

## Introductory Remarks, Google & Libraries

Welcome and thank you for coming. Introduce co-presenters and self.

We're going to spend the next hour discussing our experiences with implementing some of Google's technologies and services into an academic library environment. As competition in the search market continues to intensify, companies like Google are seeking new and unique forms of content to add to their sites in order drive new customers to their sites as well as retain existing ones.

Over the past year, one of these new sources of content has become print and scholarly materials - the types of content traditionally managed by academic libraries. Google introduced its Google Print program, launched the Google Scholar portal (which we'll be discussing this afternoon) and has raised controversy with the Google for Libraries initiative.

Although legal objections have temporarily halted scanning on Google for Libraries and caused some publishers to withdraw from Google Print, the trend towards incorporating scholarly material into search engines will likely continue to grow. Google's main competitor, Yahoo, has been working with scholarly societies like the IEEE to offer access to journal articles through a pay per view service. And it just announced in conjunction with the Internet Archive the formation of the "Open Content Alliance," to digitize public domain materials and make them available through their search engine.

We could do a separate session about how Google's business strategies, partnerships, and technologies are changing the environment that libraries operate in. While we don't have time to fully explore those issues, it is worth a brief mention in order to give some larger context to the discussion at hand. Over the past decade, the greatest impact that information technology has had on libraries is not just that our collections and services are available online. Information technology has changed both how people get access to all different types of information and services and also changed the organizations that provided these products/services. In our profession, we can see examples of having to compete against companies like Google or Amazon, for our user's attention and patronage.

To understand what is happening, it has been helpful for me to look at two articles by people from outside of the library profession, Michael Porter and Larry Downes, who are both professors in the area of business strategy. Porter is a professor at the Harvard Business School and best known for his "Five Forces Model" from the 1980s, which is a tool for analyzing competition within a market sector. It's been mentioned against recently in light of how iTunes and downloading has changed the competitive forces model for the music industry. It's possible that the same thing could happen with Google Scholar journal articles.

UC Berkeley professor Larry Downes critiqued Porter's model in 1997 by addressing the impact that information technology was having on competition. One of these new forces is "Digitalization," which is relevant to our discussion, given Google and Yahoo's partnerships in order to gain scholarly content for their search engines. It also points to

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the challenges that professions such as librarianship face in the digital environment, having to both compete with and partner with companies in the for profit sector.

*As computing power and communications bandwidth become cheap enough to treat as disposable, you'll soon have far more information about your competitors, suppliers, and customers. The rise of public networks will make that information more widely available, increasing the possibilities for collaborating and competing. The result of this information explosion won't just be more/better/ faster. **Instead, the result will be vastly changed markets that involve unfamiliar, unpredictable competitors and partners that mutate even before you get comfortable with them.***

*In the old world, technology was a tool for implementing change. Planners decided how they wanted the business to change, then tossed requirements over the wall to the I/S department. This approach largely fails today; in the future, the problems will get worse. Executives in every department must learn that technology has become far more than an enabler of new business strategies. **Technology has become the essential disrupter of markets and operating models. Technology, in other words, isn't the solution. It's the problem.***

The main focus of our presentation will be about Google Scholar, Araby will discuss how libraries can make it easier for patrons to access materials in their collection using Google Scholar. Priscilla will discuss how UNLV has been teaching its students about using Google Scholar as a gateway to more specialized subject databases. I'll start out with discussing how UNR did an experiment to see how Google's Search Appliance product would work as a federated search product.

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