

The Research Project

The Academic Writing Style

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**Undergraduate Diploma in
Business Administration**

Module- Research and Academic Studies...

Helps you develop the skills to succeed in the writing task
(Using practical examples as much as possible)

- learn to write as clearly and accurately as possible
- learn to question and evaluate everything you read (is it relevant and reliable?)
- learn to cite and refer carefully the sources that make up all your ideas
- learn presenting your work through a standard system





What shall we be covering in this 6th session:

- Analysing and interpreting data using basic statistical tools
- Presenting research findings effectively
- Further** ethical considerations in academic research
- Understanding and avoiding research misconduct



Ways of providing numerical information

In many assignments in Business Studies, it is essential to support one's writing with statistics.

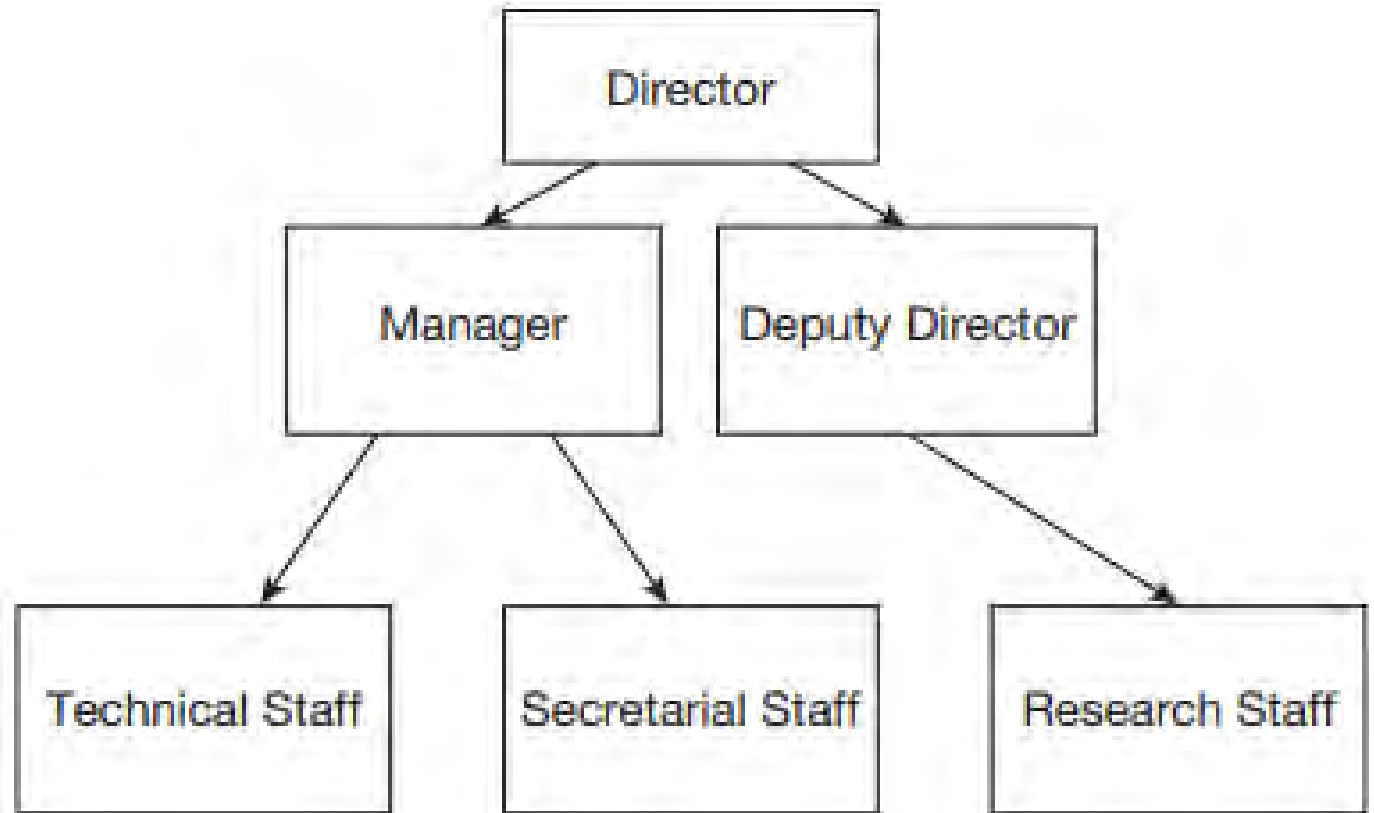
Visual figures such as tables and graphs are a convenient way of displaying large quantities of numerical information in a form that is easy to understand.

In this session we will go in detail in the language connected with these visual devices and how to interpret them.



Diagrams

- This diagram shows the Structure of a Research Unit.
- Diagrams that show functions are like pictures that help us understand how things work together.
- It helps make complex ideas easier to understand.



Tables

Sweden	3.6
Finland	3.4
Iceland	3.1
Japan	3.0
South Korea	2.9
United States	2.8
Switzerland	2.6

