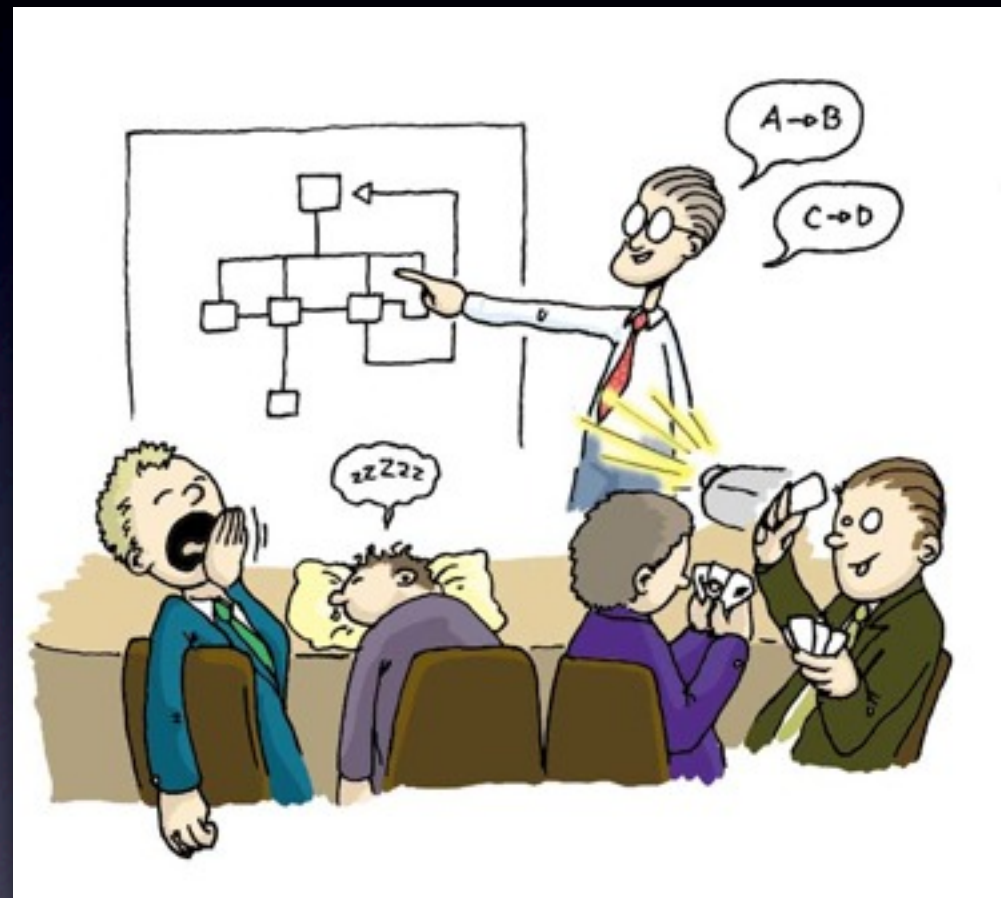


# CS 376

## Practicum in CS Presentations



Jason Leigh  
University of Illinois at Chicago

# Questions?

- How many of you hate public speaking?

# Questions?

- How many of you want to start your own business some day?
- How many of you want to manage a team of programmers some day?
- How many of you want to be able to work on your own ideas and projects someday?



“Jason, you may be a good programmer but it  
don’t mean beans if you can’t tell a good story!”  
- Tom Moher (1991)



# What Did Tom Mean By That?

# What Does Being Able to Present Well Mean?

- You can represent yourself confidently in all situations- both social and business.
- You come across as being more competent to your co-workers and boss(es).
- You can convince others (and your superiors) to adopt your ideas.

# What Does Being Able to Present Well Mean?

- You convince funding agencies / venture capitalists to give you \$ for your projects.
- You are invited to other meetings, parties and speaking engagements that result in greater opportunities.



# Disclaimer

- After this class you will **NOT** be giving the **PERFECT** presentation.
- A “perfect” presentation takes years of practice.
- But you will be **much** better than you currently are!

# Key Elements

- The Audience
- You
- The Presentation
- The Preparation
- The Venue

# Introduce Yourself Now

University of Illinois at Chicago

Sunday, September 26, 2010



# About Assignment I

- The Elevator Speech / Pitch

# Elevator Speech / Pitch



- Not just for elevators.
- In about 30 secs - 2 minutes get your point across clearly.
- Situations:
  - Promoting your skills
  - Pitching idea to venture capitalist or upper management
  - Summarizing the services you offer
- <http://www.youtube.com/watch?v=rbz25q0M9hU>



# Elevator Pitch Template

from Harvard Business School

- Who Are You?
  - Keep it short.
  - What would you most want the listener to remember about you?
  - Say your name slowly & clearly.
  - e.g. Hi, I am Steven Yap, I'm a software engineer at TalkAlot - a startup company in Illinois.



# Elevator Pitch Template

from Harvard Business School

- What Is Special About You?
  - State your value phrased as key results or impact.
  - This is your tag line.
  - Should allow the listener to understand how you or your company would add value.
  - E.g. TalkAlot is best known for our groundbreaking work in intelligent speech recognition. We received the Engadget award for best innovation in 2009.

# Elevator Pitch Template

from Harvard Business School

- Why You?
  - Show the unique benefits that you and/or your company bring to business.
  - Show what you do that is different or better than others.
  - E.g. Our product can intelligently understand speech from more languages than any other currently on the market. We believe that by embedding our technology into your product, you will be able to attract customers who have traditionally not been computer savvy.

# Elevator Pitch Template

from Harvard Business School

- What's your Goal?
  - Describe immediate goals.
  - Should be concrete, defined, realistic.
  - Include time frame- e.g. 1 year.
  - Should be apparent to listener what you are asking of him/her.
  - E.g. We believe this effort will take \$200,000 and a year to complete with a first prototype in 6 months. Is there an opportunity for us to work together?



# Evaluate These Pitches

- [http://www.youtube.com/watch?v=ILaxyp\\_kJUs](http://www.youtube.com/watch?v=ILaxyp_kJUs)
- <http://www.youtube.com/watch?v=fG7-wHfPUUI>

# Don't Forget Your Business Card!

Jason Leigh, PhD

李捷成      ジェイソン リー

Professor  
*Computer Science*  
*University of Illinois at Chicago*

Director  
*Electronic Visualization Laboratory*

spiff@uic.edu      <http://jasonleigh.me>



Additional Items:

- Address
- Phone Number

Free business cards: [Vistaprint.com](http://Vistaprint.com)



# Business Card Etiquette

- Order of events is usually:
  - Shake hands - “Hi I am Steve Jobs.”
  - Give card.
  - Repeat the other way.
- Don’t just stuff it in your pocket once you get the card.
- Look at it (with both hands) and appear thoughtful.
- In particular: read the name, title, and company.
- If in Asia, give and receive business cards with BOTH HANDS.





# The Audience



# The Audience

- First thing to ask: Who is the Audience?
- Are they experts like me? Are they complete novices? Are they both? Are they even Computer savvy?
- Your presentation must be at a level understood / appreciated / enjoyed by your audience.

# The Audience

- What is the size of the audience?
- Small means you have the opportunity to directly interact with them.  
E.g. ask them questions.
- Large means it is more like giving a speech.



# The Audience

- Connect with the audience:
  - Warm up to then with an opening and relevant joke if desired (optional).
  - Create the perception that you are looking at each and every one of them.
- Be constantly aware of the reaction of your audience. Are they confused, bored, excited, angry, happy?

# The Audience

- When speaking with slides, avoid having your back turned away from your audience for long periods of time.
- Your voice will naturally lower and you lose the connection with the audience.
- Rehearse in advance so you can stay focused forward toward the audience for the majority of the time.



# You





# You

- You've all experienced bad computer interfaces, poorly told stories, or confusing movies.
- Now **your body and your voice** is the user-interface between your audience, and the information you want to convey.

# Key Things To Keep In Mind about Your Body

- Your Body
  - Your Appearance
  - Eye Contact
  - Body Language
  - Gesturing
  - Physical Movement
  - Proxemics

# Your Appearance Matters

- The audience will size you up in a glance (7 seconds) before you've said a word!
- Your attire, race, age, sex, physical appearance are unfortunately all part of the equation.
- Goal is to establish initial credibility.
- With **poor** initial credibility you need to work hard to first regain it before the audience will accept your message.



# Sizing Someone Up In An Instant



Steve Jobs, CEO Apple



Steve Ballmer, CEO  
Microsoft

Should I look casual? Do I wear a tie?

# If in Doubt Business Casual

- Men
  - Dress pants.
  - Long-sleeved collared shirt.
  - Dark socks.
  - Matching belt and shoes.
  - Jacket.
  - Ties are optional.
  - Handkerchief (men are slobbs!)





# If in Doubt Business Casual

- Women
  - Business skirt or pants.
  - Button down shirt, turtleneck, or sweater.
  - Flats, ankle boots, or pumps.
  - Blazer or vest is appropriate.





# Body Art



- 42% of managers said their opinion of someone would be lowered by that person's visible body art.
- 44% of managers said they had tattoos or body piercings in places other than the ears.
- 81% of respondents think piercings in places other than the ears are unprofessional.
- 76% of respondents believe visible tattoos are unprofessional.
- Sources: Careerbuilder and Vault.com

# Body Art



- At the workplace you are not guaranteed First Amendment rights to freedom of expression.
- 50% of people in their 20's have tattoos [American Journal of Dermatology]
- Appropriateness of tattoo depends on the company.
- E.g. Apple Store - OK; Law Offices - Not OK
- Some companies have a section on Body Art in their Dress Code.



# Your Body Language Also Matters

- Most of the time you are unconscious of it.
- More than 50% of communication is non-verbal.
- Your body amplifies the impact of what you have to say.



# With Body Language You Want to Convey:

- Confidence but not arrogance.
- Sincere energy and enthusiasm.
- <http://www.youtube.com/watch?v=lwP0fVu8q4M>
- <http://www.youtube.com/watch?v=YUeM6FBInfw>
- True belief in what you are saying.
- Interest in the audience.

# Body Language

- Even though you may not intentionally mean anything by it, your audience may interpret your body language in a variety of ways:
- Arms crossed - defensiveness, anger.
- Leaning on podium - front lean, side lean.
- Hands in pockets - nervousness.
- Hands on hips - perhaps aggression.
- Hands lowered in front - perhaps submissive.
- Hands in back - apprehension.





# Eye Contact

- I already mentioned that you should try to maintain eye contact with the audiences.
- Be careful not to stare at the slides for too long, forgetting your audience.
- Turn your head to establish eye contact rather than move your eyeballs.
- For even larger audiences turn your body too!
- Moving your eyeballs makes you look “shifty”.



# Gesturing

- Gestures can add flair to your delivery.
- But keep them natural.
- Use them deliberately to emphasize a point.
- Not all audience members will interpret your gestures in the same way.
- Avoid gestures out of habits: jingling coins in your pocket, fiddling with pen, watch, ring.
- <http://www.youtube.com/watch?v=6MeI1rCkf0E>

# Physical Movement

- Move as much as necessary to invigorate your speech but not so much as to confuse or distract the audience.
- If speaking from podium, unless the mic is attached to it, try to come out from behind it part of the time to engage the audience.
- If behind podium avoid grabbing the sides or top tightly. Grip adds tension to your body.

# Proxemics

- Relates to how close you are from your audience.
- Closer helps you communicate intimacy or immediacy.
- Useful for trying to make a connection with very large audiences.
- But don't violate their personal space.



# Your Voice Matters

- Volume
- Tone
- Rate of Delivery
- Pausing

# Volume

- Project your voice by pushing air out of your lungs with your diaphragm.
- It's sometimes difficult to gauge whether you are loud enough- you need someone to tell you.
- Vary volume throughout to help you emphasize your message and to keep your audience awake.
- Sometimes quiet emphasizes a message too.



# Tone

- High pitched tones are generally easier to hear.
- Vary pitch naturally to help you add emphasis to your message and to help keep your audience awake.

# Rate of Delivery

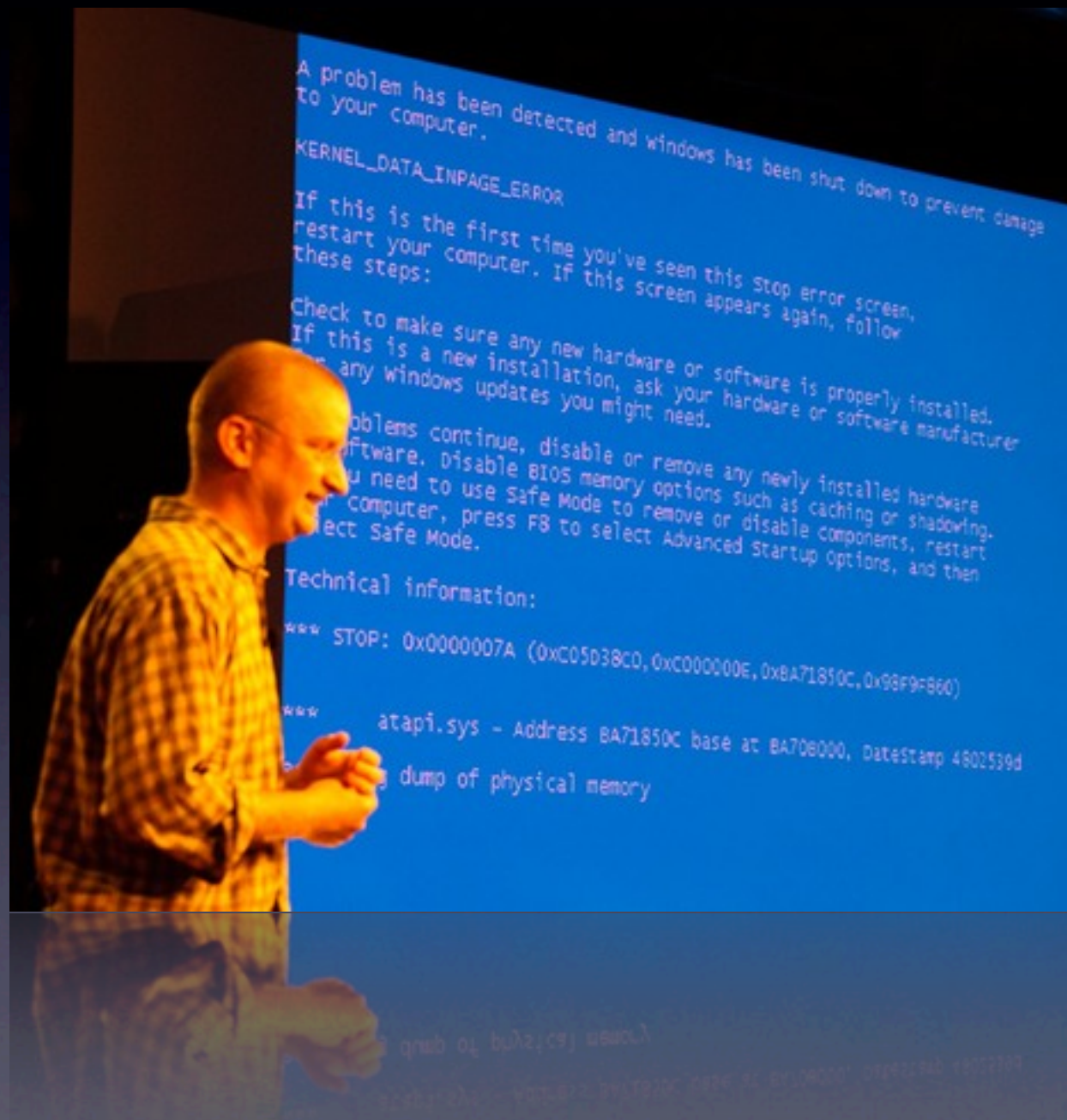
- First time or young speakers tend to always speak way too fast.
- Vary delivery speed to keep your audience awake.
- There are reasons why politicians speak slowly:
  - to give them time to think about their message and choose the right words.
  - to make sure the audience can hear and interpret the message correctly.



