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University of Applied Sciences

# Academic Skills II – ZUB Lecture 2

Presenting Empirical Results

B-BCI 2020

Summersemester 2022

**Group 1: Melanie Hense, BA MA** → [melanie.hense@fhwn.ac.at](mailto:melanie.hense@fhwn.ac.at)

**Group 2: Mag. Severin Maurer, BA** → [severin.maurer@fhwn](mailto:severin.maurer@fhwn)

**Group 3: Mag. Dr. Karin Wegenstein** → [karin.wegenstein@fhwn.ac.at.ac.at](mailto:karin.wegenstein@fhwn.ac.at.ac.at)

Course Leader: Melanie Hense, BA MA – [melanie.hense@fhwn.ac.at](mailto:melanie.hense@fhwn.ac.at)  
Institute for Market Research & Methodology



	Date/Session-Type	Content
1	LECTURE (Plenary Maurer)	<ul style="list-style-type: none"> <li>Course Structure</li> <li>Structure of a Research Proposal</li> <li>Brief recap of the course topics (<i>Academic Skills I</i>)</li> </ul>
2	LECTURE (Plenary Hense)	<ul style="list-style-type: none"> <li>Introduction to Qualitative Research</li> <li>Interactive Workshop</li> </ul>
3	GROUP SESSION 1	<ul style="list-style-type: none"> <li>Describing a qualitative research design</li> <li>Forming Student-Research Groups</li> <li>Assignment → Finding a qualitative research question + designing an interview guideline</li> </ul>
4	LECTURE (Plenary Hense)	<ul style="list-style-type: none"> <li>In-depth Qualitative Research</li> <li>Qualitative Data Analysis</li> </ul>
5	LECTURE (Plenary Maurer)	<ul style="list-style-type: none"> <li>Introduction to Quantitative Research</li> <li>Questionnaire Construction</li> </ul>
6	GROUP SESSION 2	<ul style="list-style-type: none"> <li>Describing a quantitative research design</li> <li>Assignment → Finding a quantitative research question + designing a questionnaire</li> </ul>
7	LECTURE (Plenary Maurer)	<ul style="list-style-type: none"> <li>Analysing quantitative data</li> </ul>
8	ZUB	<ul style="list-style-type: none"> <li>Other forms of research – Introduction to the Science Lab</li> </ul>
9	LECTURE (Plenary Wegenstein)	<ul style="list-style-type: none"> <li>Ethics in Research</li> </ul>
10	LECTURE (in Groups – Hense)	<ul style="list-style-type: none"> <li>Last Tips: Writing a Good Research Proposal (incl. Q&amp;A for your project)</li> </ul>
11	ZUB	<ul style="list-style-type: none"> <li>Presenting empirical results</li> </ul>
12	GROUP SESSION 3 - PRESENTATIONS	<ul style="list-style-type: none"> <li>Presentation of empirical results</li> <li>Getting to know the Science Lab</li> </ul>
13	GROUP SESSION 4	<ul style="list-style-type: none"> <li>Global Feedback incl. Q &amp; A</li> </ul>



# Learning Outcomes

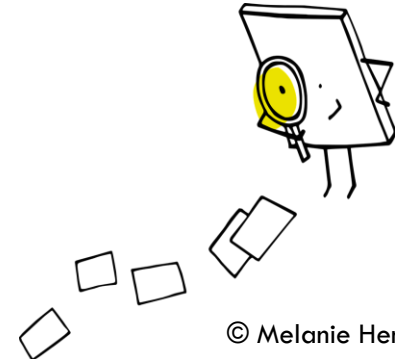


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- Now that you have collected all your empirical data, what should you do with the material?
  - How do I analyse it? → Lecture 2 & Lecture 7 😊
  - How do I present & report it? → Exactly what you will learn during this ZUB 😊

*Read through this slides on your own responsibility and take what you need for your final presentation like when at a buffet restaurant.*



# Presenting results



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- **Option 1:** Powerpoint Presentation
- **Option 2:** Research Poster
- Independent from which of these options you choose, there are some aspects you should pay special attention to. These will be presented in the following slides.

