JEADV
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Addressing Ethical Considerations in Publishing*

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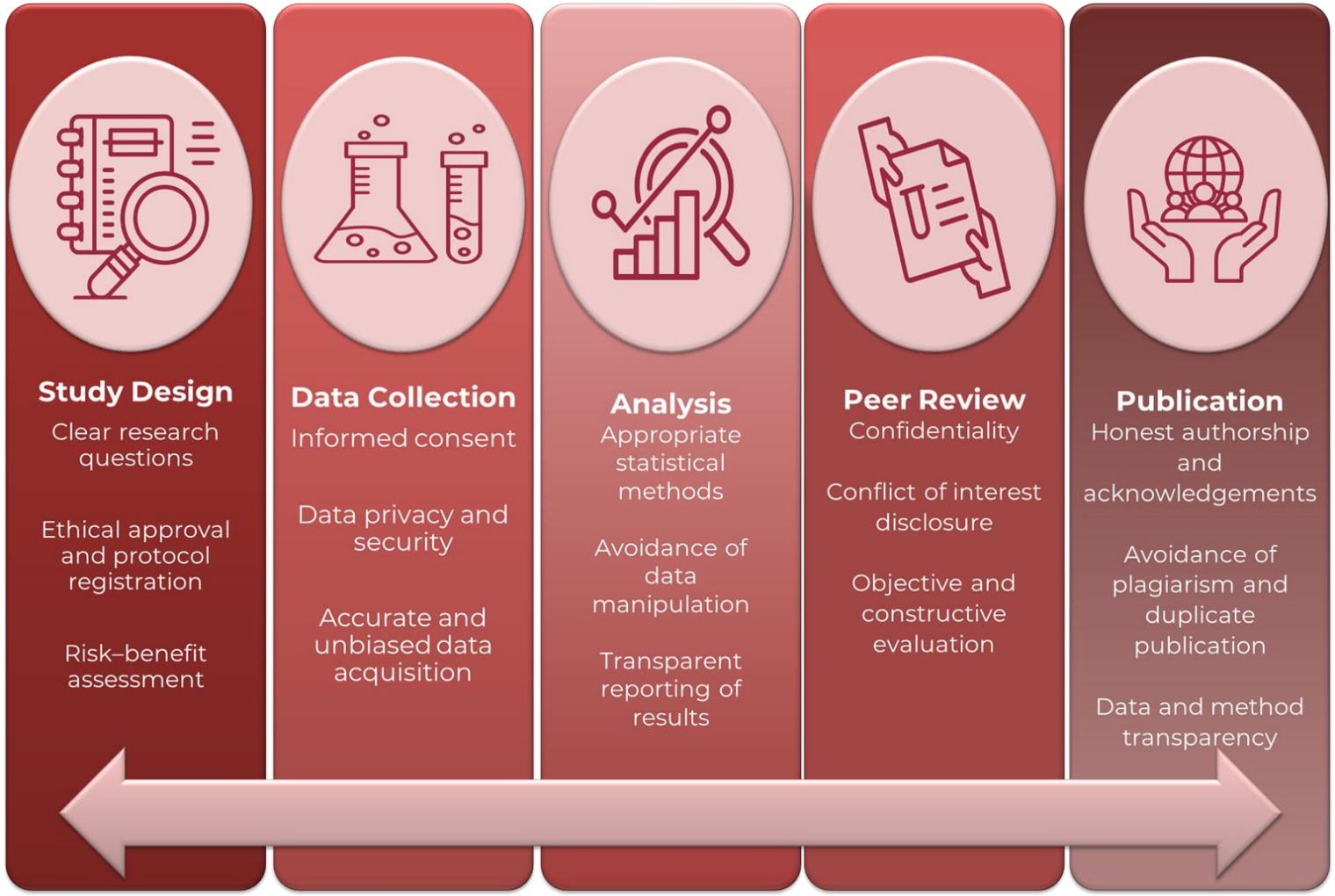
** The content on all following slides is in accordance with COPE and Wiley's ethical publishing standards, which are endorsed by JEADV.*

ETHICS – Research Integrity

Ethical Responsibilities When Submitting to JEADV

As an author submitting to JEADV, you are expected to uphold the highest standards of research and publication ethics throughout the entire lifecycle of your work.
Ethical conduct is not an add-on; it is integral to trustworthy, transparent, and reproducible scientific research.

