

作弊的决策过程及机制*

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摘要 作弊是指违反规则或规范以获取不公平优势或利益的行为, 会影响社会公正及公众信任。对作弊决策过程及机制的探讨, 能为助推社会诚信提供更精准可行的治理策略。鉴于此, 本文综合已有理论及最新研究发现, 将作弊决策细分为利益权衡、风险评估、道德判断和行为选择四个核心过程, 并以此构建理论框架, 呈现决策中的成本与收益权衡、风险评估、理性道德判断等认知加工过程及相互作用机制, 并阐明个体如何在权衡多重因素后做出行为选择。在此基础上, 将神经生理机制和调控因素整合到模型中, 以丰富模型的解释力。最后, 本文从神经机制的多元整合、细化年龄发展轨迹、人工智能时代新挑战等方面对未来研究进行展望, 旨在进一步优化模型体系, 为新时代的诚信建设和社会治理创新提供新思路。

关键词 作弊, 社会决策, 道德发展

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1 引言

社会生活中, 人们常面临经济利益与声誉之间的抉择。在“无信不立”的大背景下, 作弊问题因其深远的社会影响而不容忽视。作弊(cheating), 是指违反规则或规范以获取不公平优势或利益的行为(赵立, 郑怡, 2024; McCabe et al., 2001; Whitley, 1998)。从狭义上讲, 主要指发生在学校教育中的学业作弊; 从广义上讲, 剽窃、伪造、贿赂、假冒等不端行为均被定义为作弊行为(Cizek, 1999; Liyanagamage et al., 2025; Prieger, 2022; Xu & Li, 2023)。尽管作弊被公认是不道德的, 但已有研究所呈现的作弊率却居高不下。多项研究显示, 学生的学业作弊发生率达 40%以上(Dar & Khan, 2021; Dejene, 2021; Felski, 2025; Sozon et al., 2024)。如今, 人工智能技术的发展衍生出更多元的作弊形式, 也使作弊变得更为便捷和隐蔽(Choi

et al., 2023; Sweeney, 2023)。COVID-19 大流行期间, 在线考试作弊现象也随之显现(Hill et al., 2021; Jenkins et al., 2023)。作弊会破坏对规则和制度的尊重, 损害公众对学校、企业和政府等社会机构的基本信任, 危害社会公正及社会稳定, 甚至助长不诚信的文化底色。值得注意的是, 对作弊的探讨, 不只是品德教育的有效性问题的。大量研究证实, 作弊具有以社会合作为基础的进化动力学机制, 动物也存在作弊行为(Riehl & Frederickson, 2016)。对作弊的行为学及神经生物学规律的剖析, 不仅将完善道德发展的理论体系, 也为细化诚信社会运行的动力机制、助推相关制度的优化创新打开突破口。

20 世纪, 对作弊的研究多以问卷法、观察法为主。例如, Bowers (1964)通过问卷调查首次揭示高校作弊的普遍性, Erickson 和 Smith (1974)证明了作弊的自我报告与实际频率间存在较高一致性等。Hartshorne 等(1928)的不可能完成任务(Impossible Task)开创了行为范式研究作弊的先河, 诸多经典行为范式不断涌现, 包括掷骰子范式(Die-Rolling Paradigm)、矩阵任务(Matrix Task)、抵制诱惑范式(Temptation Resistance Paradigm)和数数测试范式(Counting Test Paradigm)等(赵立等, 2022; Fischbacher & Föllmi-Heusi, 2013;

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Mazar et al., 2008; Sai et al., 2022; Zhao, Sun, & Lee, 2024)。近年来, 研究范式进一步与信息技术融合。例如, 通过人脸识别系统对在线考试进行监控(Ozdamli et al., 2022; Sakhiev et al., 2025), 使用 AI 技术在真实情境中捕捉作弊的行为与情感过程(Saba et al., 2021)等。

范式革新极大丰富了对作弊影响因素的探索。研究涵盖个体、情境与物理环境等多个层面。在个体层面, 主要关注人格特质、道德态度、自我效能感以及成就动机等对作弊的预测作用(Fritz et al., 2023; Henslee et al., 2025; Mungall et al., 2025; Yin et al., 2025; Zhao, Hong, & Lee, 2024; Zhao, Li, et al., 2024)。在情境层面, 研究者考察了同侪压力(Leong et al., 2024)、时间压力(Stadler et al., 2021), 以及社会规范(Alkhazaleh & Abojedi, 2025)等的影响。在物理环境层面, 研究者着眼于与作弊相关的环境特征, 如座位分布(Owan et al., 2023)、物理屏障的设置(Zhao et al., 2020)和答案可及性(Zhao et al., 2021; Zhao et al., 2022)等。

为了揭示作弊的发生机制, 研究者构建了理论模型, 这些模型主要围绕学业作弊的动机展开。以 Fishbein 和 Ajzen (1975)提出的理性行动理论(Theory of Reasoned Action, TRA)为基础, 研究者开发并扩展了学业作弊动机模型(Murdock & Anderman, 2006; Whitley, 1998), 提出学业作弊的三种动机, 即目标、期望和成本。Ajzen (1991)提出的计划行为理论(Theory of Planned Behavior, TPB), 在 TRA 的基础上引入感知行为控制, 强调对作弊机会与风险的感知。然而, 这些模型旨在解释学业作弊的动机, 并未呈现作弊作为社会决策过程的动态权衡与心理机制。本文在上述模型基础上, 结合近年来作弊研究中广泛关注的双系统加工框架和道德推脱理论等, 系统整合领域最新研究进展, 将作弊决策过程归纳为利益权衡、风险评估、道德判断、行为选择四个环节, 并以此构建理论模型, 对子成分之间的作用关系和心理机制进行剖析。

神经生理研究为模型细化提供了证据。研究证实, 作弊主要涉及三大神经网络, 即奖赏网络(reward system)、自我参照网络(self-referential thinking network)和认知控制网络(cognitive control network) (Speer et al., 2022b)。其中, 奖赏网络驱动个体追求利益或避免损失; 自我参照网

络参与维护道德自我形象, 抑制作弊冲动; 认知控制网络则在利益与道德的冲突中发挥调控作用, 在决策终端环节主导了行为的产生。本文将主要神经网络和相关调控因素的作用整合到模型中, 以优化模型的解释力。

综上所述, 本文首先将作弊决策的过程归纳为利益权衡、风险评估、道德判断、行为选择四个核心阶段, 形成模型框架; 进而, 纳入各核心阶段的主要神经过程与关键调控因素, 揭示其作用规律, 丰富模型体系; 最后, 在已有理论模型与神经生理研究的基础上, 综合人工智能因素, 对模型深化的重要方向进行展望, 以推进模型发展, 促进社会诚信体系的创新构建。

2 作弊的理论基础

2.1 作弊的动机理论

围绕作弊行为背后的心理机制, 早期理论主要聚集于学业作弊的动机。Fishbein 和 Ajzen (1975)提出理性行动理论(Theory of Reasoned Action, TRA), 为理解个体面对诱惑时的行为决策模式提供新视角。该理论用于解释和预测个体的意图和行为。核心观点为, 个体的行为意图是由个体对行为的态度和主观规范共同决定, 行为意图进而影响实际行为。在该理论基础上, Whitley (1998)提出了学业作弊动机模型。该模型将学业作弊的动机总结为三种类型: (1)对与作弊相关的社会规范或道德义务所持的态度; (2)作弊的预期收益; (3)对作弊后被抓可能性的感知。

