Where are we going with mobile for libraries? And why are we going there?
Where are we going with mobile?

- Reference librarians
  - Answer questions
  - Connect users with content
  - Provide instruction
  - Promote services

- And they are doing it all in the mobile environment NOW

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Our users are going mobile

- College students own a lot of mobile devices
  - 87% - laptop
  - 55% - smartphone
  - 10% - tablet
  - Data collected 6/2011

- ECAR National Study of Undergraduate Students and Information Technology, 2011

- College students’ uptake is increasing rapidly
  - 25% own tablet, triple the amount compared to one year ago
  - 63% believe tablets will replace textbooks in 5 years
  - Data collected 1/2012

- Pearson Foundation study as reported in “Tablet Ownership Triples Among College Students,” CHE, Wired Campus Blog, 3/14/12 www.chronicle.com
Readers of e-books

- 21% of adults have read an e-book in the last year, up 4% in just 2 months
- E-book reader ownership increased from 10% to 19% of adults from mid-December, 2011 to February, 2012
- E-book reader owners read more than non-owners

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Tablet usage is intensive

- Around half of tablet owners get their news on it every day
- 77% of tablet owners use them every day for around 90 minutes
- They read long articles
- They do not generally pay for apps for a richer user experience
Location-aware services are on the increase

- 74% of smartphone users use location-based services on their devices
- 46% of adults own smartphones in 2011

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In higher education institutions

- Most are still struggling to develop an institution-wide strategy
- Libraries and IT are focusing efforts on HTML5 web strategies and not apps
- They are thinking about the implications of user-created book content on new platforms
<table>
<thead>
<tr>
<th>Gartner Group Top Strategic Tech Trends 2012</th>
<th>Horizon Report 2012</th>
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<tbody>
<tr>
<td>• Media tablets</td>
<td>• Mobile apps</td>
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<tr>
<td>• Mobile-centric apps</td>
<td>• Tablet computing</td>
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<tr>
<td>• Internet of things</td>
<td>• One year or less to adoption</td>
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<tr>
<td>• App stores and marketplaces</td>
<td>• Internet of things</td>
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<td>• <a href="http://www.zdnet.com/blog/btl/mobile-big-data-social-dominate-gartners-top-tech-trends-for-2012/60991">http://www.zdnet.com/blog/btl/mobile-big-data-social-dominate-gartners-top-tech-trends-for-2012/60991</a></td>
<td>• “Network-aware smart objects that connect the physical world with the world of information”</td>
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<td>• 4-5 years to adoption</td>
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<td>• <a href="http://www.nmc.org/horizon-project">http://www.nmc.org/horizon-project</a></td>
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It seems to be the trend
And there is a lot of interesting content out there

- Booktrack matches music to reading books on mobile devices
- After releasing one of Salman Rushdie’s stories on Booktrack, Mr. Rushdie said he was impressed with the orchestra’s work. He was particularly pleased when his 14-year-old son pronounced it 'super cool,' he said.

  As reported in Wall St. Journal on
Libraries highlight special collections

SMARTPHONE AND TABLET APPS

Apps for smartphones and tablets

Royal Manuscripts - 58 outstanding royal manuscripts, 500 high-resolution images, expert videos, in one luxurious app.

Treasures - The app features over 100 highlights, including literary, historical, music-related and scientific documents - alongside illuminated manuscripts and sacred texts.

British Library 19th Century Historical Collection iPad App - Discover over 60,000 historical titles from the British Library’s 19th century book collection.

http://www.bl.uk/app/
New types of reference tools are being developed

- Leaf snap app
- An electronic field guide
- Take a photo; app helps identify species
- Uses techniques built on face recognition
- Developed by U. Maryland, Columbia U., & Smithsonian

http://leafsnap.com/
Connecting people with information in personal ways

- Phone and Facebook app
- Matches photo of yourself with dogs available for adoption
- Can you picture a similar service for books?
  - Match illustrations to childrens books
  - Match artwork to types of fiction

http://printmediacentr.com/
Libraries are leveraging geo-spatial capabilities with local information

- TagWhat
- Virginia Beach PL, National Trust, and others
- Users experience the “hidden stories” of places they are visiting
- Historic photos, video, and audio are connected to places
- "The library's kind of like an iceberg; we have all this cool stuff that nobody ever sees or knows how to get to," Hart said. "What we're trying to do now is tell people, and we're using this augmented reality app to do it."

