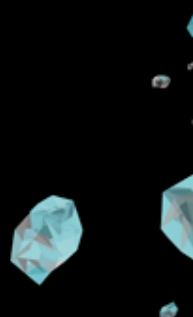
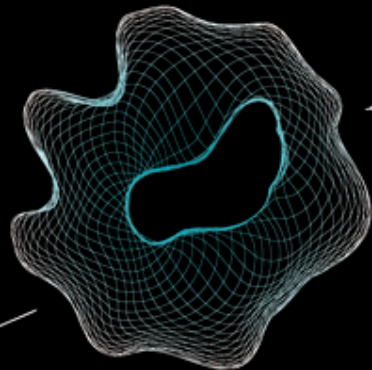


UNIVERSITY OF TWENTE.

# Master Thesis COM

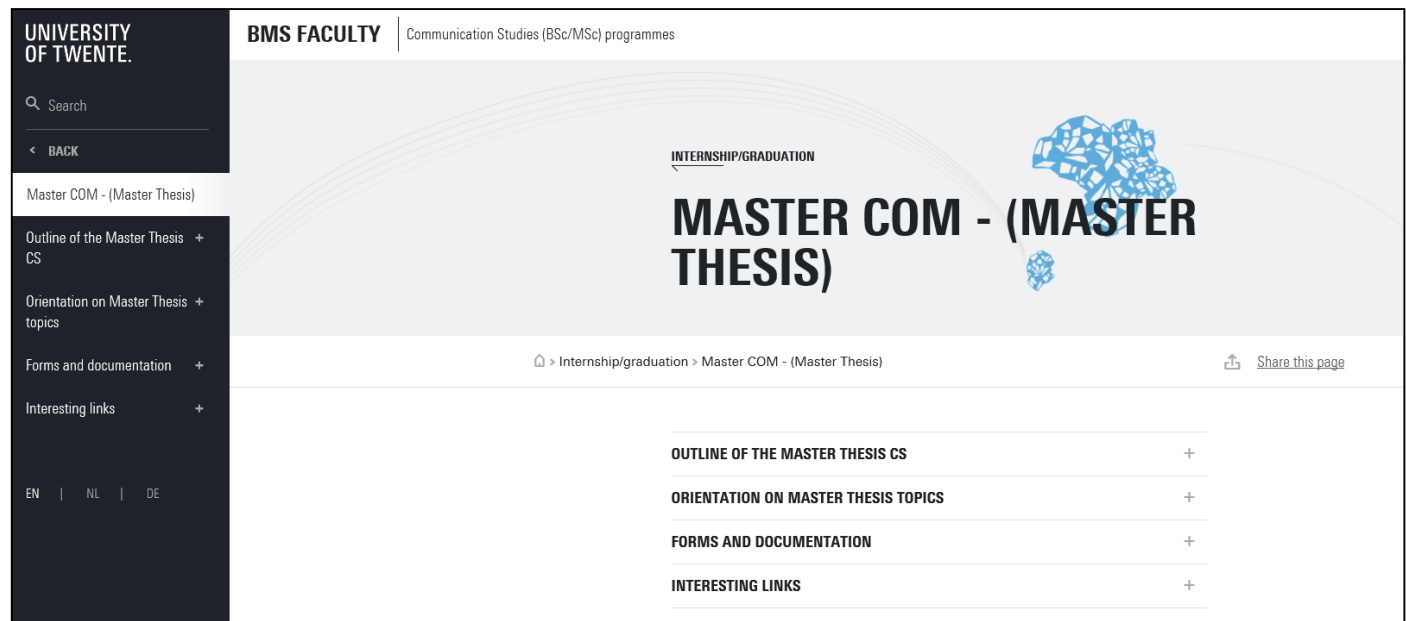
*22-03-2018*

Mark Tempelman (Master Thesis coordinator)



# Information also available on our website

- <https://www.utwente.nl/en/com/graduation-web/master/>



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Master COM - (Master Thesis)

Outline of the Master Thesis + CS

Orientation on Master Thesis + topics

Forms and documentation +

Interesting links +

EN | NL | DE

INTERNSHIP/GRADUATION

# MASTER COM - (MASTER THESIS)

Home > Internship/graduation > Master COM - (Master Thesis) [Share this page](#)

OUTLINE OF THE MASTER THESIS CS	+
ORIENTATION ON MASTER THESIS TOPICS	+
FORMS AND DOCUMENTATION	+
INTERESTING LINKS	+



# Content of the information meeting

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- The Master Thesis COM
  - 1) Learning goals
  - 2) Pre-requirements and enrolment / registration
  - 3) Tutoring and assessment
    - Project outline
  - 4) Bachelor assignment vs Master Thesis CS
  - 5) Internal and external projects
  - 6) Writing format and language
  - 7) Publication and confidentiality
  - 8) Colloquium and graduation procedure
- Ethics Committee
- Orientation on research topics
- Start-up procedure 1<sup>st</sup> semester 2018 - 2019
- Frequent asked questions



