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Putting Scientific Information to Work is the Name of the Game-and of ISI's Film.

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By some accounts, this is the age of film. By all accounts it is the age of the information flood. What then would be more natural than using the one to explain the other? To show just what ISI 's contribution is in controlling the information flood, we have made a film about "Putting Scientific Information to Work."

The main product of scientific research is scientific information. And because that information is the base for further advances it must be made readily accessible and adaptable for numerous uses. To make the information accessible and usable is a big job, but, as our film attempts to show, it is being done. Directed to a broad audience, the film shows how we organize the world's scientific literature to create research tools for widely different categories of users.

Information services are generally broken down into two categories: retrospective and current-awareness. ISI of course offers many services of both types. In the film we point up the value of these information services and demonstrate, in step-by-step fashion, how to use them. The following are some of the major points covered in the first part of the film which runs about 33 minutes.

1. How a relatively small number of

journals accounts for a large percentage of all significant articles published, and the relationship of this fact to information retrieval.

- 2. How citation indexing overcomes many inherent limitations of word indexing and enables clerical help to perform literature searches.
- 3. Why the cost of modern information services should be regarded as insurance against duplicative research, which results in the loss of time, money, energy, and prestige. A concrete example of avoidable duplication is given to illustrate that information services pay for themselves many times over.

To include our newest services and explain how others were redesigned or expanded, we recently made a 15-minute supplement to the film. The supplement can be shown separately, particularly if the total showing is intended for classroom use.

By concrete examples the film shows some effective ways to deal with information problems, and should prove useful to scientists, educators, or anyone engaged in scientific research. Administrators of research programs as well as librarians will find it specifically informative. We will be happy to lend the 45-minute, 16 mm., sound and color-film, free of charge. Simply write to us or call us at 215/923-3300, extension 300.