

Getting Mobile

Sally Wilson, *Web Services Librarian*
Graham McCarthy, *Lib. Systems Analyst*
Ryerson University Library

Presentation Outline

- Introduction
- Brief history of the mobile phone
- Shift from e- to m-learning
- Student Mobile Usage
- Mobile Services for Libraries
- Future Trends

A surreal landscape where a multi-lane highway curves through a green field. The highway is filled with cars and trucks. To the right of the highway, a blue tractor is plowing a path in the field, creating a series of concentric, wavy lines in the soil. The sky is a mix of orange and brown, suggesting a sunset or sunrise. The overall scene is a metaphor for the changing information landscape.

The Information Landscape is Changing.



Sept 13th 1956 – IBM invents first Hard drive. Weighs a ton and costs \$250,000 USD (approx., in today's dollars) and stores a whopping **5MB** of information



Jan 27th 2009 – single hard drive with largest capacity on the market sells for \$400 (approx.) holds **2TBs** (*Two Million MBs*) of information

Interesting Facts from “How much data is that?”:

- Complete works of Shakespeare = 5MB
- Content in an Academic Research Library = 2TBs
- Library of Congress print holdings = 10TBs
- All printed material in the world = 200 Petabytes (204,800 TBs)



Don't worry, we are not going to get into a debate on digitization...

Concept to remember:

There has been a major change over the years in the way information has been acquired, stored and consumed.

An impressionistic painting of a cloudy sky. The sky is a deep, textured blue. A large, billowing cloud in shades of white, pink, and light orange dominates the upper half of the frame. A thin, vertical orange line runs from the bottom of the cloud down towards the text. In the lower right, there is a small, horizontal, glowing orange shape.

■ What matters:

- The content
- Relevance to the user
- Understandability

2009

Wires no more.

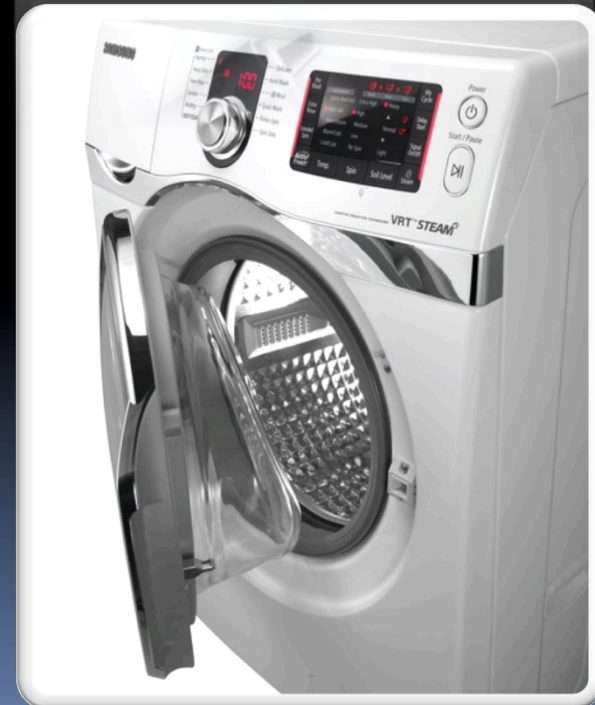


Humans are mobile creatures





- The way we acquire, store, consume and utilize information has changed rapidly.
- The desired content should seamlessly display on all device types
 - Emphasis on usability



Before we continue...

- A brief history of the mobile phone
- Why?



"Only a good-for-nothing
is not interested in
his past. "

— Sigmund Freud

"History is the witness that testifies to the passing of
time; it illuminates reality, vitalizes memory, provides
guidance in daily life, and brings us tidings of antiquity."

— Cicero



Marconi Wireless Telegraph.

Created in 1896.

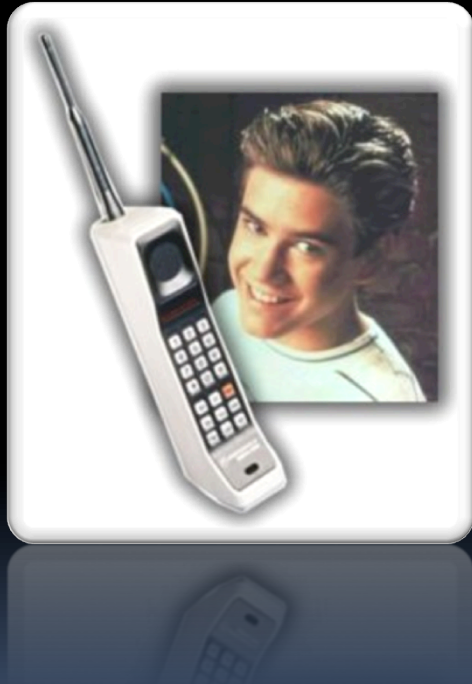
First Atlantic transmission in 1901.

Mobile Telephone System

Created in 1946.



Improved Version released in 1960



- 1st Gen (80's) replaced the mobile radio phone.
 - Analog System
- 2G (Early 90's)
 - Introduced a Digital System
 - Included encrypted for enhanced security
 - Introduced data services including SMS text messaging

2.5 G

- Extension to the 2G standards (GPRS/EDGE/HDCSD)
- Developed for companies who could not make the leap from 2G to 3G
- Provides additional features (some found in 3G)
 - MMS (Multimedia Messaging Service)
 - Sending images and video through mobile device
 - PTT (Push to Talk)
 - PTP (Point to Point)



- Early 2000's saw commercial release
- Buzz word used to sell iPhone and BlackBerry Bold smart phones
- Intended for applications other than voice
 - Video streaming
 - Video calling
 - High Speed Internet Access
 - Downloading Audio/Video/Pictures/Applications

- This is where we are in 2009 in terms of our mobile telecommunications technology
- Other Mobile Technologies:
 - Laptops/Netbooks
 - E-Book Reader / Amazon Kindle



- 2010 release of 4G standard
- Next evolution in Wireless Communications Technology
- “Anytime, Anywhere” access to voice, data and streaming media services
- Services:
 - MMS (Multimedia Messaging Service)
 - DVB (Digital Video Broadcasting)
 - Video Chat
 - Mobile TV and HDTV
- Aiming to reach broadband speeds:
 - 100mb/s moving at high speeds (i.e. in a vehicle or on a train or plane)
 - 1gb/s in a fixed position

- Drastic changes in Communications Technologies
- Powerful technologies which can adapt to our mobile lifestyles

How does this fit within academic institutions and especially for libraries?

