Selected Social Science Computerized Data Bases and Their Utility for Asian Studies Research

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For Asian Studies Research

Anthony W. Ferguson
Brigham Young University

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Computerized Bibliographic Searching: Significance. Thirty years ago computerized bibliographic searching would have been unnecessary. Especially in a field such as Asian Studies, the amount of research was manageable. Currently, however, Asia has increasingly become a focal point for research in many disciplines, and the body of research literature is growing by leaps and bounds.

This fact is illustrated when we examine the date of first publication for Asian Studies materials (journals, annuals, etc.) indexed in the Association for Asian Studies Annual Bibliography. Of the more than two hundred journals indexed in this reference source, twenty-one were published before 1940, another twenty-one came out during the 1940-1950 period, but more than this number were published in each of the succeeding five-year periods: 1951-1956, 28 new titles; 1956-1960, 30 new titles; 1961-1965, 33 new titles; 1966-1970, 38 new titles; 1971-1975, 34 new titles. This trend signifies that more research is taking place and that it is being published at an ever increasing speed.

One method of coping with this paper explosion is online computer searching. As the total body of research has grown, it has become increasingly difficult to isolate research on a specific topic. It is much like a tree which, solitary on a wind-swept plain, is significant and easily recognized, but transported to a forest loses its identity and escapes notice. Computerized bibliographic searching is designed to help students and scholars alike to distinguish, in an ever-burgeoning amount of research, work on a specific topic. During the past thirty years, several factors have occurred which have made this possible.

History of Online Bibliographic Searching. Although promoters of the computer had long promised a Disneyesque vision of man-machine interaction, it was not until the late 1950s that second generation computers with radically faster computing speeds made this dream a reality. Moreover, it was not until the late 1960s and early 1970s that additional technological advances, along with third-generation computers, actually produced the current situation, in which all institutions of learning have access to huge stores of bibliographic information. Joseph Becker, a pioneer in the library uses of the computer, has identified three such technological developments: 1) the development of drums, disks, and other direct access devices with increased storage capacity such as the laser-controlled trillion-bit memory; 2) the production of audio-
couplers that ensure reliable telephone connections between
the computer and any number of user terminals; and 3) improve­
ments in cable and microwave communications which enable com­
puter data to be transmitted over great distances with no loss
in signal fidelity.

These technological improvements were necessary, but other advances not related
to the machines themselves were also required if man-computer communication
techniques were to be developed. During the sixties, experiments showed that
computers could be programmed to print out stock answers when confronted
by an inquiry made up of preselected words. Early attempts, for example,
involved the use of the computer to provide answers about baseball scores, teams,
etc., when questions were correctly phrased. These and other experiments led
to the present techniques employed to converse with the computer. Two other
important developments were the construction of data bases and the creation of
commercial and government subsidized organizations designed to provide access to
the data bases via natural language programs.

Most of the data bases were created in order to make possible the photocompo­
sition of book-form catalogs and published indexes. However, it required
only additional computer programs to elicit information by author or subject
from bibliographic entries arranged serially. Originally these data bases were
accessed on a batch basis at the location of the data base. Later, however,
groups such as the National Library of Medicine and System Development Corpora­
tion began to market their services nationally.

Groups Supplying Online Bibliographic Searching and Costs Involved. Two of
the three largest online computer data base searching services continue to be
The National Library of Medicine and the System Development Corporation. The
third giant is Lockheed Information Laboratory. They are better known by their
computer-language trade names—Medline, Orbit, and Dialog. Most of the
information in this paper on how computerized bibliographic searching takes
place comes from search experiences using Dialog.

The cost of doing online bibliographic searching varies greatly from one
institution to the next. Medline is standardized because its use is regulated
by the government. Although the costs of using Orbit and Dialog are standardized,
the institutions themselves may fully or partially pass this cost on to the
patron. Brigham Young University, for example, has for the past two years charged
the patron about 1/3 of the actual costs. On page 39 are listed comparative costs
charged by Lockheed and Systems Development Corporation for doing a search which
involved connection to the computer for 20 minutes and the acquisition of a 20-
item bibliography for the nine different data bases to be discussed in this
paper.
Table 1: Data Bases and Costs Involved.

