

## Module 6 Part 2

### RESEARCH REPORT

A report is a detailed description of what has been done and how it has been done with respect to a particular area or topic. The purpose of the written report is to present the results of your research, but more importantly to provide a persuasive argument to readers of what you have found. It is the end product of a research activity. It is highly skilled work it is the final stage of the research work.

#### Need For Research Report

- The aim of research is the search for knowledge.
  
- A research report is needed to evolve a theory or a principle.

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- Reporting is a process through which a basic ground is prepared for exchange of ideas or thoughts.
- Reporting helps the researcher to make specific recommendation for course of action.
- The research ability of a candidate is revealed through the final report he presents.
- A research report is highly useful for policy formulators, practitioners, general public and others.

#### Functions of Research Report

- □ Research report serves as a means for presenting the problem studied, methods and techniques used, findings, conclusions and recommendation in an organised manner.
- It serves as a reference material for future use in the same or related area.
- It serves as a means for judging the quality of the research project.
- It is a means for evaluating research ability.

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- It provides systematic knowledge on problems and issues analysed.

## TYPES OF REPORTS

Research reports vary greatly in length and type. In each individual case, both the length and the form are largely dictated by the problems at hand. For instance, business firms prefer reports in the letter form, just one or two pages in length. Banks, insurance organisations and financial institutions are generally fond of the short balance-sheet type of tabulation for their annual reports to their customers and shareholders. Mathematicians prefer to write the results of their investigations in the form of algebraic notations. Chemists report their results in symbols and formulae. Students of literature usually write long reports presenting the critical analysis of some writer or period or the like with a liberal use of quotations from the works of the author under discussion. In the field of education and psychology, the favourite form is the report on the results of experimentation accompanied by the detailed statistical tabulations. Clinical psychologists and social pathologists frequently find it necessary to make use of the case-history form.

The above narration throws light on the fact that the results of a research investigation can be presented in a number of ways viz., a technical report, a popular report, an article, a monograph or at times even in the form of oral presentation. Which method(s) of presentation to be used in a particular study depends on the circumstances under which the study arose and the nature of the results. A



technical report is used whenever a full written report of the study is required whether for recordkeeping or for public dissemination. A popular report is used if the research results have policy implications. We give below a few details about the said two types of reports:

#### (A) Technical report

In the technical report the main emphasis is on (i) the methods employed, (ii) assumptions made in the course of the study, (iii) the detailed presentation of the findings including their limitations and supporting data.

A general outline of a technical report can be as follows:

1. Summary of results: A brief review of the main findings just in two or three pages.
  
2. Nature of the study: Description of the general objectives of study, formulation of the problem in operational terms, the working hypothesis, the type of analysis and data required, etc.
  
3. Methods employed: Specific methods used in the study and their limitations. For instance, in sampling studies we should give details of sample design viz., sample size, sample selection, etc.

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4. Data : Discussion of data collected, their sources, characteristics and limitations. If secondary data are used, their suitability to the problem at hand be fully assessed. In case of a survey, the manner in which data were collected should be fully described.
5. Analysis of data and presentation of findings: The analysis of data and presentation of the findings of the study with supporting data in the form of tables and charts be fully narrated. This, in fact, happens to be the main body of the report usually extending over several chapters.
6. Conclusions: A detailed summary of the findings and the policy implications drawn from the results be explained.
7. Bibliography: Bibliography of various sources consulted be prepared and attached.
8. Technical appendices: Appendices be given for all technical matters relating to questionnaire, mathematical derivations, elaboration on particular technique of analysis and the like ones.
9. Index: Index must be prepared and be given invariably in the report at the end.

### (B) Popular Report

The popular report is one which gives emphasis on simplicity and attractiveness. The simplification should be sought through clear writing, minimization of technical,



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particularly mathematical, details and liberal use of charts and diagrams. Attractive layout along with large print, many subheadings, even an occasional cartoon now and then is another characteristic feature of the popular report.

Besides, in such a report emphasis is given on practical aspects and policy implications. We give below a general outline of a popular report.

