

Macromolecules

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Editorial

As I begin my fifth year as Editor, I would like to take this opportunity to bring you up to date on recent developments in *Macromolecules*.

Processing Issues. Submissions continue to increase steadily, by about 5–10% per year. While this development is certainly welcome, it does have some consequences. One is that the overall acceptance rate has decreased steadily in recent years. Another is that the fraction of manuscripts that are declined without external review is increasing. We do not have the editorial resources to cope with an expanding load, nor do we wish to overburden our reviewers; thus, the individual Editors are exercising more judgment as to the papers that are appropriate for review. Despite the increasing submissions, I am particularly pleased that the average time between manuscript receipt and first return of reviews to the authors has continued to decline and is now less than 8 weeks.

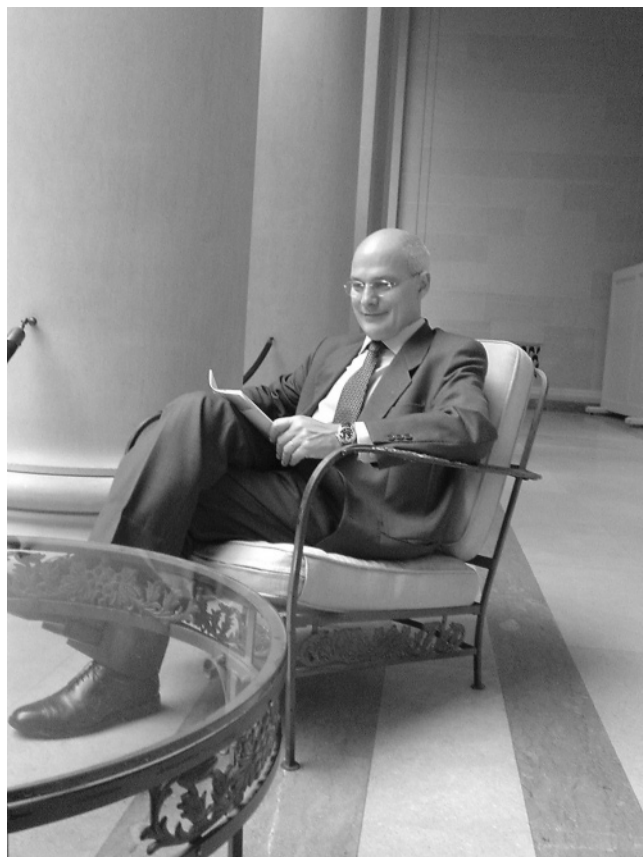
Table of Contents Graphics. In mid-2004 we introduced Table of Contents Graphics for Communications. We hope you enjoy this feature. The question of whether to extend this to all papers, or perhaps just to all papers on the Web, is one that we continue to ponder. This issue exposes an interesting sociological divide within the *Macromolecules* community. Those at the synthetic chemistry end of the spectrum tend to view Table of Contents Graphics as an essential tool; those at the physics/theory end have relatively little use for it. We are striving to find a workable compromise and would welcome your feedback.

Organization of the Table of Contents. Several readers have suggested to us that it would be helpful if the Table of Contents were subdivided into a few general topics. The Editors have considered this possibility at some length; there are good arguments to be made on either side. However, there is a practical issue that we feel overshadows the philosophical one, namely, how would such a subdivision be made? The fact is that many papers in *Macromolecules* contain both novel synthesis and extensive characterization of some physical properties, or both theory and experiment; traditional boundaries do not apply. Furthermore, some polymers studied fall into two or more classes; as an example, how would you classify a paper about the morphology of a block copolymer where one block is crystallizable and one is photoluminescent? Therefore,

until a reader suggests a scheme for subdivision that seems promising, the status quo will prevail. If you feel strongly that subdivision would be helpful, please feel free to submit your suggestions. We would just ask that to demonstrate the efficacy of your proposed scheme, you take and apply it to any three consecutive past issues of *Macromolecules*. As a further note, it is worth pointing out that the current Table of Contents is not organized randomly, but rather by the Associate Editor who handled the manuscript. Thus, the more synthetically inclined papers are near the front of each issue, the theoretical papers are near the back, and the physical characterization papers tend to be grouped in the middle.

Novel, New, Nano, and the Dubious Necessity for Neologism. Collectively the Editors have been struck by the frequency with which new terms appear in submitted manuscripts, whether to describe concepts, structures, or experimental phenomena. When something is truly new, then indeed the authors have a right to propose a suitable name for it. However, experience suggests that many claims for novelty are a touch overblown and that suitable precedents exist such that there is no need for a new term. It is possible that one contributing factor is the ready on-line availability of only the most recent years of some journals; this can act as a deterrent to thorough literature searches. Another contributing factor is the remarkable popularity of broad fields such as nanoscience and nanotechnology, where neologisms are often used as a means to attract attention. In the face of this, we would like to solicit the assistance of reviewers in making critical assessments of whether a new term is appropriate, and we would like to encourage authors to show restraint in their verbal creativity, in favor of established terminology.

Associate Editors. I am sorry to report that Dr. Michael Rubinstein has decided to step down as Associate Editor, effective with this issue. We will miss his keen insight and critical judgment. On the brighter side, and on behalf of the Editorial team at *Macromolecules*, I am pleased to announce that Dr. Ludwik Leibler, Ecole Supérieure de Physique et Chimie Industrielles (ES-PCI), Paris, will join us as an Associate Editor early in 2005. Dr. Leibler is very well-known for his work on block copolymers, blends, interfaces, and adhesion, to



Ludwik Leibler

name but a few topics on which he has published extensively. The community will profit from his remarkably diverse background, which includes stints in academia, in industry, and in government laboratories. He

will handle both theoretical and experimental manuscripts across a broad spectrum of macromolecular science. Dr. Leibler received his PhD in Physics from Warsaw University in Poland, which was followed by a postdoctoral fellowship with Professor Pierre-Gilles de Gennes in Paris. Since then he has been based in France, including positions at the Centre de Recherches sur les Macromolécules in Strasbourg (1979–1984), the ESPCI (1984–1996), and the joint ATOFINA–CNRS research laboratory (1996–2001), before returning to the ESPCI as Professor of Soft Matter and Chemistry. His contributions, which include over 130 papers and 18 patents, have been recognized in many ways, including the CNRS Silver Medal (1989), the IBM Scientific Prize in Materials Science (1989), the Distinguished Polymer Scientist Award at the IUPAC World Polymer Congress MACRO 2004, and election as a Foreign Associate of the National Academy of Engineering in 2004. He has served on numerous Editorial Advisory Boards, including for *Macromolecules*, and has collaborated with scientists all over the world. Many of you will recognize him as the author of Theory of Microphase Separation in Block Copolymers [*Macromolecules* **1980**, *13*, 1602], a landmark paper that has been cited over 1500 times! We are also pleased that Dr. Leibler becomes the second overseas Associate Editor for *Macromolecules*, a fact that underscores the increasingly international nature of the enterprise. We look forward to deriving the benefits of his wisdom and insight for years to come.

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