

**A**SSOCIATION OF  
**S**CIENTIFIC  
**I**NFORMATION  
**Di**SSEMINATION  
**C**ENTERS

# Newsletter

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REGISTRATION FORM - SPRING 1975 MEETING

The *ASIDIC NEWSLETTER* is published by the Association of Scientific Information Dissemination Centers, Peter Schipma, Secretary-Treasurer, IIT Research Institute, Chicago, Illinois, 60616, Tom Quigley, Editor, COSMIC, University of Georgia, Athens, Georgia, 30602.

2. Associate membership is available to any of the following:
  - a. Scientific information dissemination centers that do not meet the criteria for full membership; or
  - b. Other organizations or individuals with an interest in the affairs of the association.

Each full member center has a single vote. Associate members have no voting privileges but are encouraged to participate in the group's activities to the fullest extent they can.

In evaluating applications for membership over the past year, the executive committee has expanded the requirements for full membership as follows:

1. "Computer-based" is understood to mean that a center has substantial involvement in the computer processing of the data bases whether or not it is accomplished in-house. The center must be involved in the program development and/or maintenance and actual processing of the data bases wherever it is done.
2. One of the two data bases processed can be internally generated.

The qualifications for full membership are not intended to be unduly restrictive but are designed to form a basis for defining a minimum size of an operation which would have problems of the magnitude to fit the scope of ASIDIC's purposes. Centers which do not meet the qualifications for full membership at the present time are encouraged to become associate members and participate to the fullest extent they can in ASIDIC affairs.

Application for membership should be made in writing to the ASIDIC Secretary. If a center is requesting full membership, the qualifications should be stated. The executive committee rules on the credentials of each applicant. Annual dues are \$20.00.

#### DUES NOTICES

Dues notices were sent out in December. Please follow through and get your payment in.

## SUMMARY OF FALL ASIDIC MEETING

The ASIDIC Fall Meeting held in Chicago, Illinois, on September 25-27, 1974, was hosted by the Computer Search Center, IIT Research Institute. The theme for the meeting was "Information Networks."

### General Session

The general session began with a panel discussion on networks. Following the panel discussion, the attendees were divided into three groups. Each group determined the amount of time and the focus of their discussions. A joint session of all the working groups, in which the group chairmen presented a summary of their group's discussions, concluded the session.

### Summary of Panel I Discussion - Chairman, M. E. Williams

Panel I discussions were broken into two parts. The first was devoted to current problems associated with acquisition and processing of data bases and provision of information services from those data bases. The second was concerned with future problems and the future goals of ASIDIC.

Some of the current problem areas are:

Information Centers Versus Libraries. There appears to be a dichotomy between libraries and information centers. Perhaps if the dichotomy were removed, the document delivery problem would be diminished.

Refereeing. There is a need for screening and refereeing of information if we are to assure credibility.

Measures of Effectiveness. New and improved methods of measuring the effectiveness of searches--both on-line and batch--are needed. The traditional measures of recall and precision are not sufficient.

User Needs. There is a need for more meaningful and incisive user studies. Users are now more sophisticated and familiar with the capabilities of computers and hence are probably in a better position now to express their needs and desires than they were several years ago. Also, there are now techniques for assessing user needs that are more sophisticated than the traditional use of questionnaires. Given today's situation, more useful user studies should be conducted.

On-line. The discussion of on-line searching was devoted to the relative merits of on-line versus batch systems, focusing on the question of centralization versus decentralization. Centralization is often favored because end users seem to prefer to delegate their searches to an intermediary even though the system may have been designed for use by the end user. The use of an intermediary through a central location provides an advantage as the intermediary is familiar with and keeps up-to-date on data base characteristics. The use of intermediaries provide a convenience factor to the requestor or end user.

Centralization provides an advantage in terms of management of the funds used for on-line searching. If terminals are distributed throughout an organization, it becomes difficult to control expenditures.

With respect to on-line systems, the National Science Foundation has sponsored a study at Systems Development Corporation (SDC) to investigate the impact of on-line services. We look forward to the results of this study to verify, refute, or qualify many of the assumptions and suspicions that are held regarding the use of on-line retrieval systems.

With respect to future considerations, ASIDIC should reassess its functions and objectives. To date, discussions, presentations, and activities of ASIDIC have been restricted to today's operational problems. If ASIDIC is to survive as a viable organization providing a useful function and maintaining the interest of the membership, it should now be looking at the research which will affect the future of data base systems and services. ASIDIC should be aware of current research activities and their realistic implications. Neither center operators nor users should be satisfied with the situation as it is now, but should look toward advancing the state-of-the-art.

