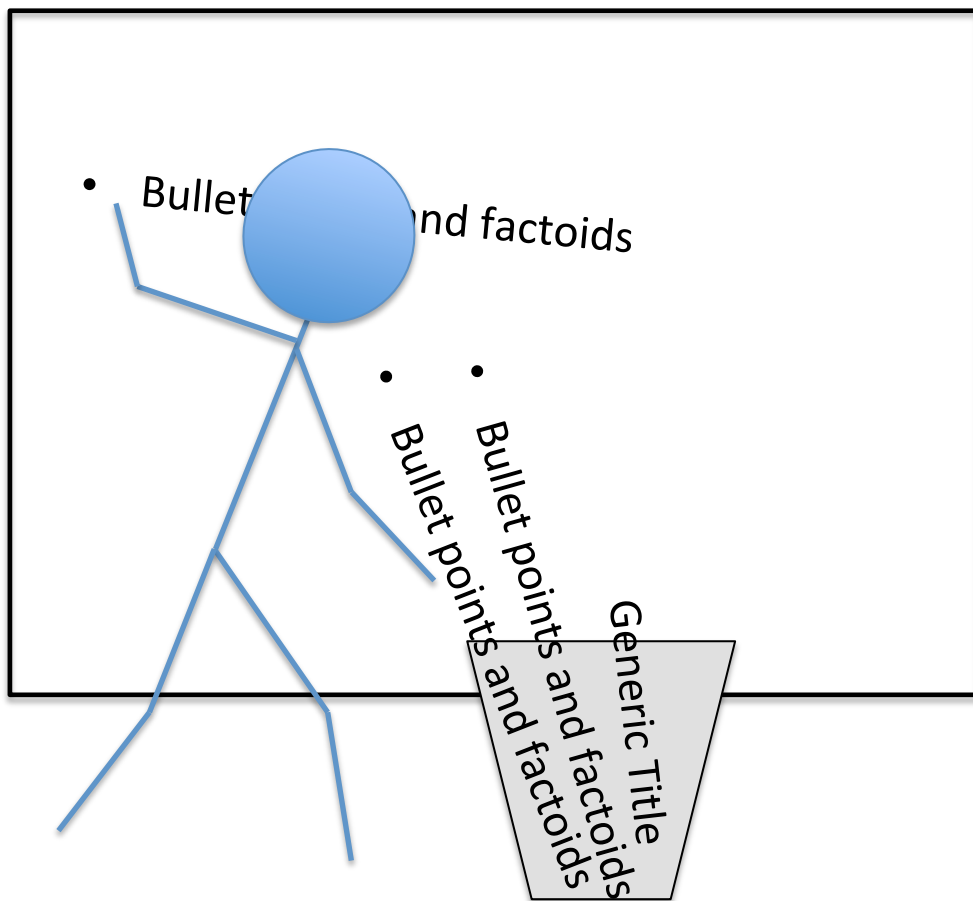


Improve PowerPoint by trashing the bullet points

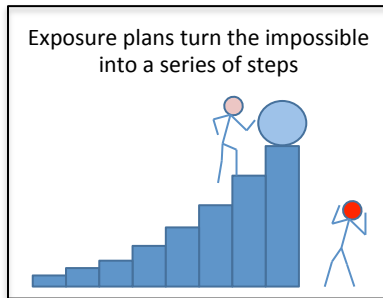


David William Price
dwprice@gmail.com
E-Scape 04-2013

Improve your slides using the “assertion – evidence” style



Recognize the weaknesses of traditional PowerPoint



Contrast traditional PowerPoint to “assertion-evidence” style

Sex differences in anxiety attitudes

- Survey question: “Anxiety causes the brain to be more distracted from problem-solving.”
- Literature: anxiety reduces performance by requiring more effort to resist distractions

Transform a traditional slide into an “assertion-evidence” slide

Traditional Powerpoint

- Reductionism
 - Genericism
 - Decontextualized factoids
- Special effects
- Speaking notes + handouts
 - Let me read this to you word-for-word
- Decorative clipart
- Long quotes: *“...the default styles of PowerPoint limit the amount of detail that can reasonably be presented and often obscure logical connections (or the lack thereof) among facts used to make an argument.”* (Alley & Neeley, 2005) paraphrasing Tufte



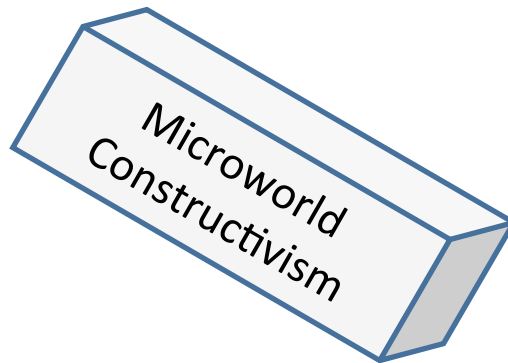
Assertion-evidence uses statements and explanatory images

Exposure plans turn the impossible into a series of steps



Assertion-evidence can provoke discussion

Why do microworlds fail in schools?



