

"Don't be evil" was Google's motto in the early 21st century. *Google and the World Brain* challenges how closely Google's founders and executives kept to that corporate motto regarding the Google Books scanning project. Amit Singhal, a Google executive, described Google's mission to bring information to all people regardless of income or education. Later in the film, interviews with Kevin Kelly and Ray Kurzweil both indicated that Google founder Larry Page greenlit projects that would allow Google to create a true artificial intelligence using data gleaned from project users, including search engine users.

In addition to gathering information to develop an artificial intelligence, Google also remains beholden to its shareholders. The desire to remain profitable caused Google to cut corners in quality control in its Google Books project. Roland Reuss and Shojiro Akashi both pointed out serious flaws in Google's process: badly-scanned books and improper sampling of non-Western languages. Diana Kichuk explored the ramifications of Google's desire for profit in other online repositories. Various repositories reused the same scans, OCR results, and metadata, which caused errors to be repeated throughout the internet like a digital version of the telephone game (Kichuk 2015, 67-73).

For information professionals, bad metadata can cause information to be practically useless. If we cannot find information for a patron, it might as well not even exist. Partial information, especially in the examples Reuss used, also causes problems and delays for patrons who would have to wait for a physical copy to then be retrieved. While those are point-of-service problems, the problems extend to cataloging and acquisitions as well. If an institution does not know what volumes they have, they are more likely to repurchase them if sufficient patron demand exists.

Kichuk, Diana. 2015. "Loose, Falling Characters and Sentences: The Persistence of the OCR Problem in Digital Repository E-Books." *portal: Libraries and the Academy* 15, no. 1 (January): 59-91. Accessed September 2, 2017. <http://muse.jhu.edu/article/566423>.