

Five Steps to a
KICK-ASS
presentation

Jill Caviglia-Harris

Salisbury University

Economics and Finance & Environmental Studies

Southern Economic Association Annual Conference, November 2014

- 1** **Frame your ideas**
- 2** **Know your audience**
- 3** **Tell stories**
- 4** **Apply good design practice**
- 5** **Practice!!!**





LEOPOLD LEADERSHIP PROGRAM
Stanford Woods Institute for the Environment



Frame your ideas

Use the ABT format (And, But, Therefore)

The ABT (And, But, Therefore) Approach

Predictive Validity of Stated Preference Data

John Whitehead – Appalachian State University

Abstract

This paper investigates the validity of stated preference data for use in recreation demand estimation.

We use stated preference and revealed preference data from users of a mountain bike park collected before and after an expansion of the trail system. The ex-ante stated preference data elicited before the change exhibits the hypothetical bias, but, it would provide useful information for demand protection.

The ABT (And, But, Therefore) Approach

Predictive Validity of Stated Preference Data

John Whitehead – Appalachian State University

The validity of stated preference techniques is in question **AND** this is especially relevant to the estimation of recreation demand.

BUT, there are few studies that have the data necessary to validate these estimations.

THEREFORE, this paper uses stated and revealed preference data from mountain bikers collected before and after the expansion of a trail system to validate the estimated value of an increase in trail quantity.



Know your audience

Who are they? Why are they here? What can they take away?

What are they like?

Think through a day in their lives.

Why are they here?

Is the talk mandatory? Voluntary? For Work?

What keeps them up at night?

What are their interests? Worries? Hobbies?

What can you do for them?

What do they already know about the topic? What will you teach them? What will they takeaway?



