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Implications of a Mobile Computing World for Academic Libraries and Their Users

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Implications of a Mobile Computing World for Academic Libraries and Their Users

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Westmont College, Santa Barbara, CA July 19, 2013

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What is a Mobile Device?
Working Definition: Mobile

• Distinguishing features: mobile operating system, touchscreen, internet connectivity, use of apps.

• Mobile devices:
  o Smartphones & similar devices
  o Tablets
Evolution of Mobile

Smartphones:

- Introduced in 2007; by end of 2012 over 1 billion sold around the world.
- 67% of students say they use for academic purposes, up from 37% in 2011.
- Among students who use a smartphone for academics 44% use an iPhone, 46% use an Android device.
Evolution of Mobile Tablets:

- Over 200 million shipped between 2009 and 2012. Projected over one billion will ship in next five years.
- A third (34%) of American adults ages 18 and older own a tablet computer.
Evolution of Mobile - Apps

• First quarter of 2013 alone more than 13.4 billion downloads across four major app stores.

• Apple's App Store topped 40 billion downloads at end of 2012, with nearly 20 billion in 2012 alone.

Fact: the number of minutes people spend on average each day on mobile apps in the U.S. is 94 -flurry.com
Evolution of Mobile

Adobe Digital Index
Global traffic by device type

From analysis of more than 100 billion visits to 1,000+ websites worldwide, we find that the average website is now getting more traffic from tablets than smartphones.

Adobe Digital Index
Visit depth (Page Views/Visits)

Tablets drive more traffic because internet users prefer them for more in depth visits while smartphones are used for shorter visits.
Evolution of Mobile

At GFU, during past three years over 50+% of devices using wireless network are mobile.
Evolution of Mobile in Libraries

• By 2010 44% of academic libraries nationally offered some type of mobile library service.

• 2012 pacific northwest library survey revealed 52.7% had a mobile-friendly web-site; 48.6% had a mobile friendly catalog interface.
GFU libraries launched mobile site in fall 2010. Included catalog.
History and Evolution of Mobile @ GFU Library

Incorporated mobile access from database vendors (e.g., ebrary and EBSCOhost) into user education.
Assessment of Mobile @ GFU Library

• 150% increase in mobile device visits to library web site: 2,068 in 2011/12; 5,167 in 2012/13.

• 3,296 visits to library mobile site in 2012/13.

• Formal evaluation in the near future.
What the Mobile OS Means for Libraries
From Standard Operating Systems...
...to Mobile Operating Systems
(it’s not just a smaller screen)

iPhone
iOS (Apple)

Nexus 7 Tablet
Android OS (Jelly Bean)
Reaching Our Mobile Users

Considering a library app or mobile presence of some kind?

There are a few options...
**Native App**, Mobile Site, Responsive Web Design

**Native app**
A software application developed specifically to run on the architecture of a mobile device, and which is downloaded, purchased, and upgraded through a central distribution portal (such as the App Store).

Definitions - [Stanford IT - Web Publishing for Mobile Terminology](#)
Native App, **Mobile Site**, Responsive Web Design

**Web app**: Uses web browser technology on the Internet to display a mobile URL on a device, often with a different appearance than the corresponding desktop website.
Responsive web design: A website that responds to the device that accesses it and delivers the appropriate output for it uses responsive design.
Digital Content: E-books and DRM
Free Bluefire App for iPad, iPhone and Android Devices

Apple and Android devices: Bluefire Reader is recommended

A free Adobe ID account must be created, the Bluefire Reader app will prompt for an Adobe ID login and password to authorize before e-books can be downloaded.

- Download Bluefire Reader app for iPhone, iPad or iPod touch
- Download Bluefire Reader app for Android smartphones and tablets

Download EBSCO eBooks on iPad, iPhone, or iPod Touch

Transfer EBSCO ebooks to a Mobile Device

Popular Devices that Are Compatible with EBSCOhost E-book Download include:

- Barnes & Noble NOOK
- Sony Reader Daily Edition™
- Sony Digital Readers (PRS-300, 505, 600 and 700BC)
- And many more...
- iPad (works with third-party applications BlueFire)
Library Vendors: Developing for the Mobile Market
After installing the app on your device, it must be authenticated from the EBSCOhost or EBSCO Discovery Service interface. To authenticate the EBSCOhost app:

1. Log into EBSCOhost.
2. Click the EBSCOhost iPhone and Android Applications link at the bottom of the page and enter an email address which you can access from your device. An email with an authentication key is sent to you.
3. Access the email from your device and click the link found in the email to authenticate the application. You have 24 hours to access the key.
Apps for Research & Education

Welcome to Mobile Apps for Research and Education!

