



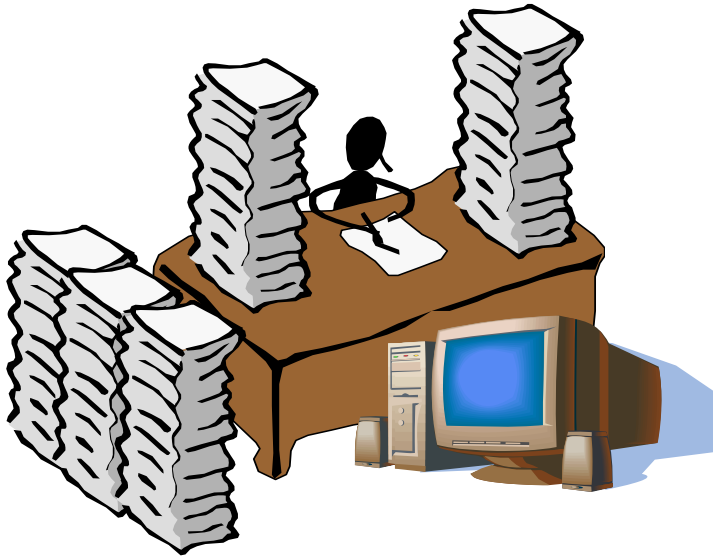
# Introduction ISI Web of Knowledge - Using it for “*Smart Discovery*”

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## Main Objective

- **The primary aim of this journal workshop is to improve the quality of journals, articles and research in Thailand.** How do we do it?
  - (1) Improve the quality of articles being submitted to your journal thereby improving your journal, if you are a journal editor/publisher.
  - (2) Prioritize and focus your research effort/funds on particular topics, avoiding duplication, and collaboration with other institutions with similar priorities, if you are a Deputy VC or Dean.
  - (3) Keep abreast of your research area, build up on other people's work, and avoid duplication, if you are a researcher/scientist.
  - (4) Identify journals to publish in or which journals are the best in a particular discipline, if you are a researcher or journal editor.
  - (5) Write and submit journal articles, assignments, dissertations using time-saving bibliographic management tools, if you are an undergraduate, postgraduate, post-doc or researcher.

## Why “Smart Discovery”?



- Who can read this all?
- Who needs to read this all?
- Is it a Numbers game?



Basic Problem: Data Rich, Knowledge Poor!

## Because of the Culture of Publishing

### Problem No. 1

Some researchers just publish for the sake of it.  
How do you know which journal literature you should read?  
How can librarians ensure they have the most important journals in their collections

### Problem No. 2

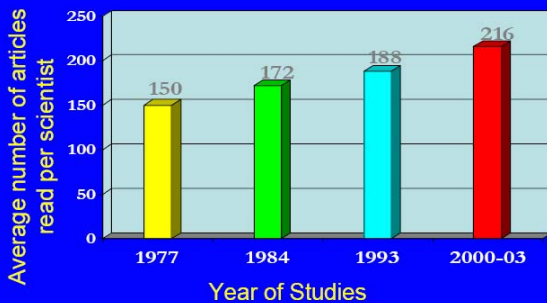
According to Dr. Carol Tenopir, Professor at the School of Information Sciences in the University of Tennessee, there are currently almost 50,000 academic journals being published.

“Scientists need to read more in not much more time.”

*Dr. Carol Tenopir*  
*School of Information Sciences, University of Tennessee*

## Scientists need to read more in not much more time

Ave. Articles Read per Univ. Scientist



### Reading Varies by Subject Discipline and Workplace

- Univ. medical
- Practicing Pediatricians
- Univ. Scientists
- All Scientists
- Soc Sci/Psych
- Engineers
- ~322 articles/year
- ~180 articles/year
- ~216 articles/year
- ~130 articles/year
- ~191 articles/year
- ~111 articles/year

- From the finding by Dr. Tenopir in “*What scientists really need*”.
- Scientists have more to read these days.
- Each scientist has to read about 200 articles per year.
- 200 articles out of 50,000 journals shows that they cannot read all that is published. Therefore, a strong need to be selective!

## Why “Smart Discovery”?

“A thorough scientist cannot be satisfied merely with searching the literature through indexes and bibliographies if he is going to establish the history of an idea... because it is impossible for any one person (the indexer) to anticipate all the thought processes of a user. Conventional subject indexes are thereby limited in their attempt to provide an ideal key to the literature. The same may be said of classification schemes.”

