Ethical Foundations for an Evolving Field: AIR's New Statement

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Webinar Overview

- Background

- The new principles

- Your questions, thoughts, and input

Background: AIR Ethics

- 1992 – Original *Code of Ethics* adopted

- 2001 – Code updated (includes new preamble)

- 2013 – Code amended: *Code of Ethics and Professional Practice*

- 2018 – AIR Board convened Ethics Workgroup to revisit Code

- 2019 – *Statement of Ethical Principles* finalized

Approach to New Statement

Clear and Concise

Broad and Expansive

Engages Stakeholders

AIR Statement of Ethical Principles

What it is

- Statement of integrity

- Overarching principles

- Guides for use of higher education data

What it is not

- Code of conduct

- Legal advice

AIR Statement of Ethical Principles

The Association for Institutional Research affirms the following overarching principles regarding the use of data to facilitate insights and improve decision making. These principles guide us as we promote the use of data, analytics, information, and evidence to improve higher education.

We act with integrity:

We recognize the **consequences** of our work. The analytic algorithms and applications we build and/or implement, as well as the policy decisions incorporating information we analyze and disseminate, impact people and situations.

We acknowledge that the individuals whose information we use have **rights**, derived from both legal and ethical principles that can cross national borders. We make intentional efforts to protect their information from misuse or use that could cause them harm.

We protect **privacy** and maintain **confidentiality** when collecting, compiling, analyzing, and disseminating information.

We act as **responsible data stewards**. We secure the data and information over which we have control, following generally accepted guidelines and professional standards for physical and electronic security and data sharing.

We provide **accurate and contextualized** information. We do not knowingly or intentionally mislead the consumers of our information.

We deliver information and analyses **appropriate** to the questions being asked, to the quality of the data available, and to the context in which the questions are asked.

We seek to be **fair and transparent**, minimizing our own personal biases in our research assumptions, methodologies, and conclusions.

We avoid **conflicts of interest**, and disclose them when unavoidable, particularly with third parties and vendors. We act in the best interests of our institutions, students, and stakeholders.

We strive to make our work **accessible** to those who need data, information, and analysis to generate insight and make decisions.

We share **knowledge** of the Institutional Research field and its application so we may facilitate insights and promote common understanding to our institutions and stakeholders.

We value lifelong learning and the enhancement of our field. We draw on and contribute to relevant and emerging **scholarship** and educate ourselves on developing trends. We utilize those methods and techniques for which we have, or can obtain, appropriate knowledge and capabilities.

We recognize that technological advancements have and will continue to impact our work. We remain committed to serving as educators and role models on the ethical use of data to benefit students and institutions and to improve higher education.

Approved by the AIR Board of Directors September 13, 2019

AIR Association for Institutional Research

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The Statement of Ethical Principles

General Format

- Introductory paragraph

- "We act with integrity:"

