

Thank you for coming
to my Ted Talk



TRANSLATING
RESEARCH FOR A
GENERAL AUDIENCE



WHO'S TED??

(spoiler alert: none of these Teds)

WHAT IS A TEDTALK?



The logo for TED Talks, featuring the word "TED" in red and "TALKS" in white, set against a black rectangular background.

TEDTALKS

The logo for TEDx, featuring the word "TEDx" in red, set against a white rectangular background.

TEDx

A BRIEF BACKGROUNDER

- Origins and expansion
- The OG (TED) vs Regional (TEDx) differences
- General TED requirements
 - Short form presentations (3-9min ideally)
 - Combination of spoken word & slides
 - Content guidelines
 - No commercial agendas, no political/inflammatory rhetoric, no religious agenda, no bad science
 - Abide by copyright laws

NEW(ISH) FACT CHECKING GUIDELINES

- Topics to avoid
 - “Healing,” including naturopathy, alternative medicine, self-healing, energy fields, and energy balance.
 - Paranormal, including mediumship, spiritual channeling, extrasensory perception, second sight, ghosts and spirits, and out-of-body experiences.
 - Quantum physics, including, but not limited to, personal theories on “energy,” “vibrations,” “waves,” “consciousness,” etc.
 - Denial of anthropogenic climate change
- Topics to approach with caution
 - Nutrition, Cancer treatments, Experimental therapies, Epigenetics, Mental Health & Suicide

Learn more at:

<https://www.ted.com/participate/organize-a-local-tedx-event/tedx-organizer-guide/speakers-program/prepare-your-speaker/tedx-fact-checking-guide>



