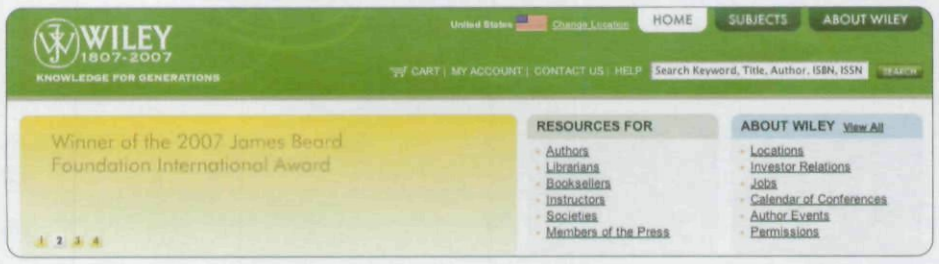
Wiley-IEEE Press Publishes Book on Web Science and Web Life

Wiley-IEEE Press has published a book called *The Web's Awake: An Introduction to the Field of Web Science and the Concept of Web Life* by Philip Tetlow. It examines



the virtual anatomy of the Web, incorporating the perspective that the Web is moving toward independence. Tetlow presents theories and patterns originating in the natural sciences, mathematics, and information technology.

Source: Wiley-IEEE Press (www.wiley.com)

Sci-Tech Societies Create scitopia.org

Thirteen scholarly societies have united to create more direct access to their collective content through scitopia.org, a free federated vertical search portal that will help users explore the most cited research in scholarly work and patents with a single click. scitopia.org will aggregate the entire electronic libraries of major science and technology organizations. More than 3 million documents, including peer-reviewed journal content and conference proceedings spanning 150 years of science and technology, will be searchable through scitopia.org.

Source: scitopia.org (www.scitopia.org)

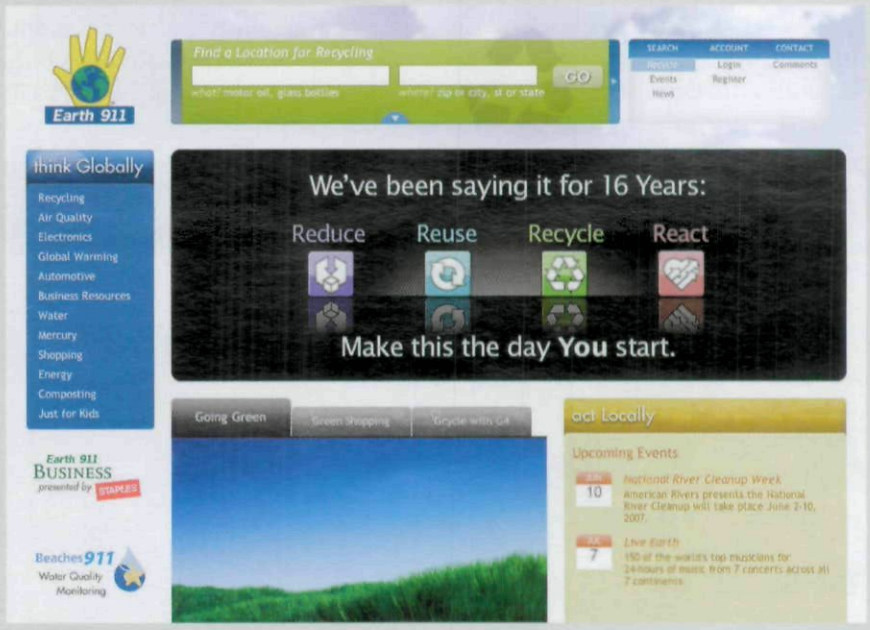
Nature Publishing Group Launches Nature Network London

Nature Publishing Group (NPG) has launched Nature Network London, a social networking site for scientists. It offers a suite of global tools as well as daily commissioned, contributed, and curated content; London bloggers; and London science jobs. The site also features a calendar of professional and public science events listings. On Nature Network London, scientists can meet like-minded researchers, hold online discussions, showcase their work, share information, and tag content. Participation is free but requires registration at the Nature site.

Source: Nature Publishing Group (www.nature.com)

Earth 911 Offers Tips for Electronic Waste Recycling

Many people hang onto old computers, cell phones, batteries, and televisions because they don't know how to dispose of them properly. Earth 911, which powers the environmental Web portal Earth911.org and the toll-free recycling hot line 1-800-CLEANUP, provides local recycling locations for electronic waste throughout the country.



According to Earth 911, the three most common recyclable electronic items are computers, cell phones, and batteries. In 2005, the National Safety Council estimated that 63 million computers became obsolete. It is estimated that this number will reach 500 million in 2007. As of 2005, more than 130 million cell phones were disposed of every year. The problem with batteries is that they must be recycled to prevent the toxic substances from contaminating the land and ground water. Earth 911 offers a ZIP code locator feature that can help people in every community find places to safely dispose of these items.

Source: Earth 911 (www.earth911.org)

Bones in Motion Offers Training Resource for Runners on Verizon Phones

Bones in Motion has just introduced BiM Active and the *Runner's World* RunTracker on certain Get It Now-enabled phones. *Runner's World* RunTracker enables

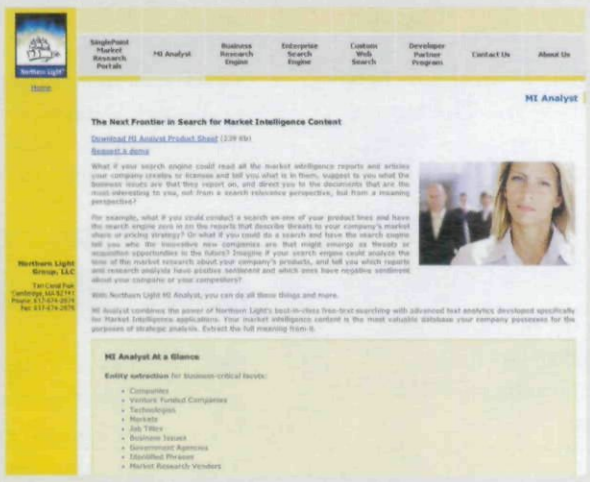
(continued on page 48)

Northern Light's MI Analyst: New Visions in Marketing Research

Northern Light's new MI Analyst gives market researchers a definite edge. For report analysis, strategic insight, and business intelligence, this new application can speed up the analysis process and interpret more content accurately than the ordinary user can provide.

C. David Seuss, Northern Light's CEO, said that MI Analyst is a good fit in today's marketplace. MI Analyst is an added-value option for the SinglePoint enterprise market research portal, which can be customized for each client depending on its particular market needs.

Instead of a standard static report, MI Analyst extracts meaning from search results, turning out market research for competitive intelligence and pinpointing market trends. MI Analyst's database now contains 200,000 reports.



MI Analyst "reads" market intelligence reports from third-party sources and then slices and dices the information, providing data on business issues, analyzing content, and targeting the reports that are most notable based on their meaning rather than on simple search relevance. MI Analyst can identify relationships between entities and even spot developing trends in the marketplace.

MI Analyst, which uses Lexalytics, Inc.'s "sentiment measurement" technology, can also "discern the tone of the content," offering a positive (or plus) rating for positive statements and a negative (or minus) rating for negative statements about the company and its competitors, according to Seuss. Its entity-extraction function combs through data and picks out "business-critical" information such as venture-funded companies, markets, job titles, market research vendors, and government agencies. This can leave more time for strategizing, and less time can be spent wading through scores of market reports.

Tree maps are also part of the graphing and visualization analytics to let users see the results in an easy-to-read format.

—Barbara Brynko

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