



USING THE INTERNET EFFECTIVELY

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A GUIDE FOR USING YOUR COMPUTER AS AN INFORMATION TOOL

OKAY. SO YOU'VE HEARD OF THE INTERNET. You have email. You may even have access to the World Wide Web (WWW). Now what? With the millions of sites occupying the Internet today, where and how do you start to find the information you need?

TAPPI JOURNAL talked with several seasoned and interested Internet users, who are TAPPI members. They represent several sectors of the Association—information management professionals, scientists, engineers, consultants, researchers. (See the Contributors' listing on the next page.)

This article covers the highlights of these conversations, outlining tricks and other clues as shared by your colleagues, so that you may be able to navigate your travels better, and more effectively, in cyberspace.

The interview group sees—and uses—the Internet in two distinct ways: one, as a communications tool; and, two, as a research tool.

COMMUNICATION TOOL

Email use is prevalent in today's world, and is the most popular Internet feature. You can identify and have contact with peers in your industry or interest area, as well as receive useful technical information through the use of email mailing lists (also called listservs, or discussion groups). The listings offered later in this article under "EMAIL/DISCUSSION GROUPS" are given as places to identify individual's email addresses, and to give you ideas and methods of joining available discussion groups.

TAPPI uses email effectively by updating members on current events. "Over The Wire," a journal publication, is sent every Friday to members with email addresses. The newsletter covers current news in the industry, and highlights coming attractions in the current or next issue of TAPPI JOURNAL. To subscribe to this mailing list, please contact Carrie Reynolds (creynolds@tappi.org).

Though face-to-face communication remains a strong and effective way to articulate ideas, at times, email can

provide the same communication strength by offering more flexibility. Kirsten Kliwinski, Supervisor of Technical Information Services at Union Camp adds: "With email, you can forward, reply, save, delete, and file any attached material. It is much quicker to send and receive messages" than by the more "traditional" communication modes (phone, fax, mail).

Interjects Frank Sutman, Senior Research Scientist from the BetzDearborn Paper Process Group: "The timeliness and ease of email as a communication tool is quickly revolutionizing urgent business communications for most industries. Emails are an order of magnitude easier than faxes for me to read and respond to. Email (both our company Intranet and the Internet) has improved tremendously my ability to communicate with co-workers, customers, and other associates in Europe and other parts of the world with major differences in time zones."

Another interesting way email is used involves the phenomena of discussion groups (listservs), and newsgroups. A discussion group is simply a list of email addresses combined into one address. Anyone "registered" with a discussion group can send one message to everyone on the list with one punch of the "send" button. The recipient can reply to the message, copying everyone else, or reply solely to the sender. On the other hand, a newsgroup is a "bulletin board" approach to posting information online. The user goes to the newsgroup to see and add to the latest messages on a particular subject; the user receives postings and messages with a discussion group.

Jere Crouse, Senior Scientist with Beloit Corporation, uses a discussion group (listserv) to communicate with industry peers. As a member of TAPPI, Crouse is allowed entrance into the Engineering Division's listserv. These discussion groups are a great way to exchange ideas with fellow Committee members, and/or Division members. Contact your Division or Committee staff liaison at TAPPI to find out how you can join one of these groups. (Service Line: 1-800-332-8686; +1 770 446-1400)

RESEARCH TOOL

As a research tool, the Internet can be used to locate information about a company, track competitive data, identify experts in the industry, and other “non-technical” information uses. Information management professionals agree, there is too much data “to weed through for relevant information and material.” Visit specific sites, look for regularly updated pages, use a reference librarian or another information professional as a guide, and consider the fee-based databases online.

Resources on the Internet are not arranged in any standard way. Searching for information can turn into a nightmare of too many results, or none at all. To help you identify the Internet resources appropriate to your information needs, look for a few search engines to guide you. Browsing by topic or subject area is another way to discover information.

As Sutman points out: “The key to efficient use of the Internet for research is to define your information search, find what you need, and get off.The natural tendency of beginning users is to spend an inordinate amount of time on-line because there is so much interesting stuff to look at.”

Search engines search the contents of most Internet resources by the word or phrase you indicate. Directories usually are arranged topically, but also can be found in alphabetical order. The usefulness of one engine over another varies depending upon how and what they search. Look for the individual site’s “help,” “FAQ” (Frequently Asked Questions), or “search tips” pages to learn what is covered and what is not.