Murdock 和 Anderman (2006)在 Whitley 的作弊动机模型基础上, 提出了三种动机机制来预测学业作弊: (1)学生的目标; (2)学生对实现这些目标的期望; (3)学生对实现这些目标相关成本的评估。该模型指出, 当目标是表现取向而非掌握取向时, 学生更容易作弊; 对于实现目标的期望而言, 当学生对通过努力实现目标缺乏信心时, 他们更有可能作弊; 对于成本估计来说, 当他们认为作弊的潜在成本较小时, 则更倾向于作弊。

Ajzen (1991)提出计划行为理论(Theory of Planned Behavior, TPB), 对理性行动理论进行了扩展。该理论在原有态度和主观规范的基础上, 新增“感知行为控制”变量, 即个体感知到完成行为所需要的资源和机会的丰富程度。该理论通过三个构成要素来说明行为决策的认知过程: (1)对

行为的态度(attitude toward behavior); (2)主观规范(subjective norm); (3)感知行为控制(perceived behavioral control)。计划行为理论已被广泛应用于不诚实行为的解释(Ababneh et al., 2022; Greitemeyer & Kastenmüller, 2024; Heriyati et al., 2023)。研究表明,当学生对作弊持有积极态度、感知到容许作弊的规范,或认为作弊容易实施时,其作弊行为更可能发生(Ababneh et al., 2022; Stoesz & Eaton, 2022; Whitley, 1998; Zanetti & Butera, 2025)。

上述理论强调学业作弊的意图来源,将作弊从简单的道德缺失,提升为基于态度、规范与感知控制的多因素决策过程。然而,这些模型均未能呈现作弊从动机产生到行为执行的决策过程,以及各变量在情境中的动态权衡机制。此外,上述理论也难以解释一个悖论:为何有些人在态度和规范上并不认同作弊,却仍在低风险、高便利等情境下实施作弊?这种意图与行为的鸿沟,恰恰说明仅靠动机变量不足以完整描述作弊决策的全貌。

2.2 作弊的认知理论

由于上述理论难以解释作弊决策的加工过程,研究者开始关注作弊决策中的认知加工机制。不再仅关注“为何作弊”,而是试图回答“作弊行为如何最终产生”。鉴于此,双系统加工框架(Dual-System Processing Framework)在道德决策研究中得到广泛应用。该框架认为,人类的判断与决策由快速、自动的直觉思维系统和慢速、受控的理性思维系统共同完成(Greene, 2014; Kahneman, 2011)。在作弊情境中,直觉思维系统倾向于驱动自利冲动(如“作弊获得高分”),而理性思维系统则负责监控道德冲突并实施认知控制(Greene & Paxton, 2009)。双系统竞争的结果直接影响作弊是否发生。

道德推脱理论(Moral Disengagement Theory)则从认知策略的角度揭示了作弊的心理机制。该理论指出,个体通过道德辩护、责任转移、后果扭曲等认知策略暂时解除自我制裁,从而在不损害自我形象的前提下实施不道德行为(Bandura, 2002)。这一理论已被延伸至作弊领域(Sirca & Billen, 2024),为理解“个体如何在明知作弊违规的情况下仍选择为之”提供了重要佐证。这些理论推动了作弊决策过程的细化研究,将作弊从意图层面的解释推进到全过程的认知加工层面。

3 作弊的决策过程模型

作弊归根结底是社会决策过程,其机制具有复杂性。基于已有理论和最新研究进展,本文将作弊决策整合为四个核心过程,即利益权衡过程、风险评估过程、道德判断过程和行为选择过程(图1),以此构建决策过程模型。该模型从理论上整合作弊从动机产生到行为实施的关键决策过程:第一,作弊是否有足够的利益驱动?第二,作弊被抓风险及后果是否可控?第三,作弊能否在道德上自我说服?第四,最终是否执行作弊?在作弊发生过程中,四个核心过程既存在先后次序,又存在交互影响,每个环节都从不同角度呈现行为发生的关键要素,从而揭示作弊从动机产生到行为实施的全过程决策机制。

3.1 利益权衡过程

3.1.1 利益权衡的认知机制

个体决定是否实施作弊,首先会考虑行为的成本与收益,因此,二者间的权衡是作弊决策的首要动因,主要体现在获得奖赏和规避损失两方面。

首先,获得奖赏是作弊的直接动机。一方面,物质收益会引发作弊。例如,提供金钱奖励时,学生的作弊行为更为普遍(Cannito et al., 2023)。另一方面,声誉等社会奖赏也与作弊行为密切相关,尤其涉及自我认知或社会比较时。且这一现象在个人、集体层面均存在。从个人层面,“表扬”作为一种社会奖赏,会对作弊产生影响。研究发现,当表扬儿童聪明时,他们更可能选择作弊来维护积极的特质评价(Zhao et al., 2017)。从集体层面,“荣誉感”会促使个体为集体利益而作弊。且与竞争情境相比,合作情境下更容易诱发作弊行为(Jamaluddin et al., 2021)。

而且,奖赏作为一种强化因素,会增加重复作弊的可能性。Waltzer 和 Dahl (2023)发现,许多学生在实施作弊时并未意识到其行为构成作弊。然而,通过作弊获得高分后,这种即时奖赏会降低个体对作弊的敏感性和道德顾虑,从而增加后续作弊的发生率。多项研究发现,大学时期的作弊频率能显著预测工作中的作弊倾向(Mulisa & Ebessa, 2021; Nonis & Swift, 2001)。这是由于大学阶段因作弊而获得的奖赏(如,学业成绩或积极社交形象等)会通过强化机制巩固其行为模式,使其

