

In This Issue

ISSN 1460-7239

1 Editorial

2 My Favourite Tipples

from Jane Waddell

3 Free Pint Bar

In Association with Factiva
a Dow Jones & Reuters Company
Reviewed by Simon Coltery

4 Jobs

Business Information Researcher
Project Manager - Pubs & Subs
Senior Stats Manager

5 Bookshelf

"The Tipping Point: How Little
Things Can Make a Big
Difference"
Reviewed by Marylaine Block

6 Tips Article

"The War Against SPAM"
By Stuart Cliffe

8 Feature Article

"Finding Chemical Information on
the Web - the User's Viewpoint"
By Deborah Kahn and Jenny Drey

Fact, Events and Gold Forthcoming Articles

4 Contact Information

Online Version with Activated Hyperlinks

<[http://www.freepint.com/
issues/040402.htm](http://www.freepint.com/issues/040402.htm)>

Adobe Acrobat Version

<[http://www.freepint.com/
issues/040402.pdf](http://www.freepint.com/issues/040402.pdf)>

180+ Publications Monitored in the Pub Crawl

How many information and Internet-
related publications do you
read each month? For the Free Pint
Pub Crawl we monitor over 180,
and they are all listed at
<[http://www.freepint.com/pubcrawl/p
ubs/](http://www.freepint.com/pubcrawl/pubs/)>

Try out the Free Pint Pub Crawl on a
free four week trial:
<<http://www.freepint.com/pubcrawl/>>

Editorial

We all get a bee in our bonnet about something sometime. When writing the Editorial in the last edition of Free Pint, I couldn't help wondering if it is just me who was frustrated with the lack of human interaction and networking at conferences I've attended recently.

I posted my thoughts at the Free Pint Bar and asked if anyone had any solutions or ideas. I received a tremendous response, with replies coming from all over the world <[http://www.freepint.com/
go/b16645](http://www.freepint.com/go/b16645)>.

Seasoned networkers posted about the importance of scheduled informal discussion sessions, perhaps over lunch. Often the best time to make contacts is over coffee or whilst queueing for a buffet lunch. Popular techniques in the US apparently include labelled interest tables where a facilitator encourages networking about a particular topic, over a coffee and Danish. There can be designated areas for networking, and a separate break-out room where delegates can chat to a speaker after the session.

Pre-conference workshops give newcomers a chance to get up to speed, whilst being an ice-breaker for regular attendees and speakers before the main event. Running less formal sessions in parallel to the main lecture sessions works well too, where small group sessions can focus on discussion and the sharing of experiences. Umbrella conferences give networking opportunities across specialisms, whilst social events, trips and visits are good ice-breakers too.

Conference organisers are encouraged to establish beforehand the reasons for the delegates attending. Attendees at one small networking event were handed a sheet on arrival with suggestions of people they might like to meet, based on common reasons for attending. Coloured badges or ribbons can show areas of interest or the track a delegate is following. This information and the organisation name should be given as much prominence on the badge as the delegate's name.

I was delighted to see a number of conference organisers also posting at the Bar, urging us to give them feedback and suggestions via the event questionnaires or on the Web. Likewise, I would urge organisers to provide decent community support on the Web, allowing visitors to arrange meetings and post requests for information, and after the event to get slides and ask questions we wished

we'd asked at the time. A delegate list is valuable too, both before and after the event, and not just posted on a noticeboard. If there are concerns about data privacy, then ask delegates for their permission to be included. Most will be willing.

With all that said, it is probably up to the individual to be proactive in their networking, and some are better at it than others. Why not wander around with someone who has different contacts to you? It can be difficult for newcomers to an industry, and old hands can consider mentoring in this way.

The poster of this suggestion likens it to tying in with 'connectors' as described in Malcolm Gladwell's 'The Tipping Point'. Since this book has so many relevant suggestions for this discussion, and has recently been published in paperback format, we've included a review of it in today's Free Pint.

Thank you to all those who responded in such detail to my frustrations. Whether you're a seasoned pro, a conference organiser, or a nervous networker, I would strongly recommend you take a look at the great bunch of replies at <[http://www.freepint.com/
go/b16645](http://www.freepint.com/go/b16645)>.

As well as the book review, there are lots of other great tips, articles and reviews in today's Free Pint. I really hope you get a lot out of it and share this issue with your friends and colleagues.

Best regards
William Hann <william@freepint.com>

About Free Pint

Free Pint is an online community of information researchers. Members receive this free newsletter every two weeks packed with tips on finding quality and reliable business information on the Internet.

Joining is free at <<http://www.freepint.com/>> and provides access to the substantial archive of articles, book reviews, jobs, industry news & events, with answers to your research questions and networking at the Free Pint Bar. Free Pint Regulars (paid-up members) also receive a weekly current awareness newsletter, discounts and publicity.

Please circulate this newsletter which is best read when printed out. To receive the Adobe Acrobat version as an attachment or a brief notification it's online, visit <<http://www.freepint.com/member>>.