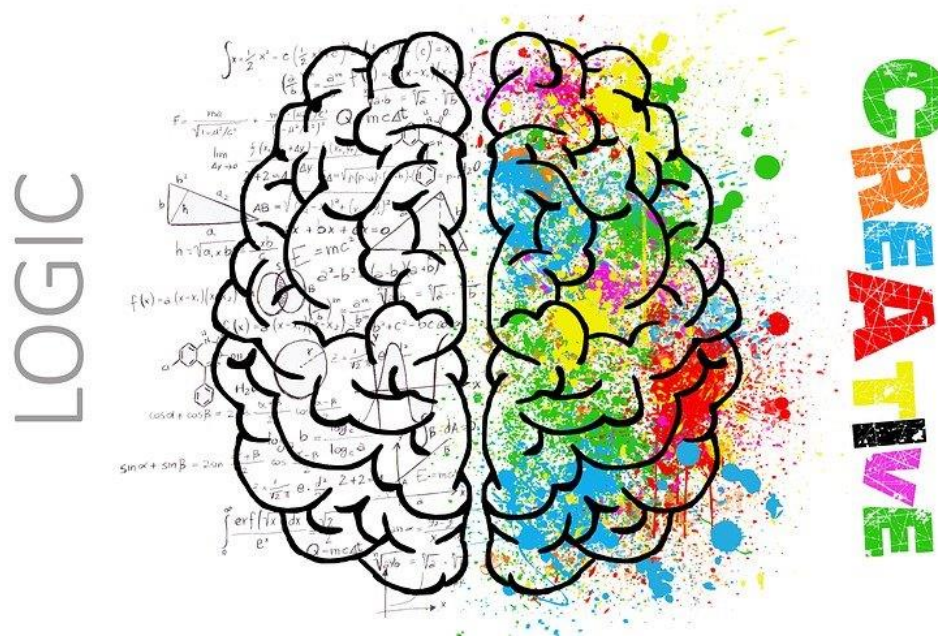
# Presenting results



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The tough thing about academic presentations?

Finding the balance between being creative & being analytical.

# Presenting results



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What should be included:

Title

Short Introduction to your Research Topic

- Presentation of your Qualitative Research

- Research Question & Research Method
- Sampling
- Field Setting ( = how you conducted your interviews)
- Overview of the analysis method & category system
- Key Results (incl. key quotes & tables)

- Presentation of your Quantitative Research

- Hypotheses & Research Method
- Sampling
- Field Setting
- Overview of the analysis method
- Key Results (incl. tables/graphs)  
→ see the file with the instructions for the quantitative tasks

Comparison of the two approaches (differences in research approach, results, etc.) & Conclusion

# Presenting results

## Tips & Tricks when presenting academic results



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*Make sure that your audience clearly knows your research objective & questions!  
What were you trying to find out with your research and why?*

# Presenting results



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## Tips & Tricks when presenting academic results



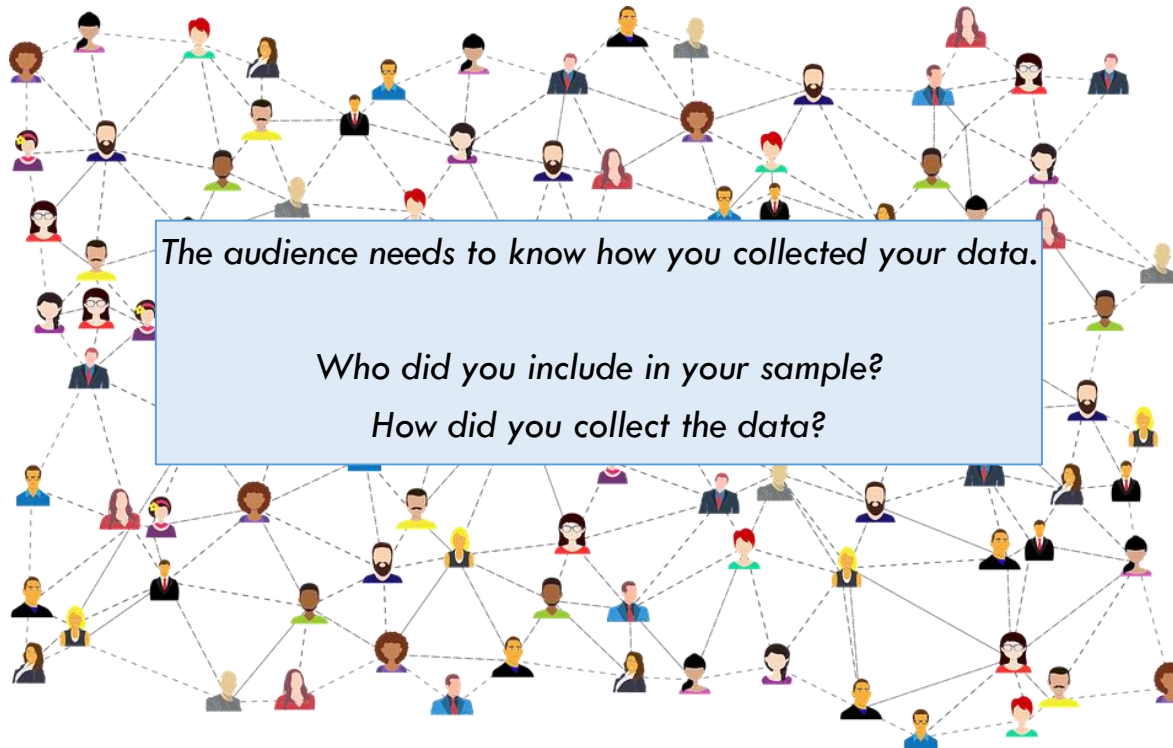
*„The goal of an oral presentation is not to provide a detailed discussion of every aspect of the project; it's about paring back your research to tell a concise story, organised around a central argument“.*

