




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

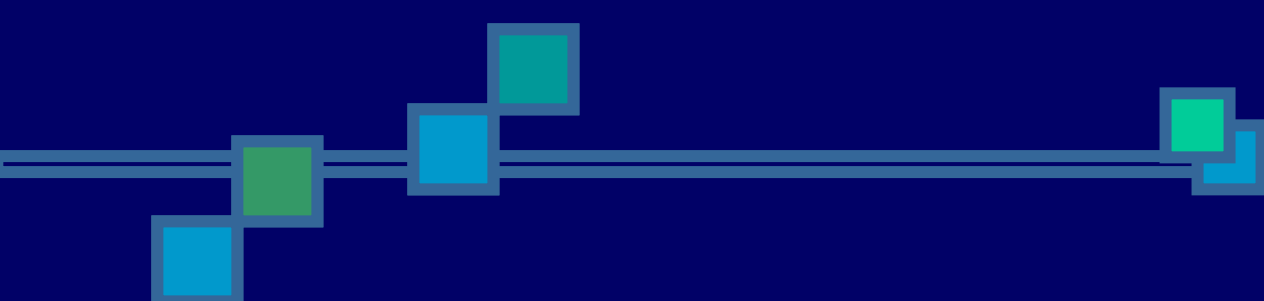


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# Google Book Search: What is it?

- 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
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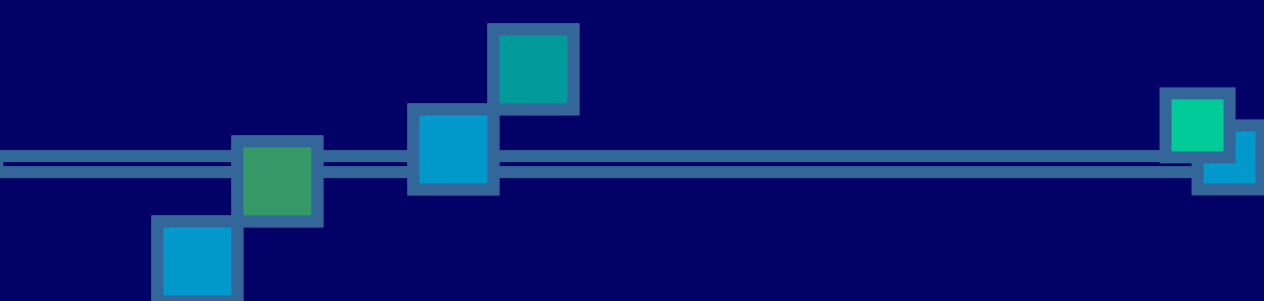
# Google Book Search: Some Concerns

- Copyright Issues
    - Lawsuits filed by Authors Guild and AAP
- 




# Google Book Search Examples

- [www.books.google.com](http://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 4<sup>th</sup> 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

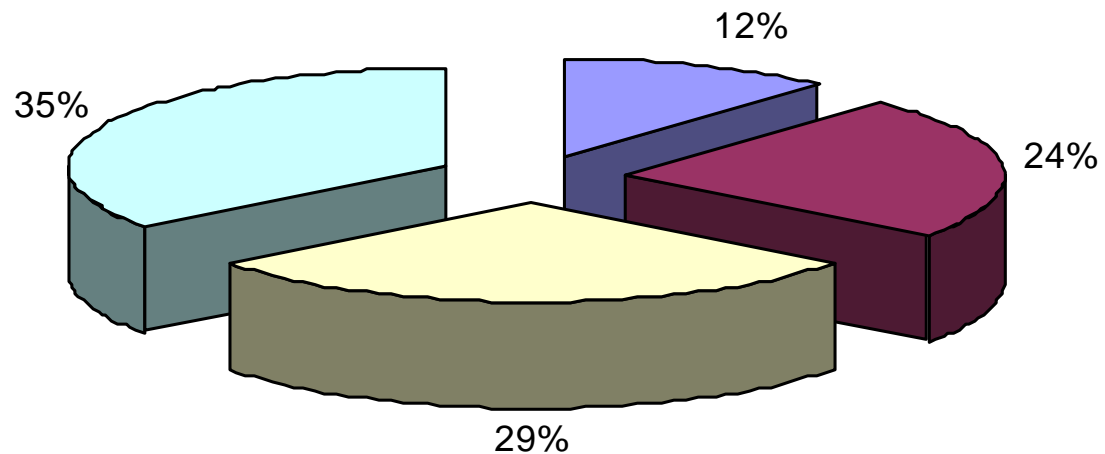
- Review of the site
  - Authoritative author, sponsor, or producer
  - Evidence of ongoing support
  - Key resources rather than a comprehensive listing of all known resources.
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# Librarians' Opinions: Web Survey

