



Guidelines for Long Reports and Theses

Thesis Coordinators

Haaga-Helia University of Applied Sciences

Haaga-Helia Bachelor's Degree

Bachelor's Thesis Instructions

21 August 2024

Abstract

Author(s) List the author(s) here, first name before surname, alphabetized according to surname
Degree Bachelor of Business Administration, Bachelor of Hospitality Management, Bachelor of Sports Studies, Bachelor of Culture and Arts (delete the unnecessary degree alternatives).
Report/Thesis Title Write the main title of your report/thesis here
Number of pages and appendices 19 + 2
<p>Abstracts are generally included in thesis reports only.</p> <p>The abstract presents the main points of the thesis to the reader. Key information such as the background of the thesis, objectives, demarcation, theoretical framework, implementation, methods, timeline as well as results and discussion of the study are provided.</p> <p>The abstract follows the same order as the report proper. It is a nutshell overview of the whole report. The abstract must form an independent entity that can be understood without reading the entire thesis.</p> <p>The abstract is written in neutral English in a concise and understandable style. Complete clauses and sentences are used, passive voice is favoured, and the third person (author/authors) preferred instead of the first person (I, we).</p> <p>The past tense is used when referring to previously published research, when discussing the progress of one's own work and its findings, or when stating conclusions others have achieved. The present tense is used when general results are presented, and also when the use of one's own findings and insights are presented.</p> <p>The abstract must not exceed one page in length. It should comprise at least three paragraphs which are separated with one blank line. Start a new paragraph for each new topic. The abstract must not include source references.</p>
Keywords The abstract ends with a list of keywords, 3–6 words that best describe the contents of your thesis, in order of importance. Make use of glossaries available at http://finto.fi/fi/ and https://an-nif.org/

Contents

1	Introduction.....	1
2	Report layout and structure	2
2.1	Report layout.....	2
2.2	Cover page and abstract.....	3
2.3	Compiling the table of contents.....	3
2.4	Content of introduction chapter	4
2.5	Content of discussion chapter.....	5
2.6	List of references and appendices	6
2.7	Structure and length of thesis report.....	6
2.8	Title of thesis report.....	7
3	Typography and visualization.....	8
3.1	Referring to the author and using tenses	8
3.2	Visualizing text with figures and tables	8
3.3	Creating accessible figures and tables	10
3.4	In-text references to figures, tables and appendices	10
3.5	Lists as part of text.....	11
4	Source use and referencing	12
4.1	Principles of referencing.....	12
4.2	In-text referencing	13
4.3	Use of direct quotations	14
5	Using Artificial Intelligence	15
6	Finalizing and checking thesis report	16
6.1	List of things to check.....	16
6.2	Checking accessibility	17
6.3	Saving thesis report in PDF/A format.....	17
	References.....	19
	Appendices	22
	Appendix 1. Traditional report model	22
	Appendix 2. Zipper-model	23

1 Introduction

All the long reports and the thesis you write should be prepared according to these Haaga-Helia guidelines for long reports and theses. Usually, a long report is at least five pages long. There are separate guidelines for short reports. When the word report is used in this text, it refers both to project work reports and thesis reports. Writing instructions related only to theses are dealt with either in a separate chapter below or are referred to in the text with the term thesis report.

A separate Word template with the guidelines below has been made for report writing. The template features a ready-made cover page, abstract page, automatic table of contents, and defined styles for texts, headings and lists. The template works best when you write text directly in it and do not copy text from elsewhere.

The report guidelines and the template are available at the Haaga-Helia website [Thesis, Bachelor's degree](#). Copy and download the template for your own use. You must have the MS Office package installed on your device to do so. Do not use the template in the Online Word version.

Take advantage of Haaga-Helia library's [LibGuides](#) website to learn more about referencing, as the guidelines you are now reading comprise only the main principles of referencing. (Haaga-Helia Library and information Services 2024a).

Artificial Intelligence (AI) is a supportive intelligence that you can use judiciously to help you brainstorm, structure, visualise and write. Always mention in your report how you have used AI. Follow Haaga-Helia guidelines for using AI. (Haaga-Helia 6.9.2023; Haaga-Helia Library and Information Services 2024c; Haaga-Helia Library and Information Services 2024d.)

Reports to be published, such as thesis reports, must be accessible. Accessibility is based on the UN Convention on the Rights of Persons with Disabilities and the Law on the Provision of Digital Services. More information on how to make documents accessible can be found in Theseus and on the websites of WebAIM, Microsoft and Celia (Arene ry s.a.; WebAIM 2021; Microsoft Support 2022; Celia s.a.). Also consider research data management in your thesis. For more information, see the LibGuides website Haaga-Helia Library and Information Services 2024e (in press).

2 Report layout and structure

Chapters 2.1–2.6 provide instructions for long reports. The last two subchapters (2.7 and 2.8) only concern thesis reports.

2.1 Report layout

The template has pre-set default settings for font, font size, language, indentation and paragraph alignment for headings, body text and bulleted lists. Make use of the template's pre-set styles for different heading levels and lists (Styles). In the appendices, a different design can be used.

Heading 1 is used for first-level headings, **Heading 2** for second-level headings (X.X), and **Heading 3** for third-level headings (X.X.X). Heading styles are automatically spaced before the actual body text. The automatic table of contents only works if you use the title styles of the template file.