Traditional School System
and assessments

Assertions communicate more than phrases

Effects of slide design on student scores

Slides that use arguments instead of phrases result in higher student scores

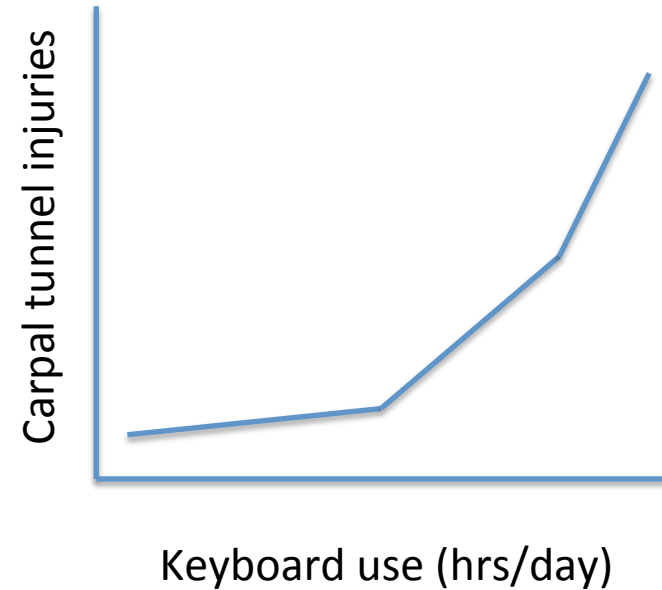
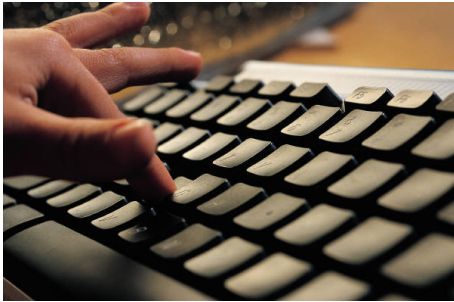
Aligning objectives, methods and assessments improves student grades