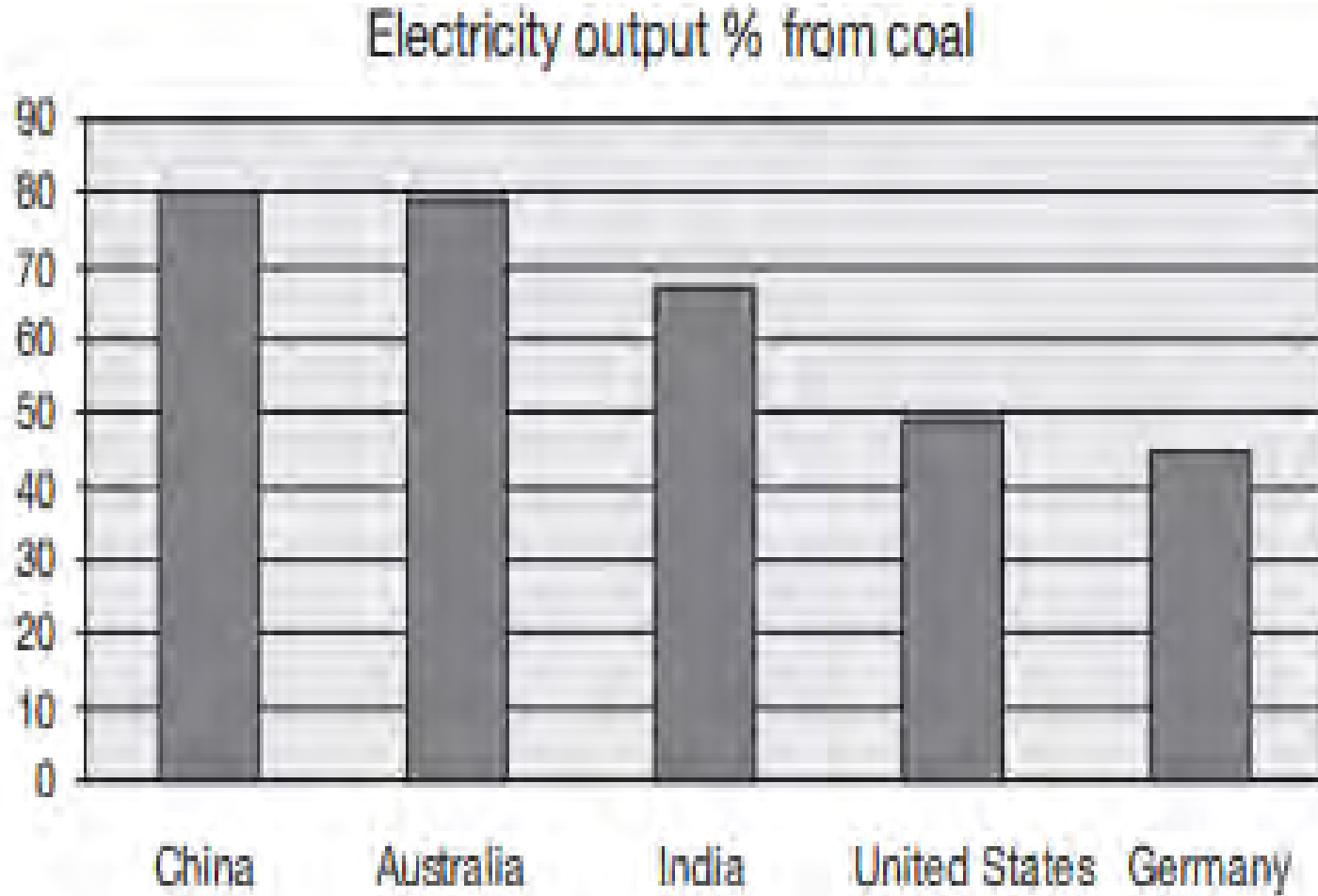
This table shows the Total Expenditure on Research & Development (% of GDP) of different countries.

Tables are mainly used to show statistical displays.

In Business Administration, data representation helps us communicate key findings to stakeholders, identify trends, and drive informed decisions.

Tables provide a structured layout, making it easy to compare data points.

Bar charts



The Bar Chart shows the Electricity Output from Coal of Different Countries.

A bar chart is a visual way to compare different quantities or values.

It uses rectangular bars of varying lengths to represent these values.

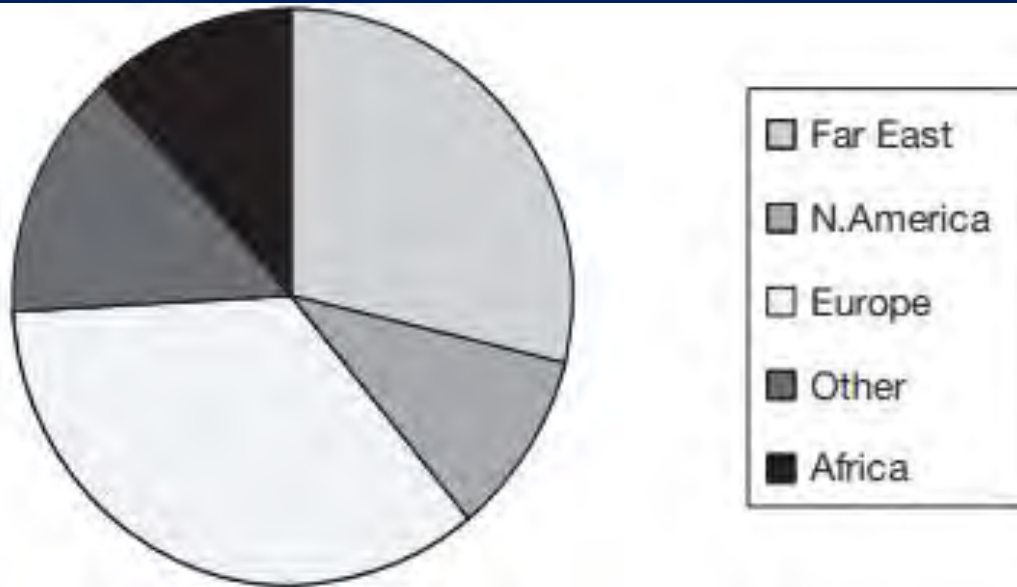
Instead of dealing with numbers alone, you have a clear picture of how things compare.

Pie charts

The Pie chart shows the Origins of International Students.

A pie chart is a circular graphical representation that helps you display proportions or percentages of a whole.

It's like slicing a pie into different pieces, where each slice represents a different part of the whole.

