

Diener Brings New 'Perspectives' to APS

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APS Past President **Ed Diener**, founding editor of new APS journal *Perspectives on Psychological Science*, thinks the publication will instantly move to the top of researchers' submission lists.

Although he grew up on a tomato ranch in California, Ed Diener never liked farming. He fell in love with psychology while a student at California State University, Fresno in the late 1960s and turned that passion into a successful career. So, it's a bit surprising that some 40 years later, Diener is tackling his latest challenge as if he has once again donned overalls and picked up the pitchfork. But in this case, the seed he is planting, nurturing, and cultivating won't end up in the fruit and vegetable aisles of the local market – it is bound for the desks, libraries and night tables of psychologists around the world.

Diener's task is to give life to a new publication from the American Psychological Society that will be known as *Perspectives on Psychological Science*. APS Fellow Diener, University of Illinois at Urbana-Champaign, officially takes the helm as editor in January 2005 and plans to publish the inaugural issue about one year later.

Perspectives, as Diener likes to call his emerging publication, will be unlike other journals, because it will not be limited to only one or two aspects of psychology. "We plan to appeal to the entire scientific psychology community – everyone who wants to keep up with the cutting edge work that is being done across all fields of psychology," he said.

Despite such a lofty goal, Diener said that the possibility of a "bountiful harvest in the first season" for the new journal is tremendous, because *Perspectives* holds two key advantages over other start-up publications.