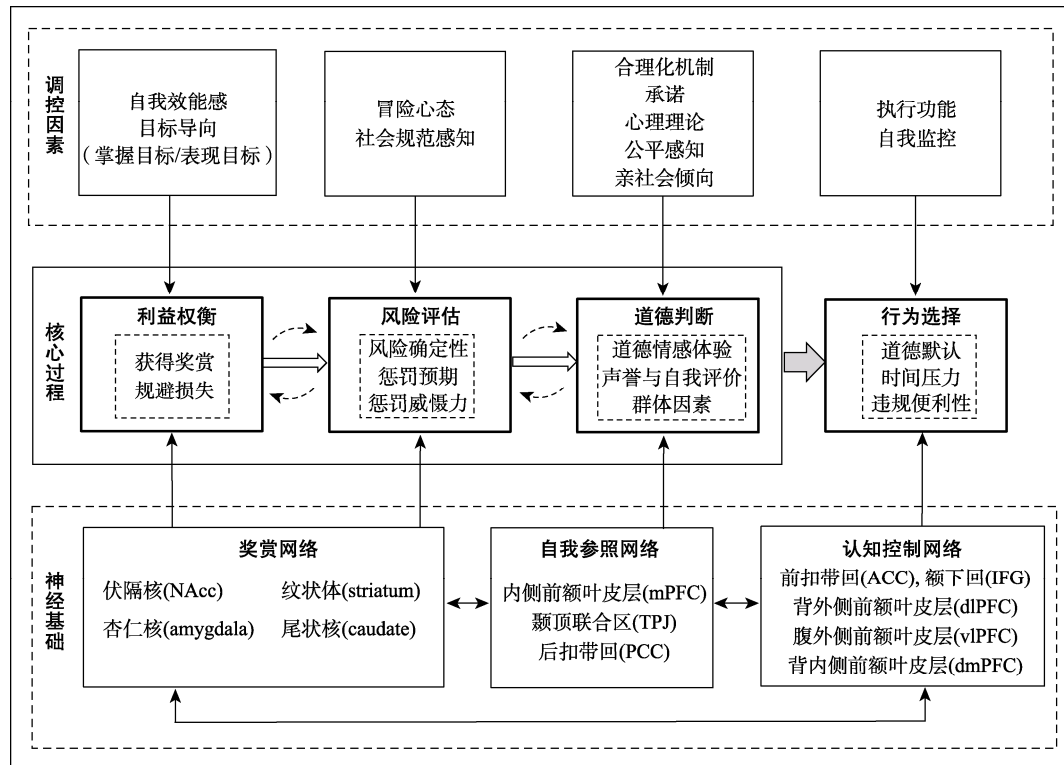


图 1 作弊的决策过程模型

在工作阶段面临类似情境时更倾向于作弊。这些研究均证实, 奖赏的强化机制推动了作弊行为的一贯性。

除了获得奖赏, 利益权衡的另一维度是损失规避。损失厌恶会使个体对潜在损失赋予更高权重, 更倾向于通过作弊来减少损失(Nagel et al., 2021)。Ajit 等(2024)证实, 当预期不作弊会导致负面后果时, 个体会因回避伤害的冲动而作弊。Markiewicz 和 Gawryluk (2020)采用“掷骰子”范式(Die-Rolling Paradigm)考察儿童在诱惑下的作弊行为, 结果显示, 当告知错误答案将扣除已获奖励时, 儿童作弊率提升约 22%。然而, 也有文献支持相反的观点。Ezquerro 等(2018)采用“掷骰子”范式的研究发现, 损失厌恶对作弊行为无显著影响。Ortiz 等(2023)通过金钱激励框架来操纵损失厌恶, 结果也表明, 损失厌恶对作弊行为的影响很微弱。

由此可见, 损失厌恶对作弊决策的作用机制尚存争议。一方面, 奖赏大小会削弱损失感知。Ortiz 研究中的奖励回报较小, 难以充分激活损失

厌恶。另一方面, “道德成本”也是成本。虽然物质收益诱发作弊, 但决策从“获益”的直觉思维进行到“考量道德”的理性思维时, 道德判断过程会强化个体对消极声誉的风险感知, 进而影响利益权衡。在 Ezquerro 的研究中, 被试谎报高收益数值的频率虽显著高于理论值, 但未集中于最高收益点, 这表明, 被试在作弊时仍试图维持诚实自我概念。由此推断, 损失框架对作弊的驱动作用可能受到任务设计、奖励强度和风险评估等因素的调节, 其在生态效度更高的任务中是否依然稳健, 仍需进一步验证。未来研究需提升实验操纵的有效性, 确保损失感知被充分激发, 并在实验条件设计中充分考虑风险评估、道德判断等过程对损失感知的影响, 以更细致地阐明损失厌恶对作弊的驱动机制。

3.1.2 利益权衡的神经机制

奖赏寻求和损失规避作为作弊的首要动机, 其作用过程受多巴胺神经环路的调控。Jovanoski 等(2023)在果蝇中发现, 激活奖励多巴胺神经元间接抑制惩罚多巴胺神经元的功能, 导致个体

甘愿承受惩罚以追求奖赏。鉴于果蝇和哺乳动物的奖赏回路具有跨物种相似性(Scaplen & Kaun, 2023), 人类的作弊行为可能同样涉及类似的神经抑制机制, 从而强化奖赏动机对风险规避的压制作用。

研究证实, 作弊的发生会伴随奖赏系统的激活, 主要涉及伏隔核(NAcc)、纹状体(striatum)、杏仁核(amygdala)、尾状核(caudate)等脑区。一方面, 与诚实者相比, 作弊者在决定是否作弊时更强烈地受到奖赏系统驱动(Speer et al., 2022b)。具体而言, 作弊者在决策阶段表现出更高的伏隔核(NAcc)激活水平(Abe & Greene, 2014), 且以尾状核为节点的奖赏网络连接强度与个体的作弊倾向呈显著正相关(Speer et al., 2022b)。这些结果表明, 奖赏系统的关键中枢激活能够有效预测不诚实行为。此外, Ding 等(2013)的 fNIRS 研究也发现, 与“猜错说真话”相比, “猜对说真话”条件在右侧额上回(SFG)引起了更大的含氧血红蛋白浓度变化, 这也体现了奖赏机制的参与。

另一方面, 前景理论强调损失与收益在主观价值上的非对称(Kahneman & Tversky, 1979), 这一特征为理解损失情境下的作弊动机提供了理论依据。Li 等(2015)从神经层面支持了此观点, 该研究使用 fNIRS 探究作弊行为的神经相关性, 发现与奖励相关的作弊行为与右侧额下回(IFG)的激活有关, 而与规避损失相关的作弊行为则与右侧额下回(IFG)和左侧额中回(MFG)的激活有关。Vartanian 等(2013)还指出, 右侧额下回是抑制真相的关键脑区, 其激活程度与成功作弊的可能性密切相关, 在实验中常提示不诚实行为的发生。

3.1.3 利益权衡的调控因素

利益权衡阶段核心在于判断作弊是否有利可图, 该判断深受个性特征的影响。有关学业作弊的研究发现, 目标导向与自我效能感影响作弊发生率。

在目标导向方面, 持有表现目标的学生比持有掌握目标的学生更容易作弊(Krou et al., 2021; Yin et al., 2025)。掌握目标导向的学生看重内在成长与努力过程, 更愿意通过努力取得成绩, 因此作弊较少(Mert & Tunç, 2023)。相反, 表现目标导向的学生更看重外部评价与社会比较, 容易将作弊视为获得认可或避免失败的手段, 促使利益权衡结果偏向作弊(Krou et al., 2021; Yin et al., 2025)。

在自我效能感方面, 低自我效能感的个体对

通过努力获得成功的信心不足, 更容易认为作弊就会失败。已有研究表明, 自我效能感与作弊倾向呈负相关(Mert & Tunç, 2023)。当个体处于劣势地位时, 为了满足需求或提升自我效能感, 就更有可能会作弊(Loi et al., 2022)。由此可见, 低自我效能感者更可能将作弊作为弥补自身能力不足的策略。

综上所述, 价值观和健康人格的塑造对作弊行为具有调控作用。目标导向、自我效能感等个性特征通过调节对作弊收益的价值判断, 以及对自身取得成功可能性的评估, 从而影响利益权衡阶段的决策倾向。