Fee-Based Search Services

For more technical information needs, our interviewees suggest using proprietary online sources. As Kliwinski advises: “Internet is a good ‘backup’ for ‘traditional’ online searching” (fee-based searching through vendors such as DIALOG).

Online services charge for access to the proprietary databases they maintain. Material is controlled and updated regularly; as a result, the database earns the reputation for being timely and accurate. Searching them, in turn, allows you to narrow your topic through use of a controlled vocabulary, and a choice of fields to search (title, author, abstract).

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USEFUL TYPES OF INTERNET RESOURCES

The origin of any site usually provides the user with clues as to what he or she may find there. Being aware of the several categories of online resources can narrow your search, and help guide you to an accurate place. A few suggested types of sites are associations, companies, government, news, patents, statistics, universities' libraries, and reference, among others.

Associations

Association sites typically provide good overviews of the industry and relevant links to like-minded resources. Schedules for educational events (conferences, short courses, continuing education) are available, as are contacts. If you are a member of a particular association, you usually are able to retrieve much more material. For example, as a TAPPI member, you have access to the site's (<http://www.tappi.org>) Members Only area. Here you can search the Membership Directory, the Products & Services Database, read transcripts of the Over The Wire email newsletter, and look at Sustaining Member corporate sites.

Also, many Associations highlight industry ongoing research, giving the viewer up-to-date information on current news in the field. TAPPI Foundation (<http://www.tappi.org/found/main.htm>) lists such research-oriented information.

Companies

Company, or corporate sites offer good background information on the particular company, sometimes including financial statements and reports. From these sites, you may view the key players in the company, experts in the industry, and possibly be able to identify speakers or other contacts.

Government

Government sites offer rich resources, usually full-text and downloadable, on all sorts of topics. Because government publications are copyright "free," there are little to no restrictions on their use. As a result, many government sites offer full text of most of their publications. One can find a broad range of material through government pages—from general industry background and updates to hard-to-find statistics.

News

Online news resources are growing at a tremendous rate. These sites will give you current events in a broad spectrum of areas. There are two main types of news services: those that provide news on a site you visit, and those that

deliver the news to you. With some services, the user can define what he or she wishes to see. As we all experience the confusion of the now familiar "information overload", this more customized "profile" method is becoming quite popular. TAPPI JOURNAL's "Over The Wire" newsletter serves as an example of news within the pulp and paper industry.

Reference

Reference resources on the Internet vary in scope from being a page full of links to other subject areas to actual reference works, such as dictionaries, encyclopedias, thesauri, maps and other material the viewer can use online. Reference sites are a great starting place for the new user.

Universities (Libraries)

Most paper school (university) sites contain a full description of the pulp, paper or forestry-related program. Most effective, though, is the presence of a link to the university's library catalog. The library's offerings usually give the user access to the resources for the pulp and paper related courses, as well as at times, providing access to electronic databases. Also available are links to related resources.

CONCLUSION

Use the Internet. George Krc, Senior Manufacturing Systems Engineer, Mead Corp., says it best: Make it a "...personal decision. It is an investment for the future and for your own personal and professional development." He urges us to take the time to learn technology; get a home account if you don't have access through your workplace. "At home", continues Krc, "you can experiment with technology. Use and learn technology first, then think of ways to apply this knowledge at work—to change it, to improve it. Instead of looking at the work problems, then searching for a technology answer, look at the technology first."

As we have heard often enough, the future is now. Advances in technology continue to accelerate, and unless we keep up with it, well, we will be behind the curve, instead of in front of it.

Use these sites as jumping points in your own learning experience with the Internet. The more you "play" and practice the more at ease you will be, and the more ahead of the curve you will become! TJ