<table>
<thead>
<tr>
<th>DATA BASE</th>
<th>DIALOG</th>
<th>ORBIT</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Statistics Index</td>
<td>not available</td>
<td>$38.33</td>
</tr>
<tr>
<td>Comprehensive Dissertations Abstracts</td>
<td>$20.33</td>
<td>not available</td>
</tr>
<tr>
<td>ERIC</td>
<td>$10.33</td>
<td>$13.26</td>
</tr>
<tr>
<td>Historical Abstracts</td>
<td>$23.66</td>
<td>not available</td>
</tr>
<tr>
<td>National Technical Information Service</td>
<td>$13.66</td>
<td>$13.26</td>
</tr>
<tr>
<td>PAIS International</td>
<td>$13.66</td>
<td>not available</td>
</tr>
<tr>
<td>Psychological Abstracts</td>
<td>$18.66</td>
<td>not available</td>
</tr>
<tr>
<td>Sociological Abstracts</td>
<td>$20.33</td>
<td>not available</td>
</tr>
<tr>
<td>Social Sciences Citation Index</td>
<td>$25.33</td>
<td>$41.66</td>
</tr>
</tbody>
</table>

These figures, it should be noted, do not include telecommunication, telephone adaptable terminal, or staff costs. They merely represent the cost incurred by an institution subscribing to the Dialog or Orbit services. The hypothetical search of 20 minutes connect time and 20 printed bibliographic citations would have cost $12.00 for any of the data bases at B. Y. U. Many other institutions follow similar methods of both averaging and subsidizing the cost of bibliographic searching. The price of doing a bibliographic search may be sufficiently low, but if the data base doesn't match the research topic, a computerized bibliographic search would be a waste of time and money.

Data Base Content: Mix or Match with Asian Studies. Ideally, there should be a data base which focuses on topics related to Asian Studies. Unfortunately this is not the case. Perhaps sometime in the future the Association for Asian Studies' Annual Bibliography will be fully automated. For the annual cumulations for the years 1972 to 1974, inroads were made in automating the production of the bibliography at the Knowledge Available Systems Center of the University of Pittsburgh. However, the general quality was unsatisfactory.

Until a data base is developed that specializes in Asia-related topics, Asian Studies researchers will have to make do with extant data bases that contain relevant material. This paper will deal with nine relevant social science bases: ERIC, Psychological Abstracts, Social Sciences Citation Index, Sociological Abstracts, Historical Abstracts, Public Affairs Information Service, Comprehensive Dissertations Abstracts, NTIS, and ASI.

With the exception of Comprehensive Dissertation Abstracts, NTIS, and ASI, each of these data bases emphasizes specific academic disciplines more than others. Therefore, before doing a computer search, one must first determine which data base will most likely deal with his topic and country. Nearly all of the data bases do have information relating to the countries of Asia. Table 2 (see page 40) provides the approximate number of bibliographic citations for each country or region in Asia. The Comprehensive Dissertation Abstracts, NTIS, and ASI data bases, on the other hand, are broader in scope but are restrictive in the type of materials they index, i.e.: NTIS and ASI index government publications, and Comprehensive Dissertation Abstracts is restricted, of course, to indexing dissertations. Consequently, before accessing these data bases with the computer, one must decide whether the kind of information offered is actually wanted. Therefore, although the Social Science Search data base is shown to have more entries on China than any of the others listed in table 2, it is not necessarily the best data base for information on China. There
must be a match between the data base and the topic to be searched.

Table 2: Number of Data Base Citations for Specified Geographic Areas.

