

LUCID Seminar

3 Minute Thesis



3 Min Thesis

YOUR THESIS
IN 3 MINUTES:



WHY YOU'RE DOING IT
("MY SUPERVISOR TOLD ME
TO DO IT" DOESN'T COUNT)

HOW YOU'RE
DOING IT
(ASSUMING
YOU KNOW)

HOW IT RELATES TO
THE REAL WORLD
(UMM... PAUSE!)



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Goal:

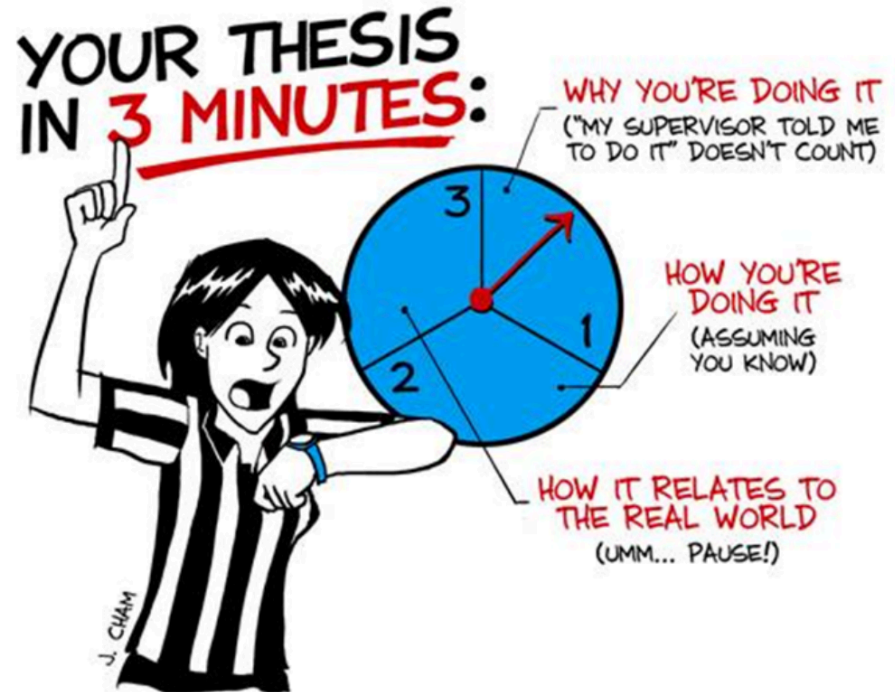
To present

What you are doing

How you are doing it and

Why

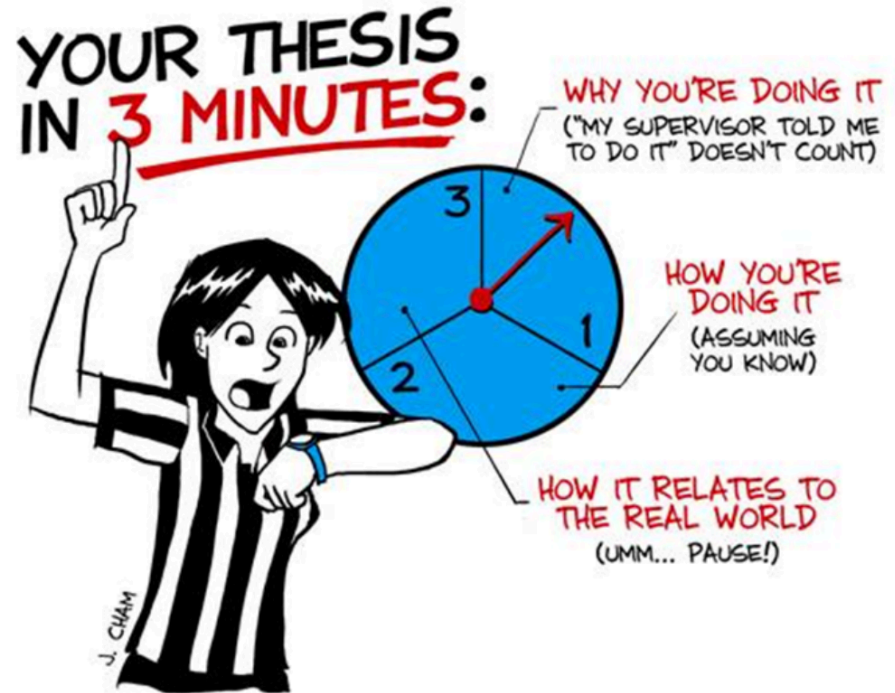
In a way that engages the audience, without reducing your research to purely entertainment value



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The What and How
of your research should be in
your thesis abstract

Think of this as a 'user friendly
version'



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Your Audience:

Academics – not in your field



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Academics – not in your field

They will be wondering:

Can you think and communicate clearly?

Do you pay due respect to the body of knowledge?

Do you have interesting ideas?

Can you ask the right questions?

Do you know the implications of your work?



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Exercise:

What are the characteristics of a bad academic presentation?



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Exercise:

What are the characteristics of a bad academic presentation?