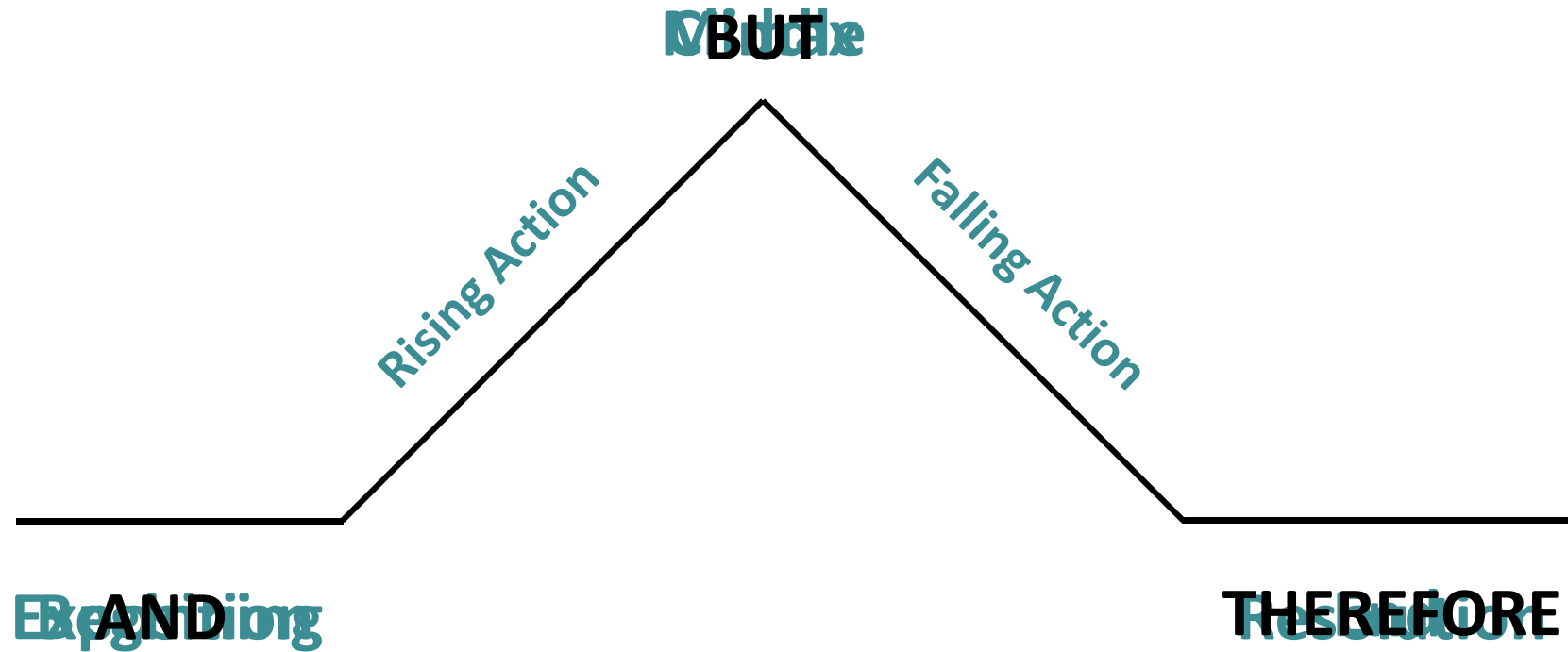
Tell Stories

Inspire. Connect. Remember.

Why Stories?

- 1.** Stories enable the presenter to connect with the audience.
- 2.** Stories can almost single-handedly defeat the Curse of Knowledge.
- 3.** Stories make your message memorable.

Elements of a Story



Prompt #1

If you could go back in time, what would you change?

Prompt #2

What was a defining moment that changed your life (this work or this objective)?

Prompt #3

What motivates you (or this work)? What makes you sing?



Apply good design practice

Organize, shape, and structure your content.

Organize

Think in terms of odd numbers of groupings

Shape

Think like a designer: good presenters display data and ideas clearly, simply, and compellingly.

Structure

Have a story: a beginning, a middle, and an end.



Practice!!!

Practice out-loud. Try in front of a mirror or videotape.

1

Frame your ideas

Use the ABT format (And, But, Therefore)

2

Know your audience

Who are they? Why are they here? What can they take away

3

Tell stories

Inspire. Connect. Remember.

4

Apply good design practice

Organize, shape, and structure your content

5

Practice!!!

Practice out-loud. Try in front of a mirror or videotape.

Examples

Before and After

The average household produces a small amount of annual and perennial crops, has cattle, and has been expanding the area in pasture over the last 10 years.



Pasture Increased to **90%** of the Total Land Area by 2010



Figure 1A: Deforestation over time for the Original Control and Treatment Groups, 1990-2009

