

Topic	Purpose of Analysis	Universe	Sample	Unit of Analysis
1. Reinstating the Death Penalty.	Your text here	Your text here	Your text here	Your text here
2. People who have been killed by reoffenders.				
3. The Death Penalty as a deterrent.				
4. Cost of reinstating the Death Penalty.				

For your table, please use the format above from Sherry Ferguson’s book, *Researching the Public Opinion Environment* (page 97, Table 4.1). Each row is worth one point (for a total of four points).

i) **Start with “Reinstating the Death Penalty” as the first row of your table** and fill in the remaining four columns going across the table (purpose of analysis, universe, sample and unit of analysis) as you see fit. For the other table start with: **“Never Reinstating the Death Penalty.”**

ii) YOU DECIDE how you would like to drill down into your topic. I have simply given examples here. You fill in the remaining columns (do NOT use the same text for each).

iii) Be sure to create a table for each Communication Plan (one for the first and one for the second).