ASIDIC should be concerned with the real needs of users. We should not limit ourselves to providing the services we can provide now, giving the user what we think (s)he should have. Centers should attempt to meet user needs; however, the classes of users or markets may be too restrictive today. Services may be expanded into the social sciences, art and humanities, and perhaps should serve not only research and management level users but also undergraduates and even high school students.

Some of the areas where research is needed are:

- \*automated means of classifying and indexing information in a manner that is reflective of and responsive to user interests
- \*a common language for networks
- \*theory of information transfer
- \*discovery of laws that govern the flow and transfer of information (in support of the contention that information science is a science)
- \*information and knowledge delivery versus document delivery
- \*development of data retrieval systems with graphical display of data
- \*development of systems that provide massaged synthesized data versus raw data
- \*provision of machine access to data and together with the software for manipulating the data. (Networks should facilitate the joining of the data files and software systems. A current NSF sponsored study by EDUCOM on "network gaming" may shed some light on the problem.)

'development of means of providing location information for retrieved citations to facilitate document access and inter-library loan.

Finally, while reassessing its position and future, ASIDIC should be aware of the fact that many publishers are now looking at alternatives to journal and secondary source publication, e.g., electronic publication. The adoption of alternatives would greatly affect and impact data base services.

Summary of Panel II Discussion - Chairmen, Roger Summit and John Creps

The group did not attempt to go back and go over the questions that were raised in the opening session or the newsletter, but, instead, defined eight specific areas which they wished to address. They are related to the proposed questions but they are very specific; e.g., mail time, east coast-west coast delivery, which relates to centers serving other centers, so that the end user can be served with some degree of efficiency. The group discussed marketing techniques, document delivery, networking, pricing problems to suppliers, and user's needs. They discussed how to identify educational needs and how to meet them, and they discussed suppliers who are not willing to allow their data bases to be used in on-line mode at the present time.

The group made the following points and observations:

Costs Batch System vs. On-Line.

Communications and teleprocessing add to expense for on-line.

Sequential search system is inverted search system.

\*Machine clock-time was the original basis for measure, now with time-share measurement is more difficult.

CPU charges do not fairly allocate resources.

\*Current awareness is cheaper batch mode.

Retrospective searching is?

On-line is cheaper when smaller quantities needed.

Problem of Print Delivery.

Could take up to one week from on-line search to delivery of printed search.

Is new technology being developed for tape to tape remote printing?

Some solutions Lockheed investigated:

Special Post Office Boxes

High speed printers for on-line priority items

\*Too costly to have remote facilities but still has possibilities in the future

\*Printing remotely is a problem because the remote location does not have control over printer.

\*Must have leased line and printer control to make remote printing feasible.

Immediate delivery is important in certain circumstances; however, immediate is a couple of days. IBM's experience is that one hour turn-around requests are very rare.

COM output is possible.

#### Document Delivery.

\*SDC of Lockheed initiating a document retrieval service with NTIS of ISI. Orders accumulated and dumped once a day (Electronic ordering)

\*Center will also have to play an information role to let user know what document availability restrictions there are.

\*If publishers as a body would get together and allow copying for a price.

#### Network.

\*Network definition

Network allow people to access computer with or without people interface.

Sharing a service like library loan center to center to user (manual)

Center system with mini-computers

\*Group participation which allows service at a lesser cost

\*Are networks viable? Computation-information

In commercial environment state boundaries make no difference but for institutions this is not so

State educational institutions have network problems greater than exist for other organizations

#### Supplier Pricing to Network.

\*Why is the computer-readable so much higher than the printed? What is the philosophy?

\*It is a deluxe model of the product, it is of greater utility possibly.

Royalties are allowing for usage pricing. Some prefer lapse time or per hit off-line pricing, some would like to price per profile or a sliding scale.

\*Third party agreements are emerging from suppliers.

Marketing Technique.

How should the suppliers provide information to requestors?

Suppliers can send list of centers.

Lockheed uses exhibits, demonstrations and direct mail advertisements.

Feels that the retailer is not doing his job, however money is not that available and marketing these services is difficult.

Industry is in its infancy and education is important.

Look for the Gate Keeper in each organization.

Professional marketing functions are being used.

Users Needs: Batch vs. On-Line, Do They Differ?