**My Favourite Tipples
from Jane Waddell**

- <<http://www.evca.com/>> - The European Venture Capital Association has published the first report on Corporate venturing activity across the continent - essential background reading.
- <<http://www.inlandrevenue.gov.uk/>> - Provides details on how to take advantage of tax breaks for corporate ventures, as well as general UK tax information.
- <<http://www.businesslink.org/>> - Information on setting up and running a small business in the UK, corporate venturing and government initiatives to encourage venturing.
- <<http://www.dda.gov.uk/>> - The DDA is the corporate venturing arm of the British government's Ministry of Defence. Features technology transfer links and case studies.
- <<http://www.qinetiq.com/>> - QinetiQ is a new science and technology company formed by the MOD. The site offers a free newsletter of news, information and expert views.

Jane Waddell is an Executive Director of TLTVenturing <<http://www.tltventuring.com/>>, a technology partnership agency who link innovative technology businesses to companies seeking leading-edge technologies.

Email your top five favourite Web sites to <simon@freepint.com> or see the guidelines at <<http://www.freepint.com/author.htm>>.

Free Alert Service Gives Info Pros An Edge

Sign up for MarketResearch.com's Alert Me service and get free email notifications when new research meeting your needs is added to the world's most comprehensive database of market intelligence. Alerts cover more than 650 industry segments and over 350 different publishers so you know you'll never be the last to hear about important industry research.

To sign up, call 1-212-807-2629 or visit <http://www.marketresearch.com/redirect.asp?progid=1605&alert=1> today!

**Library + information Show
supplying all your library needs**

*** ExCeL London E16 1XL - 25-26-27 June 2002 ***

Whatever type of library you work in, LIS is the place to be if you are looking to equip yourself and your library for the future. From the newest products and services to innovative thinking for dealing with day-to-day issues, a visit to LIS is a valuable CPD opportunity. If you would like to PRE-REGISTER for free call 01844 271478, or alternatively visit our website <http://www.lishow.co.uk>.

Free Pint Gold

This time last year we took a fun look at crime fiction online, and had a site-packed feature on Web resources about different aspects of the history of the USA.

- Free Pint No.84, 29th March 2001. "In the Footsteps of Miss Marple - Female Detective Fiction Online" and "Quest for Liberty: History of the United States of America" <<http://www.freepint.com/issues/290301.htm>>

Two years ago there was a guided tour of some great museum Web sites, whilst the feature looked at the rapid rise of Internet usage and technological infrastructure in the Middle East.

- Free Pint No.59, 30th March 2000. "Virtual Visits: Links to museums and the like on the WWW" and "Internet Development in the Middle East" <<http://www.freepint.com/issues/300300.htm>>

In 1999 we welcomed articles from two very popular contributors. Immigration has been a popular topic at the Bar, and Anne Ku covered resources about emigrating to the UK. Meanwhile, CI expert Amelia Kassel gave many practical tips for performing

competitive intelligence research on the Web. For more CI resources see Simon's recent Tittle at <<http://www.freepint.com/go/b16614>>.

- Free Pint No.35, 1st April 1999. "UK Immigration Sources on the Web" and "The Internet for Competitive Intelligence" <<http://www.freepint.com/issues/010499.htm>>

Four years ago, Free Pinters needed reminding about the importance of managing domain names, and took advice on effective online job hunting from the ever popular seasoned pro, Sue Hill.

- Free Pint No.11, 2nd April 1998. "The International Marketing Power of Domain Names" and "Job Hunting on the Net" <<http://www.freepint.com/issues/020498.htm>>

500+ Current Job Seekers Waiting To See Your Vacancy

Over 500 people have stored their job-seeking profile in the Free Pint Jobs database.

43% specifically mention library positions and 45% mention information work (including knowledge management).

List your information-related vacancy today and have it matched against all those profiles: <<http://www.freepint.com/jobs/>>

Free Pint Bar
In Association with Factiva
a Dow Jones & Reuters Company
Reviewed by Simon Coltery

<<http://www.freepint.com/issues/040402.htm#bar>>

Free Pint Bar <<http://www.freepint.com/bar>>

[Note: To read a posting enter the message number in place of XXXXX in the address
<<http://www.freepint.com/go/bXXXXX>>]

We sometimes face a dilemma in the Free Pint Bars. For example, if we get postings about bank sort codes, the postings are then indexed by search engines and we get more people looking for the same thing. Definitive sources of sort codes have been posted but people don't seem to look at them. We've added a note in the Bar Guidelines to say that we no longer accept postings about them. But people who don't bother looking back through a thread will probably not bother to look at the Bar Guidelines (16661)! Where will it all end?

Meanwhile, business researchers have been busying themselves with enquiries about European companies investing in South Africa (16631), a professional body for business developers (16800), an oil company called Odeco (16701), investigating a company's past (16702), copies of CEOs' speeches (16861) and European civil and criminal court records (16896).

There were finance oriented postings about free sources of historical market caps (16895), historical FT100 information (16633), the number of UK fund management companies (16778) and banking services for offshore companies set up to avoid tax (16672).

