

Editorial

Social Psychological and
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Sometimes ideas simply come of age. This certainly seemed to be the case when several different groups of scholars began testing the waters for launching a new journal in social and personality psychology. All had the same basic idea, that is, that the field would benefit from a new short reports journal devoted to publishing cutting edge developments in the field. The vision for this new journal was to develop a social and personality psychology specific version of *Nature*, *Science*, or *Psychological Science* that would promise quick review times and brief, exciting, short reports. Although initially different societies were competing to sponsor this new journal, it soon became clear that there was much to be gained by combining our efforts and collaborating to make the new journal a reality. Toward this end, representatives from the Association for Research in Personality (ARP, represented by Brent Roberts), the European Association of Social Psychology (EASP, represented by Carsten de Dreu), the Society of Experimental Social Psychology (SESP, represented by Linda Skitka), and the Society for Personality and Social Psychology (SPSP, represented by Rich Petty) began to work in earnest in the spring and summer of 2009 to develop a joint venture agreement between the participating societies, prepare the journal prospectus, and vet proposals from publishers. By winter, work began on finalizing agreements between the cooperating societies to formally create a Consortium for Social and Personality Psychology that would provide oversight of the business side of the journal for the societies. We held a contest for the journal name, Vincent Yzerbyt joined the team as editor-in-chief, and we entered into a contract with SAGE. The journal officially “opened” for business and began receiving manuscript submissions on May 1, 2009.

The decision to launch the new journal was based on several factors. First, we were all aware of the interest of our colleagues in both producing and reading more short report articles. Although there is an important place for articles that report on a large number of studies that really pin down a phenomenon of interest, there also seems to be an important place for fresh, new ideas that should be disseminated to the field well before every nuance has been examined and pinned down. Although there are some outlets for works such as these, there seemed to us to be a much greater supply and demand for this kind of work than what could be served by our existing journal outlets. Second, we believe that the dynamism of a short reports journal has considerable promise to energize the field and encourage new advances much more quickly than would be possible following the more traditional models of other journals in social and personality psychology. Finally, putting

together a collaborative venture that now includes not only ARP, EASP, SESP, and SPSP but also the Society of Australasian Social Psychologists (SASP) and the Association for Asian Social Psychology (AASP) as co-sponsors of the journal, creates a global platform for sharing hot new developments in theorizing and research across the full community of scholars in social and personality psychology. *Social Psychological and Personality Science* will have amazing reach given that all members of these societies will have access to the journal.

We have assembled a world-class team of associate editors (Olivier Corneille, Christoph Klauer, Michele Gelfand, Sam Gosling, Carolyn Morf, and Tom Postmes—Kerry Kawakami and Paula Niedenthal also will join the editorial team in January 2010) and an editorial board whose expertise covers an amazing number of topics in social and personality psychology. The editorial team is committed to representing all of social and personality psychology, and welcomes submissions from all areas of the field. The editorial philosophy of *Social Psychological and Personality Science* includes a commitment to providing very quick turn-around time on manuscripts. We are already achieving our goals in this area for two reasons: a careful editorial review and screening process that determines whether articles get sent out for review, which has led to a 25% desk reject rate, and the enthusiastic cooperation of ad hoc reviewers and members of the editorial board in responding to requests to review and providing reviews within the requested time frame. The journal already has received well over 300 submissions, and as the articles that are published in this first issue demonstrate, we are confident that the journal is going to be as vibrant and exciting as we hoped when launching this enterprise. At the current rate of submissions and given the quality of the submitted work, the journal seems on track to grow from four issues per year in 2010 to six issues per year in 2011.

We are grateful to all those who have worked so hard to make this journal a reality. We are also grateful to the authors who have taken the risk of submitting their work to a yet unknown entity and who have given the journal such a strong start by providing such a range of good material to publish in its pages. We hope this initial selection of articles will stimulate new ideas and further innovative contributions to the journal.

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