From Google to ChatGPT

Libraries and the tale of two revolutions

Oren Beit-Arie, SVP Strategy & Innovation, Clarivate

The Guardian

A new report says libraries will have to change what they do or risk becoming redundant. Natasha Gilbert reports

The Guardian

THE CHRONICLE of Higher Education®

The Uncertain Future of Libraries

The Chronicle of Higher-Ed

Killing the written word by snippets

Naomi, S. Baron

THE WALL STREET JOURNAL.

The changing role of librarians, as new technologies revolutionize job

Wall Street Journal

The Guardian

Jan. 15, 2008

A new report says libraries will have to change what they do or risk becoming redundant. Natasha Gilbert reports

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THE CHRONICLE of Higher Education®

Apr. 21, 2005

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The Chronicle of Higher-Ed

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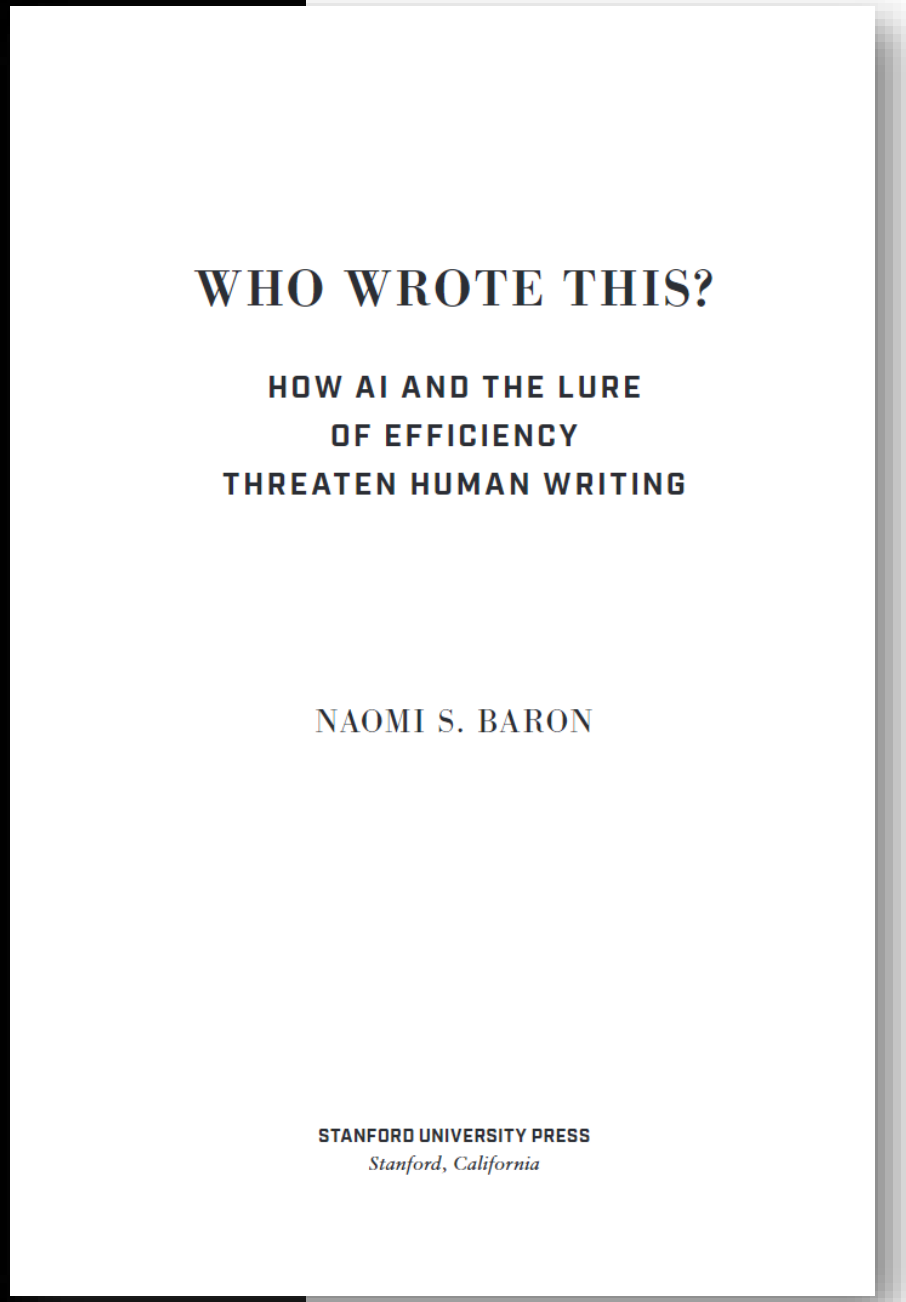
Wall Street Journal



american libraries

Reading Between the Bots: Where librarianship is headed in the age of AI

American Libraries Magazine, March 2024

THE CHRONICLE of Higher Education®

Is this the end of reading?

Beth McMurtrie, The Chronicle of Higher-Ed, May 2024

THE CHRONICLE of Higher Education®

It's Time to Start Teaching Your Students How to Be a Student

Emily J. Isaacs, The Chronicle of Higher-Ed, March 2024

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Feels like déjà vu?

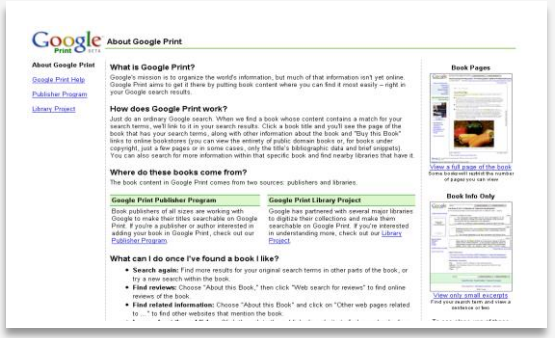
Same?

Similar?

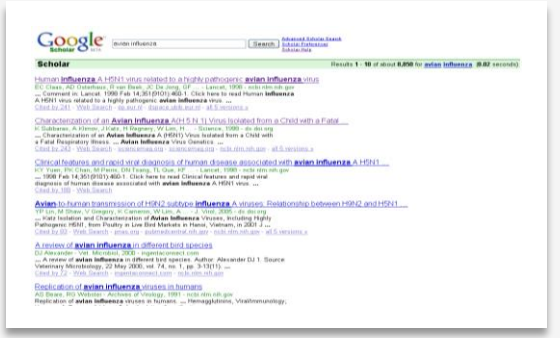
Different?