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SITES OF INTEREST

ASSOCIATIONS

The Alliance for Environmental Technology
(<http://aet.org>)
American Forest & Paper Association (AF&PA)
(<http://www.afandpa.org>)
American Institute of Chemical Engineers (AIChE)
(<http://www.aiche.org>)
Association of the Nonwoven Fabrics Industry (INDA)
(<http://inda.org>)
Canada Institute for Scientific and Technical Information
(CISTI) (<http://www.nrc.ca/cisti>)
Canada Pulp and Paper Association (CPPA)
(<http://www.open.doors.cppa.ca>)
Centre Technique du Papier (France) (<http://ctp.inpg.fr>)
Finnish Pulp and Paper Research Institute (KCL)
(<http://www.kcl.fi>)
Flexible Packaging Association (FPA)
(<http://www.flexpack.org>)
The Herty Foundation : Research & Development Center
(<http://members.aol.com/herty/found/herty.html>)
Limerick Pulp and Paper Centre
(http://www.unb.ca/web/P&P_Centre/homepage.html)
McGill Pulp and Paper Research Centre
(<http://www.mcgill.ca/pprc>)
National Council of the Paper Industry for Air and Stream
Improvement (NCASI) (<http://www.ncasi.org>)
Paper Industry Management Association (PIMA)
(<http://pima-online.org>)
Paper Industry Research Association (PIRA)
(<http://www.pira.co.uk>)
SC Council (<http://www.sccouncil.org>)
Swedish Pulp and Paper Research Institute
(<http://www.stfi.se>)
TAPPI (Technical Association of the Pulp and Paper
Industry) (<http://www.tappi.org>)
Technical Research Centre of Finland
(<http://www.vtt.fi>)

EMAIL AND DISCUSSION GROUPS

DejaNews (<http://www.dejanews.com>)
Provides listing of newsgroups available.
Liszt (<http://www.liszt.com>)
*Gives access to a directory of mailing lists, news
groups, and IRC (Internet Relay Chat) chat.*
Tile.Net / Lists (<http://www.tile.net>)
*Gives access to mailing lists and newsgroups by
topic.*

Email Resources

Bigfoot (<http://www.bigfoot.com>)
Excite (<http://www.excite.com/Reference/people.html>)

Four11 (<http://www.four11.com>)
Internet Address Finder (<http://www.iaf.net>)
Populus (<http://www.populus.net>)
SearchAmerica (<http://www.searchamreica.com>)
Switchboard (<http://www.switchboard.com>)
WhoWhere? (<http://www.whowhere.com>)
Jean's People-Finding Internet Resources
(<http://www.benoit.com/jean/find.html>)
NetFind (<http://www.lvc.edu/www/cwis/netfind.html>)
Internet Username Lookup
(http://biogopher.wustl.edu:70/7/email/uwho_frm)
Newsgroup FAQs' sites (<http://www.cis.ohio-state.edu/hypertext/faq/usenet/FAQ-List.html>)
*Most news group (bulletin board) have an area
called Frequently Asked Questions (FAQ). This file
will give you a list of commonly asked questions
and answers to introduce the new user to the
subject. This site offers a list of a variety of news
groups' FAQ pages.*

COMPANIES

Pulp and Paper:

Birkner Directory (<http://www.paper-world.com>)
NPTA's Industry Information by Category
(<http://www.papertrade.com/Indinfo/dislinks.htm>)
Packaging Online (<http://www.packaging-online.com>)
"Paper Place" (<http://www.fiedler.de>)
The Pulp and Paper Jumplist
(<http://www.pulpandpaper.net>)
PulpLinks
(<http://www.earthisland.org/paper/pulplinks.html>)
The Purchasing Support Directories(r)
(<http://netcyclopedia.be>)

General Business:

Big Book (<http://www.bigbook.com>)
British Columbia Yellow Pages
(<http://www.bcyellow.com>)
Business Directory of Thailand
(<http://www.thaiindex.com/business/businesa.htm>)
Canada411 (<http://www.canada411.sympatico.ca>)
Canadian Public Company Web Sites
(<http://www.fin-info.com>)
CompaniesOnline (<http://www.companiesonline.com>)
EDGAR Database (<http://www.sec.gov/edgarhp.htm>)
FreeEDGAR (<http://www.freeedgar.com>)
Europages - European Business Directory
(<http://www.europages.com>)
1st Singapore Industrial Directory
(<http://sidgreenbook.com/>)
Hoover's Company Guides (<http://www.nytimes.com/partners/quote/hooovers.html>)

Industry Research Desk (<http://www.virtualpet.com/industry/rdindex2.htm>)
 Manufacturing Marketplace
 (<http://www.manufacturing.net>)
 NPTA's Industry Information by Category
 (<http://www.papertrade.com/Indinfo/dislinks.htm>)
 NYNEX Interactive Yellow Pages
 (<http://s11.bigyellow.com>)
 Pulp and Paper.Net (<http://www.pulpandpaper.net>)
 Research Starting Point
 (<http://www.iwaynet.net/~nesser/research.html>)
 Thomas Register (<http://www.thomasregister.com>)
 Environmental Protection Agency (EPA)
 (<http://www.epa.gov>)
 GovBot: Database of government Web sites
 (<http://ciir.cs.umass.edu/ciirdemo/Govbot>)
 INFOMINE - Government Information Resources
 (<http://lib-www.ucr.edu/govinfo.html>)
 U.S. Government Information / Resources
 (<http://usgovinfo.miningco.com>)
 United States Government Printing Office
 (<http://www.access.gpo.gov>)
 Washington Post: The Federal Internet Guide
 (<http://www.washingtonpost.com/wp-srv/politics/govt/fedguide/fedguide.htm>)

