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Txt 4 Info: Is Adding SMS for Reference Right for Your Library?

Barbara O'Neill

Washington County Cooperative Library Services

Liz Paulus

Cedar Mill Community Library

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Txt 4 Info

Is Adding SMS for Reference Right for Your Library?

Barbara O'Neill

Washington County Cooperative Library Services

Liz Paulus

Cedar Mill Community Library

Online Northwest / February 5, 2010

Oregon State University / Corvallis, OR

What is “Texting”?

“Referring to the process of communicating via plain text messages over a cellular radio network using short message service (SMS)”
meaning: txt mgs to/from cell phones

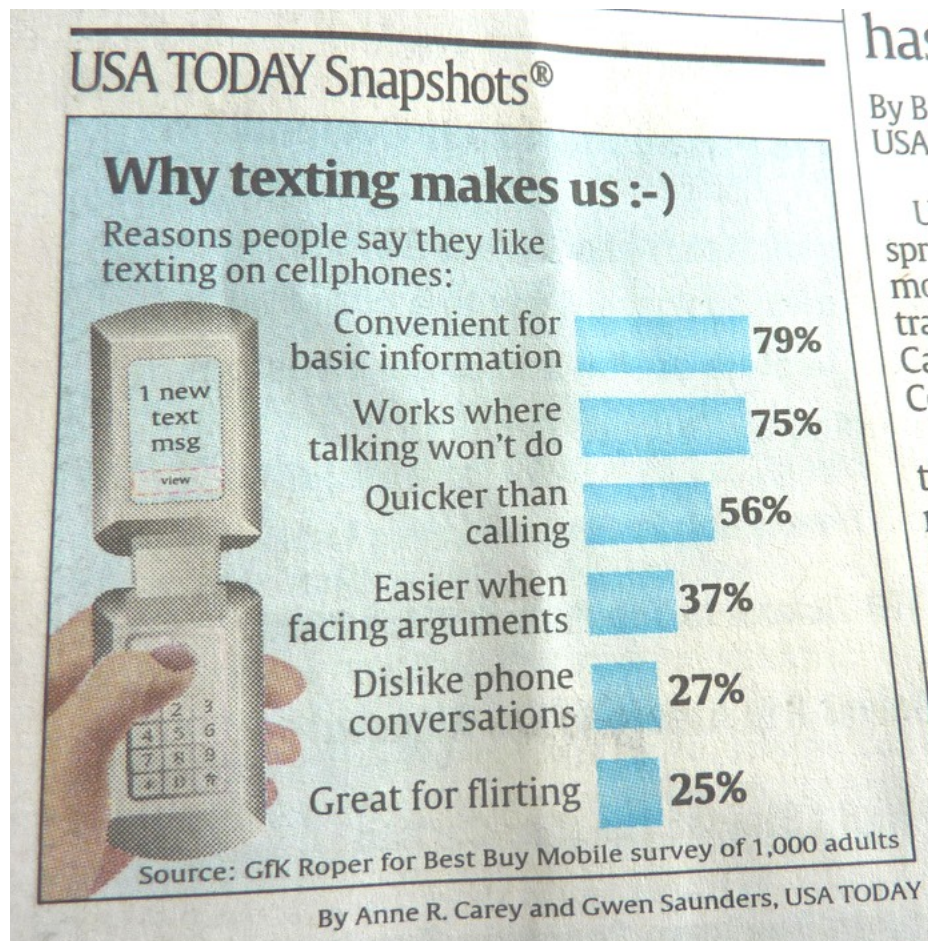
Webster's New World Telecom Dictionary Copyright © 2008
by Wiley Publishing, Inc.



- SMS messages can be 140-160 characters in length (varies)
- Messages longer than the standard can and may be split into several messages.

Text messages can be sent using regular computers as well as cell phones and other handheld devices.

People Like Using Text Services For Lots of Reasons



- Top reason: “convenient for basic information” (79%) – sounds like a library could be of some use here!



Existing services — filling a need that libraries used to fulfill (back in the 20th century)

Most free (with ads) but with exceptions — human or autogenerated. Examples:

- ChaCha.com (242242)
“Over 400 million questions answered!”
- KGB.com (\$0.99 each) (542542)
- Google SMS (466453) - query Google with codes for search results:
example: “weather corvallis”

ChaCha
ur mobile BFF

guest [LOGIN](#) / [SIGN UP](#)

WHO? WHAT? WHEN? WHERE? WHY? HOW?

OVER 400 MILLION QUESTIONS ANSWERED!