# Pausing

- Gives you time to collect your thoughts.
- Helps create a sense of importance.
- But don't pause all the time or the effect wears off.
- Best to fill a pause with silence rather than verbal fillers like “as you know”, “um”.
- Watch out for verbal tics like “um”, “ah”, “eh”, “you know”.

# The Presentation





# What Type of Story are You Trying to Tell?

- **Categorical** - Main points consist of separate topics that support the thesis.
- E.g. A presentation on how to give presentations.
- **Spatial** - Describes elements or events as they occur in space.
- E.g. Explanation of a trip from Earth to the Moon and back.

# What Type of Story are You Trying to Tell?

- **Temporal** - Telling of a sequence of events from beginning to end.
- E.g. What you did on summer camp.
- **Causal** - Explains the roots of a phenomenon or process.
- E.g. Explain how fossil fuel emissions contribute to global warming.



# What Type of Story are You Trying to Tell?

- **Comparison** - Present similarities & differences between competing items.
- E.g. Comparison between iPod and Zune.
- **Narrative** - The speech as story, with characters and plot.
- E.g. Someone's personal experience of getting lung cancer and fighting the insurance companies to get coverage.

# What Type of Story are You Trying to Tell?

- **Criteria** - Application - Presents topic as series of conditions that must be met in order for a conclusion to follow.
- E.g. Explain how US troops might be withdrawn from Iraq if certain criteria are met.



# Telling the Story

- Once you know the story you are trying to tell, you need to figure out how to tell it in the most interesting way possible.
- It is not simply a delivery of information.
- The audience must be made to care about your story.
- There must be a **payoff** for the time spent listen to you.

# Telling the Story

- For every slide ask yourself:
  - What is the point of each slide?
  - How does this add to the overall story I am trying to tell?
  - What are the segues between successive slides?



# Telling the Story

- Extra slides that are not used can go into a Slide Morgue that can be used during the Q&A session if someone asks for more detail.
- Use slides as notes, not as a book.  
i.e. avoid reading long passages.
- Don't forget to define your acronyms.  
E.g. TLA, WTF.

# How Many Slides?

- Stay on time. Going over time is discourteous to the next presenter and in many conferences you will simply get cut off.
- Aim to finish 1 minute before time runs out.
- 2 minutes per slide.
- If it takes more than 2 minutes then the slide is probably too dense.



# What to Put in the Title Slide

- Title
- Your name
- Your position
- Your affiliation
- Year
- Copyright

# Introduction Slide

- Sometimes you introduce your organization and / or the people who have worked with you on this project.
- Explain the problem / subject in a short concise statement.
- Explain why the problem / subject is important / worth paying attention to?



# The Outline Slide

- A lot of people do it. **Personally I skip it.**
- Most provide no useful additional information.
- E.g. This outline is a big waste of time:
  - Introduction
  - Prior Work
  - My Approach
  - Results
  - Conclusion

# Prior Work

- If you have time you should explain prior approaches to solving the problem you just introduced.
- Highlight their strengths & weaknesses.
- If possible, use a taxonomy to compare the approaches.

# Prior Work Comparison

- Perhaps illustrate the comparison in a table.
- Cite their work in brief, e.g.:  
[Leigh 1999 - University of Illinois]
- Add long/full citation to end of your slides.

TABLE 1  
COMPARISON OF CAPABILITIES OF TILED-DISPLAY MIDDLEWARE SYSTEMS

	<b>SAGE</b>	<b>Chromium</b>	<b>DMX</b>	<b>Equalizer</b>	<b>CGLX</b>
Support for multi-applications simultaneously	Yes	No	Yes	No	No
Support for non-OpenGL applications	Yes	No	Yes	No	No
Application Transparency	No	Yes	Yes	No	No
Supports Distance Collaboration	Yes	No	No	No	No
Platforms	Linux, Mac, Windows	Linux, Mac, Windows	Linux	Linux, Mac	Linux, Windows
Open Source	Yes	Yes	Yes	Yes	No



# Explain Your Approach

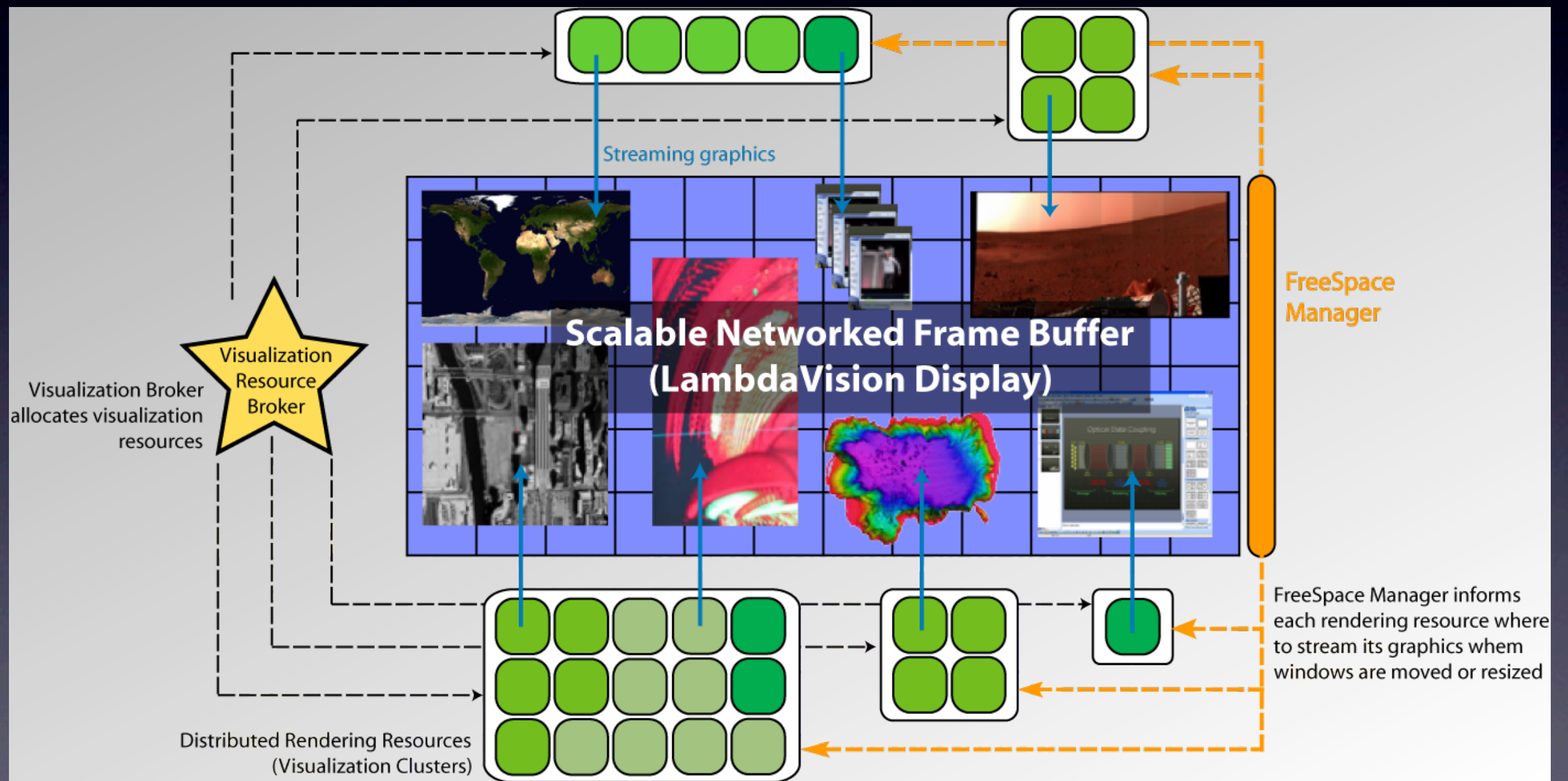
- Explain your approach in the context of prior approaches.

TABLE 1 COMPARISON OF CAPABILITIES OF TILED-DISPLAY MIDDLEWARE SYSTEMS					
	<b>SAGE</b>	<b>Chromium</b>	<b>DMX</b>	<b>Equalizer</b>	<b>CGLX</b>
Support for multi-applications simultaneously	Yes	No	Yes	No	No
Support for non-OpenGL applications	Yes	No	Yes	No	No
Application Transparency	No	Yes	Yes	No	No
Supports Distance Collaboration	Yes	No	No	No	No
Platforms	Linux, Mac, Windows	Linux, Mac, Windows	Linux	Linux, Mac	Linux, Windows
Open Source	Yes	Yes	Yes	Yes	No

# Explain Your Approach

- This is often where a diagram helps.
- E.g. a schematic of the steps involved in your approach.
- Or some kind of high level architectural diagram.
- It is also good at this point to show a short video demonstration.

# Explain Your Approach (Example)





# Proving Your Approach is Better

- Sometimes achieved through some kind of experiment, or sales figures, etc.
- You need to describe the experimental conditions.
- E.g. how many subjects were part of the study, what kinds of trials were run.

# Reporting the Results

- Use graphs rather than raw numbers to make it easier for audience to see the trends in the data.
- For each graph explain the fundamental discovery / finding that it illustrates.
- See graph slides later...

# The Concluding Slide

- Highlight the key points or discoveries in your talk - remind the audience of what the **payoff** was for listening to you.
- Show a web site where they can get more information and your contact info - leave it on the screen so people can write it down.
- Include a References slide with full citations.



# The Concluding Slide

- Don't end your talk with: “well uh that's it.”
- End with: “And that concludes my talk, if there are questions I'd be happy to answer them.”
- Rehearse the open and close of your talk multiple times!

# Answering Questions

- Repeat the question so that everyone in the room can hear.
- If you don't know the answer, just say so.
- If a question will take a lot of time to answer, tell them that you'd be happy to discuss this further after the talk.

- If a member of the audience insists you are wrong, avoid sparring with him/her. Try to take it offline.
- Know when and when NOT to stand your ground.
- If a member of your thesis committee is complaining, diffuse it by saying:  
“Perhaps you are right. I will give this some more thought.”



# Some Slide Layout Tips

- Goal is to maximize clarity and readability.

# Headings

- When headings extend longer than one line, use the line break like a short comma (pause).
- Example:  
Techniques for Turning your iPad into a Foosball Table
- Becomes:  
Techniques for Turning your iPad into a Foosball Table

# Fonts, Colors, Backgrounds

- Generally better to use dark backgrounds and light text- your eyes are stimulated by light, not dark.
- Use sans-serifed fonts. E.g. Helvetica or Arial.
- Use large enough fonts that are readable from the back of the room.
- Only way to tell is to stand at the back of the room and look.



# Use of Color

- Use **colors** to help you highlight key terms but **don't over do it!**
- Choose colors with good contrast against background.
- Just because it looks ok on your monitor doesn't mean it will look ok on the projector.

**Red on Black - BAD**

**Yellow on Black - GOOD**

**Green on Black - GOOD**

- Do not limit yourself to Skittles Colors.
- Your computer has over 16M colors to choose from.
- Avoid using pure 255,0 values.  
E.g. 255,0,0 = RED
- Add some green to all colors. Green is where all the luminance comes from.
- BLUE (ouch!)      BLUE+GREEN (better)

- Also keep in mind color blind audience members.
- Use Color Oracle  
<http://colororacle.cartography.ch/>



# Formulas

- If you put up a formula you better explain it- not just what the symbols are but what the formula tells you at a high level.
  - E.g.  $F = m a$
  - Explanation: “The force of a moving object is determined by its mass and its acceleration”
- Beware: Pages of formulae will lose people.

# Pictures and Video

- Use pictures to help illustrate your idea - not to make your slides look “pretty”.
- Make sure the movie plays smoothly on the hardware you will be using.
- Trim the movie to show what is important rather than manually skipping through a larger movie.
- Movies should be configured to only start when you click on it.

