

## Presentation of Results

### The Importance of Presenting Results

PAME's focus on the community assures that the community and field staff benefit by identifying, gathering and analysing information. But, the job is not done until the results are delivered to the intended audience, and decisions made.

Too often, valid, reliable, vitally important results are not used. This is not only a waste of resources (information planning, gathering, and analysis) it also means that important decisions are made without adequate information.

It is important that decision makers get the relevant information, and that the information is received on time. It is also important that the results are presented in a way that is understandable to the people for whom they are meant.

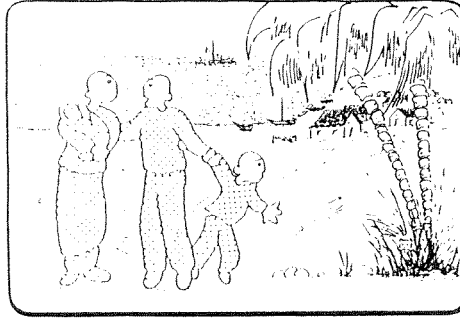


## Presentation of Results

### Who Will Receive the Results?

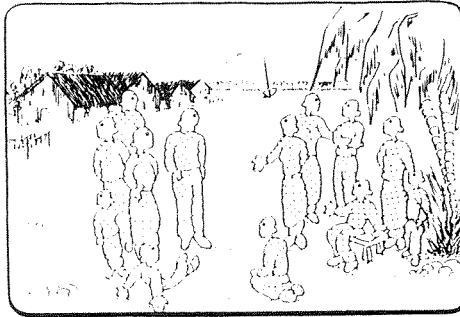
There are many potential information users. The community must decide who will receive information.

#### *Project beneficiaries*



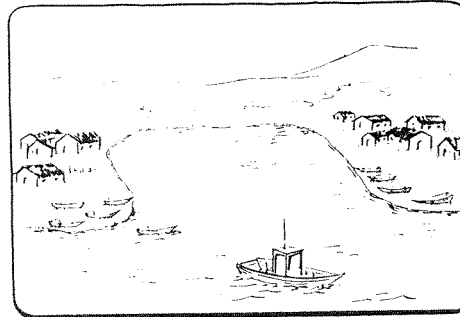
Individuals or groups in the community who have participated directly in the project.

#### *Community*



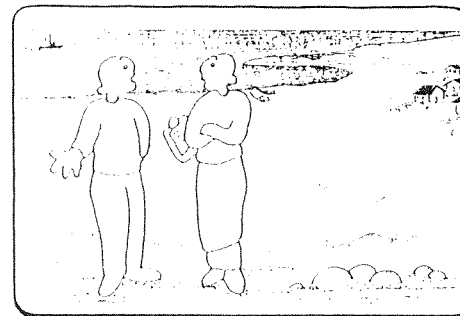
Community members who have not directly participated, who may not directly benefit from activities, but who may be very interested in knowing how things are going.

#### *Other communities*



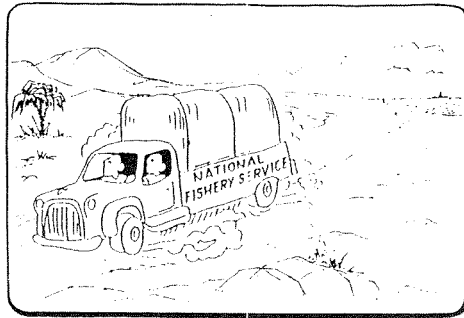
Communities nearby, within the country or even outside the country can benefit from the lessons and experiences of others.

#### *Fishery staff*



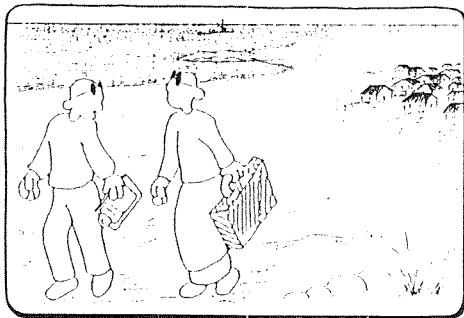
Field staff, project administrators, country directors and staff from other sectors will be interested in the experience of the community.

