



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales



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Placement Research Project [BMIH6006/8]

Session Focus :
Project Report - **Final**
Sections: Data Collection +
Analysis -Writing up Results
Conclusions / Recommendations

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Content

Today's Aims

- Data Collection + Analysis
- Writing up Results
- Conclusions / Recommendations
- Recap.

Data Collection and Analysis

Actions to take following the collection of data :

Data Collected via- either / or

- Quantitative data (questionnaires),
 - Qualitative data (interviews)
-
- To become meaningful, raw data must be summarised *before* analysis or interpretation.
 - Consider how you are going to *organise & summarise* the data to allow you to interpret/analyse it?

Quantitative Data (NUMBERS)

Examples of analysis / interpretation (for information collected via Questionnaires)

- Manual Tallies / Frequencies
- Computer Analysis (Excel / Google Forms / Survey Monkey....)
- Independently Created Graphs...(Pie / Bar...)

Quantitative methods - Using Excel (?)

Inputs on Excel will generate output – Graphs / Tables...

DATA INPUT

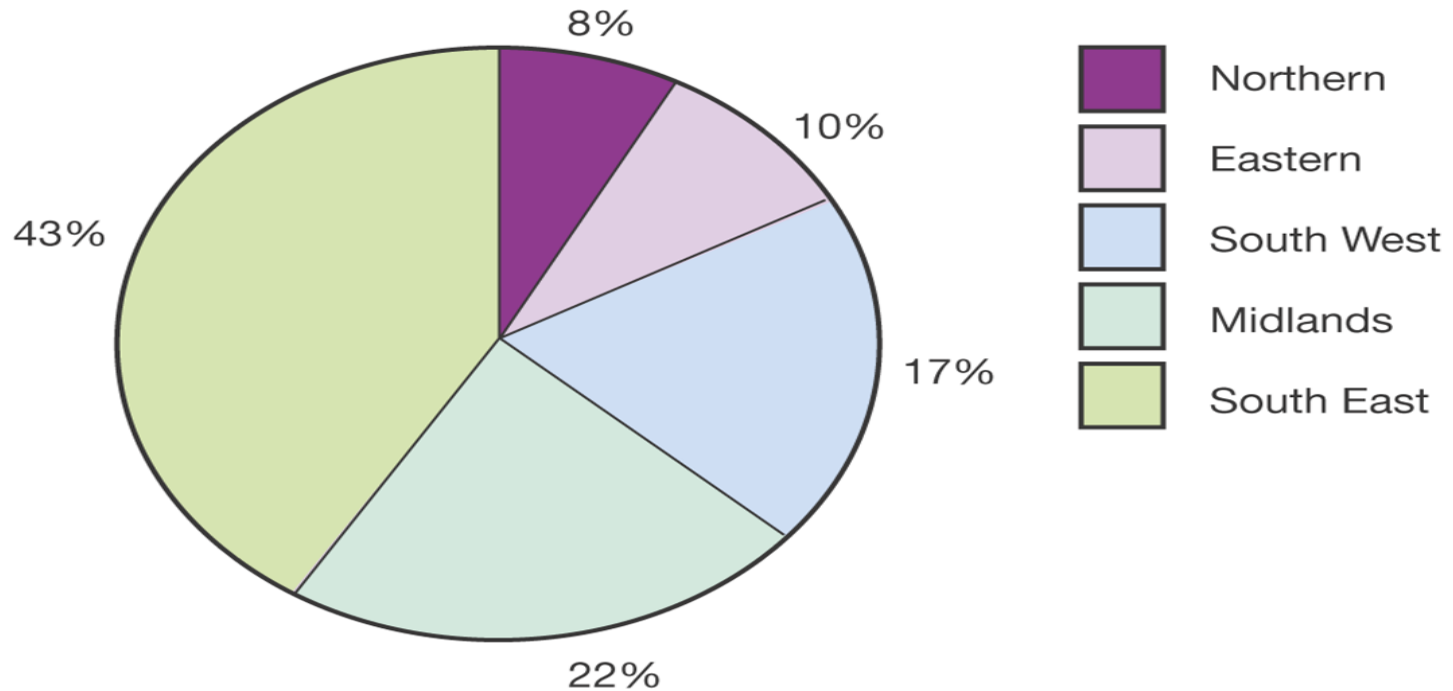
- Variables – Questions / Groups...
- Type of data
- Labels
- Value labels

