

# Report Writing



# What's the difference between Essays & Reports?





or statistics



Information included in a  
report

Primary research  
Secondary  
research



# I want top marks!

Interpretation  
Research  
Planning  
Writing  
Revision



# *Interpretation:*

- What is the assignment brief asking me to do?
- What are the key words in the question?
- Does the question have several parts?



# Research:

Books

Journals/magazines

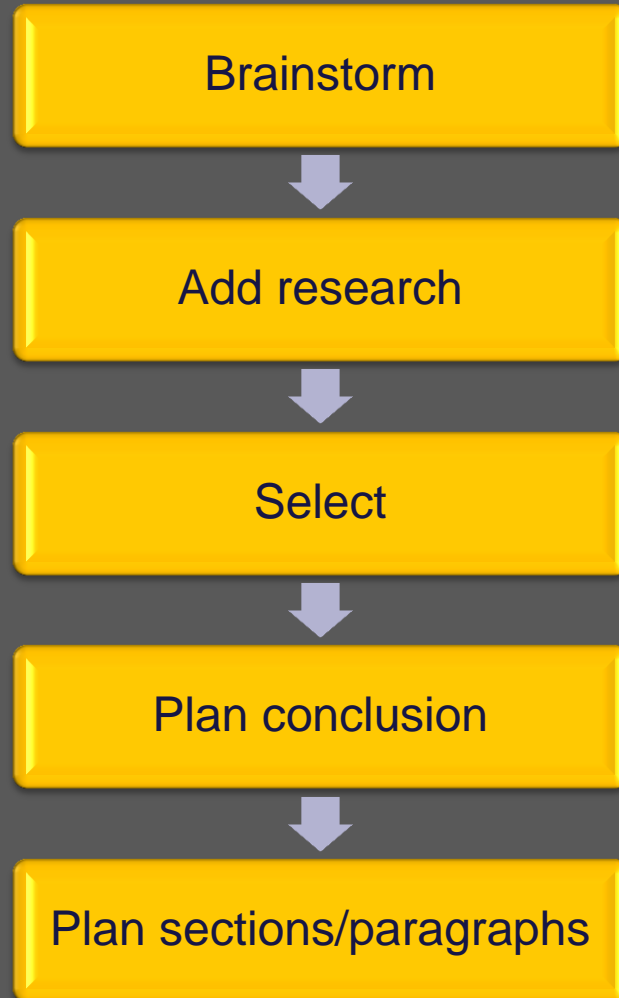
Websites

Online - WKC

databases



# Planning:

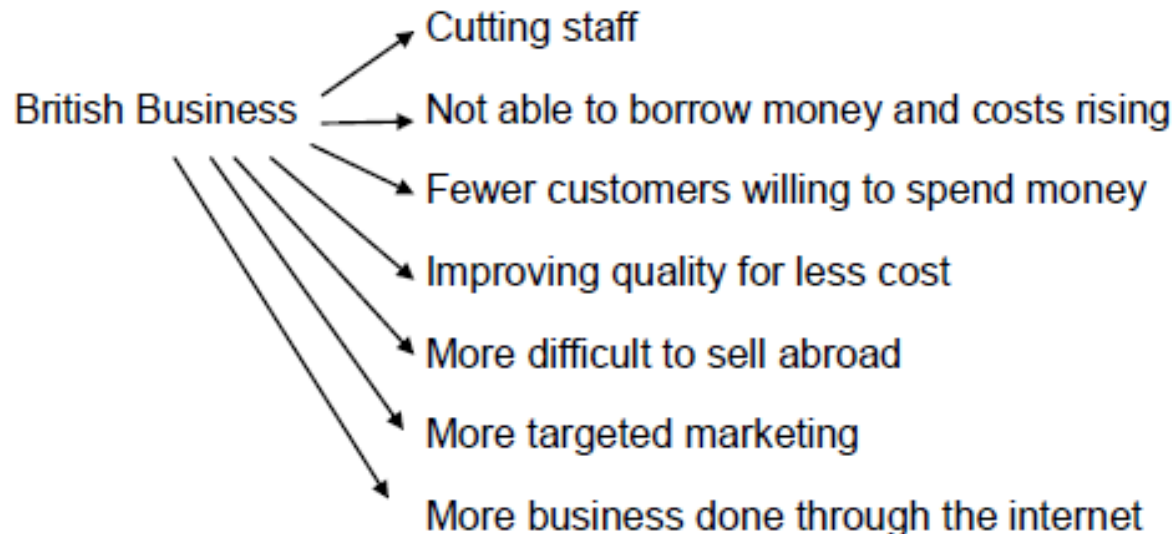
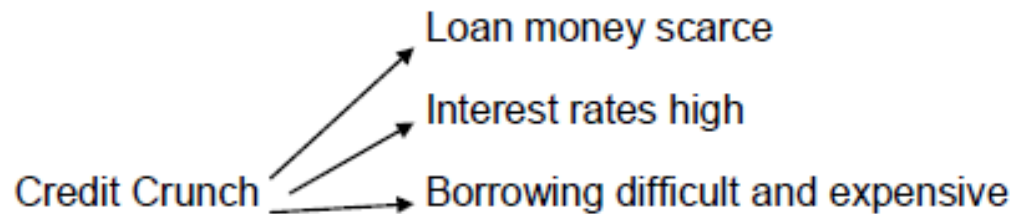




Define the term "credit crunch" and describe the effect of the "credit-crunch" on British businesses.

This question suggests a two-part structure

- 1) A clear definition of the term
- 2) A description of what has happened to British business



## **Plan:**

Intro – Define the credit crunch – background of when it started in the UK

Conclusion – British business have to change the way they have been working to survive in the credit crunch. There have been some negative effects and businesses have had to be inventive in their planning and working methods.

### **Points to make –**

- 1) Businesses are no longer able to borrow money
- 2) It is costing businesses more to make their products
- 3) It is more difficult to export
- 4) There are less customers
- 5) All the above have led to staff cuts
- 6) Some businesses have changed the way they operate – more of their business is internet based to save money, they have changed their products, concentrating on one kind of customer

# Writing:

Use your plan

Write in one go

Avoid repetition

Allow for new ideas



# Revision:

Have a break

Re-read what you've written

Does it make sense?

Is the writing clear

DOES IT ANSWER THE  
QUESTION?



# Report Sections!

*Activity*



