

DARE TO THINK

Academic Integrity Program of Universidad EAFIT



NATHALIA FRANCO PEREZ

June 10-12, 2015

International Conference Plagiarism across Europe and Beyond
Brno, Czech Republic



www.eafit.edu.co/academia/integridad-academica

OVERVIEW

- Theoretical Support
- Dare to Think
- Phases
- Communicational Component
- Educational Component
- Program Outreach
- Impacts
- Challenges

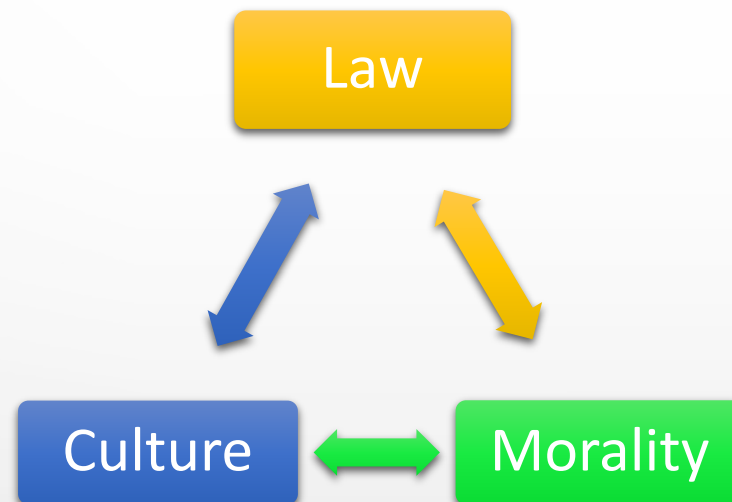
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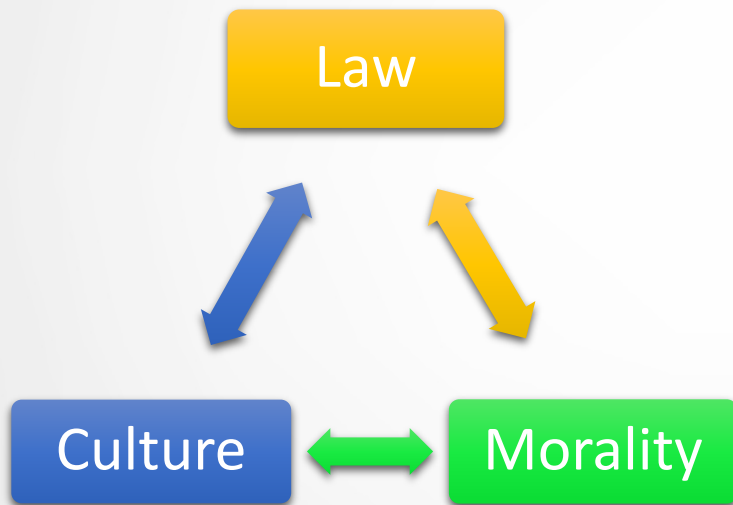
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WHY IS ACADEMIC FRAUD SO PREVALENT?

When an individual lacks a solid moral sense of the importance of following the rules, whether for the mere pleasure of doing the right thing (profound ethical awareness), fear of feeling bad afterward (guilt) or fear of legal consequences (relationship with authority), there is a high likelihood he or she will engage in dishonest, illegal or, at the very least, disrespectful behavior.

