

Tuesday evening session – Googlebrary? – Moderated by Stephen Abram – absolutely packed room. Adam Smith from Google Print

Panel: Rich Wiggins – Michigan State, Steve Arnold, Roy Tennant, Mark Sandler – UMich. Adam Smith, Google Print – Barbara Quint (on the phone).

Adam says – here to dispel a ton of misinformation – what is the truth?

Our effort to make all books in the world ever published, indexed by Google – does NOT need to be digitized by us. Don't confuse the publisher with the library program. 99% of what you see on Google Print are from the publisher program – library books will be treated differently. Library in copyright books are where the stink is coming from. We want to make information available to the world. We're INDEXING the books and providing a SNIPPET. We are NOT giving away the entire book for in-copyright books, and we believe this IS allowed under fair use. There will be no advertising on library or out of copyright books.

Stephen is taking us in to the future now. 2020 – 15 years from now. We've built the mega library.

Rich says we're going to get to the vision that Google has articulated, though it may not be by 2020. Google has forced us to think big. Govt can't afford to do something like this.

Roy says Google files for bankruptcy after mismanagement ☺ We know much more about how to do mass digitization. MARC has died. Roy has retired.

Mark says Internet Librarian conference will be called just Librarian Conference, and ALA will host the Print Librarian Conference. In little tiny towns, there will be libraries with 50 million+ volumes available to their readers. Regardless of how Google or Yahoo Print projects move, by 2020 the world's information will be available

Barbara says in 2006, Google will launch Google Press – to pry authors from the Author’s Guild. Google will get ad revenue, but Authors will get 100% of the revenue from all out of print books that Google has digitized. Can barely here Barbara – drifting in and out. If you want a print book you have to pay, but it’s free online. All authors are divided into those who go with print and those who go with Google Full Court Press.

Steve says (The Google Legacy is his book) Google has emerged as the 2nd opportunity to do things with digital information. I’m more interested in GoogleBase. The loss of Bell Labs has been reversed – we have a new Bell Labs and we’re seeing the kind of innovation that emerges when you give smart people a chance to play – we’ll look back and say why didn’t I buy stock? This is a critical point in network architecture – an opportunity to reinvent publishing. I don’t express delight when I upgrade MS, but the first time I saw Google Earth I did. So thank you Google!

Adam says it’s been a long slog since 2006, but that was the year we all came together. In 2020 digitization is no longer discussed, it just is. Freeing the world from digitization allows us to turn our tasks to editorializing, a few other things,... Everyone is a publisher and everyone is involved in the creative process. Mobile to mobile peer communication. Sacrifices have been made to get to what’s best for the world. Stephen asks what kind of sacrifices, and Adam skirts the issue.

Google Base, announced today, it will host any database or website you want, for free, so you can give all your Intellectual Property to Free (Stephen’s interpretation)

What’s the role of the info professional in 2020???

Mark says lots of libraries will disappear. There’s lots of redundancy in this model. Both public and academic. Local collection building will be called into question. We’re (info profs) going to have to add real value –

we're going to have to give up what we currently do and share it and develop new strategies to connect users to content.

Barbara says Authors are heavy into promoting their own materials. Readers are connected directly to the authors cutting out librarians. Price of actual print books keeps dropping. Librarians become censors cutting out the bad stuff. Librarians now work for who pays their check AND works for the world.

Roy says digital does not make print go away and it never will. In CA, digital copies increase print sales. Therefore libraries will not go away. Libraries have never been just about stuff, they're about service. We have to remember that. What will we be doing? I don't know, but I'm excited to help invent it.

Rich says all our crystal balls are cloudy on this pont – how will we interact with digital information then? Displays and storage get better. Electronic paper is going to change the whole equation.

Stephen points out that spending \$20 on an ILL transaction when the same book may be available for \$5 used on Amazon is ridiculous.

Steve says we need to get ALA more involved in the importance of the library as an institution, so they don't get shut down like the one in Salinas. The Library is an institution about learning and information not limited to a certain medium. Doesn't matter to me if it's print or digital, but it must exist. We must be more militant. Google is going to impact the middle, not the huge and the tiny libraries.

Adam says just because everything's digital does not mean it's all good. Editorial will become as important as ever (Paul says yay OCLC!). How people communicate research is irrelevant of format. What matters is what is good, and how do we communicate that to others (see LIZ's keynote and MyYahoo). If it's digital though, the time it takes to get to something to use it is greatly diminished.

Barbara – ALA Approved stamp – icons people can search on in Google etc to indicate that this source has been vetted by an information professional. What most people want in a search is a bullseye.

Audience: were publishers invited to this panel? Bill Gates if funding research, but is Google or any of its founders funding research?

Barbara points out libraries spend more on periodicals on books, and the publishers don't pay to get the content into these expensive journals. Open Access isn't being discussed here.

Adam is also a product manager on Google Scholar he says.

Such a shame that we can barely hear Barbara.

Asked about preservation, Adam says we'll continue to work with libraries on this part of the equation. Really, we're still in development mode.

Q: in 2020 what's the state of digital rights management. Adam doesn't know.

Liz Lawley has concerns about a single source of information – what happens if they make a mistake or drop a title? Doesn't that scare anyone on the panel? Barbara says Roy has to speak right now! Roy should mention the Open Content Alliance!

Steve says there will be 3 companies (rule of three – three dominant providers – Steve says it just won't end up with just one.) – Google will be one, Yahoo may be another, and probably MS is the third. This is just the way commercial marketplaces work. Barbara says we already have three – Open Content Alliance, AMAZON and Google. Steve doesn't agree that Amazon will be one, and maybe not Yahoo.

Someone asks about censorship in China and Adam says it's not his area.

Q: Who in 2020 will be responsible for maintaining access and infrastructure? Rich says it's not Google's responsibility to solve the digital divide. Roy reminds that public libraries still have a role in this area.

Stephen – Open Content Alliance is having an official inaugural event in SF – tonight Microsoft is joining the Open Content "Alliance and is funding the digitization of 150,000 books over the next year. Not specified where those books are coming from. MSN Book Search is what Microsoft is calling their contribution.

Adam says Google welcomes this because their goal is to make all information accessible regardless of where the digitization occurs.

Last words:

Rich - Democratization of Access to Information Globally is a wonderful thing.

Mark – got his first iPod today. Doesn't want to be on record saying small public libraries will disappear. Small special libraries who don't adapt will. Lots of opportunities for building new tools and upgrading content.

Barbara – tipping point is among the people who buy the technology.

Adam – I believe Google and libraries have a shared vision – we must work together to make this access to information work. Full text search may be a catalyst for increased library usage. People will discover the richness and depth of these collections you've been building.