

Mobile Technology in Libraries Survey, conducted January 2012 by Robin Ashford (George Fox University) and Laura Zeigen (OHSU)

ACADEMIC LIBRARIES

The purpose of this online survey and associated follow-up phone conversations was to assess the mobile technology in libraries climate in the Pacific Northwest (Oregon, Washington, Idaho).

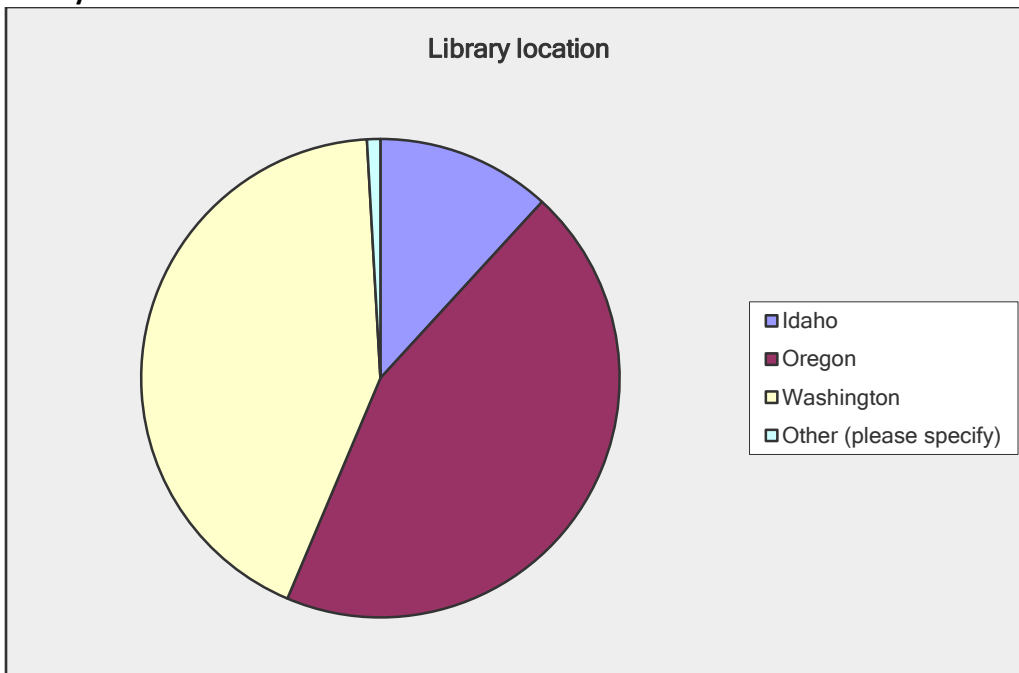
We wrote up results for public libraries, academic libraries and self-identified “other” libraries as separate documents since we thought having the information aggregated like this might be most useful for each type of library in terms of seeing what other libraries like them were doing. There is also one central document that summarizes and compares the data across groups.

ACADEMIC LIBRARIES

We received 110 responses from approximately 68 academic libraries in Oregon, Washington and Idaho.

There were multiple answers from many of the libraries. For example, there were two people who responded from OHSU Library. Several responses that marked themselves as academic libraries were school libraries, one was from California (outside our scope) and three put in either “prefer not to say” or nonsensical text strings.

