FROM GREAT TO
GRAD SLAM
REVEALING “RESEARCH GOLD”
WHO ARE WE?

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GRAD SLAM – REVEALING “RESEARCH GOLD”

3 slides

3 minutes

$2500 Grand Prize!!!!!!!
THE THREE GREATEST ENEMIES OF RESEARCH COMMUNICATION

The Curse of Knowledge

- “You (the researcher) know too much.”

Defensive Communication

- “You know too much and you have something to prove.”

Lack of Emotional Contrast

- “You know too much but forget to show us why we should care.”
ELIMINATING THE CURSE OF KNOWLEDGE

Have “beginner’s mind”
Consider the needs of your audience
Consider the constraints of your audience
ELIMINATING DEFENSIVE COMMUNICATION

Eliminate jargon when possible, define terms when not
Use metaphors (teach them “one new thing”)
Stop trying to impress your colleagues & advisor!

“Never underestimate intelligence. Always underestimate vocabulary.” – Anonymous
“Over the past 13 years CPU performance has improved by a factor of 175, while IOPS (input/output operations per second) have only improved by a factor of 1.3 in HDDs.”

VS.

“In other words, while our computers’ brains have gotten faster and more powerful, they can’t perform at their maximum capacity because their internal storage devices are like old, rusty filing cabinets that are cumbersome to open and sort through.”
PERSUASION

LOGOS
Consistency

Content
Arguments
Benefits
Facts
Figures
Data
Numbers
Statistics
Past Research
Processes
Specifications

ETHOS
Credibility/Trust

Content
Personal anecdotes
(why choose me?)
Testimonials
Citations
Titles

Delivery
Eye contact
Body language
Vocal Variety
Poise

PATHOS**
Emotions/Values

Content
Stories
Positive & negative emotions (love, anger, respect)

Delivery
Coherence (body language and voice ‘match’ content’)

** EMOTIONAL CONTRAST
GET PEOPLE AND PASSION INTO YOUR TALK – MAKE A HUMAN CONNECTION

USE SHORT ANECDOTES (EITHER ABOUT YOURSELF OR OTHERS)

USE HUMOR – BUT AVOID MAKING JOKES
PRESENTATIONS: THE MISSING INGREDIENT
RANDY OLSON’S “AND, AND, BUT, THEREFORE”

This model mimics the 3-act structure found in much of literature and great storytelling.

It is foolproof.

Can be used for any length of talk, but works great for short talks and elevator pitches.

Plays off the Rule of 3 (people remember 3 things well).

The “But” is where the emotional contrast lies.
GETTING TO GREAT

• Your Inspiration: Write a 140-character summary (i.e. “LOL My Thesis”)
• Determine your 3 “essentials” (stat, slide, story, metaphor, prop
  • Remember emotional contrast!
  • Get people/passion into it!
• Break down your “And, And, But, Therefore”
• End strong (consider circling back to your “hook”)
2015 Grad SLAM Winning Talk: UC Irvine’s Ashley Fong

2015 UC San Diego Grad SLAM Finalist Alex Phan
JUDGING RUBRIC

• Clarity
• Organization
• Delivery
• Visuals
• Appropriateness
• Intellectual Significance
• Engagement
Email Tiffany Fox at tfox@ucsd.edu for personalized communications training

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