starting in 1967) receive sufficient financial support so that it may more effectively report on and discuss "the influence of governmental, political, economic, and social actions, decisions, trends, and policies on the nature of science and technology and the opportunities and limitations that confront them." The publication is circulated to nearly one-half million engineers.

A paper by Alan R. Putnam (American Society for Metals) was delivered by John H. Fellows; he discussed the value and uses of membership profile studies. ASM had concluded such a study in 1963, the results of which, Putnam said, "surprised us . . . and had a healthy effect on the planning of activities." A profile was developed on such important statistics as educational level, length of memberships, technical information needs, and metals of interest to members. Membership surveys, Putnam disclosed, can be used to reveal member interests that are not being served or that are being "over-served"; they give business staffs deeper insights into the market accorded to advertisers; and they may be used for planning purposes and even recruitment efforts.

Cautions were also noted. Changes in a membership profile occur with time, and important minorities may not be revealed. Surveys, moreover, tend to be poor instruments for detecting future or emerging interests of members. To overcome this last drawback, ASM has created an Advisory Technical Awareness Council whose sole function is to identify new and emerging areas of science and technology that may require the attention of the society. Also, Putnam warned, membership profiles cannot answer philosophical questions for the society, and they are not substitutes for good editorial judgment, reasonable business acumen, or effective long-range planning.

In the conference's most sweeping analysis of the societies' publications efforts, Derek J. de Solla Price (Yale University) claimed that "80 percent of the value and function of the scientific paper lies outside the realm of communication." Speaking specifically about science, Price charged that it has become a purchased commodity whose appeal is no longer solely intellectual in nature. A consequence of society's (in the larger sense of the word) largeesse in supporting science is the demand for publication regardless of the merits of what it is that's being published. Rather than maintain the current Alice-in-Wonderland publishing pace, Price suggested that a wiser attitude would be to explore more deeply the new technologies of preprint exchanges in small groups and selective use of citation methods to provide alerting services. To provide for the dissemination of research front findings, whose useful life-span tends to be ephemeral, Price called for the establishment of a science daily newspaper. Its size, Price calculated, need be no greater than that of the Wall Street Journal. Meanwhile, he added, research communications of lasting value would be published in a relatively small archive consisting of a few journals of high-status quality.

In discussing the literature of technology, Price was even more severe in his condemnations. "Nobody seems to know what the technologist wants to read nor why there seems to be such an enormous mass of technological literature that satisfies so little of his appetite. . . . I suggest that most of the literature is there for accidental reasons or because some people think it should be there rather than because of any need or actual use." The answers to typical engineering questions—"What is the torsional breaking strength of the human ankle?"—Price said, are to be found not in an archive, but in a data bank.

Earlier in the session, Walter M. Carlson (U.S. Defense Department) had reported findings of DOD studies that lent support to Price's comments. The DOD had sampled the information-gathering habits of engineers associated with the defense industry (about one-quarter of the engineering population). "We are finding," Carlson said, "that engineers make little or no effective use of information that is thrust upon them by one of our so-called information systems or that is packaged in one of the general media such as technical journals. . . ." Referring to the content of society publications, Carlson observed, "You could become quite convinced that the 64,000 engineers in research and teaching are the only people in the profession. . . . Development, consulting, design, production, sales and management people do not make very large use of journals and similar formal media established to provide useful general communications."

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Forthcoming Events

April

11-13. Nursing Service and Hospital Administration, American Hospital Assoc., Chicago, Ill. (E. J. Lanigan, AHA, 840 N. Lake Shore Dr., Chicago 60611)

12-14. Optical Soc. of Amer., Columbus, Ohio. (Miss M. Warga, OSA, 1155 16th St., NW, Washington, D.C. 20036)

12-14. Shock Tube Symp., 6th intern., Freiburg, West Germany. (R. G. Fowler, Dept. of Physics, Univ. of Oklahoma, Norman 73069)


14-15. Echoencephalography, intern. symp., Univ. of Erlangen-Nurnberg, West Germany. (W. Schiefer, 8520 Erlangen, Krankenhausstrasse 12, West Germany)


15-16. American Soc. for Artificial Internal Organs, annual mtg., Atlanta, Ga. (P. M. Galletti, Dept. of Physiology, Emory Univ., Atlanta)

15-16. Histochemical Soc., 18th annual mtg., Chicago, Ill. (G. M. Lehrer, Div. of Neuropathology, Mount Sinai School of Medicine, 11 E. 100 St., New York 10029)

15-16. Nucleic Acids Symp., Santa Monica, Calif. (M. S. Dunn, 9325 Venice Blvd., Culver City, Calif.)

15-16. Scientific Photography, 2nd symp., Pacific Northwest Chapter of Biological Photographic Assoc., Univ. of Washington, Seattle. (J. W. McKim, Symp. on Scientific Photography, Univ. of Washington, Seattle 98105)


16-21. International Cartographic Assoc., general assembly and technical conf., Amsterdam, Netherlands. (F. J. Ormeling, Secretary-Treasurer, Martinhovenlaan 39, Hilversum, Netherlands)

16-21. Society of Motion Picture and Television Engineers, 101st semiannual conv., New York, N.Y. (Executive Secretary, 53 E. 41 St., New York 10017)

16-21. Society for Research and Experimental Therapeutics, spring mtg., Chicago, Ill. (The Society, 9650 Rockville Pike, Bethesda, Md. 20014)

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