

Current Comments

Reflections on 1978; Looking Forward to 1979

Number 52

December 25, 1978

For ISI[®], 1978 was a very good year indeed. There is every reason to believe 1979 may prove to be even better.

It was a big year for us in several ways. We initiated an important change in the *Science Citation Index*[®] (*SCI*[®]). Earlier this year I announced that we would publish four *SCI* quarterlies (instead of three) in 1979.¹ However, we decided to accelerate our schedule and modify our decision. Rather than wait until 1979 we will publish in 1978 a fourth softbound issue of *SCI* covering October and November. In this way articles indexed in that period will be retrievable at least four months earlier than before. We are also accelerating our printing schedule for the 1978 annual which covers the December material.

Beginning in 1979 subscribers will receive six bi-monthly *SCI* issues. With accelerated printing and delivery, *SCI* information will be available, on average, at least two months earlier than in the past. The six bi-monthly issues will constitute a second set of *SCI* which can be used in branch libraries of the large institutions that use *SCI* the most.

Next year we will also be investigating a possible need and preference for semiannual rather than annual cumulations.

In 1979 we will make significant changes in *Current Contents*[®] (*CC*[®]). We will eliminate the "C" section which appeared in the center of *CC/Life Sciences* and *CC/Clinical Practice*. We are not eliminating coverage of clinical journals which appeared in "C"—only the section itself which was common to the two editions. Having the "C" section in both editions represented a significant savings in preparation and printing. But its elimination will save *CC* readers valuable time. We can now arrange journals in *CC/LS* and *CC/CP* in a more logical and consistent manner. In *CC/LS* clinical journals will no longer be artificially located in the middle of the section devoted to pre-clinical subjects. And in the clinical edition we can place leading general medical journals at the beginning, followed by those devoted to medical specialties. The elimination of the "C" section will also do away with the annoying "C" pagination in our weekly indexes.

We will also be changing the title of the physical science edition of *CC* to *Current Contents/Physical, Chemical & Earth Sciences*. We will be adding significantly to our coverage of the earth sciences. We have had good coverage all along, but increased interest in this area recently led us to re-examine our coverage. My trip to the Soviet Union and the Far East last year convinced me that we should not only take this step, but plan for a large scale retrospective *Earth Sciences Citation Index*.

In 1978 we also took a first step in providing information services for scholars in the arts and humanities by introducing the *Arts & Humanities Citation Index™ (A&HCI™)*. As I pointed out before, for a company largely concerned with the natural, physical, and social sciences, this was a giant step.² We always knew that the information needs of scholars in the arts and humanities were as great, if not greater, than those in the sciences and social sciences. But modern tools to help them with ever increasing amounts of information were slow in coming for a variety of reasons. I had often discussed this problem with Robert Hayne, ISI's chief editor.³ The joy of publishing our first annual volume of *A&HCI* covering 1977 literature is diminished considerably by his absence. However, that volume is dedicated to his memory. I was also thinking about Bob Hayne when I was recently presented with the annual award of the American Society for

Information Science for the best information science book of 1977.⁴

We will extend our arts and humanities information services in 1979 by producing *Current Contents/Arts & Humanities*.⁵ This edition of *Current Contents* is designed for scholars in such disciplines as music, literature, art, linguistics, etc. It should prove especially useful to those who want to have a broad multi-disciplinary overview of the arts and humanities. We will also launch the *Index to Social Sciences & Humanities Proceedings™*.⁶

Other changes scheduled for 1979 include improvements in *CCs* Author Address Directory which will benefit users of all editions of *Current Contents*. In past years, the Directory has included only the names of first authors whose addresses were given in the article. Now all first authors will be listed so that the Directory is at least a complete index to first authors.

Another improvement in the Directory will be the inclusion of the reprint author's address directly under the name of first author. Formerly, users looked up the name of the first author and were directed by a "see" cross-reference to the names of the reprint author. Our new format eliminates this second step.

