

13

WRITING FOR APPLIED AUDIENCES

ISSUE BRIEFS, CHARTBOOKS, POSTERS, AND GENERAL- INTEREST ARTICLES

PROBLEM SET

Answer questions 1 through 4 using the information in text boxes 10.1, 10.2, 10.3, 11.1, 11.2b, and 11.3 in *Writing about Numbers*, 2nd Edition.

1. Write the following components of a two-page issue or policy brief about the birth weight study, following the guidelines on pp. 333–38 of *Writing about Numbers*, 2nd Edition.
 - a. A title
 - b. A statement of why the topic is important
 - c. One or two simplified tables or charts to summarize the key results
 - d. Short descriptions of each table or chart from part c of this question
 - e. Paragraphs explaining how the findings apply to at least two sets of stakeholders
 - f. A sidebar describing the study methods
2. Revise the material in box 10.2 for a general interest newspaper article, following the guidelines on p. 341 of *Writing about Numbers*, 2nd Edition.
3. Design a research poster about the birth weight study for an applied audience, following the guidelines on pp. 328–32 of *Writing about Numbers*, 2nd Edition. Sketch the poster layout and provide notes about the contents of each page, adapting them from the tables, charts, and text boxes in chapters 10, 11, and 12 of *Writing about Numbers*, 2nd Edition.
4. Outline a descriptive report about the birth weight study for a lay audience, following the guidelines on pp. 340–41 of *Writing about Numbers*, 2nd Edition.
 - a. Write the section headings—one for each major question or topic covered in that study.
 - b. Adapt tables 6.4, 6.5, 9.1, and 11.1 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.

Answer questions 5 through 8 using the tables, charts, and prose you wrote as solutions to questions 7, 9, and 10 in the problem set for chapter 7, and questions 1, 7, and 8 in the problem set for chapter 9. It may be helpful to download the College Board report from which these data were drawn:

College Board Advocacy and Policy Center, 2014. Trends in Student Aid 2013. Trends in Higher Education Series. Available online at <https://trends.collegeboard.org/sites/default/files/student-aid-2013-full-report-140108.pdf>

5. Using the guidelines on pp. 338–40 of *Writing about Numbers*, 2nd Edition, design chartbook pages to present information on patterns of student aid in the United States to an applied audience.

6. Using the guidelines on p. 341 of *Writing about Numbers*, 2nd Edition, write an introductory paragraph for a general interest article about trends in the levels and sources of student aid in the United States. List the kinds of background information you would incorporate and suggest useful types of quantitative comparisons to highlight why the topic is interesting or important.
7. Using the guidelines on pp. 340–42 of *Writing about Numbers*, 2nd Edition, write an executive summary for the report on student aid in the United States.
8. Identify three different stakeholder groups with interests in student aid for postsecondary education in the United States. Write a short paragraph for each group highlighting key conclusions of the analysis and how they might respond.