*(Braun and Clarke 2013, 318).*



# Presenting results

## Tips & Tricks when presenting academic results



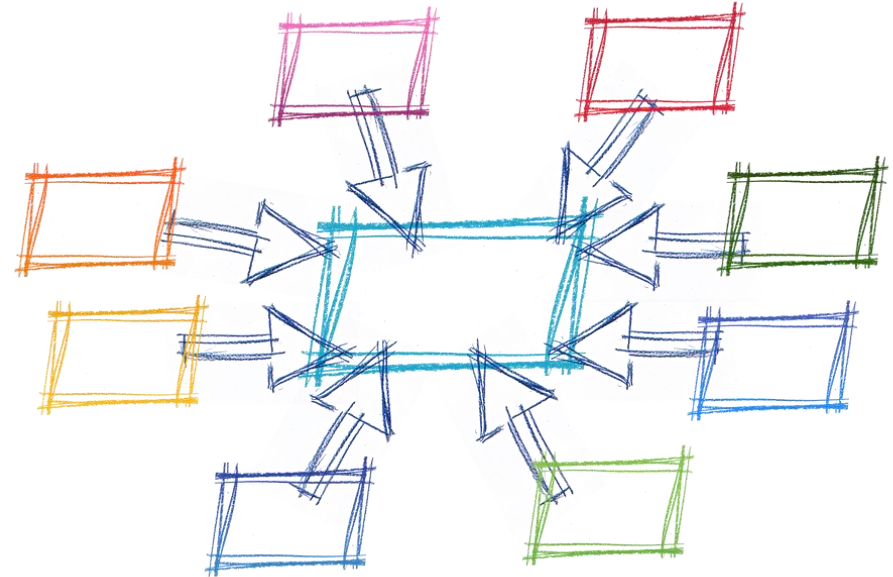
# Presenting results

## Tips & Tricks when presenting academic results

*Make sure to clearly state how you came to your results  
(how you summarized/clustered your data).*

