

Moving On

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The term of Jennings Bryant and David Roskos-Ewoldsen as coeditors of *Media Psychology* is ending, and we would like to thank them for their amazing work in founding the journal and taking it to a position of such clear quality in a remarkably short time. Jennings and David actually served two terms, and their vow was to remain at the helm until the journal was well established and capable of sustaining their direction.

To merely say that they have accomplished their goals is clearly an understatement. The journal is thriving. Both the quality and quantity of submissions to *Media Psychology* have increased steadily over the years. Even more astounding is that in the 7 short years of its life, the journal has gained such stature and respect by media psychology scholars that it now ranks second in impact for Communication in the latest issue of *Journal Citation Reports*.

Our goal as incoming editors is to maintain this path of excellence. We wanted to take this opportunity to communicate to both readers and authors of *Media Psychology* how we intend to do this. Based on the success of the journal, it should be clear that not much will change in terms of focus or rigor. However, there are a number of procedural changes that we will be implementing that we hope will increase even further the willingness of scholars to submit their best work to the journal.

One major change is the submission process. With the generous help of Lawrence Erlbaum Associates, Inc., *Media Psychology* has now gone to an entirely electronic process for all submissions¹, reviews, and communications between editors and authors and between editors and reviewers. We expect that this procedure will greatly reduce the time it takes for manuscripts to go through the review process.

However, we are also taking steps to even further reduce the turnaround time for manuscript review. Prior to accepting manuscripts, we set about to choose an Editorial Review Board. Our primary criterion for choosing members was a clearly high level of expertise in a particular area relevant to media psychology, and we chose members who adequately represent these many different areas.

However, we had one additional criterion. In issuing invitations to join the board, we specifically asked each invitee to commit to returning their review within 21 days of receiving it. All have agreed to do so.

Given this commitment, and the time saved as a result of going to an all-online process, our goal is that for papers sent out for external review, we will attempt to maintain a 28-day period between when a paper is submitted and feedback is provided to the authors. For papers not sent out for external review, the period will be even shorter. Clearly, this will require a huge commitment from everyone—authors, reviewers, and of course, the editors; we think the outcome will be worth the effort. Our goal is to increase the attractiveness of *Media Psychology* to scholars as a journal of first choice for submitting their best work. However, these changes should not be considered simply good marketing. Rather, they are also consistent with the goals of good science: pushing our knowledge base forward as quickly and efficiently as possible.

We would also like to comment on the types of manuscripts we are interested in receiving at *Media Psychology*. In this regard, we expect that little will change as a function of the change in editors. As before, we are interested in receiving papers that report original research and scholarship that is at the nexus of psychology and media communication. The goal of *Media Psychology* is to advance our theoretical understanding of the media and its effects. This includes understanding the antecedents and motivations of media use as well as the processes that produce particular effects. The operative term in the goal statement, however, is *theoretical*. The primary criterion for acceptance will be the extent to which a submission makes a contribution to theory in areas related to media psychology. Thus, papers must go beyond mere description of a phenomenon and locate the contribution within existing or new theoretical frameworks.

Though the vast majority of articles published in *Media Psychology* have been empirical ones that use newly generated data, we will maintain the policy that Jennings and David established of also considering meta-analyses and integrative review articles. However, the primary criterion of acceptance for these articles will be the same as all others: They must go beyond description to make a theoretical contribution.

As Jennings and David noted in their editorial in the first issue of *Media Psychology* (Bryant & Roskos-Ewoldsen, 1999), the journal is explicitly interdisciplinary. This is reflected not only by the title but also by the affiliations of both authors and Editorial Review Board members. Thus, we encourage and expect submissions from many different disciplines, including but not limited to communication, psychology, business, political science, sociology, anthropology, and public opinion. We are also not restrictive in terms of methodology. We are open to both quantitative (e.g., experiments, correlational studies, econometrics) and qualitative (e.g., ethnography, depth interviews) methods. Again, the uniting

attribute will be the extent to which the research makes a contribution to theory within or across disciplines.

We are both proud and honored to be given the chance to take over as editors of *Media Psychology*. We look forward to working with you all.

NOTES

¹Authors should submit manuscripts to www.editorialmanager.com/mep. Complete and detailed instructions are provided.

REFERENCES

Bryant, J., & Roskos-Ewoldsen, D. (1999). Raison d'Être. *Media Psychology, 1*, 1–2.

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