

Teaching Cultures Survey 2025

Participant information leaflet

What is the survey about?

The Teaching Cultures Survey¹ is designed to explore perceptions and experiences of how teaching is rewarded in academic careers. Your university is taking part in this survey. Survey respondents are university academics who hold a contract of employment with their university. Three cross-sectional surveys are being undertaken in all to capture changes over time. Surveys were conducted in 2019 and 2022, and the final survey is being repeated in 2025.

Who is funding the research?

The research is funded by universities participating in the survey. The research is led by Dr. Ruth Graham² and is being undertaken as a collaboration between the participating institutions and Advancing Teaching³, a global initiative focused on improving the reward of university teaching.

Who should take part?

All academic staff employed by each participating university have been invited to take part. Whatever your discipline or career stage, or how central teaching is to your current role, we would be grateful for your views. You can complete the survey regardless of whether you teach at all, are on parental leave, on sabbatical, or are employed part-time or full-time.

How long will it take?

The survey takes around six minutes to complete.

Do I have to take part?

No, participation is entirely voluntary. We would encourage you to take part as the more participants there are, the more robust the research – but there is no obligation. If you do take part, you will be asked to confirm your consent at the start of the survey. If there are any questions you would prefer not to answer, you can move on to the next one.

What data does the survey collect?

The survey is not collecting personal data such as names, email addresses or IP addresses. Only the survey team (and not your university) see the survey data, and steps will be taken to ensure that no individual will be identifiable in the reports delivered to your institution. The survey includes some background questions on your role, gender, discipline, and how long you have worked at the university, to make it possible to look at any differences across groups. All other questions ask for your views of how the university currently supports and rewards teaching as part of an academic career. Because no names are collected, it will not be possible for the university to know who has participated.

¹ Teaching Cultures Survey website: <https://www.teachingcultures.com>

² R.H.Graham Consulting Ltd: <https://rhgraham.org>

³ Advancing Teaching: www.advancingteaching.com

What happens to the data?

The survey data is collected and stored by the external survey team. Participating universities will not have access to it. It will be collected and exported using the Qualtrics XM survey tool, a UK GDPR⁴ compliant platform (www.qualtrics.com). The survey data will be stored on systems that meet the international standard in information security ([ISO27001](https://www.iso.org/standard/54568.html)). The survey will be stored securely until after the third iteration of the survey in 2025 and then securely deleted 12 months after completion of the study. The data will be used only for this research and will not be shared with any third party. Because no names are collected in the survey or other identifiable information (such as IP addresses or email addresses), it will not be possible for participants to withdraw from the survey once survey responses are submitted.

Further details about who controls and processes the data, and your rights under UK GDPR regarding your data, can be found in our Privacy Notice (www.teachingcultures.com/resources/TCS_Privacy.pdf).

How was the survey designed?

The survey has been developed in collaboration with participating universities. It focuses on the attitudes, aspirations and experiences of how teaching is rewarded in academic careers. One-to-one interviews with academics and senior managers at 15 of the participating universities (from across eight countries) were used to refine and validate the questionnaire's comprehensibility, coverage, length and structure, as well as its applicability across the different institutional contexts at the participating universities.

How will the findings be shared?

There will be two sets of findings from the survey outcomes:

- **Aggregate findings:** combined findings from all participating universities will be made available on the study's website (www.teachingcultures.com/Findings/), with no findings attributable to individual institutions. Participating universities will be notified when this information is available.
- **University-specific findings:** outcomes for your individual university, with comparisons made to the aggregate outcomes from all participating universities. This second set of findings will be confidential to your university's appointed survey lead and will not be shared elsewhere. Where the number of survey participants in a particular group (e.g. a discipline group) is five or fewer, findings will be presented in ways that protect anonymity, for example, by combining groups.

Who can I contact if I have queries or concerns about the survey?

There is an FAQ site on the survey website (www.teachingcultures.com/FAQs). You can also contact the individual contact point at your university. Their contact details are given in the information sheet attached to the email inviting you to participate in the survey.

⁴ UK General Data Protection Regulation: [Data Protection Act 2018](https://www.gov.uk/guidance/data-protection-act-2018)