



Guideline for Master's theses: Media Change & Innovation Division (Prof. Dr. Latzer)

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Introductory remarks

This guide describes the most important steps to be taken if students wish to write a Master's thesis with Prof. Dr. Michael Latzer (Media Change & Innovation Division). The following people and institutions are involved in this process:

Examiner / Supervisor	Prof. Dr. Michael Latzer or Senior Research and Teaching Associate of the Media Change & Innovation Division who will supervise your work
Student Services – Faculty of Arts and Social Sciences	You must book your Master's thesis on the online booking system during the regular module booking period. All information regarding the booking procedure can be found here: https://www.ikmz.uzh.ch/en/studies/graduation/master.html

Studying communication and media research as a major¹ and completion of all required modules is a prerequisite².

1. Choose a topic area that corresponds with the research focus of the Media Change & Innovation Division. For guidance, you can find information about the research focus of the Media Change & Innovation Division on the following website: www.mediachange.ch.
2. Please attend the preliminary meeting, which is obligatory for all students who would like to start the Master's thesis in the next semester. This meeting usually takes place at the end of the semester - for dates and locations, please refer to the information website of the Master's program³. This meeting is a prerequisite for booking the Master's thesis module. In this meeting, you will receive further information regarding the requirements for the concepts, important deadlines, and potential supervisors. To write the Master's thesis in the Media Change & Innovation Division, ideally, you have attended at least one seminar by Prof. Latzer or another member of the Media Change & Innovation Division. In special cases we can make an exception about this rule.

¹ Students of the minor study program who wish to write their Master's thesis at the Department of Communication and Media Research need to ask for permission and must discuss this with a professor of the IKMZ.

² Module Group "Research Design and Methods" (or equivalent) successfully completed. For more information on the requirements, click here: <https://www.ikmz.uzh.ch/en/studies/study-programs/master.html>
[Study guide 'Internet & Society'](#)

[Study guide 'Communication Science and Media Research' in German](#)

[Study guide 'Strategic Communication and Management' in German](#)

³ <https://www.ikmz.uzh.ch/en/studies/graduation/master.html>



Requirements for the concept of the Master's thesis

The concept of your Master's thesis serves as a project plan (e.g., including your schedule and resources) and must contain all essential aspects of your Master's thesis. Your concept must comply with the formal requirements, which are described in the "Guidelines for Scientific Papers at IKMZ"⁴ (see also: APA Style Guide⁵). Your concept should have a coherent structure and set out the topic area, the research question as well as the theoretical and methodological approaches. This first short concept is five pages long and includes the following elements:

1. Information about the Master's thesis candidate
2. **Working Title**
3. **Research Question** including its (scientific and societal) relevance (200 - max. 300 words)
4. **State of Research** including important studies/publications and research gaps addressed in the thesis (300 - max. 600 words)
5. **Research Design, Methods, and Data Basis** (300 - max. 600 words)
6. **Bibliography** (300 - max. 600 words)
7. **Priority for Supervision** (Division 1, 2, and 3)
8. **Schedule and project plan:** Determine which work steps you can accomplish and when; plan realistically: schedule only 60% of your time resources, set milestones

Master Colloquium: Media Change & Innovation Division

Participation is only possible if the following criteria are met:

1. All compulsory modules of the main study program have been successfully completed²; ideally, one seminar has been completed with Prof. Latzer or another member of the Media Change & Innovation Division (there may be an exception to the division seminar rule in special cases).
2. Students have attended the obligatory preliminary meeting.
3. The short concept has been submitted on time (deadlines set each semester by the institute's Program Coordination office).

Students have to book the master colloquium via the online booking system during the regular module booking period, separately from the Master's thesis module and the registration for the Master's degree. The short concept serves as the basis for the master colloquium. The concept is to be presented orally during the colloquium and further elaborated during the colloquium. Progress must also be presented in the colloquium on a regular basis.

⁴ Guidelines for Academic Papers at IKMZ [German Version](#) [English Version](#)

⁵ <https://apastyle.apa.org/style-grammar-guidelines/>



Requirements for the Master's thesis

The Master's thesis is 50-90 pages long (excluding appendix). The following aspects, among others, will be taken into account when assessing the Master's thesis:

- Relevance of the topic
- Formulation of the research question
- Literature review (scope, differentiation and critical analysis of previous research)
- Structure of the thesis, coherent integration of theoretical approaches
- Quality of the methodological part
- Plausible and clear presentation of results; references to the theoretical background
- Summary of the work, background, findings, conclusion about the theory, reflection on the limitations and weaknesses of the thesis
- Independence during the working process
- Fulfilment of formal criteria: Structure, writing style, grammar, spelling, referencing

Submission and acceptance of the Master's thesis

The Master's thesis is a two-semester module (30 ECTS, workload: 900 hours).

Please find all important information regarding the booking procedure as well as the successful submission of the Master's thesis on the website of the Faculty of Arts and Social Sciences.⁶ Please note that the thesis must be submitted at the latest one year after booking the module. This includes 6 weeks to correct the Master's thesis.

You must submit your Master's thesis to your supervisor(s) on 1 December (if you started in the Spring Semester) or 1 June (if you started in the Fall Semester) at the latest. If you are unable to meet the deadline for submitting your Master's thesis, you will be deemed to have failed the module.

⁶ <https://www.ikmz.uzh.ch/en/studies/graduation/master.html>



After submitting the final version of the Master's thesis, a revision is usually no longer possible. The submission of the complete thesis includes:

1. One printed copy of your Master's thesis.
2. The signed declaration of authenticity⁷
3. The complete thesis and all collected data (e.g., R files) in an electronic format. Text files are checked for plagiarism, data sets are checked if there is a suspicion of lack of integrity in collection, input and analysis
4. Abstract of your work (150-300 words), which concisely describes the research question, the method used and the most important results

For further information regarding the booking procedure or for cancelling the module, please visit the website of the Faculty of Arts and Social Sciences⁶ or contact the Student Services.

⁷ Please download and sign the ['Declaration of Authenticity' here](#)