The main chapters always start on a new page. The page break is defined as Heading 1. If necessary, make a page break in Word with the page break command: **Insert - Page Break** with the keyboard shortcut **Ctrl + Enter**. The body text paragraphs are written in the **Normal** style. If you want to check non-printing characters such as spaces, paragraph breaks, page breaks, and paragraph breaks, click the icon ¶.

Start headings and text from the left margin. Use hyphenation (**Page Layout - Hyphenation – Automatic**) and left alignment only. Use effects such as bold and italics sparingly so that they do not lose effectiveness.

The page numbers are on the right margin in the header. The page numbering starts on the first page of the introduction and continues until the end of the report. If the appendices form a continuation of the report, the page numbering is continued in the appendices. If, on the other hand, the appendices are separate entities, such as an orientation guide or a brochure, they may have their own page numbering or, alternatively, no page numbering at all. The page numbers are pre-defined in the template in the upper right margin of the page.

The margins, line spaces and fonts are as follows:

- The margins in the standard Word settings: top and bottom margins are 2.5 cm and left and right margins are 2 cm.
- The line spacing is 1.5.
- In tables and indented citations, the line spacing is 1.0.
- One blank line comes between paragraphs and after lists.
- The text font is Arial 11 pt.

- The heading text font is Arial 13 pt in bold.
- The subheading text font is Arial 11 pt in bold.
- Long direct quotes are indented by one tab and have 10 pt font size.
- Cover page texts are indented by one tab.

2.2 Cover page and abstract

The first page of the report is the cover page (title page). Replace the example title with your own report title, if necessary also a subtitle (optional), and your name. If there is more than one author, their names are listed in alphabetical order by surname. Under Haaga-Helia University of Applied Sciences, the name of the degree, the report type (e.g. Project Work, Study Report, or UAS Thesis), and the year of completion must be stated.

As a rule, an abstract is only required for theses, where it also serves as a maturity test. Please note that artificial intelligence (AI) may not be used in the preparation of the abstract. For more detailed instructions, see the [Thesis website](#), section 6. Maturity Test. For course reports, please check the project work instructions or your teacher to see if you need to include an abstract.

The text in the abstract is written in the **Abstract** style. The abstract briefly presents the background of the report topic, the objective and demarcation of the study or report, the theoretical framework, the method of implementation, the timeline, the methods used, the main results and discussion. At the bottom of the page, the slot called Number of pages and attachments is preceded by the number of pages in the report, which does not include the cover page, abstract, table of contents, nor appendices. The actual length of the report is therefore equivalent with the last page number in the list of references. The number of appendix pages is indicated after the plus sign. Be sure to also write the keywords at the end of the abstract. Writing instructions are also provided in the abstract of this guide and in the template abstract. If a potential commissioner does not want to be named on the cover page or in the report abstract, write the title of your work and the abstract so that it does not disclose who the commissioner is.

2.3 Compiling the table of contents

The title of the table of contents is Contents. If subchapters are used, there must always be at least two of them. For example, if the report includes Chapter 2.1, it must also include Chapter 2.2. Do not confuse the concepts of a chapter and a paragraph. A paragraph is a set of ideas formed by several sentences. For example, these four lines of text form one paragraph.

The table of contents is pre-defined in the template. When you use template heading styles, they appear in the table of contents when you update the table of contents: right-click on the table of contents and select **Update field - Update entire table**.

If you find incorrect text in the table of contents, press the **Ctrl key** and click the line that contains the problem. You will automatically be taken to the point in the report where the error occurred. Check which style is in use at the specific point and change it if necessary. If headings are missing from the table of contents, check the style of the missing heading and change it as explained above. Remember to update the table of contents after any changes.

2.4 Content of introduction chapter

Start the text with an introduction to stimulate the reader's interest and provide preliminary information on the subject. A good introduction is short, even in a thesis only 2-3 pages. The introduction is successful when the reader understands the background, objectives, methods and demarcation of the study or report. Explain the concepts that are relevant to the objectives or readability. You can also explain why the topic of the report is important, current, or otherwise interesting. Especially when choosing a thesis topic, you should pay attention to the sustainability and responsibility aspects of the topic (Näreaho, Kettunen, Kärki & Päällysaho 2020). The introduction may consist of several subchapters.

The overlay matrix is a typical table often included in, for example, the introduction chapter in a research type or a diary type thesis report. It summarizes the investigative questions, the theoretical framework, the results and the survey or interview questions. With an overlay matrix, you show and demonstrate to the reader that the report forms a logical whole. Table 1 contains a model of the overlay matrix, the investigative questions of which are used to solve the research problem: How is the state of well-being at work perceived in Company X Ltd and how could it be developed?

Table 1. Overlay matrix (adapted from Peltonen 2017, 3)

Investigative questions	Theoretical framework (chapter)	Results (chapter)	Questionnaire questions
1. What is the work environment and organization like in terms of well-being at work?	3.1.1	5.2	1–8
2. How do supervisory work and management affect well-being at work?	3.1.2	5.3	9–13
3. What is the work community like in terms of well-being at work?	3.1.3	5.4	14–18
4. How do employees perceive their work and its requirements?	3.1.4	5.5	19–24
5. Do individuals feel that their own resources are sufficient to do the job?	3.1.5	5.6	25–27

2.5 Content of discussion chapter

The discussion is the last chapter, in which you state the main results, draw discussion based on the results, suggest recommendations, and discuss the application potential. In this chapter you elaborate on what you have covered in the previous chapters based on what you have learned or realized while doing the work. It is therefore good to record your own insights and views throughout the process from the very beginning. Remember that arguments and generalizations must be presented in a factual manner and with justifications.

