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State of the Mobile Landscape: Mobile Literacy and What It Means for Libraries

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George Fox University

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State of the Mobile Landscape: Mobile Literacy and What It Means for Libraries

Online Northwest, February 10, 2012
Robin Ashford, MSLIS - Laura Zeigen, MA, MLIS

- A key milestone was passed in 2011: Today, there are more wireless devices than there are Americans. Specifically, there are nearly 327 million connected devices and 312.6 million U.S. residents.
- 43% of American mobile phone users own a smartphone. Of 25-34 year olds, 62% own a smartphone.
- No surprise then that starting in Q4 of 2010, the U.S. market reached another first: More smartphones sold than PCs.

http://mobilefuture.org/content/pages/2011_mobile_year_in_review



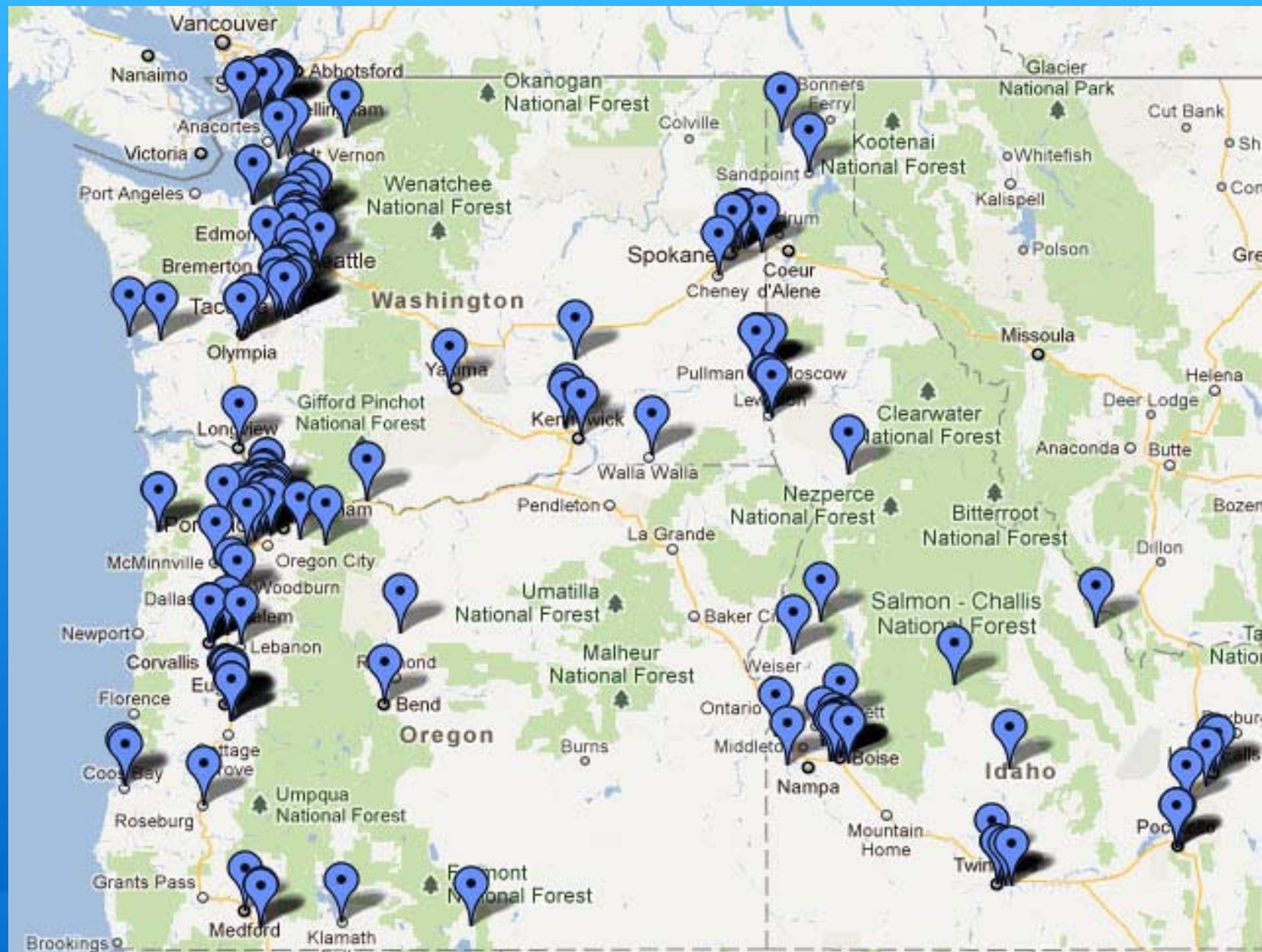
<http://youtu.be/aKAlzU90zA8>

Mobile - Growing impact to libraries



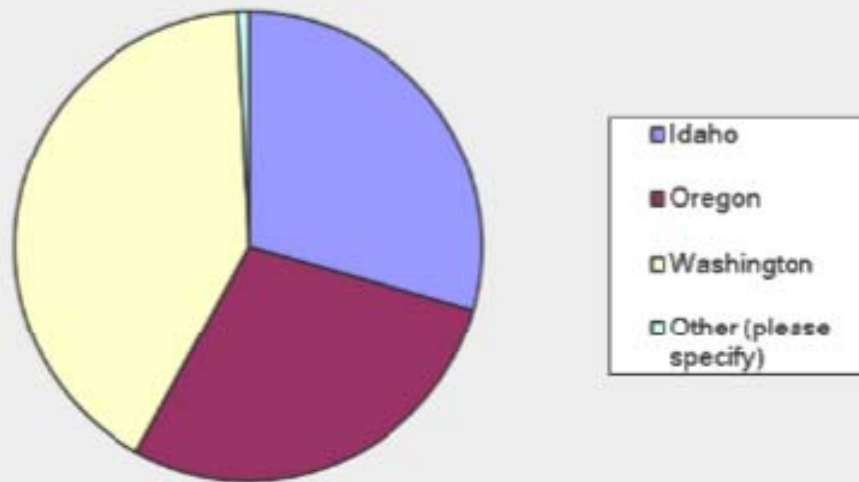
Photo: Marcin Grygiel (March-prv)

Time of transition



Mobile climate survey - Library locations

Public Library location



Public library locations - Idaho, Oregon, Washington, 1 other (IL)

Library location

Answer Options

Response
Percent

Response
Count

Idaho

29.4%

37

Oregon

28.6%

36

Washington

41.3%

52

Other (please specify)

0.8%

1

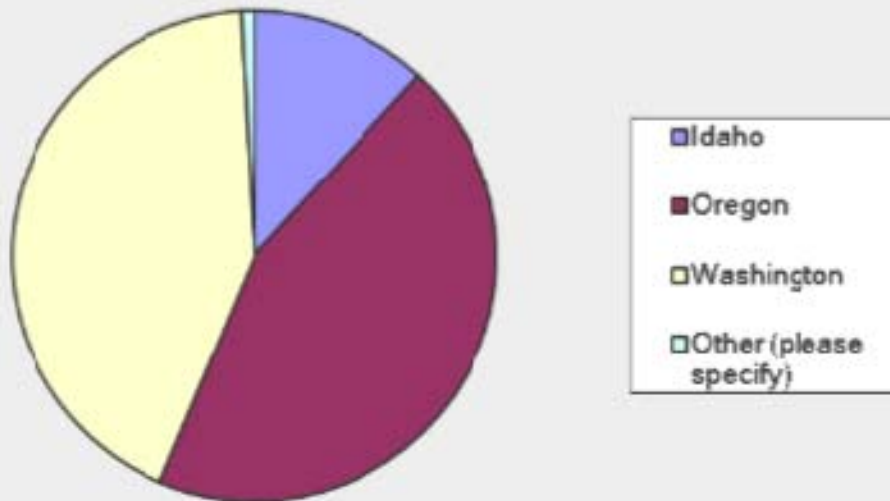
answered question

126

skipped question

0

Academic Library location

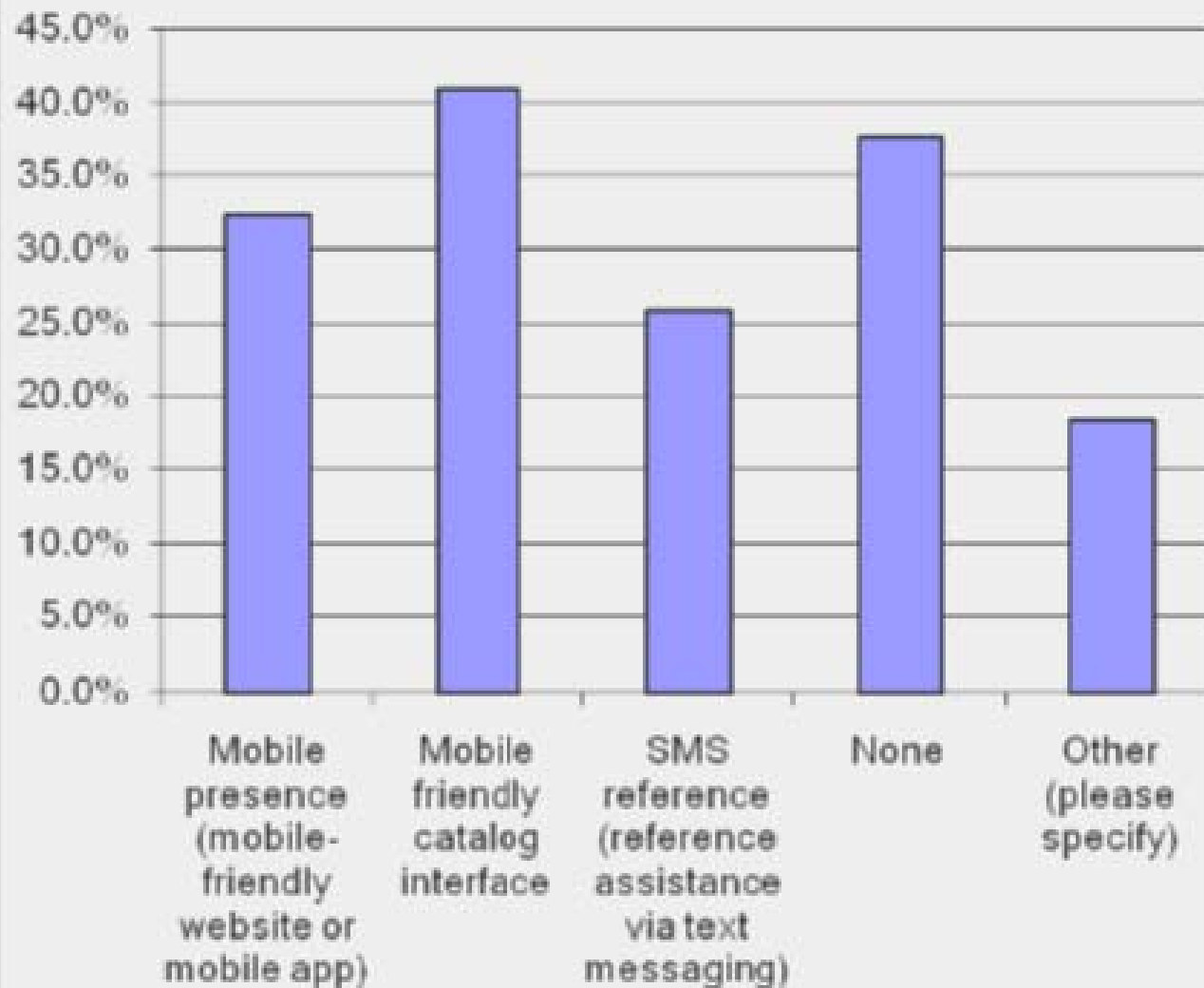


Academic library locations - Idaho, Oregon, Washington, 1 other (CA)

Library location

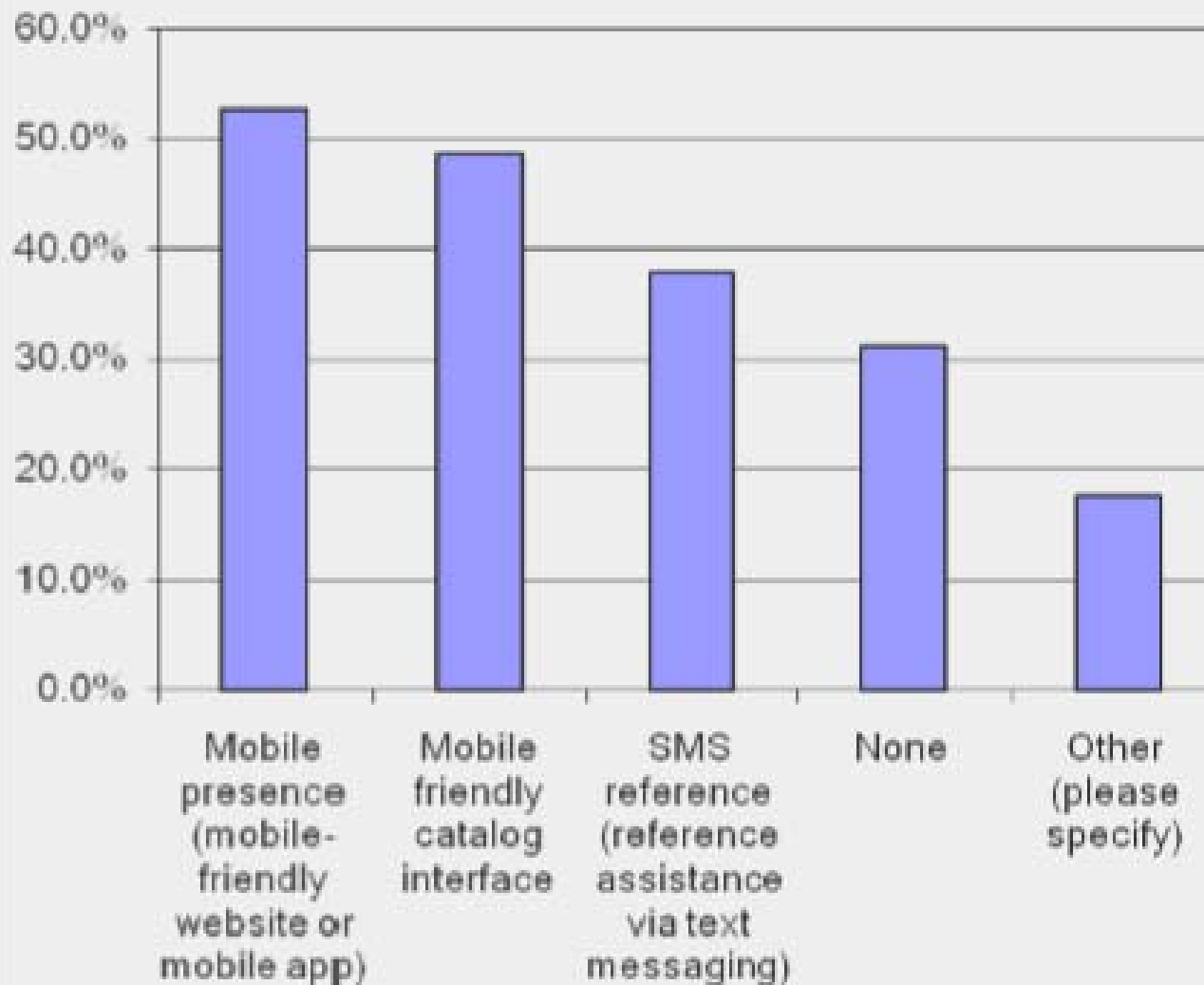
Answer Options	Response Percent	Response Count
Idaho	11.8%	13
Oregon	44.5%	49
Washington	42.7%	47
Other (please specify)	0.9%	1
answered question		110
skipped question		0