SEARCH

Advertise on ChaCha: [Mobile Advertising](#) | [Local Ads](#) | [Indianapolis Deals](#)

HOT TOPICS



Superbowl 2010

Superbowl Records
Colts vs. Saints
Peyton Manning, Drew Breez



Grammy Awards

Michael Jackson's Kids, Grammy Winners
Lady Gaga & Elton John
Taylor Swift, Beyonce



Apple iPad

Steve Jobs
iPad Cost & Free iPad Games
iPad, iPhone, MacBook



Video Games

Farmville, Doodle Jump
God of War, Assassins Creed
Call of Duty, Modern Warfare



Coupons

Burger King Coupons
Printable Coupons, Car Rental Coupons
Best Buy Coupons, Walmart Coupons



TV Shows

American Idol, MTV
Jersey Shore, Ray J
The Bachelor, Vampire Diaries



Winter X Games

Shaun White



February

Valentines Day, Presidents Day
Black History Month, Ash Wednesday
Fat Tuesday, Mardi Gras



Haiti Earthquake

Hope for Haiti
Haiti Disaster
Paul Shirley



Movies

The Wolfman, Sherlock Holmes
Tron Legacy, Iron Man 2, Avatar
Clash of the Titans, Alice in Wonderland



Celebrities

Kardashian, Kim Kardashian
Brad Pitt, Kristen Bell
Jake Pavelka, Christina Hendricks



Phones

Nexus One, Google Phone
Free iPhone Apps, Android
Blackberry, Droid



Fitness & Diet

Get Abs, Workout
Weight Loss, Calories
Exercise, Yoga, Pilates



Winter Olympics

2010 Olvmoics

Wanted: Know-it Alls

Like to know what's going on in the world and the web?

[Become a ChaCha Guide!](#)



•Sample question and answer:
Q: Are the Redskins a good football team?
A: The Washington Redskins are not having a great season this year, with a record of 4-10. However, they still have many fans who think they are an excellent football team! ChaCha on!

GrabFileEditCaptureWindowHelp

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542542 — Welcome!

http://542542.com/

Google


Most VisitedGetting StartedLatest HeadlinesPocketGear.com off...The New User's Guid...AppleYahoo!Google MapsYouTubeWikipediaNewsPopular

542542 — Welcome!

+

542542

Got a question?
your answer is just a text away.
when you text **kgbkgb**, we answer to you.



Look for **kgb's** newest ad
during **SuperBowl XLIV!** >
Click for more details.

Home

What is 542542?

See Our TV Ads

Become an Agent

Blog

Learn How to Text



NEW Mobile Apps

✓

See what's **hot** right now on 542542 (kgbkgb)



What is the meaning of the name Eloise?

Eloise is a form of Louise, meaning 'famous warrior'. Eloise is of French origin, whereas Louise is English.





When did YouTube get started?

Three former PayPal employees created YouTube in February, 2005. The first video was called "Me at the Zoo." It was bought by Google Inc. in 2006.





What is the movie where the man had to sneeze but he couldn't?

"Innerspace" is about a man who has another man, miniaturized in a secret experiment, accidentally injected into him. He must sneeze to get him out.





Who is the Zodiac Killer?

The Zodiac Killer was a serial killer operating in Northern CA in the 60s. He hinted he killed 37 people, 5 were confirmed. His identity is unknown.





How much ground cinnamon is equal to one cinnamon stick?


One inch of a cinnamon stick equals 1 teaspoon of ground cinnamon, 3 inches would be equal to 3 teaspoons of ground cinnamon.



How accurate is a pregnancy test?

Under laboratory conditions, home pregnancy test accuracy is about 99%. This is assuming the test was taken





Curious? Try it now.
Ask a **question** below &
a kgb Special Agent will
send the **answer**.

Ask a Question

150

Mobile Number

10 digits

\$0.99 per answer.
Message and Data rates may apply. Txt HELP to 542542 for help.
Txt STOP to 542542 to cancel. Charges appear on wireless bill.