3.2 风险评估过程

3.2.1 风险评估的认知机制

不道德行为往往伴随风险, 对风险的感知常是行为的分水岭。当个体认为有利可图时, 作弊意图便已产生。然而, 获利需以违规为代价, 而违规必然伴随被揭露的风险。因此, 当面临通过作弊获利的机会时, 个体会对作弊风险进行评估, 主要体现在风险确定性程度、惩罚预期和惩罚威慑力。

风险确定性程度体现的是“被抓可能性”。当个体感知到被抓概率较高时, 作弊行为显著减少; 反之, 若个体认为“人人都在作弊”从而低估被抓概率, 即使客观惩罚较为严重, 其作弊倾向仍可能上升(Ehrmann et al., 2025)。此外, 当个体感知到不作弊会带来严重的负面后果时, 这种威胁就会极大干扰个体对被抓可能性的理性评估, 从而增加作弊冲动。Salgado 等(2022)认为, 如果不作弊的负面后果是明确可预见的, 且较为严重, 个体极大可能表现出风险寻求倾向, 即甘愿冒着被抓风险作弊。

鉴于此, 除了对被抓可能性的评估之外, 被抓后的惩罚对作弊的影响究竟是出于对“必然受罚”的确信, 还是对严重负面后果的恐惧? 相关研究主要围绕惩罚预期与惩罚威慑力两方面。

在惩罚预期方面, 个体形成“作弊必受惩罚”的信念是抑制作弊的关键(Humbert et al., 2022), 其核心在于个体对惩罚确定性的主观判断。在一些情境下, 即使客观被抓概率较高, 若个体认为“法不责众”或“执行不力”, 惩罚预期便会显著削弱, 从而降低抑制效果(Ehrmann et al., 2025)。Roe 等(2024)认为, 学生感知到同伴作弊增多时, 往

往将其归因于作弊行为缺乏对应的惩戒, 这种对惩戒缺失的认知反过来降低了个体对作弊的道德排斥。这些研究认为, 惩罚对于作弊的抑制高度依赖于个体对“惩戒必然发生”的信念, 即惩罚预期。

在惩罚威慑力方面, 已有研究认为, 激发个体对作弊后果的恐惧, 能有效减少作弊行为 (Pleasant et al., 2022)。赵立等(2024)发现, 当作弊后果的严重性不确定时, 即使个体感知到可能存在负面后果, 也依然会选择作弊。Fontaine 等(2020)发现, 在网络环境中强调作弊被抓的严重后果比依赖文明公约更能减少作弊。需要注意的是, 惩罚威慑力会受到惩罚预期的影响。当惩罚预期较低时, 惩罚威慑力会大打折扣。易晓明(2021)认为, 惩罚威慑对作弊具有一定预防作用, 但提高惩罚确定性是抑制作弊的更关键策略。

综上, 在风险评估过程中, 被抓可能性、惩罚预期和惩罚威慑力的作用应综合考虑, 三者共同决定了塑造诚信秩序的必要条件。首先, 被抓可能性是抑制作弊的一个关键前提, 在考试、纳税、商业竞争等考验诚信的社会情境中, 应使参与者事先意识到作弊是能够被识别的, 而非在作弊发生后直接惩罚。进而, 建立具有实际惩戒力度的惩罚机制, 并建立惩罚必然发生的心理预期, 也是遏制作弊的关键策略。在实际场景中, 这三者共同指向了行为后果的可预测性。当情境充分可预测时, 个体往往能做出更为理性的决策。这也是建立诚信的社会运行机制的关键思路。

3.2.2 风险评估的神经机制

在利益权衡阶段, 奖赏网络(如伏隔核、纹状体)主要负责评估作弊可能带来的利益, 从而驱动个体产生作弊意图(Abe & Greene, 2014; Speer et al., 2022b)。当决策进入风险评估阶段, 个体的关注点从“是否值得”转向“风险是否可控”, 奖赏网络的参与模式也随之调整。风险决策本身涉及纹状体与前扣带回共同激活, 且这两个区域在功能上均属于奖赏相关加工系统(Krain et al., 2006)。这意味着, 在风险评估过程中, 奖赏网络不再单独主导, 而是与前扣带回(anterior cingulate cortex, ACC)、前脑岛(anterior insula, AI)等网络节点协同工作, 共同预期作弊可能带来的负面后果并参与冲突监控(Ambrase et al., 2024)。

Dupont 等(2023)采用卡牌游戏范式的 fMRI 研究发现, 在声誉风险条件下, 不诚实决策显著

增强了双侧 ACC 与 AI 的活动和功能连接。这表明 ACC/AI 网络是将外部反馈转化为内部风险信号的核心节点, 直接关联个体对负面后果的预期性焦虑与道德冲突。Li 等(2015)的 fNIRS 研究进一步显示, 与获得奖赏所驱动的作弊相比, 避免惩罚所驱动的作弊诱发了更广泛的脑区激活, 尤其是右侧额下回和左侧额中回的参与, 这提示惩罚风险带来了更强的认知冲突。最终, 这些整合信号传入背外侧前额叶(dIPFC)等认知控制区域, 认知控制网络会依据感知到的风险强度参与行为调控, 进而决定作弊是否实施。

3.2.3 风险评估的调控因素

个体对作弊的风险评估会受到内在冒险心态与外部社会规范的共同调控。一方面, 冒险心态影响个体对被抓可能性及被抓后果的主观估计。冒险心态涉及人格特质与情境因素两个层面。在人格层面, 大量研究证实, 高作弊倾向人群普遍具有冒险型人格特质。具有高度寻求刺激倾向且从事越轨和冒险行为的个体更有可能作弊(Korn & Davidovitch, 2016)。此外, Johnson-Clements 等(2025)发现, 精神病态者因其冲动性特质而更倾向于作弊。在情境层面, Sai 等(2025)发现, 规则模糊性可能会诱发自我辩护, 这也助长了冒险心态。

另一方面, 社会规范感知会通过调节惩罚预期进而影响风险评估。Bicchieri 等(2023)指出, 个体对特定行为的评价与社会规范感知紧密相关。社会规范对作弊的容忍度与作弊率呈正相关。当学生感受到学术环境中缺乏明确的规范和价值准则, 他们更有可能实施作弊(Alkhazaleh & Abojedi, 2025; Daumiller et al., 2024; Zanetti & Butera, 2025)。反之, 当周围“重要他人”对作弊行为持负面态度时, 个体的作弊行为也会相应减少(吴月华等, 2021)。研究证实, 在社会情境中, 对作弊的中立态度会增加作弊风险。这种中立态度会减弱个体对作弊相关社会规范的认同感, 从而更容易认为作弊是“可接受”的(Ávila-Toscano & González Veloza, 2025; Whitley, 1998)。由此可见, 社会规范感知直接影响个体对规则的认同度和对惩戒必然性的信念, 从而影响作弊风险评估。

