



**Research Methodology and Research Methods**

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**Writing Research Report**

Research Methodology and Research Methods  
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**Session # 10**

**Writing Research Report**

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**Writing Research Report**

Relevance. Not Quantity.

*"Focus on relevance. It's never about the volume of analyzed data or the complexity of an algorithm but about the actionability of derived insight."*

*Michael Fassnacht, founder  
Loyalty Matrix*

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### Writing Research Report

#### Prewriting Concerns

- What is the report's purpose?
- Who will read the report?
- What are the circumstances?
- How will the report be used?

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### Writing Research Report

#### The Outline

- I. Major Topic Heading
  - A. Major subtopic heading
    - 1. Subtopic
      - a. Minor subtopic
        - 1) Further detail

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### Writing Research Report

#### Considerations for Writing

- Readability
- Comprehensibility
- Tone

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**Writing Research Report**

**Avoiding Overcrowded Text**

When the reputation-based selection scores are adjusted for contextual influences, "GSI Center responsiveness", "GSI Center technical competence", and "Counsel arrangements" are identified as action items. "Honor award" and "Institutional reputation" maintained high importance scores and are also cited more strongly.

**Methodology**

The data collection instrument is a pre-validated construct that is packed with the required content of the wire for each respondent to the customer.

The survey consists of 12 sub-sections questions included on the grid scales. The questions assess the degree to which the components of the CompeteCare process are perceived to be meeting the customer's expectations through areas of the report provided over customer expectations. A final global question asks overall customer will use CompeteCare again. Space for suggestions is provided.

**Sample**

The sample consisted of 175 customers who provided responses of CompeteCare effectiveness. For the first week period, the response rate was 50 percent on the first day. Nothing is set known about the difference between responses and nonrespondents.

**Service Improvement Grid**

The grid on page three compares the degree to which expectations were met along with the degree of importance of those expectations. The average scores for each row determine the rating for the four quadrants. The quadrants are labeled to compare customer expectations and their satisfaction for improvement or satisfaction.

The observations from the grid are in the areas where customers are negatively impacted with service but consider service issues important. Question 15, "GSI Center's responsiveness", Question 16, "GSI Center's technical competence", and Question 23, "Counsel arrangements", are found here. "Technical competence" was among the top 10 items. Its perceived importance was rated higher in previous reports. "Counsel arrangements" has increased in perceived importance over previous reports.

Use shorter paragraphs

Indent or space parts of text

Use headings

Use bullets

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**Major components**

- Title page
- Abstract
- Introduction or Rationale for the study
- Review of the Literature
- Discussion of the Methodology used for the study
- Analyses
- Results or findings
- Conclusion and/or Recommendations
- Limitations of the study
- Detailed list of the references
- Appendices

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**Writing Research Report**

**Report Modules (BROAD)**

Prefatory Information

Introduction

Methodology

Findings

Conclusions & Recommendations

Appendices

Bibliography

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### Writing Research Report

**The title page** contains the title of the study and the name of the researcher, along with the complete affiliation of the organization/institute.

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- **Abstract** is the concise summary of the research study.
- Must contain the enough information to accurately inform the reader of the key ideas of the study, like, objectives, methodology, methods, findings, recommendations etc.

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- **Introduction** includes the background information on the topic and situation.
- The justification of selecting the topic is also presented in the section.
- An indication, what will be presented in next chapters/section is also being provided in this section.

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**Review of Literature:** Everything included in this section comes from the work of others. one must cite sources of the work.

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- **Research Methodology** contains the research problem, research strategy, research objectives, research designs, hypothesis ( if any), research questions, sampling plan and sample size.
- This section also provides a detailed description of the research methods to be applied.

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- **Analyses** describes the data analysis.
- Statistical models are presented in the section, if used.
- qualitative models too

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**Findings/Results** report the findings of the research.

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### Findings Page Templates

**Question 1a. Call Center's Responsiveness.** This question has the lowest mean score of the survey, using a five-point method of reporting how well the two categories met the Call Center met or exceeded their expectations for service responsiveness. This has improved only marginally since November and has significant implications for program targets. Based on our data and recent results, we recommend that you begin revisiting the competency program we discussed. Additional training for Call Center operators and implementation of the proposed staffing plan.

Category	Percentage
Met low	45%
Met some	34%
Met most	21%
Met all	8%
Exceeded	1%

**Question 6. Overall Impression of CompleteCare's Effectiveness.** CompleteCare has exceeded the number of fully satisfied respondents with 46 percent versus 43 percent in November in the excellent/expectations category. The response score has increased by 75 percent of respondents against 73 percent in November.

Category	Percentage
Met low	2%
Met some	6%
Met most	17%
Met all	29%
Exceeded	46%

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## Writing Research Report

### Presentation of Statistics

Text

Semi-tabular

Tables

Graphics

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**Sample Graphics within Report**

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**Question 1a: Call Center's Responsiveness.** This question has the lowest mean score of the survey. Using a top-box method of reporting (combining the top two categories), 11 percent of the respondents felt that the Call Center met or exceeded their expectations for service responsiveness. This has improved only marginally since November and has significant implications for program targets. Based on our fall and recent results, we recommend that you begin immediately the contingency programs we discussed: additional training for Call Center operators and implementation of the proposed staffing plan.

Expectations	Percentage
Met less	45%
Met some	24%
Met most	21%
Met all	8%
Exceeded	3%

Mean score: 1.98 Standard deviation: 1.09 Valid cases: 159

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**Sample Line Graph**

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Year	Systems (in millions)
1985	6.5
1990	9.5
1995	11.5
2000	10.5

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**Writing Research Report**

**Sample Area Chart**

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Year	Yellow Area	Orange Area	Green Area	Total
1975	30	30	35	95
1985	40	30	40	110
1995	50	50	50	150
2005	60	50	60	170
2015	70	60	70	200

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## Writing Research Report

### Sample Pie Charts



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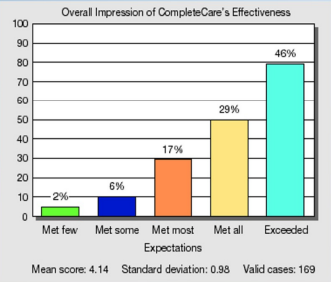
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### Sample Bar Chart



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### Pictograph



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### Writing Research Report

**Conclusion/Recommendation:** It is a way to convince that the research idea, problem, design are “worth the doing”.

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### Writing Research Report

**Limitations of the study/Scope for future study:** A researcher is expected to mention all the limitations pertaining to the study.  
**Scope for the future** study gives an opportunity to augment the current study, which may be identified by the researcher.

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### Writing Research Report

- **List of references:** it is an alphabetically arranged list of all the documents that have been studied, examined and cited in the manuscript, along with its sources.
- There are different ways to document the list of references, APA style is one of them.

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## Writing Research Report

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**Appendices:** there are no limits to what can or should be included in the Appendices.

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