

The Googlezoning of information provision: the end of the road for libraries?

or Virtual fire and flood

A co-production by

MUSEUM OF MEDIA HISTORY

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and ideas from

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In the year 2014, *The New York Times* has gone offline.

The Fourth Estate's fortunes have waned.

What happened to the news?

And what is EPIC?

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Caslon

Free Minds and Free Markets



\$3.50 U.S. \$4.50 Canada June 2004

NICK GILLESPIE... They Know Where You Are!

The unsung benefits of a database nation
(see next page)

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Welcome to Gmail

A Google approach to email.

Gmail is an experiment in a new kind of webmail, built on the idea that you should never have to delete mail and you should always be able to find the message you want. The key features are:

- **Search, don't sort.**
Use Google search to find the exact message you want, no matter when it was sent or received.
- **Don't throw anything away.**
1000 megabytes of free storage so you'll never need to delete another message.
- **Keep it all in context.**
Each message is grouped with all its replies and displayed as a conversation.

Gmail Sign In

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Password:

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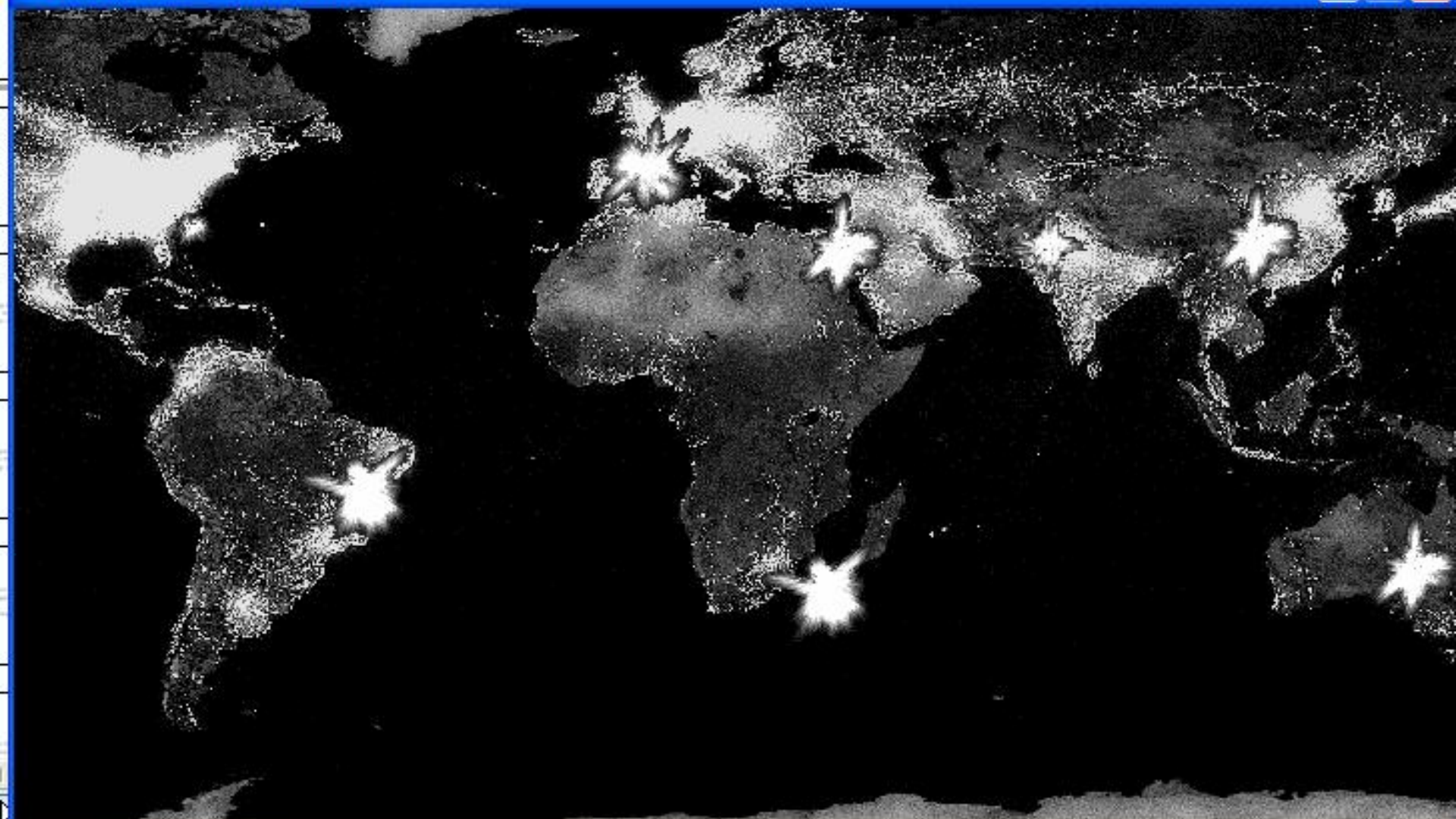