Google

1998: Google Search



Oct. 2004: Google Print (Books)

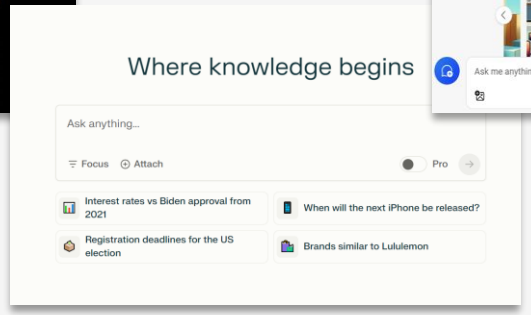


Nov. 2004: Google Scholar

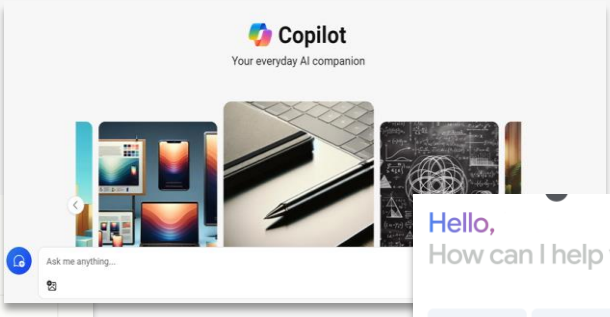
OpenAI

ChatGPT 3.5

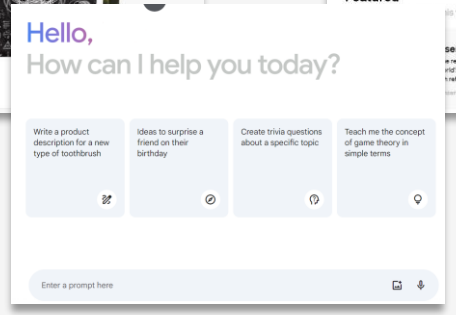
Nov. 2022
ChatGPT-3.5



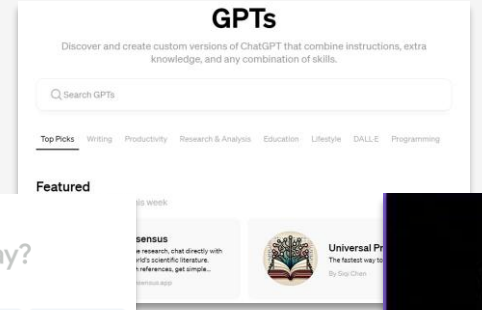
Dec. 2022
Perplexity AI



Feb. 2023
Microsoft
CoPilot

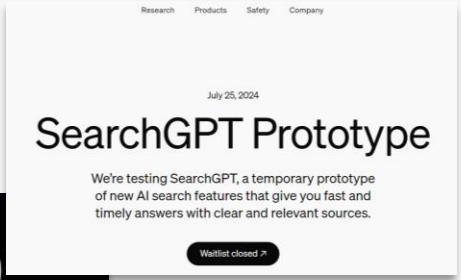


Mar. 2023
Google Gemini



Jan. 2024
GPT Store

May 2024
GPT-4o



July 2024
SearchGPT

- Content licensing deals (publishers – LLM vendors) →
- Copyright lawsuits →

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How OpenAI's New AI Search Engine Plans to Topple Google

OpenAI announces tactical launch of new AI search platform, which aims to be better, and more targeted than Google.

Written by
Isobel O'Sullivan

Published on
May 10, 2024

Research Products Safety Company

July 25, 2024

SearchGPT Prototype

We're testing SearchGPT, a temporary prototype of new AI search features that give you fast and timely answers with clear and relevant sources.

Waitlist closed ↗

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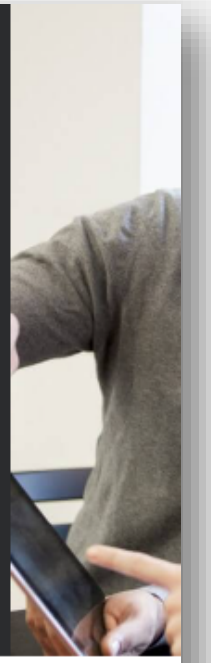
Ex Libris

Where Google™ and Libraries Meet ?

Oren Beit-Arie

Mount Holyoke College, January 12, 2006

Ex Libris Launches a Beta Program of Generative AI Powered Primo Research Assistant