Click on tabs above or links on left sidebar to browse
Free apps are specified, others range in price
Access guide on smartphone, iPad/tablets for easy downloading of apps

Welcome to Mobile Apps!

Note: Text within guide copied from or based on description text on app pages - Guide development is ongoing.

http://libguides.georgefox.edu/MobileApps
Library Research Apps

http://libguides.georgefox.edu/MobileApps
Teaching Library Instruction Classes on Mobile
(for programs gone mobile)

Blog Post: http://librarianbydesign.blogspot.com/2012/06/teaching-library-research-on-ipad.html
Helpful Services for Mobile Users

Print from your Smartphone, Laptop or Tablet.

1. Forward an attachment or email to this HotSpot Printer:
   Email: lesterlibrary@printspots.com

2. Or visit the URL below and follow the on-screen instructions. Your private print release code(s) will be emailed back to you. Move to step 2, once code(s) are received.
   URL: www.printeron.net/lester/library

Press "OK" on the printer-keypad, then enter the release code(s) and press "OK" to confirm. Follow the instructions on the printer’s display to print.
Tablets for loan at Nevada State College Library

Checkout an iPad from the Marydean Martin Library!

Each iPad comes with a keyboard and a protective case.

Learn more: [http://nsc.nevada.libguides.com/ipads](http://nsc.nevada.libguides.com/ipads) (QR Code resolves to the libguide to learn more)
24-hour Texting

Reference help for student questions using Google Hangouts on iPad

Scanning library card

UTexas Library Catalog

(Book Info) Ambient findability
Morville, Peter.
QA 76.9 D26 M67 2005 PCL
Stacks: AVAILABLE

Free charging station

Ambient findability:: Morville, Peter.
::QA 76.9 D26 M67 2005 PCL
Stacks: AVAILABLE
QR (quick response) Codes

• Fad, trend, practical?

• How long will QR codes stick around?

• Will they mainstream in North America?

• Does it matter?
Thoughtful strategies for helpful QR codes...

QR Codes & Libraries: The Library Audio Tour at BYU Library by M. Whitchurch  
Audio Tour Map

Marketing and Education at BSU Albertsons Library  
http://guides.boisestate.edu/QRcodes
Changing Mobile Landscape - New and Soon: Phablets, OLED Displays - YOUMs and more

Phablets = 5” - 6.9” displays
OLED = flexible screens
New Reading Experiences - NYPL Biblion Award Winning iPad App - Free!


It is with great excitement that we welcome you to The New York Public Library for the 21st century with the relaunch of our distinguished journal Biblion, now completely rethought and redesigned for the iPad. The Greek word biblion originally meant “a strip of papyrus”; in the Middle Ages, it was applied to collections of fragments of ancient texts. Today, NYPL’s digital Biblion transforms texts — ancient and modern — into a new format for new generations of readers.

This publication, rechristened Biblion: The Boundless Library, provides journeys through the Library’s vast collections. The entire app, as you will see, is designed to take you — all but literally — into the Library’s legendary stacks, opening up
Convergence of Print & Digital - Reading and Learning Experiences with Augmented Reality (AR)

NYTimes AR Example

Playing with the AR App IMAG-N-O-TRON

Playing with Flying Morris in the GFU Library
Emerging Tech and Looking Forward - AR Educational Applications

Ex: Macular Degeneration - EyeDecide App

AR medical app for patient education

Aurasma Site

Augmented Reality - Teaching and Learning with Aurasma
Emerging Tech - Smarter Smartphones
NFC (near field communication), Apple Passbook and more

Apple Passbook vs. Google Wallet
Will hardware or software win the mobile payment game?

Examples: NFC tags can replace QR codes, walking by the library with a passbook card your smartphone notifies of a book ready for pickup on the hold shelf, etc.
Thank you!

References and image credits on following slides.
ABI, R. (1). U.S. Consumer Tablet On-device Spending Soars with 22% of Users Spending More Than $50 per Month, Says ABI Research. *Business Wire (English)*


[Online NW Full Presentation](http://www.ohsu.edu/xd/education/library/about/staff-directory/upload/mobile_survey_ACADEMIC_final.pdf)


Image Credits / Reading List

Image slide #13 Computers by Valley Library (Oregon State University)

Image slide #13 Mobile devices by Joint Base Lewis McChord

Image slide #13 Students in library study room by by East Georgia State College

Image slide #15 Mobile OS image of hand with Sony mobile Xperia™ smartphones by verniem

Image slide #27 Smartphone Printing by Lester Public Library

Image slide #29 Scan library card iPhone by Brian Herzog

Pre-session reading list:

