Ethical breaches are hardly news on university campuses. Despite the pervasiveness of unethical behaviors among college students, how university students with different demographical and biographical backgrounds may perceive plagiarism and fabrication differently is rarely studied. The purpose of the paper is to fill this void by examining possible correlations between students’ perceptions of unethical behaviors and such students’ various backgrounds. The study hypothesizes that 1) journalism majors are more likely than non-journalism majors to perceive plagiarism and fabrication as serious offenses; 2) students with higher GPA are more likely than students with lower GPA to consider plagiarism and fabrication as unforgivable; 3) The more senior the students in class standing, the more likely they are going to deem plagiarism and fabrication as serious violations of university policies; 4) students with internship or out-of-campus experiences are more likely to adopt a zero-tolerance attitude toward academic cheating and lying. By using non-random snowball sampling technique, the study will distribute a questionnaire to 500 students from a mid-sized midwestern university. 10 students with different GPA, class standing, real-world experiences and majors will be invited to participate in a focus group interview. Both the quantitative and qualitative data will be analyzed to see if above hypotheses will be supported or not.