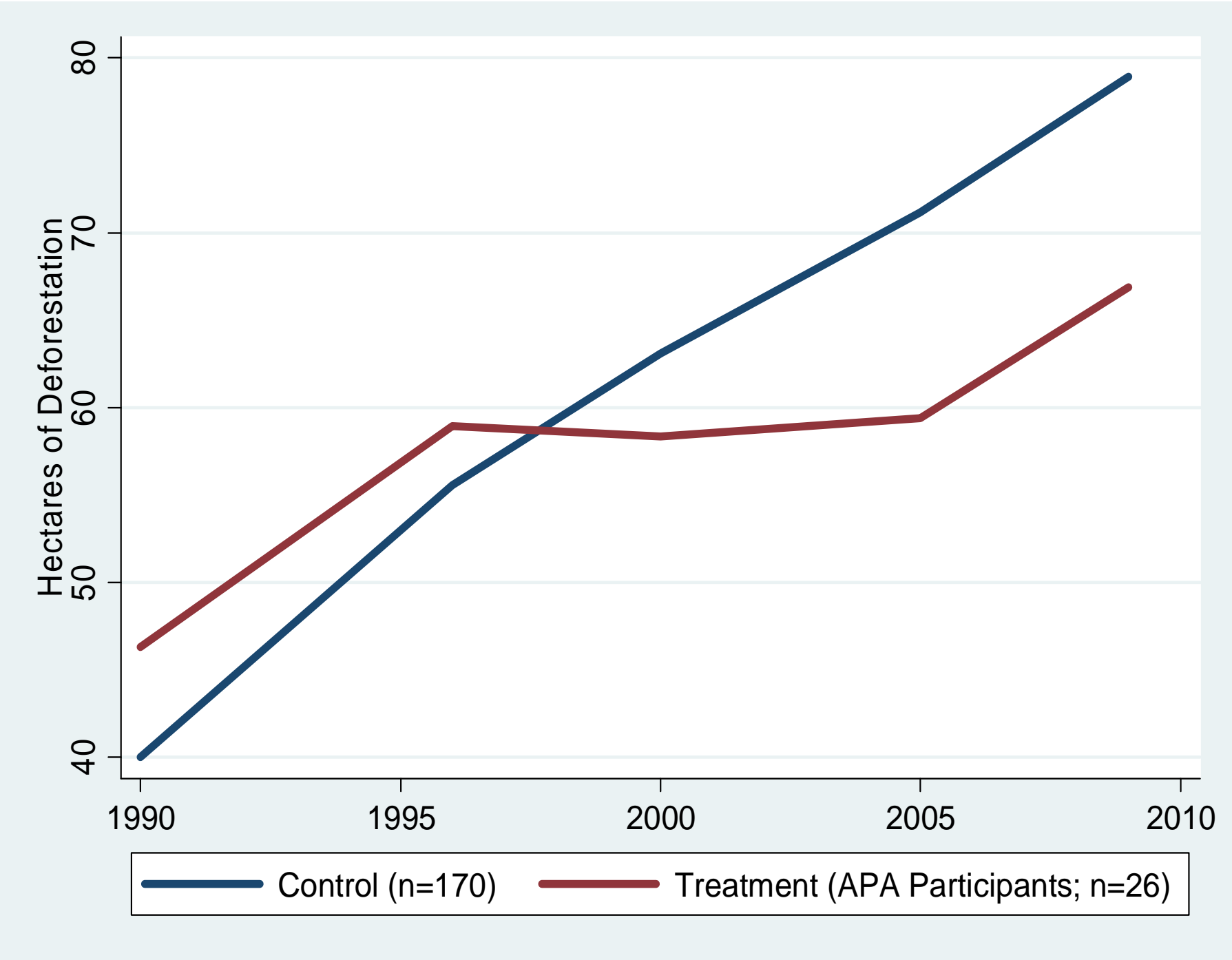


Figure 1B: Deforestation on Farms of the Original Control and Treatment Groups
Mean Hectares by year, 1990-2009