*Qualitative: Category System + Interpretative Summary*

*Quantitative: Descriptive & Inferential Statistics*



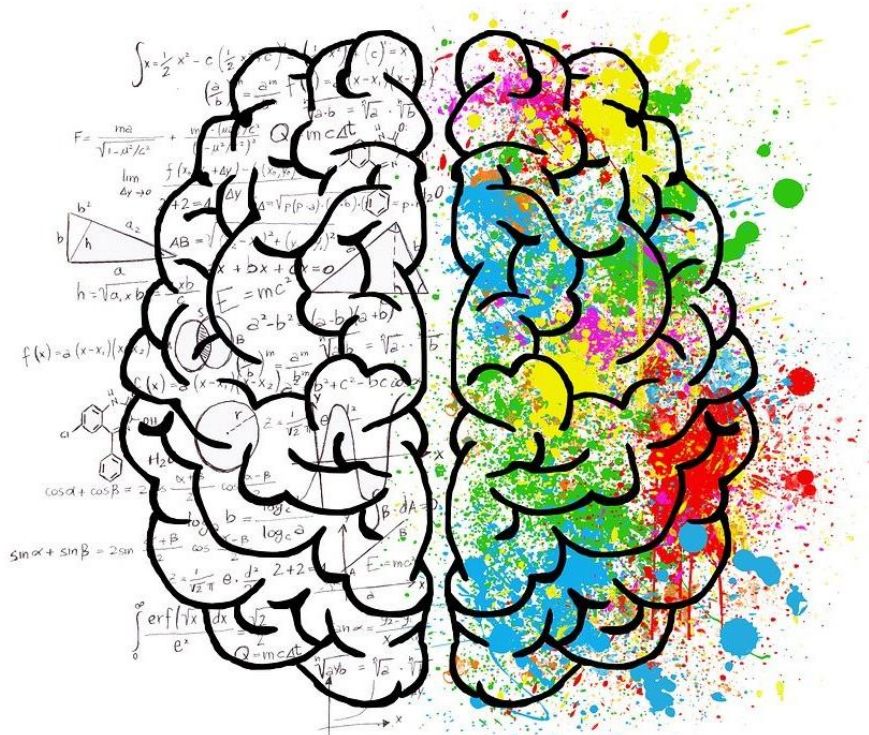
# Presenting results

## Tips & Tricks when presenting academic results



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*Present your data/results vividly & be creative!*

*Present key quotes (qualitative research)  
and tables/charts showing the most important results  
(quantitative).*

*Provide your audience with a clear „story-line“.*

# Presenting results

## Tips & Tricks when presenting academic results

*Be careful not to overload your presentation with data.  
You are presenting results, not data.*



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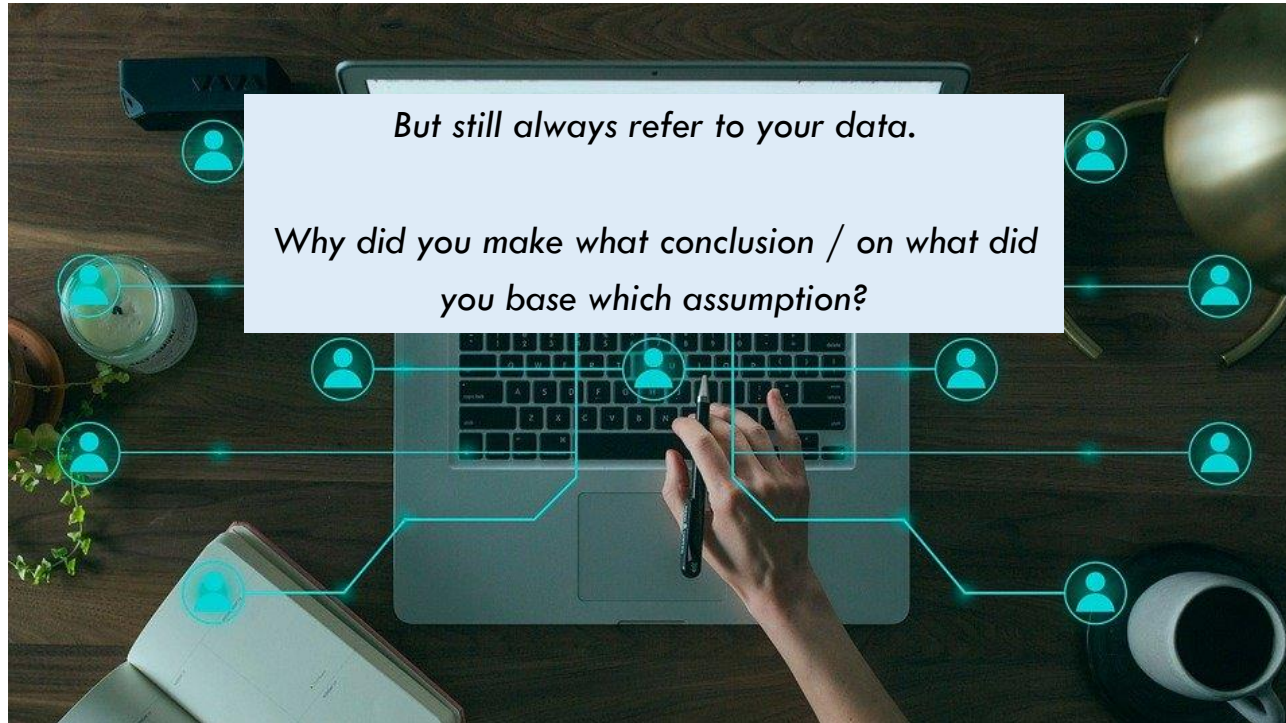
# Presenting results

## Tips & Tricks when presenting academic results



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# Presenting results

## Tips & Tricks when presenting academic results

*Interpret and analyse your results.  
What does the data actually tell you?*



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# Presenting results

## Tips & Tricks when presenting academic results



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*Always bring your result in connection with your research question / reserach objective!*