<table>
<thead>
<tr>
<th>REGIONAL HEADINGS</th>
<th>*PAI</th>
<th>COMP-DISSERTATION</th>
<th>ERIC</th>
<th>MIST-ADRB</th>
<th>PACE</th>
<th>PAIS INTL.</th>
<th>PSYCH</th>
<th>SOC.-SCI.</th>
<th>SOC.-LOGICAL ADRL</th>
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<tr>
<td>Asia</td>
<td>285</td>
<td>208</td>
<td>1805</td>
<td>439</td>
<td>628</td>
<td>150</td>
<td>251</td>
<td>11367</td>
<td>462</td>
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<td>Central Asia</td>
<td>65</td>
<td>20</td>
<td>6</td>
<td>31</td>
<td>23</td>
<td>1</td>
<td>3</td>
<td>56</td>
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<td>East Asia</td>
<td>153</td>
<td>19</td>
<td>8</td>
<td>29</td>
<td>77</td>
<td>7</td>
<td>2</td>
<td>129</td>
<td>30</td>
</tr>
<tr>
<td>Southeast Asia</td>
<td>54</td>
<td>57</td>
<td>76</td>
<td>82</td>
<td>316</td>
<td>20</td>
<td>38</td>
<td>251</td>
<td>62</td>
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<tr>
<td>Southern Asia</td>
<td>2</td>
<td>10</td>
<td>14</td>
<td>23</td>
<td>3</td>
<td>5</td>
<td>1</td>
<td>87</td>
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<table>
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<th>COUNTRIES</th>
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<td>Afghanistan</td>
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<td>101</td>
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<td>27</td>
<td>37</td>
<td>5</td>
<td>143</td>
<td>8</td>
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<tr>
<td>East Pakistan</td>
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<td>52</td>
<td>11</td>
<td>28</td>
<td>11</td>
<td>-</td>
<td>13</td>
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<td>Burma</td>
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<td>73</td>
<td>70</td>
<td>35</td>
<td>49</td>
<td>6</td>
<td>3</td>
<td>89</td>
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<td>14</td>
<td>54</td>
<td>18</td>
<td>7</td>
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<td>China</td>
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<td>806</td>
<td>1787</td>
<td>1198</td>
<td>529</td>
<td>434</td>
<td>722</td>
<td>2797</td>
<td>887</td>
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<td>1094</td>
<td>985</td>
<td>459</td>
<td>225</td>
<td>1624</td>
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<td>112</td>
<td>262</td>
<td>87</td>
<td>213</td>
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<td>689</td>
<td>1147</td>
<td>287</td>
<td>2651</td>
<td>3833</td>
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<td>Korea</td>
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<td>341</td>
<td>121</td>
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<td>63</td>
<td>114</td>
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<tr>
<td>- North Korea</td>
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<td>11</td>
<td>46</td>
<td>-</td>
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<td>15</td>
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<td>South Korea</td>
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<td>36</td>
<td>20</td>
<td>9</td>
<td>137</td>
<td>9</td>
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<td>44</td>
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<td>69</td>
<td>15</td>
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<td>45</td>
<td>6</td>
<td>1</td>
<td>-</td>
<td>22</td>
<td>4</td>
</tr>
<tr>
<td>Mongolia</td>
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<td>12</td>
<td>41</td>
<td>20</td>
<td>19</td>
<td>4</td>
<td>69</td>
<td>61</td>
<td>21</td>
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<tr>
<td>Nepal</td>
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<td>29</td>
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<td>12</td>
<td>11</td>
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<td>199</td>
<td>192</td>
<td>125</td>
<td>57</td>
<td>141</td>
<td>272</td>
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</tr>
<tr>
<td>- West Pakistan</td>
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<td>20</td>
<td>16</td>
<td>-</td>
<td>11</td>
<td>16</td>
<td>23</td>
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<tr>
<td>Philippines</td>
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<td>193</td>
<td>456</td>
<td>155</td>
<td>217</td>
<td>61</td>
<td>227</td>
<td>380</td>
<td>664</td>
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<td>16</td>
<td>50</td>
<td>87</td>
<td>6</td>
<td>22</td>
<td>76</td>
<td>38</td>
</tr>
<tr>
<td>Singapore</td>
<td>54</td>
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<td>128</td>
<td>30</td>
<td>70</td>
<td>29</td>
<td>17</td>
<td>244</td>
<td>61</td>
</tr>
<tr>
<td>Sri Lanka (including Ceylon)</td>
<td>54</td>
<td>68</td>
<td>119</td>
<td>41</td>
<td>10</td>
<td>25</td>
<td>9</td>
<td>140</td>
<td>64</td>
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<tr>
<td>Taiwan</td>
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<td>178</td>
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<td>334</td>
<td>503</td>
<td>62</td>
<td>279</td>
<td>39</td>
<td>113</td>
<td>322</td>
<td>121</td>
</tr>
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<td>Tibet</td>
<td>2</td>
<td>14</td>
<td>91</td>
<td>32</td>
<td>8</td>
<td>4</td>
<td>3</td>
<td>43</td>
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<td>Vietnam</td>
<td>353</td>
<td>196</td>
<td>427</td>
<td>204</td>
<td>580</td>
<td>89</td>
<td>293</td>
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<tr>
<td>- North Vietnam</td>
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<td>98</td>
<td>4</td>
<td>23</td>
<td>98</td>
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<td>5</td>
<td>16</td>
<td>6</td>
</tr>
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<td>- South Vietnam</td>
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<td>27</td>
<td>21</td>
<td>303</td>
<td>-</td>
<td>50</td>
<td>39</td>
<td>15</td>
</tr>
</tbody>
</table>

