Clear and to the Point: 8 Psychological Principles for Compelling PowerPoint Presentations (Kosslyn 2007).

Principle 1. The Principle of Relevance
Principle 2. The Principle of Appropriate Knowledge
Principle 3. The Principle of Salience
Principle 4. The Principle of Discriminability
Principle 5. The Principle of Perceptual Organization
Principle 6. The Principle of Compatibility
Principle 7. The Principle of Informative Changes
Principle 8. The Principle of Capacity Limitations

Quotes, Examples, Tips and Tricks from Kosslyn:

The Principle of Relevance - “Speak to your audience, not at them.” - The audience should be told only what they must know to get your message: Telling them too little will leave them puzzled- and telling them too much will leave them overwhelmed, disoriented, and irritated.

The Principle of Appropriate Knowledge - “Know your audience” - To reach your audience, the language you use, including jargon. sophistication and complexity of the vocabulary and syntactic structure must be appropriate. The types of displays and the specific concepts must also be at the appropriate level so that you connect with your audience, instead of intimidating or alienating them.

The Principle of Salience - “Attention is drawn to large perceptible difference.” - Prioritize different aspects of the message and highlight the most important at any given moment, only tell them at the relevant times what deserves their attention.

The Principle of Discriminability - “Two properties must differ by a large enough proportion or they will not be distinguished.” - Our visual systems register relative proportions, not absolute amounts, so changes must be distinguishable.

The Principle of Perceptual Organization - “People automatically group elements into units, which then then attend to and remember.” - Your audience will chunk information together and categorize it to make meaning of it, help them organize by arranging the material on your slide in groups.
The Principle of Compatibility - “A message is easiest to understand if its form is compatible with its meaning.” We infer content from form, we make a direct connection between what we see and hear.

The Principle of Informative Changes - “People expect changes in properties to carry information.” - When we see or hear a change, we expect it to mean something, so every visible or auditory change should convey information. What you want your audience to retain from a particular slide should be signaled by something you show, mirrored by something you say.

The Principle of Capacity Limitations - “People have a limited capacity to retain and to process information, and so will not understand a message if too much information must be retained or processed.” - The audience will experience cognitive load and capacity limitations during the presentation, the audience cannot hold in mind more than four groups of information at once, known as the Rule of Four.

Background information about the author: Stephen Michael Kosslyn is an American psychologist who specializes in the fields of cognitive psychology and cognitive neuroscience. Kosslyn received his B.A. in 1970 from UCLA and his Ph.D. in 1974 from Stanford University, both in psychology. As of 2011, he is the director of the Center for Advanced Study in the Behavioral Sciences at Stanford University. Prior to his appointment at Stanford, Kosslyn was the John Lindsley Professor of Psychology and Dean of Social Science at Harvard University.
Keywords to use in creating your lectures:

- **Creating**: defend, judge, appraise
- **Evaluating**: formulate, compare, predict
- **Analyzing**: relate, differentiate, support
- **Applying**: apply, use, demonstrate
- **Understanding**: summarize, paraphrase, explain
- **Remembering**: define, list describe
References


**Resources**

2. Enhanced (CCNMTL's Blog) - http://ccnmtl.columbia.edu/enhanced/
4. Faculty Support Lab -
   http://ccnmtl.columbia.edu/our_services/faculty_support_lab/faculty_lab.html
5. Google Motion Chart Gadget -
   http://support.google.com/docs/bin/answer.py?hl=en&answer=91610
6. New CourseWorks (NCW) - https://newcourseworks.columbia.edu/
7. Prezi - https://prezi.com
9. Voicethread - www.voicethread.com