

UNIT 8: Research Project

1

WEEK NINE
LECTURER: N. QUARRIE

Learning Outcome three (3)

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- LO3 Be able to evaluate the research outcomes

Objective of Lesson

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- By the end of this lesson you should be able to:
- 3.3 make recommendations and justify areas for further consideration



Overview

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- After analyzing and interpreting data it is very important to make recommendations based on what you discovered.
- It is noticed that many students do not know how to write recommendations. This week we will focus on how to write recommendations and justify areas for further consideration

Categories of recommendations

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“Recommendations fall into two categories. The first is recommendations to the study sponsor. What actions do you recommend they take based upon the data. The second is recommendations to other researchers (Statpac.org, n.d.)”

- When making recommendations it is good to include both categories

Recommendation based on findings

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- “Present recommendations based on your findings. Avoid the temptation to present recommendations based on your own beliefs or biases that are not specifically supported by your data (Statpac.org, n.d.)”

Recommendation based on findings

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- When writing your results you must ensure that they are based on the results of your findings.
- For example, if your findings imply that the customer service is poor then one of your recommendations should be based on this.
- Please note that a recommendation such as “the company should improve customer service” full stop is WEAK! You must explain how they should do this.

Recommendation based on findings

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- When making recommendations/stating an alternative solution you should include:
- “Specifically stating what should be done, the steps required to implement the policy, and the resources needed;
- discussion of the benefits to the organization and what problems would be corrected or avoided;
- discussion of the feasibility of the proposed policy;
- and general statement about the nature and timing of an evaluation plan that would be used to determine the effectiveness of the proposed policy (Recommendations and Masters, n.d.)”

Recommendation and Objectives

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- Ensure as much as possible that your recommendations are based on the findings that link directly to your objectives.
- For example, if your objective was to identify the issues affecting the quality of customer service in Jamaica and based on your data collected you found out that one issue is the lack of training for customer service representatives. It would be good to make recommendation based on this finding given that it is directly related to your objective.

Justify areas for further consideration

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- The second category of recommendation relates to future study.
- For this section it is important to look at aspects of your topic that you believe could do with some more researching.
- You could also note or suggest further research based on what other researchers said when you reviewed their work.

Review Questions

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1. Phonia owns a big seafood restaurant. As a student doing a research project you decided to conduct a research on that business. Assume that one of the findings of your research is that people do not like the food sold by the restaurant. How would you write a recommendation for the manager for such a finding?
2. Based on your finding in number one, what further research would you suggest? Justify your suggestion.

References/Additional Readings

- Statpac.org. (n.d.). *How to Write a Research Paper*. [online] Available at: <http://www.statpac.org/research-library/research-proposal.htm> [Accessed 29 Jun. 2016].
- Recommendations, C. and Masters, P. (n.d.). *How to Properly Write the Conclusions and Recommendations for a Research Paper*. [online] Papermasters.com. Available at: https://www.papermasters.com/conclusions_recommendations.html [Accessed 29 Jun. 2016].