

Single, never married

Williams College ECON 460:

Women, Work, and the World Economy

All women

Methods Monday 3: Giving Presentations

Other

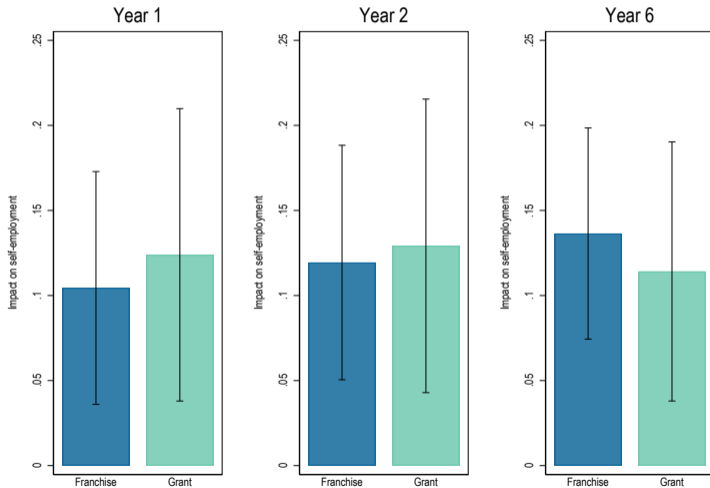
Professor: Pamela Jakiela

Married women, spouse present

# Know Your Audience

- Talks differ in terms of length, and length impacts what you say and how you say it
  - ▶ Academic/research seminar (60–90 minutes)
  - ▶ Conference presentations (20–45 minutes)
  - ▶ Egg-timer presentations (5–10 minutes)
- Are you getting feedback on preliminary work or “selling” your established findings?
  - ▶ You almost always want to present that is finished, polished, etc.
- Economists present their research findings to several different types of audiences, and the same results are often best presented in different ways for different listeners
  - ▶ Other academics/researchers/economists
  - ▶ Policy audiences: government officials, policymakers, businesspeople, lobbyists etc

# Impacts on Self-Employment



# Impacts on Self-Employment

	<b>Control Mean</b>	<b>Treatment Effects</b>		<b>p-value: F = G</b>
		<b>Franchise</b>	<b>Grant</b>	
<i>Panel A. Impacts in Year 1</i>				
Self-employed	0.245	0.104 (0.035) [0.003]	0.124 (0.044) [0.005]	0.666
<i>Panel B. Impacts in Year 2</i>				
Self-employed	0.243	0.119 (0.035) [0.001]	0.129 (0.044) [0.003]	0.831
<i>Panel C. Impacts in Year 6</i>				
Self-employed	0.375	0.136 (0.032) [0.000]	0.114 (0.039) [0.003]	0.573

OLS regressions reported. Robust standard errors in parentheses; p-values in brackets.

# The Structure of All Empirical Micro Talks

1. Title slide
2. Introduction/Motivation
3. (Related Literature is almost always part of the introduction)
4. (Theoretical Model, but you probably shouldn't have one)
5. Context, Research Design, and Data
6. Results
7. Conclusions

# The Title Slide

1. The title of your talk
2. Your name and affiliation
3. Optional: month and year of presentation
4. Optional: name of the conference, class, etc.

# Motivation

The Motivation section of a talk covers the following:

- Start with a big question that is of obvious economic/political/social/human importance
- Why do we care about the big question, and (briefly) what do we know?
- What is your lever? How are you going to make progress on part of the big question?
- What are your main findings?

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Unless you are giving a full seminar, this is all on one slide

- Condense your argument into four bullets, all in a normal-size font



# Context, Research Design, and Data

- What is the context of your study? Is there a policy change or a historical anomaly that you are leveraging for causal identification? This can be a good place to show a map.
- Talk about data sources starting from the most important: data source, structure, unit of observation, N, important variables, how they relate to the thing you are measuring
- This is a good place to show summary statistics, if needed
- If you have a lot of sources of data, just bullet point them on one slide
- “No one wants to see your underwear”
- End with your estimation strategy and your regression equations

# Results

- Do not show tables that are too small to read
- Make sure regression tables are clearly labeled so they can be read
- You may use a different table in your talk than appears in the paper
- You may want to condense your regression results into figure(s) for the talk
- End the results section with a slide of bullet points summarizing key findings

# Rules for Presentations

- Know what you want to say
- Don't put too much text on each slide
- Use a larger font (and turn off auto font size adjustment in PowerPoint)
- Don't use non-standard abbreviations or unexplained acronyms
- No one wants to see your underwear
- Only show regression tables that can be read from the back of the room
- Show a picture or figure every 3–4 slides to keep the audience awake

The End!