This issue marks the commencement of the first new editor at *Social Cognition* in 14 years. In this, the 25th year of the journal’s existence, I become only the third editor of *Social Cognition*. I have two major goals as editor. First, I hope to maintain the excellent standards set by my predecessors. The journal and the field of social cognition as a whole owe a tremendous debt of gratitude to the vision and leadership provided by David Schneider and Don Carlston in shepherding *Social Cognition* for 24 years. Under their guidance, the journal has become a spectacular success, consistently posting citation rates that are competitive with general social psychology journals rather than other specialty journals. My second goal is to enjoy a shorter term as editor than either David or Don!

Of course, neither David nor Don achieved this success on their own. Both were aided by a number of excellent associate editors over the years. I, too, am fortunate to enjoy the services of a superb group of associate editors: Serena Chen, Olivier Corneille, Ap Dijksterhuis, Jens Förster, Eric Johnson, Marcia Johnson, and Tory Higgins (who returns to his long–time role of special issues editor). I am delighted to be joined by such a distinguished group of scholars in this endeavor.

**CHANGES IN THE FIELD/CHANGES IN THE JOURNAL**

Since the journal’s first volume in 1982, there have been significant changes in the field of social cognition. In considering how to move the journal forward successfully, we have responded to these developments. These plans were formed over the past few
years in discussions with the current and previous editors, as well as with the editorial board.

The most significant change in the field is that social cognition, once a splinter group that included a relatively small number of adherents, has now become very much a mainstream approach. For historical reasons, the approach was first applied within the subject of impression formation and then social perception, more generally. However, social cognitive analyses are now well represented within almost every content area in social psychology. This is a welcome development, and it is not unexpected. For, despite the occasional misrepresentation, social cognition has never been about a particular topic of research. Rather, it is a level of analysis that may be applied to any research domain.

As a response to the increased breadth of social cognitive analyses, we are making a concerted effort to publish papers on topics that traditionally have not been well represented in the journal. As an example, we are encouraging those who do social cognitive research on interpersonal processes to consider Social Cognition as an outlet for their research. Another focus is increasing the number of papers published on judgment and decision making. Though researchers in these areas have relied on social cognitive analyses for many years, Social Cognition has not been a frequent destination for their research. Finally, beyond developments in new content domains, the field also is experiencing rapid expansion in the use of psychophysiological and neuroscientific methods to understand social cognition. Publishing work from these approaches is another area of emphasis as the journal moves forward. The additions of Serena Chen (an expert on interpersonal processes), Eric Johnson (past president of the Society for Judgment and Decision Making), and Marcia Johnson (an eminent cognitive psychologist and neuroscientist with a strong familiarity with social psychology) as associate editors are meant to encourage submissions from these important areas of research. Of course, Social Cognition will continue to publish articles from traditional areas of interest, as well.

Another major change in the field since 1982 has been the internationalization of social cognition research. Whereas the field initially was largely an American endeavor, the quantity of superb research conducted on other continents has grown exponentially
in the past 20 years, particularly in Europe. Reflecting this development, three of the journal’s new associate editors (Olivier Corneille, Ap Dijksterhuis, and Jens Förster) are Europeans. They also are some of the best researchers and editors our field has to offer. Hopefully, their appointments will help to encourage social cognition researchers in Europe and throughout the world to view the journal as a natural and attractive outlet for their research.

Yet another important development reflecting the increasing size, breadth, and international nature of our field is the marriage of *Social Cognition* and the International Social Cognition Network (ISCON). ISCON was formed in 2003 as a joint enterprise between the European Social Cognition Network (ESCON) and the Person Memory Interest Group (PMIG) to act as an umbrella society to advance the international study of social cognition. With the publication of this volume, *Social Cognition* is proud to become the official journal of ISCON. All members of ISCON receive the journal for free. Ultimately, this will increase the size and stature of both ISCON and *Social Cognition*.

NEW FORMATS

Another development at the journal is the establishment of new publication formats. In addition to standard articles, the journal will now publish brief reports (empirical pieces) and reviews (reviews of ongoing research within a lab) of fewer than 4000 words. The goal of these new formats is to increase the speed with which new and exciting research can find its way into the hands of social cognition researchers. Not every important new development requires five studies and a 60 page manuscript.

One unique feature of *Social Cognition* that has been retained is our commitment to publishing special issues on hot topics that are attracting the field’s attention. These special issues permit in–depth examinations of important questions from multiple perspectives, an opportunity that is unique among empirical social psychology journals. It is hard to imagine a more appropriate editor for such broad assessments than Tory Higgins.
We also are emphasizing a rapid editorial process to further decrease the time between discovery and publication. We are aiming to keep the editorial turn around to under two months for standard articles, and under six weeks for brief reports and reviews. In our first three months of handling manuscripts, the average turn around time (all full articles, so far) has been 63 days: so far, so good. The journal also has a very brief publication lag (approximately 6 months at the moment). Thus, the short delay between initial submission and publication is a real strength of the journal.

In sum, this is an exciting time for *Social Cognition*. The field has expanded significantly in terms of content applications, methodological approaches, and international representation. We have instigated a variety of changes at the journal to respond to the field’s expansion, including our association with ISCON. We also have acted to enhance researchers’ ability to publish their findings in a timely manner. I thank Seymour Weingarten and all the folks at Guilford Press for helping us to institute these changes. Their support has been outstanding.

Ultimately, the ongoing success of the journal is up to you: the social cognition research community. It is up to you to send us your quality research and to read and cite others’ research published in this journal. I hope you will participate in the ongoing development of our journal and our field.

*Jeffrey W. Sherman*
*Editor*