

# REPORTING RESULTS OF RESEARCH

Chapter: 12

# LEARNING OUTCOMES

1. View the writing of the final project report as an exciting prospect;
2. Write in such a way that you can reflect on all you have learned while conducting the research;
3. Write a final project report that presents an authoritative account of your research;
4. Adopt an appropriate format, structure and style for the final project report;
5. Differentiate between a project report and a consultancy report;
6. Ensure that your report meets the necessary assessment criteria;
7. Plan and design an oral presentation of your report.



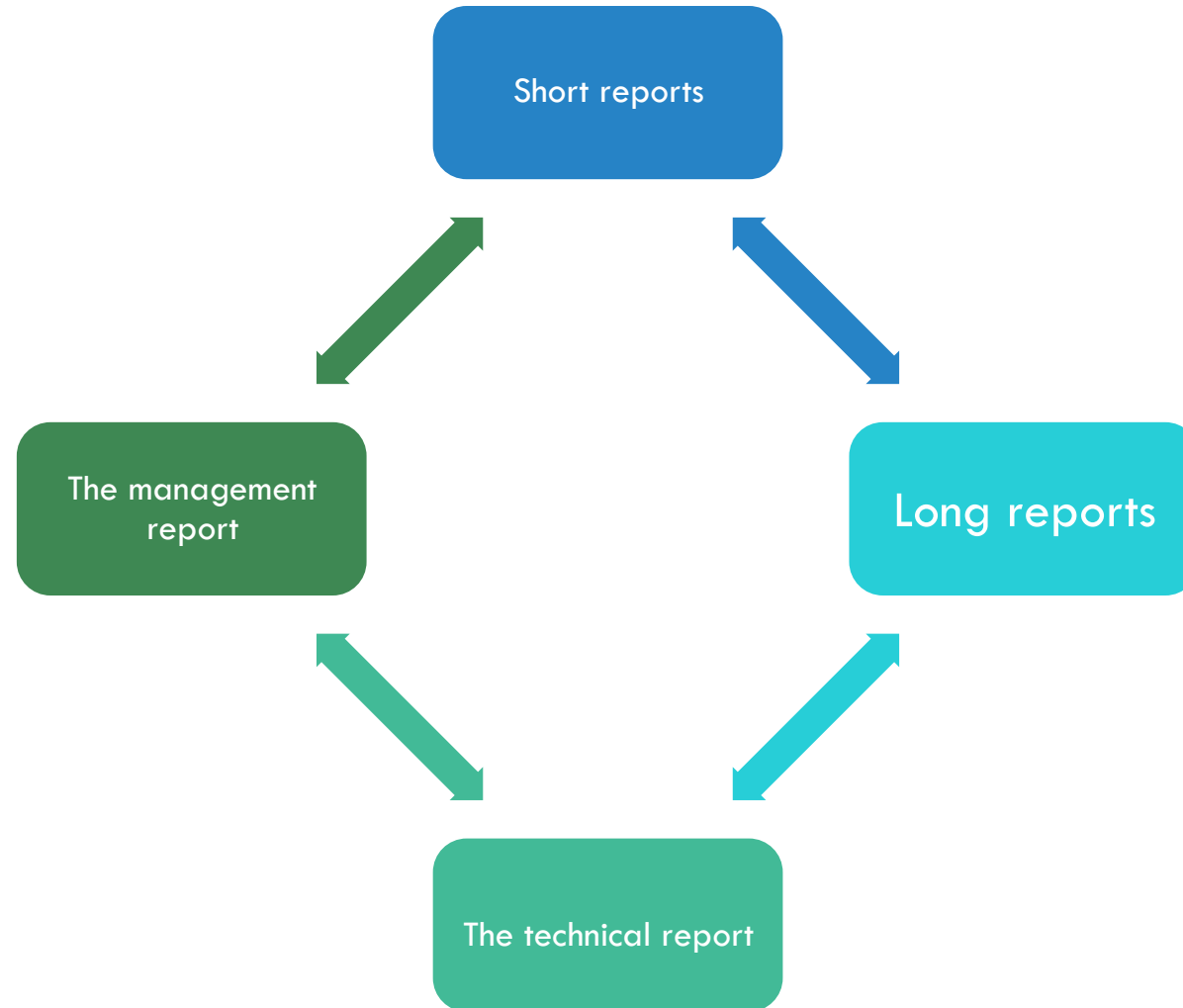
PEOPLE ARE AMAZING AT COLLECTING DATA, BUT THEY'RE OFTEN LESS SKILLED AT CREATING INSIGHTS OUT OF IT AND SPREADING THEM THROUGHOUT THE WHOLE ORGANIZATION. DATA IS GREAT, BUT IT RARELY MEANS ANYTHING UNLESS YOU'VE FIGURED OUT EXACTLY WHAT THAT DATA IS SAYING— AND WHAT YOU'RE GOING TO DO ABOUT IT

