Internship Guide

Bachelor’s Programme in Communication Science

Date

September 2019
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INTRODUCTION: WHY AN INTERNSHIP?

All students of Communication Science do an internship in the final year of their Bachelor’s programme. The objective of the internship is for students to obtain insight into and experience with practical, academic-level activities that are closely related to the Communication Science programme. Specifically, internships offer students the opportunity to apply in practice the knowledge, skills and insights they have acquired during their studies, often in a context outside the university. In this way, internships allow students to discover the merits and uses of the knowledge they have obtained during their studies, and fortunately, many students find that they are far more capable than they assumed. In practice, we find that students acquire knowledge and skills during their studies that many of their peers lack. Students’ insights into theories of communication science can lead them to make helpful and novel suggestions that may not occur to their colleagues.

An internship will also help students to identify any areas where their knowledge or skills fall short. Such shortcomings can be remedied during the internship, as internships offer an outstanding opportunity for students to develop and expand their knowledge and skill sets, ranging from learning how to write effective press statements to setting up an information campaign or conducting an interview. Furthermore, students may find internships valuable as a way of learning how to cope with a stressful and/or demanding working environment, or how to best succeed within a bureaucratic or hierarchical organisation. Lastly, internships are a means for students to develop on a personal level when dealing with issues. How can you best handle an annoying coworker, work pressure or criticism?

These are all essential skills that students will need when pursuing a successful career after their studies; skills that can only be acquired in practice. Moreover, engaging with practical issues may encourage students to reflect on the direction they wish to take once they have finished their studies.

During the internship, students will also have the opportunity to apply the research knowledge and skills they have acquired.

Finally, doing an internship allows students to orient themselves more effectively in the job market and establish relevant contacts. Students are often offered a job following an internship.

In general, the internship is one of the best ways, aside from the Bachelor’s thesis, for students to shape their professional profile and increase their chances of a successful career after their studies. As such, it is extremely important that students find a satisfactory internship position and ensure that their internship connects well with their programme, in order to meet all of the learning objectives outlined above.
This internship guide will describe the various aspects of finding and successfully undertaking an internship:

- What requirements should an internship meet?
- How do I find an internship position?
- When may I begin my internship?
- How do I get approval for an internship?
- What documents are needed during an internship, and where can I obtain these?
- What role will my supervisors play during the internship?
- What legal provisions and rules apply to international students doing an internship?
- Is it possible to do an internship abroad?
- Where can I find additional information?

Should you still have unanswered questions after reading this internship guide, please contact your internship coordinator: Dr. Jelle Boumans.

➢ Consultation- walk-in hours: Thursdays 15:00 – 16:00; REC C7.14M

➢ Email: internship-cs@uva.nl (for brief questions only)

➢ Internship administration: tel. (020) 525 3003
PART I - THE INTERNSHIP: SUBSTANTIVE ISSUES
1. A VALUABLE INTERNSHIP

What makes for a good internship is largely determined by the student’s personal ambitions. Nevertheless, there are a number of general characteristics that make an internship valuable.

1.1 Seven characteristics of a valuable internship

1) Relevance

The goal of an internship is for the student to engage with professional activities that are relevant to the study of communication science, and to enable the student to acquire new insights and experiences at an academic level whilst working in a practical environment. A whole range of activities in different types of organisations will meet these criteria.

One activity that all students perform during their internship is conducting research. Although the scope of these research projects may vary, the project will occupy at least one third of the student’s working hours. Students may choose to conduct research that has been commissioned by their internship host, but they can also conduct their own research, which should focus on their host organisation. In the latter case, the organisation that is hosting the student or, for instance, the communication process within that organisation, will become the subject of the student’s research.

The relevance of all further activities will depend on the student’s individual path through their studies, such as their choice of electives, areas of interest and personal affinity with certain subjects or methodologies. If a student is able to put forward convincing arguments in their internship proposal with regard to how they intend to put the knowledge and skills they have acquired during their studies into practice, their internship will be deemed to be relevant.

A similar approach is taken to the academic relevance of the internship: if a student can convincingly explain which theories of communication science they intend to apply during their internship, their chosen internship will be deemed to be of a sufficient academic level. A limited number of internships are always considered to be academically relevant, as they cover a range of activities that require students to apply specific knowledge of communication science in practice. For example, internships where students conduct research in the field of communication science, either alone or in a team, as part of their duties.

N.B. In general, internships at a one-man business do not meet the standards of a good internship.

2) Independence and responsibility

During the internship, the student should be able to work independently (some of the time) and take responsibility for certain tasks. The student should remember that his/her employer will set tasks that differ from those set by lecturers when it comes to quantity and content. To a greater degree than most students during their studies, interns will be expected to solve most problems they encounter on their own. Although students may initially feel anxious about this, after a few weeks, most students find that they are able to deal with the responsibility and workload of their
internship. As such, internships can be highly educational experiences that boost students’ confidence, when they discover how well they can cope in a professional environment.

3) Practical skills

The internship should offer students the chance to acquire or develop practical skills – a developmental aspect that may not feature prominently in their academic studies, if at all. An internship offers first-hand experience with practical issues; for example, a student doing an internship for a television network may get a close-up look at recording and montage processes. Once again, students’ personal interests and affinities will largely determine what sort of internship positions suit them best.

4) Reflection

An internship should offer students an opportunity to reflect critically on their functioning within an organisation or company. ‘Personal’ skills (knowing your strengths and weaknesses, adaptability, mediation skills, etc.) are becoming more important, alongside more ‘traditional’ verbal and writing skills. For instance, when do you (or should you) react assertively, and when are you more inclined to withdraw from a discussion?

Doing an internship will also prompt students to re-evaluate their own norms and values, as well as their responsibilities as scientists. How should you react when scientific norms are being disregarded by colleagues in the workplace? How should you respond when a company is undermining its employees’ privacy or the sharing of information? Students may be confronted by such questions during their internships. It is important to reflect carefully on how you would respond in these situations, as it may help you to make decisions in the future.

