

# AQA Geography A-Level

## 3.3.4.4: (Area 4) Conclusion, Evaluation and Presentation Essential Notes



## Area 4 Overview

Area 4 is the section of your NEA where you **summarise all of your findings** into a **conclusion**. You will also analyse the **success of your methodology and investigation** in the **evaluation**.

## Conclusion

### Conclusions of Hypotheses

You should write a **conclusion for each hypothesis**, which firstly states if you have **proved or disproved** the hypothesis. You should then **explain how** your data and findings show this and offer a **geographical explanation** as to why this is the case. It may be useful to include **theories from the specification**, or those that you researched during the rationale for hypotheses, as part of your geographical explanation.

**It is vital that none of the theories, data, or explanations used in your conclusions are new** and they should have been already discussed in your analysis (Area 3). The purpose of the conclusions is to **summarise your existing work**, so the evidence and theories used in your conclusions must be concise. You should not necessarily reject your findings if they are not supported by geographical theory. **Location specific factors** can cause **unexpected results**, and it is important to consider this explanation before deciding if your data is unreliable.

You should use **supporting and conflicting evidence** to create an overall **objective and balanced conclusion**, which relates to your title. It is important that you are **honest with yourself** when writing the conclusions. You will gain more credit for suggesting that your investigation did not allow you to fully answer your hypotheses, than for attempting to prove that they do, if this is true.

### Overall Conclusion Linking to Wider Context

The overall conclusion should show how the **results of your hypotheses answer your title**. It should then link these conclusions to the **wider context**. Why has this happened and how are your conclusions relevant? Your overall conclusion should be **brief** and offer a **summative statement which relates to your title**.

## Evaluation

It is important to spend as much time on this section as is necessary to complete it, rather than neglecting it because it is at the end of your investigation. Making notes of **what went well** and **problems** that you encountered **as you complete your fieldwork** is crucial. In your evaluation you should assess the **reliability, validity and accuracy** of your investigation, any **issues you encountered** and **solutions you created** in relation to these areas. You should avoid generic statements and **focus on the specifics** of your investigation, for example, locational factors.



## Your Evaluation Should Consider the Appropriateness of your:

- **Location(s)**  
Was the area unsafe? Was the geographical area too big? Were you able to easily access the area?
- **Titles, Aims and Sub-Questions/Hypotheses**  
Were they focussed enough? Did they cover too broad or too small a topic area, or were they just right?
- **Methods of Collecting Primary and Secondary Data**  
Was there an imbalance in the amount of primary and secondary data you collected? Did certain techniques not work effectively? Was your data very reliable?
- **Methods of Data Analysis and Presentation**  
Did the methods of presentation make data analysis straightforward? Did you have too much data to analyse within the suggested word count? Did your data lend itself to a variety of presentation methods?

## Issues Encountered

You should discuss all of the issues and problems that you encountered throughout your investigation, remembering you will get **more credit for admitting that there were problems**, than pretending that your investigation was flawless.

## Solutions Utilised

It is likely that if you encountered a problem during your investigation, you **created a solution** to overcome it and you should discuss this in your evaluation. However, if you **neglected the problem** don't be afraid to admit this, but you could then suggest how you might **address the issue** if you were in the same situation again.

## Ethical Issues

You may have already addressed some of ethical issues surrounding your study in the planning stage of your investigation as well as your methodology, but you should also create a **dedicated section in your evaluation** that relates to them. How did you actually **implement your plans** to mitigate any negative impacts of your investigation and **were they successful?** Was there anything **that you did not account for** in the planning section, **that posed a problem** during your investigation? What did you do to mitigate these problems, and consider the **stakeholders** of the investigation?

## What Would you Do Differently Next Time?

A short paragraph should explain **potential solutions** to some of the problems that you encountered and how you could address them in a different way. This demonstrates that you have **assessed the weaknesses** of your investigation and are willing to make improvements to your fieldwork, if you were to do it again.

## What Other Avenues Of Enquiry may Follow the Investigation?

What gaps are there in your research and what opportunities are there for **future researchers** to use your NEA as a starting point for further fieldwork investigations? It should relate to the **wider geographical context** of your investigation. E.g., to **increase the reliability of your**



**conclusions**, you need to collect data at different times of year. For example if you were investigating sense of place, sunny weather could have created a more positive sense of place for the sample population. Investigating the topic in another location may also be a suitable suggestion. This should be a short paragraph and answer the question: **what next?**

## Bibliography

If you have used a digital tool to help with your referencing, then you simply need to insert the bibliography at the end of your report and make sure that it is up to date and displays the sources in the format which you desire. Generally, bibliographies are in **alphabetical** order, but **chronological** order is also acceptable. Below is an example Harvard referencing format:

**For a book or journal** - Authors, (Date Published) Title of Item, Location of Publisher, Publishing Firm

**For a website or web article** - Authors, (Date of Page Creation) Web Address, (Date Accessed)

## Appendices

You should attach some of your **raw data** into the appendices, such as a table showing all of your results. Attach anything you have created/used that you feel is relevant for your assessor to see, but not necessary to include in the main body of your report, such as **interview transcripts**. You may have Appendix 1, Appendix 2 etc., but make sure you do not include items for the sake of bulking out your report.

## List of Figures

You should have already **labelled each figure in your report**, as demonstrated in the **Area 1 Detailed Notes**. It may be useful to create a list of these figures to go **after the contents page**, that helps with navigation through the document.

## Abstract

The abstract to a scientific report, is what the blurb is to a book and you should **be creative** when writing it. It should **summarise the purpose of the report**, **explain why it is relevant** and potentially **briefly mention its findings**. It should entice the examiner to want to read your report, but don't stray from the focus of your investigation. **No more than 250 words**. It goes **at the start of your report**, (maybe even on the title page) so ensure it is **interesting for the examiner** and creates a good first impression of your work.

## Title Page

The title page has the **primary purpose** to state:

- The title
- Your name
- Your candidate number
- Your centre number



- The date of completion

However, it should act in a similar manner to the abstract and create a good first impression on the reader. Use colour, images, text, logos etc, but also **keep it simple** and **ensure all necessary information is clearly stated**.

## Contents Page

You can use special features on word formatting programmes to create your contents page, or you could just create a list of titles and subheadings with the page numbers on. It should be clear to read and help the reader to navigate your report. If necessary, **create subheadings** within the contents page for clarity. **Ensure that the page numbers are correct**.