- Statements and key words

- Concluding paragraph

AIR Statement of Ethical Principles

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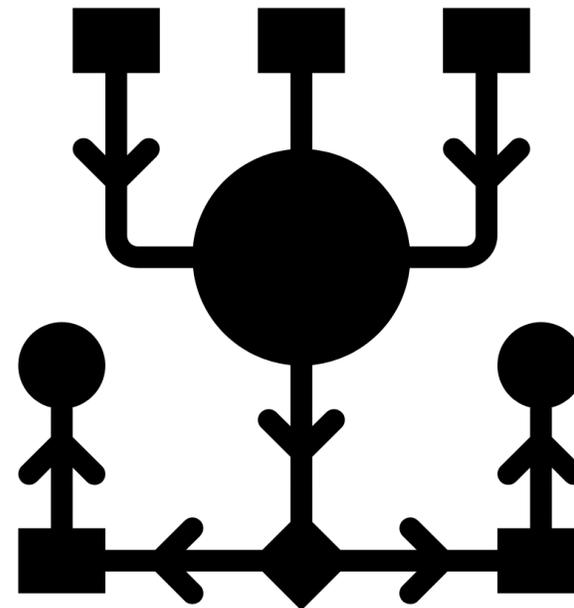
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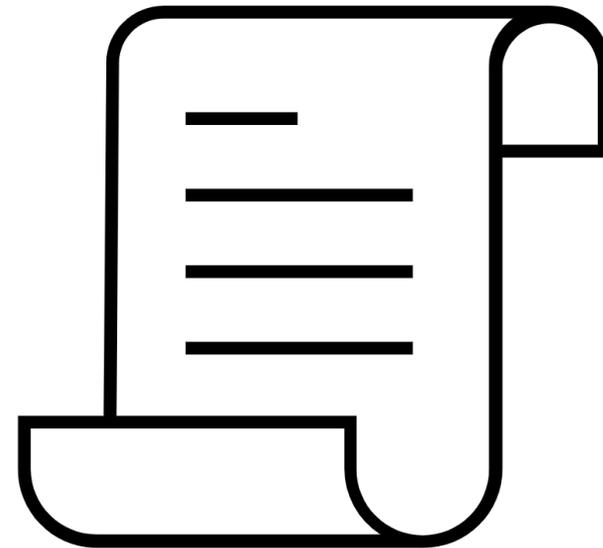Data and Decisions for Higher Education

Consequences

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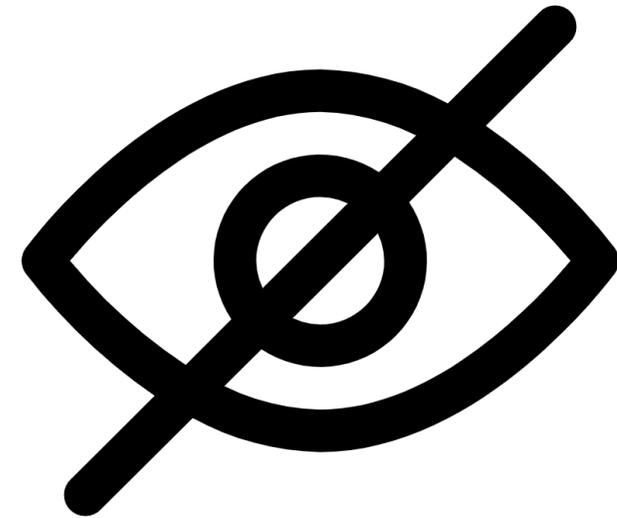
Rights

We acknowledge that the individuals whose information we use have rights, derived from both legal and ethical principles that can cross national borders. We make intentional efforts to protect their information from misuse or use that could cause them harm.

Privacy and Confidentiality

We protect privacy and maintain confidentiality when
collecting, compiling, analyzing,
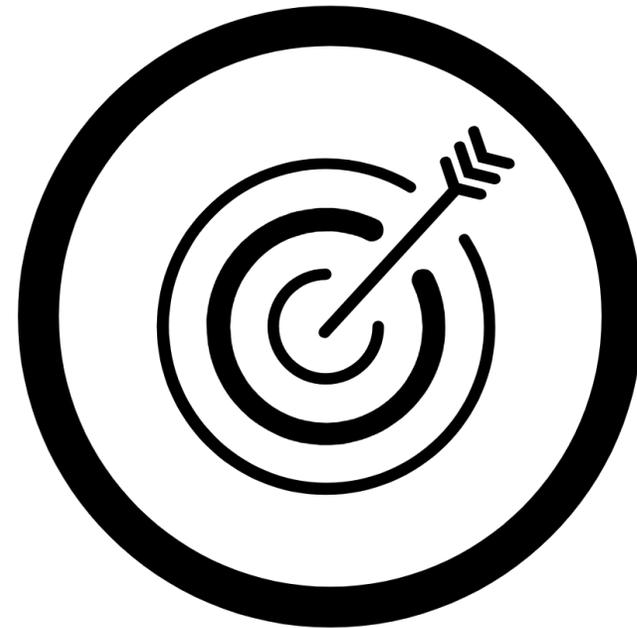and disseminating information.