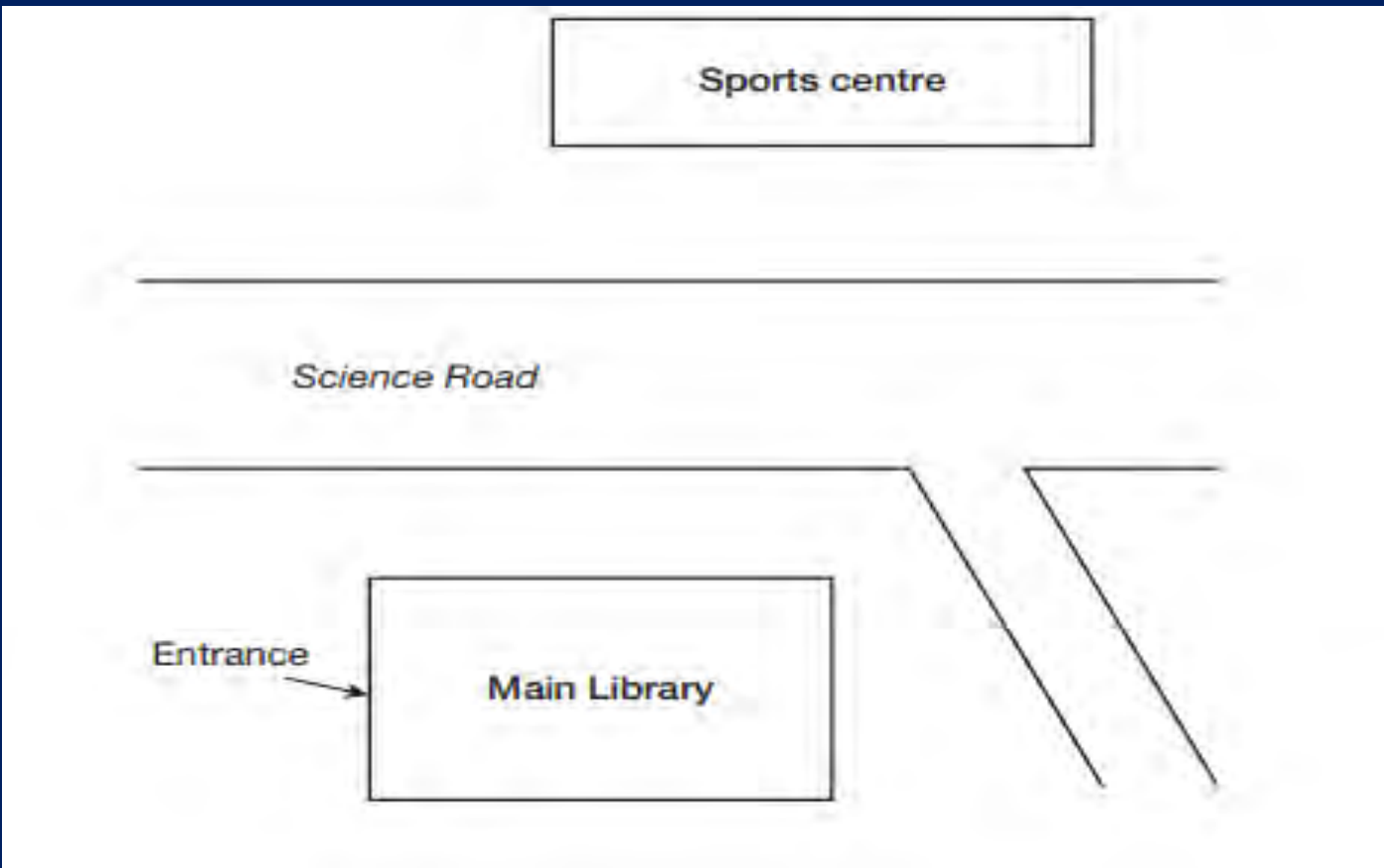


Maps

The Map shows the Position of the
Main Library.

A map is used to show location.

Maps are like guides that help you
find your way. They're useful for
finding new places, planning trips, and
understanding how places are
connected. Instead of getting lost, you
can follow a map to reach your
destination.



Line graphs

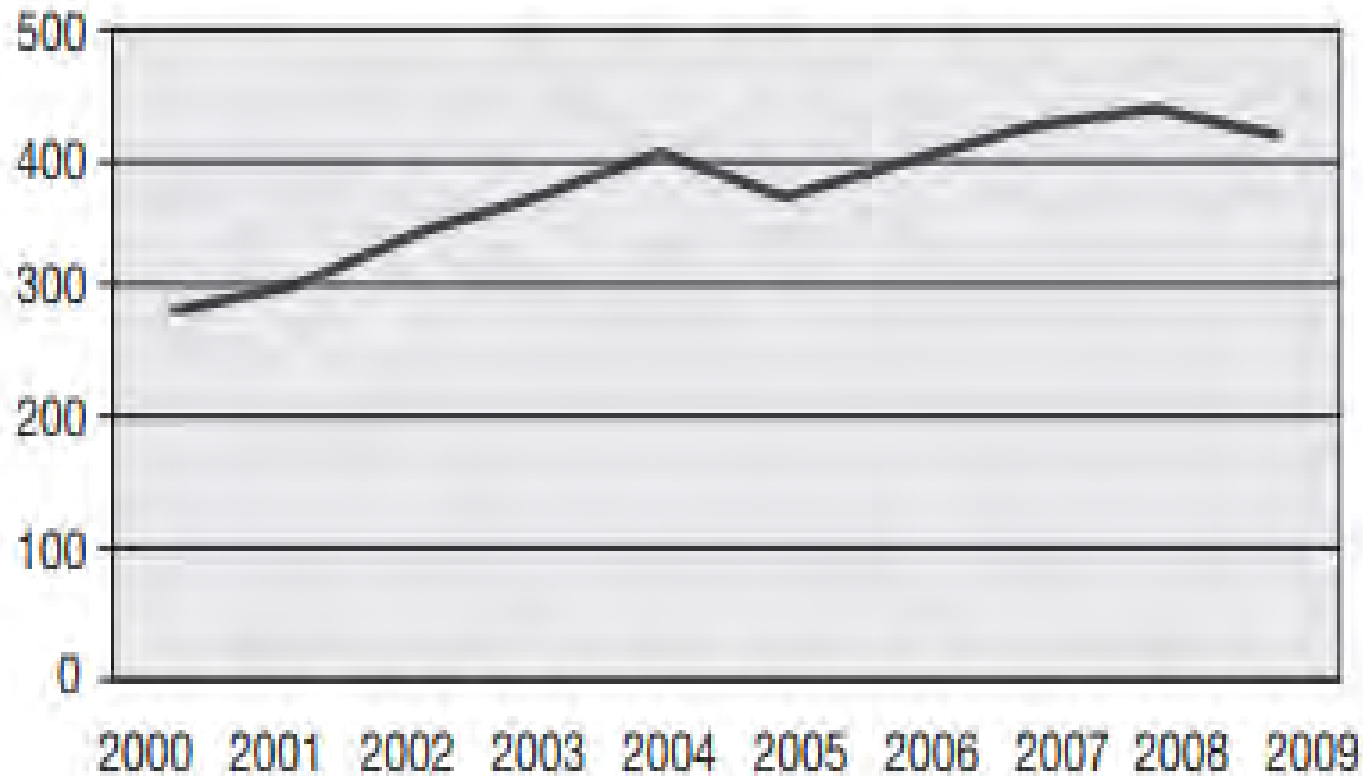
The Line Graph shows the Cinema Ticket Sales in \$ from 2000- 2009.

A graph shows changes in time.

A graph that shows changes in time is like a picture that helps us understand how something is changing over a period.

Line graphs help us see trends, patterns, and changes over time. Instead of just writing about numbers, you can see how they move and understand what's happening.

Cinema ticket sales (\$m) 2000–2009



- **Microsoft Excel** is a powerful tool for creating different types of graphs, including pie charts, bar graphs, and line graphs.

You can also create simple graphs in Microsoft PowerPoint, although Excel provides more advanced features for data analysis and graph customization.

Editing Graphs in Power Point:

- A spreadsheet will open within PowerPoint where you can enter your data.
- You can then customize the graph appearance using the "Chart Elements" and "Chart Styles" options.