*What does the data/ do the results mean in the context of your research questions?*



# Presenting results

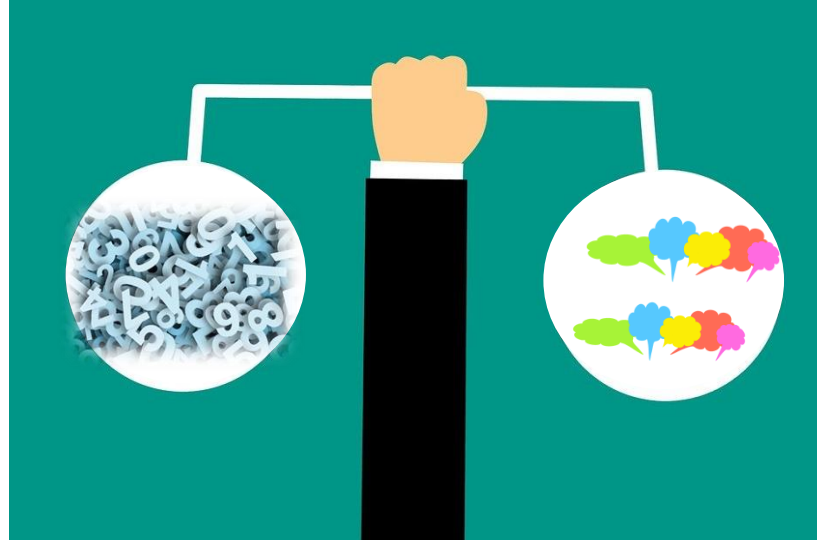
## Tips & Tricks when presenting academic results

*Make sure to clearly differentiate between your qualitative and quantitative results before summarizing the two.*



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# Presenting results

## Tips & Tricks when presenting academic results

*Summarize what the results of your two studies tell you:  
i.e. how they complement each other, how they differentiate, etc.*



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# Presenting results

## Tips & Tricks when presenting academic results



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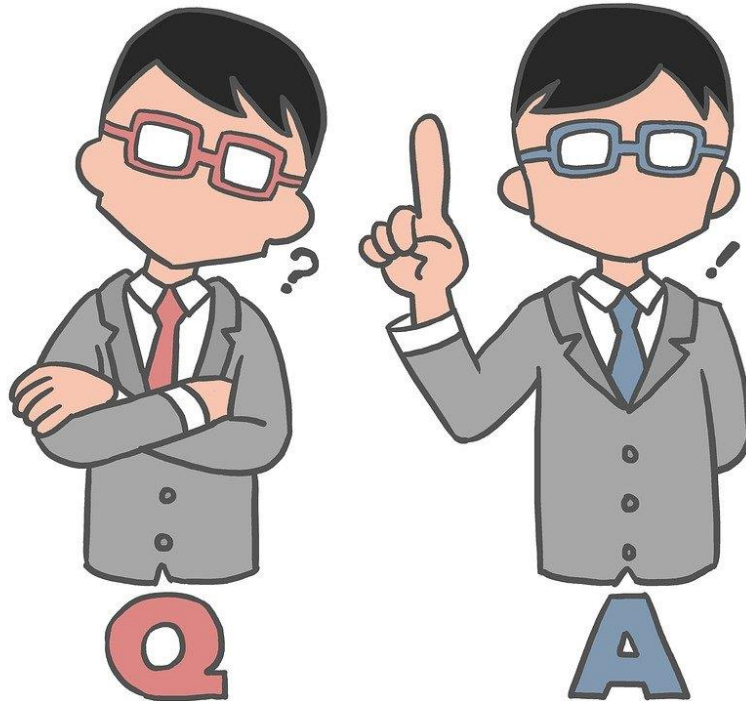
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*Don't forget that your audience doesn't know as much about your research as you do.  
Make sure to communicate very clearly. Although something might make sense in your head, it doesn't  
automatically make sense to others not knowing a lot about your research.*