An even more important improvement will be introduced, and welcomed, especially by secretaries and others who have to prepare reprint requests. The type size of the Directory will be increased

significantly early in 1979. Another improvement will please our Canadian authors and readers alike. Postal zones will appear at the end of the addresses to conform with Canadian postal regulations.

In 1979 we will also introduce a product designed to alert organic chemists to new and newly modified reactions and syntheses described in the journal literature. *Current Chemical Reactions*[™] (*CCR*[™]) will be appreciated by chemists who need information about reactions that produce better yields or who need to duplicate certain reactions or find faster and cleaner methods. I will describe *CCR* more fully in a future essay.

All of the above are important changes. But by far the most important decision we made in 1978 was to leave our present headquarters. ISI has been located at 325 Chestnut Street, about a block from Independence Hall, for ten years now. However, the steady growth of the company has made our present quarters exceedingly cramped. Desks and people are crammed into every conceivable working area. Since this situation would have continued as ISI kept growing, we felt it necessary to find larger quarters.

Once the decision to move had been reached, we were faced with a number of alternatives. We could lease more space in a larger office building, lease an entire building, buy an already existing building, or construct our own. We opted for the latter choice for a variety of reasons. By building our own head-

quarters we can have offices that uniquely fit this company's needs. We especially need flexibility in adapting to a stream of new products and services.

I am often asked why ISI is located in Philadelphia. That is an accident of history which has been described recently in a local magazine.⁷ Undoubtedly, ISI could function in California, New York, or some other place. Without claiming sentimentality we are content to remain in Philadelphia.

Our new building will be located in the heart of the University City Science Center. The Science Center can best be described as an urban research park. Its primary asset is its close proximity to the University of Pennsylvania and Drexel University (formerly Drexel Institute of Technology). Our neighbors will be science-oriented companies with whom we can share the joint resources of the Science Center. The Center will also include an international conference facility.

Our new building, shown in Figure 1, will also provide a pleasant and spacious working area. Designed by the award-winning architectural firm of Venturi & Rauch, it will offer 130 thousand square feet in four stories—enough space to meet our projected needs for at least ten years. However, additional land is available for another building.

In cooperation with the University City Science Center, ISI is also planning to provide a child care center for ISI employees on or near

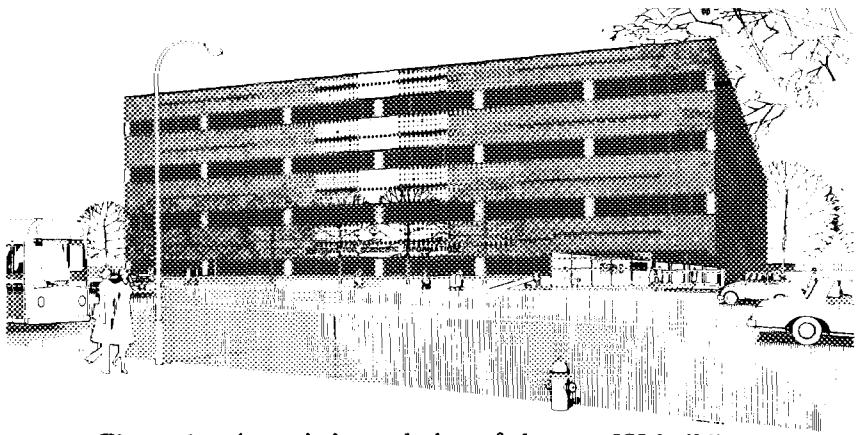


Figure 1: *An artist's rendering of the new ISI building.*

the new site. Since I was raised by a working mother, I can appreciate how important an adequate and convenient child care facility is to working parents.

The construction of our building is in some ways ironic. When I originally conceived many of the information services we now produce, I tried to design them so that machines rather than people would do most of the work. I wanted to limit the number of employees I would need to yours truly. That's proven to be an elusive ideal.

We do have our share of machines today—our computer runs constantly. But we also have nearly 500 employees. And we will be expanding to nearly 1,000 people over the next ten years unless technology or world conditions prove me wrong. I suspect, however, that what we may not need in production we will need in marketing! Both the history and

future of ISI show that automation does not necessarily mean unemployment.

