

The Psychologist

Policies and Protocols

The Psychologist Policy Committee, April 2009

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1. History and background

In 1948 *The Bulletin of The British Psychological Society* became the principal monthly publication sent to all Society members. By the late 1980s *The Bulletin* was perceived to have become rather tired and lacklustre. After a review in 1987 *The Psychologist* was born, with its first issue coming out in January 1988. A second review, in 1994, set up the Psychologist Policy Committee, which replaced the original Editorial Committee.

It has always been recognised that:

- *The Psychologist* is unique;
- *The Psychologist* has to perform various and several functions;
- the membership had to be represented on any system devised to oversee the product;
- those honorary volunteers who are involved in the editorial/production process need to have some say in policy formation;
- in all major areas of the Society, member activity is controlled by members: and that
- checks and balances have to be part of any democratic system devised.

In simple terms the policy for *The Psychologist* has not fundamentally changed since the days of *The Bulletin* – it is the Society's monthly publication for members by members, and is controlled by a representative group of members. This basic statement is elucidated in *The Psychologist* each month, on the inside front cover:

The Psychologist is the official monthly publication of The British Psychological Society. It provides a forum for communication, discussion and controversy among all members of the Society, and aims to fulfil the main object of the Royal Charter, 'to promote the advancement and diffusion of a knowledge of psychology pure and applied'.

The Psychologist has evolved in a variety of ways, including

- the appointment of a paid editor who is a member of staff;
- new sections and formats (e.g. 'Looking back', 'Methods', 'Forum');
- increased size;
- redesigns in 1999 and 2008;
- colour in every issue;
- the continual development of the website;
- the incorporation of *Psychologist Appointments*; and
- printing on 100% recycled paper.

Such changes and developments mean that it is appropriate from time to time to update and restate the policy both for *The Psychologist* and its editor.

2. General information

The object of the Society stated in the Royal Charter is

to promote the advancement and diffusion of a knowledge of psychology pure and applied and especially to promote the efficiency and usefulness of Members of the Society by setting up a high standard of professional education and knowledge.

Policy development and editorial decision making for *The Psychologist* are subject to this overarching consideration. Political statements expressed, endorsed or promoted by the Society in *The Psychologist* may be *ultra vires* if those statements are not within the object of the Society; or, even if within the object, if they are not well-founded or a reasonable use of resources or they support a particular political party (see *Political Activities and Ultra Vires*, document prepared for the Board of Directors, November 2001). This should not affect the ability of *The Psychologist* to act a forum for debate in which vigorous opinions may be expressed by individuals.

Views expressed in any section that are signed by the writer are the views exclusively of that writer; publication in *The Psychologist* does not constitute endorsement by the Society of the views so expressed. This is in no way affected by the right reserved by the editor to edit all copy published.

Role of the Psychologist Policy Committee

The Psychologist Policy Committee reports to the Publications and Communications Board. Its terms of reference are set out in Appendix 1.

Guides for authors and editors

A guide to writing for *The Psychologist* including submission guidelines and advice on various style points is available at www.thepsychologist.org.uk/contribute/contribute_home.cfm

The editorial style of *The Psychologist* is set out in the Society's *Style Guide*, which has been developed to provide a uniform style for all BPS publications other than journals. The guide is available as a booklet and can be downloaded via www.thepsychologist.org.uk/contribute/style.cfm

Advertising policy

The policy on advertising is set out in a Code of Practice (see Appendix 2, and www.thepsychologist.org.uk/advertise/advertise_home.cfm).

***The Psychologist* online**

Each issue of *The Psychologist* is posted at www.thepsychologist.org.uk shortly before print publication. Access is limited to members for twelve months, after which they are made publicly available. Material from January 1998 onwards is on the website. For technical reasons it is not possible to go back earlier than this.

3. *The Psychologist's policy*

3.1 *The Psychologist will be a publication that diffuses and advances a knowledge of psychology pure and applied:*

- for members, it will contain information and knowledge relevant to the discipline and profession of psychology;
- for non-members, it will provide a taste of what psychology is and what psychologists do;
- for potential members, it will provide a contemporary and dynamic image of a profession worth joining and of a Society that offers significant membership services; and
- for the media, it will encourage media awareness of information that is of value and relevance to the general public.

