Google Print in Academic Libraries
Readiness to Adopt and Potential Impact on Operations and Services

Jaena Hollingsworth
IMLS Fellow/University of Alabama
jaena.hollingsworth@ua.edu
Google Book Search: What is it?

- Google Print to Google Book Search
- Google Book Search Basics
  - Digitization and text-recognition
  - Keyword indexing and retrieval
- Current State
  - 10,000 books available, December 2005
Google Book Search: Some Concerns

- Copyright Issues
  - Lawsuits filed by Authors Guild and AAP
Google Book Search Examples

- [www.books.google.com](www.books.google.com)
  - Snippet View
  - Sample Pages View
  - Full Book View
Google Book Search: Some Strengths and Weaknesses

- Strengths
  - Natural language
  - Availability of full text

- Weaknesses
  - Lack of classification
  - Retrieval vs. Relevance
  - Usefulness of works available
Competing Book Digitization Projects

- Yahoo! and Internet Archive
  - Open Content Alliance (OCA)
- Library of Congress
  - Global Gateway
  - American Memory Project
  - World Digital Library
Google Book Search: What can libraries do about it?

- Develop a response
  - Mission Statements
  - Collection Development Policies
  - Librarians’ Opinions
  - Specific Operational Concerns
  - Precedents
Mission Statements

- **Academic Library**
  - “...strives for excellence in advancing the University's teaching, research and outreach programs by anticipating information needs, providing access to resources, and promoting effective use of information by students, faculty, and staff.”

- **Google**
  - “Google’s mission is to organize the world's information and make it universally accessible and useful.”
Business Models

- Academic Libraries
  - Non-profit

- Google
  - “Fortune 500” list for 2005
    Google ranked 541
  - Revenues for 4th quarter of 2005
    $1.919 billion
Collection Development Policies

- The right information for the right reader at the right time
- Factual accuracy
- Underrepresented or high-priority subject areas.
- Value-added enhancement, user-friendliness
Collection Development Policies

- Review of the site
- Authoritative author, sponsor, or producer
- Evidence of ongoing support
- Key resources rather than a comprehensive listing of all known resources.
Librarians’ Opinions: Web Survey

- Questions asked
  - Familiarity with Google Book Search
  - Initial Reaction
  - “Endorsement” by libraries
  - Technical/Public Service Operations
  - Support needed for users
  - Difficulties/Positive Outcomes of GBS
Librarians’ Initial Reactions

- Revolutionary Idea: 35%
- Major Advance: 24%
- Potentially Troublesome: 12%
- Uncertain or Ambivalent: 29%
Anticipated Effect of Google Book Search on Operations

![Bar Chart]

- **Major**: Technical Services: 1, Public Services: 2
- **Minor**: Technical Services: 11, Public Services: 11
- **Negligible**: Technical Services: 4, Public Services: 4
Anticipated Aid for Users

- No Assistance: 5%
- No Response: 16%
- One-on-One Help: 11%
- Online, In-depth Tutorial: 11%
- Brief Instruction: 26%
- General Overview: 31%
Librarians’ Opinions: Web Survey

- Difficulties of Google Book Search
  - Copyright/legal issues
- Positive outcomes of Google Book Search
  - Access, Access, Access!
Librarians’ Responses: Focus Group

- Academic librarians
  - Reference
  - Business
  - Education
  - Cataloging

- Overall attitude: Wary
Librarians’ Responses

- Organization
- Preservation
- Google’s “secretiveness”
- Complicating the library’s work
- Potential changes by Google
- Purpose of the project
Specific Concerns

- Interlibrary Loan Requests
- Requests for Materials from Remote Storage Facilities
- User Support
Potential Precedents

- Electronic journals and databases
- NetLibrary, e-books
- Google Scholar
Recommendations

- Prepare for Google Book Search
- Incorporate or ignore?
- Provide link from library pages to Google Book search
- Develop explanatory and PR materials
Conclusion

- “The library is used to reacting to things it didn’t plan”
- Change role from re-active to pro-active
- Libraries at forefront of digitization projects
- Corsortial agreements
Questions?

Jaena Hollingsworth
jaena.hollingsworth@ua.edu