In the discussion chapter, answer the following questions:

- What were the objectives with the work and were they achieved?
- What were the main results or key outcomes?
- What conclusions can be made based on the results?
- How can the results be utilized or applied in practice?
- What was successful?
- What were potential problems and failures, how were these solved?
- What should have been done differently?
- What ideas for future development were acquired during the process?
- What did you or the team learn during the process?

In thesis reports, the results are reflected on by referring back to the theoretical framework and the results of previous research. Additionally, the factors that have influenced the results are considered critically. The discussion chapter shows how well the new and the old information meet. The consideration of reliability and ethics is an important part of the thesis report's discussion chapter. The reliability of a study is addressed through the concepts of validity and reliability. In other types

of theses, the concepts of credibility, relevance and reproducibility are related to reliability. The discussion should include ethical aspects, such as the implementation of soon to be published research data management in the thesis guideline Haaga-Helia Library and Information Services 2024e (in press). Further instructions for discussion in thesis reports can be found in the separate instructions for different types of theses.

2.6 List of references and appendices

The heading for the list of references is References, and the heading for appendices is Appendices. In these headings the style Heading 1 is used, but without chapter numbering. The style is called **H1 Unnumbered**.

In the references, a simplified form of the Harvard model is used. Finally, ensure that the references are in alphabetical order. Information on referencing is available in chapter 4 and online in LibGuides (Reference help). (Haaga-Helia Library and Information Services 2021).

The appendices are placed after the list of references. Check that each appendix is numbered and titled (**H2 Unnumbered**). A new appendix always starts on a new page. The appendix can be several pages long, as is typically the case with a survey questionnaire. The layout of the appendices, such as line spacing, font size and type, may differ from the layout guidelines of the report proper (Chapter 2.1).

2.7 Structure and length of thesis report

The traditional thesis report consists of the cover page, abstract, contents, introduction, theoretical framework, empirical part, discussion, sources and appendices (Appendix 1). The theoretical framework and empirical data can consist of 1 to 3 chapters, depending on the topic. The model in Appendix 1 is particularly suitable for research-type theses. You can apply the zipper-model (Appendix 2), for example, in product-based theses. A structural model for a diary-type thesis is available in a separate guide. If your thesis contains business or professional secrets, also consult the separate instructions. Discuss the structure of the report with your advisor.

The recommended length of the thesis report is 35–50 pages, starting with the introduction page and ending on the last page of the list of sources. If your thesis features a clear separate output, for example a guide or video, the recommended length of the report is at least 15 pages. The output will be attached. The recommended lengths for pair work are 50–70 and 20 pages.

2.8 Title of thesis report

Keep saving your thesis report systematically from the beginning of the writing process so you know which version of your work is the most recent one. The thesis report versions sent for plagiarism inspection, evaluation, and Theseus should be named in a certain way (see Table 2).

Table 2. Naming different thesis report versions

Report version	Format	File name
Work versions	Word	Last name_First name_thesis_v1.docx (..v2, ..v3, etc.)
Presentation version	Word	Last name_First name_thesis_presentationversion.docx
Original version	PDF/A	Last name_First name_thesis.pdf
Assessment version	PDF/A	Last name_First name_thesis_assessmentversion.pdf
Theseus version	PDF/A	Last name_First name.pdf

3 Typography and visualization

Write the report in a formal style and with a logical structure. You can illustrate the text with tables, figures and lists. Tables and figures must be made accessible.

3.1 Referring to the author and using tenses

Be consistent when choosing the person and tense for your text. You can opt for the passive voice such as “was looked at, were examined, was determined,” or the first-person narrative, which is natural to use when reporting on your own choices or actions, such as “I looked at, I collected, I interviewed”. In the abstract only the passive voice should be used. (Airaksinen 2020, 49–50.) The casual you form used in instructional guides should not be applied in a thesis report.

The introduction chapter is usually written in the present or present perfect tense when you discuss the background or previous studies, for example, “In this thesis I explore...”, “The company has found that...”, “Sellers have promoted...”. The theoretical framework is usually written in the present tense, as it contains general principles and models. When presenting a summary of previous studies, use present perfect, for example, “Studies have defined / observed...”, “... research has been limited.”. In the empirical part, it is natural to write the implementation process in the past tense, as it describes events that have already ended. For example, “The questionnaire was sent...”, “I sent the questionnaire...”. When describing the results obtained from the data our outcomes of production steps, the past tense is suitable “In total, x% of the respondents were, said, experienced...”. When presenting a generalizable result or use of an outcome, use the present tense. (Kniivilä, Lindblom-Ylänne & Mäntynen 2017, 53–57; Airaksinen 2020, 50–51.)

3.2 Visualizing text with figures and tables

It is a good idea to illustrate the text with figures and tables. Any text in the illustrations should be in English and in Arial font. Illustrations such as statistical graphs, various charts, maps and formulas, photographs, drawings, screenshots, flowcharts, etc. are called figures. The table, in turn, has columns and rows that contain text or numbers. Do not use merged cells in tables. In tables, use the **Table** style. Two examples of tables can be found in Chapter 2 of this guide (Table 1; Table 2). Avoid 3D images as they easily distort the information they contain. Insert the figures and tables on the left so that they start at the same point as the actual text. Figures and tables must not go over the margins. If they are large or plentiful, place them in the appendices.

Figures and tables are given captions and are numbered each in their own series. The figure caption is placed below the figure, and the table caption above the table. Captions start from the left

margin and are on the same page as the figure or table. Note that the caption text must not be in question form. No full stops (periods) are used at the end of captions.