Effects of alignment of objectives, methods and assessments on grades

Developing rapport with students to affect likelihood of help requests

Teacher rapport improves likelihood of students asking for help

Evidence communicates but clipart distracts

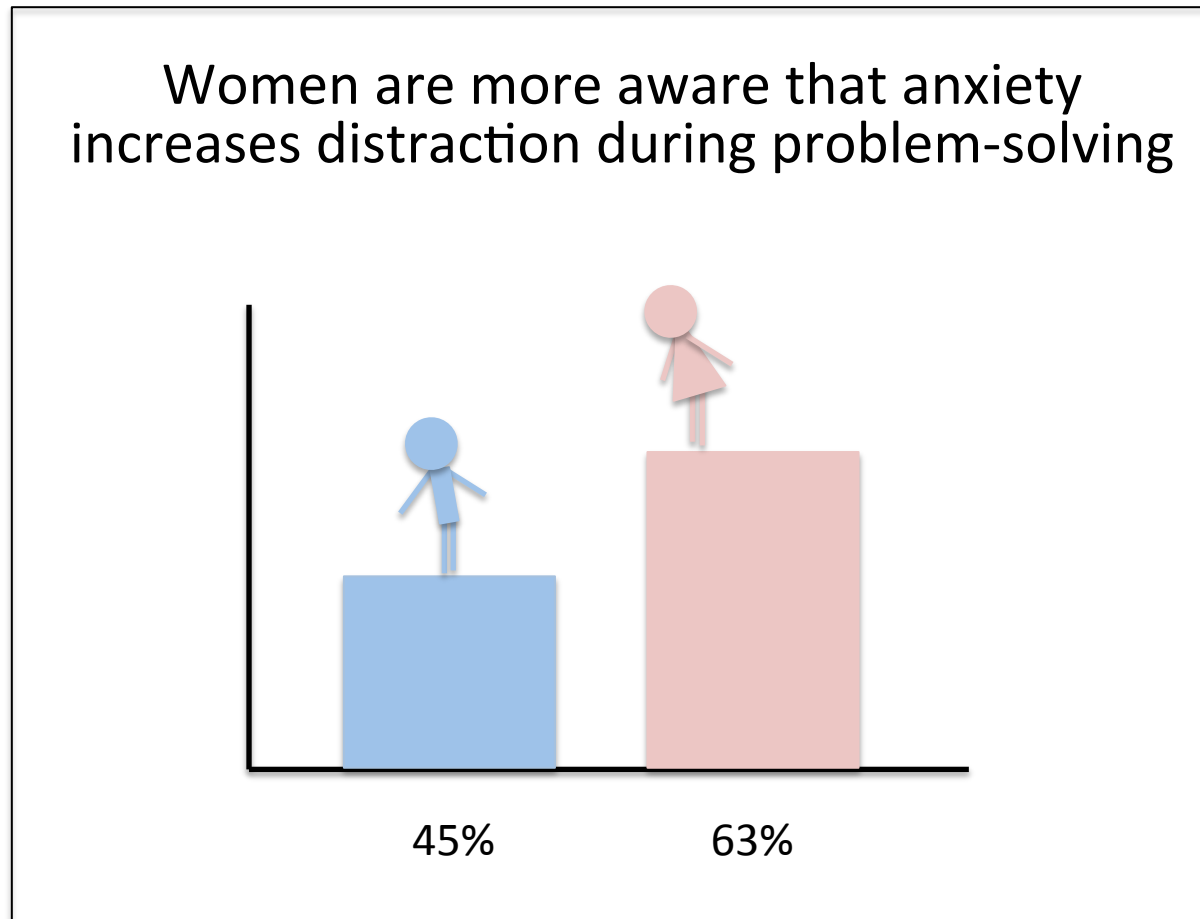


Use assertions and evidence to improve PowerPoint slides

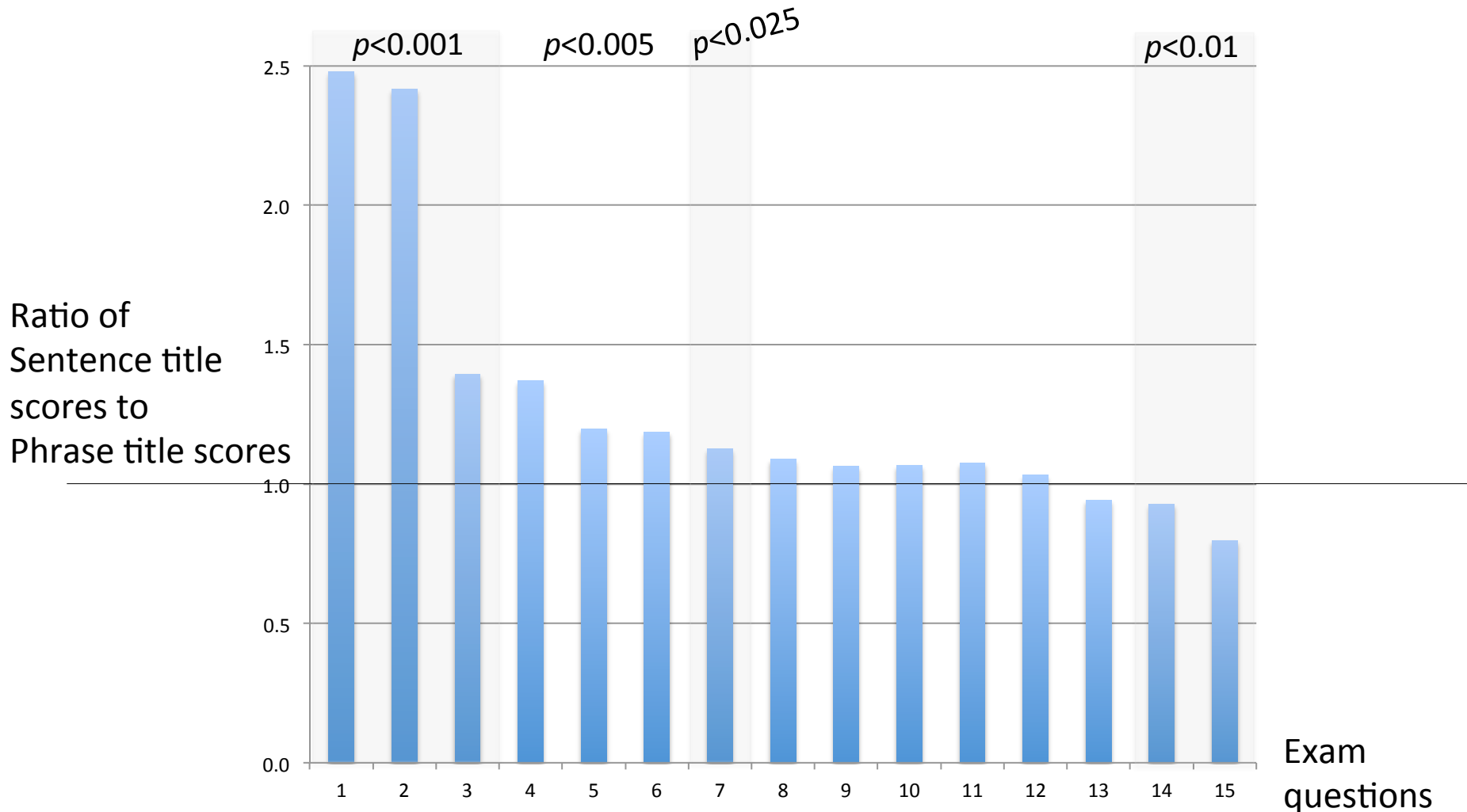
Sex differences in anxiety attitudes

- Survey question: “Anxiety causes the brain to be more distracted from problem-solving.”
- Women agreed or strongly agreed (n=32, 62.7%) vs. men (n=9, 45%)
- Men disagreed or strongly disagreed (n=5, 25%) more than women (n=3, 5.9%).
- Men less aware of the effects of anxiety on focus and problem-solving
- Men less likely to consider effects of anxiety on focus when choosing design, instruction and learning techniques

