



Swansea  
University  
Prifysgol  
Abertawe

Medical School  
Ysgol Feddygaeth

# Survey-based research on Academic Integrity

## Tips and Tricks

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**Who am I?**

**Why am I here?**

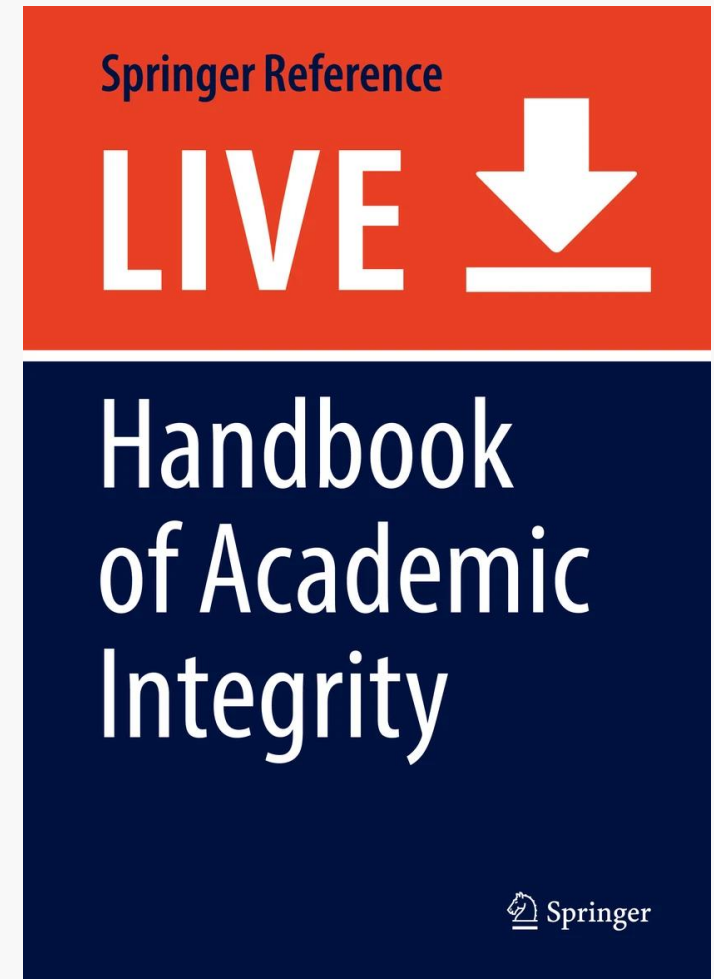
**Learned the hard way**

**Many, many times**

# Learned the easy way

- Newton, P. M. (2018). How common is commercial contract cheating in higher education and is it increasing? A systematic review. In *Frontiers in Education* (Vol. 3, p. 67)
- Newton, P., & Essex, K. (2022). How common is cheating in online exams and did it increase during the COVID-19 pandemic? A Systematic Review. *Preprint*  
<https://www.researchsquare.com/article/rs-2187710/v1>
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- *Design, Run and Interpret Survey-Based Research in the fields of Academic Integrity and Misconduct*
- Coming Soon!



**Surveys can be....**

**Easy to do**

Surveys can be....

Easy to do *better*

# What is a survey?

**“a system for collecting information from or about people to describe, compare, or explain their knowledge, attitudes, and behavior”**



# Four Survey Methods

- **Questionnaires**
- **Interview**
- **Structured Record Review**
- **Structured Observation**

# Four Survey Methods

- **Questionnaires**
- Interview
- Structured Record Review
- Structured Observation

**What are we going to do?**

**How to do your own survey**

**Review other people's surveys**

**Why?**

**What?**

**Who?**

**Why?**

**What?**

**Who?**

**What is your research question**

**Is a survey the best way to answer it?**

Can you collect *objective* data

**Behaviour, performance?**

**Rather than opinions, intentions, self-report**

**What is your research question**

**What sort of data could answer it?**

**Do you have the skills to analyse it properly?**



**Has the question been asked before?**

**Was it asked with a survey?**

**Review other people's surveys?**

*"How Common is X?"*

**Hundreds of existing research studies?**

Why?

