

2014

The Mobile Landscape, Mobile Literacy And Libraries

Laura Zeigen

Oregon Health & Science University

Robin Ashford

George Fox University, rashford@georgefox.edu

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Recommended Citation

Zeigen, Laura and Ashford, Robin, "The Mobile Landscape, Mobile Literacy And Libraries" (2014). *Faculty Publications - George Fox University Libraries*. Paper 3.

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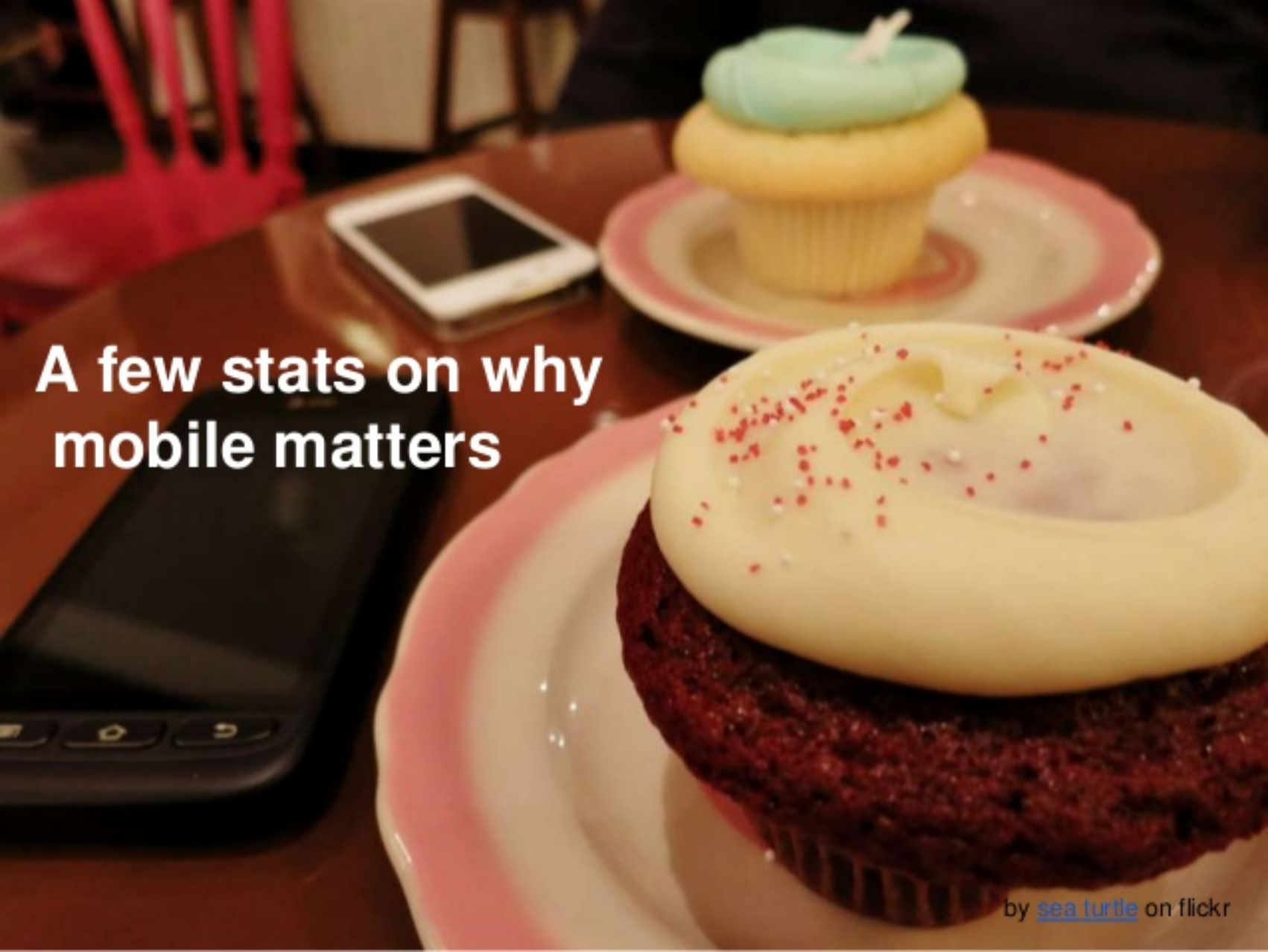


The Mobile Landscape, Mobile Literacy, and Libraries 2014

Online Northwest Lightning Talk
February 7, 2014

Laura Zeigen, User Experience Librarian, OHSU
Robin Ashford, Ref & E-Learning Librarian, GFU

