

The spoken word is excellent for
conveying emotions and stories,
but is a poor medium for
helping people retain large amounts of facts.

Visual projections on a screen are wonderful for
conveying images that stick in a viewer's
mind and make abstract concepts more
concrete and understandable,
but slides are a poor and inefficient method for
getting people to retain large amounts of
facts.

The printed page is great for **conveying large amounts of data.**

It is the most accessible and flexible of all media because **your audience can underline interesting points, reread sections, file it away, and pull it out three months later.**

However, print does not **convey the emotion or passion a speaker may have for a subject.**

„There is actually no such thing as a „PowerPoint Presentation“. There are some people who give presentations and use PowerPoint slides to make a better and more memorable impression on an audience, although this is an extremely rare phenomenon. Then, there are people who use PowerPoint slides to make a bad or unmemorable impression on their audiences. Is this you?“

Source: TJ Walker, Jess Todtfeld: *Presentation Training A-Z*, Media Training Worldwide, 2008

I hate to tell you, but chances are your PowerPoint slides are lousy. But don't take my word for it, let's do a little test. Show your slides to someone who does not speak your language. Now, you are saying 'What's he talking about? Of course, they can't read them.' Ahah! If you're expecting your audience to read your PowerPoint, you are already in big trouble. PowerPoint is a visual medium. Whether it is a chart, a graph, a picture or a cartoon, your audience should be able to understand your message just by looking at the images.

Source: TJ Walker, Jess Todtfeld: Presentation Training A-Z, Media Training Worldwide, 2008

200 million



Why 'believe' in science?

- **Deductive** vs **inductive** logic....
 - **All humans are mortal; John Smith is human; ergo, he is mortal.**
 - **In the farmyard, the turkeys are fed every day; the farmyard operates in a uniform manner; ergo, the turkeys will be fed tomorrow.**
- When we reason with **deductive** logic we can be sure that the conclusion will be true if the premises are true.
- When we reason with **inductive** logic we can end up drawing false conclusions from true premises (**what happens to turkeys on Dec 24th??!!**).
- Induction leads us to believe that the future will resemble the past.
- **What has this got to do with science? Science relies on induction!**
 - It is widely assumed that science starts with observation which provides a secure basis from which knowledge can be derived via **induction**.
 - But David Hume (18th C) argued it is all a matter of **CUSTOM** or **HABIT** and that the use of induction cannot be rationally justified at all!
- Science doesn't 'prove' or 'disprove' anything: the word 'proof' should only be used when describing **deductive** logical operations, like maths.
- ***Offering a 'reward' to 'prove' homeopathy/CAMs work is a just a stunt and not a cheap one at that.***

(Presenter shows first slide whilst talking)

