- (4) **Text slides** can be used for introducing or summarizing statements. Texts in presentations must be phrased clearly and precisely. Bullet points are useful to organize the text and to display several text modules more clearly. Use only one typeface in your presentation!

Examples:

Pictures or Videos

- Price promotions often occur in the internet



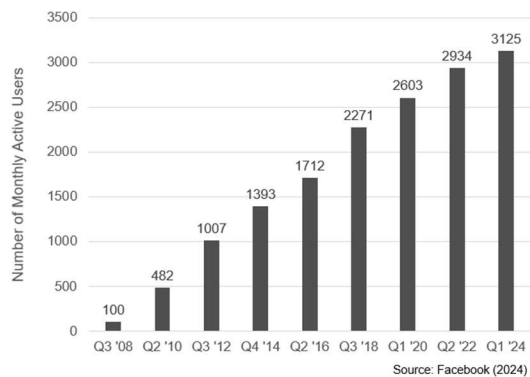
The screenshot shows the Lenovo Pro for Business website. At the top, there is a navigation bar with the Lenovo logo, a search bar, and links for 'Sign In / Create Account', 'Business', 'Student', and 'Gaming'. Below the navigation bar is a large promotional banner for 'Lenovo Pro for Business'. The banner features a woman in a red shirt and a man in a blue shirt looking at a laptop. The text on the banner reads: 'NEW MEMBER BONUS', 'Extra \$100 off first order of \$1000+', 'Free membership gives any size business exclusive perks, savings + access to a tech specialist. Use code NEWSMBOFFER'. At the bottom of the banner are two buttons: 'Join Lenovo Pro' and 'Learn More'.

3 | 07.04.2025 Prof. Dr. Michael Paul – Chair for Value Based Marketing – University of Augsburg

uniA

Diagrams

- Facebook: three billion monthly active users in Q1 2024

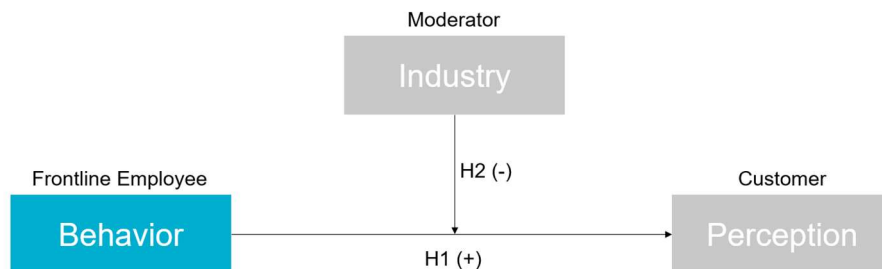


4 | 07.04.2025 Prof. Dr. Michael Paul – Chair for Value Based Marketing – University of Augsburg



Conceptual Slides

- H1: The behavior of the frontline employee has a positive effect on the customer's perception of the service.
- H2: The relationship is moderated by the industry in which the encounter takes place, in that ...



5 | 07.04.2025 Prof. Dr. Michael Paul – Chair for Value Based Marketing – University of Augsburg



Table Slides

- Literature tables should be shortened and presented in an appropriate size
- Decide on important things that should be included

Source	IV	Moderator	Mediator	DV	Key findings
Jin and Schmidt (2020)	Brand Prestige (+) Employee helpfulness (+) Price fairness (+)	-	Customer gratitude Trust Satisfaction	Behavioral intention	Customer Gratitude mediates the relationship between brand prestige and behavioral intentions [...]
Müller and Kukar (2012)	Feeling of entitlement (+) Penalty fairness (+)	Lifting (vs. imposing) the penalty (-)	Customer gratitude	Advocacy Future compliance	Penalty fairness has a weaker effect on advocacy when the penalty is lifted; Customer gratitude is a key mediator [...]

6 | 07.04.2025 Prof. Dr. Michael Paul – Chair for Value Based Marketing – University of Augsburg



Text Slides

- Extant research found that
 - X is positively related to y, and
 - Z is a moderator
- Information about m as a possible mediator is needed!
 - In practice
 - In research
- Contributions of the study
 - Conceptual contribution: developing a framework
 - Empirical contribution: testing a model empirically
 - Methodological contribution: new approach to test moderators

6 | 07.04.2025 Prof. Dr. Michael Paul – Chair for Value Based Marketing – University of Augsburg



4.2 Presentation Style

For each presentation, it is important to attract the attention of the audience. We propose several Dos and Don'ts which may help you reach this goal:

Dos	Don'ts
✓ <u>Speak freely!</u> You can use memos during your presentation that help you remember contents and their order. ✓ <u>Speak slowly!</u> Most people speak faster when they are nervous. You can ask a friend in the audience to give you a sign when you are speaking too fast. ✓ <u>Look at your audience!</u> Ideally, you always try to keep eye contact with your audience. Alternatively, you can try to fix a point next to your fellow students. ✓ <u>Stand firmly on both feet!</u> This will help you signal and feel self-confidence. ✓ <u>Stay in time!</u> You need to respect time restrictions. Otherwise, your audience will get annoyed seeing their break at risk.	✓ <u>Do not read</u> the <u>whole text</u> from your memos! ✓ <u>Do not talk</u> to the <u>ceiling</u>, the <u>floor</u>, or the <u>wall</u> beside you! ✓ <u>Do not only talk to your professor!</u> The whole audience wants to follow your explanations. ✓ <u>Do not hide</u> behind the presentation table! ✓ <u>Do not ignore time warnings!</u> Try to summarize slides spontaneously if there are just a few minutes left.

4.3 Preparing the Presentation

A presentation should be well-prepared. This refers to the creation of your slides as well as to your presentation style.

Creation of slides:

- ✓ At first, you should organize your ideas as a storyline of your presentation. You can do this by writing down keywords and drawings on paper sheets.
- ✓ After drawing your storyline, you can begin to transfer it to presentation slides.
- ✓ In general, you should pay attention not to have too many slides for your presentation. You should have enough time to explain your slides clearly.
- ✓ Backup slides with more detailed information can be useful for the discussion or for questions asked by the audience.

Presentation style:

- ✓ You should practice your speech upfront. It will help you

- to estimate your time needed,
- to speak freely and persuasively, and
- to spontaneously summarize relevant findings in case of time pressure.
- ✓ Practice your presentation in front of a mirror and/or with friends or fellow students.
- ✓ Be prepared for the discussion. Think about potential questions asked by the audience or interesting issues you would like to raise yourself, and develop appropriate answers.
- ✓ Every scientific problem has weaknesses or limitations. It is important for you to know them and think about approaches to solve them.

5 Literature

The main difference between presentations in a scientific and a managerial environment is the importance of literature.

5.1 Reasons for Integrating References

Even in a scientific context, references are not always integrated in presentations. We suppose the following reasons why they should be integrated:

- ✓ You might be obligated by copyright to reveal the sources of your presentation's content.
- ✓ References support the relevance of a statement, finding, or research question; this especially applies to the citation of top-tier journals.
- ✓ References help distinguish between extant findings and your own ideas; this may also underline the importance of your own contributions to research.
- ✓ If your audience is interested in certain studies and/or research fields, references represent valuable information for them.

5.2 Integration of References in Slides

There are different possibilities to integrate references in a presentation.

- ✓ You can integrate references by using footnotes. You can place them at the bottom, on the left- or the right-hand side of your slides.
- ✓ Alternatively, you can use in-text referencing, but stick to one style.
- ✓ Do not include the whole reference information on your slides.
 - Use the following format: last name(s) (year, p. xy) for footnotes or (last name(s) year, p. xy) for in-text citations (compare examples below).
 - All references should be listed at the end of the presentation (last slide).
- ✓ When presenting a table with a literature review, reference information needs to be provided.

- ✓ In most cases, it is sufficient when references can be found on your slides; you do not need to mention each source during the presentation unless it is highly important for a specific research area.

Examples:

Footnote References

- “You can make researchers happy by quoting them!”¹
 - Any information about the topic²
 - Another information³
 - More and more information⁴
- We found that almost every researcher wants to publish⁵

¹ Shoemaker (2010, p. 237)
² Reader (2008); Writer et al. (1998)
³ Right and Left (2005)
⁴ Left (2004)
⁵ Up (2012)

8 | 07.04.2025 Prof. Dr. Michael Paul – Chair for Value Based Marketing – University of Augsburg



In-Text References

- “You can make researchers happy by quoting them!” (Shoemaker 2010, p. 237)
 - Any information about the topic (Reader 2008; Writer et al. 1998)
 - Another information (Right and Left 2005)
 - More and more information (Left 2004)
- We found that almost every researcher wants to publish (Up 2012)

9 | 07.04.2025 Prof. Dr. Michael Paul – Chair for Value Based Marketing – University of Augsburg



6 Further Information and Contact

If you need further information or support do not hesitate to contact us.

Pascal Raczek, M.Sc.

Email: pascal.raczek@uni-a.de