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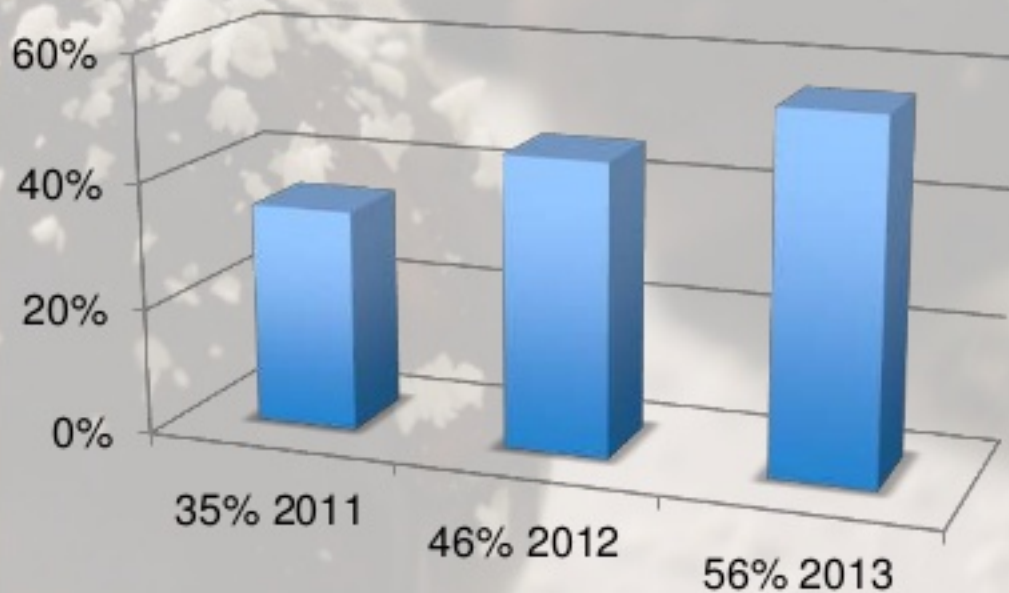
A photograph of two cupcakes on a table. In the foreground, a chocolate cupcake with white frosting and red sprinkles sits on a pink and white plate. In the background, a yellow cupcake with light blue frosting sits on a similar plate. To the left of the cupcakes, a black smartphone is lying on the table. Further back, a white smartphone is also visible. A red chair is partially visible in the background.

A few stats on why mobile matters

Pew Internet Report, June 2013

56% of All American Adults Are Now Smartphone Owners

■ Percentage of U.S. Adults Who Own Smartphones



Multi-Platform Consumption Is Today's New Reality

More than 1 in 3 minutes online (37 percent)
is now spent beyond the PC

http://www.comscore.com/Insights/Presentations_and_Whitepapers/2013/2013_Mobile_Future_in_Focus



http://www.w3c.fr/wp-content/uploads/2013/06/devices_lyza.jpg

Educause ECAR 2013 Study - Undergraduates
- Majority own 3 or more Internet capable
devices - Ownership of smartphones (76%) &
tablets (31%) jumped the most in 2012-2013

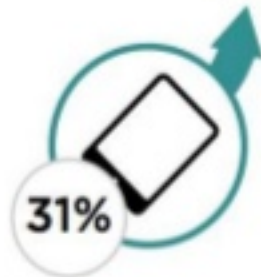
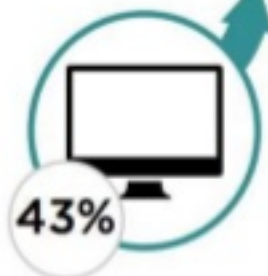
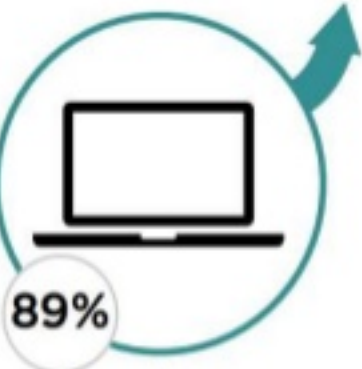
DEVICE OWNERSHIP

+3% (percentage-point
change since 2012)