*National fishery services*



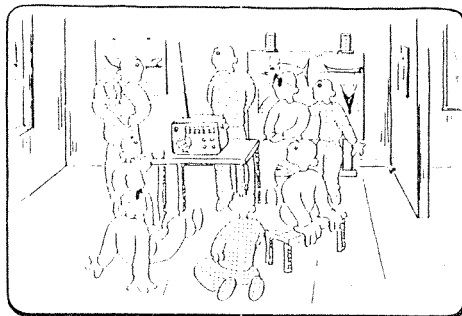
National fishery services are interested in community fishery development in their country. They will be interested in knowing collectively, or even individually, how fishery activities are doing.

*Donors*



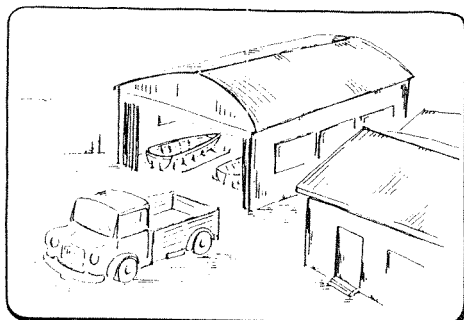
Government agencies, non-government organisations (NGOs), individual funders and other development agencies working in similar or related activities will be interested in the results.

*General public*



People within or outside the community and the country may be interested in the community's experiences.

*Research organisations*



Researchers within or outside the country will be interested in results that help to focus their attention on relevant research.

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The presentation of results can vary according to the "users". In some cases it may not be up to the community to prepare results in any form other than what is useful to them. If results are required by others, it must be with the consent of the community. If a great deal of time is required to prepare results for others, the community may have to be compensated in some way. Whenever results leave the community, this should be done with respect for the "owners" of the information, and their input should be acknowledged.

If outsiders request information, they should be prepared to provide resources for the presentation and translation of the information into a form that is understandable to them. For example, the insiders might present results in the form of a popular drama. The drama could be taken to nearby communities, with outsiders supplying the transportation, if those communities also require the results. With outsiders supplying the necessary resources, the drama could be photographed and tape-recorded or video-taped to produce a slide show or video.

### **When and where are the results needed?**

There may be time constraints that limit the ways that results can be presented. If results are needed fairly quickly for a decision making the presentation may not be so elaborate.

### **How will results be presented?**

The way the results are presented will depend on:

- the kinds of information that have been collected, (quantitative or qualitative);
- the information gathering tools that were used;
- whether the results are from Participatory Assessment, Baseline, Monitoring or Evaluation;
- the resources that are available.

#### *Quantitative/ qualitative results*

Quantitative results (numeric) are more easily presented in visual form, such as tables or graphs, while qualitative results (descriptions) can make use of presentations such as stories, case studies or dramas. Both types of information can be integrated for presentation to complement and support each other. Think of a televised news story. Quantitative information (numbers) are often reported alongside quotes or interviews to effectively communicate a message.

#### *Information gathering tools used*

The way to communicate results may be closely linked with the information gathering tools that have been used. For example, if a Community Case Study was done on the marketing structure of a local fish landing site, the case study could be presented in written form, read aloud, or acted out for the community and video-taped and edited for distribution to a wider audience.

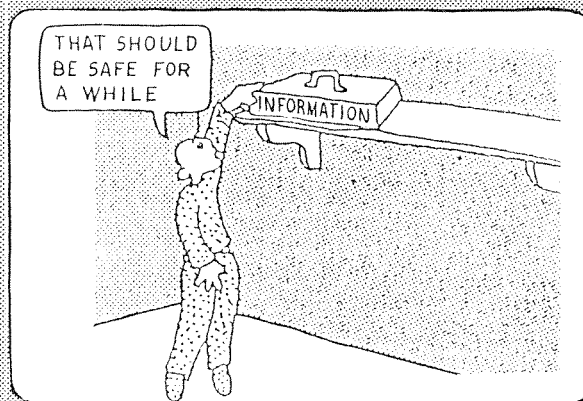
### Methods Used

If possible, the results should relate to the information gathering tool which has been used. People are then familiar with it. For example, if Ranking, Rating and Sorting was used with picture cards, use these same picture cards when presenting the results.

