

# Using a Chemistry Subject Web Page as Information and Marketing Tool

April M. Love



**226th ACS National Meeting**

**September 7-11, 2003**

**New York City, NY**

**Division of Chemical Information**

**CINF 35**

# Introduction

- Reference Resource
- Instruction Resource
- Subject Specialist Resource



# Chemistry Subject Web Page

- Faculty and students
- Librarians and support staff
- One stop resource



# Information Anxiety

The gap between what we  
understand  
and  
what we think we should  
understand



# What makes a web page effective

- Organization
- Access from everywhere
- Multi audience level
- Multi purpose
- Flexibility



# Organization

- Use templates
- Create the content
- Choose the arrangement
- Table of contents
- Make it your own



# Access From Everywhere

- Requires just a web connection
- Wireless



# Multi Audience Levels

- Basic to expert
- Novice to academic
- Experimental to applied





# Multi Purpose

- Reference
- Instruction
- Collection Development
- Repository of expertise



# Flexibility

- Easy to change content
- Many routes of access
- Easy to add links



# Evangelical Model of Marketing

- Face-to-face contact
- Active listening
- Facilitation
- Plan to Improvise
- Anticipate needs
- Personal touch



# Save Time

- Workload issues
- Point of use
- 10/90 Rule



# Assumptions

- Internet is easy to use
- Internet saves time
- Patrons know what is on the Web



# Goals

- Anticipate needs and trends
- Timely delivery of information
- Convert negativity or ambivalence
- Become the Go-To Person





# Libraries

Main | Science | Grunigen Medical Library

- Home
- Online Research
- Services
- Libraries

Search

- Libraries' web site
- UC Irvine

search libraries' website

**ASK A LIBRARIAN**  
Need Help? Click Here

### How to...

- Tutorial: Find a Book
- Find an Article
- Begin Your Research
- Connect From Off-Campus

### What's New

- Main Library Collections are moving!
- Library Survey Winners 2003

## Online Research

### Search our catalogs...

- ANTPAC Catalog**  
Books, journals, & more at UC Irvine
- California Digital Library**
- Melyl Catalog Update!**  
Books & more UC-wide



- Article Databases**
- Full-Text Journals**
- News & Newspapers**
- Dictionaries, Encyclopedias, etc.**
- Subject Guides & more ...**

## Services

- Ask a Librarian**
- Workshops & Classes**
- Cards, PINS & Renewals**
- Course Reserves**
- Interlibrary Loan**
- Computing & more ...**








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**Online Research**

- ANTPAC Catalog
- Melvyl Catalog
- Article Databases
- Full-Text Journals
- Full-Text Books
- News & Newspapers
- Dictionaries, Encyclopedias, etc.
- Subject Guides
- New Trials
- New Resources
- Search Engines & more...

**Chemistry Subject Sites**

• **Key Chemistry sites**

- CHEMnetBASE 
- e-EROS (electronic Encyclopedia of Reagents for Organic Synthesis) 
- Kirk-Othmer Encyclopedia of Chemical Technology 
- Encyclopedia of Industrial Chemistry (Ullman's) 
- Links for Chemistry
- UCI Science Library Chemistry Resource Locator
- SciFinder Scholar 
- Crossfire Beilstein 
- Crossfire Gmelin 
- NanoScout



- **How to do research in Chemistry**  
In-depth guides & instructional materials
- **How to find Chemistry books & other materials**

• **How to find Chemistry articles**

- Weird/Difficult Chemical journal abbreviations
- Supplementary material on microfiche
- Indexes/abstracts | Online journals

• **Reference works**

Dictionaries, encyclopedias... & other finding aids for chemistry

• **Further research**

Finding in-depth & specialized Chemistry information

• **UC Irvine departments & sites**

Finding faculty & campus resources

• **Professional information in Chemistry**

Organizations, associations & career information

• **Bogus web pages**



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**Chemistry » UCI Science Library Chemistry Resource Locator**

- [Basic Chemistry](#)
- [Search for information](#)
- [Searching computer databases](#)
- [The major types of chemistry and where to find reference sources concerning them](#)
- [Especially useful chemistry information on the Web](#)
- [UCI Department of Chemistry](#)

**Basic Chemistry**

- [Basic Definitions](#)
- [Periodic table](#) (from WebElements(tm) Periodic Table)
- [Basic Atomic structure](#) (from Rowan Beckworth's [Chemistry Central](#) page)
- [Chemical bonds](#) (from Rowan Beckworth's [Chemistry Central](#) page)
- [Oxidation-Reduction Reactions](#) (from Leeward Community College's Chemistry Department)



**Search for information**

1. I don't know where to start...
  - [Top 10 UCI Libraries Chemistry Online and Print Reference Sources](#)
2. I have a chemical name...
  - Search a database... [ChemFinder.com](#)



Search Engines  
& more...

