

# 16

## Writing for Applied Audiences

### PROBLEM SET

1. Write the following components of a two-page policy brief about the study by Fauth et al. (2004), using the information in tables 12A and 14B. It may be helpful to obtain a copy of the complete article, which is available online. (See table notes for reference.)
  - a. A title.
  - b. One or two simplified tables or charts to summarize their key results. Hint: Use some of the figures you created for question 7 of the problem set to chapter 15.
  - c. Short descriptions of each table or chart from part b of this question.
  - d. Paragraphs explaining how the findings apply to at least two sets of stakeholders.
  - e. A sidebar describing the study methods.

2. Using the information in table 6B, design chartbook pages to present the results of the analysis by Fussell and Massey (2004) to an applied audience. Adapt the charts you created for question 7 in the problem set to chapter 6, and design other charts to illustrate the remaining results. It may be helpful to obtain a copy of the complete article, which is available online. (See table notes for reference.)

Answer questions 3 and 4 using the information in boxes 11.1, 11.2, 12.1, 12.2, 14.1b and 14.2b (*Writing about Multivariate Analysis*, 261, 266, 288, 295, 327, 339).

3. Design a research poster about the birth weight study for an applied audience. Sketch the poster layout and provide notes about the contents of each page, adapting them from the tables, charts, slides, and text boxes from *Writing about Multivariate Analysis*.
4. Write a one-page general-interest article about the birth weight study.
5. Write an executive summary of the study by Zimmerman about peer effects on academic outcomes (2003).
6. Outline a descriptive report about the Zimmerman study for a lay audience.
  - a. Write the section headings—one for each major question or topic covered in that study.
  - b. Adapt table 10A into simplified tables or charts, each of which focuses on one finding or set of related findings. Write the titles for the charts or tables that would go in each section of the report.