# Presenting results

## Tips & Tricks when presenting academic results



*Make sure to finally answer your research questions.*

# Presenting results

## Tips & Tricks when presenting academic results



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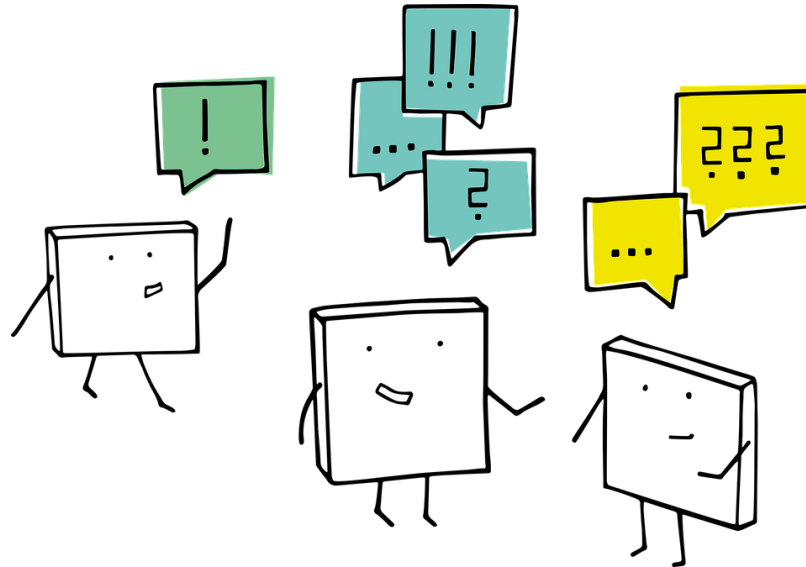


*State the limitations of your research & give an outlook on future research.*

# Presenting results

## Tips & Tricks when presenting academic results

*Be prepared to answer specific questions about your method, results, conclusion etc.*



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# Presenting results

To conclude....

*.... 7 Tips according to the Schwartzberg (2020) published on the website of the Harvard Business Review*

- 1) Make sure your data can be seen**
- 2) Focus most on the points your data illustrates**
- 3) Share one — and only one — major point from each chart**
- 4) Label chart components clearly**
- 5) Visually highlight “Aha!” zones**
- 6) Write a slide title that reinforces the data’s point**
- 7) Present to your audience, not to your data**

*Further explanation see: <https://hbr.org/2020/02/present-your-data-like-a-pro>*



# Presenting results

## Last but not least: Formalities (Trimmel 2009, 23)

- Pay attention to the right font size (not too small!)
- Sans serif fonts are easier to read (in short texts).
- Structuring through formatting (italics, bold, colour, size)
- Structure clearly (max. 3-4 levels)
- Lighten up the presentation with pictures/drawings
- Make strokes thick enough (font may be in bold)
- Make frames etc., if any, consistent
- Do not put too much information on one slide
- Avoid too many effects (use animations sparingly)



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## Poster Presentations

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# Poster Presentation



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- Some prefer presenting empirical results on the basis of a research poster. This is a very common practise in the scientific community & more fun!
- Result are creatively presented on only one poster instead of various slides.
- **If you choose this option for your presentation make sure to still include all relevant information (see slide 6) in a structured & meaningful manner!**

*"The trick of a poster is to catch the eye of the viewer"*  
(Russell et al., 1996 cited in Braun and Clarke 2013, 320)

