

College of Communication

Internship Guide

Bachelor's Programme in Communication Science

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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. 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. 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 social media posts 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 co-worker, work pressure or criticism? These are all essential skills to pursue a successful career after your study; 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 valuable professional contacts. Students are often offered a job following an internship.

This internship guide will describe the various aspects of finding and successfully undertaking an internship:

- What requirements should an internship meet?
- 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?

1. ENTRY REQUIREMENTS

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).

2. THE TIMING AND DURATION OF THE INTERNSHIP

Students begin their internships preferably 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.

3. INTERNSHIP PLANNING

3-6 months before the internship:	Start looking for an internship position
June (for S01) or December (for S02):	Register in SIS during the application period (note the entry requirements)
3 weeks before the internship:	Submit a provisional internship proposal
T = 0: Internship start	The first day of the internship
3 weeks after starting the internship:	Submit a final internship proposal
12 weeks after starting the internship:	End of the internship
1-6 weeks after concluding the internship:	Submit the internship report
Afterwards	Fill in the online internship evaluation form

4. CRITERIA FOR THE INTERNSHIP

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 with relevant professional experience;
- 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.

5. LEARNING OBJECTIVES OF THE INTERNSHIP

The goals that the student aims to achieve during the 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 practices and 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 identifying and evaluating the formal/informal policies or organizational 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, by considering the organization's CSR record).
5. **Has built up a professional network in the field of communication science** (both inside and outside the organisation, which may prove beneficial to students at the start of their careers).

6. THE 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:

1. The student independently formulates a research question, with the host organisation and/or the students' internship activities as the (main) subject.
2. 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. Since it is a standalone report, it should have a separate title page! 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). The research can be quantitative or qualitative (or a combination). Perhaps needless to say: the entire document must follow the APA guidelines.

7. DOCUMENTS AND OUTPUT

During the internship, the student will create and submit the following documents:

7.1 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.

7.2 Final proposal

Once the student has started their internship, they should write a final internship proposal.

The final internship proposal should be submitted to the internship supervisor within three weeks after the first day 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) explain the relationship between their internship and their studies by describing how they aim to achieve the learning objectives during their internship, and (4) specify their research question and research design, including a short description of the methodology. Finally, (5) students should complete and append a form covering practical information and arrangements. This form can be downloaded from Canvas. See appendix I of this guide for the criteria of the final proposal.

The student should ensure that both their internship supervisor and the host supervisor sign the form for approval (a signature of the internship supervisor is not required when corona restrictions apply). Any other agreements made between a student and their internship host (e.g., on remuneration, travel expenses, insurance, etc.) are beyond the university's responsibility. The student is advised to have such agreements with their internship host recorded in writing.

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 the 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.

7.3 The internship report

At the end of your internship, you will complete your 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 (including separate title page). 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 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 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 (in academic year 20/21, digital submission is sufficient – over mail to supervisor and uploaded on Canvas). 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).

7.4 The internship blog

Whatever profession you're aiming at, getting a handle on attractive writing could really benefit your career. Writing a blog about your internship experiences helps you to practice your writing skills. You're free to write about a topic of your choice, so long as it is related to the internship. It could be in the form of a diary page where you report on a typical day at the office, or (possibly more interesting to the reader) you could share the insights you've gained through your research or a fascinating project you've collaborated on. The blog can also inspire other students when choosing an internship. The blog should contain 400-600 words. Submit on the site (<http://stagecw.socsci.uva.nl/>) and add a .pdf of the blog as an appendix to the internship report. You will find more instructions and tips on Canvas.

7.5 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 annoying? 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.

8. 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.

8.1 The host 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. 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 have 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.

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. Furthermore, the supervisor is expected to fill in the internship closure form and may write a reference for the intern.

8.2 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 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.

To structure the supervision process, there will be three compulsory meetings in small groups with maximally four 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. In addition, there will be two individual meetings between the student and their CS internship supervisor: one at the start of the internship and one at the end, by means of a verbal conclusion to the internship period. More information will be supplied by the supervisor.

8.3 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 the internship guide or 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.

Students who have questions or concerns about their studies with regard to their planning and study load should contact the Communication Science study adviser.

9. INTERNSHIP ASSESSMENT

9.1 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 will complete the internship closure form in order to give the university insight into the performance of the intern. This form can be downloaded from the internship website. The form indicates 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 are also advised to ask for a reference from their supervisor.

9.2 Assessment by the 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 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 observe a lack of relevance or a failure to meet the requirements. 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 report has been approved by the CS supervisor, it will be passed on to the coordinator, who will do a second reading. Upon confirmation, the result will be forwarded to admin who will in turn inform the student.

10. INTERNSHIPS ABROAD

While we typically encourage internship abroad, in the current situation we advise you to be very cautious with this. When considering going abroad, always take the most recent information and policies of the University into account: <https://www.uva.nl/en/current/coronavirus/travel.html>.