Add figure and table captions in the following way:

- Click on the figure or table.
- In the **References** tab, choose Insert Caption. The **Insert Caption** option is usually available in the menu if you right-click the mouse.
- Choose **Label** in the Image or Table menu.
- Choose the caption place in **Position** in the menu. The table caption is Above selected item and the image caption Below selected item.
- Add a full stop, empty space and caption text after the number automatically generated by Word.
- The style of figure and table captions is **Caption**.

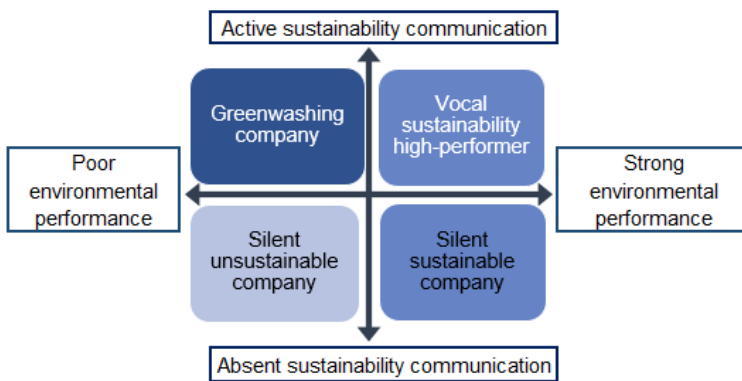


Figure 1. The fourfold table describing sustainability and environmental performance of companies (adapted from Delmas & Burbano 2011, 67)

If the data in the table or figure is not your own, mark the source reference in brackets without a full stop after the title. The reference is made according to the source reference instructions. As a general rule, figures and tables may not be copied directly from the original source without the permission of the copyright holder or the knowledge that the image is freely available. If the figure or table has a clear factual, clarifying or illustrative connection to the text, according to sections 22 and 25 of the Copyright Act (8.7.1961/404), quotations or citations may be taken from the figure or table in accordance with good practice (Kopiosto ry 12 May 2021). If an image or table is used with permission, it does not need to be edited, and in some cases, editing is prohibited. The reference indicates that the original image is a self-produced version of the original image. If the figures are modified to be different from the original source image, add the term “adapted from” before the source reference. For example, figure 1 has been edited to be different from the image of the original source.

3.3 Creating accessible figures and tables

At the very early stage when you start making figure and tables, bear in mind that they must be accessible when finished. The information in accessible figures is presented in the body text and as alternative text, alt text. The alternative text highlights the essential content of the figure.

Click on a figure to add alternate text to it. Then right-click the mouse and select **View Alt Text** in the menu.

In the window that opens, enter a brief and relevant description of the figure. Alternative text should not repeat the title of the figure as it is, because the screen reader reads both contents. End the alt text with a full stop.

Add the first row of the table as a recurring tag especially if the table is large and continues on the next page. Then the first row will be repeated on the next page. Click the first row of the table. As shown in the figure below, then select **Layout** and **Repeat Header Rows**.

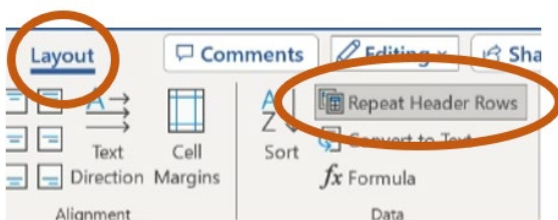


Figure 1. Repeating the first row

Check that the cells in the table are in a logical and sensible order also for those who read the table using a screen reader. Screen readers read the contents of cells from left to right and from top to bottom. You can check the reading order by moving the tab key forward.

3.4 In-text references to figures, tables and appendices

Verbally describe the images and tables and the main content in the body text around them. All tables, figures and appendices must be referenced in the body text. The reader must understand the text without being familiar with the tables, figures or appendices and vice versa.

References to images, tables and appendices can be made as follows:

- "... as figure 3 shows, thesis writing is an exciting experience." or
- "... thesis writing is perceived as an exciting experience (figure 3)."
- "... You can apply the zipper-model (appendix 3) in functional theses."



Figure 3. A completed Bachelor's thesis (Haaga-Helia 2021)

If a figure, table or appendix illustrates two or more sentences, a reference is placed outside the last sentence and it begins with a capital letter: "Thesis writing is perceived as an inspiring experience. It allows students to bring out their special skills and even brand themselves in the job market". (Figure 3.)

3.5 Lists as part of text

A list is a means of visual illustration in which things are presented one below the other. Use lists sparingly. The list starts on the left at the same point as the actual text. The layout of the list is automatically correct if you use the **List Paragraph** style.

Before the list, write at least one introductory sentence in the **Normal** style. If your list is based on sources, make a reference to the source in the introductory sentence. The lists must relate to the introductory sentence so that the different paragraphs are similar in structure. Below there are two examples. In the first one, the list consists of separate sentences. In the second, the introductory sentence and the listed points form a sentence. There is a difference in how the colon, the full stop (period), and capital initials are used.

Example 1: Heikkilä (2014, 51) describes the properties of the Likert scale variables as follows:

- The Likert scale is used for opinion measuring.
- The scale is usually a 4 or 5-point rating scale.
- At one extreme you typically agree and at the other extreme you disagree.

Example 2: When making a list, remember to

- write the introductory phrase or paragraph first
- add references if necessary
- make the listed items identical so that they are all either words, sentences, clauses or paragraphs.