☐ I agree to the [terms and conditions](#)

Get the answer on your phone

Watch the kgb tv ads

new

kgb Answers website

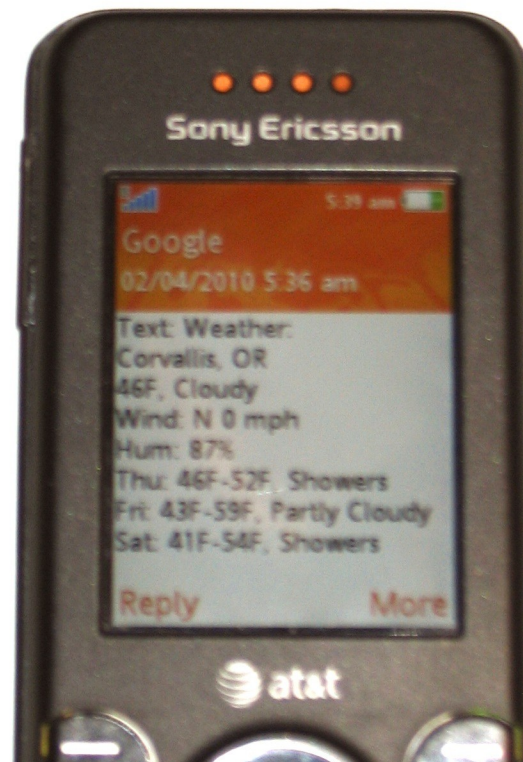
Take the challenge >


Done

Google SMS – weather info




Google SMS – weather info





Why should libraries care about text messaging?

“We already offer contact by phone, e-mail, chat; why this new channel too?”



Why should libraries care about text messaging?

“We already offer contact by phone, e-mail, web, and chat; why this new channel too?”

- Many of our patrons already use this tool for their basic information needs
- Statistics show that if they don't use it now, they will likely do so in the future, perhaps to the exclusion of other more traditional pathways like web, voice, e-mail, or chat.

The Mobile Wave – 2009 update

Mobile data and communications activities: by Age
(Those who have a cell phone or personal data assistant
who have ever done one of listed activities)

	18-29	30-49	50-64	65+
Send or receive text messages	92%	76%	50%	17%
Take a picture	87	71	59	29
Play a game	46	32	12	6
Send or receive email	34	30	17	7
Access the internet for news, weather, sports, or other information	39	31	14	4
Record a video	32	21	11	2
Play music	43	21	7	5
Send or receive instant messages	34	21	12	7
Get a map or directions to another location	27	24	11	5
Watch video	24	15	7	3
Percent who have done at least one of these activities	93%	80%	59%	27%
Median number of activities <u>ever</u> done	4	2	1	0
Number of cases	296	578	506	399

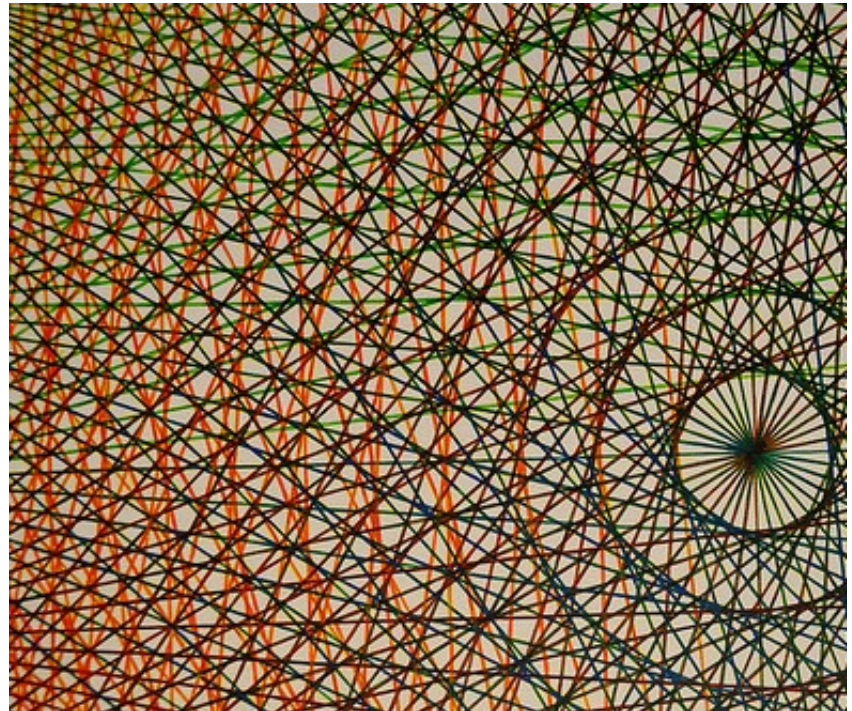
Pew Internet & American Life, [7/22/2009](#)

Slide by T. Greenwalt & J. Hill 10/22/09

The New Information “Ecology”

Our users are
members of
networks that are:

- Always On
- Always Available
- Asynchronous
- Relationship-based



(quote, Lee Rainie, Pew Institute –

“The New Information Ecology” – presentation 11/20/09 – Colorado Library As



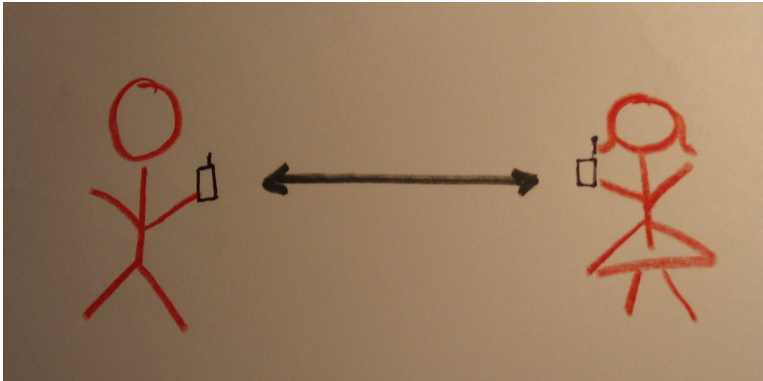
Why SMS for Reference?

It's perfect for reference because it:

- ☐ Does not limit patron or staff by location
- ☐ Is always at point of need
- ☐ Enhances traditional services
- ☐ Expands the reach of services
- ☐ Opens possibilities for new services

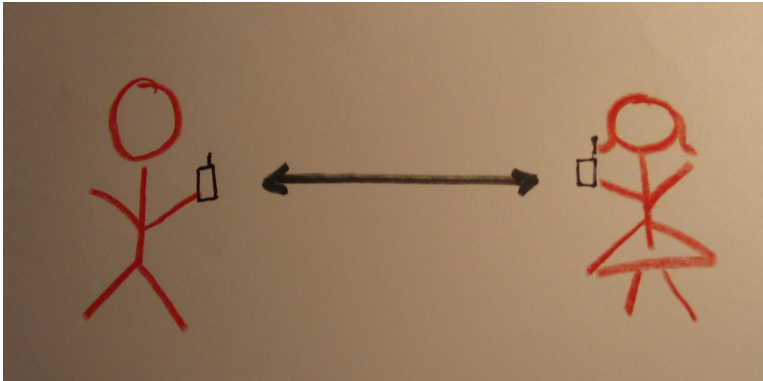
– Peterson and Murphy, “Reference On the Go”, Internet Librarian 2008

Basic Options for Getting Started with SMS



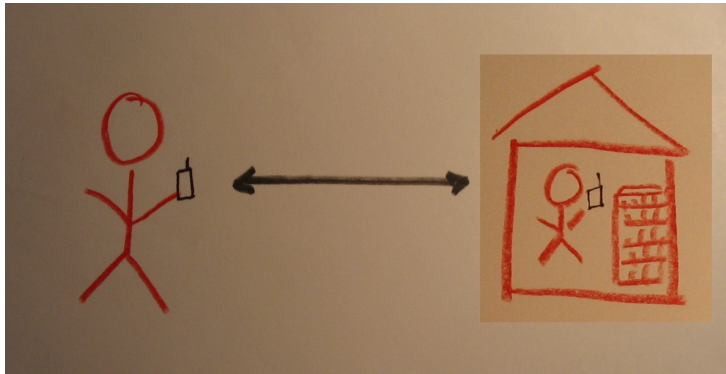
In general, for anyone to start texting, they get a phone number and a phone/device and a texting plan from a provider.

Basic Options for Getting Started with SMS

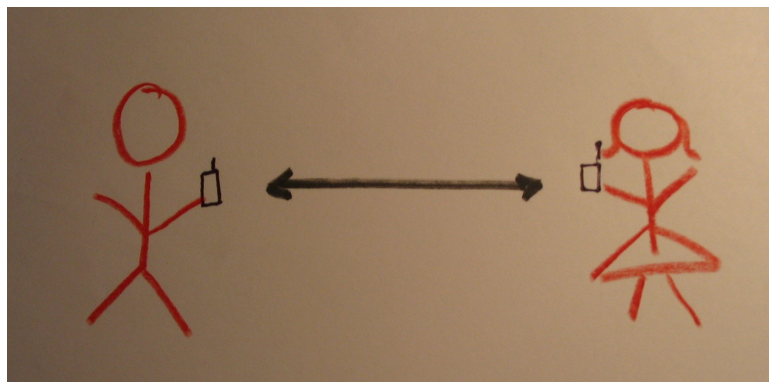


In general, for anyone to start texting, they get a phone number and a phone/device and a texting plan from a provider.

