

UvA 3MT Competition 2021

Evaluation criteria

Faculty and Grand Jury's consist of 3-5 members that are balanced by age, gender, academic/professional positions (including a marketing professional), and discipline. They will evaluate each video on the following criteria.

COMPREHENSION AND CONTENT

- ✓ Did the presentation provide an understanding of the background and significance to the research question being addressed while explaining terminology and avoiding jargon?
- ✓ Did the presentation clearly describe the impact and/or results of the research, including conclusions and outcomes?
- ✓ Did the presentation follow a clear and logical sequence?
- ✓ Was the thesis topic, research significance, results/impact and outcomes communicated in language appropriate to a non-specialist audience?
- ✓ Did the presenter spend adequate time on each element of their presentation - or did they elaborate for too long on one aspect or was the presentation rushed?

ENGAGEMENT AND COMMUNICATION

- ✓ Did the oration make the audience want to know more?
- ✓ Was the presenter careful not to trivialise or generalise their research?
- ✓ Did the presenter convey enthusiasm for their research?
- ✓ Did the presenter capture and maintain their audience's attention?
- ✓ Did the speaker have sufficient stage presence, eye contact and vocal range; maintain a steady pace, and have a confident stance?
- ✓ Did the PowerPoint slide enhance the presentation - was it clear, legible, and concise?