Other researchers have been looking into online communities in general (16681), building communities of Web owners (16822), copyright (16863), employee expense management (16742), the UK funeral service industry (16809), individuals linked to organised crime (16899), indexing quality control (16781), finding old articles (16676) and the role of women in employment in East and Southern Africa (16728).

As usual, plenty of good Web resources have been noted and recommended. These include library catalogue search resources (16640), best practices for presenting information in strategic and marketing plans (16828), non-UK pharmaceutical industry news sites (16638), research and development expenditure for engineering and manufacturing companies (16667) and UK petrol prices (16836).

In the last couple of weeks I reviewed Google's new news search tool (16793) and a site where you can look up basic data on all the countries of the world (16898).

Technical queries have arisen about using Access 97 with Windows XP (16773), blocking foreign language emails (16775), tools for storing and accessing favourites (16657), archive search tools (16802), problems with Yahoo! mail (16841), converting files in Cubase (16825), scanning paper archives (16668), monitor problems (16830), offsite archive storage (16807), printing the contents of Outlook Express folders (16753), file indexing software (16834) and free Quark Express readers (16837).

The more miscellaneous queries have been about job profiles for content managers (16737), music in TV adverts (16840),

So, how much is it going to cost me?

Use the new Price Calculator to get an idea of how much Free Pint's List Hosting service would cost you to use:
<<http://www.freepint.com/help/hosting/calculate.htm>>

"They are a friendly, customer-focused company who offer an excellent ezine service." Better Business

popular music resources (16632), Virgil's Eclogues online (16867), dietary treatments for allergies (16641), a Chinese proverb (16735), UK immigration (16763) and the usual handful of Latin phrases (16662, 16720, 16864). And that just about sums it up for the last couple of weeks.

[Note: To read a Bar posting enter the message number in place of XXXXX in the address
<<http://www.freepint.com/go/bXXXXX>>]

Free Pint Student Bar

<<http://www.freepint.com/student>>

[Note: To read a posting enter the message number in place of XXXX in the address
<<http://www.freepint.com/go/sXXXX>>]

In the Student Bar there's been talk of the Information Society in developing countries (2384), divorce law (2390), designing an electric vehicle charging station (2402), the information needs of deaf students at university (2403), share price event study methodology (2413), subject headings for retrieval of images (2414) and research methodologies (2415).

There have also been postings about summer internships in radio and TV (2383), internships in HR (2410) and opportunities for librarianship graduates in English speaking countries other than the UK (2419).

[Note: To read a Student Bar posting enter the message number in place of XXXX in the address
<<http://www.freepint.com/go/sXXXX>>]

Simon Coltery, Content Developer
<simon@freepint.com>

If you have a tricky research question or can help other Free Pinters then do post a message at the Bar <<http://www.freepint.com/bar>> or the Student Bar <<http://www.freepint.com/student>>.

Factiva Learning Programs Launched

Factiva Learning Programs is a comprehensive suite of global learning tools for the enterprise. The suite of programs includes industry-leading e-training, online tutorials and product demos, regular Web-based seminars, targeted reference materials and acclaimed classroom training for corporate knowledge workers and information professionals. Visit
<http://www.factiva.com/learning>

Modify your Free Pint account

Whether you want to change your password or email address, receive the fully formatted version of the newsletter, see past invoices or Bar viewing preferences ...
Visit <<http://www.freepint.com/member>>

Free Pint Jobs

<<http://www.freepint.com/jobs>>

As well as the details below, you might also like to check out the new weekly Bar posting which lists the latest additions to Free Pint Jobs. The most recent is at <<http://www.freepint.com/go/b16799>>.

Here are some of the latest featured jobs:

Business Information Researcher

<<http://www.freepint.com/go/j1627>>
Six month contract. Law Practice. 25,500 pounds pro rata. 9.30 - 5.30.
Recruiter: Glen Recruitment

Senior Stats Manager

<<http://www.freepint.com/go/j1688>>
Online statistics and marketing background? Excellent opportunity within a leading broadcast environment for a senior manager to help shape business strategy.
Recruiter: Recruit Media

Project Manager - Pubs & Subs

<<http://www.freepint.com/go/j1696>>
Implement electronic pubs & subs system for this investment bank. Project mgt, vendor selection exp needed + Journals mgt useful
Recruiter: Sue Hill Recruitment and Services Limited

[The above jobs are paid listings]

Free Pint Jobs is THE place for information-related vacancies. Whether you're job searching or have a position to fill, you should be using Free Pint Jobs.

Candidates: It is free to search the database and you can set up a profile to be notified weekly by email of relevant new vacancies.

Advertisers: List your vacancies and receive significant publicity. Match your job against the 400+ stored job seeker profiles. Listings start at just 145 pounds (about US\$200 or 230 Euros).

Find out more today at <<http://www.freepint.com/jobs>>

Events

<<http://www.freepint.com/events>>

The LAMIT and LITC conference "Content Management: for information professionals"

<<http://www.freepint.com/go/e99>> has been getting attention at the Free Pint Bar. Content management is certainly one of the hot topics for 2002.

"Knowledge Management" from Bizmedia is also in London this month

<<http://www.freepint.com/go/e120>>, and it was good to hear from them on the Editorial topic of encouraging networking at conferences
<<http://www.freepint.com/go/b16794>>.

Further afield, in Mid-April the Cataloguing & Indexing Group of The Library Association (now CILIP

<<http://www.cilip.org.uk>>) hold their conference in Newcastle which "... will focus on the convergence of standards and the fast changing pace of development."
<<http://www.freepint.com/go/e117>>.

Even further afield but at the same time, Infonortics' sixth "Search Engine Meeting" takes place in San Francisco with some top names from the search engine world <<http://www.freepint.com/go/e110>>.

Details of these and many other conferences in the information industry can be found on the Free Pint Events page <<http://www.freepint.com/events>>.

Submit details of your event for free promotion, and keep us informed about any changes to current listings.

Contact Information

Address:

Free Pint Limited
4-6 Station Approach
Ashford, Middlesex
TW15 2QN, United Kingdom

Tel: +44 (0)1784 420044
Fax: +44 (0)1784 420033

Directions and maps:

<<http://www.freepint.com/contact.htm>>

Key contacts:

William Hann, Founder and Managing Editor
<william@freepint.com>
Rex Cooke, Editor <rex@freepint.com>
Simon Collery, Content Developer
<simon@freepint.com>

Web <<http://www.freepint.com>>
Subscriptions <subs@freepint.com>
Letters & Comments <feedback@freepint.com>
Authors <<http://www.freepint.com/author.htm>>
Latest Issue Autoresponder
<auto@freepint.com>
Advertising
<<http://www.freepint.com/advert.htm>>

Free Pint Bookshelf<http://www.freepint.com/bookshelf>**" The Tipping Point: How Little Things Can Make a Big Difference"
Written by Malcolm Gladwell
Reviewed by Marylaine Block**

Gladwell has written here the best explanation I've seen of the meme theory: that ideas operate like germs and spread like epidemics. Why, he asks, did Hush Puppies, a nearly moribund shoe brand, suddenly become cool? Why did Paul Revere succeed in not only spreading the news that the British were coming, but arousing men to armed resistance, when another man who also carried the news might as well have stayed home for all the good he did? Gladwell says there are three conditions that matter in the spread of ideas: the law of the few, the stickiness factor, and the power of context.

The few who matter, he says, are connectors, mavens, and salesmen. The connectors are people like Paul Revere, whose acquaintance is so wide and varied that they can spread an idea across many disparate groups that have no contact with each other. I think that's kind of what I do, really, because people come to me from all different directions, some because of BookBytes, some because of Best Info, some because of ExLibris; others come because of columns I've written on wildly varying topics like rock music or Dr. Kevorkian or the value of government.

Another group is the mavens, the people who are well-known both for expert knowledge and enthusiasm -- think of Stephen Jay Gould, for instance, who bubbles over with ideas and knowledge and connections between them, but also with eagerness to tell people about what he's learned. Then there are the salesmen, the born persuaders; think, for instance, about the kids you knew in high school who could wear something odd and different and instantly make it cool and trendy.

That's not enough in itself, though, according to Gladwell; there has to be stickiness as well, something that gives people a reason to register the

idea in their minds. One example he gives is a cheesy bit of advertising that told people to look for a gold seal in a record club ad that they could cut out and trade in for free CDs. Looking for the gold seal gave people a reason to pay attention to the ads. He draws other examples from the development and testing of Sesame Street and another children's show, Blue's Clues.

But context matters just as much. Gladwell draws on a lot of classic experiments in social psychology and even biology to explain why some situations nourish the spread of ideas and some do not. How did Divine Secrets of the Ya-Ya Sisterhood become a best-seller? By being discovered by small groups of women, who all told their other friends, who spread it in their own small groups. Ideas spread best, it seems, within small groups of less than 150 people, the largest size group within which people can actually know each other and understand the complex relationships among the group members. Other contextual factors that influence the spread of ideas include prevailing beliefs, genetics, and diffusion of responsibility (if enough people are present in a crisis, many people won't act because they believe somebody else will).

He keeps his thesis lively and convincing by drawing his illustrations from all over the place - studies of smoker behavior, the epidemic of youth suicide in Micronesia, the deliberate keep-it-small management strategy of Gore-Tex, the stabbing of Kitty Genovese while 38 people watched, the way Bernhard Goetz became a folk hero ... Gladwell is a born storyteller, and his book reads like a mystery you can't put down. But it can also be read as a manual of useful strategies for spreading our own memes -- better tax support for libraries, for instance -- more effectively.

Marylaine Block, who is known for building one of the first librarian web directories, Best Information on the Net (BIOTN), is now a full-time

Director reports now as popular as company ones

It's official. UK company Director reports from Free Pint are now as popular as reports on companies.

Not surprising since for 8 pounds you get so much information:
<<http://www.freepint.com/icc/sample>>

writer, Internet trainer, and publisher of two ezines for librarians, ExLibris
<<http://marylaine.com/exlibris/>> and Neat New Stuff I Found This Week <<http://marylaine.com/neatnew.html>>. She's written numerous articles for library publications, has edited a book called The Quintessential Searcher: the Wit and Wisdom of Barbara Quint [Information Today, 2001] <<http://www.freepint.com/bookshelf/quint.htm>>, and is working on another book about how librarians can manage the unintended consequences of our technologies.

Related Free Pint links:

- Find out more about this book online at the Free Pint Bookshelf <<http://www.freepint.com/bookshelf/tipping.htm>>
- Read customer comments and buy this book at Amazon.co.uk <<http://www.amazon.co.uk/exec/obidos/ASIN/0349113467/freepint0c>> or Amazon.com <<http://www.amazon.com/exec/obidos/ASIN/0316346624/freepint00>>
- "The Tipping Point: How Little Things Can Make a Big Difference" ISBN 0316346624 (US) 0349113467 (UK) published by Back Bay Books (US) Abacus (UK) written by Malcolm Gladwell
- Search for and purchase any book from Amazon via the Free Pint Bookshelf at <<http://www.freepint.com/bookshelf>>
- Read about other Internet marketing books on the Free Pint Bookshelf <<http://www.freepint.com/bookshelf/strategy.htm>>

To propose an information-related book for review, send details to <bookshelf@freepint.com>.

Are you keeping ahead?

Do you need access to unrivalled content from over 90 countries in 23 different languages delivered daily, in English, tailored to your specific requirements? Esmerk can keep you informed on key developments in your major and developing markets. Contact us to find out more
<http://www.esmerk.com>

Tips Article

<<http://www.freepint.com/issues/040402.htm#tips>>

"The War Against SPAM" By Stuart Cliffe

Virtually everyone with an email address seems to suffer from unsolicited emails for commercial, personal or pornographic services.

There are various names for this sort of email. Probably the oldest (with apologies to a well-known luncheon meat) is 'SPAM'.

Spam seems much more intrusive than junk mail delivered by post. Perhaps because the information is delivered direct to your computer and can be read by anyone, or because much of the content would probably be illegal if sent by post. The language and pictures used can be very worrying for parents of young children.

The usual queries about spam include - Why Spam? How did they get my email address? -and- What can I do about it?

Why Spam?

Spam is a highly cost effective way to generate income. Sending the same information by post would be extremely costly - and in some cases illegal. Dealing with replies would be expensive in terms of an enquiry telephone line, reply-paid envelopes, and generally coping with the results of the mailing. Also the person operating the scheme would be highly visible, traceable through telephone and office rental records, and subject to possible legal attack in the country concerned.

On the other hand, sending information by email is very cheap - a telephone connection allows tens or hundreds of thousands of emails to be sent anonymously more or less at the stroke of a key, and for the cost of a local phone call. The contents can be anything - spammers send from email addresses set up especially for that mailing, with replies to different email addresses or to websites with disguised addresses.

No matter how unlikely the offer, for every 100,000 emails sent, there are bound to be a certain number of replies - and even if these are requests to 'unsubscribe', the spammer is happy. These are confirmed live email addresses that can be sold on to others, and used for future mailings.

There are all sorts of reasons for spam - some viruses generate their own little spam shower in the course of transmitting the infection to others; emails may be deliberately offensive to panic people into using the 'unsubscribe' option - and confirm that their address is valid; various frauds try to part you from your money; porn sites try to tempt new members to subscribe; hackers send 'trojans' to get control of computers, or persuade the unwary to visit websites that can install unfriendly software on your machine.

All of the above should suggest that if you receive an unwanted, unexpected or just plain suspicious email, the best response is NOT to reply to it, open it or do anything other than delete it - or report it to the system it came from.

Looking for a new job in information?

Free Pint Jobs has lots of vacancies and you can set up an email profile to be alerted weekly to new jobs matching your experience.

Try a search now and set up your profile at:
<<http://www.freepint.com/jobs>>

How did they get my email address?

If you ever gave your email address to apply for a username and password for a website; signed a guest book; sent a newsgroup message; emailed a query; or (the worst case) sent an 'unsubscribe' request, your email address became public property. Even if you have not done any of these things, your address may be churned out by a random address generator.

Don't be confused if you receive an email apparently addressed to someone else, or to 'undisclosed recipients'. Emails can be 'blind copied' (BCC'd) to a long list of addresses, but each person will see only the original 'to' address, not the - possibly thousands - of BCC addresses used by the spammer.

What can I do about it?

To protect children from seeing unwanted mails, and to deal automatically with as much spam as possible, it is necessary to become a little technical - or to know someone who can do the necessary setting up.

Complaining about each item you receive would help to stamp out spam more quickly, but that does require that you read and carry out some work on each email. You may decide it's better to delete as much as possible and only protest at anything which catches your eye as being especially annoying.

