ISI's Lecture-Seminar Program Can Help You and Your Students Optimize Literature Searching

Most people I encounter think of marketing in a pejorative sense. To them, marketing is tantamount to selling. In particular, people in nonprofit organizations don't seem to realize that in modern management, marketing is highly integrated with production and distribution. It is not merely concerned with "the business process by which products are matched with markets, and through which transfers of ownership are effected,"[1] but also advertising and other forms of promotion.

I mention this because I am frequently asked how ISI® markets its products. The answer is not simple because it includes about every known method of "selling." Among them are public relations, publishing in professional journals, direct mail promotion, space advertising, telephoning, etc. In this brief catalog, I have deliberately left out one of our most important methods of marketing because it is the subject of this essay. It comes under the heading of education.

Scholars for whom lecturing is a way of life do not think they are selling when they are lecturing. But they and most authors of articles whose titles appear in *Current Contents*® (*CC*®) are selling an idea to a peer group or to students who do not take for granted the new ideas they are trying to convey. And if those ideas are controversial or are not accepted as common knowledge, the task can be formidable.

The world's scientists are generating new knowledge so fast that it has become impossible for educational institutions to teach all that is new and useful. In particular, educational curricula fail to provide for instruction in the new information technologies. After all, no one bothered to teach the old library technologies. So it's easy to rationalize that one can manage without new information-gathering technologies.

As a consequence of the vacuum in this area, companies as large as IBM and as small as ISI must include in their marketing efforts significant educational programs. These are badly needed by potential users and, regrettably, in most cases are not part of the standard educational curriculum. Courses in using the literature go back at least 50 years. For example, Norman Taylor, coeditor of *The Physiological Basis of Medical Practice*,[2] was professor of the history of medicine and medical literature. Also, Estelle Brodman just retired as emeritus librarian and professor of medical history. However, less than five percent of universities or medical schools offer such courses. The library staff generally doesn't have the resources for teaching, so the student is left to his or her own devices when it comes to the library or information technology.

It is not surprising, therefore, that surveys of professionals and scientists have shown that the vast majority have never used or even heard of any of the best known information retrieval tools. The average practicing doctor never uses *Index Medicus* or *CC*, much

less *Science Citation Index®* (*SCI®*).[3,4] The average academic is somewhat better informed about conventional secondary information tools but would feel uncomfortable trying to teach their use and value. Since no organized instruction is available, the job of educating the faculty and students about information retrieval is left to the purveyors of information services.

When we first introduced the *SCI* in 1963, the situation was even worse than it is today. How were we to *sell* an idea as simple, and yet somehow as complex, as the *SCI* system? No matter how well we described the *SCI* in written material, a few minutes of personal instruction communicated the basic idea much better. We learned this the hard way. So, long ago we took to the road and organized "seminars" in each major city of the US, Europe, and the Far East.

In those years, I personally presented 50 to 100 seminars or lectures a year. While we had successfully promoted *CC* by mail, it was clear that the *SCI* could not be sold without a marketing effort that included educational seminars. Incidentally, even *CC* had to be sold in person in Europe and in places where direct mail was not cost-effective.

These seminars were needed to gain new *SCI* subscribers as well as to retain old ones. I often visited subscribers only to find *SCI* buried in some remote corner of the library, practically unknown to most faculty members. Librarians with the best of intentions did not have the time, energy, or resources to provide the training necessary to encourage the use of *SCI, CC,* or whichever service they carried.

In the years that followed, ISI gradually developed a marketing organization that was unique in the information publishing world. ISI's representatives had to be experienced in science, librarianship, or publishing in order to qualify to lecture on our products. But as the number of ISI services increased, and our sales force became large enough, we decided to specialize by hiring people who could concentrate on the job of education. All ISI representatives continue to be fully qualified to lecture on our products. They take great pride in their knowledge of these products. But it has now fallen to a new group of educational lecturers to handle the job of continuing education. This is a real challenge because our products and our clientele are constantly expanding and changing.