User willing to pay for a trial but does not want to start with a one-year service.

Education material needed from supplier to centers.

Summary of Panel III Discussion - Chairman, Gerald Lazarick

Our group, Group 3, consisted of a league of persons who had about equal interests in the administrative, technical, and service aspects of information systems. This league met in the Ivy Room. This is a report from the Ivy League.

The group decided to address itself specifically to the need for information, the kinds of information we survey, the mix of services which could satisfy needs, user interface, and document delivery/interlibrary loan. In addition to these topics considered under the broad area of Services, the group considered some technical, legal, and financial aspects specifically as related to charging and commonality of data elements. Much of the discussion did not deal with problems of networking, but dealt with problems and questions (both practical and "philosophical") of information centers.

After a short discussion of what kinds of information we would talk about, a definition of information was advanced which was accepted without much rebuttal: Information is data that matches a problem. Networks meet the needs only to the extent that more potential data-gathering items are matched to the problem. In speaking of networks, it was concluded that we must consider all resources which are components of the networks. Users have different information needs including: lists, data, and data relationships. Users should know what the limitations of systems are and what level of output can and will be provided.

The group felt that we don't know why people who use our services use them and why people who, we feel, can benefit from the services don't use them. The latter group is a far larger group than the former. Basic behavioral studies and motivational studies concerning the needs are necessary before we can really

determine or create demands for the services we provide. These behavioral and motivational aspects should be addressed by ASIDIC-perhaps in a future meeting.

Document delivery should be an option for the user to exercise. He should be able to get the document from the same source as the reference. Information centers should be able to provide the document. The practicality and constraints on doing this was considered by the group. Copyright problems were discussed but no conclusions were reached.

Commonality of data elements was briefly considered. It was pointed out that this will become less of a problem since Chemical Abstracts, Engineering Index, American Institute of Physics, and Biological Abstracts are working towards commonality. CODEN and Journal Title Abbreviations are problems not only to the system but also to the users.

Ways of getting people hooked on our kinds of services were discussed. It was concluded that this should be done at an early age. One representative of a commercial organization reported that his organization is providing services to students at one tenth the cost of the service.

The group addressed the question of "free or fee" services and concluded that free services in a university matches and has a historical perspective. Free services are deceptive in many ways, however.

Regarding costs, it was generally concluded that networks will not reduce costs substantially but that benefits will increase. This is a sufficient reason to participate in a network. Autonomy will have to be sacrificed. A portion of the group felt that the sacrifice of autonomy will be not much problem for a profit making organization but may be a problem for not-for profit organizations.

### Business Meeting

The business meeting was opened by the President, Bruce Briggs, who called on the Secretary-Treasurer for a current status report. The Secretary-Treasurer, Peter Schipma, reported that the Secretary-Treasurer information had been transferred from two separate locations to one location, and that there are many items that need to be combined as a result. He also stated that ASIDIC reprinted the "Survey of ASIDIC Centers" twice, and that this report and the "Cost Elements" book, which is priced much lower, are bringing in considerable amounts of revenue. Peter Schipma also reported a balance in the treasury of \$4,591.00; \$3500.00 was deposited in a savings account to draw interest since the funds are not being spent as fast as they are being taken in. Two full members and three associate members were added during the past year, and several people at this meeting indicated that they wished to change status or join the organization. In answer to a question concerning lost checks, Mr. Schipma advised the people concerned to cancel their checks.

Also during the meeting, Martha Williams reported briefly on cooperative data management. Bruce Briggs read a report by Margaret Park on the Z39 Standards Committee. Mr. Briggs also reported on a meeting between representatives of



NFSAIS, ICSUAB, EUSIDIC, and ASIDIC to explore the possibility of closer cooperation and coordination among the three groups. To this end, a proposal has been sent to NSF to support the travel expenses for a meeting of the groups to discuss joint action in the area of standard searchable data elements.

A nominating committee was appointed consisting of Peter J. Chenery and John S. Edwards. They were requested to act early enough to have the voting completed and the new officers notified before the spring meeting.

Bruce Briggs also reported that the Executive Committee had agreed that long range planning was needed for ASIDIC. He announced that the Spring meeting, which will be March 23rd through the 25th in New Orleans, would include a session on future plans.

The meeting was adjourned with thanks to IIT Research Institute for hosting the meeting and doing such a good job of putting it all together.

