

A Word from the Editor-in-Chief

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I am happy to provide you with the first issue of MBR—one of three issues to make the first 2011 volume. This first issue serves as a brief teaser on aspects of hypnosis whereas upcoming issues 2 & 3 address the theme of placebo responses and placebo effects.

MBR is an international, peer-reviewed, open access, online journal, publishing original research, reports, reviews and commentaries on all areas addressing the interface of brain, mind, and behaviour. As part of our aims and scope, I envisage publishing scientific reports spanning trailblazing research in cognitive neuroscience, psychiatry, psychology, neurobiology, neurology, neuropharmacology, psychopharmacology, and psychosomatics alongside towering clinical vignettes. For more information, please explore our website.

I harbour great optimism for electronic publishing. It seems to me that paper journals are obsolete. They are slow, kill trees, hinder rapid exchanges, expensive, consume shelf space, and I can go on and on about search engines and cross-referencing, instant continuing education credit, etc. In this regard, I expect MBR to join other leading open-access journals and become a model for the future—a journal that provides interactive information, rapid dissemination, video streaming, podcasts, blogs—to anyone who can connect to the web. I really think this type of journal is inevitable... On the other hand, paper journals are still going strong, perhaps because of readability, tradition-bound tenure committees, inertia, phobia of Internet and technology, etc. Journals that are available both electronically and in hard copy are thriving, but the writing on the wall is getting clearer and electronic publishing will probably take over sooner or later.

Starting a new journal and sustaining it going strong are two different missions. I have done the former—no small feat—but for it to be a success, you will have to be an active part of the latter. Getting submissions of sufficient quality and quantity to meet the high standards of the editorial leadership will likely pose a continuous challenge. We have to be careful not to have most of the articles we accept be articles we invite.

While there are no paper, postage, or printing costs for MBR, other costs remain, including editorial honoraria, editorial office expenses, copy editing, electronic mark-up, video filming and editing, Internet Services support, and maintaining and updating of the online file. Despite good readership numbers, for the cost/benefit of MBR to triumph, you will need to submit your best work for publication. One of the core issues, as I see it, will be to overcome the lingering reticence some authors maintain toward electronic publishing.

I feel proud at the quality of the material we have lined up for the first volume (i.e., Issues 1–3 throughout 2011) and would like to extend my gratitude to our sponsors, authors, and especially to my hardworking staff: Natasha Campbell, Noémie Aubert Bonn, Veronica de Jong, and Dr. Cory Harris.

This undertaking constitutes an interesting publishing experiment and one that is hardly a spectator sport. I encourage you to register for MBR, read its content and explore its many features. We look forward to receiving your most relevant materials and considering them for publication in MBR.

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