# Pictures and Video

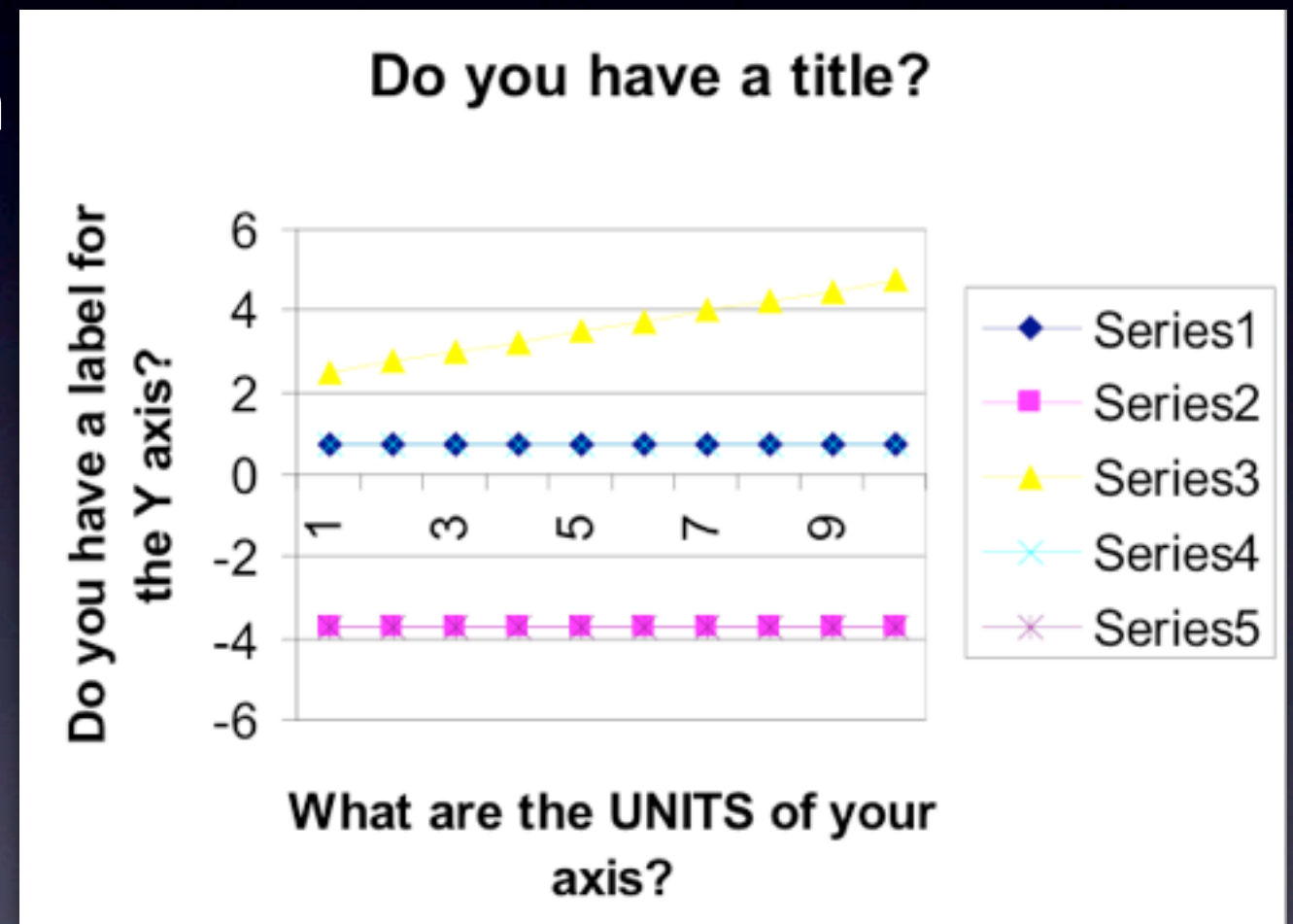
- If possible speak over video, rather than use the audio track.
- If you must use audio track, test it on the audio system in the presentation room.
- Sometimes good to show video twice- at the beginning AND at end of a talk.



- Animation can be used to clarify diagrams, showing flows or transitions between states.
- More often its over-used.
- Be very careful using cutesy animation sequences in serious presentations.
- Don't go crazy with slide transition effects!

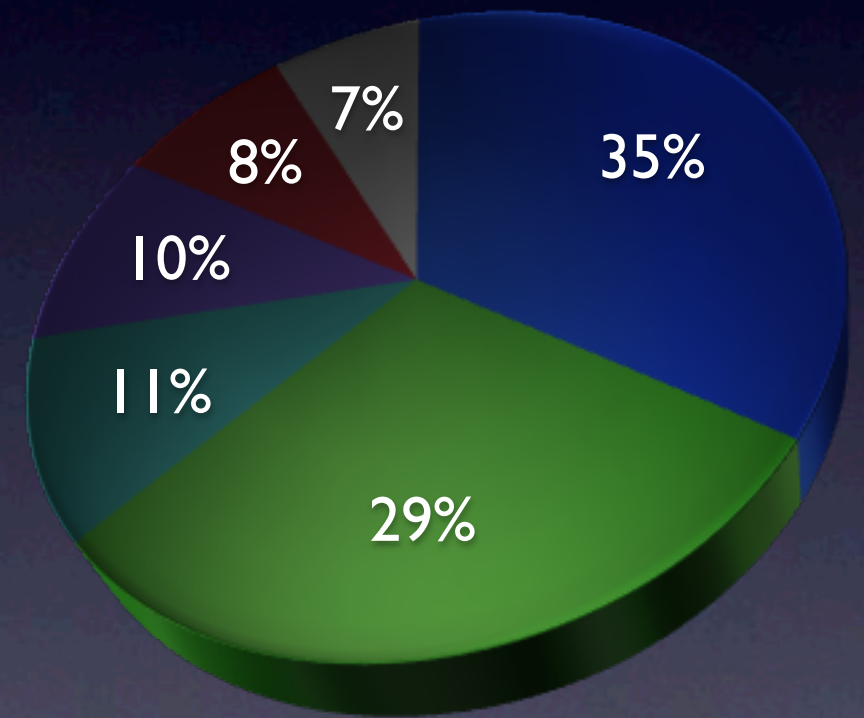
# Graphs

- Make sure graph lines and glyphs are easily visible from back of the room- both in terms of size and color.
- Microsoft's default graph coloring ISN'T always the best.
- Make sure there are units.
- Make sure you numbers don't have extraneous significant digits.



# Graphs

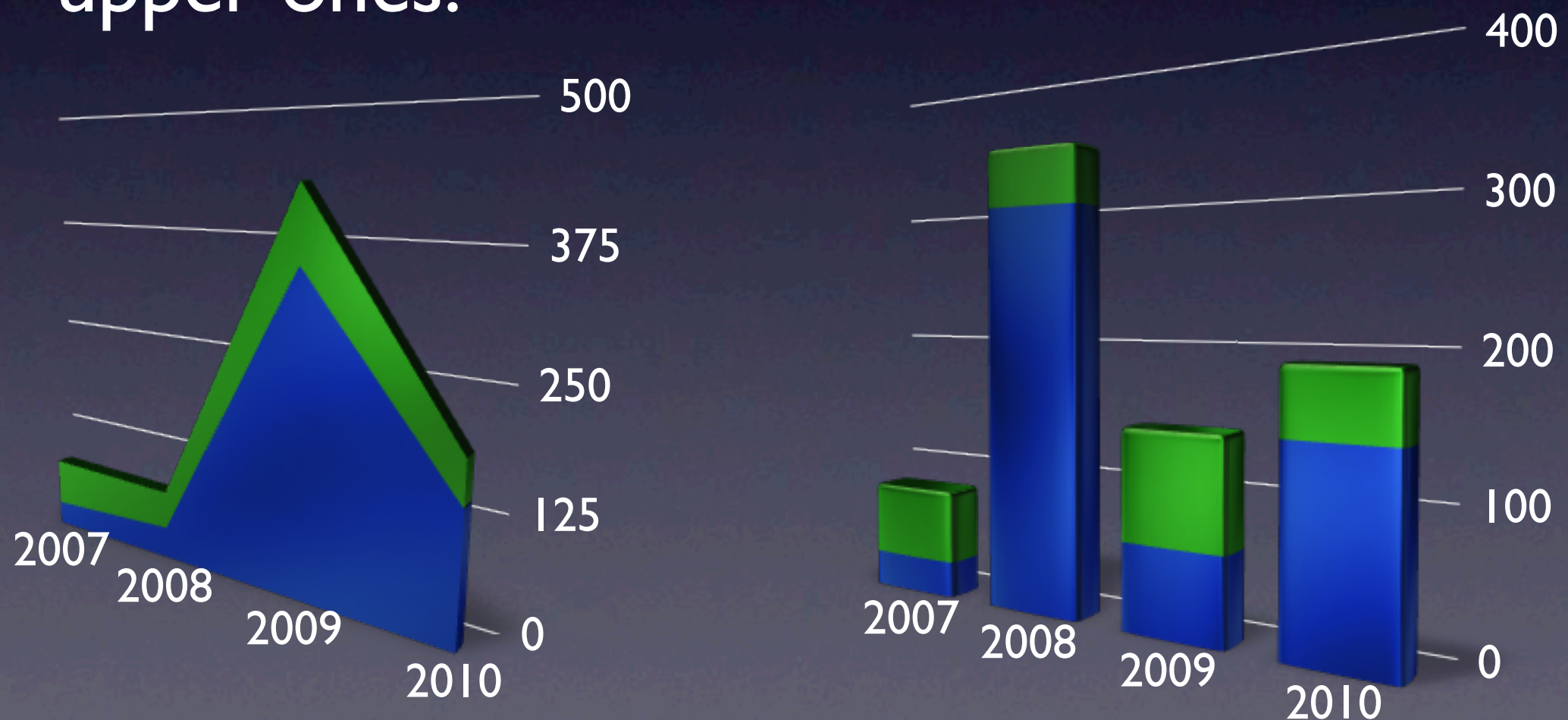
- Avoid 3D charts & graphs – they look pretty but make it harder to compare data & are often used to deceive viewers.
- 29% looks bigger than 35% !!!!
- Make sure your pie chart adds up to 100%. Sometimes presenters lie by eliminating a category.





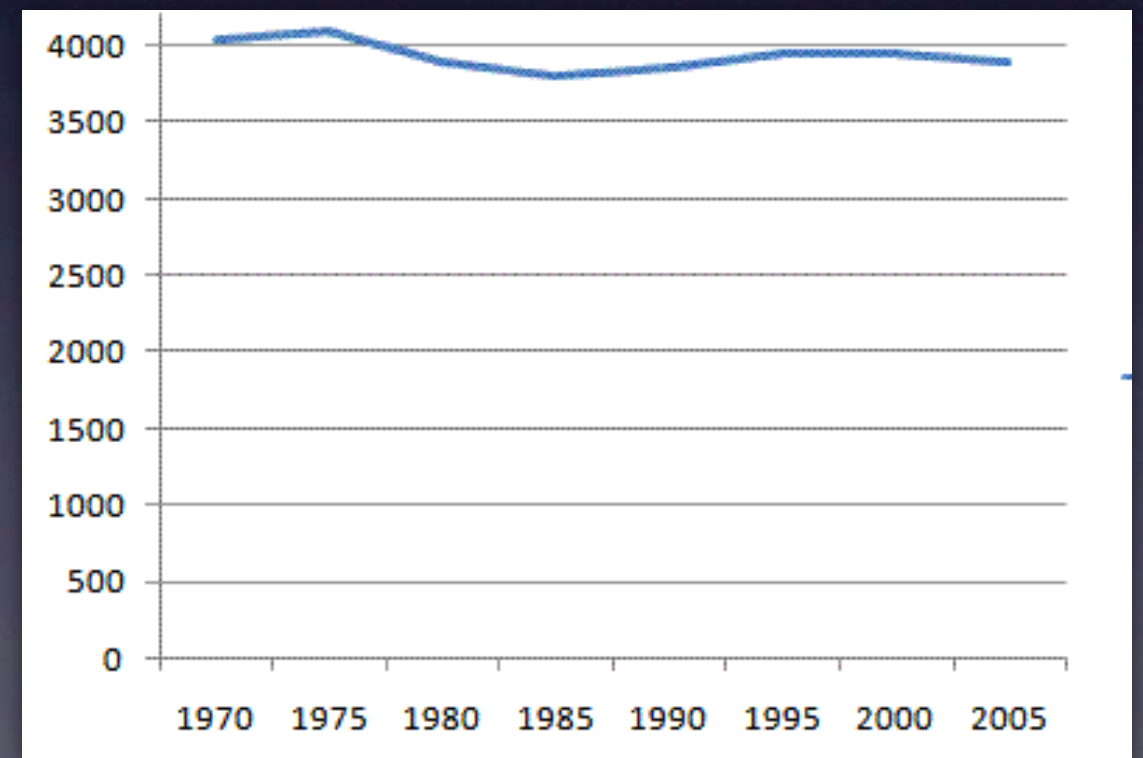
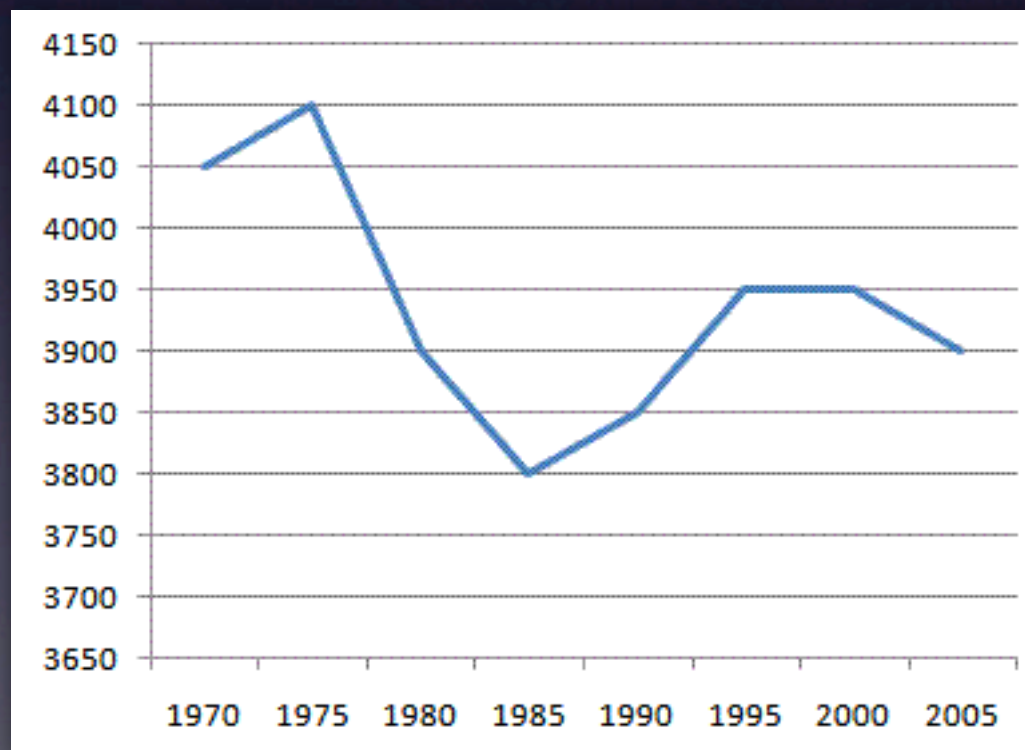
# Graphs

- In a stacked bar or area chart, the fluctuations in the lower data series will enhance and exaggerate the peaks in the upper ones.



# Graphs

- Vertical axis should start from zero if possible. Otherwise it can also deceive the viewer.