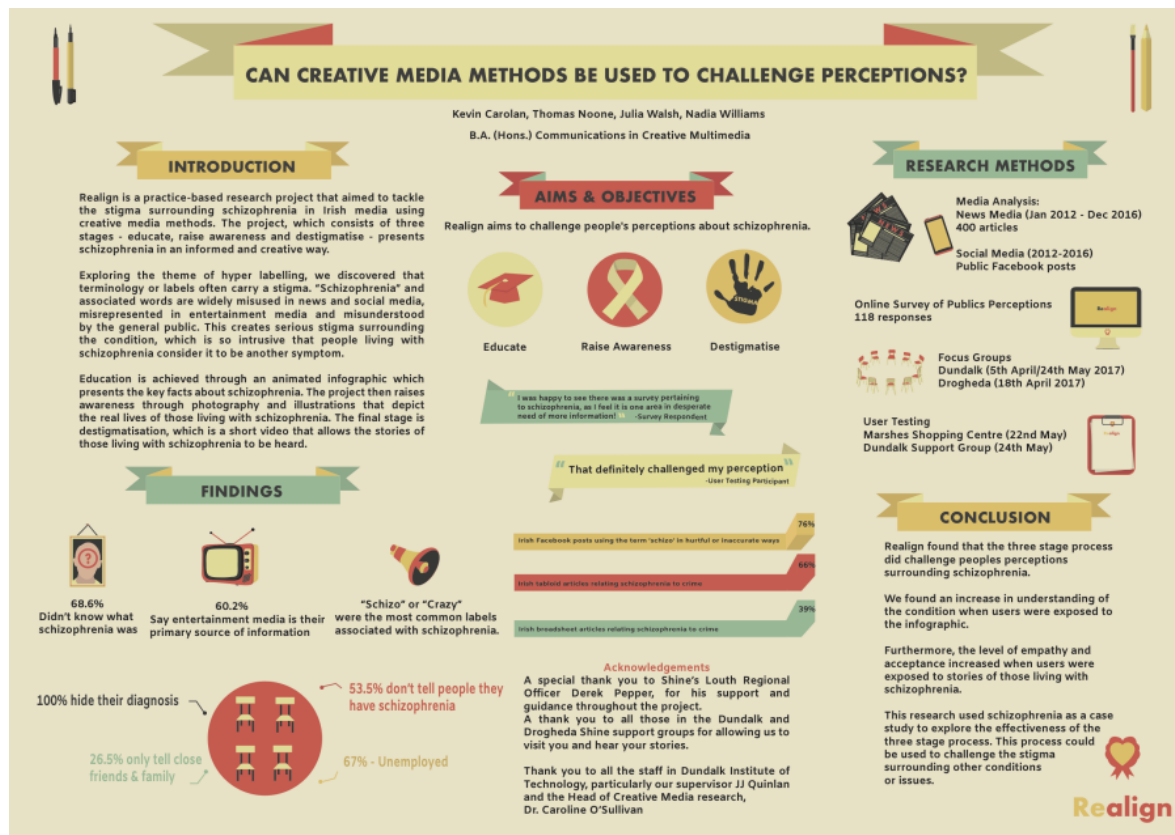


# Poster Presentation



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→ Google it: There are *NUMEROUS* examples like the one on the left

Source:

[https://www.google.com/search?q=research+poster+safe=stri&rlz=1C1GCEA\\_en&source=lnms&tbm=isch&biw=1280&bih=610#imgcr=KR\\_st55Od9YtMM](https://www.google.com/search?q=research+poster+safe=stri&rlz=1C1GCEA_en&source=lnms&tbm=isch&biw=1280&bih=610#imgcr=KR_st55Od9YtMM)

# Poster Presentation



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## NUTZEN, EFFEKTE UND RISIKEN DER REGULIERUNG DIGITALER ERREICHBARKEIT

WILHELM KATH, HENRI JELINEK, FOTEC AGNES, GRUBER ANGEKA, SCHALLER RAUPE, MAIER SEBASTIAN, STRANDL JULIA, GRÄTHNER KATHARIN, ANDRUS CHRISTIAN



DEUTSCHES PROJEKT GEFÖRDERT DURCH DAS AK ZUKUNFTSPROGRAMM DER ARBEITSKAMMER NIEDERÖSTERREICH

### PROBLEMSTELLUNG

- Durch digitale Transformation verschmelzen die Grenzen zwischen Arbeit und Privatleben
- mobile Endgeräte wie Smartphones & remote Desktop-Lösungen führen zu **ständiger digitaler Erreichbarkeit**
- Erhöhter Stresslevel, reduzierter Erholungseffekt, gesundheitliche Beeinträchtigungen

### Ziel:

- Konkrete Lösungen, die Arbeitnehmenden bei der **autonomen Regulierung digitaler Arbeit** unterstützen
- In Zusammenarbeit mit der FOTEC Forschungs- und Technologiezentren GmbH Entwicklung einer App, die eine **bewusste Steuerung digitaler Arbeitsfähigkeit** ermöglicht



### LITERATURE REVIEW

- Digitalisierte Eingrenzung der Arbeit
- Auswirkungen
- Arbeits- und Teilleben
- Strategien von Arbeitnehmenden im Umgang mit absoluter digitaler Erreichbarkeit



### APP ANALYSE

- Systematische Erfassung bestehender Android & iOS Apps
- Informationsgewinnung über Funktionen und Features bestehender Software-Lösungen



### QUANTITATIVE UMFRAGE

- Zusammenhang von Nutzungsfrequenzen, Umgangsmustern und Ausprägung der Eingrenzung und Selbstregulation
- App-Nutzung (z.B. Nicht-Nutzung), Nutzungsverhalten und Nutzungsintensität
- Präferenzen für Nutzeranforderungen und ggf. App-Features
- Fragebogen, online/mündlich = 250 Personen im Rahmen der vorhandenen Budgets



