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## The Google Effect -- Part 1

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# Against the Grain

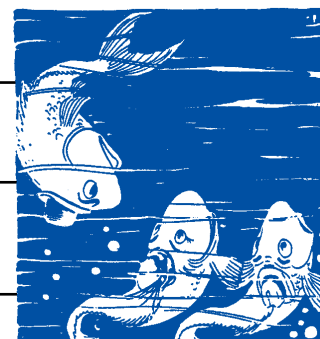
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## The Google Effect – Part 1

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**G**oogle’s mission is to organize the world’s information and make it universally accessible and useful. Although it was founded in 1998, and has been a public company for less than four years, **Google** is now the world’s largest search engine.<sup>1</sup>

Today, **Google’s** influence in the information and media market spaces continues to grow through acquisition, software creation, and growing advertising revenues. At this point, we thought it would be interesting to hear what you think about **Google**, and your response has been overwhelming! It seems that there are many “**Google Effects**,” so we

decided to devote both the April and June 2008 issues to this topic. In this issue, we hear from librarians that use **Google** products to teach students about information literacy, aid in technical services, evaluate traditional indexing and abstracting services, explore the accessibility of government information and professional collaboration.

**Aline Soules** (“**I Google, You Google, We Google...**”) discusses how she uses **Google** in her information literacy classes to introduce topics such as copyright, privacy, the mechanics of the Internet, etc. **Aline** also addresses collection development issues such as maintaining

print, why buy whole books when students only read sections, and do we need perpetual access.

**Carol H. Jewell** (“**Using Google in Technical Services: An Unscientific Survey**”) conducted an informal survey of technical services librarians to see how they used **Google**. She shares responses from a large variety of librarians mostly in North America. She found that technical services librarians were using both **Google** tools as well as the search interface.

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## If Rumors Were Horses

**And surprising news!** After 30 years at **Elsevier**, the most fabulous **John Tagler** has decided to make a career change. He has accepted the position as **Vice President & Executive Director of the AAP/ Professional and Scholarly Publishing Division**. John will be working out of **AAP’s New York Office**. **John’s** last day at **Elsevier** was April 15th and he began work at **AAP/PSP** on April 21st. Thank heavens John will continue to be in touch with most of us as he uses his experience and knowledge of **STM publishing** in an industry-wide setting. His personal email address is <jtagler@aol.com>. **A huge congratulations, John!**



**Services at the University of California at Davis**. **Mary** says that this is an amazing opportunity for her and she is looking forward to being part of one of the finest public universities in the States. Not to mention how excited she is to be moving to California. Did you realize that **Mary** has been at **Rutgers** for 18 years (it hardly seems possible). Says **Mary**: “I’ve worked with wonderful people who have challenged me to do things I never thought I was capable of, with every support and encouragement. **Rutgers** will always be with me, and

I hold good memories of the university that educated me and employed me for a good part of my working life. No disrespect to the **Davis Aggies**, but I will always be a **Scarlet**

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**And, speaking of people leaving long-time jobs**, effective June 16, the incredible **Mary Page** will be the **AUL for Technical**

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collection have previously been available at a few American universities, but **NC State** now offers access to the entire range of 7,200 journals, encompassing more than 23 million full-text articles.

[www.lib.ncsu.edu/](http://www.lib.ncsu.edu/)  
[www.eastview.com](http://www.eastview.com)

Despite everything he has on his plate, the incredible **Bryan Carson** <bryan.carson@wku.edu> managed to complete his column **Legally Speaking** for the April **Against the Grain**. The column is about the **Legal Concept of Privacy**. **Bryan** is always right on point, isn't he? And let's wish him luck! He has his comps for his **Ed.D** in **Higher Ed. Leadership & Policy** from **Vanderbilt University** coming up in May, 2008. **Bryan** says he also has to complete a **consulting project with a real client** instead of a dissertation. He expects to graduate in **May, 2009** "with more degrees behind [his] name and more gray in his already thinning hair." BUT – he is still planning on writing for **ATG**. And he is going to attend **ALA** in Anaheim this summer! Whew! What a roller-coaster life!

And the awesome **Elaine Robbins** (see her review of **The Informed Librarian Online**, this issue, p.54) is leaving the **College of Charleston** library for other environs – military environs! That's right! **Elaine** is leaving the **College** for the **Citadel** where she will be a reference and instruction librarian. We will miss her but hope to continue to keep her in our **ATG** pages! Congrats, **Elaine** and good luck, especially saluting!

And I don't think I told you that I was dismayed to learn that **DVDs** have region and country codes. They may be encoded so they will only play in a certain country

of region. We just found out when a **DVD** we bought from Italy would not play on our machines. Gosh! Found this entry in **Wikipedia** which seems to be accurate.

[en.wikipedia.org/wiki/DVD\\_region\\_code](http://en.wikipedia.org/wiki/DVD_region_code)  
Also, see the **ATG New Channel** – [www.against-the-grain.com](http://www.against-the-grain.com).

