

brarianship and the range of his interests and activities is impressive. In the preface, Heron states that the "essays reflect some of the ways in which he (Swank) has changed libraries and librarianship, some of his most important professional accomplishments." Heron, unfortunately, does not include a bibliography of Swank's writings, nor does Heron attempt to assess Swank's achievements.

The years from the Depression to the mid-seventies were years of increasingly rapid change. As we have become involved in change—especially in technology-based change—it may be that we have failed to learn from our past—especially our recent past. Swank's essays, interesting in themselves, may form a portion of the material from which a significant and fascinating history can be written.—*Elaine Sloan, Indiana University, Bloomington.*

*Progress in Communication Sciences, Volume II.* Ed. by Brenda Dervin and Melvin J. Voigt. Norwood N.J.: ALEX Publishing Corp., 1980. 365p. \$32.50. ISBN 0-89391-

060-0. ISSN 0163-5689.

In the preface to this volume, the editors state: "The purpose of this volume . . . is to provide . . . high quality state of the art reviews of thought and research in three areas of emphasis: (1) information, information transfer, and information systems; (2) the uses and effects of communications; (3) the control and regulating of communication and information" (p.vii). This is a very big net. A reviewer can only stand (sit? read?) in awe at the broad display of erudition in these nine essays: artificial intelligence, social cognition, children's television, computer conferencing, television soap operas, and information science, to name but a few topics. Yet if the communication/information arena is to be a field of study, even a discipline, then a volume such as this begins the necessary exploration of its dimensions. A reviewer in limited space can only take a hop, skip, and a jump through the collection, commenting on a few of the essays and pointing at others.

The first essay in the volume is "Social Cognition, Self-Awareness, and Interpersonal

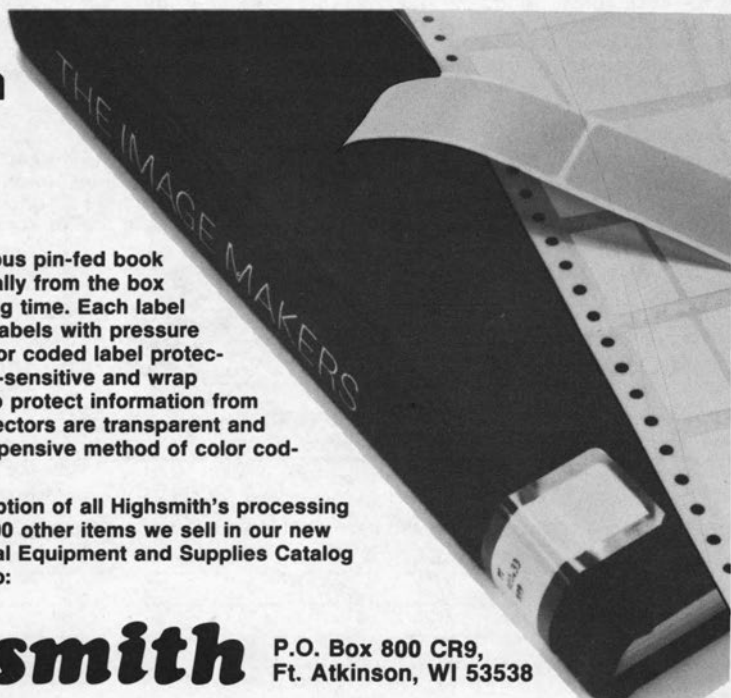
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Communication" by C. R. Berger and M. E. Roloff. They skillfully defend the position that "under certain circumstances certain kinds of persons do engage in considerable thinking activity prior to, during, and after social interactions with others" (p.4). John Bowes' thoughtful piece "Mass Utilization of Information Technology" may help to dispel glib notions of social progress through information technology: "If gaps are to be closed between information rich and poor, the capabilities of these systems must cause improvement among the poor at an appreciably greater rate than among the rich" (p.68). This piece should be read in conjunction with Ronald Rice's "Computer Conferencing."

Brenda Derwin's well-written paper, "Communication Gaps and Inequities: Moving toward a Reconceptualization" is concerned with the exploration of two "gaps": those "seen by observers between . . . message receivers and the hoped-for-impacts of those messages"; and those "seen by receivers between the pictures they now have in their heads and the sense they require" to cope with their problems (p.105). This reviewer

has already used William Paisley's essay "Information and Work" for a graduate seminar. It is a masterful summary of a huge field, and suffers principally because the topic is so big. It needs at least two good-sized volumes.

James Grunig's "Communication of Scientific Information to Non-Scientists" pulls together several disparate areas of science communication research into a single domain. Karen Levitan's essay "Applying a Holistic Framework to Synthesize Information Science Research" argues, from the general systems point of view, for a synthesis of research about "scientific disciplines as information user systems" (p.264), and away from the fragmentation of reductionist thinking.

Two essays on television conclude the volume: Robert La Rosa's "Formative Evaluation of Children's Television as Mass Communication Research" and Mildred Downing's "American Television Drama—Men, Women, Sex, and Love."