1. The findings and their implications: Emphasis in the report is given on the findings of most practical interest and on the implications of these findings.
2. Recommendations for action: Recommendations for action on the basis of the findings of the study is made in this section of the report.
3. Objective of the study: A general review of how the problem arise is presented along with the specific objectives of the project under study.
4. Methods employed: A brief and non-technical description of the methods and techniques used, including a short review of the data on which the study is based, is given in this part of the report.
5. Results: This section constitutes the main body of the report wherein the results of the study are presented in clear and non-technical terms with liberal use of all sorts of illustrations such as charts, diagrams and the like ones.
6. Technical appendices: More detailed information on methods used, forms, etc. is presented in the form of appendices. But the appendices are often not detailed if the report is entirely meant for general public.

## ORAL PRESENTATION



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At times oral presentation of the results of the study is considered effective, particularly in cases where policy recommendations are indicated by project results. The merit of this approach lies in the fact that it provides an opportunity for give-and-take decisions which generally lead to a better understanding of the findings and their implications. But the main demerit of this sort of presentation is the lack of any permanent record concerning the research details and it may be just possible that the findings may fade away from people's memory even before an action is taken. In order to overcome this difficulty, a written report may be circulated before the oral presentation and referred to frequently during the discussion. Oral presentation is effective when supplemented by various visual devices. Use of slides, wall charts and blackboards is quite helpful in contributing to clarity and in reducing the boredom, if any.

### DIFFERENT STEPS IN WRITING REPORT

Research reports are the product of slow, painstaking, accurate inductive work. The usual steps involved in writing report are: (a) logical analysis of the subject-matter; (b) preparation of the final outline; (c) preparation of the rough draft; (d) rewriting and polishing; (e) preparation of the final bibliography; and (f) writing the final draft. Though all these steps are self explanatory, yet a brief mention of each one of these will be appropriate for better understanding.

1. Logical analysis of the subject matter: It is the first step which is primarily concerned with the development of a subject. There are two ways in which to develop a subject (a) logically and (b) chronologically. The logical development is made on the basis of mental connections and associations between the one thing and



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another by means of analysis. Logical treatment often consists in developing the material from the simple possible to the most complex structures. Chronological development is based on a connection or sequence in time or occurrence. The directions for doing or making something usually follow the chronological order.

2. Preparation of the final outline: It is the next step in writing the research report “Outlines are the framework upon which long written works are constructed. They are an aid to the logical organisation of the material and a reminder of the points to be stressed in the report.”

3. Preparation of the rough draft: This follows the logical analysis of the subject and the preparation of the final outline. Such a step is of utmost importance for the researcher now sits to write down what he has done in the context of his research study. He will write down the procedure adopted by him in collecting the material for his study along with various limitations faced by him, the technique of analysis adopted by him, the broad findings and generalizations and the various suggestions he wants to offer regarding the problem concerned.

4. Rewriting and polishing of the rough draft: This step happens to be most difficult part of all formal writing. Usually this step requires more time than the writing of the rough draft. The careful revision makes the difference between a mediocre and a good piece of writing. While rewriting and polishing, one should check the report for weaknesses in logical development or presentation. The researcher should also “see whether or not the material, as it is presented, has unity and cohesion; does the report stand upright and firm and exhibit a definite pattern, like a marble arch? Or does it resemble an old wall of moldering cement and loose brick.”<sup>4</sup>



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In addition the researcher should give due attention to the fact that in his rough draft he has been consistent or not. He should check the mechanics of writing—grammar, spelling and usage.

5. Preparation of the final bibliography: Next in order comes the task of the preparation of the final bibliography. The bibliography, which is generally appended to the research report, is a list of books in some way pertinent to the research which has been done. It should contain all those works which the researcher has consulted. The bibliography should be arranged alphabetically and may be divided into two parts; the first part may contain the names of books and pamphlets, and the second part may contain the names of magazine and newspaper articles. Generally, this pattern of bibliography is considered convenient and satisfactory from the point of view of reader, though it is not the only way of presenting bibliography. The entries in bibliography should be made adopting the following order:

For books and pamphlets the order may be as under:

1. Name of author, last name first.
  
2. Title, underlined to indicate italics.
  
3. Place, publisher, and date of publication.



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4. Number of volumes. Example

Kothari, C.R., Quantitative Techniques, New Delhi, Vikas Publishing House Pvt. Ltd., 1978.