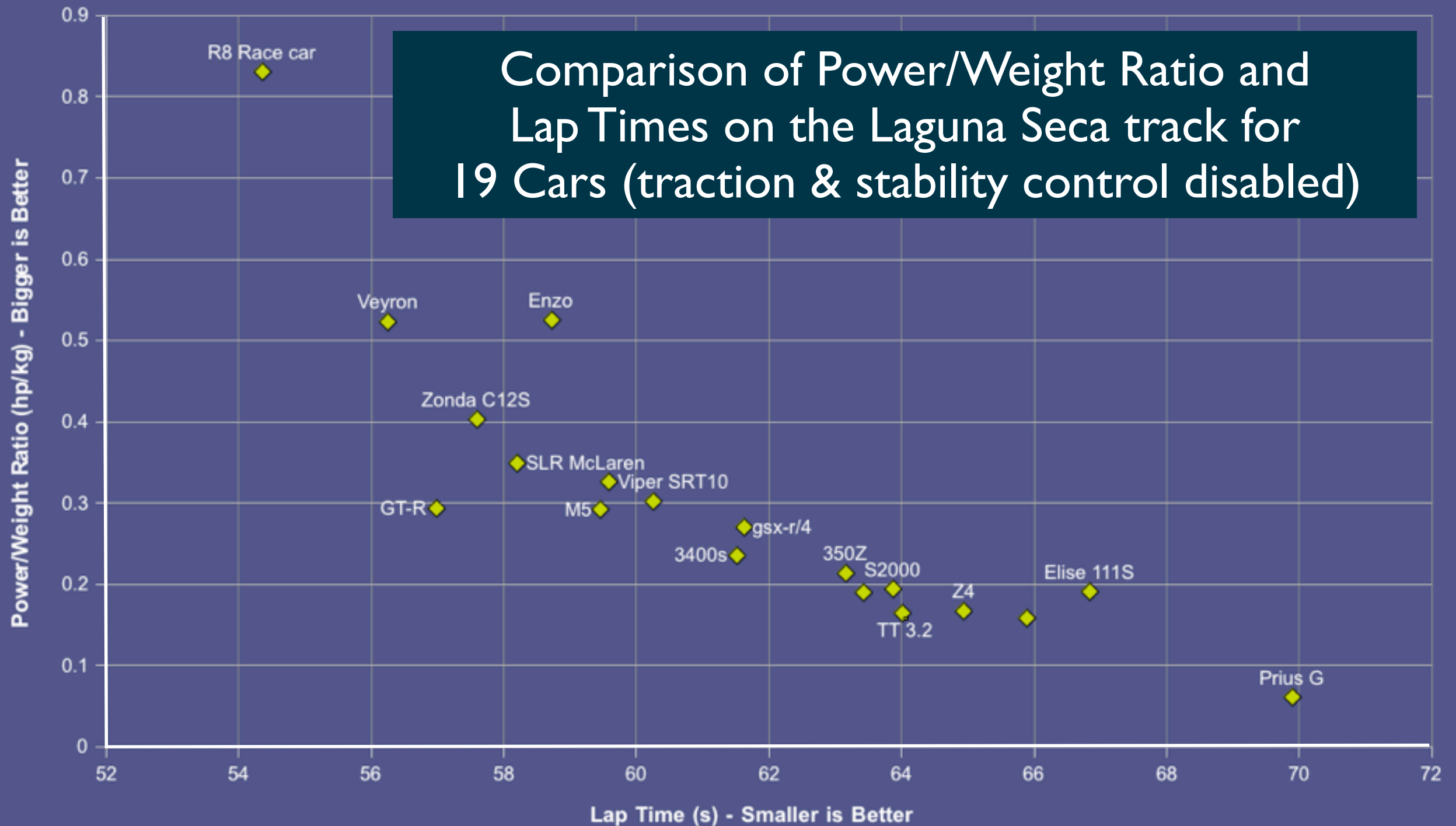


# Graphs

- Put a conclusion at the bottom of each graph.
- Viewers need time to interpret the axes of the graph and then interpret the data in the graph.
- So take the time to explain the graph e.g. explain the axes.



# Comparison of Power/Weight Ratio and Lap Times on the Laguna Seca track for 19 Cars (traction & stability control disabled)



You achieve the best lap time with cars that are lighter and more powerful.

# Tables

Highlight important info in tables. The table on the right is very hard to read. The ones below are easier to read.

A	B	C	D	E	F	G	H
2	Y	N	N	N	N	Y	N
3	Y	N	N	N	N	Y	N
4	N	N	N	Y	N	N	N
5	Y	Y	Y	N	N	N	N

A	B	C	D	E	F	G	H
2	Y	N	N	N	N	Y	N
3	Y	N	N	N	N	Y	N
4	N	N	N	Y	N	N	N
5	Y	Y	Y	N	N	N	N

A	B	C	D	E	F	G	H
2	Y	-	-	-	-	Y	-
3	Y	-	-	-	-	Y	-
4	-	-	-	Y	-	-	-
5	Y	Y	Y	-	-	-	-

# Tables

- The results should not show greater accuracy than the original measurements. Don't let Excel etc add on extra digits.
- The numbers should only show enough precision for the audience to see the trend – more digits can obscure that trend.
- All related data in a table should have the same number of significant digits.
- Choose a text alignment (left, center, right) that makes it easy for the audience to see the trends in the data.



# The Preparation



# Preparation Check List

- Brainstorming the presentation
- Rehearsal
- AV Tech Check
- Backups



# Brainstorming

- Use a Mind Map
  - First splatter the ideas and pieces of information out without organizing them.
  - Then organize them toward the type of story you are trying to tell.
  - Create hierarchies to lump things that should be told in sections.
  - *Freemind* is multi-platform and free!



# Rehearsal

- If you do not rehearse your talk then your presentation becomes your first rehearsal.
- Rehearsals should be as realistic as possible.
- Most of you will need at least 2 rehearsals-one to establish timing.

# Rehearsal

- When rehearsing speak aloud- not just read the slides silently in your head.
- The timing of reading text in your ahead vs aloud is very different.
- Rehearse the opening, closing, and segue's.
- Rehearse the demo as well.

- Add 1 more rehearsal the morning of the presentation day.
- Rehearse the opening and closing several times while you are driving into the meeting.



# Audio/Visual Tech Check

- If you are using an overhead projector, DVD player, or have audio in your presentation, you need to do tech check.
- Minimum of 1 hour before talk. At conferences it's usually the day before.
- Tech check- show talk in full blown form, checking to make sure fonts, colors, are readable given room size and lighting.
- Check that movies play properly, and audio is at right level.

# Backups

- Inevitably something will fail and you need a backup.
- You need backup of slides (e.g. thumbdrive, paper handouts for small meetings).
- You need a backup for your demo.

# Backups

- You need backup for if your computer fails entirely.
- You need backup for if your movies or audio fails to play correctly.
- <http://www.youtube.com/watch?v=yoqh27E6OuU>



# The Venue



# Types of Venues

- Conference Presentation - 10s / 100s / 1000s of people at a time
- Board Room Presentation - < 12
- Demonstration / Booth Presentation - 5-ish
- Poster Presentation - 3-ish
- The Elevator Speech - 1-2
- The Conference Reception - 1-5
- The Video Presentation - Millions



# Conference Presentation



- 10s / 100s / 1000s of people at a time.
- Keeping on time is critical or you will be yanked off.
- Slides usually need to be submitted ahead of time.
- Usually questions handled after the talk.
- There is usually a speaker prep room where you can test your slides and rehearse.



# Conference Panel



- 10s / 100s / 1000s of people at a time.
- Each speaker given about 5 minutes to give their position statement.
- Generally no slides.
- Then open discussion between audience and panel.

# Boardroom Presentation



- Usually no more than a dozen.
- Increasingly will involve a phone conference or video conference.
- Often slides are shared ahead of time.
- Questions will typically come during the talk.
- May need business cards.



# Booth Demo



- Handful (< 5)
- You must quickly gauge the level of your audience and adapt.
- You must actively attract the audience to come see your demo.
- You have a brief moment to keep their interest.
- Demos last at most 5 minutes and you will be doing them from 9-5 for 3-5 days.
- Noise level is very high.
- Audience will ask for printed material if interested.

<http://www.youtube.com/watch?v=hNG45LrM424>



# Poster Session



- ~3 at a time.
- Like a demo except more technical.
- Noise level is also very high.
- Listeners often stay longer than demos.
- Some may just read the posters and ignore you.

<http://www.youtube.com/watch?v=CFiWW73Qu2Q>



# Conference Reception



[http://www.youtube.com/  
watch?v=6uLehifFiCw](http://www.youtube.com/watch?v=6uLehifFiCw)

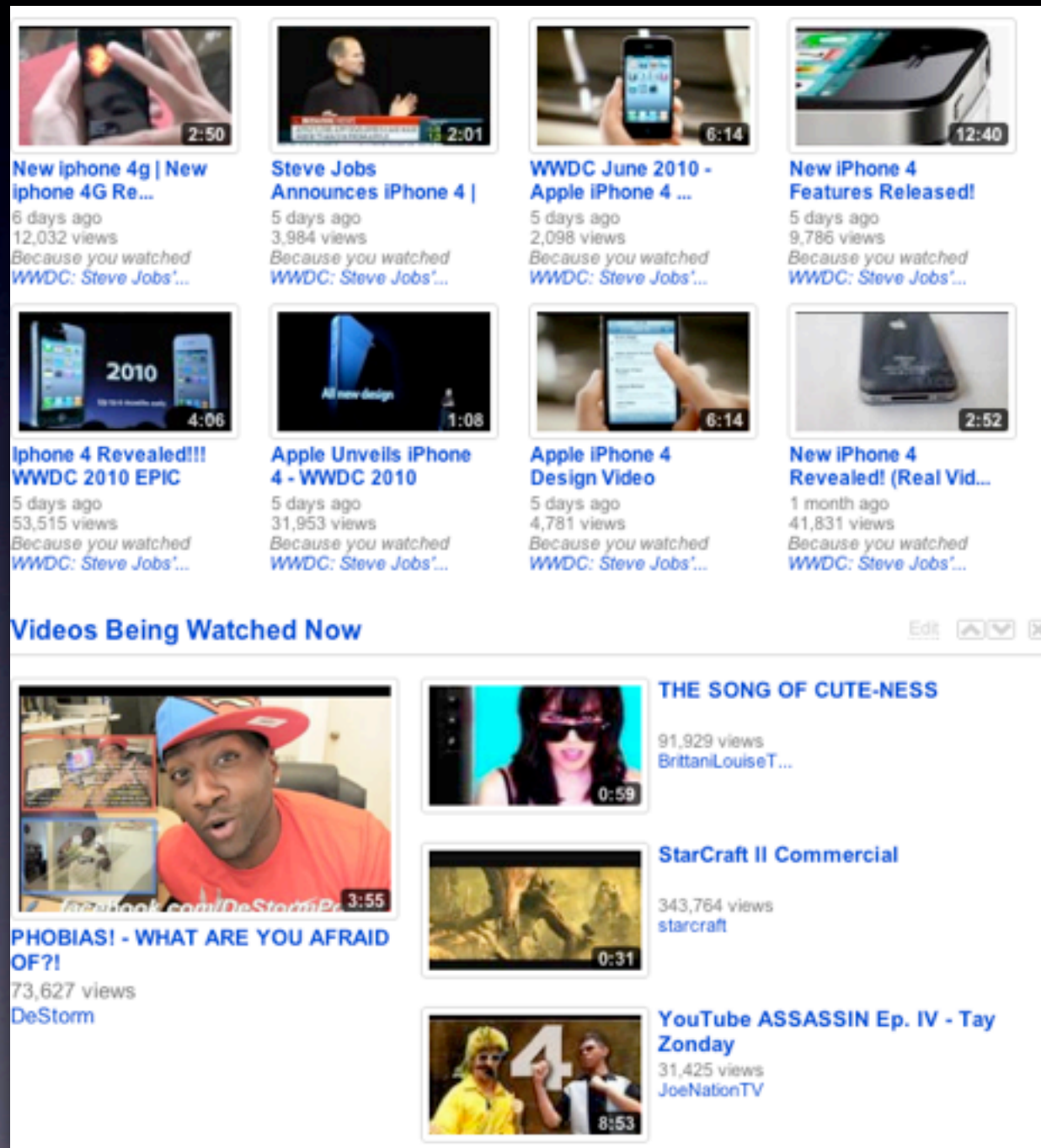
- 1-5 at a time.
- You will need your elevator speech prepared.
- Don't just talk. Listen too and find out what the other person does.
- Do not answer a question with just Yes/No.
- Do not ask a question that only requires a Yes/No answer.
- Have your business card ready.

# Additional Tips

- Lighting in the venue is not always optimal.
- Dim lights are better for slide viewing but put audiences to sleep.
- Dim lights near slides but leave lights on for audiences.
- Use a mic when possible- especially a clip on so you are free to move AND can be heard.



# Video Presentation



- Strive for 5 minutes MAX!
- Much harder to do than regular slide presentations- assuming you are trying to do them well.

# Start With The Script

- Brainstorm a script with a Mind Map.
- Write a 5 minute script as short paragraph segments.
- Read the script aloud to make sure it is not a tongue twister.
- Record each short paragraph separately and multiple times so you can select from the best segments to edit together.
- Record in a sound proof room if possible, else use background noise removal.



# The Script

- Make sure audio levels do not exceed range and therefore 'clips'.
- If you are on camera talking then you will need to do multiple takes until you capture one you like.
- Usually best to read from cue cards.
- For narration it is generally best to use someone with some voice talent- like James Earl Jones.

# The Visuals

- Make a shot list for each segment of script.
- Record video, screenshots, screen captures from shot list.
- Record in as high resolution as possible (1080p).
- Keep a 10% “video safe” zone around video window for titles and 5% for action.





# The Visuals

- When recording video with a camera make sure:
  - to use a tripod and/or steady-cam.
  - lighting is good.
  - the camera has been white balanced.
  - there is no trash in the background.
- <http://www.youtube.com/watch?v=NBO4X0n8hQ0>

# The Visuals

- Steady Cam:
- <http://www.youtube.com/watch?v=D0WGUkzTFJM>
- <http://www.youtube.com/watch?v=4jlilhAUVKw>
- Panning:
- <http://www.youtube.com/watch?v=Fj6fMcJI8aA>
- Pole Cam:
- <http://www.youtube.com/watch?v=p2xZKi4p37c&NR=1>



- Lighting:

<http://www.youtube.com/watch?v=gkUqBJoxZ-I>

- For continuity make sure the same person is facing the same direction between shots.
- Audiences are conditioned to seeing people at horizon level.