At the groundbreaking ceremony for our new building in October, I took the opportunity to say a few words of thanks to the people who have helped make ISI a success. Reprinted on the following pages is the text of my speech. In it I thank various groups, including our subscribers. But most of all it concerns ISI employees.

The past year has been, as you have seen, a good one for me professionally. Unfortunately, 1978 was a sad year for me personally. In rapid succession I lost two people who were very important in my life.^{8,9} But as they would have observed, life must go on. And so it does at ISI as elsewhere. I hope that 1979 will be a happy and productive year for all of ISI's friends, subscribers, readers, and employees.

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Remarks of Eugene Garfield, Ph.D.

President

Institute for Scientific Information® (ISI®)

Corporate Headquarters Groundbreaking Ceremony
October 17, 1978

Over 20 years ago, when I had just started *Current Contents*®, I could honestly identify with the comedian, Rodney Dangerfield. His famous complaint, of course, is, "I don't get no respect."

I certainly didn't get no respect then either. Not only was I a one-man operation, but I was a *for-profit* one-man operation in a field in which commercial organizations were virtually non-existent.

In those days, my company was called Eugene Garfield Associates. So I

figured that if "Eugene Garfield" couldn't get no respect, perhaps the Institute for Scientific Information could. That's why I changed the name. And, quite frankly, I really think it helped.

As the first ISI employee, I'm in a unique position to see how far we've really come since then. And, when I look back, I realize how many people in how many professions I need to thank.

Certainly, I need to acknowledge our customers who now include researchers and librarians working in the sciences, social sciences, and the arts and

humanities. And I should mention the editors and publishers of the primary journals which are, in effect, ISI's raw materials. Of course, the suppliers who provide ISI with printing, composition, office supplies, computer hardware, and the million other things that are needed to operate our business shouldn't be forgotten. And neither should those in the financial community who have looked after ISI's money matters. Without the advice and support of all of the people I have mentioned, ISI could never have become a success.

But today I want to pay special tribute to the group I have depended on the most—the people who work at ISI.

Now, I'm not going to stand up here and say that ISI is one big happy family. That would be a lot of sentimental rubbish. We are, like many other successful organizations, able to work reasonably well as a team. After a while, an organization has a momentum of its own. Each of you contributes to the vigor, productivity, and prestige of ISI. In a very real sense, this new building is as much yours as it is mine.

My late friend Chauncey Leake clarified my feelings quite well when he told me that "self interest must merge with community interests." I like to believe that at ISI the company's interests have largely merged with employees' interests. But ultimately each employee must decide whether that is really true in his or her own case. We cannot be all things to all of you.

ISI wants to provide the good working conditions this new building will offer because it realizes that the effectiveness of each employee is crucial to

ISI's overall effectiveness. If an issue of *Current Contents* leaves the mailroom late, the customer gets it late. If the wrong tearsheet is sent, the customer may not be able to complete a project on time. If a data-entry operator misspells an author's name, then for all intents and purposes that author ceases to exist. To the extent that things like inadequate space, poor lighting, uneven heating and cooling, and excessive noise can increase these kinds of errors, it is in the interest of ISI to improve those conditions.

But even under present working conditions, which are far inferior to those we will have at our new building, mistakes like the ones I just mentioned don't happen very often. If they did, ISI's products would never receive the wide acceptance that they have today.

Our customers are among the most educated and demanding individuals in the world. They have exceedingly sophisticated information needs. Yet the renewal rate for our products is incredibly high. This is a fact that ISI employees can be proud of. You are, in the final analysis, the ones who satisfy the customers. And, ISI's employees are obviously doing their jobs well.

ISI is playing a valuable role in making research more effective and productive. All of the people who make up ISI can therefore take pride in the work we've done thus far. This new building symbolizes our commitment to continue the work we've begun. But it also gives us an occasion to look back with satisfaction on how far we've come, and how well we've already done.