E-learning has become a substantial building block within higher education.

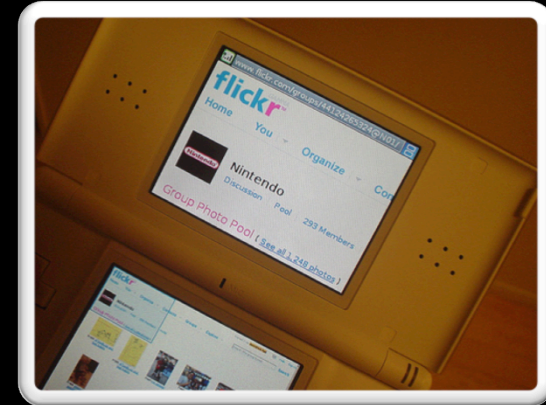
eLearning

- Many benefits:
 - 24 hour access to resources
 - On or off campus access (as long as one has internet access)
 - Distance Education

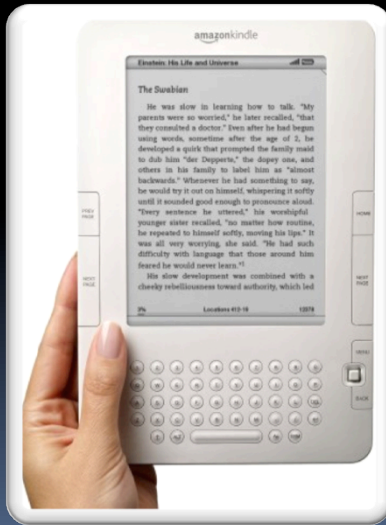


From “e-” to “m-” Learning

- m-learning extends the e-learning concept by adding the mobile computing element
 - Access to resources wherever you are
 - Strong searching capabilities
 - Rich User Interaction
 - Independence from a location in space and time



Students entering University have been exposed to an assortment of technological devices



- iPods and other MP3 players, iPhone and BlackBerry smart-phones, cell-phones, PDA's, personal gaming devices, e-book readers, GPS devices, DVD players, digital cameras and video cameras.





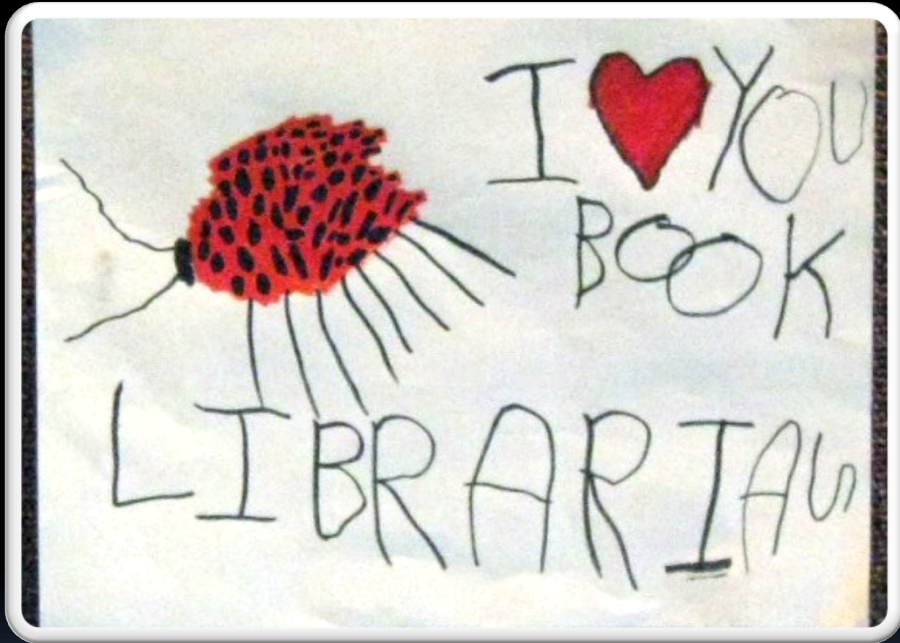
- Technologies cause problems:
 - Attention during lectures (i.e., web- surfing, gaming)
 - Disruptions (i.e., cell phones)
- Technologies assist in learning:
 - ▣ designing engaging learning experiences
 - ▣ Alternative teaching methods
 - Multi-media
 - Discovery of information from the internet

Library's Role in this shift

- Information needs of patrons are changing
- Library must cater to this adapting needs
 - No longer answering "Encyclopedia Style" questions.
 - Performing deeper levels of service
 - Comparing Strengths and Weaknesses of various resources for the patrons
 - Engaging in reference interviews about complex, often obscure topics not easily searchable on the internet



Library's Role in this shift



- Facilitate the delivery of these resources to patron devices
- Information needs to be formatted properly for that device and should be contextually relevant to their location in space and time.

Mobile Delivery of Library Services

- Sense of mobile environment
- Current mobile library services
- Future directions

Mobile Survey – Nov. 2008



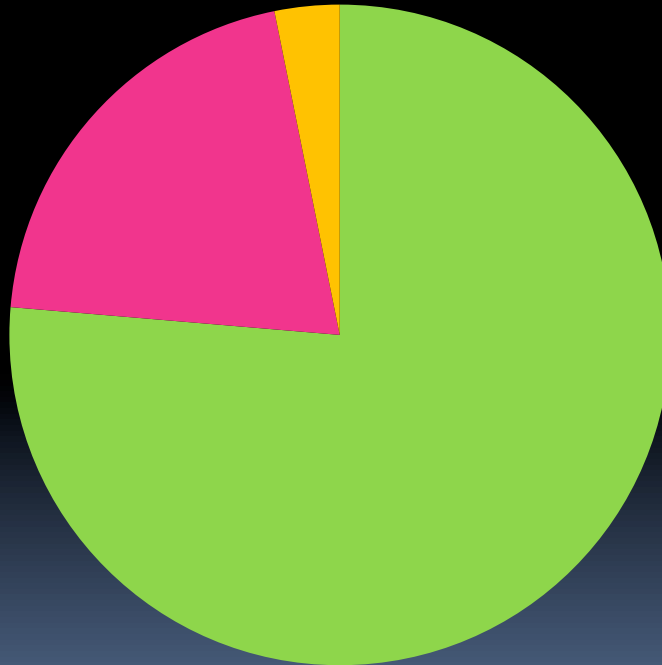
811 responses, primarily undergraduate

Cell Phone Ownership



Smart Phone
21%

No Phone
3%



Cell Phone
76%

The Mobile Market

Increase between Jan 2008 and Jan 2009 of
Mobile Phone Users Accessing the Internet for:

News and Information	107% change
Social Networking	427% change

comScore, Inc. Press Release March 2009

The Mobile Market

40 million active users of the mobile Internet
(15.6% of cell phone subscribers)

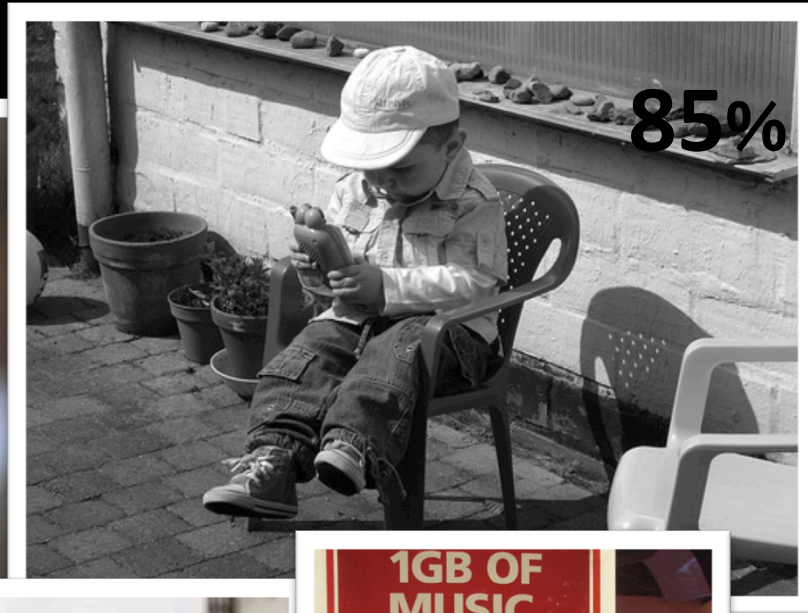
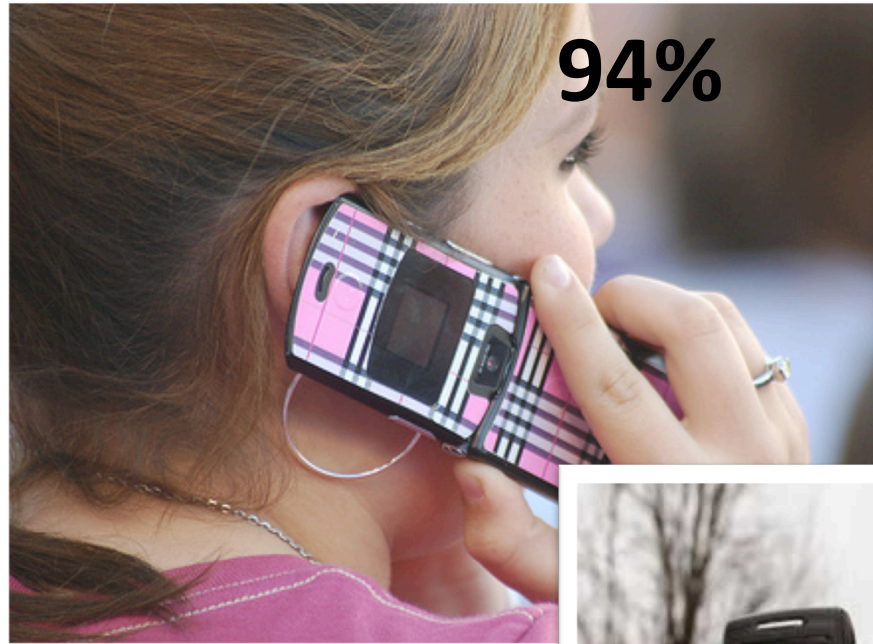
144 million data users (SMS or internet) – 57%
of subscribers

Nielsen Mobile, Worldwide State of the Mobile Web 2008

The mobile device will be the primary connection
tool to the internet for most people in the world
in 2020

Pew Internet & American Life, Future of the Internet III, Dec 2008

Top 4 Uses



<http://www.flickr.com/photos/harnetcouncil/3326253218/sizes/o/>
<http://www.flickr.com/photos/spoedman/453097479/sizes/m/>
<http://www.flickr.com/photos/partsnpieces/255319183/sizes/m/>
<http://www.flickr.com/photos/shifted/369676631/sizes/m/>

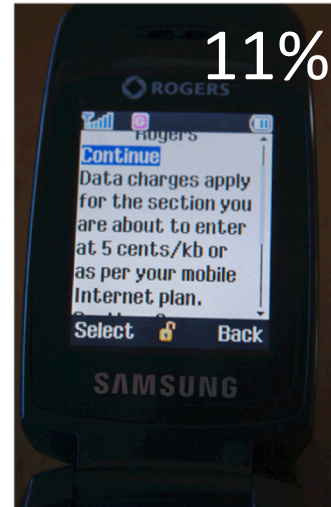
Top Internet Uses

46%



A Nokia N70 mobile phone is shown with the Gmail login interface on its screen. The screen displays the Gmail logo at the top, followed by fields for 'Username:' and 'Password:'. Below these fields, it says 'Need an account? Go to gmail.com on your computer.' At the bottom of the screen are two buttons: 'Sign in' and 'Exit'.

11%

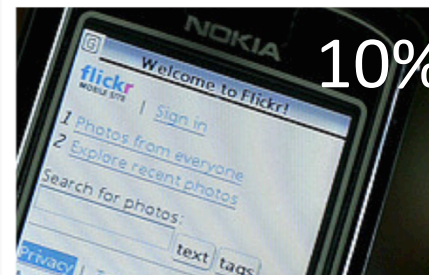


A Samsung phone is shown displaying a Rogers data warning. The screen has a blue header with the Rogers logo. The main text reads: 'Continue', 'Data charges apply for the section you are about to enter at 5 cents/kb or as per your mobile Internet plan.' At the bottom are two buttons: 'Select' and 'Back'.

