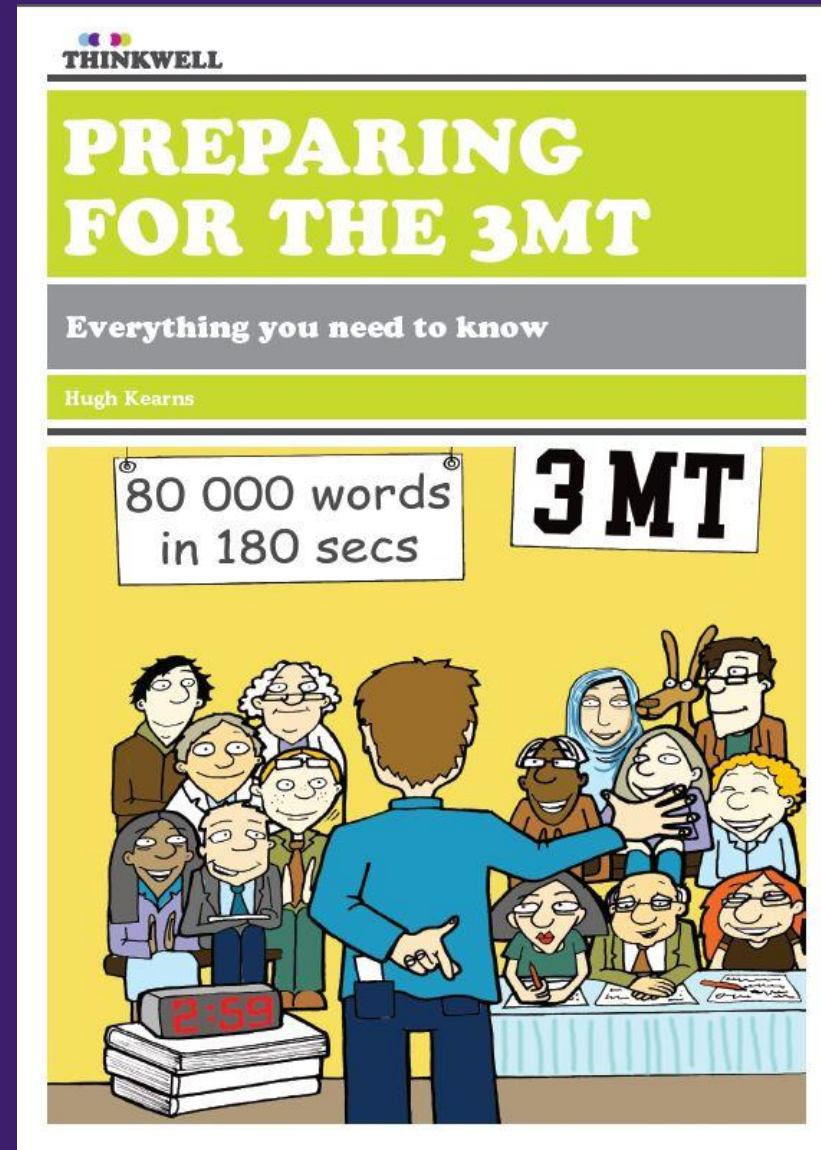


# 3MT

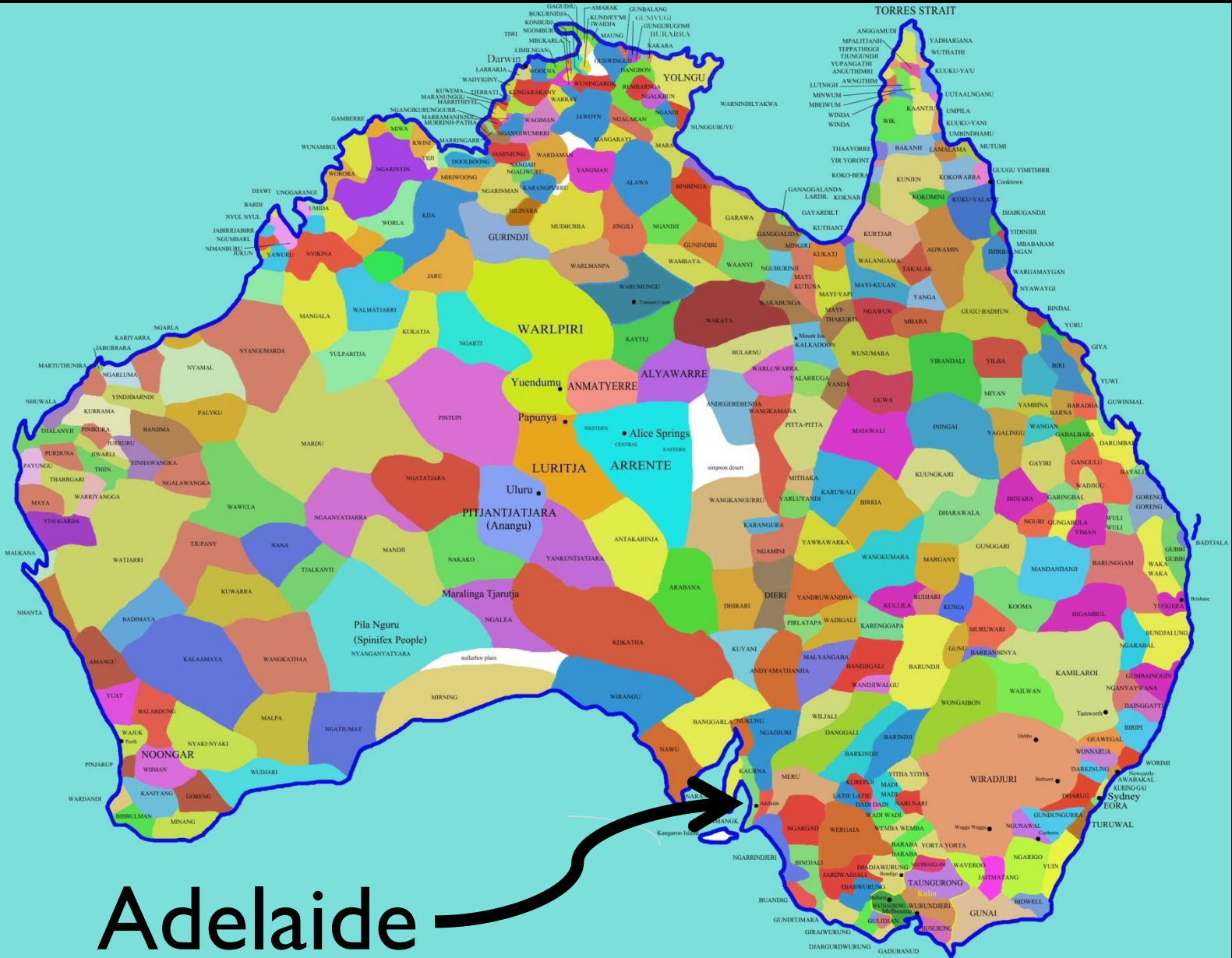
Hugh Kearns

*Welcome. We're  
starting at 2:00pm.*



# Hugh Kearns

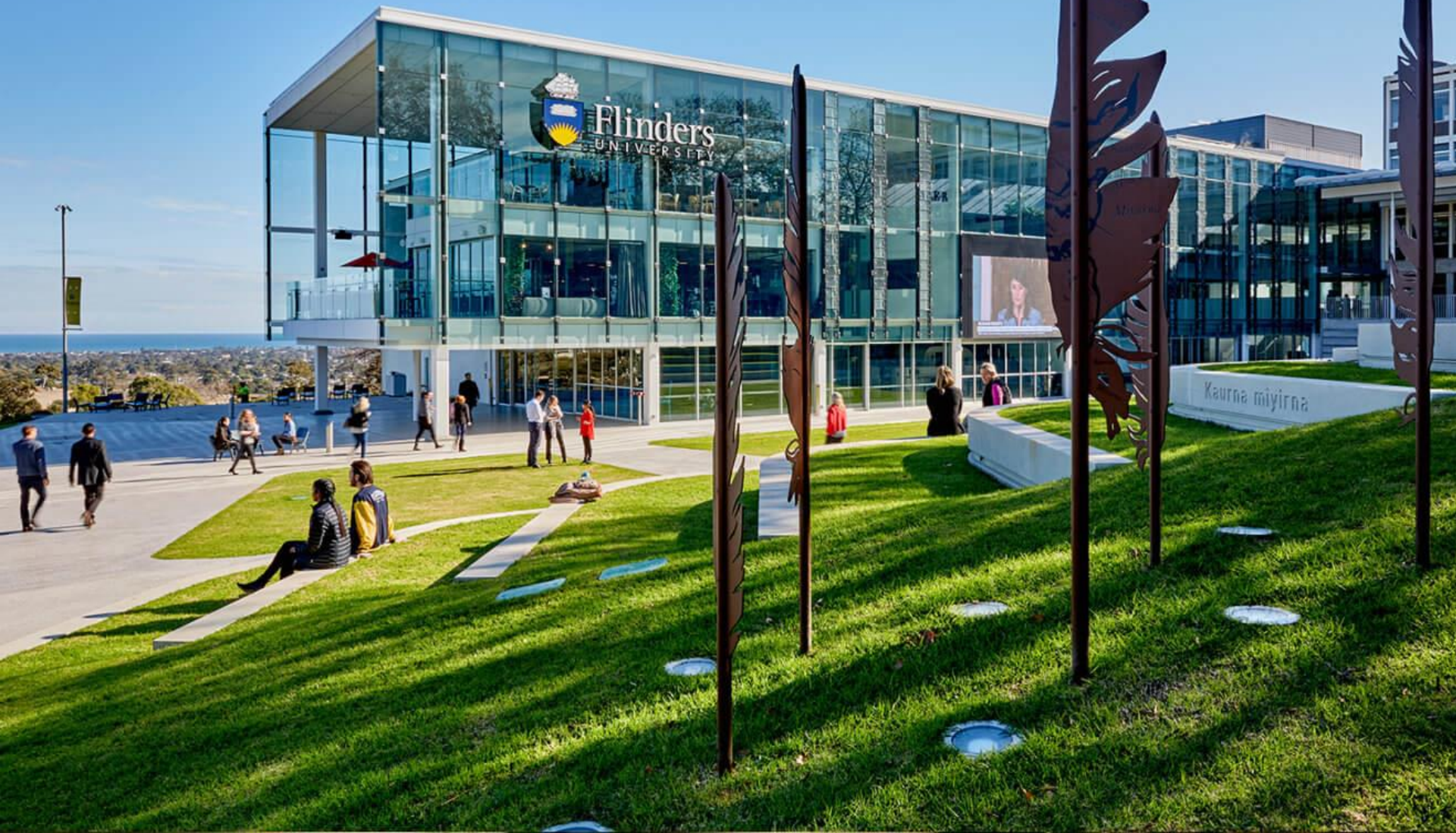




Adelaide  
Kaurna people

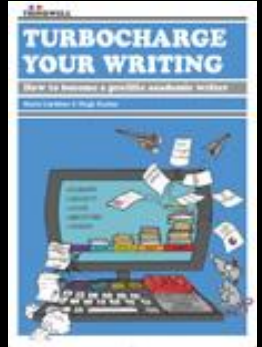
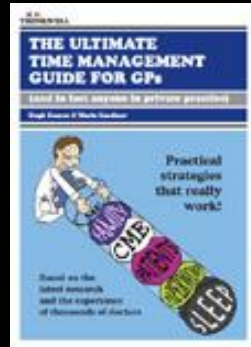


- Flinders University • Lecture • Research
- Self-management



**THINKWELL**

[www.ithinkwell.com.au](http://www.ithinkwell.com.au)



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**THINKWELL**

# PREPARING FOR THE 3MT

Everything you need to know

Hugh Kearns

80 000 words  
in 180 secs

**3 MT**



# Ben Bulbin, County Sligo, Ireland



# And who are you?

Introduce yourself

- Name
- Where are you?

CHAT



Virtual



# History

2008

University of  
Queensland





# The Rules

- A single static PowerPoint slide is permitted. No slide transitions, animations or 'movement' of any description are allowed. The slide is to be presented from the beginning of the oration.
- No additional electronic media (e.g. sound and video files) are permitted.
- No additional props (e.g. costumes, musical instruments, laboratory equipment) are permitted.

- Presentations are limited to 3 minutes maximum and competitors exceeding 3 minutes are disqualified.
- Presentations are to be spoken word (e.g. no poems, raps or songs).
- Presentations are to commence from the stage.

- Presentations are considered to have commenced when a presenter starts their presentation through either movement or speech.
- The decision of the adjudicating panel is final.

## Videos must meet the following criteria:

- Filmed on the horizontal;
- Filmed on a plain background;
- Filmed from a static position;
- Filmed from one camera angle;
- Contain a 3MT title slide;
- Contain a 3MT PowerPoint slide (top right corner/right side/cut to)
- The decision of the adjudicating panel is final.
- The 3 minute audio must be continuous – no sound edits or breaks.

# Some Examples



# Look and learn

## Look and learn

There are many great examples of 3MT presentations available on-line. As you watch the presentations it's helpful to look at them critically. Here are some questions you could ask yourself.

Presenter's name:	University:	Year:
What is your instant reaction as they start?		
The slide: Your reaction? Does it grab attention? Is it clear?		
Does the speaker look confident? Nervous? How can you tell?		
How did they start? A question? A story? Did it work?		
Did they grab your attention?		
Could you understand what they were saying?		
How did they explain complex ideas?		
How did they bring it to an end?		
What did you like?		
What did you dislike?		