TOTAL 3363 5333 9718 4972 6452 1782 6213 16054 7215

How To Do A Computer Search. Although the data bases vary in the ways they can be searched, they all have fixed field access points. That is, they have author fields, periodical title fields, date of publications fields, etc. A bibliographic search, therefore, can be restricted to the works of a specific author, journal title, or time period. Generally, however, a subject search is wanted. For example, how much is available on charisma among Japanese leaders? Most of the data bases treat this problem in one or both of two ways. First, along with the above-mentioned fixed fields, most data bases also have fixed
field index term and index phrase sections. Therefore, if one knows the terms which were preselected and designated as 'official' terms by the group that created the data base, he asks the computer how many items associated with that term are in the data base. The computer immediately recognizes the term as an 'official' word and retrieves from its memory (magnetic disk) the appropriate items. The second way of retrieving materials is by the more recent word-by-word searching capability found in all of Dialog's data bases.

Word-by-word searching does not require that one know the 'official' index term or phrase. Once the term is communicated, the computer reads any and all entries in search of that term. Obviously this second method is 'dirtier' than the fixed field system. Words can be taken out of context. However, the word-by-word searching system normally enables the researcher to retrieve a much higher number of citations, especially in data bases such as Psychological Abstracts, which have lengthy annotations, all of which are read by the computer in search of the specified term. Many of the data bases now employ both methods. Fixed field 'official' terms and personally arrived at terms can be used.

Communication with the computer takes place via a teletype or CRT telephone adaptable terminal. The official or free selected terms are combined through the use of simple boolean operators: and, or, not. For example, if one were interested in Japanese leadership or managerial style, on the Dialog system, the computer would be first instructed to communicate how many items were in the specified data base (only one data base can be searched at a time) for the terms leadership, managerial style, Japanese, and Japan. Each of these terms would be assigned a 'set' number. The 'set' numbers would then be combined by means of the boolean operators. If leadership and managerial style were sets one and two, and Japanese and Japan were sets three and four, the computer would then be instructed to combine one or two and (with) three or four. Thus, if there were bibliographic citations dealing with either leadership or managerial style, but which also dealt with Japan or Japanese, the computer would communicate this fact and the exact number of such citations. The boolean operator 'not' could be used in the above example if, for instance, one were not interested in religious leadership. First, the computer would be asked how many citations there were on religion in the data base. Then that set number (for religion) would be subtracted (using not) from the correlation between the leadership sets and the Japan sets.

Sample Searches: Leadership, Suicide, and the Occupation in Japan. The following examples, which were actually completed for a member of the faculty at BYU, illustrate more clearly how a computer search is performed.