ELECTION OF OFFICERS

The Nominating Committee presents the following slate of candidates. The terms of office for all officers are one year with the right to succeed with a limit of two consecutive terms per office: only full members in good standing (1975 dues paid) are allowed to vote for officers. A ballot will be sent upon receipt of dues. Ballots must be returned by March 15, 1975.

President:	R. Bruce Briggs Martha E. Williams
Vice-President:	Arnold Lurie Roger Summit
Secretary/Treasurer:	Jerry Ryan Peter Schipma
Member-at-Large:	James L. Carmon Rita Lerner
Nominating Committee:	Peter Chenery John S. Edwards

Nominees for President

Name:	R. Bruce Briggs
Present Position:	Manager of Programming and Operations, Campus Computing Network (CCN), University of California, Los Angeles, CA. Supervises programming and operational staff of CCN; supervises NSF-funded projects at CCN related to Center for Information Services; responsible for the interface between computing centers at other universities and CCN.
Education:	B.S., University of North Carolina, Mathematics, 1962. M.S., University of Pittsburgh, Mathematics, 1966.
Societies and Honors:	American Society for Information Science (ASIS) Association for Computing Machinery (ACM) Association for Scientific Information Dissemination Centers (ASIDIC) Secretary, 1972-1974 Cooperative Data Management Committee, 1973

Past Positions:

1970-1973

Manager, Center for Information Services  
Project, Campus  
Computing Network, University of California,  
Los Angeles.

Managed project to develop center to provide  
search services from large bibliographic data  
bases to the nine-campus University of  
California system.

1966-1969

Manager, Computation Center, Duke University,  
Durham, N.C.

Managed university computing facility which  
was part of a three-university computing net-  
work.

\* \* \* \* \*

Name:

Martha E. Williams

Present Position:

Director, Information Retrieval Research  
Laboratory (IRRL) and Research Professor,  
Coordinated Science Laboratory, University  
of Illinois, Urbana-Champaign, IL; Professor  
of Library Science, University of Illinois  
and Adjunct Associate Professor, Science  
Information, Illinois Institute of Technology,  
Chicago, IL. At the University of Illinois  
Prof. Williams is responsible for the design,  
development and an operational component  
providing SDI and retrospective search services.

Education:

A.B., Barat College, June 1955, Chemistry  
(Dean's List, Class Honors, College Honors)  
M.A., Loyola University, Feb. 1957.

Societies and Honors:

American Association for the Advancement of  
Science (AAAS)  
American Chemical Society (ACS)  
American Society for Information Science (ASIS)  
Councilor-at-Large, 1971-72  
Publications Committee, 1971-72  
Committee on Intersociety Cooperation,  
Chairman, 1972-73  
Networks Committee, Chairman, 1973-74  
Association for Computing Machinery (ACM)  
Publications Board, 1972-73, 1973-76  
Data Base Committee, Chairman, 1973-74

Association for Scientific Information Dissemination Centers (ASIDIC)  
Vice-President, 1972  
Cooperative Data Management Committee,  
Chairman, 1970-75  
Quality Control Committee, Chairman, 1972  
Center-Supplier Relations Committee, 1972-73  
National Academy of Science, National Research Council  
Committee on Chemical Information, 1970-73  
Large Data Base Subcommittee, Chairman, 1971-73

Past Positions: IIT Research Institute (IITRI), Chicago, IL,  
1957-1972,  
Manager, Information Sciences and Manager,  
Computer Search Center. Ms. Williams was  
responsible for the inception, design, and  
development of the Computer Search Center until  
Sept. 1972.

Nominees for Vice-President

Name: Arnold P. Lurie

Present Position: Research Associate, Department of Information  
Services, Eastman Kodak Co., Rochester, N.Y.  
Responsible for non-Kodak Information Services  
(SDI and retrospective) and for Search Team  
operations (technical search questions based on  
Kodak and non-Kodak data bases).

Education: B.A., New York University, 1954, Chemistry  
Ph.D., Purdue University, 1958, Organic Chemistry.

Societies and Honors: American Chemical Society  
Phi Beta Kappa  
Phi Lambda Upsilon  
Sigma Xi  
ASIDIC Standards Committee

Past Positions: Color Photography Division, Eastman Kodak Co.

\* \* \* \* \*

Name: Roger K. Summit

Present Position: Manager of the Information Systems Programs  
Office Lockheed Information Systems. Directs  
the operation, research, and development of  
interactive, computer-based, information storage,  
retrieval, management, and analysis systems.