EPIC

Evolving Personalized Information Construct

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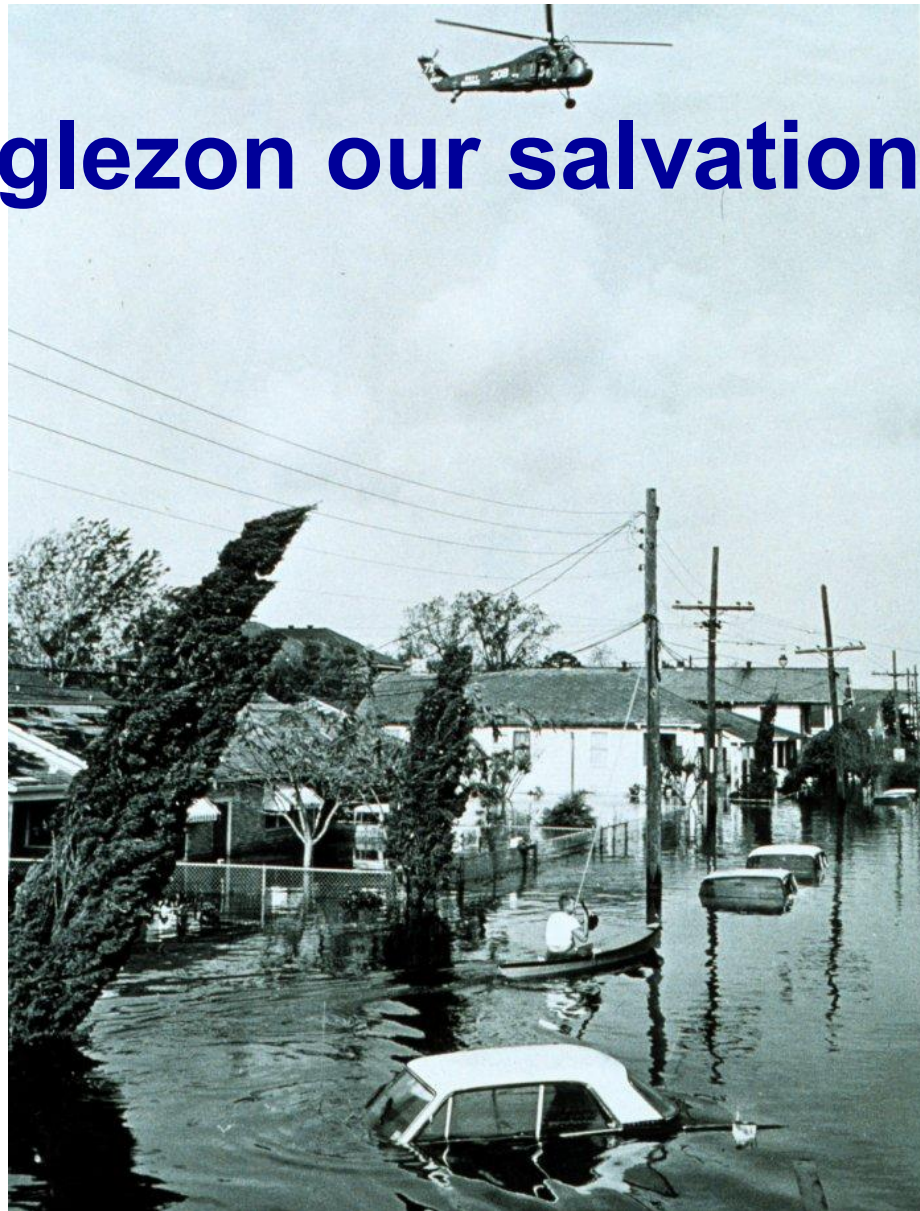
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“The roof is on fire”: is this the end of libraries?



Is Googlezon our salvation?





“Within the existing system, libraries are trying hard to optimize the output of a system with far from optimal input”



“It has become increasingly difficult for libraries to fulfil their fundamental role of safeguarding equity of access”



“In the PDF version of the information chain,
libraries are aggregating the aggregators.
That is a lot of aggregating for a digital world.”



“At the core of the problems that libraries are facing is the total dependency on information held upstream in the information chain”



“As such, there are numerous incentives for libraries:

- to rethink themselves
- to be pro-active in exploring alternative mechanisms for scholarly communication”



Libraries: the good news

- Libraries are close to authors:
 - a great position to obtain institutional material
 - a great position to archive institutional material
- Libraries are fast at embracing new technologies
- Libraries have very knowledgeable people
- Libraries provide a level of redundancy in services that is no longer required in a digital environment
- The Library as an institution that safeguards equity of access has global representation



Libraries: the bad news

- As organizations libraries are slow movers, hosted by slowly moving institutions
- Libraries are slow to recognize the fact that a new technology may allow (or beg) for a new mode of operation
- The *information* world runs on Internet time

What can we learn from Googlezon?