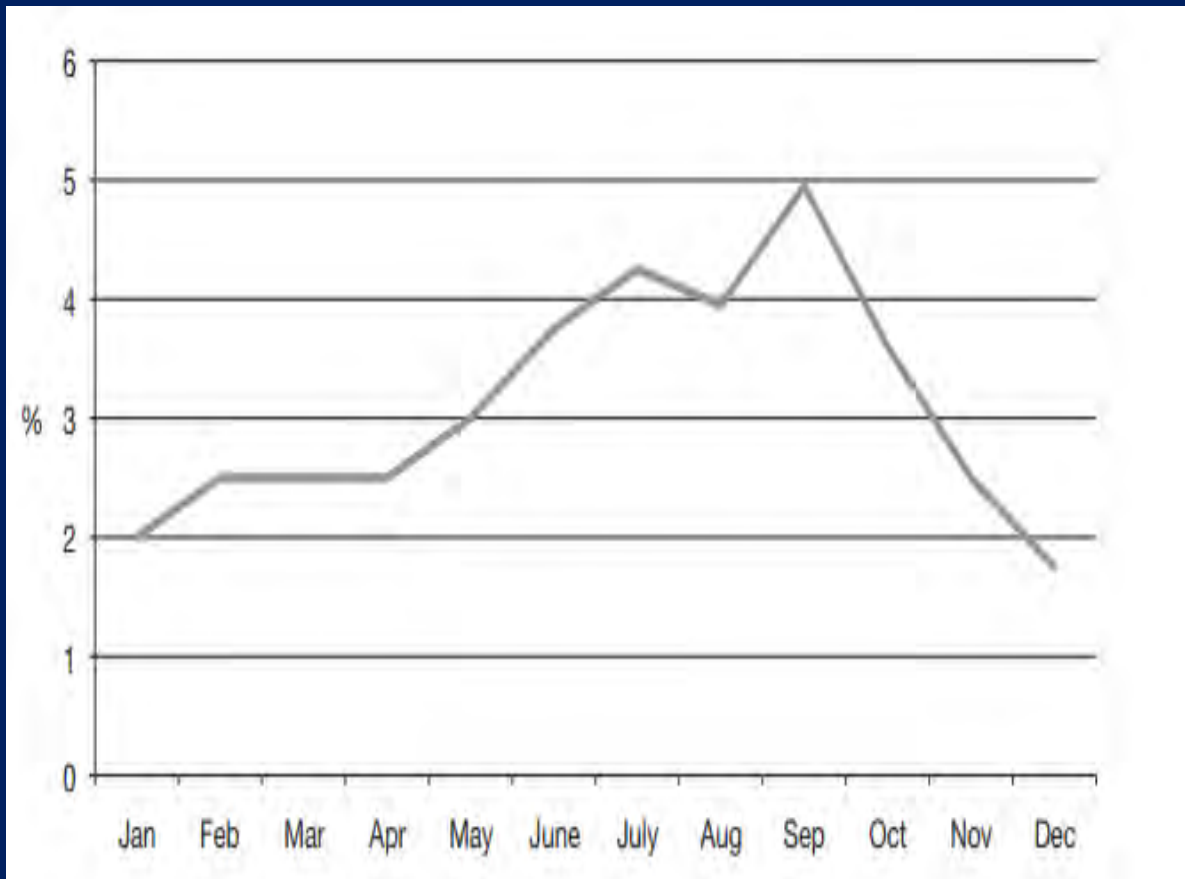
While PowerPoint allows you to create basic graphs, Excel is generally more suitable for creating accurate and detailed graphs, especially if you need to manipulate and analyze data extensively.

You can access extensive tutorials on YouTube channels to create such visual representations.



The language of change used in visual representations

- Let's study the graph (Inflation Rate During 2022) below and complete the following description with words from the table.

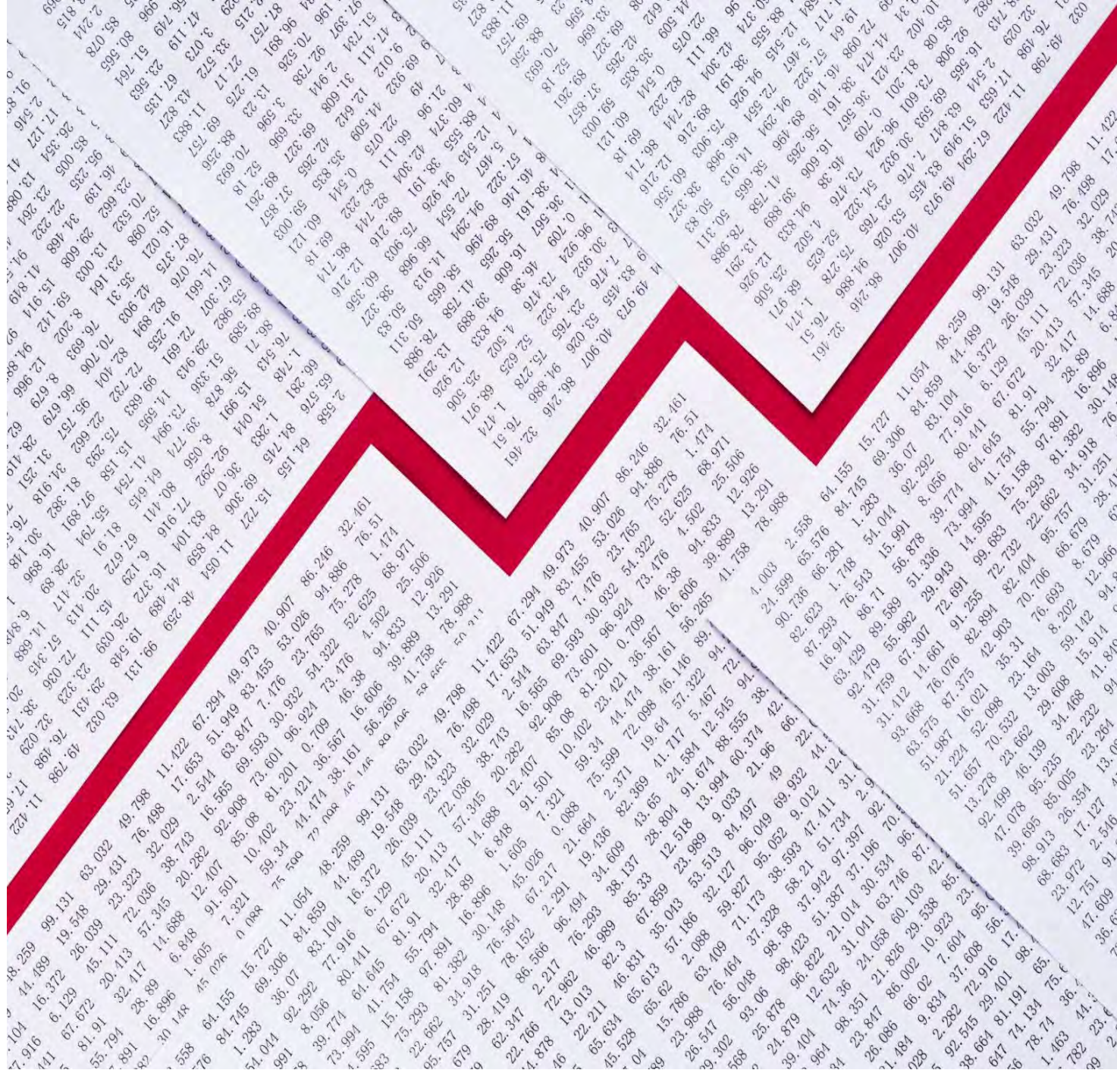


Verb ↗	Adverb	Verb ↘	Adjective + noun
grow (grew)	slightly	drop (dropped)	a slight drop
rise (rose)	gradually	fall (fell)	a gradual fall
increase (increased)	steadily	decrease (decreased)	a steady decrease
climb (climbed)	sharply	decline (declined)	a sharp decline

also: a peak, to peak, a plateau, to level off, a trough

The graph shows that the rate of inflation was 2% in January, and then (a) _____ to 2.5% in February. After that it (b) _____ until April, and then (c) _____ (d) _____ to over 4% in July. Inflation fell (e) _____ in August, but (f) _____ to a (g) _____ of 5% in September. Subsequently, it (h) _____ (i) _____ to below 2% in December.

