



An advertisement for contract cheating: What this tells us about international students' attitudes to academic integrity

Louise Kaktinš





The context

- Part of a larger case study of a private HE pathway provider
- “Academic Identities of International Students in Pathway Programs: Pedagogical Implications”



Turnitin

- In a conference earlier this year re Turnitin (and a recently submitted article) – of the numerous issues concerning its use, the most critical and the one most able to sabotage the efficacy was contract cheating
- Continuing on this path – focus on contract cheating by international students in a pathway program



An advertisement?

- Because of the highly sensitive nature of this issue and the understandable reluctance of international student to be candid
- This presentation revolves around the information we can garner from an advertisement for this service.

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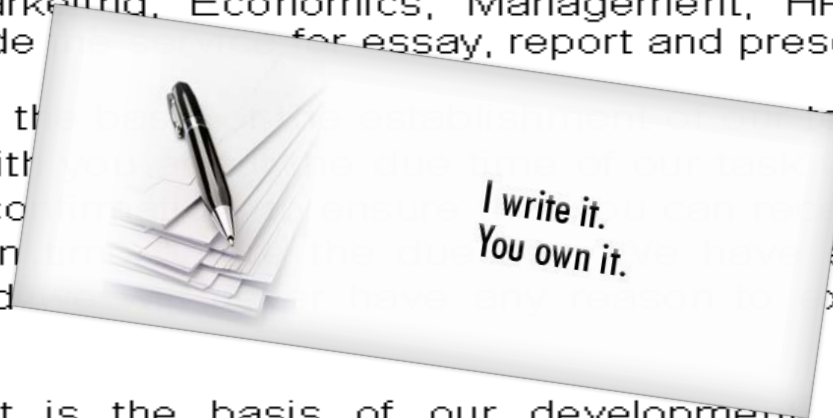
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All roads lead to...

- International students
- Business related studies



The literature

-chair of **Sydney University's** academic board, **associate professor Peter McCallum**, said there was a **"disproportionately" high number of students from its business school who engaged in academic misconduct** but that did not suggest it was problem unique to business courses.
<http://www.smh.com.au/national/education/students-at-sydney-university-use-impersonators-to-sit-their-exams-20150810-givhs0.html>
- Cruz, Sousa and Wilks (2015, p. 1) undertook research that suggested **"a statistically significant positive relationship between students' intentions to become an entrepreneur and their attitudes towards plagiarism"**.
- **Widespread, commonplace academic misconduct in China**, including ghost writing (Chen & Macfarlane, 2016).

Foreign Students Seen Cheating More Than Domestic Ones

Public universities in the U.S. recorded 5.1 reports of alleged cheating for every 100 international students, versus one report per 100 domestic students, in a **Wall Street Journal** analysis



Georgia tech engineering students Armaan Mehta, in blue shirt holding laptop, who is an American, and Lanqing Wang, in tank top, who is from Shanghai, criticized the large amount of cheating they see by international students. *PHOTO: KEVIN D. LILES FOR THE WALL STREET JOURNAL*

By

MIRIAM JORDAN and **DOUGLAS BELKIN**

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LEADERS' VOICES

Ruling Opens Door to Unions

The National Labor Relations Board, in a case involving Columbia University, has declared that graduate-employee unions are legal at private colleges. Experts predict a surge in organizing efforts to offset rising tuition problems. A11

A NYT's Chief Student Union, Susan Bray, is Cautionary Tail? A11

LEARNING

Resignation Leaves a Vacuum at Berkeley



The abrupt departure of Nicholas Dirks will step down as chancellor leaves people wondering how the already controversial college campus will pick up the pieces. A12

STUDENT SAFETY

The Future of Title IX

In the Obama administration's early months, how should colleges ensure student investigations for the handling of sexual misconduct? Tough legal challenges, the federal guidelines have already left its mark. A14

