

Open Science and Research Transparency Guidelines (revised effective October 1, 2020)

The Journal of Consumer Research embraces the principles of open science by encouraging the collaborative sharing of research materials, methods, and data. Toward this end, upon submission and after publication authors are required to include in the paper a full disclosure of the methods used in the reported work. This entails providing the information noted below. Information can be presented in the manuscript or in a [web appendix](#).

Data Collection Instruments: For questionnaires: authors must provide either in a web appendix or an open-access electronic repository all original questionnaires presented to respondents. If questionnaires were generated by an online survey platform (e.g., Qualtrics), the electronic repositories should include the original generating file (e.g., the .qsf file). For qualitative data: describe fieldwork, observation or interview procedures (e.g., types of questions) and how these evolved, as well as description of how data were captured (field notes, audio recording, photographs, etc.). If automated web crawling algorithms or other automated procedures of digital data capture are employed, details should be provided in an appendix.

Sample (of respondents, data, studies, documents, events). For primary research involving human subjects, authors must indicate: 1) the method of recruitment/selection (e.g., subject pool, online panel, snowball, compensation; 2) the sample sizes used in all studies and how sample sizes were determined; and 3) the number of excluded participants, the exclusion criteria, and their justification.

For meta-analyses, identify databases used, journals searched, publication date ranges, procedures used to contact researchers regarding unpublished studies and evidence of publication bias).

For *all* types of research, data inclusion criteria, stop rules (which may include theoretical saturation) should be described, along with the criteria used to select sample or research sites. In addition, sample characteristics and other sample-related factors relevant to the research context should be provided.

Data Collection Procedures: Provide details about the types of data collected and rationale. Provide details about participants'/researchers' activities in the process of data collection (e.g., study protocol). Describe data collection context and location, stimuli shown to respondents, and the order in which measures/data were collected. If secondary data- sources are used, indicate source(s) and time-periods involved. If automated digital data capture is employed, procedures should be rendered as transparent as possible.

Context: For lab studies: describe all experimental conditions/manipulations, scenarios, vignettes. For field studies: describe the consumer setting, context rationale, and relevant contextual factors. For ethnography/cultural approaches: describe 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., outliers, attention screens, comprehension screens), cutoffs for screening measures, distribution of

eliminated individuals across conditions.

Data Description: Report descriptive characteristics (e.g., N's, means, standard deviations), transformations, correlations, intercoder reliabilities, scale reliabilities, 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 numbers of images. The nature and number of websites, message boards, gaming sites, message threads, and units of social media should be reported. Treatment of missing data should be reported as well.

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