Verint-Vovici

# INTRODUCTION



# TYPES OF RESEARCH REPORTS



# SHORT REPOTS

Run into 4–5 pages

Prepared for those researches, which have a well-defined problem

Limited scope

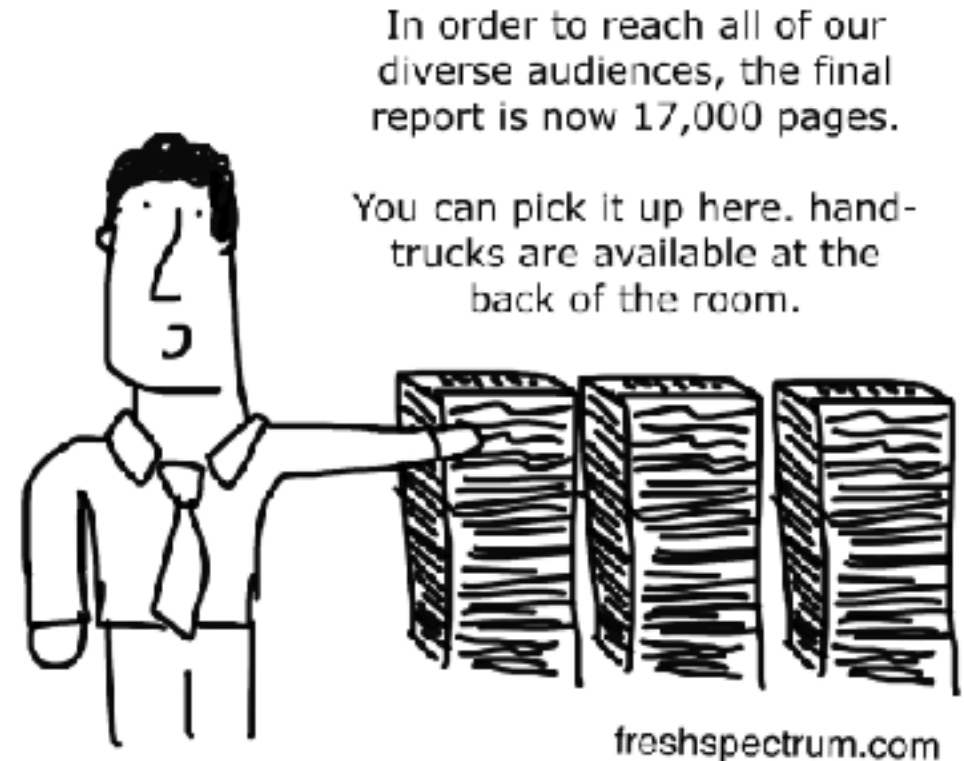
Employ a clear cut methodology

# LONG REPORTS

More detailed than short reports

Types of long reports included:

- Technical reports (base report)
- Technical report



# THE TECHNICAL REPORTS

The report should include the following:

- a descriptive title
- author name and information
- Date
- List of keywords
- Informative abstract
- A full presentation and analysis of significant data
- Body
- Acknowledgments
- List of references and appendices