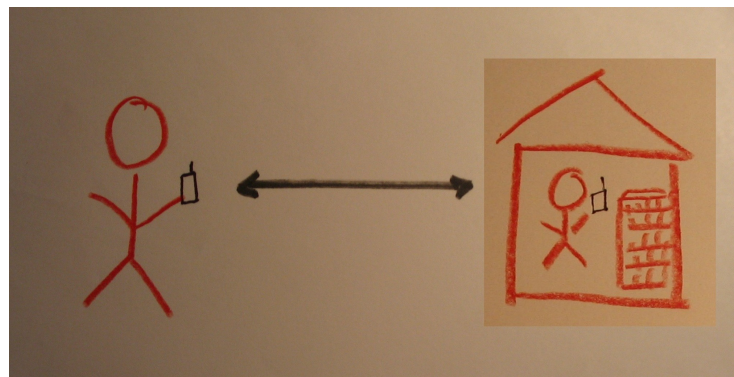
One way to start doing text ref is to buy a phone for your library and connect one-to-one with patrons (some libraries do this)



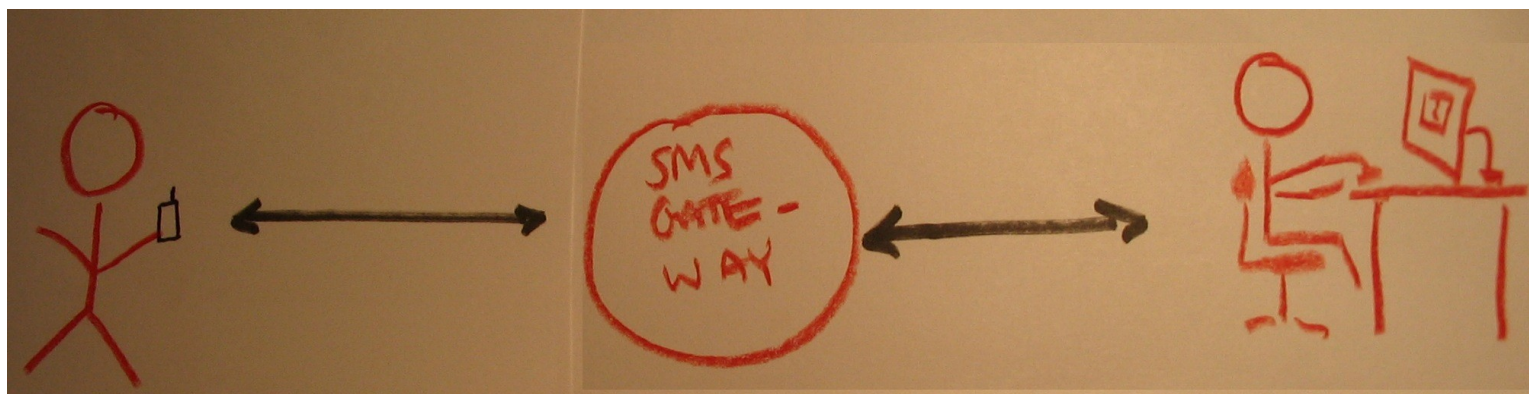
Basic Options for Getting Started with SMS



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One way to start doing text ref is to buy a phone for your library and connect one-to-one with patrons (some libraries do this)



For more features such as multiple users, queues or managing via desktop, an email-to-SMS gateway is necessary.

Reference Service Via Text (SMS)



- <http://www.myinfoquest.info>
- Washington County Cooperative Library Services (www.wccls.org) in partnership with 60+ libraries



Info Quest using Gmail

[Gmail](#) [Calendar](#) [Documents](#) [Reader](#) [Web](#) [more ▼](#)



Search Mail

Search the Web

[Show search options](#)
[Create a filter](#)

[Compose Mail](#)

[Inbox \(2\)](#)

[Starred](#) ★

[Sent Mail](#)

[Drafts \(15\)](#)

[ACU](#)

[AFL](#)

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1 - 50 of 127 [Older >](#) [Oldest >>](#)

