

Editorial

This is a particularly nice time to be editing *The Behavior Analyst*. We are beginning the 20th volume of the journal, and it has successfully made the transition from an association newsletter to a regular outlet for substantive intellectual work in the field of behavior analysis. Under the recent leadership of Margaret Vaughan, the journal continued its fine tradition of publishing the best writing about the field. Jack Marr has ably completed his term as Associate Editor, and Phil Chase, his replacement, has taken on responsibility for both book reviews and working with submitted manuscripts.

I perceive no need for major changes in direction or policy of *The Behavior Analyst*. The range of content for submissions remains very broad, including conceptual analysis, historical treatments of key issues in the field, essays based on published books, and articles about the place or role of behavior analysis in society. Topics related to education have recently been featured, and we will continue to encourage behavior-analytic focus on that topic. We also continue to welcome tutorials on important topics in behavior analysis, commentary on previous articles, commentary on terms, and essays in memory of notable behavior analysts upon their death. The invitation of topics is intentionally broad; the addition of substantive conceptual articles is meant to supplement the journal's original function as the printed meeting place for the association, not to replace it. Inquiries about potential articles are welcomed; please note that tba@unlinfo.unl.edu is the journal's E-mail address. The guidelines for submission at the back of the journal are largely unchanged; please note that the corresponding author's complete address should include an E-mail address if one is available. Much of the communication about manuscripts will be handled electronically,

and the final submission of accepted manuscripts will be accompanied by an electronic copy.

I would like to encourage authors to consider the broadest potential audience for their writing, including readers who may not identify themselves as behavior analysts. Many times there are opportunities to share the best published behavior-analytic work with colleagues who are unfamiliar with the many fine contributions of our field. Giving reprints of our best work is a very effective way for behavior analysis to become better appreciated in psychology and for colleagues to learn the full range of our work. Occasionally it is difficult to share published behavior-analytic scholarship, however, because the language is either particular to behavior analysis or strongly chauvinistic in tone; it is sometimes necessary to provide a glossary of terms or to explain the context in which strongly worded claims for behavior analysis are made. In this spirit I would like to invite authors to use professional language and writing style that would be accessible to all psychologists. The editors will not act as language police, changing behavioral terms to general language or vice versa, but there will be no requirement that all articles be written exclusively for a behavior-analytic audience.

In a similar vein, it is essential that authors represent nonbehavioral perspectives accurately. We all find it annoying to read articles that criticize behavior analysis for positions not generally held within our field, and we should be certain that we are being accurate in our portrayal of perspectives we challenge. In addition, there should always be respectful treatment of alternative views, no matter how harsh others have been in their treatment of behavior-analytic positions. When appropriate, the editors will ask for com-

ments from reviewers who are not behavior analysts; in particular these reviews will focus on the accuracy of claims about work in the specialty areas of the reviewers. These reviewers' comments will not be used to preclude the publication of behavior-analytic writing; they will be used only as a resource for authors and editors to assure that we are representing various perspectives in an informed manner.

Both Phil Chase and I view ourselves as facilitators of your communication, not as gatekeepers or filters.

It will be our presumption that your taking the time to write for your colleagues indicates that serious intellectual work is taking place. We will try to find a way to help authors get their work to their audience. Although you and we will not always succeed, our goal will be to identify the best that your work has to offer and help you develop it. In that spirit we look forward to this opportunity to serve the behavior-analytic community.

Daniel J. Bernstein
Editor