Bla bla di bla di bla bla bla

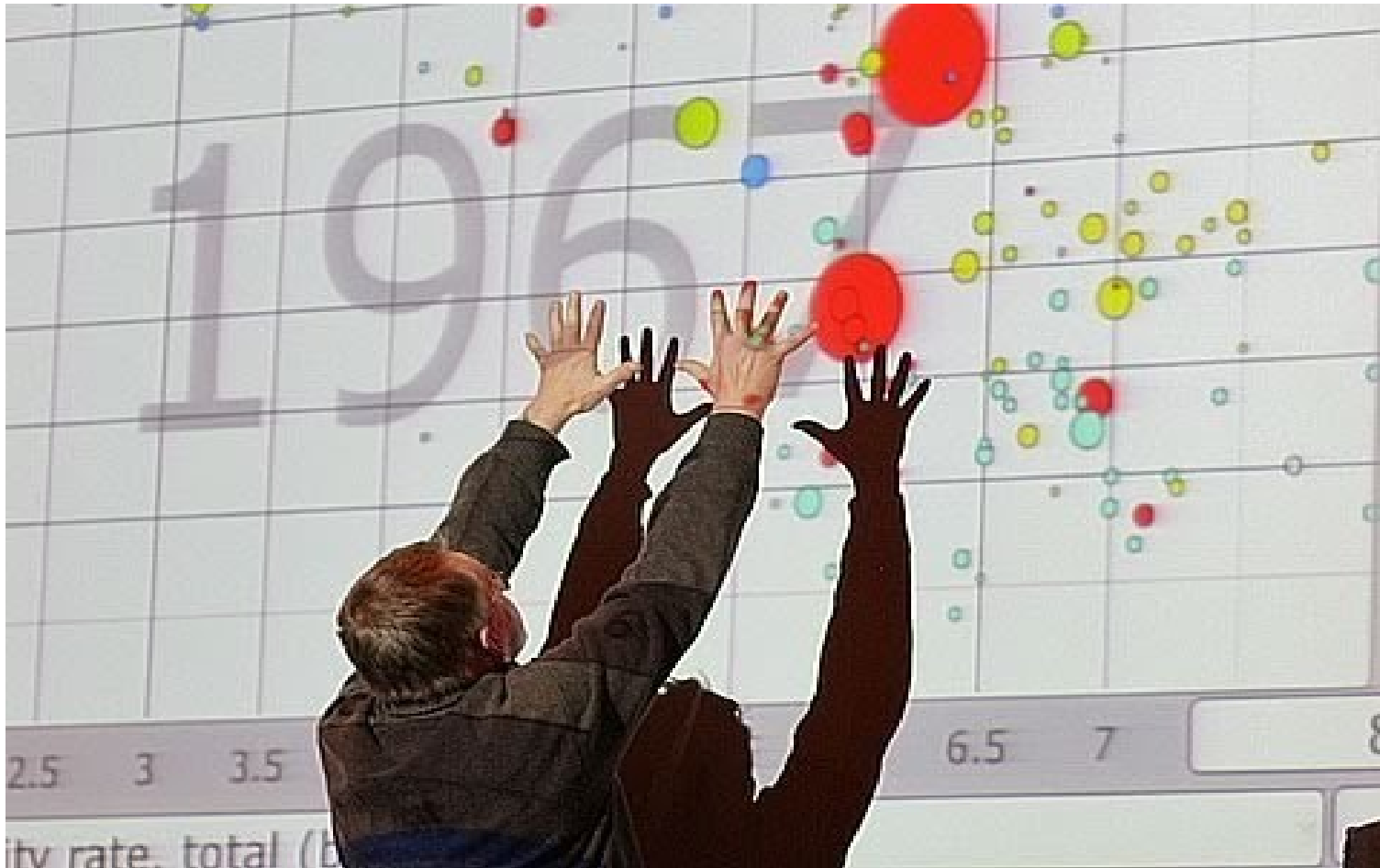
(Brain says to itself)

- Ooh, look, bullet points! And the presenter is talking, too
- Okay, reading the bullets
- Dammit - what did she just say?
- Uh oh. Can't both read AND listen
- Yaaaaawn...
- Must.Focus.On.Listening
- What did those bullets say again?
- Mmm, I wonder if there'll be cake after lunch?
- Brain shut down commences
- Tired.Must.FocuZZZZZZZZ
- ZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZZ

Manuel Lima: A visual history of human knowledge



Hans Rosling: The best stats you have ever seen



Hans Rosling: Don't panic



Jamie Oliver: Teach every child about food



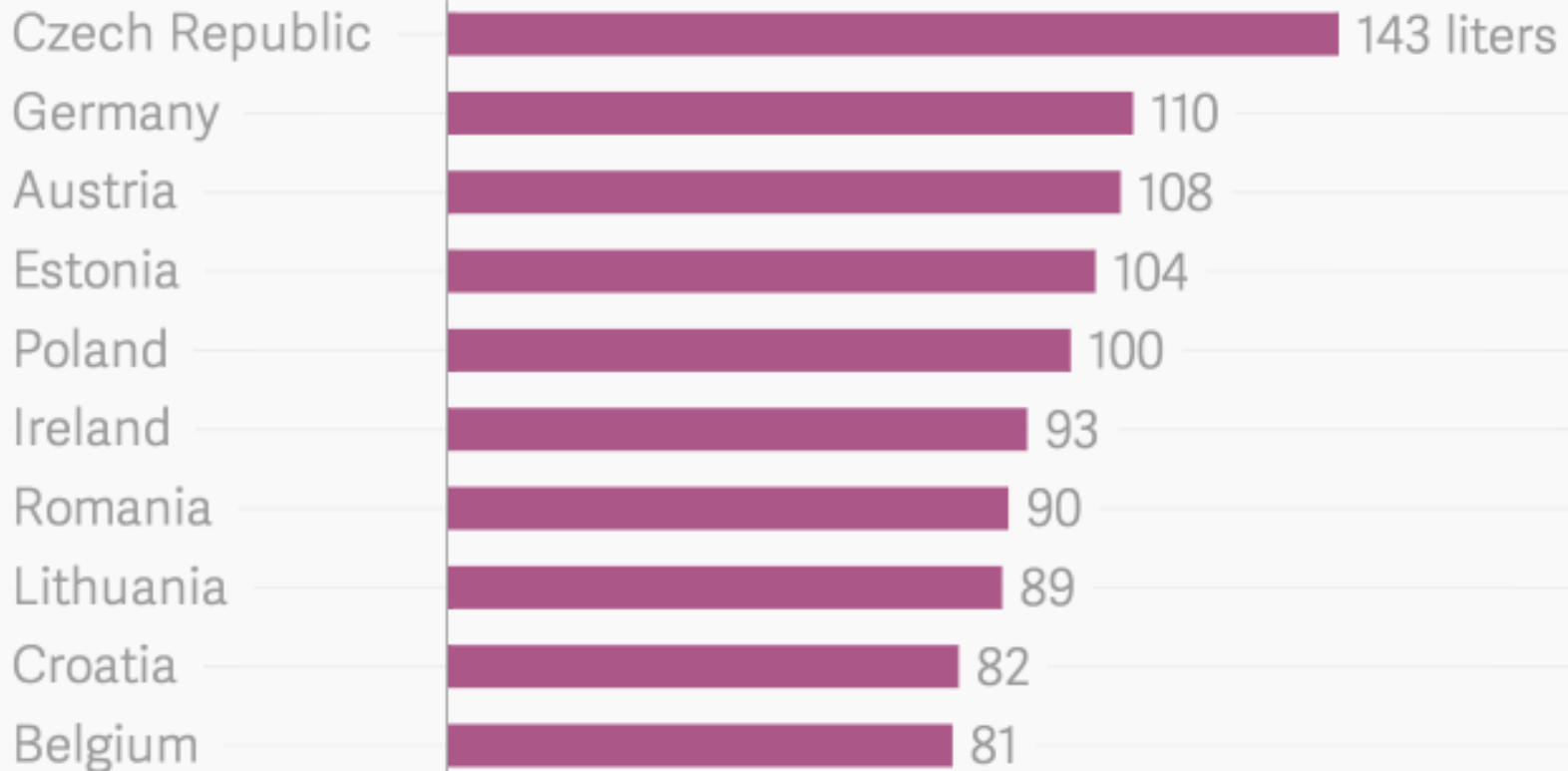
No more than six words on a
slide – ever!

Seth Godin, marketing guru

The 666 Rule and 10-20-30 Rule refer to the bullet points, font sizes and number of slides you should use in your presentation. What do you think these rules might be?

