

Media Analytics Program

Honors Thesis Requirements

A senior honors thesis for majors is an opportunity to engage in a substantial research or creative project. The thesis must make an original research or creative contribution or expand on the existing study or practice of communications. As stated in the School of Communications' scholarship statement, scholarship may intersect study in humanities, social sciences, fine arts, and professional practice. The details of the thesis project must be established in consultation with a mentor.

Eight hours of HNR 4980 academic credit will substitute for **either a) eight hours of electives in the major or b) for four hours of electives in the major plus four hours of the senior seminar requirement for Communications majors (COM 4970), provided that the Honors thesis has a Communications/Media Analytics focus.**

Mentor

The mentor for an honors student thesis for majors must be a full-time faculty member in the School of Communications. The mentor must have research, creative, and/or methodological expertise and interests that are consistent with the proposed thesis project. A faculty member may accept one new thesis each year and may supervise up to two thesis projects at the same time, one in progress and one new thesis. A list of Communications faculty members and their areas of expertise can be found on the School of Communications website.

Thesis Committee

Three full-time Elon University faculty will comprise the thesis committee: the mentor and two other Elon faculty members (one representative chosen by the student and mentor and one representative appointed by the Honors program). The members of the committee should be selected based on their ability to contribute to the project and evaluate the completed work.

Description

The honors thesis must make a significant research or creative contribution to the study or practice of communications. As such, the thesis must extend beyond normal course, independent study, or 4999 research projects. Traditional qualitative and quantitative research projects must follow established conventions, be consistent with the development of such projects, conform to format guidelines established by the Honors Program, and include a bibliography and appendices, as needed. All written works and documentation must conform to an appropriate academic style guide.

Projects employing data must show a consideration of data ethics. Appropriate visualization and transformation techniques must be demonstrated throughout. Analytical projects that employ live data or interactivity may require digital publishing as the primary project output and

must be accompanied by written documentation explaining the significance of the project, reviewing pertinent literature, and providing historical, theoretical, methodological, contextual and/or other appropriate justification of the project, plus bibliography and appendices.

Academic Credit/Timeline

The distribution of credit hours will be determined in consultation with the mentor. A student may not take more than four hours of thesis credit in a semester. Credit during the Summer and Winter Terms is not encouraged and only permitted in specially-approved circumstances. Ordinarily, a student will follow the timeline for completion as suggested by the Honors Program.