

AI in Journal Publishing

Balancing Innovation, Integrity & Trust

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Pressure across the publishing ecosystem



Researchers are already using AI, but norms of trust and disclosure have not caught up

64%

of researchers
report **benefiting**
from using AI in
their research

but only
20%
trust the
outputs from
AI tools.

Most researchers have
established practices
for **checking citation**
sources (83%) and **cross-**
checking AI outputs for
reliability (80%),

but only around

36%

keep a **record of AI**
use during their research.

74%

of researchers feel there
is a general **lack of**
clarity about what AI use
should be **disclosed**,

with

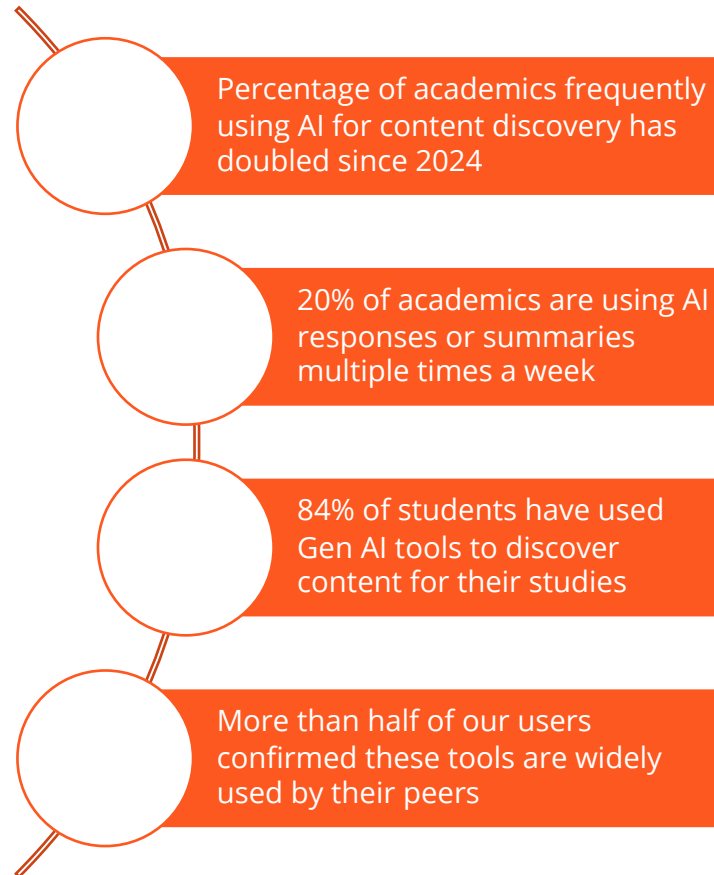
44%

concerned that
disclosure will **impact**
negatively on how
others view their work.

Key findings

AI influence on search & discovery

OUP research¹ suggests **more than half** of our core audience are now **using generative AI** for their work or study



Looking to the future, we are focused on:

Technology responses to meeting the demand from AI

- Responding quickly to market shifts by **piloting emerging technologies** such as MCP to support new user journeys

Ensuring our content is visible in external tools and services

- Forming **partnerships to enhance our discovery channels** and meet our users where they are

Telling a new story about the impact of research

- **Engaging with our key audiences** to understand their changing needs and provide data and narratives to **transition their perception of value and impact**