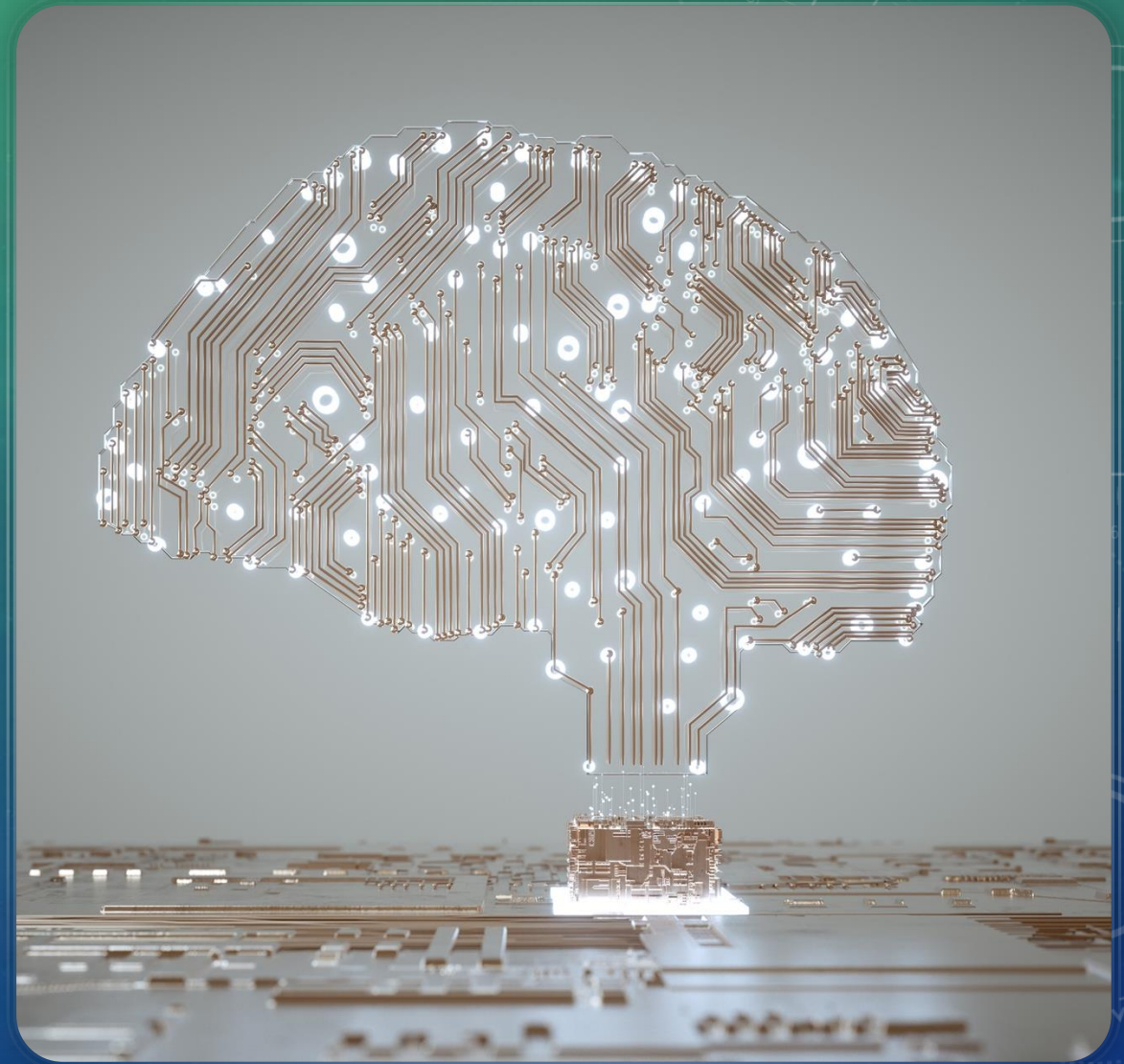
GOING STEP-BY-STEP

BUILDING A TALK TOGETHER

STEP 1) BRAINSTORMING

Some questions to consider:

- What is unique or novel about my research?
- How is/might my research change the world?
- Are there parts of my research that are difficult to explain?
- How does my research connect with general or timely topics?
- What is something *everyone* should know about my work?