For magazines and newspapers the order may be as under:

1. Name of the author, last name first.

2. Title of article, in quotation marks.

3. Name of periodical, underlined to indicate italics.

4. The volume or volume and number.

5. The date of the issue.

6. The pagination. Example

Robert V. Roosa, “Coping with Short-term International Money Flows”, The Banker, London,



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September, 1971, p. 995.

Style of Listing- Reports and other Official Publications

(Name of the Agency, Title of the publication, Place and Year) - Examples.

- Government of India, Annual Reports. (Various Issues), Ministry of Health and

FamilyWelfare, New Delhi

- Planning Commission, Report on General Hospital, New Delhi, 1964.

For a Newspaper

(Name of Paper, Place of edition, month, day, Year)

- Editorial, Thiruvananthapuram, The Hindu, May 16, 2010, 6.



### Style of Listing – Websites/Electronic Sources

- [www.ksfe.com](http://www.ksfe.com)
- [www.chitfund.org](http://www.chitfund.org)
- [www.gokulamchits.com](http://www.gokulamchits.com)

6. Writing the final draft: This constitutes the last step. The final draft should be written in a concise and objective style and in simple language, avoiding vague expressions such as “it seems”, “there may be”, and the like ones. While writing the final draft, the researcher must avoid abstract terminology and technical jargon. Illustrations and examples based on common experiences must be incorporated in the final draft as they happen to be most effective in communicating the research findings to others. A research report should not be dull, but must enthuse people and maintain interest and must show originality. It must be remembered that every report should be an attempt to solve some intellectual problem and must contribute to the solution of a problem and must add to the knowledge of both the researcher and the reader.

### LAYOUT OF THE RESEARCH REPORT



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Anybody, who is reading the research report, must necessarily be conveyed enough about the study so that he can place it in its general scientific context, judge the adequacy of its methods and thus form an opinion of how seriously the findings are to be taken. For this purpose there is the need of proper layout of the report. The layout of the report means as to what the research report should contain. A comprehensive layout of the research report should comprise (A) preliminary pages; (B) the main text; and (C) the end matter. Let us deal with them separately.

(A) Preliminary Pages

In its preliminary pages the report should carry a title and date, followed by acknowledgements in the form of 'Preface' or 'Foreword'. Then there should be a table of contents followed by list of tables and illustrations so that the decision-maker or anybody interested in reading the report can easily locate the required information in the report.

Title Page

The contents of Title Page



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- The title of the research study
- The name of the faculty/subject
- Institution to which the report is to be submitted
- The degree for which report is to be submitted
- The name of the researcher
- The name of the supervising teacher & his address
- The month & Year of submission of the Report

These items are centered between the margin of the page and no terminal punctuation is used.

Researcher's Declaration



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The researcher has to declare that it is a bonafide Research work done by him/her and that no part of the Thesis/Dissertation is presented for the award of any degree, diploma, associateship, fellowship or other similar title before.

#### Certificate of the Research Guide

The Guide has to state that the thesis is a record of bonafide research work carried out by the researcher under his supervision and no part of the thesis is submitted for any degree, diploma, associateship, fellowship or other similar title before. He/she is permitted to submit the thesis. Acknowledgements

- This page is largely a matter of courtesy
  
- The researcher acknowledges the following persons/Institutions for the assistance
  - Guide
  
  - Other academicians and Professionals who rendered assistance
  
  - Authorities of Libraries
  
  - Respondents of questionnaire/Schedule



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- Persons from administrative assistance is received
- Any other individuals who assisted in the research work. Contents
- This page gives the readers a bird's eye-view of the Report
- It enables the reader to locate quickly each section of it.
- It includes the chapter headings, major sub divisions of the chapters

### List of Tables and Figures

In this Page a list of Tables and Figures, if any, is shown. The full titles of Tables & Figures as shown in the text are shown with corresponding Page numbers.

