

# UNIT 8: Research Project

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WEEK TEN  
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:
- 3.2 interpret and analyse the results in terms of the original research specification



# Overview

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- After collecting data you are now prepared to start one of the main section of the project. This section includes the discussion and analysis of data collected.
- We will use this lesson to have a discussion about how to discuss and analyze data collected.

# How to analyze data collected

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- When analyzing data collected you should do the following:

## **Step One:**

- Look through the data to see if you notice a recurring theme
- Look through the data to see if you can identify a recurring pattern.
- Check as well for relationships, sequences, differences etc among/between variables

# Example: Step One

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- Assume that the following is the response to question 6 on a questionnaire:  
-----What do you think is the best way to improve the quality of customer service at Phonia's restaurant that is located across the road?
  - a. Train the employees in customer service
  - b. Managers should ask the workers to wear bright happy colored clothing to work
  - c. Put a suggestion box at the front desk.
  - d. Have a set of rules regarding customer service that workers must follow when they are at work.

# Example: Step One

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Assume that 20 questionnaires were issued then some observations could be that:

- Most persons younger than 15 choose option b
- Overall, most persons choose option a
- We could also check to see if we notice any relationship, sequence, difference among/between variables

# Example: Step Two

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- The information should then be summarized using graphs etc:
- Please click on the following link below that takes you to a lesson that I previously prepared:  
[http://colbournecollege.weebly.com/uploads/2/3/7/9/23793496/bdm-week\\_eight-spring\\_2016.pdf](http://colbournecollege.weebly.com/uploads/2/3/7/9/23793496/bdm-week_eight-spring_2016.pdf)

# How to analyze data collected

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- **Step Three:**

After completing step two, the next step is to discuss the implications etc of the theme, pattern, relationships, sequences, differences etc that you noticed among the variables.

**Example: Step Three-Based on question from previous slides.**

Recall the observation that:

- Persons younger than 15 choose option b
- Overall most persons choose option a

# How to analyze data collected

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- **Example: Step Three-Based on question from previous slides CONTINUED:**
- The fact that most persons who selected “Managers should ask the worker to wear bright happy colored clothing to work” are below 15 years old implies that the younger persons would feel as if the customer service is better if the workers dressed in colorful clothes. It would be best therefore for the workers to dress in more colorful clothing. All other things being constant, if this isn’t done then it may not attract young persons to the restaurant.

# How to analyze data collected

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- **Example: Step Four**

- After discussing what some of the implications are, you now need to check to see what others are saying about what you just discussed in step three. For example, you could now mention that John and Peter 2010, documented in their research that when brightly colored clothes are worn by customer service representatives children tend to believe that the customer service provided is better. Palmer and Mary 2016.....etc .

# 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 questions on the questionnaire was

“How would you rate the service provided by the restaurant?”

Assume that the response from 20 respondents are as follows:

Response/question options	# of persons who choose this response
Excellent	8
Good	3
Average	4
Poor	5

Analyse the information gathered form the question above.

2. Based on the finding in number one, what further research would you suggest? Justify your suggestion.