Journal of Advertising Research Quality and Ethics Guidelines

As the premier journal devoted to the development of advertising theory and its relationship to practice, the *Journal of Advertising* is committed to the highest ethical standards. All research published in the *Journal of Advertising* must have been conducted according to international and local guidelines ensuring ethically conducted research, as stated in the Taylor & Francis Editorial Policies (https://authorservices.taylorandfrancis.com/editorial-policies/). In addition to the general editorial policies, the following Research Ethics Guidelines are designed to provide more specific and practical guidelines for the ethical conduct of all researchers contributing to the *Journal of Advertising* and to maintain rigorous research standards.

Ethics Considerations

Research that involves human subjects or online user data (e.g., network traffic, passwords, social network information) should adhere to community norms. Any work that raises potential ethics considerations should indicate this on the submission form. The basic principles of ethical research are outlined in the Belmont Report: (1) respect for persons (which may involve obtaining consent); (2) beneficence (a careful consideration of risks and benefits); and (3) justice (ensuring that parts of the population that bear the risks of the research also are poised to obtain some benefit from it). Authors should further consult Taylor & Francis policies on ethical principles at https://authorservices.taylorandfrancis.com/editorial-policies/ and https://authorservices.taylorandfrancis.com/editorial-policies/research-ethics-guidelines-for-arts-humanities-and-social-sciences-journals/

Research involving human subjects must be approved by the researchers' respective Institutional Review Boards before the research takes place. Authors should indicate on the submission form whether the work involves human subjects. If so, the authors must indicate whether an IRB protocol has been approved for the research, or if the research has been determined exempt (self-determination or IRB determination). We expect that any research follows the practices and procedures of the institution(s) where the work is being carried out; for example, some universities require separate approval for the use of campus data. We expect researchers to abide by these protocols.

If the submission describes research involving human subjects and none of the authors are at an institution with an IRB (or equivalent), the authors are nonetheless expected to follow a research protocol that adheres to the ethical principles of Taylor and Francis. In such cases, the authors must use the Ethics section of their appendix to explain how their research protocol satisfies the principles of ethical research.

Some research does not involve human subjects, yet nonetheless raises questions of ethics, which may be wide-ranging and not necessarily limited to direct effects. We encourage authors to be mindful of the ethics of their research; these considerations are often not clear-cut but warrant thoughtful consideration.

Ethics Statements

Discussions of these issues should be placed in the "Ethics" appendix section mentioned above or in the main body of the paper where appropriate. It is also advised that the author places a short ethics statement at the end of the manuscript, summarizing the information as above: stating that IRB approval was received, name of institution, and IRB number, as well as indicating informed consent where necessary from participants (particularly relevant for interview data).

As explained in T&F's Editorial Policies, there are recognized exceptions where a study may not require ethics approval. 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

Ethics Guidance on the Use of AI

LLMs and AI tools do not meet the criteria for authorship and so cannot be listed as an author. Authors are responsible for the originality, integrity, and validity of the content of their submissions and need to be able to enter into an author publishing agreement.

Use of such tools in the writing of an article must be done responsibly and transparently in accordance with publishing ethics guidelines.

Please see T&F's guidelines on 'Defining authorship in a research paper' for more information.