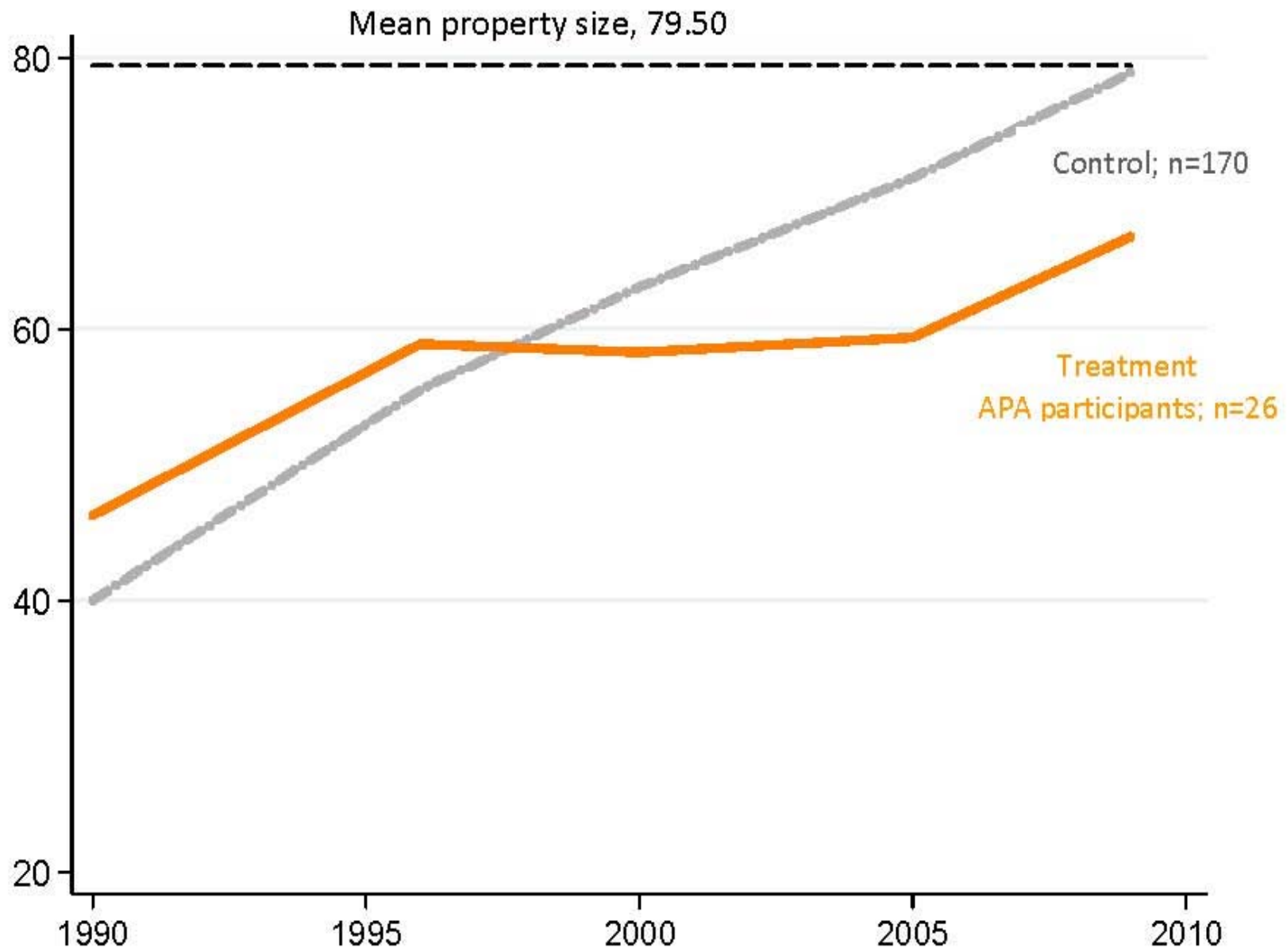
