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# Activity 5-2

## Analysing Data

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**Undertaking research and collecting data is only part of the research process. Effectively reporting on your research findings and producing meaningful presentations of the research is just as important.**

### The 'audience' for research findings

Knowing the audience of your research is an important consideration. Although the way you conduct the research won't change according to who your audience is, the way you come to present the findings of the research will.

Develop a list of strategies for how you might best present research findings to the following groups:

#### *Within the Local Government Setting:*

- Elected Councillors
- Senior Council Staff
- Council Colleagues

#### *Within Community*

- Community Leaders
- Business Executives
- Community and Social Service Organisations
- Residents

Think laterally about the format and style of the outputs required. How might reports, community consultation sessions, social media and other formats enable you to present research findings? You should also check on the protocols used by your Local Government setting for reporting to these groups.

### Points to Note...

The *Module 5-2 Video* details the ways that the outcomes of social research might be presented. Having a clear understanding of your intended audience and the best ways to connect with these audiences is key in social research.

### The Task

This task asks you to identify how you might best connect with a range of stakeholders when reporting research. Knowing your audience and being able to present research according to the needs of these groups will make for meaningful and effective social research. Develop a list of strategies that you might use to connect with the various organizational and community groups you collaborate with.

Social Research Toolkit:

using social research in local government  
community engagement