What mobile services do you currently offer? (choose all that apply) PUBLIC

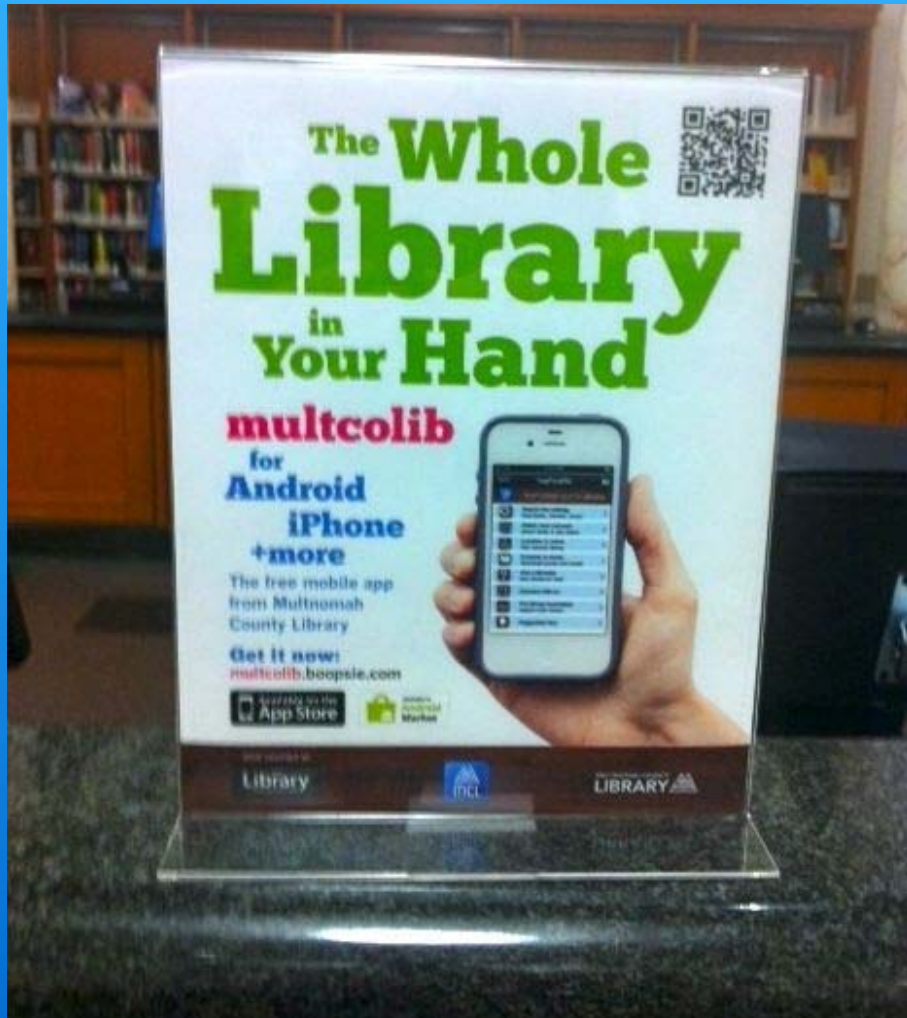


What mobile services do you currently offer? Public libraries

What mobile services do you currently offer? (choose all that apply) - ACADEMIC

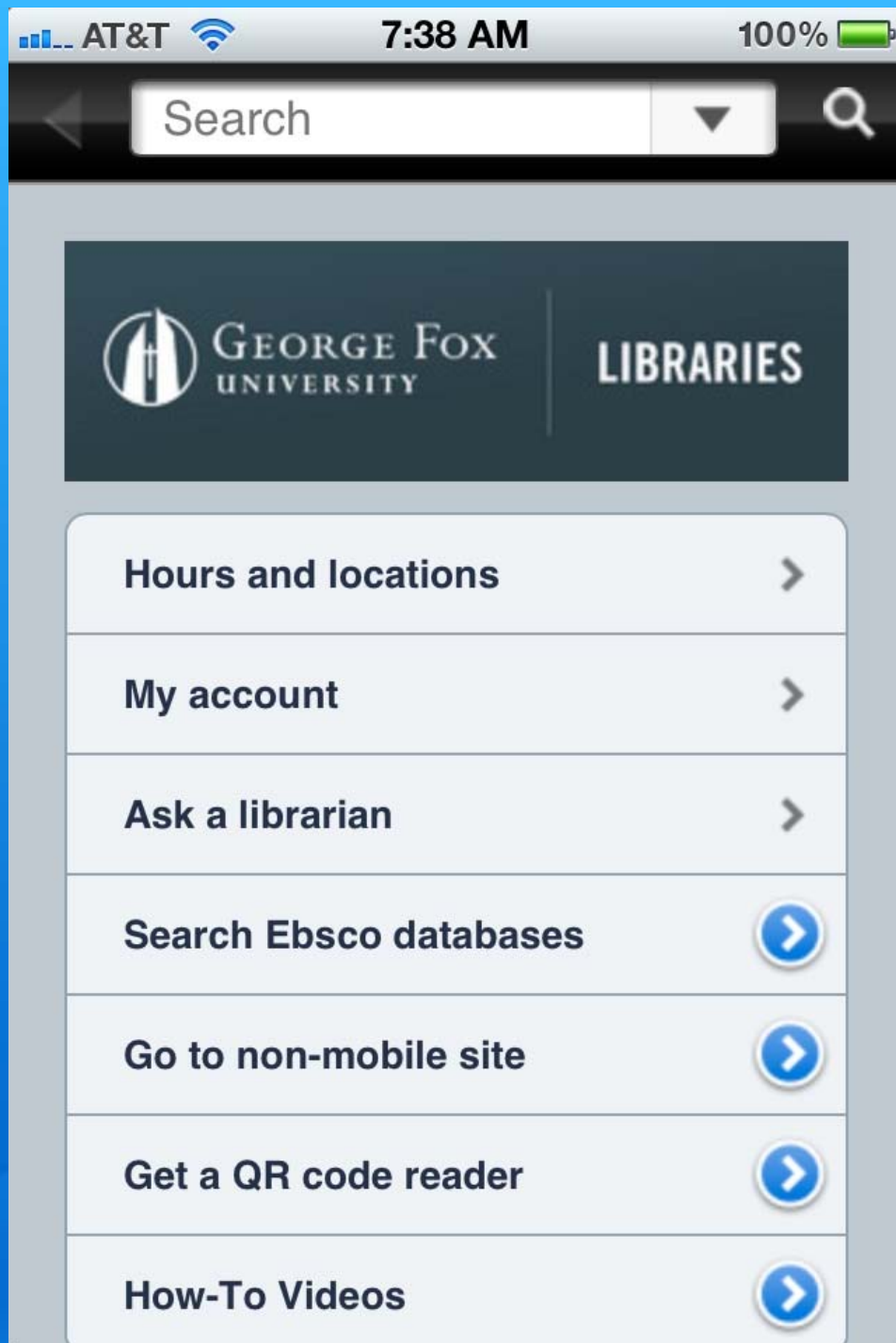


What mobile services do you currently offer?
Academic libraries



Libraries - Developing for
the mobile market

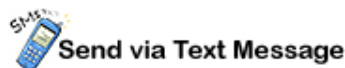




Libraries - Developing
for the mobile market



300 tried-and-true recipes for delicious homemade pie / Ken Haedrich



Title **Pie : 300 tried-and-true recipes for delicious homemade pie / Ken Haedrich**
Author [Haedrich, Ken, 1954-](#)
Publisher Boston, Mass. : Harvard Common Press, c2004

LOCATION	CALL NO.	STATUS
Upper Floor	TX773 .H2195 2004	AVAILABLE

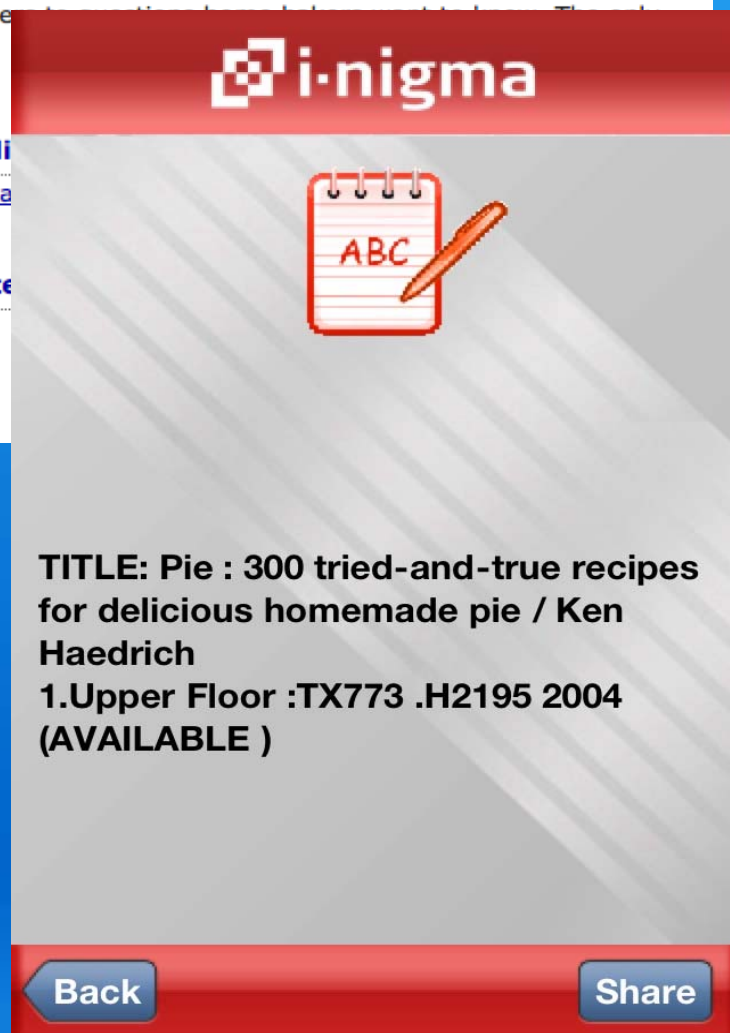
Summary

Pie is the most comprehensive and accessible book ever written on the subject of American pie. An instructive, anecdotal chapter... AT&T 2:11 PM 93%
chapter... resource

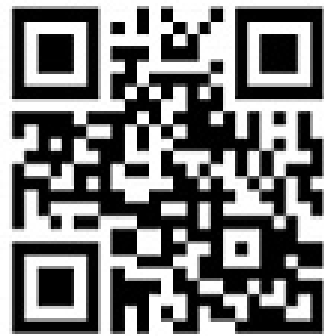
Terms of

Use sub

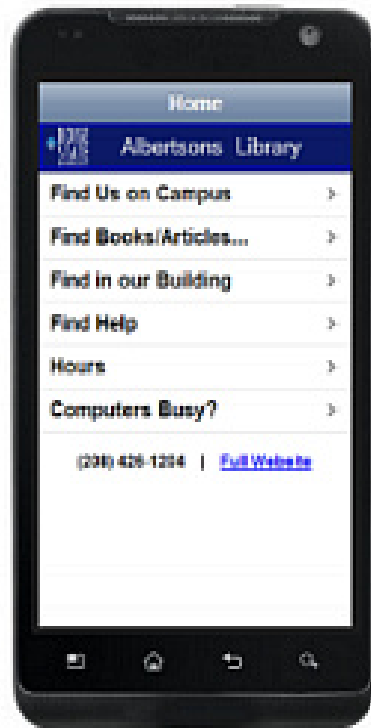
Subjec



Lane
Community
College Library
Catalog -
text/scan for
mobile record



Library's mobile site
<http://bit.ly/librarymobile>



* Download a free scanner app at
<http://bit.ly/tJG-qz?>

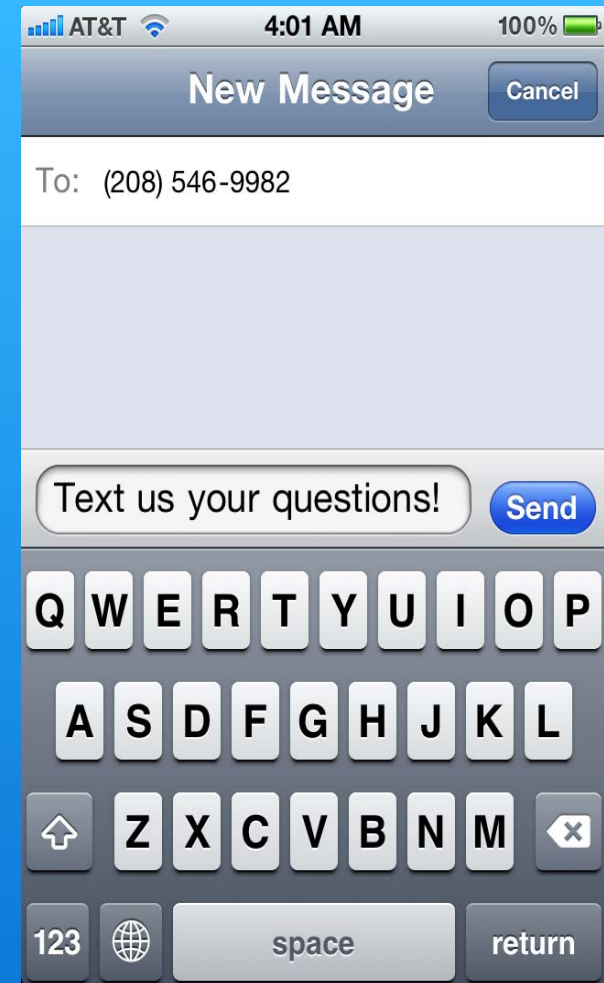
Albertsons Library Mobile Reference

How to scan a QR
code:

1. Start the scanner application*
2. Point the phone's camera to the QR code
3. The phone will read the code and display its information



Reference Help via
Text Messaging
(208) 546-9982



Scan/Text > Reference Help

Marketing / Education
Poster BSU Albertsons Library

If your library offers a mobile-friendly web presence, what types of information does it include? - Public

If your library offers a mobile-friendly web presence, what types of information does it include? (choose all that apply)

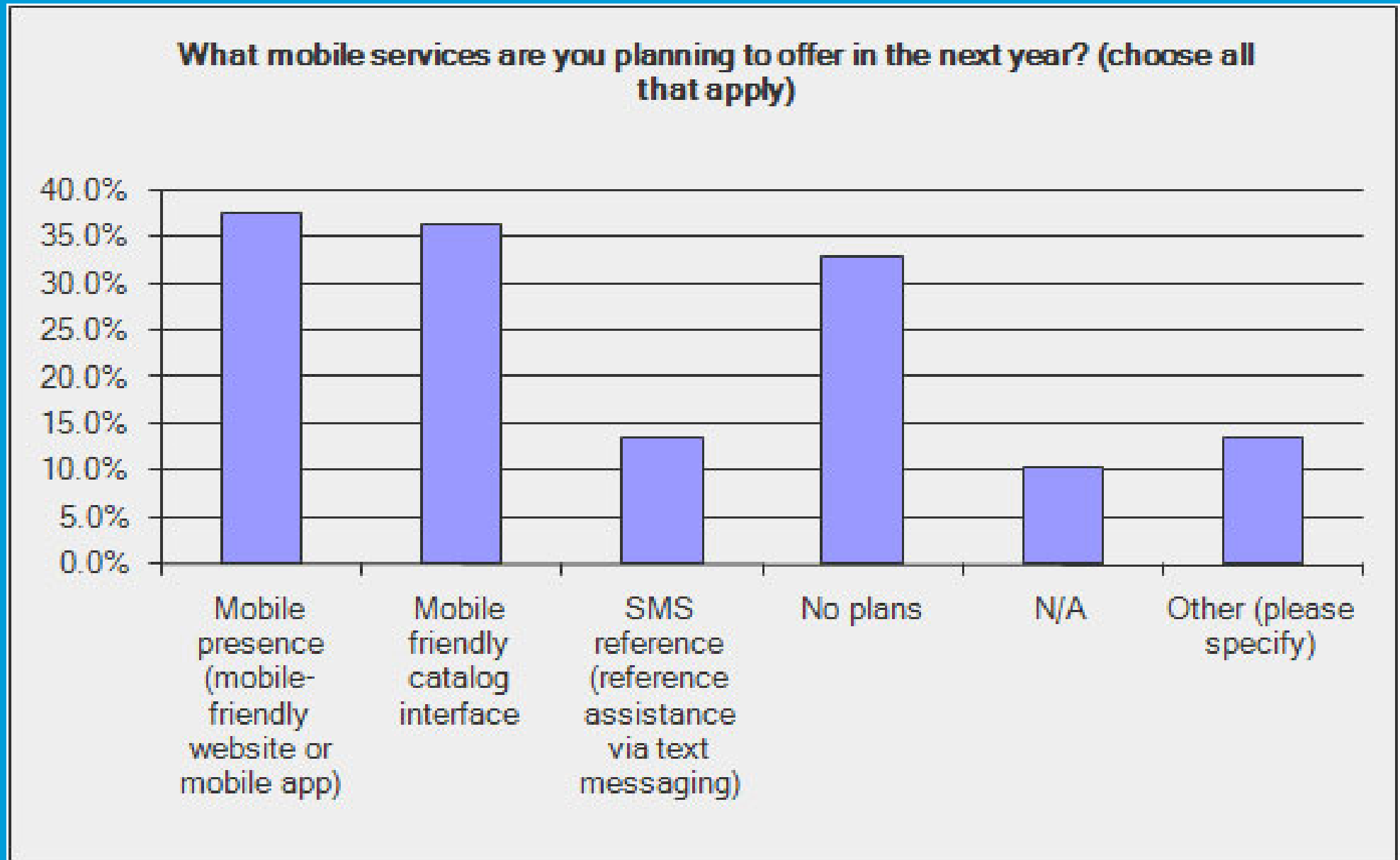
Answer Options	Response Percent	Response Count
Account login	44.1%	30
Ask a Librarian or similar	29.4%	20
Catalog	52.9%	36
Dynamic computer labs	0.0%	0
Hours	39.7%	27
Instructional videos	1.5%	1
Link(s) to vendor databases	22.1%	15
Link to return to non-mobile site	25.0%	17
Location and/or map	38.2%	26
Room reservations	2.9%	2
N/A	44.1%	30
Other (please specify)	16.2%	11
<i>answered question</i>		68
<i>skipped question</i>		58

If your library offers a mobile-friendly web presence, what types of information does it include? - Academic

If your library offers a mobile-friendly web presence, what types of information does it include? (choose all that apply)

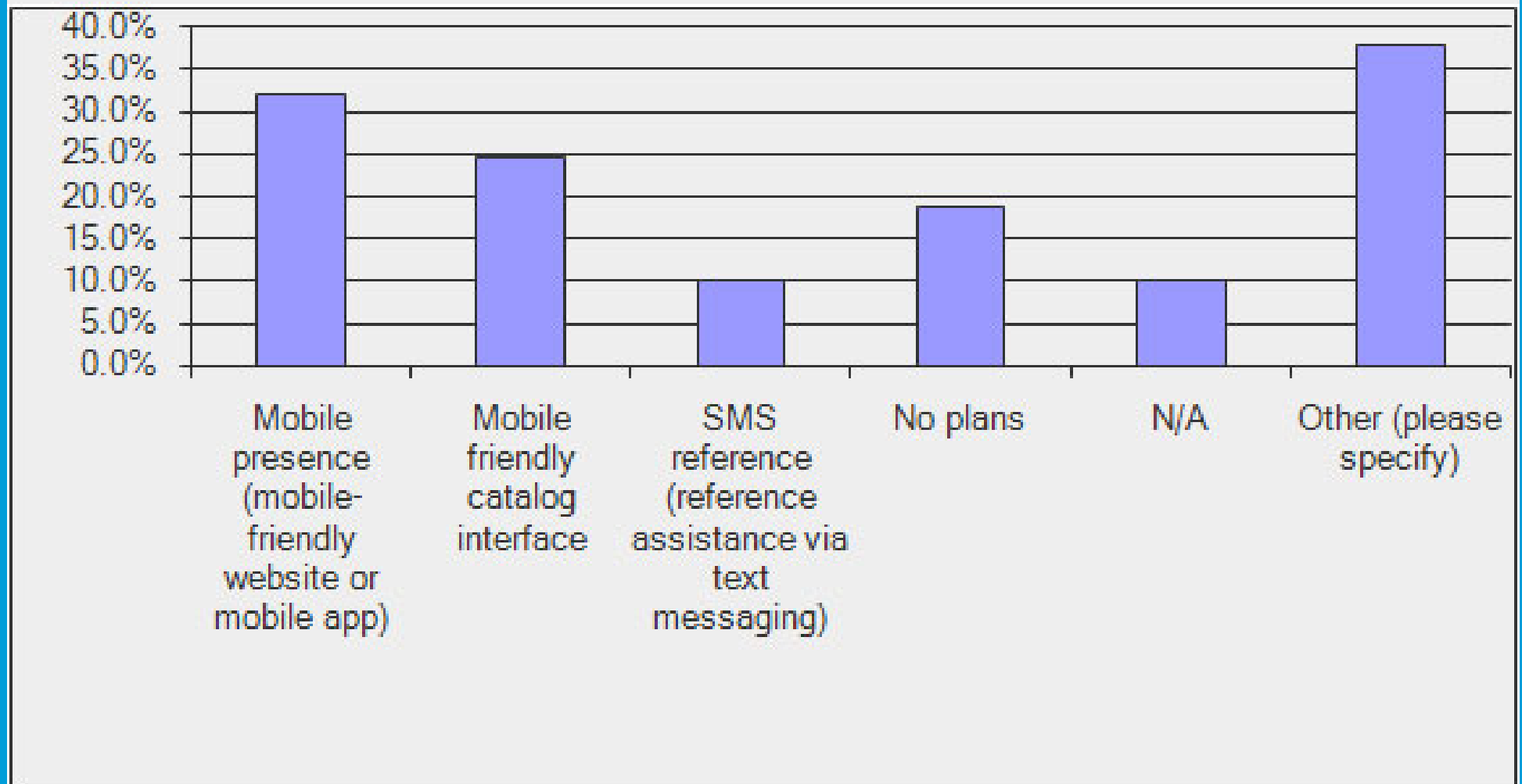
Answer Options	Response Percent	Response Count
Account login	38.2%	21
Ask a Librarian or similar	61.8%	34
Catalog	70.9%	39
Dynamic computer labs	10.9%	6
Hours	63.6%	35
Instructional videos	10.9%	6
Link(s) to vendor databases	63.6%	35
Link to return to non-mobile site	47.3%	26
Location and/or map	45.5%	25
Room reservations	3.6%	2
N/A	21.8%	12
Other (please specify)	20.0%	11
<i>answered question</i>		55
<i>skipped question</i>		55

What mobile services are you planning to offer in the next year? - Public libraries



What mobile services are you planning to offer in the next year? - Academic libraries

What mobile services are you planning to offer in the next year? (choose all that apply)



Does your library include a webpage, libguide, or other information on the use of mobile apps?
PUBLIC

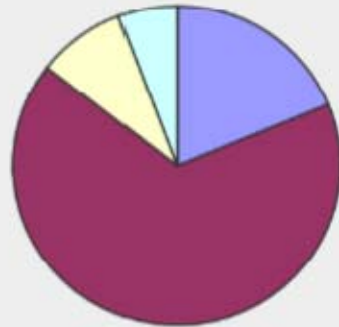


Does your library include a webpage, libguide, or other information on the use of mobile apps?
-Public libraries

Does your library include a webpage, libguide, or other information on the use of mobile apps?

Answer Options	Response Percent	Response Count
Yes	20.2%	18
No	64.0%	57
Don't know	5.6%	5
N/A	10.1%	9
<i>answered question</i>		89
<i>skipped question</i>		37

Does your library include a webpage, libguide, or other information on the use of mobile apps?
ACADEMIC



■ Yes
■ No
■ Don't know
■ N/A

Does your library include a webpage, libguide, or other information on the use of mobile apps?
-Academic libraries

Does your library include a webpage, libguide, or other information on the use of mobile apps?

Answer Options	Response Percent	Response Count
Yes	18.8%	13
No	66.7%	46
Don't know	8.7%	6
N/A	5.8%	4
<i>answered question</i>		69
<i>skipped question</i>		41

Apps for Academics: mobile web sites & apps

Productivity

Reading

Library Research

Taking Notes

Writing

Presenting

MIT-Specific

Music

Resources

Library Research  Print Page

Categories

Productivity

Reading

Library Research

Taking Notes

Writing

Presenting

MIT-Specific

Music

Conduct library research



WolframAlpha

Search for information that can be hard to find on Google and other traditional search engines, including a lot of scientific data. Diagrams and images in results helps users to understand the data and text. Android & universal iOS app.



MIT's WorldCat Mobile

Search for and request books from MIT Libraries and from libraries around the world. Access the Barton catalog to renew books. Connect to the MIT Mobile web site to find library hours and contact staff at MIT Libraries. [Mobile site](#). Free.



PubGet

Pubget for iPad delivers full text journal articles straight to your iPad. Read them as PDFs on the spot or save them to take on the go. Search everything in PubMed, ArXiv, JSTOR, IEEE and more. MIT users get access to more content by specifying MIT as their institution. [Mobile site](#) or [iPad app](#). Free.



ACS Mobile

Read articles in American Chemical Society publications on the iPod Touch, iPhone, and iPad. Only works for MIT users from on campus. Filter journals to see your favorite ACS publications quickly. Save favorite abstracts in a folder for offline reading. Search for articles published by ACS and read them on your iPhone. Share links and via e-mail, Facebook, and Twitter. [Android & universal iOS app](#).



