

Social Forces Tomorrow

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This volume of *Social Forces* marks the beginning of our new publishing relationship with Oxford University Press. Until recently, the University of North Carolina Press had published *Social Forces* since it was founded in 1922 by pioneering sociologist and social activist Howard Odum. We are grateful to the UNC Press for their support over these many years.

During the year and a half since I took over the editorship of *Social Forces*, I have been impressed and very appreciative of the esteem in which the social science community holds this journal. I thank my predecessor, Editor François Nielsen, for his efforts in maintaining its high quality. I am also grateful to our Managing Editor, Jane Shealy, who has done a masterful job in editing manuscripts and fortunately for us all will continue to oversee the journal with OUP. Aaron Thomas, our editorial assistant, was terrific in helping me navigate the electronic submission system; we wish him all the best as he pursues the next chapter of his life. Student associate editors Colin Campbell, Cheryl Roberts, Rosemary Russo and Tiantian Yang, who helped find appropriate reviewers for the more than 400 submissions we received over the past 18 months, also ably assisted me. We all owe a special note of thanks to Howard Aldrich, chair of the UNC-Chapel Hill Sociology Department, who instituted and led the effort that culminated in the new relationship with OUP.

While there will be many changes, some things will remain the same. *Social Forces* will continue to highlight the best in sociological inquiry while at the same time exploring the realms shared with social psychology, anthropology, political science, history and economics. The journal will continue to receive guidance and support from the University of North Carolina's Department of Sociology as well as an expanded International Editorial Board.

Technological Advances, New Publishing Opportunities

Our partnership with OUP will create a number of exciting new options for the authors and readers of *Social Forces* articles. These exciting developments will enable *Social Forces* to take advantage of the latest technological developments in disseminating its articles and book reviews.

These new opportunities include:

1. The online availability of digitized versions of all material published in *Social Forces* back to Volume 1, Issue 1. A new website, sf.oxfordjournals.org, will make this content available to subscribers. All issues will also be fully searchable, making it easy for researchers and authors to locate, read and cite the content they need. Everyone, subscribers and

non-subscribers alike, will also be able to view the table of contents of every issue and abstracts of every article. Non-subscribers can purchase articles of interest through pay-per-view or fill out an online library recommendation form to ask their institution to subscribe to the journal. The new website also includes social bookmarking, which allows readers to share articles via email, Facebook, Twitter, CiteULike and more.

2. Accepted papers will now be available online as soon as they are copy-edited via “Advance Access,” well ahead of their appearance in the printed journal. Advance Access constitutes official publication in *Social Forces*, allowing authors to see their articles faster and enabling scholars to read and cite this research earlier.
3. Readers will be able to sign up to receive email table of contents alerts (eTOCs) and Advance Access alerts each time an issue or article publishes online. These alerts will include article titles, names of authors, and links to abstracts and full text. The combination of eTOCs and Advance Access alerts will allow readers to keep abreast of the latest developments in their fields in a matter of seconds. In addition, CiteTrack alerts will inform readers and researchers by email when new content (that matches criteria they have set up to track) publishes. CiteTrack will check chosen journals for words or subjects in new content, when key authors publish new articles, and when an article of interest is referenced by another article. All of these alerts are freely available by registering at: <http://services.oxfordjournals.org/cgi/alerts/etoc#C>.
4. *Social Forces* will be hosted on a mobile-optimized journal site that offers quick access to current and archived content, a quick search page and an “email me this article” feature. Readers can connect to any Wi-Fi or 3G network to browse tables of contents and read abstracts. Or, they can connect to their institution’s Wi-Fi network and access full text, figures and supplementary data. *Social Forces* content will be fully accessible from any mobile device.
5. Open access will give authors of accepted articles the option of paying an open access fee to make their work freely available on the journal’s website, so that readers will not need a subscription to view the content.

An International Journal of Social Research

Social Forces has always published comparative and international research. In the future, we will adopt a more explicit international focus with the strategic goal of becoming the leading international social science research journal in the world. There are three components of our international strategy.

First, we have expanded our Editorial Board by adding members representing 23 countries in addition to the United States. We will rely heavily on these Editorial Board members to identify high quality research emanating in their countries and

to encourage authors to submit their best work to *Social Forces*. The International Editorial Board – together with their American counterparts (both at UNC-Chapel Hill and elsewhere) – will be asked to review manuscripts, suggest potential reviewers and advise the journal on a variety of issues.

Second, we will give priority to publishing research that is comparative and cross-national in content. I will also encourage authors to consider the comparative implications of their research, even though the data analyzed might be from a single country.

Third, we will seek to increase the journal's readership by scholars in countries across the globe. Our efforts in pursuit of this goal will be aided considerably by our partnership with OUP, which has an extensive international marketing operation and a well-established presence and reputation around the world.

Attaining these ambitious goals depends heavily on the continued stream of high quality submissions to *Social Forces* and on the dedication of both Editorial Board members and reviewers in evaluating these submissions and in working with authors to improve them. During my brief term as Editor of *Social Forces*, I have been awed by the high quality of submissions and by the reviewers' comments and their commitment to provide constructive criticism. I am extremely grateful to the hundreds of authors who sent us their best work and to the many reviewers around the world who have nourished the work of their colleagues.

Social Forces has long been recognized as a top journal of social research nationally and internationally. We celebrate our 90th anniversary next year beginning with Volume 91, Issue 1 (September 2012). Together with our new partners at OUP, we are planning a variety of activities to celebrate this milestone. Ideas that we are considering include highlighting key articles published in various decades and seminal pieces on especially important topics. Please send me any suggestions you might have on appropriate ways to celebrate this anniversary.

We are all excited about the future of this venerable institution!