""""""current comments"

Eggheads or not--Scientists and Engineers will find CC/BS&ES Intellectually Exciting!

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It is probably safe to assume that I am one of the few individuals in the world who scan all six editions of CC ocover-to-cover. At ISI it is a house joke that unless I receive my CC's each week I suffer from withdrawal symptoms. Like the heroin addict, I am "hooked."

I suspect there are other CC readers who would do the same if they could justify the cost. But certainly it is not realistic to expect that many readers would do so even if the service were free. Of course, many libraries buy all six editions. But I've never heard that any readers use all editions regularly. It is quite possible that a few industrial information scientists may do so as part of their assigned reading tasks, but none has ever told us about it.

But it is not unusual for a CC reader to peruse two editions. A recent survey indicates that hun-

dreds of CC/LS readers also read CC/CP or CC/AB&ES. A large number of CC/P&CS readers also read CC/E&T. But I suspect that few readers of these five editions ever see CC/BS&ES. I am equally certain that for many of them it would be an extremely rewarding experience. I know this because it is frustrating to me to pass over dozens of items each week that could be included in our Press Digest.

To prepare the ISI Press Digest, we scan many journals that are regularly covered in CC/BS&ES. Like all editions of CC, the title of CC/BS&ES is inadequate because it can only highlight a few of the dozens of categories of knowledge it covers. The limit to its coverage is determined primarily by costs.

Were it not for these economic limitations we could easily justify including the entire contents of dozens of these journals in other CC editions. My main argument, that you consider CC/BS&ES is that I regard most CC users as intellectuals. (I use that word without its egghead connotations.) Regular perusal of CC/BS&ES is a fascinating intellectual experience. Natural scientists have been urged to take greater interest in people-oriented problems. The Sloan Foundation among others is sponsoring a program to encourage greater awareness of the social sciences by engineers. But CC/BS&ES does more than provide a method of doing this. After all, archaeology, law, education, etc., are not necessarily peopleoriented, but the problems dealt with are fascinating. I suppose it depends upon whether you take vicarious pleasure in just knowing a problem exists or has been studied.

In order to encourage you to try out this delicious intellectual

experience may I suggest that you take four consecutive issues as my guest. I think you may find it as stimulating as Intellectual Digest and certainly more rewarding than Reader's Digest. For actual reading you will make the selections-not us. You can always write authors for reprints. Since the choices will usually not be based on urgency, the delay will not really matter. If you do get very aroused, you can always use our OATS® service or your nearest community or academic library. We've spoken before about bridging the two cultures1. Here's a simple way to get started.

1. Garfield, E. The information revolution reaches the social sciences; ISI helps bridge the gap between the two cultures Current Contents No. 2, 17 January 1973, p. 5-8.