Virtually all email software includes message 'rules' which allow the user to move emails around and delete them based on the sender, the recipient or the content.

For children, you may want to set up an arrangement that will only allow emails i) addressed to the correct email address AND ii) sent by one of a small number of specified email addresses to be put into a personal mail box. You can limit receipt of emails to those sent by friends and family.

For older email users, a small number of rules should take care of most junk email. Try to find email software like Outlook Express that can delete emails from the server, without even downloading the message to your computer.

Because much spam is not addressed personally, you can delete any message that does not show a correct email address.

Because porn spam includes words or phrases you would not expect to see in normal correspondence it is possible to delete any message that contains those terms - a rule that may be unpleasant to set up, but will avoid any further exposure.

If these rules for some reason exclude emails you do want to receive, you can set up an 'exception' for specific sending email addresses.

If spam still sneaks through, you may be able to set up

additional rules, or vary an existing rule to exclude stray messages.

Much more information is available from your email software help screens, and generally on the Internet. Look on one of the main search engines under 'spam'.

Reporting Spam

Most responsible Internet service providers take a very dim view of spam, attempted fraud, or any other abuse of their standard terms and conditions. If you are particularly offended by a specific email, you need to learn to read the header information to identify where it came from. This may have nothing to do with the email address shown in the 'from' information - spammers can easily forge such information. For this reason don't overreact when you report the problem to the 'abuse@' address of the ISP. If you do make any such reports, send the header of the email as well as the message text.

Don't under any circumstances seek revenge - your technical expertise is almost certainly not up to it. 'Mailbomb' software exists that can fill up your mailbox with thousands of duplicate messages to cut you off from any email contact. Your ISP may shut down your own account if you have major problems.

And finally

Unless you are an Internet anorak, you may not appreciate that the Spam wars have generated an increasingly sophisticated range of weapons. Software will now search through the Internet for contact email addresses left on websites, guest books and in newsgroups. Defensive software can generate spoof email addresses to confuse such searches.

Spam specialist email software can mail out in bulk from a disguised address, keep track of responses, eliminate duplications and highlight 'confirmed' addresses from unsubscribe requests. Similar routines can also provide all possible email addresses at a specific domain just by working through popular combinations of nouns and names.

Emails can contain 'spyware' - even just reading the email loads an illustration into the message and can confirm your

email address back to the sender.

While viruses are only peripherally connected with spam; never, never, EVER open an attachment to an email - even from a friend - unless you know exactly what it is and were already expecting it.

Beware even of following a link from an email to a web page - the link may start a disguised attachment and infect your machine, or a web page may use built in scripting to place a file on your computer which gives someone else control of your system.

If you access the Internet, you must have up to date antivirus software, and it is advisable to have a 'firewall' which controls all access to and from your computer.

Stuart Cliffe is originally an insurance underwriting, marketing and systems specialist based in Wales. Chief Executive of the National Association of Bank + Insurance Customers he is also an expert on consumer and small business financial service issues.

Contact him via the NABIC website
<<http://www.LemonAid.net>>

Related Free Pint links:

- "Internet Searching" articles and tipples in the Free Pint Portal <<http://www.freepint.com/go/p185>>
- Read this article online, with activated hyperlinks <<http://www.freepint.com/issues/040402.htm#tips>>
- Post a message to the author, Stuart Cliffe, or suggest further resources, at the Free Pint Bar <<http://www.freepint.com/bar>>
- Access the entire archive of Free Pint articles and issues <<http://www.freepint.com/portal/content/>>

Free Pint Forthcoming Articles

[Provisional]

- * Animal & Pet Resources * Legal Sources *
- * Technology Transfer * Virtual Reference *
- * Trade Unions on the Net * Biomedical Sources *
- * Web Usability Resources * Mobile Phone Industry *
- * Toxicology * Video Games * International Law *
- * Academic, Economic and Social Science *

If you have a suggestion for an article topic or would like to write for Free Pint then please contact me or sign up for the monthly Author Update on the Web site at <<http://www.freepint.com/author.htm>>.

Rex Cooke, Editor <rex@freepint.com>

Host your web site with the Specialists!

<http://www.globalgold.co.uk>

For quality Unix and NT hosting get in touch with Global Gold TODAY! You'll get a voice on the other end of the line, great Customer Service and fair prices! Call 01992 303090 NOW to buy or transfer to one of Europe's Top 3 Hosting providers, or even simpler, click the link to transfer TODAY!

<<http://support.globalgold.co.uk/topic/?id=5>>

Feature Article

<<http://www.freepint.com/issues/040402.htm#feature>>

"Finding Chemical Information on the Web - the User's Viewpoint"

By Deborah Kahn and Jenny Drey

In pre-online days, chemists relied on their libraries or information departments to provide them with their information, and those who weren't so lucky had to find their own papers. This was a slow, painstaking and haphazard process. Later on, online services meant easier but still restricted access, with limited library budgets which were strictly controlled. Those who were lucky enough to have access to skilled information professionals often found communication breakdowns occurred, and the process was still relatively long-winded. Researchers in corporate environments had to undergo a similar process, but with more information specialists devoted to helping find the information needed, and much larger budgets for online searching and document delivery.