### (B) Main Text

The main text provides the complete outline of the research report along with all details. Title of the research study is repeated at the top of the first page of the main text and then follows the other details on pages numbered consecutively, beginning with the second page. Each main section of the report should begin on a new page.





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The main text of the report should have the following sections: (i) Introduction; (ii) Statement of findings and recommendations; (iii) The results; (iv) The implications drawn from the results; and (v) The summary.

(i) Introduction: The purpose of introduction is to introduce the research project to the readers. It should contain a clear statement of the objectives of research i.e., enough background should be given to make clear to the reader why the problem was considered worth investigating. A brief summary of other relevant research may also be stated so that the present study can be seen in that context. The hypotheses of study, if any, and the definitions of the major concepts employed in the study should be explicitly stated in the introduction of the report.

(ii) Statement of findings and recommendations: After introduction, the research report must contain a statement of findings and recommendations in non-technical language so that it can be easily understood by all concerned. If the findings happen to be extensive, at this point they should be put in the summarised form.

(iii) Results: A detailed presentation of the findings of the study, with supporting data in the form of tables and charts together with a validation of results, is the next step in writing the main text of the report. This generally comprises the main body of the report, extending over several chapters. The result section of the report should contain statistical summaries and reductions of the data rather than the raw data. All the results should be presented in logical sequence and splitted into

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readily identifiable sections. All relevant results must find a place in the report. But how one is to decide about what is relevant is the basic question. Quite often guidance comes primarily from the research problem and from the hypotheses, if any, with which the study was concerned. But ultimately the researcher must rely on his own judgement in deciding the outline of his report. “Nevertheless, it is still necessary that he states clearly the problem with which he was concerned, the procedure by which he worked on the problem, the conclusions at which he arrived, and the bases for his conclusions.”

(iv) Implications of the results: Toward the end of the main text, the researcher should again put down the results of his research clearly and precisely. He should, state the implications that flow from the results of the study, for the general reader is interested in the implications for understanding the human behaviour. Such implications may have three aspects as stated below:

- (a) A statement of the inferences drawn from the present study which may be expected to apply in similar circumstances.
- (b) The conditions of the present study which may limit the extent of legitimate generalizations of the inferences drawn from the study.
- (c) The relevant questions that still remain unanswered or new questions raised by the study along with suggestions for the kind of research that would provide answers for them.

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(v) Summary: It has become customary to conclude the research report with a very brief summary, resting in brief the research problem, the methodology, the major findings and the major conclusions drawn from the research results.

(C) End Matter

At the end of the report, appendices should be enlisted in respect of all technical data such as questionnaires, sample information, mathematical derivations and the like ones. Bibliography of sources consulted should also be given. Index (an alphabetical listing of names, places and topics along with the numbers of the pages in a book or report on which they are mentioned or discussed) should invariably be given at the end of the report. The value of index lies in the fact that it works as a guide to the reader for the contents in the report.

## CHAPTERIZATION

The entire research work will run into five chapters. The first one on Introduction brings out the importance of the study, and states its objectives and hypotheses. It also includes methodology and limitations. Chapter II will contain previous reviews, history of the Problems. A Quick look on subjective well-being will also be carried out in chapter II. Chapter III will be a methodological part of the study. Analysis and Discussions is to be done in chapter IV. Findings, Conclusions and Suggestions for further Research will be presented in Chapter V followed by Bibliography and References.

## ROLE OF AUDIENCE



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Audience analysis involves identifying the audience and adapting a speech to their interests, level of understanding, attitudes, and beliefs. Taking an audience-centered approach is important because a speaker's effectiveness will be improved if the presentation is created and delivered in an appropriate manner.

One of the first things to do when you analyze and audience is to identify its type (or types--it's rarely just one type). The common division of audiences into categories is as follows:

1. Experts: These are the people who know the theory and the product inside and out. They designed it, they tested it, they know everything about it. Often, they have advanced degrees and operate in academic settings or in research and development areas of the government and business worlds. The non-specialist reader is least likely to understand what these people are saying-but also has the least reason to try. More often, the communication challenge faced by the expert is communicating to the technician and the executive.
2. Technicians: These are the people who build, operate, maintain, and repair the stuff that the experts design and theorize about. Theirs is a highly technical knowledge as well, but of a more practical nature.