EBSCOhost

Search for and read articles about a variety of topics, including history, economics, and environmental

Librarians - Mobile literacy skills - Educating users

Read PDFs, Ebooks, RSS feeds - annotate, cite, and share



Instapaper

Read saved web pages on the go, even offline. Install a bookmarklet in your browser on your computers and click to save a whole article into Instapaper for later reading on your iPhone or iPad. Text-only view make it easy to read without scrolling right and left. Adjust the fonts to a size that works for you. Universal. (Free version available for less than 10 articles).



GoodReader

Super-robust PDF reader with advanced reading, annotating, markup and highlighting capabilities, excellent file manager, text file reader and editor, audio/video player, Safari-like viewer for MS Office and iWorks files. Syncs with Google Docs, MobileMe, Dropbox and more. Create your own hierarchy of folders to save your documents into. Highly recommended for reading & annotating scholarly articles.



Kindle

Access and read your Amazon Kindle books even if you don't have a Kindle. Automatically synchronizes your last page read between devices. Delete a book when you're done and Amazon keeps your copy online for later retrieval. Adjust the text size, add bookmarks, and more. Universal iOS app. Free. Android version available.



Papers

Organize, read, annotate, and share your collection of articles and PDFs on iPhone and iPad. Highlight or use sticky notes to comment on text. Search within Papers to find articles, upload PDFs in iTunes, or import PDFs from email, Dropbox, or MobileMe. Set up library proxy settings. Universal app.



Reeder

Read Google Reader RSS feeds on a simple and attractive interface on the iPhone or iPad. Scroll through items one-by-one, or swipe items to skip. Star items for reading later.

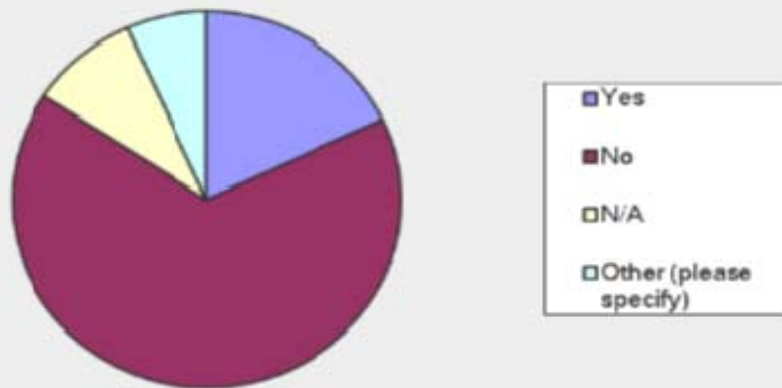


Feedly

Similar to Reeder, Feedly is a fun, stylish way to read and share the content of your favorite websites, feeds, & social networks. For iOS & Android.

Librarians - Mobile literacy skills - Educating users

Does your library provide users assistance or training on using mobile applications such as those provided by library vendors (i.e. EBSCO, Gale, etc.)?
PUBLIC



Does your library provide users assistance or training on using mobile applications such as those provided by library vendors (i.e. EBSCO, Gale, etc.) - Public libraries

Does your library provide users assistance or training on using mobile applications such as those provided by library vendors (i.e. EBSCO, Gale, etc.)?

Answer Options

Response Percent

Response Count

Yes

18.0%

16

No

66.3%

59

N/A

9.0%

8

Other (please specify)

6.7%

6

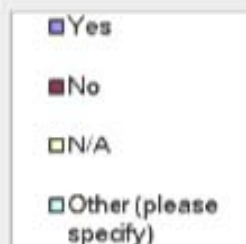
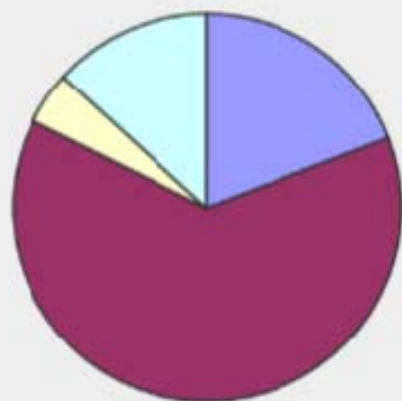
answered question

89

skipped question

37

Does your library provide users assistance or training on using mobile applications such as those provided by library vendors (i.e. EBSCO, Gale, etc.)?
ACADEMIC



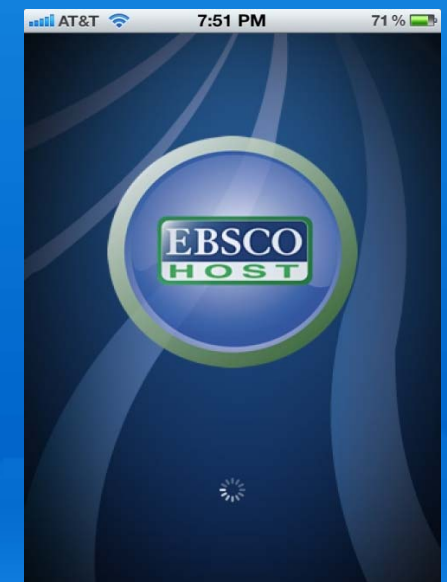
Does your library provide users assistance or training on using mobile applications such as those provided by library vendors (i.e. EBSCO, Gale, etc.)
-Academic libraries

Does your library provide users assistance or training on using mobile applications such as those provided by library vendors (i.e. EBSCO, Gale, etc.)?

Answer Options	Response Percent	Response Count
Yes	19.1%	13
No	63.2%	43
N/A	4.4%	3
Other (please specify)	13.2%	9
<i>answered question</i>		68
<i>skipped question</i>		42

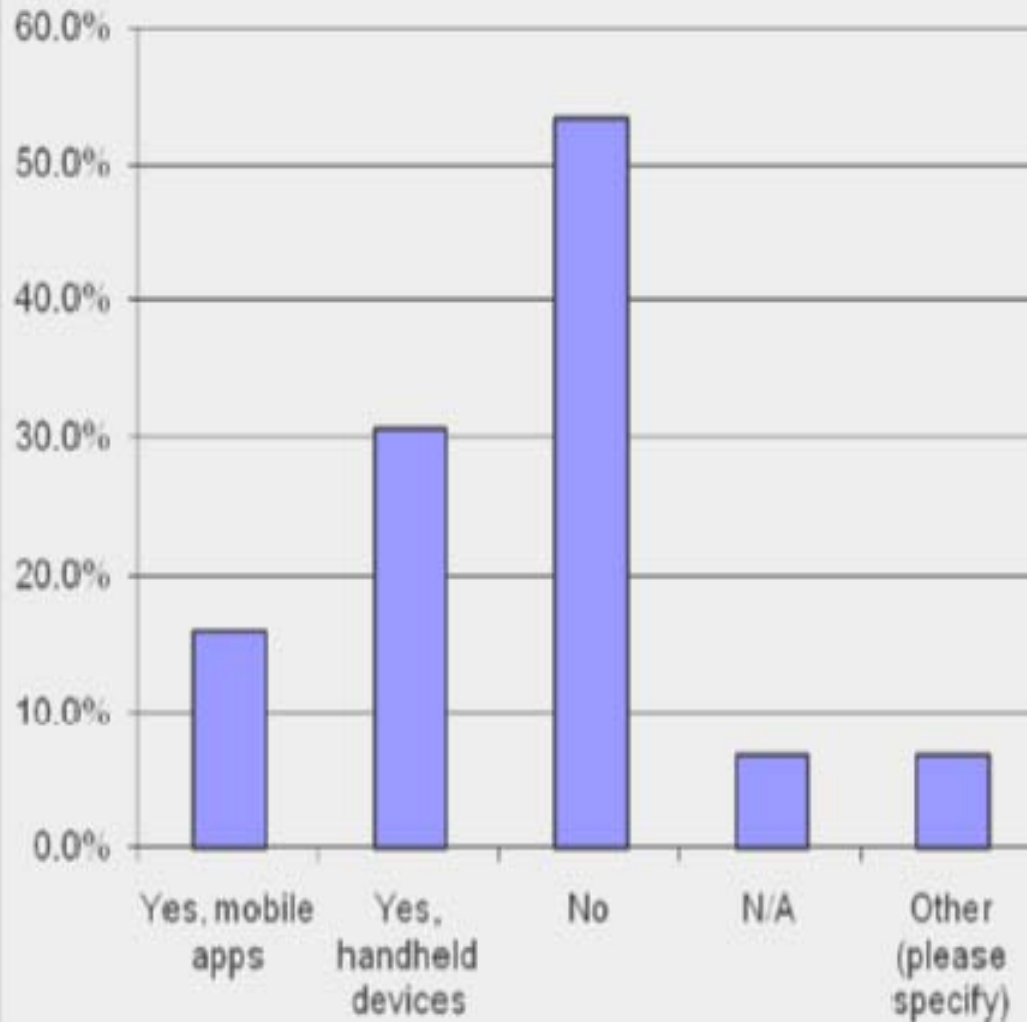


Vendors -
Developing for the
mobile market



Vendors - Developing for mobile market

Do librarians at your institution receive information or training on using mobile applications and/or handheld devices? (choose all that apply)



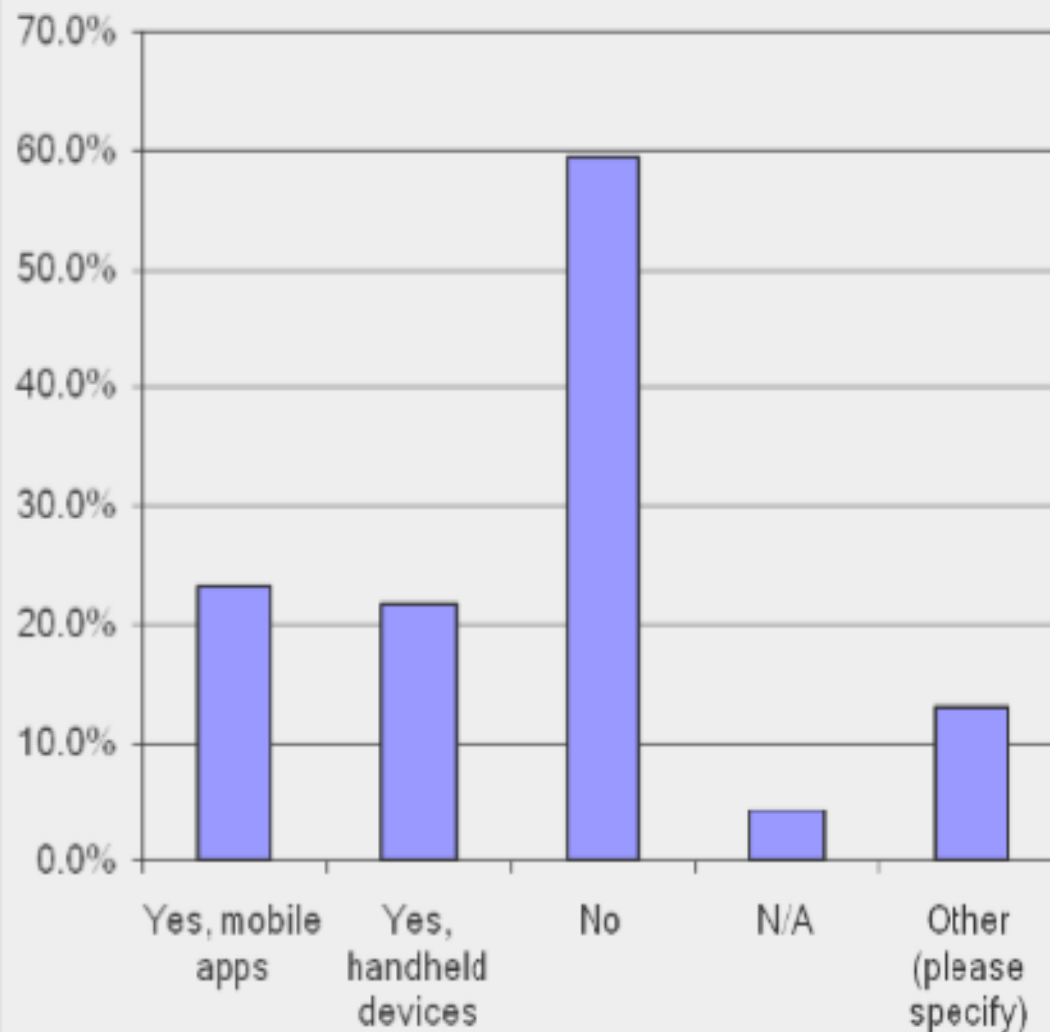
Do librarians at your institution receive information or training on using mobile applications and/or handheld devices?
-Public libraries

No - 53.4%

Yes, mobile apps-15.9%

Yes, devices - 30.7%

Do librarians at your institution receive information or training on using mobile applications and/or handheld devices? (choose all that apply)



Do librarians at your institution receive information or training on using mobile applications and/or handheld devices?
-Academic libraries

No - 59.4%

Yes, mobile apps - 23.2%

Yes, devices - 21.7%



Handheld Librarian Online Conference VI

February 1-2, 2012

@ ALA Midwinter 2012

January 22nd, 2012 by jgriffey

We're streaming Top Tech Trends from ALA Midwinter 2012! Join us, ask questions, and enjoy. If you'd like to chime in on Twitter, the hashtag is #alamwttt



