

WEE KIM WEE SCHOOL OF COMMUNICATION AND INFORMATION APPLIED COMMUNICATION RESEARCH FINAL-YEAR PROJECT



**NANYANG
TECHNOLOGICAL
UNIVERSITY**
SINGAPORE

Wee Kim Wee School of
Communication and Information
College of Humanities, Arts, and Social Sciences

Essential Information for Applied Communication Research Projects

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1. Project Information for Applied Communication Research FYP

1.1. Information

The Final-Year Project provides students with the opportunity to showcase the abilities and talents they have acquired during their time at WKWSCI. Since its inception, one of the goals of the Wee Kim Wee Final Year Project is for students to complete a project that reaches a wider audience than the school. This document will cover essential information for students pursuing an Applied Communication Research (ACR) final-year project.

- ACR FYPs are interdisciplinary in nature, comprising a hybrid of Campaign and Research FYPs.
- ACR FYPs focus on developing novel communication strategies and testing their effectiveness for addressing contemporary social problems. These FYPs aim to generate practical and policy recommendations that may be applied immediately or in the near future.
- Specifically, communication strategies should incorporate innovations in the field of communication, such as the latest research on messaging and modalities, emergent communication technologies, and disruptive media platforms, among others. Creative approaches should emphasize practical implications rather than merely ‘successful’ campaigns or ‘significant’ statistical results.
- ACR FYPs differ from traditional Research FYPs as these do not necessarily derive from theory nor aim to contribute to theory development. However, theoretical perspectives may guide the selection of communication strategies, and analysis should provide evidence of impact.
- ACR FYPs differ from Campaign FYPs as these targeted interventions do not necessarily need to set campaign objectives or engage in campaign execution. However, a pilot campaign of limited scope should be conducted to understand, test, and/or evaluate select communication strategies.

Supervisors you can approach

[Asst Prof. Saifuddin Ahmed](#) | [Assoc Prof. Benjamin Detenber](#) | [Prof. Shirley Ho](#) | [Assoc Prof. Jung Younbo](#) | [Assoc Prof. Kay Kim](#) | [Prof. Lee Kwan Min](#) | [Asst Prof. Lew Zijian](#) | [Prof. May Lwin](#) | [Asst Prof. Poong Oh](#) | [Asst Prof. Andrew Prah](#) | [Prof. Jack Qiu](#) | [Prof. Edson Tandoc](#)

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1.2. FYP Guidelines & Grading Criteria

Written Report (90%)	Guidelines	<ul style="list-style-type: none"> Besides the main text, the report should also include a cover page, an abstract, references, and appendices (if any) Length of main text: <8,000 words, maximum 50 pages (excluding cover page, abstract, references, tables and figures, and appendices) <ul style="list-style-type: none"> Length of abstract: 200 words The report should conform to the latest edition of the Publication Manual of the American Psychological Association citations. <p>The main text of the Written Report is to include the following:</p>			
		Relevance (20%)	Project Design (25%)	Evaluation (30%)	Societal and Learning Value/Implications (15%)
		<ul style="list-style-type: none"> Contemporary societal problem Evidence-based literature review 	<ul style="list-style-type: none"> Selection of communication strategies to address problem Pilot campaign design (Messages/Mediums/Modalities) Research method (Quantitative/Qualitative/Mixed) to evaluate selected strategies 	<ul style="list-style-type: none"> Execution of pilot campaign Analytic approach Pilot campaign results 	<ul style="list-style-type: none"> Significance of the project Implications of both practice and policy
	Evaluation Criteria	<u>Examiners will evaluate the respective Written Report sections based on:</u>			
		<ul style="list-style-type: none"> Clear articulation of the research or social problem Identification of knowledge/practice gaps Synthesis of relevant academic and non-academic sources 	<ul style="list-style-type: none"> The innovative nature, and strong rationale for selection, of the strategy components, Robustness of research method for testing the effects of strategy Comprehensiveness and strategic relevance of pilot campaign design/materials. 	<ul style="list-style-type: none"> Clear documentation of data collection and analysis, Demonstration of analytical skills Clarity and objectivity in reporting results (using tables, figures or charts) 	<ul style="list-style-type: none"> Appropriateness of project findings to identified problem, Actionable recommendations based on results, Balanced perspective of both impact and limitations of the pilot campaign.

