

A Few Words of Introduction

Nordicom Review is now in its 36th year, and this is the first issue with a new editor since the publication began. From 1981 onwards, the former director and editor at *Nordicom*, Ulla Carlsson, has run and developed *Nordicom Review*, making it what it is today. Ulla left *Nordicom* in the spring of 2015 for a new position as UNESCO Chair in Freedom of Expression, Media Development and Global Policy at the University of Gothenburg.

Nordicom Review introduced the peer review process and began publishing referred papers in the early 1990s. It has subscribers all over the world, and it is the publication most frequently downloaded from *Nordicom*'s website. *Nordicom Review* is also included in many of the most important international databases and is, thus, widely distributed.

Most aspects of *Nordicom Review* will remain the same in the years to come. However, I will try to develop a few things further, and some of these changes are already being implemented. The articles are now subject to a double-blind peer review process, an assistant editor has been appointed, and an extensive editorial board, including scholars with different areas of expertise, will be introduced in the near future. It is important that the editorial board members are knowledgeable in different aspects of our research area and that all of the Nordic countries are represented.

My mission in the coming years is to increase *Nordicom Review*'s impact factor. That is possible only with the help of all of you who are involved in publishing in the journal: Well-written articles of good quality, containing interesting and challenging research questions are needed. One goal for the not-too-distant future is for *Nordicom Review* to be published quarterly instead of biannually. With such a publishing schedule, we can shorten the time it takes for a manuscript to be published following acceptance.

I must say that following in Ulla Carlsson's footsteps is a challenge. Along with her highly skilled staff, she has successfully initiated, operated and gradually built up *Nordicom*'s function as a knowledge centre, with *Nordicom Review* as the jewel in the crown. I will do my best to continue her work. With a background as a professor in media development at Mid Sweden University and previously as a researcher at the Department of Journalism, Media and Communication at the University of Gothenburg, I hope my knowledge base and networks are strong enough to continue the work that has been conducted at *Nordicom* over the years, including the editorship of *Nordicom Review*. However, without collaborations and co-operation with others this will not be possible. Let's keep in touch!

Gothenburg in October 2015

Ingela Wadbring