

# Some Useful Google Products for Online Library Services

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## Abstract:

*In this knowledge and information era, new technologies are emerging everyday which are enhancing the quality of services provided by the library and information center and reducing the physical barriers. Google was founded with the aim for organizing, disseminating and retrieving information / knowledge on the Internet, in which it has been successful to a great extent. Google is continuously making efforts to build and update its products and services to achieve the above stated objectives. At present, Google products play an important role in improving the effectiveness and efficiency and of library and its services. This article describes the Google products/services that are critical in providing library services and how they can be used effectively by libraries. The article also describes how these products can be used by library professionals to fulfill various functions and purposes of libraries and information centres.*

**Keywords:** Google Products, Google Tools, Google Services, Blogger, Google Drive, Podcast

## 1. Introduction

In this Internet age, Google is synonymous with search on the web. In the last 20 years, Google Search has grown rapidly on the World Web with the introduction of new products, acquisitions, mergers. The information explosion has created a world in which there is a challenge for librarians to find essential information from the ocean of information. Library professionals need to keep pace with modern technologies to meet the challenges with technological advancement and up gradation. As we mentioned earlier that Google was established with the aim of organizing, disseminating and retrieving information on the Internet, Google is continuously making efforts to competitively build and update its products/services to achieve the above objectives without losing its standard and quality. At present, Google products play an important role in improving the effectiveness of the library and its services. Google products / tools are used by librarians to improve services as well as by library users and even by the subject matter experts. Libraries play an important role in information management and dissemination and Google products/ tools are helping them tremendously. In this era, most of the industries and entrepreneurs are taking advantage of Google's products/services and the people who are library field, are also one of them who use the services/products of Google to make the library service accessible to the users, enhance research and academic work.

## 2. Review of literature

Ratha, Bhupendra tries to make awareness among the library and information science professionals to use Google products/services for enhancing the library and information services at zero investment. He explained the products/services of Google which can be utilized in libraries and information centers for efficient working and library staff can use Google products for fulfilling various tasks and objectives of library and information centers. Savita Nayak (2017) described the timeline of Google products and their use for enhancing the library services. She also discussed the role of Google products to develop the quality of library work. Marshall Breeding (2015) wrote in his/her books on page number 7-8 that Google Scholar is best service information seekers and researchers for both objects search and display innovative information at free of cost.

## 3. Objectives of the study

The objectives of the study are as follows:-

- To Study about major Google Products and Services.
- To access the use of google products/tools in library services
- To determine the application of different Google products and services in library services and to create awareness among LIS professional.

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- To determine the application of various google products and services for modernization library services, etc.

#### 4. Research Methodology

The study adopted theoretical, observational and experimental methodology to gather basic information about various products/services and are briefly described in this article. Second, the study used observational and experimental methodology in which the researcher presented a study of how various products/services could be used in library development, library activities and some research work. The researcher summarized how various products/services could be utilized by library professionals in libraries and information centers, based on actual and experimental experiences.

#### 5. Application of different products and services

**5.1 Google Drive:** It is one of the most useful services in Google and even more useful for library professionals. Google drive is a cloud based file storage and synchronization service which provides it's services to user via Gmail to store upto 15 GB data in various formats like Pdf, doc, xls, ppt, mp3, mp4, jpeg etc. This service is running since April 24, 2012. It also provides a facility for sharing and linking of uploaded files. Libraries can also use the Google Drive for storing linked e-books, e-magazines, e-magazines, e-newspapers, e-newspapers etc. on the library's website or blog. They can give library users access to files uploaded to Drive, which can be accessed anytime, anywhere, if internet access is available. In this way it is 24x7 important tool for developing e-library.



**5.2 Google Books:** Google Books formerly known as Google Print when it was introduced at the Frankfurt Book Fair in October 2004 and Google changed the name of this service from Google Print to Google Book Search in Nov 2005. It is an online library where digital copies of millions of books are freely / limited access, available to online book readers. There is an agreement between google and publishers of books for digital publication and it is being uploaded on google servers according to certain rules. The librarian can link Google books with their library websites/blogs for users. Users can also search/check the bibliographical descriptions of available books and share the link of a particular book to library users.