June 19, 2024

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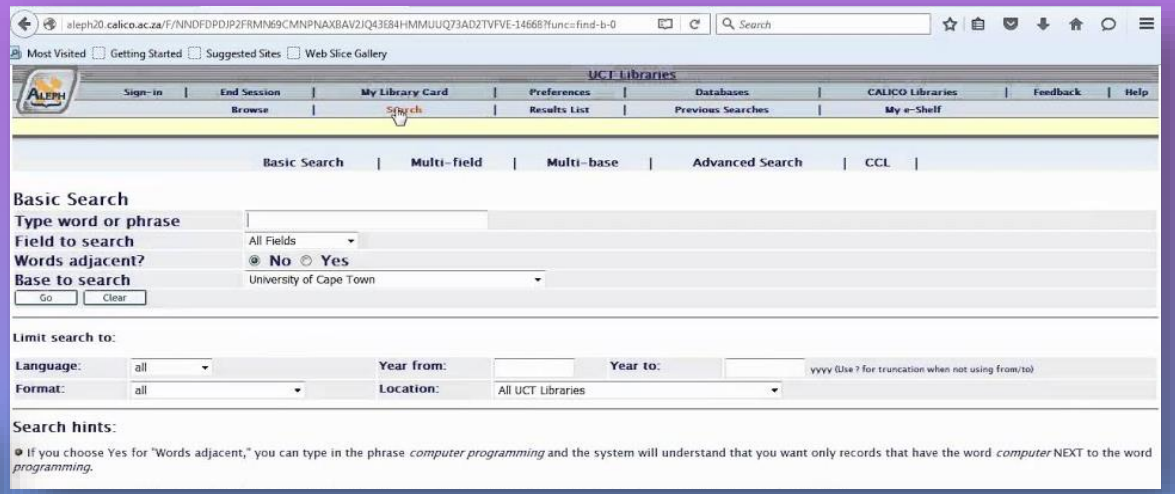
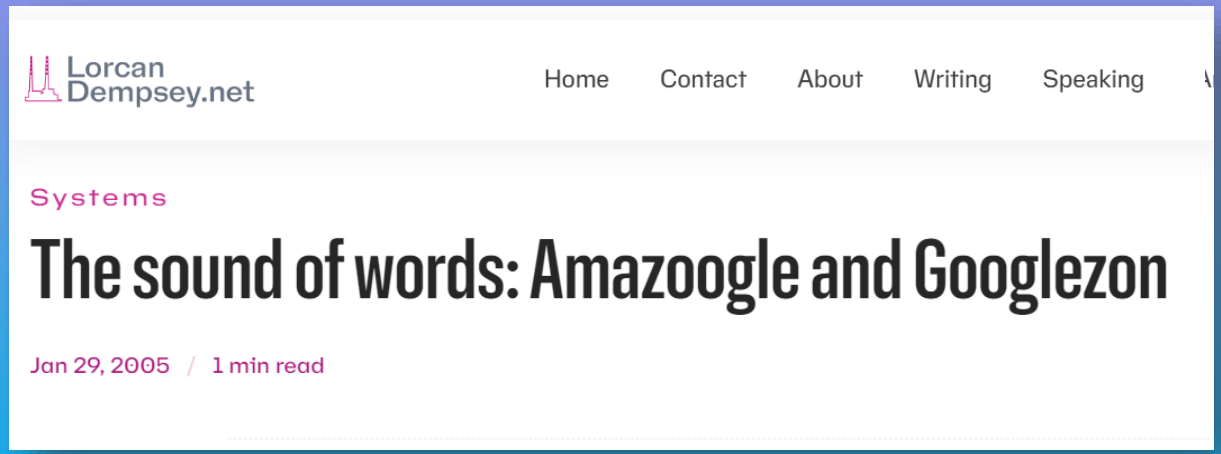
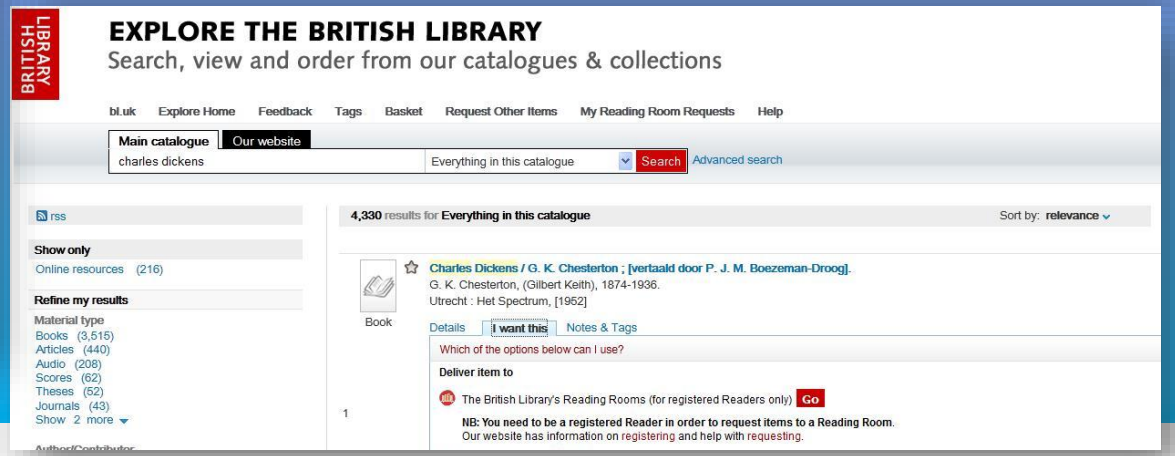
The search revolution: What did we do (collectively) in response?

Modernized library services | Met users where they are | Re-thought library's role

- New paradigm: Single-search box
- New user-centric experience
- Decoupling discovery from ILS







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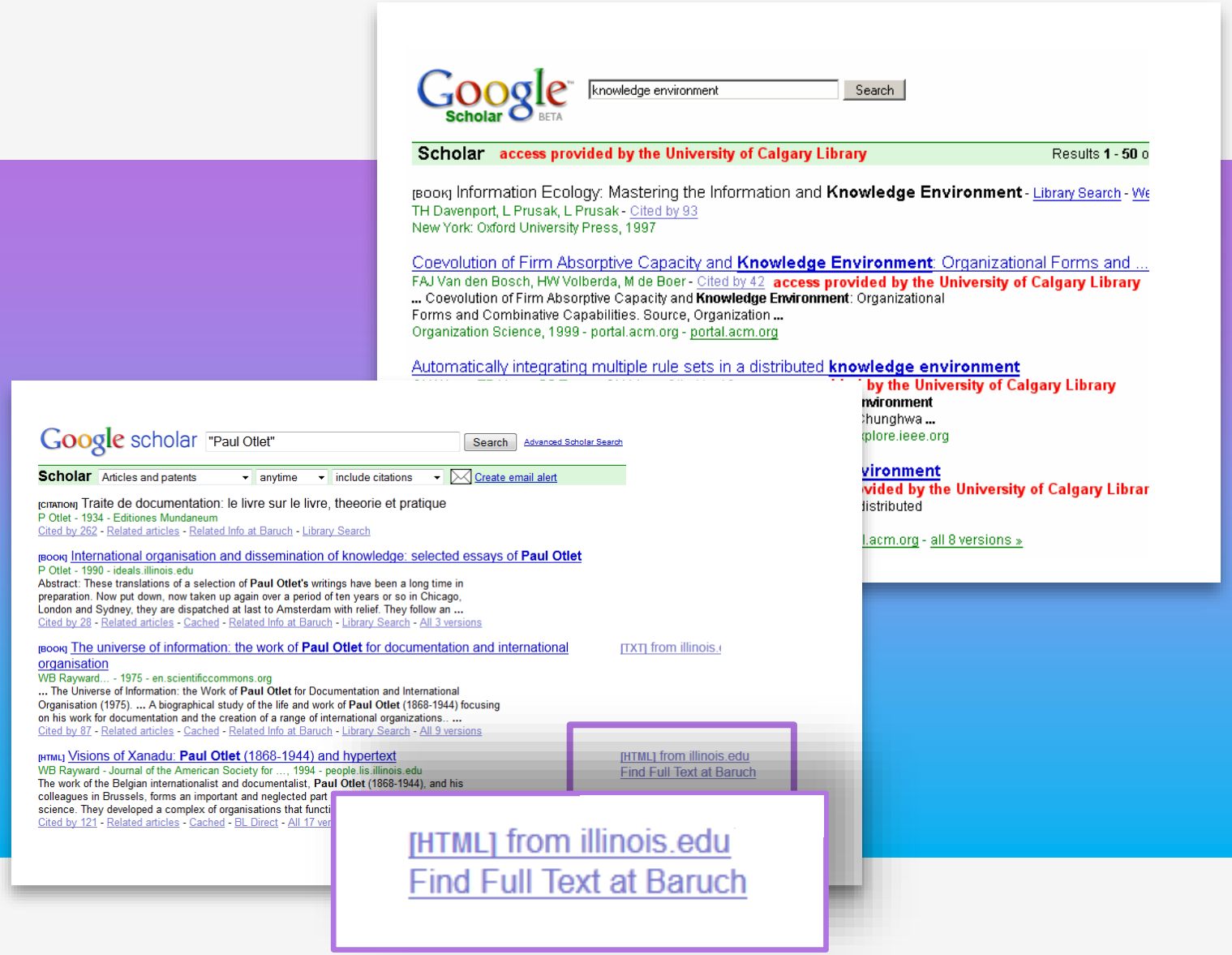
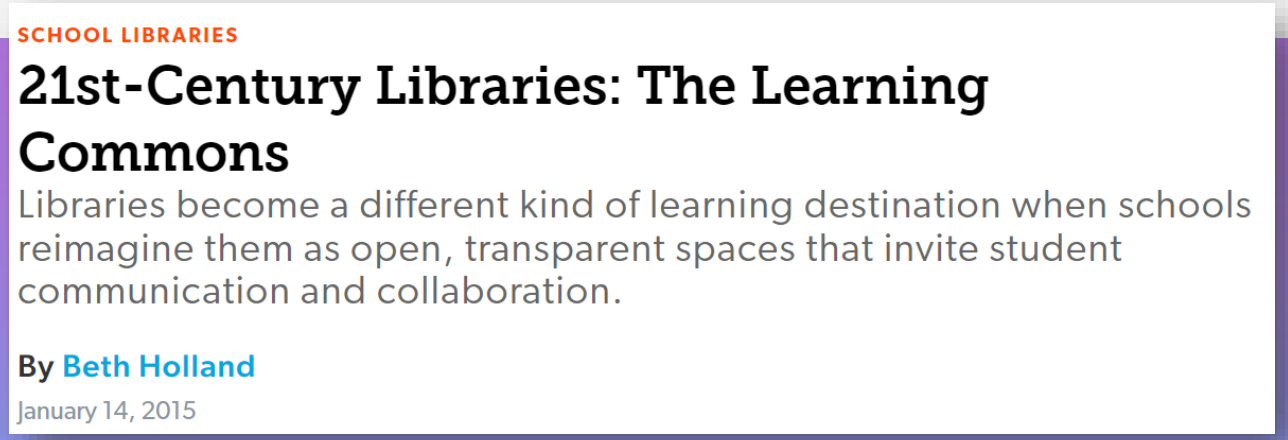
Modernized library services | **Met users where they are** | Re-thought library's role