## Master Thesis COM → Learning goals

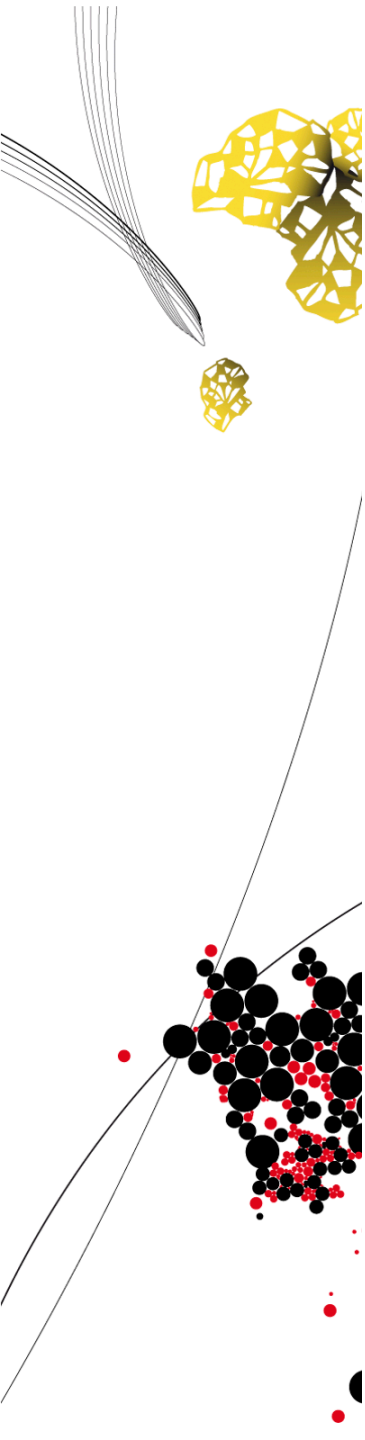
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1. The student is independently or autonomously capable of **designing a research project** with sufficient practical or public relevance as well as theoretical impact within the fields of study related to the master Communication Studies.
2. The student is independently or autonomously capable of **conducting and managing a research project** in terms of the execution of desk research, field research and/or (quasi) experimental research.
3. The student is independently or autonomously capable of **reporting about the conducted research**, based on the academic writing rules and principles related to the field of study and type or genre of the document.
4. The student is capable of **orally presenting and defending** the outline and key findings of the research, relating the findings to the communication practice as well as answering (non-)expert questions regarding the research.

# Master Thesis COM → Assessment

Assessment matrix - Master Thesis CS

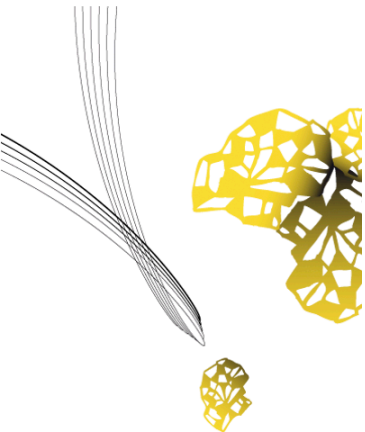
Element of Assessment	Weighting (points)	Learning goals			
		L1	L2	L3	L4
<b>1 - Research proposal</b>	"Go / no-go"	X	X		
<i>Description of research proposition</i>					
<i>Embedding of context or case study</i>					
<i>Proposed research design(s)</i>					
<i>Project planning</i>					
<b>2 - Research report / article</b>	75 ( $\geq 40$ )		X	X	
<i>Quality of the structured abstract</i>					
<i>Quality of the introduction section</i>					
<i>Quality of the theoretical framework</i>					
<i>Methods, instruments and data collection</i>					
<i>Quality of data analysis and results section</i>					
<i>Quality of conclusions and discussion section</i>					
<i>General reporting quality</i>					
<b>3 - Process / project management</b>	15	X	X	X	
<i>Independence of the student</i>					
<i>Contact and meetings with tutors</i>					
<i>Practical and professional skills</i>					
<b>4 - Presentation / colloquium</b>	10				X
<i>Content of presentation</i>					
<i>Display of presentation skills</i>					
<i>Answering of questions</i>					
<b>Total points</b>	<b>100</b>				



## Master Thesis COM → Tutoring / supervision

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- **The master thesis coordinator will assign supervision based on required expertise (as a result of the research proposal) and depending on the availability of supervisors**
  - A main supervisor and a co-reader will be assigned
    - The first supervisor based on expertise related to the proposed research topic
    - The co-reader will (later on) be assigned in consultation with the first supervisor
  - Function of the co-reader / 2<sup>nd</sup> assessor
    - (independent) 2<sup>nd</sup> assessor, involved during:
      - Final research proposal (before data collection)
      - Draft article / report and final assessment



## Master Thesis COM → Tutoring / supervision

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- **Supervisors are limited in their time to tutor a student**
  - The main supervisor can spend about 30 hours
  - The co-reader can spend about 8 hours
- **... Thus, be conscious when scheduling meetings**
  - Prepare your meetings well
  - Consider that supervisors also need time to read and prepare
  - Try to provide / present alternative solutions regarding issues that may arise
  - Try to be not too depending on your supervisor's opinion; take the lead in your project
  - Demonstrate that you are in control of your research