Select: All, None, Read, Unread, Starred, Unstarred

<input type="checkbox"/>	★	postmaster	SMS from +1508 [redacted]	at is the technical name for the double clawed cat	4:57 am
<input type="checkbox"/>	★	postmaster (2)	SMS from +1503 [redacted]	ts klhoe after dark(Y100) the radio station's numbe	9:30 pm
<input type="checkbox"/>	★	postmaster, me (2)	TAP SMS from +1 [redacted]	1-888-327-7018 http://radio.disney.go.com/hel	7:59 pm
<input type="checkbox"/>	★	postmaster, me (2)	TAP SMS from +1 [redacted]	About 22 yrs. Established in 1988. http://www.r	7:23 pm
<input type="checkbox"/>	★	postmaster, me (2)	MPL SMS from +1 [redacted]	It was an attempt to put together data from hur	6:53 pm
<input type="checkbox"/>	★	postmaster, me (2)	MPL SMS from +1 [redacted]	Eagles went to Superbowl in 1981 and 2005 b	6:25 pm
<input type="checkbox"/>	★	postmaster	noquestion SMS fr [redacted]	3286 - Ok thanks	6:10 pm
<input type="checkbox"/>	★	postmaster, me (3)	MPL SMS from +1 [redacted]	the Red Sea is sandwiched by Africa and Saur	6:04 pm
<input type="checkbox"/>	★	postmaster, me (2)	BLL SMS from +1 [redacted]	molecules are absorbed from the upper small i	Feb 3
<input type="checkbox"/>	★	me (2)	noquestion i'm here	Thank you! I'm gone On Wed, Feb 3, 2010 at 4:58 PM, M	Feb 3
<input type="checkbox"/>	★	postmaster, me (2)	SMS from + [redacted]	- Sugar On Wed, Feb 3, 2010 at 4:55 PM, <postmaster	Feb 3
<input type="checkbox"/>	★	postmaster, me (2)	SMS from + [redacted]	- Yes, one study I found said that Gatorade was worse t	Feb 3
<input type="checkbox"/>	★	postmaster, me (2)	SMS from + [redacted]	- Depends on your teeth, some teeth decay faster then	Feb 3
<input type="checkbox"/>	★	postmaster, me (2)	SMS from + [redacted]	- One science fair study found that a tooth immersed in	Feb 3
<input type="checkbox"/>	★	postmaster, me (2)	SMS from + [redacted]	- On Wed, Feb 3, 2010 at 3:39 PM, <postmaster@ipipi.	Feb 3

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[Labels ▼](#)

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SMS from +1503

[Inbox](#) | [X](#)

WCC

☐ **WCC**



postmaster@ipipi.com to Lori

[show details](#) 8:04 PM (9 hours ago)



[Reply](#)



Wats klhoe after dark(Y100) the radio station's number?



[Reply](#)



[Reply to all](#)



[Forward](#)



postmaster@ipipi.com to Lori

[show details](#) 9:30 PM (8 hours ago)



[Reply](#)



- Show quoted text -



[Reply](#)




[Reply to all](#)



[Forward](#)

Finish question:

Delete original question in Reply box, compose answer, check number of characters in answer using tool of choice, and Send



The screenshot shows a web interface with a message and a reply box. The message is titled "My Info Quest" and is addressed to "iqrrref--+". It includes a "show details" link and a timestamp of "5:58 AM (2 hours ago)". The message body says: "Sorry for delay - service closed. Ph# for call-in is 866-645-Y100 (9100) - found this on Khloe's site khloekardashian.celebuzz.com. Thx for using IQ". Below the message is a "Reply" button and a "Forward" button. At the bottom is a large text input box for the reply.

★ - My Info Quest to iqrrref--+ [show details](#) 5:58 AM (2 hours ago) [Reply](#)

Sorry for delay - service closed. Ph# for call-in is 866-645-Y100 (9100) - found this on Khloe's site khloekardashian.celebuzz.com. Thx for using IQ