People in these countries drink the most beer in the world

Beer consumption per capita



Quartz | qz.com

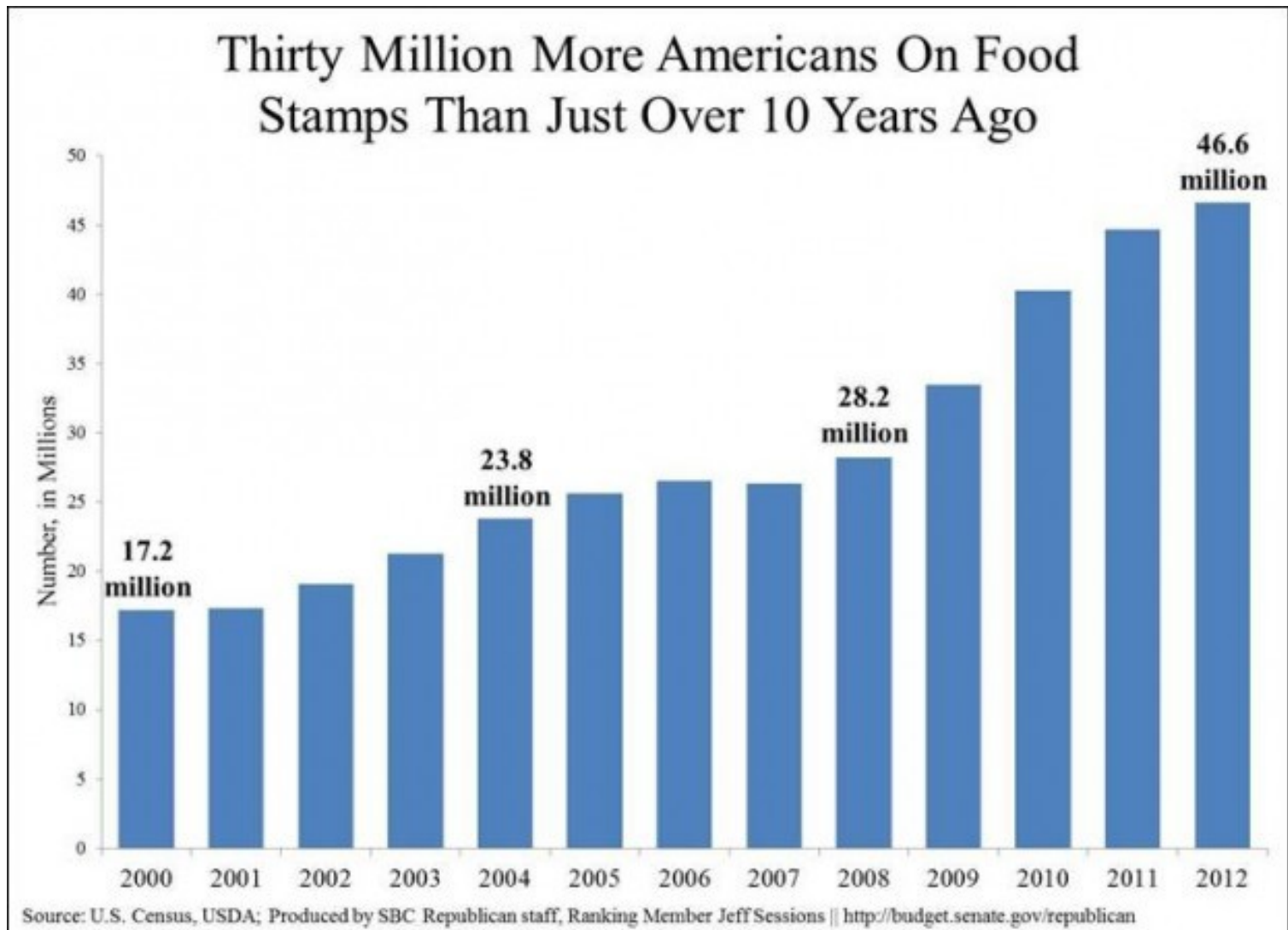
