

Parallel Sessions C  
C4 – Pharmaceutical Special Interest Group

Friday, September 20, Room E, 15.15

## **Information Mining and Data Analysis, a Global Tool for Local Action: Finding the Needle in a Haystack**

Miranda, G F; Dutheil, C; Ginestet, J

Miranda, Giovanna F: Research Centre Sanofi Midy, Sanofi-Synthelabo, Scientific Information Department, Via Piranesi, 38, Milano 20137, Italy, giovanna.miranda@sanofi-synthelabo.com

Information volume explodes when one calls on the resources of the Internet. Engines and agents (free tools) retrieve crude full-text information that is not structured, often with a very poor level of real pertinence and a lot of waste, to say nothing of the risk of silence. Most of the time interesting information is in the invisible net, such as full-text articles from periodicals.

By the 1980's, bibliometric methods had introduced data mining to provide information on the structure or organization of a domain. This approach uses bibliographic databases to build a corpus that is globally analysed with statistical or data analysis tools. An information mining station is built as a global structured puzzle of tools, but it could improve a local library service's performance to help end-users obtain strategic information that they are unable to retrieve by themselves.

The most valuable feature is the structured access to information as soon as it is electronically published. The gap between the easy availability of crude data (full text) and indexed data (databases) is filled by a new customized product that links library services to documentation offers. In the pharmaceutical industry, this new technology may be the answer the researchers' increasing need for customized information.

This scenario imposes a change in the management view of the library services 's strategy with the establishment of new aims, skills and objectives for every member of the team. Information professionals are used to bibliometry and have all the necessary abilities to manage and use these recent tools.