Libraries leading the way in use of mobile in education

Penn State

Project Goals and Key Questions
1. Evaluate how mobile devices impact student media production workflow: can students do more or different types of work with these devices?
2. Identify appropriate uses for mobile devices in the classroom: when does mobility help or hinder students?
3. Identify how mobility impacts learning: does the immediacy, or the ability to work in the field, change how students organize and communicate their ideas?
4. Conduct assessment and share our findings with faculty and the learning design community.

Get Involved
Proposals are now being accepted for the Fall 2012 Mobile Media Pilot. If you are thinking of doing a project, send the details to us via the submission form by July 30th – and we will let you know if you’ve been selected by August 10th.

If you are interested in being a part of the Mobile Media Pilot project, contact the Media Commons directly by email at mediacommons@psu.edu, by phone at 866-266-7496 or by talking to a Media Commons consultant at University Park or your Commonwealth Campus.

http://mediacommons.psu.edu/mobilemedia

Dartmouth

Teaching with iPads/Pods
Articles and resources for teaching with iPads

http://researchguides.dartmouth.edu/teachingwithipads
Statewide support of mobile in education

- Support for K-adult learners’ use of mobile devices in T&L
- Web content will include some contributed by librarians
Public libraries provide targeted classes

- Class on use of personal mobile devices
- E-readers are device brought by most participants
- Seniors are largest segment of participants
- Chatham County Library, Pittsboro, NC

Photo courtesy of Chatham Community Library
Large libraries provide navigating information

- Virginia Tech
- Floorplans and route
- http://m.lib.vt.edu/tour.php
School libraries provide innovative programs

- W.A.L.K. We Are Literate Kids
- Elementary students check out iPods loaded with audiobooks
- Librarian Betsy Long walks with the children during recess
- iPods & audiobooks purchases with grant funds
- Winner of “I Love My Librarian Award”


http://www.flickr.com/photos/krossbow/4371016337/
What’s on the horizon?

- Google’s Project Glass
- Augmented reality at a new level
- Integrates video, voice, personalized information as the owner goes about daily activities

https://plus.google.com/111626127367496192147
What’s on the horizon

- Touche
- Touch and gesture sensing
- Can be put into computing devices, objects, human bodies, and liquids

http://www.disneyresearch.com/research/projects/hci_couche_drp.htm
Going forward at your institution

- Reference librarians can
  - Link users to interesting content as well as standard content
  - Become the campus or community expert on using mobile in education
  - Work with assessment and technology units to develop a positive user experience

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Going forward at your institution

- Know your users
- Kent State U. Library survey
  - "In every focus group, we heard the same thing: students were not only interested in getting basic information from a mobile web site, they also desired greater interactivity... and envisioned being able to read, chat, and connect to resources...they expressed a desire for a customizable experience and found design to be very important."
  - Seeholzer & Salem, “Library on the Go.” C&RL v.27, No. 1, Jan., 2011, p. 18

- Know your users
- U. Texas San Antonio Library
  - Used their Music Online collection to create playlists
  - Marketed through Facebook and accessed via QR codes
  - Usage increased 41% in month of campaign
Going forward at your institution

- Take an incremental approach getting started
- Involve students and community members in development
- PROMOTE WHAT YOU DEVELOP
- Stop doing something of lower priority

http://www.ryerson.ca/library/msurvey2009/libserv.html
Advice from Tim Flood, one of the developers of iStanford:

“The mobile environment is just not going to make a stop so you can take your time getting on the bus. You have to accept continual development and change surrounding the industry and mobile applications, and adapt...
These two mantras we've had for a long time in higher education—wait for standards and plan ahead on all aspects of your project--served us very well in other contexts, but not here, now, today, with mobile.
The technology change we face today challenges us to re-examine how we think and act as we begin our mobile projects...
I think the single biggest gift that an institution could give itself in terms of mobile, would be simply to "dive in." Do something quickly. Do something of consequence without really trying to think it through to every last detail...
So when we're considering an institution's willingness to explore mobile technology, I'd keep this broader perspective in mind:
We're not just talking about implementing technology! We're ultimately talking about an institution's identity, its image, its perceived relevance--and perhaps its survival.”
http://campustechnology.com/Articles/2012/04/18/Mobile-Relevance.aspx?=CTCLV&p=1
Thank you!

joan@cni.org  puppy@auckland.spca
http://www.doggelganger.co.nz/