



Writing and Oral Presentations

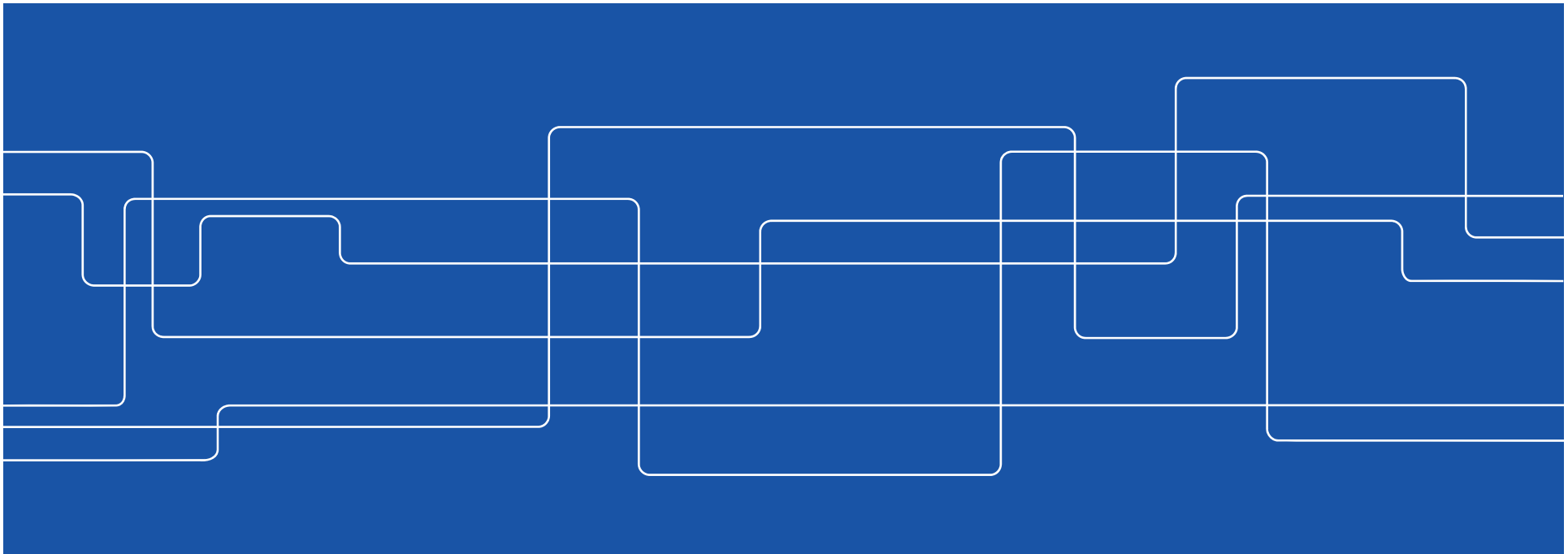
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<http://web.ict.kth.se/~maguire>

School of Information and Communication Technology (ICT), KTH Royal Institute of Technology
II2202 Fall 2013

2013.09.12

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Communication tools & techniques

Oral presentations and posters

Conference papers, Journal papers, ...

Web sites, blogs, ...

Open source code/hardware

Applications & Products

News releases

Podcasts, videos & multimedia presentations

Popular books, newspaper columns, ...

Communicating with journalists, reporters, ...



Identify who is your audience

Given this audience:

What do they **already know**? (limitations)

Who do they **need to know**? (goals)

What do they **expect**?

What will make them **interested** in what you have to say?
(i.e., what is their **motivation**)

What do you want them **to do** after your presentation? (**What do you expect?**)



Writing



Get into the habit of reading

Regularly read books, journals, conference proceedings, ...

Read **critically**

Write down the reference's **bibliographic information** and **your notes**

- Use a reference manager, such as Zotero to help you
- Could **you** find the reference again in 6 months, 1yr, ... ?
If you cannot find it, how can your reader?
- Organize the copies of what you read so that you can find them again
- “If you don’t write it down, it is gone!” -- Ted Nelson



Get into the habit of writing

Like any other skill it takes $\sim 10^4$ hours to become expert

Some say that if you do not practice **at least 4 hours per day** you will never become expert.



A cognitive model of writing process

Monitoring



1. Planning

- Generating ideas
- Organizing
- Setting goals (generating subtasks)

2. Translating

Converting the plans into text, pictures, ...

3. Reviewing

- Reading
- Editing



Writing strategies

Beethovenian

1. Write everything down
2. Edit it

Mozartian

1. Compose everything in your head
2. Write it down



Mike Sharples' external representation model: stages of planning and text producing

| | Uninstantiated | Instantiated |
|-------------------------|---|--|
| Unorganized | (1) Technique: Brainstorming Representation: Idea-labels | (2) Technique: Note-taking, collecting quotes Representation: Notes |
| Non-linear organization | (3) Techniques: Follow a thread, write as dialect Representation: Network of idea-labels | (4) Techniques: Organizing notes, filing Representation: Network of Notes |
| Linear organization | (5) Technique: Linear planning Representation: list of idea-labels, table of contents | (6) Techniques: Drafting text, revising text, copying text Representation: Linear text |

Start in any box and follow any path that gets you to box (6).



Non-linear documents

In addition to traditional linear document it is possible to create **hypermedia** documents

These allow the reader/participant to select their own path(s) through your content.



Four things to think about when writing

- | | |
|--|----------------------|
| 1. What you are saying? | Content |
| 2. What you are going to say? | Structure & Argument |
| 3. What will your reader think when reading what you have written? | Communication |
| 4. What do you want your reader to do after reading what you have written? | Effect |



Writing for a thesis

When you think of a question write it down

When you think of an answer write it down

Reflect upon what you have written:

- Look at your table of contents
(at least once per week)
- Read what you have written
- Re-read and revise your abstract



Choose your writing tool(s)

Pencil + paper

Pen + paper

Emacs

Command line tools

What You See Is What You Get (**WYSIWYG**): Microsoft Word, OpenOffice Writer, Adobe FrameMaker, LaTeX, ...

See also Jeffrey Morgan, An Evaluation of Modern Writing Tools, Web page: Usability,etc.: Usability, interface design, human factors and other interactivegoodness, 2011, last accessed: 2011.08.15, <http://usabilityetc.com/articles/modern-writing-tools-evaluation/>



Command line tools

Spell checkers: GNU Aspell

Writer's Workbench (WWB) diction and style program
<http://www.gnu.org/software/diction/diction.html>

See also Chapter 11: Grammar and Reference, in Michael Stutz. *The Linux cookbook : tips and techniques for everyday use*. 2nd ed. San Francisco: No Starch Press; 2004, ISBN-13: 978-1593270315. 829 pages.



Spell checkers: GNU Aspell

Dictionaries available in many languages

Personalize

dictionary: `.aspell.<lang>.pws`

\Rightarrow `.aspell.en.pws`,

`a.spell.sv.pws`, ...

configuration: `.aspell.conf`

lang sv

Linux> `aspell check file.txt`

Linux> `aspell --lang=sv check file.txt`

Linux> `aspell --lang=en_GB check file.txt`



Spell checkers: ispell

Interactive spelling checker

Run inside emacs: M-X ispell, M-X ispell-word,

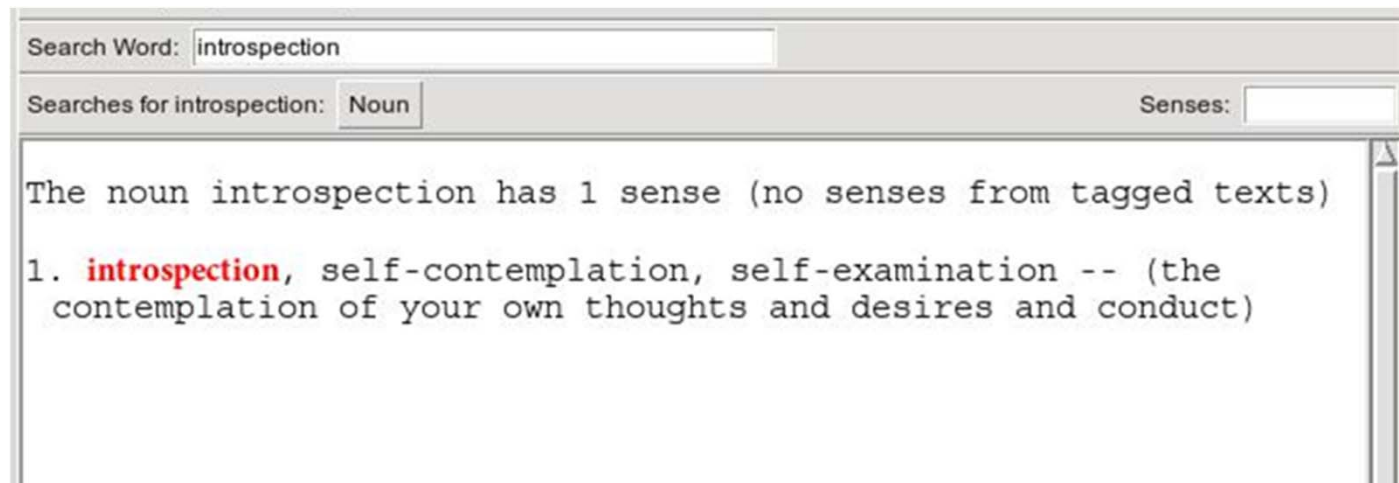


Princeton University's Wordnet[®]

Lexical database for English: <http://wordnet.princeton.edu/>

Command line program: wn

X windows version of the program: wnb





Another example from Wordnet[®]

`-pert{a|r}` Pertainyms
`-attr{n|a}` Attributes

File History Options Help

Search Word:

Searches for reflection: Senses:

The noun reflection has 8 senses (first 5 from tagged texts)

1. (8) contemplation, **reflection**, reflexion, rumination, musing, thoughtfulness -- (a calm, lengthy, intent consideration)
2. (4) **reflection**, reflexion -- (the phenomenon of a propagating wave (light or sound) being thrown back from a surface)
3. (4) expression, manifestation, **reflection**, reflexion -- (expression without words; "tears are an expression of grief"; "the pulse is a reflection of the heart's condition")
4. (2) mirror image, **reflection**, reflexion -- (a likeness in which left and right are reversed)
5. (2) **reflection**, reflexion -- (the image of something as reflected by a mirror (or other reflective material); "he studied his reflection in the mirror")
6. **reflection** -- ((mathematics) a transformation in which the direction of one axis is reversed)
7. observation, **reflection**, reflexion -- (a remark expressing careful consideration)
8. **reflection**, reflexion, reflectivity -- (the ability to reflect beams or rays)

Overview of reflection



Wordnet® searches

-pert{a|r} Pertainyms
-attr{nl} Attributes

File History Options Help

Search Word: reflection Redisplay Overview

Searches for reflection: Noun Senses:

8 senses of r

Sense 1
contemplation
thoughtfulness
=> consideration -- (the process of giving careful thought to something)

Sense 2
reflection, reflexion -- (the phenomenon of a propagating wave (light or sound) being thrown back from a surface)
=> physical phenomenon -- (a natural phenomenon involving the physical properties of matter and energy)

Sense 3
expression, manifestation, **reflection**, reflexion -- (expression without words; "tears are an expression of grief"; "the pulse is a reflection of the heart's condition")
=> demonstration, demo -- (a visual presentation showing how something works; "the lecture was accompanied by dramatic demonstrations"; "the lecturer shot off a pistol as a demonstration of the startle response")

"Synonyms, ordered by estimated frequency" search for noun "reflection"



WWB diction: Grammar checking

<http://www.gnu.org/software/diction/diction.html>

Saved Word file as a text file (.txt)

diction Task_1-Project_Plan_Template-20110805.txt

Task_1-Project_Plan_Template-20110805.txt:7: Clients report [which] blocks [they] are missing as a vector of bits, where missing blocks are indicated by a 1 bit.

Task_1-Project_Plan_Template-20110805.txt:8: Problem statement[GQMjr7] The project will investigate how to avoid [so]-called 'acknowledgement implosion' when distributing a file using multicast.

Task_1-Project_Plan_Template-20110805.txt:9: If all of the nodes that successfully receive a packet were to acknowledge it, then the sender [would] receive a [very] [large number of] acknowledgement, when it [fact] it is [most] interested in understanding [which] node did not receive the packet, hence to which node it should retransmit the packet.

Task_1-Project_Plan_Template-20110805.txt:12: Hypothesis[GQMjr9] Avoiding acknowledgement implosion [can] be [performed] by sending [only] negative acknowledgement, rather [than] sending positive acknowledgements.

...

Task_1-Project_Plan_Template-20110805.txt:58: GQMjr13]What is the project timeline and when will particularly [meaningful] points, [referred] to as milestones, be completed?

Task_1-Project_Plan_Template-20110805.txt:59: GQMjr14]In this section you [can] additional information that [may] be relevant to your reader, but is not an answer to any of the above points.

36 phrases in 61 sentences found.



WWB style: checking for readability

<http://www.gnu.org/software/diction/diction.html>

Saved Word file as a text file (.txt)

```
linux> style Task_1-Project_Plan_Template-20110805.txt
```

readability grades:

Kincaid: 8.2

ARI: 8.8

Coleman-Liau: 11.2

Flesch Index: 60.7/100 (plain English)

Fog Index: 11.0

Lix: 40.6 = school year 6

SMOG-Grading: 10.5

Roughly indicates US grade level
Automated readability index

For details about these scores see:

Michael Stutz. Linux.com : Improve your writing with the GNU style checkers [Internet]. 2006 Sep 7 [cited 2011 Aug 15]; Available from:

<http://www.linux.com/archive/articles/56833>



WWB style (continued)

sentence info:

4122 characters

830 words, average length 4.97 characters = 1.56 syllables

61 sentences, average length 13.6 words

44% (27) short sentences (at most 9 words)

11% (7) long sentences (at least 24 words)

1 paragraphs, average length 61.0 sentences

14% (9) questions

52% (32) passive sentences

longest sent 50 wds at sent 11; shortest sent 1 wds at sent 4

word usage:

verb types:

to be (44) auxiliary (27)

types as % of total:

conjunctions 4% (33) pronouns 4% (37) prepositions 9% (76)

nominalizations 3% (27)

sentence beginnings:

pronoun (6) interrogative pronoun (6) article (4)

subordinating conjunction (2) conjunction (0) preposition (0)



WWB style command line options

Usage: style [-L language] [-l length] [-r ari] [file ...]

style [--language language] [--print-long length] [--print-ari ari] [file ...]

Analyse surface characteristics of a document:

-L, --language set the document language.