Submission and Storage of Supplemental Material

For initial manuscript submissions, the data and study materials used in the research do not need to be made accessible to the editor-in-chief or the review team. However, the editor may request these data and study materials at any time. When there is a request, authors must provide them promptly using a repository associated with an established third-party organization. The *Journal of Advertising* requests using one of the following: Open Science Framework, Harvard Dataverse, Qualitative Data Repository, or ResearchBox. If a different third-party, public repository is used, justification must be communicated to the editor. Storage on private directories such as Google Drive or Dropbox will not be accepted. Authors of manuscripts that report data-dependent results are encouraged to make available, upon request, the minimal dataset for seven years after the date of publication for the benefit of researchers interested in replicating or extending these results.
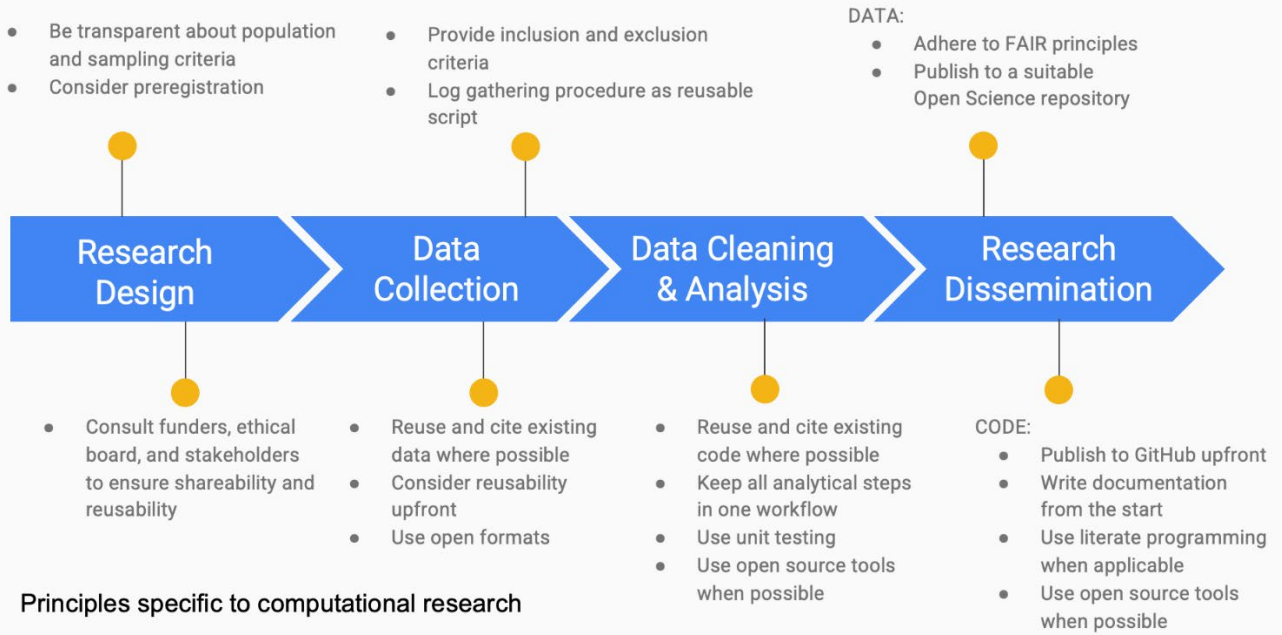
Open Science Principles

In addition to the ethics guidelines applied to all empirical research, the *Journal of Advertising* advocates adopting Open Science principles. In particular:

- Authors should consider pre-registering their research in an Open Science repository. While this is not mandatory, it is recommended by the *Journal of Advertising* for both quantitative and qualitative research designs, and authors are encouraged to share an anonymized version of the pre-registration for peer review.

- Authors should make the details of their research design and analysis available for peer review and are encouraged to make this information public in an Open Science repository (and link to it in the manuscript) once the article is accepted. For quantitative research designs, this may mean details on how the data were collected so that others can replicate and build on their work (e.g., the items used in a survey, stimuli for an experiment, the codebook for a content analysis) and the replication code for the analysis (e.g., the syntax used to do the analysis and the output). The same is valid for qualitative research designs (e.g., by publishing the interview guide, an in-depth description of the analysis, etc.).

- Using open-source software or packages for data analysis is becoming more frequent. In these cases, authors should specify libraries and versions in replication code published in an Open Science repository (anonymous at the review stage) and are encouraged to make the replication code public (and link to it in the manuscript) once the article is accepted.

- Source data should adhere to the FAIR (**F**indability, **A**ccessibility, **I**nteroperability, and **R**euse of digital assets) principles, including making it publicly available when possible. In some cases, this may mean that a minimized and/or anonymized dataset might be shared. Data that is proprietary or may be under non-disclosure agreements does not need to be made public but must be disclosed to reviewers during the review process when requested and also be available for replication purposes at all times.

