

The background of the slide features a large, semi-transparent molecular structure. It consists of numerous grey spheres representing atoms, connected by white rods representing chemical bonds. The structure is complex and three-dimensional, filling most of the slide's background. In the top-left corner, there is a smaller, more detailed molecular model with orange and blue spheres.

# Remote User Support within a Web-based Community

ACS Fall National Meeting, Chicago  
August 25th 2001

Davina Heaven



# Outline of Presentation

- the role of the “librarian” within an e-library
- search engines as reference librarians
- ChemWeb.com as an e-library and web-based community
- ChemWeb.com’s remote user
- user support to ChemWeb.com’s remote users



# The role of the “librarian” within an e-library

- a point-of-need service
- remotely accessible from workstation
- global
- one-to-one service
- problem can be talked through at workstation
- speed and efficiency

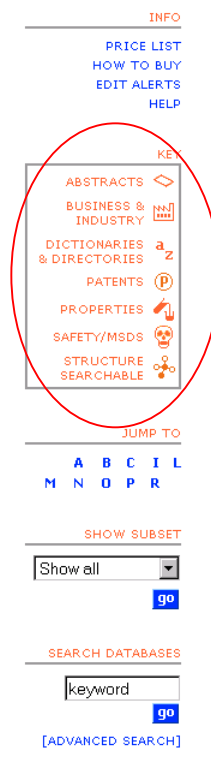


# The role of the “librarian” within an e-library

- librarian acts as a gatekeeper to online information
  - controls subscription keys, passwords, account information
- the Librarian is enhanced service provider in a proactive manner (*Matson & Bonski, 1997*)
  - provide current awareness services eg. e-mail news bulletins
  - targeted e-mails
- gurus of copyright, licensing, electronic redistribution (*Matson & Bonski, 1997*)

# The role of the “librarian” within an e-library

- use experience of how users request, use and process information in design of user interface (*Matson & Bonski, 1997*)
  - Usability testing carried out when relaunching site
  - a key was added to identify databases on ChemWeb in response to members' need for information to identify types of databases



INFO

PRICE LIST  
HOW TO BUY  
EDIT ALERTS  
HELP

KEYWORDS

- ABSTRACTS
- BUSINESS & INDUSTRY
- DICTIONARIES & DIRECTORIES
- PATENTS
- PROPERTIES
- SAFETY/MSDS
- STRUCTURE SEARCHABLE

JUMP TO

A B C I L  
M N O P R

SHOW SUBSET

Show all

SEARCH DATABASES

keyword

[ADVANCED SEARCH]

- <sup>13</sup>C NMR Database
- <sup>19</sup>F NMR Database
- <sup>1</sup>H NMR Database
- <sup>31</sup>P NMR Database
- a-z ACD The Available Chemicals Directory 99.2
- Ashley Abstracts Database
- Autonom Standard
- Beilstein Abstracts
- Bretherick's Reactive Chemical Hazards Database
- Business & Industry® Database
- CLAIMS/U.S. Patents Database
- Catalysis Patents Database
- a-z Chapman & Hall/CRC Combined Chemical Dictionary
- Chapman & Hall/CRC Properties of Organic Compounds
- ChemInform
- Chemguide
- InfoChem SPRESI Structural & Reaction Database
- logP Database
- Medline®
- MicroPatent® Worldwide PatSearch Chemical
- NCI 3D Database
- Negwer - organic-chemical drugs and their synonyms

# The role of the "librarian" within an e-library

- endeavour to put human face on technology

- e-mail
- telephone
- mail
- fax

The screenshot shows the ChemWeb.com website interface. At the top, there is a navigation bar with links for home, forums, journals, databases, tools, shop, news, jobs, links, and conferences. A search bar is located on the left. The main content area features a section titled "Help and Feedback" with an information icon. Below this, there is a feedback form with fields for Full Name, Member Name, E-mail Address, URL arrived from, Browser, Operating System, and Subject. The form is pre-filled with the following information: Full Name: Dmitri Mendeleev, Member Name: cservice, E-mail Address: davinah@chemweb.com, URL arrived from: http://qa.chemweb.com/, Browser: Internet Explorer, Operating System: Windows NT 4.0, Subject: ACS Exhibition. A "Please select a message type:" section has radio buttons for Comments, General Request (selected), and Technical Query. A list of site navigation links is visible on the left side of the page.