## APP KONZEPTION IN ZUSAMMENARBEIT MIT DER FOTEC

KOLLEGER MICHAEL, PIOTR MICHAŁ



### WORKSHOP

- Gemeinsame Erarbeitung von App-Design, Funktionen und Features, sowie Anforderungen an die App-Usability
- Ergebnisse werden in die Ergebnisse aus theoretischen Reviews, App-Analyse und empirischer Forschung
- 2 Workshops zu je 6 Teilnehmenden (App-Designer/Entwickler, IT-Experten/innen)



### APP ENTWICKLUNG

- Programmierung & Testing des Prototyps
- Entwicklung zweier Typen:
  - Standard-App**: App mit allen Funktionen zur Selbstmessung der digitalen Erreichbarkeit ohne Feedback-Funktion
  - Feedback-App**: App mit allen Funktionen zur Selbstmessung der digitalen Erreichbarkeit UND Feedback-Funktion zum eigenen Arbeitsverhalten sowie Features zur Stärkung der Selbststeuerungskompetenz
- Entwicklung durch die FOTEC Forschungs- und Technologiezentren GmbH



### EXPERIMENT

- Implementierung der App
- Erkennung der App-Nutzung
- Erkennung der Auswirkungen der App-Nutzung
- Experimentelles Design mit Pre-Post-Erfassung Zielgruppe, identifizierbare Arbeitsnehmenden und Arbeitsnehmer
- Teilgruppe 1: Baseline
- Teilgruppe 2: Vollversion
- Teilgruppe 3: Kontrollgruppe



### POST-ASSESSMENT

- Erkennung der App-Features und Funktionsvielfalt
- Erkennung der Usability
- Reflexion zur App-Implementierung und Nutzung
- Nutzen und Risiken der App
- 4 Fokusgruppen mit je 6 Teilnehmer/innen aus den App-Nutzer/innen



### INTERVIEWS

- Exploration:
  - persönliche Wahrnehmungen und Bewertungen des Phänomens
  - Belastungserwartungen
  - Methoden (psychologische Faktoren)
  - persönliche Umgangsmuster
  - Unterstützung- und Interventionsmöglichkeiten zur nachhaltigeren Selbstregulierung digitaler Erreichbarkeit
  - Anforderungen an einen digitalen Assistenten
- 20 telefonische problemorientierte Interviews



### FOKUSGRUPPEN

- Exploration & Erarbeitung:
  - des App-Nutzungsverhaltens
  - der Anforderungen an den digitalen Assistenten
  - nutzlicher App-Features
  - Design & Nutzeranforderungen
- 4 Fokusgruppen zu je 6 Personen aus niederösterreichischen Unternehmen



### Mach mit!

- Dieses Phänomen kommt Ihnen bekannt vor? Wir suchen Teilnehmer/innen für Interviews und Fokusgruppen! Bei Interesse kontaktieren Sie uns unter [NERD@fhwn.at](mailto:NERD@fhwn.at)

Unfortunately written in German, but this is the research poster we designed within the NERD-research project. But you can still use it as an inspiration in terms of format.

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# Good Luck & Have Fun!

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Questions?

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Group 2: Mag. Severin Maurer, BA → [severin.maurer@fhwn](mailto:severin.maurer@fhwn)

Group 3: Mag. Dr. Karin Wegenstein → [karin.wegenstein@fhwn.ac.at.ac.at](mailto:karin.wegenstein@fhwn.ac.at.ac.at)

Good Luck 

# Sources



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Clarke, Victoria, and Virginia Braun. 2013. *Successful Qualitative Research : A Practical Guide for Beginners*. London: SAGE.

Example Research Poster:

[https://www.google.com/search?q=research+poster&safe=strict&rlz=1C1GCEA\\_en&source=lnms&tbm=isch&biw=1280&bih=610#imgsrc=KR\\_st55Od9YtMM](https://www.google.com/search?q=research+poster&safe=strict&rlz=1C1GCEA_en&source=lnms&tbm=isch&biw=1280&bih=610#imgsrc=KR_st55Od9YtMM)

Schwartzberg, Joel. 2020. „Present your data like a pro.“ *Harvard Business Review*, February 14, 2020. Accessed on March 15, 2021. <https://hbr.org/2020/02/present-your-data-like-a-pro>.

Trimmel, Michael. 2009. *Wissenschaftliches Arbeiten in Psychologie und Medizin*. Wien: Facultas.