3.3 道德判断过程

3.3.1 道德判断的认知机制

即使“有利可图”与“风险可控”驱动了作弊, 其不道德本质仍使个体面临认知冲突。道德判断

机制会促使个体意识到声誉风险,进而在利益权衡中纳入道德成本。道德判断过程关注道德因素如何阻止作弊,以及个体如何在执行作弊这一不道德行为时进行自我说服。

首先,违反道德会产生负性情感体验,这可能会有效抑制作弊。Zhao和Li等(2023)研究发现,向幼儿描述故事主人公因违反规则而产生负面情感反应时,幼儿的作弊行为也随之减少。Curtis(2023)也证实,对作弊后果的预期内疚,会显著降低作弊意愿。然而,值得关注的是,道德情感的作用会受到人际信任、公正等社会因素的影响。Zhu等(2026)在工作情境中发现,感知电子监控的侵入会激发员工的愤怒,进而促使他们以作弊作为应对威胁的手段。Hurst等(2023)在体育竞赛中发现,因坚持诚信而错失奖励的运动员,会后悔“当初未作弊”,该情绪会增加后续作弊倾向。可见,当个体遭遇不公时,作弊带来的负性道德情感就会减弱,人们甚至会以作弊作为正当的维权手段。

其次,违反道德会损害声誉,并产生负性自我评价。Fu等(2016)研究发现,给予儿童“好孩子”这一积极声誉,能显著减少作弊行为。Ekwo等(2025)也证实,对负性自我评价的顾虑能有效抑制作弊。然而,在社会情境中,该决策模式变得更为复杂。一方面,社会中的个人形象不只来源于道德层面。Ehrmann等(2025)发现,当学生观察到同伴通过作弊获得成功时,则会将作弊视为达成目标的策略,从而减轻作弊带来的负性自我评价压力。在激烈的学校竞争中,学生为保全面子、满足父母期望,也可能倾向于作弊(Juliardi et al., 2021; Patnayakuni & Sundaram, 2021)。另一方面,人际交往中的互惠倾向会干扰道德判断。研究发现,人们会为了维持社会关系而帮助他人作弊,协同作弊有时被视为维持人际和谐的一种策略(Jamaluddin et al., 2021; Waltzer et al., 2022),人际互惠带来的积极体验也会削弱作弊带来的负性自我评价(Daumiller et al., 2024)。类似现象在儿童早期就已出现。Zhao等(2019)研究发现,相比于为自己赢得奖品,5岁儿童在为他人赢得奖品时更倾向于作弊。儿童会以帮助他人的名义为不道德行为辩护,从而增加不诚实行为。

此外,群体因素会影响个体对“行为是否道德”的判断。一方面,个体的道德判断和行为选择

会显著受到内群体同伴的影响(Ghanem & Mozahem, 2019; Karg et al., 2023)。Roe等(2024)发现,学生感知到同伴作弊频率增加时,会降低对作弊的道德排斥。Rullo等(2024)发现,当个体观察到内群体成员作弊,其自身作弊概率会显著增加,而外群体成员作弊则无此影响。这表明,内群体归属感和忠诚会干扰道德判断,使个体认为群体内“默认”的不道德行为是可接受的。另一方面,人们有时会将作弊行为理解为“有助于维护集体利益”,以此逃避道德判断方面的负担。尤其在群体内部利益高度一致时,集体作弊行为更为频繁(Harper & Prentice, 2024; Zhang, 2024)。基于中国高校样本的研究也发现,学生中较强的群体导向可能影响其对作弊的态度与行为(Zhang & Yin, 2020)。由此可知,作弊的道德判断过程是动态的,情境中的群体因素和人际因素,有时通过干扰道德判断,增加了作弊的可能性。因此,将诚信标准与集体利益和对集体的评价紧密联系,是在集体主义文化下更好地抑制作弊的可能突破口。

综上所述,作弊的道德判断涉及道德情感体验、声誉与自我评价、群体影响三个层面。首先,作弊带来的负性情绪体验和负性自我评价是抑制作弊的直接道德因素,进而,群体因素和人际因素动态调节了个体的道德判断框架。群体中的作弊可能使个体的道德责任外移,其内疚、羞耻等负面情绪及对负面自我评价的恐惧也会被削弱,因此助长作弊。

3.3.2 道德判断的神经机制

道德判断阶段的神经活动主要依赖于自我参照网络。自我参照思维(self-referential thinking),是指个体将信息、经验或外部事件与自身身份、记忆、目标或情感状态相关联的认知过程(Kelley et al., 2002; Northoff et al., 2006)。在诚实/不诚实的背景下,个体需要考虑当前行为如何与自身形成的价值观以及长期目标相匹配。自我参照网络主要涉及内侧前额叶皮层(mPFC)、颞顶联合区(TPJ)、后扣带回(PCC)等脑区。多项神经成像研究显示,诚实者与作弊者在这些脑区的神经激活和功能连接上存在差异。

首先,自我参照网络促进诚实决策。Speer等(2020)通过“找不同”任务(spot-the-difference task)发现,面对作弊诱惑时,诚实者比作弊者的自我

参照网络节点功能连通性更强,且PCC与左TPJ、PCC与mPFC之间的功能连通性与诚实程度密切相关。当这些节点的功能连接减弱时,参与者更倾向于作弊。这些证据表明,自我参照网络的活动水平直接关联着个体在诱惑面前能否坚持诚实。

第二,自我参照网络通过维持道德自我概念来抑制作弊倾向。在道德决策中,人们倾向于维护自身声誉。例如,当存在可识别受害者而非匿名受害者时,出于亲社会倾向和遵守道德准则,个体能够抑制作弊行为(Yam & Reynolds, 2016);对他人的同情也能抑制青少年的不道德行为(Malti, 2021)。由此可见,自我参照网络正是通过维护道德自我形象来实现对作弊行为的抑制。

第三,自我参照网络与双系统互动密切相关。在作弊决策中,直觉思维系统产生的作弊冲动(奖赏网络驱动)与理性思维系统的道德约束(自我参照网络驱动)之间的竞争结果,共同影响其道德判断走向。Speer等(2022b)发现,即使在静息态下,自我参照网络与奖赏网络之间的功能连接也能稳定预测个体的诚实倾向。此外,当个体为追求更高收益而选择不诚实时,潜在收益越高,mPFC和TPJ的激活水平越低(Pang et al., 2022),这表明,个体在利益诱惑面前会主动降低对道德自我概念的关注。综合行为与神经证据,面对作弊机会时,诚实者更加重视道德自我概念的维持,而作弊者则通过降低自我参照网络的参与来减轻道德冲突。

3.3.3 道德判断的调控因素

在面临作弊诱惑和维护道德自我形象之间的矛盾时,个体会通过“合理化”机制将责任转移到外部。研究发现,尽管学生普遍认为作弊是错误的,但常以要求过高、任务太难等理由为其作弊行为辩解(Sozon et al., 2024; Waltzer et al., 2022)。同伴的作弊行为、来自父母的压力等也能成为学生作弊的借口(Purwatomiasih et al., 2021; Zhang et al., 2025)。值得一提的是,个体会通过质疑批评者和监督者来“合理化”自身作弊行为。Sonajo (2022)研究发现,学生会将焦点从自身越轨行为转移到批评者的动机上。Felski (2025)和Dias-Oliveira等(2024)均发现,学生会将作弊归咎于教师能力不足、教师未声明作弊后果,或将作弊解释为对不公平规则的抵抗等。这种转移焦点的方式使不道德行为看上去更加“情有可原”。