Data: Euromonitor via The Telegraph

The world's chocoholics

In kilos consumed per capita

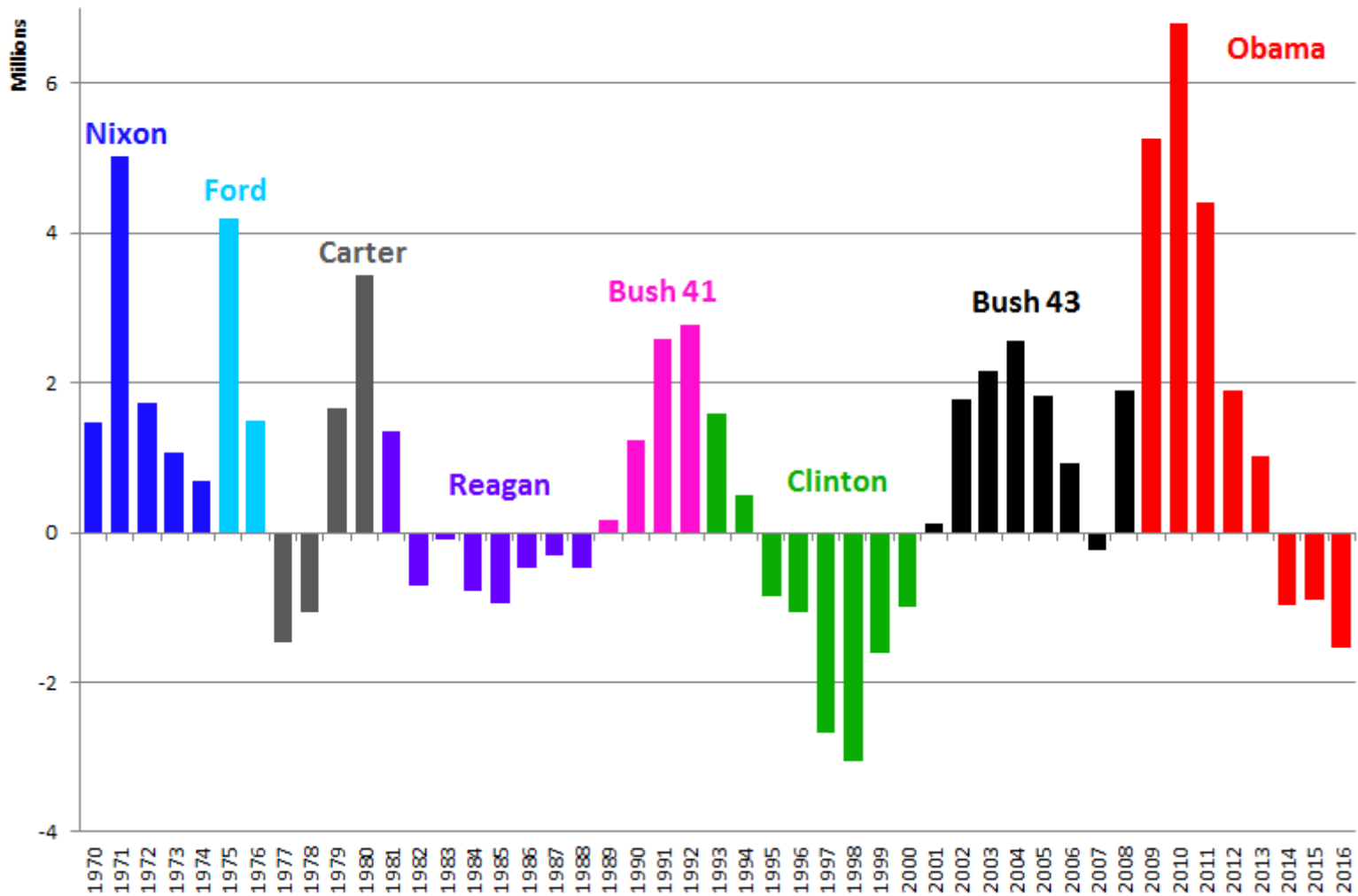