-l, --print-long print all sentences longer than <length> words

-r, --print-ari print all sentences with an ARI greater than than <ari>

-p, --print-passive print all sentences phrased in the passive voice

-N, --print-nom print all sentences containing nominalizations

-n, --print-nom-passive

print all sentences phrased in the passive voice or containing nominalizations

-- style -h output



Finding acronyms to put into: List of Acronyms and abbreviations

List all the words in alphabetical order with a count of how many times they are used:

```
tr -s '[:blank:]' '\n' < file.txt | tr -d '[:punct:]' | sort | uniq -c
```

Sort this list and shows you the most common words first (also useful for deciding which words to **index**):

```
tr -s '[:blank:]' '\n' < file.txt | tr -d '[:punct:]' | sort | uniq -c | sort -n -r
```

Remove all of the lower case words and numbers:

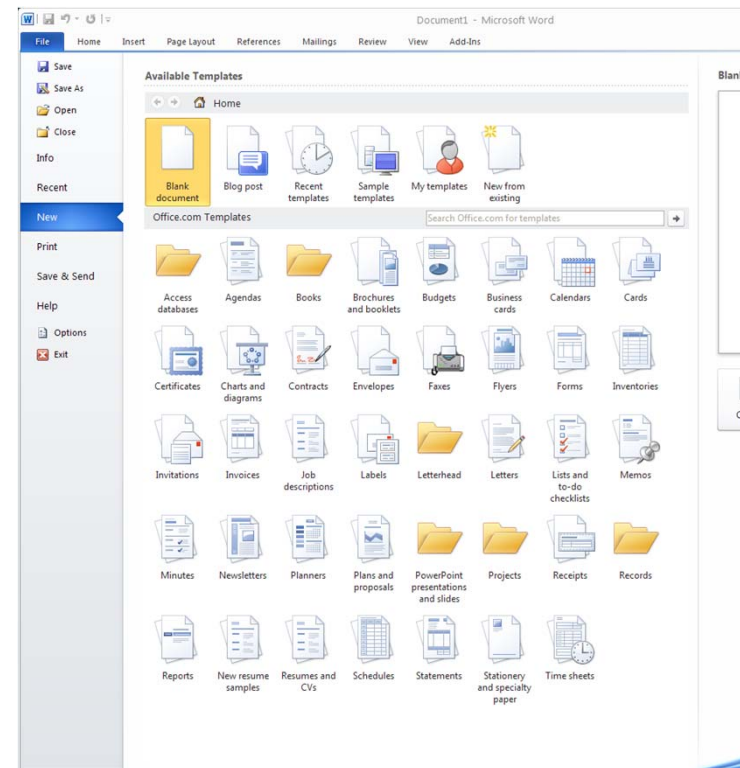
```
tr -s '[:blank:]' '\n' < draft-maqueda-6lowpan-pgw-00.txt | tr -d '[:punct:]' | tr -d '[:lower:]' | tr -d '[:digit:]' | sort | uniq -c | sort -n -r
```

Acronyms that are **not** used frequently should be spellout.



Document processing (Microsoft Word, OpenOffice, LaTeX, ...)

Make use of **templates**





Make use of built-in templates:

The screenshot shows the Microsoft Word interface for creating a new document. The 'New' ribbon is active, displaying a grid of available templates. A red arrow points from the 'Reports' folder icon in the 'Office.com Templates' section to the 'Reports' template icon in the bottom row of the grid.

Available Templates

Home

- Blank document
- Blog post
- Recent templates
- Sample templates
- My templates
- New from existing

Office.com Templates

Search Office.com for templates

- Academic papers and reports
- Analysis worksheets
- Binder inserts
- Cover pages
- Dividers
- Expense reports
- Financial reports
- Outlines
- Project and status reports
- Other reports

Bottom Row Templates:

- Reports
- New resume samples
- Resumes and CVs
- Schedules
- Statements
- Stationery and speciality
- Time sheets



Make use of external templates: Microsoft Word2010

Install additional templates

Use a template file



Making use of Styles

Use the **predefined** styles
(modify if necessary)

Define **new** styles when needed – use logical names (for example; “Preface Heading 1”, rather than “18point Helvetica”)

Note that for some purposes you may need to “tweak” the style to get exactly what a journal or other publisher wants.



Example of styles

The screenshot shows a Microsoft Word document titled "Task_1-Project_Plan_Template-2013-revised". The ribbon includes File, Home, Insert, New Tab, Page Layout, References, Mailings, Review, View, Developer, and Add-Ins. The Font section shows "Arial (Headings)" and "12" font size. The Paragraph section shows "AaBbCc" and "KTH Rubri...". The Styles section shows "KTH Brödtext", "KTH Rubri...", "Normal", "KTH Titel", "KTH Rubri...", "KTH Rubri...", "KTH Nu...", and "KTH Pun...".

The document content includes:

- Metadata: I12202, Fall 2013, Period 1 → Template for project plan → 2013-09-04
- Section: **Project Title: [Avoiding Multicast Acknowledgement Explosions in Multicast File Distribution Protocol] place title here -- use Arial 16-points and bold**
- Text: The length of this project plan shall not be longer than 3-5 pages (with about 400 words -- 600 words describing the project) excluding titles, authors, milestone chart, and appendix.
- Text: Save the document in a file with a name of the form: "...author1_author2-Task_1-Project_Plan-YYYYMMDD"
- Text: For the text -- use Times New Roman, 12 points, 1 1/2 line spacing. Note: that each section must be descriptive and not contain simply one sentence.
- Text: When the project plan is handed it, please name it as: "...author1_author2-Task_1-Project_Plan-date".
- Section: **Authors**
- Text: Write authors and allocation of responsibilities. Answer the question:

The Styles pane on the right lists various styles such as "Clear All", "Description of this item", "Header", "KTH Brödtext", "KTH Punktlista 2", "KTH Rubrik 1", "KTH Rubrik 2", "Normal", "KTH Rubrik", "KTH Underrubrik", "KTH Titel", "KTH Rubrik 3", "KTH Rubrik 4", "KTH Brödtext 2", "KTH Numerad lista (Numrera)", "KTH Numerad lista 2 (Numre)", "KTH Numerad lista 3 (Numre)", "KTH Punktlista (Punktlista)", "KTH Punktlista 2 (Punktlista 2)", "KTH Punktlista 3 (Punktlista 3)", "KTH nRubrik 1", "KTH nRubrik 2", "KTH nRubrik 3", "KTH nRubrik 4", "Envelope Address", and "Footer".

Page: 1 of 6 | Words: 1,180 | English (U.K.) | 100%



My thesis template



Microsoft Word
Document

[Title]

Author's name

2013-02-07

Type of report

Examiner and academic adviser
Professor Gerald Q. Maguire Jr.

School of Information and Communication Technology (ICT)
KTH Royal Institute of Technology
Stockholm, Sweden

Markup Area

Styles

- Clear All
- Author
- Balloon Text
- Bibliography
- Block Text
- Body Text
- Body Text 2
- Body Text 3
- Body Text First Indent
- Body Text First Indent 2
- Body Text Indent
- Body Text Indent 2
- Body Text Indent 3
- Book Title
- Caption
- Closing
- Comment Reference
- Comment Subject
- Comment Text
- Date
- Default Paragraph Font
- Document Map
- E-mail Signature
- Emphasis
- Endnote Reference
- Endnote Text

Page: 1 of 25 Words: 357 English (U.S.) 60%



Some common mistakes: General

Incomplete references or missing important citations

- Missing date, title and author(s), or other information
- Misspelling the authors name(s), title of document, etc.
- Keep in mind that the goal is to enable someone (perhaps even yourself) to find the reference at a later point in time

Lack of a date - every document should have a date (on the cover)

Lack of page numbers

Poor (or no) editing ⇒ **you do not care enough to check what you wrote!**

- Failure to spell check the document
- Documents which it is clear that no one looked at after formatting - often these have breaks in the middle of sentences, missing phrases,
- Incorrect paper size

Sections and subsections are not numbered - hiding both the structure of the document and making cross references difficult

Lack of vertical white space between paragraphs, makes it hard to understand where new paragraphs begin (indent first line 2-3 em)



Some common mistakes: Writing

Statements made without justification or supporting citations

Use of contractions

Use of acronyms or abbreviations without properly introducing them; often failure to use these acronyms and abbreviations consistently through the rest of the paper

Redundant text

Using too few references, often the paper looks like simply a cut and paste edit of these few references.

