

Writing scientific papers, giving presentations

for Model-Driven Development

Anton Wijs

Audience

Purpose

Organization

Style

Flow

Presentation

Purpose

Audience

Purpose

Organiz.

Style

Flow

Present.

- **What is the purpose of your talk/paper?**
 - To convince the audience?
 - To inform the audience?
 - To entertain the audience?
 - All of the above to a certain extent?

Audience

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Flow

Present.

- **Neither underestimate, nor overestimate**
 - What is the background of the audience? (Layman, novice, knows the basics, expert)
 - Present the topic on a suitable level of abstraction
 - Layman: stick to examples people know
 - Spend suitable amount of time on different aspects of the topic
 - Novice: spend more time on background
 - Expert: jump through background

Oral

Organisation

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Flow

Present.

- Structure your talk to get the *core idea* across
- Example: what do you remember of a song?
 - Do not be afraid to repeat your message several times to get your idea across
- Keep in mind: attention span!
 - Short, readable sentences on slides
 - Variety
 - No distraction in background
 - First and last few slides have biggest impact



Organisation

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Flow

Present.

- Structure your paper to get the *core idea* across
 - Ensure idea is easily identifiable when glancing at a page
 - Make it easy to find important notions (e.g. definitions)
- Do not discuss related work throughout your paper
 - Related work either after introduction, or before conclusion

Oral

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Present.

- Adapt presentation style to size of audience
 - Talking one-to-one is different from talking to
 - 10 people
 - 100 people
 - 10.000 people
 - ‘Enlarge’ your body language and voice to get across to people, do not exaggerate!
- Talk to audience, not to laptop or screen!

Style

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Present.

- **Do not make vague statements**
 - - The results of a *lot of* projects have been *pretty good*
 - + 80% of the investigated projects scored higher than 0.5, as can be seen in Table I
 - - The economic outlook is *mighty nice*



Style: formal grammar

Audience

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Present.

- **Avoid contractions**
 - won't -> will not
- **Appropriate negative forms**
 - didn't yield any new results -> yielded no new results
- **Limit the use of “run on” expressions**
 - robots, CD players, etc. -> robots, CD players, and other electronic devices



Style: formal grammar

- Limit the use of direct questions
 - - What can be done to ... ?
 - + We need to consider what can be done to ...
- Place adverbs within the verbs
 - *Then* the solution can be discarded
 - The solution can *then* be discarded
- Never use 'I', avoid 'we'
 - We have investigated this model
 - This model has been investigated

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Present.



Style

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Present.

- **Avoid 'to be' as much as possible**
 - - The goal of our project *is* ...
 - + Our project *aims* at ...
 - - Crime *was* increasing rapidly and the police *were* becoming concerned
 - + The rapid increase in crime *was* causing concern among the police

Oral

Flow

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Present.

- **Progress or structure indicator?**
 - Either continuously somewhere on slides
 - Or present overview after each chapter in talk
- **4-steps scheme**
 - 1. What shall I do?
 - 2. Why shall I do it?
 - 3. Do it
 - 4. What have I done?



Flow

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Present.

- **It, this, that:**
 - Teachers know that students need to understand the differences between formal and informal languages. *It* cannot usually be acquired quickly.
 - It = this understanding
- **Use a variety of linking words:**
 - However, furthermore, nevertheless, while, for instance, ...

Presentation

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Present.

- Long sentences that one cannot even understand without rereading them at least twice, and blah-blah-blah ...
- 1 picture = 1000 words?

oral

Presentation

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Flow

Present.

- Timing
- Speech rate
- Audibility
- Eye-contact
- Posture
- What is easy / difficult
- Rehearse! (but do not become a robot, know the structure of the talk)

oral

Presentation

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Present.

- What keeps it interesting?
 - Recent (technical) developments
 - Metaphor
 - Personal anecdote / experience
 - Humor



Presentation: check!

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Present.

- **Format:**
 - Paragraphs? Line spacing?
- **Grammar:**
 - Subject / verb agreement?
 - Parallel structures agreement?
 - He wanted to learn a skill, to make good friends, and **learning** about like
 - About these broken sentences.
- **Spelling (spell-checker)**



Bibliography

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Present.

- Articles: Authors, Title, *Journal*, Volume(Number):PageFrom-PageTill, Year
- Papers: Authors, Title, In Editors, eds. Proceedings of *Conference, Place*, <volume Vol of Lecture Notes in Computer Science>, PageFrom-PageTill, Year
- Be consistent!



Bibliography

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Present.

- Internet: Try to avoid...
 - URL + date visited
- Names:
 - “J. Smith”, “Smith, J.”, “Jane Smith”?
 - Dutch: *van Dale* before *Deckers*
- Check *BibTeX* style files for inspiration!