Responsible Data Stewards

We act as responsible data stewards. We secure the data and information over which we have control, following generally accepted guidelines and professional standards for physical and electronic security and data sharing.
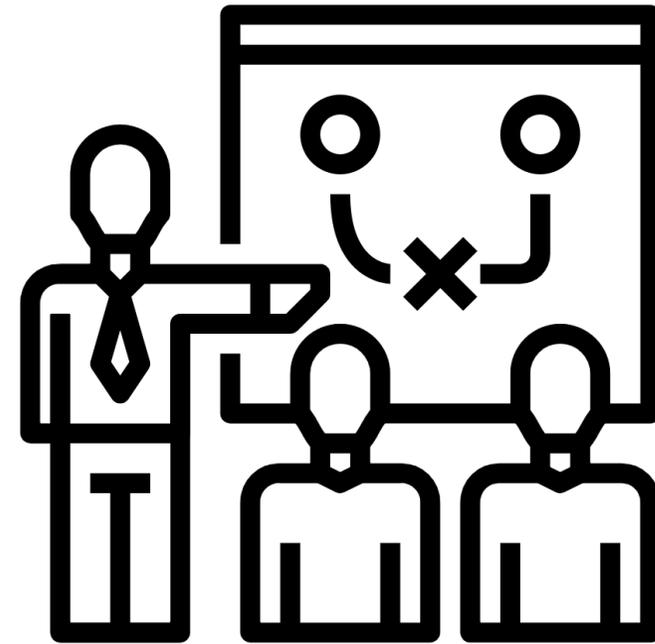
Accurate and Contextualized

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ASSOCIATION FOR INSTITUTIONAL RESEARCH
Data and Decisions for Higher Education

Appropriate

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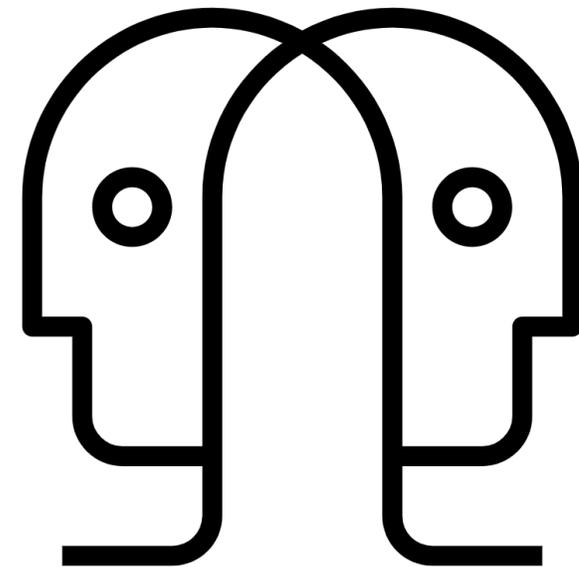
Fair and Transparent