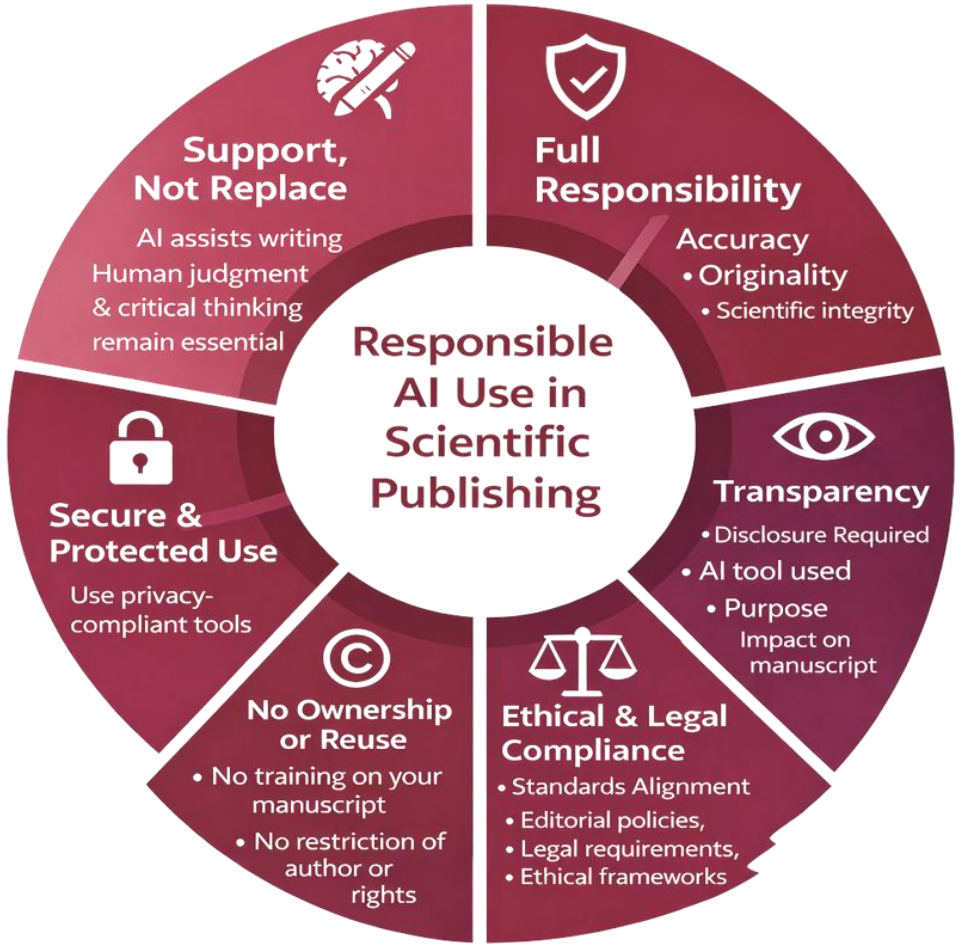
Research Lifecycle Components



AI and Ethics

Using Generative AI Tools Responsibly

1. **Your full responsibility**:
   - The accuracy and originality of the manuscript.
   - The validity of data and interpretations.
   - The overall scientific integrity of the work.
2. **Transparency** of AI use:
   - Disclose that AI has been used in the manuscript.
   - Specify which AI tool(s) were used.
   - Describe the purpose and the extent of AI involvement.
3. **Ethical and legal compliance** with:
   - JEADV editorial and ethical policies.
   - COPE recommendations and applicable legal/ethical frameworks.
4. **No ownership or reuse** by AI tools:
   - Avoid using AI tools or platforms that train on, store, or reuse your submitted manuscript or confidential data without explicit, compliant agreements.
   - Ensure that your use of AI does not restrict your rights or those of copyright holders.
5. **Secure and protected use**
   - Use privacy-compliant and secure AI solutions.
   - Protect confidential data at all times.
6. **Support, not replacement**
   - Your own scientific judgment and critical thinking must drive the work



Generative AI tools (e.g. ChatGPT and others) can support you in writing and editing, but *only when* they are used ethically, transparently, and securely.

AI and Ethics
AI Practices That Are Strictly Prohibited

YOU MUST NOT

Data Integrity Violations
Create, fabricate, falsify, or alter research data or results using AI

Authorship Misconduct
Use AI to mimic another author's voice, style, or identity

Scientific Misinformation
Introduce bias, hallucinations, or misinformation into manuscripts by uncritically accepting AI-generated content.

YOU MUST NOT

Listing AI as an Author
Name AI tools as authors
(AI systems cannot meet authorship criteria)

Uploading to GenAI Platforms
Upload manuscripts, review reports or other confidential content to generative AI platforms

Authorship

Who Qualifies as an Author?