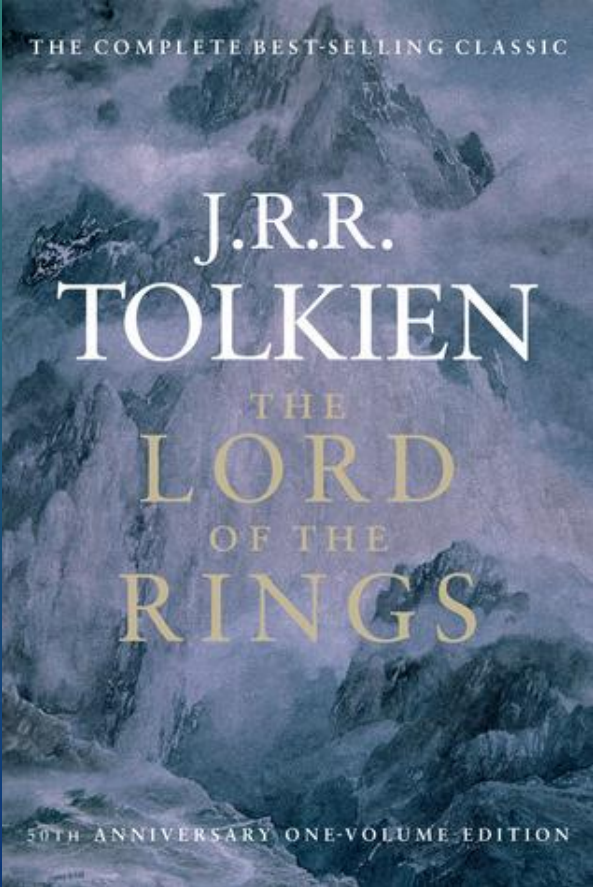
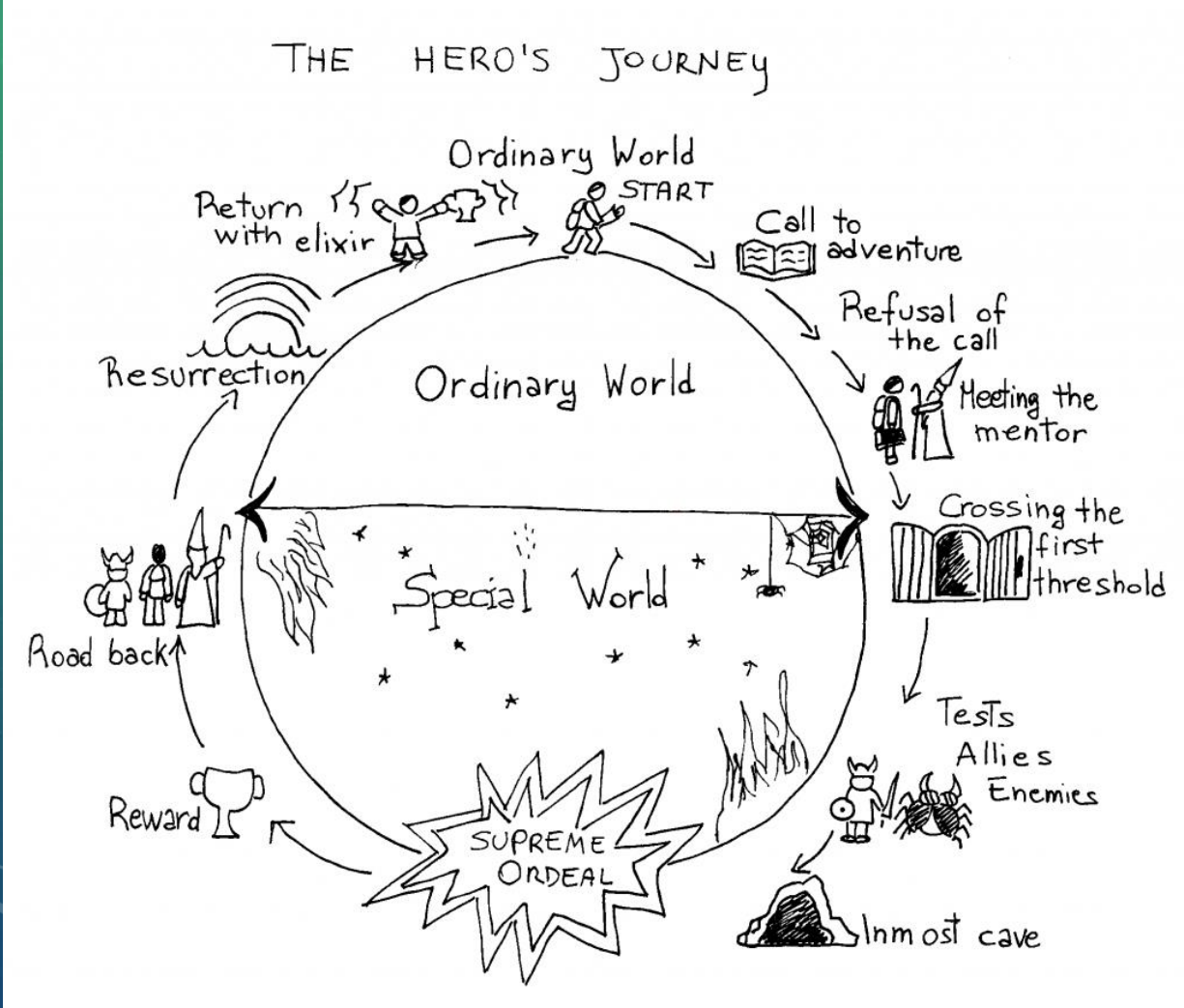
STEP 2) CHOOSING A STRUCTURE

The Traditional Research Talk

- Introduction
- Literature review
- Methodology
- Results
- Discussion & conclusion



