

# Research proposal summary: Teaching Cultures Survey 2025

## 1. Study purpose

The Teaching Cultures Survey (TCS) is a global, cross-institutional study exploring faculty perceptions and experiences of how university teaching is valued and rewarded in academic careers. It provides universities with evidence on the impact of institutional policies aimed at enhancing the recognition of teaching and allows them to benchmark findings with peer institutions worldwide. The 2025 survey is the final iteration in a cross-sectional study, following surveys conducted in 2019 and 2022.

## 2. Hypothesis

The study is based on the hypothesis that successful institutional efforts to reward teaching rest on two key factors: (i) the academic community's trust that policies to reward teaching will be delivered effectively in practice by university leaders; and (ii) the extent to which teaching achievements are recognised and embedded in key institutional processes such as annual performance reviews.

## 3. Study population

The survey is open to all academics with a contract of employment at participating universities including: faculty in tenured, tenure-track, and non-tenure-track roles; academics in education-focused or research-focused positions; postdoctoral researchers; PhD students (if employed and engaged in teaching); and academic leaders (e.g., department heads, deans, senior administrators).

To date, more than 25 universities from 13 countries have participated in the TCS, all research-intensive universities engaged in systemic reforms to academic career pathways and the reward of teaching.

## 4. Research method

The study uses an anonymous online survey, which takes approximately six minutes to complete. The questionnaire focuses on four key themes:

1. **trust in the system:** perceived institutional commitment to rewarding university teaching;
2. **the levers for change:** the prominence given to university teaching in key institutional processes;
3. **promotion priorities:** the recognition of university teaching in promotion to full professor;
4. **aspirations:** expectations and desires for change in how university teaching is rewarded.

The survey was rigorously tested for clarity and applicability across different institutional and national contexts. Data collection is managed using Qualtrics XM, a UK GDPR-compliant platform. No personal data (e.g., names, email addresses, IP addresses) are collected, and universities do not have access to individual responses – they only receive aggregated, anonymised findings.

## 5. Ethical considerations

The survey is anonymous and participation is voluntary. Respondents may skip any question or exit the survey at any time. Participating universities are responsible for securing their own ethics approval. No institution-specific findings will be publicly identifiable. Survey data is stored securely in compliance with ISO27001 standards and will be deleted one year after the project completion in October 2025.

Further information is available at the survey website: [www.teachingcultures.com](http://www.teachingcultures.com).