

## **SS20: Scientific Writing & Oral Presentation in the Social Sciences**

### **Preliminary Project Presentation: Tips**

The aim of the preliminary presentation is to summarize the content, objectives, and significance of your project to a targeted audience. Therefore, you need to pay attention to these features:

1. Set the scene: Begin the talk with the context in which the project becomes meaningful. What question(s) or problem(s) prompted the research? How important is this topic in its research field?
2. List and briefly describe the components of the project: What aspects are you covering? What does each entail or imply?
3. Explain what is new in your approach, method, or content area. How does it compare with existing research? What significant developments does it make?
4. Indicate the areas that will benefit most from your project. If it is a people-oriented project, what groups of people does it benefit? If it is a technically-oriented project, what applications does it enable?
5. Aim your talk at the appropriate audience level.

Since this preliminary presentation offers a general introduction to your work, it should be strongly content-based. Therefore, you should give the background and context for visuals, graphs, data sets, etc. When you prepare, focus on expressing technical matters clearly and summarizing key issues.