5) Future prospects

The more closely an internship is connected to a student’s prospective career, the more beneficial it will be. Students may opt to do an internship for an organisation that they would like to work for in future (e.g., a publicity agency or government ministry), or they may choose an internship that offers other ways of obtaining experience that may help them to achieve their ambitions (e.g., doing an internship for a broadcasting studio as a stepping-stone to pursuing a career at the Department of Education, Culture and Science). Students may also choose to do internships that allow them to establish contacts within the sector in which they wish to work.

For Communication Science, the ties between a student’s chosen internship and their desired career are less important than for other degree programmes. Doing an internship in an area of communication science other than the one in which you want to work can be highly informative, even if it merely confirms that this is a direction in which you do not want to head.

It is often the case that students continue to work at their internship organisation after completing their initial internship. For many companies, offering internships is a useful way to ‘try out’ potential employees.
6) Practical requirements

The points above set out the substantive requirements and preferences that the degree programme has formulated with regard to internships. Besides these, all internships should meet some additional requirements that are of a more objective and practical nature. These are outlined below.

All internships must comprise a minimum of 12 full-time working weeks or 60 working days. At least one-third of these working hours should be used for conducting research (in consultation with the student’s supervisor and internship host). Students are not allowed to do internships that do not meet the minimum time period of 12 working weeks or 60 working days, nor may they combine a series of short internships into one long internship. Internships that exceed the time period of 12 working weeks are allowed, but do not yield any additional credits. Given that students obtain a limited number of credits during their Bachelor’s, this would undermine the other components of the programme.

7) Supervisor

In order for students to acquire work experience and achieve the learning objectives of the internship, it is imperative that a substantial part of the working hours is spent at the internship host’s location. The host should provide all of the facilities that are required for this. Furthermore, the host organisation or company should appoint a supervisor for the intern. It is important for the student to check whether their supervisor will be able to supervise their activities. Whether this is the case will partially depend on the student’s own capabilities and desires, but it will also depend on:

- whether the supervisor has personal experience with the activities that the student will be performing, especially new tasks;
- whether the supervisor is sufficiently familiar with the host organisation in order to guide the student;
- whether the student is able to get along with the supervisor; and
- whether the supervisor has sufficient time to accompany the student in their work.

Students will have to arrange several guidance talks with their supervisor (at least once every two weeks), as well as have their performance evaluated formally on three separate occasions: at the start of their internship, mid-way, and at the end of their internship. Furthermore, the supervisor is expected to fill in the internship closure form and write a reference for the intern.
2. LEARNING OBJECTIVES OF THE INTERNSHIP

The goals that the student aims to achieve during their internship are called learning objectives. These learning objectives reflect the relevance of the internship to the degree programme, as well as the significance of the internship for the student’s future career. On completing their internship, the student should have achieved the following five learning objectives:

1) Has successfully applied and assessed their knowledge of communication science in practice (either directly, by performing tasks at an academic level, and/or as an additional or subsequent process of reflecting academically on practical tasks).

2) Has expanded their knowledge of communication science and, in particular, has developed or acquired practical skills (e.g., verbal and written reporting, the ability to act strategically within an organisation).

3) Has successfully applied and improved their research skills by conducting communication science related research during the internship.

4) Has critically reflected on their own performance, the performance of their temporary colleagues and that of the internship host within a practical environment (e.g., by reflection based on scientific norms or the norm of freedom of speech; by identifying and evaluating the formal/informal policies or organisational features of the internship host; by observing others’ strategic acts inside and outside the host organisation; by evaluating the host organisation’s internal and external communication).

5) Has built up a professional network in the field of communication science (both inside and outside the host organisation, which may prove highly beneficial to students at the start of their careers).

2.1. The final proposal

Once the student has started their internship, they should write a final internship proposal (see also part II, section 2.4). In this proposal, the student should explain how they intend to achieve the learning objectives above. For the first learning objective, the student should indicate which knowledge and insights from their studies (e.g., seminar(s), author(s) and theory/theories) will be relevant for their internship activities, and what sort of knowledge they will be using at first. In terms of the fourth learning objective, it is important for students to consider not only the approaches and methods offered by their studies, but also which norms and values they personally consider to be important.

The second learning objective – developing a practical skill set – will be achieved automatically over the course of a good internship, through the student’s engagement with the day-to-day operations of the organisation or company. The same applies to the first learning objective (the application and assessment of academic knowledge in practice), insofar as the internship requires the student to perform tasks at an academic level. It is essential for the student to dedicate a certain amount of time to achieving the fourth and fifth learning objectives. After all, day-to-day
operations and tasks will take up a lot of time during an internship, bringing the risk that the student fails to spend enough (or any) time meeting these learning objectives. In such cases, the internship may be over before the student has had time to establish lasting contacts or friendships with new colleagues, or before they have been able to reflect on what they have accomplished in terms of applying their knowledge of communication science. Students are therefore encouraged to arrange meetings with their supervisors aimed at interim reflection and building a professional network.

3. THE INTERNSHIP RESEARCH PROJECT

One of the learning objectives requires students to obtain practical experience with conducting research. For this reason, students will spend one third of their working hours conducting research on a topic or problem that is related to communication science. There are two possible types of research:

- The student independently formulates a research question, with the host organisation and/or the students’ internship activities as the (main) subject.
- The student conducts research at the request of the host organisation, possibly as part of a team and/or part of the student’s formal duties within the host organisation.

When conducting research, the student will directly apply and assess the knowledge they have acquired in practice, alongside their day-to-day activities. If the student formulates their own research question, it is imperative that they involve the internship host and supervisor in the process of formulating the question, conducting the research and for general guidance.

Students will produce a written report on their research, which will be appended to the internship report (see also part I, chapter 4). The assessment form for the internship report, including the research project, can be found as an appendix to this guide. This form sets out the various components that students should include in their research report. Students are formally required to use this specific structure, which includes an introduction, theoretical framework, methodology section, results section and a conclusion/discussion. As part of the introduction and theoretical framework, students should cite a minimum of five recent scientific sources (i.e., sources published within the last six years).