**5.3 Google News:** Google News is a news aggregator service developed by Google (Krishna Bharat) in September 2002 to organize news articles on the web. Currently Google News covers articles in 35 languages from authentic news publishers and the press and the service has been described as the world's largest news aggregator. Librarians may create a separate onscreen news section in the library to display the latest news on the computer screen through Google News. Most of the readers of libraries are interested in news and through this, online news service can be provided to the readers through their blog or website.



**5.4 Google Site:** At present, online library service is becoming mandatory and without a website it cannot be operated. Google site is a web page designing tool launched by Google on 28 February 2008. In June 2016, Google introduced a complete rebuild of the Google Sites platform, named the New Google Sites, along with transition schedule from Classic Google Sites. Google Sites is a structured web page creation tool included as part of the free, web-based Google Docs Editors suite offered by Google. The service also includes Google Docs, Google Sheets, Google Slides, Google Drawings, Google Forms, and Google Keep. It provides the facility to create a personal library website to display the details of library services. Libraries can create a free website with the help of the Google site that provides facilities to display e-library services, useful links, library

rules, staff information, information about collections, etc. Librarians can link their WEBOPAC of libraries on the google site and can also attach linked files from the google drive.



**5.5 Google Classroom:** The utility of online education increased during the Corona period and for this, the use of online tools was started by teachers as well as librarians. **Google Classroom** is a free online learning platform developed by Google and it was released on 12 August 2014. It is working as an online classroom at remote level in which librarian can share e-reading material, Library education, about reading material, etc. Librarians can arrange library classes on this app where librarians and library staff can share some library activities, stories, poems, ppt, pdf, etc and receives it collect book reviews, reference queries and feedbacks.



**5.6 Blogger:** Blogger is a free service from google for its users to develop a personal website/page or a blog as a platform for their business. It was developed by Pyra Labs on 23 August 1999. It is working under google since 2003. It offers a limited number of free domains to the customers. It is very helpful for providing services as many services of e-library can be made accessible to the users. Librarians and library professionals are using blogger for many purposes like:

- Displaying the library catalog as BLOGOPEC
- To link e-newspapers, e-journals, e-lectures, e-books etc.
- To create and display an online library notice board on the library blog.
- To create a chat room for a user friendly communication between library staff and users.



**5.7 Google Translator:** Literature is being published in many languages all over the world and no person is the expert and well versed in all languages. In such a situation, Google Translate is no less than a boon. Google translate is also an excellent service of google which was launched by google on 28<sup>th</sup> April 2006. It provides free translation facility in 109 languages. Translation service is an important library service and libraries can provide translation service to their users through it. With the help of google Translate, library professional can translate their user's information from one language to another.



**5.8 Google Calendar:** In the present busy life, calendar is needed in every sphere of human life. Google calendar provides facility to create and manage regular work/schedule for a week, month or year and this free service is also useful in libraries. It also provides an alarm feature by Gmail to remind the user of the schedule. Google Calendar was launched on 13<sup>th</sup> April 2006 by Google. Library and Users both can create their own event calendars like library week, reading month, special days, birthday of great personality, national and international days and exhibit their day specific collections etc.



**5.9 Google Form:** Google Forms may be a survey administration code enclosed as a part of the free, web-based Google Docs Editors suite offered by Google. The service conjointly includes Google Docs, Google Sheets, Google Slides, Google Drawings, Google Sites, and Google Keep. Google Forms is barely out there as an online

application. Google kind may be a service for assembling primary information for survey or analysis. It was started by Google in 2014. It provides facilities for making questionnaires, quizzes etc in addition as analysis and graphical presentation of knowledge terribly simply. Librarians will use constant kind to review and collect primary information from library users, analysis support, etc. Librarians can organize on-line quiz competitions through numerous forms. They will conduct library awareness survey with the assistance of Google kind.