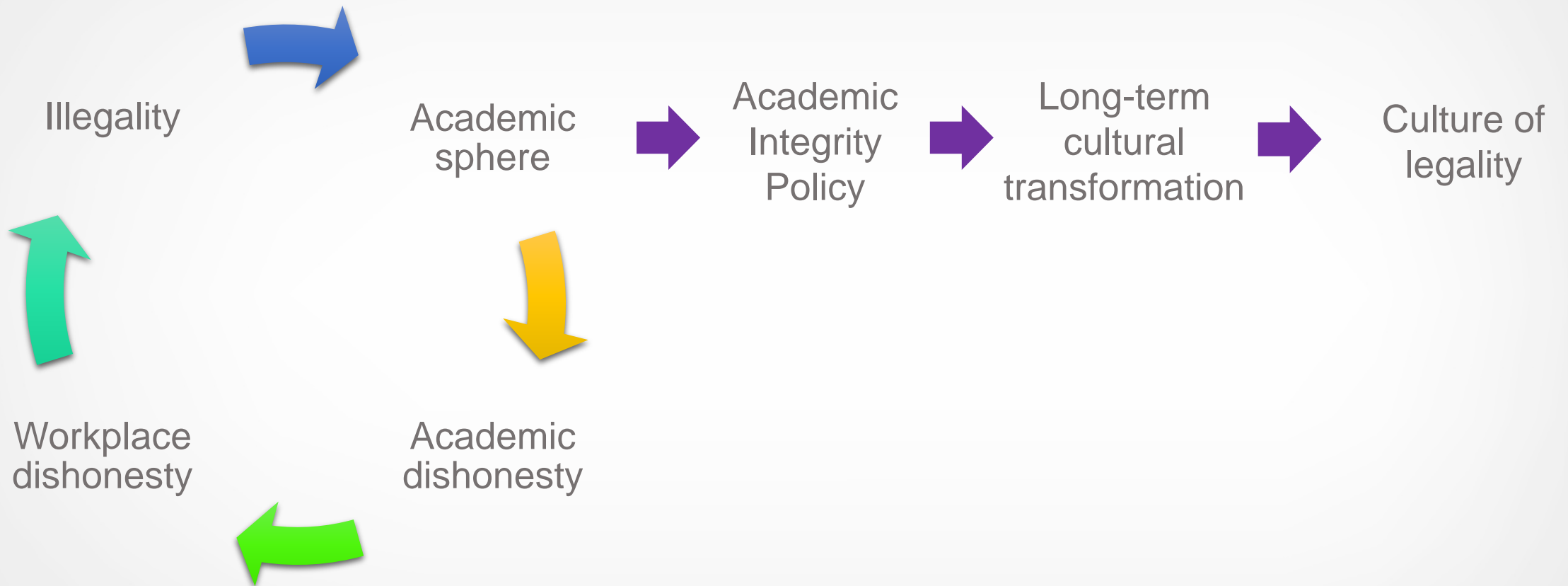


*Cultural Amphibians Theory.
Divorce of law, culture and morality
Antanas Mockus.*



The lack of harmony in this triangle is responsible for some of the great scourges that afflict our society:

- Patronage / pork-barrel politics
- Drug trafficking
- Tax evasion
- Corruption
- Socio-economic inequity



How to end this cycle?

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Main Objective

To promote the collective construction among the EAFIT community and its external publics of a current of public opinion that is conducive to ethically based critical thought and to a culture of integrity, respect and responsibility.

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COMMUNICATIONS COMPONENT

STRATEGIES AND ACTIONS

First phase – July-September 2011

Cult of Cunning

Second phase – September 2011-March 2012

Ethics and Academics

Third phase – March-June 2012

Citizenship Culture

Fourth phase – August-October 2013

Being Better

Fifth phase – August-October 2014

Academic Integrity

Sixth phase – July-October 2015

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GRAPHIC PROPOSAL

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PHASE I "CULT OF CUNNING"

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Miguel Nule said a few
days ago:

**“CORRUPTION
IS INHERENT
IN HUMAN
BEINGS”**

What do you think?

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Many people say:

**“IT’S A
‘WHO YOU
KNOW’
WORLD”**

What do you think?

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The “clever” ones
say the following:

**“HEY, DON’T
LOOK AT ME.
HE DUG HIS
OWN GRAVE”**

What do you think?

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Many Colombians justify
wrongdoing in this way:

**“AH...
HE WAS
ASKING
FOR IT”**

What do you think?

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PHASE II "ETHICS AND ACADEMY"

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Some students say:

**“JUST COPY
AND PASTE
THAT
PROFESSOR
NEVER CHECKS”**

What do you think?

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Some students make
the following request:

**“PLEASE
PHOTOCOPY
IT FOR ME
AS A CRIB
SHEET”**

What do you think?

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Some students ask:

**“DO YOU
KNOW ANYONE
WHO DOES
PAPERS?”**

What do you think?

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This can be heard in
the hallway:

**“THAT
PROFESSOR
ALWAYS GIVES
THE SAME
EXAM”**

What do you think?

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The following is commonly
heard on campus:

**“THAT
PROFESSOR
REALLY PLAYS
FAVORITES”**

What do you think?

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This can be heard
during exams:

**“SHOW ME
NO. 4, DON'T
LEAVE ME
HANGING”**

What do you think?