Live video from your Android device on Ustream



Pew Internet
Pew Internet & American Life Project

a project of the
PewResearchCenter



Americans and Mobile Computing:
Key Trends in Consumer Research

Aaron W. Smith
Senior Research Specialist
Pew Internet Project

December 7, 2011
Washington, DC

PEW/INTERNET

view on
slideshare

Share 1 / 24

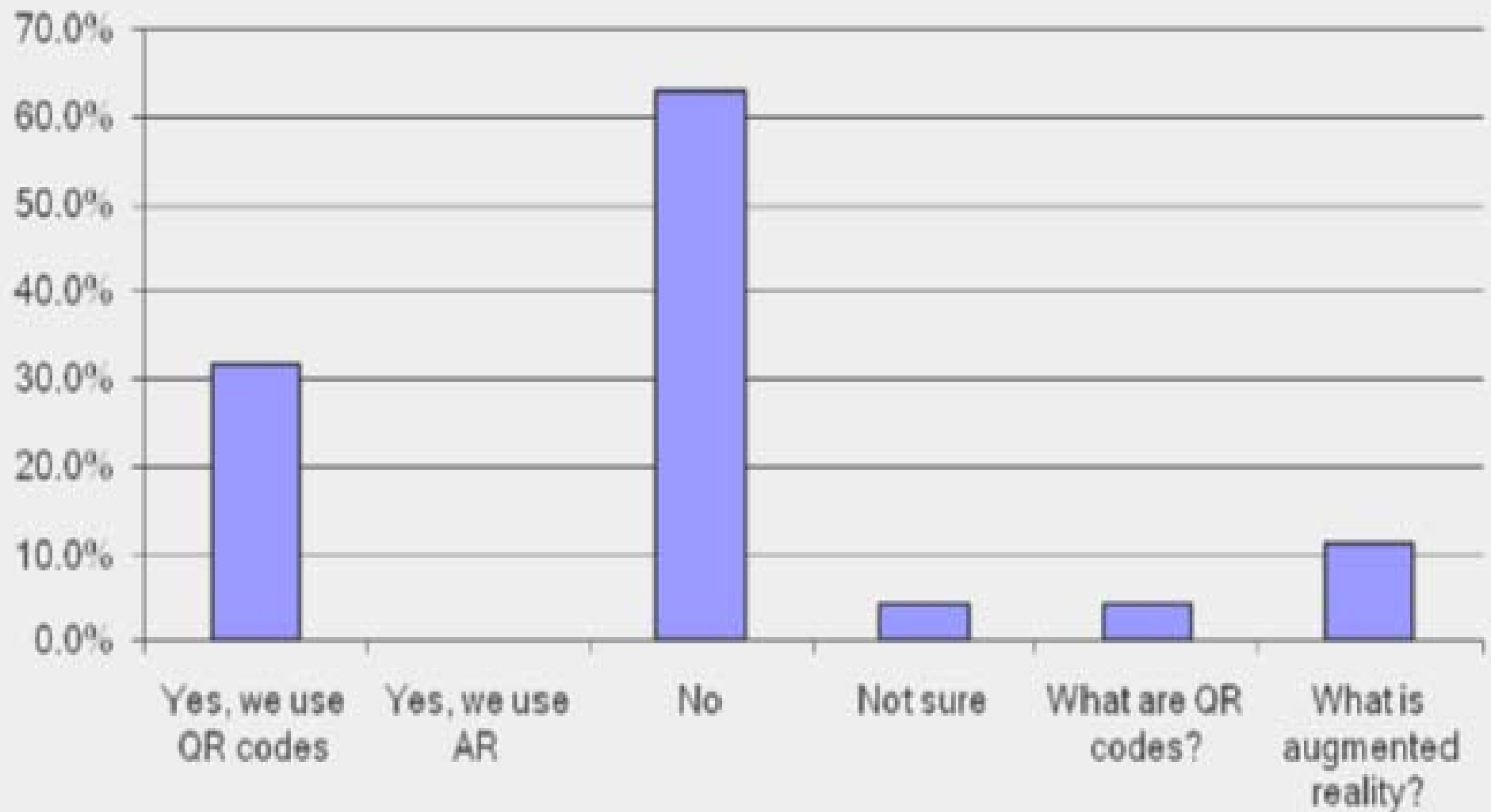


Online Northwest 2012

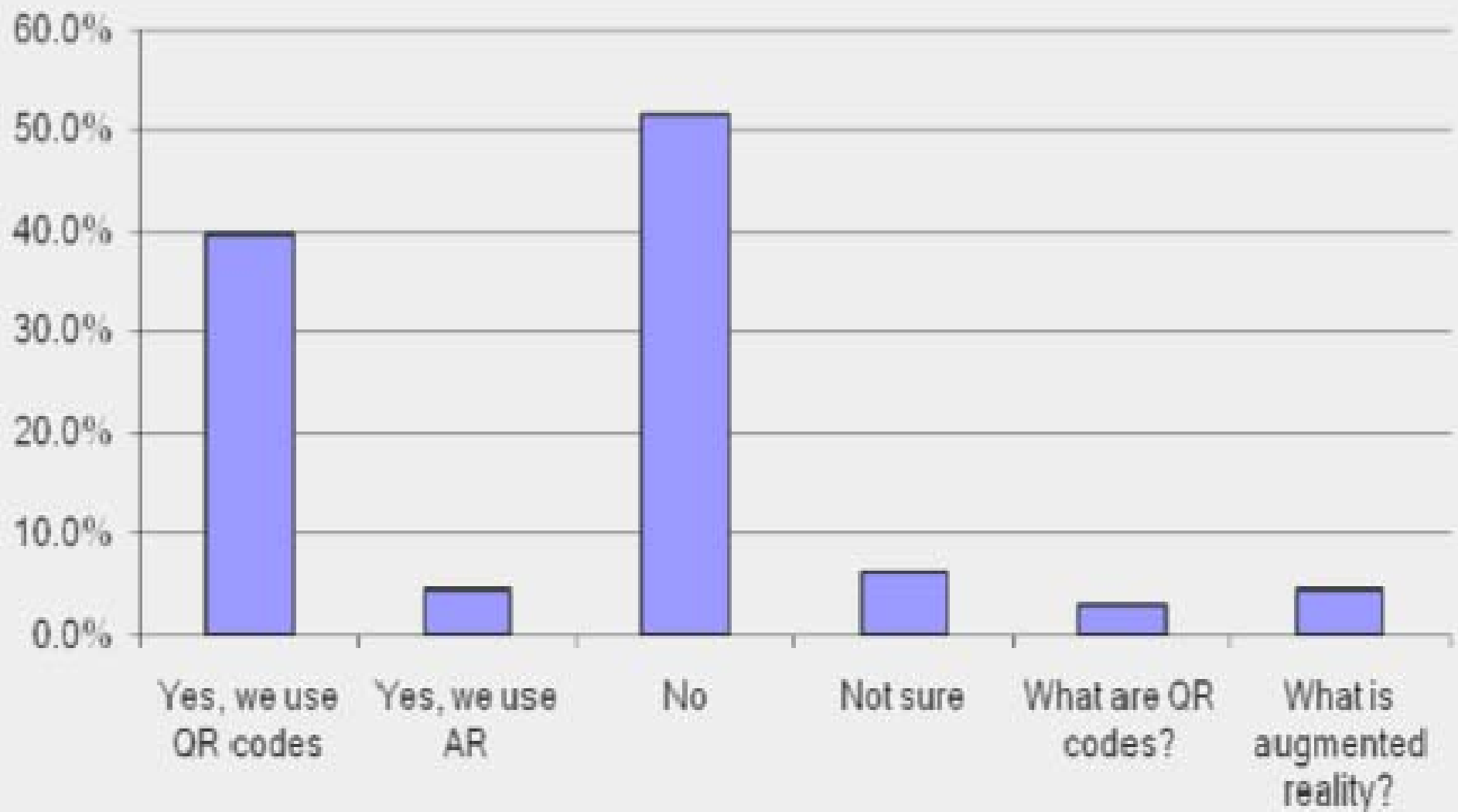
February 10, 2012

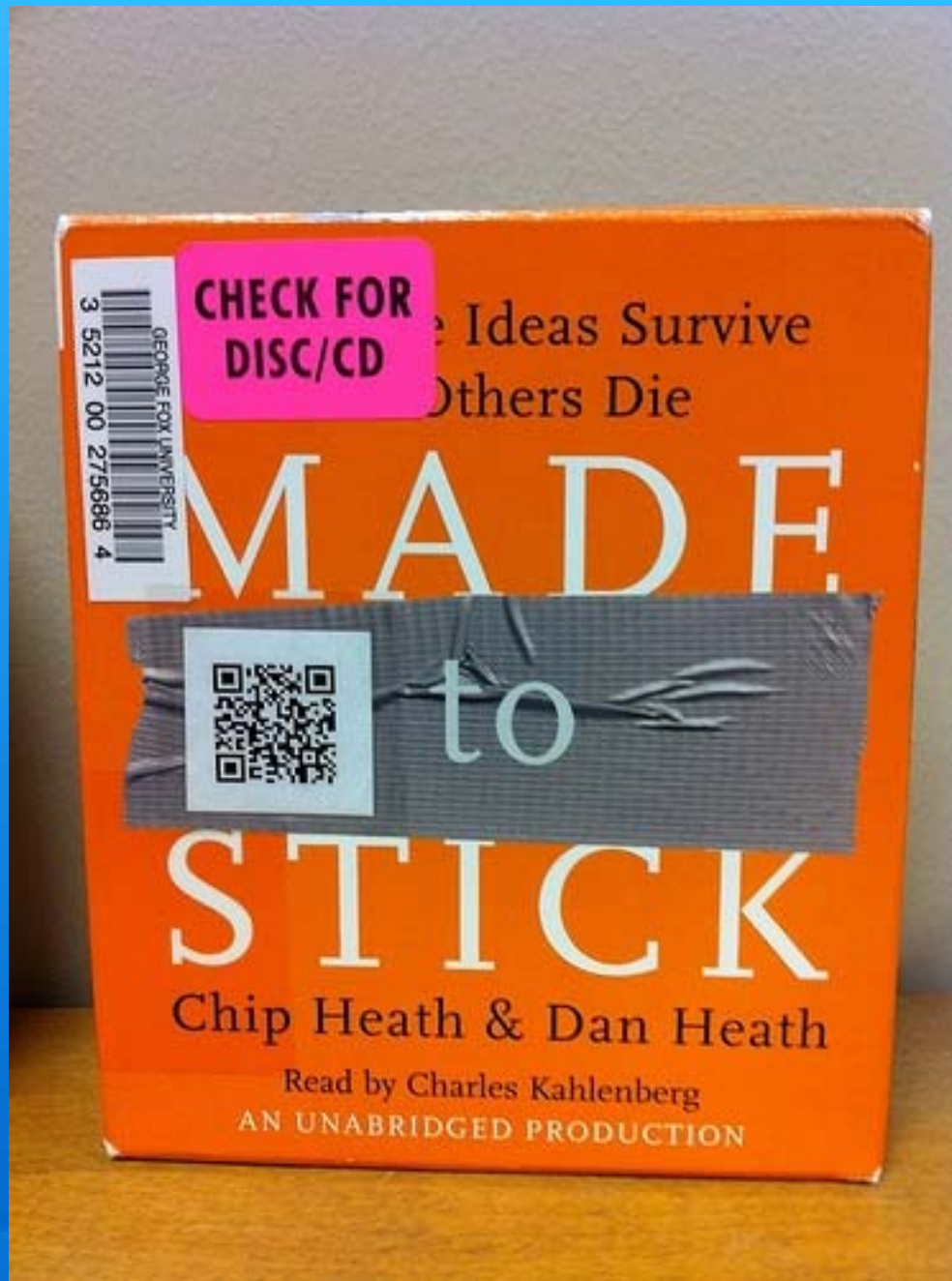
Librarians - Mobile literacy skills - Learning opps

Do you use quick response (QR) codes or augmented reality (AR) in your library? (choose all that apply)
PUBLIC



Do you use quick response (QR) codes or augmented reality (AR) in your library? (choose all that apply)
ACADEMIC





Fad, trend, practical?

Will QR codes
mainstream in the
U.S.?

How long with they
stick around?

What's next?

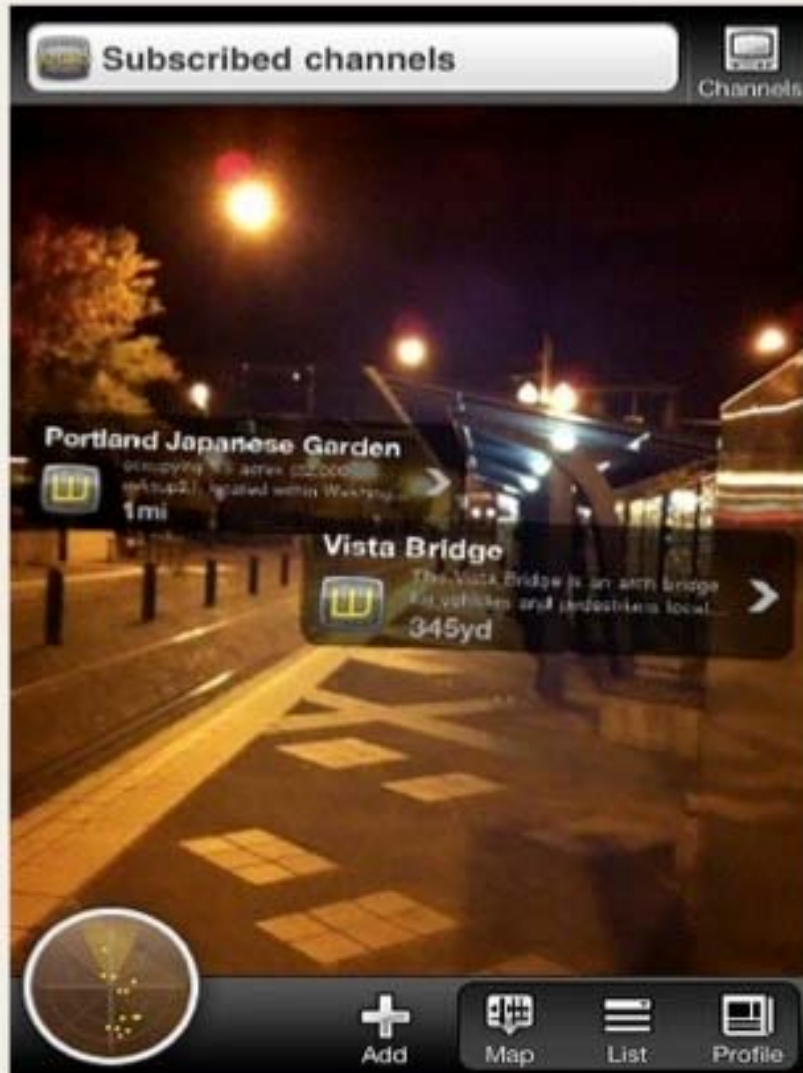
Librarians - Mobile literacy skills - QR Codes

AR - Primarily still very early adoption time in libraries, but it's coming...

