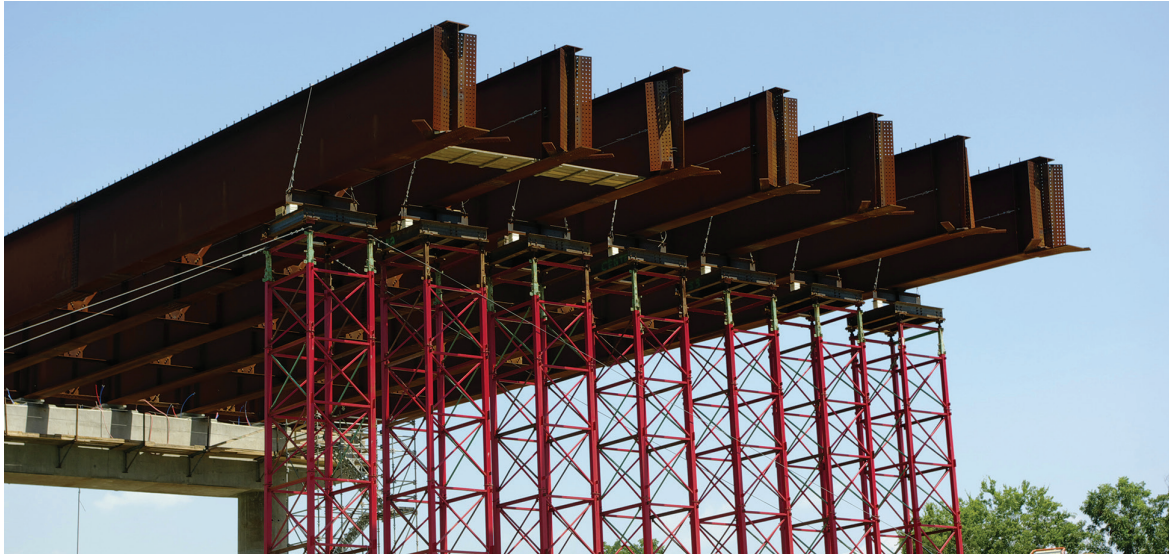Does the idea of gathering information scare you? Don't let it! It is a useful life skill, one you can use forever.

In the last step, you outlined your presentation. You wrote your introduction and conclusion. You brainstormed your main points. You also planned your transitions.

Now that you know your main points, you need to support them. To do this, you need to gather information. In this step, you'll learn how to research effectively. You'll also learn how to add research to your presentation. If you haven't researched much before, don't worry. We will be with you every step of the way. Soon, you'll know how to conduct research on your own.

To make your main points meaningful, you will learn about:

Gathering Information

Supporting Your Points

Clarifying Information

STEP 1
Motivate with
Your Message

STEP 2
Purposeful
Planning

STEP 3
Research and
Support

STEP 4
Dynamic
Design

STEP 5
Perform with
Power

STEP 6
From Uncertain
to Unstoppable

Guiding Questions

What sources can I trust?

How do I give credit to my sources?

How do I explain my supports?

How do I avoid plagiarism?

Key Terms

Plagiarism "Plagiarism" is presenting someone else's ideas as if they are yours.
In most countries, plagiarism is considered to be stealing.

Anecdote An "anecdote" is a short story.
When I want people to see my perspective, I tell them an anecdote.

Analogy An "analogy" is a comparison showing how two different things are actually similar.
When a presenter uses an analogy, he or she improves the audience's understanding.

Support "Support" means evidence.
If you want your audience to agree with you, give support for your points.

Credit To "credit" means to say where your information came from.
When you give statistics or expert opinions, be sure to credit the original source.
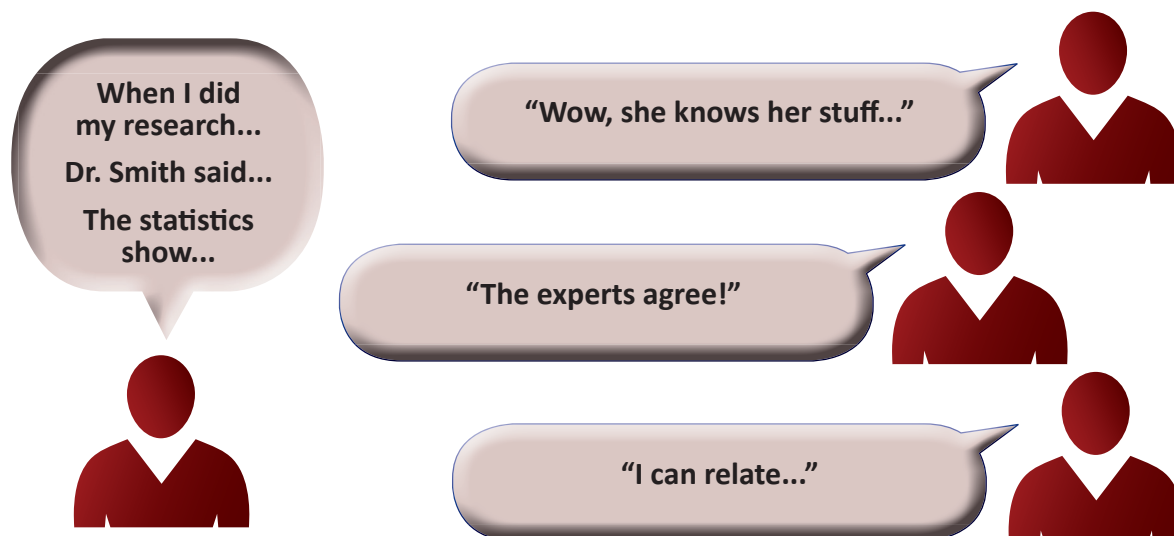
Section 1

Gathering Information

What to Research

You brainstormed three points in Step 2. Now you need to support them. You must always support what you say. When you don't, you lose your audience's trust. Furthermore, supporting your points is an opportunity to connect to the audience. To best support your points, you need to do research. When we research, we search for four types of support: examples, explanations, expert opinions, and statistics.

The Benefit of Research

When I did my research...

Dr. Smith said...

The statistics show...

"Wow, she knows her stuff..."

"The experts agree!"

"I can relate..."

STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6
Motivate with Your Message	Purposeful Planning	Research and Support	Dynamic Design	Perform with Power	From Uncertain to Unstoppable

Types of Support

Support	Definition	Example
Example	Examples come from experience. This means examples are stories. The example could be your story, a friend's story, or someone else's story.	For example, in 2006, a girl named Megan Meier was bullied on the Internet so much that she committed suicide.
Explanation	Explanations come from logic. They either show cause and effect or they point out common knowledge.	Most of the time, teens bully each other when they are unsupervised. In general, social networking sites (SNS) are unsupervised; therefore, SNS are prime places for bullying.
Expert Opinion	Expert opinions come from knowledgeable people. They are quotes by someone who knows a lot about your topic.	According to Dr. Caudle, a family physician, bullied children tend to experience depression, anxiety, loneliness, and unhappiness.
Statistics	Statistics are numbers that show relationships.	A study conducted by the Cyberbullying Research Center found that about 50% of all teens have experienced Internet bullying.

Activity 3.01 Types of Support

What kind of support would be good for your presentation? Circle your answer.

Point 1:

Example	Explanation	Expert Opinion	Statistics

Point 2:

Example	Explanation	Expert Opinion	Statistics

Point 3:

Example	Explanation	Expert Opinion	Statistics