Inflation Rate Locally During 2022



Important vocabulary

- A peak in a line graph represents the highest point in the values being plotted. It's like the top of a hill on the graph where the line reaches its highest value.
- A plateau in a line graph refers to a period where the values remain relatively constant or flat. It's like a flat hill on the graph where the line levels off horizontally.
- To Level Off: When a line on the graph levels off, it means that the values stop increasing or decreasing rapidly and start becoming steadier. The line becomes flatter.
- A trough in a line graph represents a low point in the values. It's like a dip or a bottom point in the graph where the line is at its lowest.



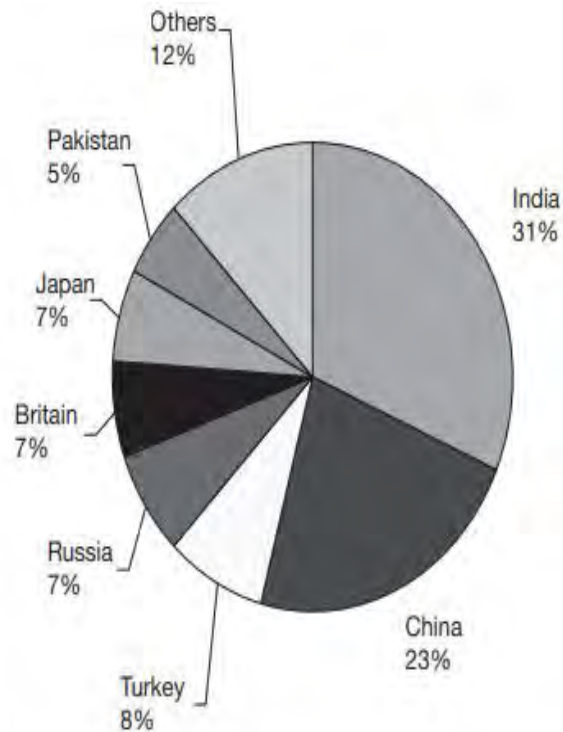
The graph shows that the rate of inflation was 2% in January, and then rose/increased to 2.5% in February. After that it levelled off steadily until April, and then rose/increased to over 4% in July. Inflation fell slightly in August but climbed/rose to a peak of 5% in September. Subsequently, it dropped/fell sharply to below 2% in December.

Describing visuals

- Although visuals do largely speak for themselves, it is common to help the reader interpret them, by first start briefly commenting on their main features.

The graph	shows	the changes in the price of oil since 2020.
The map	illustrates	the main sources of copper in Africa.
The diagram	displays	the organisation of both companies.

Read the following descriptions of the chart below.
Which is better?



- (i) The chart shows the quantity of tea consumed by the world's leading tea consuming nations. India and China together consume more than half the world's tea production, with India alone consuming about one third. Other significant tea consumers are Turkey, Russia and Britain. 'Others' includes the United States, Iran and Egypt.
- (ii) The chart shows that 31% of the world's tea is consumed by India, 23% by China, and 8% by Turkey. The fourth largest consumers are Russia, Japan and Britain, with 7% each, while Pakistan consumes 5%. Other countries account for the remaining 12%

Figure 2 World tea consumption

Source: The Tea Council

Complete the description of the chart below:

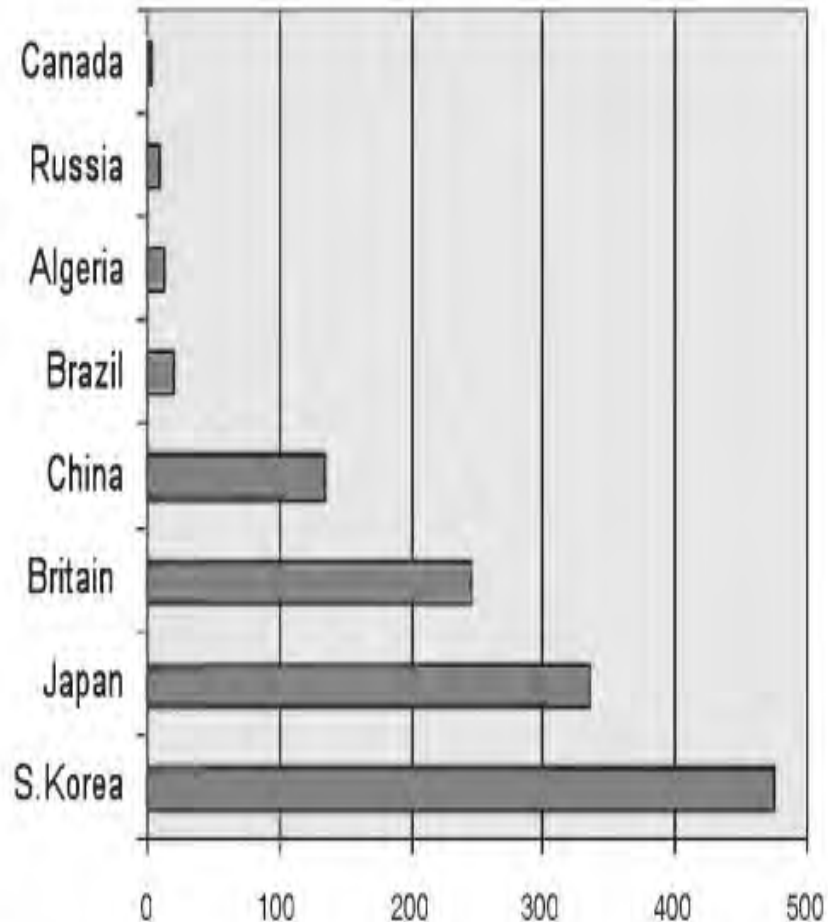


Figure 3 Population density (people per square kilometre)

Source: OECD

- (i) The bar chart shows population (a) _____ in a variety of countries around the world.
- (ii) It (b) _____ the extreme contrast (c) _____ crowded nations such as South Korea (475 people per sq. km.) and much (d) _____ countries such as Canada (3 people per sq. km.).
- (iii) Clearly, climate plays a major (e) _____ in determining population density, (f) _____ the least crowded nations (g) _____ to have extreme climates (e.g. cold in Russia or dry in Algeria).

