**Inappropriate use of surveys**

**Introduction to Surveys:**

Surveys are research tools used to gather information and opinions from a sample of individuals about a particular topic or issue. They typically involve asking respondents a series of questions, either through interviews, questionnaires, or online forms, to collect data that can be analyzed and interpreted to draw conclusions or insights. Surveys are commonly used in various fields, including market research, social sciences, education, healthcare, and public opinion polling, to understand attitudes, behaviors, preferences, and experiences.

**Examples of Inappropriate Use of Surveys:**

**Educational Testing Misuse**

In some cases, surveys and assessments used in educational settings may be misused to evaluate students based on factors unrelated to academic performance. For example, if a school or institution uses standardized tests as the sole measure of student achievement and teacher effectiveness, it may result in undue pressure on students and teachers to perform well on these tests at the expense of meaningful learning experiences. This narrow focus on test scores may also fail to capture the diverse abilities, talents, and potential of students, leading to inequities in educational opportunities and outcomes.

**Ethical Impacts**: Misusing surveys and assessments in education raises ethical concerns about fairness, equity, and the well-being of students and educators. It undermines the principles of educational integrity, diversity, and inclusion by prioritizing standardized metrics over holistic and personalized approaches to learning and assessment.

**Social Impacts**: The overreliance on standardized testing can exacerbate social inequalities by disadvantaging students from marginalized backgrounds, who may face additional barriers to academic success. It perpetuates a culture of high-stakes testing that values conformity over creativity and discourages critical thinking and intellectual exploration.

**Legal Impacts**: While standardized testing is a common practice in education, using surveys and assessments inappropriately to evaluate students or make high-stakes decisions about their educational futures may violate laws or regulations related to educational standards, assessment practices, and student rights.

**Professional Impacts**: Educators have a professional responsibility to use surveys and assessments in a fair, valid, and reliable manner that supports student learning and growth. Misusing these tools for purposes beyond their intended scope undermines the credibility and effectiveness of educational practices and erodes public trust in the profession.

**Market Research Manipulation**

In the field of market research, surveys may be manipulated to produce biased or misleading results that serve the interests of the sponsoring organization or client. For example, a company conducting a customer satisfaction survey may design the questions in a way that leads respondents to provide positive feedback about their products or services, regardless of their actual experiences. This manipulation of survey data may lead to inaccurate insights, misguided business decisions, and ultimately harm the organization's reputation and bottom line.

**Ethical Impacts**: Manipulating surveys for market research purposes violates ethical principles of honesty, transparency, and respect for respondents' autonomy. It undermines the integrity and reliability of market research practices by prioritizing the interests of the sponsoring organization over the rights and interests of survey participants.

**Social Impacts**: Misleading market research practices can erode consumer trust and confidence in the products, services, and brands being studied. It may lead to disillusionment, frustration, and skepticism among consumers, who may feel deceived or manipulated by companies seeking to influence their opinions and behaviors.

**Legal Impacts**: While market research manipulation may not always violate specific laws or regulations, it can raise legal concerns related to false advertising, consumer protection, and fair competition. Companies engaging in deceptive market research practices may face legal consequences, including lawsuits, regulatory fines, and damage to their reputation and brand image.

**Professional Impacts**: Market researchers have a professional responsibility to conduct surveys and collect data in an ethical and unbiased manner that accurately reflects consumer opinions and preferences. Manipulating survey data undermines the credibility and trustworthiness of the profession and may lead to professional sanctions or disciplinary actions.

**References:**

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