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EDITORIAL

The human mind and the behavior it generates are relevant to everything that is important: Psychology is more crucial than ever before

Peter Walla^{1,2*}

Psychology as the study of the human mind and the behavior it generates has always been of great interest. Today, however, it receives an entirely new aspect as scholars from other fields—and even industry and economy-affiliated people—have realized that whatever issue one talks about, humans are obviously engaged, and it is their brains that control what they say and determine what they do. The mind resides in the brain, and the brain produces the behavior that psychology aims to understand. Inevitably, psychology becomes the absolute go to study and it is now even more attractive as it accommodates biology, specifically neuroscience, to complete the understanding of the mind with an evolutionary perspective, and to tap into the unconscious via objective technology that allows us to watch the brain at work. The brain knows more than it admits to consciousness and today we have access to this knowledge, which enables us to predict human behavior better than ever before. To understand and foresee human action becomes the most important endeavor for human mankind and modern psychology is best equipped, with the right tool boxes, to perform the cutting-edge science that is needed to achieve that goal.

To live up to the expectations of researchers within the field, scholars from other fields and also society as a whole, *Cogent Psychology* covers all major psychology sub-disciplines and as an Open Access journal, all articles are freely available to the public. It includes the traditional fields of Social Psychology, Clinical Psychology, Cognitive Psychology & Neuroscience, Evolutionary Psychology and Developmental Psychology. To deal with the increasing interest in applying psychological knowledge to other fields, *Cogent Psychology* also includes an Applied Psychology section that provides room for consumer research, marketing-relevant investigations, IT, and many more. Finally, our Health Psychology section welcomes contributions related to general well-being in a broad sense. In a hectic world, it becomes more and more important to focus on science that provides us with the knowledge about how to stay on track, and not to drift away into depression or stress-related diseases.

Psychology became an umbrella study, a meta-perspective that provides all other fields with knowledge about the human mind and behavior. Psychology plays a major role and deserves much attention and support. As a study, it certainly is a key player that has to be invested in, and thus a number of proper science journals are needed to deal with the large market and the demand to communicate the latest research output about the human mind. *Cogent Psychology* will, without doubt, become a crucial asset as a communication channel between researchers and the science community, but it will also become a valuable source for the public who deserve to receive first-hand information about the newest research outcomes. Even journalists, who are always looking for ground-breaking discoveries, will appreciate *Cogent Psychology* as a free open access door to a world full of interesting psychological science.

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