

# MECHANICS AND ETHICS OF REPORTING DATA

NACADA Assessment Institute 2019

Concurrent Session

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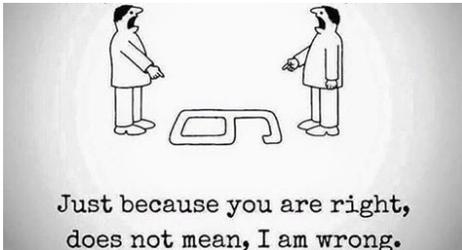
## ABSTRACT

Don't be afraid of the data! Assessment can provide you with both positive and negative results. Developing a transparent process to gather, analyze and report your results can only benefit your program. In this session we will discuss the ethics behind true-data reporting, how the negative can create a positive and how you can create an environment open to change through reporting the data.

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## DEFINING ETHICS

The philosophy of morality: what counts as good or bad/ right or wrong.



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## ETHICAL DILEMMA

- An issue when an individual/organization must choose between two unfavorable alternatives
- There may not be a perfect solution, and there may be a need to justify the decision made



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## LEGACY OF ETHICAL ABUSE

In research...

- James Marion Simms  
“Father of gynecology”
- Tuskegee Study
- Nuremberg Trial

In higher education...

- Funding
- Recruitment
- Measure of learning



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## CASE STUDY



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## COMMON ERRORS IN REPORTING

- Overgeneralization
- Selective/Inaccurate Observation
- Vested Interests
- Illogical Reasoning



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## RACIAL/CULTURAL REASONING

- Transubstantive Error
- Hierarchical Comparative Analysis Problem
- Fallacy of Homogeneity
- Problem Orientation/Solution Deprivation
- Ethnological Ahistoricism
- Disregarding Social Regularities Reaction
- Self-Censorship : The Dirty Laundry Quandry

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## HOW TO AVOID 'FAKE NEWS'

- Accurately note your participating population
- Label Graphs (e.g. Include numbers v. percentages)
- Explain missing data
- Include negative results
- Provide varied perspectives
- Use the correct statistical tests w/ statistical significance, trends, strength, etc. noted

## AVOID FAKE NEWS CONT...

- Accurately and clearly define your terminology and scope
- Distinguish between inferences and facts in interpretation of data
- Include literature to examine varied perspectives
- Keep it simple

## IMPORTANCE OF TRANSPARENCY



  
**BUILD  
TRUST  
THROUGH  
TRANSPARENCY**

## GUIDING ETHICAL PRINCIPLES

- Do no harm
- Be open/honest
- Seek truth
- Weigh competing interests
- Make results accessible
- Protect/preserve your records
- Educate others
- Practice fidelity/responsibility
- Respect the rights, dignity, and diversity of others

WHAT ARE YOUR CONCERNS?



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