Hassan Mehdi

Google Print: An Overview

Google Inc.'s "Google Print" project consists of an ambitious attempt at the large-scale digitization of books, thereby making them accessible to the general public by means of full-text searching via Google's search engine interface. In order to accomplish this end, Google is currently in the process of scanning and uploading entire library catalogs from five major institutions. Unsurprisingly, this undertaking has sparked concern and protest amongst various ranks with regard to the morality as well as legality of the project.

Criticisms of the "Google Print for Libraries" project primarily take on three forms: firstly, the issue of *the violation of copyright*; secondly, that of *the commercialization of public bodies of knowledge*; and lastly, the conceivable *Anglo-Saxon hegemony* in the global dissemination of knowledge.

The digitization process

Three US university libraries, one British university library as well as an American public library are currently contributing their resources to "Google Print for Libraries". Definitive figures as to the projected total number of books scanned have not been made public, yet speculations bring forth the following figures: **Harvard**: 40,000,[1] **Stanford**: 2 million,[2] the **University of Michigan**: 7,8 million,[3] **Oxford University**: up to one million[4] and the **New York Public Library**: between 10,000 and 100,000.[5]

A wide range of titles can be found amongst the books scanned - from poetry collections to dictionaries, to novels; every conceivable written work can potentially be included in the

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[1] The Chronicle of Higher Education, „*Google Will Digitize and Search Millions of Books From 5 Leading Research Libraries*", The Chronicle Daily News 12/14/2004 <http://chronicle.com/free/2004/12/2004121401n.htm> [August 9, 2005]

[2] Quint, Barbara, „*Google and Research Libraries Launch Massive Digitization Project*", Information Today <http://www.infotoday.com/newsbreaks/nb041220-2.shtml> [August 10, 2005]

[3] The Chronicle of Higher Education, „*Google Will Digitize and Search Millions of Books From 5 Leading Research Libraries*", The Chronicle Daily News 12/14/2004 <http://chronicle.com/free/2004/12/2004121401n.htm> [August 9, 2005]

[4] Quint, Barbara, „*Google and Research Libraries Launch Massive Digitization Project*", Information Today <http://www.infotoday.com/newsbreaks/nb041220-2.shtml> [August 10, 2005]

[5] The Chronicle of Higher Education, „*Google Will Digitize and Search Millions of Books From 5 Leading Research Libraries*", The Chronicle Daily News 12/14/2004 <http://chronicle.com/free/2004/12/2004121401n.htm> [August 9, 2005]

project.[6] Formal criteria for selection have not been issued by Google, thus, the selection of books for the digital collection are left up to the discretion of the individual institutions.

Thus, with the exception of the libraries' mutual agreement not to expose rare or delicate books to the digitization process, each library offers different grounds on which they have elected certain works to be included. **Harvard**, for example, currently only provides Google with randomly selected books from their staple of seldom-requested works, in order to maintain a sense of normalcy within the daily workings of their library. The **New York Public Library**, on the other hand, are providing Google with books which they think will appeal to the largest possible audience.[7] On the whole, some gray areas regarding the selections process still remain, such as how Google, without specifying exact selection criteria, seeks to avoid making duplicates whilst simultaneously drawing books from five large catalogs.

Once the scanning of the books is complete, Google presents the digital versions in three separate ways, according to whether the book was provided by a.) a publisher, or b.) a library and belongs to the "public domain" (i.e. if copyright no longer applies), or c.) a library and it is still under copyright. Depending on which case applies, users of Google Print receive varying levels of access to the book: in the case of public domain works, a full-text representation, which can be virtually leafed through from front to back is made accessible. For copyrighted material, the user is only presented with short excerpts, or "snippets", and with material provided by publishers, no more than 20% of the book is accessible. For a graphic representation of these scenarios, it may be advisable to visit <http://print.google.co.uk/googleprint/screenshots.html>.

In all three cases, the user is given the option of purchasing a hard copy of the viewed book, by means of a web-link to an online-retailer such as Amazon.com.

