

PREZI: USING A NON-LINEAR PRESENTATION TOOL IN AN ACADEMIC SETTING

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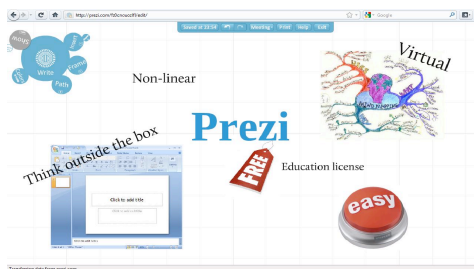
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ABSTRACT

Tired of your students falling asleep in your classrooms? Prezi is new presentation software that encourages users to 'think outside of the box' and create presentations in a spatial environment. Unlike the ubiquitous presentation software (i.e., Microsoft PowerPoint), Prezi users create non-linear ideas in a web of interconnecting concepts. Think of it as a digital mind map, with a central idea in the middle and supporting evidence surrounding that idea (Figure 1).

By using a combination of pictures and words, users are able to move left-to-right, side-to-side, and zoom in-and-out, rather than the traditional slide-by-slide approach. A user's imagination can run wild and jump from idea to idea while using Prezi. This is one of the reasons why Prezi has emerged as the favorite presentation software. Although PowerPoint has more tools than Prezi currently offers, it lacks one key feature: the ability for the user to create a unique presentation unlike any other. Instead of being confined to a box, users now have an endless virtual presentation play-ground.

FIGURE 1
Sample Prezi Layout



ATTRACTION & CONNECTION IN THE CLASSROOM

When using Prezi in the classroom, instructors will notice that students will initially respond with an attraction to the software itself. The students will want to know what it is and how it works. However, this novelty alone should not serve as the catalyst

for using a new pedagogical tool. Instead, instructors will recognize that their visual- and spatial-learners will benefit greatly from Prezi-infused lecture presentations. Students will be more engaged with the topic at hand as they better understand the linkage between that topic and other course topics. By using Prezi, instructors can illustrate topics in ways that have rarely before been presented with clearer course content linkages.

EASE OF USE

Using Prezi is simple, intuitive, and will only take the average user a few hours to become familiar with the software. There are several sample Prezi presentations that have been designed to help new users learn how to use the product. These 5-8 minute "Prezies" start with the basics and increase in complexity for more advanced users. Prezi presentations can be as complicated or as simple as the user wants to make it.

SESSION FORMAT

During this session, we present a short Prezi example that illustrates the use of the technology with a topic from an introductory level marketing course. We then discuss how instructors might use the Prezi interface to create their own presentations. We finish the session with a discussion of how the use of tools like Prezi can prompt the "third wave" of discontinuous classroom innovation (cf. Celsi and Wolfinbarger, 2002). Our goal is to encourage faculty to consider how they might better use technologies like Prezi to engage students in course material and to simulate the interconnectedness of topics.

REFERENCES

- Celsi, R. L., & Wolfinbarger, M. (2002). Discontinuous classroom innovation: Waves of change for marketing education. *Journal of Marketing Education*, 24, 64-72.