

Journal of Interactive Advertising

Editorial Policies; Research Ethics and Ethical Statements, Quality Guidelines and Open Science; Statement on Diversity, Equity and Inclusion

The Journal of Interactive Advertising (JIA) is committed to the highest ethical standards in research. All research published in the journal must have been conducted in accordance with international and local guidelines, as stated in the [Taylor & Francis Editorial Policies](#). All manuscripts and published articles will be handled following the Taylor & Francis Editorial Policies, which follow the [COPE \(Committee on Publication Ethics\) guidelines](#).

The journal also has specific research and publication ethics guidelines that provide more detailed guidance on ethical research conduct. These guidelines are designed to help researchers maintain rigorous research standards and to ensure that the research published in the journal is of the highest integrity and value.

Part I. Ethics in Research and Publication

Statements for Human Participant Research (HPR): Guidance on Requirements and Writing

If your paper involves research with human participants, you may be required to include an ethics statement attesting to the fact that your study received all necessary ethical approvals prior to starting the study. Please start by reviewing [T&F's guidelines on this subject](#).

Human participant research includes papers with:

- Survey data, anonymized or not
- Interview data, anonymized or not, and including mass data collection platforms such as MTurk
- Papers using social media data
- Ethnographic research

➤ **If ethical approval is required**

If your study design required ethics committee approval, then this should have been obtained from a recognized institutional review board (IRB) or other appropriate institutional authority prior to starting the study.

Please include this information in **two** places: 1) a brief statement within either the Methods section of the paper (if included), or alternatively, an appropriate location in the body of the manuscript and 2) a brief, separate statement at the end of the manuscript (note that until the manuscript is finally accepted, the anonymous version of the manuscript intended for peer review should NOT include this information – only the full, complete final version of the manuscript should include the fully identifiable statement).

This information should include the following:

- the name of the institution, name(s) of the ethics committee(s)/IRB(s), plus the approval number(s)/ID(s), *if an approval number was given*.

Examples:

- Ethical approval was obtained from the ethics committee at University of Oxford and Université Catholique de Bukavu

(<https://www.tandfonline.com/doi/full/10.1080/21681392.2021.1902831>)

- This study has Griffith University Human Research Ethics Committee approval (GU Ref No: 2020/408)
(<https://www.tandfonline.com/doi/full/10.1080/07359683.2022.2160854>)

➤ **If your study is exempt from requiring ethical approval**

As explained in our Editorial Policies, there are recognized exceptions where a study may not require ethics approval. These include:

- When national laws exempt a particular type of study from requiring ethical approval (e.g., U.S. law exempts oral history interviews from ethics approval).
- When a study has been granted an exemption by an ethics or institution committee.
- When there was no ethics or institutional committee in place at a researcher's institution at the time the study was conducted.

If your study does not require ethical approval, place a statement at the end of the manuscript specifying why it was not required and cite the relevant guidelines or legislation, where applicable.

Informed Consent

Studies involving human participants should include a statement **within the manuscript** confirming that informed consent was provided by the research subjects (or their parents/ guardians). This statement should explain how consent was given – ideally, written informed consent – and what the agreement covered. There are cases where written consent is not feasible, and verbal consent is appropriate, but this should be explained **within the manuscript**. For more on this, please see the [T&F Editorial Policies](#).

Participant Consent to Publish & Consent to Publish Identifiable Information

- Authors should include **within the manuscript** a statement confirming that Consent to Publish was obtained from research participants **when the researcher / author had personal contact with those participants, and / or information about participants could be identifiable**. Consent to Publish is a journal requirement and cannot be exempted by an ethics committee.
- For submissions that include information that could be used to potentially identify an individual (e.g., by their online alias or social media handles), authors must confirm that they have obtained written informed consent to publish the details from the affected individual (or their parents/guardians if the participant is not an adult or unable to give informed consent).
- Consent to Publish statements must confirm that the identifiable details and any images, videos, or recordings can be published, and that the person(s) providing consent have been shown the article contents to be published. Authors may use this [Consent to Publish Form](#), which should be completed, signed, and saved securely.
- Authors must be prepared to provide copies of signed consent forms to the journal editorial office if requested.
- Journal editors and the publisher reserve the right to reject articles without adequate evidence of consent from human participants.
- For non-anonymous survey or interview data, direct quotations from interviews: Statements should be included to indicate informed consent, to the interview or survey and the purposes of the data obtained.

