



IN THIS ISSUE

Twenty Years of <i>PsycINFO News</i>	PAGE 1
New Director of <i>PsycINFO</i>	PAGE 1
Psychopharmacology E-Scan	PAGE 5
Exhibit Schedule	PAGE 6

## APA Celebrates 20 Years of *PsycINFO News*

**W**hat happened in November 1980?

Ronald Reagan was elected president of the United States in the face of double-digit inflation, high unemployment, and rising fuel prices. The Dow Jones industrial average fought through peaks and dips to finally break the staggering 1,000 barrier on the 21<sup>st</sup>, for the first time in almost four years. IBM inked a deal with a small firm called Microsoft to develop an operating system for the IBM PC, a then-secret project set for rollout in 1981. NASA's *Voyager* space probe swept its cameras over Saturn and its 15 moons, sending pictures back to earth that unveiled new knowledge, yet also posed further questions, about the mysterious ringed planet. And the first issue of *PsycINFO News* was published.



**ABOVE**—The first issue of *PsycINFO News*, published in November 1980.

It's all a matter of perspective. For some, November 1980 might seem

like only yesterday, while for the youngest current *PsycINFO* staff members it may be at most only a vague memory. Nevertheless, it seems impossible to deny that *PsycINFO* has seen much change over the history of this newsletter. And in many ways the changes in *PsycINFO* represent in microcosm the evolution of information technology through the 20 years.

### The Technological Milieu

In November 1980, as *Voyager's* pictures rekindled wonder over the mysteries of space, even our psychological database had connections with the aerospace industry that at first glance might seem unlikely. One of the five online vendors that provided access to *PsycINFO* in 1980 was owned by a major aerospace compa-

CONTINUED ON PAGE 2

## INSIDE *PsycINFO*

### APA Names Linda Beebe Director of *PsycINFO* Department



PHOTO BY MARK NELSON

**T**he American Psychological Association (APA) is pleased to announce the appointment of Linda

Beebe to the position of Director of *PsycINFO*.

"We're delighted that Linda is joining our publishing team," says Gary R. VandenBos, PhD, the APA Publisher. "Her scholarly publishing background provides APA with additional skills that we need to further expand our electronic information services into the next generation."

Beebe brings to APA her richly varied experiences on both the primary and secondary sides of scholarly publishing, in print and electronic media—an apt mix of skills as APA builds on its secondary *PsycINFO* abstract foundation and expands into

providing electronic access to full-text journal articles, books, and other resources.

In past managerial and executive positions with the National Association of Social Workers (NASW), she was intensively involved in the migration of *Social Work Abstracts* to electronic media and oversaw the development of the CD-ROM *Encyclopedia of Social Work, 19<sup>th</sup> Edition*.

Her experience in achieving efficiency gains on the production side of NASW's electronic publishing activities will be invaluable as well, as *PsycINFO* continues to enhance its

CONTINUED ON PAGE 2

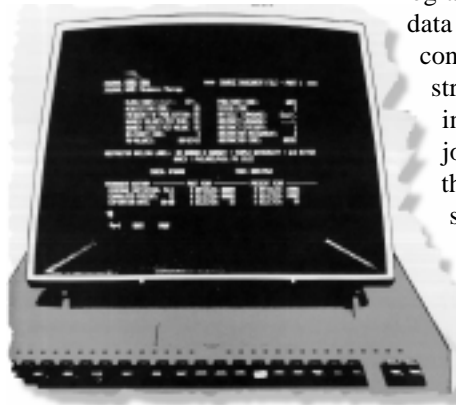


**ABOVE**—Current staff who were with PsycINFO in 1980, when the premier issue of *PsycINFO News* was published (from left): Marion Harrell, PsycINFO Associate; Maurine Jackson O'Bannon, Director, PsycINFO Publications and Operations; and Sarah Mulholland, Manager, PsycINFO Team 2. Not pictured is Barbara Young, Operations Coordinator, who also was with us in 1980.

ANNIVERSARY, CONTINUED FROM PAGE 1  
ny, and our staff edited records on the black-and-white screens of text-only terminals made by a firm with a complex historical link to a private-jet manufacturer.