**ChemWeb.com**  
central to science

INNOCENTIVE 3082  
DEADLINE: OCT 31, 2001  
\$55,000 USD To solve this and others [CLICK HERE](#)

home forums journals databases tools shop news jobs links conferences Dmitri Mendeleev

**ABOUT US** Help and Feedback

Please send us any comments or questions you have about ChemWeb.com by completing the Feedback Form below or alternatively you can contact us.  
E-mail: [info@chemweb.com](mailto:info@chemweb.com)  
Post: Customer Services, ChemWeb, Inc., 84 Theobalds Road, London, WC1X 8RR, UK  
Telephone: +44 (0)20 7611 4417  
Fax: +44 (0)20 7611 4301

**CHEMWEB.COM**

- CONTACT US
- ABOUT US
- SITE MAP
- SITE TOUR
- PRICE LIST
- WHAT'S NEW
- PRESS RELEASES
- TERMS & CONDITIONS
- COPYRIGHT NOTICE
- PRIVACY POLICY
- YOUNG CHEMISTRY WRITER OF THE YEAR

**FEEDBACK**

Please select a message type:

Comments  General Request  Technical Query

Full Name:

Member Name:

E-mail Address:

URL arrived from:

Browser:

Operating System:

Subject:



# Search engines as reference librarians

- engines as information experts
- organise knowledge into systems and structures
- point of reference for further information resources eg. ChemGuide.
- general internet search tools eg. Google, developed to scientific information specific eg. Scirus

# Search engines as reference librarians

- advanced functionality
- ignores sites without scientific content
- reads non-text files
- searches the hidden web

The screenshot shows the SCIRUS search engine interface. At the top, there are navigation links: "for scientific information only", "Customize Scirus", "About Scirus", "Submit URL", "Contact Scirus", and "Help". The main header features the "SCIRUS" logo, a search input field containing "user support", and a "Search" button. Below the search bar, there are radio buttons for "Advanced Search" (selected) and "Expert Search".

The search results section shows two search criteria: "Exact phrase" with the value "user support" and "All" for the filter, and another "Exact phrase" with the value "chemis..." and "All" for the filter. A "Search" button is present next to each criterion.

Below the search criteria, there are sections for "Document type" (with checkboxes for "All", "Article" (checked), and "Scientist Homepage"), "Document Sources" (with a dropdown set to "All Sources"), and "Publication Date Range" (with "From" set to "1973" and "To" set to "2001"). A note states: "\* Applies only to documents from Membership Sources. Note: Science Direct articles date from 1995 to present only."

The "Subject Areas" section contains a grid of checkboxes for various scientific fields, including "All", "Agricultural and Biological Sciences", "Astronomy", "Biosciences", "Chemistry and Chemical Engineering" (checked), "Computer Science", "Earth and Planetary Sciences", "Economics, Business and Management", "Engineering, Energy and Technology", "Environmental Sciences", "Life Sciences", "Materials Science", "Mathematics", "Medicine", "Neuroscience", "Pharmacology", "Physics", and "Social and Behavioral Sciences".

At the bottom, a summary bar indicates: "Searched for the phrase user support and the phrase chemis.... Results 1 - 2 of 2 documents." Below this, there are tabs for "All Results", "Membership Results", and "Web Results". The first result is listed as "1 APS Workshop" with a brief description: "APS Workshop on Needs for a Photon Spectroscopy Theory Center Argonne National Laboratory Argonne, IL, August 8, 1998 Workshop Overview Workshop Findings Workshop Presentations August 1998 Workshop Announcement Workshop Presentations and Schedule Rationale for a Virtual Theory Center Challenges and Opportunities August 1998 Workshop Proposal".