Single sentence paragraphs

Not using **primary** sources when possible

Not using cross references effectively – for example not referencing your figures, tables, code examples, ...

Not using your tools effectively!



Some common mistakes: Figures

Using figures from others **without** the copyright owner's permission

Unreadable text in figures

Failure to label elements of figures adequately

Failure to use generally understood icons

Poor or missing figure captions – explain what the figure shows (imagine someone who is blind who depends upon your caption to explain what the picture shows)

Using a poor choice of colors and not also using different stipple patterns/styles/... (Keep in mind the readers who are color blind)



Generating plots using gnuplot

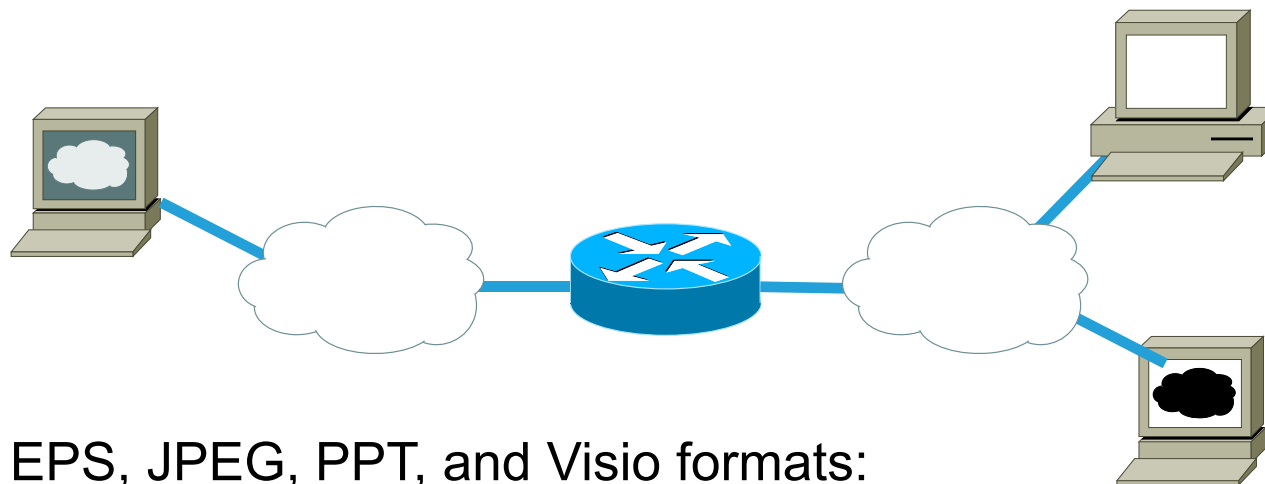
set term to one of the available terminal types which include:

| | |
|----------|--|
| dumb | ASCIIart for anything that prints text |
| epslatex | LaTeX picture environment using graphicx package |
| fig | FIG graphics language for XFIG graphics editor |
| gif | GIF images using libgd and TrueType fonts |
| jpeg | JPEG images using libgd and TrueType fonts |
| latex | LaTeX picture environment |
| mif | Frame maker MIF 3.00 format |

| | |
|------------|--|
| pbm | Portable bitmap |
| png | PNG images using libgd and TrueType fonts |
| postscript | PostScript graphics, including EPSF embedded files (*.eps) |
| pslatex | LaTeX picture environment with PostScript |
| pstex | plain TeX with PostScript |
| svg | svg W3C Scalable Vector Graphics driver |
| x11 | X11 Window System |
| xterm | Xterm Tektronix 4014 Mode |

Network diagrams

Cisco Network Topology Icons are freely available for use when drawing network diagrams.



EPS, JPEG, PPT, and Visio formats:

<http://www.cisco.com/web/about/ac50/ac47/2.html>



More tools for charts, diagrams, etc.

Microsoft's Visio

DIA - <http://live.gnome.org/Dia>

OpenOffice Draw <http://www.openoffice.org/product/draw.html>

or <http://www.libreoffice.org/features/draw/> see “Opensource alternative to Microsoft Visio – LibreOffice Draw
<http://smacak.wordpress.com/2011/01/26/opensource-alternative-to-microsoft-visio>

UML

- StarUML™ - The Open Source UML/MDA Platform
<http://staruml.sourceforge.net/en/>
- ArgoUML <http://argouml.tigris.org/>

yWorks' yEd Graph Editor

http://www.yworks.com/en/products_yed_about.html

- CadSoft EAGLE <http://www.cadsoftusa.com/>



Tweaking or Making your own CSL Style

If there is not a suitable style in the Zotero Style Repository

<http://www.zotero.org/styles>

Then you may need to make your own, see: Cornelis Pieters' "Quick Start Guide for Creating Zotero Citation Styles"

<http://www.condast.com/zotero/>

Alternatively: Tweak an existing format in Citation Style Language (CSL)

http://www.zotero.org/support/dev/citation_styles/

Preview with <chrome://zotero/content/tools/cslpreview.xul>

'A Step-by-step Guide to Changing CSL Styles'

http://www.zotero.org/support/dev/citation_styles/style_editing_step-by-step



Starting with IEEE style add URL, DOI, ISBN: CSL Style – Info section

```
File Edit Options Buffers Tools SGML Help
[Icons]
<?xml version="1.0" encoding="UTF-8"?>
<style xmlns="http://purl.org/net/xbiblio/csl" class="in-text" version="1.0"
  demote-non-dropping-particle="sort-only" default-locale="en-US">
  <info>
    <title>IEEElike-with-access</title>
    <id>http://www.zotero.org/styles/IEEElike-with-access</id>
    <!-- note that this style file is not uploaded to the repository -->
    <author>
      <name>G. Q. Maguire Jr.</name>
      <email>maguire@kth.se</email>
      <uri>http://web.it.kth.se/~maguire</uri>
    </author>
    <contributor>
      <name>Marilyn E. Noz</name>
      <email>MarilynE.Noz@gmail.com</email>
    </contributor>
    <!-- derived from IEEE format defined by Michael Berkowitz 2011-08-23T05:17:07+00:00 -->
    <!-- with information from Marion Davis' Zotero Forums - DOI and URL in CSL 1.0 -->
    <category field="engineering"/>
    <category field="generic-base"/>
    <category citation-format="numeric"/>
    <summary>Style to use as an example in II2202 during Fall 2011, Period 1</summary>
    <updated>2011-08-26T11:05:00+01:00</updated>
    <rights>
      This work is licensed under a Creative Commons Attribution-Share Alike 3.0 License:
      http://creativecommons.org/licenses/by-sa/3.0/
    </rights>
  </info>
  <locale xml:lang="en-US" version="1.0" xmlns="http://purl.org/net/xbiblio/csl">
    <style-options punctuation-in-quote="false"/>
    <terms>
      <term name="open-quote">'</term>
      <term name="close-quote">'</term>
      <term name="open-inner-quote">'</term>
      <term name="close-inner-quote">'</term>
    </terms>
  </locale>
</style>
-U:--- test.csl<2> Top (29,0) (XML Fill)-----
Beginning of buffer
```



CSL Macros isbn and access

```
<macro name="access">
  <choose>
    <if type="webpage">
      <choose>
        <if variable="URL">
          <group delimiter=". ">
            <text value="[Online]"/>
            <text variable="URL" prefix="Available: "/>
            <group prefix="[" suffix="]">
              <date variable="accessed" prefix="Accessed: ">
                <date-part name="day" form="numeric-leading-zeros" suffix="-"/>
                <date-part name="month" form="long" suffix="-" strip-periods="true"/>
                <date-part name="year" form="long"/>
              </date>
            </group>
          </group>
        </if>
      </choose>
    </if>
    <else>
      <group delimiter=",">
        <text variable="DOI" prefix="DOI:"/>
        <text variable="URL" prefix="Available at "/>
        <choose>
          <if variable="issued" match="none">
            <group prefix="[" suffix="]">
              <
            </group>
          </if>
        </choose>
      </group>
    </else>
  </choose>
</macro>
```