Source: Euromonitor



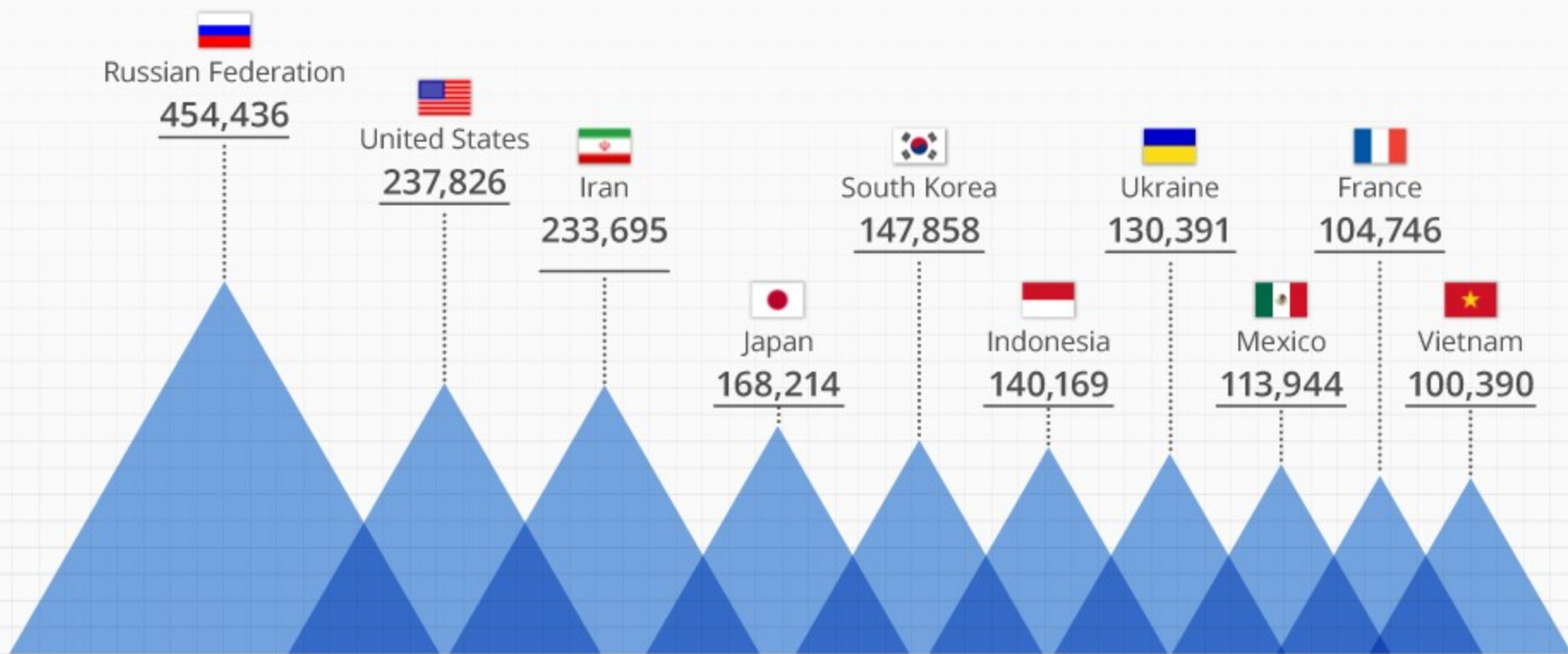
Individuals Added to Food-Stamp Rolls - 1970-2016

