

COMMUNICATING YOUR RESEARCH

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QUIZ – Research Skills #3



1 What is the first step in the research process?

- A Literature review
- B Experiment
- C Data analysis
- D Publication

2 Which is NOT a research problem?

- A Lack of research on a topic
- B Identification of a knowledge gap
- C A personal interest of the researcher
- D Conflicting results in previous studies

3 Without a clear research question, what happens to your research?

- A It's well-focused
- B It's in-depth
- C It's clear and coherent
- D It's unfocused

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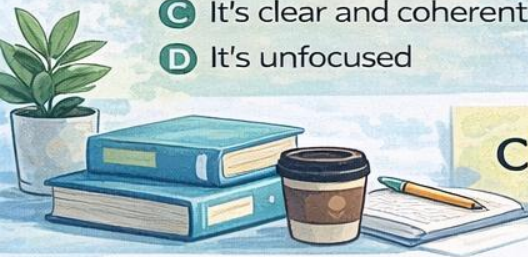
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6 What is the aim of basic research?

- A Develop commercial products
- B Apply research findings
- C Explain unexplored phenomena
- D Analyze market trends

Check your knowledge!



You have research. Now: can you communicate it?

Explain your research
in 30 seconds



?

Explain your research
in 30 seconds



HOW RESEARCHERS EXPLAIN THEIR FINDINGS

Our results suggest a significant upregulation of the NMDA receptor subunit NR2B after the administration of the specific agonist DPCPX, leading to potentiation of long-term synaptic plasticity within the hippocampal CA1 region. Furthermore, epigenetic modifications in the form of DNA methylation and histone acetylation influenced downstream cellular signaling pathways such as cAMP/PKA and MAPK/ERK, resulting in enhanced neuroplasticity and synaptogenesis...

Uh... so it's good?





“If you can’t explain it simply,
you don’t understand it well enough.”

— Albert Einstein

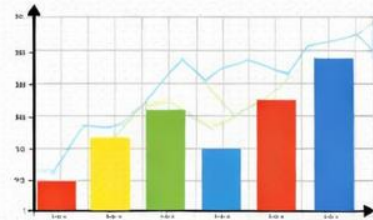
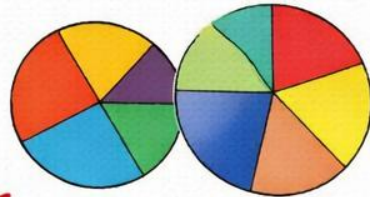
WHAT WORKED

- Clear message
- Strong opening
- Key result emphasized
- Simple language



**ONE PRESENTATION
=
ONE MESSAGE**

BAD SLIDE



Clipart



Too many ideas

Key findings of my research

- Unexpected results
- Detailed methodology explanation
- *Lorem ipsum dolor sit amet, consectetur
- *Integer pretium tristique tincidunt.
-



Unreadable text

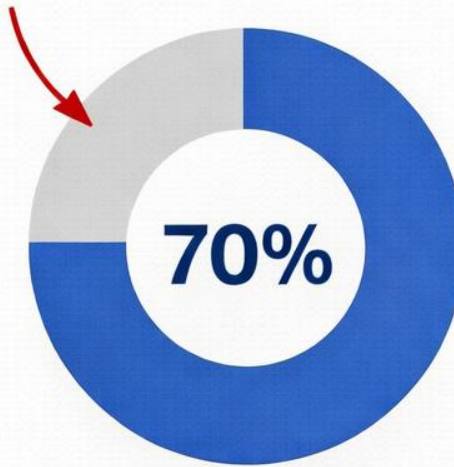
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Dataset 1 and Dataset 2 Comparison

Variable	Dataset 1	Dataset 2
A	13.5	54.8
B	53.8	67.9

GOOD SLIDE

The new treatment reduced symptoms by 70%.