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PHASE III "CITIZEN CULTURE"

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“If you tell the truth,
you don’t have to
remember anything”

Mark Twain

What do you think?

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“Be a yardstick
of quality.

Some people aren’t
used to an environment
where excellence
is expected”

Steve Jobs

What do you think?

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“The integrity of men
is to be measured
by their conduct,
not by their
professions”

Junius

What do you think?

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**“The price of
greatness is
responsibility”**

Winston Churchill

What do you think?

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**Does it make sense to
pay for a semester
only to cheat your
way through?**

What do you think?

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**“Many of life’s
failures are
people who
did not realize how
close they were to
success when they
gave up”**

Thomas Edison

What do you think?

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PHASE IV "BEING BETTER"

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Lance Armstrong, accused
of doping, said:

**"I WAS TRYING
TO WIN
AT ALL
COSTS"**

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There are those who believe that:

**"EVERYONE
HAS A
A PRICE"**

What do you think?

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Many people can identify with this:

**"I WOULDN'T
SAY THIS
OPENLY, BUT..."**

What do you think?

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The following is commonly
heard on campus:

**“AS LONG AS
YOU PASS,
WHO CARES
IF YOU GET
A C!”**

What do you think?

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There are those who believe that:

**“I’M DOING MY
OWN THING,
I COULDN’T
CARE LESS
ABOUT ANYONE
ELSE”**

What do you think?

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PHASE V "ACADEMIC INTEGRITY"

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**ARE YOU GOING TO TAKE
SHORTCUTS ON YOUR EXAM?**

**OR ARE YOU GOING TO TAKE
THE PATH OF INTEGRITY?**

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**ARE YOU GOING TO TAKE SHORTCUTS
WITH YOUR GROUP WORK?**

**OR ARE YOU GOING TO TAKE
THE PATH OF INTEGRITY?**

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**ARE YOU GOING TO TAKE
SHORTCUTS ON YOUR EXAM?**

**OR ARE YOU GOING TO TAKE
THE PATH OF INTEGRITY?**

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ARE YOU GOING TO TAKE SHORTCUTS
TO GET YOUR ENGLISH CERTIFIED?

OR ARE YOU GOING TO TAKE
THE PATH OF INTEGRITY?

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ARE YOU GOING TO TAKE
SHORTCUTS ON YOUR EXAM?

OR ARE YOU GOING TO TAKE
THE PATH OF INTEGRITY?

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ARE YOU GOING TO TAKE SHORTCUTS
ON YOUR ASSIGNMENTS?

OR ARE YOU GOING TO TAKE
THE PATH OF INTEGRITY?

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480 posters

96 stand-up billboards

32 displays

32 billboards



ACADEMIC INTEGRITY WEBSITE

UNIVERSIDAD EAFIT 55 años

Estudiar en EAFIT Academia Investigación Bienestar y cultura International Proyección Acerca de EAFIT

Atreverse a Pensar | Programa de Integridad Académica

Inicio ¿Qué es? Guía para estudiantes Guía para docentes Programa

¿Y tú qué piensas?

ATREVERSE A PENSAR Programa de Integridad Académica de la Universidad EAFIT

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Estudiantes

Tipos de Trabajos Escritos, Cartilla Otras Voces para la citación adecuada, mensajes de eafitenses para eafitenses, entre otros contenidos.



Docentes

Estrategias para evitar y detectar el plagio, sugerencias para el manejo de este tipo de situaciones, entre otros contenidos.



Noticias Relacionadas

Si el vivo vive del bobo, ¡prefiero ser de los bobos!

"(...) si bien hay fallas estructurales que requieren atención, creo que otra parte del problema está en los usuarios, así que deje de criticar y chiñar cuando deja de pasar el bus que usted necesita, y pregúntese qué necesita el sistema de usted para mejorar."