“明确承诺”作为考试中常用的降低作弊率的措施,遵循了与“合理化”相反的机制。要求考生明确做出书面承诺,能激活道德自我概念,将诚信内化为自我责任,从而强化作弊带来的认知失调,降低道德推脱的空间。Malesky等(2022)证实,要求学生在考试前签署“荣誉守则”可以显著降低作弊率。Kanngiesser等(2021)以青少年为对象的研究也认为,明确承诺可以显著强化规则认同感,进而抑制作弊。

此外,从发展的角度,心理理论、公平感知和亲社会倾向也参与了道德判断过程。O'Connor和Evans (2019)的研究发现,在类似“偷看游戏”的作弊情境中,心理理论的发展使儿童更能理解作弊所带来的不公平后果,从而保持诚实。这种亲社会倾向有助于遏制作弊,尤其存在可识别受害者时(Kasler et al., 2023)。然而,也有研究指出,亲社会倾向对作弊行为的抑制作用较为有限。Bahník等(2025)的拍卖实验发现,即使作弊会损害慈善公益,也仅有2.2%的参与者愿意付出代价去阻止他人作弊,且其动机更多出于自利而非利他。由此可见,亲社会倾向在作弊决策中的作用会受到成本的制约。当存在可识别受害者时,亲社会倾向被激活,个体因不忍造成不公而自觉约束自身行为。但若需主动干预他人作弊,个体会考虑行为的成本,纯粹的亲社会动机有时不足以驱动行动。因此,在诚信教育与实践中,还需要降低维护规则的行动成本并增强个体的责任归属感。

3.4 行为选择过程

3.4.1 行为选择的认知机制

行为选择是作弊的终端决策过程,在前述各环节的基础上,作弊行为最终做出。在行为选择阶段,对关键认知机制的解释集中在“个体如何在一念之间选择作弊”,这主要涉及道德默认、时间压力和违规便利性。

道德默认是指个体在无需认知控制参与时自发表现出的诚实或不诚实倾向(Speer et al., 2020)。Greene和Paxton (2009)根据直觉加工与控制加工在诚实决策中的作用,提出了Grace假说和Will假说。Grace假说认为,人的道德默认是诚实,人若想从不诚实的行为中获利,则需要认知控制。而Will假说认为,人的道德默认是自私和不诚实,诚实行为是主动进行认知努力的结果。这两种假说的争论,反映了个体自身的诚实/不诚

实内化特质在作弊行为选择阶段的重要性。尽管行为成本与收益的权衡、风险评估和理性道德判断都是作弊决策的关键变量,但不同的道德默认会更大程度上主导“一念之间”的作弊,这与认知控制密切相关(Speer et al., 2022a)。内化特质的异质性决定了不同个体在面临作弊诱惑时,直觉系统与理性系统冲突的初始状态存在差异,进而影响道德推脱策略的调用和行为的最终走向。

在行为实验研究中,时间压力也与作弊的行为选择有关。研究发现,时间压力下的紧张感会消耗自我控制资源,使被试更难抵制作弊的诱惑(Stadler et al., 2021)。速度-准确性权衡也能够解释这一现象。在较高的时间压力下,对速度的要求提高,维持准确性的难度增加,这使参与者更加确信出错是合理的,从而更可能以“出错”为借口实施作弊(Galil et al., 2019)。然而,也有研究并未发现时间压力会导致更高的作弊率,并认为以往研究可能高估了时间压力对作弊的影响(Campos et al., 2024; Van der Cruyssen et al., 2020)。这一争议与任务特征有关。首先,时间压力的紧迫程度影响了人脑对信息的处理及决策机制(Olschewski & Rieskamp, 2021)。Shalvi 等(2012)采用秒级时间压力,使被试更依赖直觉反应,从而更易触发自利本能;而 Campos 等则采用分钟级时间压力,更可能涉及理性思维过程,如道德权衡。其次,试次数量也调节了作弊的行为选择。Campos 等研究的矩阵任务因试次较多,需反复权衡作弊收益与道德成本;而 Shalvi 等研究中的骰子任务为单次自我报告,作弊机会明确且风险较低。

最后,作弊的行为选择与违规便利性有关。违规便利性主要指情境中有利于实施作弊的客观现实条件,目前的研究包括答案可及性(例如,物理屏障、遮挡答案)、默认设置等。从答案可及性看,当答案易获取时,作弊的实施难度较小,直觉系统迅速占据主导,个体无需经过深思熟虑即可实施作弊。反之,若答案不易获取,作弊难度增加,个体被迫放慢决策速度,启动理性系统进行全面权衡,从而抑制直觉驱动的作弊冲动。Zhao 等(2020)发现,使用屏障降低答案可及性时,儿童作弊行为显著减少。Zhao 等(2021)使用纸巾盒等物体遮挡答案,也得出相似结论。从默认设置来看,当作弊作为默认选项,个体无需主动改变

即可实施行为,决策几乎不消耗认知资源,直觉系统占据上风,从而允许作弊发生。若作弊需主动选择(即默认为诚实)时,个体须有意地偏离默认选项,该过程往往涉及理性系统的参与和自我控制。Zhao 和 Mao 等(2023)研究发现,5~6岁儿童在默认作弊条件下比默认诚实条件下作弊更多。这表明默认设置通过影响作弊的便利程度,进而影响直觉系统与理性系统的主导权。

总之,在行为选择过程中,时间压力与违规便利性的交互效应会受到个体道德默认的调节。对于诚实者,时间压力主要削弱其主动偏离诚实所需的自控力,因此只有在高便利性(如作弊为默认选项)时,时间压力才会促进作弊;而对于不诚实者,时间压力直接强化其默认作弊倾向,且高便利性会进一步增强这一效应。因此,行为选择需在个体差异的背景下综合考量,三者相互制约,共同塑造最终的作弊决策。

3.4.2 行为选择的神经机制

作弊行为是否实际发生,关键在于认知控制。它反映了个体自身的诚实/不诚实内化特质、执行功能水平及作弊后自我辩护的能力。认知控制因素存在较大的个体差异,且容易受到任务的影响。认知控制网络主要涉及前扣带回(ACC)、额下回(IFG)、背外侧前额叶皮层(dIPFC)、腹外侧前额叶皮层(vIPFC)和背内侧前额叶皮层(dmPFC)等区域。作弊决策中,认知控制网络起关键作用(Li et al., 2024; Ling et al., 2023; Speer et al., 2021)。

一方面,面临作弊机会时,认知控制网络促进自我监控,从而保持诚实。行为研究表明,降低认知控制水平(如任务负荷、睡眠不足、焦虑、时间压力等)会显著增加不诚实行为(Dickinson & Masclet, 2023; Keller & Kiss, 2021; Shalvi et al., 2012);然而,也有研究发现,使用第二语言而非母语可以增强认知控制,从而促进诚实(Bereby-Meyer et al., 2020; Gai & Puntoni, 2021)。认知神经科学研究显示,认知控制网络中 dIPFC 和 vIPFC 等区域与克服自私冲动有关,当 dIPFC 的活动被经颅磁刺激抑制或因病变而受损时,自私冲动不再被抑制,从而占上风。相反,当使用经颅磁刺激增强 dIPFC 的活动时,诚实度随之增加(Marechal et al., 2017; Speer et al., 2022a)。总之,这些研究认为,人们有追求利益的天然倾向,需要认知控制