+14%

+10%

+15%



Laptop

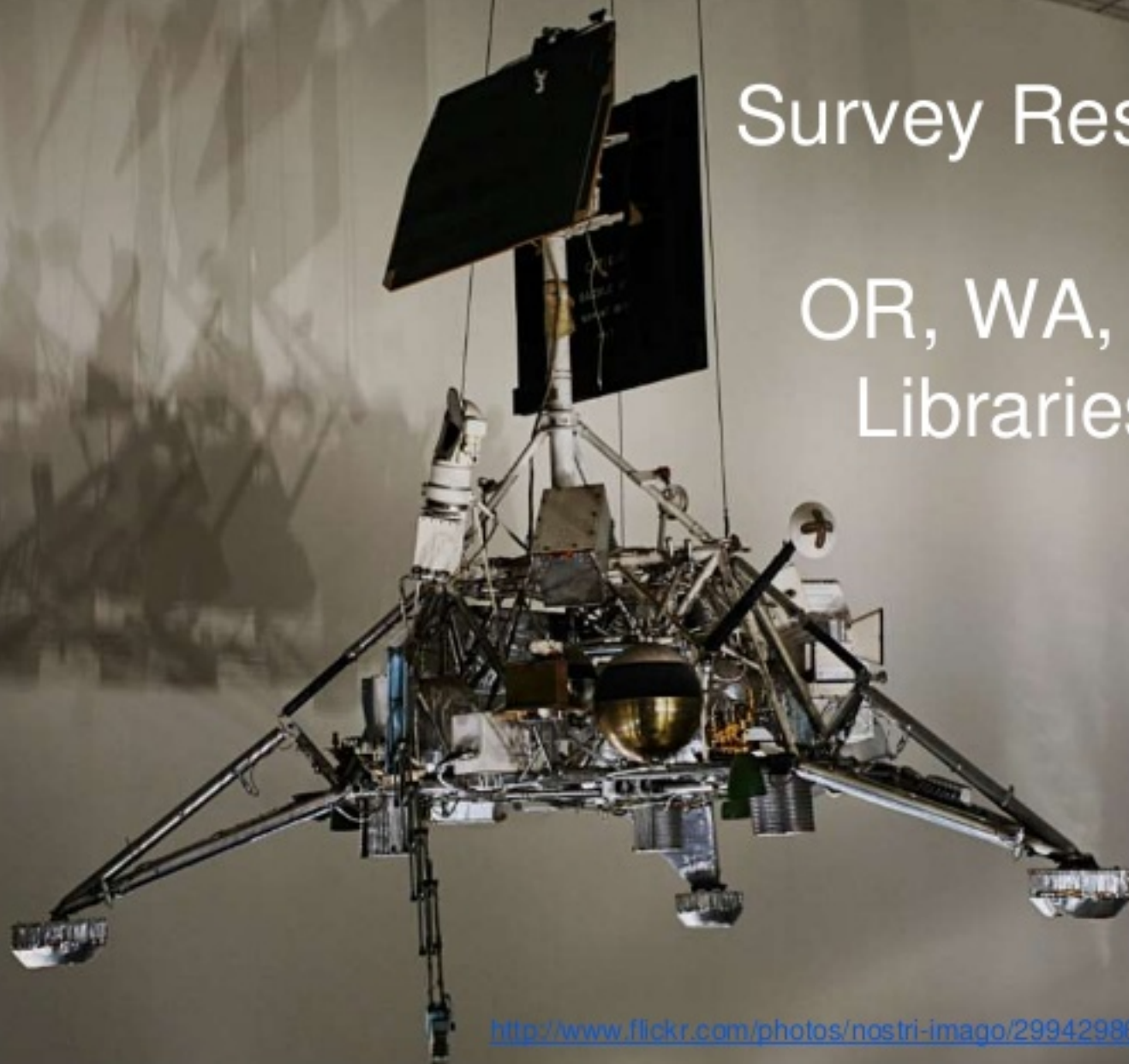
Smartphone

Desktop computer

Tablet

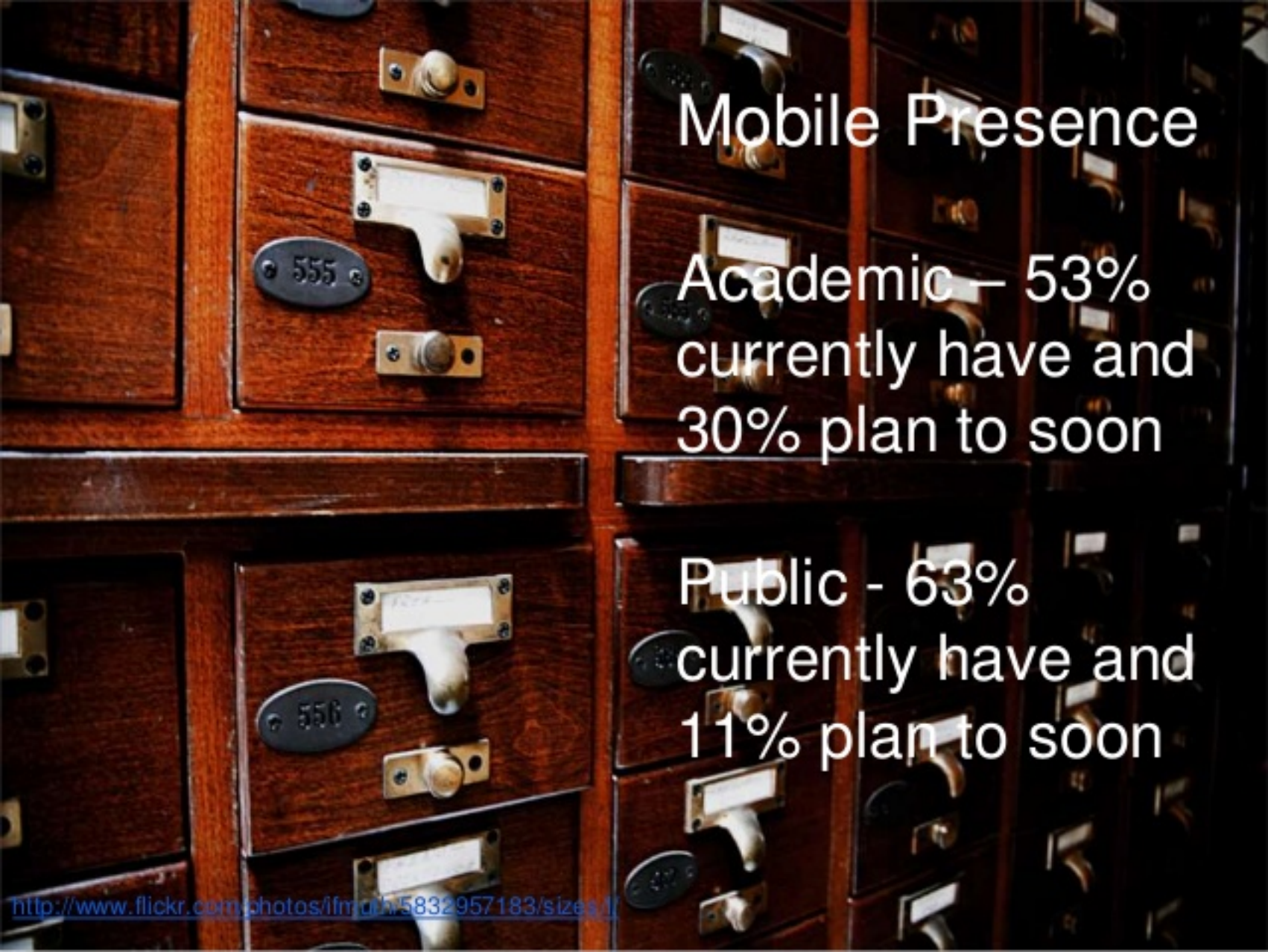
Survey Results

OR, WA, ID
Libraries





More academic libraries from Oregon
and more public libraries from
Washington were represented in 2014



Mobile Presence

Academic — 53%
currently have and
30% plan to soon

Public - 63%
currently have and
11% plan to soon

More types of info offered via mobile