Now end user searching amongst chemists is an accepted part of the job. Researchers now perform a great deal of searching that used to be done by their information services department, for various reasons including desktop access and decreasing numbers of information professionals. This brings with it tremendous advantages for users, such as greater speed and autonomy in their work. But there are also problems attached - how can end-users reach the information they need quickly, accurately and cheaply, and how can they reach the most relevant information?

Many of the resources on the Web expect the user to be a sophisticated searcher, and few differentiate between the differing needs of chemists in their various roles. Most chemists are not trained information searchers. They go to their desktop to find a piece of information which can help them perform a specific task. They will be unlikely to have any training in how to use the available sites, and they rarely spend time reading the help pages. So they need easy access to as much relevant information as possible in one place, where the links are obvious and navigation is simple. It is difficult to talk about chemists as a homogeneous group - chemistry covers such a broad spectrum of specialties that different chemists have different information needs depending on what job they are doing. An analytical chemist could work as part of a drug development team in a pharmaceutical company, as an academic, as a business manager, or could be involved in testing in a government laboratory. Each of these jobs requires access to different types of information in order to solve different problems.

There are however similarities between the needs of the different groups. Generally speaking, chemists need answers to questions that arise in the course of their work. The sort of websites they need to help them find these answers will feature a large number of searchable journal articles, searchable information on properties of chemicals, up-to-date news, and the facility to interact with their colleagues, to ensure they are up-to-date.

DK Associates recently conducted a survey which provided some excellent pointers as to how end users search and what sites help them in which aspects of their jobs. Over 1300 chemists across the world and across a range of disciplines answered an online questionnaire which shed new light on their searching habits. One of the sections of the questionnaire asked which of 11 different chemistry websites they used in their work, how often and why. The

following sites were included in the survey:

<<http://www.ch.cam.ac.uk>> A site for chemists maintained by University of Cambridge Chemistry Department. 2000 links to sites including chemical information, chemistry calculation tools, and information about research from the department.

<<http://www.chemind.org>> The online version of the magazine Chemistry and Industry. News, reviews, features, research highlights from the magazine, equipment news, jobs and events.

<<http://www.chemindustry.com>> A directory and search engine for chemical and related industry professionals. Database of 42,000 websites.

<<http://www.chemistry.org>> A service of the American Chemical Society for its members and the chemistry community. Information about the ACS, its publications, products, sections. A careers and continuing education service. Educational resources.

<<http://www.chemsoc.org>> A service of the Royal Society of Chemistry acting as the international chemical societies' electronic network. Links, chemical news, events listing, careers information, educational resources.

<<http://www.chemweb.com>> An information resource for those in research chemistry, the chemicals industries and related disciplines. Information from over 250 full-text journals and 30 databases, careers information, conference listings, news and specialist forums based around specific chemical fields.

<<http://www.google.com>> A general search engine. An index of more than 3 billion URLs.

<<http://www.scirus.com>> A search engine concentrating on scientific content only by searching both web and journal sources. Searches the Web, ScienceDirect, Medline, Beilstein Abstracts, Neuroscion, BioMedCentral and the USPTO.

<<http://www.theScientificWorld.com>> A suite of products and services designed to enhance and accelerate scientific research. Database of abstracts with links to scientific literature, research news and alerts, funding opportunities, and grants awarded; submission of funding proposal applications; equipment, supplies or biological materials procurement; publication of research findings.

<<http://webbook.nist.gov/chemistry/>> Provides access to chemical and physical property data for chemical species. Chemical, physical, thermochemical, thermophysical, and ion energetics data.

<<http://dir.yahoo.com/Science/Chemistry/>> Subset of a general search engine. Contains links to over 1400 chemistry related sites.

The results of this survey explained a lot about how chemists go about finding their answers. Of the total sample involved in the survey, 15% were analytical chemists. Analytical chemists spend their time analysing or measuring materials using various methods such as spectroscopy and chromatography, or developing new methods to do so. To help them do their job they need journals, which give details of analytical methods, databases which give information on chemical properties, information on equipment and products with links to manufacturers websites, and discussion groups which allow

them to interact with their peers. Over half of these chose ChemWeb first for journal papers, followed closely by Google.

Organic chemists (17% of the survey), behaved in a similar way. These chemists were searching first and foremost for literature, then for compound and reaction information. Again, of these, half stated that they found ChemWeb the most useful Internet site for them in their work, followed by Google, and a somewhat smaller sector used chemistry.org, the website of the American Chemical Society (ACS) - the world's largest scientific society.

Management and Development users, on the other hand, need to keep up with what is going on in their area, but do not as often need the detailed information that analytical chemists or researchers need. News and journal articles are by far the most looked for information in their case, although they do also need chemical information, methods and product information. They placed Google top of their favourite Internet sites, on the basis of it being "a great search engine". ChemWeb followed close behind on the strength of its variety, but the other sites were barely used at all. Those in Manufacturing gave a remarkably similar response, with Yahoo! mentioned as a third favourite.