In 1977, when I first discussed ISI's lecture program,[5] the response was impressive. At that time we had only two educational lecturers. One covered Canada and the US and another lectured in the UK and Europe. Our Mexican representative continues to serve in Latin America. Since then, the demand for these services has increased to such an extent that we've had to increase our staff of lecturers significantly. Four now cover the US and Canada, and three are available in Europe.

When the educational lecturer program was initiated in 1975, we primarily offered this service to library and information science students so they would be able to answer students' and faculty members' questions when they became librarians. We later expanded the program to include other parts of the university. If the students don't know that the *SCI* or *CC* exist, they certainly aren't going to ask questions about them.

While many inquiries about this program are received because of ads in *CC,* our sales representatives are often the ones who locate faculty members and librarians who are interested in setting up a lecture or seminar. We are always glad to do so. There is no charge for these classroom lectures. They usually last about an hour and are tailored to the needs of the students being addressed. ISI lecturers usually discuss the theory of citation indexing, and de-

scribe how to use such services as the *SCI, Social Sciences Citation Index®* *(SSCI®)*, and *CC*. Students are told how to assemble an *ASCA®* profile and receive hands-on experience in using the services in which they're interested. The lecturers can also answer students' questions about when and how to use ISI services such as *Current Abstracts of Chemistry and Index Chemicus™ (CAC&IC®)* and *Chemical Substructure Index® (CSI)*. Although non-library students generally are not told how to do a traditional online search, lecturers do explain what's available through on-line services such as *SCISEARCH®* and *Social SCISEARCH®*. They also tell students what type of information the search specialist needs to optimize the search results.

The lectures are generally geared to students who have little experience in the use of our services. But quite a few of the faculty members do attend the lectures. They are frequently surprised by how much has changed since they first started using the *SCI, CC,* or *Index Chemicus®*. Professors may have learned to use one of these services as postdoctorates. Not only are there new ISI services, but there are also new applications for them. Many are concerned about the increased use of *SCI* for research evaluation.

In the near future, courses will be offered to faculty and students on the use of our new online services,[6] *ISI/BIO-MED™, ISI/ISTP&B ™ (Index to Scientific & Technical Proceedings & Books)*, and *ISI/CompuMath™*. These services can be used by anyone who has a computer terminal, and should be easier to use than traditional online systems.

In addition to short lectures, a full-day seminar on the use of ISI's online data bases is also available. This is generally presented to librarians and search analysts. The morning session emphasizes a comparison between the printed and online versions of each ISI data base. The afternoon includes actual searching. Although this seminar is designed primarily for information specialists, we encourage the faculty and students to attend. The morning program will help them better understand what's available through these varied systems and data bases. This program helps the user formulate questions for the search analyst, who actually prepares the search profile. The fee for this seminar is $25 per person in North America; $50 per person elsewhere.

Any instructional program will only be as effective as the people who run it. Ann Marie Cunningham, ISI's manager of education and training, is highly qualified. After completing her master's degree in library science she served as head of periodicals at Villanova University for ten years. She came to ISI in 1979. After considerable experience on the lecture circuit, including a trip to Japan, she became director of this program.

Supporting Cunningham as educational lecturers in this program are Stephanie Ardito and Judy Cutler. Ardito received her master's degree at Syracuse University's School of Information Studies. She spent three years at Syracuse University Library, most recently as director of their Gerontological Information Program. Cutler studied library science at Drexel University. After receiving her master's degree, she held various marketing positions and worked as a researcher at the Franklin Mint near Philadelphia.

The newest addition to our educational lecturer program is Carol Kulp. Her training in medical science at Radcliffe, and her doctorate in biochemistry and computer applications to biological sciences from Bryn Mawr College, make her eminently qualified as our chemical lecturer. Kulp spent four years at the University of Pennsylvania's computer and information sciences department before joining ISI. She will be em-

phasizing ISI's chemical information products and services. These include *CAC&IC, Current Chemical Reactions™* *(CCR™)*, *CSI, Automatic New Structure Alert®* *(ANSA®)*, and a new online version of the *Index Chemicus Registry System®* *(ICRS®)*, which I will describe in detail in the near future.