13%

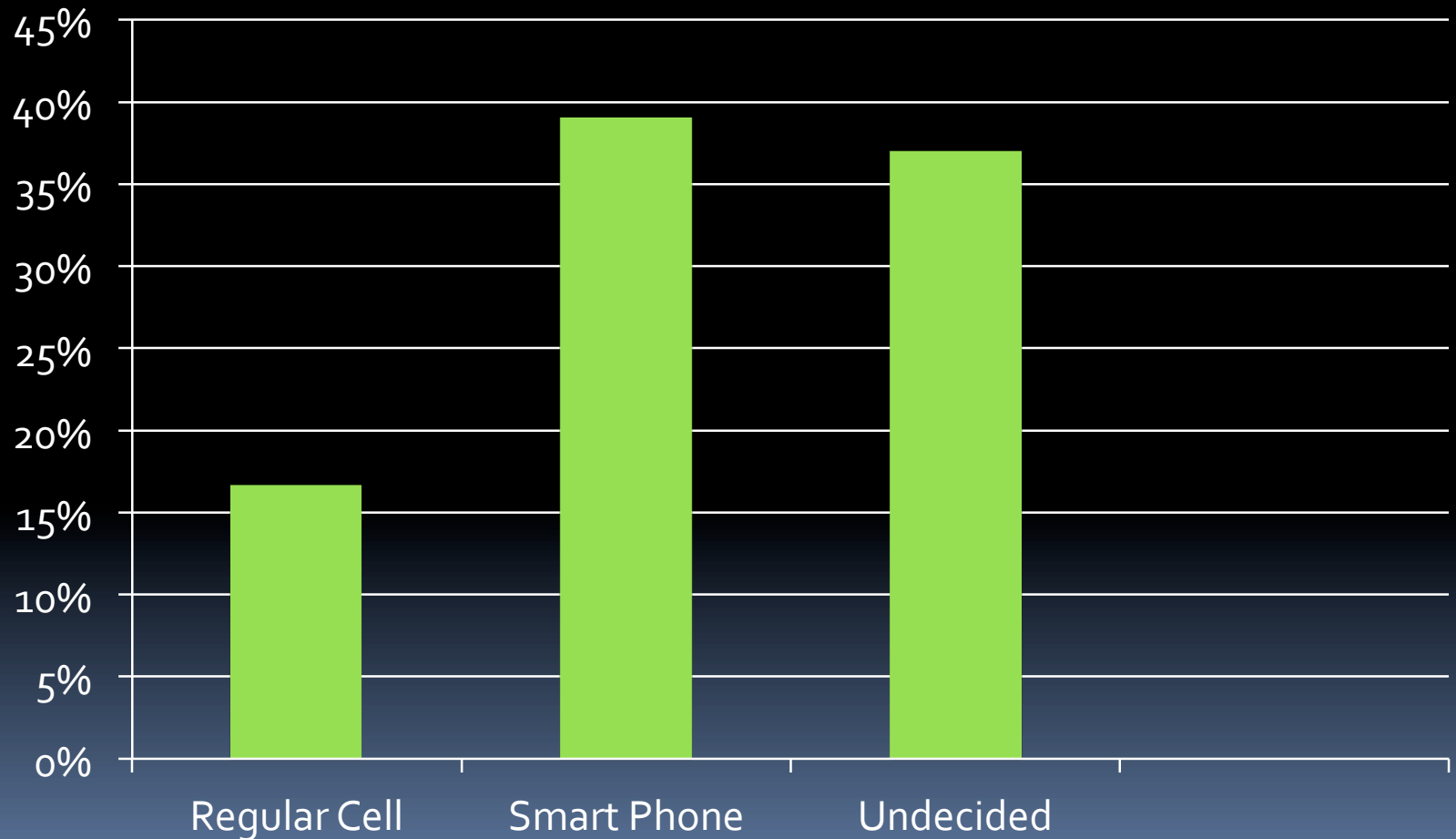


10%



A Nokia phone is shown displaying the Flickr mobile website. The screen shows the Flickr logo, a 'Welcome to Flickr!' message, and a 'Sign in' link. Below this is a list of options: '1 Photos from everyone' and '2 Explore recent photos'. There is also a 'Search for photos:' section with input fields for 'text' and 'tags'.

What will your next phone be?



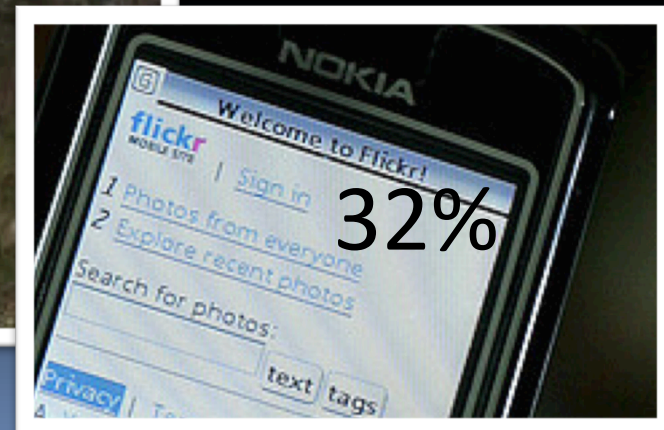
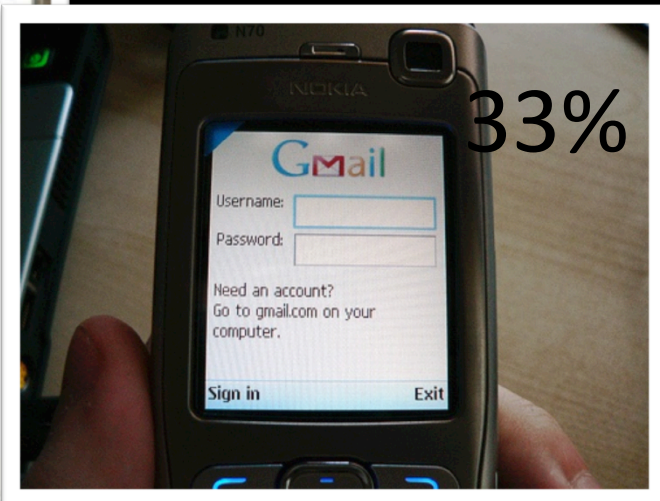
Other wifi enabled devices



8.7% have

32% plan to buy

New features wanted



What Library Services do you want on your Phone?



App Store



Stanza



Google Earth



Animal Farm



Book Search



Shortcovers



WorldCat

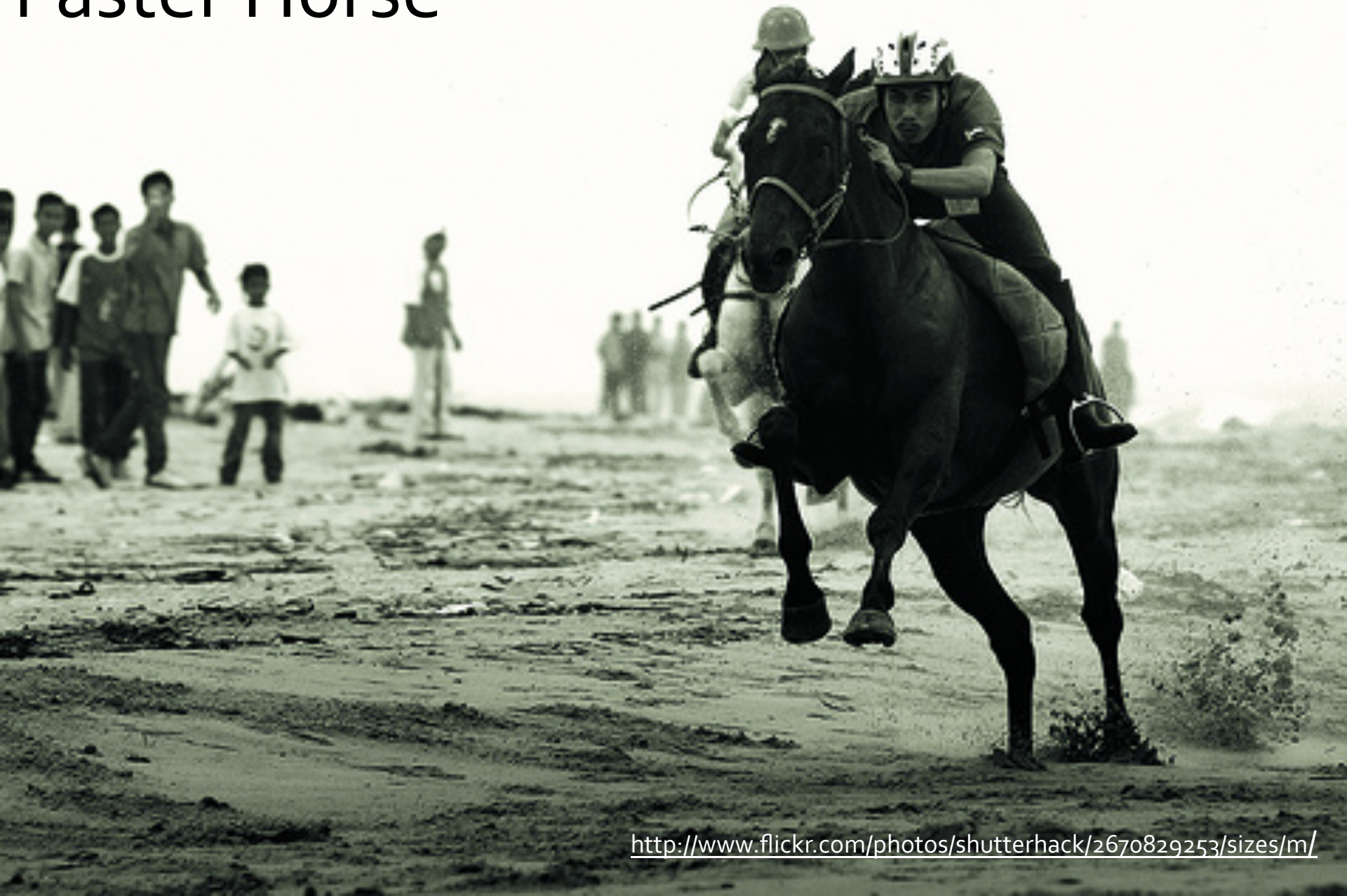


DCPL



BookShelfLT

Faster Horse



Library Services for Phones

- Book Study Rooms
 - Check hours
 - Check borrower record
 - Search Catalogue
-
- Over half wanted to search for articles
 - Slightly less than half – read ebooks

Other Suggestions

I already find that the library is not user friendly enough, being confined to a tiny box of text would only make matters much much worse.

Survey Summary

- In three years up to 80% with smart phones
- 85% of students are text messaging
- Environment ripe for some mobile library services

More Selected Survey Results

<http://www.ryerson.ca/library/msurvey/>

Library Mobile Site – Fall 2008



Ryerson Library

Mobile Pages

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[Home](#) | [416-979-5055](#)

Book Study Rooms

iPod 9:03 PM

RULA
Ryerson University Library & Archives

STUDY ROOMS

Login:

my.ryerson login:

password:

Login

iPod 9:03 PM

RULA
Ryerson University Library & Archives

STUDY ROOMS

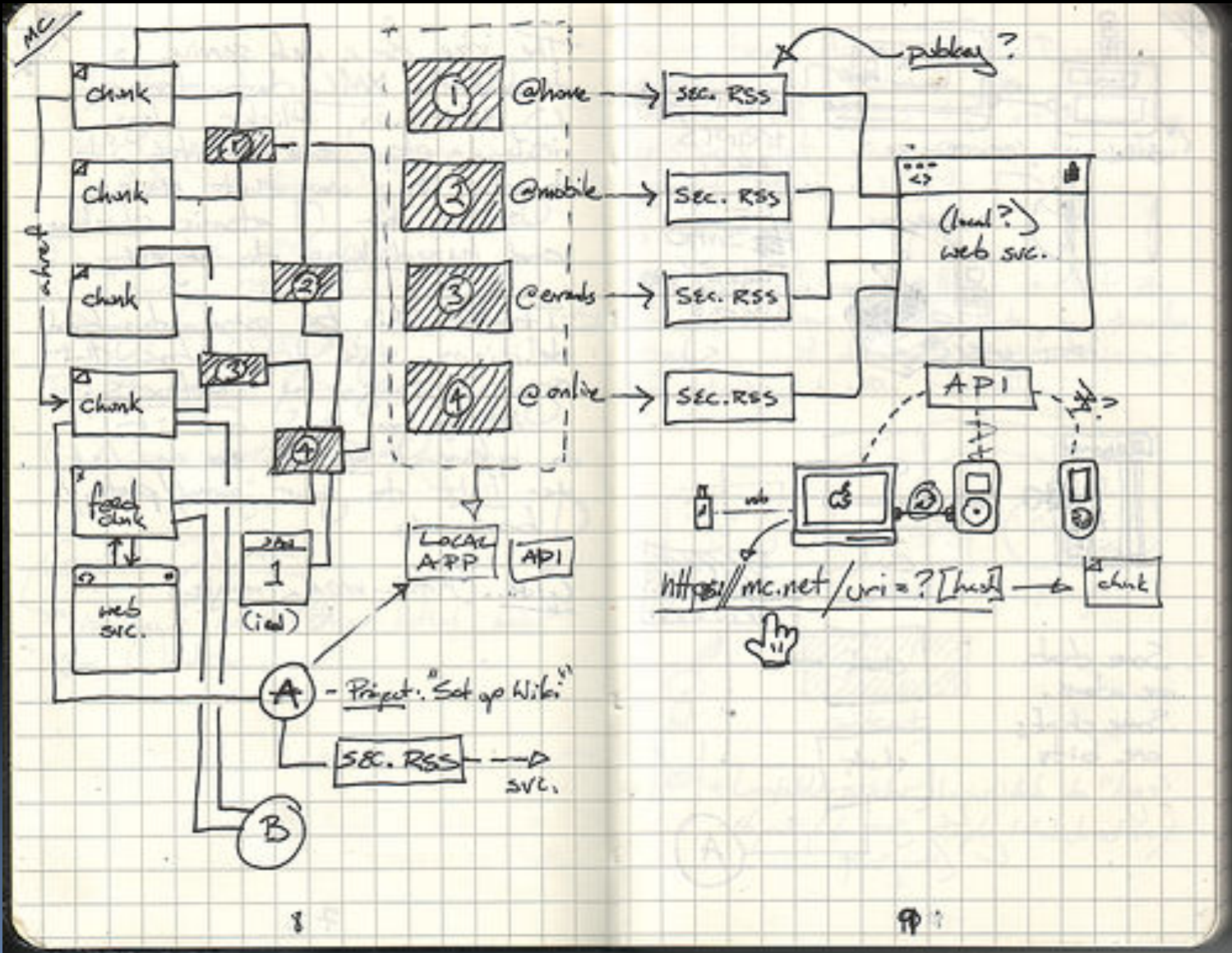
Menu:

- Search Bookings >
- Book A Study Room >
- View Room Availability
(Within the next 4 hours) >
- View Booking Policy >

Mobile Catalogue

- Check Catalogue
- Check Borrower Record

Build your Own

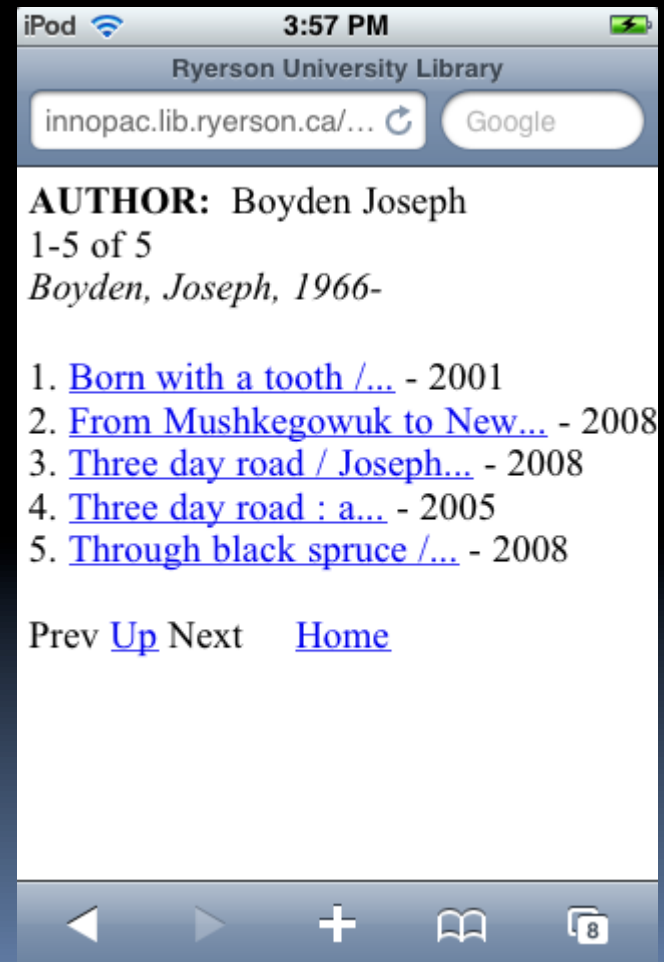
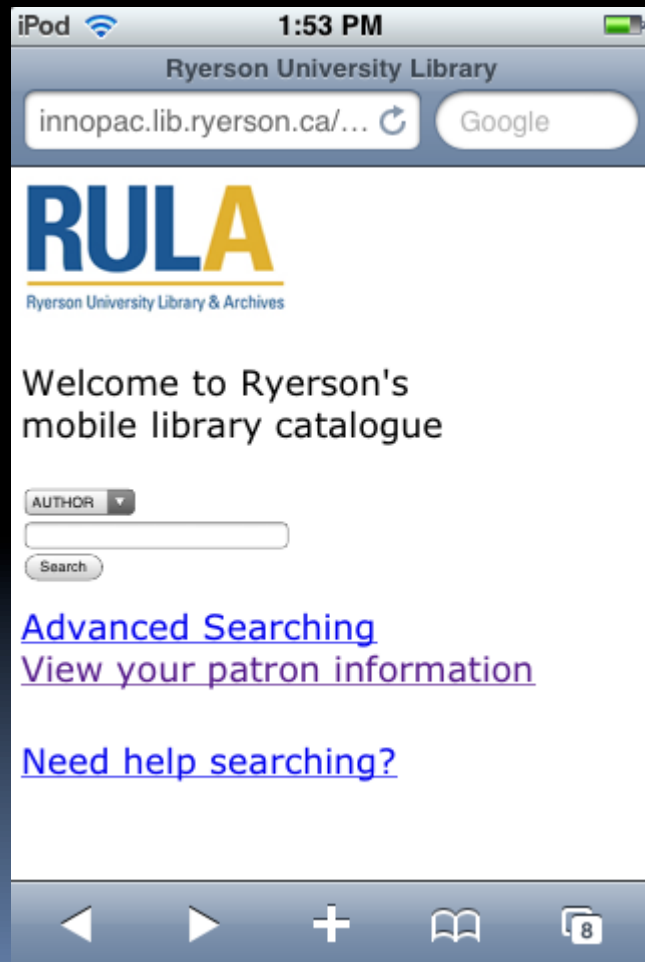