DATA ANALYSIS

- Data Analysis
- Descriptive Statistics
- Frequency Tables
- Count
- Percentages
- Averages
- Graphs

MNS Ltd: breakdown of sales by region 2004-5

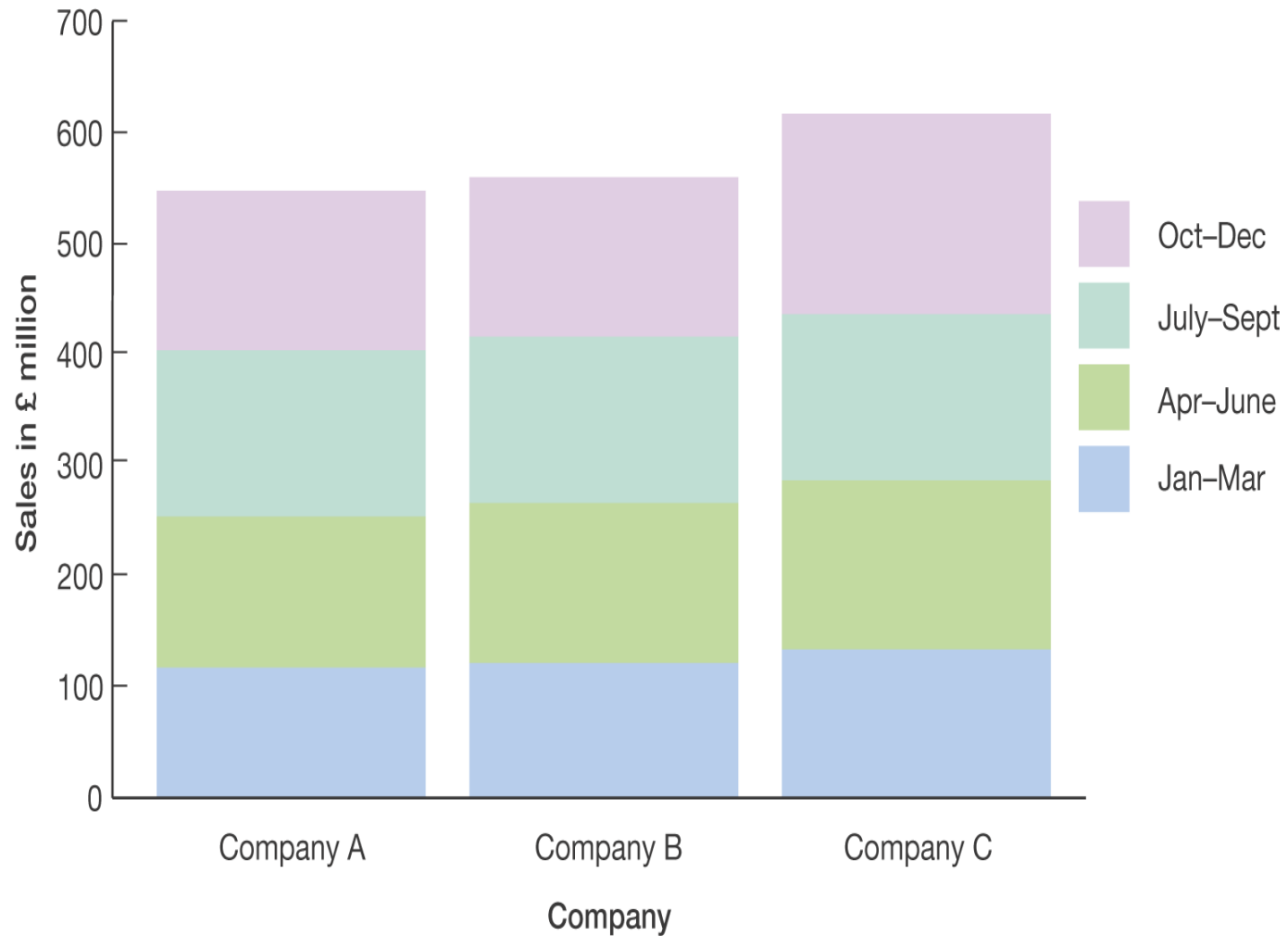
Source: Sales returns



Total sales = £17.2 million

Sales for 2005

Source: Audited company annual accounts



Qualitative Data (Rich Data)

Examples of analysis / interpretation (*for information collected via Interviews*)

- Mainly verbal data
- Descriptive data
- Interview led
- Exploratory

‘Qualitative research is empirical research where the data is not in the form of numbers’

(Punch, 2000:3)

Qualitative Data (word – rich data)

Examples

- Include transcripts of interviewee responses that you can discuss as part of research ‘themes’
- Discussion Points from data collection :
 - **Highlight key words or phrases in different, meaningful colours to identify the themes.**
 - **Create a Matrix Table for the responses to questions**

Using MATRIX Analysis

Objective 1	Question 1	Question 2	Question 3	Question 4
Interview 1	<i>Comments & key points made</i>	<i>Comments & key points made</i>	<i>Comments & key points made</i>	<i>Comments & key points made</i>
Interview 2	<i>Comments & key points made</i>	<i>Comments & key points made</i>	<i>Comments & key points made</i>	<i>Comments & key points made</i>
Summary	Summary of critical and most common points made	Summary of critical and most common points made	Summary of critical and most common points made	Summary of critical and most common points made

Qualitative Methods- Data Analysis

- Set up Matrix interview/Question Numbers
- Summarise interviews into key points
- Input key points into matrix
- Highlight any significant quotes – comments made by interviewee
- For each question look for interesting themes or issues
- Make a summary list of common issues for each question

Writing-Up Results.

- Present results clearly – eg; by objectives or themes (e.g. current perceptions: contemporary problems: future needs).