<http://www.scirus.com>



# An e-library: ChemWeb.com

- online journals and databases

- 230 journals and 25 databases
- fully searchable with interlinking
- free journal abstracts
- gateway to ScienceDirect and other publisher sites



## Chemweb.com Journals: A - Z

Journals are sorted alphabetically or by chemistry speciality using the subset tool on the left side of the page. It is free to search and browse all journals and all abstracts are free. For information about full-record access take a look at our **Price List**. Use our **Alerting Service** to be informed when any of your favourite titles are updated.

INFO  
PRICE LIST  
HOW TO BUY  
EDIT ALERTS

SHOW SUBSET

Show all	▼
Show all	▲
FREE	
Analytical	
Biochemistry	
Chem Eng	
Environmental	
Inorganic	
Macromolecular	
Med/Pharm	
Miscellaneous	
Organic	▼

**A**

- Advances in Colloid and Interface Science
- American Journal of Drug and Alcohol Abuse
- Analytica Chimica Acta
- Antiviral Research
- Applied Catalysis A: General
- Applied Catalysis B: Environmental
- Applied Spectroscopy Reviews

**B**

- Bio-Medical Materials and Engineering
- Biocatalysis and Biotransformation
- Biochemical Education
- Biochemical Engineering Journal
- Biochemical Pharmacology
- Biochemistry and Cell Biology
- Biochimica et Biophysica Acta/Bioenergetics
- Biochimica et Biophysica Acta/Biomembranes
- Biochimica et Biophysica Acta/Gene Structure and Expression
- Biochimica et Biophysica Acta/General Subjects
- Biochimica et Biophysica Acta/Molecular Basis of Disease
- Biochimica et Biophysica Acta/Molecular Cell Research
- Biochimica et Biophysica Acta/Molecular and Cell Biology of Lipids
- Biochimica et Biophysica Acta/Protein Structure and Molecular Enzymology
- Biochimica et Biophysica Acta/Reviews on Biomembranes
- Biochimica et Biophysica Acta/Reviews on Cancer



# An e-library: ChemWeb.com

- online credit card accounts for instant purchasing
- remote user access for institutional accounts with subscription keys
- established society deals to access content
  - free access to Tetrahedron Letters for ACS Division of Organic Chemistry Members
  - free access to electrochemistry journals for members of International Society of Electrochemistry
  - free access to the Journal of the American Society for Mass Spectrometry for ASMS members

# An e-library: ChemWeb.com

- opportunity for publishers to use ChemWeb.com as marketing tool
- offers of free access to full-text journals and databases

PICK OF JOURNALS

**CATALYSIS COMMUNICATIONS**  
Catalysis Communications

**FREE RADICAL BIOLOGY & MEDICINE**  
Free Radical Biology and Medicine

PICK OF DATABASES

**Bretherick's Reactive Chemical Hazards Database**  
Bretherick's Reactive Chemical Hazards Database

**ifi**  
CLAIMS/U.S. Patents Database

CHEMWEB.COM

CONTACT US  
ABOUT US  
SITE MAP  
SITE TOUR  
PRICE LIST

WELCOME TO WWW.CHEMWEB.COM

Free Access to Tetrahedron Letters

**Tetrahedron Letters**

FREE until 1st October

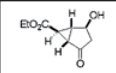
[MORE...](#)

MEMBERS' FEEDBACK

**Feedback on ChemWeb.com's New Look**

ChemWeb.com has a new design with improved navigation and functionality. We would appreciate any comments you may have. To send us your comments please click [here](#).

ADVERTORIAL



**INNOCENTIVE 9523**  
DEADLINE: OCT 02, 2001  
**\$2,000 USD**

**Innocentive** is the visionary online venture that's redefining the business of science! We're attaching cash rewards up to \$100,000 USD for scientists like you who deliver the best solutions to complex problems posted by well-respected corporations. Break down the traditional laboratory doors and compete for cash rewards!