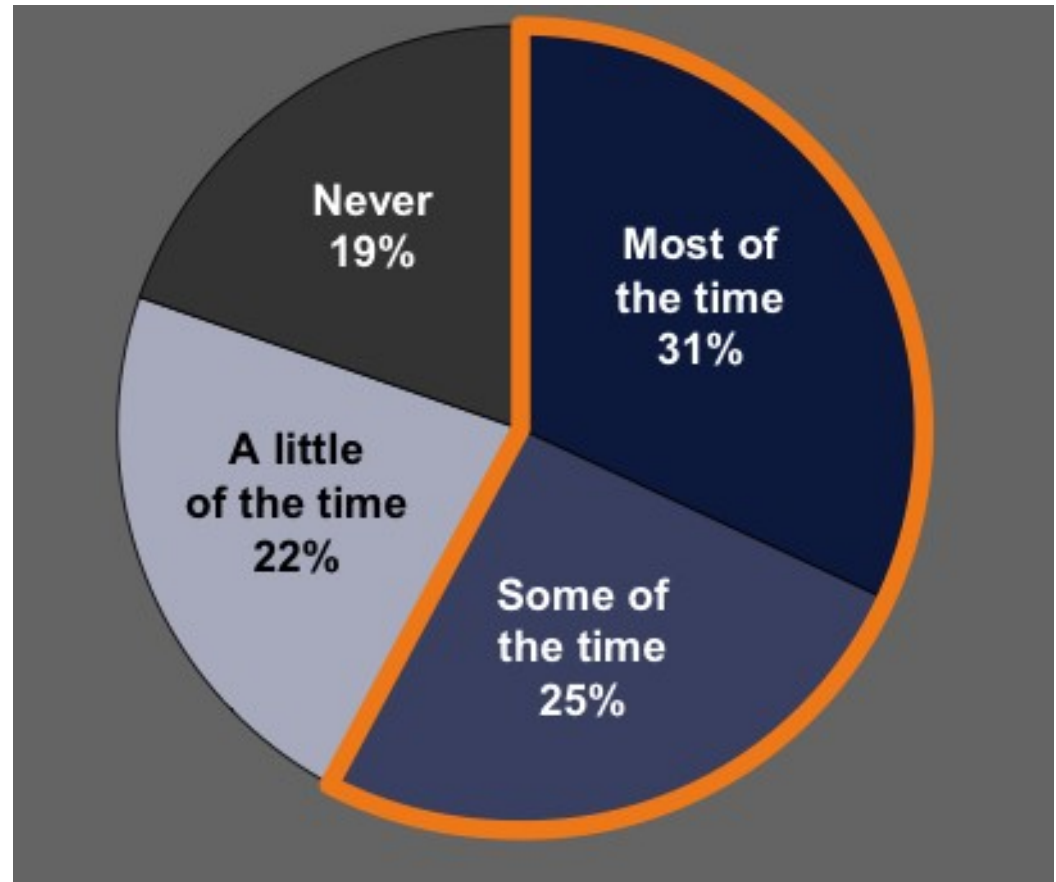
[Reply](#) [Forward](#)

User expectations of service

Fact #1: they're probably doing something else at the same time they're chatting/texting with you

Among all 8- to 18-year-olds, proportion who say they use a computer, watch TV, play video games, *text message*, or listen to music while doing their homework:

Media and Multitasking in Youth –
1/15/2010, Kaiser Family Foundation -
[http://www.kff.org/entmedia/mh012010
pkg.cfm](http://www.kff.org/entmedia/mh012010/pkg.cfm)





User expectations of service

Fact #2: Expectations vary:

Some patrons will want a conversation
and some will want just the facts, ma'am

After 4 "real" questions...

- Q. Thats is so cool. How many qutions do you personally awnser a day?
- A. Depends on the day, but today I've answered 5 questions in about 45 minutes.

- Q. Do you work there or are you some kinda robot
- A. I work at an Illinois public library. I'm not a robot, but there are days I wouldn't mind having one to help me! =)

- Q. Well theres alot more were that came from lol.
- A. =) Good to know!



Bad Answer

Q. Wat is pda-~It's-MeLoDy~

A.

<http://www.palmfreeware.mobi/download>



Good Answer

Q. Is sea salt healthier than regular sea

A. According to Mayo Clinic website, sea salt & table salt have the same nutritional value; the only differences are taste, texture & processing.



Bad Answer

Q. Im trying to find articles on the links between casino gaming and crime. I've gone to ur electronic resources on ur website and come up with no results.

A. I urge you to ask a librarian for assistance in your search. Thelibrary appears to have many electronic resources that should provide the info you need.



Good Answer

Q. I needa know what time does the 8th grade go to pick up schedules.

A. If you are referring th buses, it seems to depend on the route, but you can access this information at 918-357-7063.



Vendors and Tools for Libraries

- Altarama – SMS Reference – Gateway Used in IQ Project
<http://www.altarama.com/page/SMSreference.aspx>
- Mosio - Text A Librarian -
<http://www.textalibrarian.com/webinar.php>
- LibraryH3lp – SMS gateway to IM/chat clients-
<https://admin.libraryh3lp.com/docs/h3lp>
- Add to existing IM Reference by using “the AIM Hack” - use a phone and code to route through IM clients.