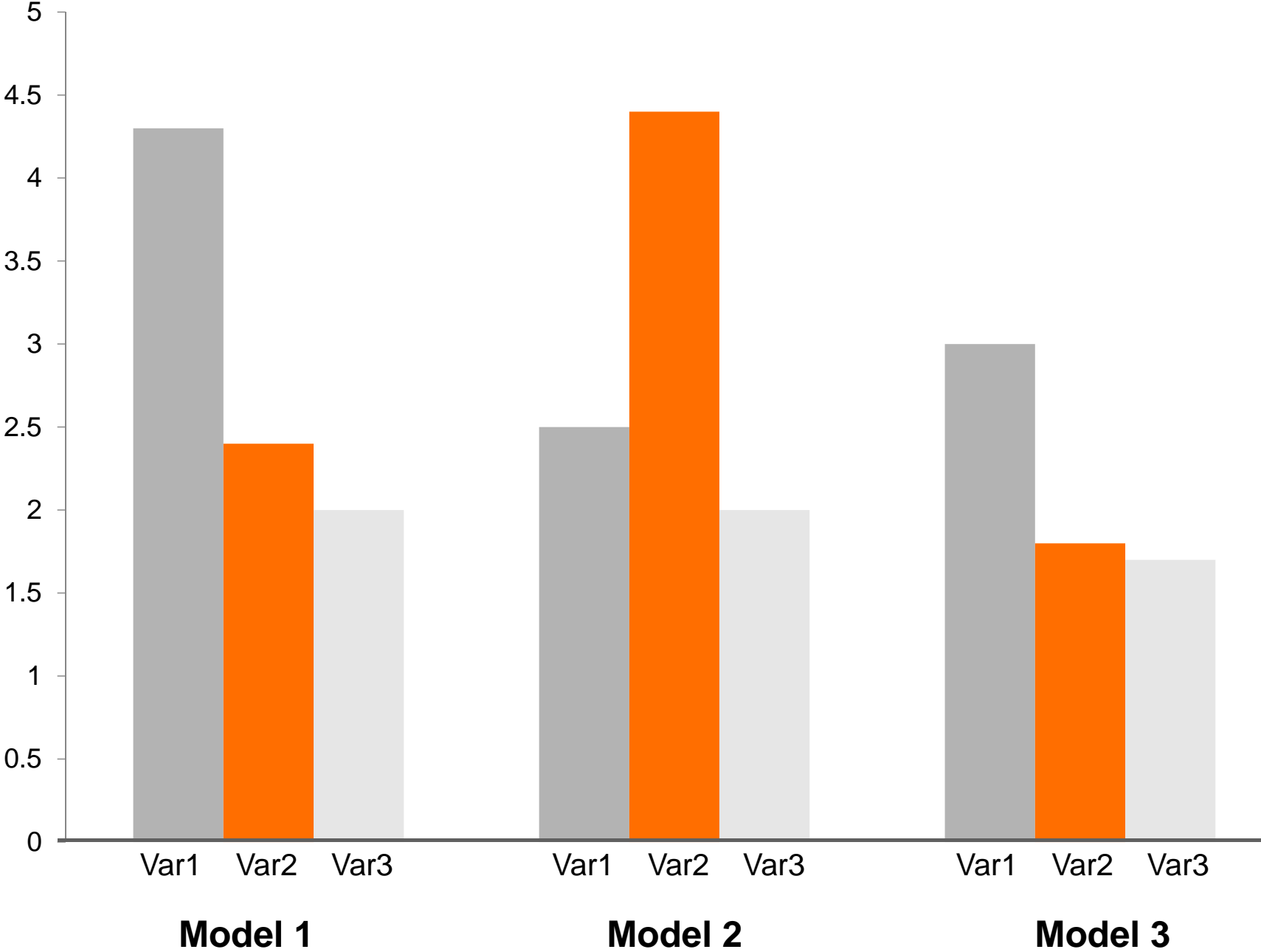