- **Relate to Literature** - - What did you find in the Lit Rev...how does your primary data compare to what you read about!
- Avoid presenting results question by question
- Introduce each theme by relating it to your stated objectives

Making Conclusions and Recommendations.

- Summarise key results
- Summarise how key results link with the literature & theory that was discussed in section 1 (Intro) and section 2 (Lit Rev).
- Could again relate to Aims / Objectives
- Summarise implications of key results – impacts on the case study.
- Make recommendations (Concluding on point, then forwarding a Recommendation).

Conclusions Continued...

- Strengths and weaknesses of your research? If you were to repeat the project / study again, what changes would you make? Could there be any improvements you would make?
- What are the *benefits* of the research and *who* will *benefit* (impact on Swansea Marriott also wider benefits)?
- How might your work be used or extended by others (*possible implementation of your findings / conclusions / recommendations at Swansea Marriott and other Marriott Hotels*)? **eg; the research focus of your placement project at Swansea Marriott, could be 'rolled out' wider to be actioned / implemented by other Marriott hotels across the UK...**

What is the difference between 'Results' and 'Conclusions'? (Saunders et al, 2007)

RESULTS

- What I found out.

CONCLUSIONS

- What judgements I have formed as a result of what I found out
- *NB: Based on what you found out, what recommendations would you forward to aid / benefit the case study (Marriott)*

End of the Report – Final Words...

- At the end of the report, ensure to ‘round off’ the project (include a final paragraph) - - it could provide a personal overview of the project (Reflection) and / or some brief ideas as to ‘Directions for Future Research’...
- **Also** ensure to include a : Full Reference List + Appendix Material. *(See handbook for all required sections / inclusions).*



• **ANY QUESTIONS?**