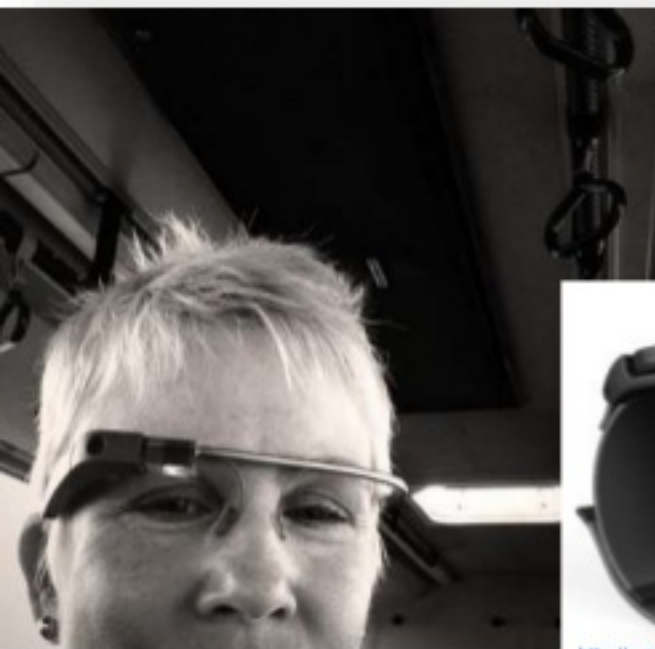
More change

Slight increase or about the same





Changing Mobile Landscape New and Soon



[OLED Wikipedia](#)



<http://goo.gl/Rv2DHS>

Contact

Robin Ashford, MSLIS
Ref & E-Learning Librarian
George Fox University
rashford@georgefox.edu
<https://twitter.com/rashford>

Laura Zeigen, MA, MLIS, AHIP
User Experience Librarian
Oregon Health & Science University
zeigenl@ohsu.edu