- ✔ Major contribution to **study design, data collection, or analysis**
- ✔ **Involvement in drafting or critically revising** the manuscript
- ✔ **Approval of the final version** before submission
- ✔ **Taking responsibility** for accuracy and integrity
- ✔ **Written consent** from all authors

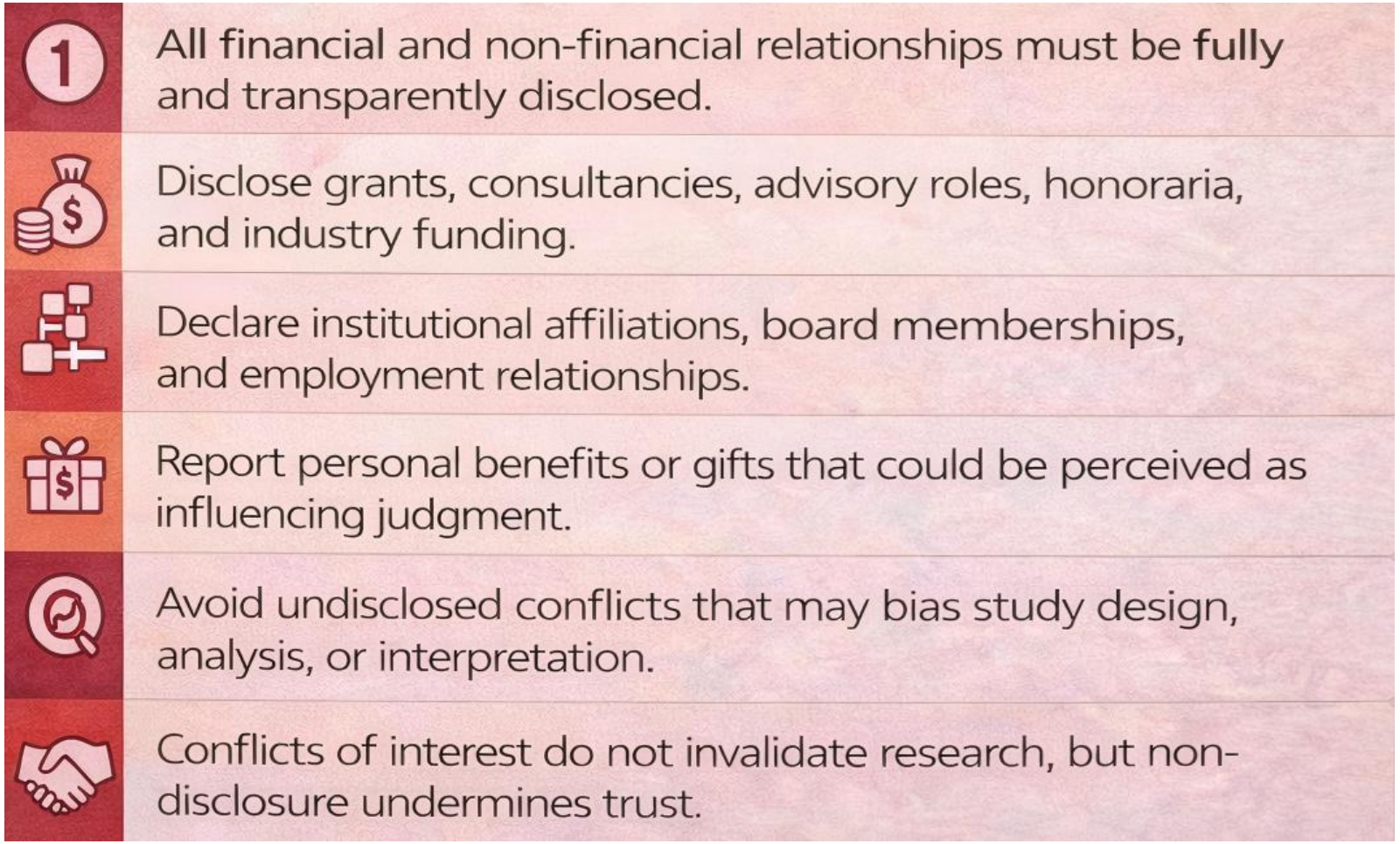
Common Forms of Authorship Misconduct

- ✘ **Ghostwriting** – real contributors not acknowledged
- ✘ **Gift (honorary) authorship** – individuals listed without contribution
- ✘ **AI as authors** – AI tools cannot fulfil authorship criteria
- ✘ **Authorship manipulation** – unauthorised or hidden changes in the author list

Conflicts of Interest

To maintain trust and credibility, you must **fully and transparently disclose all potential conflicts of interest** when submitting a manuscript.