NEWS

Online News Services:

(subscription services)
 Dow Jones Interactive (<http://djinteractive.com>)
 InfoSeek (<http://www.infoseek.com>)
 Lexis-Nexis (<http://www.lexis-nexis.com>)
 NewsPage (<http://www.newspage.com>)
 Wavephore's Newscast (<http://www.newscast.com>)

Online News Services via the WWW:

ABCNews.com (<http://www.abcnews.com>)
 The Alternative News Library
 (<http://whitehorse-research.com/m/m2.htm>)
 Central Europe Online (<http://www.centraleurope.com>)
 CNN Interactive (<http://www.cnn.com>)
 CNN Sci-Tech (<http://www.cnn.com/TECH>)
 National Public Radio (NPR) (<http://www.npr.org>)
 The New York Times (<http://www.nytimes.com>)
 NewsTracker (<http://nt.excite.com>)
 PBS Online NewsHour
 (<http://www1.pbs.org/newshour>)
 Reuter Foundation AlertNet (<http://www.alertnet.org>)
 Reuters NewMedia (<http://www.yahoo.com/headlines>)
 San Francisco Chronicle (<http://www.sfgate.com/cgi-bin/chronicle/list-sections.cgi>)
 San Francisco Examiner (<http://www.examiner.com>)

USA Today (<http://www.usatoday.com>)
 The Washington Post
 (<http://www.washingtonpost.com>)

PAPER SCHOOLS

North America

Auburn University (<http://www.eng.auburn.edu>)
 Clemson University (<http://www.clemson.edu>)
 Fox Valley Technical College -- Pulp and Paper Chemical Technology
 (<http://www.foxvalley.tec.wi.us/prog/pulp.htm>)
 Georgia Institute of Technology (Georgia Tech)
 (<http://www.gatech.edu>)
 Institute of Paper Science and Technology (IPST)
 (<http://www.ipst.edu>)
 McGill University (Canada) (<http://www.mcgill.ca>)
 Miami University
 (<http://Phoenix.SAS.MUOhio.edu/pps/pps.html>)
 Mississippi State University (<http://www.msstate.edu>)
 North Carolina State University (http://www2.ncsu.edu/ncsu.forest_resources/wps.html)
 SUNY Department of Paper Science and Engineering
 (<http://www.esf.edu/faculty/pse/psepage1.htm>)
 University of British Columbia, Information Services
 (<http://www.cs.ubc.ca/doc/ubc-infoserv>)
 University of British Columbia, UBC Pulp and Paper Centre (<http://www.ppc.ubc.ca>)
 University of Iowa Papermaking Lab
 (<http://www.uiowa.edu/~ctrbook/papermaking.html>)
 University of Maine, Chemical Engineering Department
 (<http://reynolds.umecheme.maine.edu>)
 University of Maine Pulp and Paper Foundation
 (<http://www.umecheme.maine.edu/ppf/default.htm>)
 University of Minnesota
 (<http://www.cnr.umn.edu/WPS/pse/pse.htm>)
 University of Quebec (<http://crpp001.uqtr.quebec.ca>)
 University of Texas Cellulose Electronic Network
 (<http://www.botany.utexas.edu/infores/cen/intro>)
 University of Virginia project in black liquor corrosion in the pulp & paper industry (<http://minerva.acc.virginia.edu/~cese/kelly/rgkabs7.html>)
 University of Washington -- Forestry and Forest Products Internet Resources (<http://weber.u.washington.edu/~forlib/webpage.html>)
 University of Washington, U of W Libraries, Forest Resources Library (<http://www.lib.washington.edu/libinfo/libunits/sciences/forest>)
 University of Wisconsin at Stevens Point
 (<http://www.uwsp.edu/acad/cnr/paper.htm>)
 University of Wisconsin at Madison
 (<http://engr.wisc.edu/che/faculty/atalla.html>)
 Virginia Polytechnic Institute and State University (Virginia Tech) (<http://www.vt.edu/>)