On the receiving end of keystrokes captured on those terminals, a few of which, living up to their reputation for near indestructibility, were still in limited use at PsycINFO in the mid 1990s, was a mainframe that required overnight processing time for records entered during the day. And while our editorial cycle may not have quite rivaled the complexity of an aircraft assembly line, by today's standards it was involved and lengthy enough.

"Our work was done in what seems now to be a very clunky manner," says Sarah Mulholland, who joined PsycINFO in 1979 and today is Manager of one of four production teams.



**ABOVE**—An "artist's rendering" of the terminal used in 1980 for PsycINFO data production, scanned from the second issue (February 1981) of *PsycINFO News*.

"We had specialized units, one for acquisition and selection, one for bibliographic production, data entry and quality control, one for abstracting, and one for indexing. Each journal went through a time-consuming journey, passing back and forth through the units as elements of the record were created. This was especially true for indexing, which was done with pencils on paper for input by someone else, creating additional opportunity for errors and increased lag time. We spent a tremendous amount of time proofreading."

### Hints of the Future

Yet the seeds of the PsycINFO of 2000 were already being planted in 1980, in elite technological circles. Compact discs, though not yet in wide commercial use, had already been

CONTINUED ON PAGE 3

DIRECTOR, CONTINUED FROM PAGE 1  
publishing infrastructure for greater productivity and superior information quality.

"I look forward to working with the talented and dedicated staff at APA to further enhance PsycINFO and bring psychology information to the world," says Beebe.

Beebe is also well prepared to continue PsycINFO's legacy of leadership in the information industry, having served on a joint AAP-NFAIS workgroup on relationships between primary and secondary literature and published extensively on various issues in the field of electronic publishing. ■

### VISIT OUR NEWLY REDESIGNED

PsycINFO  
WEB  
SITE

AT

[www.apa.org/psycinfo](http://www.apa.org/psycinfo)

PsycINFO  
NEWS

PsycINFO News is published quarterly by:

#### PsycINFO User Services

American Psychological Association  
750 First Street, NE  
Washington, DC 20002-4242

**Tel:** (800) 374-2722  
(202) 336-5650

**Fax:** (202) 336-5633

**TDD:** (202) 336-6123

**E-mail:** [psycinfo@apa.org](mailto:psycinfo@apa.org)

**Web:** <http://www.apa.org/psycinfo>

#### Editor:

William C. Hayward  
*PsycINFO User Services*

Printed in the United States of America.

All organization, product, or service names mentioned are trademarks or service marks of their respective organizations.

Graphical software interfaces appearing in illustrations herein are copyright © by their manufacturers.

ANNIVERSARY, CONTINUED FROM PAGE 2 introduced as an audio medium, and the research network that by 1982 would be known as the Internet had been operational for just over a decade. Computer scientist Tim Berners-Lee, working for the European particle physics laboratory CERN, in 1980 created Enquire Within Upon Everything, a rudimentary hypertext program that would be the foundation for his invention, ten years later, of the World Wide Web. But it would have taken a true visionary to foresee the impact these technologies would have on how PsycINFO records are created and accessed today.

**Production Technology.** Cutting-edge technologies that were germinating in 1980 are now central to PsycINFO production and distribution. The black-and-white terminals are gone, replaced by Windows PCs, each exceeding the processing power of the old mainframe. Records are created in a client-server environment, in which staff PCs interface with the database host over a TCP/IP network. Vendors and lease sites download updates from an FTP server, replacing the magnetic tape reels sent by mail in the past.

Our new production system has reduced turnaround time substantially. Automated lookup tables, authority files, and spell checkers ease the burden of proofreading, freeing staff to focus more centrally on conceptual accuracy and retrievability. And today we can upgrade our technology and respond to change much more quickly. Only four years after our last production model was created, we have nearly completed a new system based entirely on Web technologies.

**The Human Factors.** But it isn't just the technical infrastructure that we have kept current. To improve timeliness and efficiency, we have reengineered the human factors as well.

