Describe how you presented and analysed your fieldwork and research into rural inequalities in a named area

During my investigation in March 2015, I carried out fieldwork and research in Exford and Dunster, located in West Somerset. After researching population size and services within the areas (using maps and online websites), I collated results alongside my primary data, consisting of an interview, a measured index of rurality value and a vehicles/services survey. From here I began presenting my findings through an annotated map, radar diagram, tally chart and tables, being conditional formatted, on excel.

The interview I had conducted with a village agent in Exford and a Met Exmoor National Park Education Manager in Dunster, was very hard to present and analyse as it consisted of qualitative responses which could not be represented in tables or charts. Nonetheless, I typed up the interview questions and responses on Microsoft Word and analysed the local impact of each location. For example one question was 'what leisure services are available for locals?' From the answers received, I found Dunster had far more services, consisting of national parks, cafes and pubs, than Exford.

In addition to this, another presentational method I used was annotated maps using Google Earth. I added tags on services I had observed in the area as well as what I had researched, such as Butlins being located six minutes away from Dunster. This suggested Dunster received more employment opportunities, as it is a holiday hotspot, than the rural village of Exford. Moreover, I had measured the index of rurality (which, according to research, was measured using a variety of indicators as part of Cloke's index). I ranked each category from 1-5 (employment, infrastructure, land use, environmental quality) based upon sub-categories. For example, when measuring infrastructure, I gave a 1-5 score depending on; mobile reception, pavement and accessibility. Using Google Earth, I created two geotagged bar charts which allowed for a comparison in the total index of rurality (calculated by adding up all the scores I had given and converting to a percentage).

I enhanced this by also creating a radar diagram where I could analyse differences in each category of the index. This involved drawing four bars (for employment, land use, infrastructure and environmental quality) and marking each overall score on the axis. The more boxed the diagram is, the less deprived it is. I drew a radar diagram for each Exford and Dunster on the same diagram, aiding analysis which indicated Exford was more "rural" with a larger index. However this was affected by bias as I allocated ranks according to my own opinion. Thus, some factors seemed inaccurate, such as Dunster having poorer infrastructure than Exford despite it being a tourist location with a larger population size.

Besides this, whilst collecting data in the form of a vehicle survey where I observed 15 cars, I had created a tally chart on how many cars were of good/bad quality alongside, according to the number plate, their age. I then presented the data in excel in the form of a table and totalled up the tallies. Similarly, I had observed the number of settlement functions (entertainment/gift shops etc.) within the village centres in a tally chart. I converted this into a table and then created a comparison bar chart for each function observed. I analysed this through the Mann Whitney U-test (using an online calculator) to look for differences/overlaps in the number of services observed. After inputting data, I received a value of 0, suggesting both villages were completely different but, as Dunster had a smaller 'rurality' index, it was more developed.

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