Looking at the broader picture, of the 1338 chemists surveyed, over 57% used ChemWeb several times a week, with 56% using Google several times a week. Of the other chemical sites mentioned in the survey, the next most accessed site was chemistry.org, with 15% using it more than once a week, followed by ChemSoc with 12% using it more than once a week.

So why do chemists use the sites they do? Let's take the overall most popular site first of all - Google. With its ability to search 3 billion documents very swiftly, Google is an excellent starting point for finding other sites which may contain the information needed. In every area of searching, Google would probably come very high up the list of favourite sites.

What then sets ChemWeb apart, with the result that it is searched so much more frequently than the other chemistry related sites? It seems to be the fact that chemists are able to use it in the same way that they use Google. It is a good springboard from which to locate information. This is borne out by what one ChemWeb user, W. Jeffrey Hurst, Clinical Professor of Comparative Medicine at the MS Hershey Medical Center, says: "I usually use ChemWeb as my starting place due to the diversity of resources. I find it easy to navigate and am able to find a great deal of information not available without going to multiple sites. As an active researcher and writer, I like the ability to have access to abstracts of journals, and conference reports, and the alerts let me know when the current issue of a journal is available. That allows me to be more efficient, and allows me rapid access to emerging research."

ChemWeb seems to be unique amongst chemistry websites in its ability to satisfy the criteria which are so important for chemists seeking quick answers in the course of their work. It is not just a site with links, it contains lots of relevant hits and can give chemists answers to their questions instantly, like Google. Not only that, but searching across the site is free, and quite a large percentage of the information held on the site is free as well.

There was a very clear-cut tendency amongst the participants of this survey to use sites which allow easy access to a lot of relevant, searchable data. Chemists are like anyone else - they basically want to find their answers quickly and easily. Looking at the descriptions of the sites covered, it does not seem surprising that chemists go to ChemWeb. Other sites all have different aims. Some, such as chemsoc.org and chemistry.org exist to provide information for members of societies. Others are aiming at a much broader target market so do not provide the relevance that ChemWeb does.

What does seem fairly clear is that information providers have to understand their users' needs, and make life as easy for them as possible. Chemists need information for their job, but looking for it is not their job. Information professionals can make their own lives easier in two ways, one of which is recommending the best websites to their end users. They can help themselves too by using them themselves as a springboard for their own searches.

Deborah Kahn heads DK Associates, an independent consultancy which specializes in helping information providers to understand the needs of their users, and to design and produce products which meet those needs. Deborah has spent 20 years working in the information and publishing industries, including 10 years for the Thomson Corporation. She can be contacted at DK Associates: <dk.n4@virgin.net>.

Jenny Drey is a freelance writer/marketing consultant who has worked in the publishing/information industry for 15 years, in general publishing and scientific, technical and medical. Her particular interest lies in electronic publishing and primarily the Internet. She can be contacted at <jenny.drey@dial.pipex.com>.

Related Free Pint links:

- "Chemical Industry" articles and news in the Free Pint Portal <<http://www.freepint.com/go/p19>>
- Read this article online, with activated hyperlinks <<http://www.freepint.com/issues/040402.htm#feature>>
- Post a message to the authors, Deborah Kahn and Jenny Drey, or suggest further resources, at the Bar <<http://www.freepint.com/bar>>
- Access the entire archive of Free Pint content <<http://www.freepint.com/portal/content/>>

Many thanks for reading today's Free Pint and we hope you got a lot out of it. Don't forget to check out the Bar discussion about networking at conferences <<http://www.freepint.com/go/b16645>> and forward this newsletter to others who might find it useful.

See you in two weeks!

William Hann, Founder and Managing Editor
<william@freepint.com>

© Free Pint Limited 1997-2002
<<http://www.freepint.com/>>

Free Pint is a registered trademark of Free Pint Limited (c) 1997-2002

Free Pint (ISSN 1460-7239) is a free newsletter written by information professionals who share how they find quality and reliable information on the Internet. Useful to anyone who uses the Web for their work, it is published every two weeks by email.

To subscribe, unsubscribe, find details about contributing, advertising or to see past issues, please visit the Web site at <http://www.freepint.com/> or email info@freepint.com.

Please note: Free Pint is a registered trademark of, and published by, Free Pint Limited. The publishers will NEVER make the subscriber list available to any other company or organisation.

The opinions, advice, products and services offered herein are the sole responsibility of the contributors. Whilst all reasonable care has been taken to ensure the accuracy of the publication, the publishers cannot accept responsibility for any errors or omissions.

This publication may be freely copied and/or distributed in its entirety. However, individual sections MAY NOT be copied and/or distributed without the prior written agreement of the publishers. Write to Rex Cooke, Editor rex@freepint.com for more details. Product names used in Free Pint are for identification purposes only, and may be trademarks of their respective owners. Free Pint disclaims any and all rights in those marks. All rights reserved.