## Search for information

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  - [Top 10 UCI Libraries Chemistry Online and Print Reference Sources](#)
2. I have a chemical name...
  - Search a database...[ChemFinder.com](#)
  - NIST Chemistry WebBook (National Institute of Standards and Technology)  
Contains: Thermochemical data, Heat of reaction data, IR spectra, Mass spectra data, Ion energetics data.
3. I have a chemical formula or structure...
  - Search a database...[ChemFinder.com](#)
4. I need a spectra...
  - [What Steps to Follow to Identify Compounds from Spectra.](#)
  - [Integrated Spectral Data Base System for Organic Compounds.](#) Free NMR spectra.
5. I need information about this chemical's effect on people...
  - [EPA's Envirofacts Master Chemical Integrator](#) - Chemical References
  - [Chemical in the Environment: OPPT Chemical Fact Sheets](#)
  - [Hazardous Chemical Database](#)
  - [Material Safety Data Sheets](#) (list of websites)
6. I need to search Chemical Abstracts...
  - [Searching the paper Chemical Abstracts](#)
  - Chemical Abstracts Service
    - [Information about Chemical Abstracts online searching and printed products.](#)
    - SciFinder Scholar -- for UCI faculty, students and staff ONLY! 
      - [About SciFinder Scholar](#)
      - [SciFinder Scholar Installation Instructions](#)
7. I have this weird abbreviation from older journal articles...
  - [Some old and strange abbreviations](#)
8. What full-text journals does the UCI Libraries have Web access to?
  - [Full-text online journals A-Z list](#) 

Bookmarks Location: [http://www.lib.uci.edu/online/subject/chem\\_resource\\_locator.html](http://www.lib.uci.edu/online/subject/chem_resource_locator.html) What's Related

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## The major types of chemistry and where to find reference sources concerning them:

### General Chemistry

- [UCI Library Resources](#)
- [Web Resources](#)

### Analytical Chemistry

- [UCI Library Resources](#)
- [Web Resources](#)

### Inorganic Chemistry

- [UCI Library Resources](#)
- [Web Resources](#)



### Organic Chemistry

- [UCI Library Resources](#)
- [Web Resources](#)

### Biochemistry

- [UCI Library Resources](#)
- [Web Resources](#)

### Physical Chemistry

- [UCI Library Resources](#)

## Organic Chemistry

### Where?:

LC call number for Organic Chemistry: QD251.2...

### Textbooks:

Vogel's Textbook of Practical Organic Chemistry. Ref Desk QD261 V63 1989

Advanced Organic Chemistry. SL Reference Chemistry Table QD251.2 M37 1992

### Reference Sources:

Dictionary of Organic Compounds. SL Reference Chemistry Table QD 246 D537

### Important Journals:

[Journal of Organic Chemistry](#): QD241 J6 Drum 

[Journal of Physical Organic Chemistry](#): QD476 J64 Drum 

### Useful Websites:

[ChemnetBase](#) 

[Common Definitions and Terms in Organic Chemistry](#)

[Organic Chemistry Resources Worldwide](#)

## Biochemistry

### Where?:

LC and NLM call numbers for Biochemistry: QU 4..., also try QH345..., QD 415...please use the ANTPAC catalog to locate titles.

### Textbooks:

Biochemistry. QU4 M429b 1996 Bar

### Reference Sources:

Concise Encyclopedia of Biochemistry and Molecular Biology. Ref Stacks QD 415 A25 B713 1997

### Important Journals:

[Analytical Biochemistry](#): W1 AN278 Drum 





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- [Crossfire Beilstein](#) 
- [Crossfire Gmelin](#) 
- [NanoScout](#)

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In-depth guides & instructional materials
- **How to find Chemistry books & other materials**



• **How to find Chemistry articles**

- [Weird/Difficult Chemical journal abbreviations](#)
- [Supplementary material on microfiche](#)
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## How to find Chemistry articles

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- **Indexes/Abstracts**
  - **SciFinder Scholar/Chemical Abstracts Service (CAS)** UCI  
Accurate and comprehensive chemical and related scientific information including: journal articles and patents, geochemistry and biomedical literature, substance data, chemical reactions, chemical regulatory data, and chemical suppliers. Users must download software onto their personal desktop following an installation protocol before accessing Chemical Abstracts.
  - **Web of Science** UCI  
The ISI® Science Citation Index Expanded provides access to current and retrospective bibliographic information, author abstracts, and cited references found in approximately 5,900 of the world's leading scholarly science and technical journals covering more than 150 disciplines.
  - **Crossfire Beilstein** UCI  
The specialized database focused on the literature of organic chemistry. CrossFire's Beilstein client software, "Commander" must first be installed on your computer in order to use the Beilstein database.
  - **Crossfire Gmelin** UCI  
Provides access to the most complete collection of structures, properties and literature references in inorganic and organometallic chemistry. CrossFire's Beilstein client software, "Commander" must first be installed on your computer in order to use the Gmelin database.
  - **A-Z list of UCI's Article databases** UCI
    - All fee-based databases that UCI has access to.
  - **Online Journals** UCI
    - **A-Z list of UCI's Full-text Online Journals**  
Use subject keywords (with truncation symbol) such as "organic\*" or "computational\*" to find journals with that word in the title.