What could you borrow for your presentation?		



**2017 Asia-Pacific 3MT Runner-Up - Alyssa Budd**  
**“Let’s talk about sex change”**

# Look and learn?

## Look and learn

There are many great examples of 3MT presentations available on-line. As you watch the presentations it's helpful to look at them critically. Here are some questions you could ask yourself.

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How did they explain complex ideas?		
How did they bring it to an end?		
What did you like?		
What did you dislike?		
What could you borrow for your presentation?		

# The Criteria

# Judging criteria



Judge's Name: \_\_\_\_\_

## 3MT® Competition Judging Rubric

PRESENTER: \_\_\_\_\_

SCHOOL/INSTITUTE/FACULTY: \_\_\_\_\_

UNIVERSITY: \_\_\_\_\_

3MT TITLE: \_\_\_\_\_

### SCORING CALIBRATION:

1	2	3	4	5	6	7
Does not meet expectations	Demonstrates competency but some major weaknesses	Demonstrates competency but some significant weaknesses	Good, but some flaws	Very good, only very minor flaws	Excellent, almost flawless	Outstanding, no flaws

Please include a score between 1 and 7 in the 2 sections below.  
The competitor will then be provided with an overall score out of 14

COMPREHENSION AND CONTENT	
Presentation provided clear background and significance to the research question	
Presentation clearly described the research strategy/design and the results/findings of the research	
Presentation clearly described the conclusions, outcomes and impact of the research	
Score out of 7	

ENGAGEMENT AND COMMUNICATION	
The oration was delivered clearly, and the language was appropriate for a non-specialist audience	
The PowerPoint slide was well-defined and enhanced the presentation	
The presenter conveyed enthusiasm for their research and captured and maintained the audience's attention	
Score out of 7	

<b>OVERALL SCORE</b>	/14
----------------------	-----

### COMMENTS

This very brief comment will be used to provide feedback to unsuccessful entrants via email. Please identify one positive and one area for improvement (the most obvious area). e.g. **xxx was good but you need to work on xxx**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

# Judging criteria

## SCORING CALIBRATION:

1 Does not meet expectations	2 Demonstrates competency but some major weaknesses	3 Demonstrates competency but some significant weaknesses	4 Good, but some flaws	5 Very good, only very minor flaws	6 Excellent, almost flawless	7 Outstanding, no flaws
---------------------------------	--	--	---------------------------	---------------------------------------	---------------------------------	----------------------------

Please include a score between 1 and 7 in the 2 sections below.