INTERNET

Virginia Polytechnic Institute and State University,
College of Forestry and Wildlife Resources
(<http://www.fw.vt.edu>)
Virginia Polytechnic Institute and State University,
Department of Wood Science and Forest Products
(<http://vtwood.forprod.vt.edu>)
Western Michigan University (<http://www.wmich.edu:80/engineer/Paper/index.html>)

International

Abo Akademi University, Laboratory of Paper Chemistry
(FINLAND) (<http://www.abo.fi/fak/ktf/pap>)
French Engineering School of Paper and Printing
(FRANCE) (http://www-efpg.grenet.fr/EFPG/index_anglais.html)
Helsinki University of Technology (FINLAND)
(<http://www.hut.fi>)
Kungl Tekniska Hogskolan (SWEDEN)
(<http://www.mmt.kth.se>)
Swedish University of Agricultural Sciences, Department
of Forest Products (SWEDEN) (<http://www.v1.slu.se>)
Tampere University of Technology, The Paper Converting
Institute (FINLAND) (<http://www.tut.fi/units/ymp/pap/index.htm>)
Technical University of Darmstadt Institute of Paper
Technology (GERMANY) (<http://pix.ifp.maschinenbau.thdarmstadt.de/eifp.html>)
University of Joensuu (FINLAND)
(<http://www.joensuu.fi>)

PATENTS

IBM Patent Page (<http://www.patents.ibm.com>)

REFERENCE

Accufind (<http://www.nln.com>)
American Society of Association Executives
(<http://www.asaenet.org>)
The Direct Page
(<http://gwis2.circ.gwu.edu/~gprice/direct.htm>)
EINet Galaxy Index (<http://galaxy.einet.net>) -- *Topics include engineering, technology and science. Also provides powerful searching features.*
The Internet Public Library (<http://www.ipl.org>)
LibrarySpot (<http://www.libraryspot.com>) -- *A good meta-site for reference on the Web. Links to quality reference resources on the Web and also provides a convenient gateway to more than 2500 libraries around the world.*
List of Lists
(<http://gwis2.circ.gwu.edu/~gprice/listof.htm>)
Speech Center
(<http://gwis2.circ.gwu.edu/~gprice/speech.htm>)

SEARCH ENGINES

Alta Vista (<http://altavista.digital.com>)
DogPile (<http://www.dogpile.com>)
Excite (<http://www.excite.com>)
HotBot (<http://www.hotbot.com>)
InfoSeek (<http://www.infoseek.com>)
Lycos (<http://www.lycos.com>)
Northern Light (<http://www.northernlight.com>)
Open Text (<http://index.opentext.net>)
Web Crawler (<http://www.webcrawler.com>)
Yahoo! (<http://www.yahoo.com>)

STATISTICS

Bureau of Labor Statistics Data (<http://www.bls.gov/datahome.htm>)
Census Bureau Economic Information (<http://www.census.gov/ftp/pub/econ/www>)
Economic Statistics Briefing Room (ESBR)
(<http://www.whitehouse.gov/fsbr/esbr.html>)
Economy Track (<http://www.usatoday.com/money/economy/econ0001.htm>)
Federal Reserve Board (<http://www.bog.frb.fed.us>)
FedStats: One Stop Shopping for Federal Statistics
(<http://www.fedstats.gov>)
Statistical Resources on the Web
(<http://www.lib.umich.edu/libhome/Documents.center/stats.html>)
Statistics in Japan (<http://www.jinjan.org/stat>)

TRANSLATIONS

AltaVista (tm) Translation (<http://babelfish.altavista.digital.com>)

FEE-BASED:

Pulp and Paper Databases Online
DIALOG (<http://www.dialog.com>), and DialogWeb
(<http://www.dialogweb.com>)
Database vendors, covering:
(1) PaperChem, a North American oriented database, the scope includes technical literature for the industry;
(2) Pira (<http://www.pira.co.uk>), based in the United Kingdom, this database concentrates on marketing and management issues within the industry; very effective when used in conjunction with the PaperChem database; and,
(3) PaperBase, a consortium of European industry-related organizations' proprietary databases; including: KCL (Finnish Pulp and Paper Research Institute) (<http://www.kcl.fi>); STFI (Swedish Pulp and Paper Research Institute) (<http://www.stfi.se>); Pira (Paper Industry Research Association) (<http://www.pira.co.uk>); and, CTP (Centre Technique du Papier) in France (<http://ctp.inpg.fr>).