

# Presenting and analysing the data

## Presenting information

Decide which method of presentation will show your results most clearly. You may wish to use a table, chart, or graph (see Chapter 10).

### Tables

Add up responses for each question. If you divide the responses – by age, gender, location, job or similar – state this clearly in the title of the table.

Table 1: Preferences for samples of font style, by gender

	Women	Men	Totals
Sample 1	8	15	23
Sample 2	13	5	18
No preference	9	10	19
<b>Totals</b>	<b>30</b>	<b>30</b>	<b>60</b>

Tables are useful for setting out information in clear categories. For example, Table 2 indicates preferences (three options) by gender (two options) and occupation (two options).

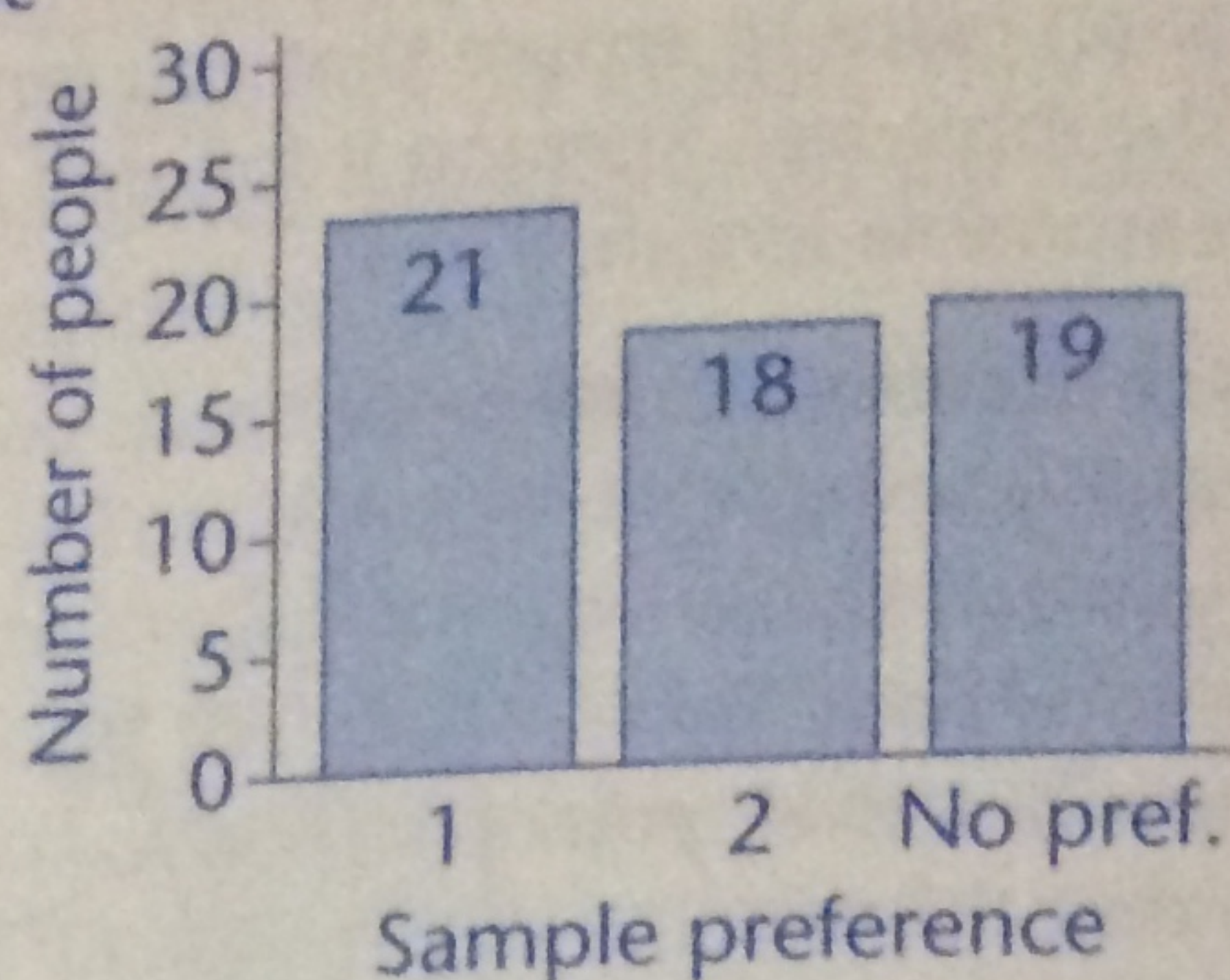
Table 2: Preferences for samples of font style, by gender and occupation

	Sample 1	Sample 2	No pref.	Totals
Male staff	13	2	0	15
Female staff	4	6	5	15
Male students	2	3	10	15
Female students	4	7	4	15
<b>Totals</b>	<b>23</b>	<b>18</b>	<b>19</b>	<b>60</b>

### Bar charts

When presenting information in bar charts, select two things that can be compared against each other. Label the horizontal line (axis) with the details of what is being compared. In the example below, the horizontal axis refers to sample preferences. Label the vertical axis with the difference that is being measured. In the example here, this is the number of people who indicated a given preference.