ISI lecturers are also available outside of the US. Christine Smith, who works out of our UK office in Uxbridge, is the senior lecturer for Europe. Together with Bob Williams and Robert Kimberley, she provides a program similar to that provided in the US. Smith received a bachelor's degree in chemistry from the University of Hull and a postgraduate diploma in library science from the Polytechnic of North London. She worked with the British Library Automated Information Services (BLAISE) before joining ISI. Prior to that, she had been with DIALTECH, the UK Department of Industry's computer-based system that provides access to the European Space Agency's information retrieval service. Smith lectures in the UK, Ireland, the Netherlands, Italy, Israel, and the Scandinavian countries.

Kimberley, who has a master's degree in management from the University of Warwick, had worked as a librarian, administrator, and language teacher before joining ISI. He is available to lecture in French and English in Belgium, France, Spain, Portugal, Switzerland, Yugoslavia, Turkey, Greece, North Africa, and the Mideast.

Williams, whose degree from London University is in German and Spanish, spent 18 years with the UK Ministry of Defense before coming to ISI. He lectures in German and English in Germany, Austria, and in German-speaking Switzerland.

Naturally, lecture tours must be planned in advance. If you are interested in having an ISI lecturer or representative visit your institution, you can contact our nearest office. All are listed in *CC*.

If you are unable to arrange for an ISI educational lecturer, and/or prefer additional instructional materials or information on ISI products, please contact us. We can provide you with separate brochures on the *SCI, Arts & Humanities Citation Index ™ (A&HCI™)*, *SSCI*, our entire line of chemical services, and our three new online services, *ISI/BIO-MED, ISI/ISTP&B,* and *ISI/Compu-Math*. These brochures include information on how these services were created, what they cover, and how to use them.

In the meantime, I'd like to recommend a few good articles and brochures. For an in-depth review of citation indexing, including its history, the methods used to compile the index, and its implications, you might want to look at my book, *Citation Indexing—Its Theory and Application in Science, Technology and Humanities.*[7]

All ISI lecturers and representatives are also able to discuss the *A&HCI* in detail. But if you're particularly interested in the *A&HCI*, my recent article in *Library Quarterly*[8] provides a basic explanation and suggests possible future impacts of citation indexing in the arts and humanities.

For those of you interested in French language materials, there is an article by W. A. Graham of the National Library of Tunis. He presents a complete description of how to use the *SSCI* and the *A&HCI*. It includes an explanation of the concept of citation indexing and examples of searches of interest to historians.[9]

A&HCI's coverage, and its use in retrieving information of interest to music scholars, are explained in an article by M. A. Keller and C. A. Lawrence.[10] This article uses examples from the indexes to show how a typical search can be conducted.

If you are interested in Japanese language instructional information, you may wish to contact our agents in Japan. Kinokuniya Bookstore Co., Ltd., 17-7 Shinjuku, 3-chome, Shinjuku-ku, Tokyo

160-91, has prepared a Japanese version of our audiovisual presentation on the *SCI*. Another audiovisual adaptation for the *SCI* plus a booklet presenting the same information are available from US Asiatic Co., Tsutsumi Building, 13-12 Shimbashi, 1-chome, Minato-ku, Tokyo 105.

Although I won't go into detail about them here, two articles I mentioned in my previous essay on the educational lecturer system are still quite useful today.[11,12]

The amount of literature now available can be overwhelming to graduate students who don't know how to use information retrieval tools. So it is essential that you or your librarian teach them how to take advantage of the secondary information services now available. You know how much time they save you. Let your students know too. The only really effective way to do this is to provide formal instruction in literature searching. Whether or not this is possible at your university, we hope you will take advantage of our educational lecturer program. Invite an ISI lecturer into your class. And I hope you will become one of the dozens of ISI clients who write me about the effectiveness of the program.

For more information or to schedule a lecture, please contact: Ann Marie Cunningham, Institute for Scientific Information®, University City Science Center, 3501 Market Street, Philadelphia, Pennsylvania 19104, USA.

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