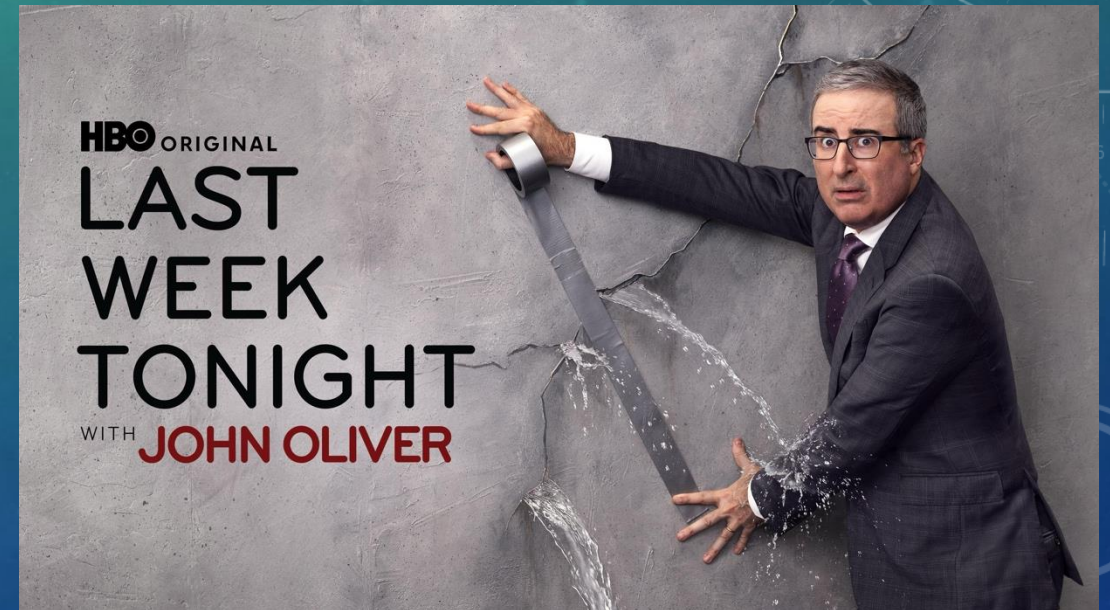
STEP 2) CHOOSING A STRUCTURE



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Last Week Tonight model

- Introducing the problem
- Exploring contributing factors
- Suggesting possible solutions



STEP 2) CHOOSING A STRUCTURE

The Parody

- Imitation
- Humour & Critique
- Transformation



PRACTICING TOGETHER

The Parody: What if 'normalcy' is what needs curing?

- Applying the logics of biomedical understandings of disability to the “norm”
 - Diagnosing “the norm”
 - Pathologizing “the norm”
 - Proposing a cure for “the norm”
- Disrupting the use of pity/charity to present some as the deliverers of care and others as the receivers of care



Which of the three structures seem to most easily apply to your topic?

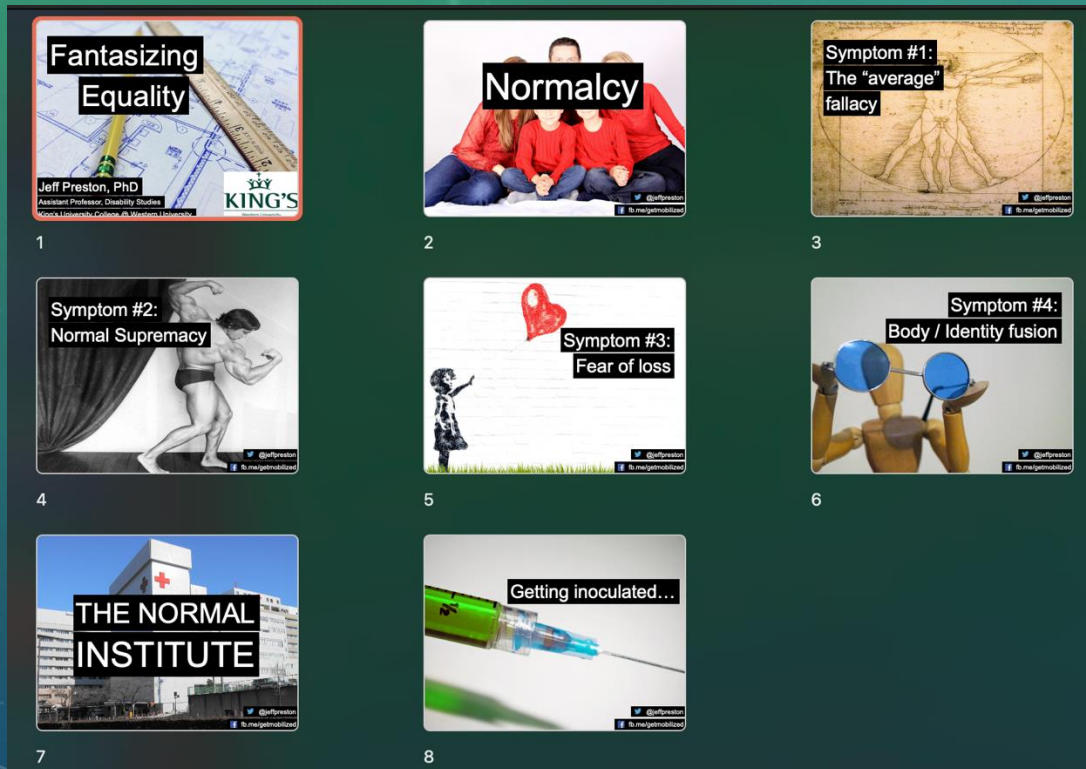


How might one structure better present your findings over the others?