- Indexing library catalogs (Sitemaps, SEO)
- OpenURL and Link Resolvers
- Integration into the LMS



Modernized library services | Met users where they are | Re-thought library's role

- From gatekeeping to guiding
- Reliance on resources beyond library's control
- Re-defined the meaning of information literacy skills



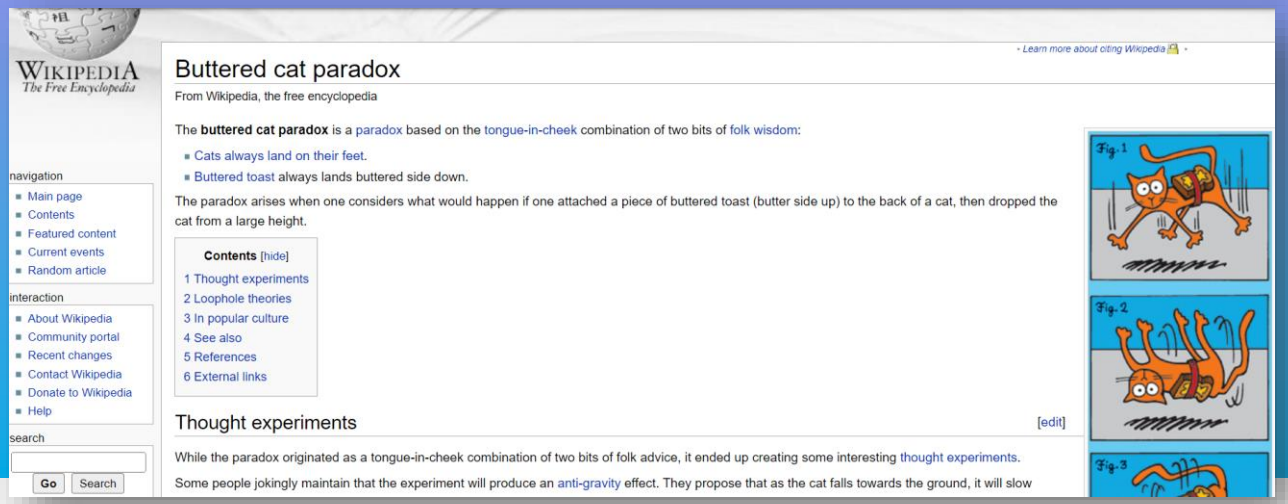
SCHOOL LIBRARIES

21st-Century Libraries: The Learning Commons

Libraries become a different kind of learning destination when schools reimagine them as open, transparent spaces that invite student communication and collaboration.

By Beth Holland

January 14, 2015



WIKIPEDIA
The Free Encyclopedia

Buttered cat paradox

From Wikipedia, the free encyclopedia

The **buttered cat paradox** is a paradox based on the tongue-in-cheek combination of two bits of folk wisdom:

- Cats always land on their feet.
- Buttered toast always lands buttered side down.

The paradox arises when one considers what would happen if one attached a piece of buttered toast (butter side up) to the back of a cat, then dropped the cat from a large height.

Contents [hide]
1 Thought experiments
2 Loophole theories
3 In popular culture
4 See also
5 References
6 External links

Thought experiments [edit]

While the paradox originated as a tongue-in-cheek combination of two bits of folk advice, it ended up creating some interesting thought experiments.

Some people jokingly maintain that the experiment will produce an anti-gravity effect. They propose that as the cat falls towards the ground, it will slow

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What have we learned?

Google didn’t replace us. Arguably, it only made us better.

By embracing change, we sustained and evolved.

The Guardian

A new report says libraries will have to change what they do or risk becoming redundant. Natasha Gilbert reports

The Guardian

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Feels like déjà vu?

Same?

Similar?

Different?