3.2 *The Psychologist will fulfil various roles within the Society:*

- as a forum for the exchange of views, the discussion of issues, and exploring controversy;
- as a source of information about the views of the Society;
- as a place to publish Society news and business, with formal routes from Society member networks; and
- as a link to other sources of information such as the website and member network documentation.

3.3 *Regarding material for publication, The Psychologist will*

- publish material that is of interest or relevance to the membership in general;
- show a balance between pure and applied psychology across issues;
- represent specialist interests across issues;
- carry letters from readers;
- be topical;
- not publish articles that have been published elsewhere or are being considered for publication elsewhere;
- not publish articles based largely on studies that have not previously been published following peer review.

3.4 *For assessing material, The Psychologist will*

- maintain different protocols as appropriate for each type of material and article; and
- have an appropriate range of associate editors to advise the editor and PPC.

3.5 *Regarding the structure of The Psychologist, there will be*

- an appropriate balance between copy and advertisement;

- a range of formats to encourage a variety of ways to present knowledge, views and discussion;
- an up-to-date look; and
- high-quality and appropriate images and visual presentation.

3.6 In terms of ethical practice, *The Psychologist* will

- not publish material that is discriminatory, libellous, prejudiced or otherwise offensive, either by the nature of the content or by the manner of presentation;
- publish accurate information about the Society;
- not publish material in such a manner as to constitute an *ultra vires* activity;
- not deliberately misrepresent authors' views; and
- have a written advertising policy.

3.7 *The Psychologist* will have an editor

- who will make the final decisions about whether and when material will be published according to all the policy considerations and principles in this document;
- whose decision can be challenged; and
- who will liaise with PPC in their assessment of the achievement of the editorial and policy objectives.

4. The editor's role in implementing *The Psychologist's* policy

General

With regard to the editor's position as an employee, the role of PPC is only in relation to the issue of whether editorial policy is being followed or not. Anything not explicitly covered in written editorial policy is a matter for normal line management, e.g. general professional standards, office procedures, etc.

For submissions where the protocols require review by associate editors or members of PPC, the editor's decision to publish or not is informed, but not bound, by the reviewers' recommendations and comments.

Authors of articles will always be sent edited copy or page proofs. Authors of items in other sections will be sent edited copy or page proofs whenever possible. However, it may sometimes be necessary to edit or cut any copy in the last stages of the production process.

4.1 The editor will apply and interpret the policies developed by PPC, so as to help PPC create and maintain a publication that diffuses and advances a knowledge of psychology pure and applied, as outlined in section 3.1 above.

4.2 The editor will apply and interpret the policies developed by PPC, so as to help PPC create and maintain a publication that fulfils its various roles, outlined in section 3.2 above.

4.3 In sourcing and selecting material for publication, the editor will

- give preference to material that is of interest, or relevance to the membership in general;
- ensure a balance between pure and applied psychology across issues;
- across issues ensure the representation of specialist interests;
- publish letters when possible and ensure replies as appropriate;
- give preference to material that is topical and requires more rapid publication;
- consider material from members, non-members and staff members, all subject to the same policy outlined in this document;
- decline articles based largely on studies that have not been published following peer review, but will explore whether interesting material can be re-presented in a different format; and
- not automatically reject material written by members subject to an ongoing BPS disciplinary investigation, or by members who have been disciplined.

4.4 In assessing material, the editor will

- follow the procedures for reviewing material for publication, maintaining different protocols as appropriate for each type of material and article;
- ensure that all material goes through the appropriate protocol, without exception;
- consider the quality and accessibility of the writing and presentation;
- help authors achieve the required standards if possible;

- consider whether the same information could or should be found more appropriately via a different route; and
- ensure an appropriate range of associate editors to advise the editor and PPC.

4.5. Regarding the structure of *The Psychologist*, the editor will

- ensure an appropriate balance between copy and advertisement;
- develop a range of formats to encourage a variety of ways to present knowledge, views and discussion;
- ensure that the look of *The Psychologist* remains up to date and that the design template is evolved; and
- ensure the quality and appropriateness of images and visual presentation.

4.6 The editor will follow good and ethical practice to ensure

- that material is not discriminatory, libellous, prejudiced or otherwise offensive, either by the nature of the content or by the manner of presentation;
- accuracy of information about the Society;
- there is no deliberate misrepresentation of authors' view by inappropriate editing; and
- that a written advertising policy is applied.