Define format for citation(s)

```
<!-- Citation -->
<citation et-al-min="100" et-al-use-first="1" collapse="citation-number">
  <sort>
    <key variable="citation-number"/>
  </sort>
<!--   <layout prefix="[" suffix="]" delimiter="], ["> -->
  <layout prefix="[" suffix="]" delimiter=", ">
    <text variable="citation-number"/>
  </layout>
</citation>
```




Bibliography information: article-journal and paper-conference

```
<!-- Bibliography -->  
<bibliography et-al-min="100" et-al-use-first="3" entry-spacing="0" second-field-align="flush">  
  <layout suffix=".">  
    <!-- Citation Number -->  
    <text variable="citation-number" prefix="[" suffix="]"/>  
    <!-- Author(s) -->  
    <text macro="author" prefix=" " suffix="," />  
    <!-- Rest of Citation -->  
    <choose>  
      <!-- Specific Formats -->  
      <if type="article-journal">  
        <group delimiter=",">  
          <text macro="title"/>  
          <text variable="container-title" font-style="italic"/>  
          <text macro="locators"/>  
          <text macro="page"/>  
          <text macro="issued"/>  
          <text macro="access"/>  
        </group>  
      </if>  
      <else-if type="paper-conference">  
        <group delimiter=",">  
          <text macro="title"/>  
          <text macro="event"/>  
          <text macro="issued"/>  
          <text macro="locators"/>  
          <text macro="page"/>  
          <text macro="access"/>  
        </group>  
      </else-if>  
    </choose>  
  </layout>  
</bibliography>
```

Note: *et al.* will only be used if there are more than 100 authors, then the first three will be shown

References numbered: [xx]

List author first in each reference

For each type of publication, indicate which macros are enabled



More bibliography: report, thesis, webpage, patent, book

```
<else-if type="report">
  <group delimiter=", ">
    <text macro="title"/>
    <text macro="publisher"/>
    <group delimiter=" ">
      <text variable="genre"/>
      <text variable="number"/>
    <text macro="access"/>
  </group>
  <text macro="issued"/>
</group>
</else-if>
<else-if type="thesis">
  <group delimiter=", ">
    <text macro="title"/>
    <text variable="genre"/>
    <text macro="publisher"/>
    <text macro="access"/>
    <text macro="issued"/>
  </group>
</else-if>
<else-if type="webpage">
  <group delimiter=", " suffix="." >
    <text macro="title"/>
    <text variable="container-title" font-style="italic"/>
    <text macro="issued"/>
  </group>
  <text macro="access"/>
</else-if>
<else-if type="patent">
  <text macro="title" suffix="." />
  <text variable="number" prefix="U.S. Patent "/>
  <text macro="issued"/>
  <text macro="access"/>
</else-if>
<else-if type="book">
  <group delimiter=", " suffix="." >
    <text macro="title"/>
    <text macro="locators"/>
  </group>
  <group delimiter=", ">
    <text macro="publisher"/>
    <text macro="issued"/>
  </group>
</else-if>
```



Open xx.csl file in Firefox



You can just type <file:///directory/xxx.csl> or use File menu or Control-O



Preview new format

<chrome://zotero/content/tools/cslpreview.xul>

Citation format

References

ExampleStyle-with-access

[1-6]

- [1]Jari Oksanen, 'Cluster Analysis: Tutorial with R', University of Oulu, Department of Biology, Oulu, Finland, Feb. 2012 [Online]. Available: <http://cc.oulu.fi/~jarioksa/opetus/metodi/sessio3.pdf>
- [2]Jan Jantzen, 'Tutorial On Fuzzy Clustering', Technical University of Denmark, 14-May-2005 [Online]. Available: <http://www.csee.usf.edu/~manohar/Papers/Pancreas/Clustering.pdf>
- [3]Indian TEX Users Group, *LATEX Tutorials: A Primer*. Floor III, SJP Buildings, Cotton Hills Trivandrum 695014, India, 2003 [Online]. Available: www.tug.org/twg/mactex/tutorials/txprimer-1.0.pdf
- [4]G.Y. Liu, A. Danne, A. Marlevi, and G.Q. Maguire Jr., 'A mobile-floating agent scheme for wireless distributed computing', in *Proceedings of 6th International Symposium on Personal, Indoor and Mobile Radio Communications*, Toronto, Ont., Canada, 1995, pp. 100-104 [Online]. Available: <http://ieeexplore.ieee.org/lpdocs/epic03/wrapper.htm?arnumber=476412>. [Accessed: 01-Aug-2011]
- [5]G.Q. Maguire Jr., F. Reichert, and M.T. Smith, 'A multiport mobile internet-router', in *Proceedings of IEEE Vehicular Technology Conference (VTC)*, Stockholm, Sweden, 1994, vol. 3, pp. 1435-1439 [Online]. Available: <http://ieeexplore.ieee.org/lpdocs/epic03/wrapper.htm?arnumber=345332>. [Accessed: 01-Aug-2011]
- [6]Gilbert J. Garraghan, *A Guide to Historical Method*. Bronx, NY, USA: Fordham University Press, 1946.



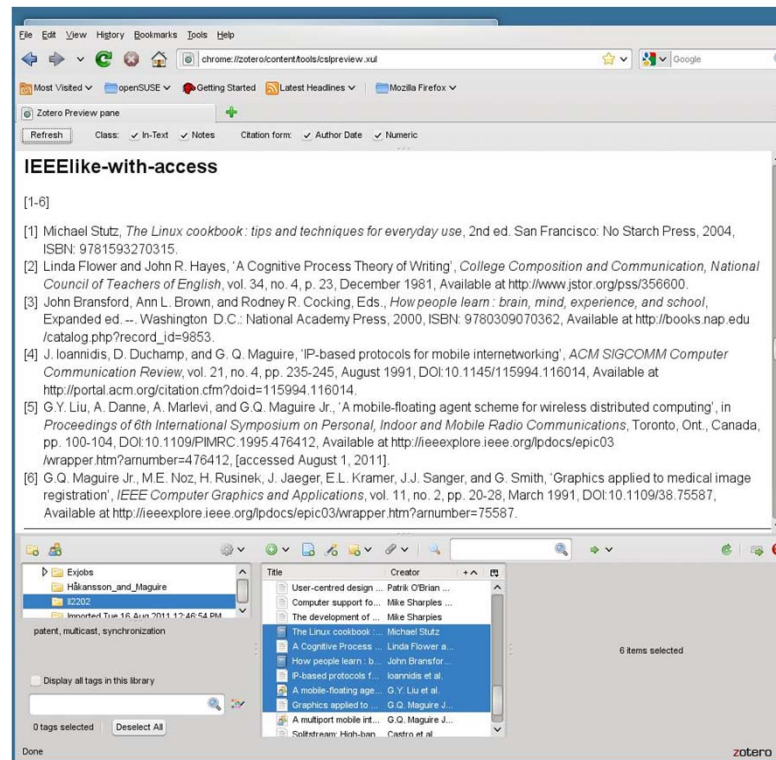


Preview new format

<chrome://zotero/content/tools/cslpreview.xul>

Citation format

References





Preview – compare with: IEEE and others

IEEE

[1]-[6]

[1]Jari Oksanen, "Cluster Analysis: Tutorial with R," University of Oulu, Department of Biology, Oulu, Finland, Feb. 2012.