Tomado de El Espectador el 16/04/15

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Integridad Académica / Guía para estudiantes

Inicio ¿Qué es? Guía para estudiantes Guía para docentes Programa

EAFIT > Academia > Atreverse a Pensar | Programa de Integridad Académica > Integridad Académica / Guía para estudiantes

Guía para estudiantes

Tipos para hacer trabajos escritos

Tipos de trabajos escritos

Cartilla de citación Otras Voces

Mensaje de graduandos

Lecciones aprendidas

Concursos Atreverse a Pensar

Guía para estudiantes

La integridad y la cultura ciudadana son una construcción colectiva, resultado de una corriente de opinión pública con tendencia al pensamiento crítico, desde una visión ética, que propende por una transformación del entorno a corto y a largo plazo. Como estudiantes tenemos la responsabilidad de comprometernos con nuestra formación, de manera que las acciones de los alumnos de hoy repercutan en mejores profesionales interesados en lograr una transformación positiva de la sociedad de la que hacen parte.

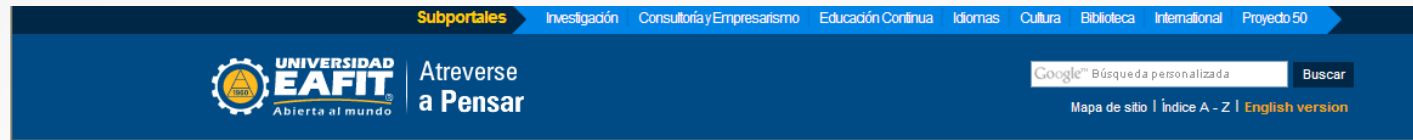
Aquí encontrarás herramientas que serán de gran ayuda en este proceso que nunca acaba: la formación como seres humanos integros.

¡A Atreverse a Pensar para ser mejor!



OTHER MEDIA CHANNELS

Somos, *Entrenos*, *El Eafitense*, student channel, alumni channel, and mini-site
www.eafit.edu.co/atreverseapensar



Si no puede visualizar correctamente este documento haga clic aquí



Atreverse a pensar: una propuesta con urgencia que hace EAFIT

• Culto a la viveza, ética y academia, y cultura ciudadana son las tres fases de este proyecto institucional que abre espacios de reflexión en la comunidad universitaria y en la sociedad.

• La iniciativa, que hace parte de la responsabilidad social de EAFIT, ha tenido impacto en otras entidades públicas y



Noticias



Videos





Movie Nights:

- *Paraíso Travel* (Simon Brand)
- *Butterfly's Tongue* (José Luis Cuerda)
- *The Help* (Tate Taylor)
- *Sicko* (Michael Moore)

KEYNOTE ADDRESSES



First phase

Cult of Cunning

Juan Luis Mejía Arango (EAFIT University President)

750 assistants and 300 webinar assistants



Second phase

Why Do We Cheat?

Mauricio Garcia Villegas (National University Professor)

664 assistants



Third phase

Can Societies Really Transform Themselves?

Antanas Mockus (former Mayor of Bogota 1995-1997 – 2001-2003)

730 assistants



Fourth phase

An Ideal, Perfect or Mediocre Life?

Being Better, a Path to Moral Excellence

Ramin Jahanbegloo

600 assistants



Fifth phase

Build Trust: Build Integrity

Tracey Bretag

300 assistants

STUDENT CONTESTS

Graduate and undergraduate students were invited to participate in the crafting of a video which answers the question:

How does academic dishonesty affect me?