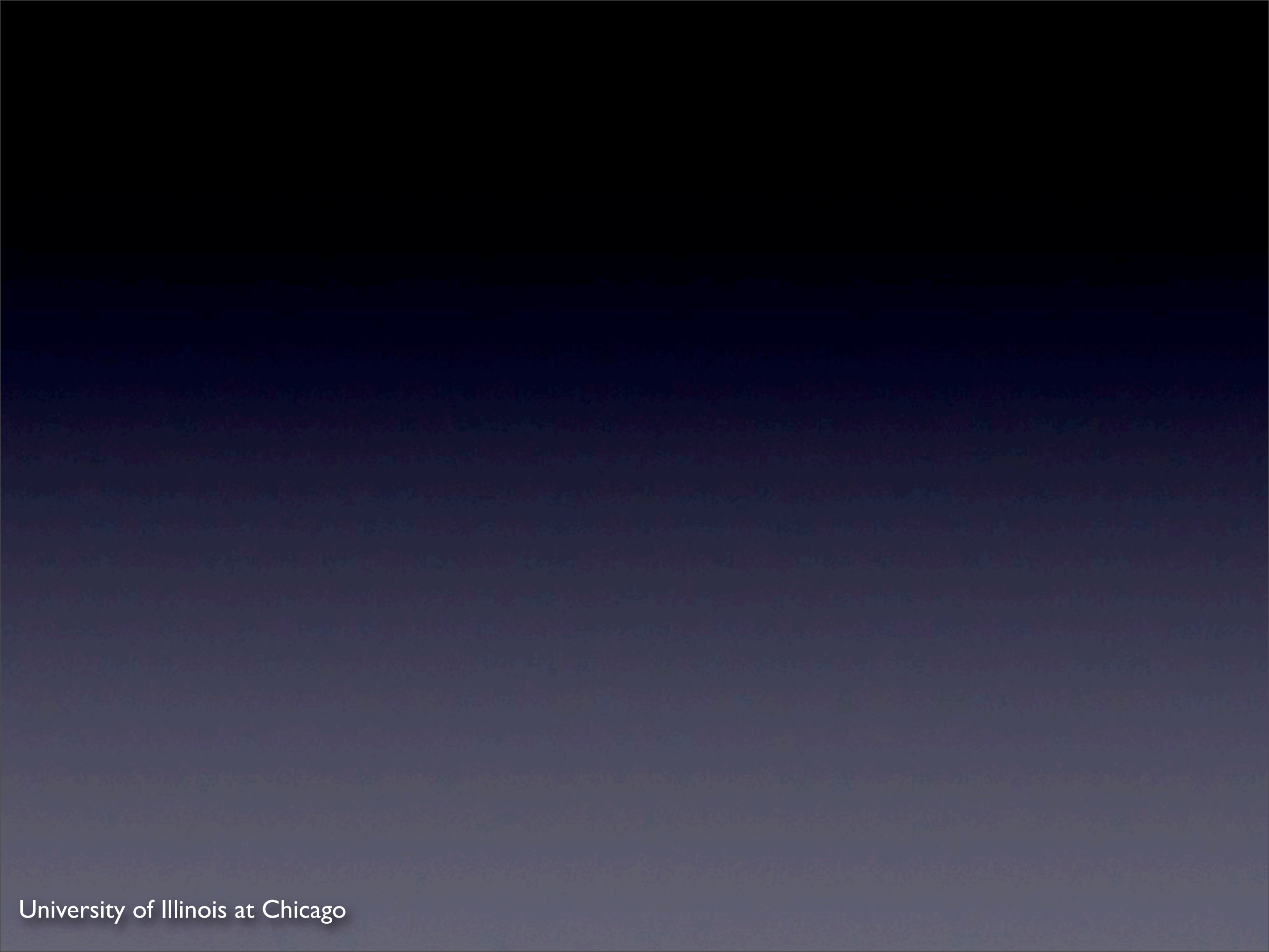
# Editing the Pieces Together

- Lay down the audio track first.
- The audio sets the pace for the visuals.
- Make sure all audio segments are at a consistent audio level.
- If adding background music track, make sure it doesn't drown out the dialog and the video audio.



# Editing the Pieces Together

- Insert the video segments to match the audio segments.
- Transitions *within* a subject are done with cuts.
- Show passage of time through dissolves.
- Show transition between subjects with wipes.
- Today, almost everything is done with fast cuts.



University of Illinois at Chicago





# Title and Credits

- Keep titles short (10-20 seconds max).
- Include: title, date, your name, your affiliation, your contact info (e.g. web page).
- End credits: your contact info, acknowledgments to people who helped and funding agents.



# Tools

- Audio recording & editing: Audacity
- <http://audacity.sourceforge.net/>
- Video editing: iMovie (Mac), Movie Maker (Windows)
- <http://www.windowslive.com/desktop/moviemaker>
- Google YouTube for tutorials of above.
- Titles, still slides: Keynote (Mac), Powerpoint (Windows)

# Tools

- Screenshots: Capture Me (Mac), CamStudio (Windows)
- <http://www.chimoosoft.com/products/>
- <http://camstudio.org/captureme/>



# Video Examples

- Good Examples:
- Johnny Lee:
  - <http://www.youtube.com/watch?v=Jd3-eiid-Uw>
- Google Mobile Apps:
  - <http://www.youtube.com/watch?v=y3z7TwIKI7A&feature=channel>
- Articulate:

# Sample Script

- Title screen
- (I3s) Articulate is a methodology that uses natural language to interact with visualizations. It is part of Project Lifelike- a research initiative to provide a more natural alternative for interacting with computers.
- (I4s) As computing becomes more accessible through the Internet, and more recently mobile phone applications, there is renewed interest in organic and seamless ways to harness the power of this technology. Human speech is a promising and attractive approach.
- (I4s) Articulate is a system that applies natural language processing and machine learning techniques in the area of data visualization and analysis. Its goal is to automatically translate natural language queries into meaningful representations of data.



# Sample Script

- (4s) The following demonstration of Articulate illustrates the concept.
- (29s) Articulate incorporates a natural language parser with machine learning algorithms to translate spoken language. The user's input sentence is parsed into a syntactic tree tagged with part-of-speech labels, from which a feature vector can be extracted to represent the query. Based on this set of features, a supervised learning algorithm identifies the intended visual analytic task which is used to guide a graph generation algorithm in determining the appropriate visualization to present to the user.
- (18s) Although the visualizations depicted are relatively simplistic, the ultimate goal is to allow users to employ advanced visualization techniques without the burden of first having to learn a complex or cumbersome user interface. Articulate is a step towards a time when computers will understand the user's intentions as naturally as other humans do.
- Credits

# Sample Shot List

- 10s - Titles
- 13s - Video of someone talking to avatar on big wall- show astronaut demo
- 14s - Over the shoulder shot of someone using iPad and doing google.
- 14s - Show Articulate running on the Big Wall.
- 30s - Show screen capture of Articulate.
- 29s - Show example of a given sentence and how it gets decomposed.
- 18s - Show tiled wall demo with lots of graphics
- 20s - Credits



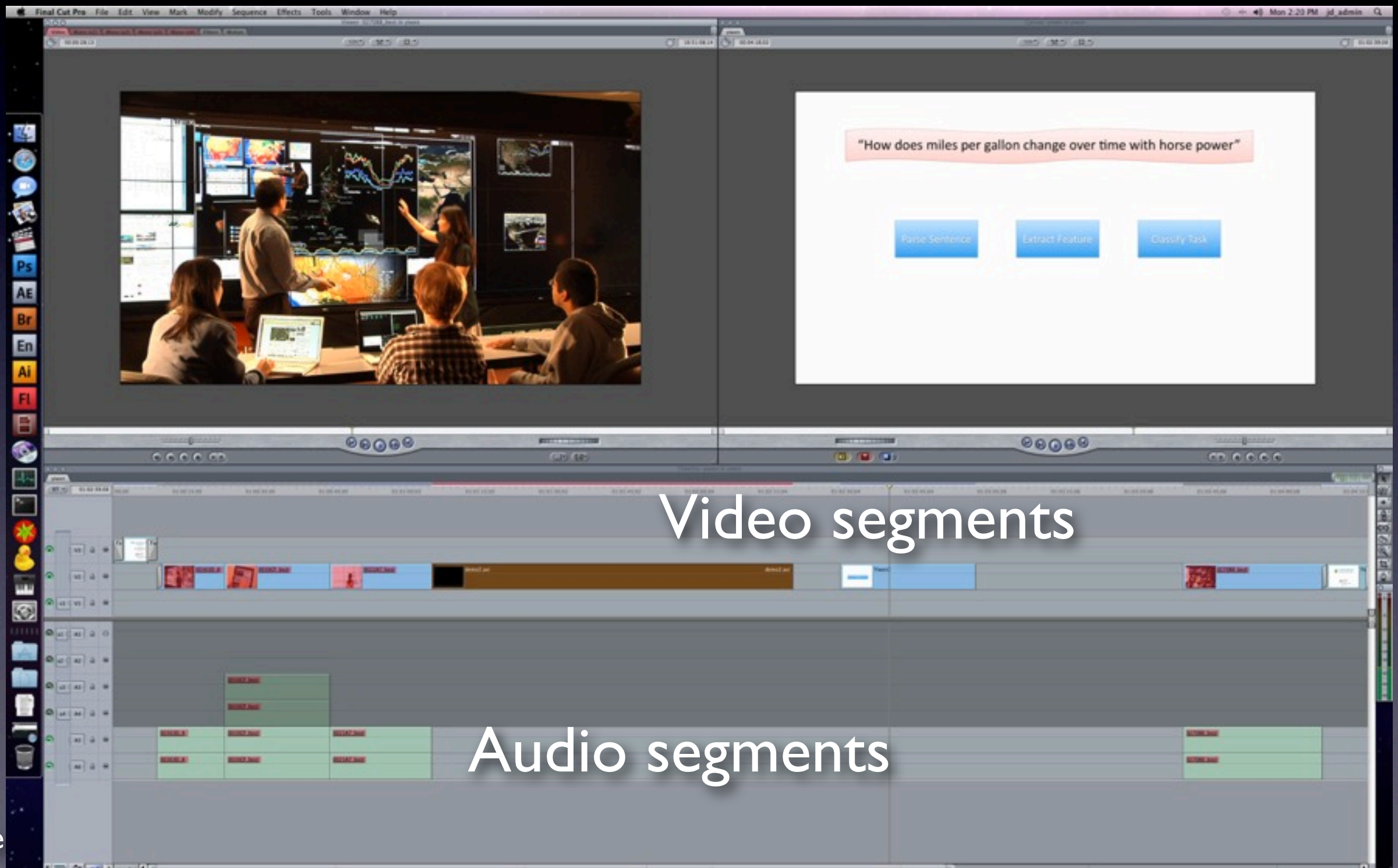
# The Video Shoot



University of Illinois at Chicago

Sunday, September 26, 2010

# The Editing





# The Final Video

<http://www.youtube.com/evltube#p/u/I/VICFRv4Q8bk>

- Good Example:
- (3 minutes)



- Good Example:
- (3 minutes)



- Bad Examples:
- (4.5 minutes)
- <http://www.youtube.com/watch?v=9oVU0OW2h38>
- Really Bad Example:
- (10 minutes!)
- <http://www.youtube.com/watch?v=7DfQySk7IzQ>



# One Last Example

- First watch this through to enjoy the story.
- Then watch it to watch the techniques used. Cuts/Dissolves/Camera work/Narration/Music
- The Majestic Plastic Bag:
- <http://www.youtube.com/watch?v=GLgh9h2ePYw>

# Understanding Body Language

CS 376

Jason Leigh  
University of Illinois at Chicago



- Foundation of effective body language has to be honesty.
- If you don't believe the message you're delivering, if you don't genuinely care about the people you're trying to motivate or serve, or if you personally wouldn't buy the product or service you are selling, at some point your body cues will leak the truth.



- But sometimes even when you are being honest you might still be conveying the wrong message.
- To change your body language you first have to be aware of what you are unconsciously doing.
- A video camera is in fact your best tool.





- 7 seconds to make a positive first impression.
- Once someone has labelled you mentally, everything else you do will be viewed through that filter.
- Non verbal cues have more than 4 x the impact on the impression you make than anything you say.



# The 5 C's

- Body language needs to be interpreted in **Context**
- Signs need to be viewed in **Clusters**
- Evaluated for **Congruence**
- Assessed for **Consistency**
- Filtered for **Cultural** influences





# Context

- Body language needs to be considered in the Context of the situation.
- E.g. Someone is seen sitting, hunched over and rubbing their hands
- What does this mean?



# Context

- Perhaps the person is nervous or in distress.





# Context

- Or, if it's cold, the person may simply be cold.
- The **Context** is: the room is cold.
- King Charles I was beheaded in 17th Century.
- On the way to the beheading it was cold.
- He requested a waist coat so onlookers did not mistake his shivering for fear.



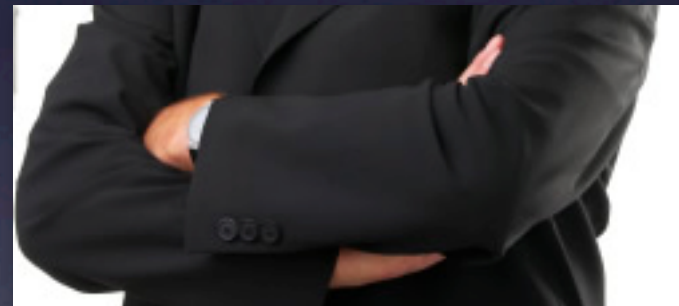
# Clusters

- Gesture Clusters - a group of movements, postures, actions that reinforce a common point.
- Do not assume any one gesture has any meaning until you see 2 corroborating gestures.





E.g. what does it mean  
when a person crosses  
their arms?



# Clusters



Resistant to what  
you are saying

Confident

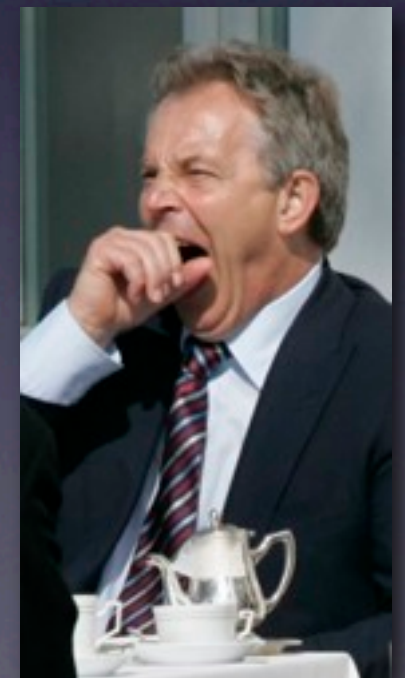


electronic visualization laboratory, university of illinois at chicago



# Congruence

- Are the Verbal and Non-Verbal messages in synch?
- Total impact of a message is based on:
  - 7% words, 38% tone of voice, 55% facial expressions, hand, body gestures.
- Your voice might say:  
“That’s very interesting.”
- But your body might say:



# Consistency

- You need to know what is the baseline for a given person.
- E.g. Police interrogators ask a series of nonthreatening questions while observing how subject behaves when there is no reason to lie. Then he asks the more difficult questions and watches for changes in nonverbal behavior that indicate deception.





# Cultural Influences

- Some cultures use eye contact to gauge honesty, while others think of it as threatening or disrespectful.
- Some cultures touch more than others.
- More later...



