



Ethics of Evaluation

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01 PART

The Meaning and Importance of Evaluation Ethics

The Meaning and Importance of Evaluation Ethics (1/3)

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The accreditation ethics refers to the professional ethics guidelines and requirements that the reviewer should abide by during the evaluation.



Professional institution should establish ethical guidelines for compliance by reviewers to demonstrate the professionalism of the evaluation (Lin Tianyou, 2006).

The Meaning and Importance of Evaluation Ethics (2/3)

5

Evaluation behavior are related to the relationships between

- Reviewers (on-site review panel), and
- Trustees (QA agency) ,and
- Unit evaluated (institution/program), and
- Public,

so it must be properly regulated.

The design and results of evaluation without ethical principles won't be trusted by the parties involved,

- and lead the public to question the evaluation system
- and damage the reputation of the institution



The Meaning and Importance of Evaluation Ethics (3/3)

Evaluation Ethics ask reviewers to collect relevant information in a reasonable and legal way and be responsible for the presentation of information (Zeng Shuhui, 2000).

01

Confidentiality of information(unit interviewed)

02

Protection of human rights (interviewee)

03

Appropriate professional behavior (process of evaluation/visit)

04

Bias and distortion(judgment of result)



02 PART

Guidelines and Principles of Evaluation Ethics

Guidelines and Principles of Evaluation Ethics(1/2)

- **The Principles of Integrity and Honesty:**

Reviewers should conduct evaluation in accordance with personal integrity and honesty, and must adhere to principles of confidentiality and avoid conflicts of interest in evaluation work.

- **The Principles of Qualification and Competence for Evaluation:**

Reviewers should have the professional competence associated with the evaluation project and continue to receive relevant new knowledge or necessary training.

- **The Principles of Systematic Inquiry:**

Remind the reviewers to conduct a systematic inquiry according to the evaluation criteria during the evaluation to judge the strengths and weaknesses of the units evaluated.

- **Principle of Displaying Respect for Others:**

Reviewers must respect for the personal safety, personal dignity and value of the units evaluated and the service personnel.

- **The Principles of Responsibility for General and Public Welfare**

Reviewers must consider the diverse welfare and value of the public, and maintain a professional image of the evaluation work under the responsibility to the public.



Guidelines And Principles of Evaluation Ethics(2/2)

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Regulations of On-site visit Reviewers' Ethics of conducting the quality accreditation entrusted by college



03 PART

Ethical Disputes in Evaluation Practice

Disputes of Basic Beliefs



Reviewers fail to read the self-assessment report and related information provided by the institution or program being evaluated before the on-site visit, and raise a lot of questions, which made the school exhausted.

During an on-site visit, reviewers must avoid arriving late, leaving early, and absence for no reason.

Unfamiliar with the context of the institution and the school's positioning, or make improper misunderstanding to the institution or program to be evaluated based on their own preferences and expertise.

The preconceived notions for the institution or program to be evaluated and make a judgment without evaluation.

Handling personal privacy during on-site visits.

Disputes of Work Ethics

- *During an on-site visit, ask the institution or program to be evaluated to handle personal matters and direct contact with the institution or program to be evaluated privately.*
- *During an on-site visit, reviewers copy or secretly remove any information of the institution or program to be evaluated for private use.*
- *Before the on-site visit, privately request the institution or program to be evaluated to provide relevant visit information; after the on-site visit, disclose the results and the discussion process or the results of the accreditation before the release of the results.*
- *Reviewers deliberately concealed a violation of the ethical regulation.*
- *Reviewers accept any solicitations, inappropriate entertainment, or gifts and have a relationship or grievance with the institution or program to be evaluated.*
- *During the on-site visit, invite the faculty of the unit visited to serve in his/her institution, or express the willingness to serve in the unit visited.*

Disputes of Interpersonal Ethics



Leak reviewer's identity providing a negative opinion, or uses irritating language to provoke conflicts and contradiction between the faculty, students and the university.

During an on-site visit, the institution or program to be evaluated feel degraded and was not respected.

