Researching Your Presentation

Your presentation can only be as good as the quality of the information contained within it. Developing good content requires that you start early and allow sufficient time to conduct any research that may be required.

Using your assignment description as a guide, you will want to:

- Conduct thorough research with the goal of obtaining a variety of sources that meet your assignment requirements. Do not begin and end your research with Google!
- Carefully evaluate the quality of what you find. After all, the reputability of your sources directly speaks to your credibility, and you are ethically obligated to present only good information that you believe to be accurate. If you are in doubt about the quality of the information you have found, try to find it from another, more reputable source. Also, be aware of any biases that may exist in the sources you are using.
- Carefully consider what in particular, from among the many things you've found, will be most useful and relevant to your presentation's purpose. Not everything you find should be included. Being thorough in your research ensures that you will have plenty of information from which to choose, and that you can be selective in what you include in your presentation.
- Be sure to use the information you find as accurately and fairly as possible. Taking information out of context or representing it in a way that is misleading or inaccurate is unethical and unfair to your audience. Be sure you read enough in order to understand the idea or phenomenon you are describing so you don't misrepresent the information you include.
- Always, always, always cite your sources! This includes acknowledging them in your outline (if one is required) as well as the presentation itself. Your audience is judging what you say in part based on the quality of your sources, and they deserve to have sufficient information about your sources in order to evaluate them.