



Program Overview

Google and Your Patrons

I. Google vs. Libraries: Myths and Realities

- Introduction – why do we need to focus on Google
- Sustaining the library’s relevance to the user community
- Media portrayals – the imagined battle
- Changing needs and behaviors of information seekers
 - Demographics of users (millennials, sunshine generation – how do these new user groups respond to Google vs. libraries)
- Establish an overarching theme for this presentation – that librarians need to understand Google and the search engine environment because it is now a viable and necessary resource for finding information. However, the goal should be to promote Google as just one option in the universe of information resources, and to develop user education that creates awareness about the full spectrum of information options – and when those options are appropriate to different information needs.

II. Knowing the Competition

- Google is not the only competition – but the symbol
- Importance of environmental scans – knowing about internal and external threats to the library
- How does Google work (what makes it special – better than its competitors)
- Google’s unique features
 - Google Scholar (Peter Jasco’s findings)
 - Google Print
 - Other Google Tools
- Importance of differentiation – need to emphasize and capitalize on how libraries (and their resources) offer value not provided by Google

III. Googlelization

- What do we mean by Googlelization (librarians and others who believe information resources must be like Google if information seekers are to use them)
- Provide examples (e.g. federated search)
- Concerns about “anti-Google” backlash
- Role of user education (resisting Googlelization)



IV. GoogleMigration

- What do we mean by GoogleMigration (believing the answer to Google is to make library resources accessible by Google by integrating them into Google)
- OCLC Worldcat Project – finding library books in Google
- Database aggregators working with Google
- Pros and Cons of GoogleMigration – how do libraries leverage it

V. The Librarian's Goal

- Despite what Google does we must keep sight of the objective – connecting users to high quality information
- How do librarians succeed in a Google universe
- Strategies for managing in a competitive environment

VI. Keeping Up With Google

- Why librarians need to be Google/search experts
- Sources for keeping up with Google
- Creating a strategy for keeping up