The competitor will then be provided with an overall score out of 14

# Comprehension and content

## COMPREHENSION AND CONTENT

Presentation provided clear background and significance to the research question

Presentation clearly described the research strategy/design and the results/findings of the research

Presentation clearly described the conclusions, outcomes and impact of the research

Score out of 7

# I. Background and significance

Presentation provided clear background and significance to the research question



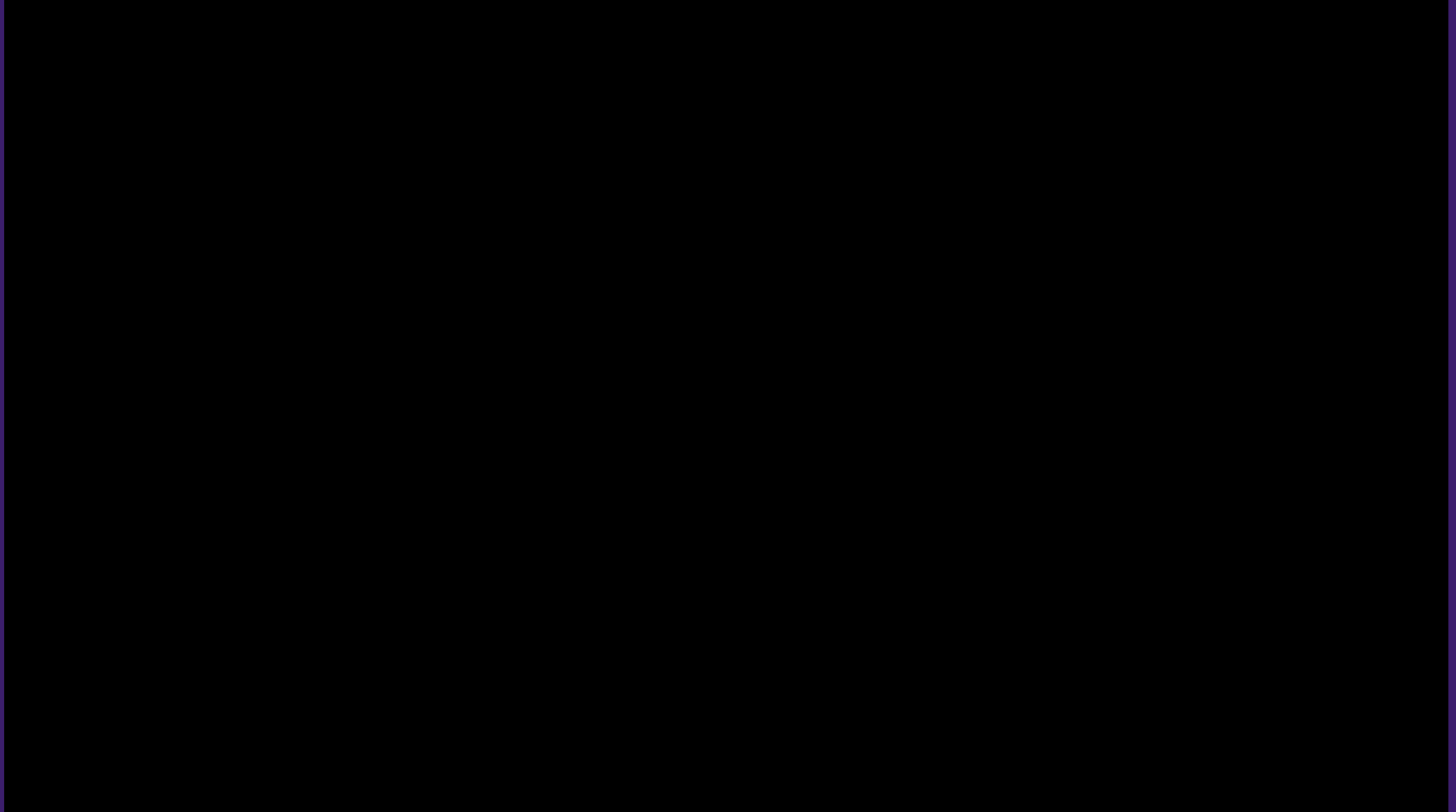
## 2. Research design and results/findings

Presentation clearly described the research strategy/design and the results/findings of the research

### 3. Outcomes and impact

Presentation clearly described the conclusions, outcomes and impact of the research

<https://www.youtube.com/watch?v=G-EpPpIGsww&t=7s>



Ulrik Lyngs, Oxford, National Semi-final 2020

# Comprehension and content

## COMPREHENSION AND CONTENT

Presentation provided clear background and significance to the research question

Presentation clearly described the research strategy/design and the results/findings of the research

Presentation clearly described the conclusions, outcomes and impact of the research

Score out of 7

# Engagement and communication

## ENGAGEMENT AND COMMUNICATION

The oration was delivered clearly, and the language was appropriate for a non-specialist audience

The PowerPoint slide was well-defined and enhanced the presentation

The presenter conveyed enthusiasm for their research and captured and maintained the audience's attention

Score out of 7

## 4. Clear and appropriate language

The oration was delivered clearly, and the language was appropriate for a non-specialist audience

## 5. The slide

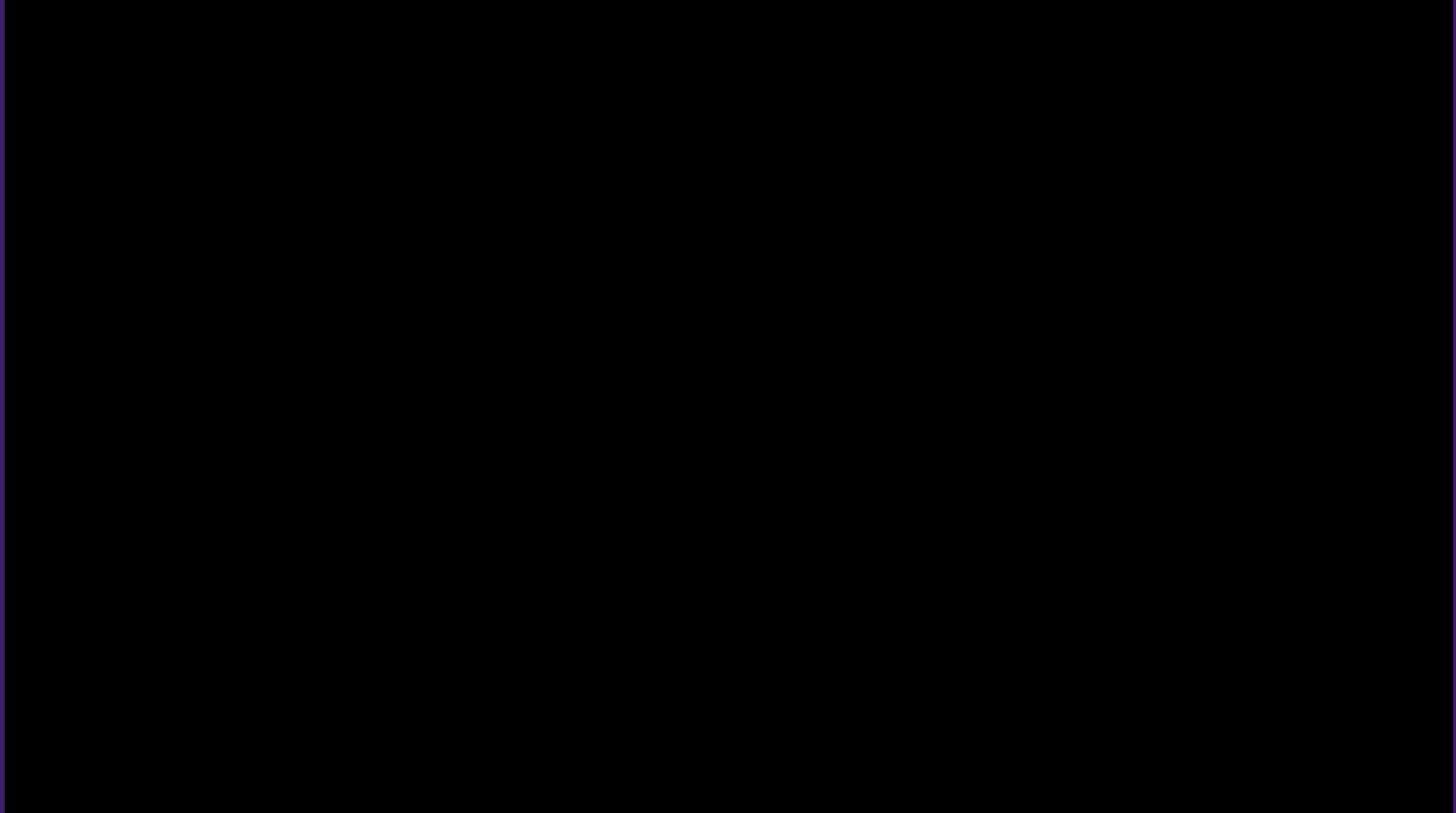
The PowerPoint slide was well-defined and enhanced the presentation?