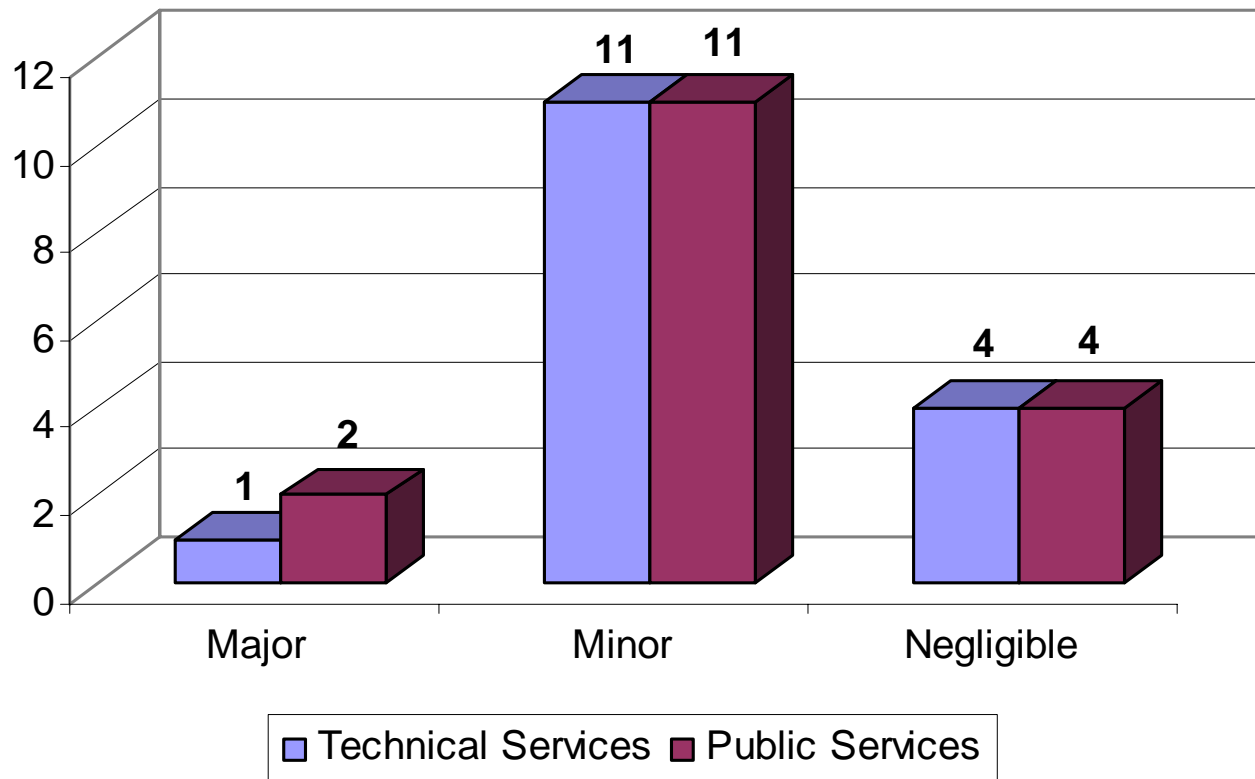
- Questions asked
    - Familiarity with Google Book Search
    - Initial Reaction
    - "Endorsement" by libraries
    - Technical/Public Service Operations
    - Support needed for users
    - Difficulties/Positive Outcomes of GBS
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# Librarians' Initial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