- (i) The bar chart shows population density in a variety of countries around the world.
- (ii) It illustrates/demonstrates the extreme contrast between crowded nations such as South Korea (475 people per sq. km.) and much less-crowded/less densely populated countries such as Canada (3 people per sq. km.).
- (iii) Clearly, climate plays a major role/part in determining population density, since/as/because the least crowded nations tend to have extreme climates (e.g. cold in Russia or dry in Algeria).



Labelling

- When referring to visual information in the text, the word 'figure' is used for almost everything (such as maps, charts and graphs) except tables.
- Figures and tables should be numbered and given a title.
- Titles of tables are written above, while titles of figures are written below the data.
- As with other data, sources must be given for all visual information.
- If you are writing a lengthy work such as a dissertation, you will need to provide lists of tables and figures, showing numbers, titles and page numbers, after the contents page.



Complete the following description of the table below (one word per gap).

Table 1 Government taxation 2010

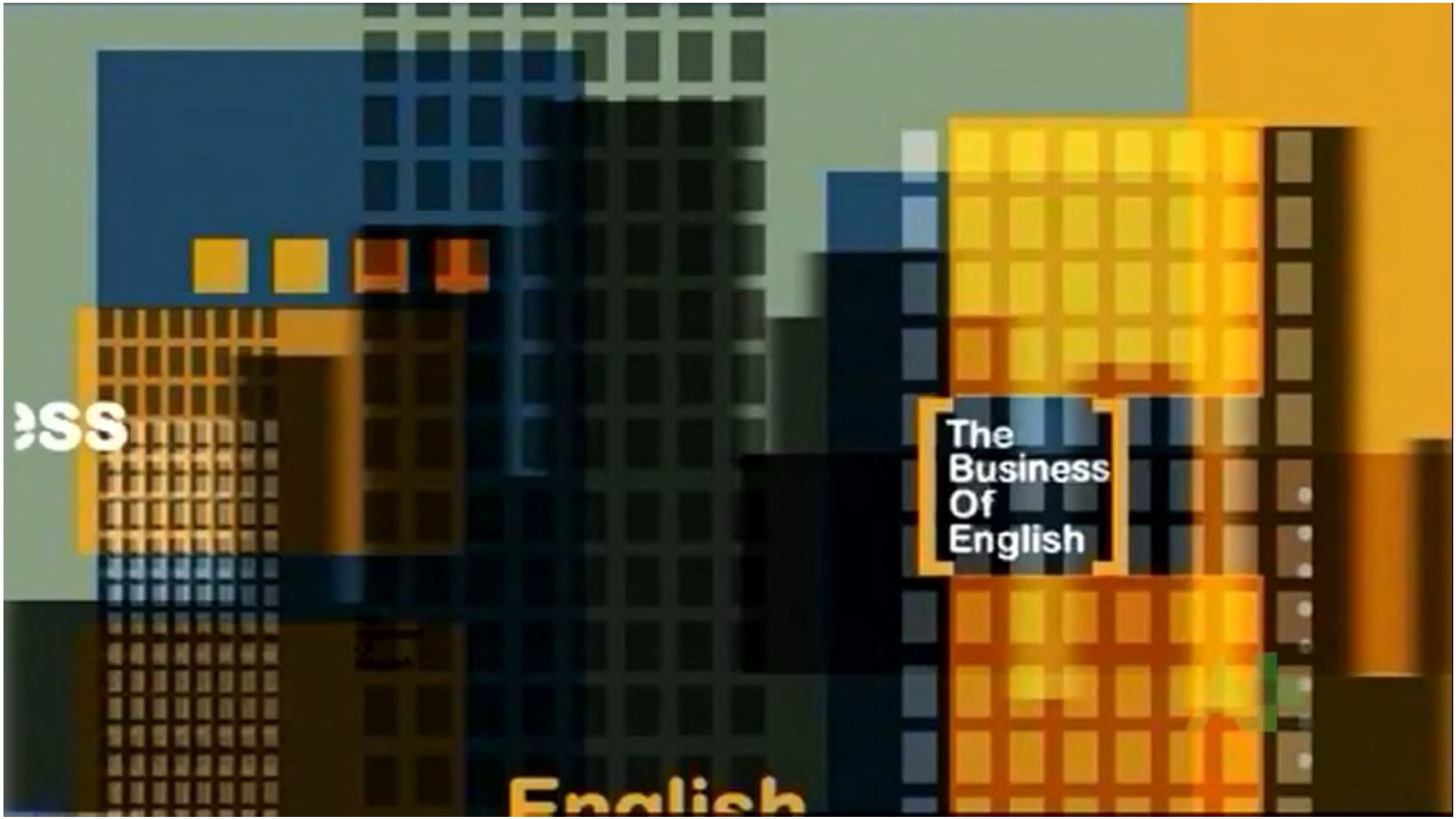
	Australia	Brazil	China	France	Germany	India	Japan	Russia	UK	USA
Total tax as % GDP	29.5	32.3	16.4	44.7	40.4	18.9	28.2	33.2	37.7	28.0

Source: OECD

Table 1 (a) _____ the proportion of tax revenues raised by national governments in relation to GDP in 2010. It can be seen that there are considerable variations, with the (b) _____ government collecting nearly 45% of GDP, while in China the (c) _____ is below 20%. In general, (d) _____ with higher welfare spending such as France, Germany and the UK collect more (e) _____ the developing BRIC economies such as India, but there are some exceptions to this, with the Brazilian government collecting a (f) _____ percentage of GDP than Australia's.

Table 1 shows the proportion of tax revenues raised by national governments in 2010. It can be seen that there are considerable variations, with the French government collecting nearly 45% of GDP, while in China the figure is below 20%. In general states\countries with higher welfare spending such as France, Germany and the UK collect more than the developing BRIC economies such as India, but there is exceptions to this, with the Brazilian government collecting a higher percentage of GDP than Australia's.





