Module 6

Report Writing and Presentat

WHAT IS IT?

- An analysis of the data of the investigation, written in an obje logical and factual way.

- Any matter on which defini information is required.

"Research reports are de
accurate accounts of the
disciplined studies accon
solve problems or to rev
knowledge." (Busha and
1988).

1. Meaning of Research I

- Research report writing is the oral or writ
the evidence and the findings in such deta
readily understood and accessed by the
enable him to verify the validity of the con
- According to American Marketing Societ
Convey to interested persons the whole
sufficient detail and to enable each reader
data and to determine himself the validity
It is covers, **Disseminations, Presents the
information and knowledge to others, to
the generalizations, to encourage others t
on the same or allied problem.**

Structure of Research Report

- Generally, a research report, whether it is ca
- 1) The Priliminary i.e. preface pages
- 2) The text of the report / Main body of the r
- 3) The Reference material.

PRELIMINARY SECTION

- Title page
- Certification
- Candidate Declaration
- Preface including Acknowled
- Table of Content
- List of Tables
- List of figures
- List of Abbreviation

CHAPTER 1-INTRODUCTION

CHAPTER 2-LITERATURE REVIEW

CHAPTER 3 – RESEARCH METHODOLOGY

CHAPTER 4- DATA COLLECTION, DATA ANALYSIS

CHAPTER 5-DISCUSSION AND CONCLUSION

REFERENCE MATERIAL

The reference material is generally divided as

- 1. Bibliography (APA Style or ..)
- 2. Appendices (SPSS output & Data Stream)
- 3. Glossary of terms (if any)
- 4. Index (if any)

Types Of reports

- ***Technical Report***
- ***Popular Report***

Technical Report

In the technical report the main emphasis is o

- the methods employed,
- assumptions made in the course of the study
- the detailed presentation of the findings incl and supporting data.

Popular Report

- The popular report is one which gives empha attractiveness.
- The simplification should be sought through minimization of technical, particularly mathe liberal use of charts and diagrams.
- Attractive layout along with large print, man occasional cartoon now and then is another the popular report.
- Besides, in such a report emphasis is given o policy implications. We give below a general report.

STRUCTURE OF A BUSINESS R

1. Title page
2. Letter of Transmittal (covering lett
3. Table of contents
4. Executive summary
5. Introduction
6. Main Body
7. Conclusion
8. Appendix
9. References & Bibliography

Characteristics of good report

1) Attractive
2) Clear Topic
3) Balanced Language
4) No repetition of facts
5) Statement of scientific facts
6) Practicability
7)Description of the difficulties and the shortc

Importance of Research Repo

- Communicates the information
- Helps in evaluation
- Facilitates measuring performance
- Predicts future trends

Presentation – Essential Chara

- Objectives :
- Preparation
- First impression
- Facial expression
- Visual aids
- Audience involvements
- Effective conclusion

Elements of Presentation

- Presenter
- Specific content with a definite objective
  - Why who where when what and how
- Audience
  - Who
  - Why
  - Their background
  - How many

Factors affecting Presentation

- Audience analysis
- Personal appearance
- Opening and closing of presentation
- Language
- Body language
- Use of visuals
- Organization of presentation
- Voice
- Answering the questions

Processing of data--Editing, Codi and tabulation

- After collecting data, the method of converti meaningful statement; includes
- **Data processing, Data analysis, and Data int presentation.**
- Data reduction or processing mainly involves necessary for preparing the data for analysis manipulation) could be manual or electronic
- It involves editing, categorizing the open-end computerization and preparation of tables a

Editing data:

- **Information gathered during data collectior**

Example: Data collected through questionn
have answers which may not be ticked at
questions may be left unanswered.

Sometimes information may be given in
reconstruction in a category designed for a
daily/monthly income in annual income and s

The researcher has to take a decision as to ho

- Editing also needs that data are relevant and
  are modified.
- Occasionally, the investigator makes a mista
  impossible answer. “How much red chilies d
  The answer is written as “4 kilos”. Can a fam
  four kilo chilies in a month? The correct answ

Coding of data:

- Coding is translating answers into numerical numbers to the various categories of a varial analysis.
- Coding is done by using a code book, code sh card.
- Coding is done on the basis of the instructior The code book gives a numerical code for ea

Data classification/distributio

- Sarantakos (1998: 343) defines distribution c classification of scores obtained for the varic particular variable.

There are four types of distributions:

1. Frequency distribution
2. Percentage distribution
3. Cumulative distribution
4. Statistical distributions

Frequency distribution:

- In social science research, frequency distribu
  presents the frequency of occurrences of ce
  distribution appears in two forms:
- Ungrouped: Here, the scores are not collaps
  distribution of ages of the students of a BJ (M
  (e.g., 18, 19, 20, and so on) will be presented
  distribution.
  Grouped: Here, the scores are collapsed into
  scores are presented together as a group. Fo
  age distribution groups like 18-20, 21-22 etc.

Percentage distribution:

It is also possible to give frequencies not in ab
percentages.

For instance instead of saying 200 respondent
monthly income of less than Rs. 500, we can s
respondents have a monthly income of less th

Cumulative distribution:

- It tells how often the value of the random va
equal to a particular reference value.

Statistical data distribution:

- In this type of data distribution, some measu
  out of a sample of respondents.
- Several kind of averages are available (mean
  researcher must decide which is most suitab
- Once the average has been calculated, the q
  representative a figure it is, i.e., how closely
  around it.
- Are most of them very close to it or is there
  variation?

Tabulation of data:

After editing, which ensures that the informat
accurate and categorized in a suitable form, th
in some kinds of tables and may also undergo
statistical analysis.

- Table can be prepared manually and/or by c
- For a small study of 100 to 200 persons, ther tabulating by computer since this necessitate punched cards.
- But for a survey analysis involving a large nu requiring cross tabulation involving more tha tabulation will be inappropriate and time co

Data Validation

- Data validation is a process that ensures the clear data to the programs, applications and
- It checks for the integrity and validity of data different software and its components.
- Data validation ensures that the data compli and quality benchmarks.
- Data validation is also known as input validat

Some of the types of data vali

1. Code validation
2. Data type validation
3. Data range validation
4. Constraint validation
5. Structured validation