

RESEARCH REPORT

GUIDELINES FOR THE RESEARCH REPORT

- Length: 45,000 characters of continuous text (excluding spaces, +/- 10%)
- The cover page and all appendices are not included in the count.
- 2 line spacing, font size 12, Times New Roman/Arial
- Citation according to APA (7th Edition)
- Submission deadline: March 15, 2026
- Submission as a PDF with syntax and dataset
- Submission location: Upload to Ilias or via email (astrid.jansen@uni-hohenheim.de)
 - → Please specify by name who worked on which parts of the report (even if it overlaps)
- Grading: Each group member will receive the same grade (provided: equal participation per group member)

STRUCTURE GUIDELINES FOR THE RESEARCH REPORT

- 1. Introduction**
- 2. Theoretical Background**
- 3. Research Questions and Hypotheses**
- 4. Method**
- 5. Results**
- 6. Discussion**
- 7. Limitations**
- 8. Conclusion and Outlook**

(including table of contents, list of tables/figures, bibliography, declaration of authenticity, division of labor)

STRUCTURE GUIDELINES FOR THE RESEARCH REPORT

1. Introduction

- Introduce the topic content-wise, e.g., with a "teaser."
- Clearly formulate the problem statement.
- Justify the relevance of your problem statement and ideally specify which research gap it aims to fill.

2. Theoretical Background

- Which theoretical constructs must you address to answer your research question?
- Which empirical findings need to be presented and considered?

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3. Research Questions and Hypotheses

- Synthesize the key findings from the theoretical background and literature review, relate them to each other, and derive specific research questions and hypotheses.
- Analytical engagement with the topic.
- Derivation can be presented in a separate chapter or integrated into the theoretical background in the relevant thematic section.

4. Method

- Justify the chosen method for investigating the research question.
- Describe the sample.
- Describe the procedure or structure of the study.
- Operationalization (e.g., description of scales)
- Analysis

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5. Results

- Descriptive description
- Reporting the results of the hypothesis tests

6. Discussion

- Significance and interpretation of the results (in relation to the theoretical background)
- Contextualization within the current state of research
- Analytical engagement – referencing back to Chapters 2 and 3, maintaining a coherent narrative

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7. Limitations

- Positive and negative critiques of your own study
- Example: Was the sample selection appropriate? Was the questionnaire comprehensible? Were there any limitations or issues? Was the project able to provide new perspectives?

8. Conclusion and Outlook

- Perspectives and visions for future research projects
- What added value have your results already provided, and where is it worthwhile to conduct further research?
- Brief summary of key findings, addressing the initial problem statement
- Take-home message

LITERATURE

- Brosius, H. B., Haas, A., & Koschel, F. (2016). Methoden der empirischen Kommunikationsforschung. Wiesbaden: VS Verlag für Sozialwissenschaften.