[2]Jan Jantzen, "Tutorial On Fuzzy Clustering," Technical University of Denmark, 14-May-2005.

[3]Indian TEX Users Group, *LATEX Tutorials: A Primer*. Floor III, SJP Buildings, Cotton Hills Trivandrum 695014, India, 2003.

[4]G.Y. Liu, A. Danne, A. Marlevi, and G.Q. Maguire Jr., "A mobile-floating agent scheme for wireless distributed computing," in *Proceedings of 6th International Symposium on Personal, Indoor and Mobile Radio Communications*, Toronto, Ont., Canada, 1995, pp. 100-104.

[5]G.Q. Maguire Jr., F. Reichert, and M.T. Smith, "A multiport mobile internet-router," in *Proceedings of IEEE Vehicular Technology Conference (VTC)*, Stockholm, Sweden, 1994, vol. 3, pp. 1435-1439.

[6]Gilbert J. Garraghan, *A Guide to Historical Method*. Bronx, NY, USA: Fordham University Press, 1946.

American Anthropological Association

(Jari Oksanen 2012; Jan Jantzen 2005; Indian TEX Users Group 2003; G.Y. Liu et al. 1995; G.Q. Maguire Jr., F. Reichert, and M.T. Smith 1994; Gilbert J. Garraghan 1946)



CSL format resources

Rintze M. Zelle, 'Citation Style Language 1.0: Primer'

<http://citationstyles.org/downloads/primer.html>

Rintze M. Zelle, 'Citation Style Language 1.0',

<http://citationstyles.org/downloads/specification.html>



When using LaTeX

Use A4 sized paper rather than US letter

Improve the look of the document by switching to using PostScript fonts: <http://www.ctan.org/tex-archive/macros/latex/required/psnfss/psnfss2e.pdf>

Turn off hyphenation or at least limit its use with `"\hyphenpenalty=5000 \tolerance=1000"`

BibTex for W3C publications: <http://webcapita.com/w3cbib/by-year>

BibTex for RFCs: <http://www.tm.uka.de/~bless/bibrfcindex.html>

Use the [bytefield](#) package to draw packet structures



Helpful for LaTeX

Useful Latex packages (available via ctan.org): algorithm2e, caption, colortbl, epstopdf, fourier, graphicx, hypens, hyperref, listings, longtable, minted, multirow, parskip, subfig, tabulary, xcolor

Drawn figures in vector format (SVG) using Inkscape (available from inkscape.org), then imported into Latex in EPS format.

Generate plots with Graphics Layout Engine (GLE), available from glx.sourceforge.net.

Format source code listings with keyword highlighted using minted ctan.org/tex-archive/macros/latex/contrib/minted (requires Pygments library: pygments.org)



Oral presentations



Three parts to a (typical) speech

Tell them what you are going to tell them

Introduction

“Executive summary”

Tell them

Body

Tell them what you told them

Conclusion

Why this structure?

1. Because most people will remember the beginning and if this catches their attention they will follow along.
2. Because we tend to remember the most recent things that we hear: hence we remember the conclusion.



Alternative version of the conclusion

1. Summarize your key result
2. Describe what you want your audience to do (often called a “Call To Action”)



Stephen Kosslyn's cognitive principles

“Go for the **BIG** difference” – do **not** be subtle

Follow “Goldilocks Rule”: No more than 4 perceptual units per slide

“Signpost changes in information” – use perceptual differences to signal changes in concept

Bob Grant, Pimp your PowerPoint,

<http://classic.the-scientist.com/2010/3/1/76/1/>



General presentation tips: Preparation

(adapted from S. J. Bell)

Prepare both **yourself** and the **presentation**

- Know yourself & your audience
- Generic presentation format:
Introduction/Body/Conclusions {Future work}
- Practice: 3-6 times, focus on the key ideas rather than the exact wording, plan your timing
- Knows the logistics (where to be, what the room is like, how to work the equipment in the room, wear the appropriate clothes)
- Use relevant examples and key words



General presentation tips: Giving the presentation (adapted from S. J. Bell and personal experience)

- Take the stage
 - Be yourself (find your own style), be confident and **relax** (if you do **not know your material, then who does**); **start** and **end on time**
 - Look at your audience – look into their eyes, their body language, they will let you know when you are not getting your point across – **engage** your audience
- Questions
 - Be clear about when you will take questions (i.e., interactive or at the end)
 - Repeat the question – for those who might not be able to hear it
 - Do not be afraid to say: “I do not know.”
 - Defer detailed questions to afterwards

<http://www.docstoc.com/docs/51161714/PRESENTATION-TIPS>

See also <http://stevenbell.info/presentations.htm>



Michael Alley, The Craft of Scientific Presentations: Critical Steps to Succeed and Critical Errors to Avoid

- #1: Giving the wrong speech
- #2: Drawing the words from the wrong well
- #3: Leaving the audience at the dock
- #4: Loosing the audience at sea
- #5: Projecting slides that no one reads
- #6: Projecting slides that no one remembers
- #7: Ignoring Murphy's Law
- #8: Not preparing enough
- #9: Not paying attention (to yourself, the audience/room/timing)
- #10: Loosing composure



Your slides should

Identify yourself and where you are from

Include date of the presentation

Include a slide number– so people can refer to specific slides in their questions

Avoid confusing backgrounds

Carefully use colors as 1 in 20 men and 1 in 200 women are colorblind

Avoid long lists

Use **relevant** text/images/pictures/...



Your slides should have a sentence headline.

1. A sentence headline not only identifies the topic, but states an assertion.
2. This sentence headline clarifies the role of the slide - also useful for later review of the material.
3. Clarifies the main purpose of the slide, if it does not serve a useful purpose delete it!

Michael Alley and Kathryn A. Neeley, Rethinking the Design of Presentation Slides: A Case for Sentence Headlines and Visual Evidence

(<http://iris.nyit.edu/~klagrand/PowerPoint%20techniques.pdf>)

Alley, Michael, and Harry Robertshaw, "Rethinking the Design of Presentation Slides: The Importance of Writing Sentence Headlines," (<http://writing.engr.psu.edu/speaking/IMECE2004-61827.pdf>)



Assertion-Evidence model of slide

Headline – states the assertion

Body of slide presents evidence (image, graph, equation, video clip, ...)

Michael Alley, Rethinking the Design of
Presentation Slides: The Assertion-Evidence
Structure, 7 July 2011,
<http://writing.engr.psu.edu/slides.html>

With sample slides and templates!



Storytell model of presentations

1. Write a script
http://www.sociablemedia.com/book/story_template_feb05.doc
2. Storyboard
Use the slide sorter view to implement your storyboard.
3. Produce your script to engage the audience

Cliff Atkinson, Beyond Bullet Points: Using Microsoft PowerPoint to Create Presentations That Inform, Motivate, and Inspire,
<http://www.sociablemedia.com/thebook.php4>



Cliff Atkinson's three analysis questions

1. In **Slide sorter view**: Can you understand the focus just from the slide titles?
2. In **Notes view**: Is there a balance between why my notes indicate that I should say and what the slide presents?
3. In **Normal view**: Will the audience find **each** slide interesting?