来抵制诱惑、保持诚实。

另一方面,在决定作弊后,认知控制网络能够抑制诚实反应,从而实施作弊。Ahmadzade 等(2022)发现,个体在不诚实时,包括外侧前额叶皮层(IPFC)、背侧前扣带回(dACC)和额下皮层(IFC)在内的参与抑制优势反应的脑区表现出更大程度的激活。这表明,个体需要主动抑制占优势的诚实反应,才能做出不诚实行为。相关研究还发现,当参与者决定或被指示欺骗时,认知控制网络的反应更强,这也支持了作弊(而非诚实)需要多认知努力(Dai et al., 2024; Speer et al., 2020)。综上所述,认知控制网络在行为选择阶段扮演双重角色。既能在诱惑面前启动抑制以保持诚实,也能在意图作弊后压制诚实反应以执行不道德行为,这体现了行为选择阶段的复杂性。

3.4.3 行为选择过程的调控因素

行为选择阶段通过整合利益权衡、风险评估与道德判断的加工,在直觉冲动与理性约束之间快速做出最终决策。该过程依赖执行功能与自我监控。执行功能作为高级认知过程,在作弊行为的形成过程中扮演关键角色。执行功能的发展意味着更好的自我监控水平。Oeri 等(2020)指出,由于执行功能发展水平的局限性,学龄前儿童往往难以抵制诱惑,进而更倾向于作弊。

首先,抑制控制与工作记忆共同决定个体能否抵制作弊的冲动。Ding 等(2014)考察了 8~12 岁儿童作弊行为与执行功能之间的关系,结果发现,工作记忆和抑制控制水平与作弊呈负相关,具有更强抑制控制能力和更有效工作记忆的学生更少选择作弊。存在执行功能和注意力问题的青少年表现出更多作弊行为(Anderman et al., 2022)。由此可见,当个体面临作弊机会时,抑制控制能力强的人能及时监控直觉驱动的自利反应,坚持诚实;而自我监控较弱的人则更容易顺从冲动、实施作弊。

其次,执行功能的发展使个体更善于使用作弊策略,认知灵活性影响个体在行为选择阶段寻找合理化借口的能力。研究发现,倾向于作弊的儿童表现出更高的认知灵活性,并采用了更多策略(Ding et al., 2014)。认知灵活性可能影响个体在面对道德挑战时的决策,使其更容易找到绕过道德规范的方法(Liu et al., 2023)。在行为选择瞬间,高认知灵活性者能够快速转换视角,为作弊找到外部归因或道德推脱理由,从而降低心理阻力,

使作弊决定更易做出。

综上,执行功能和自我监控在行为选择阶段通过冲动抑制、信息整合与策略转换,调控了作弊是否发生,这是直觉与理性双系统竞争的最终结果。

4 研究展望

4.1 以新技术促进作弊行为与神经机制的细化整合

研究证实,作弊是奖赏网络、自我参照网络、认知控制网络等多个神经环路相互制衡的产物(Abe, 2011; Speer et al., 2022a)。然而,作弊行为所涉及的神经机制,例如前扣带回(ACC)、腹侧纹状体(NAcc)、杏仁核(amygdala)和腹内侧前额叶皮层(vmPFC)等的激活,实际上是多种社会认知和决策任务中共有的过程,缺乏对作弊行为的特异性(Bortolini et al., 2021; Oren et al., 2022; Yang & Li, 2025)。因此,未来研究的关键挑战在于将这些广泛存在的神经机制更准确地定位到作弊决策的核心过程中,识别出可能存在的特异性信号。

此外,目前有关作弊的神经机制研究主要基于传统的单人神经科学,即关注单个个体大脑激活。即使涉及互动,也多以计算机为媒介进行模拟,例如,线上虚拟互动(Abe & Greene, 2014; Greene & Paxton, 2009)。然而,作弊是一种复杂的社会决策行为,其决策机制与实时社会交互环境密切相关(Sozon et al., 2024; Yin et al., 2025)。当下,越来越多社会神经科学家正在转向“双人神经科学”方法,该方法关注互动中的双向信息交换及神经同步性(Hasson & Frith., 2016; Schilbach et al., 2013)。未来可使用双人神经科学方法,如功能性近红外光谱技术(fNIRS)超扫描,进一步细化作弊的认知神经过程。

人际互动中的脑间神经同步(inter-brain synchronization, IBS),主要涉及两大神经系统,即镜像神经元系统(Mirror Neuron System, MNS)和心智化系统(Mentalizing System, MS)。

镜像神经元系统主要涉及观察及模仿他人行为动作。在作弊实施过程中,作弊者可能通过模仿诚实者的行为模式,以掩盖作弊行为。例如,在游戏任务中,作弊者可能会通过调整操作频率、反应时间和行为路径,使其看起来更接近普通玩家(Park et al., 2025)。在互动情境中,个体会通过

观察对方的行为反应,调整自身行为表现,从而掩饰不诚实行为(Hearn, 2006)。通过双人神经科学,能够揭示和佐证人际互动中作弊者的策略,细化作弊的神经机制。

心智化系统主要涉及通过手势、动作和表情理解他人意图和情绪(Shamay-Tsoory et al., 2019; Wu et al., 2020)。在作弊情境中,作弊者的行为选择很大程度上取决于周围观察者、监督者的行为和监督力度(Whitley, 1998)。作弊者会根据眼神交流、微表情等信号捕捉适合实施作弊的机会,并以此调节作弊的动机和行为。超扫描技术能够呈现作弊者与观察者、监督者之间发生心理博弈和行为互动时可能发生的脑同步。此外,作弊者还可能采取策略对作弊意图进行掩饰,这种尝试成功欺骗监督者的过程也涉及脑间神经同步。

4.2 作弊决策过程随年龄发展趋势的深入剖析

目前,虽然有关作弊的研究已广泛涵盖从幼儿到老年的年龄段,但大多聚焦于描述某一年龄段被试的作弊现象,少有研究梳理作弊过程中的动机和策略随年龄发展变化的趋势。该现状一方面削弱核心认知机制的解释力,另一方面也导致多项研究存在不一致的结果而无法有效解释的现象。

例如,公正感的形成与发展对作弊动机和策略选择的影响独具典型性。在儿童早期,公正观念虽初步形成,却以自我利益为主导,尚未内化为强有力的行为约束。有研究发现,3岁儿童在资源分配中表现出明显的自利倾向(谈沁郁等, 2023)。进入学龄期后,儿童开始更多关注程序公平(Shaw et al., 2014)。尽管对公平的感知增强,但公正观念尚未内化为稳定的行为准则,易受环境条件(任务太难、时间限制)或同伴作弊等因素的影响,从而实施作弊(Hendy et al., 2021; Waltzer & Dahl, 2023)。此阶段也形成了更为复杂的作弊动机,如对获得高分、维持群体地位、应对学业或社交压力等(Al Serhan et al., 2022; Muthili Kimanzi et al., 2023; Novick et al., 2022; Patnayakuni & Sundaram, 2021)。直至青春晚期及成年期,个体的思维水平和道德推理能力趋于成熟。公正观念相对稳定,并扩展至意图、权利、社会契约等多方面,内化为核心道德力量(Kohlberg, 1984)。研究表明,即使在没有监督的情况下,多数人仍倾向于保持诚实,反映对公平