As a brief illustration, if one were to run a search for the term "Hamlet", Google Print would come up with a list of various titles, each bearing some relevance to the term, with Shakespeare's drama topping the list. With a single click, one is presented with the first page of the play, yet, as of this point, one can proceed no further. Below a prominently-positioned publishing logo, Penguin in this case, the user finds various links to other websites which enable a purchase of the play in its traditional "hardcopy" form - the digital copies of the

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[6] Association of American University Press, *Open Letter to Google Inc.*, AAUP <http://aaupnet.org/aboutup/issues/0865_001.pdf> [August 10, 2005]

[7] The Chronicle of Higher Education, „*Google Will Digitize and Search Millions of Books From 5 Leading Research Libraries*", The Chronicle Daily News 12/14/2004 <http://chronicle.com/free/2004/12/2004121401n.htm> [August 9, 2005]

works are unavailable to the public, as they belong exclusively to Google Inc. and the contributing institutions; wherein we can begin to identify the root cause of the following three problems:

Copyright infringement

Google Inc. initially only launched "Google Print for Publishers" in October of 2004. This project was widely accepted by most publisher's associations throughout the United States, since it exclusively involved books that were explicitly cleared by their respective publishers. Furthermore, the project served the interests of both parties in a financial sense. In due time, **Google Inc**. began realizing its second project: "Google Print for Libraries", which was operative as of December 2004. It is with regard to this second project, that several professional associations have leveled criticism at **Google Inc**. for allegedly committing copyright infringement on an unprecedented scale.

"Fair use"

Two associations most prominently involved in the dispute, are the **Association of American University Press**, (**AAUP**), and the **Association of Learned and Professional Society Publishers**, (**ALPSP**). They maintain that although, (in **Peter Givler's** words, executive director of the **AAUP**), **Google**'s vision is "enormously seductive",[8] the bottom line remains that **Google Inc**. is attempting to realize it in flagrant violation of existing copyright law. In a letter addressed to the senior intellectual property and product counsel at **Google**, **Givler** argues that "copyright" simply refers to "*…the right to make copies, period.*"[9] Thus, if this right is not explicitly transferred by the right-holder, any resulting copies of the work are illegal.

Google Inc. responded by asserting that they follow a very conservative interpretation of US copyright legislation,[10] and that they are acting within the parameters established by the "fair use" provision[11] - Section 107 of United States copyright law - (which the **AAUP** and the

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[8] Association of American University Press, *Open Letter to Google Inc.*, AAUP <http://aaupnet.org/aboutup/issues/0865_001.pdf> [August 10, 2005]

[9] Association of American University Press, *Open Letter to Google Inc.*, AAUP <http://aaupnet.org/aboutup/issues/0865_001.pdf> [August 10, 2005]

[10] Miller, Jason Lee, „*Google Print For Libraries Proves Challenging*", WebProNews.com <http://www.webpronews.com/insiderreports/searchinsider/wpn-49-20050714GooglePrintForLibrariesProvesChallenging.html> [August 5, 2005]

[11] Google Inc., Information for Publishers about the Library Project, Google <http://print.google.co.uk/googleprint/publisher_library.html> [August 9, 2005]

ALPSP strictly deny).[12] For example, **Google** only provides full-text access to works published in the United States prior to 1922, and in international cases prior to 1910 - so, exclusively in cases where the copyright term has already expired. For cases in which copyright still applies, **Google** merely provides excerpts of the work in question and, additionally, links to online retailers from which the full work can eventually be purchased.[13]

Such restrictions on **Google's** behalf do not change the fact that they are nonetheless producing copies of entire books, even though these may only be in-, or partially, accessible to the general public. Aside from the **AAUP's** standpoint and the criticisms of other publisher's associations, the **Author's Guild**, an organization representing authors published in the United States, issues further concerns regarding the mass collection and storage of copyrighted material. **Kay Murray**, general counsel for the **Author's Guild**, expressed concern about the fact that nobody within **Google**'s organization could assure him that their digital catalog would not fall prey to hackers or instances of digital piracy.[14]

The "beneficial product"