Cliff Atkinson, *Beyond Bullet Points: Using Microsoft PowerPoint to Create Presentations That Inform, Motivate, and Inspire*, Chapter 1, pg. 5
<http://www.sociablemedia.com/book/BeyondBulletPointsChapter%201.pdf>



Public speaking

See the many sources, such as:

Six Minutes: Speaking and Presentation Skills
(<http://sixminutes.dlugan.com/>)

Robin Ewing, Presenting with Confidence: 10
Tips for Librarians,
[http://www.liscareer.com/ewing_presentations.
htm](http://www.liscareer.com/ewing_presentations.htm)

10 Tips for Public Speaking, Toastmasters
International
(<http://www.toastmasters.org/tips.asp>)



Oral presentation tools

Software

- Microsoft's PowerPoint
- LaTeX Beamer, Prosper, Slides, ... classes
- OpenOffice Impress
 - Oracle Presenter Console
<http://extensions.services.openoffice.org/project/presenter-screen>
 - OOoLatex <http://oolatex.sourceforge.net/>
- Adobe FrameMaker

Projector and your laptop

- make sure you know how to make them work together

Wireless presentation remote control

Laser pointer



No matter what tool you use for *oral presentations*, learn to use it

Value your audience's time

$$\text{cost} = \text{number in audience} * \text{average cost per minute} \\ * \text{number of minutes}$$

Value your **own** time – investing a little time to learn how to use your tool well will save you lots of time (in the long run)

Avoid looking dumb – do **not** hurt yourself with your choice of tool



Microsoft's PowerPoint: “power user” presentation short cuts

F1 – for help menu

F5 – to start your presentation (or right click on the file and choose “Show” or save as a ‘PowerPoint Show’ (.pps) file); Shift-F5 – start with current slide

Escape – to stop a presentation

Space bar, N, or down/right arrow, Page Down – advance to next slide

P – previous slide; up/left arrow, Page Up – repeat previous animation

Control-Home – to first slide, Control-End – to last slide

Number <return> - go to slide <number>

Right click - go to a slide by title; Control-S show all slides menu

H – go to next hidden slide

Tab – go to first/next hyperlink on slide; Shift-Tab to go to previous/last hyperlink

B or ‘.’ – show blank slide, W or ‘,’ – show whiteout slide

Control-A, A – display arrow pointer (Control-H to hide pointer)

Control-P – display a pen; E – to erase drawings on a slide

Shift-F10 – display short cut menu

Control-T – display task bar



Media shortcuts during a presentation

Alt-Q – stop media playing

Alt-P – pause/resume media

Alt-U – mute sound

Alt-Up – increase volume

Alt-Down – decrease volume

Alt-Shift-Right arrow – seek forward

Alt-Shift-Left arrow – seek backward

Alt-End – go to next bookmark

Alt-Home go to previous bookmark



Microsoft's PowerPoint: “power user” preparation/writing short cuts

Alt – display keytips, then press the key(s) shown by what you want to do!

Formatting

- Control-B – bold font
 - Control-I – Italic font
 - Control-U – underline
 - Control-N – normal font
 - Control-T – open Font dialog
 - Shift-F3 – change the case
 - Control-Shift-F – change the font
 - Control-Shift-P – change the font size
 - **Control-Shift-;** – decrease the font size
 - **Control-Shift-:** – increase the font size
- (On a US keyboard, use Control-Shift-<, Control-Shift->)
- Control-E – center
 - Control-L – left align
 - Control-R – right align
 - Control-J – justify

Editing

- Control-Z – undo
- Control-Y - redo
- Control-X – cut
- Control-V – paste
- Control-Shift-C – copy formatting only
- Control-Shift-V – paste formatting only
- Control-Alt-V – open paste special dialog
- Control-K – insert hyperlink
- Control-A – selected all
- Control-F – find
- Shift-F4 – repeat last find action
- Control-H – replace

File

- Control-S – save the file
- Control-D – duplicate slide
- Control-M – new slide
- Control-Shift-M – new slide like last one



Enter special characters using Unicode

| Character | ALT-unicode (on number pad) |
|-----------------------------|--------------------------------|
| non-breaking space | Alt-0160 |
| non-breaking hyphen | Alt-8208 |
| soft hyphen | Alt-0173 |
| non-breaking En Dash | Alt-8211 |
| non-breaking Em Dash | Alt-8212 |
| non-breaking Horizontal Bar | Alt-8213 |

Holding down the Alt key enables you to move objects a **small** amount with the cursor keys



Adobe Acroread: Why use it?

You can include pages of material from any source that can generate PDF.

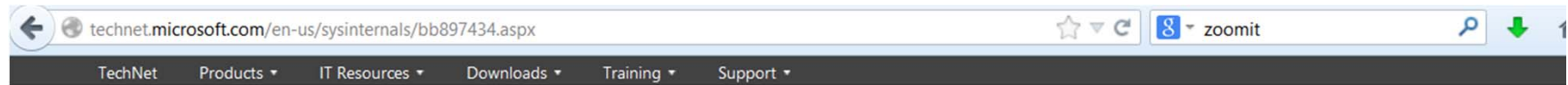
All of the fonts can be included in the presentation – so you do not have to worry about missing fonts.

Nearly every machine has a program (Adobe Acroread, evince, xpdf, ...) that can show a PDF file – so you and your audience can access your presentation.

Easy to print.



ZoomIt



Windows Sysinternals

Search TechNet with Bing

Home Learn **Downloads** Community

Windows Sysinternals > Downloads > Miscellaneous > ZoomIt

Utilities

- [Sysinternals Suite](#)
- [Utilities Index](#)

- [File and Disk Utilities](#)
- [Networking Utilities](#)
- [Process Utilities](#)
- [Security Utilities](#)
- [System Information Utilities](#)
- [Miscellaneous Utilities](#)

Additional Resources

- [Forum](#)

ZoomIt v4.5

By **Mark Russinovich**

Published: June 20, 2013

 [Download ZoomIt](#)
(296 KB)

Rate: ★★★★★

Share this content     

Introduction

ZoomIt is a screen zoom and annotation tool for technical presentations that include application demonstrations. ZoomIt runs unobtrusively in the tray and activates with customizable hotkeys to zoom in on an area of the screen, move around while zoomed, and draw on the zoomed image. I wrote ZoomIt to fit my specific needs and use it in all my presentations.

Download



[Download ZoomIt](#)
(296 KB)

[Run ZoomIt](#) now from
[Live.Sysinternals.com](#)

Runs on:

- Client: Windows XP and higher.
- Server: Windows Server 2003 and higher.



Adobe Acrobat X: “power user” presentation short cuts

Control-L, F11 – full screen
Escape – end full screen mode
Control-Shift-N – opens dialog to go to a given page number
Control-K – opens Preferences dialog
Right arrow, Page Down, left mouse click – next page
Left arrow, Page Up, right mouse click – previous page
Home – go to first page
End – go to last page
Use Thumbnails to go to a particular page; or use Bookmarks

Control-F – open Find dialog box – so you can easily search for something during your presentation
Control-O – open File dialog
Control-D – open Document Properties dialog
Control-P – open Print dialog
Control-Y – open zoom dialog
Control+= – zoom in
Control-- – zoom out

In the Preferences→Full Screen menu can set automatic page advance in seconds; a navigation set of buttons displayed on lower lefthand corner.



Adobe Acroread: “power user” preparation/writing short cuts

Opening the Pages tab, click on the thumbnail image of a page and Control-Right Click select Page Transitions, then specify which type of page transition you want!

To add multimedia and buttons – see Michael Dakan, “Start the Show: Creating presentations with Acrobat 7.0 Professional”,
<http://www.cadalyst.com/aec/acrobat-insider-12-pdf-4617>

Further information about adding buttons can be found in: John Deubert, Creating a Presentation With Acrobat 8,
http://www.graphics.com/modules.php?name=Sections&op=view_article&artid=491



LaTeX Beamer: “power user” preparation/writing short cuts

Create a PDF file for presentation with the LaTeX Beamer class

LaTeX Beamer class, web page, 2010-08-07,

<https://bitbucket.org/rivanvx/beamer/wiki/Home>

Making LaTeX Beamer Presentations, last accessed 2011.07.23,

<http://happymutant.com/latex/misc/beamer.php>



Presenting information with images

“A picture is worth a thousand words.”