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## Weird/Difficult Chemical Journal Abbreviations

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Here is a list of some of those older journal abbreviations that cause us so much trouble every once in a while:

A = Justus Liebig's Annalen der Chemie

Ann. = Justus Liebig's Annalen der Chemie

Annalen = Justus Liebig's Annalen der Chemie

B = Berichte der Deutschen Chemischen Gesellschaft

Ber. = Berichte der Deutschen Chemischen Gesellschaft [merged parts A & B to form Chemische Berichte]

Monshft. = Monatshefte für Chemie [or Monatshefte fuer Chemie]

J = Journal of the Chemical Society, London

Journal = Journal of the Chemical Society, London

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These are all of the one's which I remember coming up for ancient references; I might have missed others in the vast woodwork of older chemical journals...



# Libraries

Main | Science | Grunigen Medical Library

Home Online Research Services Libraries

 Search

Libraries' web site  UC Irvine




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- [UCI Department of Chemistry](#)
- [UCI School of Physical Sciences](#)

### Professional information

Organizations, associations & career information

- [American Chemical Society](#)
- [Royal Society of Chemistry](#)
- [IUPAC-International Union of Pure and Applied Chemists](#)
- [Careers in Chemistry](#)

### Bogus web pages

- [Dihydrogen Monoxide](#)
- [geoForecaster](#): earthquake prediction

Subject Librarian:  
[April M. Love](#)  
University of California  
The UCI Libraries  
P.O. Box 19557  
Irvine, CA 92623-9557  
(949) 824-7237

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## Dihydrogen Monoxide - DHMO Homepage

Translations



# DHMO.org

## Dihydrogen Monoxide Research Division



## DHMO Special Reports

- [Dihydrogen Monoxide FAQ](#)
- [Environmental Impact of DHMO](#)
- [Dihydrogen Monoxide and Cancer](#)
- [DHMO Surveys & Research](#)
- [DHMO in the Dairy Industry](#)
- [DHMO Conspiracy](#)
- [Editorial: Truth about DHMO](#)
- [Fake Email SPAM Alert](#)
- [Linking to DHMO.org](#)

[Alerts & Advisories](#) **NEW**

Sign-up to receive periodic safety bulletins from DHMO.org.

## WELCOME

Welcome to the web site for the Dihydrogen Monoxide Research Division (DMRD), currently located in Newark, Delaware. The [controversy](#) surrounding dihydrogen monoxide has never been more widely debated, and the goal of this site is to provide an unbiased data clearinghouse and a forum for public discussion.

Explore our many [Special Reports](#), including the [DHMO FAQ](#), a definitive primer on the subject, plus reports on the [environment](#), [cancer](#), current [research](#), and an insider exposé about the use of DHMO in the [dairy industry](#).

The success of this site depends on you, the citizen concerned about Dihydrogen Monoxide. We welcome your comments and suggestions.

[Send us your feedback!](#)

Due to the high volume of email we receive, we may not be able to reply to

## DHMO Related Links

- Media** [Press coverage](#)
- [National Consumer Coalition Against DHMO](#)
- [Green Party, New Zealand](#)
- [Environmental Protection Agency](#)
- [NIH National Toxicology Program](#)
- [Centers for Disease Control & Prevention](#)
- [American Cancer Society](#)
- [Sierra Club](#)

# Assessment

- Observed results
- Increased instruction
- Increased faculty communication



# Show Up as a Participant

In the Research Process



# Bibliography

- Andeen, S. R. Selling the library from the reference desk: service points as advertisements. *The Reference Librarian*. n.73, 2001, pp.281-292.
- Arant, W. and Clark, C. Academic library public relations: an evangelical approach. *Library Administration & Management*. Spring 1999, v.13 no.2, pp. 90-95.
- Bloch, M. The Secret of library marketing: make yourself indispensable. *American Libraries*. September 2001, pp. 48-50.
- Nichols, J. V. Using future trends to inform planning/marketing. (Marketing of library and information services). *Library Trends*. Winter 1995, v. 43 n.3 pp. 349-358.



# Acknowledgements

- Gerald J. Munoff, University Librarian
- Carol Ann Hughes, AUL for Public Services
- Lorelei Tanji, AUL for Collections
- Kathryn Kjaer, Acting Head, Science Library Reference
- Judith Bube, Julia Gelfand, Roumiana Katzarkov and Colby Riggs