[Click here.](#)

**the alchemist**

**LATEST NEWS**

# An e-library: ChemWeb.com

- automated user support - linking
  - author links: articles with the same author in the author list
  - related articles
  - Litlink: external articles
  - Full text: articles on ChemWeb
  - cited-by links: articles which cite a particular reference

## INFO

[PRICE LIST](#)  
[HOW TO BUY](#)  
[EDIT ALERTS](#)  
[ADD TO MY ALERTS](#)  
[HELP](#)

## OTHER ARTICLES BY

[E.V. Gribanovaa](#)  
[A.N. Zhukova](#)  
[I.E. Antonyuka](#)  
[C. Benndorfba](#)  
[E.N. Baskovaa](#)

[RELATED ARTICLES](#)  
[CITED BY..](#)

[VIEW PDF](#)  
requires Acrobat 3.0+

## E-MAIL

[benndorf@chemie.uni-hamburg.de](mailto:benndorf@chemie.uni-hamburg.de)

**AUTHOR** E.V. Gribanovaa, A.N. Zhukova, I.E. Antonyuka, C. Benndorfba & E.N. Baskovaa  
**REF** DIAMOND AND RELATED MATERIALS 2000, 9:1:1-6  
Department of Colloid Chemistry, St. Petersburg University, Petrodvoretz, 198904, St. Petersburg, Russia.  
Department of Physical Chemistry, University of Hamburg, Bundesstrasse 45, D-20146 Hamburg, Germany.  
Correspondence Tel: +4940-4123-34-31 Fax: +4940-4123-34-52  
*Received 7 January 1999*  
*Accepted 23 August 1999*  
*Available online 1 February 2000*

**ABSTRACT** The contact angle between the solid/liquid/gas interface was measured in dependence on the pH of the liquid on different carbon surfaces (CVD-diamond films, graphite and pyrocarbon films). As function of the pH, the values show significant changes with maxima and minima. This behavior is interpreted as being due to the presence of surface acidic groups with different acidic strength. The appearance of maxima and minima in the (pH) curves are caused by the reduction of the solid surface interaction with a minimum dissociation of the individual functional groups.

**INTRO** RNA molecules are key players in all steps of gene expression. Beyond their function as messengers, RNAs are involved in regulatory processes and constitute essential parts of the cellular machinery responsible for mRNA splicing, transport and translation (reviewed in [1]). Several catalytic RNA molecules (ribozymes) have been discovered that function in the absence of

*Tetrahedron Lett.*, 2000, 41, 6347. [[LitLink](#)] [[Full text](#)] [[Cited by](#)]

. Wiley and Sons [[LitLink](#)]

*Lett.*, 1998, 39, 2715. [[LitLink](#)] [[Cited by](#)]

# An e-library: ChemWeb.com

- automated user support - searching

- search individual or all journals & databases
- restrict by field
- advanced searching - combine search terms
- search histories

The screenshot shows the 'advanced' search page of ChemWeb.com. It features three search boxes labeled 'a', 'b', and 'c', each with a dropdown menu set to 'ALL of:'. Between the boxes are 'AND' dropdown menus. To the right, a 'Full Text' dropdown menu is open, showing options: Full Text, Title, Author, Abstract, Keywords, and References. Below the search boxes is a section titled 'Select section(s): (if all unchecked, all sections will be searched)' with checkboxes for Journals, Databases\*, Alchemist, Conferences, Preprints, Jobs, Shops, Members, and Links. A note states '\*Structure databases are not included in site searches'. At the bottom, there is a 'results per page:' dropdown set to '10' and buttons for 'hide tips', 'help', 'clear', and 'search'. Three red arrows point from text tips to the search boxes and the 'AND' dropdowns.