# Things We'll Talk About

- Reading the whole body
- Reading the Eyes
- Reading the Face
- Reading the Hands
- Reading the Feet
- Understanding Proxemics / Space
- Understanding Touch
- Being Aware of Cultural Differences
- Tips to Help You





# Reading the Body



electronic visualization laboratory, university of illinois at chicago

# Matters of the Heart

- When men are comfortable with their surroundings the unbutton their jackets.
- Heart, Brain & Nervous system is closely interlocked- you can tell if someone is happy / depressed by how they hold their chest.
- There is also a direct link between depression & heart problems.
- Hands on Hips - aggressive, superconfident, independent attitude.





# The Breath

- Holding one's breath is a primitive instinct-part of the fight, flight, freeze response.
- A body under stress usually can't stay in 1 position.
- On polygraphs people who are going to lie tend to stop breathing.
- Shallow breathing is a signal of low confidence.



# The Breath

- People tend to mirror & adopt the rhythms of those around them- including their breathing rates.
- In a group notice a deep inhalation often signals that a person is about to speak, and the entire group will subconsciously pick up the signal & turn toward the person.





# Body Postures

- Open Posture
  - Legs uncrossed, arms open with palms exposed.
  - Individuals with open body positions are more persuasive.
  - Look for this in successful or convincing people.



# Body Postures

- Closed Posture
  - Arms crossed, body turned away.
  - Lower status is often show by bowing head.
  - Rounding upper body and hiding hands may represent feelings of vulnerability.
  - But as always, depending on the context.





# Body Postures

- Body orientation
  - Orienting away - detachment.
  - Toe to Toe - confrontation.
  - Men: Oblique-angle position - perceived as more open & friendly.
  - Women: more comfortable with facing one another directly.



# Mirroring

- We subconsciously switch our posture to match that of the person we are speaking with.
- When someone is closed the easiest way to increase their comfort level is to subtly begin to mirror them.
- E.g. A car salesman often mirrors his client.





- You know you have developed a rapport if someone begins to mirror you.
- People of equal status tend to mirror each other.



# Leaning

- Positive attitudes toward others tend to be accompanied by leaning forward - particularly when sitting.
- People who lean forward tend to increase verbal output of person with whom they are speaking.
- Leaning backwards can signal dislike or negativity or dominance.





# Leaning

- But be aware of Clusters:
  - Lean back with closed body posture - disinterest / disagreement
  - Leaning back with open body - contemplation
  - Leaning forward with closed body - hostility
  - Leaning forward with open body - interest / agreement
  - Leaning sideways (and slightly back) with asymmetric arm & leg positions and loosely held hands- relaxed
  - Leaning back with hands behind head and fingers interlocked - confident / superior



# Reading the Eyes



electronic visualization laboratory, university of illinois at chicago



- Eyes are the gateway to the souls.
- Helps increase rapport.
- Try this: make a mental note of the eye color of everyone you meet.
- Greater eye contact: 4-5 seconds usually signals greater liking.



- During conversation eye contact is made through a series of glances
  - by the speaker to make sure the other person has understood or to gauge reaction
  - and by listener to indicate interest.
- It's also a synchronization signal- usually eye contact signals end of an utterance and hence an opportunity to interject.





# Eye Contact Avoidance

- Too little eye contact can be interpreted as impolite, insincere, dishonest.
- Liars tend to avoid eye contact unless they are brazenly trying to fake it- in which case they tend to over compensate and maintain too much eye contact.
- People also decrease eye contact when they are insecure/shy/ashamed/depressed.
- Employees avoid eye contact when the boss poses a difficult problem.
- Pedestrians / drivers signal their right of way by avoiding eye contact.



# Staring

- Generally considered rude or threatening.
- Animals stare before they pounce - dogs that are given obedience training are taught to avoid staring at other dogs.





# Darting Eyes

- Signals heightened emotion but not necessarily lying.
- Can signal they are defensive, insecure, or thinking.



# Which Picture is More Attractive





# Which Picture is More Attractive



# Pupil Size

- We automatically like people with dilated pupils more than with contracted pupils.
- Our pupils unconsciously widen when we see something pleasant, exciting, arousing.
- Since it is unconscious it is difficult to fake.
- Expert card players won fewer games when their opponents wore dark sunglasses.





# Wide Eyes

- Signals approval and pleased surprise.
- But can also signal terror or rage.



# Left Brain / Right Brain

- For right handed people (though this still not fully proven):
- Left brain is analytical / logical / objective
- Right brain is creative / subjective.





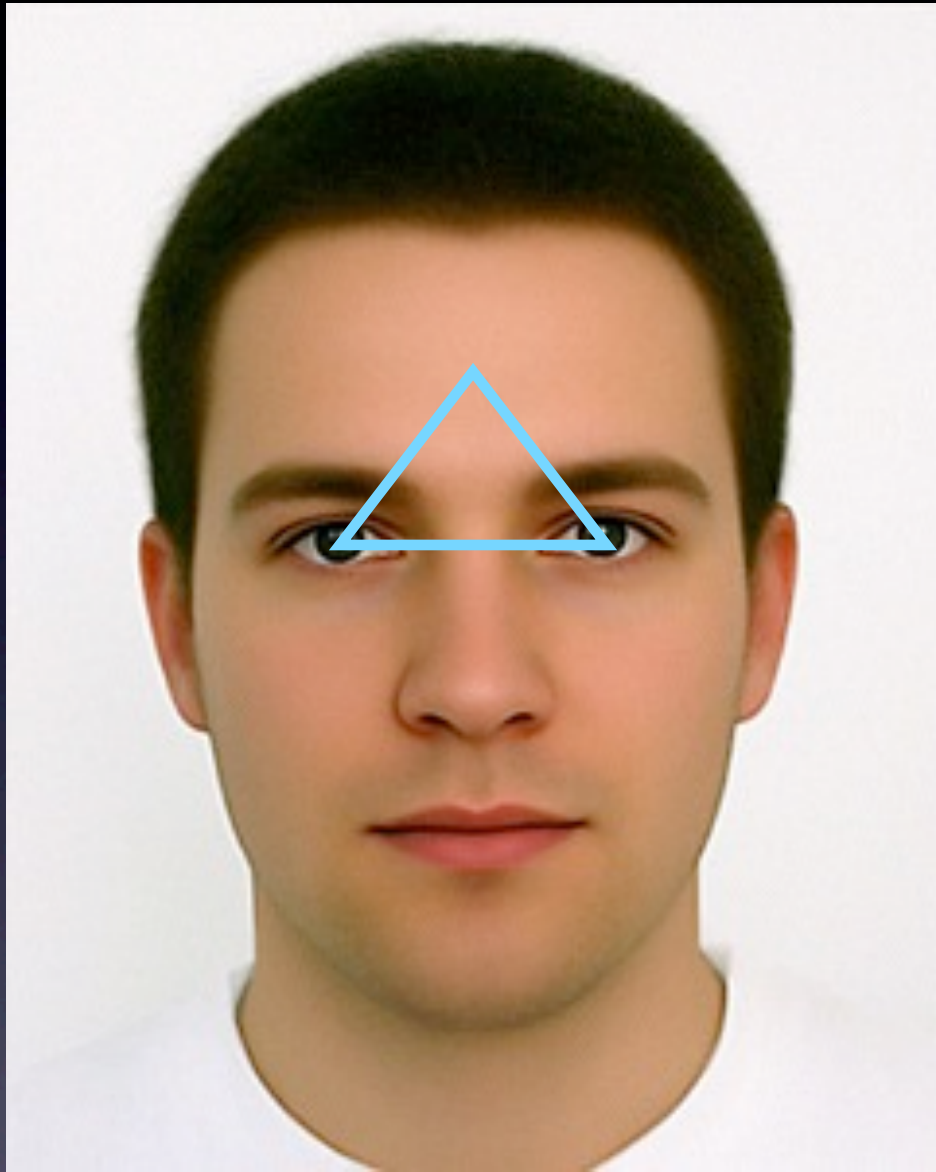
# The Mind's Eye



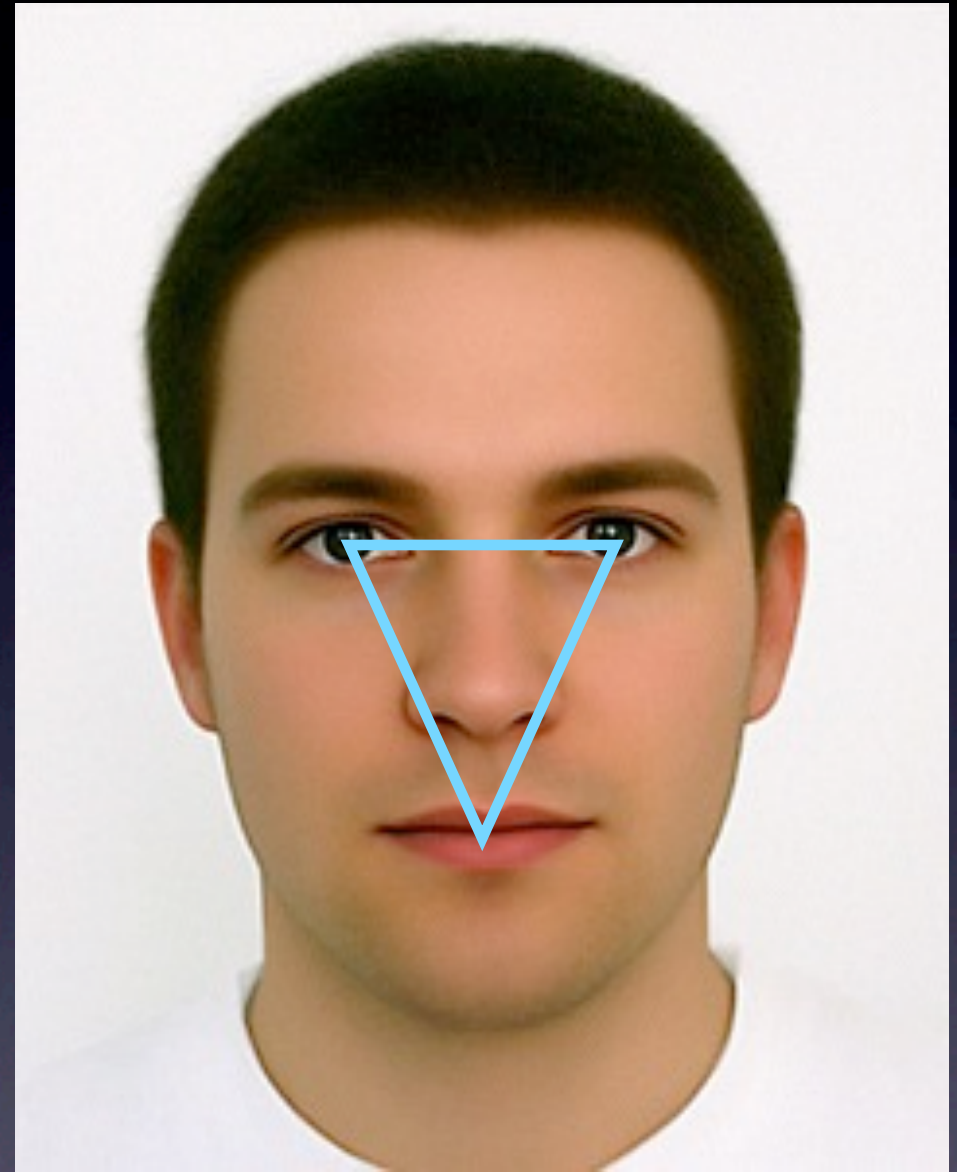
- Right handed people (reverse for left handed):
  - when thinking about something they've seen, look up to left.
  - when “creating” an image, look to the right.
  - when recalling something they've heard, look to left and tilt their head as if listening.
  - when remembering a feeling they look to right & down.
  - when talking silently to themselves look left & down.



# Business vs Social Gaze



Business Gaze Area



Social Gaze Area





# Business vs Social Gaze

- Misusing gaze can cause someone to misinterpret your intent.
- Women tend to use social gaze: as a result men sometimes do not take them seriously in a business context.
- In a group, person whose eye level is the highest is usually perceived as the leader.
- Try different gaze types on people & see what happens.



# Blink Rates

- Normal: 6-8 per minute during a conversation.
- Eyelids closed for about 1/10 second.
- Rate speeds up if someone is under pressure- e.g. lying or insecure.
- If combined with backward head tilt- boredom or feeling superior.
- Eye rolling - skepticism.





- Side ways glance - interest or flirtation when combined with raised eye brows or smile.
- Lowered gaze - submission.
- Lowered head, looking up - mimics gaze of children- very submissive.
- Eye blocking - to avoid bad news - people's eyes naturally travel to good news and flee from bad.



# Reading The Face



electronic visualization laboratory, university of illinois at chicago



# Expressions

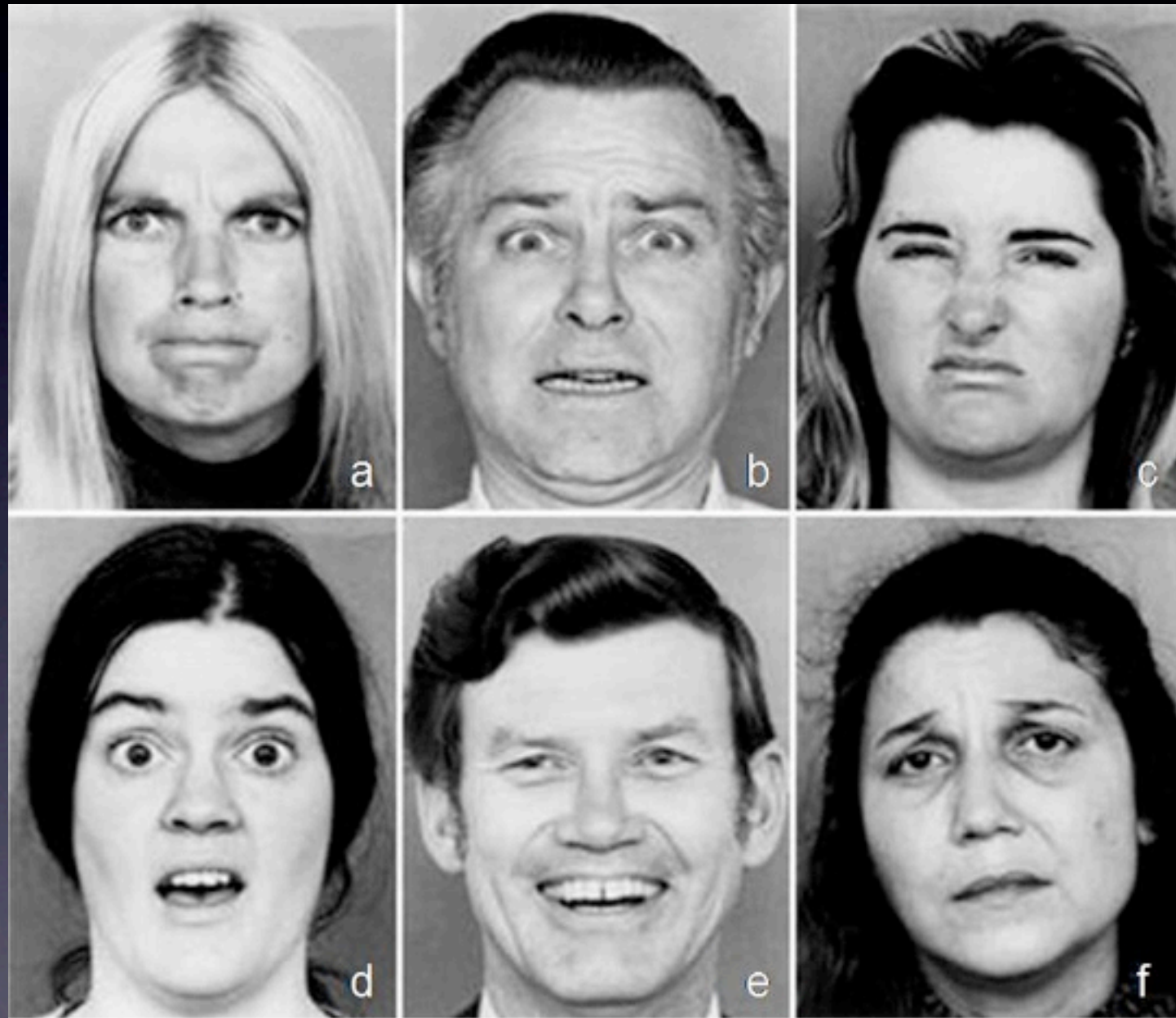
- We can send/receive facial signals over distances as far as 150 feet.
- A micro expression lasts 1/5 second and can allow a truth to slip in an unguarded moment.
- Paul Ekman (Psychologist at UC San Francisco) proved that there are 6 universally recognized expressions.