What you must disclose:



Your Disclosure Obligations

Conflicts of Interest: Transparency and Disclosure

All potential conflicts of interest must be **disclosed fully and transparently** to maintain trust, credibility, and ethical standards in scientific publishing

FULL DISCLOSURE

Provide honest, complete, and specific disclosures for all authors.

Examples of Conflicts to Disclose

- ❑ Financial interests or compensation
- ❑ Corporate or industry involvement
- ❑ Research collaborations and partnerships
- ❑ Employment, consulting, or advisory roles
- ❑ Funding sources and sponsorships
- ❑ Personal or professional relationships that may create bias

PRACTICES TO AVOID

- ❑ Allowing paid consulting or financial relationships to influence content
- ❑ Accepting personal gifts or incentives that may create bias
- ❑ Holding board or leadership roles that are not fully disclosed

NO INFLUENCE

Do not allow undisclosed conflicts of interest to influence study design, data interpretation, peer review, or publication decisions.

Plagiarism and Citation Manipulation

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YOU MUST NOT

Plagiarism

- Copy text, ideas, or images without proper attribution.
- Engage in self-plagiarism by recycling substantial parts of your own previously published work without transparent citation and justification.
- Modify someone else's work and present it as your own.
- Rely on ghostwriters (human or AI-based) to generate content that you then claim as your original work.

YOU MUST NOT

Citation Manipulation

- Excessively cite your own work to boost citation counts.
- Pressure others to cite your papers inappropriately.
- Participate in "citation stacking" or citation cartels.
- Add irrelevant, fake, or non-consulted references to your reference list.

Image and Data Manipulation

Maintaining the **integrity of images and data** is essential for trustworthy and reproducible research in Science.

YOU MUST NOT

Image Manipulation

Selectively enhance, obscure, move, or delete data points

Over-contrast, brighten, crop, or splice images in a misleading manner

Generate misleading images for dramatic effect

Use generative AI or other tools to fabricate or embellish visual data

Images must represent original, unaltered data

Examples of Unacceptable Practices

- ❌ Adjust or enhance images in ways that change the underlying data or mislead readers about the results.
- ❌ Add or remove elements from figures without explicit disclosure.
- ❌ "Beautify" results or manipulate microscopy or clinical images to make them look more convincing than they are.
- ❌ Alter colours, contrast, or axes in charts to skew the interpretation of the data.
- ✔ You are expected to **describe any necessary image adjustments** clearly and to ensure that they do not alter the scientific meaning of the data.

Image and Data Manipulation

Manipulation of images or data that **misleads readers or distorts scientific findings** is strictly prohibited in scholarly publishing.

YOU MUST NOT

Data Manipulation

- ❑ Cherry-pick, trim, modify, or selectively remove data
- ❑ Conceal careless or intentional manipulation of results
- ❑ Fabricate or falsify raw data, numbers or statistical outputs.
- ❑ Present non-reproducible data solely to achieve desired outcomes
- ❑ **Data must be accurate, complete, and unaltered**

Examples of Unacceptable Practices

- ❌ Remove or fabricate data points to produce more favourable outcomes.
- ❌ Report only favourable outcomes while hiding negative or neutral findings.
- ❌ Misrepresent statistical analyses or methodologies.
- ❌ Use misleading visual presentation, such as truncated axes or distorted scales, to exaggerate effects.
- ✔ You are expected to ensure that **no undisclosed processing is carried out** that could alter the scientific meaning, integrity, or interpretation of the results.

Further Reading – Publishing Ethics

1. Committee on Publication Ethics (COPE). **Guidelines on good publication practice and Code of Conduct for editors of biomedical journals** [Internet]. COPE; 2025. Available from: https://publicationethics.org/guidelines

2. Wiley. **Best Practice Guidelines on Research Integrity and Publishing Ethics** [Internet]. Wiley; 2006 (Updated 2020). Available from: https://authors.wiley.com/ethics-guidelines/index.html

3. International Committee of Medical Journal Editors (ICMJE). **Recommendations for the conduct, reporting, editing, and publication of scholarly work in medical journals** [Internet]. Philadelphia: ICMJE; 2025. Available from: https://www.icmje.org/recommendations/

4. Sara Reardon. **The do's and don'ts of scientific image editing**. Nature; 2025. Available from: https://www.nature.com/articles/d41586-025-01299-2

5. **The ethical aspects of AI in scientific publishing** [Internet]. 2026 Feb 1. Available from: https://pmc.ncbi.nlm.nih.gov/articles/PMC12882074

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