*Reviewers frequently interrupt **the interview** and force to instill their own ideas during the visit.*

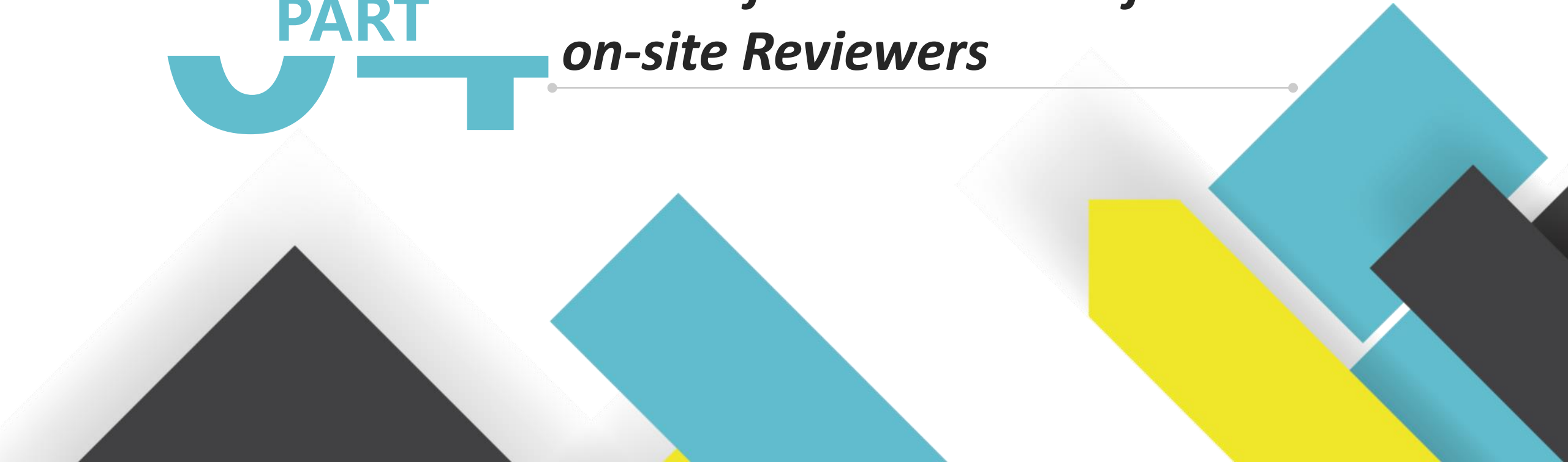
Speech or behavioral harassment of different genders from reviewer.

Disputes of Social Ethics

- *The on-site visit report without multi-party verification*
- *The on-site visit report is so hasty that it is unable to correspond to the accreditation results.*

