



Report Writing &

Presentation of Data

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- A **research report** is: a written document or oral presentation based on a written document that communicates the purpose, scope, objective(s), hypotheses, methodology, findings, limitations & finally, recommendations of a research project to others.
- The researcher has to convince the **client** [& others who may read the report] that the research findings can be acted on for their own benefit.

Any research report contains,

1. descriptions on **methodology**,
2. **results** obtained,
3. and **recommendations** made.

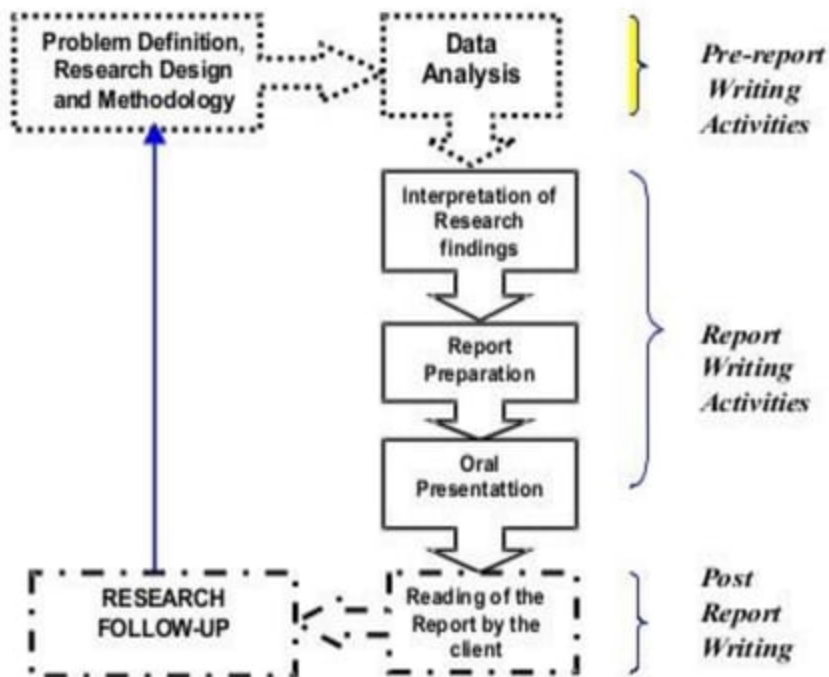
- The basic orientation of a research report depends on its *audience*.
- Before writing the report the researcher must know his or her audience; he/she may have to make assumptions about the composition, background & interests of the target readers.



Types of Research Report:

- **Two types** of reports:-
 - **Technical Report:** suitable for a target audience of
 - **researchers, research managers or other people familiar with and interested** in the technicalities such as research design, sampling methods, statistical details etc.,
 - **Popular Report:** suitable for:
 - a more **general audience**, interested mainly in the research findings as it is non-technical in nature.
- The writing style is designed to facilitate *easy & rapid reading and understanding of the research findings and recommendations.*

REPORT PREPARATION AND PRESENTATION PROCESS



The first step in the process involves

- The interpretation of the results of data analysis in light of:
 - the marketing research problem investigated,
 - and the research design & methodology followed.
- The research report is a means of communication that can be *understood, believed, trusted* by everyone who are likely to be affected by the research, & acted upon by the decision maker.

Before writing the report:

- The researcher should discuss: the major findings, conclusions, & recommendations with the key decision makers.
 - necessary to ensure that the report meets the client's needs & is ultimately accepted.
- The entire research project:
 - should be summarized in a single written report or in several reports addressed to different readers.
 - should present the findings in such a way that they can be used directly as input into decision making.

Report Writing Format



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- *No universally accepted standard format or style for research writing.*
- Different researchers may prepare their reports differently.
 - The personality, background, expertise, & responsibility of the researcher & those of the decision maker for whom the report is written interact to give each report a unique character.



- Report formats are likely to vary with the nature of the project itself.
- However, the research report closely resembles the steps of the research process.