Counter to any such assertions, **Google Inc**. insists that, with Google Print for Libraries, they are acting in the best interest of authors and publishers alike. **Susan Wojcicki**, director of product management at **Google**, maintains that Google Print for Libraries works in the publishers' favor, since it generates more revenue by offering potential customers a taste of the books on offer.[15] **Adam M. Smith**, Google's senior business-product manager, seconds this opinion: "*We believe we're creating a product that is beneficial to publishers and to libraries -- that by allowing full-text search of the books that we would spur additional interest in books and in using books and in purchasing books in a way that will benefit all people that are interested in publishing generally.*"[16]

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[12] Association of American University Press, *Open Letter to Google Inc.*, AAUP <http://aaupnet.org/aboutup/issues/0865_001.pdf> [August 10, 2005] and Association for Learned and Professional Society Publishers, *Google Print for Libraries – ALPSP Position Statement*, ALPSP <http://www.alpsp.org/2005pdfs/Googlestatement.pdf> [August 9, 2005]

[13] Google Inc., Information for Publishers about the Library Project, Google <http://print.google.co.uk/googleprint/publisher_library.html> [August 9, 2005]

[14] Miller, Jason Lee, „*Google Print For Libraries Proves Challenging*", WebProNews.com <http://www.webpronews.com/insiderreports/searchinsider/wpn-49-20050714GooglePrintForLibrariesProvesChallenging.html> [August 5, 2005]

[15] The Chronicle of Higher Education, „*Google Will Digitize and Search Millions of Books From 5 Leading Research Libraries*", The Chronicle Daily News 12/14/2004 <http://chronicle.com/free/2004/12/2004121401n.htm> [August 9, 2005]

[16] The Chronicle of Higher Education, „*Univeristy-Press Group Raises Questions About Google's Library-Scanning Project*", The Chronicle Daily News 05/23/2005 <http://chronicle.com/free/2005/05/2005052301t.htm> [August 5, 2005]

Such statements have yet to be verified by independent market research,[17] and groups like the **ALPSP** hold fast to the notion that, regardless of any potential benefits that such conduct may bring about, **Google Inc**. is still violating copyright law.[18]

To tackle this basic premise, **Google Inc**. has often made reference to a legal precedent, intended to absolve them of any wrongdoing; *Kelly vs. Arriba Soft, No. 00-55521.* This particular case dealt with **Leslie A. Kelly's** claim that search-engine operator, **Arriba Soft**, violated copyright law by displaying thumbnail representations of images belonging to him, on their website.

The Ninth Circuit Court of Appeals ruled in favor of **Arriba Soft**, based mainly on a generous interpretation of the "fair use" provision. In order to determine whether or not **Arriba Soft**'s use of the images qualifies as "fair use", the court took the following four factors - outlined in Section 107 - into consideration: "…*the nature of the use of the work, the nature of the copyrighted work itself, the amount and substantiality of the portion used, and the effect of the use upon the potential market for the copyrighted work.*" [19]

Thus, the rejection of **Kelly's** claim that **Arriba Soft** was illegally making use of his copyrighted work, supposedly provides proof of the legality of **Google**'s current actions. Yet, the **ALPSP** and the **AAUP** contest this notion, and are quick to question whether *Kelly vs. Arriba Soft* provides sufficient legal backing to cover **Google**'s position. Specifically, the applicability of the case is being brought to the fore. Both the **AAUP** and the **ALPSP** maintain that *Kelly vs. Arriba Soft* dealt with an entirely different set of circumstances, peculiar to that case, which are fundamentally different to the current situation;[20] primarily the fact that **Leslie A. Kelly** had already taken it upon himself to make digital copies of his work and upload these - prior to any alleged copyright violation - which cannot be said of the authors concerned in **Google**'s project.