Innovative's Airpac

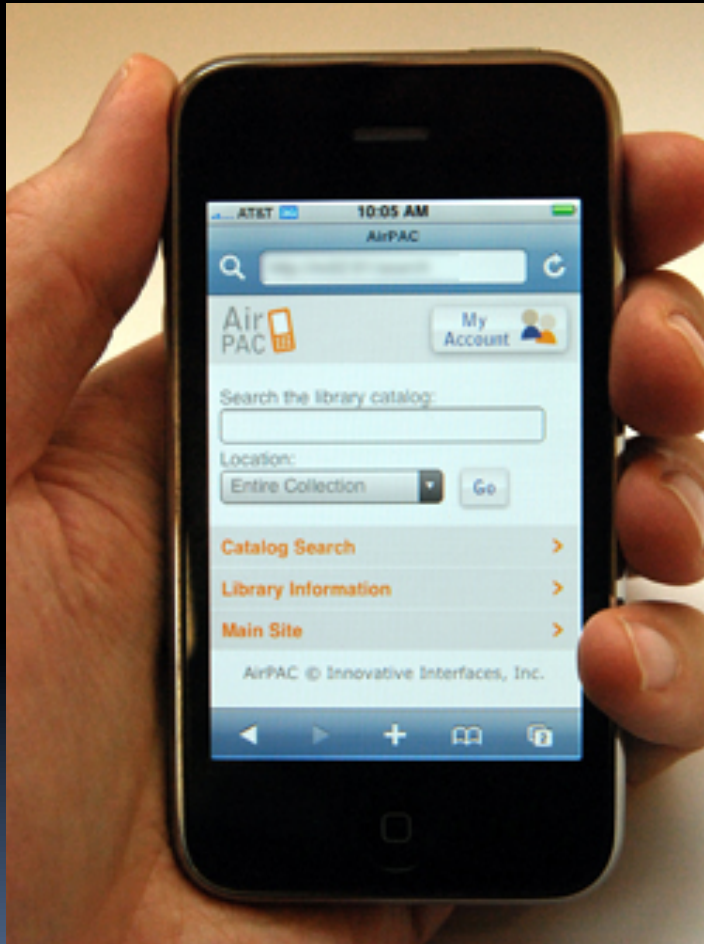


Ryerson Library's Mobile Catalogue

<http://innopac.lib.ryerson.ca/airpac>



iPhone AirPAC

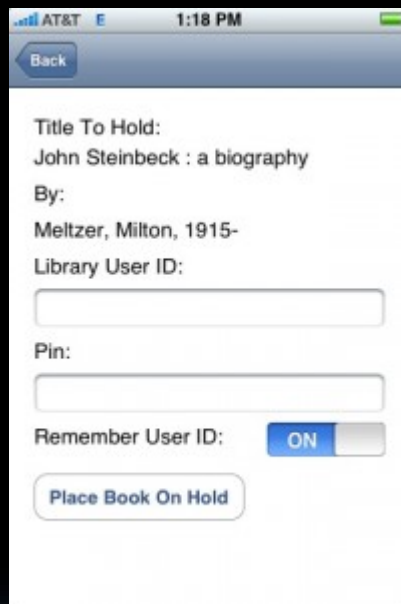
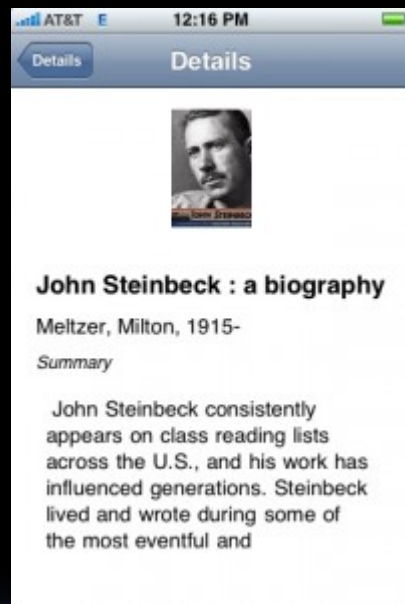


Beta March 2009

Orange County
Library System, FL

<http://iii.ocls.info:91/>

DCPL iPhone Catalogue

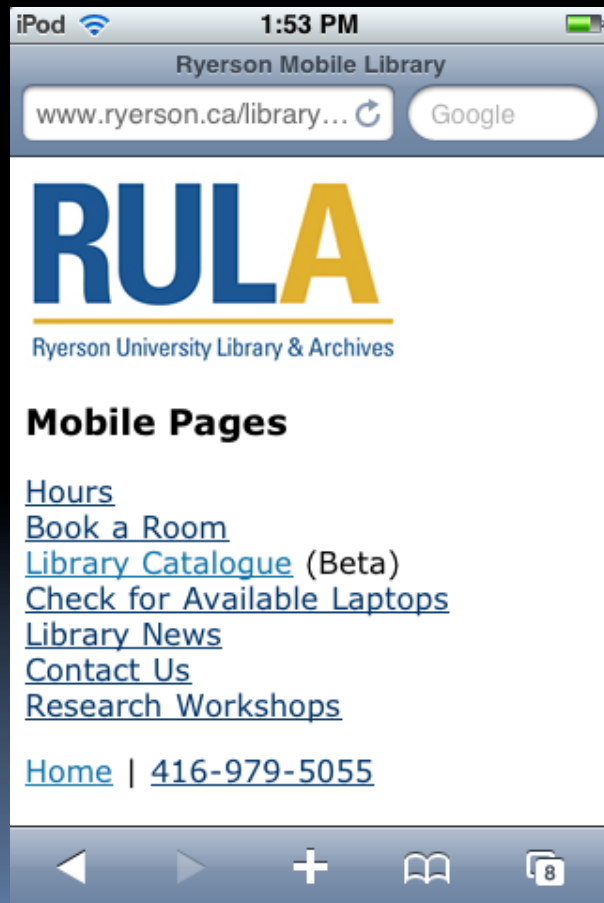


DCPL iPhone app available from iTunes

Software for creating your own version – <http://dclibrarylabs.org/projects/iphone/Code>

Current Mobile Website

www.ryerson.ca/library/mobile/



Text Messaging from Catalogue

Author [Wilson, Emma.](#)
Title Atom Egoyan / Emma Wilson.
Publisher Urbana : University of Illinois Press, c2009.



Atom Egoyan
Emma Wilson

LOCATION	CALL #	STATUS
9th Floor	PN1998.3.E334 W55 2009	AVAILABLE

Description xii, 161 p. : ill. ; 21 cm.

Title: Atom Egoyan / Emma Wilson.
Call #: PN1998.3.E334 W55 2009
Floor: 9th



Contents

References (p. 153-158) and index.
[147]-151).

es -- Next of kin -- Family
s -- The adjuster -- Calendar --
reafter -- Felicia's journey --
h lies -- Interview with Atom

Send SMS Message

Title: Atom Egoyan / Emma Wilson.

