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Hochschule Bielefeld

University of Applied Sciences and Arts



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Elevator talks, looking back on phase 1 and ahead to phase 2

FTS-04 · Future Technologies and Sustainability

Prof. Dr. Thorsten Jungmann

GUIDING QUESTIONS

- How do the elevator talks in this session work?
- How do you make sure that everybody understands your question and your balanced, reflective answer?
- What have you learnt in phase 1, and what will you do differently in phase 2?
- What awaits you in phase 2?



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INTENDED LEARNING OUTCOMES

- You explain your question and your balanced, reflective answer comprehensibly in your elevator talk.
- You reflect on your work in phase 1: what you have learnt with the five steps and what you will do differently.
- You know how phase 2 works and what is expected of you.



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AGENDA

1. Your poster on stage: the elevator talks
2. Five steps behind you: looking back on phase 1
3. Twenty trends ahead: looking ahead to phase 2
4. What have you learnt today?



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REVIEW OF FTS-03

- Weighing up: claims with evidence, a conclusion that says no more than the evidence
- Balanced, reflective answer: a clear answer, its conditions and limits, compared with your own answer and the answer of the artificial intelligence (AI)
- A good poster: a snapshot around a decisive question, in the fixed layout
- Everything that is not your own carries its source
- Elevator talk: question, your own answer, scientific answer, AI answer, insight
- Today: your elevator talk – then looking back and ahead

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1 Your poster on stage

- Making yourself understood
- How the elevator talks run

MAKING YOURSELF UNDERSTOOD

- Comprehensibility in focus: everybody in the room understands your question and your balanced, reflective answer
- Clear, precise language; complex matters explained without losing depth
- Five parts in order: your question, your own answer, scientific answer, AI answer, insight
- Guide your listeners through your poster – do not read it off
- One or two sentences for each part, on the key concepts
- Simple language without jargon
- Name your sources in words

HOW THE ELEVATOR TALKS RUN

- Grouped by Sustainable Development Goal (SDG), one after the other
- Your poster on the projector while you speak
- 60 to 90 seconds for each talk
- On every poster, the question, the three answers and the balanced, reflective answer in the same place
- After the deadline: all posters in a folder in the ILIAS course
- After the talks: looking back on phase 1 and ahead to phase 2



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2 Five steps behind you

- Phase 1 at a glance
- Questions for reflection

PHASE 1 AT A GLANCE

- All five steps once, from your question to your balanced, reflective answer

When	What you did	Step
FTS-02 on 16 October	You signed up for your Sustainable Development Goal (SDG), chose your question and wrote down your own answer.	1, 2
Until 23 October	You put your question to the artificial intelligence (AI) service of your SDG and checked the sources it names. You read the texts of your source package and noted where each statement comes from.	3, 4
FTS-03 on 23 October	You weighed up the three answers into your balanced, reflective answer and designed your poster.	5
Wednesday 28 October	You uploaded your poster in ILIAS.	–
FTS-04 on 30 October	You presented your poster in your elevator talk.	–

- The same steps again in phase 2 – and on your own in your term paper; keep your poster and your notes

QUESTIONS FOR REFLECTION

- Reflection: look back on phase 1 – what you have learnt, what you will do differently
- Reflexivity: questioning your own work critically is a central element of scientific maturity
- Questions for the session:
  - What is the most important thing you have learnt?
  - How does your balanced, reflective answer differ from your own answer?
  - What did checking the AI answer show you?
  - Which step was the most difficult, and why?
  - What went well – and what will you do differently?
  - Which questions remain open?



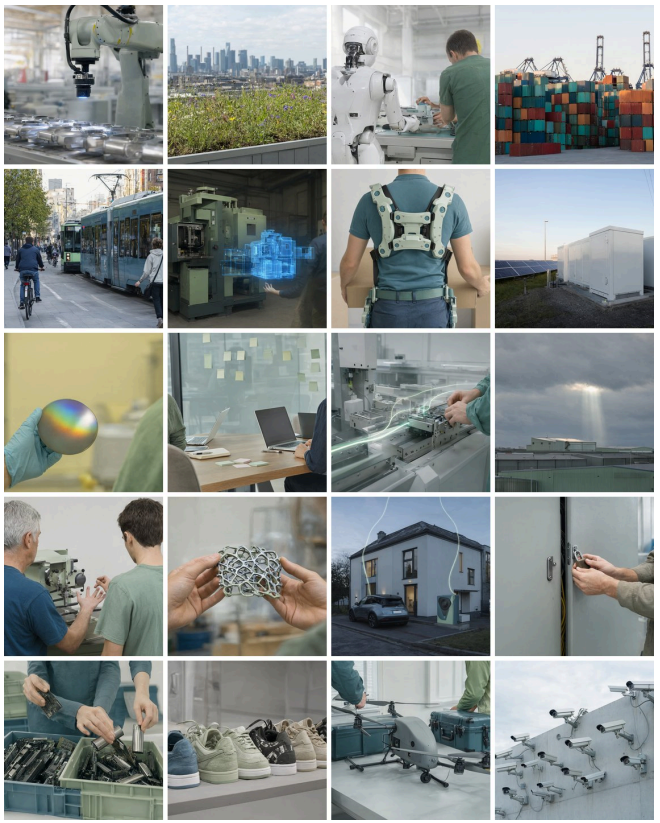
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3 Twenty trends ahead

- Phase 2 step by step
- What is new in phase 2

PHASE 2 STEP BY STEP

- 20 future trends – nine technological, eleven social
- FTS-05 on 6 November: one trend per person, four places per trend; question and your own answer
- Until FTS-06: AI service and source package – two of the four share a package
- FTS-06 on 13 November: exchange in the trend group, weighing up, poster
- Upload in ILIAS: Wednesday 18 November 2026 at 23:55
- FTS-07 on 20 November: elevator talks
- The same five steps, the same poster layout



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WHAT IS NEW IN PHASE 2

- Phase 2 is about sources
- FTS-05: evaluating sources – types of sources, publications funded by industry and their interests, what a study has examined and how
- FTS-05: the same question put to the AI twice – and the two answers compared
- FTS-06: presenting an opposing position fairly, giving and receiving feedback, paraphrasing, bibliography with Zotero
- New: the exchange in your trend group before you weigh up

4 What have you learnt today?

- The building blocks of knowledge
- Answers to the guiding questions

WHAT YOU HAVE LEARNT

- Comprehensibility in your elevator talk
- How the elevator talks run
- Phase 1 at a glance
- Questions for reflection
- Phase 2 step by step
- What is new in phase 2

ANSWERS TO THE GUIDING QUESTIONS

- Elevator talks? Grouped by goal, 60 to 90 seconds each, your poster on the projector
- Understood by everybody? Five parts, one or two sentences each, simple language, sources in words – guide, do not read off
- Learnt in phase 1? That is for you to answer – the questions for reflection help
- Phase 2? A future trend, the same five steps, an exchange in your trend group – and sources in focus



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