2.
Application of Google Products/Services in LIS Profession

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Abstract:

The study 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. The paper reveals the products/services of Google which can be utilized in libraries and information centers for efficient working. The paper also describes how librarians and library staff can use google products/services for fulfilling various tasks and objectives of library and information centers. The researcher has given several suggestions to library professionals regarding the use of google products/services in library and information centers.

Keywords: Social networking, Google app, LIS Online Societies**.**

1. Introduction:

Google was established with the aim to organize, disseminate and retrieve information/knowledge on the internet, in which it has also been successful to a great extent. Google has constantly been making efforts to create and update its products/services to achieve the above objectives. Most of the people in this era are taking advantage of Google's products /services like ordinary people, businessmen, teachers, doctors, engineers, politicians, actors, police, researchers, etc. Librarians are also one of them who are using Google's products/services for enhancing the library service, their research and academic works. There are many Google products/services/tools that can be useful and beneficial to library users, librarians, library staff etc. In this way, this study proves to be necessary to familiarize library professionals with google products/services.

2. Review of literature:

(**Pawar, Harshal Bhimsen., 2019**) reviewed 38 google tools which make library services effective and also explained how library professionals can use these google products/tools in the library. (**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 the best service for information seekers and researchers for both objects search and display innovative information at free of cost. (**Ultius, 2016**) published an essay entitled "Google: The most valuable company in the world", in which Ultius explained the strategies, hard work and innovative thinking of Google which made it reach at this level.

3. Objectives of study:

The objectives of study are as follows;
a) To study of Google products/services
b) To make an awareness among LIS professionals regarding the use of google products/services
c) To determine the application of google products and services in LIS field.
d) To explain how Google and its tools help us in our research work.

4. Methodology:

The study adopted theoretical, observational and experimental method, in which, first, the

researcher found the basic information about google products/services and briefly explained in this paper. Second, the study used observational and experimental method wherein researcher plasticized google products/services and used them in library works, tasks, activities and some research work. As per the experimental experiences of researcher, he briefly described that how google products/services can be used by library professionals in library and information centers.

5. Application of Google products and services.

5.1 Blogger:

It is a free service of Google for their users to develop a blog as a personal diary for his/her business. It was developed by Pyra Labs on 23rd August 1999. It has been working under Google since 2003. It provides domain to customer free of cost as limited.

[5]

5.1.1 Application in library

Librarian and library professionals are using blogger for many objectives like

- To display library catalogue as BLOGOPAC
- To link e-newspaper, e-journals, e-lectures, e-books etc.
- To make and display an online library notice board on library blog.
- To create a chat room for making a user friendly communication between library staff and users.

5.2 Google translator

It is also an excellent service of Google which was started by Google on 28th April 2006. It provides translation facility in 109 languages at free of cost.

[6]

5.2.1 Application of Google translator in library

With the help of Google, library staff can translate their user's information from one language to another.

5.3 Google calendar:

Most of the people in the present era are busy in their business and other works and they have lack of time to manage routined life. I think Google calendar is the best solution for solving this problem which was launched by Google on 13th April 2006. It serves the facility to create and manage routine work/schedule for a week, month or year. It also provides an alarm facility to remind the user's schedule by gmail.com. Users can also create their own events calendar like special day, birthday, anniversary, etc.

[7]

5.3.1 Application in library: This Google service is also useful in libraries because

- Librarians can create an annual schedule of library activities on Google calendar like international books day, Librarian's day, copyright day, environment day, science day etc.
- Reminder set to due date of issued books.
- Make some entries for library events like books fair, books exhibition, etc.
- Add library events.
- Birthday reminders of users (Faculties and students) to wish him/her.

5.4 Google form:

Google form is a service to collect primary data surveys or research. It was

started in 2014 by Google. It provides facilities to create a questionnaire, quiz etc as well as analysis and graphical presentation of data with very ease.

5.4.1 Application in library

Librarians can use Google form for collecting the review and primary data from library users, research support etc. Librarians can organize online quiz competitions by Google forms. They can do library awareness survey with the help of Google form.

5.5 Google Scholar:

It is a research based app wherein researchers keep their research outputs, reports, books, theses, articles, papers, abstracts etc to display in full text, bibliographical or abstract form. It was launched by Anurag Acharya and Verstak on 20th November 2004. Users can freely access Google Scholar.

5.5.1 Application in library:

It is also a beneficial tool to build academic efficiency of the institute. Librarians can initiate or lead to create on account of his/her institute or college wherein many research done by teachers, research scholars, professors, students etc. Librarian can also link all research reports, articles, research papers, classmates, project report on the single platform as index of scholarly works of institute.

5.6 Google virtual keyboard

Google has been also providing the facility of multilingual virtual or onscreen keyboard since may 2016. It solved problems regarding regional language.

Now, Google users can work in their regional language also.

5.6.1 Application in library

In our country many languages are used in different regions for their office work. Librarians have to do some correspondence work in their regional language. Librarians and library staff can use it for correspondence work (notice, letter, reminder etc.) of libraries in regional languages.

5.7 Google hangout/meet:

Google meet is an updated version of hangout which was initiated on 15 May 2013 by Google as a chat, voice, video conferencing and messenger app. Hangout timely updated and now it replaced meet from March 2017 gives priceless facility to organize a video conferencing up to 100 participants for 1 hour.

Hangout   Google Meet

5.7.1 Application in library:

Librarians can use Google meet to organize an online staff meeting to instruct for upcoming events and an orientation program for new library users to make awareness about library services and display the rules of the library.