# THE MANAGEMENT REPORT

It is for the nontechnical client

Short and direct statements

Underlining relevant parts for better emphasis

Pictures and graphs accompanying tables

Graphics and animations accompanying the presentation of the report

# LONG REPORTS VS. SHORT REPORTS

## Long reports

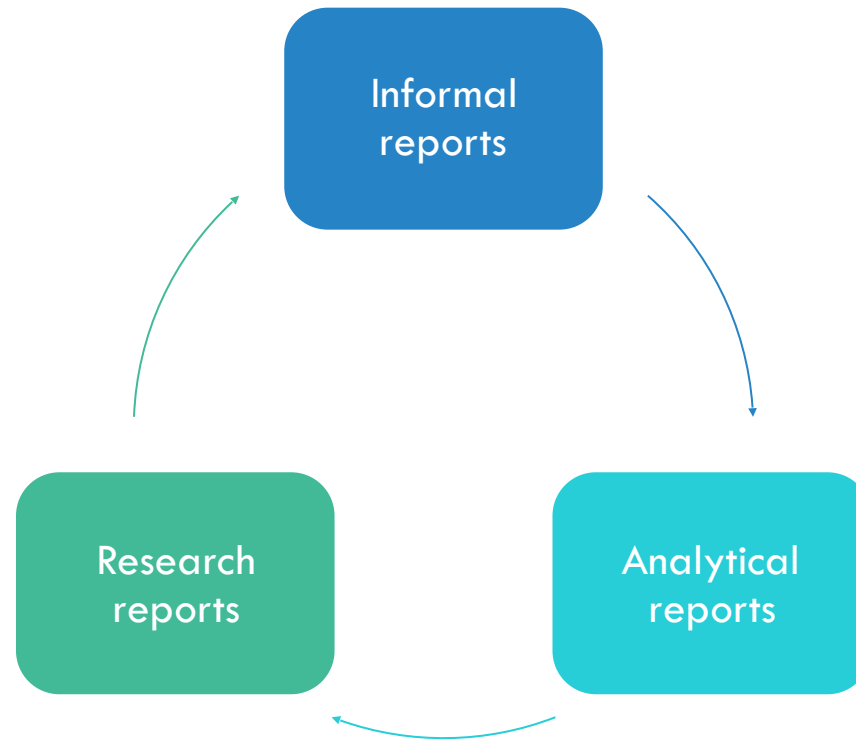
- offer a scope and an in-depth view of a problem or idea
- require lots of research and are much more extensive
- include both primary and secondary research
- require a longer timetable

## Short reports

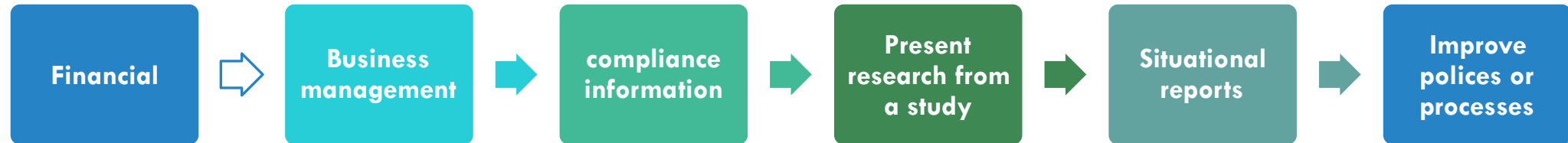
- can be written without much advance notice
- identify one problem or idea
- it is appropriate to write it in a letter or memo format
- It can be done by one person



