

Effective Economics Presentations

How to Effectively Present Your Policy Memo

Social Insurance Undergraduate Research Fellowship



Your One Job:

- ▶ Answer this: Why should I care?

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- ▶ Answer this: Why should I care?
- ▶ Every topic / slide / bullet point points back to this
- ▶ Ask a stranger “what was the point of that presentation?”
 - ▶ Answer should not be “to show that they know how to do research”
- ▶ You want to convey your results and convince the audience that *you and they have learned something new.*

Key Elements of an Economics Presentation:

- ▶ Introduction
- ▶ Literature
- ▶ Data
- ▶ Analysis & Main Results
- ▶ Implications & Conclusions

Logical Flow

- ▶ “Many of the best talks have a narrative structure that loosely follows a detective story. The speaker starts out by presenting a problem and then describes the search for a solution. There’s an “aha” moment, and the audience’s perspective shifts in a meaningful way.” - Chris Anderson (Ted Talks)

Logical Flow

- ▶ First few minutes of the presentation should answer:
 - ▶ What is the research question?
 - ▶ Why is the question important?
 - ▶ How do you analyze the question?
 - ▶ What do you find?

Logical Flow

- ▶ Example:
 - ▶ I study how much of the SSI participation variation in Chicago across census tracts is related to economic and demographic differences?
 - ▶ What accounts for the variation is not well understood.
 - ▶ I observe correlations between SSI participation and various social and economic indicators
 - ▶ “I find SSI SSI participation is highly correlated to economic indicators, but less related to demographic or social differences of residents across census tracts”

Visuals

- ▶ Keep your graphs neat & tidy (refer to data visualization lecture)
- ▶ Write as few words as possible - bullet points are only reminders for you!
- ▶ Keep punctuation at a minimum
- ▶ Avoid putting things on a slide that you don't plan to discuss - The audience will read whatever you put on the slide!

How to be/appear Confident

- ▶ Nerves are GOOD - your body is preparing for awesomeness!
- ▶ Don't practice until you get it right - practice until you *can't get it wrong*
- ▶ Having authority = knowing what you're talking about
- ▶ Stand tall and don't feel like you need to move around - most people do well standing still and using hand gestures for emphasis

Other Helpful Stage Presence Tips

- ▶ Silence is magic and necessary
- ▶ Focus on remembering the transitions from one bullet point to the next
- ▶ The audience expects you to be nervous. Telling them you are nervous is okay! You are only human!

Resources

- ▶ [How to Give a Killer Presentation - Chris Anderson](#)
- ▶ [Tips on Giving a Research Presentation - Darren Lubotsky](#)
- ▶ [Giving an Effective Presentation - American Economics Association](#)