How to Give a Good Research Presentation

*Three Essential Elements*

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Slides available on SSRN, RePec, Research Gate, and my web site, www.shsu.edu/dpg006, with annotations in comments that can be toggled on.
A Presentation Is a Journey
Grades Data
(for 1 of 5 instructors studied)
The First Key to a Good Presentation:

CREATE A IN KNOWLEDGE

(which you will then fill)
Dynamics of the Aluminum Market: 1900-1940

- Log of Stock of “Recyclable” Aluminum (in Million Lbs.)
- Virgin Price
- Secondary Market Share
- Growth Rate of Aluminum Demand
What Is The Key Difference between These Pricing Formulas?

Single Product, Linear (Lerner, 1934):

\[
\frac{(P - c)}{P} \geq \frac{1}{|\eta|}
\]

Multiproduct, Nonlinear (Mirrlees, 1976):

\[
\sum \frac{\partial}{\partial n_j} \mu_j(v, v', n) + \sum \frac{u_{zn_j}(x(v, v', n), z(v, v', n), n)}{u_z} \mu_j(v, v', n) = \left(1 - \frac{\lambda}{u_z}\right)f.
\]
The Second Key:

MAKE YOUR SLIDES KINETIC
(by using good graphic design)

HA HA HA – there aren’t 51 slides, only 15!
Published Academic Literature on .08 Laws
(rings = external funding; bubble size ≈ citations)

-20
-15
-10
-5
0

Estimated Percentage Reduction in Fatalities

Year Study Published

Congressional Mandate

Pooled Panel Quasi-Experimental
### Estimates of % Change in Fatalities Due to ZT Law

**Target Group** and **Control Groups**

(100γ; standard errors in parentheses; * for p < 0.05)

<table>
<thead>
<tr>
<th>Age Range of Drivers</th>
<th>YOUTH (15-20)</th>
<th>YOUNG ADULT (21-25)</th>
<th>ADULT (21-90)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Nighttime Fatalities</strong></td>
<td>-5.0 (2.8)</td>
<td>-4.7 (2.8)</td>
<td>-3.4* (1.7)</td>
</tr>
<tr>
<td><strong>Total Daytime Fatalities</strong></td>
<td>-5.3* (2.4)</td>
<td>2.1 (3.3)</td>
<td>2.2 (1.4)</td>
</tr>
</tbody>
</table>
Western States 100: Course Layout and Approximate Split Times for a Twenty-Four Hour Finisher

1. Red Star Ridge
   - 8:30 am

2. Robinson Flat
   - 11:30 am

3. Last Chance
   - 2:00 pm

4. Devil's Thumb
   - 3:00 pm

5. Michigan Bluff
   - 5:00 pm

6. Foresthill
   - 7:00 pm

7. River Crossing
   - 11:00 pm

8. Auburn Lakes Trails
   - 1:00 am

9. Highway 49 Crossing
   - 3:00 am

Finish
   - 5:00 am

Sunrise

Sunset
The Third Key:

Let Your Talk COMPLEMENT Your Slides (and your paper complement both)
**PREVIOUS STUDIES OF ZT LAWS**

<table>
<thead>
<tr>
<th>“Case-Control” Analyses</th>
<th>Micro Data Studies</th>
<th>Panel Regressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generally indicate large (20%) fatality reductions</td>
<td>Mixed – some evidence of less heavy drinking</td>
<td>Youth fatalities fall by 5%, no change for adults</td>
</tr>
<tr>
<td>Results implausible given distribution of BAC</td>
<td>Theory predicts MORE heavy drinking!</td>
<td>Used combined day and night fatalities</td>
</tr>
</tbody>
</table>
A Quadratic in Three Parameters: desire, fatigue, and uncertainty

Effort

Ability-Effort Profile

Extensive Margin

Threshold

Parabola opening to southeast straddling the diagonal

Ability
Actual Juvenile Bicycling Fatalities (middle), Hypothetical Fatalities with Helmet Laws in All States (bottom) and in No States (top)
A Presentation Is a Journey
Conclusion: BUY MY BOOK

Available from Springer and (more cheaply) on Amazon.