Using the Psychological Abstracts data base (on Dialog), the computer was asked how many items were available on Japan, Japanese, leadership, managers, and managerial (W) style. The 'W' between managerial and style was used to communicate to the computer that these two words had to be immediately adjacent on the same line. The computer responded:

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2209</td>
<td>Japan</td>
</tr>
<tr>
<td>2</td>
<td>696</td>
<td>Japanese</td>
</tr>
<tr>
<td>3</td>
<td>1936</td>
<td>Leadership</td>
</tr>
<tr>
<td>4</td>
<td>756</td>
<td>Managers</td>
</tr>
<tr>
<td>5</td>
<td>17</td>
<td>Managerial (W) style</td>
</tr>
</tbody>
</table>
The numbers one through five are the set numbers. The numbers in the middle column indicate the number of citations indexed by the term in the right-hand column. The computer was then instructed to use boolean operators to combine the terms: "Combine (1 or 2) and (3 or 4 or 5)." This resulted in 36 citations, that is, 36 citations dealing with Japan and/or Japanese, but also indexed by either leadership, managers, and/or managerial style. The computer was then instructed to print ten of the titles so that the effectiveness of the search could be quickly assessed. The ten titles were:


The effects of the size of working groups upon subordinates' perceptions of their supervisors leadership functions.

Effect of PM leadership behavior patterns upon performance factors in perceptual-motor learning.

Theoretical framework on communication network experiments.

Preanalysis of measurement scale of PM leadership pattern.

Current trends in organization development in Japan.

The effects of success vs. failure and leader's LPC on member reactions.

Functional specialization: culture, and preference for participative management.

The effects of the factors of group structure and the degree of task performance on the group members perceptions of leadership functions.

10. Doc Year: 1975 Vol No: 54 Abstract No: 11066
An experimental study on the effects of PM-style leadership conditions upon the performance and reminiscence of tasks with varying degrees of difficulty.
Frequently users will simply have the titles printed out and forego the more costly printing of the entire citation in data bases offering abstracts (10 to 15 cents per citation). Item number 8 above was of interest and the computer was instructed to print it in full:


(Title) Functional specialization, culture, and preference for participative management.

(Author) Cascid, Wayne F.

(Address) Florida International U, Miami

(Journal info.) Personnel Psychology 1974 Win Vol 27 (4) 593-603

(Abstract) Examined preferences for participative management practices as a function of culture and functional specialization. Exercise-supervise (ES), a training exercise concerned with supervisory style, provided the basic data. ES protocols for 592 managers from 6 cultures were selected for study. As part of ES, managers role played with a subordinate or a supervisor in situations differing in degree of participative decision making. When role playing subordinates, Dutch-Flemish managers were most satisfied and Indian managers least satisfied with a participative supervisor. When role playing supervisors, Japanese managers were least satisfied and Indian managers most satisfied with an uninvolved subordinate. Little support was found for differences in preferences for participative management as a function of management specialty, finance, sales, or personnel. Implications of results for export of American participatory management practices are discussed.

(21 ref)

CLASSIFICATION: 36

Subject terms: Cross cultural differences, culture (Anthropological) management methods, management personnel: 12590, 12750, 29380, 29390.

Index phrase: Culture and functional specialization, preference for participative management. Managers from 6 cultures.

Most of the data bases offer a variety of print formats, i.e.: title, bibliographic information only, abstract only, abstract and bibliographic information, abstract number only.

A second sample search concerning suicide in Japan was also run in Psychological Abstracts. Altogether there were 1866 citations about suicide. When these were combined with Japan or Japanese, 21 citations were discovered. The first five titles are listed below:


Relationship of internal-external control and national suicide rates.
A third search run for the purpose of this paper focused on the American occupation of Japan. Four different data bases were searched using the same three words: American (W) occupation, occupation, and Japan. In the *International Public Affairs Information Service* data bank covering 1976 and part of 1977, only one citation was found. The sample below reveals the international nature of this data base:

```
0074129  7611151542
Il Modello Giapponese: Il Capitalismo Alla Prova:
Introduzione di Emira Collotti Pishel
Gatti, Franco
Marsilio  PA 2,800 L Biel
F 76, 141p
Languages: Ital
Interventi No. 45
Descriptors: *Capitalism-Japan: *Japan-American
occupation: 1949-52
```