**N.B.**

Students should devote one third of their internship period to the research project and should make the necessary arrangements with their internship host ahead of time.
4. THE INTERNSHIP REPORT AND THE INTERNSHIP BLOG

4.1 The internship report

At the end of their internship, the student will write an internship report. Like the final proposal, this report includes a detailed description of the student’s internship host and their role within this host organisation. Furthermore, the student should give a precise account of the activities they performed during their internship, as well as describe the relationship between these activities, their host organisation and the Communication Science programme. Students should also include a separate report on their research project as an appendix. The assessment form (see appendix II of this guide) lists all the assessment criteria for the research project, as well as guidelines for the length of the report. The documents that students produce as part of their internship activities (e.g., presentations or press statements) should be appended to the internship report. If students have produced a large number of documents of a similar type, they should select those that best represent their activities during the internship.

The evaluation of the learning objectives (see part I, chapter 2) is a crucial part of the internship report. The student should provide a clear overview of the extent to which they have achieved the five learning objectives. This evaluation should clearly indicate how far the student has succeeded in applying their academic knowledge in practice and, on the basis of this, their impression of the internship and the degree programme or university. Moreover, the student should clearly state which new knowledge or skills they have acquired during the internship. Finally, the student should use this evaluation to reflect on their personal performance and the performance of their host organisation. This includes answering questions such as: What have you learned about yourself and the host organisation? How do you judge this organisation on the basis of norms, values and characteristics that you consider important? What suggestions do you have for fellow students who are considering similar internships?

The internship report, including the appended research report, should be 10-15 pages long. It must be submitted within six weeks of finishing the internship. Note that if the internship is the final course of your Bachelor, you must submit the report ultimately on the final day of the semester. Students should submit a digital version to Canvas and a printed copy to the Education Desk (REC C7), along with the internship closure form that contains the supervisor’s evaluation (see section 4.4). Once the internship report has been approved, it will be added to the university’s internship report archive, including all appendices (unless the host organisation objects to the disclosure of information in these). Internship reports are openly available documents. Any confidential documents may be stored privately by the lecturer at the request of the host organisation (students are still required to submit these documents).

4.2 Internship report checklist

In short, the internship report should comprise the following:

- A description of the internship host and its role within the communication and information...
- A description of the student’s internship position and function within the host organisation, as well as activities carried out (tasks, meetings attended, etc.);

- A report on the research that has been conducted (part B of the overall report);

- An evaluation of the learning objectives (to what extent have they been achieved and which activities contributed most to these results?);

- Conclusions and recommendations/suggestions with regard to the internship for future interns;

- The internship closure form (appended to the overall report);

- Any additional documents that the student produced during their internship, or a relevant selection of these (also appended to the overall report).

### 4.2 Internship journal

It is recommended that students keep an internship journal from the start of their internship. They can use this to record their day-to-day activities, but also to jot down any ideas or ‘brainwaves’ they might have. Students are encouraged to keep a note of what strikes them about the host organisation, e.g., in terms of conduct and corporate culture. Which aspects are particularly surprising or irritating? To what extent has the student succeeded in carrying out their tasks? What knowledge has the student acquired/do they wish to acquire? This is an efficient way to collect one’s impressions, and this information will provide useful input for the internship report and highlight how far the student has achieved the original learning objectives. Students are strongly advised to update this journal on a daily basis, as it will be helpful when writing the internship report and will undoubtedly help them to remember things they might otherwise forget.

### 4.3 The internship blog

In order to stay connected with the programme over the course of their internship, the student writes a blog about their internship experiences for their fellow students and lecturers. Space has been reserved on the internship website (see [http://stagecw.socsci.uva.nl/](http://stagecw.socsci.uva.nl/)) for each student to contribute at least one blog: about their experiences at the start of the internship, an update midway, and/or their experiences at the end of their internship. These blogs allow students to inform their peers about their progress and can inspire other students when choosing an internship. Students will find more instructions and information about the substantive requirements on Canvas. A copy of the final version of the blog should be appended to the internship report.
4.4 Internship assessment

Assessment by the internship host

As much of the internship will take place in the absence of university lecturers, the supervisor at the host organisation should complete the internship closure form in order to give the university some insight into the role the internship has played in the degree programme. This form can be downloaded from the internship website. The supervisor should indicate the length of the internship period, the tasks that have been performed by the intern and how this internship has benefited the host organisation. Lastly, the supervisor should evaluate the intern’s performance.

Students should submit the completed form to the Education Desk, along with their internship report. Students are also advised to ask for a reference from their supervisor.

Assessment by the degree programme

Based on the final proposal, the guidance talks and the internship report (including the research report and additional documents), supervisors from the degree programme will determine whether the internship has sufficiently met the learning objectives. Internships will not be given a numerical grade. The assessment form for the internship report can be found in appendix II of this guide. Based on the evidence, the evaluation of the degree programme supervisor may be different from that of the host organisation’s supervisor. Even if the host organisation is satisfied with the student’s performance, the university lecturers might be critical of a lack of relevance to the Communication Science programme. Conversely, a student whose performance is judged insufficient by the host organisation may still have met the proposed learning objectives and thus have their internship report approved by the internship supervisor.

After the internship and the internship report have been approved by the internship supervisor, they will be passed on to the coordinators, who will re-assess them based on the formal guidelines (including, but not limited to, the required length of the internship and the relevance of the performed activities).

N.B.

=> Should a conflict arise between the intern and the internship host, or if the intern is in any way unable to complete their internship for reasons beyond their control, the student, the internship supervisor and the coordinator can decide in consultation to discontinue the internship. In such cases, the student will consult with the internship coordinator to find a solution whereby the student can still meet the internship requirements.
Key points from Part I – The internship: substantive issues

❑ Seven features of a good internship:
  1) During the internship, the student engages with academic-level tasks and activities that are relevant to their degree programme. The student spends one third of their time on conducting research.
  2) The student works independently (some of the time) and is responsible for certain tasks.
  3) The student has the opportunity to develop or acquire practical skills.
  4) The student has the opportunity to reflect on their personal performance as well as that of their host organisation.
  5) These new experiences are relevant to the student’s future career.
  6) The internship lasts for at least 12 full-time weeks or 60 working days, with one third of this time being devoted to the research project.
  7) The student is assigned an expert supervisor by their internship host.