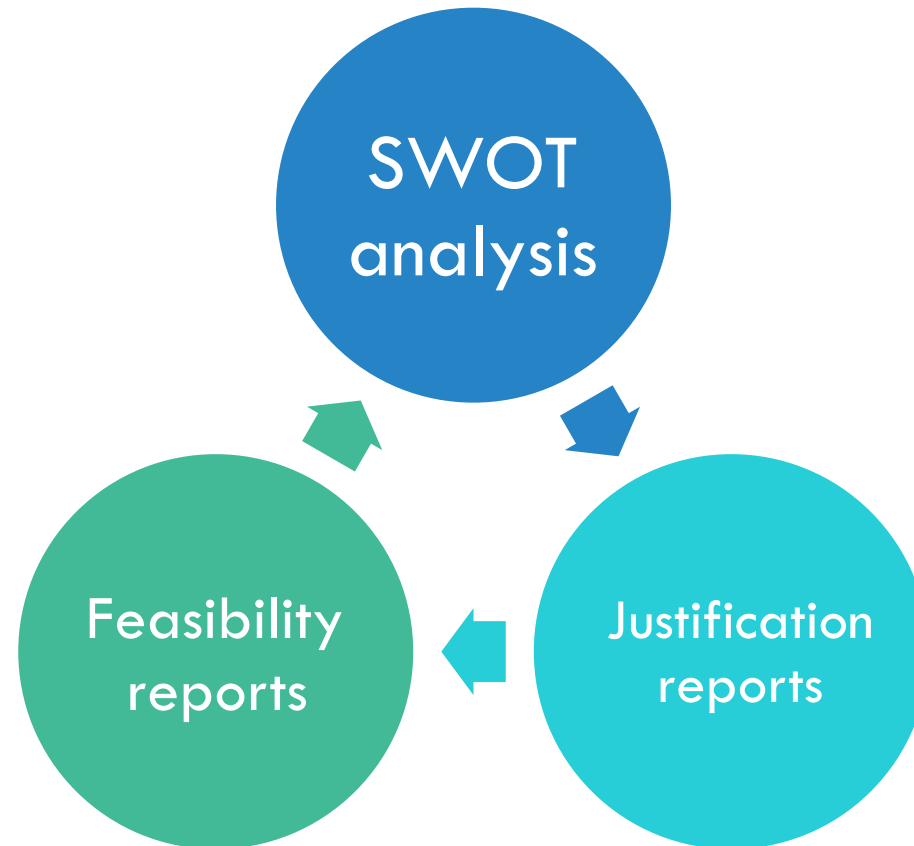
# TYPES OF BUSINESS REPORTS



# INFORMATIONAL REPORTS



# ANALYTICAL REPORTS



# RESEARCH REPORTS

## Includes

- Information
- The writer's examination of the information
- The suitable action or actions the writer advises



# RESEARCH REPORT COMPONENTS

Title page

Executive summary

The purpose of the report

- The scope of the report
- The important results and findings

Table of contents

Body of report

Conclusion

References

Appendix

# TITLE PAGE

## Includes:

- The title of the report
- The date
- For whom and by whom it was prepared



# EXECUTIVE SUMMARY

Subject matter

Background problem

Range of investigation

Range of investigation

Methods of analysis

Findings or issues

## Sample research report

### Executive Summary (Summary or Abstract)

The aim of this report was to investigate UniLab staff attitudes to personal mobile phone use in staff and team meetings. A staff survey on attitudes towards the use of mobile phones in the staff / team meetings was conducted. The results indicate that the majority of staff find mobile phone use a major issue in staff meetings. The report concludes that personal mobile phones are disruptive and should be banned off in meetings. It is recommended that UniLab develops a company policy banning the use of mobile phones except in exceptional circumstances.

### Introduction

There has been a massive increase in the use of personal mobile phones over the past five years and there is every indication that this will continue. According to Black (2002) by 2008 almost 100% of working people in Australia will carry personal mobile phones. Black describes this phenomenon as 'serious in the extreme, potentially undermining the foundations of communication in our society' (2002, p.167). Currently at UniLab 89% of staff have personal mobile phones.

Recently a number of staff have complained about the use of personal mobile phones in meetings and asked what the official company policy is. At present there is no official company policy regarding phone use. This report examines the issue of mobile phone usage in staff meetings and small team meetings. It does not seek to examine the use of mobile phones in the workplace at other times, although some concerns were raised.

For the purposes of this report a personal mobile phone is a personally funded phone for private calls as opposed to an employer funded phone that directly relates to carrying out a particular job.