的内在认同与道德坚守(Vranka et al., 2021)。与此同时,当个体感知到不公时,内化的公正观念受到挑战,从而为作弊提供借口。例如, Houser 等(2012)研究发现,当被试在独裁者博弈游戏(dictator game)中遭受不公平对待时,他们在后续任务中的作弊率会显著增加。

除公正感外,损失厌恶对作弊的影响也存在年龄发展差异。在儿童期,决策更依赖自身利益。即使是年仅6岁的儿童,在损失框架下也比在收益框架下更倾向于冒险(Levin & Hart, 2003)。但儿童的执行控制能力仍处于发展过程中,容易被更强烈的即时享乐动机和对任务本身的兴趣所干扰(Fiske & Holmboe, 2019; Metcalfe & Mischel, 1999),因此,儿童的损失厌恶对作弊的影响并不稳定。此外,这种趋势在不同性别间也存在差异。Markiewicz 和 Gawryluk (2020)通过掷骰子实验发现,只有女孩在损失框架下的作弊行为显著增加,而男孩未表现出框架敏感性。步入青春后期,损失厌恶机制逐渐接近成人水平(Barkley-Levenson et al., 2013),直至成年,个体对经济、职业等现实损失高度敏感(Kern & Chugh, 2009),规避损失的动机得到强化。此外,成人更擅长运用合理化方式化解内在冲突,损失厌恶成为核心且有效的作弊驱动因素。多项研究均证实,与收益框架相比,成年人在损失框架下实施作弊行为更为频繁(Cannito et al., 2023; Kim & Guinote, 2022; Steinel et al., 2022)。

因此,未来的研究可重点从年龄发展入手,细化解析作弊决策的复杂性。一方面,可结合纵向追踪设计,厘清不同年龄个体作弊动机与策略的动态发展路径。另一方面,可根据考试作弊、学术不端、合同作弊等不同年龄段的典型情境,差异化地构建作弊防控与诚信教育体系,为实现精准道德行为引导提供理论依据与实践方案。

4.3 AI时代作弊决策研究面临的机遇和挑战

人工智能技术的高速发展,不仅全面革新了学生的学习方式,也为教育公平和诚信带来了新的挑战。在AI时代,如何引导学生正确使用AI工具,如何界定、检测和控制学术作弊,成为教育管理中的新问题。传统教育环境中,作弊行为主要包括抄袭、协同作弊等(Chen et al., 2025; Sozon et al., 2024)。然而,随着AI技术的普及,作弊行为的形式和手段发生了明显变化。AI工具如智能

写作助手、在线考试监控系统等的出现,将学术诚信、考试诚信等议题引入全新阶段。因此,需要逐步明确 AI 在学术、学业领域的使用规范,开发切实可行的 AI 作弊检测与控制方案,以此深化教育诚信体系建设。

首先,应明确 AI 工具在教育领域的使用原则。AI 技术使知识获取与整合更加便利,但也使学生陷入“代劳式学习”。学生在学习过程中缺乏自主思考,产出成果也难以界定其独创性,不利于自主创新。如何规范 AI 在教育领域的使用,避免“一键生成”的学习,科学界定和控制借助 AI 实施的作弊行为,这是亟待解决的问题。Zgambo 等(2025)通过问卷调查和访谈,揭示制定 AI 工具使用指南的必要性,帮助教育机构区分合理使用和作弊行为,确保教育的公平性和诚信。我国相关部门也出台了 AI 使用指南,例如教育部印发的《中小学生生成式人工智能使用指南》、上海交通大学发布的《关于在教育教学中使用 AI 的规范》等。未来应整合科研与实践的成果,形成科学、全面、具有公信力的 AI 工具使用规范,以明确和细化 AI 时代的学术诚信准则。

第二,应开发 AI 作弊检测技术。目前,已有研究者开发了多种 AI 检测工具,这些工具通过分析文本的特征、语言风格和生成模式,能够识别 AI 生成的内容。例如, Mitchell 等(2023)开发了 DetectGPT 工具,用于识别大语言模型生成的文本,研究发现,该工具区分真人撰写文本与 GPT-NeoX 生成文本的准确率可达 95%。然而,当前检测技术稳定性、推广效果都有待在实践中持续改进。而且, AI 工具正高速更新迭代,开发迅速适应技术革新的检测工具至关重要。

第三,应强化 AI 作弊的管控措施。为了促进 AI 时代的学术诚信,教育部门应制定相关政策,对 AI 作弊进行有效控制。Betti 等(2025)开发了“人工智能辅助作弊检测系统”(AI-assisted cheating detection system),在研究中,该系统能够实时检测考试作弊行为,检测成功率约为 85%。Xie 等(2023)整合了 AI 作弊检测的策略与方法,包括检测工具的开发、数据共享和政策制定等,以应对全球化的 AI 作弊现象。

第四,应开展 AI 时代诚信教育。Hawdon 等(2025)和 Lund 等(2025)探讨了 AI 辅助作弊行为的心理机制。结果发现,学生的自我控制能力、道

德观念等均对 AI 作弊有显著影响。而且,个性特征的培养与目标、价值观的塑造,也能够减少作弊(Waltzer & Dahl, 2023)。因此,应向学生明确学业中使用 AI 工具的道德规范,普及正确使用 AI、鉴别 AI 所提供信息的方法,树立合理使用 AI、保持理性判断的价值观念,促使学生主动掌握信息时代的工具,提高学习自主性和效能感,助推 AI 时代学术诚信。

总之,本文对作弊决策过程进行了分阶段剖析,阐明了各阶段何时促进、何时抑制作弊的内在逻辑。构建了利益权衡、风险评估、道德判断与行为选择四个阶段的作弊决策过程模型。通过系统分析各阶段的核心认知过程、神经生理机制及关键调控因素,本文旨在揭示作弊从动机产生到行为实施的全过程决策机制,进而为作弊研究从描述现象走向预测干预、从行为分析走向教育及社会治理实践提供理论基础,以期在未来研究中持续丰富模型的解释力,推动模型的理论拓展与应用落地。

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How individuals decide to cheat: Processes and mechanisms

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Abstract: Cheating is defined as the intentional and surreptitious violation of rules or norms to secure an undeserved advantage, thereby eroding social justice and public trust. Understanding the decision-making processes and mechanisms underlying cheating is essential for developing precise and feasible strategies to foster social integrity. Drawing upon established theories and recent empirical findings, this article delineates the cheating decision-making process into four core stages: benefit-cost trade-off, risk assessment, moral judgment, and behavioral choice. On this basis, a theoretical framework is constructed to elucidate the sequential processing and interactive mechanisms of cognitive processes—namely, cost-benefit analysis, risk evaluation, and rational moral deliberation—and to explain how individuals arrive at behavioral choices after weighing multiple factors. Furthermore, neurophysiological mechanisms and moderating variables are integrated into the model to enhance its explanatory power. Finally, this article identifies future research directions from three perspectives: multi-level integration of neural mechanisms, refinement of age-related developmental trajectories, and emerging challenges in the era of artificial intelligence, with the aim of further refining the theoretical framework and offering novel insights for integrity building and the innovation of social governance in the new era.

Keywords: cheating, social decision-making, moral development