❑ The five learning objectives for the Communication Science internship:
  1) The student has successfully applied and assessed their knowledge of communication science in practice.
  2) The student has expanded their knowledge of communication science and, in particular, developed practical skills.
  3) The student has successfully applied and improved their research skills by conducting research during the internship.
  4) The student has critically reflected on their personal performance, the performance of temporary colleagues and that of the internship host within a practical environment.
  5) The student has built a professional network within the field of communication science.

❑ The internship report (10-15 pages, including the research report and excluding all other appendices) comprises the following:
  - A description of the internship host and the position of the host organisation within the communication and information sectors/communication science;
  - A description of the student’s internship position and function within the host organisation, as well as their activities (tasks, meetings attended, etc.);
  - A report on the research that has been conducted (part B of the overall report);
  - An evaluation of the proposed learning objectives (to what extent have they been achieved and which activities contributed most to this?);
  - The internship closure form (appended to the overall report);
- Any additional documents that the student has produced during their internship, or a relevant selection of these (also appended to the overall report).

- In addition to the internship report and the research report, the student writes an internship blog. A copy of this blog should be submitted along with the internship report.

- The internship will not be given a numerical grade, but is assessed as either “pass” (AVV) or “fail” (NAV).
PART II - THE INTERNSHIP: PRACTICAL ISSUES
1. INTERNSHIP PLANNING AND REQUIREMENTS

<table>
<thead>
<tr>
<th>Time Period</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>3-6 months before the internship</td>
<td>Begin looking for an internship position</td>
</tr>
<tr>
<td>June / December</td>
<td>Apply for an internship supervisor in SIS during the application period (note the entry requirements)</td>
</tr>
<tr>
<td>3 weeks before the internship</td>
<td>Submit a provisional internship proposal</td>
</tr>
<tr>
<td>$T = 0$: Internship commences</td>
<td>The commencement of the internship</td>
</tr>
<tr>
<td>3 weeks after starting the internship</td>
<td>Submit a final internship proposal</td>
</tr>
<tr>
<td>12 weeks after starting the internship</td>
<td>End of the internship</td>
</tr>
<tr>
<td>1-6 weeks after concluding the internship</td>
<td>Submit the internship report</td>
</tr>
<tr>
<td>Afterwards</td>
<td>Fill in the online internship evaluation form</td>
</tr>
</tbody>
</table>

To meet the entry requirements for doing an internship, students should have completed at least 72 ECTS worth of obligatory courses (excluding mandatory elective components), including:

- **Introduction to Communication Science** or Inleiding Communicatiewetenschap (Dutch equivalent course);
- **Methods of Communication Research and Statistics** or Methoden van Communicatieonderzoek en Beschrijvende Statistiek (Dutch equivalent course).

### 1.1 The timing and duration of the internship

Students begin their internships in their third academic year, either in the first semester (starting in September) or the second semester (starting in February). **Given that the internship should last at least 12 full-time working weeks, a student must begin their internship within the first two months of a semester in order to finish it within this period; it is mandatory to begin and end an internship in the same semester.** In addition to the internship, students take the Communication Consultancy (CC) and Communication Ethics (CE) courses. Students who wish to do an internship abroad have the option of following these courses online, in consultation with the lecturer. Any student who wishes to combine an internship abroad with CC and/or CE should first contact the Communication Science study advisers for advice.
2. FINDING AN INTERNSHIP POSITION

Students are encouraged to start searching for a suitable internship position in the latter half of their second academic year. All students should ensure that they have met the entry requirements at the time when they want to formally start their internship. Be aware that it can take a long time to find an internship position. It is advisable to start searching beforehand, in order to avoid study delay. Students should expect their search to last at least three to six months, especially when making open applications.

Students are personally responsible for finding an internship position. They may find it helpful to check the internship ads posted on the internship website by the coordinator. Students can also consult UvA Career Services online. UvA Career Services offers application skills training, among other things, that students may find useful as preparation for job interviews.

Students are also personally responsible for initially monitoring the quality of their internship and judging whether a potential internship host meets the formal criteria (see also part I, chapter I of this guide) and whether the internship will provide an opportunity to achieve the learning objectives (see part I, chapter 2 of this guide). Furthermore, the student is responsible for making agreements with their internship host regarding their formal activities and other aspects of their internship.

2.1 Tips for finding an internship position

When searching for an internship position, students are encouraged to reflect on what they have learned during their studies so far, which aspects they found particularly enjoyable or engaging, and their plans for the future. Students should also think about which skills they wish to acquire or develop during their internship as a means of preparing for a future career. On the basis of these considerations, students can make a first selection of possible internship positions. Students can then examine the internship reports of fellow students (available at the Education Desk, room C 7.02) and internship advertisements (including those on the website) and reflect on their chances of being accepted by certain organisations, in order to refine this preliminary list.

Use your network

Many students will have contacts within organisations that offer internships. Using one’s personal network is often an effective way to find an internship. It is a good idea to bring up the topic of internships with the right person at the right time, in the knowledge that the internship is coming up in a few months’ time. Even when making an ‘indirect’ approach like this, it is essential that students make their desires and qualities known in order to increase the likelihood of being offered a suitable internship position.

One possible disadvantage of finding an internship through one’s own social network is that it may direct students to familiar territory. If this is where you see your future career, this will not be an issue. In other cases, students are advised to use the internship as a means of exploring
different sectors and/or expanding their network into different areas. As a rule of thumb, internships in ‘unfamiliar territory’ will present additional challenges, but they will also offer a far more educational experience than internships found through family or social networks.

**See the Communication Science internship site**

Many organisations have come to value the knowledge and insights provided by students of communication science. As a result, the faculty is frequently contacted by organisations looking for interns. This ranges from hiring someone with specific expertise for a one-off job to offering internships as a means of scouting for potential employees. Internship requests made by organisations will be posted on the internship website.