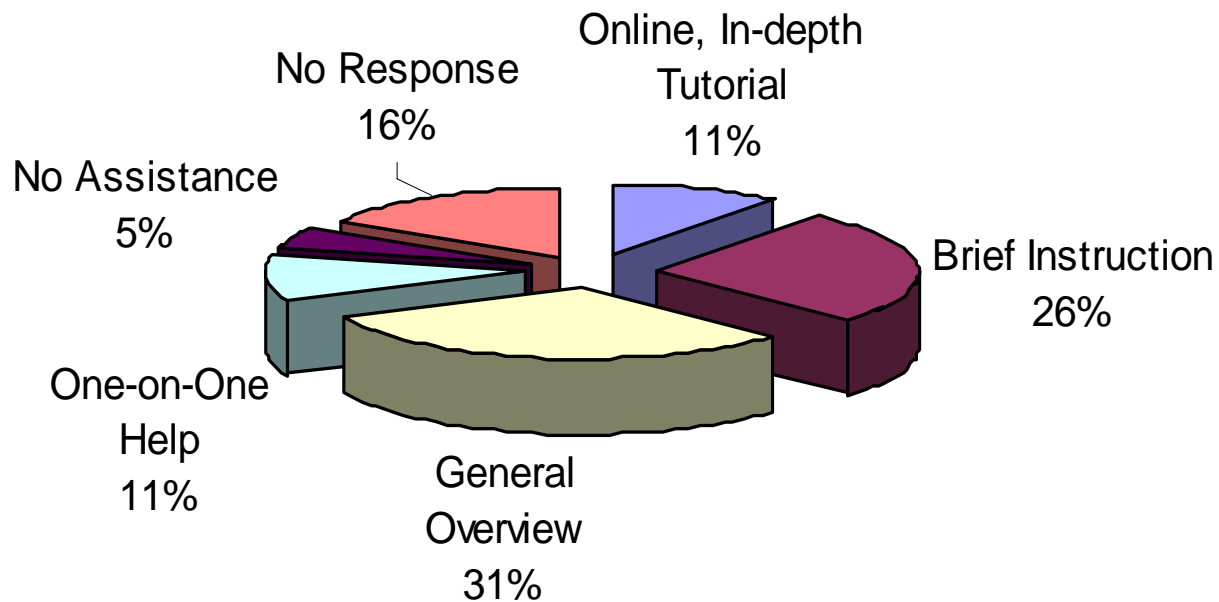


■ Revolutionary Idea      ■ Major Advance  
■ Potentially Troublesome      ■ Uncertain or Ambivalent

# Anticipated Effect of Google Book Search on Operations




# Anticipated Aid for Users





# Librarians' Opinions: Web Survey

- Difficulties of Google Book Search
    - Copyright/legal issues
  - Positive outcomes of Google Book Search
    - Access, Access, Access!
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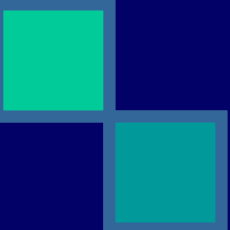



# Librarians' Responses: Focus Group

- Academic librarians
  - Reference
  - Business
  - Education
  - Cataloging
- Overall attitude: Wary



# Librarians' Responses

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- Organization
  - Preservation
  - Google's "secretiveness"
  - Complicating the library's work
  - Potential changes by Google
  - Purpose of the project
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# Specific Concerns

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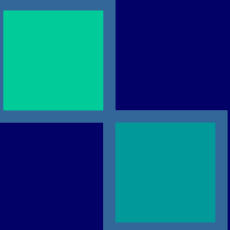



# Potential Precedents

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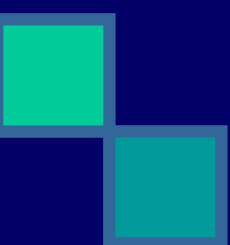



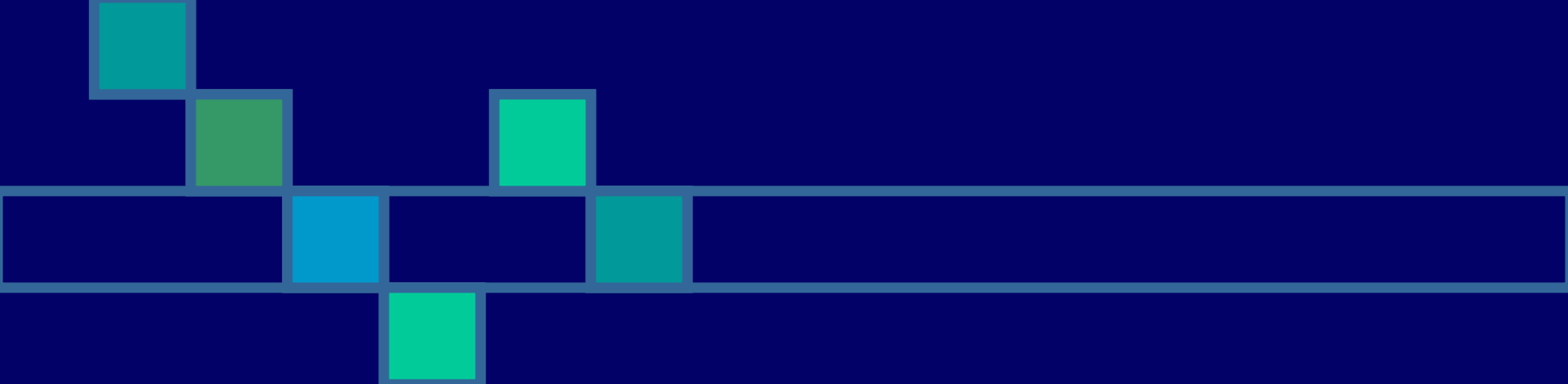
# Recommendations

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



# Conclusion

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- “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
  - Consortial agreements
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Questions?



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