



UNIVERSITY OF THE PHILIPPINES
College of Mass Communication



CENTER OF EXCELLENCE IN COMMUNICATION
Commission on Higher Education

DEPARTMENT OF COMMUNICATION RESEARCH DATA OWNERSHIP, AUTHORSHIP, AND AI USE GUIDELINES

*Approved during the Department of Communication Research Special Faculty Meeting
on 16 September 2024*

Preamble

Part of the Department's Communication programs' intended program outcomes is for its students to **create and design ethical communication and/or media research**; **weave diverse concepts and perspectives to illuminate communication and media phenomena**; and **articulate communication and media perspectives cognizant of theoretical complexities and social realities**. At their core, the program's courses across levels are designed to teach students how to conceptualize research problems, review related literature, generate research frameworks, design and implement quantitative and qualitative research, interpret research findings, and disseminate research reports—both technical and popularized.

In fulfilling these outcomes, students are expected to uphold the University's core values of honor and excellence throughout their coursework.

Thus, the Department exacts these guidelines to ensure the integrity of students' research works.

Definitions

"Outputs" refer to research works produced in or from a course.

"Class outputs" are graded outputs accomplished within the context of coursework. These can be, but are not limited to:

- Full research papers
- Section write-ups
- Final presentation decks



Meanwhile, “derivative outputs” are outputs modified and disseminated beyond a class setting. Examples include, but are not limited to:

- Conference presentations and/or papers
- Journal publications

1. Ownership of Data

- 1.1. Ownership denotes “the assignment of rights and responsibilities for a property to an individual or an organization” (Fadler & Legner, 2021).
- 1.2. Ownership guidelines for Filipino Communicative Experience (FCX) and Philippine Media Monitoring (PMM) Laboratory courses and courses that align with the FCX or PMM Laboratories:
 - 1.2.1. As the main proponents of the research project, the FCX and PMM Laboratories have the responsibility to oversee activities related to the project, including but not limited to, ethics in conducting research, management of data, and fund allocation.
 - 1.2.2. All results and data generated by the FCX and PMM Laboratories, including those from the Laboratory classes and classes that align with the Laboratories, are owned by the Laboratories.
 - 1.2.3. Students enrolled under a Laboratory class or a class that align with the Laboratories are given permission to utilize the data to create derivative works for public dissemination. The Course Instructor is to be consulted for such utility of the data.
 - 1.2.4. In the development of derivative works, the students must acknowledge that the data is owned by the Laboratory.
 - 1.2.5. In the development of derivative works, the students must also inform the Course Instructor of the use of the Laboratory data.

2. Authorship of Original Works

- 2.1. Authorship signifies ownership of a written work. In research, authorship of a work can only be claimed by the person/s who has/have “made significant intellectual contribution to a study” (Elsevier, 2015, p.2).
- 2.2. Proper identification of authors is important because authorship denotes both credit and accountability. Everyone who significantly contributed to the production of a research output must be recognized; everyone responsible for a research output must affirm this responsibility.



- 2.3. A person who has made “significant intellectual contribution” to research production, and therefore would qualify as an author, if s/he has collectively met these three basic criteria (Elsevier, 2015):
- a. Substantial contribution to the study conception and design, data acquisition, analysis, and interpretation,
 - b. Drafting or revising the article for intellectual content, and
 - c. Approval of the final version

3. Authorship of Derivative Works

- 3.1. On permission
- 3.1.1. Students should notify their Course Instructor of their plans to pursue and implement their concept paper, or other derivative work, for publication, conference presentation, or other forms of research dissemination. As a rule, the Course Instructor grants permission.
 - 3.1.2. When a paper gets accepted for publication, conference presentation, or other forms of research dissemination, the students concerned should notify their Course Instructor of such.
- 3.2. On authorship credits and authorship order
- 3.2.1. When a derivative output is to be submitted for publication or presentation, student co-authors are arranged according to their amount of participation in the research and report preparation.
 - 3.2.2. When the derivative work has been substantially revised, the student co-authors are arranged according to their amount of participation in the revision. If certain students opt to not be involved in the revision of the derivative work, they shall be removed from the author list but acknowledged accordingly.
 - 3.2.3. The designation of the corresponding author/s (i.e., the author who will be responsible for communicating with the conference organizers or journal editors) should be agreed upon by the co-authors.
 - 3.2.4. The Course Instructor and the designated mentors of the groups from the roster of faculty members could then include the publication/conference paper among her/his mentoring accomplishments.
 - 3.2.5. For student-led derivative works, the Course Instructor can opt to be included in the author list. In the case of such inclusion, the Course Instructor shall always be the last author in the author sequence.



- 3.2.6. For faculty-led derivative works, the Course Instructor may invite faculty and/or students to co-author with them. In such cases, the faculty lead shall be the first author.
- 3.3. On the usage of secondary data
 - 3.3.1. For class outputs produced using secondary data provided by the Course Instructor, the Course Instructor can opt to be included in the author list. In the case of such inclusion, the Course Instructor shall always be the last author in the author sequence.

4. AI Use Policy

Artificial Intelligence (AI) is the field focused on creating and developing automated intelligent systems that can perceive, reason, make decisions, and take actions within an environment to achieve measurable objectives. In the context of education, decisions on AI use should prioritize the needs and interests of learners.

The Department of Communication Research recognizes the growing presence of generative AI tools like ChatGPT in academia. Aligned with the University of the Philippines' [Principles for Responsible and Trustworthy Artificial Intelligence](#), the Department has established guidelines to help students discern the appropriate extent of AI use and to emphasize the importance of maintaining "meaningful human control" over their work (University of the Philippines, 2023). These guidelines also ensure that AI supports learning while upholding academic honesty. This set of guidelines expands the Department of Communication Research guidelines on authorship of research outputs.