A tale of two revolutions: Some similarities, but stakes seem higher

	SEARCH REVOLUTION	GENERATIVE AI REVOLUTION
Impact on	Academic information discovery and access	Practically every academic aspect

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A tale of two revolutions: Some similarities, but stakes seem higher

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Academic Integrity	Risk of reliance on non-academic sources	Risk of reliance on non-academic sources + **hallucinations**

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Full-text	Users likely to enter full-text resources (result snippets drive traffic to full text)	Users might suffice with GenAI-generated answer

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Library resources	Content indexed in search engine, can lead to library resources	Currently limited attribution. Users more likely to bypass library resources altogether

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Model	PageRank Index, Sitemaps	Large Language Models (LLMs): trained on "web knowledge"

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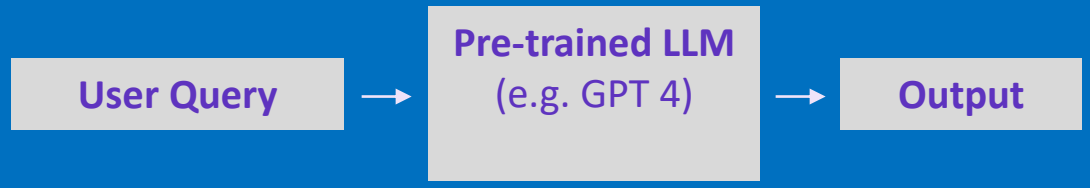
General-purpose LLM

Training data: "the Web"

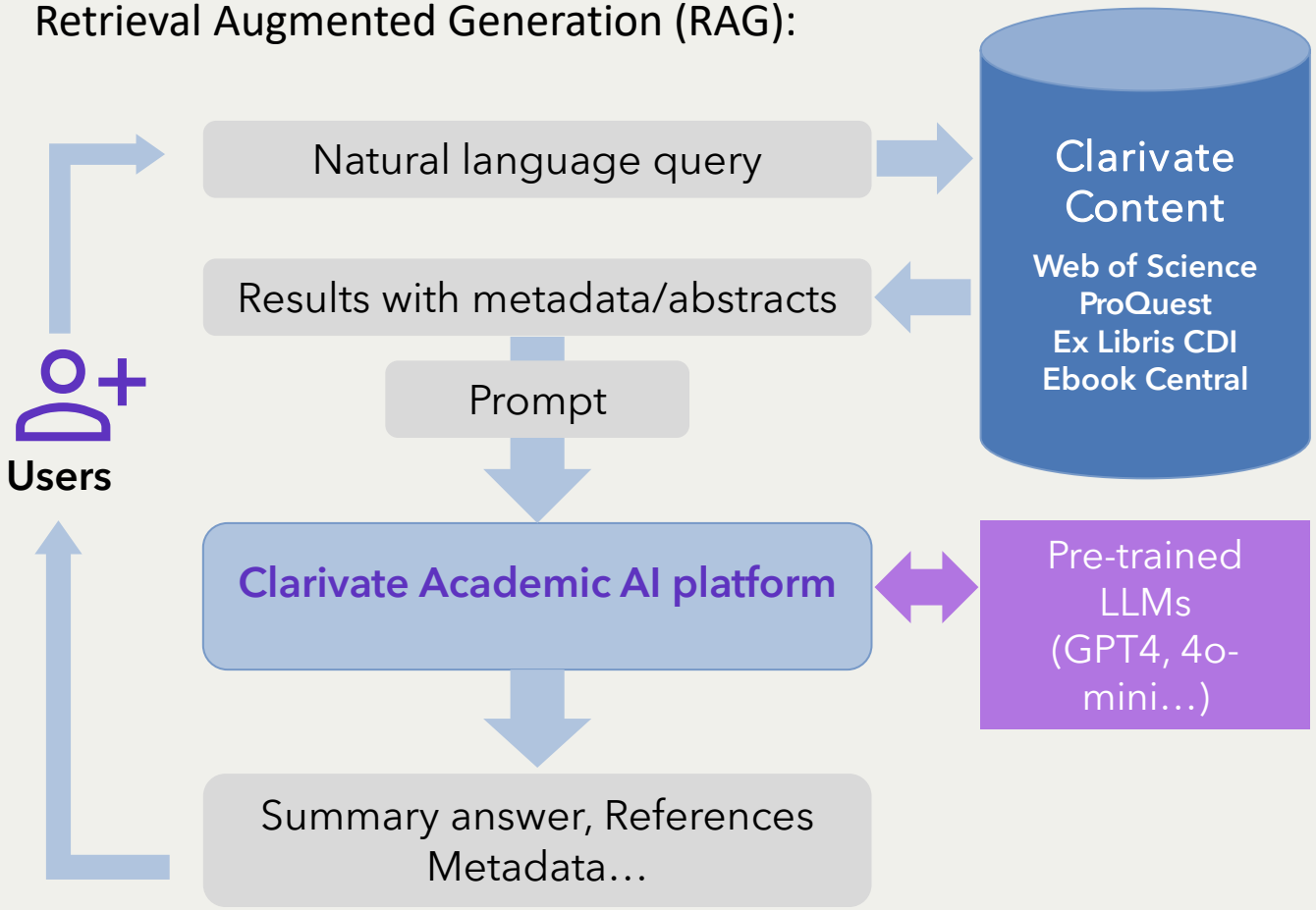
- Unspecific, not transparent
- BUT, effective at training the LLM to:
  - Understand patterns
  - Create coherent text outputs
  - Translate



Academic AI: Grounding output in trusted content

- Results are based on trusted facts & information
- Minimizing hallucinations and bias

Retrieval Augmented Generation (RAG):



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Where does your library currently stand in terms of implementing AI tools and technologies?

Clarivate Library Survey,
1,500+ respondents

Survey:

- Academic (75%), Public and National Libraries
- 20+ qualitative interviews

Visit:
clarivate.com/pulse-of-the-library

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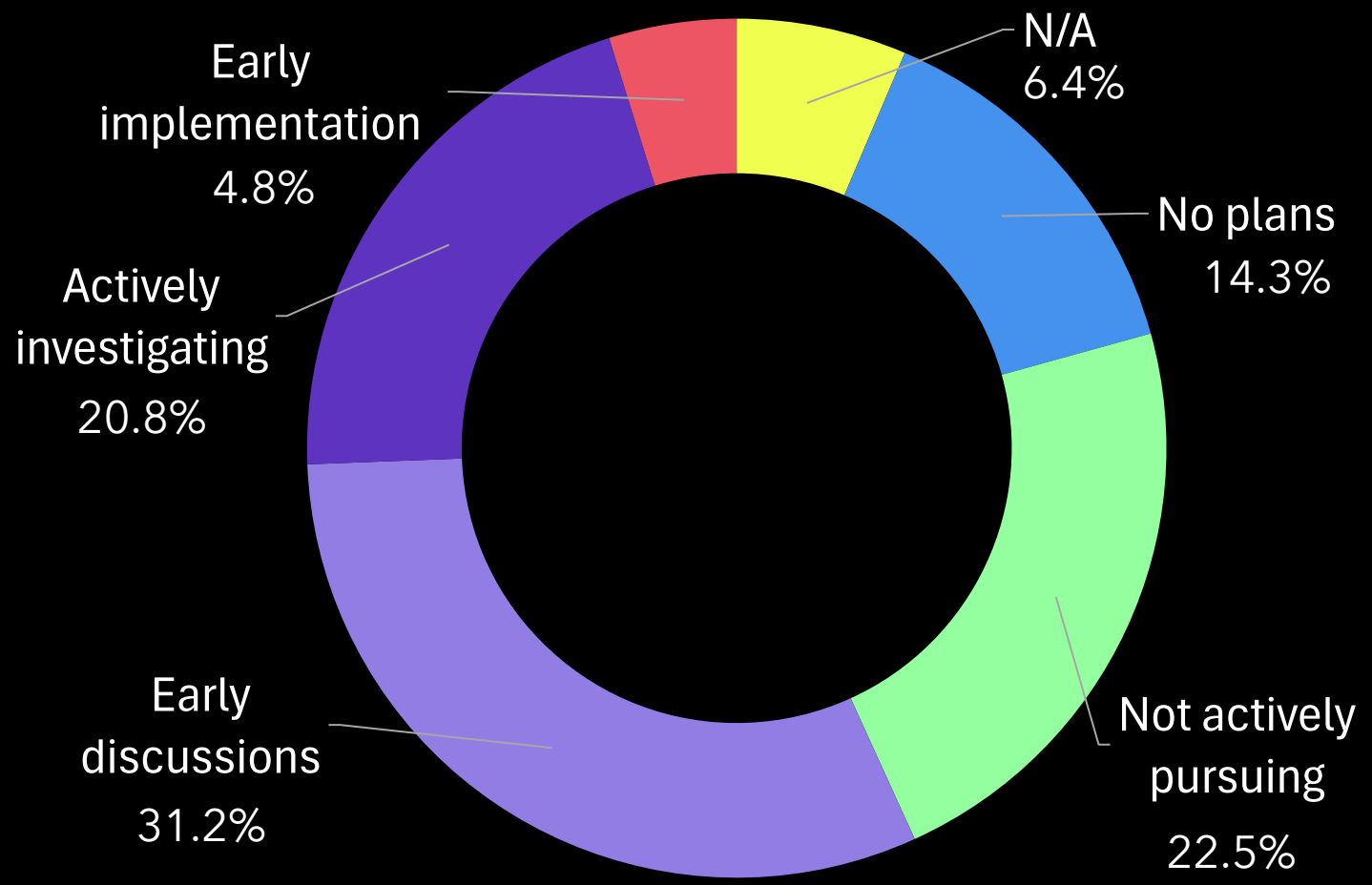
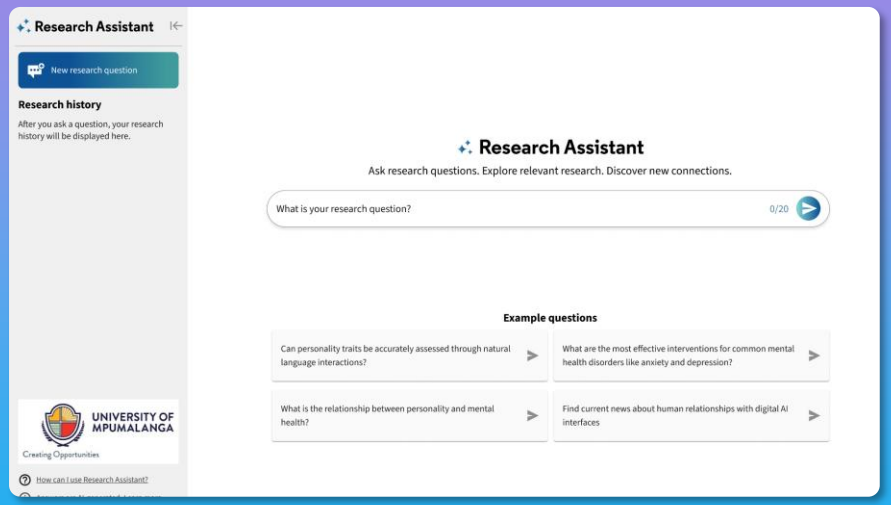


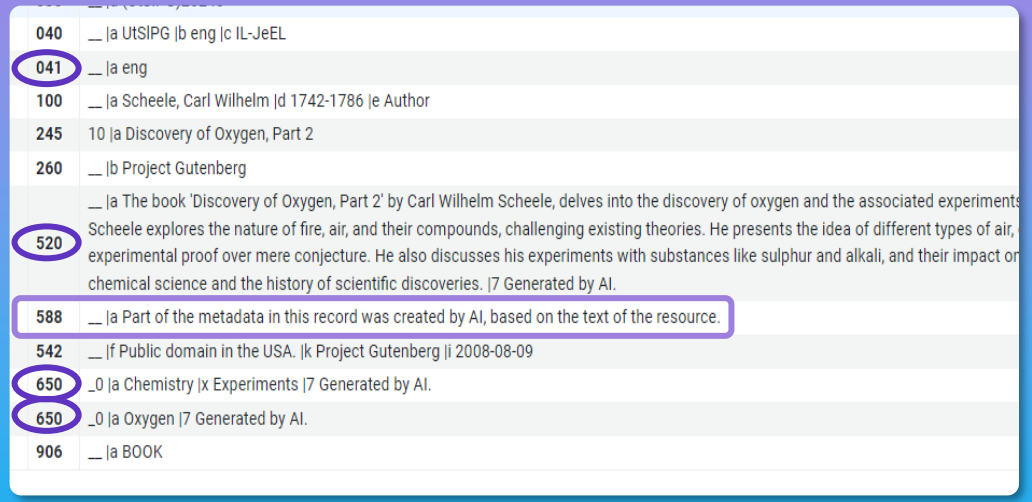
AI Revolution: Repeat or Rewrite?

