

# **The Psychologist**

Policies and Protocols

**The Psychologist and Digest Editorial Advisory Committee, March 2021**

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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. 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. In September 2010 the committee changed its name again to Psychologist and Digest Policy Committee and became formally responsible for the successful Research Digest that had been developed since 2003. In June 2014 new terms of reference were adopted and the committee became known as the Psychologist and Digest Editorial Advisory Committee (PDEAC) answering directly to the Board of Trustees.

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 magazine 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’.

However, both the scale of the operation and a significant online presence have, over the last decade or so, made it more accurate to say that ‘The Psychologist is the Society’s publication for members and more, by members and more, controlled by a representative group of members.’

Since its inception in 1988, *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;
- increased pagination;
- redesigns in 1999, 2008 and 2017;
- colour in every issue;
- the incorporation of *Psychologist Appointments*;
- sustainability improvements to paper and wrapping;
- *The Psychologist* ‘Live’ events;
- *The Psychologist* app;
- the continual development of the website to include a significant amount of online-only material supported by a significant social media reach;

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 as 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 and Digest Editorial Advisory Committee**

The Psychologist and Digest Editorial Advisory Committee reports to the Board of Trustees. Its terms of reference are set out in Appendix 1.

### **Guides for authors and editors**

Submission guidelines and advice is available at <https://thepsychologist.bps.org.uk/contribute>

The editorial style of *The Psychologist* is informed by the Society's *Style Guide*, which was developed to provide a uniform style for all BPS publications other than journals. The guide is available online at [www.bps.org.uk/news-and-policy/bps-style-guide-authors-and-editors](http://www.bps.org.uk/news-and-policy/bps-style-guide-authors-and-editors)

### **Advertising policy**

The policy on advertising is set out in a Code of Practice (see Appendix 2, also available via <https://thepsychologist.bps.org.uk/advertise>).

### ***The Psychologist* online**

Each issue of *The Psychologist* is posted at [www.thepsychologist.org.uk](http://www.thepsychologist.org.uk) shortly before print publication. All items tend to be open access (although there is the facility at any time to gate access to members). A full archive is also available.

There is also a significant amount of online material which does not appear in a print edition, posted regularly across the month.

The Research Digest is published at [digest.bps.org.uk](http://digest.bps.org.uk) and also has a weekly email and occasional podcast.

Both *The Psychologist* and Research Digest are available in app form; *The Psychologist* has complete access for members, with others able to purchase individual editions or an annual subscription. The Research Digest app is open access. There are plans (February 2021) to develop an improved and integrated app showcasing all of *The Psychologist* and Research Digest digital and multimedia content in both continuous feed and 'edition' form.

Both *The Psychologist* and Research Digest have a presence on various social media platforms.

### **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, sometimes across issues as well as within an issue where possible / appropriate;
- as a source of information about the views of the Society;
- as a place to publish Society news and business, and to reflect the Society's member-voted policy themes and current priorities; and
- as a link to other sources of information such as the Society website.

#### **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 (although there will occasionally be exceptions, for example with a book extract);
- not publish articles based largely on studies that have not previously been published following peer review (we are a magazine not a journal);
- seek advice from the Society's legal and governance team and / or other suitable parties on the publication of material where there may be a conflict between the functions of *The Psychologist* set out in paragraphs 3.1, 3.2, 3.3 and 3.6 and the Society's legal or commercial interests, or Royal Charter.

#### **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 PDEAC.

#### **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 PDEAC 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 PDEAC 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 PDEAC, the editor's decision to publish or not is informed, but not bound, by the reviewers' recommendations and comments.

Authors of print 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 PDEAC, so as to help PDEAC 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 PDEAC, so as to help PDEAC 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, and between the personal and the professional;
- consider the implications of the Equality Act, and be 'on alert' for issues around diversity and inclusion; contributions should explicitly come from a place of equal respect for all;
- across issues ensure the representation of specialist interests;
- publish a selection of letters as appropriate, ensuring replies when it is helpful to do so;
- 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.

**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;
- ensure an appropriate range of associate editors to advise the editor and PDEAC;
- Consider available resources. As the community around *The Psychologist* has grown, it has become increasingly necessary to reject some submissions simply on the basis that they are not required, and the resources required (staff time, paper/print/distribution for the hard copy magazine) to take a submission forward are better prioritised elsewhere.

#### **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 PDEAC 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 their decisions, and if this is insufficient to settle the matter, a person adversely affected by the decision may refer the matter to the PDEAC, who will consider input and advice from the editor before making the final decision;
- the final decision of the PDEAC can be challenged only on procedural grounds; a complainant may apply to the Board of Trustees to review the PDEAC'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 Board of Trustees may invite the editor or the PDEAC (as appropriate) to make the decision again using the correct procedures.

## 5. Protocols for the content of *The Psychologist*

### General

Items should wherever possible be of broad 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. Often this wide appeal will be achieved via a personal angle: it is significant that it is *The Psychologist*, i.e. a consideration of psychologists as people with motivations, values, other interests and more.