Business

The
Business
Of
English

English



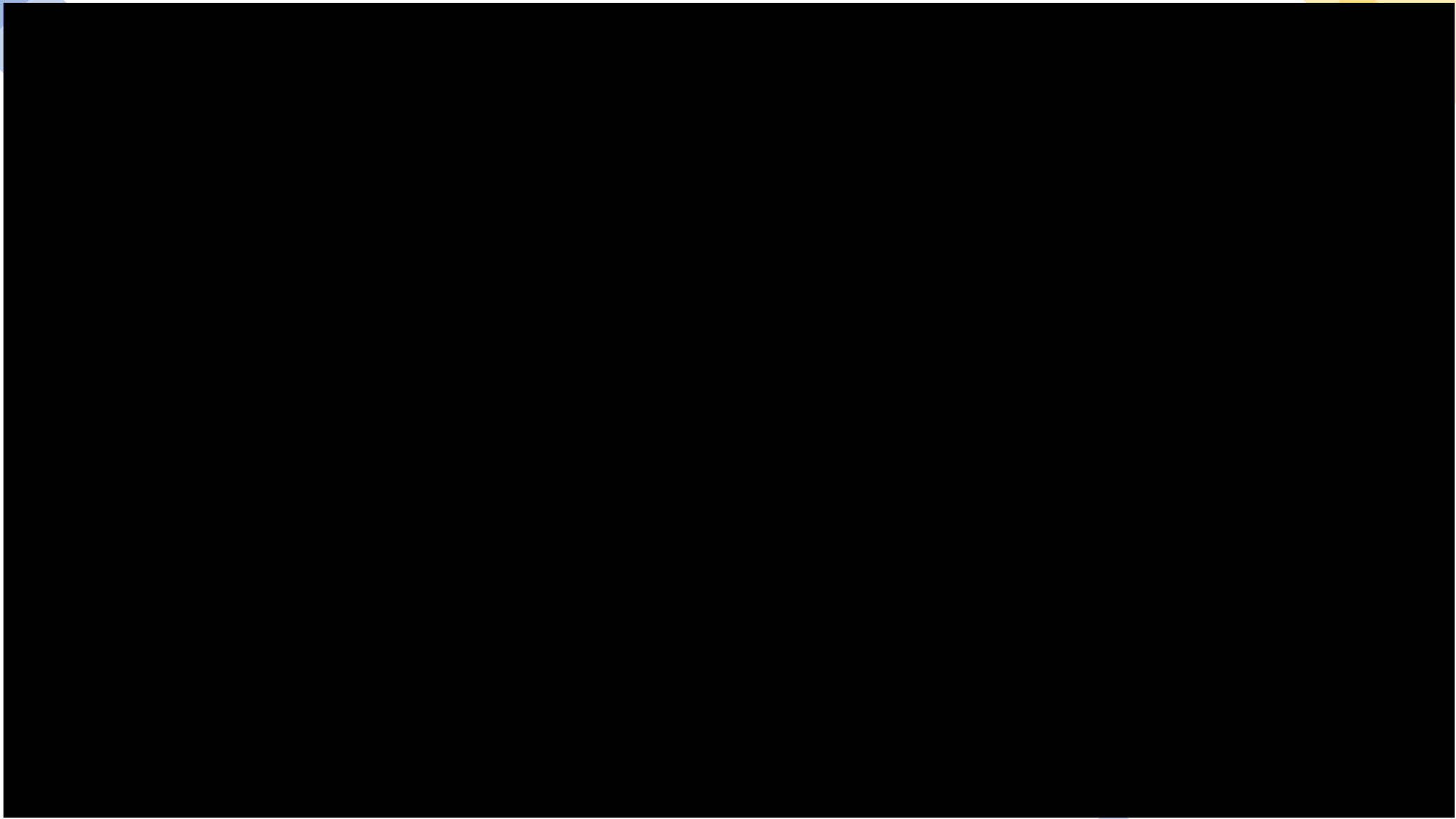
Ethical considerations in academic research are like rules that help researchers do their work in a fair and responsible way.

Just like in a game, there are rules to make sure everyone plays fairly, and nobody gets hurt.

**Ethical Considerations in
Academic Research:**



Ethical considerations ensure that above all researchers play by the rules, treat people fairly, and contribute to knowledge without causing harm. Just as in a game, ethical guidelines help create a fair and respectful environment for everyone involved.



Privacy: Researchers need to respect people's privacy (the participants'). This means not sharing personal information without permission.

Consent: Researchers should ask for permission before involving people in their studies. It's like asking if someone wants to play a game before they join.

Respecting People:



Being Fair

Honesty: Researchers should be truthful about their work. They shouldn't make up data or results, just like players in a game shouldn't cheat.

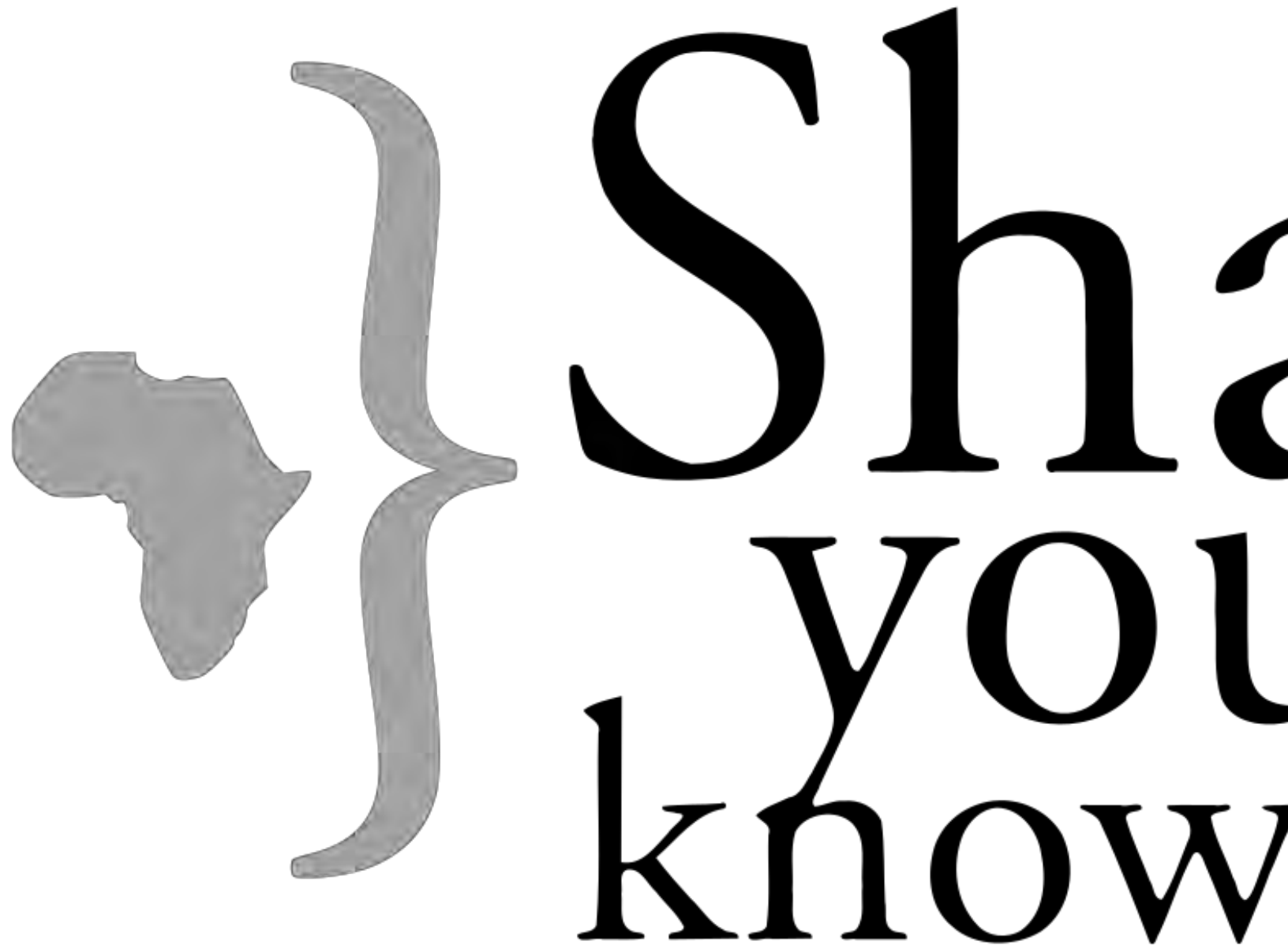
No Harm: Research shouldn't hurt people physically or emotionally. It's like making sure the game doesn't hurt anyone.