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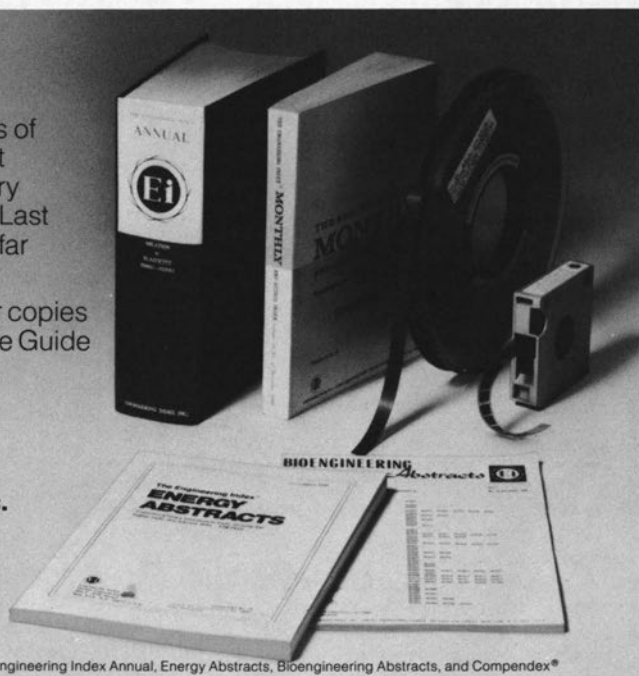
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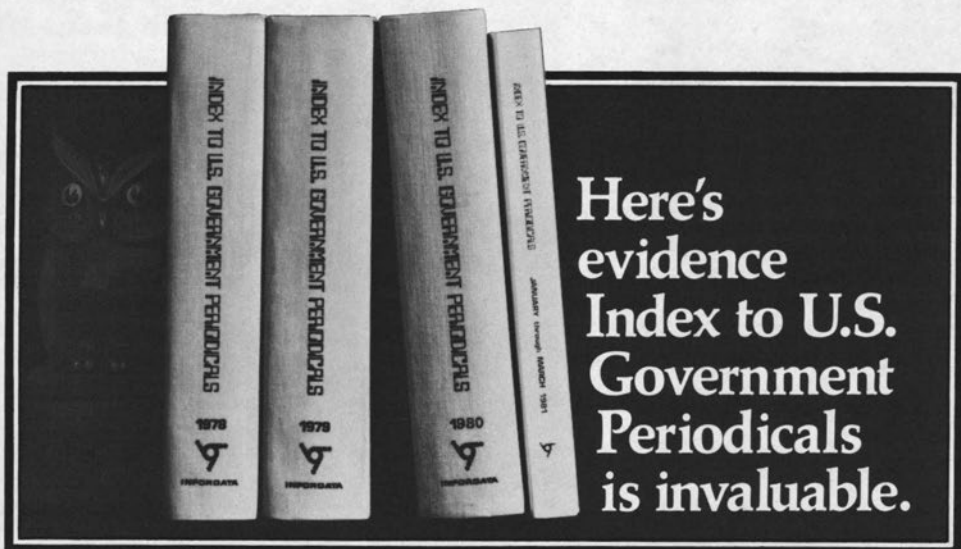
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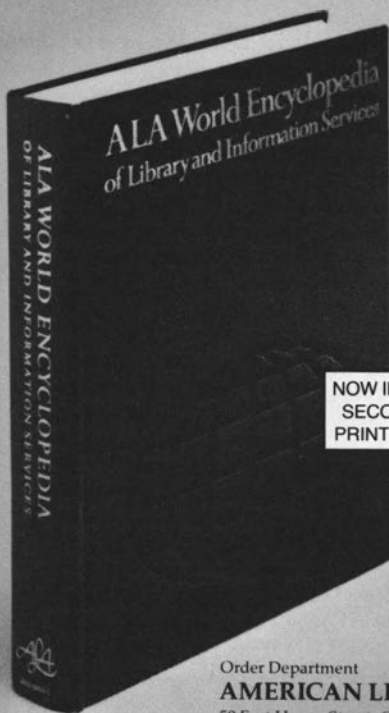
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a structured outline, a brief table of contents, and followed by an extensive bibliography. This reviewer will return to these essays many times for clarification, leads, explanations, ideas, and especially for the organization of a topic.—Robert S. Taylor, School of Information Studies, Syracuse University, Syracuse, New York.

## ABSTRACTS

The following abstracts are based on those prepared by the ERIC Clearinghouse of Information Resources, School of Education, Syracuse University.

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**Research Report on Field, Subfield, and Indicator.** By Thomas R. Hickey. Columbus, Ohio: Ohio College Library Center, 1981. 137p. Ed 202 484. MF—\$0.83; PC—\$3.32.


The statistics that are presented are based on a 1 percent systematic sample of the OCLC online union catalog as of January 1980. Detailed data were collected on the use of fields, subfields, indicators in bibliographic records, and on the co-occurrence of fields within bibliographic records. The sample used for the study was obtained by extracting all records with an OCLC control number ending in 44. For each category of this report, the statistics are grouped by format: monographs, serials, audiovisuals, sound recordings, music scores, maps, manuscripts, and cumulative bibliographic files. These statistics should be useful for estimating file growth, selecting subsets of records for local catalogs, and for designing bibliographic record databases.

**Analysis of Reference Statistics Reported in 1977 Library General Information Survey.** By Neal K. Kaske and Rao Aluri. Paper presented to the Library Research Round Table Annual Conference of the American

Library Association (New York, N.Y. June 29, 1980), 1980. 31p. Ed 202 486. MF—\$0.83; PC—\$3.32.


Analysis of data collected from 3,000 academic libraries by the 1977 Library General Information Surveys reveals that library operating budgets, institutional enrollment, and library circulation are the best predictors of reference and directional transactions. Fifty-five percent of the transactions at reference service points are directional, while the remainder are reference transactions; university libraries report significantly higher numbers of transactions than either four-year or two-year colleges, and publicly controlled colleges report greater numbers than private institutions. Similarly, reference and directional transactions vary with the total operating budget, collection and staff size, and enrollment. The picture is complicated, however, by intervariable relationships, e.g., university libraries tend to have larger operating budgets, staff, and collections. Under these conditions, regression analysis is a better procedure to predict the number of reference and directional transactions.

**A Primer on Effective Library Utilization for Department Chairpersons.** By Edward J. Jennerich. 1978. 17p. ED 202 479. MF—



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