Fascinating article in the **Weekend Journal** (*The Wall Street Journal*, April 5-6, 2008) about **Germaine Greer's** newly released book *Shakespeare's Wife*, (Harper, 978-0061537158. 416 p., \$26.95). The article's about **Anne** (sometimes spelled **Ann**) **Hathaway**, "The 26-year-old harridan who trapped innocent 18-year-old **William Shakespeare** into marriage by getting pregnant." See "The Bard's Better Half: Germaine Greer Aims to Restore the Name of 'Shakespeare's Wife'" by **Cynthia Crossen**. Little is actually known about the **Hathaway/Shakespeare** relationship but it seems fun to try to find out as much as we can!

The **Op Ed** in this issue – **What is a Book?** – is by **David Lindley** <David@aptitude.me.uk> who used to be with **Coutts**. It builds on a talk **David** gave in the UK last year. **David** is now running a **freelance creative agency for libraries** in the UK.

This month's **Group Therapy** poses the question about bringing faculty into the decision as to whether or not to eliminate all print subscriptions even for current issues of a journal. It was interesting to me that the other day I got a email from a faculty member in the **History Department**. We had dropped a print subscription to a journal and replaced it with the electronic version. He was pleading with us to reinstate the print journal AND to continue to keep the electronic journal. He had good reasons. We decided to reinstate the print. Of course, the low cost of the print title was a factor. For more perspectives on this issue, see **Group Therapy**, p.64.

The **2008 Charleston Conference Website** is coming to life. Our theme is "**The Best of Times ... The Worst of Times.**" We have posted information on hotels and some program information and speakers are also appearing. We are lucky to have several speakers already listed: **Rick Anderson** (University of Utah); **Nancy Eaton** (Penn State University); **Derek Law** (University of Strathclyde); **Deana Marcum** (Library of Congress); **Michael Moss** (University of Glasgow); **Joyce Ogburn** (University of Utah); **Pat Schroeder** (Association of American Publishers) and **John Unsworth** (University of Illinois). We hope to have registration information up in late May. And we have already received many proposals for papers, etc. You can suggest a paper or proposal from the Website NOW! Go and do it! Do not put it off!

[www.katina.info/conference](http://www.katina.info/conference)

Interesting article in the *New York Times* Monday, March 17, 2008 about **Jimmy Wales** and **Wikipedia**. **Wikipedia** is a non-profit and is experiencing the growing pains of success. There are issues of investment in **Wikipedia** from venture capital firms among others. We keep hoping to have **Mr. Wales** at a **Charleston Conference** one of these years. Time will tell.

See – "Open-Source Troubles in Wiki World," by **Noam Cohen**. (complete with a picture of the illusive Mr. Wales)

[www.nytimes.com/2008/03/17/technology/17wikipedia.html?ex=1363492](http://www.nytimes.com/2008/03/17/technology/17wikipedia.html?ex=1363492)

And for those of you familiar with **Charleston**, the big **Millennium Music** store on the corner of King and Calhoun Streets (across from the **Francis Marion** hotel) is closing as of May 1. The \$30,000 a month rent was too much for them! They had been in business for 15 years. But there is hope – **Millennium** is going to focus on building their two-year-old online business,

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**Julie Arendt** ("Imperfect Tools: Google Scholar vs. Traditional Commercial Library Databases") asks a provocative question – can **Google Scholar** be used to replace some subscription resources? According to **Julie**, we need to accept or reject **Google Scholar** based on how well it assists in a particular step in information seeking. She concludes that given some situations, **Google Scholar** maybe a better tool than some of the traditional indexing and abstracting resources.

**Bonnie Klein** ("Google and the Search for Federal Government Information") asserts that a great deal of government information is difficult to find using **Google**. And,

many government agencies have found that their products are not highly ranked in search results. While **Google** has a U.S. Government search option, it is somewhat hidden, and the result list is limited by **Google's** search algorithm. **Bonnie** suggests that the problem can best be solved through a government mandated system-neutral method to unambiguously identify government information and its copyright status.

The last article in this issue ("**Google Docs: A Review**") is a great review of how people can collaborate using **Google Docs**. Five librarians: **Ramirose Attebury**, **Julie George**, **Cindy Judd**, **Brad Marcum**, and **Nicole Montgomery** collaborated with **Google Docs** to write this review. They discuss the features and limitations of three **Google** products — documents, spreadsheets and presentations.

Thank you for your interest, and we hope to see you in June for "**The Google Effect – Part 2.**" We'll learn about trends in library Web pages, integrating the **Google Scholar** "database," teaching **Google Docs** & custom search engines and collection development in business resources. We will also hear from two vendors, the first will discuss how **Google** has enhanced their Web presence, and the other will look at "The 21st Century Searcher!" 

### Endnotes

1. **Google**. Corporate Information: Company Overview. <http://www.google.com/corporate/> (accessed April 10, 2008).