CHAPTER THIRTEEN

Written Report and Presentation
Chapter Objectives

1. Explore the importance of the written report and the types that can be produced
2. Introduce the structure of the formal written research report
3. Explain the steps in the process of writing the report
4. Discuss how to make a professional oral presentation
Reluctance to Write Report

- Writing is a difficult task
- Organization requires knowledge
- Writer has nothing to say
- Requires time and effort
  - Researcher is tired of process
Purpose of Written Report

- Explanation of research terminology and methodology
- Action plan for recommendations documented
- Clarification in case of misunderstandings
- Preservation of knowledge for future employees
Types of Reports

- **Preliminary**
  - To inform management of progress

- **Full**
  - Documents process and recommendations

- **Condensed**
  - Summary of methodology with highlights of findings and recommendations
Types of Reports

- **Recommendations**
  - Used to inform employees of recommendations

- **Summary of Findings**
  - Used to communicate results with participants
  - Can be posted on organization’s website
• Introductory Material
  • Title page
  • Table of contents
  • Executive summary

• Research Methodology
  • Research question and objectives
  • Sample selection
  • Methodology
Structure of Report

- **Findings and Recommendations**
  - Quantitative data
  - Or qualitative findings
  - Recommendations

- **Appendices**
  - Bios of researchers
  - Further details on sampling
  - Examples of methodology
  - Full set of data
Report Writing Guidelines

- **Concise**
  - Keep as short as possible

- **Readable**
  - Appropriate level
  - Visual layout is attractive

- **Interesting**
  - Boring will not be read
  - Use photos, quotes, incidents to enliven
Report Writing Process

1. Prepare outline
2. Write first draft
3. Edit for content,
4. Write second draft
5. Edit for wording
6. Proofread
7. Check layout
Presenting Numerical Information

- **Tables**
  - Lists numbers in rows by category

- **Pie Charts**
  - Relationships by shown by size of piece of pie

- **Bar Charts**
  - Presents categories next to each other

- **Line Charts**
  - Shows relationship over time
Reasons for Oral Presentation

- Provide information that will motivate people to read the report
- Explanation of tie between research findings and recommendations
- Create excitement for implementation
- Opportunity to clarify misunderstandings
Presentation Structure

- **Introduction**
  - Identify research participants
  - Describe contents of presentation

- **Methodology**
  - Statement of research question and objectives
  - Description of methodology
  - Explanation of sample selection procedure
Presentation Structure

- **Recommendations**
  - Description of findings
  - Recommendations for action

- **Conclusion**
  - Thanks and questions