MRS Advanced Certificate in Market & Social Research Practice

AI Guidance – Integrated Assignment

(based on https://www.jcq.org.uk/wp-content/uploads/2024/07/AI-Use-in-Assessments_Feb24_v6.pdf)

AI Misuse

Candidates are expected to demonstrate their own knowledge, skills and understanding as required for the MRS Advanced Certificate in Market & Social Research Practice (Advanced Certificate) and set out in the qualification specification.

While AI is becoming an established tool at the workplace, for the purposes of demonstrating knowledge, understanding and skills for the Advanced Certificate, it's important for candidates' progression that they do not rely on tools such as AI.

Candidates should develop the knowledge, skills and understanding of the subjects they are studying. They must be able to demonstrate that the IA submission is the product of their own independent work and independent thinking.

As has always been the case candidates must submit an Integrated Assignment (IA) which is candidate's own work. This means both ensuring that any final IAs are in candidates' own words and is not copied or paraphrased from another source such as an AI tool, and that the content reflects their own independent work.

AI misuse is where a candidate has used one or more AI tools and has submitted work for assessment when it is not their own. Examples of AI misuse include, but are not limited to, the following:

• Copying or paraphrasing sections of AI-generated content so that the work submitted for assessment is no longer the candidate's own

• Copying or paraphrasing whole responses of AI-generated content

• Using AI to complete parts of the assessment so that the work does not reflect the candidate's own work, analysis, evaluation or recommendations

• Failing to acknowledge use of AI tools when they have been used as a source of information/reference

• Submitting work with intentionally incomplete or misleading references or bibliographies.

AI misuse constitutes malpractice as defined in the MRS Admin Handbook.

Potential indicators of AI misuse

If the following are seen in candidate work, it may be an indication the candidate has misused AI:

a) A default use of American spelling, currency, terms and other localisations.

b) A default use of language or vocabulary which may not accord with the qualification level (though be aware AI tools may be instructed to employ different languages, registers and levels of proficiency when generating content).

c) Inclusion of references which cannot be found or verified (some AI tools have provided false references to books or articles by real authors).

d) Instances of incorrect and/or inconsistent use of first-person and third-person perspective where generated text is left unaltered.

e) A difference in the language style used when compared to that usually used by a candidate in other previously submitted work.

f) A variation in the style of language evidenced in a piece of work, if a candidate has taken significant portions of text from AI and then amended it.

g) A lack of graphs/data tables/visual aids where these would normally be expected.

h) Content being more generic in nature rather than relating to a specialised task or scenario, if this is required or expected.

l) The inadvertent inclusion by candidates of warnings or provisos produced by AI to highlight the limits of its ability, or the hypothetical nature of its output.

j) The inclusion of strongly stated non-sequiturs or confidently incorrect statements within otherwise cohesive content.

k) Overly verbose or hyperbolic language that may not be in keeping with the candidate's usual style.

The Responsibilities of Centres

If a candidate has not signed the declaration of authentication on their IA Coversheet, centres do not have to report the incident to MRS. When the declaration of authentication has not been completed by a candidate the IA is not eligible to be sent to MRS for moderation and should be withdrawn from the assessment round.

Steps on how centres will resolve such incidents must be detailed in the centre's malpractice/plagiarism policy.

These steps are:
• ensuring candidates are aware of what malpractice is;
• how to avoid malpractice; and
• how to properly reference sources and acknowledge AI tools, etc.

Centres must not accept work which is not the candidates' own. If AI misuse is detected or suspected by the centre and the declaration of authentication on the IA Coversheet has been signed by the candidate, the case must be reported to the MRS.

The procedure is detailed in the MRS Admin Handbook – Malpractice section.

Centre Information

Centres should already have agreed policies and procedures relating to assessment of the IA in place to ensure the authenticity of assessments.

Centres must now ensure that these can also address the risks associated with AI misuse.

Tutors, assessors and other staff must discuss the use of AI in the Advanced Certificate IA and agree their approach to managing candidates' use of AI in their centre.

Centres must make candidates aware of the appropriate and inappropriate use of AI, the risks of using AI, and the possible consequences of using AI inappropriately in the IA.

They should also make candidates aware of the centre's approach to plagiarism and the consequences of malpractice.

Please refer to *Checklist* below.

Checklist for Centres: AI Guidance for

MRS Advanced Certificate in Market & Social Research Practice

Centre Responsibilities

1. Ensure candidates understand the appropriate use of AI tools in their Integrated Assignment (IA).
2. Provide clear guidance on what constitutes AI misuse.
3. Monitor for potential indicators of AI misuse.
4. Follow procedures for suspected AI misuse.

Procedures for Detecting AI Misuse

1. Review IA for signs of AI generated content.
2. Look for inconsistencies in writing style or quality.
3. Check for unusual formatting or references.
4. Use plagiarism detection tools to identify AI-generated text.

Handling Suspected AI Misuse

1. Document any indicators of AI misuse.
2. Communicate concerns with the candidate.
3. Follow the Centre's procedures for plagiarism/malpractice.
4. Consult the MRS *Admin Handbook/Quals Policy Document.*
5. If applicable, report suspected misuse to MRS.

Communication with Candidates

1. Provide clear instructions on the acceptable use of AI tools.
2. Encourage candidates to develop their own understanding and skills.
3. Offer support and resources for independent work.
4. Explain the consequences of AI misuse.

For MRS Use: the following Adv Cert Docs will be updated to reflect the above guidance:

- *IA Candidate Coversheet*
- *IA Guidance docs – Cands/Centres/Assessor*
- *Admin Handbook*
- *Quals Policy Document*