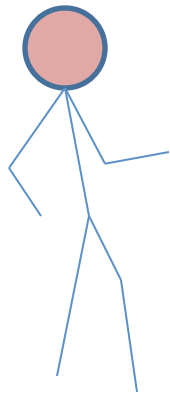
Use assertions and evidence to improve PowerPoint slides



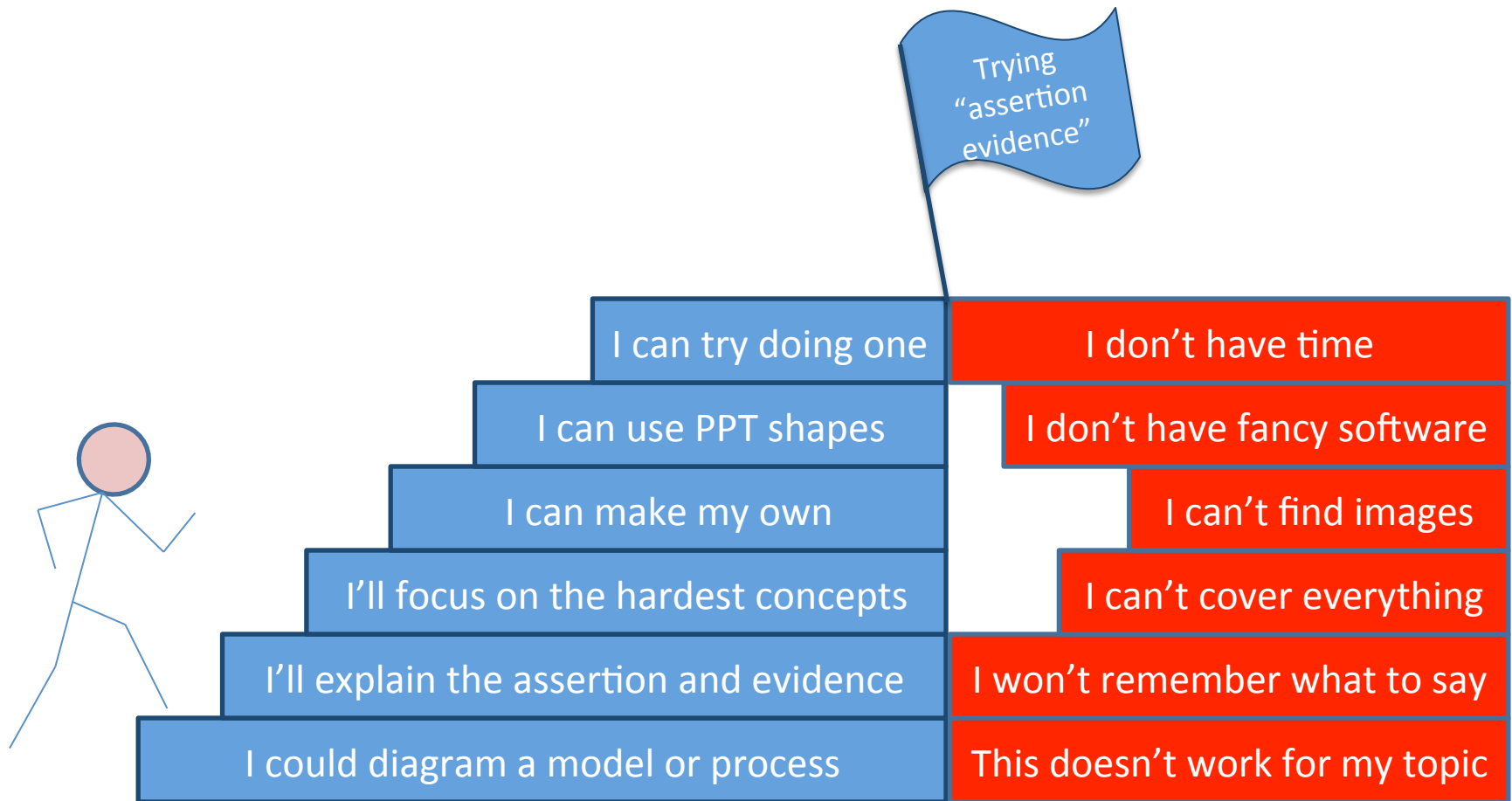
Converting slide titles to sentences improved retention on geoscience exam



Considering a visual slide technique raises common concerns



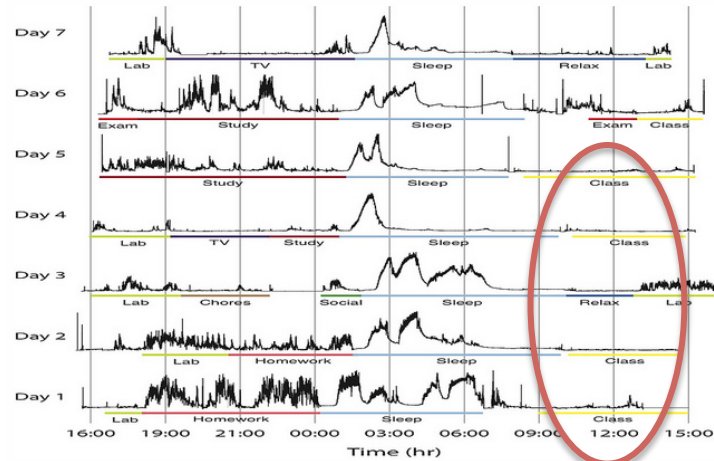
The “assertion-evidence” style encourages new steps in focus and clarity



What role energizes you as a prof? How is your technique helping you? or them?



