

Missing the Point with PowerPoint

David Thurling

School of Biological & Molecular Sciences
Oxford Brookes University
Headington
Oxford OX3 0BP
Tel: 01865 483257
djthurling@brookes.ac.uk

30 million PowerPoint presentations per day

“The slide-driven presentation that has become the industry standard model has resulted in a style of presentation that does little to inspire or enthuse audiences. The problem is at its worst when the slides consist of nothing but text or tables of numbers. Such heavy reliance on written words and numbers almost guarantees that the presentation will contain too much information, and be presented in a form of language that is likely to be dull and boring. It also means that the audience’s attention will be divided between trying to listen and read at the same time.....Audiences like to be shown things that help them to understand what the speaker is talking about, so the visual aids most likely to attract positive ratings are ones that are genuinely visual or pictorial, rather than textual or numerical.”

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