### Methods

This research was conducted by questionnaire and investigated UniLab staff members' attitudes to the use of mobile phones in staff / team meetings. A total of 412 questionnaires were distributed with employees' fortnightly pay slips (see Appendix 1). The questionnaire used Likert scales to assess social attitudes (see Smith 2002) to mobile phone usage and provided open ended responses for additional comments. Survey collection boxes were located in every branch for a four week period. No personal information was collected; the survey was voluntary and anonymous.

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# INTRODUCTION

Describe the problem statement and situate the problem in its wider context. If appropriate, the introduction defines key concepts and explains new concepts.

Frame your research within the existing literature and refer to previous work. Present a comprehensive yet brief literature review and cite the sources you have used both in the text and in a reference list.

Provide a brief overview of your methodology or the procedures followed.

Finally, indicate the outline of the report with explicit reference to the different chapters and/or sections.

# BODY

## Methods

- Sampling Design
- Research Design
- Data Collection
- Data Analysis
- Limitations

Findings

Discussion

# CONCLUSIONS

Relate back to the findings in the body of the report

Include a clear summary of the main points

Outline the findings of the research

Recommendations

# APPENDICES

Complex tables

Statistical tests

Supporting documents

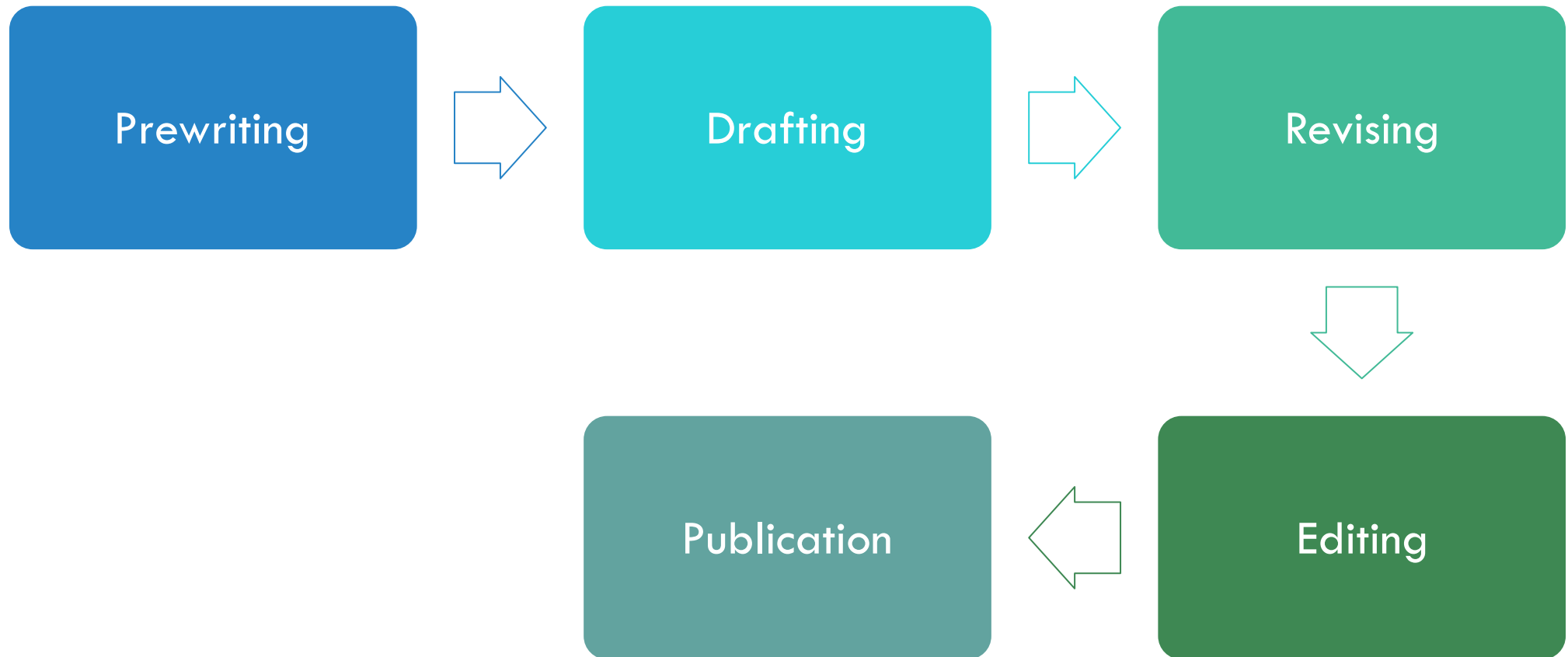
Copies of forms and questionnaires

Detailed descriptions of the methodology

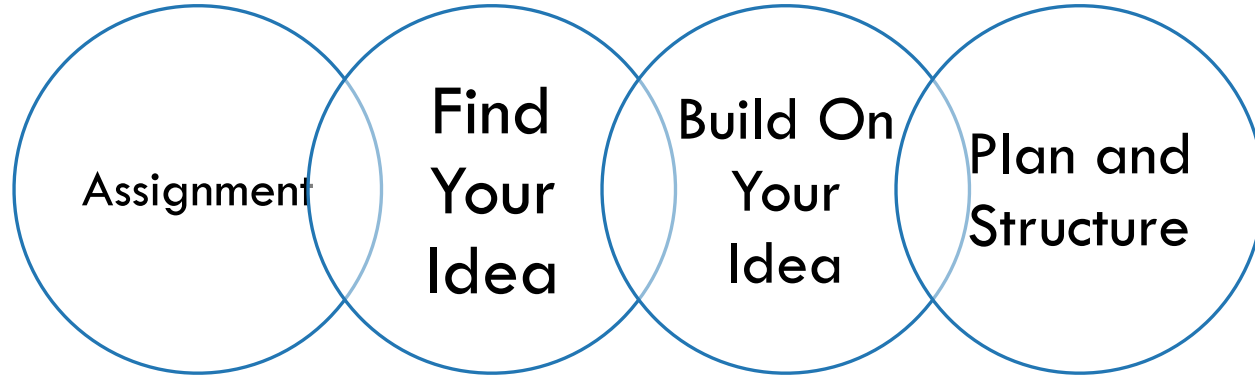
Instructions to field workers

Other evidence important for later support

# THE WRITING PROCESS



# PREWRITING



# DRAFTING

Ideas are formed in detail

The writing is clarified and diagrams and such are added in

Needs to be good enough to be "almost" ready



# REVISING

You should try to take some time away from your paper.

Print out your paper.

You could even change the format of your paper!

Work somewhere without distractions

# EDITING

Finding and correcting errors

It is important to slow down and take your time with this step

Improve style and clarity.

# PUBLISHING

Last step  
of writing

Sharing all  
data



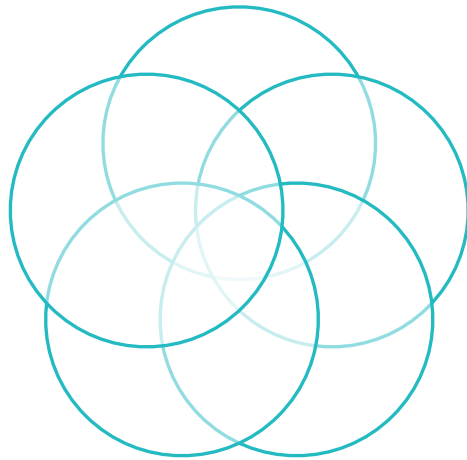
# PRESENTATION OF THE RESEARCH REPORT

- ❖ Reports should be typed or printed using an ink-jet, laser, or color printer
- ❖ The report should have a uniform font
- ❖ The findings of the research study should be placed under appropriate headings and sub-headings
- ❖ Leave ample space between the lines and on all sides for better reading
- ❖ Overcrowding creates problems and is stressful for the eyes
- ❖ Split larger text paragraphs into smaller paragraphs
- ❖ Use bullet points to list specific points
- ❖ Ensure that appropriate labels are assigned to every table, figure and graph that appears in the report

# VISUAL AIDS

Tables

Bar  
Charts



Charts  
and  
Graphs

Pie  
Charts

Line  
Graphs





**THANKS FOR YOUR  
ATTENTION** |