Sharing Knowledge

Credit: Researchers need to give credit to others who helped them. It's like thanking teammates after a game.

Sharing Findings: Researchers should share their results honestly. This helps others learn from their work, like sharing the rules of a new game.



Share
your
knowledge

WHAT YOU NEED TO KNOW
ABOUT RESEARCH MISCONDUCT



Research misconduct is when researchers don't play by these rules. It's like someone cheating in a game or not following the agreed-upon rules.

What is Research Misconduct?

Just as playing fairly makes a game enjoyable, avoiding research misconduct makes the research process trustworthy.

Misconduct can damage the reputation of researchers and their work, just like cheating ruins the fun of a game.


Why Avoid Research Misconduct?

RESEARCH ETHICS

The international journal of Research Ethics & Research Integrity



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Be Honest: Just like you don't lie in a game, researchers should be truthful about their work. They shouldn't make up data or results.

Integrity

Give Credit: When someone helps you in your research, acknowledge them. It's like giving credit to a teammate who helped you win a game.

Respect Others: Treat people involved in your research with kindness. Respect their privacy and feelings, just like you'd treat friends well in a game.

Research

Avoiding Research Misconduct



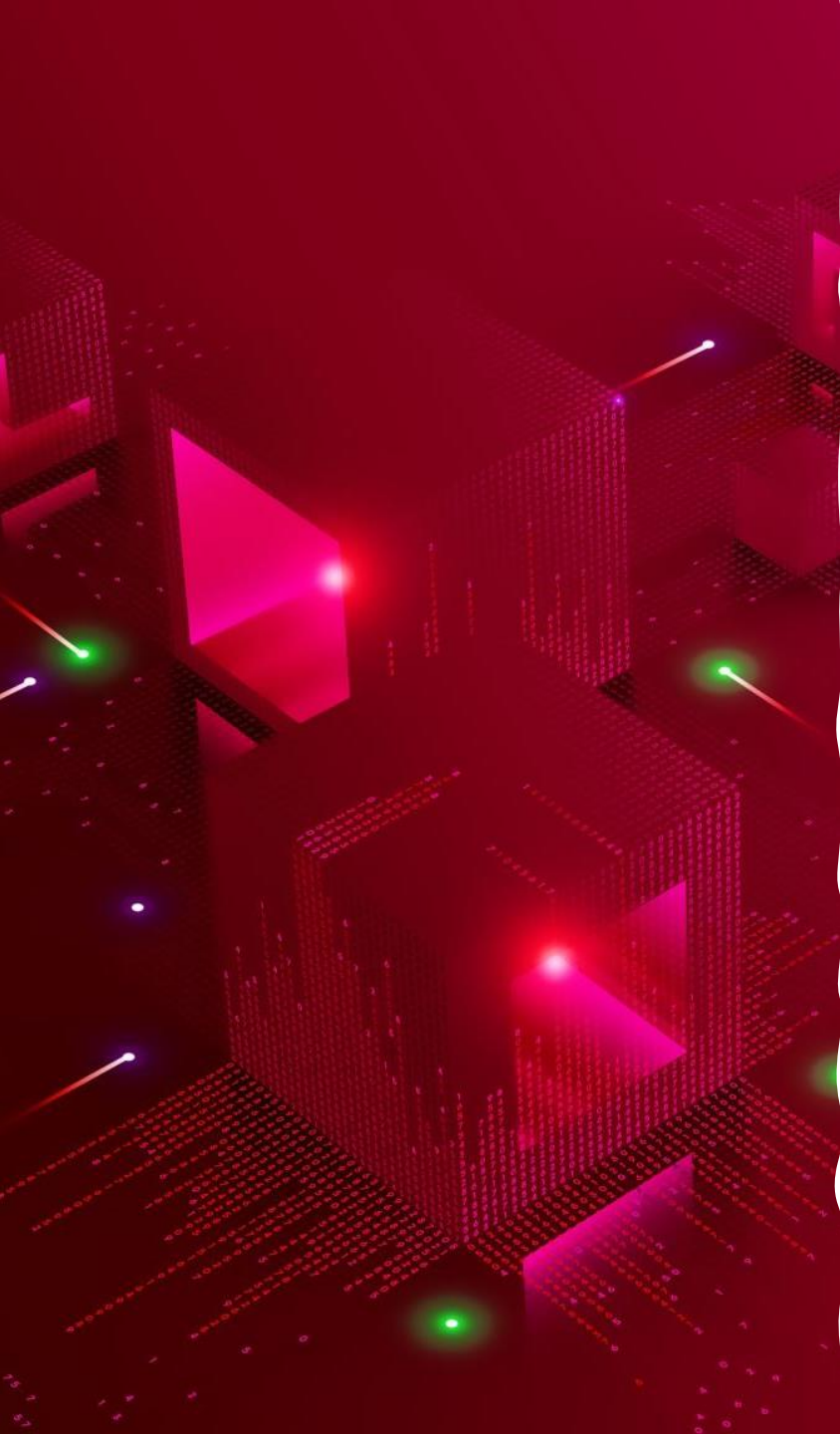
Trusted Sources: Just as you follow the official rules of a game, researchers should use reliable sources for information.

Report Mistakes: If researchers realize they made a mistake, they should admit it. It's like owning up to accidentally moving a game piece wrongly.

Integrity

Research

Avoiding Research Misconduct



Avoiding research misconduct is like playing the research game honestly. Researchers follow rules, respect others, and are truthful. Ensure that your work is reliable, fair, and respected by others.

A photograph of wooden letter tiles on a wooden surface. A long wooden strip holds several tiles in the foreground, spelling out 'HANK' and 'YOU'. The tiles are light-colored wood with black letters and numbers. The background shows more scattered tiles, including 'L', 'G', 'C', 'E', 'Y', 'O', 'U', 'R', 'D'.

In the next session we will be covering mainly:

- Coming up with a creative and innovative idea for a business and set a research proposal
- Accessing the appropriate and relevant types of sources
- Presenting convincing and cohesive arguments in the appropriate academic format
- Creating a logical report structure
- Achieving coherence and cohesion between and within the text
- Effectively communicate the outcomes of the research