MOBILE DEVICES

- Changing the way information is organized
- Dynamically altering the way information is delivered
- Resulting in evolving needs & expectations of our students
- New roles for academic librarians and academic libraries
MOBILE LIBRARY SERVICES
Benefits & Results

Corcoran One Search has become quite popular among students at BChS due to its accessibility and many unique features, such as AP news updates and Twitter feeds.

“The feedback from our faculty and students has been extremely positive,” Esposito said, adding that she presented Corcoran One Search to several classes during the trial period. In one class, “the students were so excited by the new ease of use of our library resources that they actually applauded.”

Esposito said that EDS integrates well with the school’s ‘learning commons’ model, which

Innovative library services “in the wild”

By Kathryn Zickuhr

Our new report takes a close look not only at how Americans are using public libraries, but also what sort of services and programming they think libraries should offer — and what they say they would use in the future.

For this last point, we asked about a range of potential offerings, including online "ask a librarian"-type research service, mobile library apps, library kiosks in the community, and pre-loaded e-readers available for checkout. A breakdown of these ideas' overall popularity is included below; more information is included in the report, and tables with demographic breakdowns for each item can be found in the appendix.
“Good library experience should be the end product of a design process, rather than the outcome of random events in which we hope for the best. This requires us to be intentional in our thinking about the experience we want our community members to have.” – Steven J. Bell,
Emerging Trends in Mobile Library Services

ACTIVE LEARNING STRATEGIES FOR DYNAMIC INFORMATION LITERACY
People generally remember... (learning activities)

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 50% of what they see and hear
- 70% of what they say and write
- 90% of what they do.

People are able to... (learning outcomes)

- Define
- List
- Describe
- Explain
- Demonstrate
- Apply
- Practice
- Analyze
- Define
- Create
- Evaluate

ACTIVE LEARNING
Mobile library services present opportunities for:

- pedagogical possibilities
- seamless, interactive, contextual mobile experience
- and allow for individualized learning

Active Learning

- Orientations and tours are self-guided
- Point-of-need instruction is enhanced through mobile delivery
- Library classes are improved by smartphones and tablets.

By making content accessible on mobile devices:

- We meet students where they are.
addresses the need for a more sophisticated and integrated approach for librarians’ interaction with learning—specifically active learning.
“The trends in higher education reform that emphasize active learning and learning as a social process converge well with an increasing emphasis on the need for students to develop collaborative skills and the ability to communicate effectively and professionally in various media.”

Lippincott, Joan. “The Future of Teaching & Learning”
Horizon Project: the world’s longest-running exploration of emerging technology trends in libraries and education.
INNOVATIONS THAT LIBRARIANS ARE IMPLEMENTING TO TRANSFORM & DEVELOP THE MOBILE LIBRARY USER EXPERIENCE

- FACILITIES PLANNING
- IT PLANNING
- BYOD/ MOBILE FIRST RESPONSIVE PLANNING
- TRAIN THE TRAINER INITIATIVES
- EQUITY ISSUES
- INTERNATIONAL PERSPECTIVES
WHAT DO YOUR MOBILE USERS NEED WITH REGARDS TO YOUR FACILITY?

- Physical spaces
- Learning Commons
- Active Learning Centers
- Spaces for social learning
- Co-working spaces
- Repurposed computer labs
NFC or Near-Field Communications allows interaction between devices (ApplePay is one example of this. By the end of 2015, many applications will be using this option.)

RFID or Radio Frequency Identification (usually in the form of a bar code) has allowed libraries to operate more efficiently for many years, but combined with NFC, RFID has many other ways to be used innovatively

iBeacon or Bluu Beam (A way to track user interaction by macro-geolocation-send targeted information to library users) (Starbucks is one example)
FURNITURE & EQUIPMENT THAT ENHANCES PHYSICAL LIBRARY EXPERIENCE FOR STUDENTS ON THEIR MOBILE DEVICES

- Media Scapes
- Post & Beam Structures
- White Board Walls
- Screens
- Learning Commons Furniture
- White noise machines
INTERESTING FACTS ABOUT UNF’S BRAND NEW LEARNING COMMONS

- Increased seating capacity by 34%
- Increased computing capacity by 42%
- Additional 996 outlets on 2nd Floor
- Additional 154 data ports on the 2nd Floor
- Sound masking system on both 1st & 2nd Floors
- Increased Wi-Fi
- Added more printers (wifi enabled)
- Added 80 mobile devices
Need outlets to recharge electronics?

Check out G-306 just inside the library.
Make an environment that is conducive to and inviting for all things mobile

STRATEGY ONE
IT PLANNING
WHAT DO YOUR MOBILE USERS NEED IN REGARDS TO IT PLANNING?