Others have said:

Too technical – lose interest

Too much on each slide – get lost – try to read while trying to listen

No structure – doesn't have a narrative arc or flow

Reading from notes

Unclear speech

Too simple – feel 'talked down to'

Body language – too much or not enough

Small font or wacky fonts

Lots of different fonts or colors



3 Min Thesis

Start Simple

6 Step Plan

First Step: Identify the core of your idea

Complete the following sentence:

'The purpose of my research is ... '



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Start Simple

6 Step Plan

First Step: Identify the core of your idea

Complete the following sentence:

'The purpose of my research is ... '

Try 'if we don't understand *blah* then we can't *blah*'

If time – share with neighbor and provide constructive feedback



3 Min Thesis

6 Step Plan

Second Step: Can you Break a Pattern?

Unexpected

One sentence response to:

Do you have an unexpected aspect of your research?

What might be counter-intuitive? Where does it disrupt common sense?



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6 Step Plan

Second Step: Can you Break a Pattern?

Unexpected

One sentence response to:

Do you have an unexpected aspect of your research?

What might be counter-intuitive? Where does it disrupt common sense?

Try – ‘previous research has only looked at X I’m exploring Ψ ’

We can’t demand attention – we must attract it. The most basic way is to provoke surprise and interest by breaking a pattern.



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Metaphor

6 Step Plan

Third Step: Find a Metaphor

Close your Eyes as you think about these statements:

Imagine the Wisconsin Capital Building

Imagine the chorus of a favorite song

Imagine the Mona Lisa

Imagine the house where you spent most of your childhood

Imagine the definition of watermelon



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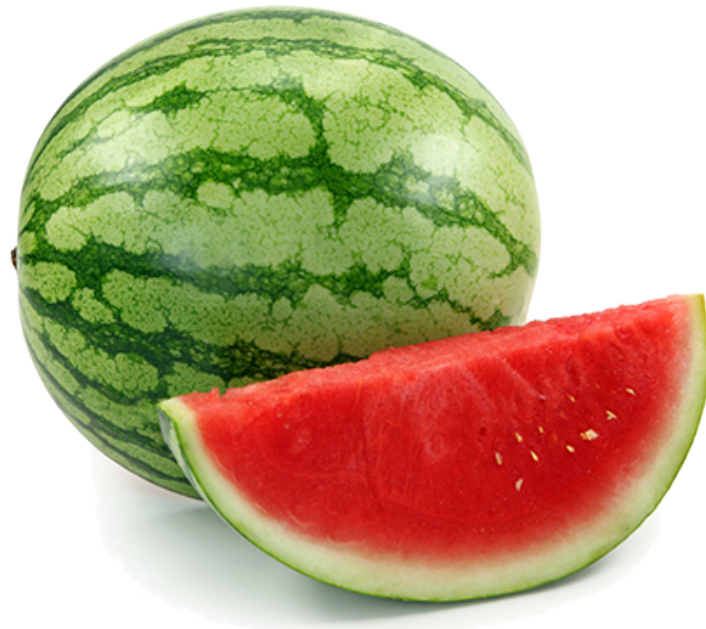
Metaphor

6 Step Plan

Third Step: Find a Metaphor

When I said think of
The 'definition'
You probably thought
Of this...

Not the word 'fruit'



Which memories were the most vivid?



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Metaphor

6 Step Plan

Third Step: Find a Metaphor

If you examine something with your senses it becomes more concrete.

Can you use a metaphor to explain your research method, topic or a key problem you are working on?

Metaphors are useful because they borrow features from everyday world of experience.



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6 Step Plan

Forth Step: Why You?

Credibility

Being a student makes you pretty credible...

But if there is a reason that you are doing this work vs. a completely different field ... or if you have an experience that makes you the most suited for this work it could add to your credibility...

Perhaps insert your Why You Do What You Do



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Engage

6 Step Plan

Fifth Step: Emotional Engagement

When ideas are presented abstractly, limited to stats;
People are more likely to be more analytical than emotional ...

Remember the goal is to excite & inspire (these are emotions)



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Emotion

I could tell you that doing a
thesis is hard
and about 1/3 of people
who start never finish

OR



3 Min Thesis

Emotion

I could tell you that doing a thesis is hard
and about 1/3 of people
who start never finish

OR



I could tell you it feels like this



3 Min Thesis

Engage

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Fifth Step: Emotional Engagement

You can make people to care more about your research if you can get them feel some degree of emotional engagement.

An easy way to do that is 'piggy back' your research on a care or interest that already exists.

- Social Concerns
- Audience's self interest (WIFM)



3 Min Thesis

Engage

6 Step Plan

Sixth Step: Stories

Is there a story that you can use to talk about your research? Can this story make us feel emotionally involved? Or make us curious?

Stories draw the audience into the story tellers' world and help us to identify with the scenario being told.



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6 Step Plan

1. Simplify – what is the purpose?
2. Surprise – is there something unexpected?
3. Concrete Example or metaphor?
4. Credibility – why you?
5. Emotional Engagement – why should we care?
6. Stories – bring it to life



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Examples:

<https://www.youtube.com/watch?v=IraTf8UPcUY>

Language and the Brain

<https://vimeo.com/61599047>

Lifetime costs of male reproductive effort

<https://www.youtube.com/watch?v=QfrUCg1S7vk>

Giving words new life in dementia

<https://www.youtube.com/watch?v=zKBXhpc2cBU>

Network Security by YOU

<https://vimeo.com/151162651>

Neuro-Sign: Not Just another Vital Sign

https://www.youtube.com/watch?v=Ufh5iw8_1k

Speech Synthesis from Found Speech

