

Lecture Skills

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Content

- **Effectiveness of a Lecture**
- **The narrow channel model**
- **Communication “tools”**

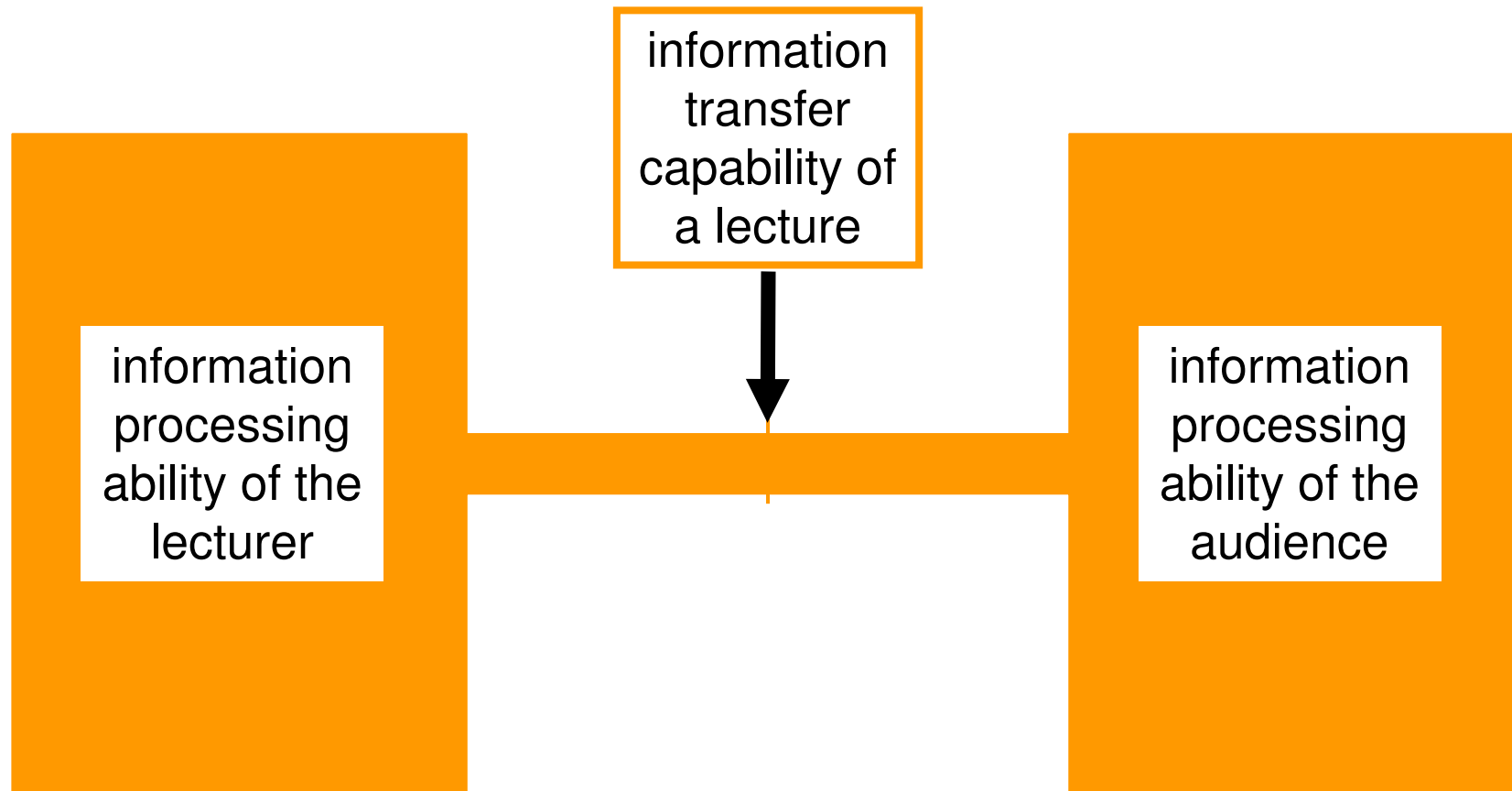
Level of audience understanding

→ The Equation

- The **effectiveness of a lecture** can be simply and mathematically defined by one equation (effective -> level of understanding after listening to the lecture):
- **Level of audience understanding** = **c** × **lecture quality** × **audience quality** × **lecturer quality**
- **c:**
 - **Constant**
- **Lecture quality:**
 - **is a metric of how inherently interesting and exciting the lecture is.**
- **Audience quality:**
 - **is a metric of how interested the audience is in the lecture and what their capacity to learn or attention span is.**
- **Lecturer quality:**
 - **is a metric of how energized and/or capable the lecturer is.**