Call #: PN1998.3.E334 W55 2009

Floor Location: 9th

Select Service

Provider:

Cell Phone #:

eg. 4161231234

NOTE: carrier charges may apply

[Send Message](#)

[Go Back](#)

Denton Public Library



The choice is easy.

Sign up for text messaging at the Circulation desk and receive text reminders about upcoming due dates and hold pick ups.

RefWorks Mobile



Available with April
2009 upgrade

Mobile ILL Requests

National Library of Health
Sciences - Terkko, Finland

iPod 10:39 AM

Mobile Article Request

www.terkko.helsinki.fi/... Google

Article Request

[\[service fees\]](#)

Article PMID(PubMed):

Name:

Street Address:

Postcode and City:

Invoice Address:

Phone/Fax:

Mail:

Navigation icons: back, forward, home, bookmarks, multitasking

Payment by Phone



<http://www.flickr.com/photos/livedigitally/104695005/sizes/m/>



<http://www.flickr.com/photos/mrfrosted/219575045/sizes/m/>

MasterCard Trial

Just one tap of your phone and you're good to go.



1. Look for this symbol and the *PayPass* logo at checkout.

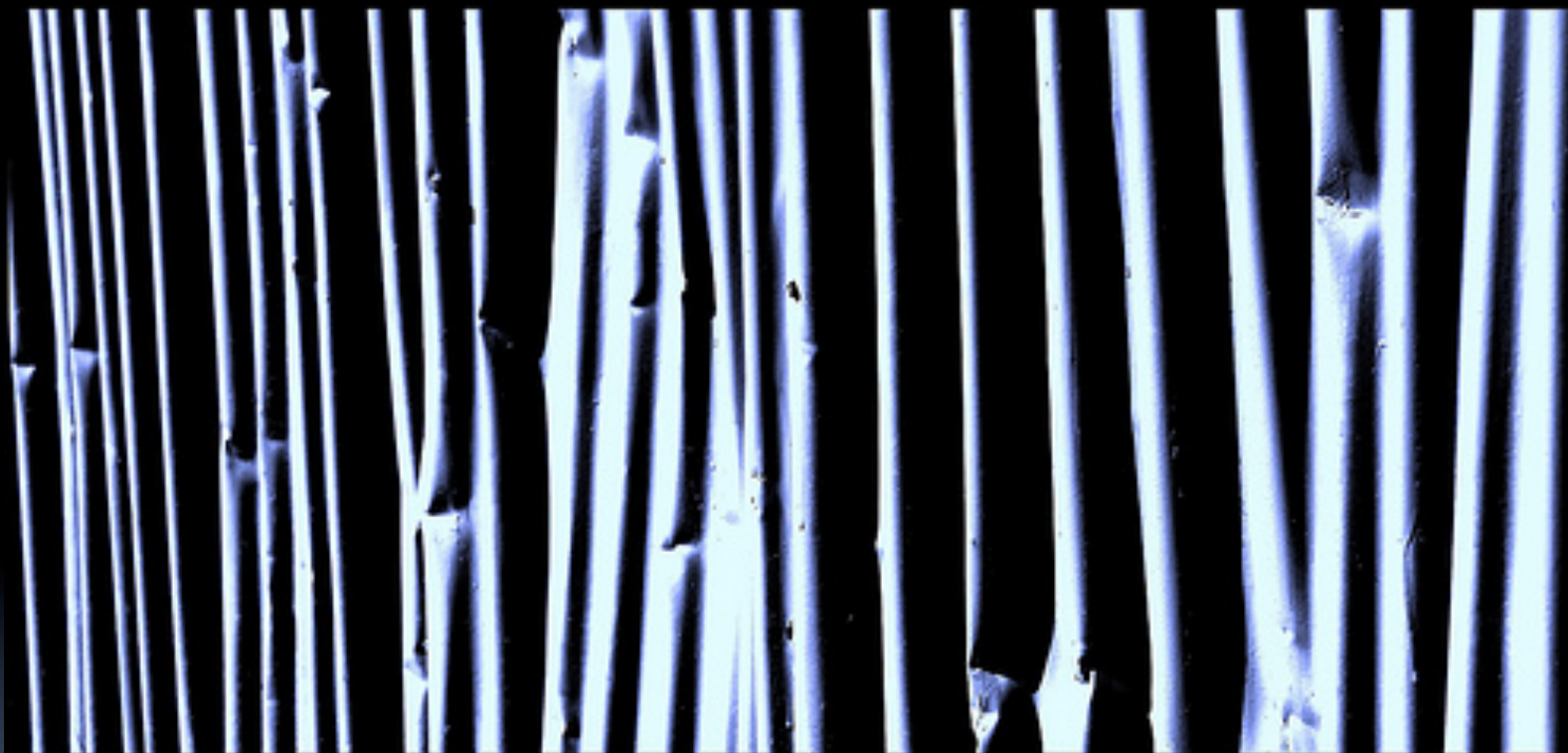


2. Make sure your *PayPass* application is activated. Then tap your phone on the *PayPass* reader.



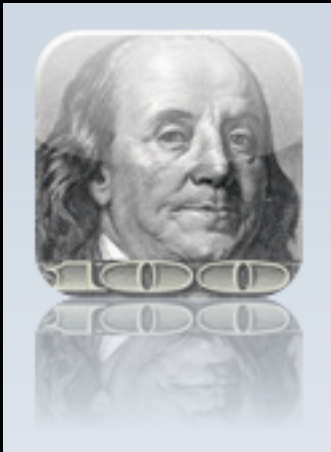
3. When the *PayPass* Reader lights flash, you're all paid and off you go.

Barcodes



<http://www.flickr.com/photos/paopix/2399524074/sizes/m/>

Comparison Shopping



SaveBenjis

Search by product name, product number,
Barcode (UPC,EAN, ISBN), manufacturer, etc



QR Codes



QR Codes in Catalogues

Library Services



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result 1 of 1 for search "**tradescant**" in anywhere

The John Tradescants : gardeners to the rose and lily queen

Leith-Ross, Prudence.

Publisher: Owen,

Publication date: 1984.

ISBN: 0720606128

1 copy on the shelves at Library & Learning Centre (Univ of Bath).

Copy details

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Shelf mark	No. of copies	Loan type	Location
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Questions



Graham McCarthy gmccarthy@ryerson.ca
Sally Wilson swilson@ryerson.ca

<http://www.flickr.com/photos/takomabibelot/472933624/sizes/m/>