Editorial

It is a true honor to serve as editor for *The Behavior Analyst* (*TBA*), and a responsibility that I approach with enthusiasm based on several factors. Paramount among these is the strong foundation that has been established for the journal by my predecessors. Thanks to their good leadership, *TBA* now generates a steady flow of substantive articles on many of the conceptual, methodological, and professional issues most critical to our field. The *On Terms*, *On Books*, and *In Response* sections have provided additional mechanisms for critical examination of our own practices, and those from related disciplines, in a dynamic format that allows spirited exchange. It is my goal to work to maintain these strengths of the journal.

A second basis for my enthusiasm involves the challenge of building on the solid foundations already laid. In this regard, it is my heartfelt belief that *TBA* holds considerable unrealized potential as a resource for our field. With a circulation of over 3,500 and nearly worldwide distribution, *TBA* reaches the broadest possible audience of behavior-analytic scientists and practitioners, spanning domains of basic and applied inquiry, academic disciplines, job settings, and geographic boundaries. In short, *TBA* addresses the field in a way that simply isn't possible with any of our more specialized journals. If your message deserves to be heard broadly, to have its maximal influence on behavior-analytic thinking and conceptualization, I hope you will use *TBA* as an important outlet for your work. If your views or data are familiar to one community of behavior analysts but carry general implications or simply merit wider attention, consider writing a review or tutorial on the topic. Publication in *TBA* guarantees that your work will be seen, and seen widely.

The close ties between *TBA* and the Association for Behavior Analysis (ABA) represent another source of strength for the journal. As an official organization publication, *TBA* can only benefit from ABA's continued growth and development in technology, in financial security, and especially, in membership. One of the most personally rewarding dimensions of being involved with ABA governance over the past several years has been the opportunity to learn firsthand about the remarkable range of good work being conducted today by our members. It is a testament to the vitality of the field that behavior-analytic approaches are finding their way into increasingly diverse settings, targeting an increasingly diverse range of problems, and receiving attention from increasingly diverse journal and conference audiences. As our impact widens, so does the importance of a scholarly mechanism by which to keep the broader behavior-analytic community in contact with all new developments; *TBA* stands to serve that function. Progress reports and reviews of successful behavior-analytic enterprise inform readers' scholarship and teaching, capture student interest in directions they might not have considered otherwise, and create ready ammunition for providing others (e.g., colleagues, administrators, federal agencies) with evidence of the health and value of our approach. I encourage all ABA members to participate in this critical form of promoting behavior analysis.

Of course, *TBA* will continue to feature the strong conceptual analyses and interpretations that have been its forte since inception. I hope to encourage here ongoing examination of issues that have been the traditional province of behavior analysis and to increase attention to topics that have most typically been viewed as the domain of

other behavioral sciences. With the maturation of behavior analysis have come the tools, both conceptual and methodological, to deal with the entire spectrum of behavioral phenomena, including those once thought to be beyond the scope of an environment-based approach. Our inductive approach has gradually given rise to integrated analyses of ever increasing complexity, based on strong empirical foundations. Once again, the nature of *TBA* allows an ideal venue for consideration, support, and selection of such work. Recasting classic psychological phenomena within a behavior-analytic framework or integrating disparate literatures with our own are some examples of work that can inspire further development and evidence our willingness and ability to tackle the tough questions that other behavioral scientists hold to be of fundamental importance. I would like to challenge authors and readers to consider this an important mission of the journal, taking our science forward and in a way that can facilitate impact outside of behavior analysis as well.

A few words also seem to be in order here about preparing a submission for *TBA*. In my experience with the journal to date, the single most common form of feedback to authors has involved reminders related to audience control. To sum, the broad readership that makes publication in *TBA* attractive also presents important challenges for authors. On the one hand, bringing specialized topics and literatures to a more general audience can require careful attention to establishing the importance of the issues or questions being examined. Basic assumptions and common jargon from one subfield (even within behavior analysis) may be unfamiliar to those who work in a different area and necessitate direct treatment. On the other hand, our reader-

ship is highly sophisticated with respect to behavioral analyses, one for whom truisms or platitudes will not suffice. Although no analysis is ever complete in the sense of providing definitive resolution, effective *TBA* submissions will present well-developed arguments and scholarly treatments. Whether the paper's thesis represents a conventional behavioral perspective or takes exception to one, contributions are expected to inform and challenge our thinking about behavior and behavior analysis. I encourage prospective authors to let these audience variables assume their necessary role in influencing a successful manuscript.

One final cause for enthusiasm about *TBA* deserves special mention. I am delighted to report that Nancy Neef and Marc Branch have graciously agreed to serve 3-year terms as associate editors. We could not ask for any finer or more experienced editorial team. As previous editors of the *Journal of Applied Behavior Analysis* and the *Journal of the Experimental Analysis of Behavior*, respectively, both Nancy and Marc have established a legacy of sensitive editorial leadership that is wise, fair, and constructive, and that can now be included among the assets of *TBA*. Through them, the journal will enjoy the benefits of the contingency-shaped knowing that results from their combined contributions to literally every facet of our discipline. And with three action editors on board, we can now promise timely processing for all submissions. I look forward to working closely with Nancy and Marc, with our distinguished Board of Editors, and with our future authors. I believe we can make *The Behavior Analyst* a showcase for all that the field has to offer. Please join us.

Carol Pilgrim
Editor