- 4.1. Permitted Uses of AI
 - 4.1.1. In textual outputs, students are allowed to use AI tools solely for grammar checks, creating initial outlines, scoping of research literature, paraphrasing their writing for clarity, transcription, and translation.
 - 4.1.2. For visual and audio-visual outputs, students are allowed to use AI solely for generating design pegs, templates for research dissemination collaterals (e.g., posters, presentation decks, mock-ups, etc.), development of visual tools for data gathering (e.g., experimental stimuli, visual-based research, etc.), and generation of initial drafts for models of study frameworks.
 - 4.1.3. Students must declare their use of AI in their outputs. This includes specifying the AI tool used, the prompts given, the outputs generated, and explaining how the AI-generated content was incorporated into the final work (see Appendix A).



- 4.1.4. In the instances of AI use in translation, transcription, and the development of visual tools for data gathering, students must include an in-text citation and a reference list entry.
- 4.2. Prohibited Use and Corrective Measures
 - 4.2.1. Directly lifting AI-generated responses, images, and materials from an AI tool is prohibited, and therefore cannot be included in graded class requirements (e.g., exercises, research reports, theses, communication campaigns, etc.) and public use.
 - 4.2.2. All submitted works must be the student's own. Using AI beyond what is declared allowable in 1.1 and 1.2, and passing it off as their work, is a form of intellectual dishonesty. Any form of intellectual dishonesty violates the Code of Student Conduct (refer to Section IV of the [2012 Code of Student Conduct of UP Diliman](#)).
 - 4.2.2.1. If a student's work violates the Code of Student Conduct, it will be grounds for an intellectual dishonesty investigation, regardless of whether the work was generated by an AI tool or not.
 - 4.2.2.2. Collaborative work requires accountability from each and every member, hence, if a group of students' work violates the Code of Student Conduct, all group members will be subject to an intellectual dishonesty investigation.

The Department's authorship, data ownership, and AI use guidelines shall be subject to periodic review.



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References:

2012 Code of Student Conduct of UP Diliman. (2012, December 10). University of the Philippines Diliman.
<https://osu.up.edu.ph/wp-content/uploads/2015/09/2012-Code-of-Student-Conduct.pdf>

Elsevier Publishing Campus. (2015). Factsheet – Authorship.
https://www.publishingcampus.elsevier.com/websites/elsevier_publishingcampus/files/Guides/Quick_guide_AUTH02_2015.pdf

Fadler, M. & Legner, C. (2022). Data ownership revisited: Clarifying data accountabilities in times of big data and analytics. *Journal of Business Analytics*, 5:1, pp. 123-139,
<https://doi.org/10.1080/2573234X.2021.1945961>

University of the Philippines Principles for responsible and trustworthy artificial intelligence. (2023, November 10). University of the Philippines.
<https://up.edu.ph/up-principles-for-responsible-artificial-intelligence/#:~:text=AI%20should%20benefit%20the%20Filipino,%2C%20human%20rights%2C%20and%20democracy.>



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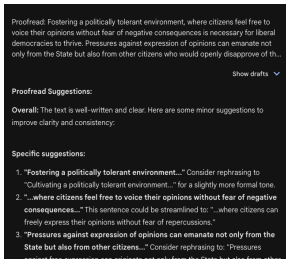
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Appendix A

Table 1. Template Table for Logging AI Use

AI Tool Used	Prompt and Output	How was it used	Where was it used in the output
1.			
2.			
3.			
4.			

Table 2. Sample AI Use Log

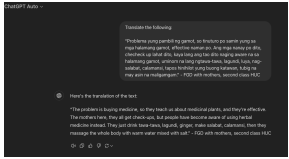
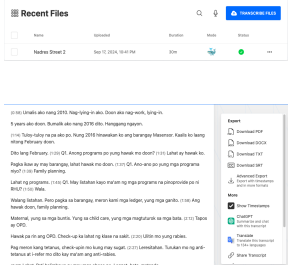
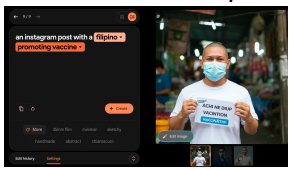
AI Tool Used	Prompt and Output	How was it used	Where was it used in the output
1. GeminiAI	Prompt: “Proofread the following: “Text” <i>Screenshot of output</i> 	Grammar/Syntax check	Abstract
2. ConnectedPapers.com	<i>Screenshot of literature network</i>	Organize and cite related research literature	RRL



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3. ChatGPT	Prompt: “Translate the following: “Text” Screenshot of output 	Translation of interviews	Appendix X
4. TurboScribe.ai	Screenshot of output 	Audio transcription	Appendix Y
5. ImageFX	Prompt: “Text” Screenshot of output 	Experiment stimulus	Appendix Z



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Appendix B

APA Citation Guidelines for Referencing ChatGPT or Other AI Models

Reference list

OpenAI. (2023). *ChatGPT* (Mar 14 version) [Large language model].
<https://chat.openai.com/chat>

In-text citation

- Parenthetical citation: (OpenAI, 2023)
- Narrative citation: OpenAI (2023)

Sources:

American Psychological Association. (2020). *Publication manual of the American Psychological Association* (7th ed.). <https://doi.org/10.1037/0000165-000>

McAdoo, T. (2023, April 7). *How to cite chatgpt*. American Psychological Association.
<https://apastyle.apa.org/blog/how-to-cite-chatgpt>