Communicating with Non-Specialist Audience

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Agenda

- What is 3MT?
- Questions to ask yourself
- Creating 3MT Slide
- Writing for your audience
- Performance (SUCCESS)
- Refining your 3MT
- What not to do
- Questions
What is 3MT?

• Three Minute Thesis (3MT) is a research communication competition developed by The University of Queensland

• 3MT is NOT an exercise in trivializing or ‘dumbing-down’ research, but challenges students to consolidate their ideas and research discoveries so they can be presented concisely to a non-specialist audience
Ask Yourself

- Can you think and communicate clearly?
- Do you have interesting ideas?
- Do you know the implications of your work?
Creating Slides

- A single static PowerPoint slide is permitted
- No slide transitions, animations or 'movement' of any description are permitted
- Your slide is to be presented from the beginning of your oration
- No additional electronic media (e.g. sound and video files) are permitted
Creating Slides

- Less is More
- Add Personal Touches
- Be Creative
- Work Your Message
Writing Your 3MT

- Have a clear outcome in mind
- Avoid jargon, acronyms, academic words
- Choosing active verbs over passive verbs
- Tell a story
- Revise
Developed by Chip & Dan Heath, “Made to Stick”

- **S**imple
- **U**nexpected
- **C**oncrete
- **C**redible
- **E**motion
- **S**tories
SIMPLE

- Curse of Knowledge
- Simple = Core + Compact
- Sacrificing accuracy for accessibility
UNEXPECTED

- Getting peoples attention
- Keeping peoples attention
CONCRETE

• Easy to understand
• Easy to remember
• Exercise: In 15 seconds...
  ✓ List as many white things that you can think of
  ✓ List as many white things in your fridge that you can think of
What is the purpose of you presenting your research?

Invoking self-interest (WIIFY)

I could tell you that PhD programs are hard and about 50% of students don’t graduate
Stories are powerful it provides simulation (knowledge about how to act) and inspiration (motivation to act)
Examples

2016 Asia-Pacific 3MT Winner - Joshua Chu-Tan “Targeting the Root of Vision Loss”

https://vimeo.com/185754339
Exercise

What Did The Contestant Do Well?
Refining Your 3MT

• Practice, practice, practice
• Vocal Range
• Body Language
• Record Yourself
• Look to the Stars!
• Dress
What NOT to do

• Too technical
• No structure
• Unclear speech
• Body language
• Small fonts
Workshops

Preparing for the 3MT/Oral Presentations

Dates/Times: 02/20 10:30-11:30am
02/21 4:30-5:30pm

Time: & Location: Fine Arts 126
Resources

www.albany.edu/graduate/three_minute_thesis.php
3MT Tournament

Preliminary Rounds
Wed., Feb. 27th
10:30am-2:30pm
Empire Commons
Community Building
3MT Tournament

3MT Final Round
Wed., March 6\textsuperscript{th}
11:30am-12:30pm
Fine Arts 126
How To Enter?

• Register Online:

https://admissions.albany.edu/register/3MT2019
Follow us on Social Media!

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Questions?