

*ISI's Who Is Publishing In Science:
Why Is It An Idea
Whose Time Has Not Come?*

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For a thinking person, what is worse than an idea whose time has not arrived? While it is a rare event in publishing and in science to admit to failure, at least one of ISI's services can be classified as such—if success is measured in numbers of subscribers. I am referring to *WIPIS—ISI's Who Is Publishing In Science*.¹

Originally called *International Directory of Research & Development Scientists*, *WIPIS* was created ten years ago in response to requests for an annual cumulation of the weekly author-address lists in *Current Contents*.² We believed that *WIPIS* would facilitate not only reprint requests, but many other communications between publishing scientists. Yet, in spite of its scope and versatility, *WIPIS* has not achieved acceptance in the marketplace commensurate with the effort required to produce it.

Maybe we have taken *WIPIS* too much for granted. For example, although I have discussed *WIPIS/IDR&DS* editorially, I am chagrined to note that it has never been described in a formal way in a library or information journal. In its early days it was reviewed in a few publications, but it has received

minimal publicity. Considering its size and scope, this is odd. The 1977 *WIPIS* provides the names and addresses of more than 360,000 scientific authors from about 30,000 organizations in 179 countries. These names and addresses include the first or "reprint" authors covered in all six editions of *Current Contents*. *WIPIS* also includes the first authors of articles in publications covered exclusively by the *Science Citation Index* and the *Social Sciences Citation Index*. All disciplines of the sciences and social sciences are represented. Eventually, we can easily include additional authors and scholars from the arts and humanities.³

The scope of *WIPIS* is well illustrated when one considers that Derek de Solla Price and others have been able to use this source as the basis for making some fascinating demographic studies of scientists.^{4,5,6}

The information covered by *WIPIS* is indexed three ways, as illustrated in Figure 1. The Author Section is arranged alphabetically. It gives you the complete address for each author. You can also use this section to verify the spelling of a scientist's last name. Or, you can

use *WIPIS*, like the *SCI*, when you want to know if an author published anything during a specific year. You simply check that year's volume.

The Geographic Section is arranged by country and subdivided by state, city, and organization. The names of authors whose full addresses are found in the Author Section are listed after each organization. You can use this section to identify organizations and individuals in a specific geographical area. This might be handy if you are organizing a seminar in a particular town or country.

The Organization Section is ar-

ranged alphabetically and shows organizations which had published authors during the *WIPIS* coverage year. For each organization there is a list of the different cities where a branch is located. This section is really a comprehensive directory of organizations all over the world which are involved in some way with the sciences or social sciences. You can use it to locate organizations and their branches and to distinguish by location similarly named organizations.

The three indexes, as I have indicated, each function separately. In any instance, suppose you can't reme-

Organization Section	Geographic Section	Author Section
CLAYTON JR COLL GEORGIA MORROW CLEARWATER CLIM LAB FLORIDA CLEARWATER CLEARWATER COMBUN HOSP FLORIDA CLEARWATER CLEMENS AUGUST KRANKENHAUSES FED REP GER BITBURG CLEMENS HOSP FED REP GER MUNSTER CLEMSON UNIV SOUTH CAROLINA BLACKVILLE SOUTH CAROLINA CLEMSON SOUTH CAROLINA COLUMBIA SOUTH CAROLINA ELGIN CLEMSON SAIL SWITZERLAND LUURY CLESA SPA ITALY LONIGO CLEVELAND BOARD EDUC OHIO CLEVELAND CLEVELAND BRIDGE & EMGH CO LTD ENGLAND CLEVELAND CLEVELAND CLIFFS IRON CO OHIO CLEVELAND CLEVELAND CLIN FOM OHIO CLEVELAND CLEVELAND COLL JEWISH STUDIES OHIO CLEVELAND CLEVELAND CONTROLS INC OHIO CLEVELAND CLEVELAND CRYSTALS INC OHIO CLEVELAND CLEVELAND CTR RES CHLD DEV OHIO CLEVELAND CLEVELAND DIETETIC ASSOC OHIO CLEVELAND CLEVELAND EAR NOSE & THROAT GRP OHIO CLEVELAND CLEVELAND ELECT ILLUMINATING CO OHIO CLEVELAND CLEVELAND FOOT CLIN OHIO CLEVELAND	SOUTH CAROLINA CLEMSON CLEMSON UNIV DICKENS LL DIXON GM DUBOIS JA DUNN BE DUNN C DYCK LA EISMINGER S ELLICOTT AR FALLAW SA FANNING JC FENNEL RE FLOYD JA FORSYTH MA FOSTER DL FOX RC FREEMAN WL FULTON JD GARMON JP GIMENEZ T GOLDEN RM GOODE H GRACE JB GWYHER MJ HAIR BL HAMMER WB HANDLIN DL HAIN JR HENRICKS DM HENSEL JL HILDERMAN RH HILL JR HITE J HOLDER DP HOLLEMAN KA HOLLOWAY RL HOOD CL HSU JC HSU JM INGRAM BR	HOLLOWAY LS TEXAS TECH UNIV,SCH MED,DEPT PHYSION LUBBOCK, TX, 79402 HOLLOWAY PAH GEN HOSP HUMAN METAB SOUTHAMPTON, ENGLAND HOLLOWAY PH SANDIA LABS ALBUQUERQUE, NM, 87115 HOLLOWAY PJ UNIV BRISTOL, LONG ASHTON RES STN BRISTOL BS18 9AF, ENGLAND HOLLOWAY RJ UNIV MANCHESTER, DENT HLTH UNIT MANCHESTER M13 9PL, LANCASHIRE, ENGLAND HOLLOWAY RW UNIV VIRGINIA, SCH MED, DEPT BIOCHEM CHARLOTTESVILLE, VA, 22901 HOLLOWAY RG HOLLOWAY HECHT HACKER BOLDY INC CHICAGO, IL HOLLOWAY RL CLEMSON UNIV, DEPT ENTOMOL & EDN ZOOL CLEMSON, SC 29631 HOLLOWAY RL COLUMBIA UNIV NEW YORK, NY, 10027 HOLLOWAY RM NEW YORK CITY HLTH & HOSP CORP, EMERGENCY MED SERV NEW YORK, NY, 10001 HOLLOWAY S UNIV LEICESTER, DEPT PHYS LEICESTER LE1 7RH, ENGLAND HOLLOWAY ST BUR MANPOWER & EDUC CHICAGO, IL, 60600

