

**Artificial Intelligence Applications in
Clinical Hypnosis Publications:
The Good, the Bad, and the Ugly**

David B. Reid, Psy.D., F-ASCH
Editor-in-Chief
American Journal of Clinical Hypnosis
www.drdaavidreid.com
dreid@drdaavidreid.com

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LEARNING OBJECTIVES

- Attendees will identify three (3) advantages to using AI when writing and submitting clinical hypnosis manuscripts for publication.
- Attendees will identify three (3) disadvantages and challenges generated by the use of AI within the hypnosis publication community.
- Attendees will identify three (3) mitigating interventions that editors, reviewers, and publishers can employ to assist and guide authors given the complexities of AI.

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INTRODUCTION

- **The Shift:** Professional publishing is undergoing its most significant disruption since the invention of the digital press.
- **The Goal:** To leverage AI as a "copilot" while maintaining the "human-in-the-loop" standard.
- **Overview:** We will examine how AI accelerates workflows, where it fails, and the existential risks it poses to credibility for professional journal publications.

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**THE GOOD:
EFFICIENCY AND ACCESSIBILITY**

Accelerating the Speed of Science

- **Automated Summarization:** AI can distill massive datasets and long-form papers into digestible abstracts.
 - Rapid access to literature reviews (more on this later)
- **Language Bridging:** High-quality translation tools allow non-native English writers to publish in global journals with more confidence.
- **Administrative Relief:** AI handles formatting, citation management, and initial manuscript screening, freeing editors for higher-level review.

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**THE GOOD:
EFFICIENCY AND ACCESSIBILITY**

Enhanced Access to Publication Sources

- **Semantic Search:** Moving beyond keywords; AI understands the *context* of a query, helping researchers find more relevant citations.
- **Trend Analysis:** AI identifies emerging fields of study by analyzing publication patterns in real-time.
- **Instant Access to Writing Tools:** Grammarly, ChatGPT, SciSpace Copilot have empowered researchers to draft and refine manuscripts with a level of precision that was previously unheard of and unattainable

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**THE GOOD:
DEMOCRATIZATION AND LINGUISTIC INCLUSION**

Enhanced Discoverability

- **Access to Global Scholarship:** Researchers from diverse linguistic backgrounds have historically faced significant barriers to publishing in high-impact journals.
 - Limits authors from being penalized due to language barriers rather than the quality of their research
 - Non-English writers have greater opportunities for equal access to international publications
 - Enables international collaboration ensuring scientific communication is not restricted to geographic location
 - Rapid translation of articles and books into other languages

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**THE GOOD:
THE AMERICAN JOURNAL OF CLINICAL HYPNOSIS**

- Increased international submissions to AJCH with more readable manuscripts
- Less time and energy for reviewers to copy edit, doctor grammar, revise APA stylistics
- Rapid access to articles published by the AJCH
- Time will tell if this will influence publications metrics:
 - Impact Factor: Average number of citations received by articles published in last two (2) years
 - CiteScore: Average number of article citations published in last four (4) years including articles, reviews, conference papers).

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LET'S TRY SOMETHING

- <https://chatgpt.com>
- Past life regression and hypnosis
- Milton Erickson publications

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**THE BAD:
COGNITIVE EROSION**

- **Critical Thinking Skills:** Risk of skill decay, especially with junior professionals
 - Too much automation
 - Missed mentorship opportunities
 - Complacency in communication
 - Users are more passive and less engaged
- **Homogenization of both style and content:**
 - Large Language Models (LLMs) learn from existing datasets generating an "echo" of existing trends vs the production of genuine novel ideas (see next slide)
 - Increasingly similar content will manifest and dilute unique writing that drives innovation and in the case of Clinical Hypnosis, unique interventions, especially with case studies

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**THE BAD:
QUALITY CONTROL AND "THE GRAY AREAS"**

The Hallucination Problem

- **Fabricated Citations:** Large Language Models (LLMs) often invent sources that look real but don't exist.
 - LLM: An AI model trained on massive amounts of text data to understand, summarize, translate, and generate human-like language (e.g., ChatGPT, Google's Gemini, Microsoft's CoPilot)
- **Surface-Level Analysis:** AI-generated text often lacks the nuance, skepticism, and deep critical thinking required for professional discourse.
- **The "Vibe" of Authority:** AI writes with immense confidence, which can mask factual inaccuracies or logical fallacies.

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**THE BAD:
QUALITY CONTROL AND "THE GRAY AREAS"**

Ethical Gray Areas

- **Ghostwriting Concerns:** Where does "editing assistance" end and "fraudulent authorship" begin?
- **Disclosure Dilemmas:** The lack of universal standards for when and how to credit/use AI in a published piece.
 - Taylor & Francis established guidelines but each Journal may have different permissions and restrictions for AI use.

