

Now Available On A Screen Near You: The Scientist On The World Wide Web

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Readers of *The Scientist* are no doubt aware that our newspaper has been available free of charge on the Internet at the AT&T server since late 1992, under a five-year National Science Foundation Internic Award. Current and back issues through 1992 are available, including full editorial content as well as information on new grants, symposia, conferences, and employment opportunities from *The Scientist's* classified sections. Of course, this Internet edition is an ASCII text-only file and is accessible via ftp, WAIS, Gopher, and World Wide Web (WWW) browsers.

Before we made *The Scientist* available to Web access, the number of monthly retrievals averaged about 4,000. Since then, retrievals have increased six-fold-in excess of 25,000 per month.

With this issue, a fully designed WWW edition of *The Scientist* is now available, also. That is, this WWW edition includes not only text in an attractively designed layout but also photos, illustrations, and cartoons. Our Web edition currently includes all issues from June 1995 to the present, and our complete archive from 1992 on is accessible through a gopher link. As we continue to build and improve our Web site, we will backload issues through the first issue of 1995. As is true of our gopher version, the WWW edition will include announcements of

grants, symposia, conferences, and employment opportunities. The aesthetic appeal of our WWW edition greatly enhances the editorial quality of the electronic version of *The Scientist*. We fully expect that it will significantly increase the number of retrievals worldwide. But looks aren't everything. Our Web edition also incorporates hypertext links to a wide variety of information sources. These include: previous stories from *The Scientist* that are cited in current issues; academic, industry, and government. Web home pages as well as reports, documents, databases, and other items discussed in our stories; and the E-mail addresses of authors, journalists, and correspondents. Thus, readers can directly access our news and feature stories as well as the primary sources of information on which they are based; they are also able to provide feedback to our editorial staff and correspondents.

Our new Web site, based at the University of Pennsylvania library, will be "exported" around the world. That is, we plan to create so-called mirror sites in Europe, South America, Russia, the Pacific Rim, Australia, and other regions. By doing so, we will offer the opportunity for readers worldwide to access *The Scientist* at lower telecommunications cost and at more convenient-and less busy-local times.

Later this year, we will also offer a commercial WWW edition of *The Scientist*. This will include technical specifications, brochures, and even entire catalogs of equipment, products, and services offered by our advertisers. Display advertisements in our print edition are image-oriented-that is, their goal is to build market awareness of products by presenting eye-catching, full-color graphics with a minimum of text to promote products. But the Internet is information- oriented: Users want to know specific facts and data to make informed purchasing decisions.

Thus, the commercial Web edition of *The Scientist* will stress product information in a compelling way by use of color graphics and perhaps even animation. I invite you to visit *The Scientist's* home page at <http://www.the-scientist.library.upenn.edu> and I welcome your feedback. As many Internet aficionados know, Web publications are in a state of constant revision and improvement. *The Scientist* will not be an exception. Our goal is to provide the most interesting and useful information to our users, and encourage their input to accomplish this goal.
