



## Session 5: Reporting your research findings for different audiences (Stage 7 of YRN Toolkit)



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Time	Session activities	Resources
5 minutes	<p><b>Icebreaker/energizer</b></p> <p>Spend five minutes on an icebreaker, such as Magic Wand. Get a roughly wand-shaped object, such as a pen or a water bottle. Explain to participants that it's a magic wand, and can change one thing per person. Pass the 'wand' round, and ask each participant to say what they'd most like to change in the world with the power of the wand! You might want to relate this to the YRN project, and ask participants to say what they'd most like to see happen/see change as a result of the research project they're conducting.</p>	One object to use as a wand
5 minutes	<p><b>Introduction</b></p> <p>Explain that the aim of this session is to get the group to think about who they want to report their research findings to, and how they should adapt their reporting for different audiences. Explain that it's important to report findings differently to different audiences to ensure that each audience will be able to understand (and, if necessary), act on your findings.</p>	

Time	Session activities	Resources
40 minutes	<p><b>Activity</b></p> <p>In advance of the session, find then use the research report of a previous project, such as <i>Have Your Say Research Report – North Tyneside – ‘How Looked After Children are Involved in their Review Process’</i>, available from the YRN section of the NYA website. You may like to give each of the participants a copy of the report in advance, and ask them to read it before this training session. If not, then you may want to extend the length of the session to allow participants time to read the report, or else summarise the report for them on flipchart paper at the beginning of the session.</p> <p>Split the participants into sub-groups of three or four. Ask the sub-groups to work through the following steps, filling in Activity Sheet for Session 5 as they go. Ask each sub-group to be prepared to present their ideas to the rest of the group at the end of the session – and here’s the twist – in a way they think is most appropriate for their audience!</p> <p>You may want to write up these stages on a piece of flipchart paper so that participants can refer back to them.</p> <ol style="list-style-type: none"> <li>1) What are the key messages of the project?</li> <li>2) Who do you need to tell about your research project?</li> <li>3) For each group, what key message(s) of the research project will they be interested in/do they need to know? If every group should be told about all the key messages, then think about if there are any messages that need to be emphasised to different groups.</li> <li>4) What are the ways that each group is likely to best engage with the findings? Or what is the most effective method for communicating the key messages to each group? (For this question, you may want to write up the different ways of producing key messages suggested in Stage 7 of the YRN Toolkit. However, stress that the group should not be limited to these methods, and is free to come up with their own methods). Don’t forget that for some audiences, the full research report may be the most effective method of communicating the findings.</li> </ol>	Copies of a past YRN research report; ‘Producing Key Messages’ from Stage 7 of YRN Toolkit written up on flipchart paper; flipchart paper, marker pens

Time	Session activities	Resources
	<p>5) Given the skills, time and resources of your group, are the different methods you have chosen feasible? For example, if there are several members of your group who are good at design or artwork, but no one feels comfortable rapping, then a poster may be a better bet than a rap to communicate your key messages! If the methods you've chosen aren't feasible, think about if there is a different method that is feasible that is nearly as effective.*</p> <p>*You may want to leave out this stage and discuss feasibility during the discussion after presentations.</p>	<p>Copies of A circle of guidance and support' (In Stage 6 of the YRN Toolkit)</p>
<p>10 minutes</p>	<p><b>Presentations and discussion</b></p> <p>Ask each sub-group to present back to the rest of the group. After each sub-group has presented, ask the rest of the group to give their comments and suggestions.</p>	
	<p><b>Next steps</b></p> <p>You can use the activity sheet and stages to help the group structure their thinking on reporting their own findings for different audiences. Don't forget to refer to Stages 7 and 8 of the YRN Toolkit for useful tips.</p>	

## ACTIVITY SHEET FOR SESSION 5: REPORTING RESEARCH FINDINGS TO DIFFERENT AUDIENCES

What are the key messages?

1) .....

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2) .....

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3) .....

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4) .....

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5) .....

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Audience	Key messages	Best methods	Feasible?



## About the National Youth Agency

The National Youth Agency works in partnership with a wide range of public, private and voluntary sector organisations to support and improve services for young people. Our particular focus is on youth work and we believe strongly that by investing in young people's personal and social development, young people are better able to live more active and fulfilling lives.

Working with young people, we advocate for more youth-friendly services and policies. We have four themes:

- Developing quality standards in work with young people
- Supporting services for young people
- Developing the youth workforce
- Promoting positive public perceptions of young people.

We deliver our work through training and consultancy, campaigning, publishing and online communications. Through our activities we want to ensure that young people have a strong voice and positive influence in our society.

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