5.8 Google map

It is a satellite based imaginary system which was developed by Google in 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.

Google Maps [13]

5.8.1 Application in library:

Librarian can serve it as a geographical resource for users and display library location and route by Google map

5.9 Google drive

It is a cloud based space which provides gmail users for storing 15GB data in various formats like doc, pdf, xls, ppt, mp3, mp4, jpg etc. This service has been running since April 24, 2012. It also provides a facility to share and link uploaded files.

 [14]

5.9.1 Application in library

Librarians can use Google Drive for storing e-books, e-journals, e-magazines, e-lectures, e-newspapers etc. linked on a library website or blog. They can provide access to library users for uploaded files on drive which can be used anytime, anywhere if the internet facility is available.

5.10 Google books

It is an online/virtual library which was launched in 2015 where digital copies of millions of books are available freely/limited to online book readers. There is a contract between Google and publishers of books for digitalization and uploading it on the server of Google as per some fixed rules. Earlier it was known as Google print.

 [15]

5.10.1 Application in library

The librarian can link Google books with their library websites/blogs for users. He/She can also search/check the bibliographical descriptions of available books and share the link of a particular book to library users.

5.11 Google news

It was initiated by Krishna Bharat in September 2002 to organize news articles on the web. At present Google news covers articles in 35 languages from authentic news publishers and press.

 [16]

5.11.1 Application in library

Librarians can make an onscreen news section separately in the library for displaying latest news on computer screen through google news. It would be very useful for updating current affairs.

5.12 Google sites

It is a web page designing tool launched by Google on 28 Feb 2008. It provides facilities to create a personal website to display our thoughts, details of products, services or business.

 [17]

5.12.1 Application in library

Librarians can make a free website with the help of Google site which provides facilities to display library rules, images, videos, audios, staff information, updates or notice boards etc. Librarians can link their WEBOPAC on Google site to the library and also linked files from Google drive.

5.13 Google classroom

It is working as an online classroom at a distance level in which teachers can share reading materials, assignment to their students. It was released on 12th August 2014.

 [18]

5.13.1 Application in library

Librarians can arrange library classes on this app where librarians and library staff can tell some stories, poems or general knowledge etc.

5.14 Google open office

It is an online word processor tool that provides facilities to work on documents same as MS-word. It also contains some other word processing software like Google Sheet, Google Slides etc. All these softwares are available in Google Doc. Google doc was launched on 09 March 2006 which was experimented by Sam Schillace, Steve Newman and Claudia Carpenter.

 [19]   [20]   [21]

5.14.1 Application in library

Librarian can use Google Doc for letter writing, documents formatting, reminding, ordering, noticing, and corresponding to library users, publishers and other professionals. Same as Google Sheets can also be used for analyzing data regarding various aspects like acquisition, circulation, users' survey etc. Librarians can use Google Slides to take/organize user orientation, awareness programs, interaction programs etc.

5.15 Google Contacts:

Google Contact was initially released by Google on 3rd March 2015. It is like an address diary, in which Google users can save the information of mobile number, email ID, designation and organization of people. The contact details can also be imported and exported.

 [22]

5.15.1 Application in Library

Many times we keep searching for contact details of someone for communication, but we forget where the details of that person are written. Google contacts can be used to save contact details of users, library employees, publishers and others for correspondance.

5.16 Google Shopping

Google Shopping is an online shopping website that provides information about most of the products available in the market as well as comparing the product's prices and discount rate with their vendors/distributors. Earlier, it was invented by Craig Nevill-Manning on 12th December 2002 entitled "Froogle" but in 2012 it was renamed as Google Shopping.

 [23]

5.16.1 Application in library

With the help of Google Shopping, a librarian can search information for purchasing many items online, such as books, furniture, stationery, computer accessories, photocopy machines, RFID machines. There is no need to compare the price of items for librarians because Google shopping already displays comparative rates for all products with the information of their vendors or distributors on a discount base.

6. Suggestions

There are many suggestions for library and information science professionals to use Google products/services/tools in library and information centers to develop the online and techno based library services. Some important suggestions are as follows;

- First of all, all the LIS professionals must create a Google account to use its products/services.
- The LIS professionals should use Google products/services/tools and make a self awareness about it or attend some practical workshops.

- LIS professionals should use Google doc, sheet, slide for office work instead of MS-office because these are more secure and comfortable to work anywhere at any time.
- LIS professionals should create a library blog or website on blogger/Google sites to display their library and its services. They should use their blog as an Open Access Virtual Library like this https://libgcs.blogspot.com/
- Google scholar should be used to present innovative ideas, research papers, articles, project reports regarding library and information science.
- Google meet and classroom are better platforms to connect online with the library users for orientation, so, these types of meetings with users should be organized by librarians.
- Librarians should create their annual library activities calendar on Google Calendar.
- Google form should be used to organize online quiz competitions on various topics like current affairs, general knowledge etc. that will encourage library users for reading.
- Google Books is a library in itself where millions of books are available legally, which should be linked by the library to its website as per choice/taste of library users.

7. Conclusions

Looking at the needs of the present society, Google has been periodically innovating its new products/services as well as updating old products/services, so that Internet users should not be inconvenienced by working online. This is one of the best qualities of Google. It is constantly engaged in making its products excellent and user friendly. In view of the changing nature of libraries, librarians will also have to develop libraries using more and more such products/services, for which the suggestions given above should be followed.

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