## Title

- Choose a concise and informative title
- If your tutor has given you a title for the report, remember to stick closely to the topic

## Abstract

Summary of the main findings of the report, usually written last even though it comes at the beginning

## List of Contents

- Informative headings and sub-headings
- Use hierarchical ordering and numbering

## Introduction

- Outline question addressed in report
- Describe the aims of the report
- Introduce hypothesis

## Methodology

- Procedures followed & methods used
- Why you chose to use these methods
- Who participated

## Results

- Present your findings
- As a description or using graphs and charts
- Make sure these are clear and easy to

## Conclusion/ Discussion

- What can be learned from your results?
- Were your results as you expected?
- Any recommendations? Future research?

## References/ Bibliography

- Include a reference list with details of any sources you have referred to in your report
- Use Harvard referencing style

## Appendices

- Information that will not fit into the main report text (e.g. questionnaires, interview transcripts)
- Reference appendices from an appropriate point in the report

# Language

# Phrases



# Introduction

- *This report intends to discover...*
- *The aim of this report is...*
- *The research project aimed to identify the major causes of...*





# Methods

- *A variety of secondary sources were investigated...*
- *Questionnaires were distributed amongst...*
- *Members of the public were asked at random if...*



# Findings

- *National figures from...stated that...*
- *Comments made by participants in focus groups included...*
- *...% of respondents stated that...*



# Discussion

- *It appears that...*
- *Analysis of the results suggests that...*
- *The research could have been extended to include...*