2-minute research pitch

Explain:

- problem
- gap
- method



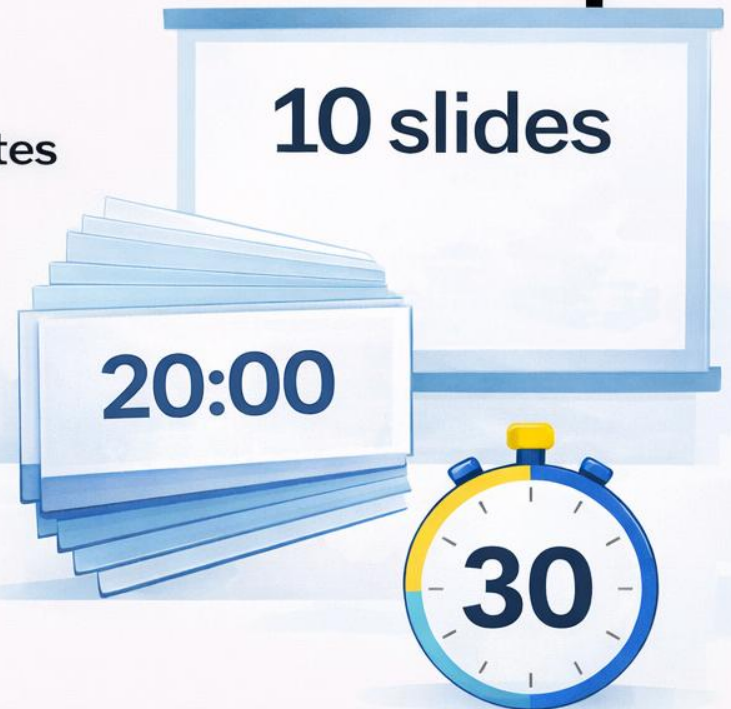


**WRITE YOUR MESSAGE
IN ONE SENTENCE:**

My research shows that _____.

The Simple Principle of Building a Multimedia Presentation (Guy Kawasaki):

- ✓ It should contain 10 slides
- ✓ Should be less than 20 minutes
- ✓ It should not contain a font smaller than 30 points



Make Your Presentation Clear & Engaging



Legibility / Minimalism



The presentation should be clear and specific.



Graphics Instead of Text

Use photos, charts, diagrams, or short videos.



Contact Details & Fun Elements



Basic Aspects:

✓ Legibility / Minimalism

The presentation should be clear and specific.

✓ Graphics Instead of Text

Use photos, charts, diagrams, or short videos.



name@email.com



Multimedia Presentations & Copyright



Respect the work of others. Use it legally. Give credit.
Build trust in your research.

YOU CAN



Use quotes
small excerpts
with a purpose
and attribution



**Use your own
figures & data**
created by you
or your team



**Use licensed
materials**
images, charts,
videos, fonts



Always credit your sources.
Acknowledge authors and publications.

YOU CANNOT



**Use full slides
from others**
without permission



**Use images/figures
without license**
from Google or
websites



**Use videos
or music**
without rights



Public use needs permission.
Private use has limits.

BEST PRACTICES



Keep it
minimal



Cite clearly
(author, year)



Add source
or DOI



Check licenses
(e.g., Creative Commons)



When in doubt,
ask or get permission

Good science deserves good integrity.

AI Use in Presentations

Guidelines for Using Artificial Intelligence Tools Responsibly



BEST PRACTICES

- ✓ **CITE YOUR SOURCES**
Always disclose if you used AI-generated content.
- ✓ **CHECK FACTS**
Verify that all AI-generated data and information are accurate and reliable.
- ✓ **MAINTAIN YOUR VOICE**
Ensure that your ideas are reflected in your presentation.
- ✓ **REVIEW AND EDIT**
Is the AI-created content clear, relevant, and error-free?

AVOID – COMMON MISTAKES

- ✗ **UNDISCLOSED USE**
Presenting AI-generated material as entirely your own.
- ✗ **DISHONEST CLAIMS**
Using false or exaggerated data.
- ✗ **UNETHICAL CONTENT USE**
Taking credit for others' work or putting sensitive information into AI tools.
- ✗ **UNETHICAL CONTENT USE**
Taking credit for others' work or putting sensitive information into AI tools.
- ✗ **OVERRELIANCE**
Relying on AI too much instead of your own critical thinking.

Responsibility and transparency in using AI reflect your **integrity** as a researcher and presenter.



