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**The Complete Guide to Using Google in Libraries. Volume 2:  
Research, User Applications, and Networking***Edited by Carol Smallwood*

Rowman and Littlefield

Lanham, MD

2015

305 pp.

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Google and its services are ubiquitous. Yet, libraries, librarians and their end-users are expected to use Google more efficiently than everyday people and most other organizations. Indicating that “Google has vast resources that are often insufficiently applied by library patrons” (p. 13), this collected volume aims at covering various Google services of interest to library users. It consists of 30 chapters in the form of four parts. Part I, *Research* (eight chapters), shows how Google and its products (e.g. YouTube, Google Search, Google’s suite of applications, Google+, Google Books, Google Play Music, Google Maps, Google Scholar, Google Translate) play influential role(s) for research and digital literacy instruction. Part II, *User Applications* (eight chapters), shows the contribution of some of Google’s applications like Google Images, Google Drive and Fusion Tables to visual literacy, information literacy, data mining and real-time services. Part III, *Networking* (five chapters), emphasises the communicative role of Google, especially in the world of science internationalisation and interdisciplinarity. In this regard, the usefulness of Google tools like Google Forms, Google Sheets, Google Docs, Google Slides, Google Drawings, Google Hangouts, Google Calendar, YouTube, Google Sites and Google+ in promoting communication and collaboration for scholarly purposes is discussed. Finally, Part IV, *Searching* (nine chapters), examines some of Google’s search capabilities by which different information needs can be met. Some of Google tools’ searching features including Google Sites, Google Books, Google Drive, Google Finance and so on are also described. Structurally, the work is well-designed. The content of this book balances theory and practice, and it scrutinises Google from four perspectives (research, user applications, networking and searching), and all of this is reinforced with many related references. It reminds us that Google as a platform has been helping us in managing and accelerating the research process, getting answers, doing joint projects, sharing real-life experiences, enhancing digital collections, implementing e-learning and diminishing the knowledge gap since its birth. This collection reflects the multi-layered endeavour of Google. Accordingly, Google has truly understood its great mission – acting like the conductor of symphony orchestras so that all the members work together towards a single goal. From the Library and Information Science viewpoint, the role of Google in such fields as information representation, information retrieval, user education programs and real-time services provision is substantial. In summary, reading this

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admirable book narrating Google's boom can benefit librarians, library managers, Web researchers, digital scholars, educators, professors and end-users. Shall we stand on the shoulders of Google?

Book reviews

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### **Control: Digitality as Cultural Logic**

*Edited by Seb Franklin*

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2015

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It is generally accepted that the emergence, present ubiquity and normalisation of the electronic digital computer and its following conditions and implications are socially, culturally and technically constructed. Posing some questions including “What kinds of assumptions are required to understand people and their multiple, heterogeneous social interactions in terms of digital information and its processing and transmission?”, “What historical process would be necessary to operationalise these assumptions at the level of social and political orthodoxy?” and “What would be the socioeconomic and cultural implications of such a version of the world functioning as an unmarked norm?”, this book takes an epistemological approach theorising *control* as a set of technical principles having to do with self-regulation, distribution and statistical forecasting that is extended to the conceptualisation of sociality through a series of subtle historical transformations. It consists of five chapters distributed under two foundational parts. Taking an analogical approach to digitality and outlining a genealogy of so-called digital culture, Part 1, *Digitality without computers* (two chapters), first untangles the dense web of relations between control, digitality and capital, analyses related concepts with an emphasis on the emergence and implications of the control episteme, and then revolves conceptually around cybernetics as an interdisciplinary field and as a logical framework for understanding self-regulation (control and management) in biological life and machines. Building on theoretical and historical foundations concerning specific epoch-making events, socioeconomic implications of control and material technologies, Part 2, *Digitality as cultural logic* (three chapters), examines the penetration and power of the control paradigm that originated in the logical and technical principles of computing machines. In a nutshell, reading this book is like a several-century journey of discovery. Showing a part of scientists' thoughts and investigations about the relationship between information, labour and social management; the development and diffusion of human–