Regurgitating the textbook
in bullet points



One student's brain –
flatlined during lectures



Expecting preparation, and
focusing on the tough stuff:
concepts, connections,
comparisons, applications

How did Dr. Charles Draimin revise his accounting slides at Concordia?



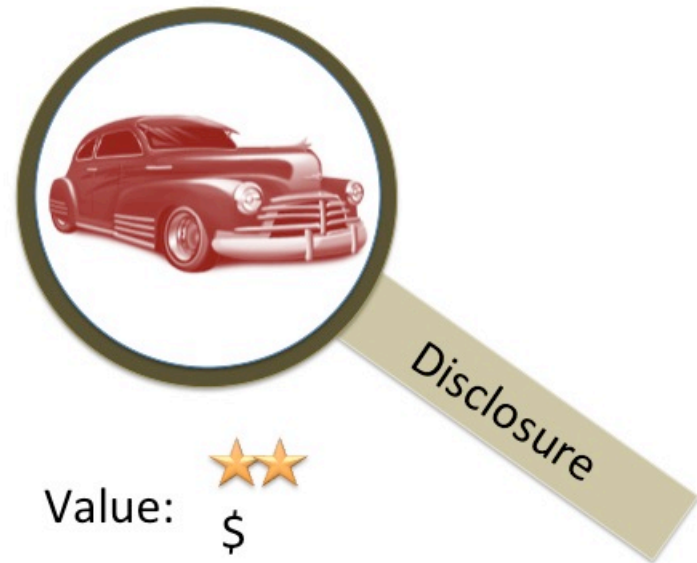
Concordia University. (N.D.). Charles Draimin. In Concordia University John Molson School of Business. Retrieved November 14, 2012, from <http://johnmolson.concordia.ca/en/faculty-research/departments/accountancy/2100-charles-drainin>.

We used a title screen to capture the lesson of “adverse selection”

Adverse selection

- Situation
 - Economic agents in a market
 - Utility maximization on both sides
 - Potential gains to trade in market exchange
- Special characteristic: asymmetric information *before* any transaction takes place

Good accounting practices lessen market failure caused by *adverse selection*



We converted overview bullets into an agenda of learning objectives

Adverse selection

- Situation
 - Economic agents in a market
 - Utility maximization on both sides
 - Potential gains to trade in market exchange
- Special characteristic: asymmetric information *before* any transaction takes place

At the end of this lesson, you will be able to do the following:



Recognize the effects of asymmetric information on markets



Explain the effects of *adverse selection* on the market



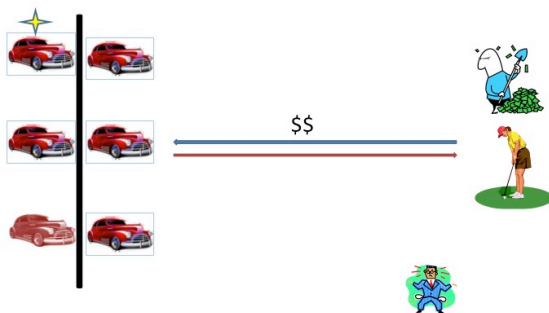
Describe accounting, market and political remedies to reduce *adverse selection* in securities markets

We used a sequence of slides to walk through the process

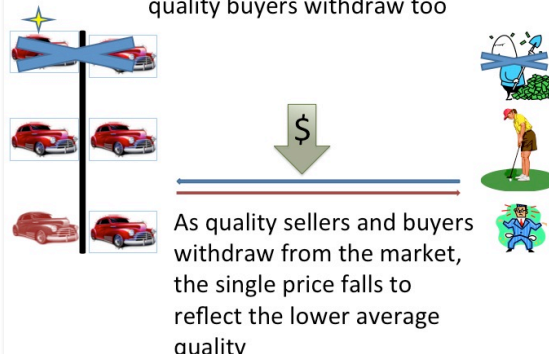
Why adverse selection leads to market failure

- One party (usually buyer) can't judge quality
 - and thus cannot evaluate fairness of price
 - Finds him/herself buying too high
- Disadvantaged parties—both sellers and buyers—anticipate the effect of information disadvantage and leave the market
 - Market shrinks, could disappear
 - Unregulated health care, eldercare, used car market: prices low, market small
- A structural problem
 - Individually we cannot correct it
 - Some take advantage of it – their short term interest
 - But in long run, everybody would gain to fairer market

If there are differences in quality that *only sellers* can see, buyers will offer to pay a single price based on average presumed quality