-- Popular saying

Pictures, graphs, flow charts, UML, state machines, ... can convey an enormous amount of information if used well.

Consider “a wink” at a party



IguanaTex: Latex Add-In for PowerPoint

```
\documentclass{article}
\usepackage{amsmath}
\pagestyle{empty}
\begin{document}

\begin{equation*}
D(u,v) = \begin{pmatrix}
1 & 0 & -u & u \\
0 & 1 & -v & v \\
u & v & 1 - \frac{(u^2+v^2)}{2} & \frac{(u^2+v)}{2} \\
u & v & -\frac{(u^2+v^2)}{2} & 1 + \frac{(u^2+v^2)}{2}
\end{pmatrix}.
\end{equation*}

\end{document}
```

$$D(u,v) = \begin{pmatrix} 1 & 0 & -u & u \\ 0 & 1 & -v & v \\ u & v & 1 - \frac{(u^2+v^2)}{2} & \frac{(u^2+v)}{2} \\ u & v & -\frac{(u^2+v^2)}{2} & 1 + \frac{(u^2+v^2)}{2} \end{pmatrix}.$$

You can get it from <http://www.technion.ac.il/~zvikabh/software/iguanatex/>



Edward Tufte's books

Examples of how to present information well and even beautifully:

Beautiful Evidence, Graphics Press, July 2006, 213 pages, ISBN-10: 0961392177, ISBN-13: 978-0961392178

The Visual Display of Quantitative Information, Graphics Press, May 2001, 200 pages, ISBN-10: 0961392142, ISBN-13: 978-0961392147

Visual Explanations: Images and Quantities, Evidence and Narrative, Graphics Press, February 1997, 156 pages, ISBN-10: 0961392126, ISBN-13: 978-0961392123

Envisioning Information, Graphics Press, May 1990, 126 pages, ISBN-10: 0961392118, ISBN-13: 978-0961392116

<http://www.edwardtufte.com/tufte/index>



PowerPoint

As with any tool, there are those who like it and those who do not.

For the later see:

Steven J. Bell, “End PowerPoint Dependencies Now!”, *Americal Librarians*, 35 (June/July 2004), 56-59 and the chapter with the same title in George M. Eberhart (Editor), *The Whole Library Handbook 4: Current Data, Professional Advice, And Curiosa About Libraries And Library Services*, American Library Association, January 2006, 596 pages, ISBN-13: 978-0838909157

Edward R. Tufte, *The Cognitive Style of PowerPoint: Pitching Out Corrupts Within*, Second Edition, Graphics Press, 2006, 32 pages, ISBN-10: 0961392169, ISBN-13: 978-0961392161



Steven J. Bell's suggestions

“Go live or simulate it” – take advantage of wireless broadband connections to connect to the source during your talk

+ give a demo \Rightarrow more dynamic

- Things might not work \Rightarrow you look like an idiot and waste a lot of people's time

If you have to use PowerPoint, then:

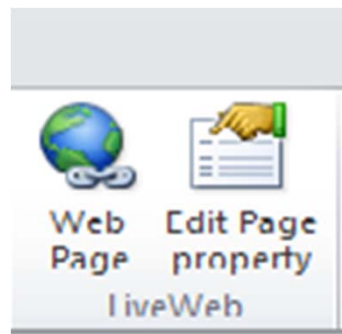
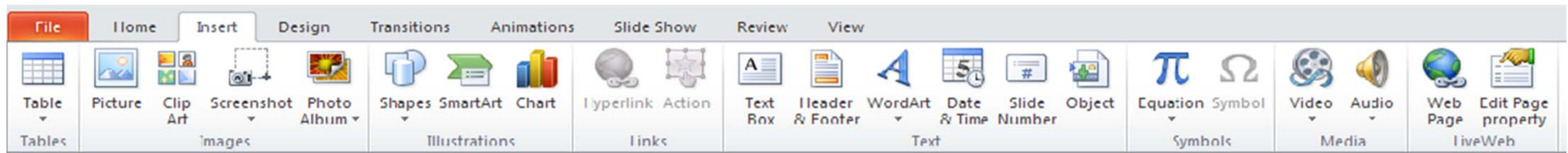
- Use the minimum number of slides (~10 per hour)
- Avoid overused templates
- Do **not** handout copies of the slides beforehand, least people focus on them versus what you are saying



Shyam Pillai's LiveWeb

(<http://skp.mvps.org/liveweb.htm>)

Inserts web pages into a PowerPoint presentation - with the pages updated in realtime





Inserting DOCX files – as an Object



Microsoft Word
Document



Inserting PDF – as an Object

The document as an icon



Adobe Acrobat
Document



Making better presentations

Ron Galloway, Rethinking Powerpoint

(<http://www.galloway.tv/rethinking/rethinking.html>) –

DVD and ebook

Nancy Duarte, *slide:ology: The Art and Science of Creating Great Presentations*

<http://www.duarte.com/book/slideology/>



Poster presentations

A chance to talk to one or a small number of people while standing at your poster or for your poster to be viewed both others without you.

typically A0 (841 by 1,189 millimetres
(33.1 × 46.8 inches) in size – this is 1 m²

Title, authors, affiliations, abstract, body (Introduction, Materials and Methods, Results, Conclusions), and references.

Body includes pictures, plots, tables, ...

Poster may also have logos – be sure to check the rules of your organization if you use logos.



Further pointers regarding posters

LiLynn Graves, Scientific Poster Design: How to keep your poster from resembling an “abstract painting”, Cornell Center For Materials Research, Cornell University, Ithaca, NY, 8 March 2012
<http://www.cns.cornell.edu/documents/ScientificPosters.pdf>

MAKESIGNS.COM® Poster Tutorial, Graphicsland, Inc. Accessed 2013.07.05, <http://www.makesigns.com/tutorials/>

Colin B. Purrington, Designing conference posters, Retrieved 2013.07.05, from <http://colinpurrington.com/tips/academic/posterdesign>

...

KTH poster templates and rules: <http://intra.kth.se/regelverk/policyer/grafisk-profil/mallar/posters> & <http://intra.kth.se/en/regelverk/policyer/grafisk-profil/mallar/posters/mall-for-vetenskapliga-posters-1.40309>
(Note these templates are to change in Fall 2013.)

Posters may also have different sizes, such as B1 (700 x 1000 mm), so check the requirements of your meeting to see which **size** and **orientation** you should use.



Conclusions

Be your own best critic – reflect on your own writing and speaking to identify what you did well and did not do well
⇒ learn from your experience.

Learn from others – be open to constructive criticism

Help others to improve (Pay it forward!)



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6. Andrew Dlugan, Six Minutes: Public Speaking and Presentation Skills Blog, Last accessed 5 Aug 2011, <http://sixminutes.dlugan.com/>
7. Robin Ewing, Presenting with Confidence: 10 Tips for Librarians, LIScareer.com, Career Strategies for Librarians, 19 Nov 2010, http://www.liscareer.com/ewing_presentations.htm
8. 10 Tips for Public Speaking, Toastmasters International, Last accessed 5 Aug 2011, <http://www.toastmasters.org/tips.asp>
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11. Michael Alley and Kathryn A. Neeley, Rethinking the Design of Presentation Slides: A Case for Sentence Headlines and Visual Evidence, *Technical Communication*, vol. 52, no. 4 (November 2005), pp. 417-426, <http://iris.nyu.edu/~kflagrand/PowerPoint%20techniques.pdf>
12. Alley, Michael, and Harry Robertshaw, "Rethinking the Design of Presentation Slides: The Importance of Writing Sentence Headlines," 2004 International Mechanical Engineering Conference and Exposition, paper 61827 (Anaheim, CA: ASME, November 2004). <http://writing.engr.psu.edu/speaking/IMECE2004-61827.pdf>



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¿Questions?