- ‘Community of recommendation’: citations & impact
- Need for much more content
- Need for better discovery algorithms
- Text-mining should be *our* business
- But is it sensible to deal with Googlezon?



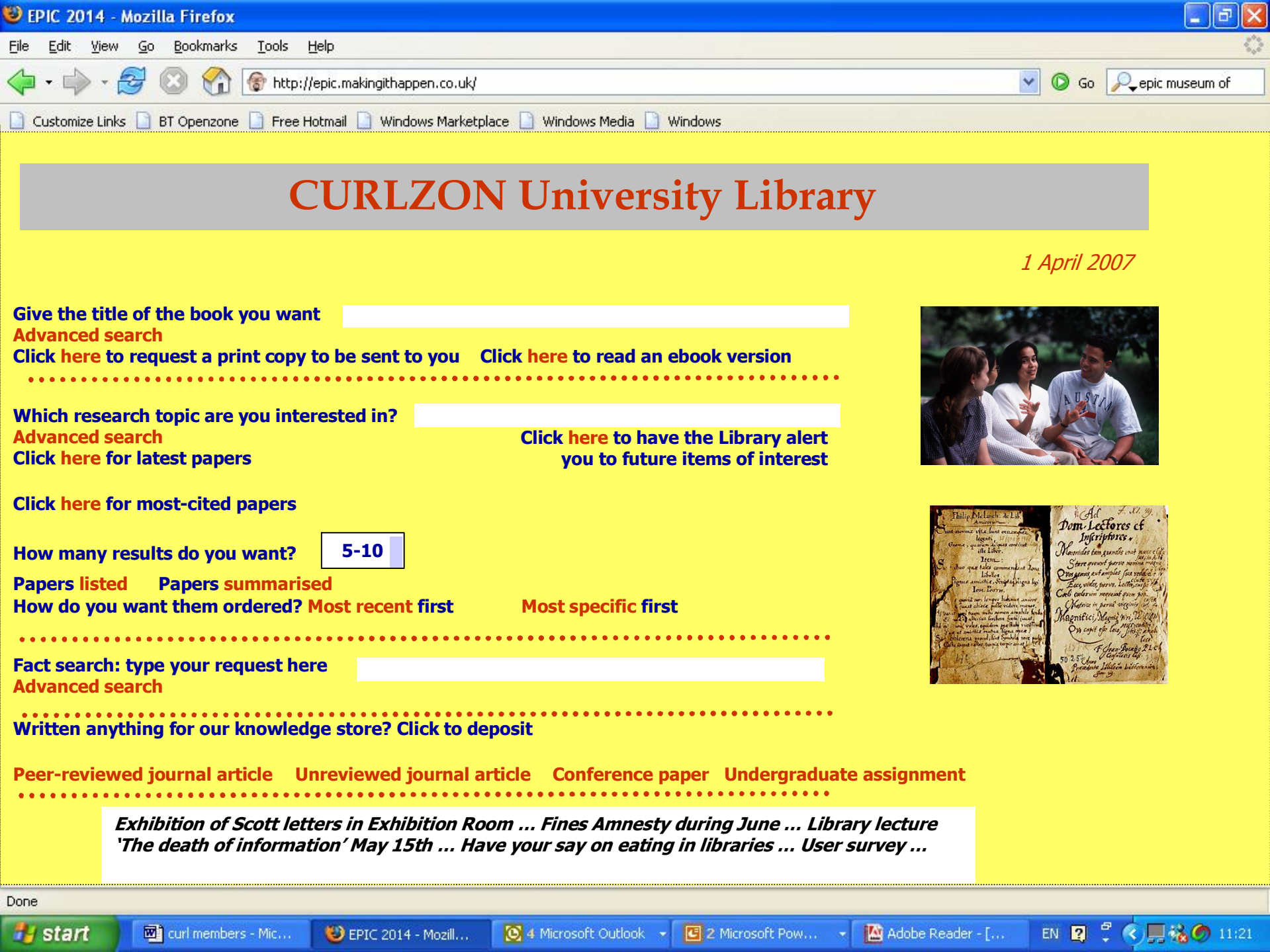
The end of the road for libraries?



Only if ...

- We continue with handcrafted solutions for metadata
- We don't think boldly about what users want and expect from a library portal
- We don't value our collective power as a major research content owner and provider
- We don't pool our resources to build a Googlezon of our own ('CURLZON'?)





CURLZON University Library

1 April 2007

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Exhibition of Scott letters in Exhibition Room ... Fines Amnesty during June ... Library lecture 'The death of information' May 15th ... Have your say on eating in libraries ... User survey ...

Done

Not the end of the road, but beginning the construction of a new one?



Thank you!

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