# Master Thesis COM → Project outline

Orientation process regarding topic(s) for the Master Thesis COM

Assigning of first supervisor --> Based on proposal and in consultation with coordinator Master Thesis COM

Meeting with first supervisor to discuss (concept) research proposal and project outline

Assigning of second supervisor --> In consultation with first supervisor

**- Go/No-go feedback -** Meeting with supervisor(s) to discuss (final) research proposal before data-collection

Development of theoretical framework and methodology

Operationalisation of methodology, measures and data collection

Preliminary results and/or data analysis

Meetings with first supervisor

Final results and conclusions and (points of) discussion

Hand in and discuss 1st draft report

Meeting with first and second supervisor

Hand in 2nd draft report --> "Green light meeting"

**! - Assessment - !** Assessment of report and process

**! - Assessment - !** Graduation ceremony / assessment of presentation

Managing of research project  
and scheduled deadlines.

**30 EC = 840 hours**





# Master Thesis COM → Pre-requirements and enrolment

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- **To be able to start with the Master Thesis COM, and thus to be assigned to a supervisor, the following (minimal) pre-requirements have to be met:**
  - Admission to the Master COM, by means of a completed bachelor CW, pre-master COM or else obtained bachelor degree upon which a direct admittance to the master programme COM is granted.
  - Successful completion of the following courses:
    - Essentials (5EC) + two elective courses (10EC)
    - Research Topics is not a fixed requirement, but highly recommended.



# Master Thesis COM → Pre-requirements and enrolment

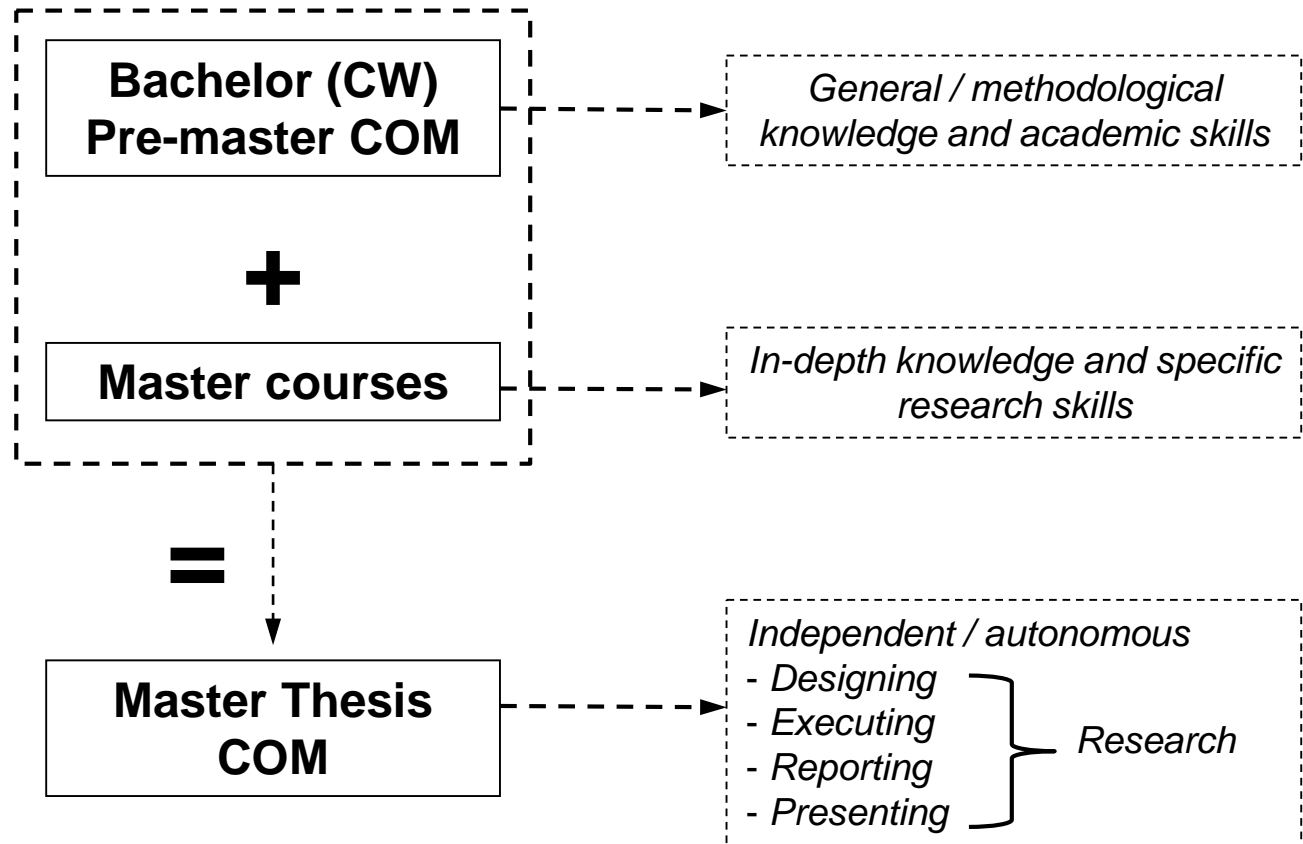
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- **Enrolment / registration for the master thesis**

- In order to enroll or register for the start of your Master Thesis you need to send your research proposal to the Thesis Coordinator (Mark Tempelman), based upon which a supervisor can be assigned.
  - Your research proposal is basically your “graduation contract” or “learning agreement”.
  - A confirmation of the assigned supervisor will be send by the thesis coordinator, finalizing your registration for the start of your Master Thesis.

