

# Review of: "Measuring the Effectiveness of Internship Programs in Aligning Education with Industry: A Comprehensive Analysis of Internship Outcomes in the College of Communication and Media During COVID-19"

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Potential competing interests: No potential competing interests to declare.

Thank you for your article. I have reviewed the paper and provided some constructive feedback on how it can be improved.

## General comments

The title is too long. Ideally, it should not be longer than 17 words. The paper does not seem to have any relevance to COVID-19, and it is suggested that the title be revisited. Would online education be a factor in this study? The paper's abstract does not include the methodology used, the significance of the research, or any insights. The abstract should be followed by 5 to 7 key words.

**Presentation** - The academic paper needs to be better organised, using signposting. Some sentences need to be revisited. Figures and tables need to be clearly labelled, and sources need to be included. If the figures were compiled by the author, the source would be the author's compilation, 202X.

References should appear in alphabetical order according to surname. More recent references should be included in the References section (where applicable). For example, there are many academic papers on Higher Education, Skills, and Work-based Learning that could be sourced. The year needs to be included in all citations.

**Introduction** - It would have been helpful if a definition of an internship was given. The statement "Internship experiences often lead to job offers post-graduation" was given. Is there some evidence for this? What is the purpose of the study? The research questions need to be clearer, which would guide the reader.

**Literature Review** - Kirkpatrick's framework is used as the theoretical framework of the study. This model is an evaluative method. It is unclear as to what the gap is in the literature presented in the paper.

*The CCMS context* - What does it mean that the internship is integral to the BSc course? Does this mean that internships are compulsory? Which year do students carry out their internships?

**Methodology** - There was no reference to what work the students carried out during their internships. It would have been helpful to know what questions the students replied to.

The study's sample size of 20 students was not significant enough to consider it representative and generalisable. How was this sample size selected? The method used to obtain the data (percentages and scores) needs to be clearly explained. NVIVO 12 software was used, but it is unclear as to the methodology on the specific procedures and the steps taken to ensure the validity of the analysis. Was approval obtained from the Ethics Board? The limitations of this study were not brought out. The authors stated that a qualitative approach was adopted, but quantitative data was used.

**Analysis and Discussion** - The paper seems to lack a discussion of the findings. There needs to be cross-referencing with the literature. The paper needs to analyse and draw out a comparative analysis between reaction and learning.

**Conclusion** - The conclusion stated that "the application of what they learned in an academic context to the internship program needs to be improved for optimal alignment". How did the author reach this conclusion? It seems unclear. "The correlation of coverage and frequency assists us in answering the research question" – How did the authors arrive at this conclusion? This is unclear. Suggestions for further research would have been helpful.