4.7 In terms of the editor's role

- the editor will make the final decisions about whether and when material will be published according to all the policy considerations and principles outlined above; and
- the editor will liaise with PPC in their assessment of the achievement of the editorial objectives.

4.8 In terms of challenging a decision of the editor

- the decision of the editor can be challenged;
- the editor will reply to any challenges to his or her decisions, and if this is insufficient to settle the matter, a person adversely affected by the decision may refer the matter to the Psychologist Policy Committee, who will make the final decision;
- the final decision of the PPC can be challenged only on procedural grounds; a complainant may apply to the Publications and Communications Board to review the Psychology Policy Committee's decision; if there is found to have been some procedural defect (according to the procedures set out in this document and on the website) the P&CB may invite the editor or the Psychologist Policy Committee (as appropriate) to make the decision again using the correct procedures.

5. Protocols for the content of *The Psychologist*

General

Items should be of potential interest to the membership as a whole. They should be written in clear non-technical language and aim to make topics interesting and engaging to the non-specialist reader – *The Psychologist* is not an academic journal.

Diversity of topics is looked for within and across issues. Special issues will feature articles on aspects of a single topic: other sections of that issue may also deal with aspects of that topic.

Front cover

Choice of cover story is decided by the editor, as are cover subheadings. Design of cover is determined through discussion between the editor, the production team, and occasionally outside designers.

President's column

The 'President's column' is an integral part of *The Psychologist's* content and design. Copy should be submitted within deadline and word limit.

The column can provide

- topical comment on Society issues and events;
- statements on behalf of the Society on public issues (see Tommy MacKay, November 2000, p.539);
- an introduction to or comment on content of the publication past or present; or
- comment on any topic which would engage and inform our wide-ranging, non-specialist audience.

The President should aim for variety: comment on Society structure and governance each month can quickly become a turn-off for many readers.

News

Selection and writing of news stories takes place within the office, but readers are welcome to send news items for consideration. News can include

- items of general relevance to psychologists or psychology, including notices of events, conferences, awards, competitions, websites, and so on;
- recent research reports;
- policy changes in higher education or government that may particularly effect psychologists;
- some Society news, particularly when there is some relevance to people other than members (e.g. opening of London office, appointment of chief executive);
- research funding opportunities;
- government, European Community or charitable organisation reports; and
- national honours.

News and current affairs analysis

Critical commentary on current events from a psychological perspective. To allow these pieces to be topical they are refereed by the editor with input from an associate editor if required. They should be no more than 1500 words with minimal referencing, but with weblinks for further information if appropriate.

Conference reports

Reports on the Annual Conference and Student Lectures are organised by the associate editor and the editor. Talks from these conferences are selected largely on the basis of interest to a diverse non-specialist audience and topicality. Being invited to write a conference report is no guarantee of final publication: this decision will be made by the associate editor for conference reports and the editor.

Brief reports on other conferences (any length up to around 700 words) may be sent, within a month of the event, to the associate editor. These will also be selected on the basis of their potential general interest.

Guidelines for writing conference reports can be obtained from the associate editor.

Letters

Letters are selected by the editor and the assistant editor on the criteria of topicality, relevance and quality of writing. Robust direct comment is acceptable but this should not spill over into personal attacks. If members of the editorial team feel that a letter could cause offence, or if they are unsure, they will seek advice from one or more suitable individuals, who will often be the Chair of the relevant Society member network.

Letters over 500 words are less likely to be published. PPC guarantees the right of the editor to edit, shorten or publish extracts from letters. If major editing is necessary, this is indicated. Space does not permit the publication of every letter received.

Letters to the editor are not normally acknowledged, nor is rejection notified.

Where a letter concerns Society policy, one of three courses of action may be taken:

1. Replies from Society officers for publication may be invited where it appears that a direct question of general interest is being asked.
2. Personal replies may be sought and sent to the letter writer if it appears the point is based on a simple misunderstanding or would not interest the majority of readers.
3. The letter may be published alone to stimulate debate, which may well include a subsequent reply from a Society officer.

'Community noticeboard' letters from Society members are published if no other suitable avenue appears to exist or to be available for the request (e.g. requests for help with finding literature on a particular subject are not normally be published).

Obituaries

Deaths of Society members and prominent psychologists are recorded in *The Psychologist* in three ways.