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 letter

The 'President's letter' is an integral part of *The Psychologist* as a membership publication. Copy should be submitted within deadline and word limit.

The letter can provide

- topical comment on Society issues and events;
- statements on behalf of the Society on public issues;
- 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. There will often be opportunities for the President to contribute to the magazine in other ways, and there may also be other Society channels which are more appropriate depending on the message and audience.

### Letters

Letters are selected by the editor and the deputy 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. PDEAC guarantees the right of the editor to edit, shorten or publish extracts from letters. 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.

### Obituaries

Deaths of Society members and prominent psychologists are recorded in *The Psychologist* via letters which take the form of a short personal memoir, rather than simply listing the major achievements and events of a person's life. They will usually be up to 500 words; longer / multiple tributes can be hosted on the website.

### 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;
- policy changes in higher education or government that may particularly effect psychologists;
- Society news, particularly when there is some relevance to people other than members (see separate section below);
- research funding news / opportunities;
- government and charitable organisation reports etc; and
- national honours.
- Critical commentary on / interviews around current events from a psychological perspective.
- Conference reports, including from the main Society events. Conference reports will not necessarily cover all the talks from that conference; guidelines for writing conference reports are available from the editor.

### **Society news**

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.

The Editor may also seek advice from the Board of Trustees or the Society President on the publication of issues relating to the Society. In particular this advice may be sought when the issue is thought to impact upon the Society's reputation or involve commercial sensitivity.

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). In particular, note sections 3.6, 3.7, 4.6, 4.7 and 4.8: the Editor will follow good and ethical practice, will make the final decisions about whether and when material will be published according to all the policy considerations and principles outlined above, and will have their performance overseen by the Psychologist and Digest Editorial Advisory Committee (as outlined in section 4).

### **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. Associate editors can also make the recommendation that an article should appear 'online only'.

The editor alone may make the decision to accept or reject 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.

As well as feature articles on aspects of science or practice that stand alone, there are various 'types' 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.
- ‘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.

### **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.
- Current flow of material for print.

In reviewing the article, the general principles set out in the Psychologist Policy Document will apply. As with all articles, views of named writers are the views exclusively of those writers; publication does not constitute endorsement by the Society. Some material may be published online first, and then appear in print in due course.

### **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 PDEAC. 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 around 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.

### **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**

The editorial team receive books / advance notice of books, and may select reviewers on the basis of Associate Editor advice, social media feedback and more. 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**

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. Interviews are not reviewed, but views may be sought from Associate Editors or PDEAC members. After editing, proofs are seen by both the interviewer and the interviewee.

### **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 and Digest Editorial Advisory Committee terms of reference (March 2021)**

## **1. General**

The Psychologist and Digest Editorial Advisory Committee is a Standing Committee of the Board of Trustees constituted under Article 14 and Statute 19(2) of The Royal Charter and Statutes of the Society.

## **2. Terms of Reference**

2.1 To oversee and advise on policy and editorial matters in relation to *The Psychologist* and the Research Digest, in existing and emerging media.

2.2 To support the editors in the proposal, implementation and evaluation of potential innovations for *The Psychologist* and Research Digest.

2.3 To generate ideas for content.

2.4 To monitor the performance of the publications in all media, via key statistics provided by the editorial team at each meeting.

2.5 To report to the Trustees on matters pertaining to 2.1 to 2.4 above.

## **3. Membership**

3.1 A Chair appointed by the Board of Trustees in line with the procedure for Board and Standing Committee Chairs (three-year term, may be reappointed for one further three-year term).

3.2 Eight Board/member network nominees: appointed by PDEAC from nominations received from across the Society (three-year term, renewable for one further three-year term).\*

3.3 Up to three other persons who can bring expertise to the committee: co-opted by PDEAC for one year, renewable for one further year.

3.4 Associate editors may be appointed as appropriate, to represent the discipline, and may attend meetings by invitation.

## **4. Administrative Responsibilities**

4.1 To report to a meeting of the Board of Trustees in each calendar year on the actions taken by the Committee during the preceding year.

4.2 To provide information on developments in *The Psychologist* to the Boards of the Society.

4.3 To produce a Brief Report of each of its meetings for circulation to other Society Boards and committees.

4.4 To keep minutes, which shall be presented to the Board of Trustees.

4.5 Advisers: Managing Editor of *The Psychologist*, Editor of the Research Digest, Secretary to the Committee.

\* Membership in this category is not for the purpose of representing or promoting the interests of the nominating board or member network, or to act as the main medium of communication between PDEAC and the board or member network. 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.
10. 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. Advertisements may not advertise unpaid posts from external advertisers.
12. 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.
13. All advertisements must conform to the British Code of Advertising Practice.
14. 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 and amended by the Psychologist and Digest Policy Committee on 28 September 2012.