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3. Executives: These are the people who make business, economic, administrative, legal, governmental, political decisions on the stuff that the experts and technicians work with. If it's a new product, they decide whether to produce and market it. If it's a new power technology, they decide whether the city should implement it. Executives are likely to have as little technical knowledge about the subject as non specialists.

4. Non specialists: These readers have the least technical knowledge of all. Their interest may be as practical as technicians', but in a different way. They want to use the new product to accomplish their tasks; they want to understand the new power technology enough to know whether to vote for or against it in the upcoming bond election. Or, they may just be curious about a specific technical matter and want to learn about it--but for no specific, practical reason.

## READABILITY

Readability is what makes some texts easier to read than others. It is often confused with legibility, which concerns typeface and layout. In natural language, the readability of text depends on its content (the complexity of its vocabulary and syntax) and its presentation (such as typographic aspects like font size, line height, and line length).

Many experts, through much research, have compiled golden rules of documentation writing. These rules apply regardless of medium:

- Use short, simple, familiar words



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- Avoid jargon
- Use culture-and-gender-neutral language.
- Use correct grammar, punctuation, and spelling.
- Use simple sentences, active voice, and present tense.
- Begin instructions in the imperative mode by starting sentences with an action verb.
- Use simple graphic elements such as bulleted lists and numbered steps to make information visually accessible.

## COMPREHENSION



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Comprehension is the ability to understand and get meaning from spoken and written language. Comprehension skills are based on rich language and experience with text from early in life. These experiences include learning how to decode; becoming fluent in decoding with an

extensive repertoire of sight words; increasing vocabulary to include words commonly found in texts;

and learning how to get meaning from text using comprehension processes.

#### Causes of Reading Comprehension Failure

- Inadequate instruction
  
- Insufficient exposure and practice
  
- Deficient word recognition skills
  
- Deficient memory capacity and functioning
  
- Significant language deficiencies



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- Inadequate comprehension monitoring and self-evaluation
- Unfamiliarity with text features and task demands
- Undeveloped attentional strategies
- Inadequate cognitive development and reading experiences

## TONE

Tone in writing refers to the writer's attitude toward the reader and the subject of the message. The overall tone of a written message affects the reader just as one's tone of voice affects the listener in everyday exchanges".

Business writers should consider the tone of their message, whether they are writing a memo, letter, report, or any type of business document. Tone is present in all communication activities. Ultimately, the tone of a message is a reflection of the writer and it does affect how the reader will perceive the message.





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The writer should consider several things when preparing to write. The following questions will help you to determine the appropriate tone for your message.

- Why am I writing this document?
- Who am I writing to and what do I want them to understand?
- What kind of tone should I use?

Here are some general guidelines to keep in mind when considering what kind of tone to use in your letters and how to present information in that tone:

- Be confident.
- Be courteous and sincere.



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- Use appropriate emphasis and subordination.
- Use non-discriminatory language.
- Stress the benefits for the reader.
- Write at an appropriate level of difficulty.

#### FORMAT OF THE REPORT

- TITLE PAGE:- Title of project, Subtitle (where appropriate), Date, Author, Organization, Logo
- BACKGROUND:- History(if any) behind the project
- ACKNOWLEDGEMENT:- Author thanks people and organization who helped during the project
- SUMMARY(sometimes called abstract of the synopsis):- A condensed version of a report – outlines salient points, emphasizes main conclusions and (where



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appropriate) the main recommendations. N.B this is often difficult to write and it is suggested that you write it last.

