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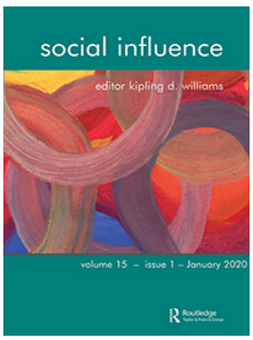

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Editorial

Ilja van Beest

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Editorial

My name is Ilja van Beest and it is with pride and excitement that I take on the role as editor-in-chief of Social Influence. I first want to thank Kip Williams who stood at the helm of Social Influence for the last decade. His efforts to create a platform for researchers to highlight their contributions stand firm and it is my hope that we will continue to be a premier outlet for those who have something important to say about social influence.

There are a couple announcement that I would like to make.

First, I remain strongly committed to articles that are short and I will continue to prioritize research that assess behavior. The brief report format is a defining aspect of the journal and I believe that good research can be communicated in 5000 words. Also, the call for more behavioral observations [in real life] is as valid as it was 10 years ago (Baumeister et al., 2007). When I talk about social influence and explain the field to broader audiences, I find myself referring to research that assesses actual behaviors that occur in the real world. I realize that this type of research is costly. It is often easier to rely on vignettes and self-reported behavioral intentions. Moreover, the experimental control (in terms of structured stimuli sets or responses) and availability of participants is often more readily attained if one can study a question using an online sample of participants. Having said that, there is value in using multiple approaches to study social influence and I would like to provide a platform for researchers who take up the challenge to directly measure behavior.

To further enrich the platform that social influence provides, we will introduce two types of registered reports. In the classical registered report, we seek contributions from scholars who want to ensure the veracity of the findings, irrespective of whether the results ultimately support (or fail to support) their initial hypotheses (Chambers, 2019). In this classical registered report, we will follow the traditional guidelines where researchers need to explain the relation between expected effect size, statistical power, and needed sample size. In the proof of concept registered report, we seek contributions from scholars who want to demonstrate the feasibility of a research idea and convince fellow researchers of the importance to collaboratively collect data in the future.

The key contribution of a registered proof of concept is thus that it provides a platform to launch a research idea or new research method. The key contribution of a classical registered report is that it provides a platform to test an established hypothesis using an established method. The difference between the two types of registered reports is of course a matter of degree. Moreover, it goes without saying that social influence is committed to facilitate both the scholars that first submit their proof of concept and also the subsequent scholars who take up the call to test the veracity of the hypotheses. Ultimately, I hope that both initiatives will incentivize scholars to focus on behavioral experiments of social influence. I realize that such experiments are more time-consuming, or rely on samples that are more difficult to obtain, and I hope that the

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commitment to accept such submissions before the actual experiment has been run increases the likelihood that scholars will conduct such studies.

Second, I am strongly committed to transparency and advancing debate on novel research questions (Nosek et al., 2012; Simmons et al., 2011). We will embrace the Center of Open Science's badge system (https://cos.io/our-services/open-science-badges/). If you have data that is publicly accessible, please say so. If you have stimulus materials that you would like to share, please say so. If you preregistered your analysis plan, please say so. Related is that I am excited to announce that social influence become a full open access journal, starting 2021. The benefits are that authors will retain copyright of their work and that their work will not be hidden behind a paywall. Moreover, relative to the current system in which social influence is a hybrid journal, a change to full open access will mean a lowering of the publication cost. This change will also align the vision of Social Influence with scientific funding agencies mandating that their research should only be published in full open access journals (https://www.coalition-s.org).

Third, I do not believe that scholars should work 24/7/365 and I am strongly committed to a healthy work/life balance. We will happily accept submissions throughout the year. We will not, however, send out manuscripts for review in the last week of December and during August. During this time, we will stop the automated review clocks and associated e-mails.

Finally, I am honored to introduce our board of associate editors. Juliette Schaafsma is a full professor at Tilburg University, the Netherlands. Her research focuses on cultural diversity, intergroup hostility and reconciliation. Mariële Stel is an associate professor of psychology of conflict, risk and safety, at University of Twente, the Netherlands. Her key expertise is in nonverbal behavior, mimicry, and deception. Selma Rudert is a junior professor at the University of Landau, Germany. Her research focuses on social exclusion, social norms, and morality. Daniel Howard is a full professor of marketing at Southern Methodist University, USA. His research interests lie in influence and persuasion, marketing, and consumer behavior. Thomas E. Nelson is a full professor of political science at Ohio State University, USA. His research focuses on political psychology, social values, political persuasion, and intergroup relations. Priyali Rajagopa is an associate professor of marketing at the University of North Texas, USA. She studies consumer behavior, psycholinguistics, and marketing. And last, but not least: Daniël Lakens who will serve the board as advisor for the preregistered reports. He works as an associate professor in the human-technology interaction department in Eindhoven University of Technology. A large part of his work focuses on developing methods for critically reviewing and optimally structuring studies. In addition, I welcome the readers to have a look at the editorial board. I am proud that we have a solid basis in various scientific disciplines that study social influence and look forward to contributions from all these disciplines.

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