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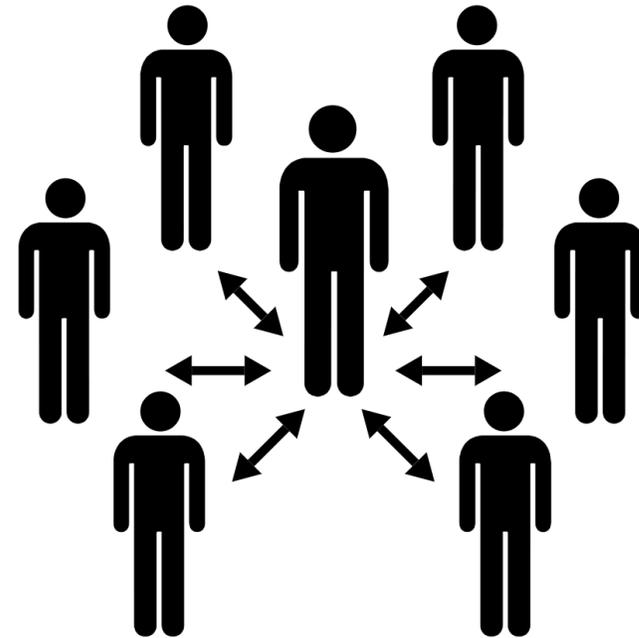
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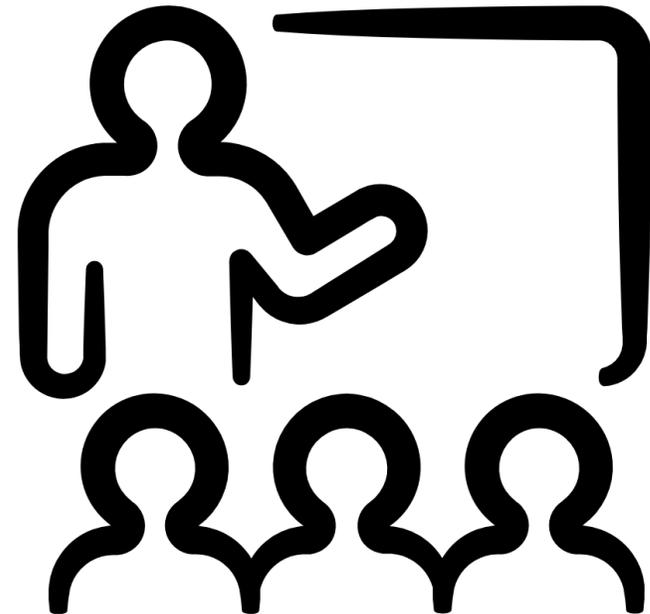
Accessible

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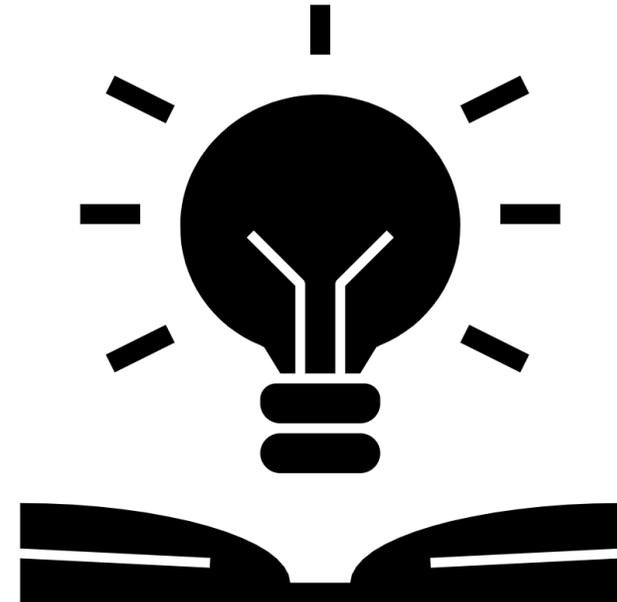
Knowledge

We share knowledge of the Institutional Research field and its application so we may facilitate insights and promote common understanding to our institutions and stakeholders.

Scholarship

We value lifelong learning and the enhancement of our field. We draw on and contribute to relevant and emerging scholarship and educate ourselves on developing trends. We utilize those methods and techniques for which we have, or can obtain, appropriate knowledge and capabilities.

AIR Statement of Ethical Principles

- Consequences

- Rights

- Privacy and Confidentiality

- Responsible Data Stewards

- Accurate and Contextualized

- Appropriate

- Fair and Transparent

- Conflicts of Interest

- Accessible

- Knowledge

- Scholarship

https://www.airweb.org/ethics-statement

Next Steps

- Develop training materials and learning opportunities, including scenarios
  - Integrate the professional practice portion of the former AIR Code of Ethics
  - Embed in new and existing AIR products and services

- Promotional materials are forthcoming to reach out to our colleagues in the research community as well as campus stakeholders.

Thank You

What would help you in your work regarding ethics?

We welcome your feedback and ideas!

Project Contact: Stephan Cooley
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scooley@airweb.org

AIR Statement of Ethical Principles

Website: https://airweb.org/statement-of-ethical-principles
Printable PDF: https://www.airweb.org/ethics-statement