Practical matters of internships abroad

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:

<http://studyabroad.uva.nl/practical-matters/practical-matters.html>

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 <http://studyabroad.uva.nl/practical-matters/financial-matters/funds--scholarships.html>

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!

11. FURTHER INFORMATION FOR INTERNATIONAL STUDENTS

11.1 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.zorgverzekeringslijn.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).

11.2 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. Receiving salary may have tax, student finance and/or any child benefits consequences. Students are personally responsible for checking the current rules and procedures that apply to them in good time. Be sure to inform yourself properly!

11.3 Further information for non-EU/EEA and Croatian students

Students with a non-EU/EEA or Croatian nationality who do an internship in the Netherlands as part of their study programme will have to sign a trainee agreement, 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 agreement from the following web page:

<https://www.nuffic.nl/sites/default/files/2020-08/standard-internship-agreement-for-non-eu-eea-students.pdf>

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. A digitally signed form suffices so long as corona restrictions apply.

For students with a non-EU/EEA or Croatian nationality who do an internship outside the Netherlands: please check with the host institution's country what needs to be arranged to meet the requirements for a permit/visa of that specific country. 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!

12. FURTHER INFORMATION AND CONTACT DETAILS

The most recent information can be found on the Internship Canvas page. Other useful sources of information include:

CS Internship website:

<https://student.uva.nl/communication-science/content/az/internship-communication-science/internship-communication-science.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*

*Due to corona restrictions, the consultation hour is online only in academic year 2020/21. Send an email to j.w.boumans@uva.nl with 'request consult' in the title and a brief description of your question. Note that this mail address is only for requesting consults, all questions must be addressed to internship-cs@uva.nl.

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).

Information on internships abroad:

<http://studyabroad.uva.nl/internships--research/internships.html>

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>

Blogs of former internships:

<http://stagecw.socsci.uva.nl/>

APPENDIX I – ASSESSMENT FORM FINAL PROPOSAL

DESCRIPTION OF ORGANISATION / ACTIVITIES	Criterion met?
Describes the company and the internship post within the organisation	yes / no
Explains duties and activities (more detailed than a global summary)	yes / no
Clarifies the learning objectives	yes / no
RESEARCH REPORT	
Introduction	
Describes relevance for the host organisation	yes / no
Contains theoretical and/or social motivation beyond the organization's interest	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 question(s)	yes / no
Methodology	
Contains brief proposal for a research design (research objective, method, description of data)	yes/no
Provides a global timetable for the research	yes/no
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 – ASSESSMENT FORM INTERNSHIP REPORT

DESCRIPTION OF ORGANISATION / ACTIVITIES	Criterion met?
Describes the company and the internship post within the company	yes / no
Explains duties and activities (more detailed than a mere summary)	yes / no
Clarifies the learning objectives	yes / no
Contains clear description of the learning process during their internship (as part on activities and duties and the learning objectives)	yes / no
Contains critical reflection on their functioning (as part of the learning objectives and the general conclusion)	yes / no
Contains critical reflection on student's future perspective based upon experiences (as part of the general conclusion)	yes / no
RESEARCH REPORT	
Introduction	
Describes relevance for the host organisation	yes / no
Contains theoretical and/or social motivation beyond the organization's interest	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
Theoretical framework	
Contains a coherent and critical theoretical discussion of the issue/topic making use of literature (minimally 5 academic references)	yes / no
Employs a conceptual model that describes dependent and independent variables	yes / no
Supports the presupposed relations between these variables (i.e., the hypotheses) with arguments drawn from literature	yes / no
Methodology	
Operationalizes concepts related to the issue/topic (i.e., how to measure these concepts) based on literature	yes / no
Offers a clear description of and motivation for the chosen research method	yes / no
Provides description of the design. For quantitative approaches, this includes info on population, sample and units of analysis (e.g., respondents, content). For qualitative research, explain the method, sample and analysis procedure in detail.	yes / no

Describes the operationalizing process, validity and/or reliability of the research method(s) and the research instruments used (e.g., interviewer guides, observation schemes, codebook or questionnaires)	yes / no
Clearly describes how acquired data will be analyzed, also in case of qualitative research. (This component can alternatively be incorporated into the results section of the report)	yes / no
Results	
Provides a coherent description of the results and analyses based on hypotheses (when applicable) or partial questions (using APA style throughout; see the APA style guide for information)	yes / no
Uses tables and figures in accordance with the rules of APA style of referencing	yes / no
Conclusion / Discussion	
Provides a clear answer to the research question	yes / no
Discusses the results in a meaningful way, connecting them to the literature	yes / no
Illustrates an acute and critical reflection on the conducted research, offering suggestions for subsequent research based on the discussed results	yes / no
Offers logical advice that is of use to the company, based on research results and theory	yes / no
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, clear structure, entire document in APA styly, including title page for report and <u>separate title page</u> for research report)	yes / no
Meets requirements set with regard to page count (between 10 and 15 pages, excluding appendices)	yes / no
Blog post included as appendix	yes / no