DEI Background, Policy, and Paths for Action

Need for a Diversity, Equity, and Inclusion Policy

To remain a premier journal, the *Journal of Consumer Research* needs to attract the best papers, reviewers, and editors in the field of consumer research and publish research on the most important and pressing issues in the marketplace and society. A prerequisite for academic excellence is promoting inclusion and respect for diverse researchers and a consumer research agenda encompassing research in diverse communities. Leading academic publishers from the American Psychological Association's journal publishing arm to Sage, PLOS, and the Council of Science Editors have published diversity statements and enacted meaningful steps for editorial teams to advance DEI. Creating a DEI Policy and actionable DEI recommendations for the editorial team and all others participating in *JCR* will provide important onboarding support, common guiding principles, and a mechanism for addressing concerns. Our overall objective is for *JCR* to achieve the simultaneous goals of promoting research excellence, fostering DEI in all areas of leadership, peer review, and scholarship, and establishing a proactive DEI policy. The following materials were developed after careful examination of other field's DEI policies and practices, particularly the APA's, and our personal understanding of *JCR* practices. The current

editorial team has taken several steps toward improving DEI practices at the journal. Codifying DEI and facilitating this for future teams will help maintain consistency and momentum.

Our goal is to suggest areas for DEI work by members of the journal community. Below are both the new DEI policy and a set of suggested action items. These are not comprehensive but rather the beginning of meaningful steps towards shepherding a more inclusive journal. The policy and suggested action items were developed by members of the policy board in consultation with scholars in the field who study DEI and/or who are consumer researchers from under-represented groups who generously shared their expertise. Finally, for reference, you will find an appendix with other policies, "playbooks," and guidelines from other publishers across a range of fields.

DEI Policy

The *Journal of Consumer Research* recognizes that a prerequisite for academic excellence is the inclusion of and respect for researchers from and research within communities that represent diverse populations and perspectives. This includes, but is not limited to, diversity in socioeconomic status, geography, cultural background, race, ethnicity, age, religion, indigenous heritage, gender, sexual orientation and identity, political affiliation, ability/disability, and academic institution type. Participating in *JCR* activities, which include manuscript editing, reviewing, submitting, administering, and publishing, requires respecting these essential values and practices.

In service of its mission to publish the highest quality consumer research, *JCR* must identify, address, and prevent systemic biases, blind spots, and inequities in the journal's reviewing, editing, administering, and publication process in order to cultivate a more fair, reflexive, and inclusive editorial and review process for the global consumer research community. These actions will ultimately create a stronger and more representative understanding of consumer behavior. Doing so will enable the journal to maintain its position as the leading outlet for research on consumption.

A fundamental part of the *JCR* mission is facilitating these essential principles through both policies and actions. *JCR* acknowledges the barriers within publishing that editors, reviewers, and authors from under-represented communities experience and is taking action to address them. It also recognizes that it is incumbent upon the journal to be inclusive of a wide range of research participants, experiences, contexts, and research questions. This reflects the diverse consumers and consumption fields that the research in the journal aims to understand. The cross-disciplinary *JCR* Policy Board will develop and maintain a set of resources to guide editorial selection, policy-making, editorial activities, journal outreach, and reviewing. Progress towards specific goals will be evaluated both through journal metrics and an understanding of community experiences. The *Journal's* Policy Board will evaluate it on an ongoing basis as part of its regular board activity.

Paths for JCR Community Action

All DEI Statements and Policies need to be backed up with action items. Below is a non-exhaustive list of suggested action items and best practices, some of which are already being

implemented by the current editorial team. The newly formed JCR Policy Board DEI committee will work with JCR editors and other stakeholders to develop an ongoing action plan.