- Data privacy and sharing data: Whenever possible, data should be reported in aggregate to protect the privacy of participants in any research design. If individual user-level data is necessary, it should be anonymized, with the exception of public figures.

The below figure provides a broad overview of how scholars should conduct empirical research to foster open science (adapted from van Atteveldt et al., 2019).

Principles for all empirical research

- Be transparent about population and sampling criteria
- Consider preregistration

- Provide inclusion and exclusion criteria
- Log gathering procedure as reusable script

DATA:
- Adhere to FAIR principles
- Publish to a suitable Open Science repository

Research Design → **Data Collection** → **Data Cleaning & Analysis** → **Research Dissemination**

- Consult funders, ethical board, and stakeholders to ensure shareability and reusability

- Reuse and cite existing data where possible
- Consider reusability upfront
- Use open formats

- Reuse and cite existing code where possible
- Keep all analytical steps in one workflow
- Use unit testing
- Use open source tools when possible

CODE:
- Publish to GitHub upfront
- Write documentation from the start
- Use literate programming when applicable
- Use open source tools when possible

Principles specific to computational research

van Atteveldt, W., Strycharz, J., Trilling, D., & Welbers, K. (2019). Computational Communication Science| Toward Open Computational Communication Science: A Practical Road Map for Reusable Data and Code. *International Journal of Communication*, *13*, 20. https://ijoc.org/index.php/ijoc/article/view/10631

Guidelines on Methodological Reporting

Authors must provide the information noted below in the manuscript or a supplemental online appendix if space limitation is a concern.

Data Collection Procedures: Authors must provide details about the types of data collected and offer a data collection rationale. Details about participants'/researchers' activities in the process of data collection (e.g., study protocol) must be provided. All experimental conditions, including the control groups and factors that were part of the original design, should be described. Pertinent details about the procedure (e.g., session size, task sequence, filler task) should be provided. If secondary data sources are used, the source(s) and time periods involved must be indicated. If automated digital data capture is employed, procedures should be rendered as transparent as possible.

Study Materials and Context: For lab studies: provide study materials (e.g., original measurement instruments) and describe all experimental conditions/manipulations, scenarios, and vignettes. For field studies: describe the consumer setting, context rationale, and relevant contextual factors. For ethnography/cultural approaches: explain the choice of context, relevant contextual details, and the theoretical rationale for selecting this context.

Post-Data Screening: Describe the method used to screen data after collection (e.g., elimination of outliers, attention screens, comprehension screens, content analysis to determine if directions were followed on a writing task, time spent on an item), cut-offs for screening measures, distribution of eliminated individuals across conditions.

Data Description: Report descriptive characteristics (e.g., N's, means and proportions, standard deviations), transformations, correlations, intercoder reliabilities, scale reliabilities, and final items/items deleted. The number and length of depth interviews should be reported. If formal field notes exist, the size of the corpus should be mentioned. Similarly, photographic evidence should be described in terms of the number of images. The nature and number of websites, message boards, gaming sites, message threads, and social media units should be reported. How any missing data were handled with an explanation for a substantial amount of missing data should be reported.

Maintaining Participants' Rights: For primary research, indicate how participants' rights were safeguarded (i.e., by IRB/ethics committee approval or national policy for safeguarding participants' rights). Describe procedures for managing/archiving data, anonymization, and de-identification of data, and procedures for ensuring data security.

Recommendations for Statistical Reporting

Authors must provide the information noted below in the manuscript or a supplemental online appendix if space limitation is a concern.

Descriptive Statistics and Correlation Matrix: Reporting of correlation matrices (for non-experimental studies) and reporting of means, SDs, and cell sizes (for experimental studies) is mandatory (either in the manuscript or in the supplemental online appendix).

ANOVA*:* Describe the study design, factors, factor levels, whether factors are between or within subjects, cell sizes, covariates and their significance, and results if covariates are not included. Report full ANOVA table and effect sizes.