Figure 1. Sample entries from the 1977 *ISI's Who Is Publishing In Science*® (*WIPIS*). Boxed areas indicate how you would find the full address for RL Holloway if you couldn't recall the name without seeing it, but did know the author was at Clemson University. Under the Organization Section you would find the locations of the campuses of Clemson University. In the Geographic Section under South Carolina, Clemson, you would recognize the author's name. Turning to the Author section, you would find RL Holloway's full address.

ognize it if you see it—a not unusual problem for most of us. If you know the author's organization, you can look in the Organization Section. Then in the Geographic Section you can find the list of publishing scientists and scan it for the name that has eluded you (Figure 1).

One reason why *WIPIS* works so well as a reprint-request tool lies in the fact that ISI has been crusading for the inclusion of a complete address immediately after each author's name at the beginning of all journal articles.^{7,8} Many more journals now make this information available in a visible and unambiguous format. As a result, more of the addresses we put into *WIPIS* are likely to be complete and correct. Also, there is a significant amount of editorial effort expended to prevent redundancies and inconsistencies from appearing in *WIPIS*. Some authors may use six or more variations of the same address. This is not apparent in the weekly *CC*^{*} address directory, but would be very obvious if the six versions were seen next to each other in *WIPIS*.

Another reason why *WIPIS* should be the address directory of choice is that it contains the names of younger scientists who are just beginning their careers. A biographical directory like *American Men & Women of Science* undoubtedly includes the names of those scientists who author—or co-author—a large percentage of all articles.⁹ However, it is the first, and frequently the junior, authors to whom one addresses reprint requests. Their names may not get into

mystery to me how names are selected for that work. I often wonder if they consult our *Science Citation Index*. It seems reasonable that they would, but, if so, I've never been told of it.)

AM&WS also has fewer entries than *WIPIS* (110,000 vs. 360,000), is updated irregularly, and is published in separate disciplinary sections which cost a total of \$235 and do not include the social sciences. *WIPIS* is issued every year, covers the sciences and social sciences in one convenient volume, and costs only \$100 per year. Of course, as a biographical directory *AM&WS* provides information not contained in *WIPIS*.

All of which leads me back to the basic, nagging question: if *WIPIS* is so good, why isn't it more successful?

It is possible that the first author limitation has a significant effect on the usefulness of *WIPIS*. I've never received a complaint on this point, but then people rarely complain. Instead, they stop using a tool which is inadequate to their needs.

Perhaps *WIPIS* would be accepted more if, like other publishers, we solicited authors to authenticate their entries and buy the directory at the same time. If we published *WIPIS* in soft cover and lowered the price to, say, \$15-\$20, would sales increase five-fold?

One recent suggestion is to include either a full or abbreviated version of *WIPIS* as part of each *Current Contents* subscription. This supplement could be published semi-annually or annually. I would

possibility. How often is it necessary to go through back issues of *CC* to find an author's address? Is it worth a few extra dollars per year to have this information cumulated? It might even be possible to show for each author the *CC* issue and page on which his or her article appeared. This would give you a cumulative author index to *CC* for each year—a simple way to relocate articles seen while browsing. It has also been suggested that *WIPIS* would be more useful if we provided a subject specialty code for each author. This is not so simple, but possible.

Is *WIPIS* suffering from an identity crisis? Is it mainly a librarian's tool? Do scientists know it exists? Should it be in department offices or on your personal bookshelf?

I'd like to get answers to these questions and resolve some of my

beginning some market research find out exactly why so many subscribers have chosen to do without *WIPIS*. If you have never seen a copy of *WIPIS*, call or write I. Director of Communications.† I will arrange to send you a *free* copy of the 1976 annual while the supply lasts. This is not a trivial offer since we *sell* back issues. There is a hitch: I do expect you to tell me what's wrong with *WIPIS*. If you prefer, have your librarian write for me. A prompt acknowledgment will be assured.

Having to live with our "reality takes" is one of the more sober human experiences. I've been living with *WIPIS* for a decade now. With this constant reminder of one's fallibility can have a salutary effect, if all possible. I'd much rather change *WIPIS* into a success.

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*Reprinted in: *Essays of an information scientist*. Philadelphia: ISI Press, 1977, 2 vols.

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