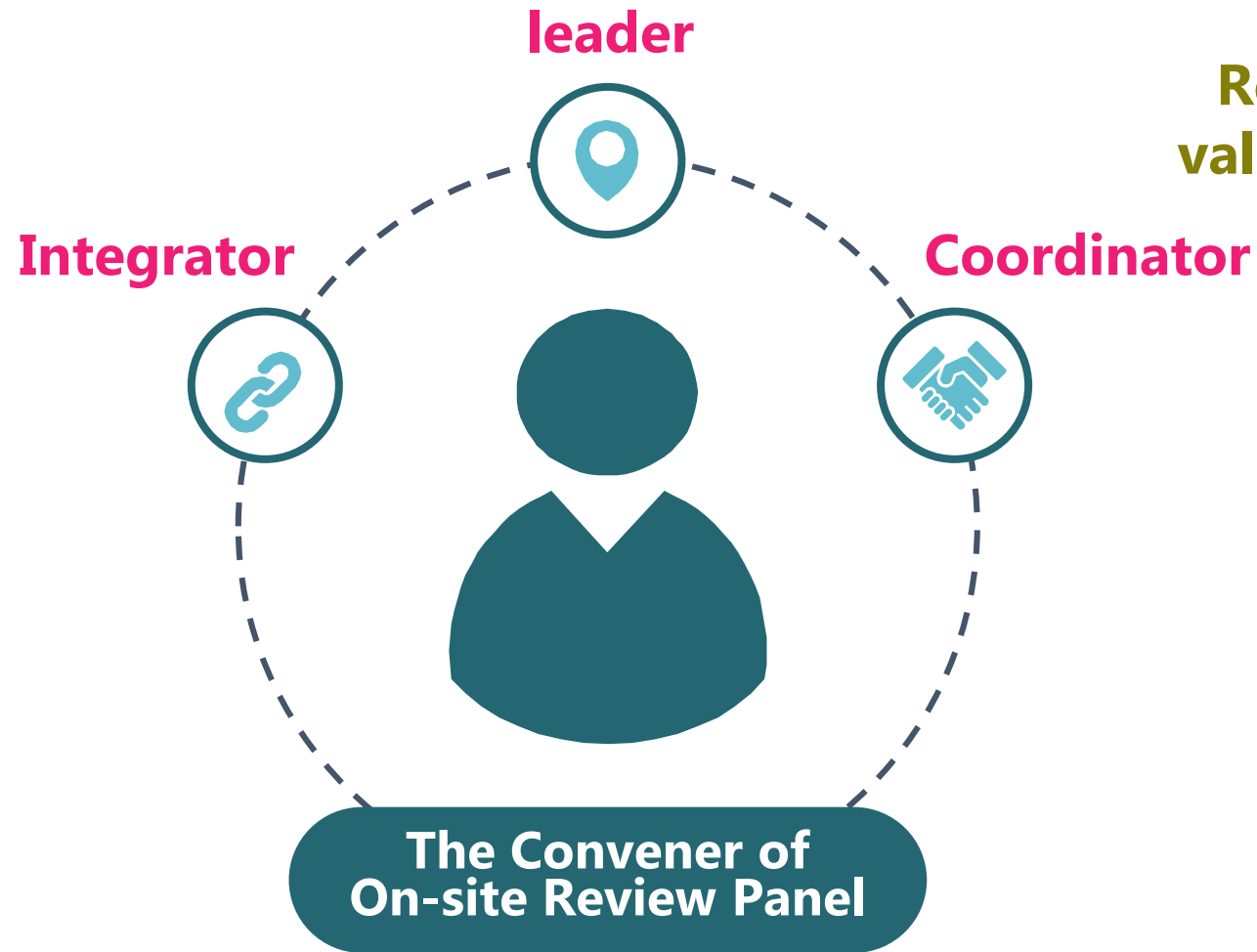


The Professional Role of the on-site Reviewers



The Professional Role of the on-site Reviewers(1/2)

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The Professional Role of the on-site Reviewers(2/2)

A professional member of on-site visit needs to play the role of a competent facilitator and provides specific advice with reliability and validity to the unit visited and the confusion of following roles should be avoided.



05

PART

Case Study



1

During the on-site visit, reviewer A saw many measures and systems of the unit visited were quite perfect and they could be used as reference for the development of the unit reviewer A services, so he/she took photos and copy the information for private use.

Reviewer A also found that the outstanding research results from the professor of the unit visited and asked them to provide the relevant information of the research plan.



Discussion

1

- ★ **During an on-site visit, reviewers must not copy or secretly remove any information for private use.**
- ★ **During an on-site visit, reviewers must not request that the institution or program to provide information unrelated to accreditation.**
- ★ **The convener should immediately intervene to remind reviewer A that there should be no such behavior.**
- ★ **If other reviewer finds the above behavior, please notify the convener or the staff of the council on the scene.**

2

During the on-site visit of a unit, reviewer B often whispered in private with the head of the unit. Reviewer B seemed to explain the relevant circumstances of the visit and left (the meeting room) at noon during the lunch and came back until the end of the break.



Discussion

2

- ★ Reviewers conducting an on-site visit must not hint at, or make known, any information related to their recommended accreditation results.
- ★ During an on-site visit, reviewers must be present the entire time without private action to fulfill their professional responsibilities to the greatest extent possible.
- ★ The convener immediately intervened to remind reviewer B that there should be no such behavior.
- ★ If other reviewer finds the above behavior, please notify the convener or the staff of the council on the scene.

3

Reviewer C with a high academic status graduated from a prestigious university. During the on-site visit, reviewer C judge the unit visited by subjective consciousness and previous experience. For example, the self-positioning of the unit was unrealistic, the number of faculty who received subsidy from the Ministry of Science and Technology was insufficient, and revealed the on-site visit result of accreditation.

Discussion

3

- ★ Reviewers must adhere to principles of confidentiality without disclosing the accreditation results. Also, reviewers must maintain an objective and neutral position, and adopt a professional point of view when diagnosing and assisting institutions and programs in the improvement of educational quality according to the unit's self-positioning and development direction.
- ★ The convener and other reviewers should remind reviewer C to consider the background and characteristics of the university and make a fair and appropriate judgment.



THANK YOU