Editorial

It is an honor to become the 9th Editor of *Memory & Cognition*. I was a graduate student when the journal was launched in 1973, and my first publication appeared there the following year (Nelson & MacLeod, 1974). As a result, I have always had a special affection for the journal (and long ago forgave the accidental misspelling of my name on the cover). Intriguingly, the lead author of that paper—my dissertation supervisor, Tom Nelson—is now the Editor of the *Journal of Experimental Psychology: Learning, Memory, & Cognition*. Twenty-eight years ago, we certainly did not foresee this state of affairs.

In this brief editorial, I have two goals: to provide an updated “mission statement” and to thank a number of important people. Beginning with the mission statement, I have three things to say. First, I do not see *Memory & Cognition* as requiring any radical reshaping, so none is planned. I would simply highlight that my predecessor’s mission of reducing the length of articles has been successful, and I believe that this has been very good for the journal. The current editorial team—myself and the seven Associate Editors—will continue to encourage and to help authors to present their work in the most concise way possible, consistent with clarity and good science. Of course, this does not mean that there is no place for a longer paper in the journal. A terrific 12-experiment paper is certainly welcome, but of course it would have to be the tightest and simultaneously most readable 12-experiment paper in history!

Second, as the first Editor of the journal from outside the United States, I wish to recognize that the journal—indeed, the science—is becoming ever more international. In keeping with this, the new editorial board has representation from 10 countries, and we will certainly look to the entire world for expert reviewers, as well as for outstanding submissions describing new research. Has cognitive psychology truly become increasingly international in the 29 years of *Memory & Cognition*’s existence? As a “rough and ready” index, consider just papers having one or more authors from outside the U.S. In 1973, these papers made up 13% of the articles and represented 3 countries, in 1987 they constituted 38% and represented 7 countries, and in 2001 they reached 41% and represented 15 countries. On this primitive measure, the answer is certainly “yes.”

The third element of my mission is to increase further the use of electronic tools that will speed operation and reduce lag. Our aim is ordinarily to have an action letter in the hands of authors within 3 months after the date of submission. To help attain this goal, we announced in July that PDF submission of manuscripts was encouraged (see the submission instructions on the inside cover of this issue or visit the Psychonomic web site, www.psychonomic.org/MC/manuscript.htm). Immediately, we were receiving 10% PDF submissions; 6 months later, we are at over 60% PDF submissions and growing. This has permitted much faster transmission to reviewers. Naturally, all communications are by electronic mail, which also speeds contact.

At the end of the day, of course, the ability of the editorial team to reply quickly hinges on the greater community of cognitive psychologists: the reviewers. Submissions to *Memory & Cognition* have climbed quite dramatically in recent years, taxing already very busy researchers who are asked increasingly often by us and by other journals for their expert advice on new work. We will try to spread our requests, and not to rely on those reviewers who always say “yes” and are thorough and fast (though you do have a special place in our hearts!). Of course, we cannot be aware of what other journals ask of you. All we ask is that you try to say “yes” to *Memory & Cognition* as often as you can, and then try to keep to the deadline. We aim to have the action letter in the hands of the author within 2 weeks after the time of receipt of the last review. With timely reviews come timely action letters.

The second purpose of this editorial is to acknowledge and thank some wonderful colleagues. I am especially grateful to my predecessor, Morton Gernsbacher. She did a remarkable thing: When I asked the Publications Committee whether the start of my term could be delayed 6 months

to allow me to complete a sabbatical leave, I was doubtful that this would be possible. But Morton instantly volunteered to remain as Editor for the extended period! As anyone who has ever been an Editor knows (I was previously Editor of the *Canadian Journal of Experimental Psychology*, so I have some experience), when the end is near, you are more than ready to step down, so this was service well beyond the call of duty. Indeed, these thanks extend as well to the members of her Associate Editor team who also stayed on the extra half year.

Finally, I wish to thank the new editorial team. First, I am very grateful to the new Associate Editors—Veronica Dark, Robert Greene, Evan Heit, Michael Kahana, Lee Osterhout, Gabriel Radvansky, and Jay Rueckl—for agreeing to serve and for their excellent work in the period of transition over the first 6 months. They all came very highly recommended, and it is absolutely clear to me why: They do great work and it is a pleasure working with them. I also am grateful to the consulting editors. To those who are new, thanks for signing on and welcome aboard. To those who remain on the board and to those who stepped down to make way for the new members, thank you for your longstanding service to the field.

There is one other member of the team whose work is often less visible but nonetheless absolutely crucial. The journal is fortunate indeed to have Darren Furey as the Editorial Assistant running the daily operations in Toronto. He has been indispensable, ensuring that we are responsive to authors and reviewers. Thanks also, as always, to the team in Austin at the Psychonomic Society office (see their web site at www.psychonomic.org/contact.htm), who produce the journal with consistent attention to quality.

Over our term, we on the editorial team look forward to reading about terrific new cognitive research. Thank you for sending it to us and for helping us to provide the high-quality, timely peer review that is so essential. Of course, we always welcome your input, so please feel free to contact us any time at memcog@utsc.utoronto.ca.

Colin M. MacLeod

Editor