Modernize library services | Meet users where they are | Re-think library's role

- Embed AI into library services
- Operational efficiencies (metadata, automation)



ProQuest Research Assistant

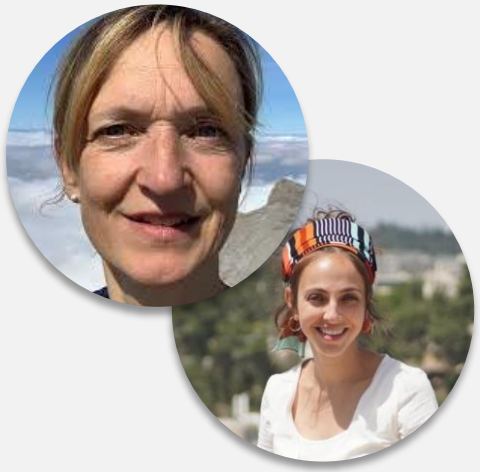


Metadata Assistant

Clarivate™

Explore Clarivate Academic AI

Meet your Discovery Research Assistant
Tuesday, 2:10 – 2:40 PM, Sankt Hans Torv



Christine Stohn
Senior Director, Product Management

Sima Bloch
Senior Product Manager

Introducing Specto
Wednesday, 11:55 – 12:25 PM, Hovedbanegården

Yaniv Levi Korem
VP, Product Management

Guy Ben-Porat
VP, Academic AI

GenAI at Clarivate: From research to applications
Wednesday, 10:20 – 10:50 AM, Sankt Hans Torv

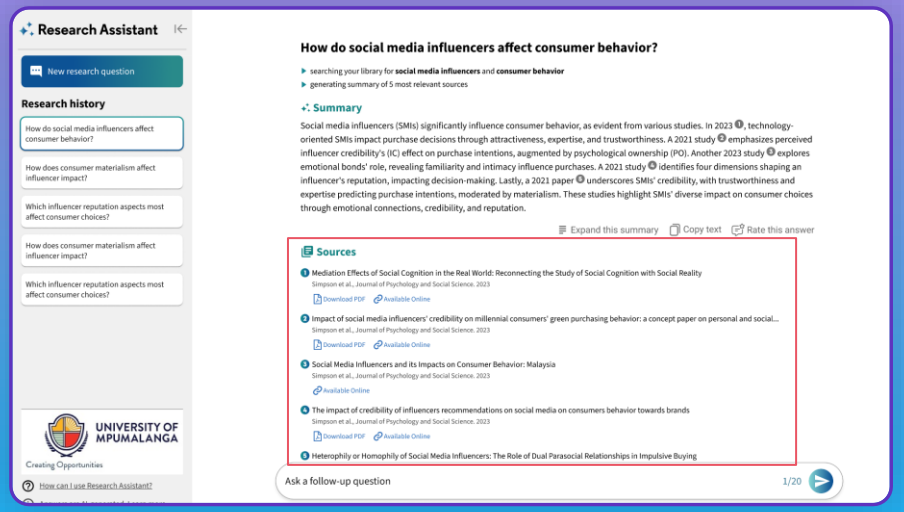
Guy Ben-Porat
VP, Academic AI

Metadata Enrichment with AI
Monday, 1:30 PM

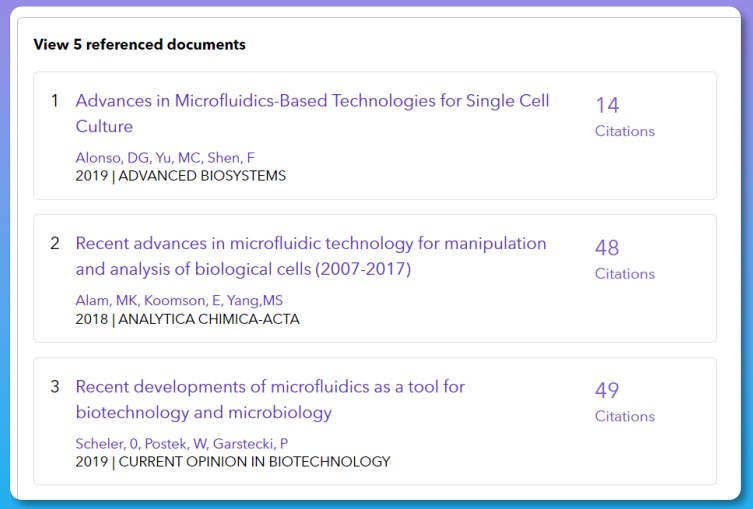
Tamar Ganor
Senior Product Manager

Modernize library services | **Meet users where they are** | Re-think library's role

- What is today's equivalent of Sitemaps & SEO?
- How do we ensure attribution & citation of scholarly content, including library resources?



ProQuest Research Assistant



Web of Science Research Assistant

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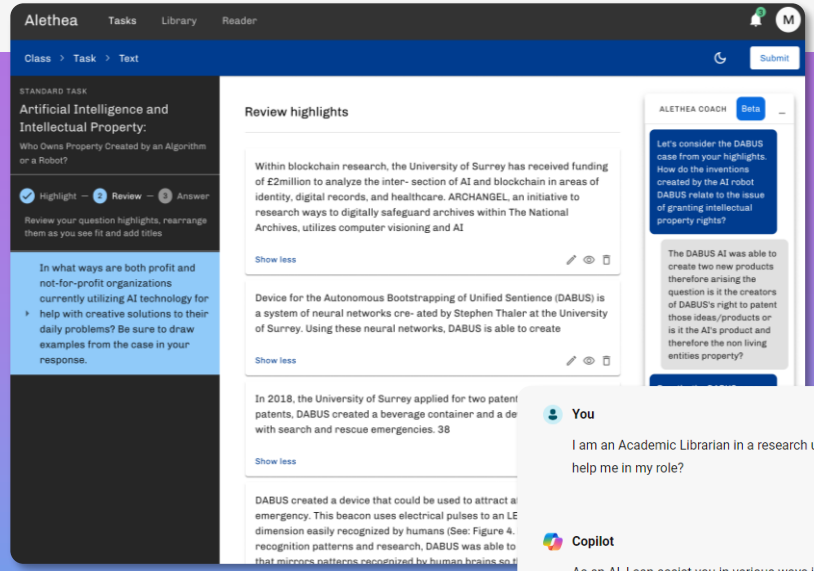
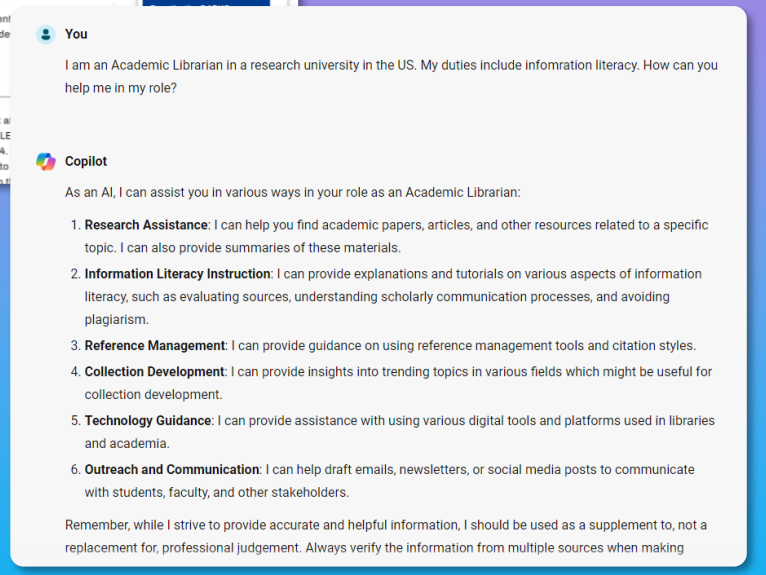
Modernize library services | Meet users where they are | **Re-think library's role**