"We have developed a much more efficient workflow," says Mulholland. "Staff are trained in all the functions,

CONTINUED ON PAGE 4

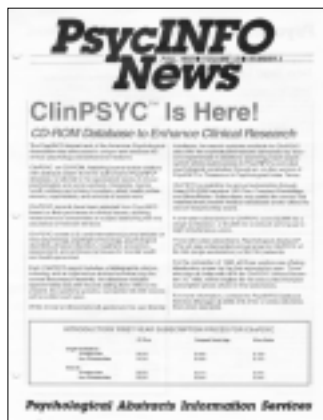
## PsycINFO News Milestones



**October 1985**—APA announces that SilverPlatter Information, Inc., will distribute the new PsycLIT database on CD-ROM.



**July 1990**—Choice magazine honors PsycLIT on its Outstanding Academic Books and Nonprint Materials list for 1990.



**Fall 1992**—ClinPSYC®, APA's specialized database covering health psychology and behavioral medicine, debuts.



**Spring 1993**—The newsletter's current design, created by Minker Design of Bethesda, Maryland, first appears.



**Winter 1994**—The Information Industry Association honors PsycINFO News with a Marketing Achievement ("IMMY") Award.



**Summer 1996**—A feature story explores the Web search interfaces that are beginning to proliferate among PsycINFO vendors

ANNIVERSARY, CONTINUED FROM PAGE 3 not just selection, abstracting, data production, or indexing, and each person does the entire process. A second person handles quality control, and we've done away with the redundant proofing cycles of the past. This integrated and standardized approach makes the process much smoother, and throughput time is vastly reduced."

Twenty years ago, several months could pass before PsycINFO references from a newly arrived journal would be added to the database. Today, our technological and workflow upgrades have compressed turnaround to as little as one week.

### Technology and the Marketplace

PsycINFO has also navigated through several revolutions on the distribution side since 1980, when the printed *Psychological Abstracts*<sup>®</sup> was still our customers' primary means of access to psychological literature. In the mid-1980s, CD-ROM swept the information industry and, with the debut of PsycLIT<sup>®</sup>, made computerized searches in psychology, long the province of librarians, directly accessible to end-user psychologists and students. CD-ROM accelerated the migration from print to electronic, and attrition from traditional online to the optical format also began.

The ascendancy of a commercialized Web in the mid-90s, however, set yet another migration pattern in motion. Suddenly the online medium, in a dazzling new incarnation, was again on the upswing, only a few years after it seemed that CD-ROM might all but phase it out. Today, all of our vendors provide Web-based access.

**The Rise of the End-User.** The Web has also finally made it practical to search PsycINFO from the personal desktop. Economical packages providing access to PsycINFO records, as well as full-text articles from APA journals, are now available to individual APA Members and to the general public, hosted on APA's own Web site.

**Site Leasing.** In between the optical and Internet revolutions, site leasing emerged as the fastest-growing distribution model—a trend that continues today as site-leased files are increasingly integrated with Web access.

### Common Denominators

**Staffing.** There are some things that even 20 years can't change very much, and one of them is the kind of staff member we seek.

"Twenty years ago in the indexing unit," says Mulholland, "we looked for people with a college degree in psychology. That was more important than indexing experience, and a lot easier to find. We felt that we could train people to index, but it wasn't possible to give them the breadth of psychological knowledge required to do a good job of understanding and representing psychological literature.

"The same thing holds true today. We look for staff with a degree in psychology, or in a very closely related social science with significant coursework in psychology. The difference is that people today are coming with a host of other valuable capabilities, including team and interpersonal communication skills and strong computer backgrounds."

**The Commitment to Quality.** Another constant has been PsycINFO's uncompromising commitment to quality, which is reflected in the dedication of each staff member.

"We've always insisted on hiring the most conscientious, detail oriented people available," adds Mulholland. "In the past, our intensive quality control process sometimes hindered our timeliness. But now we have automated much of the quality control, and that helps tremendously. Our production gains of the past few years would have been unimaginable in 1980—yet we've achieved them while living up to our reputation as one of the most authoritative and consistent databases in the industry."