**5.10 Google Scholar:** Google Scholar is an internet search engine designed to locate scholarly information, articles, abstract, theses, books, preprints, reports, etc. It provides a great way to broadly search for scholarly literature. It was launched on 20<sup>th</sup> November 2004 by Anurag Acharya and Alex Verstak. User can freely use google Scholar. It is also a beneficial tool for building academic profile of scholars, proficiency of the institute, etc. Librarians can initiate or carry on many researches done by teachers, research scholars, professors, students etc. in their institution or college. Librarians can also link all research reports, articles, research papers, classmates, project reports.



**5.11 Google Virtual Keyboard:** Google is also providing multilingual virtual or onscreen keyboard since 2016. It perfectly diagnoses typing problems and problems regarding the regional language. In this way, even if a library employee does not know the typing of Hindi or any other regional languages, he can do typing work with the help of this.



**5.12 Google Meet Hangouts:** Google Meet is an updated version of Hangouts that was launched on 15<sup>th</sup> May 2013 by google as a chat, voice, video conferencing and messenger app. Hangouts was updated on time and now changed from March 2017 and invaluable facility to conduct video conferencing for up to 100 participants for 1 hour. The Google Meet been very effective specially during the Covid-19. Librarians can use google meet to organize online meetings to make them aware of the library's services and to demonstrate the rules of the library, to give directions for upcoming events and an orientation program for new library users.



**5.13 Google Podcast:** The word podcast is a combination of the word 'pod' meaning playable on demand of iPod, a digital audio player of the Apple company, and the cast of radio broadcast. In 2004, the credits for the invention of podcasting go to former MTV video jockey Adam Curry and software developer Dave Wiener. Mobile, MP3 player or any other portable device can be downloaded and listened to, stories etc. which are stored as audio files and called computer podcasts. Audio files from podcasts can also be shared (maximally) with other people when needed. The process of storing information in a web podcast in the form of audio files is called podcasting and the person who creates the podcast is called a podcaster. As far as 'vodcast' is concerned, vodcast is also a podcast that contains video content. The word 'vodcast' comes from a combination of the words 'video' and 'podcast'. For video podcasts, you need a podcatcher capable of playing videos. This is a very useful google tool for libraries, especially children's libraries and public libraries and libraries for differently able people.



**5.14 Google Map:** Today, if you want to know the address of an institution or any place, search on Google and the correct location is on the screen. Google Maps is a web mapping platform and It is a satellite based imaginary system which was developed by Google in 8 February 2005. It works on the basis of 360° panoramic angle imaginary capturing for the whole world anyone can use it smoothly with the help of the Internet. Library can serve it as a geographical resource to users and displayed library location and route by Google map along with providing it's location of extension services conducted outside library premises if any.



## 6. Suggestion

Google is certainly a great tool to organize library collections in more advanced, approachable, and accessible form. So it is suggested that Libraries can attract it's users in virtual world with this wonderful online tool. Library apps can be developed and Google products may be used to provide WEBOPAC, details of Library collections, links of contents, eNewspapers, eJournals, eMagazines, eBooks. User centered eLibraries can be developed with the help of Google products and services, which will be available for library users 24x7 without location and reasonable space boundation. Online SDI, CAS, translation services will become easy and convenient to help researchers, scholars, scientists and common users. Links of Google products and services can be used to generate shareable Google form, Google doc, Google map, Google sheet etc. to share catalogue or bibliographical details, users and library research data, library orientation videos, library reports among libraries and concern users. The QR code of such links can be generated to make it more attractive and easily accessible via interactive devices.

## 7. Conclusion

With an aim to organize the world's information and to make it universally accessible and useful, Google is providing various services and products. In this era, most of the business people are taking advantage of Google's products/services and library business people are also one of them who use the products of Google to make the library service accessible to the users, enhance research and academic work. These powerful Google products/services can be used in libraries for modernization and standardization of library product and services and for the benefit of library users.

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