# Master Thesis COM → Bachelor vs Master Thesis

## ▪ Positioning of the Master Thesis COM





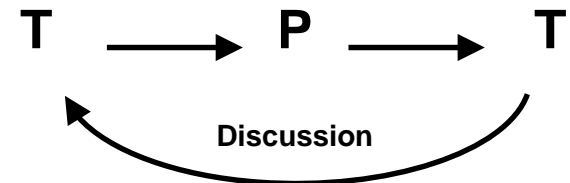
# Master Thesis COM → Bachelor vs Master Thesis

- Differences in orientation of the bachelor and pre-master assignment compared to the Master Thesis COM

Bachelor CW / Pre-master COM:



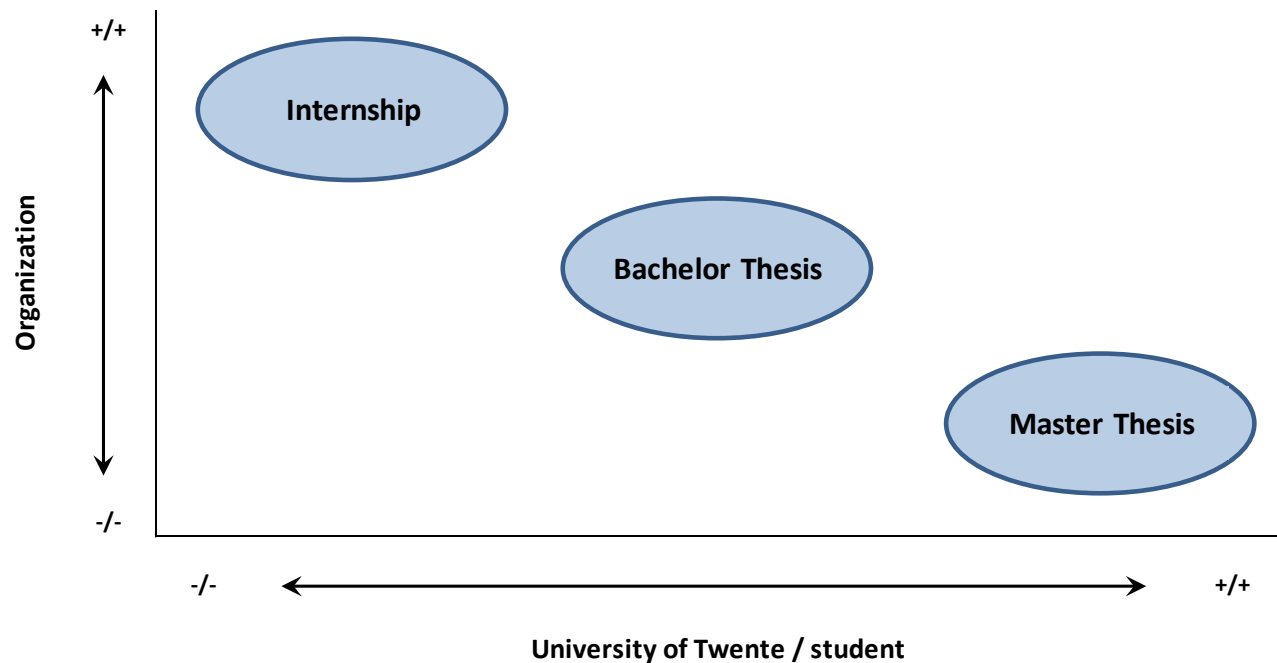
Master Thesis COM:



# Master Thesis COM → Internal and external projects

- Differences regarding Internships, Bachelor and Master Thesis

Involvement towards content and supervision of projects when collaborating with external organizations