What?

Who?

**Ask the fewest questions possible**

**If the answer was  $X$ , would that help  
answer the research question?**

**Ask the fewest questions possible**

**Ask important things twice.....?**

**Everything is relative**

**Judgements and perceptions**

**Conscious or subconscious**

**Is it OK to smoke while you pray?**

**Is it OK to pray while you smoke?**

# Contrast Effect

**We make judgements by comparison**



# Contrast Effect

**Consider the order of the questions**

**A**

**Murder**

**Violent Robbery**

**B**

**Speeding Ticket**

**Violent Robbery**

**Ask the most important things first**

**Demographics last**

**Ask one thing at a time**

**make it *clear***

**make it *specific***

**make it *objective***

**“In the last year, have you ever cheated on an assignment, test or quiz”**

**Yes/No**

**is this a good question?**

**How could it be better?**

**“In the last year, have you ever cheated  
on an assignment, test or quiz”**

**Yes/No**

**“In the last year, have you ever cheated  
on an online exam taken for course credit”**

**“In the last year, have you ever cheated on an assignment, test or quiz”**

**Yes/No**

**“In the last year, have you ever gone online to look up answers, in an online exam taken for course credit, despite this being prohibited by university regulations?”**

**“In the last year, have you ever cheated on an assignment, test or quiz”**

**If no, why not?**

**If yes, why?**

**If yes, how often?**

**“In the last year, have you ever gone online to look up answers, in an online exam taken for course credit, despite this being prohibited by university regulations?”**



“In the last year, have you ever cheated on an assignment, test or quiz”

If yes, how often?

“In the last **12 months**, have you ever gone online to look up answers, in an online exam taken for course credit, despite this being prohibited by university regulations?”

# Social desirability bias

**What do they *want* me to say?**

**Be objective and specific**

**Guarantee anonymity**

# Social desirability bias

What do **they** *want* me to say?

Be objective and specific

Guarantee anonymity

# Who is asking?

**(Perceived) Independence?**

**Anonymity of participants**

**Why?**

**What?**

**Who?**

# Key terms

- **Population**
  - who do the results represent
- **Sample**
  - people from the population who are *asked to* fill out the survey
- **Response rate**
  - *Percentage* of the sample who complete the survey
  - (N = the number who actually fill it in)

# Key terms

- **Population**
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# Key terms

- **Population**
  - who do the results represent
- **Sample**
  - people from the population who are *asked to* fill out the survey
- **Response rate**
  - *Percentage* of the sample who complete the survey
  - **10000**



# Key terms

- **Population**
  - who do the results represent
- **Sample**
  - **100000**
- **Response rate**
  - *Percentage* of the sample who complete the survey
  - **1000**

# Key terms

- Population
  - who do the results represent
- Sample
  - 100000
- Response rate
  - 1%
  - 1000

# Key terms

- Population
  - 1 million university students
- Sample
  - 100000
- Response rate
  - **0.1%**
  - 1000

# Key terms

- Population
  - 550
- Sample
  - 550
- Response rate
  - **90.1%**
  - 500

# Key terms

- **Population**
  - University students
- **Sample**
  - people from the population who are *asked to* fill out the survey
- **Response rate**
  - *Percentage* of the sample who complete the survey

# Key terms

- **Population**
  - University students studying X at Y?
- **Sample**
  - people from the population who are *asked to* fill out the survey
- **Response rate**
  - *Percentage* of the sample who complete the survey

