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Sent by email to alisongow@dailypost.co.uk

09 September 2016

Dear Mrs Gow,

Re: Institutional Response: External Examiner Annual Report 2015–2016

I am writing further to the receipt of your External Examiner's Report for the MSc Computational Journalism and the Digital Media Module on MA/PgDip programmes in Broadcast Journalism, in Magazine Journalism and in News Journalism.

Your Report has been considered by the School in accordance with our approved procedures. I am, therefore, now in a position to respond on behalf of the Vice-Chancellor to the main points you had raised.

Issues Highlighted

1. Your report of uncategorised and untagged community blog posts;
2. Your indication that students would benefit from some understanding of the commercial operation and how it pertains to content and related suggestions.

The following response has been provided on behalf of the School:

1. The students who did not perform well failed to do this even though it is flagged up in the criteria and first session. You are right to flag the importance of this and it will be reiterated next year as it is an important part of the SEO class.

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2. Issues around business models are covered in the Reporters and Reported module which you do not assess, however there will be more of a product process being put in place for a number of modules (MCT537 being the other) following a conversations with you around the exam board.

The University is pleased to note your positive comments including:

1. Your positive indications regarding the programme structure, academic standards and assessment process;
2. Your confirmation of the School's robust approach to an issue of copyright breach in the sample of work you saw;
3. Your particular commendation of the digital investigation project.

I hope that you will find this response satisfactory and we thank you for your continued support of the programme.

As this is your final year as External Examiner, we would like to thank you for your service and we are most grateful for your valuable input into this process.

In order to meet the expectations of the QAA Quality Code, both the External Examiner Annual Report and this Institutional Response will be published on the University website and will be available to all students and staff.

The University's provision of the formal Institutional Response is not intended to constrain direct communication between schools and their External Examiners. Schools are encouraged to discuss with their External Examiners any matters of detail raised in their Reports and, more widely, any issues impacting on the quality and standards of awards, including possible changes to programmes.

We are most grateful for your comments and for your support in this matter.

Yours sincerely,



Mr Simon Wright
Academic Registrar