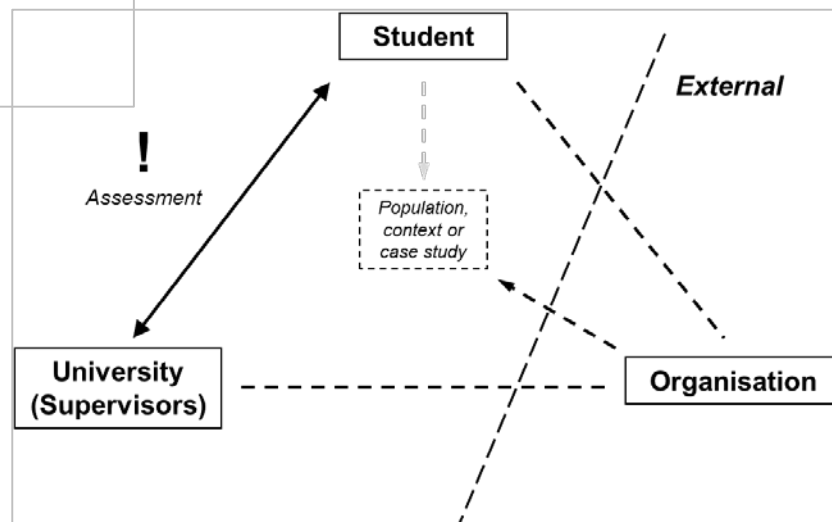
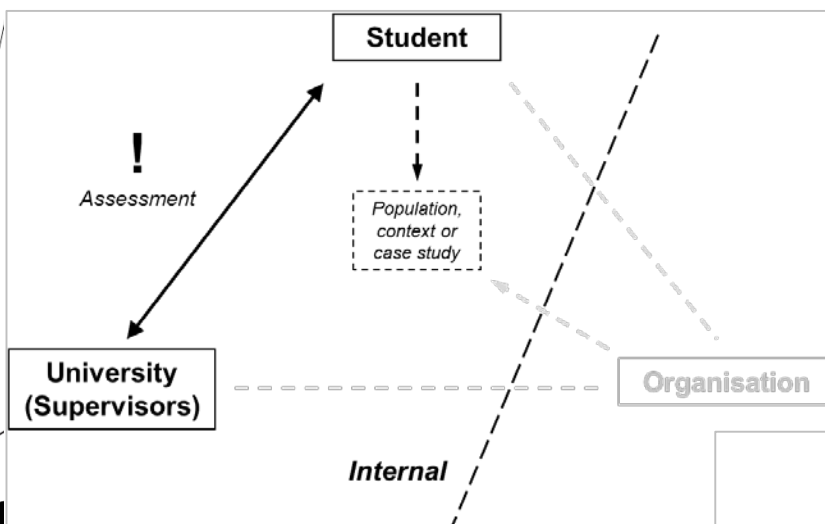
# Master Thesis COM → Internal and external projects

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- **Considering an internal or external research project**
  - External means collaboration with an organisation or institute, which may provide a research context, case study or research population.
- *Examples:*
  - When, for example, researching consumer behaviour regarding the effects of manipulations in advertising material or the intention to use / adopt new (social) media applications in consumer environments, a research context can often be found without involving an external organisation.
  - When, on the other hand, (for example) researching aspects of internal communication or new (social) media usage within an organisation or between employees of an organisation, the involvement of an external organisation becomes more obvious.

# Master Thesis COM → Internal and external projects

- Internal vs external research projects





# Master Thesis COM → Internal and external projects

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- **External projects; some things to take into account**

- Be conscious that organisations are, in most cases, not familiar with the learning goals and assessment of the Master Thesis COM.
- Be conscious that the university supervisors are the only persons responsible for the assessment of your Master Thesis COM.
- Be conscious regarding research assignments that have an impact on the daily operational routines or processes of an organisation.
- Be conscious that organisations often expect that you will also perform practical internship tasks.
- Be conscious that research projects in which employees and/or management of an organisation are participating as respondents (e.g. leadership communication), are often very delicate.
- Be conscious that internship or graduation fees may emphasize certain interests of an organisation.

- **Conducting a research project abroad**

- Is possible, depending on what your research demands
- Be aware of additional considerations and organising efforts





# Master Thesis COM → Internal and external projects

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- **External projects; signing (internship) contracts**

- If you collaborate with an external organisation, two contracts or agreements may apply:
  1. The learning agreement between the student and the education / supervisor(s); basically this concerns your master thesis research proposal to be agreed upon by your supervisors.
  2. An internship / graduation agreement between the student and the organisation, issuing the practical code of conduct regarding the relation between the student and organisation.
- Some considerations regarding internship / graduation contracts:
  - Pay attention to articles regarding confidentiality or intellectual ownership; note (and mention) that your thesis will be published online..!
  - If an organisation requires that the University of Twente co-signs an agreement of an organisation, then it depends on the content of the agreement whether the University of Twente can sign and who is allowed to sign.
    - Therefore always contact the thesis coordinator if this is the case.

