We've Been Googlized:
Our Experience with Mass Digitization at the Art, Architecture, & Engineering Library, University of Michigan

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ARLIS/NA, Denver
May 4, 2008
Googlized??

Google!

Library
The Beginning

Dec. 14, 2004

Announcement of partnership between Google and the University of Michigan, and Harvard, Stanford, Oxford, and NYPL to digitize large portions of, if not their entire collections.
What did you say?

Let’s digitize all of it:
all 7 million volumes!

How long will it take?

5 or 6 years,
saving us 1,000 years!
The process

• Empty book trucks arrived at the library
• Books were removed from library shelves
• Filled book trucks went to Google to be scanned
• Scanned materials were returned to the library

Turnaround time: 5-10 working days
What we told people

• Start date
• Turnaround time – 2 weeks
• Link for more information
• Options for obtaining material
• Person to contact if there were problems...
Were there problems?

- ARCH 660 – Masters Thesis course
- Bibliography and summary due in 7 days
- Over 10,000 Architecture books out at Google
Our Response to the “crisis”

- More communication:
  - More signs
  - Weekly email messages with more specific information
- Even more alternatives for obtaining materials
- Web site of the call number ranges being digitized at any given time
So how do they do it?
“What’s in it for us?”

- Complete digital files of our print collection
- Local control over content
- Improved access to fulltext
- Sharing of content to the extent that copyright law allows
- Preservation of the content of our collection
The catalog record provides an MBooks link and a Google Books link.
the proposed diagonal street system of our plan—the convenient and time saving feature of this system is apparent at a glance. Country turnpikes and their relationship to the metropolis should be inseparably interlinked and that is especially true in considering Chicago’s welfare and her outlying suburban cities, when we realize that the population of the twenty-four cities and villages on these circles amounts to 250,000, and will continue their growth in proportion to their relationship to the city of Chicago and
MBooks Features in Development

Title page image from the catalog

Search within the book from the catalog
Search Results within Context

Title more » Chicago welcomes you, by Alfred Granger, with an introduction ...

Your search for burnham plan matched 6 pages in this item.

Viewing results for: 1 to 0 of 0 pages

sequence #11 - 2 matching terms
... HOW CHICAGO BEGAN 25 what she is today, such as the World's Columbian Exposition, the Burnham Plan of Chicago, the purifying and straightening of the Chicago river and many others. I ...

sequence #107 - 3 matching terms
... the most complete libraries of art in the United States. Leading off from the Ryerson Library is the Burnham Library of Architecture so named in honor of Daniel H. Burnham, the originator of the Plan...

... from the Ryerson Library is the Burnham Library of Architecture so named in honor of Daniel H. Burnham, the originator of the Plan of Chicago. Passing under the great stairway, which is not yet completed according to order...

sequence #110 - 3 matching terms
...IUW Library Gal. 1 - Children's Room Gal. 2 - Burnham Library Gal. 4 - Class Room Gal. 5 - Classics Art - Originals Gal. 6 - Reproductions Gal. 9, ...

... a Hall Garley Memorial Collections Gal. 12 to 18 - Prints and Print Library, to MAIN FLOOR PLAN PLAN OF THE...

... Garley Memorial Collections Gal. 12 to 18 - Prints and Print Library, to MAIN FLOOR PLAN PLAN OF THE...

sequence #124 - 3 matching terms
... n association in the city, came forward to back the architects as it had done in 1892 when Mr. Burnham proposed his "Plan of Chicago." Mr. Rosenwald accepted the idea of locating his museum in...

... city, came forward to back the architects as it had done in 1892 when Mr. Burnham proposed his "Plan of Chicago." Mr. Rosenwald accepted the idea of locating his museum in this famous building ...

... s of the building were in the possession of Graham, Anderson, Probst and White, the successors of Burnham and Atwood the original architects, and to them was entrusted the task of exactly restoring...

sequence #158 - 2 matching terms
... a wide, a narrow cobble-stoned street from Randolph to the old wooden Rush Street Bridge. The Burnham plan, which has been so faithfully carried out by

Click on a link

ARLIS/NA, Denver
May 4, 2008
CULTURAL CHICAGO

The present building, designed by Mesers. Shepley, Rutan and Coolidge of Boston was begun in 1891 and completed before the opening of the World’s Fair in 1893. During that exposition it was the seat of many notable functions, pageants and gatherings of which the most famous was the Parliament of Religions when delegates of every known religion and sect discussed together that most important of all questions. In the center of the Michigan Avenue building is a large auditorium known as Fullerton Hall where many congresses are held and where, from October until May lectures are given during the week upon all matters connected with the study of the Arts.