**tip**  
type your terms in boxes  
a and/or b and/or c  
HIDE TIPS

**tip**  
select AND or NOT or OR operators to refine your search  
HIDE TIPS

**tip**  
restrict your search to one or more sections  
HIDE TIPS

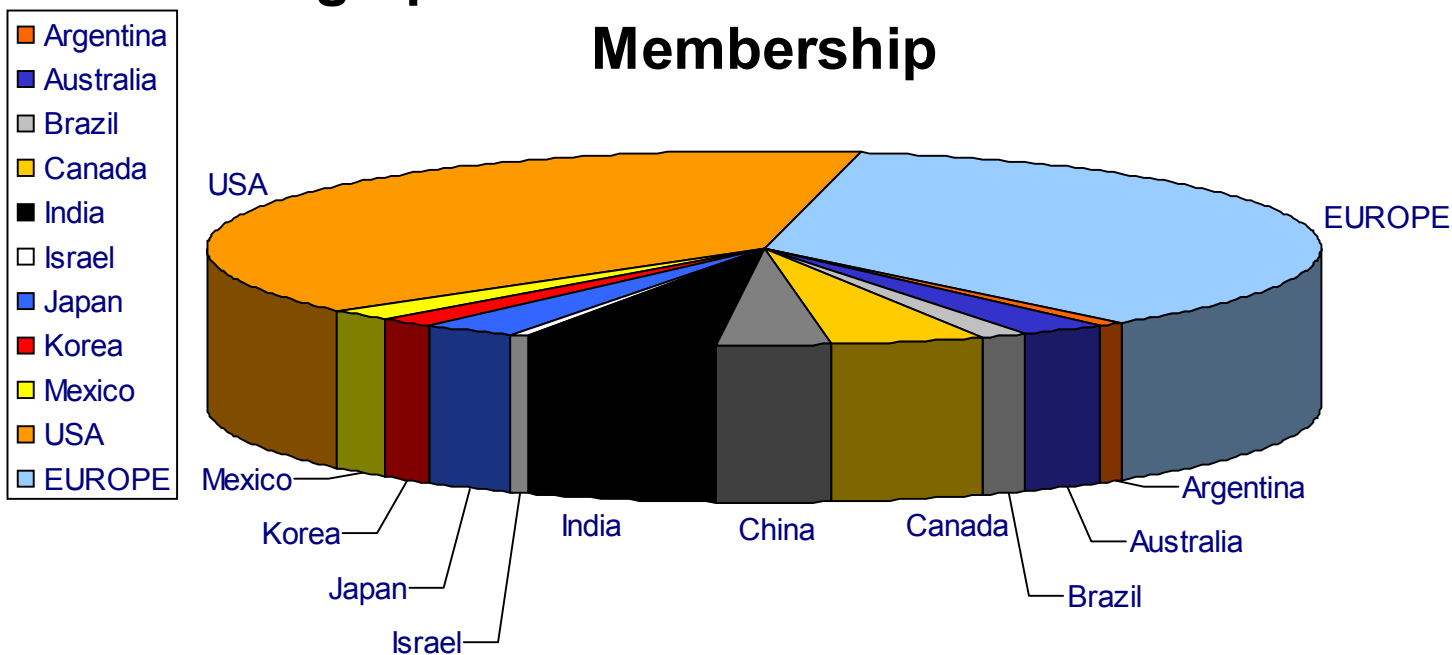


# A web-based community: ChemWeb.com

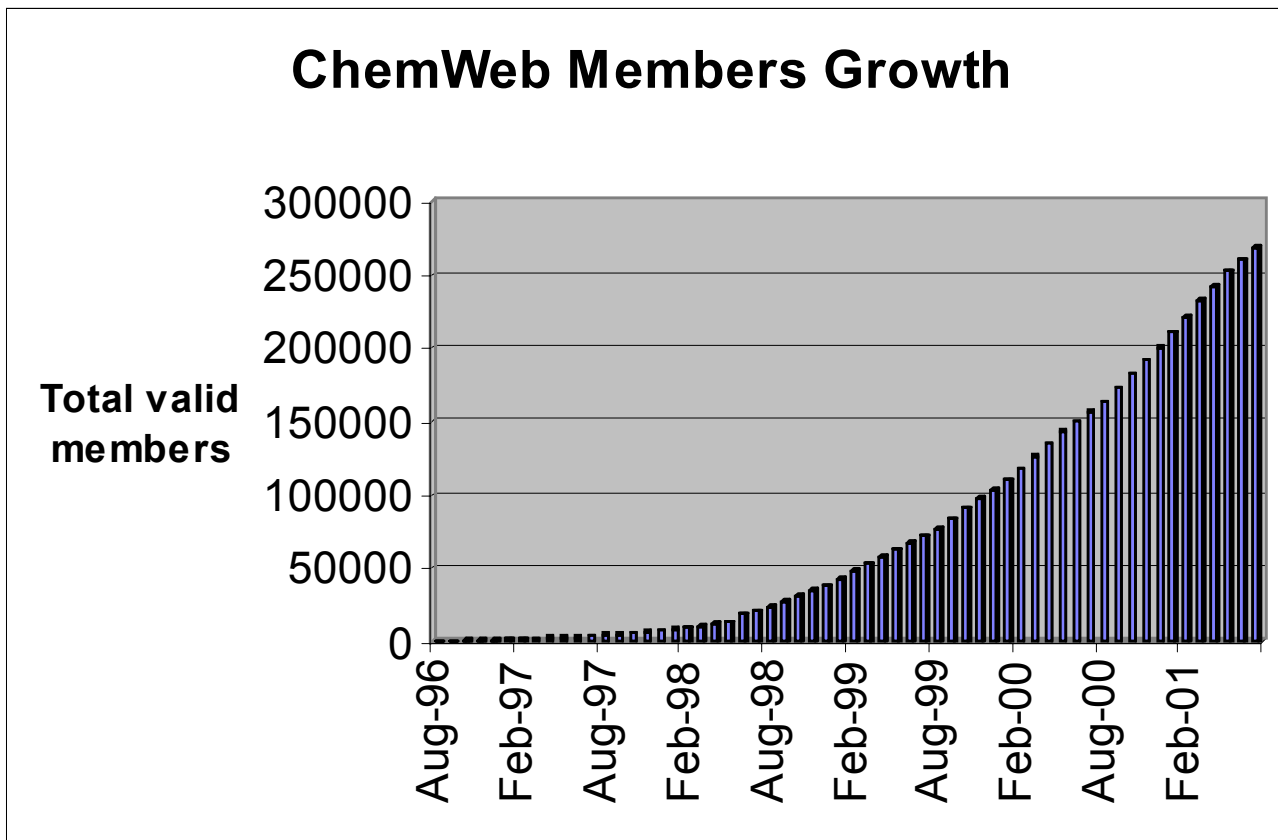
- **discussion groups**
  - self-supporting help mechanism between members
  - discussion group moderators
- **other community features**
  - chemistry speciality forums
  - conferences
  - jobs

# ChemWeb.com Remote Users

## Geographical Breakdown of ChemWeb's Membership



# ChemWeb.com Remote Users





# Joining a Web-based Community

- registration process
  - user authentication
  - user has control over registration process
  - user can update details at any time



## 3. Member name & password

Welcome to the ChemWeb.com Join form. In order to provide our members with the best and most relevant content, we need to know who they are and what they are doing. By supplying us with the details requested here, you can ensure that the ChemWeb.com homepage will be personalised to match your interests and that the information you receive from us will be of most interest to you.

### JOIN CHEMWEB

in 4 easy steps..

1. YOUR DETAILS
2. YOUR INTERESTS
3. PASSWORD ▶
4. CONDITIONS

### MEMBER NAME & PASSWORD

- YOUR MEMBER NAME IS **NOT** CASE SENSITIVE
- YOUR PASSWORD **IS** CASE SENSITIVE
- MEMBER NAMES & PASSWORDS MUST BE DIFFERENT
- BOTH MUST CONTAIN AT LEAST 5 CHARACTERS
- BOTH MUST CONTAIN LETTERS AND NUMBERS ONLY (a-z, A-Z, 0-9, AND NO SPACES)

MEMBER NAME

PASSWORD

PLEASE TYPE YOUR PASSWORD AGAIN

PASSWORD

CONTACT  I have read the ChemWeb.com [Privacy Policy](#)

Do not share this information with companies who support ChemWeb.com

[clear](#)

[←back](#)

[next>>](#)