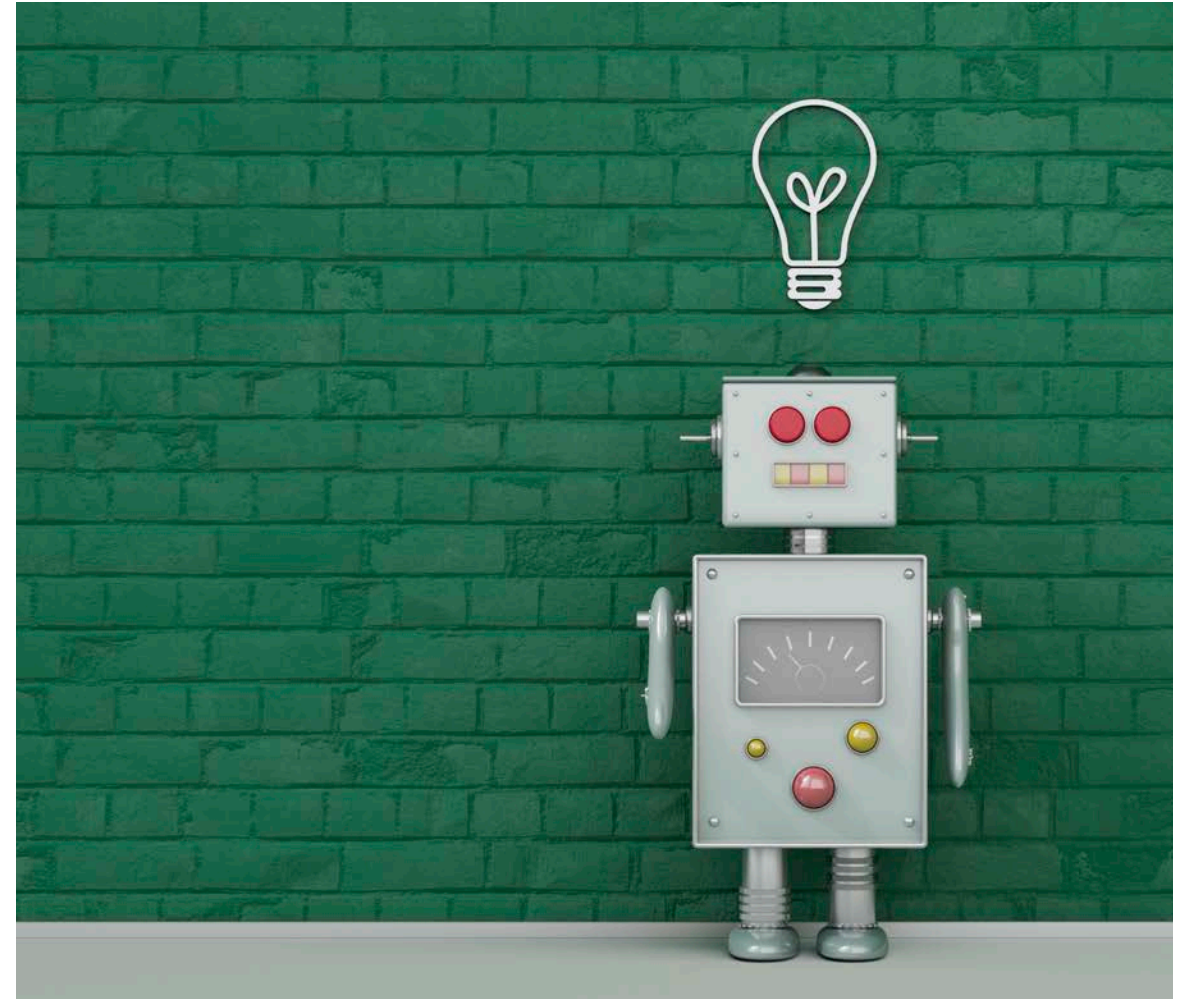
AI not new, its applications are

AI has underpinned some of our services and processes for years

- Production workflows
- Reviewer identification tools

Generative AI is what's accelerating the pace of change

- Manuscript writing assistance
- Figure preparation
- Peer review
- Zero-click search



AI presents both risk and opportunity



Our guiding principle:
**solve the problem, not
deploy the technology**

*AI may not be the best
solution for a specific need*

Example

Providing reviewers with details on final decisions

- Gives reviewers 'closure' on the peer review they contributed to
- Responds directly to key incentive identified in our peer review survey
- Minor adjustment in submission system that can be implemented quickly, no big lift

How we evaluate AI tools

Integrity
Protection

Effectiveness

Transparency

User
Experience

Integration

Evidence
base

From evaluation to pilots – what this looks like in practice

Responsible experimentation

- Limited pilots with defined participants
- Clear success metrics
- Ability to stop/adjust quickly
- User feedback loops
- Transparency

Examples

- Reviewer identification tool
- Editor support at triage
- Integrity screening tools

Human-in-the-loop

AI supports, researchers decide (Authors, Editors, Reviewers)

- AI for surfacing signals, not making decisions
- The individual retains accountability
- Don't outsource judgement