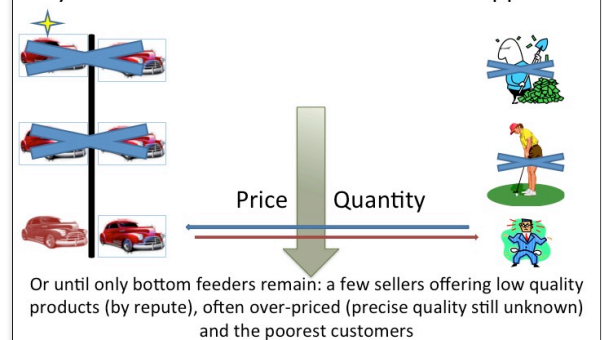


But then high quality sellers cannot get their price, and they withdraw -- without these sellers, high quality buyers withdraw too



As quality sellers and buyers withdraw from the market, the single price falls to reflect the lower average quality

As the price falls, sellers and buyers leave; the cycle can continue until the market disappears



Or until only bottom feeders remain: a few sellers offering low quality products (by repute), often over-priced (precise quality still unknown) and the poorest customers

We converted a complex set of points into a model we can discuss

Adverse selection

- Result: asymmetric information before any transactions leads to *sorting of market* called *adverse selection*
- One party (usually buyer) can't judge quality
- Disadvantaged parties—typically the buyers—anticipate the information disadvantage and leave the market
- Average quality falls, price falls, buyers and sellers of quality goods avoid market
- Without remedy, market tends to collapse, at best, it becomes small and marginal

Asymmetric information between sellers and buyers causes a market failure called *adverse selection*



We converted groups of bullet points into tables and metaphors

Adverse selection: Remedies

- Getting trustworthy transparency is goal
 - To extent possible
- Remedies:
- Signals (market remedy)
 - An expenditure that makes sense if made by high quality seller
 - Guarantees to customer
 - Investing in on-going relationships incl. brand names
- Regulation (political remedy)
 - External certification and licensing
 - Inspection for older cars
 - purpose of course is more than just support of used car market
 - Securities commissions
 - Price regulation

Identifying quality differences by increased transparency reduces *adverse selection*.

Ways in which it can be done:

Market signals

- Establish and enforce quality grades
- Encourage use of independent inspectors
- Offer enforceable guaranties
- Brand name dealers and chains to create trust
- Advertising



Political regulation

- Compulsory licensing of dealers and agents
- Compulsory pre-sale inspection
- Consumer protection laws
- Price controls
- Criminal sanctions

We created a summary of points to prompt student questions at the end

Asymmetric information leads to adverse selection and some degree of market failure



Asymmetric information can cause *adverse selection* and destroy a marketplace

Increased market transparency reduces adverse selection and restores market



Market signals and political regulation can reduce *adverse selection*

How could Dr. Linda Dyer revise management slides at Concordia?



Concordia University. (N.D.). Linda Dyer. In Concordia University John Molson School of Business. Retrieved December 06, 2012, from <http://johnmolson.concordia.ca/en/faculty-research/departments/management/2143-linda-dyer>

We could use a graph to highlight a negative – or positive point to explore

The Successful Entrepreneur

- Each year thousands of businesses start, some will evolve into corporate giants, others will fail.
- Approximately 80% will fail within five years.
- The Right Stuff?
- The Entrepreneur (discussed already);
- In addition, general management skills and competencies, grouped under three broad areas:
 - Marketing, Operations, Finance.

80% of new businesses fail after 5 years



Only 20% of new businesses succeed after 5 years



We could use an example to trigger a discussion about niche strategies

Strategy

- Generally, links back the “Vision” of the Entrepreneur, developing the right strategy is critical for the new venture;
- Research shows that carving a niche and tailoring products / services to meet the specific needs of customers is effective method;
- Only ventures that have some form of distinctive competence will survive and grow;
- This could be a product design skill, cost efficiency, marketing approach;
- Industry structure plays a role as well, particularly the stages of growth, nature of the competition, and entry barriers.
- We discuss more in section 6.

Successful entrepreneurs tailor their offering to a niche clientele



Shoes?



Athletic Shoes?



Golf Athletic shoes?





Women's athletic shoes?



Women's golf athletic Croc sandal shoes?