### In the Year 2020 ...

What will PsycINFO be like in another 20 years, on the 40<sup>th</sup> anniversary

of this newsletter?

We can probably no more imagine the specific technologies of electronic information in the year 2020 than we could envision something like a "Java search client" in the 1980 world of "dot-dot" search commands.

Yet in hindsight we can see that a few hints about today's PsycINFO were available in 1980. And, having learned from our look at the changes of the past 20 years, we can perhaps examine the present more carefully and infer some "possible futures" for electronic psychological information.

**The Current Challenges.** Two challenges distinguish the current information milieu: developing pricing models that are practical for customers yet still support the cost of producing information, and organizing information for better retrieval.

**"The More Things Change ..."** The challenges of pricing and retrievability can be seen even in the early issues of *PsycINFO News*. One of the November 1980 articles carries the headline "Alternative to Connect Hour Pricing Sought by PsycINFO—DIALOG Study First Effort in Search for New Way." The quest for effective pricing models persists to this day.

"Database producers and vendors will continue to struggle with pricing, trying to set a price that is fair to the customer and sufficient to keep their business healthy," says Linda Beebe, Director of PsycINFO. "Twenty years ago, PsycINFO was searching for a replacement for connect-hour pricing. Although the potential-users basis, which PsycINFO is implementing for 2001 pricing, currently seems to address concerns most adequately, no model is ideal. And new issues will arise with new products and services. At the same time, producers will be dealing with the urgency to ensure that their operations are as efficient and cost-effective as possible."

**Retrievability: The Key for the Future.** Discussions of retrievability begin in the first issue of *PsycINFO*

CONTINUED ON PAGE 5

ANNIVERSARY, CONTINUED FROM PAGE 5

*News* as well, starting a dialogue that continues through the 20 years.

It began with the November 1980 article "Reloads will Result in Improved Search Features on BRS and DIALOG," which discussed improvements to our classification system and a command for limiting retrieval to human or animal populations.

Articles about improvements to our file structure and search functionality, about our coverage, selection, editorial, and indexing practices, and about effective search techniques remain important features of *PsycINFO News*. This highlights the purpose of our abstracting and indexing service and the reasons why it will remain valuable as technological progress continues.

PsycINFO products meet the challenge of making it easier to locate reliable, professional-quality psychological literature relevant to specific topics in an increasingly chaotic information environment.

"With the explosion in information," says Beebe, "there is even more need for abstracting and indexing services than there was in the past. It is just too hard to sort out the quality information with direct relevance to the problem at hand from all of the information that is either poor quality or has little relevance. Precision and

recall become more important when the volume is so great."

**Customer Profiles: The Critical Difference.** What distinguishes the challenge of 2000 from that of 1980, however, is the changing customer base. While it has been predicted that wide, public availability of low- or no-cost information via the Internet would erode the need for secondary services, a strong case for the opposite seems to be emerging amid the specter of information overload.

As many of the E-mail notes that come in daily to the PsycINFO User Services office attest, researchers and students who venture into the information wilderness without the expertise of a librarian or the benefit of selective, professionally produced finding tools are likely to become frustrated quickly. They are left on their own to sift through a mass of material that is either typically irrelevant or difficult to identify as authoritative and reliable.

"Today," says Beebe, "the research task is complicated by the fact that the searcher is likely to be a layperson or a professional in some discipline other than library science. Users probably will not be constructing the finely crafted searches that librarians created for patrons in the past. To ensure that searchers can easily find

the information they seek, abstracting and indexing services may have to incorporate even more underlying structure and new tools."

With nearly 75 years of experience developing selective finding tools, APA is in the best position to rise to this challenge for the behavioral sciences as technology forges on.

"We have an excellent track record in technology," Beebe continues. "APA has always been an early adopter. *Psychological Abstracts* was one of the first academic indexes to go electronic in the 1960s, and PsycLIT was among the earliest success stories for CD-ROM as a delivery medium for scientific information. And all of us are working to make sure we remain on the cutting edge."

It is difficult to imagine what the tools for constructing and accessing APA's compendia of psychological knowledge will look like in twenty more years. PsycINFO products may look very different, may be accessed in different ways by audiences with increasingly diverse professional backgrounds, and may cover new types of content. Time will tell.