The methods that are used will have a bearing on how the results will be presented. In some instances, the information may just be roughly analysed to give immediate information, and then stored for future use. In other cases, it may be more fully analysed and integrated.

|   |   |
|---|---|
| <b>Results of Participatory Assessment:</b> | are mainly for immediate use, but should be documented and stored for future use.   |
| <b>Results of Participatory Baseline:</b>   | may not have to be presented in a final form until incorporated with evaluation results.  |
| <b>Results of Participatory Monitoring:</b> | may be presented monthly, seasonally and/or annually to the community. These may also be incorporated with evaluation results.  |
| <b>Results of Participatory Evaluation:</b> | evaluations are generally presented in complete "story" form, where the "parts" have been incorporated into the "whole", and include both qualitative and quantitative information. |

When results are going to be used later, always store them in a safe place, avoiding damage by sun, water, pests, dampness. Make two copies and store them separately. Use only good quality materials.



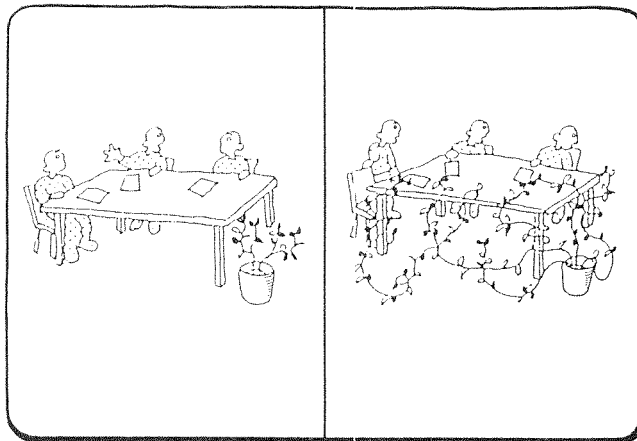
### Resources available

The skills of the people, the time available to spend on preparing a presentation, and access to resources such as cameras, tape recorders and paper will all have a bearing on how the results can be presented.

## Presentation of Results

### Some Guidelines for Presentation of Results

- Results should be interesting* Use a form of communication that catches the attention of the audience.
- Results should be understandable* Communicate in the language of the intended audience. This is not just a question of Spanish, Swahili, French or Hindi, but also a question of "jargon". Whenever possible use common names which everyone understands.
- Results should be convincing* The results should not be the opinions of only a few. It is important to present facts and information which has been verified by community members who were not involved in the process of collection or analysis. Have as true a picture as possible.
- Results should be timely* In order to reach those who make decisions, results should be presented in time to provide them with information before final decisions are made.



- Results should be participatory* The community should decide what and how to communicate to other interested parties. It is their story and it will be all the more powerful if they tell it in their own way.

*Results should be presented in a form appropriate to the audience*

| There are three main ways to present results   |  |  |
|--|--|--|
| Written  | Oral   | Visual   |
| <b>Reports</b><br><b>Case Studies</b><br><b>Community Newsletters</b><br><b>Graphics</b> | <b>Drama</b><br><b>Tape Recordings</b><br><b>Video</b><br><b>Story-telling</b> | <b>Photographs</b><br><b>Drawings</b><br><b>Video</b><br><b>Slides</b><br><b>Cartoons</b><br><b>Graphics</b> |

### Written Presentation of Results

If a written report, case study or community newsletter is chosen to present results, there are some things to consider. A Community Case Study can be used in the school programme, or in adult literacy classes. It may be one of the few locally relevant reading pieces. When presenting written results:

- once you have identified your theme, stick to it;
- identify the audience, then use imaginative language, introduce stories related to local practice and things that will hold the readers interest;
- identify the communication barriers that might exist between the writer and the reader and be sensitive to them (language, jargon, sensitive issues);
- include dialogue, quotes from people and illustrations. When people are described, they should be not merely numbers, but mobile characters who are active decision makers, people who question, adopt or share innovations. Pictorial reports of activities or photographs will also add interest to written results;
- be brief and easily readable. Use short sentences and clear writing.