A few organisations offer internship positions that can be occupied by a series of students of communication science in turn. The advantage of such positions is that both the host organisation and the students have a clear idea of what to expect. These internships are tailored to suit the knowledge and skills of communication science students. However, whether such internships prove a good match will ultimately depend on the student’s personal ambitions and desires for the future.

**Try open applications**

A third way of finding an internship position is by making open applications. While this is generally the most difficult (i.e., time-consuming and competitive) way to secure a position, it is sometimes the only way into certain organisations. Depending on the organisation at hand, there are roughly two ways to tackle an open application.

First, some organisations and companies will have their own procedures and departments for hiring interns. For example, students wishing to do an internship in public broadcasting will generally have to apply online (e.g., on the BBC traineeships and apprenticeships web page). Government departments or telecommunications companies will usually have their own procedures for hiring interns as well. Students should be aware that when making an open application online, it will usually take longer to find an internship than through alternative methods.

A second way to find a position via an open application is based on traditional written applications. In order to target the application effectively, students should first identify the type of host organisation they are aiming for and the type of activities they are interested in. By consulting annual reports or information departments, students can find out which department within an organisation offers the best prospects, as well as who they should contact.
2.2 The job interview

Once the student has arranged at meeting at the potential host organisation, it is crucial to come well-prepared. After all, an interview for an internship position is still a job interview. It is always helpful to have some knowledge of the organisation itself. One way to find this is to request the annual report from the Information Department, which can offer some insight into the company’s mission and aims and the markets or areas in which it is active. Nowadays, most organisations also provide detailed information on their websites.

Students should be assertive when expressing their wishes and should make the case for what they can bring to the company. At the same time, one should always remain open to new ideas. Students should make a point of discussing their research project during the job interview and should remind their prospective employer that they are required to spend at least one third of their working hours on research. They should also explain that this research can be done independently, taking the internship host and/or the student’s activities as its topic, or at the request of the organisation.

During the interview, students should try to obtain a clear picture of their prospective activities as an intern. They should think about whether these activities connect with their personal ambitions and whether they offer a sufficient opportunity to apply their knowledge of communication science in practice. If this is the case, then this is a good internship. If not, the student is advised to keep searching.

N.B.

=> In order to prepare for a job interview or the search for an internship in general, students can use UvA Career Services, which provides workshops and targeted training on career orientation and job applications.
3. CRITERIA FOR THE INTERNSHIP

When discussing a potential internship position, students should remember that all internships must meet the following internship conditions for formal approval:

(a) the internship lasts for a minimum of 12 full-time working weeks or 60 working days;
(b) the internship host will pair the intern with an expert supervisor;
(c) the student should be able to set up and independently conduct research that is related to communication science, or take part in a research project as part of their formal activities; and
(d) students independently carry out tasks that
(e) are relevant to the Communication Science programme and offer students a chance to
(f) acquire new skills or develop existing practical skills,
(g) obtain insights and experience at an academic level, and
(h) allow for students to reflect on their personal performance and the performance of the host organisation in practice.

4. INTERNSHIP SUPERVISION

Internships are primarily intended as an opportunity for students to acquire practical experience by independently performing professional activities after a short orientation period. As explained above, the research project will form part of these activities. Interns are personally responsible for the content of their internship. They should make independent agreements with the internship host on the nature and scope of their activities, and must be able to carry these out on their own. Although this does not mean that interns are simply thrown in at the deep end, when doing internships, students do have to take personal responsibility for notifying their employer (through the appointed supervisor), the CS supervisor, or the internship coordinator in the case of issues.

4.1 The supervisor (appointed by the internship host)

Like other new employees, interns will complete an orientation period. Depending on the nature of their activities and their personal experience, this can last from a few days up to a few weeks. The supervisor, appointed by the host organisation as the intern’s main guide, will have to support students during this period (see also: part I, chapter I). He or she should answer the student’s substantive and practical questions, offer useful suggestions, and provide ample guidance on the host organisation and the respective market sector or area. Before formally starting their internships, it is therefore essential for students to gauge their supervisor’s expertise in the
various areas in which they will be working, as well as whether the supervisor will enough time to offer proper guidance. The student is expected to have regular guidance talks with their supervisor (at least once every two weeks) and three formal performance evaluation interviews: one at the start of the internship, one mid-way and one at the end of the internship.

4.2 The CS internship supervisor

Prior to the start of the internship, students will be assigned a lecturer as their internship supervisor. The CS internship supervisor will not support the student in their day-to-day activities; this is the responsibility of the host organisation’s supervisor. The university supervisor’s role is to guide the internship process, safeguard the quality of the conducted research and help the student in case issues arise. However, the student is first and foremost personally responsible for the progress of the internship, and the internship supervisor relies on the student to contact their them when any issues arise within the host organisation that interfere with their ability to meet the learning objectives.

Apart from overseeing the process, the CS internship supervisor is also responsible for evaluating the student’s internship report.

Structure of supervision

To facilitate the supervision process, there will be two individual meetings between the student and their CS internship supervisor: one at the start of the internship (during the first week), to discuss the learning objectives and the contents of the internship and one at the end of the internship, by means of a verbal conclusion to the internship period. In addition, there will be three compulsory meetings in small groups with 4 fellow students, chaired by the supervisor. The most important aspects of the internship will be discussed in these meetings: meeting the learning objectives, designing and executing the research, and issues you come across in an organizational setting. The supervisor will email you about the required preparations for these meetings.

At the start of the internship, the student should discuss their prospective internship (whether it suits their needs and ambitions, as well as whether it meets the formal criteria) with the internship supervisor. This discussion is based on the student’s preliminary proposal, their first impressions, and any relevant experiences from other interns. Students should be sure to discuss the expertise of their appointed supervisor at the host organisation, the feasibility of the internship activities and the formulation of their learning objectives.
4.3 The CS internship coordinator

The internship coordinator is responsible for the internships as a component of the degree programme. This means that the coordinator is tasked with monitoring the quality of the internships, the final proposals and the internship reports submitted by students. Furthermore, students can contact the coordinator to ask general questions about the internships that cannot be answered satisfactorily by studying the internship guide or consulting the supervisor.