Directly opposite Fullerton Hall on the main floor is the Ryerson Library of Art, the gift of Martin A. Ryerson and one of the most complete libraries of art in the United States. Leading off from the Ryerson Library is the Burnham Library of Architecture so named in honor of Daniel H. Burnham, the originator of the Plan of Chicago. Passing under the great stairway, which is not yet completed in accordance with the architect’s design, one comes out upon the gallery of Blackstone Hall. In this hall is housed a duplication of the famous collection of architectural fragments which is in the Trecadero Museum in Paris. This collection was sent to Chicago by the French Government for the exposition of 1893 and at the close of that exposition was presented to the city of Chicago by the French Republic. Crossing the bridge which connects the east and west galleries of
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• Preview to save time
• Search full-text - ability to find information not indexed elsewhere
• Browse full-image materials not easily accessed elsewhere
• Make serendipitous discoveries
Example: Full-text information

Google Book Search

paintbrush invention

About this book

China's Backgrounds: A Brief Survey of Her Culture
By Tien-lai Huang, Stewart A McWilliams

Published 1928
Hefty Press
China
49 pages
Original from the University of Michigan
Digitized Jul 18, 2006
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1 page matching paintbrush invention in this book

a military man—Wang Tien, the general who helped Chih Huang-ti to build the Great Wall of China about 250 B.C. This invention of the paint brush was one of the factors that caused the rebirth of Chinese art under the Buddhist influence which became strong
China’s Background

are some pieces of silk fabric dug up by Sir Aurel Stein about twelve years ago in a cemetery in Chinese Turkestan. Experts believe that these pieces date from the first century B.C. The designs on them are dragons, animals and birds, horsemen, cloud scrolls, and flower stems—almost exactly the same as those found in the Chinese silks of the past century.

The Chinese originated the art of making artificial flowers in silk and embroidery. This art was so highly developed that when one of the Emperors issued an order that the flowers and shrubs in his garden must bloom all the year round, his gardeners had artificial flowers and shrubs made for use in emergencies.

Embroidery and silk weaving were the predecessors of the art of painting. Down through the ages the designs of embroidery and silk have supplied the motives for the decoration of other materials. Embroidery was really the first type of Chinese painting. It was called needle-painting.

Strangely enough the paint brush was invented by a military man—Mung Tien, the general who helped Chih Huang-ti to build the Great Wall of China about 250 B.C. This invention of the paint brush was one of the factors that caused the rebirth of Chinese art under the Buddhist influence which became strong from the beginning of the Christian era on.

The Spirit of the Brush
Example: full-image materials
FASHION PLATE

OF

KNOX, "THE HATTER"

FALL AND WINTER STYLES

1893 - 4.

(Order from numbers.)

29
HANOVER 5 DEEP 1 3/4 BRIM.

30
HANOVER 5 3/4 DEEP 1 3/4 BRIM.

31
HANOVER 5 3/4 DEEP 1 3/4 BRIM.
Example: Serendipitous discovery

Johannes Vermeer and the Natural Philosophers
The Parallel Search for Knowledge during the Age of Discovery
GIANTS OF DELFT

ROBERT D. HUERTA
Impact of Google Books on libraries

• Addresses preservation and possibly space issues
• Promotes collections
• Benefits smaller libraries
• Enhances collaborative efforts - Committee on Institutional Cooperation (CIC)
CIC Google partnership --
The Shared Digital Repository (SDR)

• Google to identify unique collections across all 12 CIC universities and digitize up to 10 million books
• Project to take 6 years with opportunity for renewal
• Google will provide CIC with digital copy of materials in public domain and store in-copyright material for release as warranted
• CIC will create a Shared Digital Repository
Impact of Google Books on publishing

• Copyright laws and fair use
• Sales
  – New marketing opportunities
  – Revitalize out of print market
  – Increase in online sales market
"At first we were afraid of putting excerpts of our books on Book Search. We thought people might read and then leave. Instead, Google has proven to be a powerful marketing tool. Last year, for example, Springer experienced increased sales of our backlist, after we started making our titles available through Google."

*Paul Manning, Vice President, Book Sales, Springer*
Issues to solve and future enhancements
More information about the Michigan Digitization Project and MBooks

The Webpage:  
http://www.lib.umich.edu/mdp/

Our Library Director’s Blog:  
http://paulcourant.net/

The MDP Wikipedia Entry:  
http://en.wikipedia.org/wiki/Michigan_digitization_project

Thank you!