- A short announcement in the Society or News sections may be published if it seems generally newsworthy.
- If an 'obituary letter' is sent in within a reasonable time, it will be considered along with all the other letters. Such letters should take the form of a short personal memoir, rather than simply listing the major achievements and events of person's life.
- The editor may commission full obituaries for the Society pages if the person was particularly well known or active within the Society.

It is possible that someone's death may be recorded in all three ways.

Articles

Feature articles (and groups of articles) are, unless otherwise indicated below, assessed for suitability for publication by the editor in the first instance and then (if potentially suitable) sent to an appropriate associate editor who may select up to two anonymous peer reviewers. An associate editor who is confident about making a recommendation to publish or not to publish without sending the article for peer review may do so. The associate editor may reject an article as unsuitable before or after peer review, but the editor alone may make the decision to accept after considering the views and recommendations of the associate editor and any anonymous peer reviewers. Very often this process will include requesting authors to revise a submission (sometimes radically) before a decision to accept or reject can be made. Reviewers are asked to assess articles against the following criteria:

- scientific/professional value;
- clarity and accessibility of expression;
- methodological adequacy (if applicable);
- contribution to psychological understanding; and
- breadth of interest for wide-ranging readership

Reviewers are also asked to indicate whether they think any aspect of the article is unethical or 'likely to cause undue offence'.

There are several ‘Society award’ articles that are generally published in *The Psychologist* without peer-review (unless the editor feels another opinion is needed). This is assuming that the authors submit and that the article is not judged to be too specialist or technical for our audience, in which case submission to a journal may be advised.

Other articles may be commissioned or unsolicited. As well as feature articles (up to 3000 words) on aspects of science or practice that stand alone, there are various regular series of articles:.

- ‘Debate’ – debates on controversial topics between two authors.
- ‘Opinion’ – personal opinion pieces.
- Features – commissioned articles by the staff journalist or a freelance journalist giving objective analyses of issues within psychology or the application of psychology to social or technological goals
- ‘Methods’ – reports of cutting-edge use of methods and ethics in any area of psychology
- ‘Eye on fiction’ – articles on psychology in literature, drama, film, or psychological analyses of literature, etc.
- ‘Teaching and learning’ – reports of developments in the teaching and learning of psychology, or the psychology of teaching and learning
- ‘Looking back’ – articles on the history of psychology and the psychology of history
- ‘Careers’ – short articles on careers-related topics (e.g. getting on the career ladder, developments in the employment market, personal experiences of particular jobs in psychology)

There are also:

- Special issues – Collections of articles on a theme agreed by the editor coordinated by a guest editor. Guidelines on the submission of special issues and the role of a guest editor are available from the editor.
- Special features – Generally smaller collections of articles on a single theme. These may have been submitted separately and independently but put together for the purpose of publication, or they may have been jointly submitted. There is no guest editor involvement.
- Target articles and peer commentary – articles on a controversial topic with four to six short commentaries invited by the editors from suitable figures in the area. Often also with a short reply from the target article author. These articles are not peer-reviewed: the commentaries serve as a peer review.

Web-only material

Some features and other material may only be included on the web, not in the print version.

An author may express a preference for their article being presented on the web only, or the editor may feel that this form of presentation is more appropriate due to considerations of:

- time: whether the time taken in the review and production process would render the issue less relevant or even irrelevant;
- breadth of interest: whether the subject seems too specialist in interest to warrant the space in the print version; and
- length: whether the article is too long to be considered for the print version, i.e. significantly over 3000 words.

Timeliness is the most important issue, as the other two can often change as a result of the review / revision process. However, the second and third considerations may also arise after review and even after revision, and it is possible that it will be at this stage that web-only presentation will be considered.

The editor will seek the author’s agreement concerning web-only presentation. If this is not received the editor will not pursue that avenue, and may or may not then enter the article into the normal process for the print version.

In reviewing the article, the general principles set out in the Psychologist Policy Document (will apply). The editor will seek the views of an associate editor if appropriate, particularly where it is felt that views aired

could potentially impact on the reputation of the Society. The publication of web-only articles will be monitored by the Psychologist Policy Committee through a standing item on its agenda.

The editor's decision on whether or not to include material on the web is final. Please note that although there is clearly still quality control, these articles are not peer reviewed in the same way as the majority of the material in the print version. As with all articles, views of named writers are the views exclusively of those writers; publication does not constitute endorsement by the Society.

