FINDINGS

- Start the Findings Chapter with a short Introduction which justifies (with references) the sample size and validity of the research. This section should also contain a small table which details the participants who were interviewed (or breakdown of numbers surveyed). The Introduction should set out the way the chapter has been set up.

- **Quantitative Research (*Surveys*):**
    - Present the graph, table, chart from your survey (Survey Monkey, Google Forms, etc); one for each question asked.
    - Add a line or two under each image to explain what the image represents (NOTE: DO NOT get into discussing the image, just explain it).
    - It is good practice when mentioning a percentage (%) score from your survey to include the actual number the number represents, e.g. "55% (n=26) of participants believe that…"

- **Qualitative Research *(Interviews*):**
    - My suggestion for the presentation of the Findings is to construct a series of tables (in the event of interviews); survey systems tend to provide graphs, charts, etc.
    - Each Question would mean a separate table something like the example below:

Q(n) - XXXXX	
Person 1	Summary of reply to Question
Person 2	Summary of reply to Question
Person 3	Summary of reply to Question
Person n	Summary of reply to Question

    - Repeat for each question...All 'n' of them.
    - At the end, you might have some additional data that came out in the process of answering your questions but not directly related to your questions. In this situation, you could add an additional table called "Supplemental Data" which can contain any additional material.

- Once you have presented all the necessary data, you should add a short Conclusion section and on to the Analysis stage.

Points to note:
- ✓ The word count for your Findings chapter should only be no more than 1,000 - 1,500 words. If you insert all the tables as images, your wordcount will not be impacted. You will need the 'spare' wordcount in the Analysis chapter.
- ✓ There is no wordcount limit to the words used to report the responses from each participant in the interviews (provided the responses are held within tables and the tables are inserted as images into the document). That said, it is your responsibility to only present data that is relevant.

- ✓ Your presentation of Findings must be careful NOT to get into discussing what was said or why it was said. This chapter is merely needed to PRESENT the data. Analysis comes in the next chapter.