1) **For Editors and Associate Editors**

   General Administration

   a) **Diversify AE and ERB pool:** Diverse composition of AE and ERB pool across a range of under-represented groups. Build a diverse group of ad hoc reviewers to develop the pipeline for ERB/AEs.
   b) **Equity in AEs and ERB:** "Offer half- or quarter-time Associate Editor positions to reduce workload requirements and eliminate barriers that under-represented scholars and faculty at less-resourced institutions may face when serving in journal leadership roles" (adapted from APA).
   c) **Increased Flexibility:** Flexibility in deadlines for reviews and authors. Consideration of other responsibilities (family, teaching, and service) with review assignments/deadlines/extensions. Flexibility will, however, be balanced against the need for timeliness. If a reviewer cannot complete a review within a reasonable time frame because of other responsibilities, they can decline the review without fear of being penalized in some way (e.g., not appointed to the ERB).
   d) **Diversify Citations**: Page length limits that do not include references to allow for a more diverse set of authors to be cited in a paper, particularly scholars from other fields and under-represented groups who are often excluded from literature reviews with page limits (i.e., limit of 55 pages not including references).
   e) **Inclusive Topic Areas:** Ensure a broad set of topic codes for research/expertise sourced from area experts (Global South, discrimination, race, poverty, etc.).
   f) **Increase Access to Editors:** Hold online "Meet the Editors" sessions at different times so scholars in any time zone can attend a live session and converse with editors.
   g) **Showcasing Under-represented Community Members' Work:** Showcasing accepted/published research of those from underrepresented groups in press releases, social media, etc.
   h) **Training:** Required training for Editors and AEs and encouraging training for existing reviewers on bias in publishing and decision-making. Assure equitable treatment of authors regardless of identity, data collection site, institutional prestige, and resource constraints. Educate review teams to enable critical reflexivity about their positionality.

   Communications

   a) **Inclusion:** Respectful tone and interactions with all authors, reviewers, and editorial team members.
   b) **Constructive Rejections:** The editor provides guidance for rejected papers to succeed in the future. The obligation is not just to *JCR* but to support authors in the field.

2) For Reviewers, Editors, and AEs

a) **Inclusivity in Review Writing:** Respectfully engage with paper ideas and contexts.

b) **Deferring to Experts in Underrepresented Areas:** Acknowledge the limitations of reviewing expertise, especially in underrepresented areas.

c) **Embracing Diversity in Context:** Ensure that marginalized contexts are not criticized as not being generalizable or as niche. Historically, North American, White, middle-class, non-marginalized subjects/informants have been the default without acknowledgment. Those in under-represented contexts have had to justify to reviewers the generalizability of the theory developed in those contexts. Of course, certainly theorizing can be too *emic* or not theoretical enough, and critiques of any work can stem from there. All research contexts should acknowledge the context from which they drew their data, the theoretical power that their context brings to their work, and the limits of generalizability of their findings.

d) **Resource Equity:** Recognize that some authors may face resource limitations in responding to recommendations for additional studies or data analysis. Differentiate if an ask is a requirement.

3) For Policy Board/Administration

a) **Permanent DEI Committee:** Committee to oversee the Journal's implementation of the DEI policy, develop metrics for measurement of progress and set benchmarks for the Editorial team, update the policy, make progress on action items, and address policy violations.

b) **Accountability:** Inclusion of DEI metrics in Editor annual reviews. Annual activities to improve DEI at the journal.

c) **DEI Lens in Policy Creation:** Consider the impact of *JCR* policy on those from marginalized and underrepresented backgrounds.

d) **Editor Selection:** Prioritize appointing an editor/ team with a nuanced understanding of the full range of ways to foster DEI. Prioritize attracting applications for editors from members of underrepresented groups.

e) **Policy Board Composition:** Encourage diversity of representation on the policy board across a range of underrepresented dimensions.

f) **Reporting Structure and Process for Managing DEI Policy Violations:** Appoint contact for communication by authors or reviewers of potential DEI violations and a committee to assess and/or address them.

g) **Equity in Access to *JCR* Articles:** Offer grants for *JCR* access for those without institutional access or funding (i.e., doctoral students in Global South).

h) **Inclusive Systems:** Provide accommodations/assistance in the online portal for authors, associate editors, and editors with disabilities.

4) For OUP/Style Guide

a) **Diversity lens in copy editing:** Promote and encourage the use of inclusive, bias-free language, such as allowing a singular they (See APA Guide).

b) **Equity in Access:** Financially supporting item 3g (above).
c) **Inclusive Systems:** Increasing accessibility of online submission systems for those with disabilities.
d) **Measuring Diversity Changes:** Include in reviewer registration fields for self-identification of a broad set of underrepresented categories. Provide access to data and metrics to evaluate success and identify opportunities.

5) **For Journal Associates/ Volunteers** (former editors, ERB members)

Increase diversity in high-quality submissions:

a) Develop training videos focused on author development (guidance on positioning papers, writing research questions, writing an abstract, and conclusions)
b) Hold online meet-the-(former)-editorial team sessions at different times.
c) Hold targeted potential author workshops (in person/online).