Most research reports include the following elements

- I Title page
- II. Letter of transmittal
- III. Table of contents
- IV. List of tables
- V. List of graphs
- VI. List of appendices
- VII. List of exhibits
- VIII. Executive summary
 - a. Major findings
 - b. Conclusions
 - c. Recommendations





- IX. Introduction
 - a. Background to the problem
 - b. Statement of the problem
- X. Approach to the problem
- XI Research design

- **Type of research design**

- b. Information needs

- c. Data collection from secondary sources

- d. Data collection from primary sources.

- e. Scaling techniques

- f. Questionnaire development and pretesting

- g. Sampling techniques

- h. Field work

- XII. Data analysis
 - a. Methodology
 - b. Plan of data analysis
- XIII. Results
- XIV. Limitations and caveats
- XV. Conclusions and recommendations
- XVI. Appendix
 - a. Questionnaires and forms
 - b. Statistical output
 - c. Lists

Primary Sources	Secondary Sources
These are original documents or original research.	These are works that synthesize, summarize, and/or interpret primary sources.
<p data-bbox="83 474 211 521"><u>Examples</u></p> <ul data-bbox="120 547 639 935" style="list-style-type: none"><li data-bbox="120 547 248 588">● Diaries<li data-bbox="120 619 296 660">● Interviews<li data-bbox="120 686 282 728">● Speeches<li data-bbox="120 754 639 868">● Academic research – often printed in scholarly journals<li data-bbox="120 894 639 935">● Fiction (novels, poetry, short stories)	<p data-bbox="738 474 865 521"><u>Examples</u></p> <ul data-bbox="775 547 1041 935" style="list-style-type: none"><li data-bbox="775 547 996 588">● Encyclopedias<li data-bbox="775 619 927 660">● Histories<li data-bbox="775 686 920 728">● Reviews<li data-bbox="775 754 943 795">● Textbooks<li data-bbox="775 821 1041 862">● Magazine articles<li data-bbox="775 888 965 930">● Biographies

- The following outline is the suggested format for writing the research report:
 - ✓ Title page
 - ✓ Summary of findings
 - ✓ Table of contents
 - ✓ List of tables
 - ✓ List of figures
 - ✓ Introduction
 - ✓ Background to the research problem
 - ✓ Objectives
 - ✓ Hypotheses



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Methodology-Data collection

- ✓ Sample and sampling method
- ✓ Statistical or qualitative methods used for data analysis
- ✓ Sample description

Findings

- ✓ Results, interpretation and conclusions.

- The summary of findings is perhaps the most important component of the written report, since many of the management team who are to receive a copy of the report will only read this section.
- The summary of findings is usually put right after the title page, or is bound separately & presented together with the report.

Report Writing:

- Effective report writing is an art.
- Some basic points to note in writing a report.
 - Readers: The report should take into account the level of readers' technical sophistication, their interest in the project, ability to understand as well as the circumstances under which they will read the report and how they will use it..

- Adherence to study objectives: A research report must show that the research objectives have been accomplished.
- Easy to follow: The most basic characteristic of a good report is that it is easy to follow.
- It should be well organized, logically structured, and clearly and lucidly written.
- Headings and sub-headings should be used for different topics and subtopics respectively

- **Selectivity:** A researcher must use his or her discretion in deciding what should be included in the report.
- **Concise:** A report should be concise. Yet brevity should not be achieved at the expense of completeness.
- **Presentation:** The report should be professionally done with quality paper, good typing, and attractive binding.

- Visual aids: Key information presented in the text of a research report should be reinforced with tables, graphs, pictures, maps, and other visual devices.
- Guidelines for Tables: Statistical tables are a vital part of the report and deserve special attention.
- Every table should have a number and brief but clear title.

- Basis or unit of measurement should be clearly stated to facilitate understanding.
- The arrangement of the data item should emphasize the most important aspect of the data being presented.
- If necessary, explanations, comments etc. should be provided as footnotes.
- If the table presents secondary data, the source(s) must be cited clearly.

Oral Presentation



- Should be carefully prepared keeping the audience in mind.
- A good presentation does not mean a lengthy presentation.
- Carefully selected visual aids such as graphs, tables, charts, maps etc. help presentation.



- During oral presentation, people may seek clarification.
- *The speaker must be patient and should not show signs of anger or frustration. He or she should be natural, establish eye contact with the audience, and interact with them.*
- *Body language and descriptive gestures are also quite useful.*



**Thank
You**