# Master Thesis COM → Internal and external projects

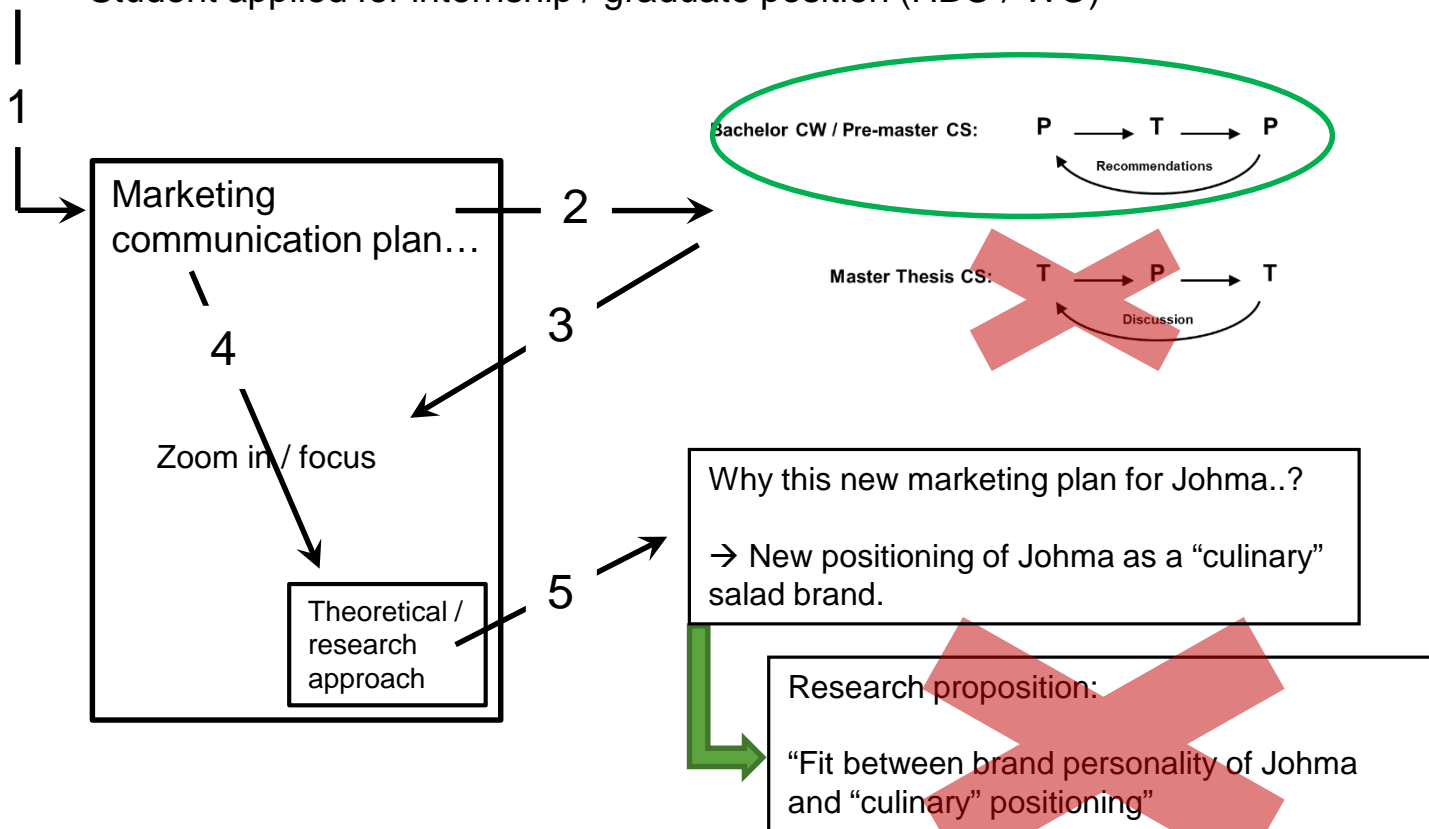
- “Johma case example”;
  - How things started off wrong, but ended in a successful research



# Master Thesis COM → Internal and external projects

- “Johma case”;

- Student applied for internship / graduate position (HBO / WO)





# Master Thesis COM → Internal and external projects

- “Johma case”;
  - Johma still disapproved the proposed research, because they wanted the practical marketing communication plan.
  - Search for / discuss alternative research opportunities with Johma
  - Brand loyalty programme related to promotional gifts came up as an option
    - Aspects of image transfer and image congruence related to brand personality
  - Student performed internship for the marketing comm. plan and next to that (separately) conducted his master thesis.
  - Ended in a successful research which was presented during a conference in the Netherlands

Afsluiteronderzoek Niels Ellenbroek - 2008

Imago verandering door gebruik van  
actieproducten:  
een image transfer van product op merk

Niels Ellenbroek  
Universiteit Twente, Nederland

## Abstract

Veel bedrijven proberen door actieproducten weg te geven bij hun producten klanten aan hun merk te binden. Daarbij is de invloed die dergelijke producten kunnen hebben op het imago van het merk erg belangrijk. In dit onderzoek is de invloed van actieproducten op merkimage onderzocht. Er is met name gekeken naar de congruentie tussen merk en product. Verwacht werd dat actieproducten met een hoge congruentie met het merk, zouden leiden tot een betere *image transfer* van het product op het merkimage. Daarnaast is de modererende rol van merkbetrokkenheid bij het merk onderzocht. Geloofwaardigheid en opvallendheid van de product-merkcombinatie zijn als medierende factoren onderzocht.

Producten met verschillende niveaus van congruentie werden door middel van een advertentie gekoppeld aan een bekend Nederlands merk. De advertentie koppelde product en merk, door aan te geven dat met producten van het merk gespaard kon worden voor het getoonde actieproduct.

