

the
*(re)*Generation
Project 

Name of your project here

Research Case Study Report

Project organisers: (add names here)

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The name of your project

The following prompts are provided to guide your thinking and writing about your project. You may not be able to cover everything! Delete the black text instructions or prompts as you cover them.....

Introduction

(1/4 page)

Briefly state – what is your project about – the project in a nutshell

e.g. The XX project wanted to (inspire, engage young people (what ages) by (doing). The method or approaches used included (facebook, Instagram, film, art, virtual....)

Briefly state what your project idea and approach was as you finally did it (in 2 sentences)

Background

(1/4 page)

Why you chose to do this project?

What motivated you?

Objectives of the project

(1/4 page)

What did you want to achieve?

What we did in the project

(About 2 pages)

Planning

What did you originally plan to do?

The things that came up (or that we found out) that meant we had to change our plans were....

How we felt about these opportunities/ barriers/ difficulties were....

The ways we then decided to plan the project were

Who did you decide to focus on or target in your approach

We went about in this way because

Action

What we actually did

Describe the project you finally implemented as it can be different to what you planned - what strategy/ approach/tactics etc.

How did you promote your project?

- Which sites/ media are you using for your campaign/ project?
- How do you tailor your approach (post different content) on the different media/social network sites you used, or according to your audience?
- What kind of content do you post on Facebook?
- What kind of content do you post on Twitter?
- What kind of content do you post on Instagram? You tube? Etc
- What flyers did you produce?

Include photos of your activity/ event/ or examples of social media pages.

What ways did you collect reactions/ impacts of effects of your project (here describe the method used - e.g. face book likes, posts, comments, survey.....)

Results_ what happened?

(2-4 pages depending on how many graphs used...) Here you are reporting on what happened

Observations (here you record what was measured or observed)

What happened when you did your event/ activity/campaign?

How did it go? Who came? Visited? What response did you get? Who was involved? (engaged, commented, helped)

What did you find out? What effect did the project have on other young people?

(Here include results from surveys, if you did them, use graphs of results, or even a wordle of key words from processing qualitative information

<http://www.wordle.net/>. Quotes of comments made to you or in surveys can be included (don't use names of people who made them).

... or examples of what art or ideas young people came up with.

Also results from your social media:

- How many people were involved? *Here you can post graphs of age range of people visiting your face book page etc*
- Was there a different level of response to different kinds of content? (written post, photo, video etc?)
- How much did you share content from outside sources? (% of posts that used other material)
- What kinds of sources did you use?
- How did you share your project through your personal network?
- What was the response like?
- Were people interested?
- What kinds of engagements occurred? (did you get likes, comments, questions for more information, shares etc)

What new things did you find out? *(Include surprises)*

Reflecting on what happened

(1-2 pages)

What went well with the project?

In what way did your project do what you hoped or meet your objectives?

How do you know?

How did you feel about how it went?

What was tricky or difficult? What could be done differently next time?

Conclusions

(1/4 page)

What we found out...

What effect did the project have on you?

Recommendations

How could what you have learnt and done, be shared with others?

What could be done next....

References

Any reading or material that was of value to you in planning or delivering the project

Appendix

Place any additional information here, to keep your report focused....