You cannot use a combination of the previous examples of lists in a single list. Note that in Example 2, each point in the list begins with a verb in the same form: write, add, and make.

4 Source use and referencing

The most commonly used sources are books, articles, studies, reports and other documents generated by communities, the public sector and companies, as well as websites, expert seminar lectures, and interviews. Different types of electronic sources have proliferated rapidly and have a wide spectrum. This report writing guide covers the main principles for the use of sources and in-text references. The list of sources in this guide is an example of how the most typical source types are listed in the list of sources.

More detailed instructions on in-text citations and referencing can be found on Haaga-Helia Library LibGuides Reference Help website. The LibGuides website also provides information on training provided by the library, and on personal information retrieval guidance. (Haaga-Helia Library and Information Services 2024a.)

Instead of the Haaga-Helia model, you can choose to use the Mendeley reference style Cite Them Right - Harvard, which you can use as such without modification. Mention in the introduction chapter if you are using Mendeley or a similar application. For more detailed information, see the LibGuides website (Haaga-Helia Library and Information Services 2024b).

4.1 Principles of referencing

All references should be used critically. Evaluate the publisher, the purpose of the publication, the author's expertise and reputation, as well as the timeliness, credibility and objectivity of the content. Also consider the usability of the references in terms of the purpose and demarcation of the text you produce. Textbooks, theses, and blogs are often secondary sources. Always try to find the original source to which they refer. The most reliable sources are peer-reviewed articles.

The references used must be indicated through in-text citation and stated in the list of references. Mark the in-text citations and reference list information as soon as you use the source. Placing citations later in the text is difficult, causes extra work, and is prone to errors.

If you present the text or views of others without mentioning the source, you are guilty of plagiarism, which is a fraudulent activity (Haaga-Helia 2023, § 27). The forms of fraud include fabrication, falsification, plagiarism and misappropriation. They are defined in the guidelines of the Research Ethics Advisory Board (2023). At Haaga-Helia, all thesis reports and some longer course reports are checked using the Ouriginal system. There is a separate instruction on academic misconduct and its consequences.

4.2 In-text referencing

In-text references indicate that your text is based on sources. Texts, figures and tables without references are construed to be as the author's own. The format of the in-text reference depends on the number of authors of the source text, the number of sentences to be referenced, the length of the text referenced, and whether it is a direct quotation, or a summary or paraphrases of the original text. Particular attention must be paid the location of full stops, brackets (parentheses) and quotation marks. The in-text reference allows the reader to find the exact publication information of the original text in the source list. This allows him to assess the quality and reliability of the source and to verify that the source has been referenced in its original meaning.

An in-text reference consists of the following components

- the keyword, which is the name of the author or publisher of the source, or a word related to the publication
- the year or the indication s.a. ('sine anno' means that the year is not known)
- a more precise specification (page number, chapter index, number of minutes in the form of the time reference in a video, or another attribute that makes it easier for the reader to find the right place in the source).

Below there are some examples of in-text references. For clarity, the examples are indented and written in a smaller font and line spacing than they appear in the report. Only long direct quotes are indented in the report.

There are two ways to make a text reference to a single sentence:

Validity refers to the extent to which the research covers the measures it claims to measure (Ghuri & Gronhaug 2010, 78).

or

Ghuri and Gronhaug (2010, 78) define validity as the extent to which the research covers the measures it claims to measure.

Example text reference when referring to multiple sentences:

Consumer behaviour can be modelled from a number of perspectives. One point of view is that consumer purchases are influenced by cultural, social, individual and psychological forces. (Kotler & Armstrong 2011, 161.)

When presenting your own thoughts or suggestions, make the references with care so that the reader understands that the text is yours. It is usually a good idea to first state what the source is

saying. After the in-text reference, write your own thoughts until you finish the paragraph. For example, in the methods chapter of a research-type report or thesis, text referenced from sources and text telling about the author's actions and thoughts typically alternate.

4.3 Use of direct quotations

Direct quotations should be used sparingly and should not be taken out of context. They are written in exactly the same words as they appear in the source. Their use is appropriate when the manner in which the matter is expressed in the source is particularly useful or unique.

A short direct quotation is no more than three lines long and is marked in the body text within quotation marks in the **Normal** style, i.e. with a dot size of 11 pt and a line spacing of 1.5.

"The Likert scale format measures intensity of agreement or disagreement" (Burns & Bush 2010, 312).

or

As stated by Burns and Bush (2010, 312), "The Likert scale format measures intensity of agreement or disagreement".

A long direct quote is placed as a separate paragraph that is indented by one tab. The text is written in **Citation** style, with the font size of 10 pt and the line spacing of 1.

Research misconduct is further divided into the following four subcategories:

- Fabrication refers to reporting invented observations to the research community. In other words, the fabricated observations have not been made by using the methods as claimed in the research report. Fabrication also means presenting invented results in a research report.
- Falsification (misrepresentation) refers to modifying and presenting original observations deliberately so that the results based on those observations are distorted. The falsification of results refers to the unfounded modification or selection of research results. Falsification also refers to the omission of results or information that is essential for the conclusions.
- Plagiarism, or unacknowledged borrowing, refers to representing another person's material as one's own without appropriate references. This includes research plans, manuscripts, articles, other texts or parts of them, visual materials, or translations. Plagiarism includes direct copying as well as adapted copying.
- Misappropriation refers to the unlawful presentation of another person's result, idea, plan, observation or data as one's own research.
(Finnish Advisory Board on Research Integrity 2013, 32–33.)