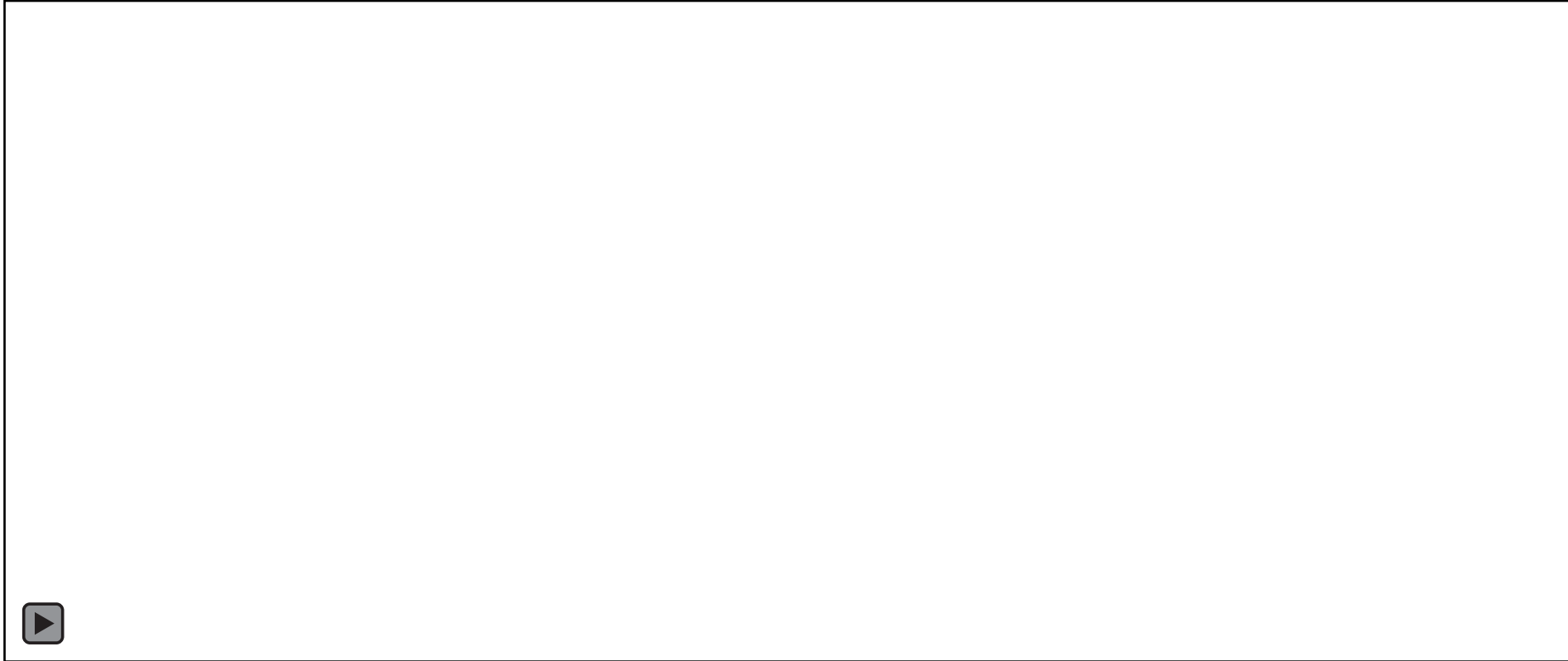
First place: Santiago Hernandez Espinosa, Civil Engineering student

What does being better mean to me?

First place: Adrian Betancur Gomez, Business Administration student



HOW DOES ACADEMIC DISHONESTY AFFECT ME?



First place: Santiago Hernández Espinosa, Civil Engineering student

WHAT DOES BEING BETTER MEAN FOR ME?



Adrián Betancur Gómez, Business Administration student.

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EDUCATIONAL COMPONENT

FIRST-YEAR ACADEMIC INTEGRITY WORKSHOPS



Since 2013, more than **4,000** first-year students have taken the Dare to Think workshop, within the University Welfare semester sessions.



The workshops have been a space to disseminate the message of academic and professional integrity, while also providing an opportunity to hear students' opinions and perceptions on the subject.

STUDENT SURVEY 2011 & 2013

PERCEPTION ON FRAUD AND PLAGIARISM

Total respondents: 706 students in 2011 and 2013.

Percentage of respondents: 7.84%

Population: Undergraduate students enrolled in the schools of Management, Engineering, Law, Sciences and Humanities.

Credits: Survey taken from the book *Normas de papel (Rules on Paper)*, by Mauricio García Villegas.



PROFESSOR SURVEY

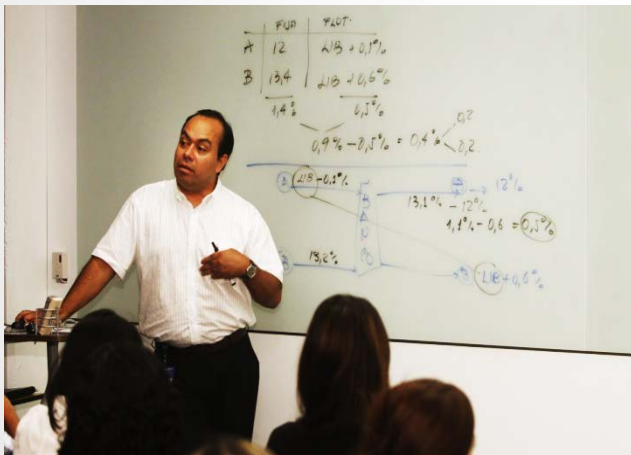
Total respondents: 322 professors

Percentage of respondents: 32.7%

Type of question: closed.