- LIST OF CONTENTS:- An at- a – glance list that tells the reader what is in the report and what page number(s) to find it on.
- LIST OF TABLES:- As above, specifically for tables.
- LIST OF APPENDICES:- As above, specifically for appendices.
- INTRODUCTION:- Author sets the scene and states his/ her intentions.
- AIMS AND OBJECTIVES AIMS:- – general aims of the audit/ project, broad statement of intent.
- OBJECTIVES:- specific things expected to do/deliver(e.g. expected outcomes)
- METHOD:- Work steps; what was done – how, by whom, when?
- RESULT/FINDINGS:- Honest presentation of the findings, whether these were as expected or not. Give the facts, including any inconsistencies or difficulties encountered

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- **DISCUSSION:-** Explanation of the results.( you might like to keep the SWOT analysis in mind and think about your project's strengths, weakness, opportunities and threats, as you write)
- **CONCLUSIONS:-** The author links the results/ findings with the points made in the introduction and strives to reach clear, simply stated and unbiased conclusions. Make sure they are fully supported by evidence and arguments of the main body of your audit/project.
- **RECOMMENDATIONS:-** The author states what specific actions should be taken, by whom and why. They must always be linked to the future and should always be realistic. Don't make them unless asked to.
- **REFERENCES:-** A section of a report, which provides full details of publications mentioned in the text, or from which extracts have been quoted.
- **APPENDIX:-** The purpose of an appendix is to supplement the information contained in the main body of the report.

### ETHICS IN RESEARCH

Research ethics concerns the responsibility of researchers to be honest and respectful to all individuals who are affected by their research studies or their reports of the studies' results. The research ethics may be;

- To protect participants /patients /society /resources /researcher?



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- To ensure accuracy of scientific knowledge
- To protect intellectual and property rights

Breach of ethics in research would amount to scientific misconduct. Scientific misconduct are;

- Fraud : invention/fabrication of data
- Plagiarism : copying data, ideas, text without acknowledgement of source
- Piracy : infringement of a copyright
- Submitting/Publishing the same paper to different journals
- Not informing a collaborator of your intent to file a patent in order to make sure that you are the sole inventor
- Overworking, neglecting, or exploiting research students

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- Making derogatory comments and personal attacks in your review of author's submission
- Making significant deviations from the research protocol approved by the Review Board without informing the committee
- Not reporting an adverse event in a human research experiment
- Including a colleague as an author on a paper in return for a favour even though the colleague did not make a serious contribution to the paper
- Trimming outliers from a data set without discussing your reasons in paper
- Using an inappropriate statistical technique in order to enhance the significance of your research, etc.

## SUBJECTIVITY AND OBJECTIVITY IN RESEARCH

In its purest sense, the idea of objectivity assumes that a truth or independent reality exists outside of any investigation or observation. The researcher's task in this



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model is to uncover this reality without contaminating it in any way. This notion - that a researcher can observe or uncover phenomena without affecting them - is increasingly rejected, especially in the social sciences but also in the natural sciences. In qualitative research, a realistic aim is for the researcher to remain impartial; that is, to be impartial to the outcome of the research, to acknowledge their own preconceptions and to operate in as unbiased and value-free way as possible.

Subjectivity refers to how someone's judgment is shaped by personal opinions and feelings instead of outside influences. Subjective research is generally referred to as phenomenological research. This is because it is concerned with the study of experiences from the perspective of an individual, and emphasises the importance of personal perspectives and interpretations. Subjective research is generally based on data derived from observations of events as they take place or from unstructured or semi-structured interviews. In unstructured interviews the questions emerged from the discussion between the interviewer and the interviewee. In semi-structured interviews the interviewer prepares an outline of the interview topics or general questions, adding more as needs emerged during the interview. Structured interviews include the full list of questions. Interviewers do not deviate from this list. Subjective research can also be based on examinations of documents. The researcher will attribute personal interpretations of the experiences and phenomena during the process of both collecting and analysing data.

### Conclusion

In spite of all that has been stated above, one should always keep in view the fact report-writing is an art which is learnt by practice and experience, rather than by mere doctrination.



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3. N. K. Malhotra: Marketing Research, Latest edition. Pearson Education.
4. William G. Zikmund, Business Research Methods, Thomson 5. Wilkinson T.S. and Bhandarkar P.L.: Methodology and Techniques of Social Research, Himalaya.
6. S. N. Murthy & U. Bhojanna : Business Research Methods, Excel Books, New Delhi.
7. Jan Brace: Questionnaire Design, Kogan Page India
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