Efficiency gains should never come at the cost of editorial ownership

AI in peer review

Already in use

Majority of stakeholders already use AI in peer review

Trusted tools needed

Publishers must offer vetted tools that protect IP, copyright, and privacy

OUP's next steps

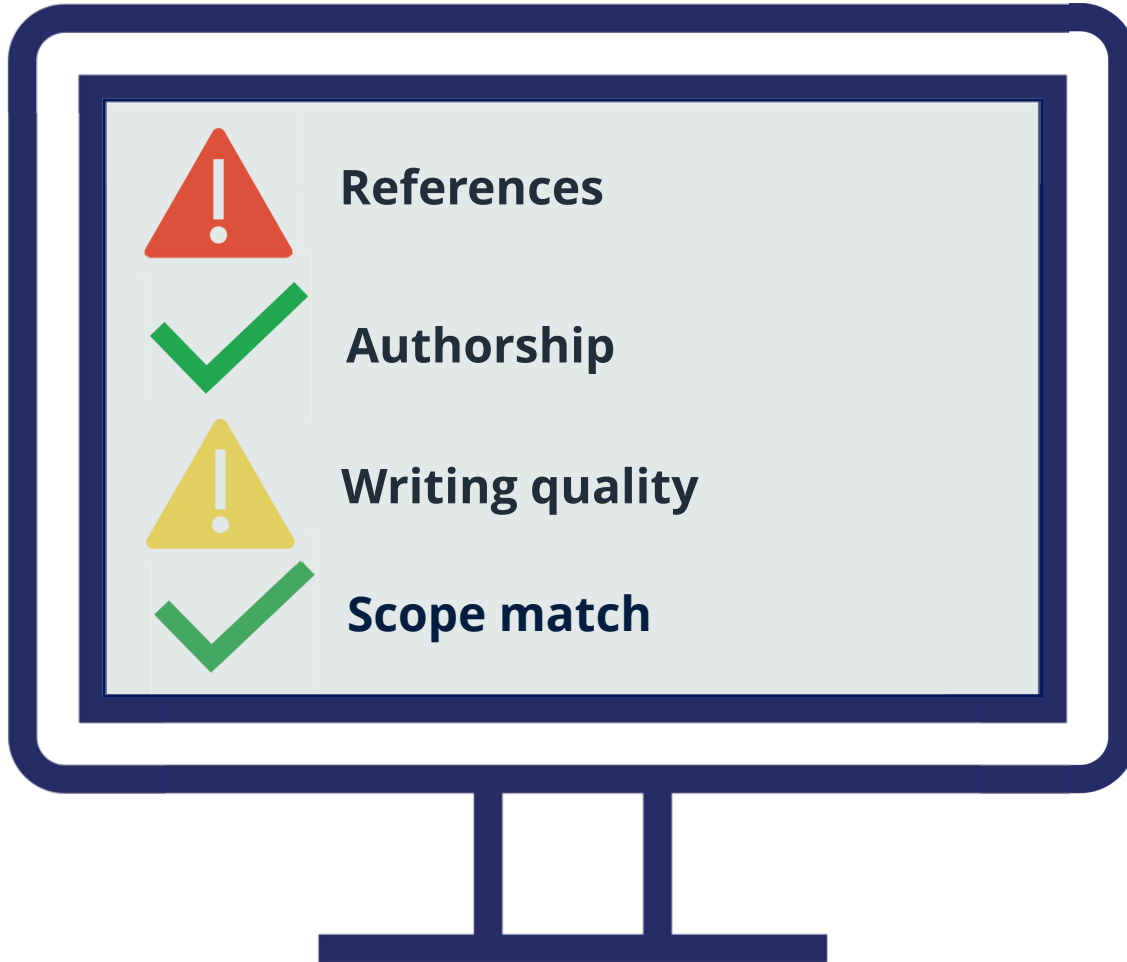
Editor support

- [Experimenting now](#)

Reviewer support

- [Exploring next](#)

Case study: Hum Alchemist Review



33%

reduction in editor handling times despite an

88%

increase in submissions managed

14% vs 25%

submissions rejected after peer review

81% vs 73%

submissions rejected without review

Earlier, better-informed triage focuses editorial and reviewer effort on the manuscripts most likely to progress

OUP AI policies – evolving guidance

OUP journals AI working group

- Single, credible first point of call for journals AI policy queries
- Timely responses in a fast-moving space, without over-prescription/regulation
- Guidance aligned with OUP AI principles and industry standards

AI principles for OUP journals

- Authorship and contribution
- Accountability
- Confidentiality and data protection
- Avoidance of bias
- Transparency and disclosure

Policy specifics

- AI cannot be an author and authors will be responsible for all content of the paper in addition to anything that was supported by gen AI tools
- AI use must be disclosed at the time of submission
- OUP requires disclosure for all use of gen AI tools, with the exception of tools that are used only to refine, correct, format, or edit text for clarity of language
- Individual journals may require discipline-specific policy or more restrictions

[View the full principles here](#)

[View the full policy here](#)

Next steps

AI use policy for Reviewers & Editors