JCR POLICY ON THE USE OF GENERATIVE ARTIFICIAL INTELLIGENCE TOOLS (GEN AI)

JCR follows Oxford University Press's policy on AI Use and Disclosure. All authors must review and comply with this policy.

Authors, reviewers, and editors must also comply with the JCR-specific guidelines below. Where this Addendum is silent, the OUP policy governs; where this Addendum is more specific or more stringent, it governs.

If unsure whether a use of Gen AI complies with this policy, disclose it fully in the submission portal and flag the concern in your cover letter so the editor can follow up if needed. This Addendum will be reviewed as needed, and no later than July 2027.

JCR-Specific AI Guidelines

Part 1: Author Guidelines

Uses of Gen AI Tools permitted WITHOUT disclosure

Consistent with OUP policy, authors may use Gen AI without disclosure for assistive functions (grammar and spelling correction, formatting). Authors may also use Gen AI to identify potentially relevant literature without disclosure, provided it is not used to synthesize, analyze, or write the literature review itself.

Uses of Gen AI Tools which are typically permitted WITH disclosure

Consistent with OUP policy, any primary or partial use of Gen AI to generate or assist in generating content (e.g., text, references, images, analysis, translations) requires disclosure.

All uses of Gen AI that require disclosure must be reported at Step 6 of the submission process and disclosed in the relevant section of the manuscript, so reviewers and readers can see it. For example, a friendly-review by Gen AI must be disclosed in the acknowledgements section (as with friendly reviews by colleagues); Gen AI used in stimuli design or analysis must be disclosed in the methods section. In all cases, authors must clearly indicate where and how Gen AI was used, specifying the tool, the task performed, and any other relevant details about the process.

In addition to the OUP policy's disclosure requirements, JCR also requires authors to disclose:

- **Analysis and Coding:** Using Gen AI for data analysis, data organization, code generation or refinement, classification, creating data-based figures, or other similar methodological or analytical tasks.

Caution must be used when entering identifiable data into Gen AI systems as this may result in unauthorized third-party access to the data, violating IRB and other ethics regulations. Authors are reminded that they are solely responsible for the accuracy of any content generated with the assistance of Gen AI, including analysis code.

- **Research Materials:** Using Gen AI to develop stimuli or other research materials (e.g., survey items, experimental prompts, interview protocols).

- **Synthetic Data:** Using Gen AI to generate synthetic data. The creation and use of synthetic data must be explicitly disclosed, with an explanation of its purpose and limitations. The Editor will evaluate the appropriateness of using synthetic data for the research question. Synthetic data will generally not suffice in place of human data to test hypotheses or answer research questions about human behavior.

  Authors should take also reasonable steps to ensure that participants are not submitting synthetic data (e.g., bot responses). Data collection procedures, the reasonable steps taken and the specifics of any platforms used, should be reported in the methodology section in sufficient detail to enable evaluation of the risk of bot responses. Further guidance on this issue can be found in the additional resources listed below.

- **Responses to Reviewers:** Authors may use Gen AI to help craft responses to reviewers if disclosed in the revision notes, describing where and how Gen AI was used. Authors may not upload reviews or editorial correspondence, or any part thereof, into any Gen AI system, including via incognito/temporary chat features in commercial or open-source tools.

<u>Uses of Gen AI Tools NOT permitted</u>

Consistent with OUP policy, JCR prohibits misrepresenting AI-generated content as human-created, and creating or altering factual, scientific, or technical images.

JCR also prohibits the following uses of Gen AI:

- **Undertaking Authorial Responsibilities:** Using Gen AI to write or draft major intellectual components of a manuscript such as generating arguments or insights, writing analysis, or drawing conclusions is prohibited; these contributions must come from the manuscript's authors.

- **Data Malpractice:** Fabricating or falsifying data for more favorable results, substituting synthetic data for missing data, or using synthetic data (for all or part of a dataset) without disclosure.

- **Violating Confidentiality and Intellectual Property Rights:** Uploading confidential materials or any part thereof (e.g., reviewer reports, editorial correspondence, manuscripts under review) to Gen AI without permission from the original authors.