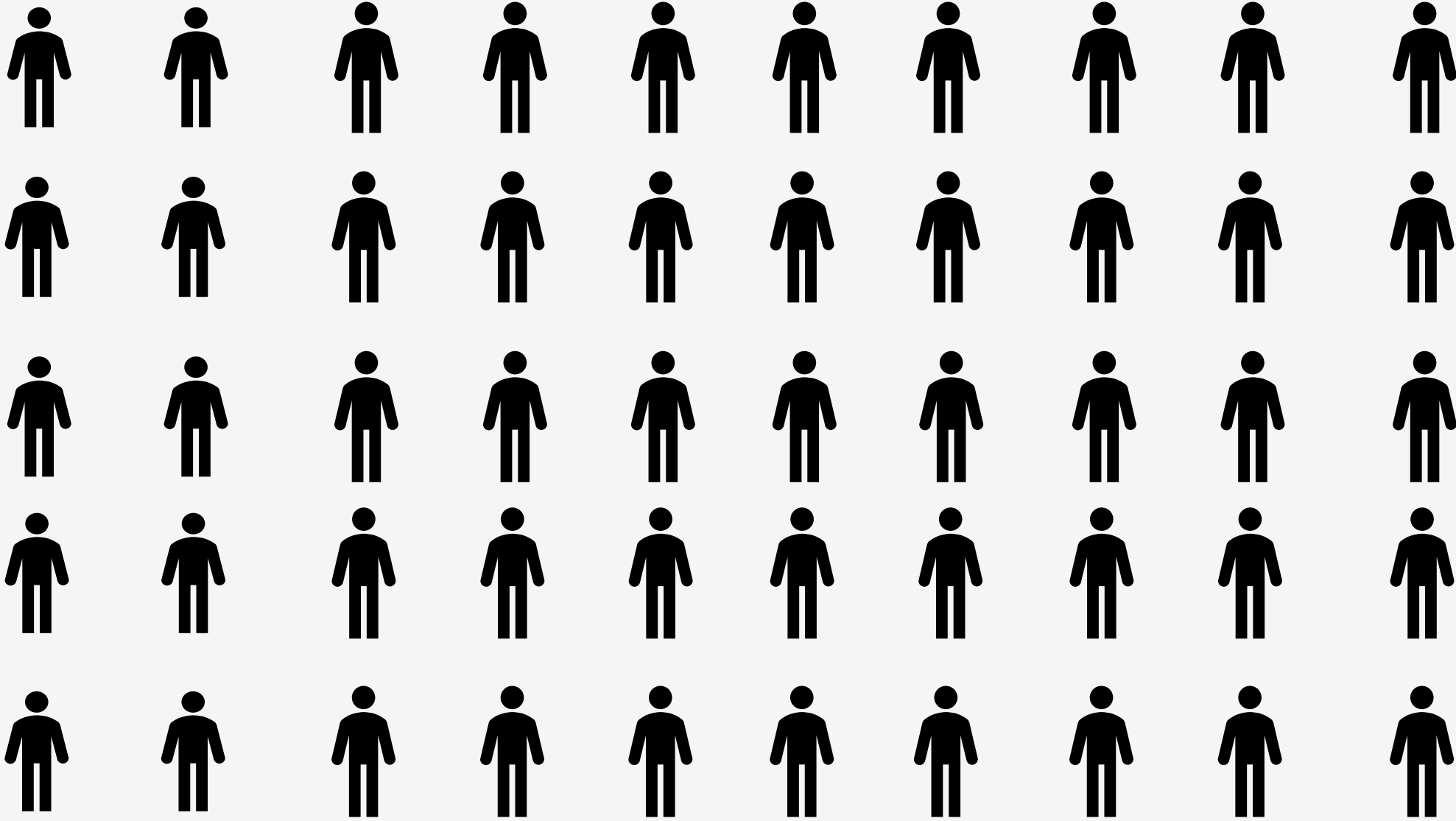
# Key terms

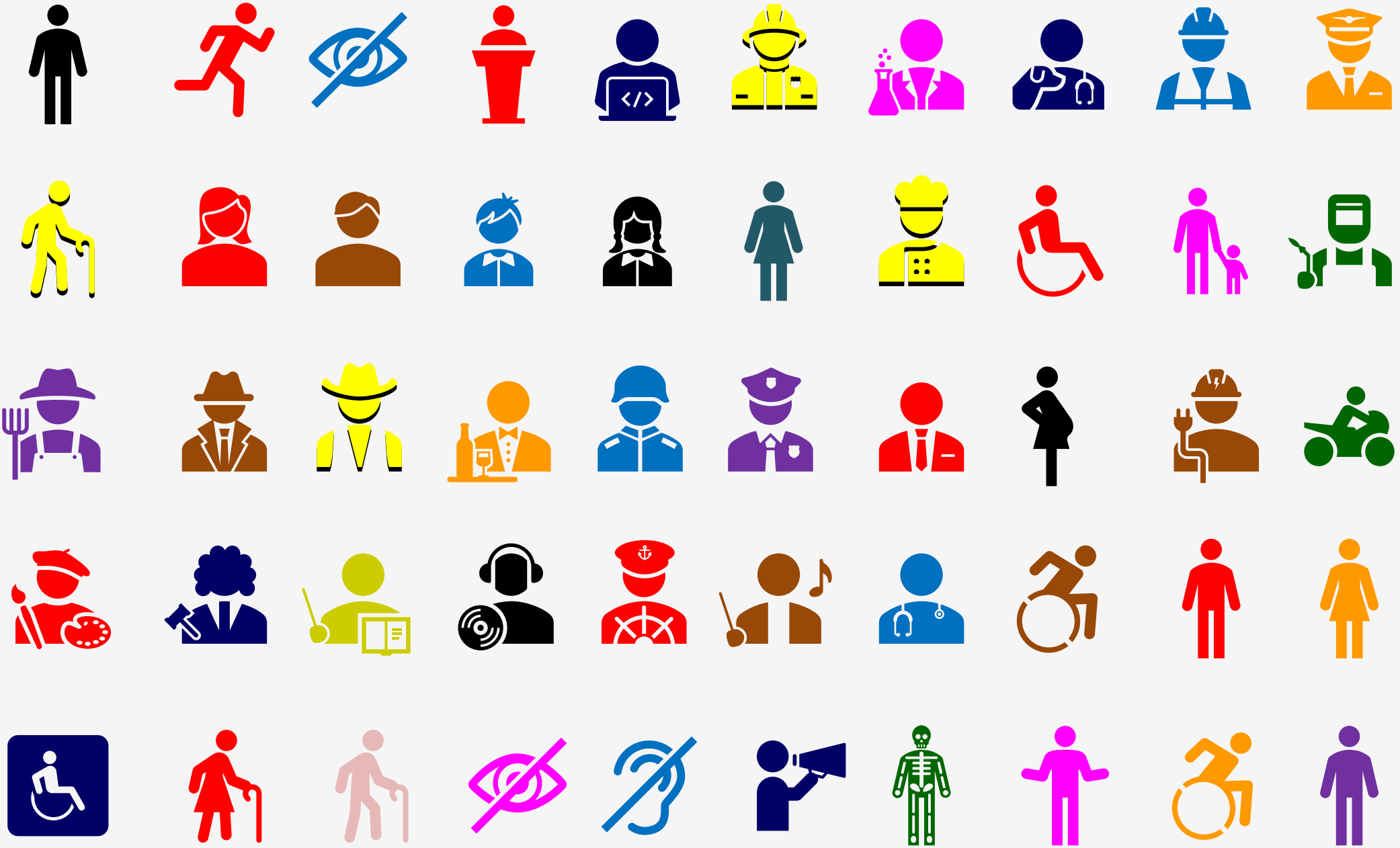
- **Population**
  - University students studying X at Y?
- **Sample**
  - Ideally the same as the population
- **Response rate**
  - *Percentage* of the sample who complete the survey

# Key terms

- Population
  - University students studying X at Y?
- **Sample**
  - If not, then ***representative*** of the population
- Response rate
  - *Percentage* of the sample who complete the survey