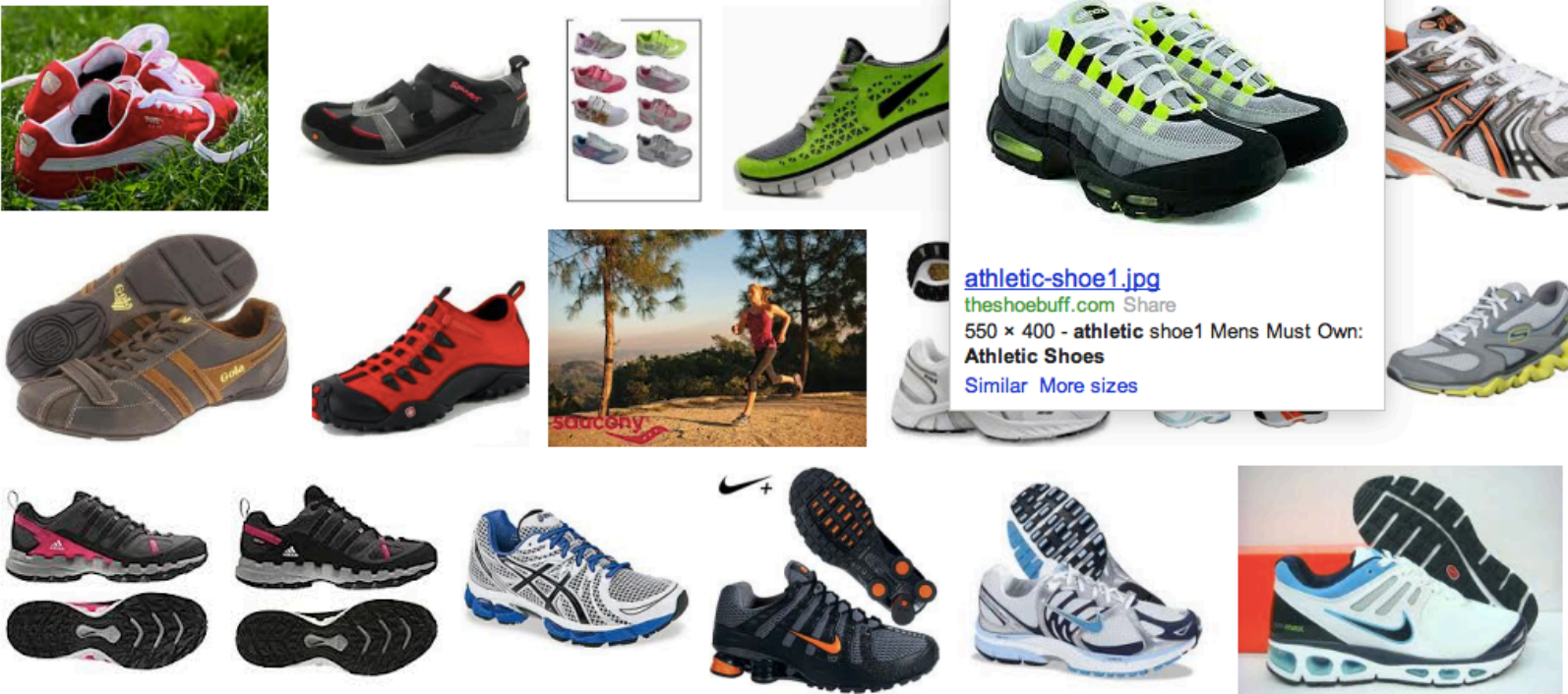
*Image cites in the notes

You can search Google images and drag one into your PPT (but cite it)

Google  

Web **Images** Maps More ▾ Search tools

Related searches: [running shoes](#)



[athletic-shoe1.jpg](#)
theshoebuff.com Share
550 × 400 - athletic shoe1 Mens Must Own:
Athletic Shoes
[Similar](#) [More sizes](#)

We could use a visual metaphor to contrast entrepreneurs with employees

1. Commitment & Determination

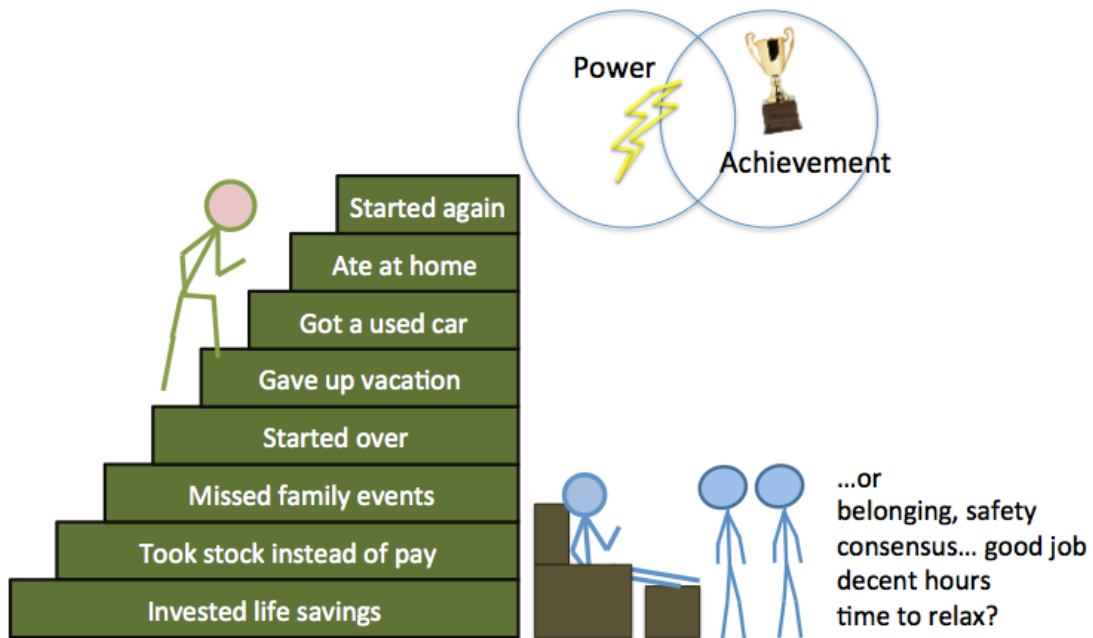
- Usually require personal sacrifice due to priority status demanded on an entrepreneur's time, emotion & loyalty.
- Measured through willingness to
 - Invest a substantial portion of own net worth
 - Take a pay cut in exchange for major ownership in venture
 - To accept major sacrifices in lifestyle & family circumstances

