



Step 7: Inform Others

The main purpose of research is to gain an understanding of an issue, or to answer a question. To simply do the research is not sufficient, for the research to have meaning it must be shared. The final step in the research process is to inform others of the findings from the research.

Important things to consider:

- Who is the audience?
- What is the main message/story to share?
- How can you effectively engage the audience with this message?

With these guiding ideas, and a comprehensive report to draw from, informing others of the research will be easy and effective.

Who is the audience?

Is the report for academics, administrators, funders, teachers, parents, students or the general public? Who the report is for will alter how it is written and presented.

Examples:

- A report written for academics and/or administrators may be very technical, and detailed, and may focus on the process of the project.
- A report for a funding body may focus on outcome measures or the deliverables outlined in the funding agreement.
- A report written for teachers may be more focused on the results and how this can impact practice.
- A report written for parents may focus on how this will impact their students learning.
- A report written for students may focus on how this impacts their learning.

The audience of a report will alter the main focus on the report, language used, and presentation format.

Writing the Report

There is no one way to correctly write a research report, however a standard outline to work from is helpful to organize information. The following outline can be tailored to an audience and the information can be used creatively to promote the research/project etc.

Report Outline

1. Abstract

- Area to create general interest in report
- Basic overview of the method and finding

2. Introduction

- Research problem/question
- Motivation for study
- Literature review

3. Methodology

- Research design
- Population and sampling strategy
- Data collection
- Data analysis approach

4. Findings

- Present all data in an organized, coherent manner.
- Qualitative Data
- Present major themes, the narrative or the content analysis
- Quantitative Data
- Present statistics with accompanying charts, graphs tables etc, with written explanations if needed.

5. Discussion and Conclusions

- This section focuses on discussing the significance of the findings and the impact or possible impacts of the findings.
- If recommendations or future research directions are being given this is the section that they would be included.

Creative Ways to Share Information:

Suggested Formats

The information written for the standard report format can be presented in creative ways to make the research more appealing to the desired audience. The following are suggested formats to present the research.

Standard Report Format

- Full Report
- Tailored Reports for Audience

- For example, a 100 page report can be daunting or boring for people to read. You could separate the report into manageable sections for your audience.
- Condensed reports for the general public that highlights just the findings and discussion/recommendations.
- Extensive reports with detailed methodology and expanded results section for academics or funders.

This way your 100 page report can be presented in a 5, 10, 20 pages or full report format depending on the audience, the condensed report will include only information pertinent to the specific audience.

Webpage

- Simply uploading a report to a webpage is an option that may be appropriate. However, designing an interactive website that guides the audience through the research process could be more engaging.
- A simple webpage that highlights the main points of the research and findings and that directs readers to full report.

PowerPoint Presentation

- The content from the written report could be highlighted in a PowerPoint presentation.
- This format could be uploaded to a website or could be sent electronically to stakeholders. This format gives the researcher an excellent tool to accompany any oral presentations on the topic.
- This format could simply highlight main points or guide people through the entire process depending on the goal of the presentation.

Poster Presentation

- A poster presentation is a quick and effective way to highlight an overall research project.
- A poster presentation gives an overview of the entire project, and highlights significant points and findings.

Sample

[Handheld Technologies Final Report](#)