Table 3: Estimation results

	Income-OLS	Income-FE	Income-SGMM	Assets-OLS	Assets-FE	Assets-SGMM	Forest-OLS	Forest-FE	Forest-SGMM
Income	0.200 ^{***} (0.0713)	-0.307 ^{***} (0.0670)	0.0111 (0.0955)	0.335 ^{***} (0.0769)	0.359 ^{***} (0.0887)	0.251 ^{***} (0.0949)	0.00655 (0.0239)	0.0457 ^{**} (0.0182)	0.0169 (0.0190)
Deforestation	0.105 (0.134)	0.695 ^{***} (0.248)	0.511 ^{***} (0.178)	-0.244 [*] (0.145)	-0.287 (0.344)	0.103 (0.223)	0.866 ^{***} (0.0423)	0.165 ^{**} (0.0635)	0.718 ^{***} (0.0829)
Assets	0.191 ^{***} (0.0377)	0.192 ^{***} (0.0497)	0.194 ^{***} (0.0487)	0.466 ^{***} (0.0599)	-0.131 [*] (0.0670)	0.369 ^{***} (0.103)	-0.0109 (0.00936)	-0.0134 (0.0141)	-0.0115 (0.0126)
Lot_size	0.00252 (0.00187)	-0.00498 [*] (0.00262)	0.000324 (0.00228)	0.00802 ^{***} (0.00188)	0.0118 ^{***} (0.00351)	0.00642 ^{***} (0.00205)	0.00148 ^{***} (0.000542)	0.00138 [*] (0.000721)	0.00168 ^{***} (0.000624)
Time_city	0.00298 (0.00226)	0.00704 (0.00911)	0.00153 (0.00228)	-0.00648 ^{***} (0.00245)	-0.0214 [*] (0.0124)	-0.00689 ^{**} (0.00325)	0.000371 (0.000409)	-0.00348 (0.00250)	0.000637 (0.000480)
Year_cleared	0.0103 (0.00923)	0.0190 (0.0184)	-0.00223 (0.0108)	0.00509 (0.00943)	0.159 ^{***} (0.0249)	-0.00132 (0.0131)	0.000581 (0.00219)	0.00506 (0.00495)	0.00903 [*] (0.00489)
Slope	0.0154 [*] (0.00923)	-0.175 (0.337)	0.0133 (0.0111)	-0.0469 ^{***} (0.0155)	-0.773 [*] (0.454)	-0.0392 ^{**} (0.0174)	-0.00370 (0.00312)	0.244 ^{***} (0.0907)	-0.00284 (0.00458)
Migrate	0.00486 (0.00601)	-0.000778 (0.00908)	-0.00119 (0.00659)	-0.00482 (0.00946)	0.00503 (0.0123)	-0.00497 (0.0148)	0.00101 (0.00184)	0.000209 (0.00249)	0.000526 (0.00166)
Age	0.00359 (0.00418)	0.00352 (0.00528)	0.00152 (0.00539)	-0.00223 (0.00486)	0.00760 (0.00716)	0.00144 (0.00658)	0.000645 (0.00110)	-0.000137 (0.00145)	-0.000543 (0.00112)
Education	0.00135 (0.0321)	0.0289 (0.0262)	0.0171 (0.0284)	0.00510 (0.0280)	0.0292 (0.0354)	-0.00410 (0.0372)	-0.00680 (0.00578)	-0.00528 (0.00716)	-0.00481 (0.00679)
South	0.150 (0.105)		0.239 [*] (0.131)	-0.230 (0.156)		-0.239 (0.183)	-0.0337 (0.0235)		-0.0840 ^{**} (0.0393)
Family_size	-0.0111 (0.0100)	-0.00693 (0.0115)	-0.0155 (0.0107)	0.0721 ^{***} (0.0154)	0.0585 ^{***} (0.0151)	0.0793 ^{***} (0.0259)	-0.000153 (0.00203)	0.000484 (0.00315)	0.00104 (0.00193)
2000	0.285 ^{**} (0.134)		0.0766 (0.175)	-0.521 ^{***} (0.191)		-0.714 ^{***} (0.261)	0.0796 ^{***} (0.0277)		0.109 ^{**} (0.0419)
2005	-0.0712 (0.115)	0.0496 (0.0907)	-0.126 (0.0932)	-0.304 [*] (0.158)	-0.111 (0.121)	-0.424 ^{**} (0.199)	-0.00213 (0.0308)	-0.0249 (0.0245)	0.0241 (0.0246)
Observations	318	318	318	318	318	318	318	318	318
Hansen p-val			0.747			0.131			0.697
Diff-in-Hansen			0.904			0.404			0.864

Estimation Results



“ Any intelligent fool can make things bigger, more complex. It takes a touch of genius and a lot of courage to move in the opposite direction.”

-E. F. Schumacher, *Small Is Beautiful*