Debate

The editor chooses a controversial but not too specialist topic and then invites two people to conduct a debate, usually by e-mail. The parties could be two psychologists, but would preferably be one academic and one policy maker, or maybe one psychologist and one non-psychologist. They should be relatively senior or expert in their field.

The procedure is as follows:

1. The editor contacts one party with a proposed topic for debate (or a party may contact the editor outlining their experience and proposed topic).
2. This party indicates their willingness to take part in such a debate, and if possible suggests a second party who they believe would adopt an alternative, if not necessarily directly opposite, standpoint.
3. The editor contacts this second party and, if they are willing, introduces the two parties via e-mail.
4. The parties and the editor decide between them at the outset who will get the first and last word. At least three turns each is the usual suggestion.
5. The two parties then carry out a running correspondence with each other via e-mail, up to about 2000 words in total (i.e. 1000 words each).
6. Once the word limit or some kind of resolution is reached, the resulting e-mail is sent to the editor.
7. The piece is edited for length if necessary, and the opinion of an associate editor is asked for. It is then sent back to both parties for approval and to answer any minor queries.

Opinion

Shorter articles (up to 1500 words) expressing personal opinions. Submissions are reviewed (not anonymously) by two members of PPC. The broad criterion for publication is whether the article addresses an issue worth airing in *The Psychologist*. To help form a view on this, reviewers are asked whether the article is relevant, timely and likely to stimulate fruitful debate.

Looking back

Articles of up to 1800 words, dealing with the history of psychology and the psychology of history. Submissions are reviewed by the editor and the associate editor for that section.

Careers

Material for this section is largely written by a freelance journalist employed by the Society, often on the basis of interviews with Society members. Short pieces (up to 1200 words) can be submitted for consideration. Such pieces are reviewed by the editor alone – this review process is felt to be sufficient given the often personal nature of such writing ('how I got where I am, the highs and lows of the job', etc). Divisions need not be routinely consulted by the editor when considering articles or interviews that deal with careers relating to their divisional interests. The question of whether to consult remains the decision of the editor.

Methods

Practical, 'how to' guides on methods in psychology and ethical issues. Submissions are reviewed by the editor and an e-mail panel of experts.

Teaching and learning

Articles of up to 1800 words on any aspect of the teaching and learning experience. Submissions are reviewed by the editor and an appropriate associate editor.

Eye on fiction

Articles of up to 1800 words giving a psychological perspective on a work of fiction. Such pieces are reviewed by the editor alone.

Book reviews

A list of books received is published on the *Psychologist* website (www.thepsychologist.org.uk/contribute/book-reviews.cfm) and updated monthly. Offers to review are invited, and a selection is made by the editorial team each month from all the review offers received. Selected reviewers are then sent the book with writing guidelines, word limit and deadline..

Longer reviews for use as lead reviews are generally commissioned by the editor. Unsolicited reviews are not normally published.

Interviews

Interviews are conducted by the associate editor or an assistant associate editor after initial consultation with the editor. Occasionally interviews will be conducted by the editor. The criteria for choosing interview candidates include interest and impact of research or work. The person concerned may prefer being interviewed to writing an article. After editing by the associate editor and the editor, proofs are seen by both the interviewer and the interviewee.

Society

Society news, announcements, reports and notices (other than news items deemed more suitable for the 'News' section – see **News**). Many of these fall into one of the following categories:

- Announcements of BPS award winners – these are written by the press office, based on information provided by the awarding committee.
- Obituaries – commissioned obituaries of major figures active in the BPS (see **Obituaries**).
- Fellowship citations – written by members of the Fellowships Committee then checked by the newly elected fellow concerned. Passed to the editors via the admissions office. Generally edited only for house style. Published when space allows.
- Responses to consultations – a monthly summary from the Policy Support Unit on government and other consultations responded to by the Society.
- Announcements of the publication of Society reports – a brief outline of the report and how to obtain it will usually be published. Detail is often deemed unnecessary as the whole document is made available on the website.

Society information is passed to the *Psychologist* team predominantly by staff members (e.g. Fellowship citations) and honorary officers (e.g. calls for statements of interest), and occasionally by members. Queries may be raised, or clarification/advice sought on seemingly contentious issues, with the contributor, their board chair or line manager as appropriate, and if necessary with the chief executive.

Inclusion of Society information will be dependent on the same policy considerations that apply to other sections of *The Psychologist* (e.g. interest and relevance to a wide section of the readership).

