

Analytical Report - FOCUS

Your Name(s):

Topic:

State your broad topic. *Example: "space tourism."*

Research Question:

State your specific research question. *Example: "Is space tourism commercially feasible in the US by 2030?"*

Type of Report:

- Comparative** - Used to rate similar items on the basis of specific criteria. *Example: You may analyze what type of computer security procedure--firewall or encryption--should be adopted by the university.*
- Causal** - Used in situations where you need to explain what caused something to happen. *Example: Medical researchers may need to explain why so many apparently healthy people suddenly have heart attacks.*
- Feasibility** - Used when your purpose is to assess the practicality of an idea or plan. *Example: You may need to assess whether new business would justify the cost of enhancing a company web site.*

Audience Scenario:

Identify your target audience and any secondary audiences. **Your target audience should be a professional organization or entity that can act on the recommendations of your report.** Your secondary audience could be other organizations, specific people, or the general public.

Abstract:

Draft the abstract for your report, keeping in mind your target audience. What's your problem? What about it did you investigate? What did you conclude? What did you recommend?