Students should also contact the internship coordinator in the case of conflict between a student and their respective internship supervisor, or if a student is dissatisfied with the supervision and guidance offered. The internship coordinator will try to mediate and will ensure that formal rules and regulations, as well as any agreements recorded in the internship proposal, are respected by all parties. If necessary, the coordinator will assign a new internship supervisor to the student. Should the student or supervisor be left dissatisfied after mediation by the internship coordinator, the student has the option of submitting a formal complaint or request to the CS Examinations Board. In response to such complaints, the Examinations Board can make a decision that is binding for all parties.

Should a student experience problems with their internship host that are not solved after interference by their supervisor, they must inform the coordinator. The coordinator can use this information to prevent similar incidents from affecting subsequent interns at the organisation in question. Serious or repeated problems may lead to the host organisation being blacklisted.

Students who have questions or concerns about their studies with regard to content or planning, based on their internship experiences, should contact the Communication Science study adviser (see part II, chapter 6 of this guide).

5. APPROVAL OF THE INTERNSHIP

5.1 Step 1: preliminary proposal

Once students have found an internship position, three weeks before starting the internship, they should submit a preliminary internship proposal by completing the online form on the internship website. This form includes a short description of the host organisation and a broad outline of the intern’s duties, as well as an initial idea for the research project.

On the basis of this preliminary proposal, the university will determine whether the proposed internship is suitable; that is, whether it will make a meaningful contribution to the student’s academic career. Should an internship be deemed unsuitable, the student will be informed of this as soon as possible.
5.2 Step 2: final proposal

The final internship proposal should be submitted to the internship supervisor within three weeks of the commencement of the internship. This final proposal, which comprises 4-6 pages, should be written on the basis of the first meeting with their internship supervisor, as well as in consultation with the supervisor assigned to them by the internship host. The contents of the final proposal will also be the focus of the first group meeting. After approving the final proposal, the internship supervisor will submit it to the internship coordinator for a second reading.

In the final proposal, students should: (1) describe the organisation for which they will do an internship; (2) give a clear overview of the activities they will be performing during their internship; (3) specify their research question and research design, including a short description of the methodology; (4) give a detailed account of what their activities will entail, as well as the amount of time they expect each activity to take; and (5) explain the relationship between their internship and their studies by describing how they aim to achieve the learning objectives during their internship (see part I, chapter 2 of this guide). Finally, (7) students should complete and append a form covering practical information and arrangements. This form can be downloaded from the internship website: http://student.uva.nl/cs/content/az/internship---cs/internship.html. See appendix I of this guide for more information on the criteria for the final proposal.

The student should ensure that both their internship supervisor and the host supervisor sign this form for approval. Only after the form has been signed by both parties will the final proposal be processed by the university. Any other agreements made between a student and their internship host (e.g., on remuneration, travel expenses, insurance, etc.) are beyond the university’s control. The student is advised to have such agreements with their internship host recorded in writing.

N.B.

=> Students are advised to submit their preliminary internship proposal as soon as possible, to avoid setbacks and so as to make the most out of their internship.

=> An internship will receive definite approval only after the final proposal has been approved.

=> If a student fails to submit their final proposal in time without having a sound reason for this (e.g., illness), of all the activities performed before the internship has received final approval, only a total of two weeks’ worth will count when determining the length of the internship. The internship supervisor will evaluate whether there are legitimate reasons for the delay.

6. INTERNSHIPS ABROAD

Students are encouraged to do an internship abroad. In this case, the lecturer will supervise students by email or video conferencing. The group meetings will also take place via a video conference.
6.1 Finding an internship abroad

More so than with internships in the Netherlands, it is imperative to start searching for an internship abroad in good time. Personal contacts can be extremely helpful, but students have also succeeded obtaining an internship position abroad by making open applications. Here are some tips:

Start searching in good time (at least six months before the planned internship period)

It takes lots of time and effort to find an internship position abroad. Besides all of the practical matters, students will also need to invest time in networking. Be sure to dedicate enough time to this. Matters such as obtaining a visa or scholarship can be time-consuming, so students should find out in good time which documents are required and when deadlines have been set.

Make a top-ten

Students should think about which kind of organisation they would like to spend their internship at: a non-profit organisation, a commercial business, a government agency, etc. Make a top-ten of businesses or organisations that look interesting, and then research the opportunities these organisations offer. Does a particular organisation have offices abroad? What specific opportunities are available in the countries where the student wants to work?

Use your personal network

Students are advised to let their personal network know that they are searching for an internship abroad. Indirect searches often have a chance of success and allow students to make their wishes clear. Family, friends, fellow students, current employer(s), lecturers and others can put students in contact with organisations that offer engaging internship positions abroad.

Read internship reports

Students can ask the internship administration to provide them with internship reports written by fellow students who have done an internship abroad. These reports often offer extra insights into opportunities for doing internships abroad.

Consult the websites of Dutch embassies/consulates

Dutch embassies or consulate generals abroad sometimes offer internships for Dutch students. They will also be able to inform students about the Dutch businesses and organisations that operate within the country in question.

Check the Uva ‘Study Abroad’ web page

See http://studyabroad.uva.nl/internships–research/internships.html
Consider relying on an internship agency

It is possible to find an internship abroad by using an internship agency. Students are advised to consider carefully the services offered by the agency: what exactly the agency offers for the given fee, the scope of the internships, the period in which internships are offered, whether there are sufficient internships on offer related to communication science, whether these internships meet the requirements of the programme, the odds of finding a suitable internship on time, etc. Students are advised to inform themselves properly before registering with an internship agency. Furthermore, students should consider whether the services provided by the agency can only be accomplished with its assistance, or whether this can be done by the student themselves.

6.2 Practical matters

Students are advised to gather information in advance on the legal and social regulations that apply to studying and/or working abroad for longer periods. At the very least, students should ensure that they possess health insurance, liability insurance, casualty insurance and a valid visa. See the UvA Study Abroad page for further information on practical matters relating to studying abroad:


For funding internships within Europe that form part of their study programme, students have the option of applying for an Erasmus fellowship. For more information on this, contact the study advisers via studyadviser-cs@uva.nl or in person during the study advisers’ walk-in hours. For additional funding opportunities, see:

www.beursopener.nl (both Dutch and English versions available) or

N.B.

