



3MT sharing

Tianyin LIU

Why joining the 3MT?

- **Small message, big impact**

Imagine yourself in an elevator with a major sponsor...



THE INTERNATIONAL BESTSELLER

Small Message, Big Impact

*Put the Elevator
Speech Effect to
Work for You*



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Afterword by HARVEY MACKAY



More reasons?

Look at your own research from different “lenses”



Bonus: Meet minds alike and get inspired!



The Preparation Process

How to prepare?

- ☒ Know the judging criteria
- ☒ Know your research inside out
 - But be selective
- ☒ Know your speech
 - Structure: Flow and logic
 - Content: Facts tell, story sells
 - Presentation skills
- ☒ Know your audience

A tale of two Chinese languages

There are two Chinese writing systems ^{not one, but} in use in the Chinese speaking regions, namely simplified and traditional. ^{in case} For the record, the distinction between the two is much larger than that between British English (mimic accent) and American English. I ^{was born} in Mainland China, ^{grew up} reading and writing simplified Chinese. When I first arrived in Hong Kong and saw all the traditional Chinese signs ^{by the airport}, I had no problem reading them; ^{but when I tried to} write them, I made nothing but mistakes. Later my Hong Kong ^{local} friends told me that they had the same issue with simplified Chinese. And this leads me to ask the question that has never been answered, do ^{our} brains process these two Chinese languages differently? ⁴² ^{my and my HK friends'}

I dived into the literature of ^{cognitive science} and came back with a phenomenon called holistic processing. It was ^{first} found through composite paradigm, and is an expertise marker of face processing. To illustrate, please pay attention to the top halves of the three faces here. If you feel they look slightly different ^{from} each other ^{but you cannot tell how, don't worry}, that is holistic processing ^{working}. On just so you know, the three top halves are identical, all from CY Leung, only paired up with bottom halves from Xi Jinping, CY Leung, Ma Yingjiu. Researchers in ^{Chinese character recognition} adopted this composite paradigm and found the expertise marker is just the opposite -- analytic processing. So as a native reader of Chinese, I can easily tell that the top halves of the three characters here are identical, but foreigners may say they look slightly different. ^{to the best you are or else found the same you see them as 3 words}

Using this composite paradigm, I recruited simplified Chinese readers from ^{Mainland} and traditional Chinese readers from ^{Taiwan and Hong Kong} to compare hundreds of ^{carefully matched} characters. And I found simplified Chinese readers processed both scripts analytically; but traditional Chinese readers were only able to demonstrate analytic processing in traditional Chinese characters, yet perceived simplified Chinese characters ^{holistically}, just like ^{seeing a face}.

Why is this the case? I consulted computer expert in our lab, and our modeling data tells us that simplified Chinese characters, maybe because of some unsystematic simplification process, look less similar to each other, and thus ^{potentially} occupy a larger mental representation space; in contrast, traditional Chinese characters look ^{visually} more similar to each other and occupy a smaller space (To make an analogy, to read simplified Chinese characters, the mental representation space needed is as thick as an Oxford dictionary for advanced learner, but traditional Chinese characters only require one for beginner learner). It turns out that simplified Chinese characters aren't ^{as} simple, they have occupied a larger ^{room} that covers the space of traditional characters, making it possible to transfer the analytic processing ^{strategy} from simplified to traditional Chinese characters, but not vice versa.

You can never be too prepared!



Tips - Practice, Practice, and Practice

How to practice?

- ▣ Practice in front of a mirror
 - Eye contact
 - Facial expression
 - Gesture

- ▣ Practice with feedback
 - Your supervisor(s)
 - Your lab-mates
 - Educated layman

- ▣ Control the “butterflies”



“The mind is a wonderful thing. It starts working the minute you are born and never stops until you get up to speak in public.”

-- Roscoe Drummond

Be CONFIDENT!



And enjoy the show!