## 6. Enthusiasm and attention

The presenter conveyed enthusiasm for their research and captured and maintained the audience's attention



**2016 UQ 3MT Final Winner & People's Choice  
Anna-Liisa Sutt - "Dying to Talk"**



<https://vimeo.com/183241953>

# Engagement and communication

## ENGAGEMENT AND COMMUNICATION

The oration was delivered clearly, and the language was appropriate for a non-specialist audience

The PowerPoint slide was well-defined and enhanced the presentation

The presenter conveyed enthusiasm for their research and captured and maintained the audience's attention

Score out of 7

We're  
having  
a break.



**PREPARATION**

# The Message

What is your message?

What will they know  
when they leave?

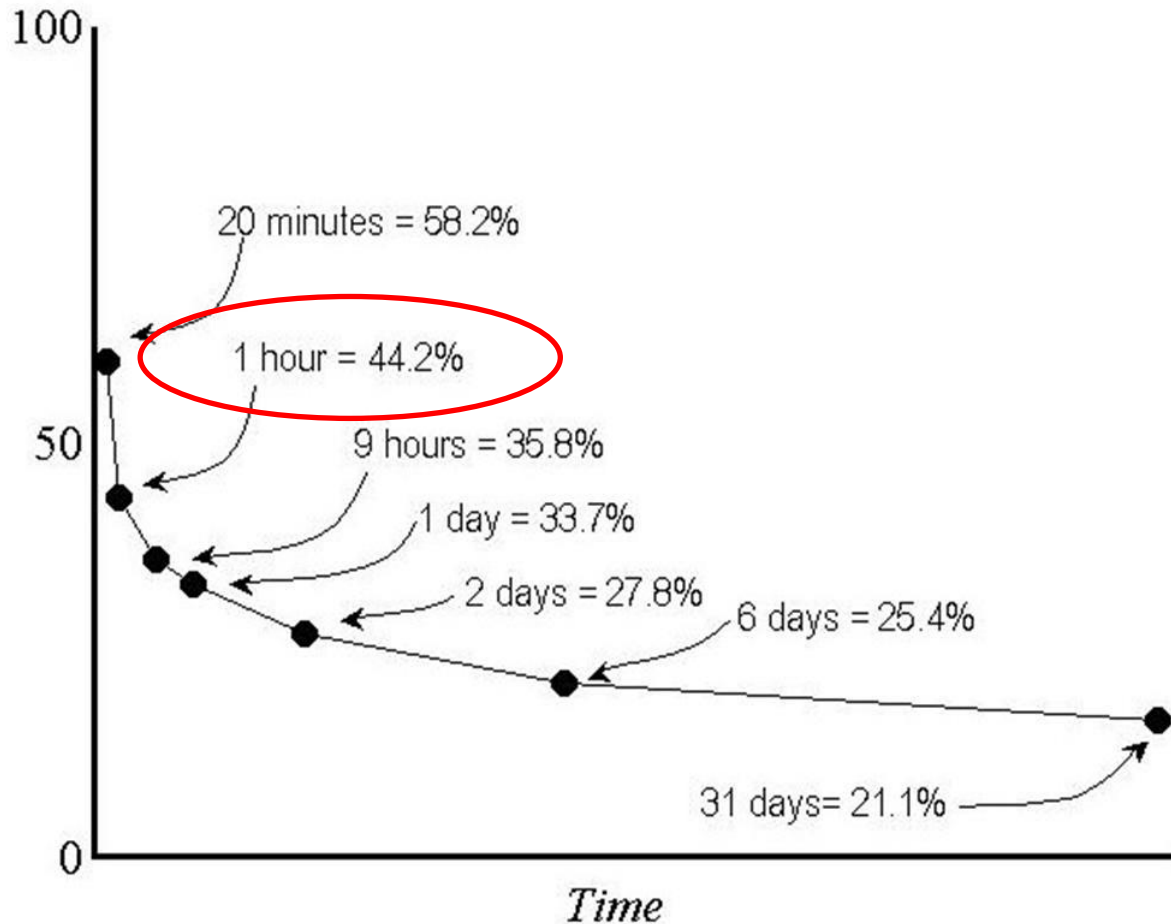
The Take-Home  
message



# How quickly we forget



Hermann Ebbinghaus  
1850-1909



DAX  
BOK  
YAT

# The Coffee Shop Test



So What?

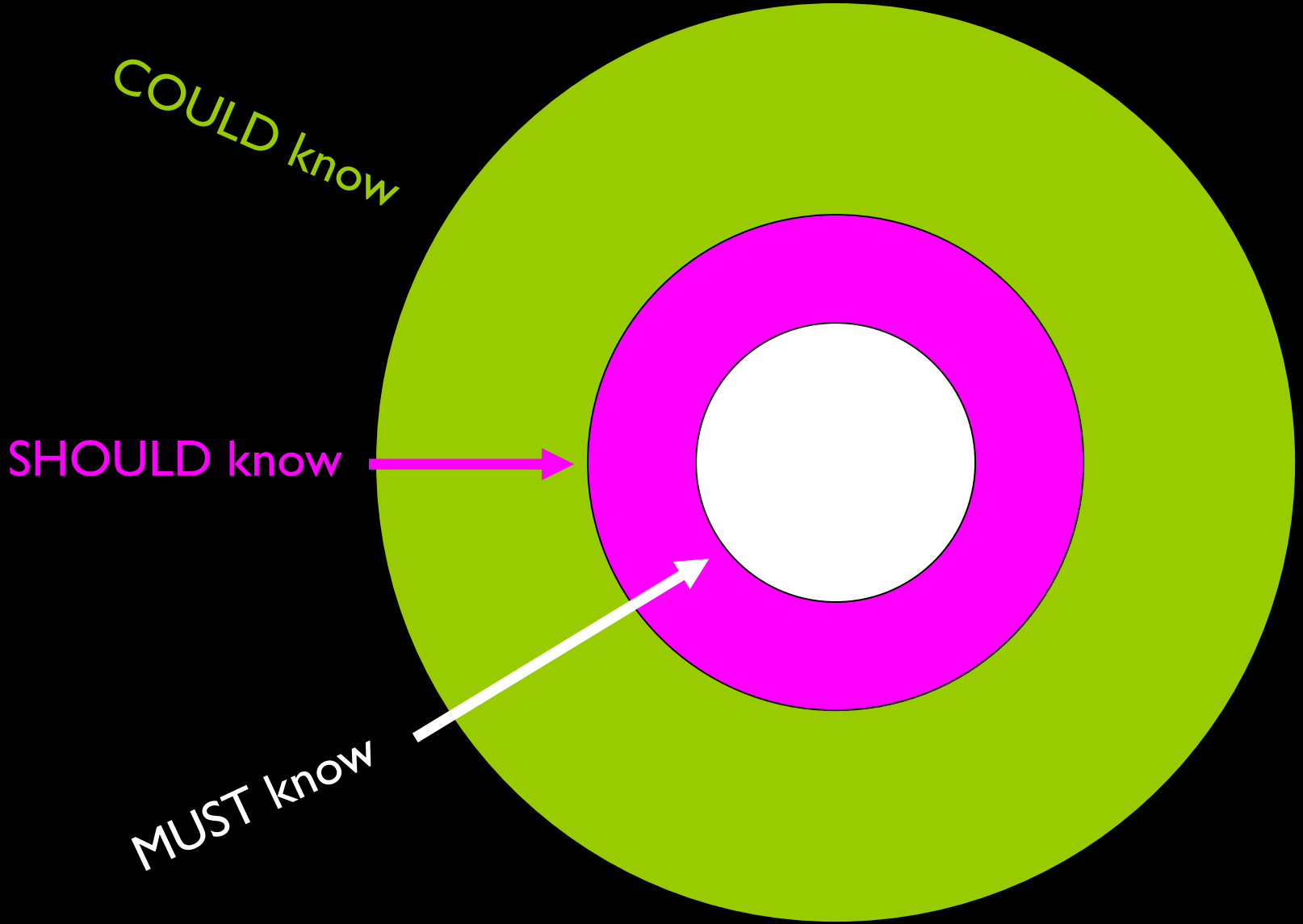
So What?

So What?