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Oral Presentation (10%)	Guidelines	Students will deliver a 15-minute presentation, followed by Q&A. All group members should actively participate in both the oral presentation and Q&A. The two moderators will provide feedback and ask questions. While there is no fixed format for the presentation, students can briefly summarise their project, addressing its significance, key achievements/findings, and implications for communication practice and/or theory.
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2. Information for Applied Communication Research FYPs

2.1. Grants & Funding

WKWSCI Grant

All projects will receive a lump sum grant of \$400 by December to their designated treasurer, who is responsible for disbursing the funds to other group members.

The treasurer will provide his/her bank details and receive the payment via his/her personal GIRO account. The treasurer may update the bank account details under “Student Link > Administrative Matters > Update of Bank Account Number”.

External Funding

The NTU Development Office (DO) works with foundations that donate to the University and the DO will coordinate the donors' funds across the university. As such, DO requests that FYP groups **refrain** from asking the following organisations for support:

**Ho Bee Investment | Hong Leong Foundation | Keppel Corporation | Lien Foundation | Lee Foundation |
Shaw Foundation | Tan Chin Tuan Foundation | Temasek Foundation**

Should a contract with an external organisation be required, make sure your team and supervisor are fully aware of the terms and conditions before committing. Upon accepting a donation, it is the responsibility of the FYP group to ensure all terms and conditions are met, including the deliverables to the organisations. The school does not enter contracts on behalf of FYP groups.

If an external donation needs to be credited to the school, refer to the attached documents for the process and information required:

- [Gift Processing Procedure and Guidelines](#)
- [Donation Form](#)
- [Donation – Gift Transmittal Collection Form](#)

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2.2. Clearances & Permissions

Location Booking within NTU

For locations in the “Event Venue and Banner Space” booking in NTU, do approach the [UG team](#) for assistance.

As for locations outside of this system (outside of NTU), contact the venue owner for more information. The school will be able to provide a letter of support for such bookings, however, the final approval lies with the venue owner.

2.3. Equipment & In-House Facility Booking

Groups may use NTU WKWSCI’s media equipment and facilities for their FYP via the [Media Resource Booking System \(MRBS\)](#).

Refer to this [file](#) for more information.

For Overseas projects, if the equipment is not insured, you need to purchase insurance for them. If the equipment belongs to WKWSCI, check with the Tech Team (SCI_support@ntu.edu.sg). If you are renting equipment, check with the vendors.

2.4. Copyright

The group members hold the copyright for any media produced as part of their FYP, unless arranged otherwise with their clients or subjects. The copyright text within the projects should clearly indicate this (i.e., © group member(s) name, 2025).

However, a [NTU CoHASS WKWSCI logo](#) and text must be included at the end of their project, on the packaging and any publicity materials, which reads:

“This work was produced as a Final Year Project at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore.”

NTU WKWSCI also reserves the right to use any of the FYP materials for publicity and outreach purposes.

NOTE: When used on black background, students are expected to adjust the black level of the logo so that it merges with the background.

2.5. Distribution

Collaterals

Refer to these [guidelines](#) if you wish to put up collaterals within WKWSCI.

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3. Project Submission

3.1. Submission Details

All Research FYPS are to be submitted (only softcopy is required) by the time and date stated in the schedule under the WKWSCI [FYP website](#). An email with instructions will be sent closer to the date of submission.

The front cover of each FYP report and all supporting documents should include the following information:

- [COHASS WKWSCI Logo](#)
- Project Title
- Project ID (Will be provided in early March)
- Full Names and Matriculation Numbers of all group members
- Name of supervisor and co-supervisor (if any) – you do not need to include moderator's name.
- *"This work was produced as a Final-Year Project in the Wee Kim Wee School of Communication and Information, Nanyang Technological University Singapore for the Bachelor of Communication Studies."* at the bottom of cover page.

