

ETHICAL PRINCIPLES FOR KANDIPALAUTE - THE FINNISH BACHELOR'S GRADUATE SURVEY AND GRADUATE CAREER MONITORING SURVEY

Universities Finland (UNIFI) has established common ethical principles for the university feedback surveys conducted in Spring 2019 (The Finnish Bachelor's Graduate Survey and Career Monitoring Survey for Graduates). The principles were written by UNIFI's expert group on The Finnish Bachelor's Graduate Survey and Career Monitoring Survey for Graduates (Palauteryhmä). The principles set out the framework for executing the surveys and are intended to focus on the practice of contacting the students and graduates. Vice rectors (education) discussed the principles at a meeting on 14 May 2019 and the UNIFI board approved them on 16 May, 2019. Ethical principles are available from the Kandipalaute.fi website and on the Aarresaari career monitoring website.

Purpose of the surveys

The purpose of the surveys is to provide universities and society with the most reliable information available on

- the perceptions of bachelor's degree graduates about their own studies, learning and the support provided to students for their studies and learning support, and
- master's and PhD graduates' employment situation, employability, the quality of employment, the skills needed in the labour market and after graduation.

Collection of the survey material and communication with the target groups during the survey

Universities cannot modify the common content of the nationwide surveys. However, universities can add their own questions to the survey.

The universities' aim is to get the highest possible level of response in order to obtain reliable feedback on the development of their degree education and equitable distribution of funding.

Respondents can complete a questionnaire only once for each degree. Any double responses should be removed from the material before the poll results are added to the Vipunen database.

Completing the questionnaire is optional and the target groups are not to be pressured in any way to respond.

Respondents will only be instructed from a technical point of view (e.g. sign-in questionnaire, filling in an electronic form).

No rewards for replying will be provided, but university-specific lotteries can be arranged among the respondents. The prizes awarded should be of a reasonable value (approx. €20).

The way the data are collected has been openly reported and responses are available to both the respondents and the users of the feedback data. The query respondents are openly informed about for what queries are being used and why answers to the query are valuable. The connection of the queries to the universities' financing model should be mentioned.

Exploiting survey results

The information collected will be used responsibly and the rights of the respondents will be respected. The respondents' rights will be described in the survey and in the privacy report.

The results of the surveys will be reported systematically, responsibly and scientifically.

Universities can use their own results in their communications and marketing but should refrain from comparing universities. Reporting the results of one university can be compared with national results.

Additional ethical principles for the Finnish Bachelor's Graduate Survey:

Failure to respond does not affect whether a student will be awarded his/her bachelor's degree.

Responding to the questionnaire is not compulsory.

Additional ethical principles for the Career Monitoring Survey:

The career monitoring group (Uruseurantaryhmä) of the Aarresaari network will determine beforehand when the survey will start and end. After the survey period has ended, responses will be accepted for an additional week by ARVO, and for a month by mail. Responses received after this will not be included in the survey results.

Each year, the career monitoring group will confirm the implementation principles for the Career Monitoring Survey. The principles define how the target audience will be approached during the survey. For example, universities can approach the target audience through public communications and directly by correspondence, telephone and/or email, depending on the type of contact information that is available.

Members of the target audience can be approached no more than five times during the survey.