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Stigma, Stress, and Fear

Financially anxious for troubled students have struggled to recent years. But many problems will have their problems close. A16

As Monthly Colleges, How Many PhD Students Are Enough? A18

Zika Moves Quickly, and Scientists Worry About Keeping Pace A19

Gun-Related Scholarship Gets Momentum A20



The New Economy of Cheating

Business is booming under college's nose. Students are paying not just for papers and assignments. There's the whole course. A22

PEOPLE

A Leader Crosses the Border

David H. Price, president of the University of Colorado, will take a pay cut for that. CO-2010 University of Colorado, an institution he says was "transformative in my family's life." A23

THE IRREVERSIBLE SERVICE

Academic Arguments

They don't even resemble, they resemble. And that can be immensely gratifying, says Stanley H. Hersh. A24



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Extrinsic vs intrinsic focus

■ EXTRINSIC

- Increased profits
- Career enhancement
- Promotion
- Salary upgrade



■ INTRINSIC

- Pride in your profession
- Self-respect
- Service to the community

IF you don't
know your own
worth and value,
THEN DO NOT
expect someone
else to calculate
it for you.

If you put a small
value on yourself,
rest assured, the
world will not raise
your price



TABLE 1 – Definitions of entrepreneurship and the four main characteristics involved in entrepreneurial behavior

Definition	Author	Characteristics of Entrepreneurship
The entrepreneur is an opportunistic trader.	Kirzner (1973)	FOCUS ON ECONOMIC AND FINANCIAL GAINS
The entrepreneur carries out new combinations.	(Schumpeter, 1912, as cited in Baumol 1990, p.5)	INNOVATION
Entrepreneurial activity involves identifying opportunities within the economic system.	Penrose (1959 as cited in Ahmad and Seymour 2008, p.7)	OPPORTUNITY RECOGNITION
Entrepreneurs attempt to predict and act upon changes within markets. The entrepreneur bears the uncertainty of market dynamics.	Knight (1921 as cited in Ahmad and Seymour 2008, p.7)	RISK-TAKING

Cruz, Sousa
& Wilks,
2015

Win at all costs!

- “In this climate what counts most are numbers and results, and those who get results, those who make the grade, *regardless of how they go about doing it*, reap the benefits” (Willen, 2004, p. 56, original italics).
- Unethical academic behaviour by students equates to basic survival
- “a means to an end” (usually a university degree), particularly if students feel “overwhelmed by an abundance of busy work” (Wei *et al*, 2014, p. 294).

Making the connection

“Plagiarism is a form of deviant behavior frequent among students, and its penetration involves **risk-taking** and the **pursuit of gains**, which are also present in **entrepreneurship**.”

(Cruz, Sousa & Wilks, 2015, p. 1)

