

Slide Notes - The Mobile Landscape, Mobile Literacy and Libraries 2014

Slide 1: Welcome to our presentation

Slide 2: Smartphones and cupcakes – two of our favorite things...and now let's look at a few stats on why mobile matters

Slide 3:

From 35% in 2011 to 46% in 2012 and 56% by mid 2013. That's a jump of 21% in two years.
<http://pewinternet.org/Reports/2013/Cell-Internet.aspx>

Slide 4:

Perhaps more important is how people are using their smartphones and mobile devices. - As of May 2013, 63% of adult cell owners use their phones to go online.

34% of cell internet users go online mostly using their phones, and not using some other device such as a desktop or laptop computer.

Slide 5:

ECAR – Educause Center for Analysis and Research – ECAR study of undergraduate students and information technology – 58% of students own 3 or more Internet capable devices.

Slide 6: Survey results from Oregon, Washington and Idaho libraries

Slide 7:

2012 - 288 answered (multiple from same lib) - 49% public, 41% academic, 10% other 38% Washington, 34% Oregon, 26% Idaho

2014 - 178 answered (less overlap); 62% public, 27% academic, 11% other
43% Washington, 36% Oregon, 20% Idaho

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

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Academic - 53% currently have and 30% are planning to soon add a mobile presence.

Public - 63% currently have and 11% are planning to soon add a mobile presence.

More public libraries (34%) use QR codes

More:

- Increases in types of information offered in mobile-friendly format
- Mobile-friendly account login, catalog, hours, more
- On tablets
- Face to face educating users
- Marketing on library website

•Signage

Slide 9:

More types of info offered via mobile in 2014 vs. 2012

Account login (38% → 70%)

Ask a Librarian (40% → 47%)

Catalog (68% → 89%)

Hours (46% → 70%)

Instructional videos (5% → 11%)

Links to vendor databases (39% → 60%)

Links to return to non-mobile site (31% → 44%)

Location or map (36% → 56%)

Room reservations (3% → 15%)

Slide 10:

Many more (71% vs. 35%) marketing or promoting mobile site on the library web site, verbally in library instruction (49% vs. 30%) and in handouts during classes or signage inside the library (24% and 33% vs. 11% and 11%)

More (65% vs. 34%) are not measuring use of mobile resources (number of hits on mobile site, etc.), but more (17% vs. 4%) were tracking some, but not all use.

Slide 11:

Slight increase (18% → 26%) in libraries planning to provide information on use of mobile apps.

Slightly more (19% → 27%) offer users training or assistance on using mobile applications provided by vendors.

About the same percentage are planning to offer a mobile-friendly presence, mobile friendly catalog interface, or other mobile service in the coming year and more have no plans, possible because they have already implemented these things.

Approximately same rate of providing or not providing training to librarians on using mobile applications or handheld devices (about 20-25% do)

Approximately same percentage still using QR codes (33%) and augmented reality (2%) or not using these (60%).

Similar levels of user education and how we educate users about these technologies (library signage, slight increase in face to face).

Slide 12:

What does this mean?

Slowly but surely, we are incorporating mobile platforms as a channel through which to provide our content and services.

We could probably do more.

We could definitely measure use of this more, although it seems to be a fait accompli.

Slide 13:

Why libraries should care...the trend is for more not less – wearable technology is just getting started and mobile devices will continue to evolve getting smarter all the time. The computer in our library users' pockets are here to stay, and for some it will be their only computer.

Slide 14:

Questions or comments? Feel free to contact us. Thanks!