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Organising your files	<ul style="list-style-type: none">▪ Collate your FYP report in one single file (e.g., include appendices, tables, bibliography etc.) If there are many appendices, submit them as separate files for easy reference.▪ Convert your documents to unsecured PDF format.▪ Upload accompanying materials as separate files (e.g., posters, video clips, publications, illustrated features, questionnaires, scripts etc.), preferably in common file formats.						
Naming your files	FYP Reports	<School code=SCI><FYP project ID>					
		e.g., SCIYY0XX.pdf					
		Note: School Code=SCI; Your FYP Project ID comprises of 5 numerals (YY0XX):					
		<table><tr><td>1st & 2nd digit (YY)</td><td>3rd digit</td><td>4th & 5th digit (XX)</td></tr><tr><td>1st two digits in your final academic year e.g. AY25/26 (YY=25)</td><td>0</td><td>Your assigned project ID (provided in early March)</td></tr></table>		1 st & 2 nd digit (YY)	3 rd digit	4 th & 5 th digit (XX)	1 st two digits in your final academic year e.g. AY 25 /26 (YY=25)
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1 st two digits in your final academic year e.g. AY 25 /26 (YY=25)	0	Your assigned project ID (provided in early March)					
For accompanying materials (e.g., posters, video clips, publications, questionnaires, scripts, etc.)	Append letters "a", "b", "c", etc. after FYP Report file name. e.g., SCIYY0XX a .pdf SCIYY0XX b .mp4 SCIYY0XX c .mp3						

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Only one group member per team needs to submit the report, and through **all three channels** below:

	Channel of Submission	Submission Method										
1	Turnitin via NTULearn Plagiarism Checker	<p>Your final submission will be reviewed for plagiarism using the detailed report that the software generates and based on judgment about material the software flags as a match. The software is programmed to ignore material in quotation marks and bibliographic entries. There is no magical percentage of matching content that is allowed. A quick look at the projects submitted so far shows that most have between 0-2% matching material.</p> <p>Though you may submit drafts in Turnitin up until the due date, make sure the last submission is the final version of the report that is also submitted as hard copies.</p> <p><u>Steps for submission</u></p> <table><tr><td>1</td><td>All FYP students will be registered under the “SCI: FYP: SCI-FYP” module in NTULearn. Submit your FYP reports in the AY S2 FYP Submission link which will be made available on the dates stated in the WKWSCI FYP website.</td></tr><tr><td>2</td><td>Save your final report as: [Project Number]_[Project Title]_[Project Type] (E.g., CSYY0XX_XXXXXXXXXXXX_Campaign / CSYY0XX_XXXXXXXXXXXX_ACR)</td></tr><tr><td>3</td><td>Only one group member is to submit the FYP report through the module.</td></tr><tr><td>4</td><td>You are <u>not required to submit appendices</u> for this submission.</td></tr><tr><td>5</td><td>For projects like feature writing that can be submitted in text files, submit both the report and the text files (e.g., feature articles)</td></tr></table>	1	All FYP students will be registered under the “SCI: FYP: SCI-FYP” module in NTULearn. Submit your FYP reports in the AY S2 FYP Submission link which will be made available on the dates stated in the WKWSCI FYP website .	2	Save your final report as: [Project Number]_[Project Title]_[Project Type] (E.g., CSYY0XX_XXXXXXXXXXXX_Campaign / CSYY0XX_XXXXXXXXXXXX_ACR)	3	Only one group member is to submit the FYP report through the module.	4	You are <u>not required to submit appendices</u> for this submission.	5	For projects like feature writing that can be submitted in text files, submit both the report and the text files (e.g., feature articles)
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5	For projects like feature writing that can be submitted in text files, submit both the report and the text files (e.g., feature articles)											
2	Archival Submission to DR-NTU (Library)	<p>NTU guidelines require all projects to be submitted to the digital repository. Students' works will be stored in the restricted portion of the Repository where access is given to current NTU staff and students. Students who fail to archive their FYP reports on time may not be allowed to graduate. The University retains the right to use your archived final year project within NTU guidelines.</p> <p>One group member is to submit FYP report & appendices with softcopies of creative works such as posters, videos, etc.</p>										