Examples:

- Permission to conduct the interviews for the purposes of this research was obtained by

all respondents, who were fully informed about the purposes of this research and how their responses would be used and stored.

(<https://www.tandfonline.com/doi/full/10.1080/21681392.2021.1902831>)

- Participants consented to be identified.

Authors and Affiliations

To be listed as authors in an article published in JIA, each author must meet all of the criteria guided by [Taylor & Francis' Editorial Policies on Authorship](#).

In addition, each author must list all relevant affiliations to attribute where the research or scholarly work was approved and/or supported and/or conducted. Unless an author is in independent status without affiliation, the authors should use their institutional emails when submitting the manuscript.

Ethics Guidance on the Use of AI Tools

The use of AI tools in the writing of an article must be done in a way that is responsible, transparent, and in accordance with [T&F's publishing ethics guidelines](#). Furthermore, AI tools cannot be listed as authors because they cannot independently agree on the journal to which the article is to be submitted or take or share responsibilities for the contents of the article about the accuracy or integrity of the published work, as guided in the [Taylor & Francis Editorial Policies on Authorship](#).

Part II. Quality, Integrity and Rigor

Rigorous and transparent reporting of research methods is essential for ensuring the validity and quality of a study. To this end, authors should include the following information in their manuscripts or supplemental online appendices if space is limited:

- Research design and methodology. This should include information about the participants, the data collection methods, and the data analysis procedures.
- Data screening and cleaning procedures. This should include information about how the data was checked for errors or inconsistencies. If secondary data sources are used, the source(s) and time periods involved must be indicated. If automated digital data capture is employed, the procedures should be rendered as transparent as possible. Authors should describe the method used to screen data after collection. This includes methods for eliminating outliers, attention screens, comprehension screens, content analysis, and time spent on an item. Authors should also report the cut-offs for screening measures and the distribution of eliminated individuals across conditions.
- Statistical analyses that were conducted. This should include information about the statistical tests that were used, the results of the analyses, and the interpretation of the results.
- Any limitations of the study. This should include information about the potential sources of bias or error in the study.

Part III. Supporting Open Science

The *Journal of Interactive Advertising* supports the Open Science principles to make the access to scientific knowledge as open as possible following the [UNESCO Open Science recommendations](#). Therefore, the authors should be, though not required at the time of submission, prepared to provide the details of their research design, procedure, stimuli, data, and analyses for peer review when requested by the editor and are encouraged to make this information public in an Open Science repository (and link to it in the manuscript).

Part IV: The Journal of Interactive Advertising's (JIA) Statement on Diversity, Equity, and Inclusion

The Journal of Interactive Advertising (JIA) commits to supporting diversity, equity, and inclusion (DEI), as outlined below, following the DEI principles of the American Academy of Advertising. These values are embedded in the management of JIA, shaping the way it conducts the management and editorial process of publication, and influencing the journal's contribution to advertising scholarship and practice.

- **Diversity:** JIA upholds the values of diversity, welcoming and encouraging submissions from individuals regardless of social identities (including race, ethnicity, nationality, age, gender identity, sexual orientation, abilities, religious beliefs, political ideology, etc.) and opinions as a means for strengthening the quality of JIA and its contribution to the society. In doing so, JIA continues to ensure diversity in the editorial board, reviewer selection, and peer review process.
- **Equity:** JIA treats all submissions and review processes with respect, fairness, and integrity, regardless of the authors' or reviewers' social identities (including race, ethnicity, nationality, age, gender identity, sexual orientation, abilities, religious beliefs, political ideology, etc.).
- **Inclusion:** JIA fosters an open and transparent culture of inclusion in its publishing endeavors, wherein all contributors, including authors, reviewers, and editors, are respected in their pursuit of excellence in scholarly publication. In doing so, JIA aims to lower barriers and facilitate access to scientific knowledge, striving to maintain openness in alignment with the UNESCO Open Science recommendations.

JIA is committed to creating a diverse, equitable, and inclusive journal that is welcoming to all, while ensuring the rigor and significant contribution to scholarship and society. The editor, editorial board, and the publisher of JIA will continue to learn, monitor, and make progress in our effort to support our DEI principles.