Manages the DIALOG<sup>TM</sup> online information retrieval service.

Education: A.B., Stanford University, 1952, Psychology  
M.B.A., Stanford University, 1957, Business Administration  
Ph. D., Stanford University, 1965, Management Science

Societies and Honors: American Society for Information Science  
Association of Scientific Information Dissemination Centers

Past Positions: Project Manager on contracts, Atomic Energy Commission, Office of Education, and the European Space Research Organization (ESRO).  
Project leader for development of the DIALOG<sup>TM</sup> online information retrieval language, and conducted research in simulation and information retrieval systems.

Nominees for Secretary/Treasurer

Name: Peter B. Schipma

Present Position: Manager, Information Sciences, IIT Research Institute; Chicago, IL. Responsible for the initiation and execution of research programs in the design and operation of science information systems. Also manager of IITRI's Computer Search Center.

Education: B.S., Illinois Institute of Technology, 1965, Physics  
M.S., IIT, 1969, Science Information

Societies and Honors: ASIDIC, Marketing Aids Committee, Chairman  
ASIS, Chicago, Chapter, Chairman-elect

Past Positions: 1967-1972  
Associate Scientist, Research Scientist, Group Leader, Information Sciences, IITRI, Chicago,

1962-1965  
Research Engineer, R.R. Donnelley & Sons, Co., Chicago

\* \* \* \* \*

Name: Jerry D. Ryan

Present Position: Supervisor, Scientific and Technical Communications Department of Corporate Technical Planning and Coordination, 3M Company, St. Paul, Minnesota. Responsibilities include the supervision and operation of operating sections charged with internal and external information storage, retrieval and dissemination.

Education: B.S., St. Cloud State College, 1965, Chemistry  
M.S., St. Cloud State College, 1969, Information Media

Past Positions: 1969-1974  
Information Systems Analyst, Patents & Profiles Group of Scientific and Technical Communications, 3M Company.

1965-1969  
Chemistry Instructor and Instructional Media Specialist, Independent School District #12, Circle Pines, Minnesota.

Societies and Honors: Association of Scientific Information Dissemination Centers.

Nominees for Member-at-Large

Name: James L. Carmon

Education: B.S.A., University of Georgia, 1948  
M.S., University of Maryland, 1950  
Ph.D., North Carolina State College, 1955  
NSF Fellowship, University of Florida, 1960  
NIH Special Fellowship, Virginia Polytechnic Institute, 1963

Societies and Honors: Sigma Xi  
Phi Kappa Phi  
Who's Who in the South and Southwest  
Who's Who in American Education  
Trustee EDUCOM  
Association of Computing Machinery  
American Society of Information Science

Present Position: Professor of Statistics and Director of Office of Computing Activities, University of Georgia

Assistant Vice Chancellor for Computing Systems, University System of Georgia.

Past Positions:

1950-1952 Instructor Department of Animal Science, University of Georgia

1952-1954

1954-1955 Instructor Department of Animal Science and Experiment Station Statistician, University of Georgia

1955-1958 Assistant Professor and Experiment Station Statistician, University of Georgia

1958-1962 Associate Professor, Head, Department of Experimental Statistics and Director of Computer Center, University of Georgia

1962-1968 Professor of Statistics and Director of Computer Center, University of Georgia

1968-1972 Professor of Statistics and Director of Computer Center, University of Georgia. Assistant Vice Chancellor for Computing Systems, University System of Georgia.

\* \* \* \* \*

Name:

Rita G. Lerner

Education:

A.B. cum laude, 1949, Radcliffe College, Chemistry  
M.A. Columbia University, 1951  
Ph.D., Columbia University, 1956, Chemical physics

Societies and Honors:

AAAS  
American Society for Information Science  
American Chemical Society  
American Physical Society  
Sigma Xi  
N. Y. Academy of Science  
National Microfilm Association  
Chairman, Metropolitan N.Y. Chapter, ASIS  
Liaison Representative, ASIS to ACS/Div. of Chem. Lit.  
Editor, Information Science Series, Dowden, Hutchinson & Ross, Inc.

Present Position:

Manager, Special Projects and project director for two NSF grants - one on data handling and one in cooperation with Ei on interchange of data bases.

Past Positions:

1956-64, Research Associate, Columbia University  
1964-68, American Institute of Physics in various positions dealing with primary journals and secondary services.  
1968-69, Director of Laboratories for the Dept. of Biological Sciences, Columbia University.  
1969-present, AIP