Library Location

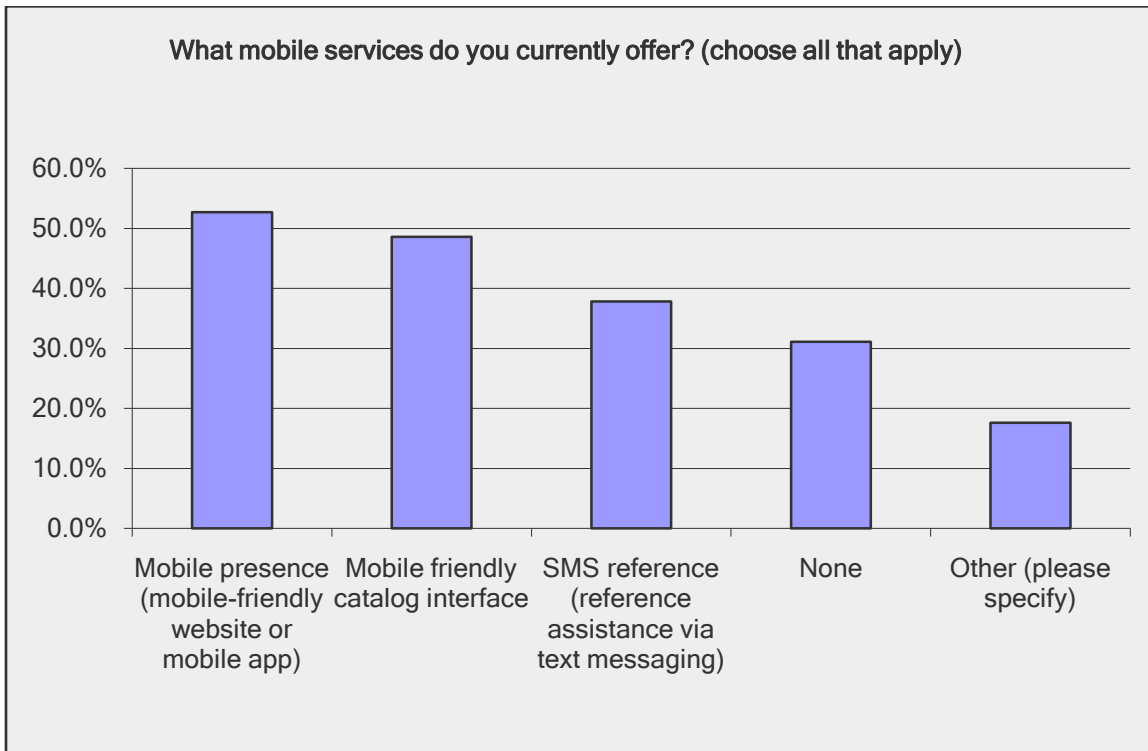


Library location		
Answer Options	Response Percent	Response Count
Idaho	11.8%	13
Oregon	44.5%	49
Washington	42.7%	47

Other (please specify)	0.9%	1
answered question		110
skipped question		0

WHAT MOBILE SERVICES DO YOU CURRENTLY OFFER?

Of the 74 academic libraries answering this question, about 50% offer a mobile-friendly version of their website and/or catalog, about 38% offer reference assistance through text messaging/SMS and about 18% offer other mobile services such as links to databases with mobile interfaces. Approximately 31% of the academic libraries responding to this survey do not offer any mobile services.



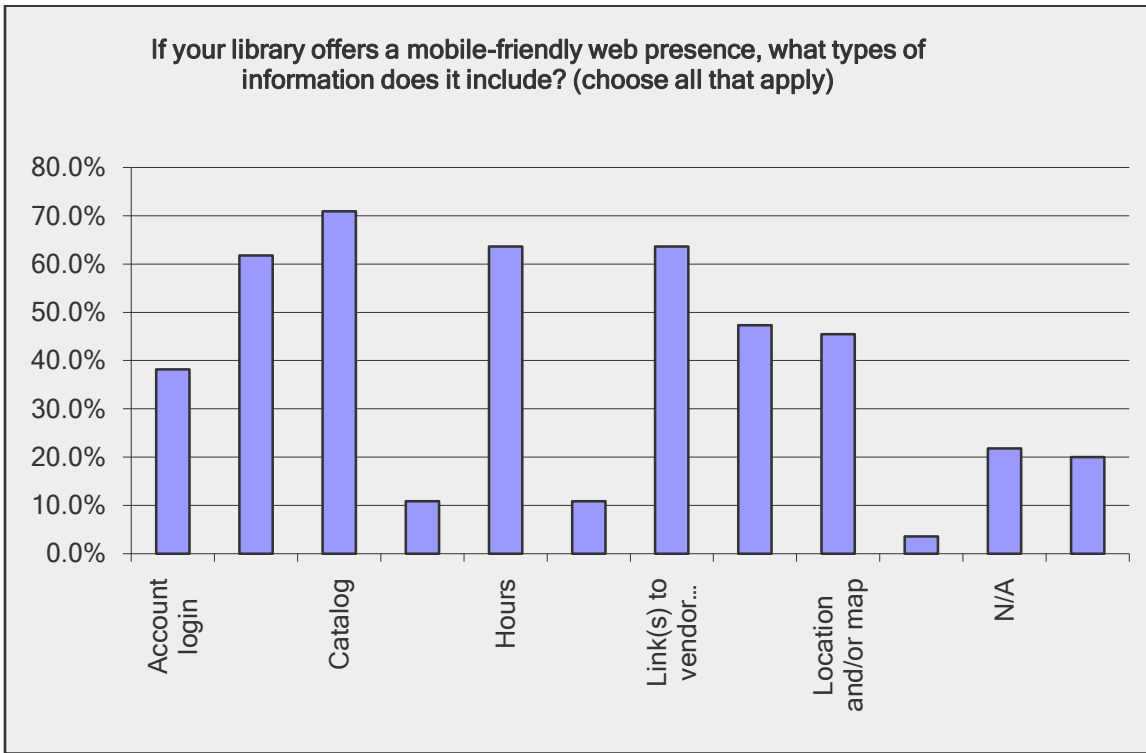
What mobile services do you currently offer? (choose all that apply)		
Answer Options	Response Percent	Response Count
Mobile presence (mobile-friendly website or mobile app)	52.7%	39
Mobile friendly catalog interface	48.6%	36
SMS reference (reference assistance via text messaging)	37.8%	28
None	31.1%	23
Other (please specify)	17.6%	13