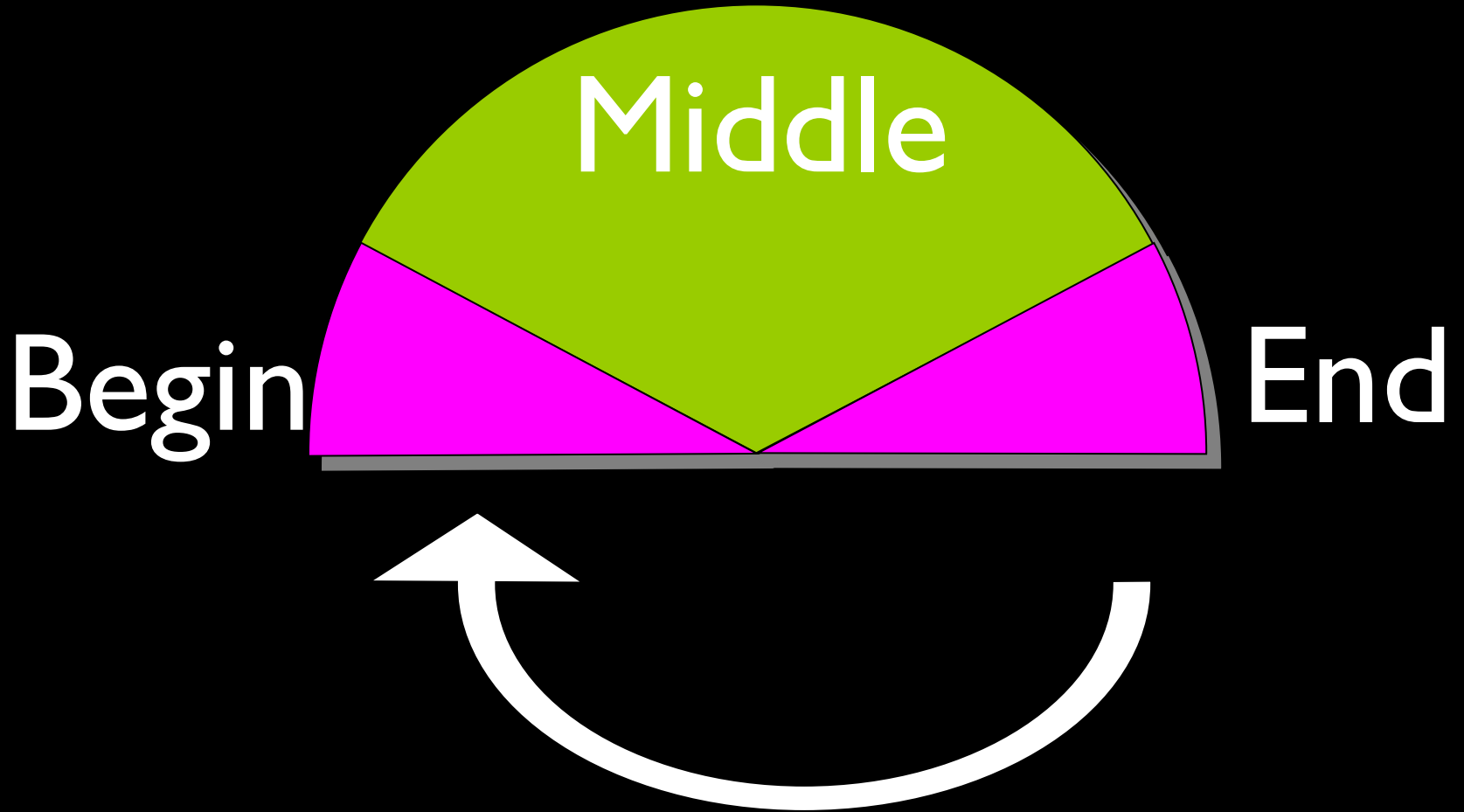


# Make a Mess!





**BME**



# Tell them what you're going to tell them.

## How to begin

### Opening stories

You could start your talk by telling a relevant story.

### Case studies

Or by using a case study from the data to highlight a point.

### Opening questions

A question can be a good way of getting attention at the beginning of your talk. For example: What if...

### A famous quote

You could use a famous quotation or comment if it is relevant to your topic.

### Your slide

Your one PowerPoint slide can be a way of

getting attention. You could use a cartoon or image as a way of opening your talk. Just find one that has some relevance to your topic.

### An unusual fact or statement

You may have come across some unusual statistic or fact in your research. You could use that to get attention.

### Something topical

There may be something topical in your field or in current affairs at the time. What is on the front page of the newspaper? Is there some way you can link this to your topic?

### Humour

Be careful about using humour as not everyone has the same sense of humour.

## Problem, solution

In this format you state the problem at the beginning and then outline your solution.

### Problem:

Roads not safe for bikes  
Present your evidence

### Solution:

Present your solution/s and evidence  
For example, build roads for bikes or ban bikes or ban cars!

## Threat, resolution

You could open by describing some threat e.g. ageing population and then explain how your research could assist in resolving it.

## Pros and cons

This format allows you to take a balanced approach where you look at the issue from two sides. You state the positives and negatives of a position.

There are arguments for and against this issue.

## Costs, benefits

This is another version of the pros and cons. You might use this where there is a financial decision to be made.

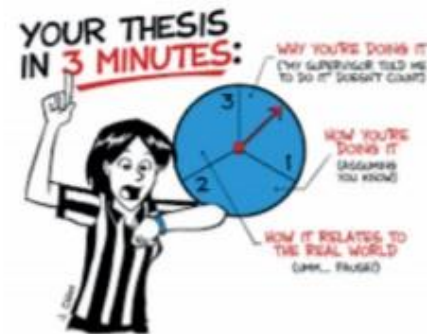
## Why, How How

You could split it up like this:

Why you're doing it?

How you're doing it?

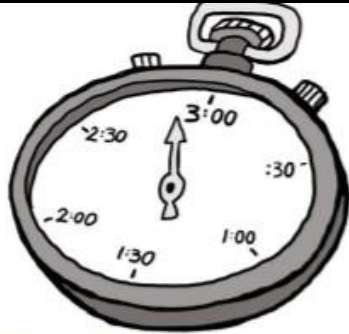
How it related to the real world?



## Signposts and linking phrases

As you move through your talk you need to create good linking sentences or signposts between your points. For example:

- So that's the second key point. Now let's move on to the third point.
- That leads us to the next major point:
- We've now looked at point one and point two. The last one I want to address is:
- So moving on to the next point ...
- That leads us to ...



## The End - How to finish

Ideally you end on a high point or a memorable point. This is your final chance to get your message across. Sadly some talks just fade out in a quiet whimper. The only way you know the speaker has come to an end is that they have stopped talking. The audience is left hanging in the air. There's no conclusion. In other cases the speaker runs out of time and has to rush, often skimming over important points. So let's look at some ways to bring things to a fitting end.

Here are phrases you can use to signal to your listeners that the end is nigh.

### Concluding phrases

- In conclusion ...
- Finally ...
- To summarise ...
- Before I finish ...
- So pulling it all together ...
- As I draw to the end I want to recap on the three key points ...
- I have one final thought I'd like to finish on ...

### Linking your beginning to your end

As mentioned at the beginning a neat way to structure your talk is to link the beginning and the end.

#### For example:

You could tell a story at the beginning and refer back to it in the ending.

"Remember at the start of my talk I told you the story of X, well ..."

#### You could also put a question in the introduction and leave it unanswered.

Then in the ending you can say:

"At the start I asked you this question. Well I hope this talk has helped you see that ..."

#### Some phrases you can use to make the link between the beginning and the end are:

- As I told you at the start ...
- Remember at the start I mentioned ...
- When I started I told you the story ...
- Which brings us back to where we started ...
- Remember that question I asked at the start. Well now you can see ...
- You might be wondering what happened to that person I mentioned at the start. Well ...



Topical

Case studies

Stories

Examples

WIIFM?



And what most people find interesting are:

- Stories
- Case studies
- Impact
- Concrete examples
- Interesting facts, curious facts e.g. horrible histories

So how do you leave them looking for more?

### **Stories, not facts**

If you just provide a list of facts people will forget quickly. Provide the fact and then explain what it means, offer examples, tell stories about it and even restate it.

### **Case studies**

When talking about bike safety, for example, describe a specific case.

Example: Describe the person who cycles to work every day. Talk about some of their near misses.

### **Concrete examples**

Research often involves concepts and ideas. To bring your talk alive make them concrete. Real examples. Real people. When you are explaining concepts, for example global warming, create some specifics.