Destructive entrepreneurship

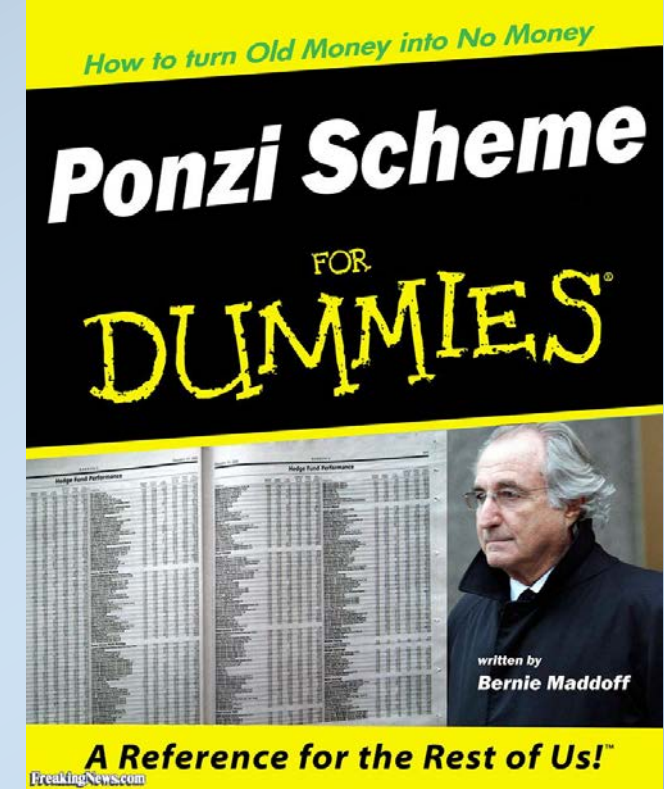
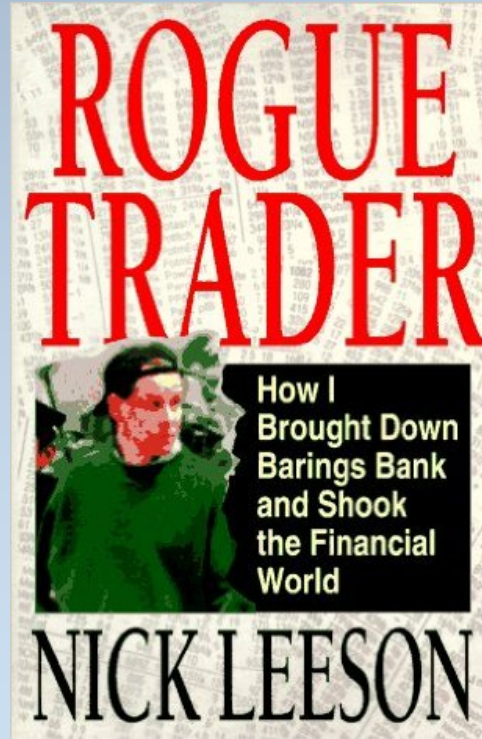
- White collar crime = unethical and destructive entrepreneurship (Baumol, 1990)



- **Entrepreneurs** are people:-

“who are ingenious and creative in finding ways that add to their own wealth, power, and prestige, then it is to be expected that not all of them will be overly concerned with whether an activity that achieves these goals adds much or little to the social product” (Baumol 1990, p.7).

Baumol, W.J. (1990). Entrepreneurship: Productive, unproductive and destructive. *Journal of Political Economy*, 98 (5), 893-921.

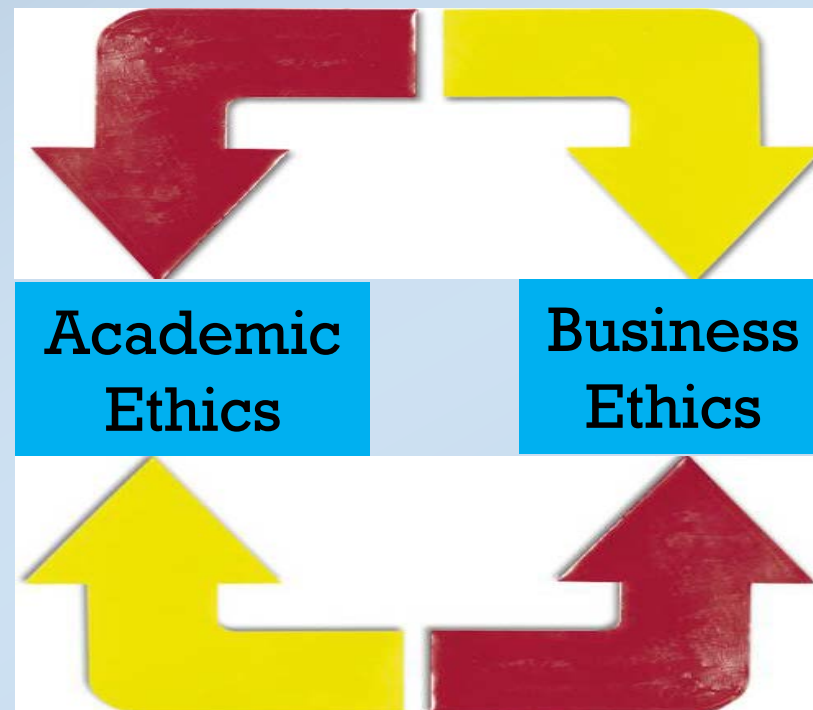


LEHMAN BROTHERS

Business ethics

“... the academic literature suggests that changing attitudes towards what constitutes acceptable behavior in the business world has been a contributory factor toward a decline in student honesty...” (Lane & Schaupp, 1989, cited in Brimble & Stevenson-Clarke, 2005, p. 1)

A two-way street.....



Writing and academic identity

- Development of students' language whether through oral or written means is inextricably linked to their enculturation and socialization into academic discourse communities and therefore the maturation of their identities and acceptance into those communities (Duff, 2010)
- The less written engagement, the less opportunity to become part of the community and the less likelihood of loyalty to the community or any desire to behave according to its norms
- Aitchison & Mowbray (2016 P. 292) "deep engagement in the processes of writing" is "central to doctoral scholarship"

Therefore....


- Aitchison & Mowbray (2016, p. 297) .."the marketization and commodification of doctoral writing is contributing to undermining the processes of writing as intrinsic to knowledge acquisition and identity construction".





Anti-contract-cheating software



Herk Kailis  3rd
Co-Founder at **Vericus (Cadmus)**
Melbourne, Australia • E-Learning
[Similar](#)

Current: Co-Founder, CEO at **Vericus (Cadmus)**

Past: Entrepreneurial Fellow at The University of Melbourne

Co-Founder at NoteXchange AU

Education: University of Melbourne



- Keystroke analytics ➡ student writing profile
- Trials at:-
 - University of Melbourne
 - University of Sydney,
 - University of Queensland
 - Queensland University of Technology

Recommendations

Short-term:-

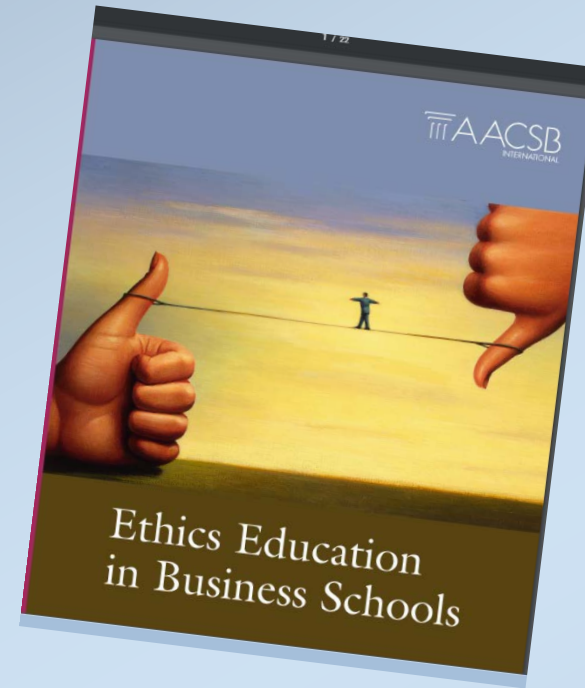
- Technology (CADMUS)
- Less reliance on out-of-class assessments
 - Re-introduction of examinations
 - A viva component

Medium-term:-

- Reconsider the nature of business education
- Stricter controls over entry requirements of international students (especially language skills)

Long-term:-

- Re-focus higher education on the importance of the writing process as the means to academic discourse socialization
- Create a more collegial atmosphere (Temple et al, 2016)
 - with smaller classrooms (Cummings et al, 2002)
 - more personalised teaching
 - greater knowledge of one's students
 - fostering a sense of students' belonging (Klemenčič, 2016)



The world is being educated on our doorstep!