- Augmented reality (AR) - AR overlays virtual data/information with what you see in the real world
- AR is interactive combining the real and virtual, and can also be displayed in 3D
- Links to learn more about AR, including a helpful video, can be found in our resources slide

Librarians - Mobile literacy skills - Augmented Reality

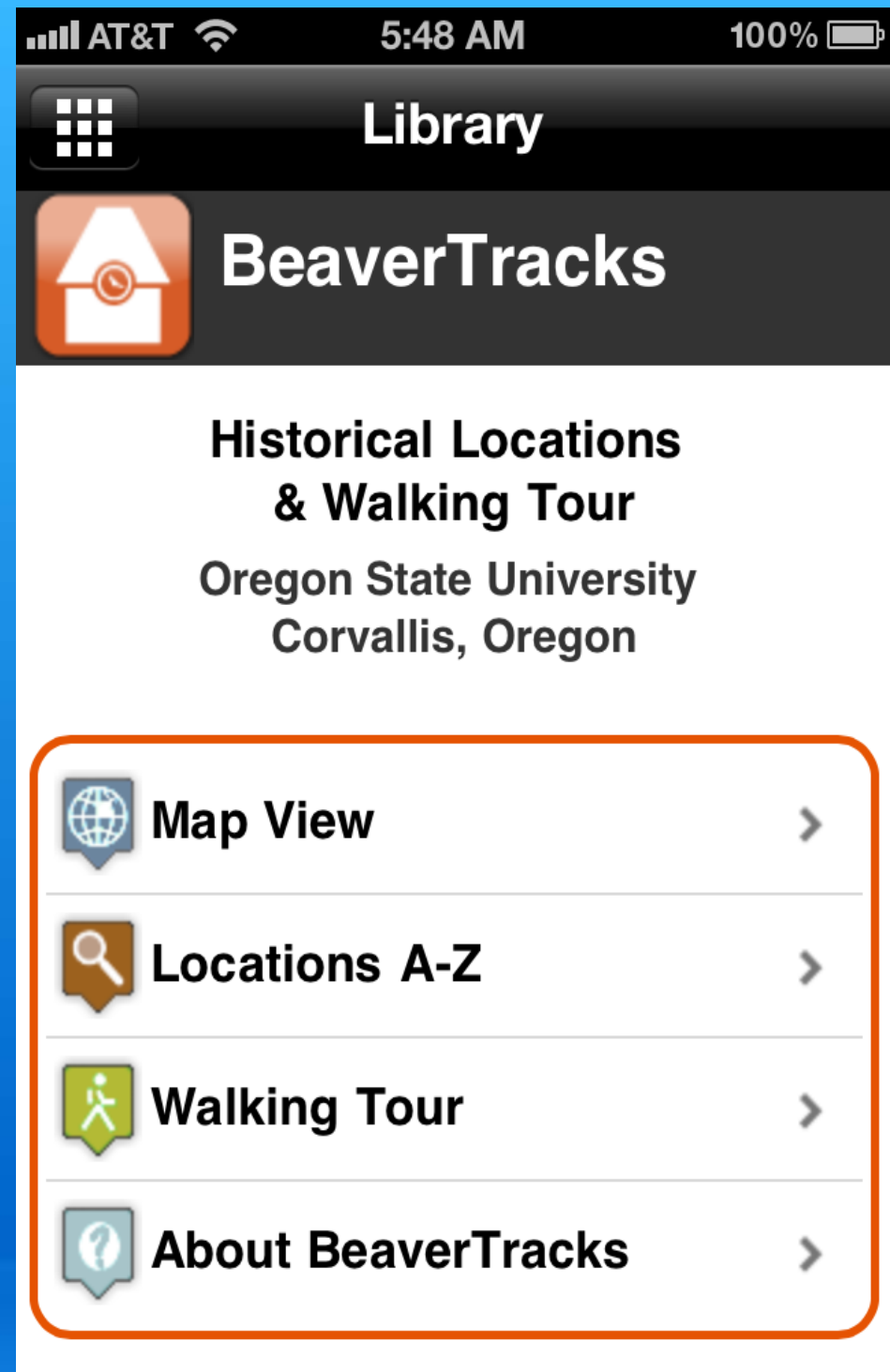
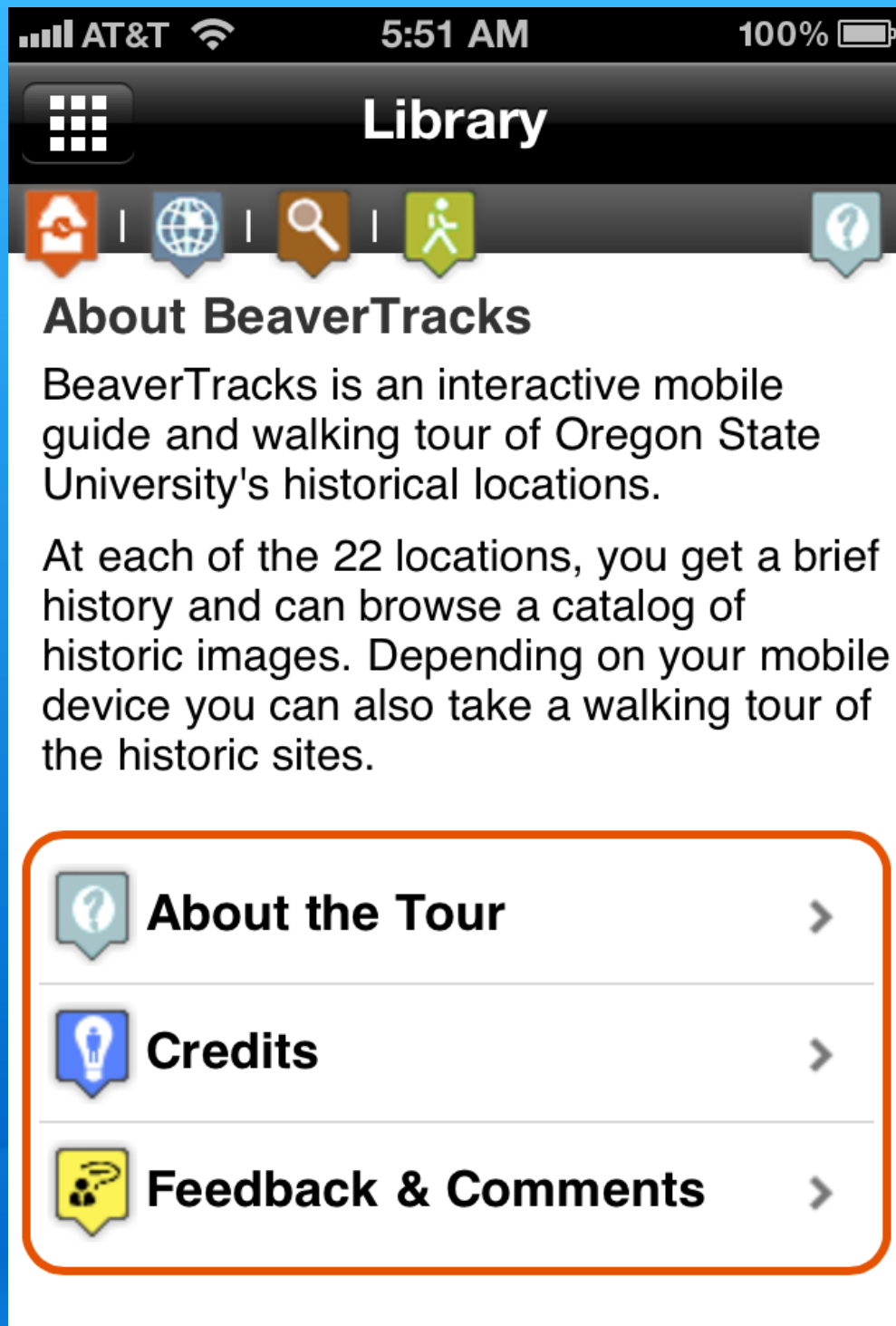
Augmented Reality Apps

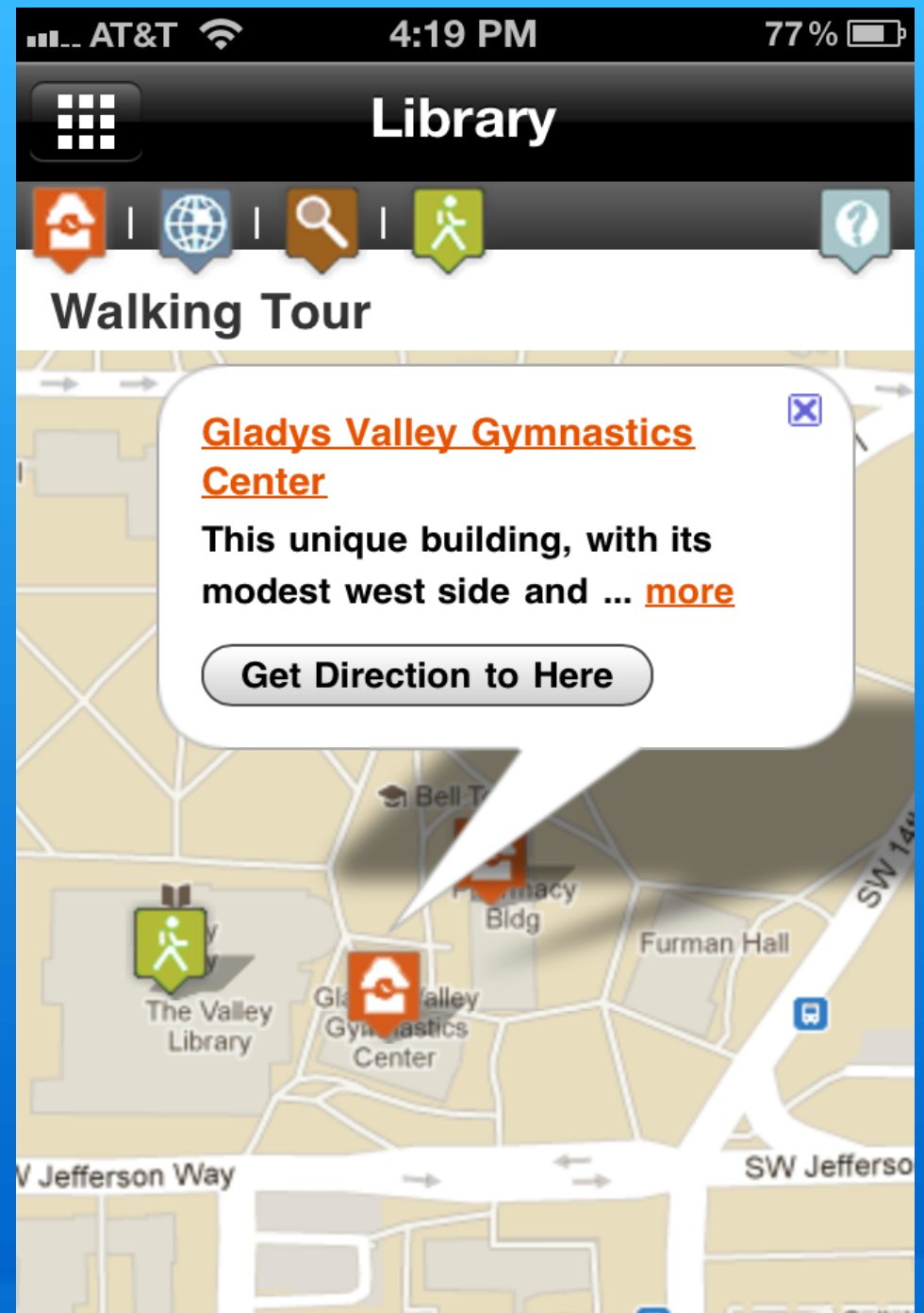
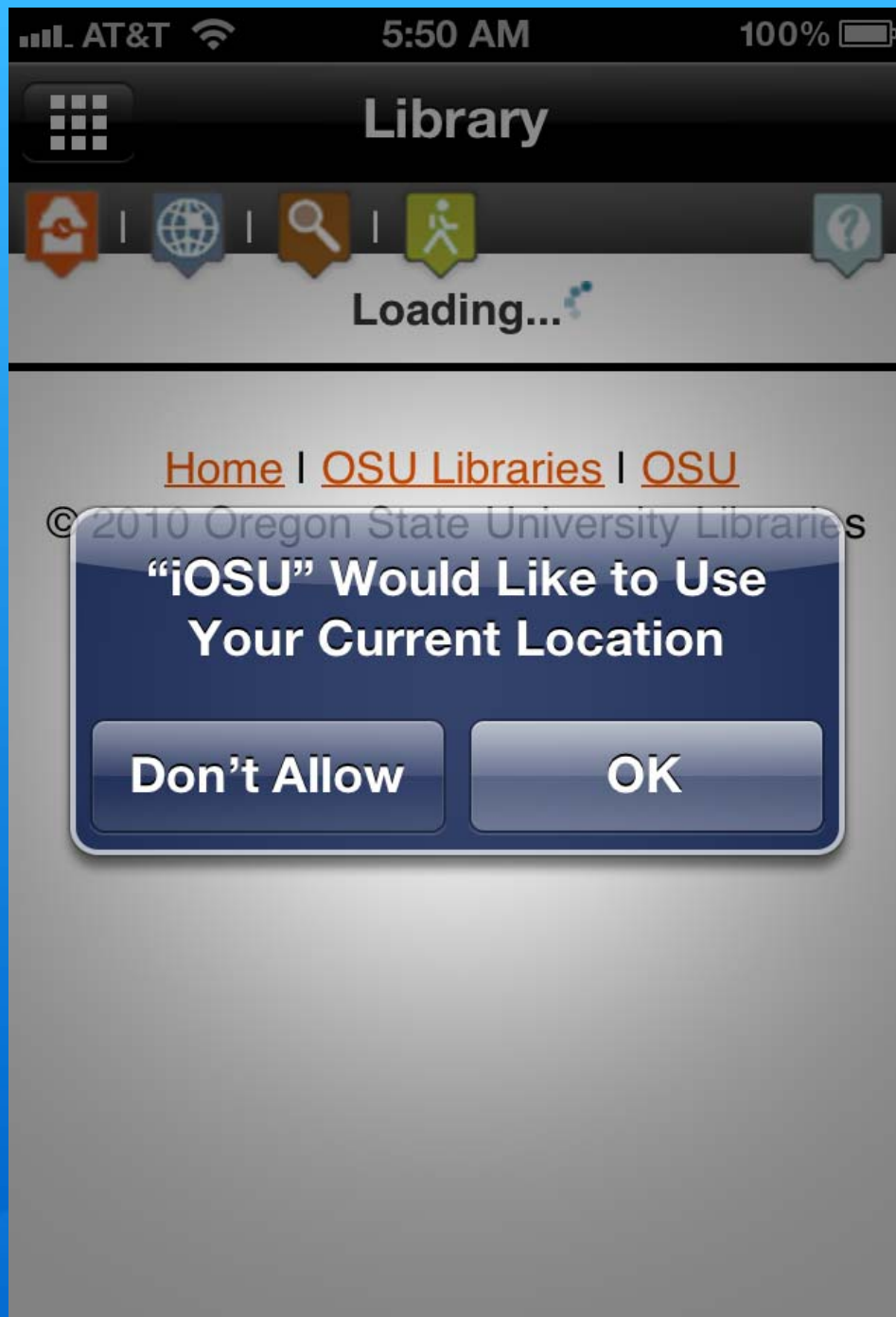