De resultaten tonen aan dat congruente producten invloed hebben op de beeldvorming van een merk. Het merk wordt significant anders beoordeeld wanneer het wordt gekoppeld aan een congruent product in vergelijking met een niet-congruent product. De merkgeloofwaardigheid van de advertentie blijkt significant hoger wanneer het merk wordt gekoppeld aan een congruent actieproduct. De opvallendheid van de combinatie wordt juist significant lager bij een congruente combinatie.

Er blijkt in aantal gevallen een contrasteffect op te treden. Het product en het merk worden met elkaar vergeleken, waardoor het merk laag scoort op associaties waarop het product juist hoog scoort.

Gezien de aangetoonde invloed van actieartikelen op het merkimage is zorgvuldigheid belangrijk bij de keuze van actieproducten. Theoretische en praktische implicaties zijn daarom uiteengezet voor marketingmanagers en reclamebureaus.

*Keywords: image transfer, actieproducten, congruentie, betrokkenheid, opvallendheid, imago, merk, merkgeloofwaardigheid.*



# Master Thesis COM → Writing format and language

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- **Writing language Master Thesis COM = English**
  - The current language of the master COM is English..!
  - English is the dominant language in social and behavioural sciences
- **Writing formats of the Master Thesis COM**
  - **1) Research article (preferred writing format)**
    - Familiar writing format within social and behavioural sciences
    - Holds the possibility to be published in a journal
    - More dense and compressed writing format
    - Additional management report (for organisation) is possible
  - **2) Research report**
    - More broad description of the research design and execution
    - Containing more contextual information
    - To grasp the procedure and execution of the research



# Master Thesis COM → Publication and confidentiality

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- **Every Master Thesis will be published in the online repository of the University of Twente and is therefore open to the public.**
  - If you collaborate with an organisation that demands confidentiality, you can propose that pseudo names will be used in order to mask the identity of the organisation.
  - Mention / discuss this topic upfront when you get in contact with organisations in order to prevent future arguments, ! - or worse, legal disagreements - !
  - Be sure that you do not sign any agreements, in which articles are mentioned stating that confidentiality will be provided, without consulting the thesis coordinator first,
  - If, in very rare occasions, confidentiality must be provided then you must issue a request for exemption at the MBS examination board.
    - <https://www.utwente.nl/bms/examboard/for-students/changing-confidentiality-thesis/>



# Master Thesis COM → Colloquium and graduation

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- **Colloquium = final presentation**

- Colloquium in two stages
  - Informal part: presentation for family and friends (any language)
  - Formal part: presentation and defence of research (English)
- Can be scheduled after obtaining “green light” for the draft article / report
- Scheduling of colloquium date in consultation with supervisors and administration / BOZ
- The colloquium is open to attend for students and staff

- **Graduation ceremony**

- Will take place during the colloquium session
- Presentation(s) followed by questions of tutors and audience
- Finally resulting in the signing of the diploma



# Ethics Committee

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- Task and function of the Ethics Committee (EC)
  - To formulate and update the faculty policy regarding ethical aspects of research
  - To design and approve the so-called standard descriptions of research (fast track procedure)
  - **To assess the ethical permissibility** of proposed research projects submitted to the EC which have not been processed according to the so-called fast-track procedure.
- Ethics Committee (EC) and the Master Thesis COM
  - All research by staff and students needs to be approved by the EC
    - Procedure: <https://www.utwente.nl/en/bms/research/ethics/>
    - Always consult your supervisor regarding the application for approval at the Ethics Committee





# Orientation on research topics #1

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- **Negotiate the content of your master specialisation**
  - The Essentials (and Research Topics) course
    - Research domains within the specialisations will be presented
    - Domains are related to research interests of possible supervisors
    - Gain experience in writing a research proposal (Research Topics)
    - Possibility to actually conduct the proposed research (Research Topics)
  - Other (elective) master courses
    - Might contain possible topics of interest
    - Also related to research interests of possible tutors
  - Research interests and themes of master theses supervisors
    - Negotiate personal website profiles of academic staff on the graduation web
    - A list master thesis themes is also available on the graduation web



## Orientation on research topics #2

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- **Other means of orientation**

- Current developments in society
  - Possibilities to relate them to the content of the chosen master specialisation
  - Think about a suitable research proposition related to communication topics
- Future career considerations
  - Negotiate career websites (i.e.: [www.villamedia.nl](http://www.villamedia.nl))
- Consult the thesis coordinator (Mark Tempelman)
  - In cases you are not sure about the feasibility of certain topics
  - If you want to brainstorm about how to connect a research topic to the expertise of available supervisors
  - If you want to evaluate several options for research
  - If you do not seem to find a good way to start



# Start-up procedure for the 1<sup>st</sup> semester (2018-2019)

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- **Considerations in advance regarding start-up procedure**
  - The master thesis does not have a course structure with fixed start and end dates or deadlines to hand in proposals, reports etc.
  - There are multiple ways to orient on possible topics and maybe also to get in contact with possible supervisors interested in your topic
    - You can start orienting at any time, even if you do not yet meet the pre-requirements. Hence, for orientation towards your master thesis there are no pre-requirements.



