

## Thesis Competition 2017-2018: Judging Criteria

### First Round: relevance to commercial communications

As commercial communications encompass a full spectrum of media types and promotional practices, the scope for edcom's Thesis Competitions is deliberately broad. This is necessarily so, to capture the range of communications practiced by our members.

However, all entries should ideally fall within three categories:

- **Research into commercial communications:** a sociological approach which focuses on the phenomenon of communications on popular culture (tends to spot scenarios and patterns in making sense what communications is about);
- **Research through commercial communications:** presenting a supposition which is tested through various communications (and other) methodologies, arriving at a set of clear view points or outcomes;
- **Research for commercial communications:** an original contribution to knowledge is sought, where a research question is posed. The research delivers original insights and outputs apply to commercial communications.

Entries must include all sections expected in a research paper (objectives, methodology and application).

### Second Round: research

- **Strong objectives (10%):** the research goals must be outlined and argued;
- **Clearly developed methodology (20%):** the used methods of research must be explained in a coherent way, with clarity and readability;
- **Results fitting to the proposed objectives (30%):** a clear connection must be drawn between the research goals and the outcomes;
- **Conclusions based on the objectives and suggestions for further research (20%):** an action plan must be explained or, alternatively, suggestions for further research must be made.
- **Consistency & coherence (20%):** all elements should fit well together in the overall work

Please note that all five criteria will amount to 100%

### Third Round

Those papers moving on to the final round will be judged on: **novelty** (does the thesis offer a new and original insight) and **scale** (what is the magnitude of the achievement). If the paper offers both that can be applied to the commercial communications field, it will be awarded with bonus points – they will receive either 1 point (if it is not novel or has a degree of scale) or 10 points (if it is a new and original idea or has a large degree of scale).