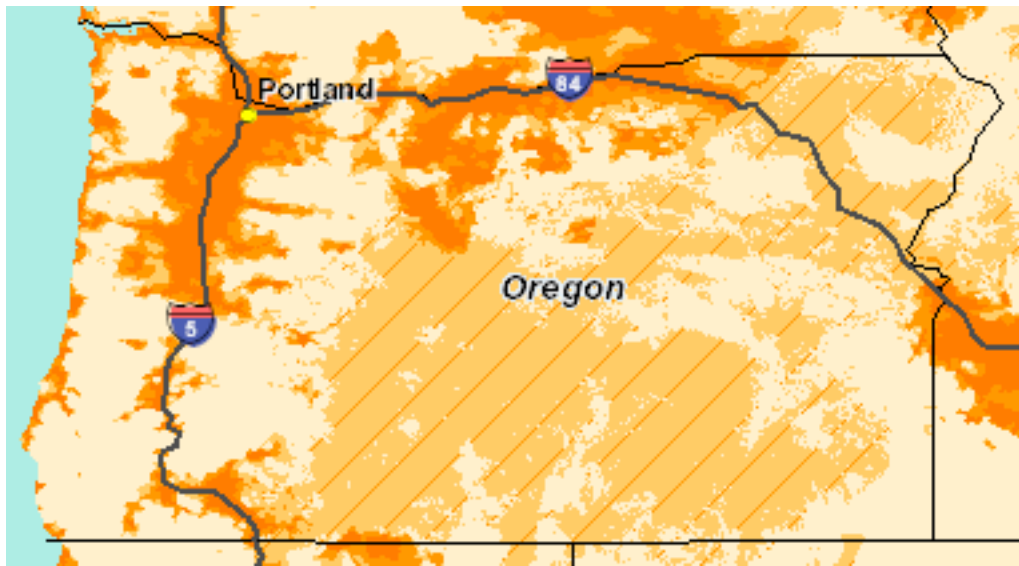
Issues to Consider

■ Who are your potential users?

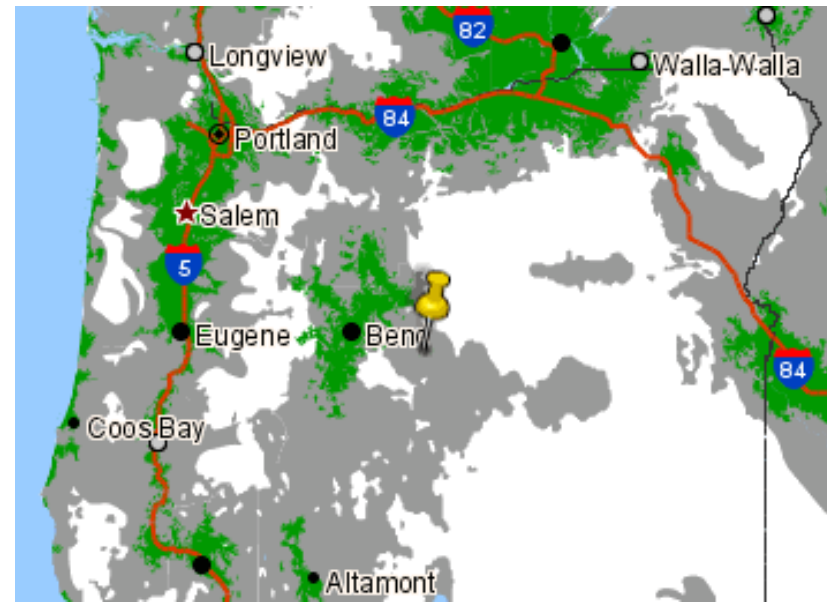
- ☐ What are actual numbers for mobile users in your service area?
- ☐ How do demographics set your priorities for service? (ex: latino populations have been “going mobile” faster than other groups)

■ What about privacy?

- ☐ How much personal information is retained?
- ☐ Where is it stored?
- ☐ Is there a balance to be found between library policy and reality of social network practices?



AT&T / Cingular



Sprint



T-Mobile



Verizon



Issues to Consider

- How to integrate workflow?
 - ☐ What services do you already provide?
 - ☐ Who will staff it and how does that change options for service?
- Technology and Budget Issues
 - ☐ Working with IT for access and management
 - ☐ Funding
 - ☐ Ongoing tech support and funding

What will work for YOUR library?



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- Cell phone coverages maps gathered by Caleb Tucker-Raymond 11/2009 (via AT&T, Spring, T-Mobile and Verizon websites)
- Stick figures^(tm) by liz paulus

Selected Print References

Kohl, L. and Keating, M. (2009), "A phone of one's own", College and Research Libraries News, Vol. 70 No. 2, pp. 104-6, 118.

Library Technology Reports. (2007), "Messaging in a 2.0 world: Twitter and SMS", Library Technology Reports, Vol. 43 No. 5, pp. 62-6.

Stahr, Beth. (2009), "SMS library reference service options", Library Hi Tech News Number 3/4 2009, pp. 13-15.

Other links and source credits:

<http://www.delicious.com/wccls/2010OnlineNWTextRef>

Presentation available at:

<http://nwcentral.org/?q=node/2959>