The narrow channel model

→ Overview (1/2)



The narrow channel model

→ Overview (2/2)

- Both the audience and lecturer have significant information processing capabilities.
- The information channel or connection between the lecturer and the audience is typically very narrow, or at least far narrower than the amount of information that could be processed by either side.
- As a result care must be taken by lecturer to ensure there is no overload of this narrow communication channel/Connection.
 - If you lecture too quickly, you overload this channel and as a result the audience will not be able to process the ideas from your lecture.
 - If you lecture too slowly, you are not utilizing the full potential of the audience.
- One of the most important constant aspects is their need to hear something that is **unique**, **unexpected**, and **sometimes surprising**.

Lecture quality

- **The worst lecture tend to be those that have nor focus, no point of convergence, and no basic themes that can stated in a simple and understandable manner.**
- **The process of simplification and focusing of a lecture in order to understand the essence of what does and does not need to be discussed.**
- **You have at most 5 min to make your impression on the audience.**
- **In the last slide (conclusion/summary) you have to point out the most important aspects of your lecture.**
- **...**

Audience quality

- **Knowing your audience and their capabilities is an important factor in the lecture preparation process.**
- **This is the only way to adjust your lecture to their specific capabilities, needs, and wants.**
- ...

Lecturer quality

- **Make sure you understand the lecture before you lecture – there is nothing worse than a confused or incompetent lecturer.**
 - **Also background information**
 - **Big Picture**
 - **...**
- **One of the most important factors in determining the quality of the lecturer is her/his degree of connection with the audience.**
- **During the lecture, looking directly at individual audience members, addressing them using their names, and personalizing the lecture are methods of establishing a strong connection with the audience.**
- **...**

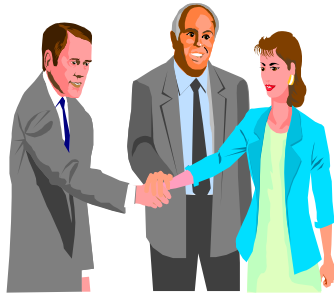
Communication “tools”

→ Slides

- Number of slides (right size for the time slot – 2 till 3 min per slide)

- Pictures (one picture say more than 1000 words)

- Analogy



- Color

- Red for important messages!
- ...

- Size of the letters (+- 20)

- Not to much running text.

- Rule: max. seven lines, max. seven words per line

- ...



Communication “tools”

→ Voice

- Make sure that everybody can hear you, speak loudly and clear.
- Speak provocative to hold the audience span high.
- Emphasis of important messages!
- ...

Communication “tools”

→ Body

- Clothes
 - Appropriated
- “Speaking with your hands”, underline your speech with gestures.
- Look to the audience and “ask” for attention.
- Give the impression of being professional and very interested.
 - Not always smiling!
 - Better ... **be professional and very interested!**
- ...

Communication “tools”

