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**Topic: styles of presenting research findings  
(Communication Research Methods)**

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# Introduction

Depending on your preference for writing, the findings and discussion sections can be the most rewarding sections of your total project/dissertation. By this point, you actually get to write about what you have done, rather than what others have said about your subject area

Once you have obtained, entered, and analyzed the data from a research method, the next step is to share the results

You may have several different intended audiences or stakeholders, each with unique interests in the evaluation. When possible and appropriate, remember to share the results with those who participated in the evaluation. They are often interested in learning more about the evaluation in which they participated

## Things to keep in mind while writing findings

- ▶ Know your audience
- ▶ Get input
- ▶ Formatting
- ▶ Use straightforward and interesting language
- ▶ Get creative

## Presenting evaluation results

- ▶ Be as specific as possible
- ▶ Report results from largest to smallest
- ▶ Know when to report in percentages and when to report in numbers
- ▶ Keep tables and graphs as clear and simple as possible

# Styles of writing findings

- ▶ Discuss your findings
- ▶ Research question
- ▶ Relation to other research
- ▶ Implications
- ▶ Writing your discussion

# Discuss your findings

- ▶ In the discussion of your findings you have an opportunity to develop the story you found in the data, making connections between the results of your analysis and existing theory and research
- ▶ While the amount of discussion required in a thesis may vary according to discipline, all disciplines expect some interpretation of the findings that makes connections.

# Research question

- ▶ In your discussion you must draw together your research question and your own research results. If the discussion is in a self-contained chapter or section you will need to briefly summarise the major findings that come from the research and relate them to what you originally proposed to find out
- ▶ If your research is testing a hypothesis, you need to answer these questions:
  - Do your research findings support your initial hypothesis? Why and how?
  - Do your findings only support the hypothesis in part? Why and how?
  - Do your findings disprove your hypothesis? Why and how?

# Relation to other research

- It is essential to show how your results fit in with other work that has been done in your field
- Point out the agreements and disagreements between your data and that of others
- In presenting your own interpretation of the results, consider the strengths and weaknesses of alternative interpretations from the literature

# Implications

- ▶ Depending on the nature of your research, draw out the implications of your findings
- ▶ these will probably be related to
  - current theory
  - technical applications
  - professional practice

# Writing your discussion

- ▶ The skill in writing a successful discussion is in moving backwards and forwards between others' research and your own research
- ▶ making it clear:
  - which has been done by other people
  - which has been done by you
  - how they complement each other

# Conclusion

- Write your findings section in a factual and objective manner
- The goal is to communicate information – in some cases a great deal of complex information
- The active voice is often recommended by publishers and the authors of writing manuals, and the past tense is appropriate because the research has already been done
- A logical approach to organising your findings section will help you tell a logical story about your findings
- Both the findings and discussion chapters will benefit from a clear and logical introduction and chapter summary (Meant to inform reader)

## For more:

<https://www.scribd.com/presentation/6716801/Writing-the-Findings-Chapter-Chapter-4>

<https://www.journal-publishing.com/blog/writing-findings-section-research-paper/>

<https://www.oxbridgeessays.com/blog/dissertation-findings-discussion-sections/>

# THANK YOU