Appendix: Select Scholarship in this Area

"Challenging the White = Neutral Framework in Psychology"
Perspectives on Psychological Science. Roberts SO, Mortenson E. August 2022.
doi:10.1177/17456916221077117

Abstract

In the United States, White samples are often portrayed as if their racial identities were inconsequential to their thoughts, feelings, and behaviors, and research findings derived from White samples are often portrayed as if they were generalizable to all humans. We argue that these and other practices are rooted in a "White = neutral" framework (i.e., the conceptualization of White samples as nonracial). First, we review existing data and present some new data to highlight the scope of the White = neutral framework. Second, we integrate research from across psychological science to argue that the continued use of the White = neutral framework will prevent psychology from becoming a truly objective and inclusive science for at least three reasons: (a) Research with White samples will be valued over research with samples of color, (b) norms that maintain White neutrality will remain unchallenged, and (c) the role of White identity in psychological processes will remain underspecified and underexamined. Third, we provide recommendations for how to move beyond the White = neutral framework in hopes of encouraging all psychological scientists to move toward a White ≠ neutral framework in which all samples are identified for the unique and diverse perspectives that they bring to the world.

https://journals.sagepub.com/doi/10.1177/17456916221077117

A Model for Crafting Diversity, Inclusion, Respect, and Equity (DIRE) Policy Statements Toward Catalyzing Organizational Change

Gentle-Genitty C, Merrit B, Kimble-Hill AC. ACS Cent Sci. 2021 Mar 24;7(3):383-391. doi: 10.1021/acscentsci.0c01533. Epub 2021 Feb 23. PMID: 33791420; PMCID: PMC8006172.

We present a model for STEM organizations to write catalytic diversity, inclusion, respect, and equity (DIRE) policy statements as structured steps for sustained action

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8006172/

"Interview: Context and Theorizing in the Global South: Challenges and Opportunities for an International Dialogue"

BAR − *Brazilian Administration Review*, v. 16, n. 3, e180069, 2019

http://dx.doi.org/10.1590/1807-7692bar2019180069

Brazilian researchers have been encouraged to internationalize their research, expanding their insertions into high-impact international journals. This task, in turn, demands thinking outside the commonly used Eurocentric prism. How can Brazilian scholars say something that would be of interest globally and have an impact on the work done in the global North? How should the researcher from the global South deal with the context in the international dialogue to avoid being perceived as the exotic Other? This interview with Professor Guliz Ger addresses these and other important issues related to the challenge of theorizing and publishing research from a global perspective. Professor Ger's work inspires Brazilian researchers in their internationalization efforts by offering concrete examples of how to theorize and strategies to overcome editors' and journals' prejudices and convincing the international audience of the value of the global South and, more particularly, Brazilian research. Professor Ger's experience as a visiting professor in numerous universities around the world, including in Brazil, and her service on a number of journal editorial boards, including the *Journal of Consumer Research*, for which she served as Associate Editor, provided the background for this interview produced by Maribel Suarez and Thaysa Nascimento.

Appendix: Other Journal/Publishing Diversity Policies

American Psychological Association

https://www.apa.org/pubs/authors/equity-diversity-inclusion

Equity, diversity, and inclusion in APA Journals

The APA strategic plan calls for a strong, diverse, and unified psychology that enhances knowledge and improves the human condition. In line with this vision, APA Journals is committed to equity in its practices and systems.

APA Journals aims to address systemic inequities and bias, promote equitable opportunities for researchers, and foster an inclusive environment within the psychological research and scholarly publishing communities, representative of the wide array of people that psychology consists of and serves.

APA developed resources specifically for editors to help strengthen their equity, diversity, and inclusion (EDI) efforts and align them with APA's strategic plan. Access the EDI Toolkit for Journal Editors to help promote equity and inclusion in your journals.

APA Publishing's equity, diversity, and inclusion framework

APA Publishing's equity, diversity, and inclusion mission is to enable a scholarly publishing program that is equitable, diverse, and inclusive, as reflected in its composition, goals, policies, standards, operations, practices, culture, and climate.

In support of this mission, the APA Books and Journals program has developed an EDI framework to guide our efforts toward a more equitable and inclusive psychology.

The framework is partitioned into four areas of focus:

- Equitable content: Ensure our content is representative of all people and communities. Promote equity through the content we publish and the voices we amplify.
- Inclusive science: Address inequities in psychological research through transparency and openness. Advance inclusive and equitable standards for research and publication.
- A diverse community: Diversify our community of authors, editors, and readers. Address systemic and institutional barriers faced by underrepresented scholars and researchers.
- An inclusive publishing industry: Promote a more inclusive and equitable experience

Association for Psychological Science

https://www.psychologicalscience.org/publications/aps-editorial-policies#diversity

Diversity and Inclusive Excellence

APS Journals are committed to promoting diversity, equity, and inclusion in all areas of our leadership, peer review, methods, and scholarship. Including members of underrepresented groups in the authorship, editorial boards, and study samples represented in our journals is a vital part of this commitment. Acknowledging the harmful roles that racism and other forms of discrimination and exclusion have played in all aspects of society, including the publications of our field, is critical in order to turn this commitment into action.