Example: We need to save energy so, for example, you could turn off your TV at the switch.

### **Topical events**

Look at the daily newspaper or TV to see what is current.

Example: Climate change, obesity.

## Personal examples

Draw on your own experience.

Example: When I talk about work-life balance I describe Friday Night Surprise where I get to decide where we go as a family on Friday evenings.

## Questions

Rather than just stating that the volume of water in Sydney Harbour is 562,000 megalitres, you could begin by asking: What do you think is the capacity of Sydney Harbour?



### WIIFM - What's In It For Me

Put yourself in the place of the audience. What is in it for them? What are they really interested in? How does your stuff relate to them? Find ways to make it relevant to your listeners. If

you are describing a new technique you've developed, then explain how this will make their life easier in some way, for example, faster, more accurate.

## Repetition

Just saying the same thing over and over can be boring but the best example of the power of repetition was Martin Luther King's

## The rule of three

Grouping things into threes gives a sense of completeness. For example:

- I came, I saw, I conquered.
- The good, the bad and the ugly.
- How do you get to Carnegie Hall? Practice, practice, practice.
- The beginning, the middle and the end.
- Lies, damn lies, and statistics.

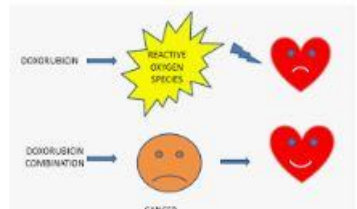
## Seeming interested yourself

If you look bored by your topic then it will be very hard for the audience to get interested in it. So let your passion for your topic shine through. You've chosen to spend a long time working on your research. Why? Why is it important to you? If you can tap into your own energy and enthusiasm, it will inspire interest in the audience.

The slide



Three Minute Thesis on Twitter ...  
twitter.com



Three Minute Thesis (3MT™) Student ...  
latrobe.edu.au

**3MT Do's and Don'ts**

**DO:** have an attention-getting introduction and tell a story.

**Don't:** show data – focus on the big picture.

**Don't:** crowd your slide. Make sure your font is readable from a distance.

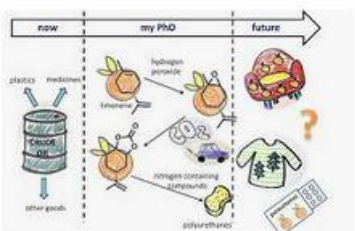
**DO:** contextualize your research in the grander scheme of things and share why your topic would be of interest to any person off the street. Does your research help with finding a cure for cancer? Will it solve global warming? How will it ultimately help make our lives better? Make your work relevant to your audience.

The Three Minute Thesis - ppt download ...  
slideplayer.com

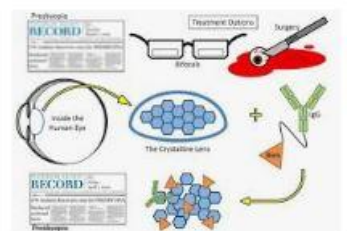


3MT (T hree Minute Thesis) Slide - How ...  
slideshare.net

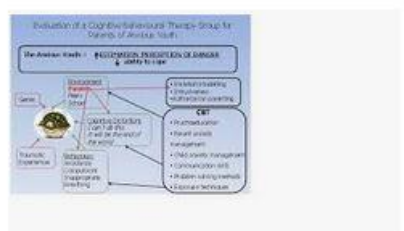
3 Minute Thesis (3MT) at the BN...  
ptlin.coilnproject.wordpress.com



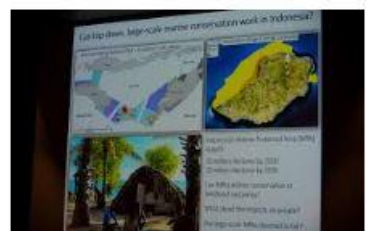
Rocky Road to 3MT UK final | Centre for ...  
blogs.bath.ac.uk



winer for Waterloo PhD student ...  
uwaterloo.ca



3MT | Average: Chronicles of a Phd  
averagechronicles.wordpress.com



Three Minute Thesis Competition (3MT) ...  
odu.edu.au

3 minute thesis (3MT) competition ...  
uts.edu.au

3MT - Thesislink



Three Minute Thesis Comp...

3MT - Early detection of research ...

Gregory Lui wins UWaterloo's 3MT finals ...

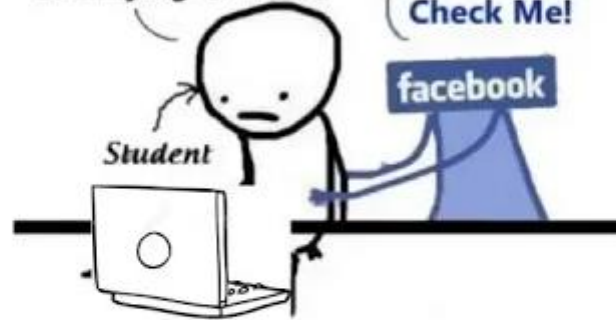
Javier Garcia Lopez — University of ...



MTA  
TERRING  
NATURE

Facebook, Please.  
I'm Trying to Work!

Check Me!  
Check Me!



the  
**ReDD**  
workshop

**2016 UQ 3MT Final Winner & People's Choice  
Anna-Liisa Sutt - "Dying to Talk"**

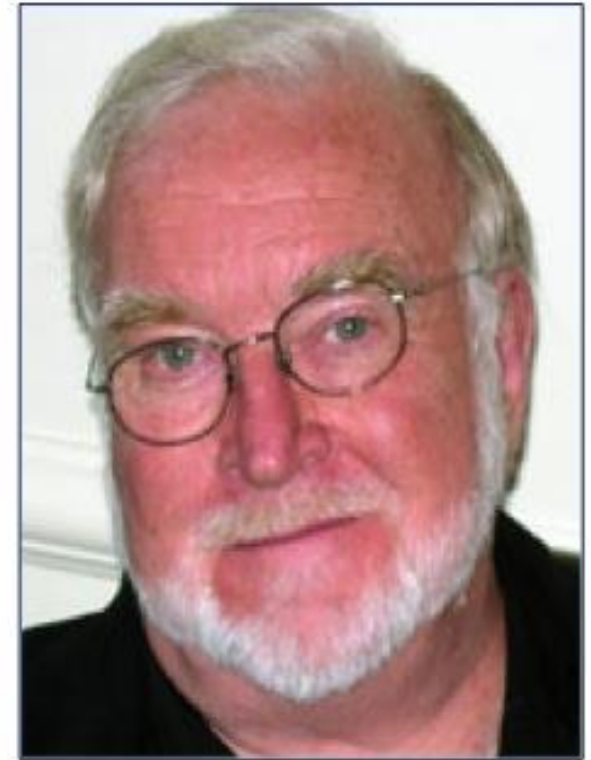
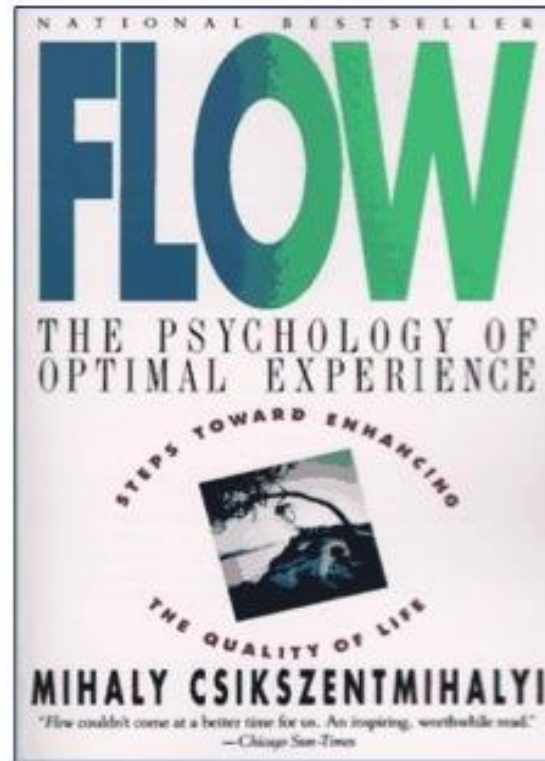