- Eugene Garfield, 1955



Human-indexing cannot anticipate all possible keywords

Classification schemes may lack the specificity or multiplicity in the subject



## What is “Smart Discovery”?

### To Acquire

What I know I need to know (Full text)

### To Retrieve

What I know I don't know (Subject-based A&I)

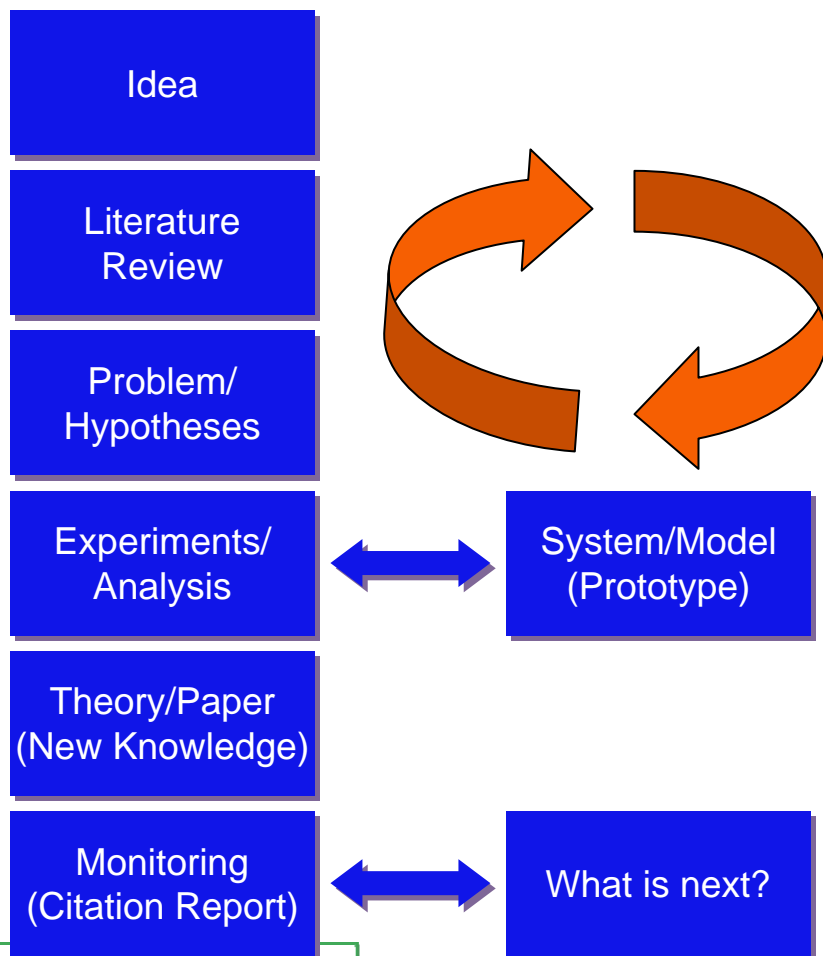
### To Discover

What I don't know I don't know (Web of Knowledge)

“Enabling *Scientific Discovery* through an Integrated Information Infrastructure, with the right information, at the right place and the right time”