Also, there is a significant distinction between desire to win and will to **never give up**

Leadership / Human Behaviour

- Most agree that the entrepreneur is the driver behind the success of a new venture, yet not necessarily easy to understand.
- Three principle needs:
 1. Need for Achievement;
 2. Need for Power;
 3. Need for Affiliation.
- Entrepreneurs tend to have a high need for achievement, high need for power, low need for affiliation.

Entrepreneurs commit everything they have to secure power and achievement



We could use diagrams to contrast similar-sounding processes

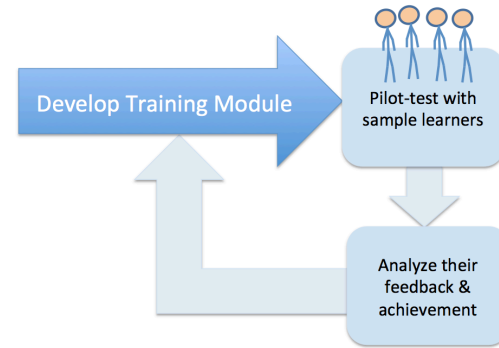
Formative Evaluation

- Improves the training process.
- Ensures effective organization of a training program.
- Ensures that participants are satisfied with the learning experience.
- Based upon qualitative data.

Summative Evaluation

- Determines the extent to which participants have changed as a result of the training experience.
- May include monetary benefits company experiences due to training.
- Based upon quantitative data.

Formative evaluation uses learner results and feedback to improve training



Summative evaluation uses learner results to measure achievement & training value



What behaviour do we want to change?

How will we measure that change at an individual level?

What value do we need to achieve for the organization?

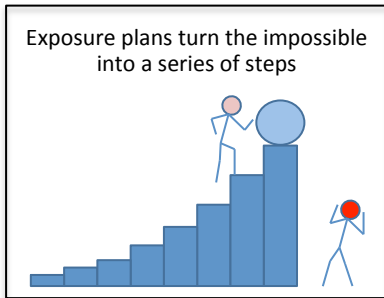
Should we keep this particular employee in this job?

Is the value of training exceeding our costs?

Use assertions and evidence to improve your PowerPoint slides



Traditional PowerPoint uses disconnected factoids and distracting clipart



“Assertion-evidence” style uses clear arguments and supporting images

Sex differences in anxiety attitudes

- Survey question: “Anxiety causes the brain to be more distracted from problem-solving.”
- Literature: anxiety reduces performance by requiring more effort to resist distractions

Transforming traditional slides improves comprehension

See these references to learn more

Rethinking the Design of Presentation Slides: The Assertion-Evidence Structure

Michael Alley, College of Engineering
Pennsylvania State University

<http://www.writing.engr.psu.edu/slides.html>

Recently, much criticism has been levied at PowerPoint's default structure of a topic-phrase headline supported by a bullet list of subtopics. This web page advocates an assertion-evidence structure, in which a sentence headline states the main assertion of the slide. That headline assertion is then supported not by a bullet list, but by visual evidence: photos, drawings, diagrams, graphs, films, or equations.

One assumption of the assertion-evidence structure is that slides are, in fact, an appropriate visual aid for the talk. Too often, slides are projected when no visual aid would better serve the audience. Another assumption is that the primary purpose of the slides is to help the audience understand and remember the content, rather than to provide talking points for the speaker. More details about the assertion-evidence structure can be found in [The Craft of Scientific Presentations](#).



Supporting
Research

Models and
Templates

Workshops

Links and
References

PENNSYLVANIA
STATE
UNIVERSITY

www.writing.engr.psu.edu/slides.html
Contact: Michael Alley at malley@engr.psu.edu
Web Editor: Adrienne Crivaro

Alley, M., Neely, K. (2005). Rethinking the design of presentation slides: a case for sentence headlines and visual evidence. *Technical Communication*, 52(4), 417-426.

Alley, M., Schreiber, M., Ramsdell, K. Muffo, J. (2006). How the Design of Headlines in Presentation Slides Affects Audience Retention. *Technical Communication*, 53(2), 225-234.

Garner, J., Alley, M., Gaudelli, A., Zappe, S. (2009). Common use of PowerPoint versus the Assertion-Evidence structure: a cognitive psychology perspective. *Technical Communication*, 56(4), 331-345.