Media

'Media', formerly 'Media watch', is a critical and constructive look at how psychology is portrayed in the print and broadcast media, usually written by members of the Press Committee.

Rather than simply summarising the content and spread of media coverage 'Media' should consist of critical comment on the angle that the coverage took, aspects that it missed, inaccuracies, positive aspects, and so on.

Illustrations

Illustrations are included to add aesthetic interest to the page, break up text, aid understanding of the article, add humour, assist with page layout, etc.

For authors who wish to supply particular images (including figures), copyright clearance is needed: authors need to hold copyright themselves or inform the office where copyright resides.

Across issues of the publication, the production team seeks to achieve a balance of images in terms of gender and ethnic mix.

The inclusion of author photographs with main articles is an integral part of the design. Therefore authors will be encouraged to supply photographs, but it is not a condition of publication.

APPENDIX 1 – The Psychologist Policy Committee terms of reference (June 2005)

- To be responsible to the Publications and Communications Board for all matters of policy development, maintenance and coordination regarding *The Psychologist*.
- To monitor the content and performance of the publication and report to the Publications and Communications Board.
- To support and monitor the performance of the editor in implementing the policies as developed, maintained and coordinated by the committee.
- To be involved with the appointment of a new editor.

Membership

1. Chair	appointed by the Publications and Communications Board on the nomination of PPC	three-year term (renewable for one further three-year term)
2. Associate editors	ex officio	
3. Eight board/subsystem nominees*	appointed by PPC from nominations received from the main boards, all Divisions, Sections and SIGs, SCPEO, the International Committee, PsyPAG, Student Members Group and Branches Forum	three-year term (not renewable, except by re-application)
4. Nominee of the Honorary Press Officer	appointment by the Honorary Press Officer – no action needed by PPC	three-year term (renewable for one further three-year term)
5. Up to three other persons who can bring expertise to the committee	co-opted by PPC	one-year term (renewable annually)
6. Chair of the Publications and Communications Board	ex officio	

* Membership in this category is not for the purpose of representing or promoting the interests of the nominating board or subsystem, or to act as the main medium of communication between PPC and the board or subsystem. Committee members in this category serve on the committee primarily in a personal capacity.

APPENDIX 2 – Advertising code of practice

Introduction

The Psychologist welcomes advertising as a means of keeping psychologists informed about relevant products and services. This Code has been produced to ensure high standards of all advertisements published in *The Psychologist*.

The Psychologist will sell advertising space when the inclusion of the advertisement does not interfere with the purpose of the publication. *The Psychologist* reserves the right to refuse advertisements at its sole discretion for any product or service submitted for publication.

Code

1. Advertisements should not contain misleading statements and should always make clear the true nature of the product or service advertised.
2. Advertisements should always be recognisable as such. Advertisements should not resemble editorial matter.
3. All claims made in advertisements must be supported by appropriate evidence. This evidence should be available and provided by the advertiser if requested.
4. Direct quotations from published literature or individuals should be supported by a letter of consent given by the editor of the journal, the individual quoted or the relevant organisation or body.
5. Advertisements should not contain testimonials and comments that misrepresent the original quote or comment. So comments from reviews should be in context. Comments from other journals should not be quoted in a way that makes them look like editorial opinion, and direct quotes should be attributed to the journal, book or individual concerned.
6. Advertisers are not allowed to state in any subsequent advertising or promotional piece that their product or service has been advertised in *The Psychologist*.
7. Advertisements should not offend good taste or recognised standards of psychological practice.
8. Comparisons with other products or services of a similar type should only be of a factual nature, and no attempt should be made to be critical of other individuals, companies, products or services. Any comparative advertising should be backed up by evidence to support the comparison(s) made in the advertisement.
9. Prices of the advertiser's own product or service are acceptable, but comparison of prices with competitive products or services is unacceptable.
6. Advertisements should not offer special terms for members of The British Psychological Society unless the terms have been agreed with The British Psychological Society in advance.
11. A company's/service provider's offer of special terms to members of The British Psychological Society does not necessarily indicate endorsement of the product or service by The British Psychological Society.
12. All advertisements must conform to the British Code of Advertising Practice.
13. The Editor of *The Psychologist* reserves the right to refuse or cancel any advertisement or part of any advertisement without reason, or notice.

The above Code of Practice was approved by the Psychologist Policy Committee on 3 June 1999.