**Sampling method?**

**Convenience sample?**

# Convenience sampling

**Send the survey out (who to?)**

**Analyse response from whoever  
voluntarily fills it in**

# Who is more likely to

## Voluntarily fill in surveys?

Women

Older

High achievers

Rich

Native speakers

## 'Cheat' (intentionally or not)

Men

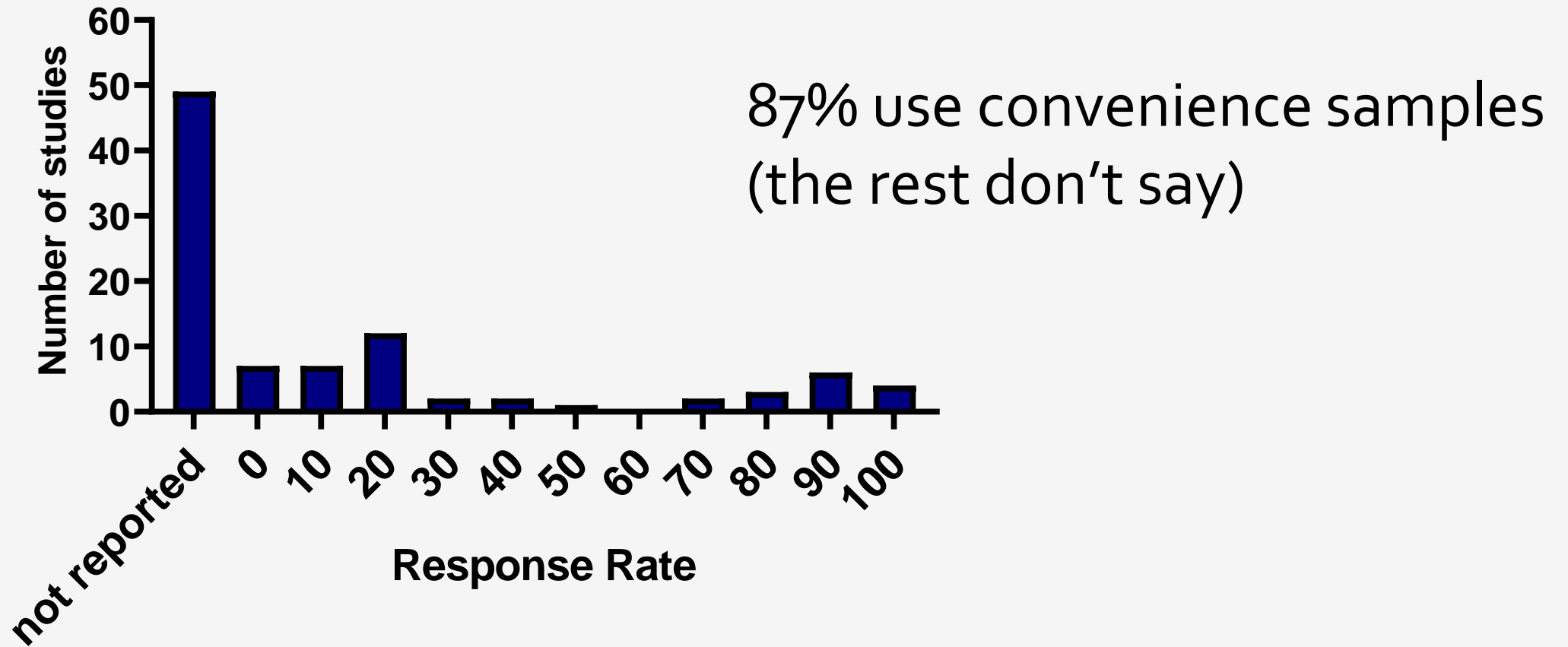
Younger

Low achievers

Poor

Non native

# Response rate in (97) survey studies on Academic Integrity



# Improve Representation

- Define Population + sample *in advance*
  - Define key features which affect your research question
  - Can you realistically reach all of the sample?
  - Multiple reminders, incentives, etc
- How high is your response rate
  - (does 'N' represent the sample'?)
- Does your final sample represent your population?
- (At the very least, report these considerations and account for them in limitations)

# Analysis?

**Multiple comparisons**

**Correlation or causation**

**Collapsing Likert scales**



# Analysis?

**Plan in advance**

# Summary

- Why
  - What is your research question
- What
  - Simple, specific, short, unbiased
- Who
  - Representative Sample

# References

- Newton, P., & Essex, K. (2022). How common is cheating in online exams and did it increase during the COVID-19 pandemic? A Systematic Review. *Preprint*. <https://www.researchsquare.com/article/rs-2187710/v1>
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# Any questions?

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