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[17] Cowley, Stacy, „*Google Woos Book Publishers*", PC World <http://www.pcworld.com/news/article/0,aid,121247,00.asp> [August 5, 2005]

[18] Association for Learned and Professional Society Publishers, *Google Print for Libraries – ALPSP Position Statement*, ALPSP <http://www.alpsp.org/2005pdfs/Googlestatement.pdf> [August 9, 2005]

[19] Samson, Martin, „*Leslie A. Kelly v. Arriba Soft Corporation*", Phillips Nizer <http://www.phillipsnizer.com/library/cases/lib_case259.cfm> [August 19, 2005]

[20] Association of American University Press, *Open Letter to Google Inc.*, AAUP <http://aaupnet.org/aboutup/issues/0865_001.pdf> [August 10, 2005]

Exit strategies

Google's last line of defense with regard to the alleged violation of copyright, is that they always offer the option for publishers to retroactively remove any affected work from the digital catalog.[21] The British **Publisher's Association** expresses some reservations about this stance though, according to **Hugh P. Jones**, the association's copyright counsel: "*It's like robbing somebody's shop and then saying, Oh, I'm sorry, I'll put the chocolate bar back if you say that's yours… That's not how property law works, especially intellectual property.*"[22]

Although the majority of the criticism so far has been leveled at Google, the institutions collaborating on the Google Print project also share some amount of blame and are therefore placed in a precarious position. To complicate matters still further, the aforementioned participating American universities, also operate in-house publishing arms which are represented by the **AAUP** and the **ALPSP**.[23]

Several of the participating institutions are aware of the legal minefield in which they are situated and therefore do not offer their participation unconditionally. All participating libraries, aside from that of the **University of Michigan**, are initially only offering a fraction of their catalogs for inclusion in the project. The **New York Public Library**, for example, has only offered works to which copyright no longer applies and that belong to the public domain in any case.[24]

The commercialization of public bodies of knowledge

The fact that a project of this magnitude is being undertaken by a private company, has quite immediate and far-reaching consequences. One of these would be the conflict of interest between academic publishing groups, (attempting to secure their subscriber-base), and various interest groups, (seeking to make access to research freely accessible), being brought to a head by Google Print.

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[21] Google Inc., Information for Publishers about the Library Project, Google <http://print.google.co.uk/googleprint/publisher_library.html> [August 9, 2005]

[22] The Chronicle of Higher Education, „*Univeristy-Press Group Raises Questions About Google's Library-Scanning Project*", The Chronicle Daily News 05/23/2005 <http://chronicle.com/free/2005/05/2005052301t.htm> [August 5, 2005]

[23] Liedtke, Michael, „*Publishers Protest Google's Online Library Project*", Live Science <http://www.livescience.com/technology/ap_050524_google_scan.html> [August 5, 2005]

[24] Quint, Barbara, „*Google and Research Libraries Launch Massive Digitization Project*", Information Today <http://www.infotoday.com/newsbreaks/nb041220-2.shtml> [August 10, 2005]

Furthermore, it remains questionable whether **Google Inc**., being a "for-profit" organization, offers the desirable platform upon which to realize the aim of immortalizing vast bodies of printed knowledge. For now, it still appears as though **Google** is acting in accordance with their mission statement: "*to organize the world's information and make it universally accessible and useful.*"[25]

Yet, signs that Google may be positioning themselves to not only dictate forms of dissemination of knowledge, but also to secure a miniature-hegemony in the commercial world, are now discernable, and rather unsettling.

A conflict of interest

Discussions over Google Print have recently rekindled the larger Open Access debate that has been raging over the past few years. In this specific case though, those who may consider **Google**'s moves a step towards an Open Access society, must carefully weigh this notion in light of the following.

The **AAUP** sees the current developments as undeniably endangering the market for academic publications.[26] **Peter Givler**, states that he sees Google's project as "…*jeopardiz[ing] the just rewards of authors and the economic health of […] nonprofit publishers…*"[27] What is dangerous about this though, is that such publishers, and their respective authors, risk becoming casualties of a situation in which the ends justify the means. As some are quick to point out, no-one has complained about the scanning and replicating of billions of copyrighted works, which Google undertakes on a daily basis in order to provide full functionality of its ever-popular internet search engine.[28]

Therefore, voices such as those of **Duane E. Webster**, executive director of the **Association of Research Libraries**, (**ARL**), who make claims such as: "*At a fundamental level, this is a very important move forward for the public's ability to access scholarly information*"[29], risk

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[25] Google Inc., *Google Corporate Information: Company Overview*, Google <http://www.google.com/intl/en/corporate/> [August 9, 2005]