- Robust wireless infrastructure
- A separate network for BYOD
- Digital media labs for students
- Wifi printers so patrons can print from their phones
Ensure that library is as mobile friendly as the local Starbucks.
BYOD & MOBILE FIRST RESPONSIVE PLANNING
WHAT DO YOUR STUDENTS EXPECT?

- Expect it to be as easy as a Google Search
- Immediacy
- Expect that your mobile library services will work on their own device
- 57 percent of users said they expect a mobile site to load nearly as fast, if not faster, than a desktop site
How do you know what you do not know?

How often do you think about what you do not know?

How well do you think your students know your mobile library resources?

Rempel, Hannah Gascho, and Laurie Bridges. “That was then, this is now: replacing the mobile-optimized site with responsive design.” Information Technology and Libraries Dec. 2013: 8+.
Instructional Models
Roving Librarian
iphones allowed in library & library class
More coaching less lecturing, lead collaborative efforts
SACRAMENTO PUBLIC LIBRARY SAW A 20% INCREASE IN MOBILE ACCESS TO THEIR LIBRARY FROM 2013-2014

- And over 150 different types of mobile devices were used to access the library’s website in one month alone.
E-Resources Update

• 2015 Group Licensing Process:
  – 27 colleges and 9 universities
  – 29 vendors
  – 109 products
  – 416 individual subscriptions
  – $1.37 million – 18% increase from 2014
Responsive Web Design Trend—“One app, all devices”

Web application or page should leverage the latest techniques in HTML5 and CSS3 to allow the web page to “respond” to the user’s screen size.

Bootstrap – Open Source CSS framework developed by Twitter or the Pure CSS framework from Yahoo! (Used in LibGuides V. 2)

Great online Responsive Viewer tools for testing out your layouts:

- http://responsive.is
WHY DEVICE NEUTRAL TREND?

MAKE IT RESPONSIVE!

According to Google, **52%** of users won't engage with your company if they have a bad mobile experience.
How many clicks does it take to get to your library online resources from a mobile device?
HOW GREAT YOUR LIBRARY RESOURCES ARE, IF YOU DON’T MAKE IT AS EASY AS GOOGLE.
79 percent of mobile users who experience a dissatisfying visit are less likely to go to the same site again.

And are 6 times more likely to abandon the task all together.
Make sure your library webpage and your online resources are mobile friendly and that your students know about your mobile library services.
What do your librarians already know?

EMERGING TRAIN THE TRAINER TREND
Apps for Librarians: Empower Your Users with Mobile App Literacy eCourse

with Nicole Hennig

Asynchronous eCourse beginning Monday, July 13, 2015 and continuing for 5 weeks
An ALA Editions eCourse facilitated by Nicole Hennig

February 2 - March 6, 2015
$250
American Library Association eLearning

Empower your users with mobile app literacy

Start and finish anytime
$125
Take the self-study version of this course and work at your own pace.
No deadlines, includes all future updates.

Become an app expert

Join us

Join us
Active Learning Resources

Explore active learning initiatives and projects from across the country.

- University of Minnesota, Active Learning Classroom (ALC)
- North Carolina State University (CAST IT Project)
- MIT Technology Enabled Active Learning
- Duke University Libraries, Raising your students with active learning
- EDUC-Assent Pathway Model
- University of Washington Provost Report, Innovations Among Us: How UW Faculty are Enhancing Teaching with Technology
- University of California: University of California Educational Technology Services, Active Learning Classrooms
- University of Michigan Center for Research on Learning and Teaching, Active Learning.
- University of Michigan Center for Faculty Excellence. Classroom Activities for Active Learning, November 2009.

Video:
- University of Michigan eTLC “Engaging Students in the Classroom & Beyond” video, a series of videos demonstrating how faculty can engage students.

Contact:
- Email: uglib@washington.edu
- Website: Active Learning Resources for Undergraduates

Teaching and Active Learning

Tell me and I forget. Teach me and I remember. Involve me and I learn. – Benjamin Franklin

Give a man a fish and he will eat for a day. Teach him how – Chinese Proverb

The Auburn University Libraries Instruction Program is committed to success both inside and outside of the classroom. Engaged teaching encourages critical thinking and leads to active learning.

The Librarians’ Active Learning Guide provides useful classroom workshops.

