WHY ANOTHER PUBLICATION?

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With the proliferation of journals in seemingly every conceivable area, one may reasonably wonder why an individual or group decides to initiate a new journal. Rather than go into a lengthy rationalization for the reasons for Multiple Linear Regression Viewpoints, it is more profitable to state that Viewpoints is not intended to be just a new publication, it is intended to be a new kind of publication. As such, it is not intended to supplant any existing journal, but rather, the uniqueness of Viewpoints is and will be in its format--and not just in the rather obvious differences in format from other publications.

The most important format difference is how the articles get into Viewpoints in the first place. Most research journals go through a refereeing process, wherein a contributor sends his finished article to some journal editor, who in turn sends the article to a knowledgeable person in the field in which the article is written. By contrast, the only refereeing envisioned for Viewpoints is that refereeing the contributor does himself. This is in no way a criticism of the referral process in the research journals. Rather, this self-refereeing is seen as a useful aid for communication between researchers. There may be some tendency on the part of contributors to research journals to write more for the referees than for his intended audience (if indeed, he is writing to any audience). Thus Viewpoints is seen as a communication of researchers, knowing that the communications being made are specifically to his (or her) peers. A likely result of such an approach in such a publication is less formality and more communication.

What are Possible Topics for Inclusion in Viewpoints?

In considering what articles the potential contributor might send to the editor, it is first worthwhile to consider the homogeneity (or lack of it) of interest of members of the Special Interest Group in Multiple Linear Regression. First, a personal observation is that most members are to some degree enamored with the use of multiple regression as a problem-solving technique. Beyond this point of homogeneity, there may be many viewpoints on the use of regression, and at least some controversy as to its use. Also, many members of the SIG may have other interests; a contributor may want to try out an idea, perhaps as a sort of pre-publication that the contributor may, after receiving criticisms and suggestions, send to a research journal for publication.

An area that may be especially rich is that of new and/or improved computer programs. No specific format is required, but a suggested procedure would be for a contributor to describe briefly in a few pages the uses of the program, and the relation of the program to other existing programs. He might then indicate that he would be willing to share the program with any interested readers.

Another potentially rich area is a communication of teachers of regression. It is not necessary that contributors show a great deal of "sophistication." If their communication is useful to others, then it is certainly within the framework of Viewpoints.

Perhaps a member of the SIG may have a particular question which he wants answered. This also could generate further contributions from the other members of the SIG. Yet another area is that of comments on

previous articles in <u>Viewpoints</u>. And by no means has this suggested set of possible articles been exhaustive; the needs and desires of the membership of the SIG are ultimately the decisive factor on the type of article that appears in <u>Viewpoints</u>.

Preparation of Manuscripts

In that we are sincere in our effort to make this a non-refereed publication (beyond the important self-refereeing that the contributor does for himself), the manuscript should be sent exactly as the contributor wishes it to appear. All materials should be neatly typed on 8½" x 11" paper (preferably with a carbon ribbon).

Presently, the cost situation requires that a charge be made to each contributor. A charge of $1.00 a page is made and payment should be sent with the manuscript.

Finally, the manuscript should be sent directly to the editor.