Population: Assistant Professor, Associate Professor, Professor, Researcher, Lecturer.

Credits: Donald McCabe survey.

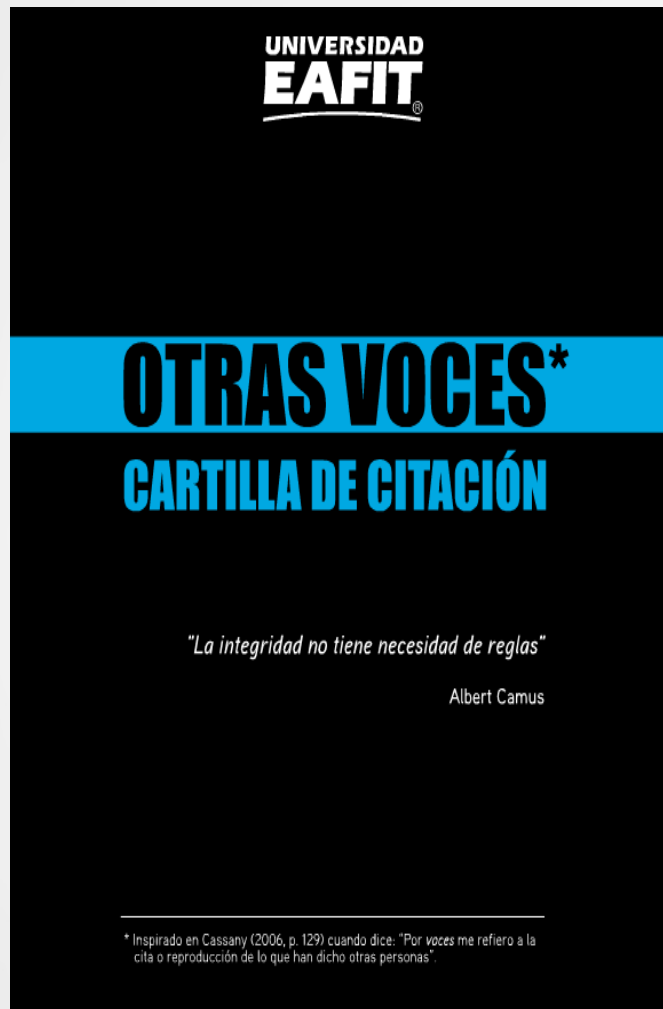


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ACADEMIC COMPONENT



Other Voices is a printed booklet aimed at informing students about all the different methods of text citation and referencing.

The booklet aims to reduce plagiarism within the University community.



Reflections on Integrity is a publication in which members of the EAFIT community and the general public can give their perspective on ethics, honesty, and academic integrity.

Each year, two of these booklets are printed and distributed around the University.

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PROGRAM OUTREACH

Talks to External Audiences



Since 2011, Dare to Think has visited over **80** corporations and institutions of the productive, financial, educational, social and governmental sectors.

Some of them have incorporated aspects of the program into their Corporate Social Responsibility efforts. Other institutions have made their internal publics aware of issues related to ethics and integrity.

Since 2012, Universidad EAFIT is a member of the International Center for Academic Integrity -ICAI- and regularly attends international conferences.

- Toronto, Canada (2011)
- San Antonio, US (2013)
- Jacksonville, US (2014)





***Colombian Center for Public and
Organizational Relations Award***

Medellin, September 27, 2012

Successful Case: Dare to Think



Luis Carlos Galán Medal

Bogota, August 29, 2012

Recognition for combating corruption

IMPACTS IN THE LAST FOUR YEARS

- Recognition within Colombia as a University committed to academic integrity and citizenship culture.
- Increased visibility of the AI issue among the university community.
- Greater perception among students of what constitutes fraud and plagiarism; and a higher number of AI-related complaints.
- Active participation of the Dare to Think student committee in the first-year workshops and other Project activities.
- Ongoing efforts to review student academic regulations.

CHALLENGES

- To strengthen the project within the University and establish a culture of academic integrity and honesty over time.
- To establish a baseline that can assist key decision-makers inside the University in dealing with cases involving fraud and plagiarism.
- To create a Center for Academic Integrity that can successfully implement the University's AI policy.
- To further regional recognition for EAFIT as an institution that helps promote integrity, honesty and citizenship culture.

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Thank you!

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