*Dr. Walter L. Warnick*  
*DOE, Information Technology Department*

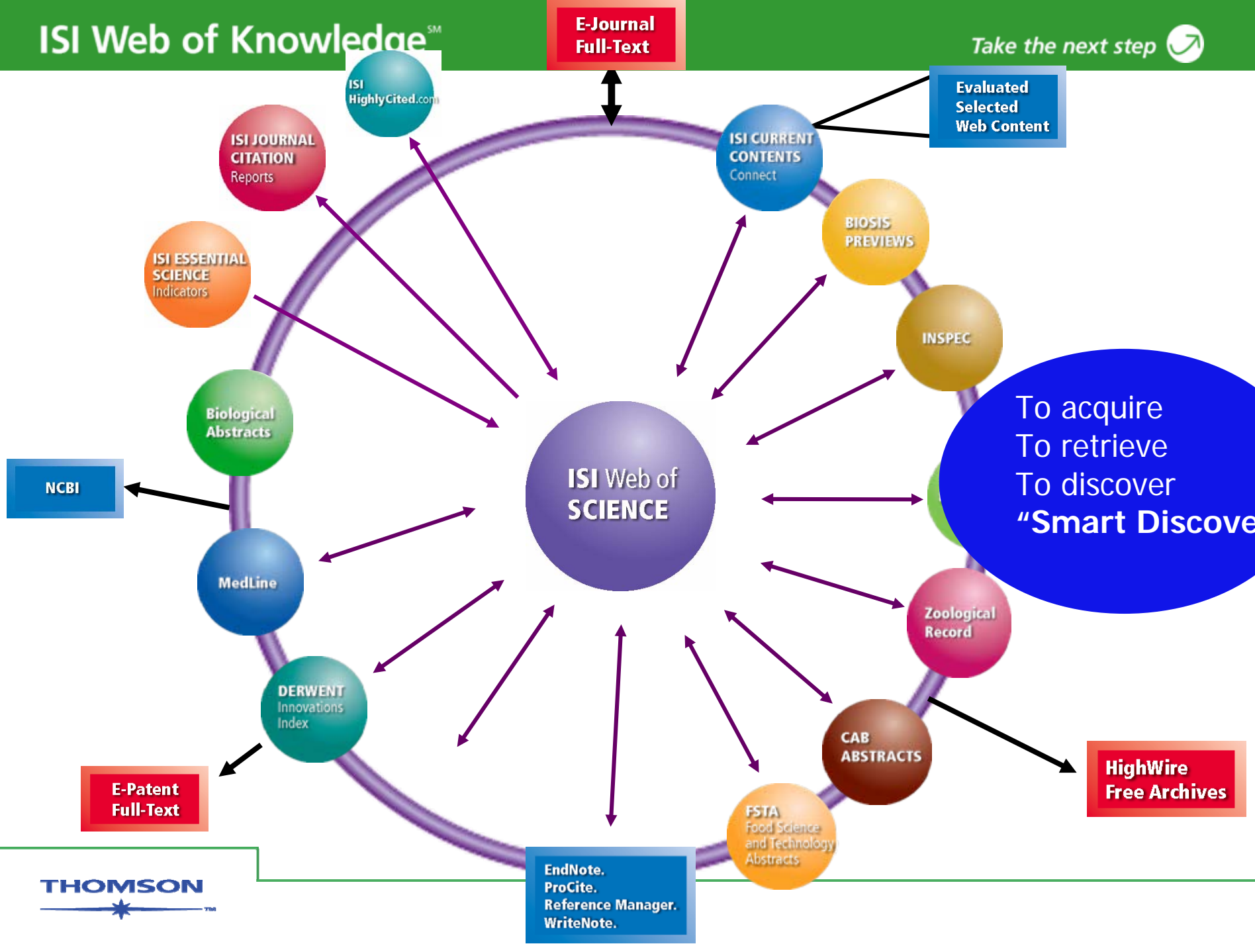
## The Environment of Discovery



### Motivation for Literature Searches

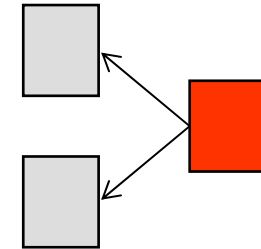
- Full grasp of subject (large picture)
- Show originality of the work
- Ideas for new research by seeking niches
- Avoid mistakes or “re-inventing the wheel”
- List of good & respected references.



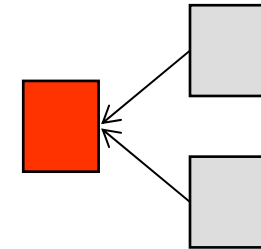


## Web of Science : Tool for Research & Evaluation

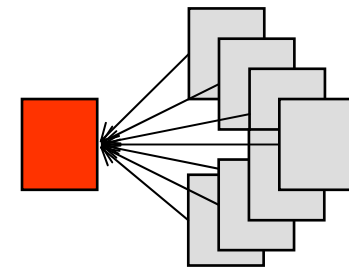
Trace citations back to the past to find relevant literature.



Trace citations forward to find how an article was used by others.



Observe concentration of citations to know which article had an impact on later research.



# Values of Web of Science

## Problems Researchers face

- Too much information
- Too many sources to Search
- Too long to collate and standardize the format
- Not sure if all relevant information is found

- Multi-disciplinary
- Bibliographic standards

- History & Selectivity

- Navigational
- Citation links

- Trend analysis
- Data export

**RIGHT TYPE** of Information  
(Context Search and Relevant/Consistent Bibliographic information)

**QUALITY** Information  
(Consistent and Quotable Source needed)

**STRUCTURED** Information  
(Consistent and easily Navigated)

**ANALYSED** Information (Answers!)

**MANAGED** Information

## Unprecedented Content Selection

- That is why THOMSON Scientific has been able to provide SIGNIFICANT research information from its CONSISTENT, QUALITY journal selection criteria and citation references indexing policy.
- "QUALITY" not "QUANTITY"
  - Journals are carefully evaluated and selected for international influence.
  - 2,000 journals evaluated annually and only 10% accepted.
  - Thomson Editors are information professionals, librarians, experts in the literature of their subject area.

# Thank you

Helping you making better decisions faster!