⇒ Students who choose to do an internship abroad are personally responsible for ensuring that they have proper insurance and a valid visa. Be sure to inform yourself about all requirements, rules and regulations!

☞ For archival purposes, the final proposal and internship report needs to be handed in on paper. When unable to do so yourself, you can ask a fellow-student or your supervisor to print and submit the documents for you.
7. FURTHER INFORMATION FOR INTERNATIONAL STUDENTS

7.1 Dutch basic health insurance

During your internship (paid or unpaid) you might need to take out a Dutch basic health insurance. It is essential that you check if this rule applies to your situation, well in advance of starting your internship. If you refrain from taking out this insurance whereas you are legally required to, you will receive a fine from the Dutch government. More information about this topic is available on

- www.career.uva.nl (see ‘Internships & Jobs > ‘Doing an internship’)
- www.studyinholland.nl (see ‘Practical matters’)
- www.zorgverzekeringssljn.nl (see ‘coming from abroad’)

Note that Dutch basic health insurance is not the same as international student health insurance (such as EU health insurance card (EHIC) or private health insurance from e.g. AON).

Note that Dutch basic health insurance is not the same as international student health insurance (such as EU health insurance card (EHIC) or private health insurance from e.g. AON).

7.2 Further information for EU/EEA students

Students who do not possess the Dutch nationality but who are from the EU/EEA (European Economic Area) are generally permitted to do an internship in the Netherlands without having to meet additional criteria. However, Dutch Basic Health insurance is required during the length of your internship in case you receive a financial compensation of more than €150 a month.

**N.B.**

=> When receiving their salary, students should allow for any consequences this may have for tax, student finance and/or any child benefits.

=> Students are personally responsible for checking the current rules and procedures that apply to them in good time. Be sure to inform yourself properly!

**N.B.**

=> When receiving their salary, students should allow for any consequences this may have for tax, student finance and/or any child benefits.

=> Students are personally responsible for checking the current rules and procedures that apply to them. Be sure to inform yourself properly!
7.3 Further information for non-EU/EEA and Croatian students

Students with a non-EU/EEA or Croatian nationality who do an internship as part of their study programme will have to sign a trainee agreement, officially known as a COSPA agreement

(Coordinating Office for Student Placement Abroad). Also known as the ‘Nuffic Internship Agreement’, this agreement has to be completed by the student and signed by (1) the internship host, (2) the student themselves and (3) the internship coordinator. Students can download the COSPA agreement from the following web page:


Please provide the internship coordinator with two copies of this form, signed by yourself and the internship employer, before the start of the internship. A copy of this agreement (signed by all parties) must be archived by both the internship coordinator and the internship employer. The coordinator can only sign the internship agreement for the period for which the internship has been approved.

More information about the specific rules that apply to non-EU/EEA students can be found at www.career.uva.nl (see ‘Internships & Jobs > ‘Doing an internship’).  

N.B.

=> International students wishing to do additional internships on their own initiative are required to have a work permit.

=> Students are personally responsible for checking the current rules and procedures that apply to them. Be sure to inform yourself properly!
8. FURTHER INFORMATION AND CONTACT DETAILS

All information about the internship component of the Communication Science programme can be found on the CS internship website. This gives an overview of internship positions that have been offered recently and in the past, and provides a helpful outline of the internship opportunities that are available for Communication Science students.

For more information, students can consult the internship coordinator during telephone and walk-in hours. Brief questions can be asked via email. Students can ask to consult internship reports written by ex-students at the CS Education Desk.

**CS Internship website:**

http://student.uva.nl/cs/content/az/internship--cs/internship.html

**Email addresses of Communication Science internship coordinators (for brief questions about the internship):**

internship-cs@uva.nl

**Walk-in hours of internship coordinator Dr Jelle Boumans (English track) (for general questions concerning internship):**

Thursdays, 15:00 to 16:00 in room REC C7.14M

**CS study advisers (for questions regarding study planning and progress):**

studyadviser-cs@uva.nl or during walk-in hours, on working days from 10:00 to 12:00, in room REC C6.01 (please take your place in the waiting room).

**Communication Science Education Desk (for access to internship reports):**

Nieuwe Achtergracht 166, C7.02, Tel.: (020) 525 3003

**Information on internships abroad:**

http://studyabroad.uva.nl/internships--research/internships.html and from study adviser Sarah de Jong (studyadviser-cs@uva.nl)

**Information on scholarships and funding for internships abroad:**

www.beursopener.nl (both Dutch and English versions available) and http://studyabroad.uva.nl/practical-matters/financial-matters/funds--scholarships.html
Key points from Part I – The internship: practical issues

- The student is personally responsible for finding an internship position and ensuring this internship meets the requirements.

- The student has to apply for an internship supervisor in SIS during the course registration period.

- The student must have completed a minimum of 72 ECTS of obligatory courses (excluding mandatory elective components) of their degree programme to be eligible for doing an internship.

- The student should submit their preliminary proposal the moment they have found an internship position and have a rough idea of the activities they will be performing (this has to be done at least three weeks prior to the start of the internship). The preliminary proposal should include:

  1) Relevant information about the student and the internship position;
  2) A brief description of the internship position;
  3) A general description of activities to be performed; and
  4) A clear indication of what knowledge and theories of communication science (in terms of the areas of communication science and practical research methods that most appeal to the student) will be applied in practice and how this will be done (i.e., related to day-to-day operations or as part of the critical reflection process).
  5) A general indication of the research that will be conducted.

  N.B. Only after the preliminary proposal has been approved will the student be given formal permission to begin their internship.