→ Rhetoric

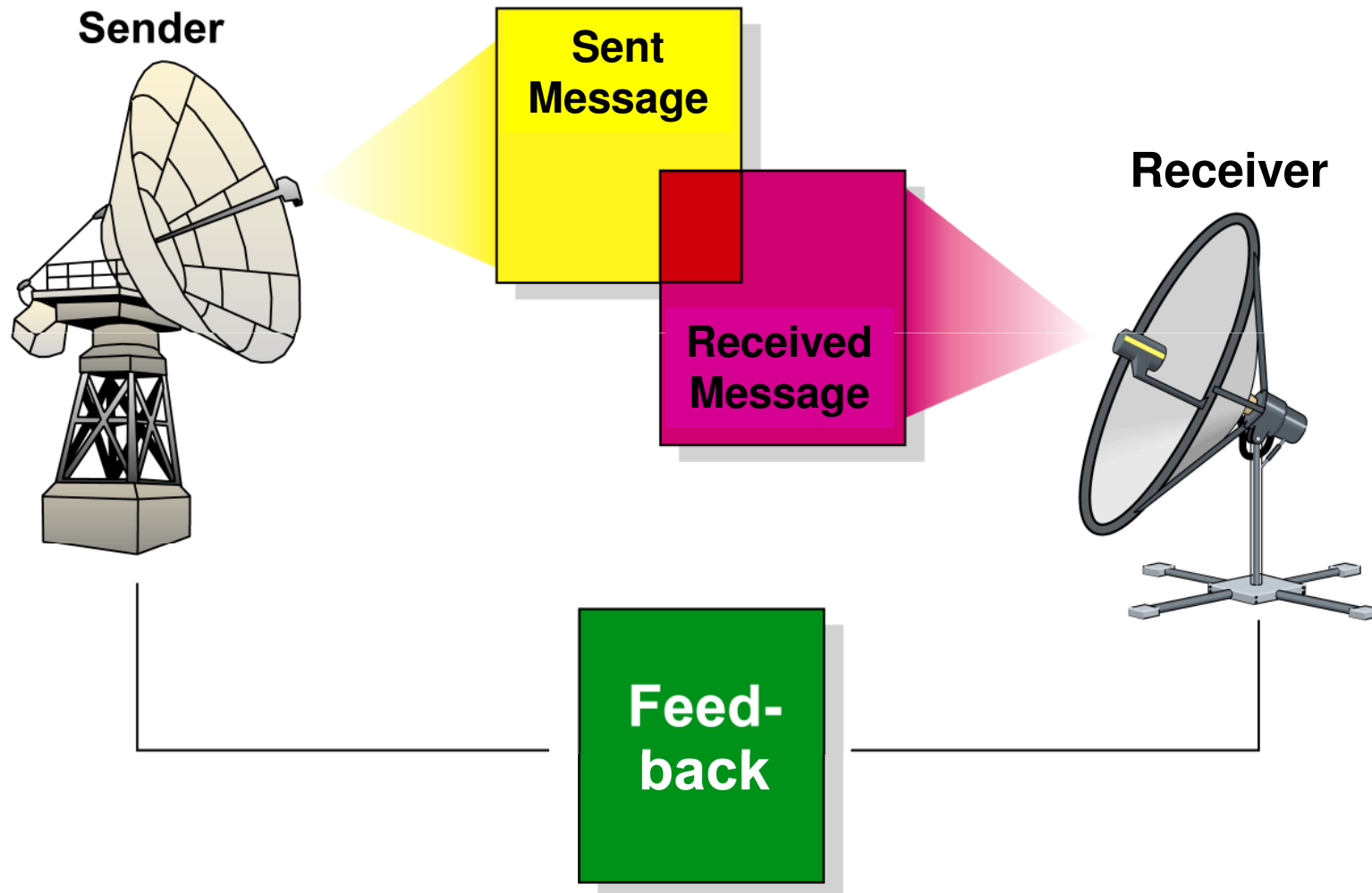
- **Rhetoric: the art of speaking effectively.**
 - Rhetorical questions
 - Example:
 - Do you have any experiences with that?
 - Repetition of important messages!
 - Example:
 - You cannot buy the global view on the market.
 - *... short pause ... than repetition*
 - You cannot buy the global view on the market.
- **Questions**
 - Thanks for the question.
 - Ask, if your answer was suitable.
 - You have to ask the audience questions, if they did not ask directly.

Important aspects

→ Some important points

- Prepare the lecture as good as possible!
- The preparation time for a lecture is very high!
- Practice your lecture.
- Make sure that you are in a good condition!
- Ask for feedback after the lecture, so that you can improve over the time!

Modell / Feedback



Lecture Skills

Thank you for your attention!
Questions?

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