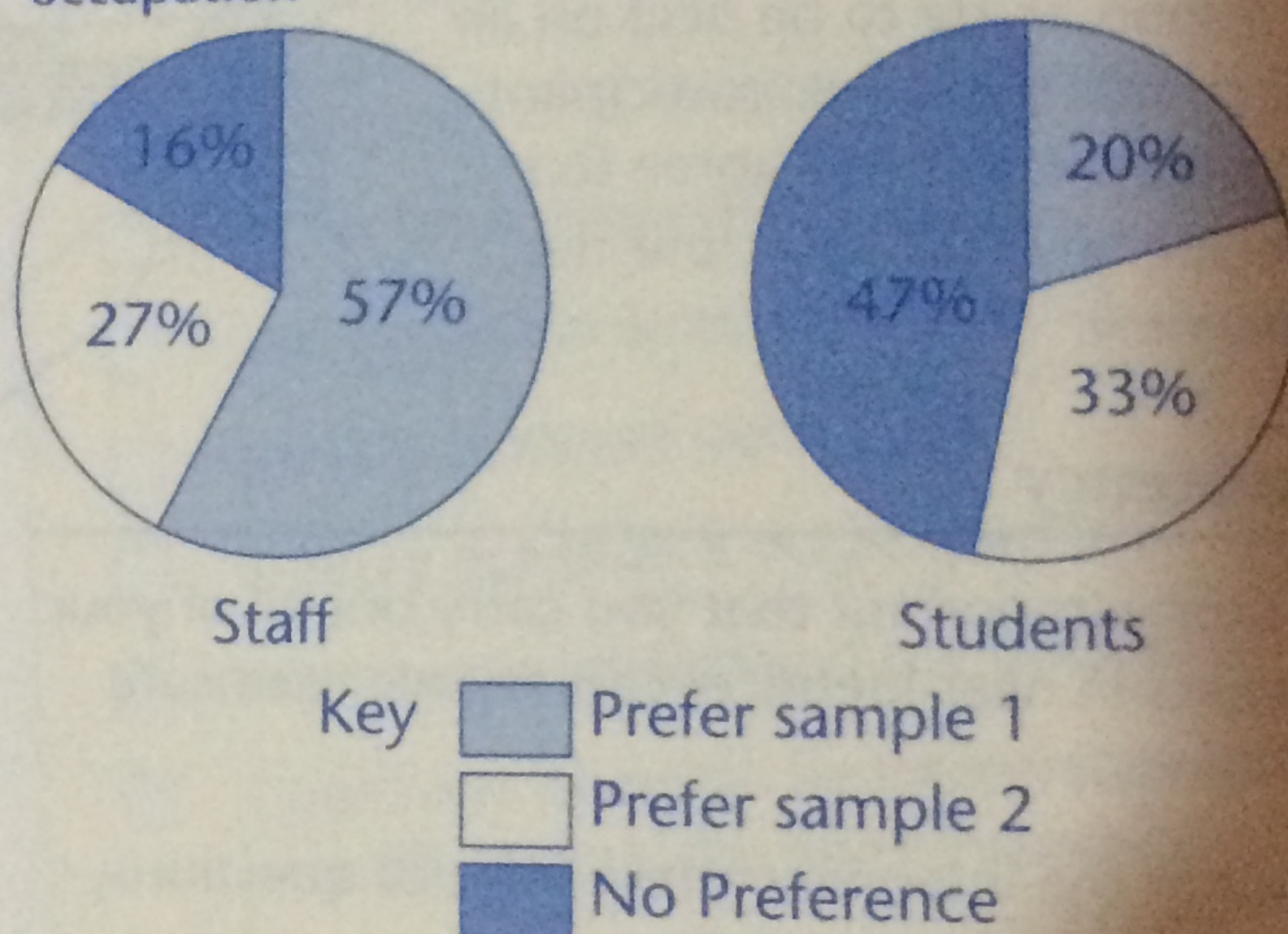
Figure 1: Preferences for samples of font style, by sample



### Pie charts

Pie charts are useful for presenting information in a way that the eye can take in at once.

Figure 2: Preferences for samples of font style, by occupation



## Analyse the data

It is easier to look for patterns and to draw conclusions when you have organised your data according to categories, as in the charts and tables above. It is important to organise results in different ways and to compare the results.

- Analyse your data. What does it tell you? Is this what you expected?
- How do your findings compare with those in the research literature?
- What questions are you not able to answer because of the way you designed your research? Could the design be improved?
- What questions are raised by your research?