How might one structure limit your ability to clearly communicate your findings?

STEP 3) DEVELOPING YOUR DECK



Is there a visual or colour theme that helps tell your story?



Does the design support image-based slides?



Does the design support different ways of seeing?

STEP 4) WRITING SPEAKING NOTES

*WRITE &
MEMORIZE*

Strengths

- Logically organized and structured speech
- Ensures all points are included and presented
- Allows for speaker to go on “autopilot”
- Ensures correct timing

Limitations

- Can come off as robotic or unnatural
- Less engaging/dynamic
- Risk of freeze/stumble if you lose your place

STEP 4) WRITING SPEAKING NOTES

*STRUCTURE &
IMPROVISE*

Strengths

- More natural/authentic for listeners
- Better eye contact/connection with audience
- Ability to respond to audience vibes/tone
- Can adapt to timing on the fly when necessary
- Much faster prep time

Limitations

- Increased anxiety from feeling unprepared
- Increased risk of speech disfluency or rambling
- Must be "quick on your toes"
- May miss important parts, use awkward phrasing
- Conclusions can fizzle
- Difficult to manage timing

MY SPEAKING NOTES METHOD

- Start with images and text within the slideshow
- Elaborate on the text on the slide, slowly removing unnecessary text as you have captured the idea
- Break text down into main point, sub/supporting point(s), concluding/bridge point
- Simplify text to cues/reminders



Does history matter...?

"The Creative Process"

In 1992, Francis Fukuyama's popular article "The End of History?" is often misquoted (or at best misused) to suggest that history no longer matters. In a postmodern, post truth, post history world what has happened before no longer matters...right?

- The world has fundamentally changed, so who cares what happened before?
- History is written by the winners, there is no truth, so who cares?

History, or the cultural moments that come before, of course are incredibly important. And I would argue, using Gilles Deleuze's work on "Repetition and Difference" which is hugely important in my conception of digital memes, what has happened before does not just inform the current moment we're in but, in fact, what has happened before has both latent and manifest impacts on the stories we tell today...whether we want to acknowledge them or not.

By way of introduction, I want to draw our eyes back to the turn of the century, New York City, and the Barnum & Bailey circus. PT Barnum, like other carnival men of the era, were eager to pull together shows of "human oddities", freak shows as we now sometimes call them, in which disabled people were showcased for the nondisabled public to observe and investigate. These shows were occurring at a critical moment, in which Darwin's theories of evolution are entangling with his cousin, Francis Galton's, work on eugenics...a scientific racism determined on proving the division of species (and proving once and for all that the "white" species was inherently superior).

- Freakshows, then, were an opportunity for the lay person to adorn themselves with the scientific method, gazing upon difference and mapping out where their normative bodies end and the 'freak' began.
 - Decades later, disabled bodies continue to be sites of ocular inspection, whether it is the stairs of strangers in the streets or the invasive requirement for constant documentation to "prove" disability to government, employers, and schools
 - This is the real legacy of PT Barnum, a man who normalized the eugenic belief of "lesser" bodies being objects of fascination rather than real "people". Phenomena to be investigated rather than people to be incorporated.
- PT Barnum, for all intents and purposes, was not a good man – he profited off difference, benefitted from their display while reinforcing the binary between "normal" (us) and "abnormal" (them). He also sold tickets to watch the autopsy of a slave he had purchased from the south...one of 12 purchased and exhibited slaves until conveniently becoming an "abolitionist" after the civil war

STEP 4) PREPARING FOR THE TALK

- Allow your preparation to mirror the draft & revise cadence of article/chapter writing
- Rehearse...but don't *over* rehearse
- Practicing moving & speaking
- Manage the anxiety
- Participate in on-stage dry runs (if possible)

But most important of all...





GOOD LUCK &
HAVE FUN!

THE MOST IMPORTANT PIECE OF ADVICE