Anger

Fear

Disgust



Surprise

Joy

Sadness



electronic visualization laboratory, university of illinois at chicago



# Fake Expressions

- Usually asymmetric- e.g. asymmetric smile
- Expressions that last a long time - 5-10 seconds are probably false
- Expressions that come AFTER words are usually fake- e.g. An angry expression that comes after angry words.



# Emotional Contagion

- Whenever we look at a photo of someone portraying a strong emotion, our facial muscles automatically start mirroring that expression.
- 9 month old babies look longer at their mothers & express greater joy when their mothers are themselves joyful.
- 1 year olds when watching TV will mimic emotional state of actors.





# Group Feeling

- Yale experiment had people planted in 2 meetings.
- I exhibited a positive attitude. The other negative.
- Even though the topic of the meeting involved some form of conflict resolution, the group with the positive *plant* came out of the meeting more positive and more upbeat.



# Eyebrows

- Eyebrow flash - involuntary signal of recognition / interest.
- Only people who are known to suppress facial gesture are the Japanese- because it is considered improper.





# Nose

- When people prepare for physical action they take a deep breath which causes their nostrils to expand.
- FBI agent : if I see a suspect looking down [an act of concealment] and his nose is flaring, there's a high probability he's preparing to take a swing at me.
- Nose crinkle means something “smells” fishy about what’s being said.



# Smiles

- There are 18 distinct smiles- most of them are false.
- Qualifier Smile - when your boss is dismissing your idea.
- We all use fake smiles in business when we don't really feel an emotional closeness to those around us.





- Not just in business:
- 10 month old infants - curve their lips in response to coo from friendly strangers.
- But genuinely smiles only at their mothers.
- In court, while smilers and nonsmilers do not change the outcome of guilt or innocence, it can result in lighter penalties- a phenomenon called smile-leniency effect.



# Fake Smile

- Genuine smile affects the entire face- eyes light up, forehead wrinkles, cheek muscles rise, skin around eyes & mouth crinkles, mouth turns up.
- In fake smile: 1 muscle to stretch the lip corners sideways - to create a grin.
- So try ignoring the mouth when perceiving a smile.





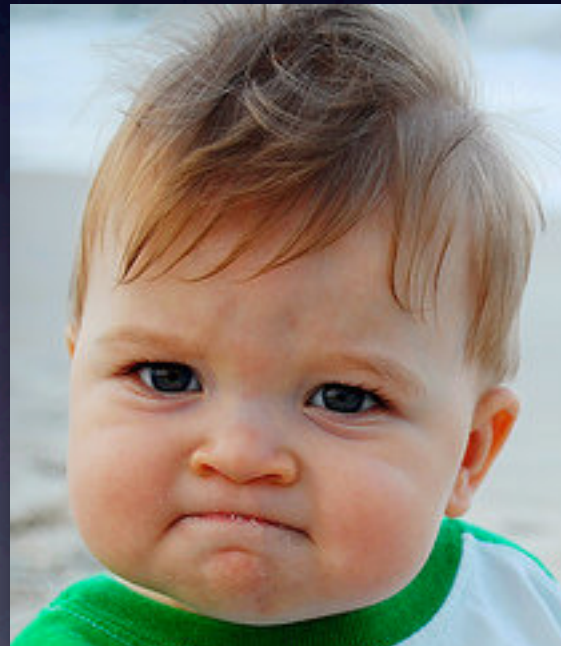
# Tongue Flick

- Tongue sticks out to lick lips under stress or when thinking about a delicious meal.
- Tongue also juts from between the teeth without touching the lips- almost always signal of deception.



# Chin Jut

- Often signals anger or defensiveness.





# Swallowing

- Emotional anxiety, embarrassment, stress.



# Head Positioning

- Head Tilt - interest / involvement; subconsciously submissive; recommended that in business women should avoid this posture.
- Head Shift - to create a distance signals discomfort.
- Head duck - can reveal status between individuals- e.g. an employee's posture when boss approaches.
- Head held High - confidence.





# Head Nods

- Up/down - usually approval
- Side-to-side - usually means no.
- But there are cultural differences. In Japan nodding up/down means “I am listening.” In India side-to-side means yes as well as no.



- People talk 3-4 times more than usual when a listener nods.
- In a well known experiment, a group of psych students controlled the behavior of their prof: each time the teacher walked to left of the room, the students would smile or nod. When the teacher walked to the right, the students would look bored. By end of class, professor was virtually glued to left side of room.





# Reading The Hands



electronic visualization laboratory, university of illinois at chicago

# Speech & Hands

- Broca's area of our brain associated with speech is also active when we wave our hands.
- Next time someone talks to you, pretend you didn't quite understand and ask him to repeat something. Watch to see if hand gestures are added.





- When people are passionate about what they are saying their gestures become more animated.
- People who communicate through gestures are perceived to be warm, agreeable, energetic.
- Whereas the opposite is considered logical, cold, analytical.
- But over gesturing with flailing arms, especially when hands are above shoulders makes you look out of control, less believable, less powerful.



# Hand to Mouth Deception Cues

- When young children lie they cover their mouth with their hand(s).
- Deception in adults include fingers casually covering or touching mouth (disguised as a cough or a yawn) or hand headed for mouth, hesitating at the last moment, and then barely grazing a lip or rubbing the nose instead.





- People who are lying may also touch/rub their nose because the rush of adrenaline opens the capillaries and it itches.
- People will also touch their nose or cover their mouth when listening to someone they think is lying.
- If you see this happening try addressing their disbelief.



# Self-Pacifying Gestures

- Rub our legs.
- Pull at our collars.
- Cross arms and rub hands against upper arms in a kind of self-hug.
- Place fingers of one hand in the palm of the other and lightly massage fingertips.
- Nervous eating, biting fingernails, nibbling on pencil are manifestations of stress.





- Touch or rubbing neck.
- Stroking under the chin above adam's apple and tugging at fleshy part of neck. This area is rich with nerve endings that, when stroked, reduce blood pressure, lower heart rate and calms the individual down.
- Women touch or twist necklaces they are wearing, or cover the hollow area right below the adam's apple- when they feel threatened, fearful or anxious.
- If you are a manager and announced a schedule to your workers, watch for these kinds of gestures.



# Open Palms

- Considered an open posture.
- People who are sincere about what they are disclosing will usually have both hands on table and gestures while speaking.
- Generally difficult for people to lie with palms exposed.





# Closed Hands

- When deceitful or guarded people gesture less.
- They may keep their hands on their lap or on their side or in pocket, or clutching an object.
- Keeping hands in pockets is also a favorite ploy of men who don't want to participate in a conversation.



# Hand Gestures of Low Confidence

- Hand wringing and interlacing one's fingers.
- Sticking their thumbs in their pockets.
- Picking at fingers of one hand with the other.





# Hand Gesture of High Confidence



- Hands together in a steeple.



# Hands of Resistance

- Nose, eye, ear rubbing.
- Tapping fingers on desk signals impatience.
- Leaning chin on hand with index finger pointed up on cheek indicates person is critical of the speaker or subject.





- Picking imaginary lint off clothes conveys disagreement but I'm not going to argue about it.
- If you notice these gestures when you are speaking, don't ignore them. Instead try to address those concerns in a conversation.
- Resistance left verbally unexpressed but emotionally potent can turn into sabotage later on. It is always better to know up front what people are really feeling - especially if those feelings are negative.



# Other Gestures

- Boredom - use hands to support head.
- Anger - gripping hands behind back.
- Finger pointing - parental scolding - used by politicians- usually shows they are losing control.
- Interest - hand lightly on cheek, not as head rest.





- Chin stroking - listener is evaluating what's being said.
- If leaning forward or steeples hands - good!
- If followed by leaning backward & crossing arms - bad!
- Leaning in while placing palms down & patting few times on table (especially with eye brows raised) is almost sure sign of satisfaction.



# Shoulder Positions

- Lifted and pulled back show control and alertness.
- Hunched may be simply bad posture or sign of resignation or defeat.
- Relaxing of one shoulder below the other shows friendliness, approachability.





# Arms as Barriers

- When a stranger is in a group or is somewhat insecure, they will partially cross their arms.
- One arm swings across body to hold or touch other arm.
- Similar gesture is when hands clasped together in front of body.
- Anytime someone moves their arms across his body, it usually means they are silently reassuring themselves- even if it is to adjust their bracelet, shirt cuff etc.



# The Ultimate Closed Gesture

- When your gesture is closed you tend to learn and retain less.
- Study had 2 groups of students, one asked to keep legs and arms uncrossed and to take casual relaxed sitting position, while other to keep arms tightly folded across chests
- Folded-arms group learned and retained 38% less than uncrossed.





- If you are finding you are with a closed-arm audience, try to get them to open them.
- E.g. ask them a question that requires them to raise their hands.
- Also in an individual setting, offering a copy of tea or coffee forces them to unfold their arms. Handing out pens, books, brochures is another example.
- After your talk avoid crossing your arms- you won't get a lot of questions that way.



# Reading The Feet



electronic visualization laboratory, university of illinois at chicago



# The Feet

- Limbic brain (mammalian brain) is at center of our emotional response system.
- When in danger our feet / legs are ready to run, kick, or freeze in place.
- FBI agents will usually watch feet, hands and face in that order.



- Feet are the most honest body part.
- When people try to control their body language they focus on face and hands but rarely their feet.
- When lying most people increase # of times their feet move- feet fidget, shuffle, wind around each other or furniture. They stretch or curl to relieve tension.
- Next time you have a meeting with someone you want to evaluate, get them out from behind a desk so you can see their entire body.





- Bouncing feet show happiness.
- Big giveaway in poker or business.
- When they stop suddenly it means they are in heightened anticipation.
- Next time you speak to someone and he appears to be paying attention but his legs and feet are turned toward the door. If he jiggles or taps a foot toward exit he may be symbolically running away.
- If someone's leg is crossed and their toe is pointing toward you, he is most likely with you emotionally. But if pointing at the door he is probably withdrawing.



# Feet That Include / Exclude

- 2 of your colleagues are talking in a hallway. You want to join the conversation but don't know if you'll be seen as a rude interruption or welcome addition.
- Watch the feet.
- When you approach, if they keep feet in place but turn their torsos toward you they don't want you in the conversation.





- But if the feet open to include you, then you know you are truly invited.
- The feet nearest you will turn slightly in your direction- a position called triangulation.



# Foot Lock

- Foot lock or ankle lock in which a foot wraps around opposite leg at ankle or lower calf is a closed sign.
- HR professionals notice that most interviewees lock their feet at some point during the interview indicating they are holding back an emotion or attitude.
- Savvy negotiator might interpret this as holding back a valuable concession.
- Most people lock their feet when they are in a dental chair.





# Open / Closed Leg Positions

- Open legs show openness or dominant attitude.
- Crossed legs show closed or uncertainty.
- Relaxed people tend to take up more space with their legs.
- Sitting with legs apart in public is especially masculine signal indicating high level of comfort and confidence- but both men and women sit this way when they are unobserved.
- At restaurant when legs are hidden by tablecloth both genders prefer this position.



# Legs Crossed

- Both women and men stretch out their legs and cross them loosely at ankles to show casualness and ease- men more than women.
- Crossing with one leg resting on other is very masculine- takes up great deal of room, and shows person is very sure of himself.
- Leg-lock position (tightly closed leg cross that often accompanies crossed-arms gesture) is used by many businesspeople who have competitive nature. It is also a defensive signal for someone who disagrees or feels threatened.





# The Way You Walk

- Light on your feet, even pacing are considered positive and confident walks.
- The walk can tell everyone in the room "I'm in charge".
- Fast walkers look competent and busy. Speed and lengthening stride correlate to sense of urgency and bounce in step signals upbeat mood.
- Men tend to land squarely on their heels and roll toward balls of feet.
- Women catch their weight forward of their heels or walk on balls of their feet.



# 6 Standing Positions

- Attention - when junior officers address senior officers
- Legs apart - male gunslinger pose- signals dominance. Hands on hips or folding arms is a masculine power gesture that also communicates coldness and inapproachability
- Standing with weight evenly distributed- the person is comfortable.
- Standing with weight constantly shifting - uncomfortable, may include fidgeting and shifting of their weight from one foot to another.
- Legs crossed - and sometimes with crossed arms- closed gesture / defensive posture. Many people stand this way when they are in a group of strangers.





- Standing 1 foot forward - relaxed and attentive toward direction of the lead leg.
- At the next party watch the feet:
  - look for who is uncomfortable
  - who is at the center of a conversation
  - which way are feet pointing



# Understanding Proxemics



electronic visualization laboratory, university of illinois at chicago



- We are territorial creatures.
- Most people return to the same seats on multi-day meetings.
- They also show some annoyance when someone has taken your seat.
- People tend to choose who they sit next to in a meeting that they agree with on a topic or are familiar with.



