

## ACR Reviewer Instructions & Guidelines

Thank you for agreeing to review for ACR! Please take a quick look at our new ACR instructions and guidelines *before* you start your reviews. First off, there are three main types of submissions:

- I. **Special Sessions.** For Special Sessions we are looking for a session of research that fits together (some common theme) and consists of high-quality research. By high quality we mean that it is interesting and/or important and not wrong. It is ok if some projects are more advanced than others, but all should be at the stage where they are ready for a 15-minute presentation.
- II. **Competitive Papers.** For Competitive Papers we are looking for high quality research that is ready to be shared in a 15-minute presentation. By high quality we mean that it is interesting and/or important and not wrong. The project should be far enough along to provide insights and attract an audience at ACR. New for 2024 Competitive Papers may be considered for the Working Papers track, if they are rejected. Thus, you will be asked two additional questions:
  1. Should this submission be accepted as a COMPETITIVE PAPER?
  2. Should this submission be accepted as a WORKING PAPER (aka, Poster)? (if it is not a CP)
- III. **Working Papers (aka, Posters).** For Working Papers we are looking for quality research that is of interest to some people at ACR. Working Papers are literally projects in the making: they usually include some data, unless they are conceptual, but they may not be ready for a longer presentation or attract a wider audience. They may have more questions than answers, but it should be more than just a research idea or research outline.

### Tips for Reviewing

1. **Respect the Deadline.** Deadlines are especially important because the conference has a deadline. Unlike journals, one review can hold up many decisions.
2. **Interesting/Important AND Not Wrong.** We are looking for papers that are (1) Interesting and/or Important AND (2) Not Wrong. It does not need to be counterintuitive if it is addressing an important or interesting question. Good research often has some limitations and leads to more questions. Ask yourself: Will someone at ACR find this research interesting and/or important AND not wrong? If yes, then it's probably a good submission.
3. **Provide Remarks and Ratings to the Authors and Chairs.** In addition to your ratings, also share your thoughts with the authors and chairs. Providing a few sentences of feedback to the chairs is SUPER helpful when making our decisions! Please tell us what you think.
4. **Be Polite and Constructive.** Being critical is fine, but not mean or rude. Keep comments about the research, not the author(s). Rephrase loaded terms like "fatal flaws" and "mistakes". Peer-review is not just about gatekeeping but also providing feedback to advance the field. Your mission is not to shoot as many holes in the research as possible. If you have alternative explanations or concerns, then provide an explanation and cites when necessary.
5. **Focus on your Expertise.** There might be parts of a submission where you are not an expert, so focus on the parts that you do have expertise, which is probably why you were selected as a reviewer. You can note any limitations in your confidential comments to the chairs.
6. **Know the Context.** Remember that this is ACR (the top *conference* for the consumer research) and not a top-tier journal submission. Not every issue in the research will be tied up nicely.
7. **Focus on Quality, Not Numbers.** It is possible that you received submissions that are mostly high (or low) quality; thus, do not be too concerned about accepting or rejecting a certain number. Instead, think about each paper separately and provide information to the chairs who will make the final decisions.
8. **AI Detection.** If you notice odd language that signals possible misuse of AI (odd phrasing or hallucination in references, etc), please let the chairs know (there are also GenAI/ChatGPT detectors, such as <https://www.scribbr.com/ai-detector/>).

Your service to the field is greatly appreciated.