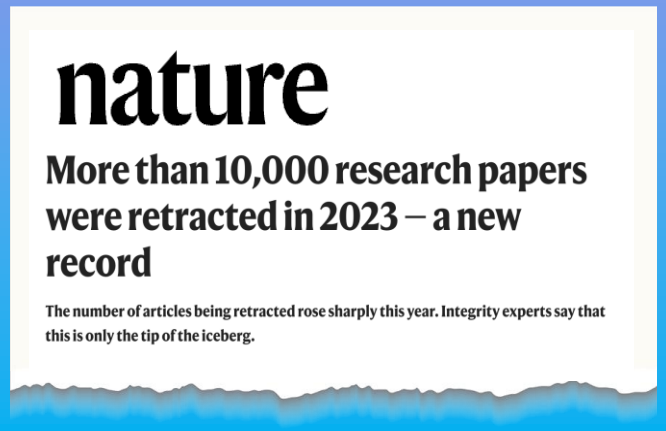
- AI literacy
- Going deeper into the user's knowledge journey
- Using AI to advance societal impact



Alethea Academic Coach



Using AI for professional development


nature

More than 10,000 research papers were retracted in 2023 – a new record

The number of articles being retracted rose sharply this year. Integrity experts say that this is only the tip of the iceberg.

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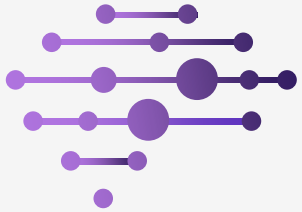
Modernize library services



Embed AI into library services

Operational efficiencies (metadata, automation)

Meet users where they are

What is today's equivalent of Sitemaps & SEO?

How do we ensure attribution & citation of scholarly content, including library resources?

Re-think library's role

AI literacy

Going deeper into the user's knowledge journey

Using AI to advance societal impact

Stewardship of the scholarly record

driving research and education integrity and excellence

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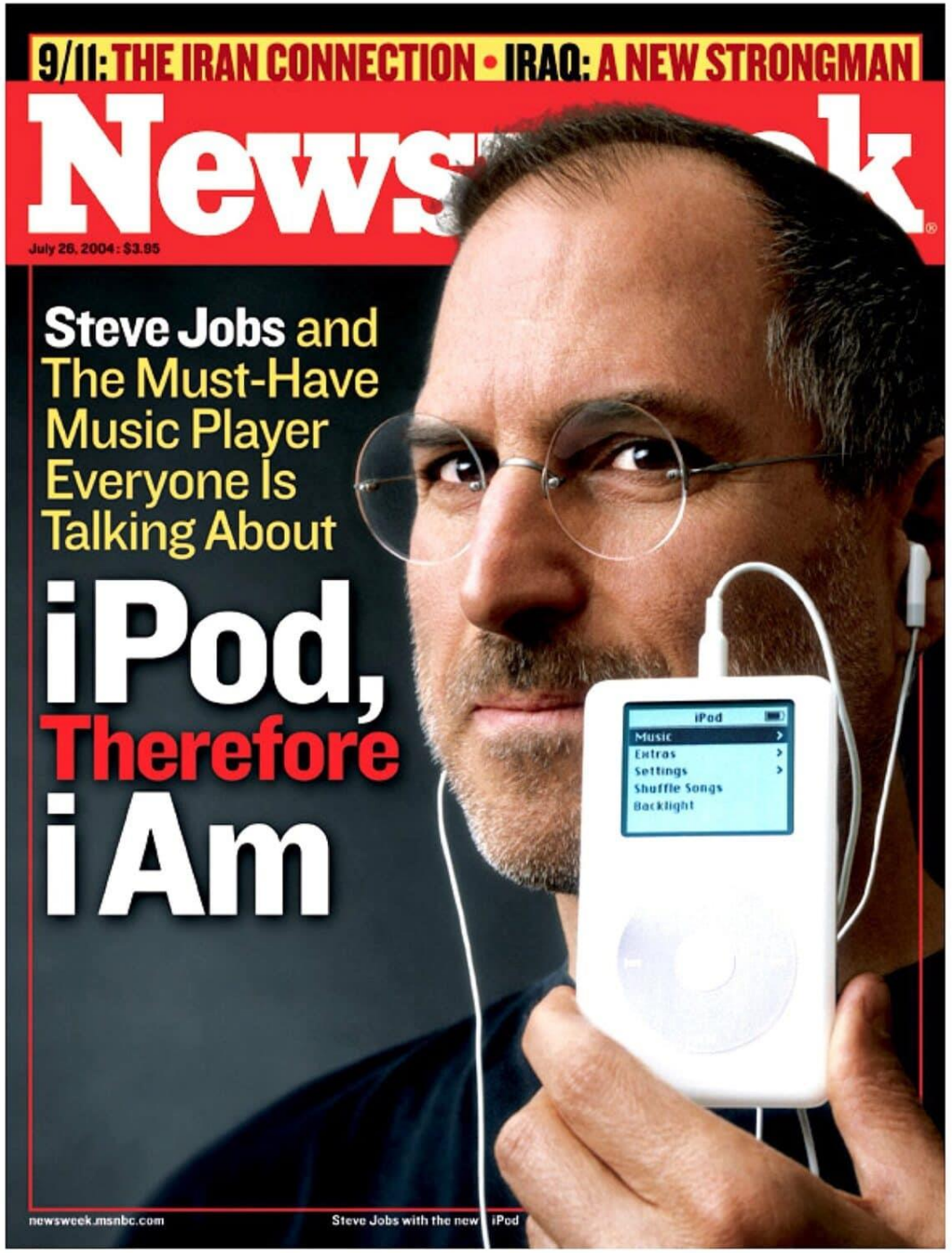

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Mar. 15, 2043

Libraries say goodbye to 'Vintage' AI – what's next?

The Daily Future

Apr. 21, 2044

Brain chip boom: Libraries tackle literacy in the age of instant content consumption

The Next-Gen Dewey

May 17, 2044

IGeLU 2044: Gearing up for quantum computing – libraries at the helm

The Library Ledger

June 22, 2044

Virtual Reality Time Travel Transforms Libraries into Interactive Time Portals

The Higher-Ed Tribune

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