



International Journal of Communication

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Report: 2012 and the Next Big Thing

LARRY GROSS

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ARLENE LUCK

Managing Editor

The ***International Journal of Communication*** (*IJoC*) continues its successful progress, more than fulfilling the hopes that we had when we launched the journal in 2007. One of our goals was to demonstrate that an online-only, open access, Creative Commons licensed publication could manifest the highest standards of scholarly publishing. We believe that we have succeeded in meeting this goal, as evidenced by the growing number of submissions, the quality of the work that we publish, the generous cooperation of literally scores of colleagues around the world who assist us by reviewing articles, the large numbers of readers who visit our site, and, certainly not least, by the decision of the major social science indexing services—Thompson Reuters, EBSCO, and Elsevier, among others—to index our content.

In brief, our numbers speak for themselves:

IJoC has received submissions from 69 countries. For 2012, the top countries of origin are the United States (45%), India (8%), Spain (3%), China (2%), South Korea (2%), Germany (2%), Iran (2%), and the Netherlands (2%). Other countries from which we have received multiple submissions include Australia, Malaysia, Nigeria, Sweden, Turkey, and the United Kingdom.

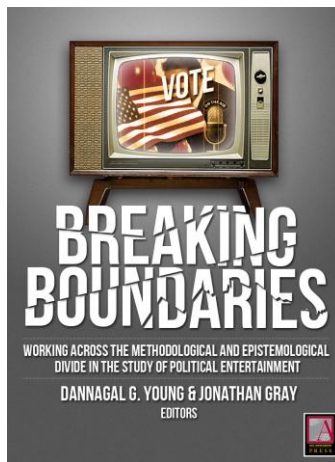
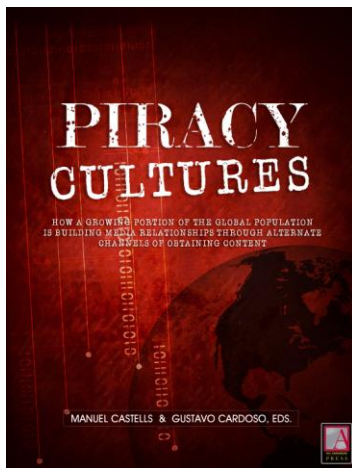
The number of *IJoC* visitors and registered users has steadily increased. At the end of our first year, we had 1,481 registered users. This number has increased each year of publication—to 2,404 by the end of 2008; 3,364 by the end of 2009; 4,475 by the end of 2010; 5,977 by the end of 2011; and 7,464 by the end of 2012. Many of our visitors do not register, however. In 2009, we had 17,268 unique visitors; in 2010, this number rose to 29,966; 2011 saw 32,122; and in 2012, we had 45,001 unique visitors from 162 total countries.

The number of submissions we receive has also steadily increased, from 159 in our first year to over 400 in 2012. The table below illustrates the growth in the number, as well as in the variety of submissions, and in the number of articles, features, and book reviews that we publish.

	Total Submissions	Breakdown of Submissions by Category	% Accepted*	Total Vol. Reviews	Total Published Articles
Vol. 1 (2007)	159	102 Research Articles 0 Special Section Articles 23 Features 34 Book Reviews	45% 0% 96% 91%	Not available	109
Vol. 2 (2008)	173	136 Research Articles 0 Special Section Articles 16 Features 21 Book Reviews	33% 0% 88% 100%	202	75
Vol. 3 (2009)	212	159 Research Articles 6 Special Section Articles 7 Features 40 Book Reviews	25% 100% 71% 83%	393	83
Vol. 4 (2010)	294	205 Research Articles 17 Special Section Articles 26 Features 46 Book Reviews	29% 65% 88% 89%	591	98
Vol. 5 (2011)	402	228 Research Articles 67 Special Section Articles 70 Features 37 Book Reviews	20% 48% 71% 86%	906	146
Vol. 6 (2012)	406	288 Research Articles 50 Special Section Articles 37 Features 31 Book Reviews	8% 51% 68% 87%	805	151

*Percentages for peer-reviewed submissions may not add up to 100%, as items that are resubmitted are either accepted, declined, or still in process.

Having proven to ourselves (and, we hope, to our colleagues) that our ambitions could be realized, if not surpassed, we believe that it is now appropriate to expand our horizons and push further to explore and demonstrate the potential for innovative scholarly publication. We are, therefore, on the verge of launching a new project: the publication of e-books that will be distributed via Amazon, iTunes, and other venues. Our first e-books will include some of our Special Sections, which we believe are ideally suited for publication and distribution in this format. See the covers below for the soon-to-be released e-book versions of our recent Special Sections on *Piracy Cultures* and *Breaking Boundaries*, as well as an exciting e-book on political cartooning and other “graphic content” being created by award-winning cartoonist Mr. Fish.



There are other e-books brewing in our workshop, so stay tuned. And do think about your own possible interest in publishing book-length—or shorter—works in this exciting format that permits the inclusion of audio/visual materials and that promises to reach worldwide audiences with the speed, efficiency, and convenience of the Internet.

Having noted our impending foray into e-book publishing it's worth also noting that the one area in which our performance has not yet met our expectations is that of Book Reviews. This is not unique to *IJoC*, however. It is, in fact, a shameful truth about the field of communication scholarship: We do not fulfill the communal responsibility of reviewing the books that our colleagues write (see my e-blast in the ICA Newsletter on this topic: http://www.icahdq.org/MembersNewsletter/SEP12_ART0008.asp). Things have somewhat improved in this area since we began a more aggressive effort to solicit book reviews, and we encourage our readers to inquire about our lists of books available for review.

Finally, and very importantly, we could not have achieved this much without the assistance of the members of our editorial board and the hundreds of colleagues who have reviewed articles for us—often multiple times. We would like to take this opportunity to acknowledge and thank the nearly 900 colleagues who have provided this essential service to the *Journal* and to the field in the past two years.

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