

## The Cognitive Style Of Powerpoint Pitching Out Corrupts Within

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PowerPoint Remix (Aaron Swartz: The Weblog)  
The Cognitive Style of PowerPoint Gerstner'S idea, "Let's just talk about your business," means an exchange of information, an interplay between speaker and audience. Yet PowerPoint is entirely presenter-oriented, and not content-oriented, not audience-oriented. The claims of PP marketing are addressed to speakers: "A cure for the

The Cognitive Style of PowerPoint: Pitching Out Corrupts ...  
The Cognitive Style of Powerpoint: Pitching Out Corrupts Within In corporate and government bureaucracies, the standard method for making a presentation is to talk about a list of points organized onto slides projected up on the wall.

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The Cognitive Style of PowerPoint Gerstner's idea, "Let's just talk about your business," means an exchange of information, an interplay between speaker and audience. Yet PowerPoint is entirely presenter-oriented, and not content-oriented, not audience-oriented. The claims of PP marketing are addressed to speakers: "A cure for the presentation jitters."

The Cognitive Style of PowerPoint (2nd edition) / Edition ...  
Doumont (2005) acknowledges that PowerPoint has a restraining cognitive style, but he also states in the title of his paper that not all slides are evil. In consequence, PowerPoint will be used in ...

www.phil-fak.uni-duesseldorf.de  
The Cognitive Style of PowerPoint (2nd edition) 3.1 out of 5 based on 0 ratings, 8 reviews. chrisimweb on LibraryThing: More than 1 year ago: With all respect to other works of Tufte, this booklet is not convincing. Blaming the tool for its misuse is like saying that hammers are in general weapons...

Edward Tufte - Wikipedia  
PowerPoint Remix. This essay has been included in The Best Software Writing I (Joel Spolsky, ed.) with an introduction and footnotes by Joel along with magnificent typesetting. You can buy a copy from Amazon or get a PDF of a draft. Edward R. Tufte [s ] The Cognitive Style of PowerPoint 0 Presented in the Form of a PowerPoint Presentation.

quote.ucsd.edu  
Tufte cites the way PowerPoint was used by NASA engineers in the events leading to the Space Shuttle Columbia disaster as an example of the many problems. The software style is designed to persuade rather than to inform people of technical details.

Review: The Cognitive Style of PowerPoint by Edward R. Tufte  
A frontal attack on the communica- tion form of PowerPoint, and the thinking it leads to, was carried out by Edward R. Tufte (2003) in his (in)famous essay "The cognitive style of PowerPoint." The ...

The Cognitive Style of PowerPoint | Request PDF  
The Cognitive Style of PowerPoint: Slides Are Not All Evil Jean-Luc Doumont Technical Communication; Feb 2005; 52, 1; Humanities Module pg. 64

The Cognitive Style of PowerPoint  
The Cognitive Style of PowerPoint: Pitching Out Corrupts Within, Second Edition [Edward R. Tufte] on Amazon.com. \*FREE\* shipping on qualifying offers. Describes how to improve PowerPoint presentations.

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Edward Tufte: Books - Essay: The Cognitive Style of Powerpoint  
The Cognitive Style of PowerPoint: Pitching Out Corrupts Within. In corporate and government bureaucracies, the standard method for making a presentation is to talk about a list of points organized onto slides projected up on the wall. For many years, overhead projectors lit up transparencies, and slide projectors showed high-resolution 35mm slides.

Amazon.com: Customer reviews: The Cognitive Style of ...  
Edward Tufte 's essay "The Cognitive Style of Powerpoint: Pitching out Corrupts Within" is a collection of statistical data and case studies outlining the use of Microsoft 's Powerpoint as it relates to a presentation tool.

The Cognitive Style Of Powerpoint - 768 Words | Cram  
Similar to the analysis of presentations about the Challenger o-rings in Visual Explanations, the centerpiece of The Cognitive Style of PowerPoint is an analysis of the horrible presentation of the problems with the shuttle Columbia before its disastrous return. Tufte uses this presentation, done with PowerPoint in the normal bullet outline format that such slide software encourages, as a compelling example of muddled thinking, confusing typography, false summaries, hidden information, and ...

The Cognitive Style of PowerPoint: Pitching Out Corrupts ...  
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The Cognitive Style of PowerPoint: Slides Are Not All Evil  
Get this from a library! The cognitive style of PowerPoint : pitching out corrupts within. [Edward R Tufte] -- "Compares PowerPoint with alternative methods for presenting information: 10 case studies, an unbiased collection of 2,000 PP slides, and 32 control samples from non-PP presentations. The evidence ...

PowerPoint Is Evil | WIRED  
The Cognitive Style of PowerPoint: Pitching Out Corrupts Within. In particular, the popular PowerPoint templates (ready-made designs) usually weaken verbal and spatial reasoning, and almost always corrupt statistical analysis. The author examines how these problems can be avoided and how to improve Powerpoint (and other) presentations.

The Cognitive Style of PowerPoint: Slides Are Not All Evil ...  
PowerPoint Is Evil. But the format has become ubiquitous under PowerPoint, which was created in 1984 and later acquired by Microsoft. PowerPoint's pushy style seeks to set up a speaker's dominance over the audience. The speaker, after all, is making power points with bullets to followers.

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