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.

The introduction mentions that the CCMS college offers a ten-week unpaid internship program, but it doesn't provide any rationale or address the potential impact of the unpaid nature on students. This omission could be a weakness, as it leaves a critical aspect unaddressed. Furthermore, the introduction lacks statistical or anecdotal evidence supporting the claim that internship experiences often lead to job offers post-graduation, making the assertion less persuasive.

Regarding the methodology, this study relies on a small sample size of 20 students. For content analysis, this sample size raises concerns about the representativeness and generalizability of the findings. The lack of diversity within the sample further limits the study's applicability to a broader population. Additionally, while the use of NVIVO 12 software is mentioned, the methodology lacks clarity on the specific procedures employed, such as coding processes, inter-coder reliability measures, and steps taken to ensure the validity of the analysis. A more detailed explanation of the software's role in the analysis process is essential for transparency and reproducibility.

The study falls short in providing an in-depth interpretation of the coverage and frequency findings. The significance of the percentages and scores remains unclear, leaving readers without a comprehensive understanding of the practical implications of the results. Furthermore, the absence of a detailed comparative analysis between 'reaction' and 'learning' hinders a nuanced exploration of the relationship between these constructs, limiting the depth of the study's insights.

Generalized statements about the positive evaluation of the internship program lack specific evidence from the data, making the conclusions less convincing. Moreover, the heavy reliance on the need for further research in the conclusion without offering concrete suggestions or directions for future investigations leaves the practical applicability of the study's conclusions unclear. Addressing these weaknesses would contribute to a more robust and credible research study.