5 Using Artificial Intelligence

You can use artificial intelligence (AI) in your work in a variety of ways to help you think, write and visualize, but it is seldom justified as a source of information. If you use AI, describe the use in the introduction and describe which tool you have used and at the appropriate point in the report. Note that the AI is neither an author nor a source, so you cannot make an in-text reference to the text produced by AI, nor can you include it in the reference list. If you are using AI in your information search process, always check the information produced by the AI against the original sources and reference the original sources. For more detailed instructions on the use of AI, see the Haaga-Helia [LibGuides Referencing Help](#) and Haaga-Helia practical guidelines on how to use AI in your studies (Haaga-Helia 6.9.2023; Haaga-Helia Library and Information Services 2024c; Haaga-Helia Library and Information Services 2024d.)

An example of describing AI use in a report:

The thesis has used ChatGPT, DeepL and Copilot AI applications to develop and structure ideas and to create an English-language questionnaire. The text has been created using AI on several occasions and iteratively. For example, the questions "How can the research objective of the thesis xxx be further delimited and broken down into sub-objectives?" have been used as prompt. The author of the thesis has further refined the AI-generated texts to make them error-free, relevant, clear and understandable. The AI application has been used responsibly, taking into account data protection and copyright. All sources cited in the report have been used correctly and are not AI-generated.

6 Finalizing and checking thesis report

Great that you have completed your thesis report! Before submitting it for evaluation and publishing, finalize it and check that it meets accessibility requirements. All thesis reports are published in Theseus. The published thesis report must be saved as one single PDF file. If, in the commissioning agreement, the commissioning organisation has not allowed publication in the open collection, the thesis report is published in the restricted collection of Theseus. Please note that the metadata and the abstract are public also in the restricted collection, although the thesis itself is only available on the university's internal network or upon request from the university.

6.1 List of things to check

If the title of your completed thesis differs from what has been entered in Wihi, correct the title in Wihi. The title in Wihi is recorded in your degree certificate and transcript of record.

Before submitting your thesis report for evaluation, check that

- File - Info - Properties - Title is the same as the real title of your thesis
- the spell checker detects no mistakes (Review - Spelling & Grammar)
- all headings are listed in the table of contents
- there are no orphan subchapters in the text
- the numbers of pages stated in the abstract correspond with the length of the report
- every heading and the subsequent paragraph are on the same page; if necessary add a forced page break (Ctrl + Enter)
- the figures and tables have been designed to be accessible (chapter 3.3)
- the decimal separator is a period/point (and not a comma)
- that units of measurement are separated from the number with a blank space (although many English style guides prescribe writing without any space between), e.g. 7 %, 12 km, 20 kWh
- all the sources you have referred to in the report are included in the reference list
- there are no sources in the list of references not referred to in the text
- there is an empty row between each source in the reference list
- there is a full stop at the end of each reference
- no sample text, figure or table from the template file is left in the report
- the thesis report is accessible; check accessibility using the instructions in chapter 6.2.

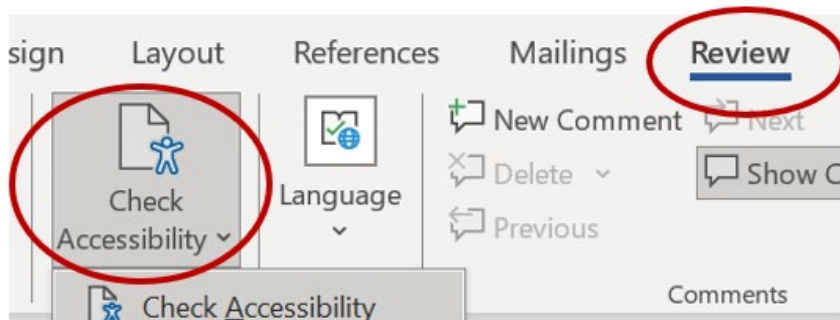
After checking the above points, create a pdf file (PDF/A) of your report and follow the instructions in Table 1. Chapter 6.3 provides instructions for creating a pdf file.

6.2 Checking accessibility

Accessibility is checked using Word's automatic accessibility checker. You can only check a file saved in docx format. If the Word program installed in your own computer is unable to perform the accessibility check, use a computer at school or in the VDI environment.

The accessibility check is done as follows (figure 4):

- In **File**, open the **Info** tab or **Review > Accessibility > Check Accessibility** (Mac: Tools > Check accessibility).
- Open the Check for issues dropdown menu.
- Choose Check accessibility.
- After this, the Accessibility check window opens on the right. The checking results show any errors or warnings.
- Go through the errors and correct them. Notice that Word also offers more information about the errors and instructions for fixing them.



– Figure 2. Checking the accessibility in Word

6.3 Saving thesis report in PDF/A format

When your Word report is accessible, save it as a PDF/A file:

- Choose the **File** tab in Word.
- Choose the **Export** function.
- Choose the Create PDF/XPS Document file and again choose the Create PDF/XPS Document file on the right.
- Choose **Options** before you click Publish.
- In the Settings window, make the choices shown in Figure 4 and choose OK.
- Choose **Publish**.