[26] The Chronicle of Higher Education, „*Univeristy-Press Group Raises Questions About Google's Library-Scanning Project*", The Chronicle Daily News 05/23/2005 <http://chronicle.com/free/2005/05/2005052301t.htm> [August 5, 2005]

[27] Association of American University Press, *Open Letter to Google Inc.*, AAUP <http://aaupnet.org/aboutup/issues/0865_001.pdf> [August 10, 2005]

[28] Sulllivan, Danny, „*Forget Google Print Copyright Infringement; Search Engines Already Infringe*" Search Engine Watch <http://blog.searchenginewatch.com/blog/050525-093716> [August 5, 2005]

[29] The Chronicle of Higher Education, „*Google Will Digitize and Search Millions of Books From 5 Leading Research Libraries*", The Chronicle Daily News 12/14/2004 <http://chronicle.com/free/2004/12/2004121401n.htm> [August 9, 2005]

providing Google Print with undue backing, and further risk the creation of an unbreakable momentum in favor of private mass-digitization; regardless of the cost and the resulting power configurations.

In a similar vein, **Lawrence Lessig**, professor at **Stanford** and self-proclaimed copyright-activist, hopes that what he describes as Google's "bold" project, will lead to long overdue reforms of current copyright legislation which should facilitate public access to literature of all sorts.[30]

Profit-orientation

One must at all times be wary of what exactly one is endorsing, when considering **Google**'s large-scale digitization of copyrighted material, for it is as of yet unclear to what length **Google Inc.**, as a firm, is willing to go in order to derive capital gain from Google Print. Google Print for Libraries is currently free of any forms of advertisement on their sites,[31] but given their current trend toward commercialization, it seems to be merely a matter of time until this could change.

For now, **Google Inc.**, insists that Google Print for Libraries is not a profit-making enterprise; as they outline in the "Frequently Asked Questions" section of their website:

"*Does Google or the library profit when I buy a book from a Google Print page?*

On Google Print pages we offer links to popular booksellers where you can buy the book and, in the case of out of print books, we offer links to used booksellers. These links aren't paid for by those sites, nor does Google or any library benefit if you buy something from one of these retailers."[32]

This is, notably, the only question, regarding Google's revenue from the project, to be found in the FAQ. It must also be noted, that the question is formulated very specifically, so as not to bar the possibility of **Google** making profit through means other than solely the acquisition of a book. Hence, they reserve an escape-hatch for the possibility of making financial gains

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[30] Fister, Barbara, „*Google's Digitization Project – What Difference Will it Make?*" Library Issues Vol.25, No.4
<http://www.libraryissues.com/pub/Ll250004.asp> [August 11, 2005]

[31] Google Inc., Information for Publishers about the Library Project, Google <http://print.google.co.uk/googleprint/publisher_library.html> [August 9, 2005]

[32] Google Inc., Library Project – Common Questions, Google <http://print.google.co.uk/googleprint/common.html> [August 9, 2005]

through targeted, customer-specific, online-advertising, hosted on their various pages - as they are currently doing with Google Print for Publishers:

"*Does Google profit when I buy a book from a Google Print page?*

No, we don't. Google Print offers links to popular booksellers from whom you can buy the books you find. These links aren't paid for by those booksellers, and we gain no benefit when you buy books from them. We do earn revenue, however, from user clicks on the contextually targeted ads that appear on Google Print book pages. We share this ad revenue with the publishers of those books."[33]

American Libraries Association, (**ALA**), council member, **Mark C. Rosenzweig**, also believes that the current agreement between publicly accessible libraries, and **Google Inc.**, as a private body, runs the risk of shifting responsibility for the administration of the knowledge heritage, dangerously towards the private sector. **Rosenzweig** warns of "*a situation in which culture is entirely held hostage by commercial interests*".[34]

Proof of this can be also be found in the widely-held assertions that Google Print for Libraries cannot meet the standards that serious researchers require to carry out their work. **Steven J. Bell**, director of **Philadelphia University**'s library, believes that the ramifications of Google's moves in this direction will erode the overall ability to conduct research at an advanced level.[35] **Michael Gorman**, president of the **ALA**, seconds this viewpoint, and holds that cataloging systems traditionally employed by libraries, provide a better alternative to Google's interface, because they, amongst several other basic things, enable a contextually-specific search, which simply cannot be done with Google Print for Libraries.[36]