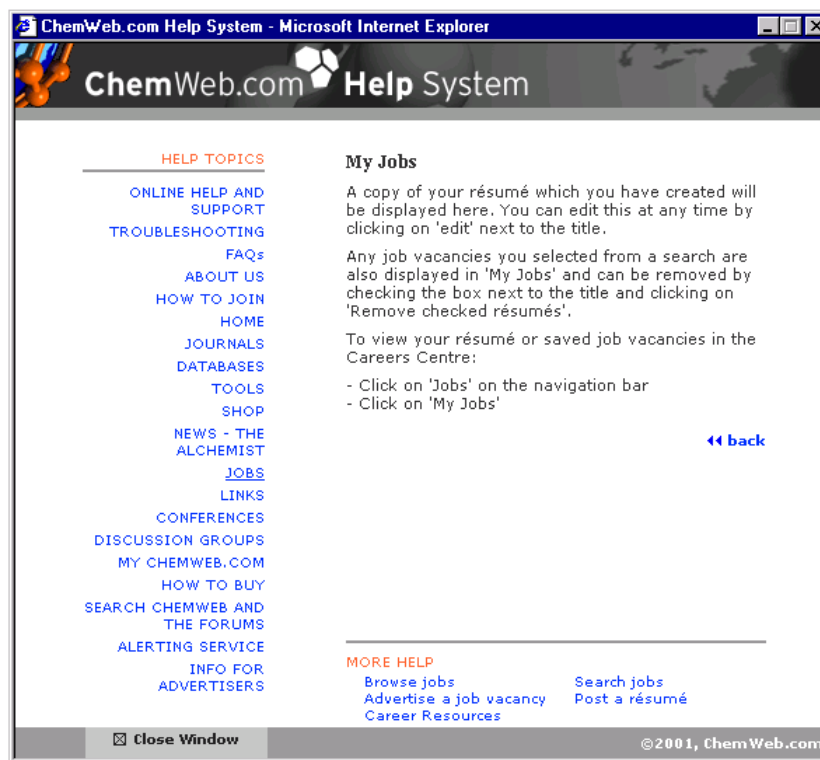
A background image showing a molecular model with orange and blue spheres connected by bonds, set against a dark grey background with other faint molecular structures.

# User Support for Remote Users

- **customer service team - the human touch**
  - available via e-mail, phone and mail
  - respond to members' queries via e-mail within 24 hours
  - provide technical support and trouble-shooting
  - supply online support pages using knowledge gained from customer experience

# User Support for Remote Users

- online support pages
  - online help system
  - FAQs
  - information zones
  - optional tips



# User Support for Remote Users

information  
zone

DATABASE

MEDLINE®

Medline is a leading database produced by the National Library of Medicine, covering fields of medicine, nursing, dentistry, veterinary medicine, the health care system and the preclinical sciences. Access is free of charge. Medline contains bibliographic citations and author abstracts from over 3900 biomedical journals during the current 4 years, but it also contains over 9 million records dating back to 1966.

optional tips

tip

type your terms in boxes

a and/or b and/or c

[HIDE TIPS](#)

tip

use AND, OR or NOT operators to refine your search

[HIDE TIPS](#)

tip

narrow your search to a specific year range

[HIDE TIPS](#)

search advanced history

a ALL of: lithium in Title

AND

b ANY of: batteries in All fields

AND

c ALL of: in Date

between 1966 and 2001 results per page 10

show tips help clear search



# Conclusions & Summary

- the role of the “librarian” is needed within an e-library, but the role has been adapted to meet the needs of the internet users
- search engines now partly play the role of reference librarians?
- automated user support is available within an e-library eg. interlinking, searching, structure searching



# Conclusions & Summary

- self-supporting help mechanism within a web-based community
- although human interaction is also important factor in user support - the librarian or customer services team
- members have control over registering, purchasing and using support on a point-of-need basis.



**Thank you  
for your attention...  
any questions?**

Davina Heaven  
Member Services Manager  
[davina.heaven@chemweb.com](mailto:davina.heaven@chemweb.com)

Tel: +44 (0)20 7611 4417  
ChemWeb, Inc.  
84 Theobalds Road  
London, United Kingdom WC1X 8RR