

## **BUS 230: Business and Economics Research and Communication**

### **Results Section of the Final Research Paper**

**Instructor: James Murray**

**Due as part of your final research paper on Wednesday, December 18, 9:00pm**

**Purpose:** The results section is the third section of your research paper. Here you present your statistical findings. In the introduction section (first section of your paper), you discussed what the purpose of your research was. What do you intend to discover? What question will you attempt to answer? In the methodology (the second section), you discussed how you would achieve this purpose. The purpose of the results section is to fulfill the promise you made in the introduction section, reporting on the outcome from following the procedure in the methodology section.

This section is one of the most important sections of the paper to your audience or client. The whole reason you conduct a research project is to obtain the *new knowledge* that you are reporting here.

#### **Learning Outcomes:**

- LO-3: Interpret data using statistical analysis.
- LO-4: Develop the ability to effectively communicate research results both written and orally.
- CBA LO-1A: Communication - Develop the ability to convey information and ideas effectively in professional business reports.

#### **Important Elements of a Results Section:**

- *Keep it connected!* Remember, this section is the fulfillment of promises made in the introduction section. Describe results that answer the questions you said in your introduction that you were going to answer. Also, keep it connected to the methodology section. In that section, you reported how you would go about finding the answers you sought. The results section describes the results from the investigation you described in the methodology.
- *Tables and graphics:* You will likely need to present sets of results in tables or charts. Keep the following in mind:
  - Tables and figures should be *purposeful*. The results presented in any figure or table should be important, answering or resolving a specific aspect of what you said in the introduction that you set out to do.
  - Regarding *purposeful* tables and figures, include results that benefit from being presented in a table or chart. One or two simple statistics may not need to be presented in a separate table or figure, but might instead just be described in the text of a paper.
  - Tables and figures should only contain information that discuss in your paper. Do not include statistics or results that you make no mention of in the text of your paper. Do not copy and paste SPSS tables into your paper.
  - Tables should be easy to read. A reader should be able to glance at it and understand the main result.
  - Tables and figures do not replace text. Even if the reader wants to completely ignore your tables and figures, the text of the paper should make sense and include all the important messages and results described in plain English.
- *Plain English step of the hypothesis step:* That final step of the hypothesis testing procedure is an important one. Make sure those statements come out clearly in the paper after you presented the results of a statistical test. Choose your wording carefully so that these statements are easy to understand.
- *Tell a story:* Be careful to keep your results section well organized. The same advice as applied to the methodology applies here: Do not make it sound like a list, or letter to mom from summer camp, “Then we did this.. then we did this.. etc.” Organize your analysis around themes. What sub-questions of your research question are you presenting results for? Keep your section organized around each of these themes. Keep the organization similar to your methodology section.

**Length:** There is no length requirement for the results. It is most important that you write a results section which meets the above expectations. If you conducted a number of statistical analyses and have a number of tables, it can take many pages to discuss these results in your text and display the tables.