But regardless of the specifics, we expect PsycINFO to be at the forefront, continuing to fulfill its mission to provide the best means of access to psychological information. ■

## E-PRODUCTS

### New E-Scan Bolsters Psychopharmacology Research

The American Psychological Association (APA) has developed an Internet-based solution for health professionals who need access to the latest research in experimental and clinical psychopharmacology.

Available by annual subscription on APA's Web site, PsycSCAN:® Psychopharmacology is a searchable online collection of abstracts drawn from APA's PsycINFO® database.

Covering literature published in journals, book chapters, books, and technical reports from 1972 to the present, the E-Scan is designed to meet the information needs of all

researchers and practitioners whose work involves the psychological aspects of therapeutic drugs or psychoactive substances, including:

- ◆ Clinical psychologists and psychiatrists
- ◆ Pharmacists in clinical, academic, corporate, or retail settings
- ◆ Physicians
- ◆ Psychiatric nurses
- ◆ Psychiatric social workers
- ◆ Researchers in psychopharmacology or pharmacology
- ◆ School psychologists

Institutional subscriptions to PsycSCAN: Psychopharmacology are also available. Among the types of facilities that would benefit are:

- ◆ General hospitals and clinics
- ◆ Psy-

- chiatric hospitals and clinics
- ◆ Public health clinics
- ◆ Group practices in medicine, psychiatry, or clinical psychology
- ◆ Nursing homes and senior care facilities
- ◆ Hospices
- ◆ Pharmaceutical, biomedical, and biotechnology companies
- ◆ Government health and social services agencies
- ◆ School systems
- ◆ Special education facilities
- ◆ Law enforcement agencies
- ◆ Correctional or rehabilitation facilities.

Coverage spans the spectrum of chemicals and substances that affect the brain and behavior, as well as

CONTINUED ON PAGE 6

## E-PRODUCTS

E-SCAN, CONTINUED FROM PAGE 5  
drug-related behavioral issues, including:

- ◆ Psychological aspects of drug therapy for physical or mental disorders
- ◆ Experimental research on substances not yet approved for clinical use
- ◆ Animal studies and models related to psychopharmacology
- ◆ Herbal supplements and alternative therapies
- ◆ Patient compliance
- ◆ Drug discontinuation issues
- ◆ Drug interactions and drug-food interactions
- ◆ Drug side effects
- ◆ Behavioral effects of non-therapeutic substances such as foods and toxins.

The E-Scan also covers professional issues, including prescription privilege; communicating with patients; malpractice, liability, and other legal issues; and professional education.

More than 68,000 records are currently online. Approximately 3,500–4,000 records are projected for addition each year, through monthly updates.

Individual subscriptions to PsycSCAN: Psychopharmacology cost US\$59.00 per year. The annual fee for institutions is US\$129.00.

Subscriptions can be purchased online for immediate access at [www.apa.org/psychopharm](http://www.apa.org/psychopharm). Contact PsycINFO User Services for further information. ■

## EXHIBIT SCHEDULE

Attending any of the following meetings? Please visit the PsycINFO booth in the exhibit hall!

<b>July 8–11</b>	American Library Association Booth 421	Chicago, IL
<b>August 4–7</b>	American Psychological Association Booth 420	Washington, DC
<b>December 5–7</b>	Online Information 2000 Stand 312	London, England

## UPDATE YOUR LABEL

Is your address label correct? Should others in your organization receive *PsycINFO News*?

Use this form to let us know.

- Please change my address label** (attach the old one here).
- Please add me to the mailing list.**

Name \_\_\_\_\_

Title \_\_\_\_\_

Department \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postcode \_\_\_\_\_ Country \_\_\_\_\_

PSYCHOLOGICAL ASSOCIATION  
AMERICAN  
U.S. POSTAGE PAID  
NONPROFIT ORGANIZATION

PsycINFO User Services  
American Psychological Association  
750 First Street, NE  
Washington, DC 20002-4242

INFORMATION SERVICES IN PSYCHOLOGY  
PsycINFO