

The Place for an Author's Address  
is Upfront--Where It Can Be Counted!

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Authors' names and addresses make up a large part of the data we process for ISI's data bank. All *Current Contents*® (CC®) editions have a weekly *Author Address Directory*. These entries, after considerable editing, are cumulated each year in *Who is Publishing in Science*® (WIPIS). The 1976 WIPIS annual contained the names and addresses of the first authors of about 450,000 articles. Elimination of duplicates produced about 340,000 unique addresses. Another 500,000 second-author addresses were processed for the *Science Citation Index*® (SCI®) and *Social Sciences Citation Index* (SSCI). These addresses are important to users of ISI's on-line SCISEARCH®. For every article retrieved, the names and addresses of all authors and coauthors are provided. And in 1977, the SCI will include the first author's address in the *Source Index*, as the SSCI does now.

Authors' addresses may not be the most glamorous subject to discuss, but it is very important to you. Consider that 5 to 10 million reprint requests per year are based on these addresses. But the usefulness of addresses doesn't end with a reprint request. Scientific administrators and planners need them to know what research is going on where. And the demographers of science need them to study trends in research in different countries, institutions, and laboratories.

What is all this leading to? Does any one question the value of unambiguous

and complete addresses in journals? You'd better believe it!

Some readers will remember a campaign CC waged over ten years ago to get journals to include ZIP codes in US addresses. Today most American journals include ZIP codes, but there are still plenty that don't. But this is only a small part of the difficulty. For most academic institutions, we could probably look up the ZIP code. The problem is much more subtle than that.

Have you heard of the author address game? Some editors are expert at it. They make it difficult if not impossible to put the right name with the right address.

For years we've advised and--where advice failed--pleaded with journal editors to keep an author's name and address together. We've also pleaded that the name and address belong at the head of the article, under the article's title.

It is incredible how much money some journals are willing to waste in order to play 'hide the address.' Journals as respected as *Nature* and *Science* use different conventions within the same issue. A lead article has the address up front or in a footnote, while a technical report of a letter has the address at the end of the text.

Some journals have devised an incredible repertoire of symbols--including asterisks, daggers, and superscripts--to tie the author's name to an address in a footnote at the bottom of the page or at the end of the article. This is bad enough.

But there are journals that separate authors' names from their addresses without indicating which name goes with which address.

If there's one author and one address, there's little possibility of confusion. If there are two or three authors and one address, we can usually assume that the address applies to all. If there are two authors and two addresses, one assumes the first author is identified with the first address. But if there are three authors and two addresses, the possibilities for confusion are legion. Does the second author work at the first or the second address?

These address 'connectors,' as ISI jargon calls them, can be more arcane than the French connection of filmdom fame.

In 1976 we planned an improvement of the *Corporate Index* section of the *SCI*. We spent a lot of money in the planning of the improvement and in the programming required to implement it. In 1976 we did implement it, and spent a lot of money trying to tag the connections between authors' names and their addresses. This was done during the so-called 'pre-edit' which every article undergoes before the data are keyed. We are going to finish the 1976 work, but will abandon the effort in the future, because the lack of standardization in journal treatment of addresses makes it uneconomical for us to make these connections. Too many journals make it useless to try, without considerable guesswork or reference work. Too many journals give authors' names and addresses, but don't bother or refuse to make plain who goes with which.

I have great respect for the hard work performed by editors and publishers who are responsible for the international system of scientific publication. But I am often depressed by the lack of common sense and common purpose among otherwise intelligent people. We mounted a

telephone campaign to contact the editors of journals who regularly play the 'hide the address' game. Some saw the point and agreed to clean up the confusion. The number who refused was considerable. Consider these reasons given: "Tradition rules against it (*sic*)!" "You indexing people always ask for too much!" "All requests for information about authors should and must go through the editor!" "We're afraid of political files being kept!" I'm at a loss to explain that last one. If the quoted editor really believes that, what is he doing in the dangerous business of publishing signed articles? Are he and all his authors pseudonymous? If his fear is real, they should be. If they are, why not give phony addresses to fill out the cover pseudonyms?

Many CC readers write and publish. More than a few have something to do with journal editing. But most important, all CC readers should and must interest themselves in the economy and clarity of scientific publication. When, like us, you can't make out what name goes with which address, I urge you to let the editor of the journal know that the situation demands correction. A journal's subscribers usually aren't brushed off with the reply recalcitrant editors so often give us—that indexers always want too much.

If they really want to save all abstracting and indexing services a lot of work and cost (which must be passed on to the user), then they would adopt an international standard long ago recommended by the ISO, namely that authors' names and addresses be unambiguously displayed at the head of an article immediately after the article's title.

To put it another way, we want the address information kicked from the rear to the front of the article. But maybe you could help by kicking one of your editor friends where it is badly needed.