

Practical Presentation Pearls

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Serial-position bias: 1st and last items are best remembered.

Place most important points at the beginning & end of your presentation.



Deeper levels of mental processing enhance recall

Frame key points so they require more mental processing.



Curiosity effect: Curiosity about a subject enhances recall

Start session with a quiz or mystery case.



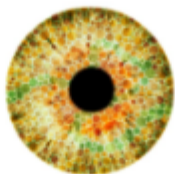
Picture-superiority bias: Recall is higher for pictures than text

Use more images than text in presentation materials.



Von Restorff effect: Differences are better remembered than similarities

Use differences in size, shape and color to emphasize key points.



Color vision deficiency (CVD): >8% North Americans have some form of CVD

Use color-safe palette to emphasize key points.

Use the free app Color Oracle (<http://colororacle.org>) to check materials.



Dual-processing: Learning occurs in visual & auditory channels

Best if use both modalities; however, some interactions may hamper recall.

Optimal: Present mostly images and tell stories.

Least effective: Reading text on a slide. Learners end up devoting cognitive capacity to make sure text matches voice rather than learning.