October 16, 2018

The webcast will begin shortly.

There is no audio being broadcast at this time.

An archive of this webcast will be available on the WCET website next week.
THE CHEATING ECONOMY AND INTEGRITY

October 16
WELCOME!

Use the question box for questions and information exchange.

Archive, PowerPoint, and Resources available will be next week.

PowerPoint can be downloaded in the handouts pane.

Follow the Twitter feed: #WCETWebcast.

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OVERVIEW

01 Introductions
02 Panelist perspectives
03 Interactive discussion
04 Q&A
05 Conclusion
QUESTIONS FROM THE AUDIENCE

If you have a question during the presentation, please add your questions to the question box.

We will monitor the question box and have time for Q&A after the presentations.
MODERATOR

Vernon Smith
Provost,
American Public
University System
A renewed commitment to integrity and accountability at UMUC

- Reimagine integrity across the academic enterprise alongside emergence of new learning model.
- Respond effectively and strategically to the new cheating economy.
- Maintain integrity as a core component of UMUC’s reputation for quality.
A PHILOSOPHY OF INTEGRITY

“More than avoiding or sanctioning misconduct, teaching and learning with integrity ensures the knowledge, skills, and abilities that students develop and are authentic and demonstrable, and thus support autonomy and self-determination in life and work.”

https://www.umuc.edu/current-students/learning-resources/academic-integrity/philosophy.cfm
PHILOSOPHY DRIVES CULTURE

- Accountability
- Authenticity
- Remediation
- Skill-Building
- Application
- Resilience
ACCOUNTABILITY AND AUTHENTICITY IN THE NEW CHEATING ECONOMY

Threats to integrity and quality of teaching and learning

Fraud: Degree for Hire
- Full degree for hire, account created by fraudulent agent
- Full degree for hire, account created by student
  - Full course for hire
  - Partial course for hire

Academic Misconduct
- Buy or acquire some content online
  - Cheating
  - Plagiarism
  - Misattribution

Copyright violation
- Some or all assessment materials and student work uploaded without authorization online
Point for self-reflection: How many tools or strategies does your institution have to respond to this threat spectrum?
NEUTRALIZING THREATS TO INTEGRITY

FRAUD (DEGREE FOR HIRE)
- Full Degree, Account Created by Hired Agent
- Full Degree, Account Created by Student
- Full Course
- Partial Course

ACADEMIC MISCONDUCT
- Cheating, Buy/Acquire Content Online
- Plagiarism
- Faulty Citation/Misattribution

COPYRIGHT VIOLATIONS
- Unauthorized Uploads
- Copyright & TOS Violations

BEHAVIORAL BIOMETRICS
- Similarity Detection (Turnitin)
- Authorship Authentication
- Teaching/Learning/Fac Dev

CRM INTEGRATION OF ACADEMIC MISCONDUCT CASE MANAGEMENT
- Bot Crawler
ADEL LELO
Senior Principal Product Manager, Western Governors University
WHY?

- Verification of Competency.
- Trust.
- Credibility.
- Value of Credentials.
HOW?

- Focused Academic Authenticity Team.
- 40,000 + Online Proctored
  - Live, Low-Ratio
- 3,000 + Certification Assessments.
- 100,000 + Performance Assessments.
  - Plagiarism Detection Tools.
  - Investigations.
  - Student Reach-Out.
PROACTIVE APPROACH

- Investigation.
- Secret Shopping.
- “Tutoring” Services.
- Disclosures.
- Legal Action.
AMANDA MCKENZIE
UNIVERSITY OF WATERLOO

the road to success is paved with integrity.
Many strategies can be used to stem contract cheating; but this does not truly address the issue.

To tackle cheating we must build a culture of integrity based on 6 values: honesty, trust, respect, fairness, responsibility and courage (International Center for Academic Integrity, 2014).

Promoting these values sets the expectations we have for our students, faculty, and staff.

We also need to hold people accountable when they don’t uphold these values which means having clear policies and penalties in place have for our students, faculty, and staff.

Penalties don’t have to be punitive- they should be used to educate rather than punish.
INITIATIVES AT UNIVERSITY OF WATERLOO

- **Poster and video campaigns** & promoting resources for students (e.g., writing centers).
- Promotional giveaways and ads featuring motto “*work. study. play. with integrity.*”
- Three hour **staff workshop on integrity** – one of four core recommended courses for all new employees at Waterloo.
- **Mobile app about integrity** for incoming undergraduate students – to become mandatory.
- **Graduate Academic Integrity Module (GRAD AIM)** mandatory for all new graduate students.
- Participation in provincial, national and international Academic Integrity forums (e.g. [International Center for Academic Integrity](https://www.icai.org)).
- Promote the [International Day of Action Against Contract Cheating](https://www.icai.org/day-of-action) (October 17th) on campus.
POSTERS & VIDEOS
PROMOTIONAL ITEMS
“In looking for people to hire, look for three qualities: integrity, intelligence, and energy. And if they don’t have the first one, the other two will kill you.”

Warren Buffet, Chairman and CEO of Berkshire Hathaway

INTERNATIONAL DAY OF ACTION AGAINST CONTRACT CHEATING - 10/17

Contract cheating

Contract cheating occurs when one person completes academic work (e.g., assignment, exam, paper, test, quiz, exam) for another who then submits it for academic credit. This behavior undermines the quality and integrity of the degree, and it undermines the entire educational system.

According to experts, contract cheating:

- accounts for about 1/5 of the plagiarism in papers submitted to turnitin (Newton & Lang, 2016)
- is a self-reported practice of at least 7% of students (Turnitin, 2013)
- is a booming, lucrative business – between 2005-2013, “nearly 19,000 attempts at contract cheating” was made by students (Matthews, 2013)

UK’s Quality Assurance Agency released a report August 2016 about the scourge of contract cheating. It provides more information on the scope and damage of this industry.

Learn more about contract cheating
QUESTIONS FROM THE AUDIENCE
CONTACT INFORMATION

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LEARN MORE AND STAY CONNECTED

Visit WCET’s website to learn about our Focus Areas, Initiatives, Events, Membership and Sponsorship:
http://wcet.wiche.edu/

Join WCET: learn more about the benefits of joining our national community:
http://wcet.wiche.edu/join-wcet
LEARN MORE AND STAY CONNECTED

WCET 30th Annual Meeting and Celebration

October 23-25

Portland, OR

https://wcet.wiche.edu/events/30th-annual-meeting-2018
Access to the resources discussed during this webcast, including the archive, will be available next week.

http://wcet.wiche.edu/connect/webcasts
THANK YOU SUPPORTING MEMBERS FOR YOUR COMMITMENT TO WCET AND E-LEARNING

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