www.trivisonno.com



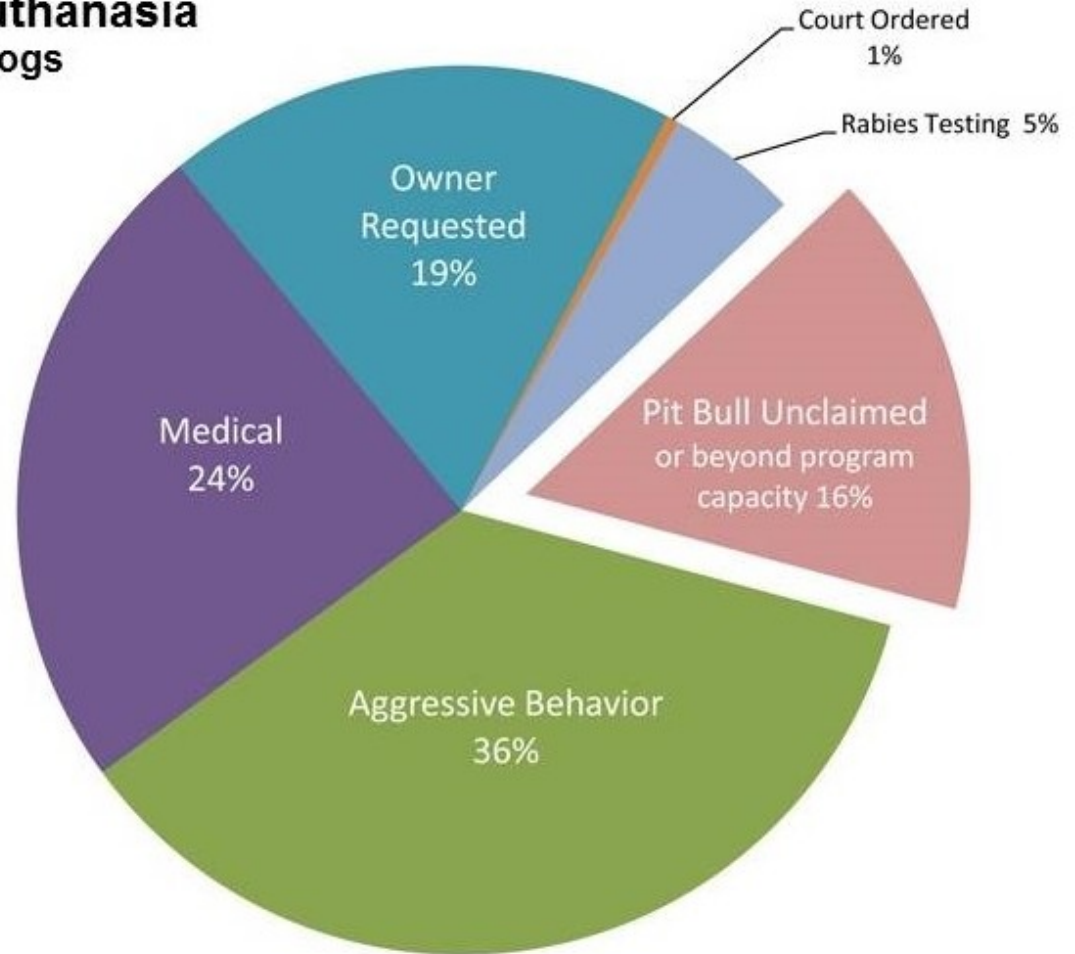
The Countries With The Most Engineering Graduates

Top countries for graduates in engineering, manufacturing and construction*



* 2015 rank out of 124 economies. No data available for China, India

Reasons for Euthanasia Year 2014: 3,192 Dogs



Medical reasons for euthanasia include: failed medial evaluation and untreatable illness or injury.

Aggressive behavior includes: aggressive towards people/bites, aggressive towards animals and failed behavior evaluation.

Source: Franklin County Dog Shelter & Adoption Center (franklincountydogs.com/about) (accessed May 15, 2015).

17 interesting graphs that define the life of an introvert

<http://www.lifehack.org/325085/17-interesting-graphs-that-define-the-life-introvert>