Similar success was found in the *Historical Abstracts* data base, which likewise covers a short time period. One of the eight citations located for the topic is presented below:

```
208-02771
The United States Occupation Policy and Its Impact
Upon Japan
Kim. Shee Poon
(Inst. of South East Asian Studies, Singapore).
Examines the objectives and sociopolitical consequences
of the postwar U. S. occupation of Japan, noting the
drastic U. S. influence on land tenure, the bureaucracy,
the military, and the status of the emperor. Complaints
about the occupation range from the issue of military
bases to American disregard for Japanese tradition.
Democracy may not survive in the long run. American-
induced changes have been of a surface nature; under-
neath the basic social structure remains essentially
unaltered. 23 notes, biblio.
V. L. Human
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In the Comprehensive Dissertation Abstracts six dissertations in all were located. Three titles and their University Microfilms order numbers are presented:

1. 547257 Order No: 76-25441
   Politics of Freedom: American Occupation of Japan
   1945-1952 350 pages.

2. 468130 Order No: 74-09452
   Equalization and Turbulence: The Case of the American
   Occupation of Japan. 314 pages.

3. 277111 Order No: 67-04793
   The Military Occupation of Japan: The First Years.
   Planning Policy Formulation and Reforms. 427 pages.

The National Technical Information Service data bank failed to yield even one citation. One entry listed under 'American occupation,' but which the computer indicated had nothing to do with Japan, is illustrative of the problems produced by word-by-word searching. For those involved in Japanese studies, the term 'American occupation' may seem specific and restrictive in use. The following entry shows how the computer responded:

ADTA continuing competency project: A project to
develop a methodology to establish standards of job
performance and continuing education opportunities
for maintaining competency of occupational therapists.

American Occupation Therapy Association, Inc., Rockville,
Md. *Bureau of Health Manpower: Bethesda, MD. Div. ted
Health.

Taken out of context, the American occupation of Japan was confused with the
American Occupation Therapy Association.

The entire search of the four data bases which revealed 15 citations took
11 minutes. Since six were dissertations, a fairly extensive bibliography
would eventually have resulted. This search at BYU would have cost $6.50.
Before leaving the topic of sample searches, the reader might direct his
attention to an entry appearing in Foundation Directory, another Dialog
data base. When queried with the term 'Asian studies,' one citation was
indicated:

ID No. 001899 EI No. 136096608
Memton Fund, Inc., The
c/o Milbank, Tweed, Hadley & McCloy, One Chase
Manhattan Plaza, New York, NY 10005
Incorporated in 1936 in New York
Donor(s): Albert G. Milbank. Charles M. Cauldwell.
Purpose and Activities: Charitable purposes: in
practice makes grants in those fields in which the
founders were interested, with emphasis on higher
education, Asian studies and cultural relations,
community funds, health agencies, youth agencies, and
Conclusion. As the Asian Studies literature continues to grow, sophisticated techniques like computerized bibliographic retrieval will become increasingly important. Recent technological advances have made it possible for institutions of learning to access huge stores of bibliographic information in behalf of their faculty and students. Natural language is used to communicate with the computer and the computer is capable of doing what the human researcher cannot, namely, in a matter of seconds read all the titles and abstracts of specified materials gathered over the years. The computer accepts terms arrived at through the use of a thesaurus of 'official' terms and/or terms freely arrived at. Presently there is no commercially available data base specializing in Asian studies. Extant data bases, nevertheless, do contain a great deal of relevant information. However, care needs to be taken to match the subject with the emphasis of the data base.

NOTES

1. Publication information for 16 titles could not be located.


3. Ibid., pp. 6-8.

4. Ibid., p. 8.

5. Data for data bases marked with an asterisk (*) was obtained from Dialist, an index of term frequency distributions within four of Dialogs data bases. Data for the other five data bases was obtained by simply querying the computer for each country or region. Consequently, the two data are not exactly comparable. Rather they are employed to show the approximate depth of information about each country or region within the data bases.