# Start-up procedure for the 1<sup>st</sup> semester (2018-2019)

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- **Possible (or preferred) outline of the start-up procedure**

1. Orient on a possible research topics
  - I.e. based on the Research Topics course, developments in society, personal interests, other elective master courses
2. Consult one of our teachers or the master thesis coordinator if:
  - Uncertainties about the feasibility of a research topic or topics arise
  - Uncertainties arise if or how to connect with an external organisation
3. Start writing a research proposal (English)
  - Possibly editing / adjusting existing Research Topics proposal
  - Instructions are also available on: <http://www.utwente.nl/cw/afstudeerweb/master/>
4. Hand in the research proposal (English)
5. The first supervisor is due to be assigned as soon as possible, considering that:
  - The pre-requirements to start the Master Thesis COM are met
  - A sufficient elaborated research proposal is handed in



# Frequent asked questions #1

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- **Are there fixed start and end dates of the Master Thesis COM..?**
    - No, there are no fixed start or end dates for the Master Thesis COM
    - Depending on the pre-requirements you can start your Master Thesis COM at any given time
    - Please note that the start-up procedure as mentioned before is a possible or preferred procedure. You can also start your master thesis at a later stage.
    - Taken into account all personal and research related circumstances, the duration of the Master Thesis COM can differ, and therefore also the end date is not fixed.
  
  - **Can I get help regarding academic writing in English?**
    - The University of Twente has a Language Centre: (<http://www.utwente.nl/so/tcp/>)
      - For writing courses / workshops
      - Also for writing support
- 



## Frequent asked questions #2

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- **What is the duration of the Master Thesis COM..?**

- The duration of the Master Thesis COM is 840 hours or 21 full-time (40 hrs) working weeks, corresponding with a study load of 30 EC
- Depending on study progress and other (personal) circumstances the actual duration of the Master Thesis COM ranges between 6 and 12 months, depending on:
  - Internal or external projects
  - Full-time or Part-time studying
  - Internships or additional jobs



- **Can I apply for internships offered on organisation websites..?**

- Yes, but be conscious..! Always consider that, for the Master Thesis COM, you are expected to conduct a research within the scope of the master COM, which will often need negotiation.
- Always consult the master thesis coordinator in case of uncertainties regarding internship vacancies and thesis possibilities.



## Frequent asked questions #3

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- **Do I start orienting on an external organisation or first on a research topic for the Master Thesis COM..?**
  - That depends. When you have an eager interest for a specific organisation, you can contact that organisation, but be aware that the organisation will most likely ask you what your research will be about. Thus, be prepared for those questions; you are the communication scientist / expert..!
  - If you do not have a specific organisation in mind, it is always better to first orient on a research topic and then, later on and if preferred, focus on possible organisations to connect to your research topic.
- **Are there any requirements for external organisations..?**
  - In general that depends on the requirements regarding the research you would like to do; **your research sets the requirements..!**
  - The university will though require that an organisation allows the student to perform an independent research, supervised by the university

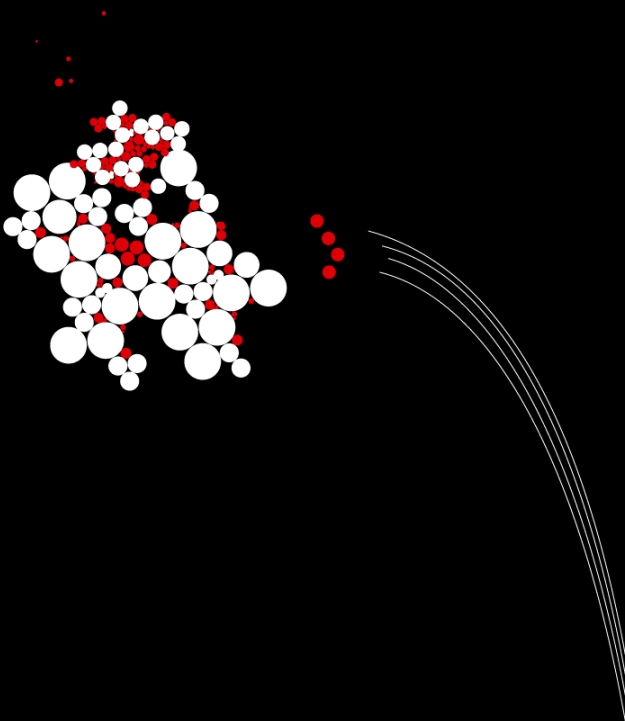


## Frequent asked questions #4

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- **Is it possible to write the Master Thesis COM in another language than English, if (for example) preferred by an organisation..?**
  - No, the reporting language is English. There is though an opportunity to write a separate management report, apart from the research article or research report which is subject to assessment.
- **Can I consult teachers of master courses regarding possible interests in a research topic..?**
  - Yes of course you can, but do not expect teachers to provide a fixed research topic.
  - Prepare your questions or topics you want to address in order to also draw the attention of a possible supervisor regarding your research topic of interest





Questions..?