- The student should submit their internship report through Canvas as well as on print at the Education Desk within six weeks after the final day at the internship. If the internship is the final course of your Bachelor programme, the report must be submitted ultimately on the last day of the semester.
FINAL INTERNSHIP PROPOSAL

- Within three weeks of the start of their internship, the student should submit their final internship proposal (comprising 4-6 pages) in consultation with their internship supervisor and host organisation supervisor, who both have to approve the proposal. The final proposal should include the following, as a minimum:

  1) A brief description of the internship position;
  2) A detailed description of the activities the intern will be performing and an indicative schedule;
  3) The set-up of the research to be conducted;
  4) A summary of the learning objectives that will be achieved during the internship (see also part I, chapter 2 of this guide);
  5) A list of relevant literature studied in the context of communication science;
  6) Information about the student and the internship host (see the final internship proposal form on the internship website: http://student.uva.nl/cs/content/az/internship---cs/internship.html

- Until the final proposal has been approved, the internship can still be rejected, even if the student has been given permission to do the internship based on the preliminary proposal. The date of formal approval coincides with the submission date of the (approved) final proposal.
## APPENDIX I – EVALUATION FORM FINAL PROPOSAL

<table>
<thead>
<tr>
<th>DESCRIPTION OF ORGANISATION / ACTIVITIES</th>
<th>Criterion met?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Describes the company and the internship post within the company</td>
<td>yes / no</td>
</tr>
<tr>
<td>Explains duties and activities (more detailed than a mere summary)</td>
<td>yes / no</td>
</tr>
<tr>
<td>Clarifies the learning objectives</td>
<td>yes / no</td>
</tr>
<tr>
<td>Contains clear description of the learning process during their internship (as part on activities and duties and the learning objectives)</td>
<td>yes / no</td>
</tr>
<tr>
<td>Contains critical reflection on their functioning (as part of the learning objectives and the general conclusion)</td>
<td>yes / no</td>
</tr>
<tr>
<td>Contains critical reflection on student's future perspective based upon experiences (as part of the general conclusion)</td>
<td>yes / no</td>
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</tbody>
</table>

## RESEARCH REPORT

### Introduction

| Contains theoretical motivation                                                                      | yes / no       |
| Contains social motivation                                                                         | yes / no       |
| Contains motivation based on and relevance of the internship company                               | yes / no       |
| Contains the clear framing of an issue or a topic that is related to communication science          | yes / no       |
| Includes relevant and answerable research questions                                                  | yes / no       |

### Methodology

| Contains brief proposal for a research design (research objective, method, description of data)       | yes / no       |
| Provides a global timetable                                                                         |                |

### GENERAL CRITERIA

| Has a sufficient level of language control been displayed in the report? (E.g., proper spelling and grammar, use of interpunction, precise and comprehensible phrasing, etc.) | yes / no       |
| Has the report been submitted in a proper condition? (E.g., coherent layout, correct use of titles, etc.) | yes / no       |
| Report has page count between 4 and 6 pages                                                          | yes / no       |
**APPENDIX II – EVALUATION FORM INTERNSHIP REPORT**

<table>
<thead>
<tr>
<th>DESCRIPTION OF ORGANISATION / ACTIVITIES</th>
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<tr>
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**RESEARCH REPORT**

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<td>Contains the clear framing of an issue or a topic that is related to communication science</td>
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<tr>
<td>Includes relevant and answerable research questions</td>
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</table>

<table>
<thead>
<tr>
<th>Theoretical framework</th>
<th>Criterion met?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contains a coherent and critical theoretical discussion of the issue/topic making use of literature (minimally 5 academic references)</td>
<td>yes / no</td>
</tr>
<tr>
<td>Employs a conceptual model that describes dependent and independent variables</td>
<td>yes / no</td>
</tr>
<tr>
<td>Supports the presupposed relations between these variables (i.e., the hypotheses) with arguments drawn from literature</td>
<td>yes / no</td>
</tr>
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<table>
<thead>
<tr>
<th>Methodology</th>
<th>Criterion met?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operationalises concepts related to the issue/topic (i.e., how to measure these concepts) based on literature</td>
<td>yes / no</td>
</tr>
<tr>
<td>Offers a clear description of and motivation for the chosen research method</td>
<td>yes / no</td>
</tr>
<tr>
<td>Provides descriptions of the research units (e.g., respondents and materials); the way in which participants or research materials have been selected and employed, and lastly a description of the sample obtained this way</td>
<td>yes / no</td>
</tr>
<tr>
<td>Illustrates clearly the operationalising process, validity and reliability of the research method(s), and the research instruments used (e.g., interviewer guides, observation schemes, codebook or questionnaires)</td>
<td>yes / no</td>
</tr>
<tr>
<td>Clearly describes how acquired data will be analyses (this component may instead be incorporated into the results section of the report)</td>
<td>yes / no</td>
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</table>

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<thead>
<tr>
<th>Results</th>
<th>Criterion met?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provides a coherent description of the results and analyses based on hypotheses or partial questions (using APA style throughout; see the APA style guide for information)</td>
<td>yes / no</td>
</tr>
<tr>
<td>Uses tables and figures in accordance with the rules of APA style of referencing</td>
<td>yes / no</td>
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</table>

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<tr>
<th>Conclusion / Discussion</th>
<th>Criterion met?</th>
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</thead>
<tbody>
<tr>
<td>Criteria</td>
<td>Yes / No</td>
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<td>------------------------------------------------------------------------</td>
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<tr>
<td>Provides a clear answer to the research question</td>
<td></td>
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<tr>
<td>Discusses the results in a meaningful way, connecting them to the literature</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Illustrates an acute and critical reflection on the conducted research, offering suggestions for subsequent research based on the discussed results</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Offers logical advice that is of use to the company, based on research results and theory</td>
<td>Yes / No</td>
</tr>
<tr>
<td><strong>GENERAL CRITERIA</strong></td>
<td></td>
</tr>
<tr>
<td>Has a sufficient level of language control been displayed in the report? (E.g., proper spelling and grammar, use of interpunction, precise and comprehensible phrasing, etc.)</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Has the report been submitted in a proper condition? (E.g., coherent layout, correct use of titles, etc.)</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Does the report meet requirements set with regard to page count? (between 10 and 15 pages, excluding appendices)</td>
<td>Yes / No</td>
</tr>
<tr>
<td>Is the blog post included as appendix?</td>
<td>Yes / No</td>
</tr>
</tbody>
</table>