Comments (0)
NEVER
EVER
FORGET
LEARNING
IS
NECESSARY

- PROVIDE TRAINING ON MOBILE LIBRARY SERVICES TO LIBRARY STAFF
- PROGRAMS LIKE NEFLINS ALLOW FOR MOVING BEYOND THE SELF
- HELP US TO KNOW WHAT WE DON’T KNOW

LEARNING IS NECESSARY
THING TWO
THING THREE
THING FIVE
THING SEVEN
THING EIGHT
THING NINE
THING TWELVE

- Membership Apps
THING SEVENTEEN
THING EIGHTEEN

RECREATIONAL APPS
YOU CAN USE YOUR PHONE AS A WHITE NOISE MACHINE
OTHER GREAT LIBRARY MOBILE APPS (20)
OTHER GREAT LIBRARY MOBILE APPS (21)
OTHER GREAT LIBRARY MOBILE APPS (22)
Capture Handwritten Notes

OTHER GREAT LIBRARY MOBILE APPS (23)
Ensure a high level of professional development for all library staff.

STRATEGY FOUR
What issues do we need to be sensitive to in regards to emerging trends in mobile library services?
WE ARE LIBRARIANS

WE advocate for equity

One of the fundamental founding principles of all libraries is that: Libraries are for everyone.

Libraries even the playing field

“A new way to think about equality/inequality is mobility/immobility” – Tara Brabazon

“MOBILITY IS THE NEW MARKER OF CLASS AND POWER”
Grad Boxes (Digital Media Resources for Active Learning)

"Grad Box" – Digital Media Resources for Active Learning (4 cases)
Scholars Commons in Strozier Library "Grad Box" is available on a first-come, first served walk-in basis. It can be charged out at the Scholars Commons Office (room 027). We have one (1) case with a maximum loan period of 3 days. An additional three (3) cases have a variable term checkout. Check availability in the catalog.

Flip video Ultra HD and accessories including speaker cables, zoom Recorder, and microphone.

The Box includes:

1. The Pelican Box (waterproof, dust proof, airtight case)
2. Flip Video UltraHD

High Definition 720p (1280x720),

H.264 video compression, AAC audio compression, .mp4 file format; 16:9 Aspect Ratio at 30 frames per second

Flip UltraHD II video camera holds 4 GB internal storage capacity which allows you to capture videos up to 1 hour of recording time.

FlipShare software allows you to: share videos to your computer, capture snapshots from your videos, create custom movies, share media files online via Email, upload directly to YouTube and more.
UNF ADDED 80 MOBILE DEVICES FOR STUDENTS WITH THEIR LATEST LEARNING COMMONS DESIGN
Ensure that you have these emerging technologies available for all.
What's happening internationally?

A GLOBAL PERSPECTIVE
“From Bangkok to Australia to Russia librarians are discussing ebooks and digital content management…” Director of the State Public Historical Library of Russia, Mikhail Afanasyev

Have you ever considered that globally librarians are asking the same questions?
ANZ 23 MOBILE THINGS

By the Numbers...

- **23** Things
- **775** Participants
- **8** Countries (All but 15 from Australia and New Zealand)
- **50/50** split (almost) between new professionals and non-new professionals. All sectors represented.
- **2** Co-ordinators: but help from 2 twitter posters and 25 volunteers & mentors who did weekly feature and wrap-up blog posts.
- **6** months duration (23 weeks + 4 catch-up/break weeks)
- **29** Weekly Emails Sent (including weeks 0 and 28)
Become involved in international organizations to get a global perspective.
LIBRARIES NEED A STRONG MOBILE STRATEGY TO ENSURE INNOVATIVE INFORMATION DELIVERY SERVICE & MUX

- FACILITIES PLANNING
- IT PLANNING
- BYOD/ MOBILE FIRST RESPONSIVE PLANNING
- TRAIN THE TRAINER INITIATIVES
- EQUITY ISSUES
- INTERNATIONAL PERSPECTIVES
ACTIVE LEARNING STRATEGIES FOR DYNAMIC INFORMATION LITERACY

- Strategy One: Make an environment that is conducive to and inviting for all things mobile.
- Strategy Two: Ensure that the library is as mobile friendly as the local Starbucks.
- Strategy Three: Make sure your library webpage and your online resources are mobile friendly and that your students know about your mobile library services.
- Strategy Four: Ensure a high level of professional development for all library staff.
- Strategy Five: Ensure that you have these emerging technologies available for all.
- Strategy Six: Become involved in international organizations to get a global perspective.
“Mobile devices are predicted to be the main platform for accessing the Internet by 2020.”
--Smithsonian IT Plan FY2012-FY2016

As the distinction between informal and formal learning blurs, mobile technology will have an increasing impact as the tool of discovery for our students.
In conclusion, the design process of the mobile experience for information delivery is the most critical component to students’ satisfaction of the UX.
THANK YOU.