

# West Side Informer

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## Summer and Sunglasses

Sunglasses will be ubiquitous this summer. Sunglasses are not just fashionable; they are important for the health of your eyes. Liz Segre, an expert in eye health explains, "UV light has been linked to macular degeneration, cataracts... and pterygia" (Pliagas, 2005). This is why it is important to get a good pair of sunglasses for summer, when the sun's UV rays are at their strongest.

Companies that supply sunglasses are continually attempting to get the competitive edge. One attempt is E-Shades, sunglasses that contain a solar-cell-powered computer chip that detects sunlight and lightens or darkens the lenses accordingly. Many doctors have said that these sunglasses offer superior eye protection.

Have a great summer! Protect your eyes! And for you future entrepreneurs, may your new idea be just as innovative as E-Shades!

Pliagas, L. (2005, June/July). Shades of summer. *Hispanic, 18*(6-7), 58-60. Retrieved from Academic Search Complete.

Yuankai, T. (2008, November 20). A shade more clever. *Beijing Review, 51*(47). Retrieved from Wilson OmniFile Full Text Mega.

## Database Spotlight

Do you ever need historical information about companies? Here's a fun fact: GE's gross revenues in 1910 was \$71.5 million. Financial and company histories can be found using a new database to the WCL, **Mergent Web Reports**, accessible from [wcl.library.tamu.edu](http://wcl.library.tamu.edu). For further information about this and other resources, please visit us at the Barclay Center.

## Get Social with: Twitter

The West Side Informer will from time to time feature a column titled "Get Social with..." as we cover different social networking sites and delve into potential research and business uses. Next month's issue will include a piece on Twitter, but first some Twitter definitions to get you started.

### Twitter Defined

**Following:** allows you to get messages as someone posts to their Twitter page.

**Tweet:** an individual message in Twitter or the act of sending said message

**@username:** allows you to exchange public messages with individual users; followers of you and the user will see the message on their Twitter page

**DM, or direct message:** private message that can be sent only to those who follow you; start your message with "d username"

**RT, or retweet:** for sharing someone's cool idea and giving them credit; "RT @Username: Original message, often with a link"

**Trending Topics:** most-mentioned terms on Twitter listed on right side of screen

**Hashtag (#):** way to categorize your tweet with the same term as others writing about similar topic, making it searchable; example: #WCL if writing about West Campus Library.

Did you know that the West Campus Library has a Twitter account? Follow us @WCL\_TAMU for the latest news on our services and resources.

Twitter & Milstein, S. (n.d.). *Learn the lingo*. Retrieved from <http://business.twitter.com/twitter101/learning>

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