Eco-cultural dominance

The impending "Googlization" of the world's cultural heritage is clearly problematic, yet, not inconceivable. **Amazon.com**, arguably the world's leading online retailer of books, already offered customers - well before **Google** and after clarifying any outstanding legal issues - the

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[33] Google Inc., Google Print - Frequently Asked Questions, Google <http://print.google.co.uk/googleprint/help.html> [August 9, 2005]

[34] Rosenzweig, Mark C., „*Mark Rosenzweig on Google Print*", Free Range Librarian
<http://freerangelibrarian.com/archives/121504/mark_rosensweig_on_g.php> [August 11, 2005]

[35] The Chronicle of Higher Education, „*Google Will Digitize and Search Millions of Books From 5 Leading Research Libraries*", The Chronicle Daily News 12/14/2004 <http://chronicle.com/free/2004/12/2004121401n.htm> [August 9, 2005]

[36] Fister, Barbara, „*Google's Digitization Project – What Difference Will it Make?*" Library Issues Vol.25, No.4
<http://www.libraryissues.com/pub/LI250004.asp> [August 11, 2005]

option of virtually browsing the books they had on sale.[37] Thus, the possibility remains that **Google Inc.**, might resort to modifying its business strategy, so as to provide paying customers with full-length, digital copies of individual books, in order to become competitive in this field.[38]

According to some sources, Google's current behavior could very likely trigger a rash of profit-hungry companies, imitating **Google**'s approach. Companies such as **Yahoo Inc.**, or the **Microsoft Corporation**, could easily turn to other libraries and pursue similar projects, possibly with the sole intention of marketing the digital copies made.[39]

To prevent this scenario, a counter-initiative was advanced in Europe, under the auspices of numerous governments. French president, **Jacques Chirac**, formed a council of six EU-states to address the questions surrounding the preservation of Europe's cultural heritage.[40] Yet, according to an article published in **Information Today**, unless someone can strike a deal with either the **Library of Congress**, or the **British Library**; **Google Inc.**'s market and overall dominance in this realm is set to remain unchallenged.[41] It is quite fortunate then, that the **British Library** has agreed to full participation in the EU-wide project.[42]

US hegemony and the European response

The EU counter-initiative took hold in March of this year, in France, when **Chirac** commissioned the **French National Library**, with the planning of a mass-digitization scheme. French minister of culture, **Renaud Donnedieu de Vabres**, as well as **Jean-Noel Jeanneney**, president of the **French National Library**, were asked to investigate how rapidly, and on what scale, significant European collections could be scanned and uploaded.[43]

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[37] Cowley, Stacy, „*Google Woos Book Publishers*", PC World <http://www.pcworld.com/news/article/0,aid,121247,00.asp> [August 5, 2005]

[38] Litwin, Rory, „*On Google's Monetization of Libraries*", Library Juice <http://libr.org/juice/issues/vol7/LJ_7.26.html#3> [August 18, 2005]

[39] Quint, Barbara, „*Google's Library Project: Questions, Questions, Questions*", Information Today
<http://www.infotoday.com/newsbreaks/nb041227-2.shtml> [August 12, 2005]

[40] EU Business, „*EU leader backs European digital library to ward off US dominance*", EU Business
<http://www.eubusiness.com/Homepage_Other_News/050503101705.s4kimgal> [August 5, 2005]

[41] Quint, Barbara, „*Google's Library Project: Questions, Questions, Questions*", Information Today
<http://www.infotoday.com/newsbreaks/nb041227-2.shtml> [August 12, 2005]

[42] Deutsche Welle, „*European Libraries Fight Google-ization*", Deutsche Welle dw-world.de < http://www.dw-world.de/dw/article/0,1564,1566717,00.html> [August 5, 2005]

[43] Deutsche Welle, „*European Libraries Fight Google-ization*", Deutsche Welle dw-world.de < http://www.dw-world.de/dw/article/0,1564,1566717,00.html> [August 5, 2005]