PRACTICE



Ken Dodd's dad's  
dog's dead

Mihaly Csikszentmihalyi



Mihaly

Csikszentmihalyi

chick-sent-me-high-ee

# Over-learn

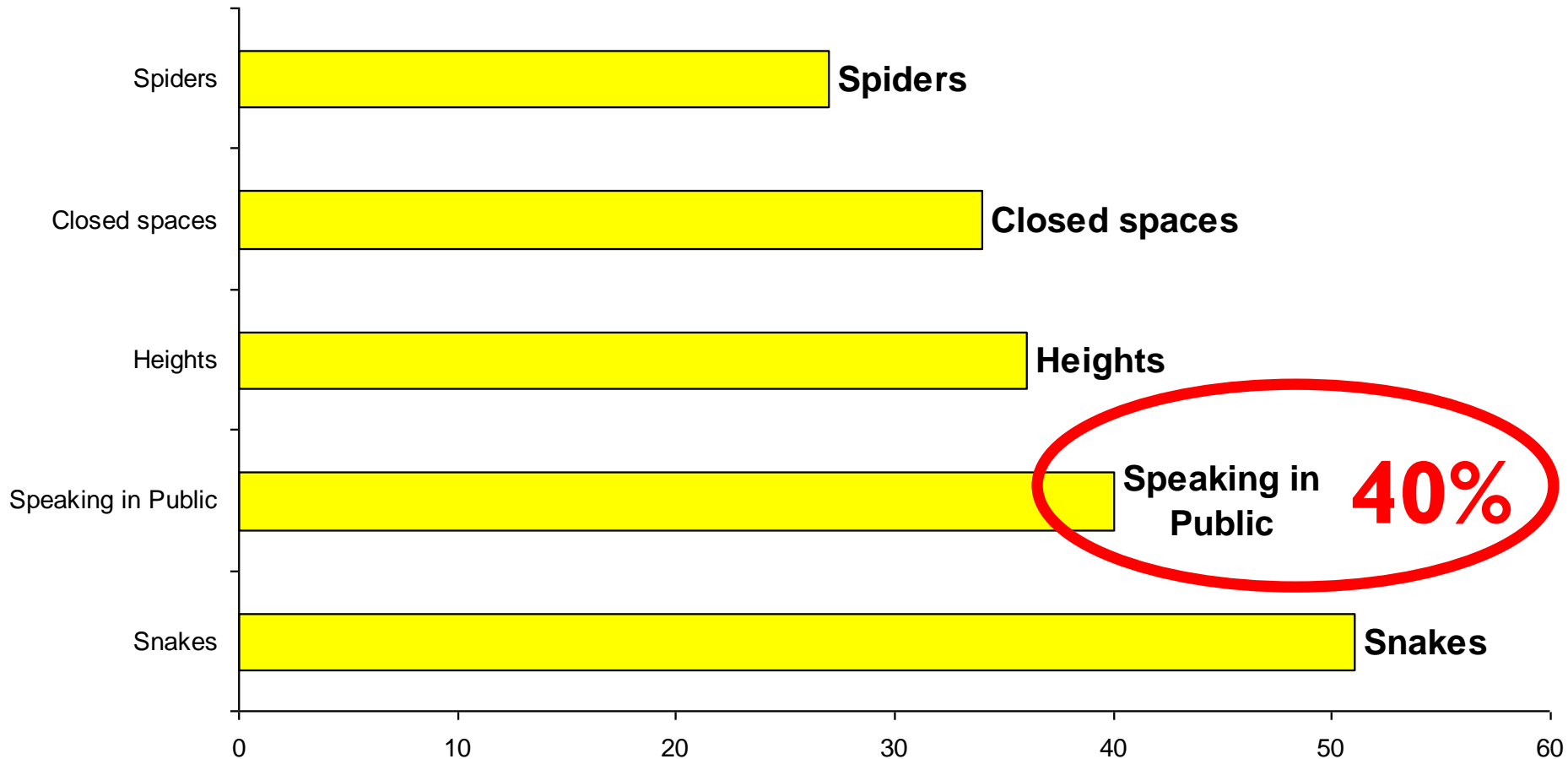
The first 1-2 sentences

Complicated words

**ANXIETY**

# Glossophobia

Top Fears %



# STREISAND

LIVE IN CONCERT 2006



How you  
think  
Visualise

It's normal

Prepare

Reframe

Breathe

Virtual #3MT

## Virtual competition rules

- Presentations are limited to 3 minutes and competitors exceeding 3 minutes are disqualified.
- Presentations are considered to have commenced when a presenter starts their presentation through speech (timing does not include the 3MT title slide and commences from when the competitor starts speaking, not the start of the video).
- **Videos must meet the following criteria:**
  - Filmed on the horizontal;
  - Filmed on a plain background;
  - Filmed from a static position;
  - Filmed from one camera angle;
  - Contain a 3MT title slide;
  - Contain a 3MT PowerPoint slide (top right corner/right side/cut to)
- A single static slide is permitted in the presentation (no slide transitions, animations or 'movement' of any description). This can be visible continuously, or 'cut to' (as many times as you like) for a maximum of 1 minute or submitted via email if not included in the presentation.
- The 3 minute audio must be continuous – no sound edits or breaks.
- No additional props (e.g. costumes, musical instruments, laboratory equipment and animated backgrounds) are permitted within the recording.
- Presentations are to be spoken word (e.g. no poems, raps or songs).
- No additional electronic media (e.g. sound and video files) are permitted within the video recording.
- The decision of the adjudicating panel is final.
- Submissions via video format (only video link provided to Event Coordinators). Files sent in other formats will not be accepted.
- Entries submitted for final adjudication to Wildcard or University Final are to be submitted from the School/ Faculty/Institute 3MT Event Coordinator. Competitors should not submit their videos directly to 3MT.



# Draw me a clock

<https://vimeo.com/361086690>



Emma Elliott

Institute of Cardiovascular & Medical Sciences

'Draw me a clock...'

# Traumatic Brain Injury

<https://vimeo.com/361254552>

## 3MT Recording - Filming at Home

There are three factors to consider when selecting your location to ensure you are producing the best video possible: light, sound and background.

### Light

Dark environments impact the overall quality of your video because cameras do not perform well in dim lighting. Ensuring you are well lit guarantees the camera and therefore, your audience, can see you clearly. Look for a room in your home that has lots of natural light. If you are using light from a window, ensure you are facing towards the window so light falls on you directly.

Any additional lighting you can introduce will further improve the quality of your video. Look around your home for desk lamps, torches etc. Watch [this tutorial](#) for more information.



Facing away from window



Facing window

## Sound

When filming video at home, ensure you choose a very quiet environment where you have as much control over the sound as possible. For example, choose a small room where you have the ability to close all doors and windows. Make sure any noisy electronics in the room such as fans, air conditioners, computers, phones and possibly even your fridge are temporarily turned off. These are much louder in video than you may think and are very distracting to your audience!

Be aware of any audible interruptions you don't have control over such as aeroplanes, lawns mowers and cars. Consider filming during a quiet time of day such as early in the morning when there are likely to be less interruptions. If there are audio interruptions during your recording, do not continue. Wait it out and try again at a later point!

## **Background**

Aim for a clean, plain wall as your background, completely free of visual distractions from the waist up where you will be framing your shot.

### Camera orientation

Ensure phones and tablets are turned onto their side so the video is filmed horizontally not vertically. This is to ensure the finished video is the correct shape and size when uploaded to Vimeo.

### Eyeline

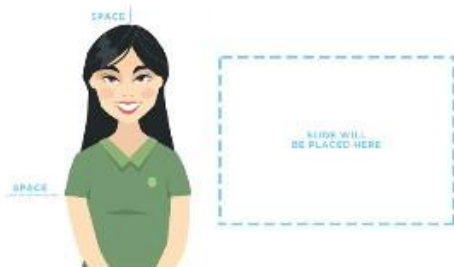
To ensure your eye line is correct, the tripod or surface where your recording device is placed, should be high enough so that the camera lens is in line with your eye level. Try to avoid the camera lens having to either point up or down towards you.

### Framing - Two Options

1. Set up your shot so you are in the centre of the frame, not being cut off at the top and so you can be seen from the waist up. Ensure there is equal space and just the blank wall background on either side of you.



2. Set up your shot so you are to the left of the centre of the frame without being cut off at the top and so you can be seen from the waist up. The right side of the video frame should be just the blank wall background, as this is where your slide will be edited in.