HONESTY



RESPONSIBILITY



ACCURACY

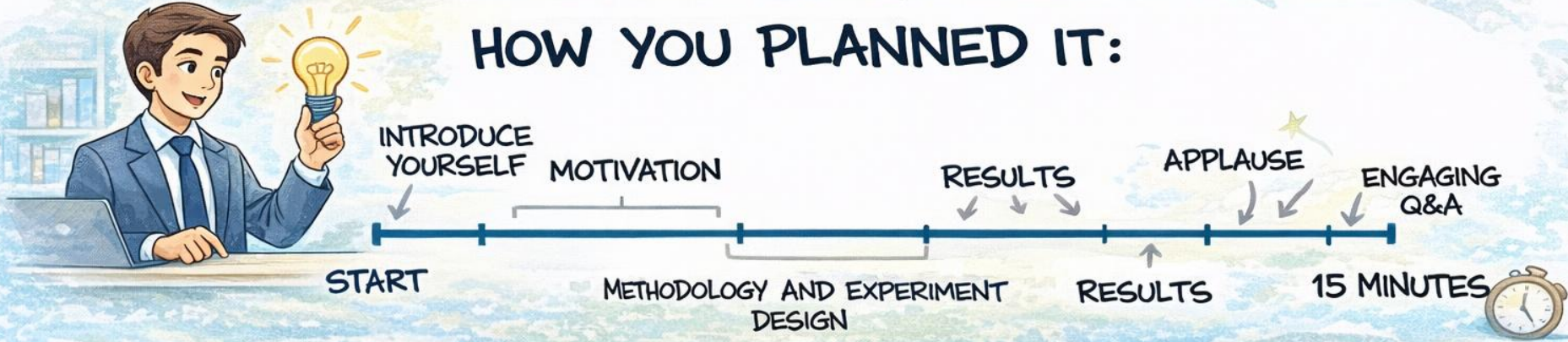


ETHICS

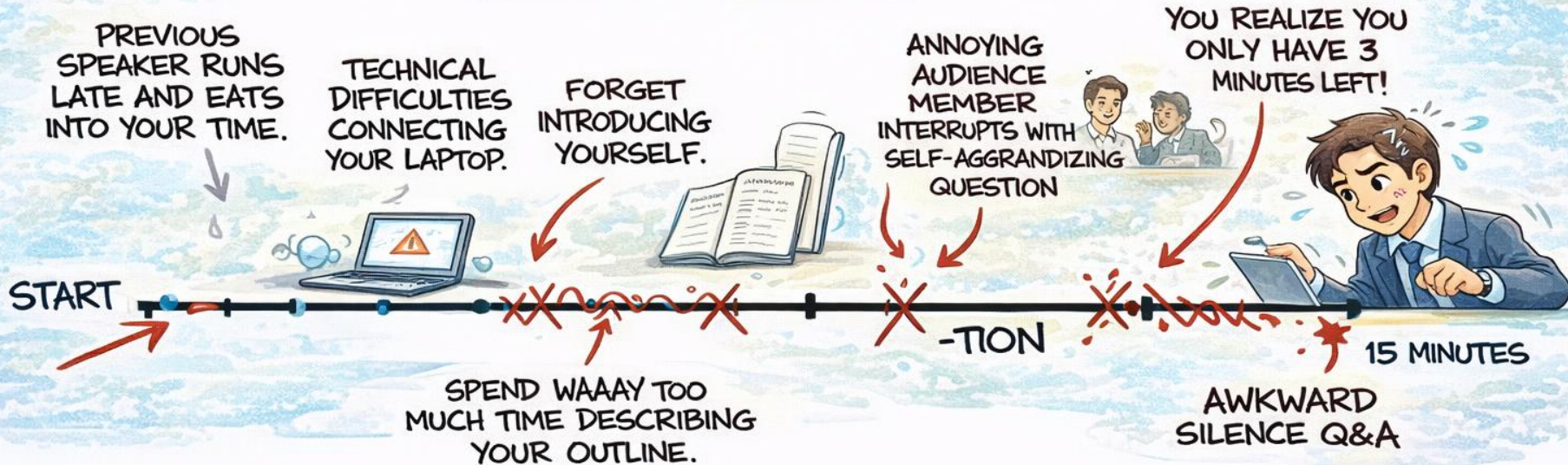


YOUR CONFERENCE PRESENTATION

HOW YOU PLANNED IT:



HOW IT GOES:



Prepare a presentation for **20 minutes** on the topic of the **doctorate**



Choose the date of the presentation

Presentation must include:

- one clear message
- strong opening (why it matters)
- simple structure
- 10 slides
- should be less than **20 minutes**
- it should not contain a font smaller than **30 points**