At the inter-governmental level, the project received support from the German chancellor, **Gerhard Schröder**, Italian prime minister, **Silvio Berlusconi**, Spanish prime minister, **Jose Luis Rodriguez Zapatero**, Polish president **Alexander Kwasniewski** and Hungarian prime minister **Ferenc Gyurcsany**.[44]

The project received additional support from 19 European national libraries agreeing to co-operate on the project: **Austria**, **Belgium**, **The Czech Republic**, **Denmark**, **Estonia**, **Finland**, **France**, **Germany**, **Greece**, **Hungary**, **Italy**, **Lithuania**, **Luxembourg**, **The Netherlands**, **Poland**, **Slovenia**, **The Slovak Republic**, **Spain** and **Sweden**.[45] The project receives official funding from the EU, although it must be noted that a mere 0.12% of the overall European budget is dedicated to culture,[46] which begs the question of whether the EU can even keep pace with **Google**'s success story.

Google Inc., for their part, deny any allegations of their project being culturally, or otherwise, biased. They officially insist that their product is multicultural in nature:

"*What about books in other languages?*

All of the prestigious libraries we work with have books in many different languages, and we are not limiting our scanning to English-language books."[47]

This is far from sufficient for most critics. In a statement issued by the heads of state involved in the EU project, reference is made to the unique position Europe occupies in the history of knowledge. They are thus motivated to prevent future generations from being subjected to a foreign, and single-faceted, interpretation of European history and thought.[48] This concern gains added significance, when the American domination of the mass-medium that is the internet, is taken into account. Therefore, according to **Jean-Noel Jeanneney,** the aim of the

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[44] Associated Press, „*European Digital Library Is Proposed*", ABC News <http://abcnews.go.com/Technology/wireStory?id=711854> [August 5, 2005]

[45] Deutsche Welle, „*European Libraries Fight Google-ization*", Deutsche Welle dw-world.de < http://www.dw-world.de/dw/article/0,1564,1566717,00.html> [August 5, 2005]

[46] EU Business, „*EU leader backs European digital library to ward off US dominance*", EU Business <http://www.eubusiness.com/Homepage_Other_News/050503101705.s4kimgal> [August 5, 2005]

[47] Google Inc., Library Project – Common Questions, Google <http://print.google.co.uk/googleprint/common.html> [August 9, 2005]

[48] Adnkronos International, „*EU: Plans for European Digital Library to counter Google Project* ", Adnkronos International <http://www.adnki.com/index_2Level.php?cat=CultureAndMedia&loid=8.0.161725193&par=0> [August 5, 2005]

European counter-initiative is to provide a response to what most see as a profoundly Anglo-Saxon project, being launched by **Google**.[49]

The exact form which this counter-initiative will take, is as of yet unclear. What is clear though, is that the EU must learn from **Google**'s misadventures, and solve all legal and moral ambiguities that may arise, before they proceed.

Latest developments

On the 12th of August, 2005, **Google** announced the cessation of its activities concerning the Google Print for Libraries project. According to a statement issued, the project is in a state of temporary suspension, in order to provide various publishers with the opportunity to remove certain books from the process.[50]

Patricia Schroeder, president of the **Association of American Publishers**, (**AAP**), observes that this break by no means signifies that the publishers have resigned themselves to the situation; she insists that **Google** is still acting wrongfully by placing the onus for guaranteeing copyright on the proprietor, and not the user - which is simply untenable.[51]

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Google Inc., *Google Corporate Information: Company Overview*, Google <http://www.google.com/intl/en/corporate/> [August 9, 2005]

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[49] Adnkronos International, „*EU: Plans for European Digital Library to counter Google Project* ", Adnkronos International <http://www.adnki.com/index_2Level.php?cat=CultureAndMedia&loid=8.0.161725193&par=0> [August 5, 2005]

[50] Globe and Mail, „Google presses pause on book scanning", Globe and Mail <http://www.theglobeandmail.com/servlet/story/RTGAM.20050812.gtbooks0812/BNStory/Technology/> [August 19, 2005]

[51] BBC News, „*Google pauses online books plan*", BBC News <http://news.bbc.co.uk/1/hi/technology/4146488.stm> [August 19, 2005]

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