**citations.** List the name of the author of the source, title, publisher, date of publication, and location of the publisher or online address; they may be listed in footnotes on the page where the reference occurs or in a bibliography at the end of the report.

**conclusions.** The writer’s summary of what the reader should take away from the report.

**copyright.** Acknowledges ownership of a work and specifies that only the owner has the right to sell or use the work or to give permission for someone else to sell or use it; the exclusive rights awarded to the author or creator of an original work.

**executive summary.** Summarizes the main points in the report.

**focus group.** A small group of people with which the interviewer conducts a discussion to gather answers to a prepared set of questions.

**formal report.** A report supported by formal research or information gathering that focuses on a main topic broad enough to be divided into subtopics for complete and clear coverage.

**informal report.** Documents that do not require formal research or documentation; are typically short and commonly a part of the regular work routine.

**informal study report.** Provides information that is gathered by the writer through methods other than formal research, such as reading related documents, conducting informal interviews, reviewing competitive products, or making observations after visiting a site or attending a meeting.

**periodic report.** Generally provides the status of a project, reports facts and figures over a specified period, or summarizes an ongoing activity.

**plagiarism.** The illegal and unethical act of claiming somebody else’s material as your own.

**primary research.** Conducted by the writer in preparation for writing a report.

**progress report.** Reports written in a specified format and periodically submitted (monthly, quarterly, annually) to track the status of a project.

**public domain.** Material that is not owned by anybody and can be used without permission.

**qualitative data.** Information that provides insight into how people think about a particular topic.

**quantitative data.** Facts and figures from which conclusions can be drawn.

**recommendations.** Actions the writer believes the reader should take.

**report.** Documents used to present information in a structured format.

**representative sampling.** A group that includes a cross section of the entire population you are targeting.

**secondary research.** Data and information already assembled and recorded by someone else.

**table of contents.** Lists the major sections and subsections within a report or publication with page numbers.