# Spatial Zones

- Important to gauge how much space is needed for a person to feel comfortable.
- 5 zones in which people feel most comfortable.
- Intimate zone (0-18 inches) - reserved for family and loved ones.
- Close personal zone (1.5 - 2 feet) - friends or trusted business partners
- Far personal zone (2-4 feet) - interactions at arm's length; communicates interest but without commitment.
- Social zone (4-12) - most appropriate for majority of daily business interactions.
- Public zone ( $> 12$ ) - public speaking.





- In general, the greater the distance the lower the trust level.
- Men who don't know each other tend to keep a greater distance than women.
- This is also true in Second Life.
- Try this: When at work, or at a party observe these distances.
- Those who have positive qualities (attractive, well dressed, higher status) are more easily able to invade other people's space.



# Business Zone

- Mostly at the social zone (4-12 feet).
- Both parties will subconsciously decrease the distance to the personal zone, but if one party moves too quickly it can be off putting and create discomfort.
- Undesirable closeness elicits a physiological reaction: increase in heart rate and galvanic skin response.
- Try this: when someone moves too close to you try to guess his motive.





# Space and Status

- Higher the professional status the more space he/she is commonly awarded.
- People who enter a room but remain near door signal lower status than those who walk all the way in.
- We associate high confidence and more power with a willingness to get physically closer.
- Lower-status, less confident men tend to pull in- they keep their materials in 1 neat pile, whereas more-confident or higher-status men will usually spread out their papers and claim turf.



- Person with high status is also usually seated at end of a table.
- Senior staff members often sit to right of their boss at head of a table- hence the term right-hand man.
- If you want to foster a competitive element, place opponents on opposite sides of the table; if you want to stimulate collaboration, seat people side-by-side.





# Taking a Seat

- Seating positions can help create leaders.
- E.g. in a jury room, people who sit at either end of table are more likely to be elected as foreperson.



- In an experiment they randomly assigned college males to sit in seats at a table. They arranged it so that more people were seated at one half, and only 2 people sat at opposite end.
- Occupants of the visually central seats received highest ratings in leadership after discussions had taken place.
- It's hard to know whether it's because the 2 men acted different because of those positions.





- Research shows that people are more interactive when seated at right angles than when straight across from each other.
- If your objective for a meeting is to stimulate teamwork, find a round table where everyone can sit in a circle. Sends the nonverbal signal of equality.



# Office Layout

- If you walk into an office where there is a round table with seats around it then it's likely the person likes to be more casual in their discussions.
- Placing a chair in front of your office desk sends a much more hierarchical message.
- That's why business people typically choose not to speak to clients, customers, or employees behind a desk but will instead come around the desk.





# Workplace Design

- Caterpillar's european headquarters in Geneva wanted to get their diverse population of employees to think of themselves as a team
- In virtually all european villages there is a market square- a piazza in Italian.
- People go to the square to gossip, pass on information, socialize.



- So CAT decided to create the same in a space outside their cafeteria.
- Brought in local artists to paint the walls with large village scenes and the villagers portrayed in the panoramas were actual employees.
- Soon people began using it for meetings to discuss things over coffee.
- It turned into an important means for sharing information and created a space for impromptu meetings.





- In AdFarm, a Canadian advertising agency, the owners have windowless offices, and the employees get the nicer rooms.
- All the corner rooms were turned into meeting rooms.
- It was ranked as one of the 50 best work places in Canada.



# Understanding Touch



electronic visualization laboratory, university of illinois at chicago



- Considered the most primitive and essential form of non verbal communication.
- Mayo Clinic show that premature babies who are stroked grow 40% faster than those who do not receive the same stimuli.
- We are programmed to feel closer to someone who's touched us.



- Even a short touch that lasts less than a second can make the receiver not only feel better but also see the giver as being kinder and warmer.
- Servers who touch customers get an increase in tips- even when no eye contact occurs.
  - % increases more with hands vs shoulders.
  - Touching increases tips from young customers more than older customers.





- Casual touching of a customer increases the time they spend at a store, the amount they purchase and the favorable evaluation of their shopping experience.
- Supermarket customers who had been touched were more likely to taste and purchase food samples than were customers who were not touched.



- Touch also increases the number of people who sign petitions.
- Touching can add emphasis when speaking to someone (touching forearm).
- Touching subconsciously enhances credibility. Liars rarely touch a person they are speaking to.
- In US and UK touching is far less common than other countries in the world.





# How To Touch

- Look for signs of discomfort. People signal a reluctance to be touched by crossing their arms and legs, pulling back.
- Limit contact to hands, arms, shoulders back.
- For back, if it is female wearing summer attire where skin is exposed this can be inadvertently interpreted as something personal.
- Make touch light and short - only long enough to establish a positive signal and then step back.



# Who Touches Whom

- Directly touching people with special status is often off-limits.
- E.g. you don't touch Queen Elizabeth.
- Usually in most business environments it's the boss who does the touching.
- Try this: Pay attention to how much touch occurs at school and at work.





# The Handshake

- The strength of the grip, the # of pimps and even how far apart need to be considered.
- People usually stand 2 feet apart to shake. As relationship develops the distance will shorten and the handshake will last longer.
- Weak handshakes - can be considered too timid.
- Strong handshakes - may be considered too macho.
- But do not read too much into this. Some of this is also cultural.



# Types of Handshakes

- Dead fish - cold, clammy, limp handshake says I'm nervous insecure, timid.
- Finger grinder - bone crusher says you are aggressive / dominating.
- Stiff arm - when someone offers a straight-arm handshake creating more distance between himself and other person is processed as distrust, aloofness, or reserve.
- The glove - politician's handshake where two hands reach out to clasp and surround the hand. Nowadays it tends to be interpreted as fake concern rather than sincere linking because of its overuse by politicians.





- Studies have shown that people are 2x more likely to remember you if you shake their hands.
- People react to those with whom they shake hands by being more open and friendly.
- Shaking hands makes you more likable, friendly and persuasive.



# Hand Shaking Rules

- When shaking hands, look directly into the other person's eye
- Smile.
- Stand when being introduced to someone and when extending your arm.
- Make sure your right hand is free to shake.
- Keep your body squared off to the other person-facing him or her fully.
- Make sure to have palm-to-palm contact.





- Research with salespeople indicate that if customers don't get full-palm contact, they wonder what the other person is hiding.
- Offer your hand with your palm facing sideways. When a person offers his hand with the palm faced upward, it is considered a submissive gesture.
- Shake hands firmly, especially if you are a female.
- Women with a firm handshake make a more favorable impression and are judged to be confident and assertive.



- Hold the other person's hand a few fractions of a second longer than you are naturally would do- it conveys added sincerity.
- Start talking before you let go.
- Make sure that when you break away, you do not look down (a submissive signal.)





# Being Aware of Cultural Differences



electronic visualization laboratory, university of illinois at chicago

# Two Types

- Acquired and Instinctive
- Acquired - socially generated so may be different in different societies.
- E.g. Waving Hello.
  - European- palm out, hand and arm stationary, fingers wagging up and down.
  - North America - waving with hand moving side to side (which means "no" though out Mediterranean Europe, and Latin America). In Peru it means "come here".





- Instinctive
  - Eyebrow flash is shared by all humans
  - People automatically raise eyebrows and wrinkle foreheads when they greet one another
  - The 6 Eckman faces are also instinctive.



# Global Business Protocol

- All major companies hire advisors to help in this area.
- E.g. for Japan
  - When greeting someone you bow first, then shake hands.
  - If you receive a gift from them you do not open it in their presence.
  - If you give a gift you do not give knives and you do not give things in numbers of 4.





# Contact Cultures

- France, Latin America, Israel, Greece, Saudi Arabia.
- Tend to use more touching than others.
- In San Juan outdoor cafes they observed 189 touches per hour.
- In Miami - 2 per hour
- In London - 0 per hour
- In Saudi Arabia 2 people may greet each other with a kiss on each cheek or walk together linking arms or holding hands. But you never touch the women.



# Non Contact Cultures

- Germany, US, UK, Japan





# Cultures & Spatial Relationships

- In US people engage in conversation with new business acquaintance at a distance of 4-7 feet.
- In many other parts of the world the distance is half.



- Southern cultures value intimacy in business relationships, and northern cultures tend to prefer distance.
- In order of closest to farthest:
  - Latin/Arab
  - American / Nordic
  - Asian (especially Japanese)
- Note: this is when in public view.





# Context Cultures

- Context Cultures (Mediterranean, Slavic, Central European, Latin American, African, Arab, Asian, American Indian)
- Much of the message is left unspecified.
- Message is determined through context, body gesture etc.
- People from these cultures tend to view personal bonds and informal agreements as far more binding than any formal contract.



# Affective Cultures

- Affective cultures tend to show their emotion:
  - Italy, France, US, Singapore
  - Tend to perceive those from neutral cultures to be cold.





# Neutral Cultures

- Neutral tend to hide emotion:
  - It doesn't mean they are cold or unfeeling. That's just the norm for them.
  - Japan, Indonesia, UK, Norway, Netherlands.
  - Tend to perceive people from affective cultures to be hot headed.



# Content Cultures

- Messages are expected to be explicit and specific. (US, UK)
- People from these cultures don't believe the deal is finalized until everyone has signed on the dotted line.
- Content cultures have difficulty realizing the importance context cultures place on building and maintaining personal relationships.





# Non Verbal Body Language

- These are different in different cultures:
  - Greetings
  - Head Nods
  - Eye Contact
  - Hand Signals



# Greetings

- US - handshake is a strong grip, several pumps of the arm to deliver unspoken message of confidence.
- UK - may give 3 to 5 hand pumps.
- Germany or France - 1 - 2 is enough with lighter pressure.
- Asia - grip is often limp.
- Latin America - light, lingering handshake. Withdrawing too quickly can be an insult.





- Scandinavians - single kiss.
- French and Spanish - double kiss.
- Dutch, Belgians, Arabs - triple kiss.
- Turkey - handshake plus, if the person is younger, may kiss your hand and press it to their head as sign of respect.
- Japan, South Korea - bowing.
- India/Thailand - Namaste - palms held together in a prayer gesture.
- Arab & Islamic cultures - Salaam - touching heart with the right palm and then sweeping the forearm up and outward.



# Head Nods

- Most parts of the world- head up and down = Yes.
- Head shaking left to right = No.
- In India - shake head at about 270 degrees to indicate Yes as well as No.
- Bulgaria - nod = No. Shake head = Yes.
- Japan - nod of the head only means the listener has understood the message.





# Eye Contact

- Varies from culture to culture.
- Finns and French expect direct eye contact.
- Japanese and South Koreans tend to avoid it- consider it impolite and intimidating.
- US - direct eye contact between strangers lasts for only split second.
- Italy, Spain, other Latin Countries - prolonged eye contact.



- Latin America and some African Cultures -prolonged eye contact from someone of lesser status is considered disrespectful.
- In US people are taught to look at each other during conversations, but some cultures avoid eye contact by looking down as a sign of respect.
- Southeast Asia - best to avoid prolonged eye contact until relationship is firmly established.
- UK vs US - English are taught to pay strict attention and to hold eye contact
- Americans are taught not to stare.





# Hand Signals

- To beckon someone
  - China, Korea, Taiwan, Japan, Philippines - place hand palm down and move fingers in a scratching motion.
  - In US - Palm up with index finger making a curling motion toward body.



- Thumbs up
  - US - Good job.
  - Considered offensive in Australia and Nigeria.
  - In Germany it means "One, please" when ordering drinks.





- Crossed fingers gesture
  - In US means good luck.
  - In Turkey it means to break friendship.
  - Others it means to swear an oath or even copulation.



- Ok sign
  - US means approval.
  - France means zero.
  - Japan is the symbol of money.
  - Brazil it carries vulgar connotation.





# Final Tips To Help You



electronic visualization laboratory, university of illinois at chicago

# 6 Ways to Make a Positive 1st Impression

- 1. Adjust your attitude- people pick up your attitude instantly.
  - attitudes that attract people include curious, friendly, happy, receptive, patient, approachable, welcoming, helpful.
  - Off-putting include angry, impatient, bored, arrogant, fearful, disheartened, suspicious.





- 2. Smile
  - A smile is an invitation- a sign of welcome.
- 3. Make eye contact
  - Transmits energy, indicates interest and openness.
  - Try noticing the eye color of everyone you meet.



- 4. Raise your eye brows.
- 5. Shake hands.
  - Quickest way to establish rapport.
  - Research shows that it takes an average of 3 hours of continuous interaction to develop same level of rapport that you can get with a single handshake.





- 6. Lean in slightly
  - Leaning forward shows you are interested. But of course respect the other person's space.
- TIP: when you meet someone that tells you their name, find a way to repeat the name later in the conversation.
- As you do, anchor the positive emotion by touching the person lightly on the forearm.
- At subsequent meetings you can reactive that initial favorable impression by once again lightly touching your acquaintance's arm.



# Body Language on Stage

- Do get out and let audience see your whole body.
- Don't hide behind lectern.
- Do stand centered on both feet about shoulder width apart with knees slightly bent.
- Don't rock back and forth or shift weight from foot to foot. Makes you look distracted.
- Do open your body. Keep your shoulders back and upper body relaxed. Always show your hands and use open-palm gestures.





- Don't keep your arms too close to your body. Hands clasped behind back makes you look like you're being arrested; hands in front make you look unsure.
- Do take your time making eye contact. Look at individuals in audience for at least 3-5 seconds to really connect.
- Don't let your gaze sweep the audience too quickly or get stuck addressing only 1 part of room.
- Do move around.
- Don't move constantly however.



# Dress for Success

- Personal Packaging
- People are more likely to give money or information to someone if that person is well dressed.
- Try this: dress like a bum and walk into Marshall Fields. Then do the same in Business casual.





# Charisma

- Charismatic people smile naturally (with wrinkling around eyes), use gestures, touch others during conversations.
- America equates tallness with leadership ability.
- 14.5 % of men are 6 feet tall or taller.
- Among CEOs in Fortune 500 companies, that number is 58%
- You can't grow taller but you can appear taller by holding your body erect.



# Body Mind Connection

- Experiment shows that when individuals are asked to smile and were shown pictures of various events, the smiling participants reported that the pictures pleased them or even made them feel elated.
- When asked to frown during the same kind of experiment, subjects reported feelings of annoyance and anger.
- Smiling is not just a consequence of feeling happy but putting on a smile induces physiological changes- in body temperature, heart rate, skin resistance.





- Best way to create a smile is to think of something or someone that genuinely amuses or delights you.
- Even a simulated smile improves mental attitude
  - In a study an audience were asked to simulate a smile by putting a pencil across their back teeth.
  - Audiences watched a program and found it funnier than the group that didn't.



# Reference

- Goman, C. K., *The Nonverbal Advantage: Secrets and Science of Body Language at Work*, Berrett-Koehler Publishers, 2008.
- Also consider watching:
- <http://www.fox.com/lietome>