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**THE BAD:
AMERICAN JOURNAL OF CLINICAL HYPNOSIS**

- **"Officer" Editor-in-Chief:** The need to police submissions for authenticity
 - I have already rejected two manuscripts since April 2024 due to suspected AI manufactured papers
 - One manuscript lacked references, statistical analysis, and was clearly generated by AI.
- **Scripts, scripts, and more (bad) scripts:** AI generated scripts that lack any sense of individualization, despite the need for standardization and control led studies.
- **What is Clinical Hypnosis?:** The AI generation of varied definitions of clinical hypnosis in manuscripts that dilutes clinical research

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LET'S TRY SOMETHING

- <https://gemini.google.com/app>
- Let's make a script!
- Define clinical hypnosis

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**THE UGLY:
INTEGRITY AND EXISTENTIAL RISKS**

Paper Mills and Mass Fraud

- **Synthetic Content at Scale:** Bad actors use AI to generate fraudulent papers, overwhelming the peer-review system.
 - Generate mock datasets, fabricated graphs, and entire fraudulent manuscripts.
 - This phenomenon clearly poses a threat to academic integrity
- **Detecting the Undetectable:** As AI improves, "AI Detectors" are becoming less reliable, leading to a "cat-and-mouse" game between fraudsters and publishers.
 - AI-generated content that does not match any existing indexed work.
 - AI has been used to generate case reports in medical journals, indistinguishable from those human authors
 - Infiltrating research with potentially dangerous inaccuracies.

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LET'S TRY SOMETHING

- <https://chatgpt.com>
- Write a case study paper for me!

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**THE UGLY:
INTEGRITY AND EXISTENTIAL RISKS**

Paper Mills and Mass Fraud

- **Disappearance of Author Transparency:** Utilization of fake, AI-generated personas, including AI generated headshots, pen names
 - Sports illustrated published product reviews under the bylines of nonexistent authors.
 - Authors were assigned elaborate biographies and profile pictures sourced from AI headshot marketplaces.
 - SI denied using AI, attributing the incident to a third-party commerce company that had used "pen names"
- **Getting through the cracks:** When AI generated publications are not identified and are ultimately published

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**THE UGLY:
UAINS**

The Rise of Unreliable AI-Generated News Sites (UAINS)

- UAINS with minimal human oversight, no disclosure of AI involvement.
- NewsGuard (<https://www.newsguardtech.com>) has identified over 2,000 such sites operating in 16 languages
- Generic names like "Ireland Top News" or "Daily Time Update" mislead consumers.
- Industrialization of "Slop Content" is funded largely by programmatic advertising
- Top brands unintentionally support content farms because ad-tech companies cede control over where advertisements are displayed.

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**THE UGLY:
THE AMERICAN JOURNAL OF CLINICAL HYPNOSIS**

Scientific Misconduct and Rogue AI

- Potential for "ugly" outcomes extends to the very heart of the scientific method
- Surveys indicate that a significant percentage of scientists admit to questionable research practices (Kwon, 2025, *Nature*; Laing, 2025)
- Authors frequently under-report use of AI and LLM (Glynn, 2024, *Intelligent Pharmacy*)
- AI provides an easier, cheaper, and quicker way to falsify data
- Rogue, super-intelligent AI systems: Could lead to a technological singularity, posing an existential threat to the control and dissemination of human knowledge.

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AJCH AND TAYLOR AND FRANCIS: APPROACH TO AI IN PUBLICATIONS

- **Comprehensive AI Policy:** T&F introduced an AI policy for authors, editors, and reviewers, emphasizing that researchers are fully accountable for the originality and accuracy of their submissions.
- **Prohibition of AI-Generated Images:** The policy strictly prohibits the use of ai-generated images, figures, or graphs in scholarly publications to prevent scientific misrepresentation.
- **Mandatory Disclosure:** Authors must disclose any use of generative AI tools in their work, specifying the tool name and how it was used.

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AJCH AND TAYLOR AND FRANCIS: APPROACH TO AI IN PUBLICATIONS

- **Integrity Detection Tools:** T&F uses AI-powered tools, such as Imagetwin and CrossRef Similarity Check, to scan for manipulated images, fabricated data, and plagiarism.
- **Restricting Reviewer Use:** Editors and reviewers are prohibited from uploading unpublished manuscripts into external AI tools to prevent breaches of confidentiality.
- **Refusing AI Authorship:** T&F mandates that AI tools cannot be credited as authors, as they lack the accountability and capacity to consent.

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T&F SUMMATION

Taylor & Francis is fighting the *negative* impacts of AI (fraud, misinformation) by using AI-driven detection, while simultaneously embracing the *commercial* and *functional* aspects of AI by training large language models with their and their authors' content.

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CONTROVERSIAL T&F APPROACH

- **Licensing data to Microsoft:** in 2024, T&F signed a \$10 million deal with Microsoft, granting them access to over 3,000 journals to train AI models.
- **Reinvestment in Security:** T&F argues this deal allows them to protect author rights, control verbatim text reproduction, and invest in better AI detection tools.
- **Backlash:** Many academics have expressed concern that this deal allows for the exploitation of their work without explicit consent or easy opt-out options, with some calling it a "worrying precedent."

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CONCLUSION AI: THE GOOD, THE BAD, & THE UGLY

- **THE GOOD:** Enhanced access to publication services, discoverability, and opportunities for non-English writing authors
- **THE BAD:** Cognitive erosion, the hallucination problem, ethical gray areas
- **THE UGLY:** Paper mills and mass fraud, scientific misconduct, rogue AI
- **AJCH AND T&F:** Mostly self-report, "Honor Code Pledge" with AI use
- **T&F APPROACH:** "Sold out" to Microsoft???
- **FUTURE OF AI IN PROFESSIONAL PUBLICATIONS:** Time will tell, but authors may not!

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