Part 2: Guidelines for Reviewers and Editors

All materials provided for peer review are confidential. JCR selects reviewers, associate editors, and editors for their expertise and requires them to rely solely on their own expert judgement.

Reviewers:

- Uploading manuscripts, other submission materials, reviewer reports you did not author, or editorial correspondence, or any part thereof, into any Gen AI tool for any purpose is strictly prohibited, including enterprise or other professional versions of Gen AI.

- Gen AI must not generate the intellectual substance of a review; reviewers must submit only their own expertise and are fully responsible for its accuracy, originality, and integrity.

- Reviewers may use Gen AI for assistance with writing style/tone on their own work only, and only via an enterprise system whose license prohibits the LLM from sharing or training on that information. Any other use, or use of an unrestricted tool, is prohibited.

  Reviewers uploading their own reports for style/tone assistance should note that reviews often contain manuscript excerpts, which must not be uploaded, and that even reviews without verbatim extracts may reveal the authors' intellectual property through substantive engagement with the manuscript. Reviewers should therefore exercise extreme caution to avoid uploading confidential information.

Editors and Associate Editors:

Editors remain fully responsible for editorial judgments and decisions and must not delegate evaluative or decision-making responsibility to Gen AI.

- Uploading manuscripts, other submission materials, reviewer reports you did not author, or editorial correspondence, or any part thereof, into any Gen AI tool for any purpose is strictly prohibited, including enterprise or other professional versions of Gen AI.

- Gen AI must not generate the intellectual substance of an editorial decision; editors must rely solely on their own expertise and oversight and are fully responsible for the accuracy, originality, and integrity of their decisions and communications.

- Editors may use Gen AI for assistance with writing style/tone on their own work only, and only via an enterprise system whose license prohibits the LLM from sharing or training on that information. Any other use, or use of an unrestricted tool, is prohibited.

Part 3: Additional Resources

1. Affonso, Felipe M. (2026) "Brief Commentary: A Framework for Detecting AI Agents in Online Research." *Journal of Consumer Research,* forthcoming. https://doi.org/10.1093/jcr/ucag006

2. COPE Council. COPE Discussion Document: Authorship. September 2019. https://doi.org/10.24318/cope.2019.3.3

3. COPE Council. COPE position - Authorship and AI - English. 2024. https://doi.org/10.24318/cCVRZBms

4. Gordon, Andrew, David Rothschild, Felipe M. Affonso, Justin Sulik, David J. Hauser, Karine Pepin, and Simon Jones. (2026) "AI Agent Prevalence and Data Quality Across Multiple Online Sample Providers." *Advances in Methods and Practices in Psychological Science*, forthcoming. https://doi.org/10.31234/osf.io/pvdjr_v2

5. Knöchel, Tim-Dorian, Konrad J. Schweizer, Oguz A. Acar, Atakan M. Akil, Ali H. Al-Hoorie, Florian Buehler, Mahmoud M. Elsherif, Alice Giannini, Evelien Heyselaar, Mohammad Hosseini, Vinodh Ilangovan, Marton Kovacs, Zhicheng Lin, Meng Liu, Anco Peeters, Don van Ravenzwaaij, Marek A. Vranka, Yuki Yamada, Yu-Fang Yang & Balazs Aczel. (2025) "Core Principles of Responsible Generative AI Usage in Research." *AI Ethics* 5, 6371–6377 (2025). https://doi.org/10.1007/s43681-025-00768-8

6. Westwood, Sean J. (2025), "The Potential Existential Threat of Large Language Models to Online Survey Research," *Proc. Natl. Acad. Sci. U.S.A*. 122 (47) e2518075122, https://doi.org/10.1073/pnas.2518075122.

7. Zhang, Grace, Robert Walatka, Stephanie Chen, Oleg Urminsky, Kianté Fernandez, Andrea Low, Jonathan Bogard, and Craig Fox. (2026) "Estimating the Threat of AI-Agent Responding Across Online Survey Platforms." (working paper under 2nd round review at *PNAS*) https://osf.io/preprints/psyarxiv/xcg26_v1