junaio app with wikipedia info



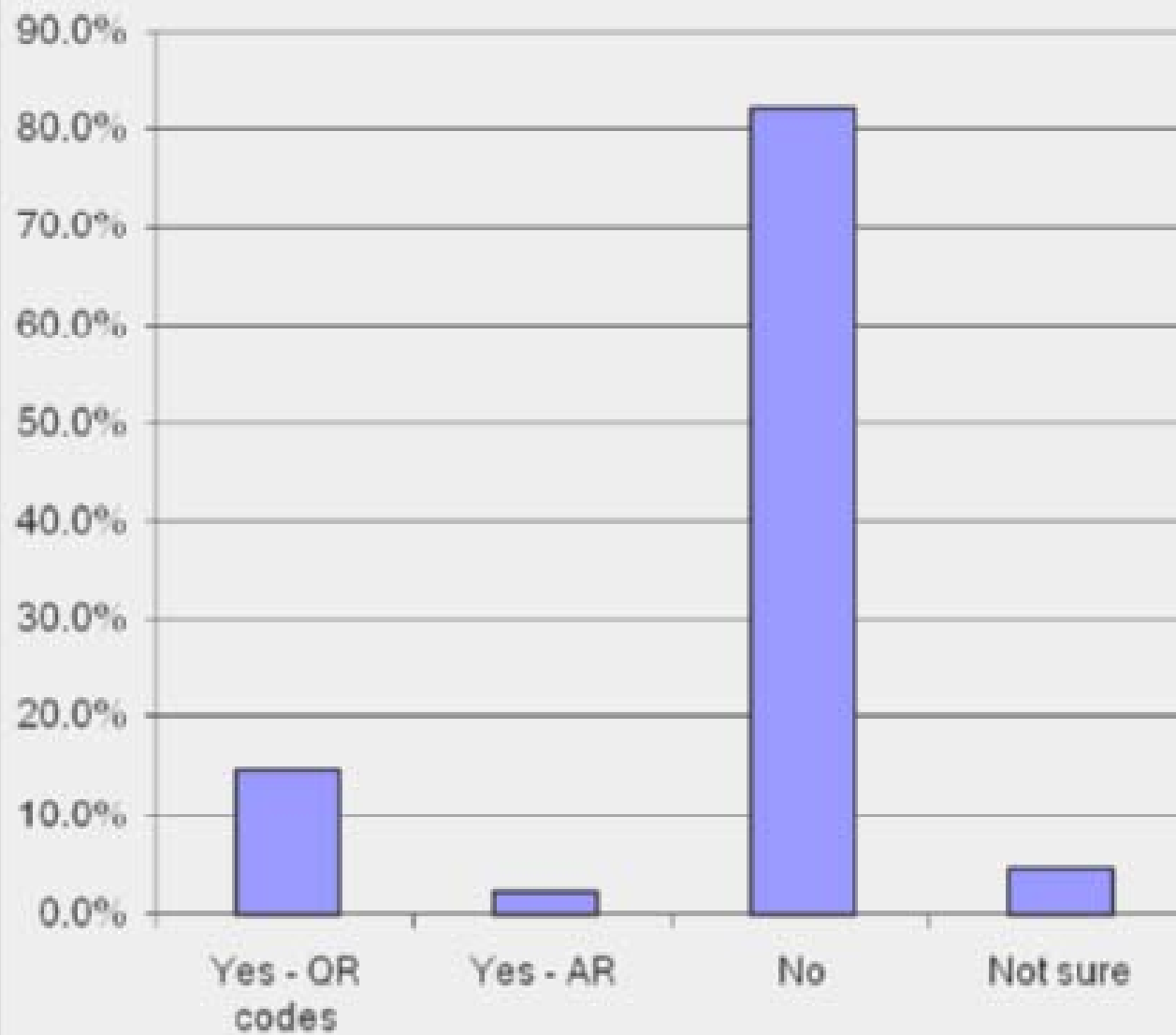
Layar app with Google info



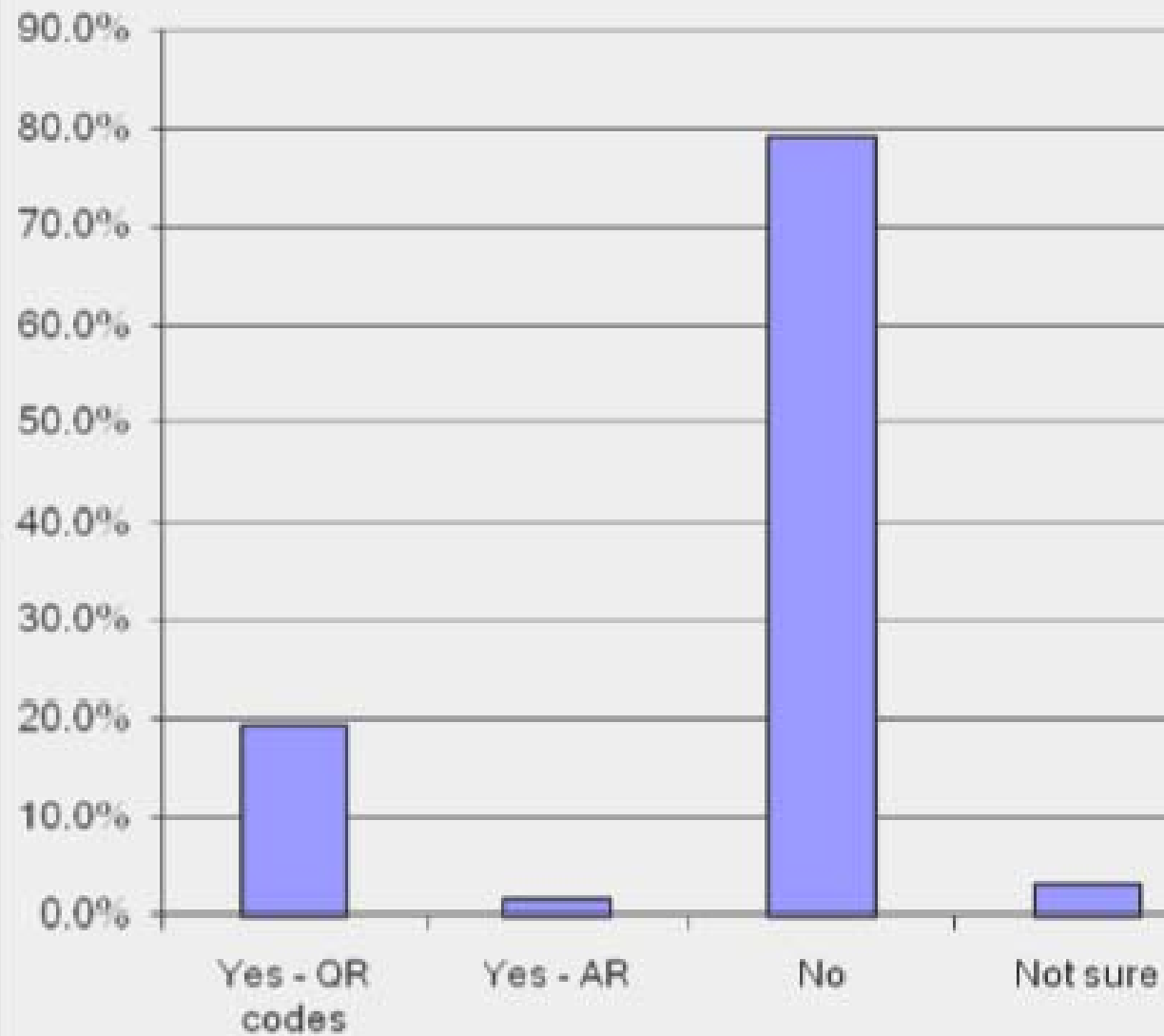


Check it out: <http://tour.library.oregonstate.edu/beavertracks>

**Do you educate your users on how to use quick
response (QR) codes or augmented reality (AR)?
(choose all that apply)
PUBLIC**



**Do you educate your users on how to use quick
response (QR) codes or augmented reality (AR)?
(choose all that apply)
ACADEMIC**



QR Codes

Tags: 2d_code, ar, augmented_reality, barcode, phones, qr, qr_codes, qrcode, smartphones, web_browsing

Read all about QR Codes! What they are, how they work, and how you can create your own.

Last update: Feb 20th, 2011

URL: <http://guides.boisestate.edu/QRcodes>

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[RSS Updates](#)

[SHARE](#) [f](#) [t](#) [e](#) ...

[What is a QR Code?](#)

[Create QR codes | Code scanner apps](#)

[QR Code Basics](#)

[QR code & AR links](#)

[Library QR Code on Twitter](#)

[Library QR Codes in Blog](#)

[Library QR Code in Google Maps](#)

[What is a QR Code?](#)

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This Guide

Go

Quick Response Code



Reference Librarian



Memo Cordova

Online Chat / Networks:

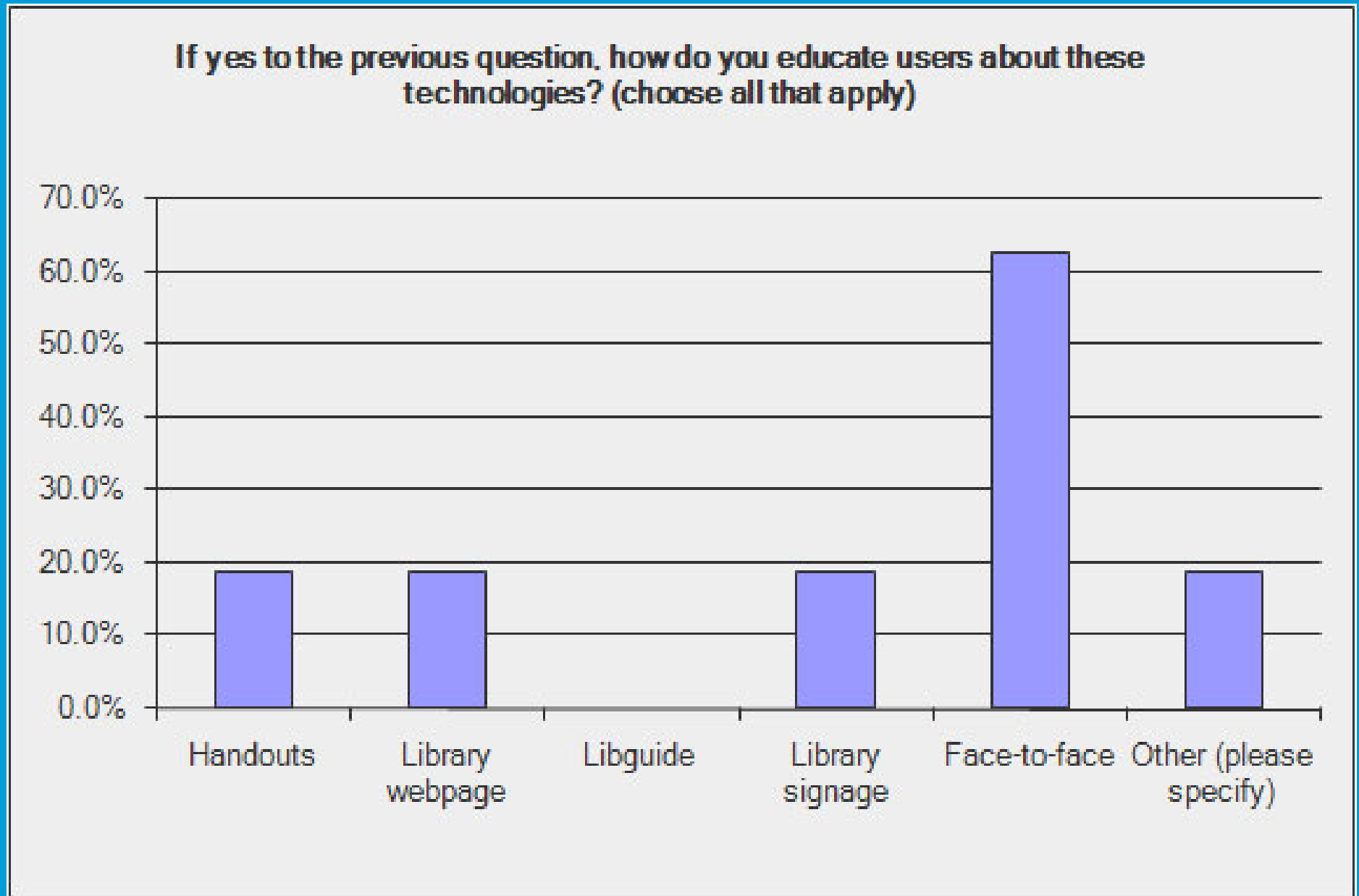


Contact Info:

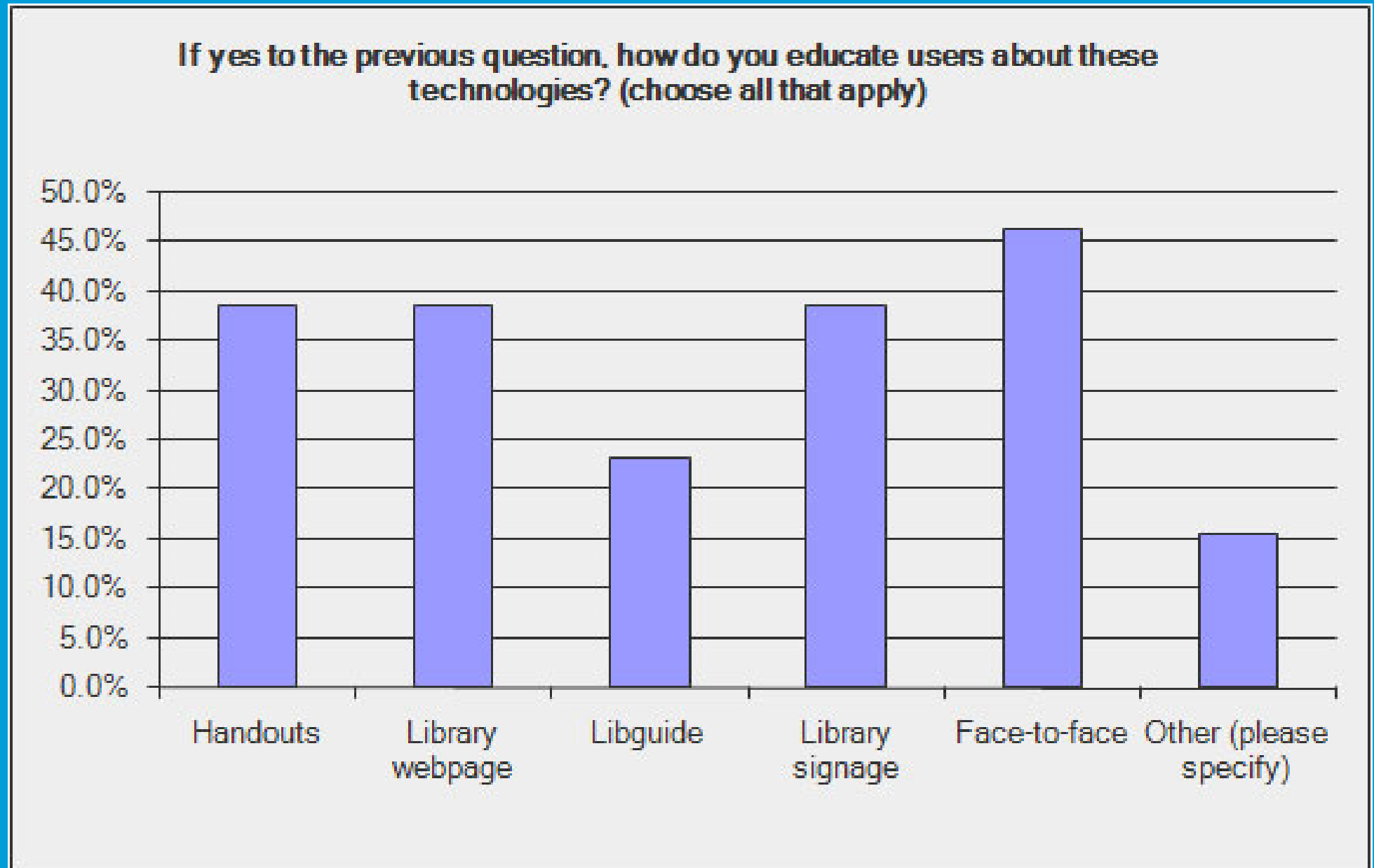
Assistant Professor/Librarian
Albertsons Library
Boise State University

QR Codes-Education: BSU Andersons Library LibGuide

How do you educate users about QR codes and AR (if applicable) - PUBLIC



How do you educate users about QR codes and AR (if applicable) - ACADEMIC



How are you marketing or promoting the mobile site/app to your users? PUBLIC

If your library provides a mobile presence, how are you marketing or promoting the mobile site/app to your users? (choose all that apply)

Answer Options	Response Percent	Response Count
Library website	27.2%	22
Verbally in library instruction classes and/or other face-	25.9%	21
Handouts during classes and/or other face-to-face	13.6%	11
Signage inside library	11.1%	9
Signage or promotional cards on campus or in	2.5%	2
Provide a quick response (QR) code to scan to	7.4%	6
N/A	59.3%	48
Other (please specify)	6.2%	5
<i>answered question</i>		81
<i>skipped question</i>		45

How are you marketing or promoting the mobile site/app to your users? ACADEMIC

If your library provides a mobile presence, how are you marketing or promoting the mobile site/app to your users? (choose all that apply)

Answer Options	Response Percent	Response Count
Library website	48.4%	31
Verbally in library instruction classes and/or other face-	39.1%	25
Handouts during classes and/or other face-to-face	9.4%	6
Signage inside library	10.9%	7
Signage or promotional cards on campus or in	9.4%	6
Provide a quick response (QR) code to scan to	21.9%	14
N/A	45.3%	29
Other (please specify)	20.3%	13
<i>answered question</i>		64
<i>skipped question</i>		46

Lane Community College Library

Find Books & Videos On the Go

Try the new Mobile Catalog

www.lanecc.edu/library/mobile



Scan me



About QR Codes
www.lanecc.edu/library/about/qr.htm



Watch the
Seattle Public
Library [mobile
app video](#)



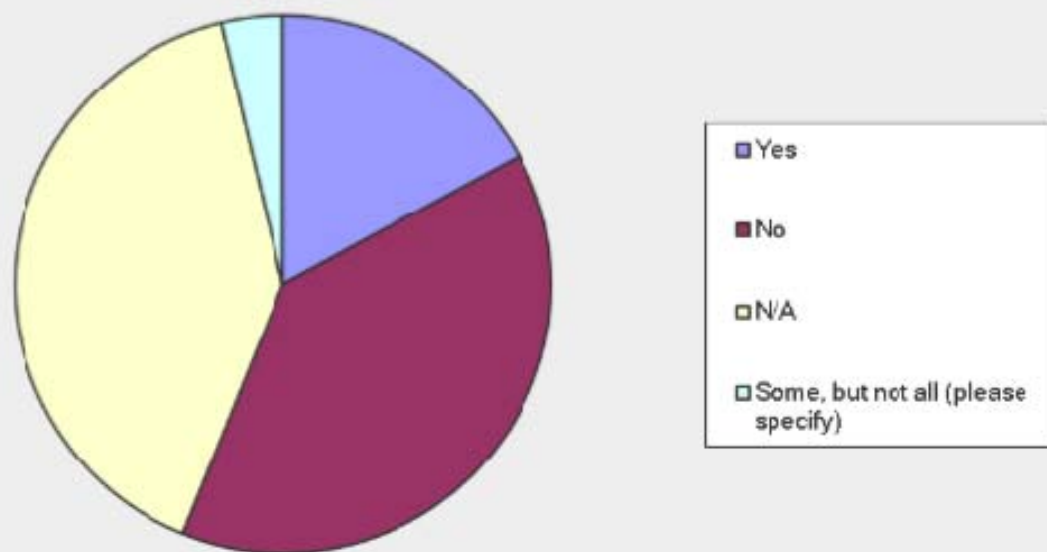
**LEARN ABOUT OUR
MOBILE APP.**

- [Watch our video!](#)



Marketing Your Mobile Site

Are you measuring use of your mobile resources (e.g. number of hits on your mobile site, number of mobile-related reference questions, etc.)
PUBLIC LIBRARIES

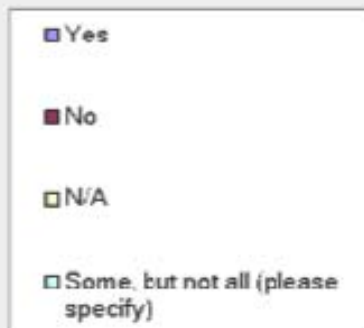
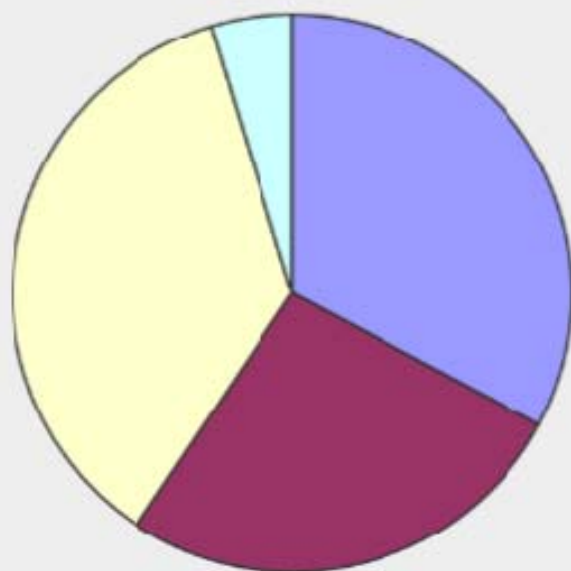


Are you measuring use of your mobile resources?
-Public Libraries

Are you measuring use of your mobile resources (e.g. number of hits on your mobile site, number of mobile-related reference questions, etc.)

Answer Options	Response Percent	Response Count
Yes	17.1%	14
No	39.0%	32
N/A	40.2%	33
Some, but not all (please specify)	3.7%	3
<i>answered question</i>		82
<i>skipped question</i>		44

Are you measuring use of your mobile resources (e.g. number of hits on your mobile site, number of mobile-related reference questions, etc.)
ACADEMIC LIBRARIES



Are you
measuring use of
your mobile
resources?
-Academic
Libraries

Are you measuring use of your mobile resources (e.g. number of hits on your mobile site, number of mobile-related reference questions, etc.)

Answer Options	Response Percent	Response Count
Yes	32.8%	21
No	26.6%	17
N/A	35.9%	23
Some, but not all (please specify)	4.7%	3
<i>answered question</i>		64
<i>skipped question</i>		46

Conclusions

You are not as behind as you think!

However, IT IS TIME to move ahead deliberately now.

- Meet with your people - develop strategy
- Assess your users and their current mobile needs
 - Surveys
 - 1-1 discussions
 - What devices do they use?
 - Look at your analytics
- Learn more!
 - Online NW
 - Webinars - Handheld Librarian - Internet Librarian, etc.
 - OLA and other Library Technology Round Tables
 - Talk with other librarians

Helpful tips for getting started - Part 1

- Identify authoritative apps, whether free or fee-based. Use them on your own device. Learn how to search these resources and contact the vendor when you find bugs or to suggest features. Most of these apps and sites are new, and the developers will appreciate feedback.
- If your favorite vendor does not offer an app or mobile Web site, tell them you'd like to see one!
- List mobile resources on your website and share them with your users
- Start showing your patrons mobile database interfaces
- Stay up-to-date with the ever evolving app/mobile world by being "in the know"

From Mobile information literacy: Let's use an app for that! Coll. res. libr. news January 2012 73:22-23

Helpful tips for getting started - Part 2

Mobile technologies for libraries: A list of mobile applications and resources for development

Coll. res. libr. news April 2011 72:222-228

20 Tips for Planning Your Mobile Website

"The most important thing we can do is to ensure that when the technology matures, we are ready to deliver content to it."

- Jason Griffey, Head of Library Information Technology at the University of Tennessee and author of *Mobile Technologies and Libraries*

"Teaching mobile web literacy seems to me as crucial as teaching basic literacy."

- David Parry, Assistant Professor of Emerging Media and Communications at the University of Texas at Dallas

[EDUCAUSE Review](http://www.libraryjournal.com/lj/ljinprintnetconnect/888220-335/let_jason_griffey_take_you.html.csp), vol. 46, no. 2 (March/April 2011)
http://www.libraryjournal.com/lj/ljinprintnetconnect/888220-335/let_jason_griffey_take_you.html.csp

Cited links & Additional Resources

[Mobile - 2011 Year in Review](#)

[Mobile Future](#)

[MIT Libraries Libguide Mobile Apps](#)

[Pew Internet - Americans and Mobile Computing](#)

[Boise State University QR Code Libguide](#)

[Mobile Information literacy - Let's use an app for that!](#)

[Mobile literacy - definition](#)

[Learn more about QR Codes](#)

[Augmented reality explained by Common Craft](#)

[Augmented Reality - A Primer for Libraries](#)

[M-Libraries - Library Success: A Best Practices Wiki](#)

The report! 2012 Mobile Climate Survey for Oregon, Washington and Idaho Libraries - REPORT <http://bit.ly/x5LGt0>

Questions?

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