# Horizontal

# Eyeline

# Framing

## Video Editing - Optional Inclusions

- Go to website - <https://www.kapwing.com> (or any video editing platform you are familiar with, Kapwing is a suggestion only)
- Create an account by signing in with Google or Facebook
- Go to My Workspace - click new project - click start with studio
- Click start with blank canvas
- Rename Studio Draft (top of page) - Name - 3MT Title
- Click add scene - left hand side to show 2 blank scenes
- Adjust output size (16:9 - widescreen) - right hand side

### Scene 1

- Highlight scene - click upload - insert 3MT Identifying Details as a JPEG
- Fill in the PP with your details and save a copy as a JPEG for uploading - does not upload PP

### Scene 2

- Highlight scene - click upload - insert 3MT Video file or URL link
- Highlight scene - click upload image - insert 3MT PP slide - highlight 3MT PP slide - click lock ratio - adjust size and place in top right hand corner / or on right hand side
- Save a copy of your 3MT PP slide as a JPEG for uploading - does not upload PP
- Save draft and review
- Publish
- Copy link and upload your final presentation to Vimeo - The Vimeo link to your video is the link you will submit to your 3MT Event Coordinator along with your 3MT PP slide so the judging panel can view and assess your presentation.

## Uploading to Vimeo - Computer

- Ensure your completed video has been copied to your desktop or laptop device from your phone or tablet
- Create your own personal Vimeo account and log in at [vimeo.com](https://vimeo.com). Click 'log in' on the left of the top toolbar
- Hover over the blue 'New Video' button in the top right and select 'upload' from the drop down menu.
- Either drag and drop your file for upload or manually select your file by clicking 'or choose files'. The upload should begin automatically.
- Ensure the privacy setting is set to 'only people with the private link'.
- Give your video a title: Name\_3MT Title here and double check the privacy settings.
- The Vimeo link to your video is the link you will submit to your 3MT Event Coordinator along with your 3MT PP slide so the judging panel can view and assess your presentation.

## Uploading to Vimeo - Smart Phone

- Download and install the Vimeo app.
- Create your own personal Vimeo account and log in via the blue log in button. If you already have an account, click the blue log in button and enter your existing details.
- Click on the 'upload' button in the bottom right-hand corner and select your video from the camera roll.
- Trim the length of your video, or choose 'skip'.
- Ensure the privacy setting is set to 'only people with the private link'.
- Give your video a title: Name\_3MT Title here and double check the privacy settings.
- The Vimeo link to your video is the link you will submit to your 3MT Event Coordinator along with your 3MT PP slide so the judging panel can view and assess your presentation.

## Updating Video

Vimeo allows you to replace a video with an updated file so the original link remains the same.

If you need to update your submission, update your video at the existing Vimeo link. Do not upload a new video from scratch, as this will create a new link and will be difficult for organisers to track.

**Please note:** only done using a computer or tablet.

- Log in to your Vimeo account on an internet browser (do not use the app).
- Navigate to the video by selecting "videos" on the left hand side menu.
- Click on the video to open the video's settings.
- Scroll to the bottom of the settings options on the left-hand side of the screen.
- At the bottom of the scroll bar, click the blue button "replace video".
- Navigate to and select the new video file on your device.
- Watch the progress of the new upload at the bottom left-hand side corner of your screen. Do not close the browser window until this is complete.
- Watch the updated video through to ensure the new video has replaced the old version. This can sometimes take time to process.

## 3MT TRAINING VIDEOS

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How to create your 2020 video submission



### Filming your 3MT

This training video will take you through the main things to consider when filming your 3MT presentation: lighting, sound and background.



### Editing your 3MT

This training video will take you through the basics to edit together your 3MT video submission.

<https://www.youtube.com/watch?v=ea8X2DTwCp0>



# Tools

[www.ithinkwell.com.au](http://www.ithinkwell.com.au)





## Feedback format

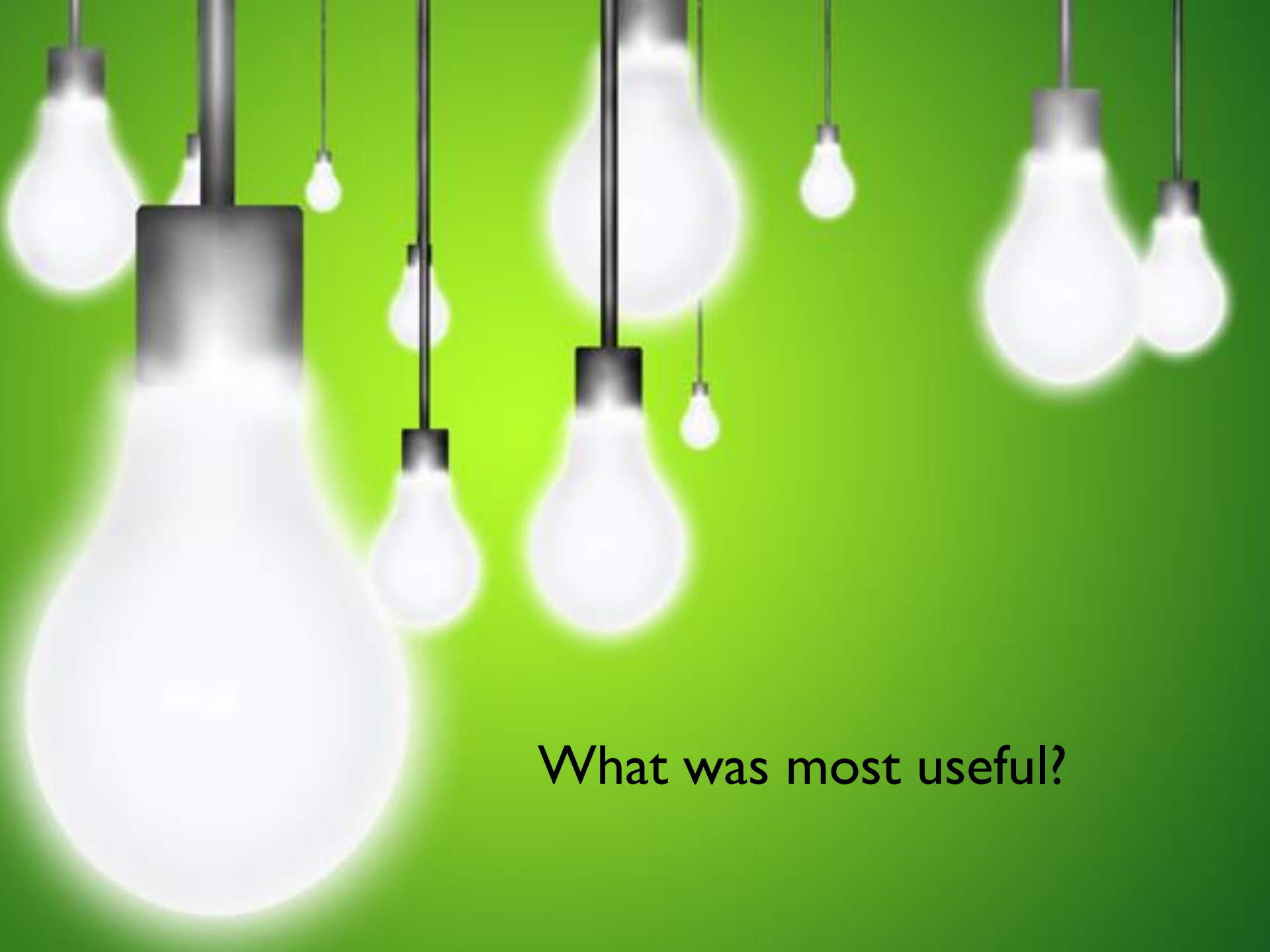
The things I'd like you to look for are:

The beginning:	Did it get your attention? Your reaction?
The middle:	Did you understand what I was talking about? Jargon words Comments?
The end:	What did you think of the ending?
Delivery:	Was I loud enough? Clear enough? Too fast/too slow/just right? Enthusiasm?
The slide:	Was it clear? What did you like/dislike about it?

## Content Checklist

As you are preparing and revising your content here are some factors to consider.

	Attention grabbing opening
	Using active voice (I, we)
	Using stories or case studies
	Making it relevant to the audience
	Concrete or specific examples
	No jargon
	Conversational language
	Logical flow of ideas
	Linking phrases
	Memorable slide
	Correct timing
	A good ending



What was most useful?