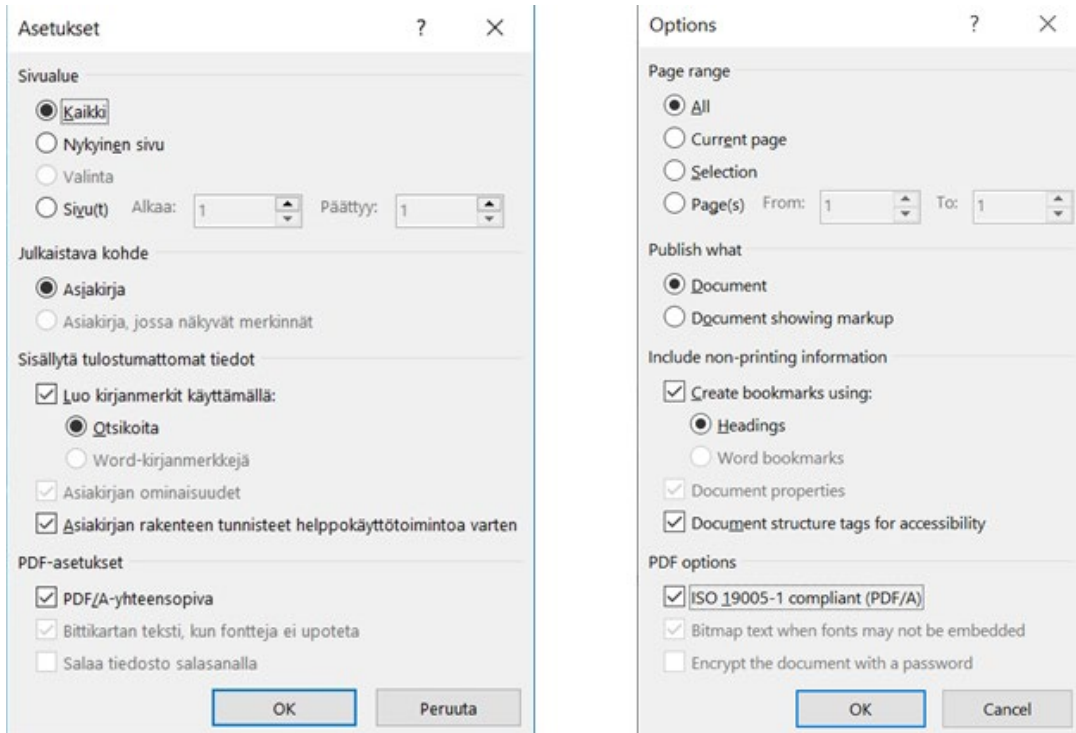


Figure 5. Settings for PDF/A saving

Do not use the Print Adobe PDF function! If you do, the end result is not an accessible pdf file. If the Word program installed in your own computer is unable to perform an accessibility check, use a computer at school or in the VDI environment.

When an accessible Word file is converted into a PDF/A file, that one too is mostly accessible. For example, the reading order of a PDF file may not be correct, so it must be corrected in the PDF file itself. Acrobat Pro is recommended for checking accessibility. [Check accessibility \(Acrobat Pro\)](#).

References

Airaksinen, T. 2020. Opinnäytetyöteksti vauhtiin ja maaliin. Books on Demand. Helsinki. E-book. Accessed: 29 October 2021.

Arene ry s.a. Thesis accessibility guidelines. URL: <https://submissions.theseus.fi/en/accessibility-guidelines.htm>. Accessed: 26 October 2021.

Celia s.a. Saavutettavat asiakirjat. URL: <https://www.saavutettavasti.fi/saavutettavat-asiakirjat/>. Accessed: 24 May 2024.

Copyright Act 8.7.1961/404.

Delmas, M. A. & Burbano, V. C. 2011. The Drivers of Greenwashing. California Management Review, 54, 1, pp. 64–87.

Finnish Advisory Board on Research Integrity 2013. Responsible conduct of research and procedures for handling allegations of misconduct in Finland. Guidelines of the Finnish Advisory Board on Research Integrity 2012. Finnish Advisory Board on Research Integrity. URL: https://www.tenk.fi/sites/tenk.fi/files/HTK_ohje_2012.pdf. Accessed: 28 March 2022.

Government Decree on Universities of Applied Sciences 1129/2014.

Grönroos, C. 2020. Palvelujen johtaminen ja markkinointi. Talentum. Helsinki. E-book. Accessed: 25 October 2021.

Haaga-Helia s.a. Thesis, Bachelor's Degree. URL: <https://www.haaga-helia.fi/en/amk/thesis-bachelors-degree> . Accessed: 24 May 2024.

Haaga-Helia 2021. Illustration for Haaga-Helia UAS report guide. Haaga-Helia internal document.

Haaga-Helia 2023. Degree regulations. URL: <https://www.haaga-helia.fi/sites/default/files/file/2021-12/degree-regulations.pdf>. Accessed: 24 May 2024.

Haaga-Helia 6.9.2023. How to use AI in your studies – see practical guidelines. News. URL: <https://www.haaga-helia.fi/en/current/news/how-use-ai-your-studies-see-practical-guidelines>. Accessed: 24 May 2024.

Haaga-Helia Library and Information Services 2024a. Referencing: In-text citations and list of references: how to format them. URL: <https://libguides.haaga-helia.fi/referencing/citations-and-list-of-references>. Accessed: 24 May 2024.

Haaga-Helia Library and Information Services 2024b. Mendeley Reference Management: About Mendeley. URL: <https://libguides.haaga-helia.fi/Mendeley-eng> . Accessed: 24 May 2024.

Haaga-Helia Library and Information Services 2024c. How to search for information: AI in information searching. URL: <https://libguides.haaga-helia.fi/how-to-search-for-information/ai> . Accessed: 22 April 2024.