Regression*:* Indicate which variables are included and in which order. Report regression coefficients (with confidence limits) or standard errors. Specify whether coefficients are standardized or not. In moderated regressions, note which variables are continuous, if variables are centered or standardized, and which values are used to define high and low levels (e.g., +/-1 SD).

Exploratory Factor Analysis*:* Clarify the use of EFA or PCA, the method of rotation, eigenvalues/percentage of variance accounted for by each factor, standardized factor loadings, the correlation matrix of all final scale items, factor correlations (if an oblique method of rotation is used) and items removed through purification.

Structural Equation Modeling and Confirmatory Factor Analysis*:* Describe the model, estimation method (e.g., maximum likelihood), omnibus fit statistics (e.g., Chi-square, df, RMSEA, CFI, Tucker-Lewis Index or Bentler-Bonett Non-normed Fit Index, Standardized RMR), parameter estimates, standard errors (z values) for all (including nonsignificant) paths (in Figure or Table). Describe model modifications made to achieve satisfactory fit.

Meta-Analysis*:* Indicate how variables were chosen for inclusion and exclusion. Report effect sizes and bases (e.g., means, binary data, correlations, risk ratios). Describe whether fixed vs. random effects models are used. Describe procedures for identifying and quantifying heterogeneity. Report confidence or credibility intervals, procedures used to account for small samples or unequal group numbers, methods for weighting study results, description of transformations, and model fit (if using Bayesian analysis). Describe how publication bias was assessed/dealt with.

Qualitative Interpretation: Describe the analytical procedures used (the exact process by which themes, interpretations, and/or frameworks were developed through a particular interpretive paradigm or approach — e.g., grounded theory, phenomenology, discourse analysis, abduction, extended-case method, hermeneutic analysis, analytic case method, analytic framework). Describe your unit of analysis or types of cases. Describe how your data interpretation has evolved over time and why. Describe procedures used to ensure trustworthiness, credibility, verisimilitude, and theoretical generalizability of interpretation (e.g., member checks, negative cases, triangulation, immersion in context).

Estimation Details*:* Identify the algorithms used (e.g., GMM, 2SLS, ML, EM, MCMC, HMC, VB), estimator characteristics, convergence criteria, run-times, machine learning packages employed (e.g., R or Python packages, their web locations, access versions).

Simulation Studies*: For papers with custom programming or models, describe various scenarios with parameters both similar to and different from the ones estimated in the paper. Report full details regarding parameter recovery and code correctness.

Analytical Models*: Describe robustness checks: assumptions, models explored, distributions. *Computational Research Methods:* Describe the exact model(s) and/or algorithm(s) used, researcher choices in setting parameters for the models/algorithms, packages employed (e.g., R or Python packages, their web locations, access versions), other methodological choices made, and robustness checks run. If using natural language processing or computer vision algorithms, including details on the libraries used and/or training datasets used and their sources. Researchers should also report the approach and the results for validation of the relevant method. Specifically, for supervised methods (e.g., sentiment analysis or classifiers built by the research team), researchers must report validation measures against manual coding. We expect the reporting of precision and recall, although researchers can propose different measures depending on the context. For unsupervised methods, the validation approaches may vary. Still, it remains important for authors to clearly specify how the research team did the validation and preferably include references to relevant methodological guidelines.

Data Collected Via APIs or Web Scraping*: Describe the exact steps used to collect the data, including complete details on researchers' choices regarding all aspects of the data collection process (e.g., sampling choices). Provide the code and (if accessing data via an API) full details on the API and a link to the API's documentation.

Other Analyses*: A similar level of detail should be provided for methods not explicitly mentioned here (such as multidimensional scaling or unfolding, correspondence analysis, cluster analysis, analyses of neural data, etc.).

For further information and best-practice guidelines, refer to the *Journal of Advertising* Special Themed Issue on Methodology in Advertising Research (2017, Volume 46 Issue 1).