

Approved

By the Academic Council

Of the Master's Program

'Sociology of the Public  
Sphere and Digital Analytics'

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Federal State Autonomous Educational Institution  
of Higher Education  
NATIONAL RESEARCH UNIVERSITY  
'HIGHER SCHOOL OF ECONOMICS'  
Faculty of Social Sciences

Composition and Assessment Criteria  
for the Portfolio Submission for Admission to  
the Master's Program  
'Sociology of the Public Sphere and Digital Analytics'

Academic Supervisor: V.K. Antonova

Moscow, 2024

## Portfolio Elements

Portfolio Element	Maximum Score
Basic Education and Average Grade	10
Resume	10
Essay (including an English-language abstract)	40
Motivation Letter	10
Recommendation Letters	10
Publications, Certificates, Participation in Conferences, Olympiads, etc.	10
Certificates/Other Documents Confirming Foreign Language Proficiency	10
Total	100

## Evaluation Criteria for Portfolio Components

### Resume

- Contact information (residential address, e-mail, phone)
- Educational background
- Places of employment and completion of internships, freelance experience, volunteer work, grants, internships, publications (if applicable). Copies of diplomas and certificates for participation in conferences, research projects, programming language proficiency, software skills, participation in Olympiads, as well as publications should be attached.

### Essay

- A theoretically grounded original reflective text on the topic chosen by the applicant, reflecting their scientific interests and allowing for an assessment of their academic preparation. The essay should have a length of 15,000 to 20,000 characters with spaces.
- The reflections presented in the essay should explicitly address the insufficiency and/or contradictions in the scientific knowledge accumulated in the relevant problem field. Not less than one-third of the content should be dedicated to presenting a draft of a potential research aimed at resolving the mentioned contradiction and/or filling existing gaps. When composing the draft, it is necessary to present the object, subject, research problem, specify the research goals and objectives, define the theoretical framework of the work, produce the design of the empirical research, and outline hypotheses. All components of the draft must

be substantiated. The essay text should include accurate bibliographic references and should not contain elements of compilation or improper borrowing of texts from other authors.

- The essay should be accompanied by an abstract in English of at least 150 words.

## **Motivation Letter**

In a free-form manner, it is necessary to present the following information:

- Reasons for choosing the field of study and applying for the master's program.
- Experience in independent research activities (e.g., within the scope of preparing a thesis) or as part of a research team: project name, type of team, including scientific-educational (NUG), project-educational (PUG) groups, experience in fieldwork, a brief description of the results obtained, personal contributions.
- Experience in preparing scientific articles and participating in conferences, workshops, winter/summer schools, and other forms of scientific communication, along with any scientific achievements (e.g., scholarships, grants).
- Work experience, if it is somehow related to the chosen field of study and the decision to pursue a master's degree.
- A detailed description of what you would like to study and learn in the master's program, demonstrating an understanding of what sociologists do in the public sphere, how digital analysis is applied, and the methods used. In this section of the motivation letter, it is important to provide well-argued reasons for choosing a preferred track ("Sociology of the Public Sphere Social Communications" or "Digital Analytics of Social Processes"). To find arguments, it makes sense to familiarize yourself with the research and practical activities of the faculty in both tracks. Since the "Sociology of the Public Sphere and Social Communications" track is closely linked to the activities of the International Laboratory for Social Integration Research (<https://www.hse.ru/ilsir/>), if you choose this track, it is advisable to familiarize yourself with the research directions of this laboratory. The "Digital Analytics of Social Processes" track corresponds with the work of the Randan research team (<https://social.hse.ru/soc/randan/members>), so when choosing this track, it makes sense to study the composition and direction of the activities of this research team.
- Any other information at the discretion of the applicant.

The motivation letter should not exceed 1000 words and should not duplicate the resume but complement it.

## **Recommendation Letters**

- Recommendations from teachers or a research advisor, evaluating the knowledge, skills, and abilities of the applicant acquired in the previous stage of education, providing examples of the application of these skills (high grades, completed research, achievements in scientific or practical activities, etc.). They should also assess the applicant's motivation, personal qualities, and other information that allows an evaluation of the level of preparation and the potential for successful study in the Master's Program in Sociology of the Public Sphere and Digital Analytics.

## **Publications, Certificates, Participation in Conferences, Olympiads, etc.**

- Published scientific works (including all pages of the research paper or conference abstracts, a bibliography, a copy of the page with publication details, a copy of the title page and table of contents), copies of diplomas and certificates for participation in conferences, research project competitions (e.g., in the “Your Project” ("Tvoy Proekt") competition, or in the student research projects (NIRS) competition), proof of proficiency in programming languages, software skills, and participation in Olympiads.

## **Certificates or Other Documents Confirming Foreign Language Proficiency**

- In addition to international certificates, consideration will be given to the Lingvotest Certificate, participation in international conferences with presentations or poster presentations in a foreign language, participation in international mobility programs. Additionally, a high school diploma with advanced study of a foreign language may also be considered.