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		<p><u>Steps for submission</u></p> <table border="1"><tr><td>1</td><td>Go to https://dr.ntu.edu.sg/</td></tr><tr><td>2</td><td>Click on deposit button to sign in using your student network account username (omit "@ntu.edu.sg" or domain "student\")</td></tr><tr><td>3</td><td>Choose the collection: "WKWSCl Student Reports (FYP/IA/PA/PI/CA)"</td></tr><tr><td>4</td><td>Follow the instruction on the screen and enter all the necessary information.</td></tr><tr><td>5</td><td>You will be instructed to upload your file(s).</td></tr></table> <p><u>Important notes</u></p> <ul style="list-style-type: none">• Personal Information. Students are to ensure all materials uploaded to DR-NTU comply with the Personal Data Protection Act (PDPA). Personal data such as NRIC, Address, Contact Numbers, etc., should be removed.• Confidential materials. FYP reports considered by the School to be confidential (e.g., those that contain proprietary or sensitive information of collaborating parties) can be exempted from submission. In such cases, the FYP Supervisor will need to inform the library of the details.• Embargo. For groups who wish to embargo their report, you may follow the instructions found here.• Big file sizes. If your file size is above 512MB or you are unable to submit via DR-NTU due to heavy network traffic, you may submit your file in a thumb-drive or portable hard-disk drive at the Service Desk in the Communication & Information Library during office hours, throughout the FYP submission dates.• File types. Please save your file (e.g., photo journal, video, audio, etc.) in common multimedia formats (e.g., JPG, MP4).• For more information on the submission guidelines, refer to: https://libguides.ntu.edu.sg/c.php?g=926884&p=6695137• Direct your questions on DR-NTU to library@ntu.edu.sg	1	Go to https://dr.ntu.edu.sg/	2	Click on deposit button to sign in using your student network account username (omit " @ntu.edu.sg " or domain "student\")	3	Choose the collection: "WKWSCl Student Reports (FYP/IA/PA/PI/CA)"	4	Follow the instruction on the screen and enter all the necessary information.	5	You will be instructed to upload your file(s).
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3	Submission to Moderators and Supervisor via OneDrive	<p>One group member is to upload the report to the group's personalised link and folder. Access to the folder will cease at 4pm sharp.</p> <p><u>Steps for submission</u></p> <table><tr><td>1</td><td>Go to the personalised link that was shared to you.</td></tr><tr><td>2</td><td>Click on the link to sign in using your student network account username (omit "@ntu.edu.sg" or domain "student\")</td></tr><tr><td>3</td><td>Upload your report to the specific folder that was shared to you.</td></tr><tr><td>4</td><td>Close the window once you have uploaded the file</td></tr><tr><td>5</td><td>Send an email to ask_WKWSCI@ntu.edu.sg to inform that you have uploaded the report.</td></tr><tr><td></td><td>Your subject title should be your project no. only, e.g., CS/YY/0XX</td></tr></table>	1	Go to the personalised link that was shared to you.	2	Click on the link to sign in using your student network account username (omit " @ntu.edu.sg " or domain "student\")	3	Upload your report to the specific folder that was shared to you.	4	Close the window once you have uploaded the file	5	Send an email to ask_WKWSCI@ntu.edu.sg to inform that you have uploaded the report.		Your subject title should be your project no. only, e.g., CS/YY/0XX
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3.2. Late Submission

The penalty for late submissions is to deduct 5 points per day late; the weekend will count as two days. Groups who submit their media on time and re-submit new copies after the deadline are subjected to the late policy.

The late penalty may be waived in the event of serious illness, bereavement, or other events beyond the students' control. The FYP committee, in consultation with the FYP supervisor, will approve any waivers and set a later deadline.