Haaga-Helia Library and Information Services 2024d. Reference Help: In-text references and how to format them – Artificial Intelligence. URL: <https://libguides.haaga-helia.fi/referencing/how-to-format> . Accessed: 22 April 2024.

Haaga-Helia Library and Information Services 2024e (in press). Aineistonhallinta opinnäytetyössä. URL: https://libguides.haaga-helia.fi/Aineistonhallinta_opinnaytetyyossa. Accessed: 24 May 2024.

Heikkilä, T. 2014. Tilastollinen tutkimus. Edita. Helsinki. E-book. Accessed: 22 October 2021.

Hirsjärvi, S., Remes, P. & Sajavaara, P. 2009. Tutki ja kirjoita. Tammi. Helsinki.

Kopioisto ry. 12 May 2021. Asiantuntija vastaa: Miten opiskelija saa käyttää kuvia opinnäytetyösään? URL: <https://kopiosto.fi/kopiosto/kuvia-saa-luvallamme-kayttaa-koulutoissa/>. Accessed: 18 November 2021.

Kniivilä, S., Lindblom-Ylänne, S. & Mäntynen, A. 2017. Tiede ja teksti – Tehoa ja taitoa tutkielman kirjoittamiseen. Gaudeamus. Helsinki. E-book. Accessed: 29 October 2021.

Microsoft Support 2022. Create accessible Office documents. Microsoft. URL: <https://support.microsoft.com/en-us/office/create-accessible-office-documents-868ecfcd-4f00-4224-b881-a65537a7c155>. Accessed: 28 March 2022.

Näreaho, S., Kettunen, J., Kärki A, & Päällysaho, S. 2020. Ethical recommendations for thesis writing at universities of applied sciences, Arene 2020. URL: https://www.arene.fi/wp-content/uploads/Raportit/2020/ETHICAL%20RECOMMENDATIONS%20FOR%20THESIS%20WRITING%20AT%20UNIVERSITIES%20OF%20APPLIED%20SCIENCES_2020.pdf? t=1578480382. Accessed: 21 August 2024.

Peltonen, L. 2017. Työhyvinvoinnin tila autoalan pk-yrityksessä. Thesis. Haaga-Helia University of Applied Sciences, Degree Programme in Business Management. URL: <http://urn.fi/URN:NBN:fi:amk-201704184864>. Accessed: 21 October 2021.

Research Ethics Advisory Board 2023. The Finnish Code of Conduct for Research Integrity and Procedures for Handling Alleged Violations of Research Integrity in Finland 2023. URL:

https://tenk.fi/sites/default/files/2023-11/RI_Guidelines_2023.pdf. Accessed: 21 August 2024.

Storbacka, K. & Lehtinen, R. 2002. Asiakkuuden ehdoilla vai asiakkaiden armoilla. WSOY. Helsinki.

Theseus n.d. Accessibility Guidelines. URL: <https://submissions.theseus.fi/en/accessibility-guidelines.htm>. Accessed: 21 August 2024.

WebAIM 2021. Microsoft Word - Creating Accessible Documents. URL: <https://webaim.org/techniques/word/>. Accessed: 28 March 2022.

Appendices

Appendix 1. Traditional report model

Cover page, abstract, table of contents
Introduction <ul style="list-style-type: none"> – general introduction – objectives, research problem or objective setting, demarcation and in a research-based thesis an overlay matrix – key concepts – (there is no need to present to the reader the structure of the report if it follows this traditional report structure).
Theoretical framework <ul style="list-style-type: none"> – theories and previous practical and experiential information – establishing the research space among prior research, theories and models using professional literature and other sources. – a possible summary of the theoretical framework presented as needed.
Empirical part <ul style="list-style-type: none"> – research target – objectives, problems and development task – choice of research methods¹ or description of the project plan² with justifications – description of implementation – data and analyses conducted¹ – research results¹ or the product(s) or product descriptions if the product(s) is (are) in appendices.² – summary (not always necessary, see Discussion, summary of results).
Discussion <ul style="list-style-type: none"> – summary of results – reliability and validity of results¹ (alternatively placed in the last subchapter of the empirical part) – ethical viewpoints – conclusions and suggestions for development or further research or projects – an evaluation of the thesis process and one's own learning during it.
References
Appendices <ul style="list-style-type: none"> – Questionnaire/survey forms, interview forms and analysis results¹ – The product (if it is possible to attach it to the report)².

¹ **A research-based thesis** contains a quantitative or qualitative research project.

² **A product-based thesis**, includes, for example, a product development project, an event, a publication or a multimedia product.

The Haaga-Helia traditional report structure has been modified from the IMRD model (Introduction, Methods, Results, Discussion). The introduction does not contain the theoretical framework as in the original model. The introduction contains only justification for the need and the research problem or project objective.

Appendix 2. Zipper-model

Cover page, abstract, table of contents
Introduction <ul style="list-style-type: none"> – objectives – demarcation – presentation of the commissioning company – process description.
Topic A to be studied and developed <ul style="list-style-type: none"> – prior research and experiential information (theoretical framework) – a description of the phenomenon as part of the target studied – results or product and development suggestions.
Topic B to be studied and developed <ul style="list-style-type: none"> – prior research and experiential information (theoretical framework) – a description of the phenomenon as part of the target studied – results or product and development suggestions.
Topic C to be studied and developed <ul style="list-style-type: none"> – etc.
Discussion <ul style="list-style-type: none"> – trustworthiness/usability – summary and conclusions – an evaluation of one's own learning.
References
Appendices