We fully embrace the guiding organizational principle that psychological science has the ability to transform society for the better and can and must play a central role in advancing human welfare and the public interest. To that end, we support the publication of a wide variety of scientific work that furthers our understanding of the causes and harmful effects of racism, inequities, stereotyping, prejudice, and discrimination; the psychological and societal benefits of diversity, equity, and inclusion; and the most effective ways to foster these outcomes and advance a more just and equitable world.

Council of Science Editors

Table with all Science Journals and their practices
https://www.councilscienceeditors.org/resource-library/diversity-equity-and-inclusion-resources/
See JAMA in the table and here: https://jamanetwork.com/journals/jama/fullarticle/2780860.

Creating a Journal DEI statement from Wiley

https://www.wiley.com/network/archive/how-to-create-a-journal-diversity-equity-inclusion-statement

PLOS

https://plos.org/dei/

Our DEI Goals

- Increasing the number of historically underrepresented external contributors (e.g., authors, editors, reviewers) and strategic partners.
- Increasing the number of historically underrepresented employees at PLOS, with an emphasis on managerial employee roles.
- Increasing the quantifiable signals of an inclusive work environment that values divergent perspectives, encourages critical inquiry, and ensures equitable advancement and rewards.
- Developing editorial processes that recognize and minimize bias in the publication process, along with high ethical standards.
- Increasing the publication of research that studies inequalities, racism, and inequities facing minority and/or marginalized populations (within the scope of each of our journals).

We will post progress updates on the Official PLOS Blog

Royal Society of Chemistry

Minimum standard for DEI for Scholarly Publishing

https://www.rsc.org/new-perspectives/talent/minimum-standards-for-inclusion-and-diversity-for-scholarly-publishing/

Minimum standards for inclusion and diversity for scholarly publishing

1. Ensure inclusion and diversity are integrated into publishing activities and strategic planning.
2. Work to understand the demographic diversity of authors, editorial decision-makers, and reviewers, such as gender, geography, and ethnicity data.
3. Acknowledge the barriers within publishing that authors, editorial decision-makers, and reviewers from under-represented communities experience and take actions to address them.
4. Define and communicate the specific responsibilities authors, editorial decision-makers, reviewers, and staff members have toward inclusion and diversity.
5. Review and revise, as appropriate, the appointment process for editors and editorial boards to capture the widest talent pool possible.
6. Publicly report on progress on inclusion and diversity in scholarly publishing at least once a year.

These minimum standards do not encompass human resource management. The detailed implementation of these standards will vary, and it is expected that every organization taking part will adopt and implement these minimum standards in good faith.

Organizations adopting these minimum standards are encouraged to make their commitment to these standards public.

Sage

https://group.sagepub.com/dei

Our publishing

As an independent company with a mission of building bridges to knowledge, we enable people from all backgrounds to contribute to and benefit from teaching and research resources that are balanced, grounded, anti-racist, and promote a more just society. Acknowledging the prevalence of structural discrimination and bigotry and believing that diversity is the cornerstone of a vibrant culture, we will challenge unfair power structures within publishing and higher education to help create a more equitable future for all.

We pledge to:

Ensure business relationships are based on **fairness and respect** for all involved, regardless of age, ability, gender, sex, marriage and partnership status, pregnancy and parental responsibilities, race, religion and belief, socio-economic background, or sexual orientation.

Publish resources that represent **diverse populations and perspectives**. Seek out and support content that helps to decolonize curricula and scholarship and reduces barriers for marginalized communities.

Increase the number of SAGE authors, editors, reviewers, and other publishing partners from **underrepresented backgrounds.**

Continuously enhance the technology, usability, and design of our resources so that they are **accessible to all.**

We will make improvements based on feedback from individuals and groups from all backgrounds and communicate openly and transparently about our progress. *If you have feedback or ideas, please send them to info[at]sagepub[dot]com*

Resources and guidance

Guidance for Journal Editors: Unconscious bias, language, and working with authors with disabilities
DEI Guidelines for Corwin Authors: Considerations for Promoting Social Justice

Policies and Practices

Policy on historical content that is potentially offensive or harmful
Name change policy for journal article authors.