<i>answered question</i>	74
<i>skipped question</i>	36

- We don't have an easy way to get text reference questions, although some librarians would just say we do have this service available. As it is, I tell the students in my area of responsibility that I will respond to a question in whatever manner they send it to me. Yes, I do give out my cell number. Seems odd but I've got a special relationship....
- We're discussing putting out a mobile site for spring semester, but there is some disagreement about whether it's ready for prime time! We have identified databases with mobile interfaces or apps on our web site already.
- We rely on the mobile interfaces developed and provided by the vendors of our electronic/online resources and services.
- We do not have a separate mobile website, but ours ports well to mobile devices.
- We publicize the mobile interfaces of our database vendors.
- Working on using WCL/m when OCLC gets it working better. Also use Ebsco app, but have not advertised it separately
- We have libguides, which look fine on a mobile device. We have QP.
- Several mobile web apps including one for a historic walking tour and another for finding leisure reading.
- EBSCOHost Mobile
- Mobile instruction, mobile eBooks, support for the Faculty Learning Community mLearning Scholars, and more....
- QR Codes, SMS Reference
- web page with listing of mobile apps for electronic resources
- I have links to mobile database interfaces.
(<http://library.sonoma.edu/m/databasesaz.php>)

IF YOUR LIBRARY OFFERS A MOBILE-FRIENDLY WEB PRESENCE, WHAT TYPES OF INFORMATION DOES IT INCLUDE?

The most common types of information included by academic libraries which had a mobile-friendly web presence were the catalog, Ask a Librarian, links to vendor databases, and hours. Other types of information that were sometimes included by academic libraries as part of their mobile-friendly web presence were account log-in, links back to the non-mobile version of the web site, dynamic computer labs, and instructional videos.



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
answered question		55
skipped question		55

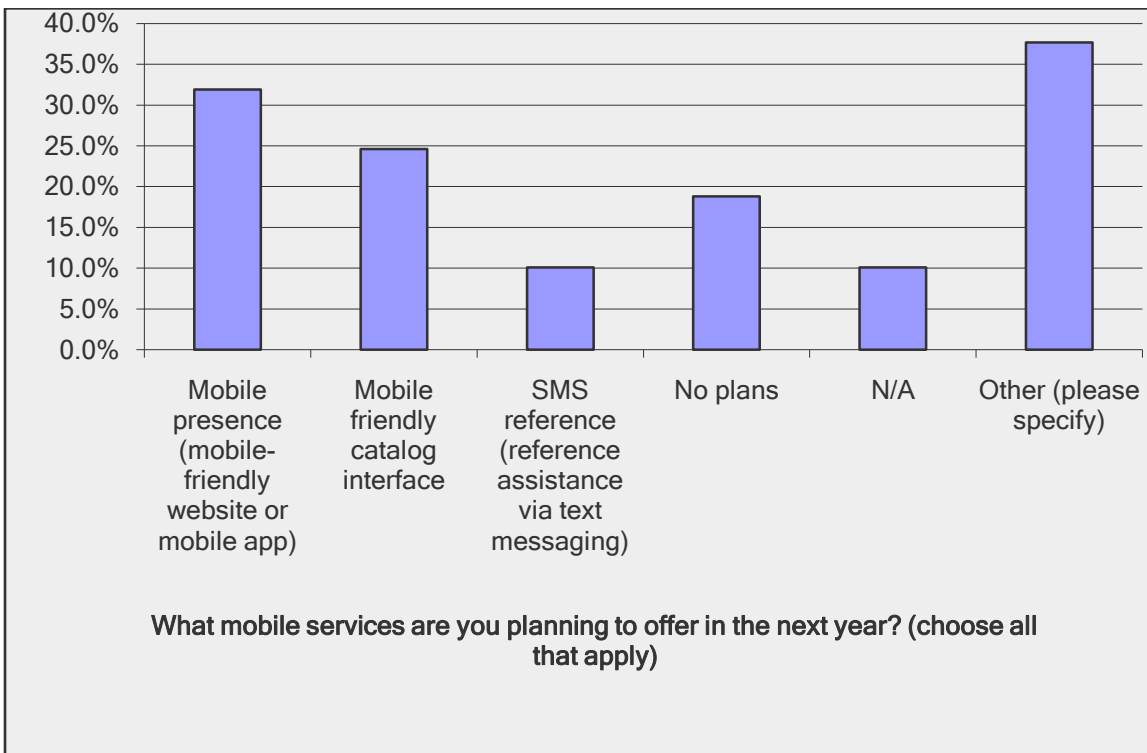
- This is what the maybe to be launched site will include
- We include a link to the catalog even though it's not mobile friendly. We also have the mobile WorldCat.
- Research Guides, Phone/Email Directory
- phone numbers
- not really sure as I don't mobile
- service information; library news; staff directory
- Link to Course Reserves

- news
- LibGuides
- phone number
- contact info, directory, library QR code tour, calendar

WHAT MOBILE SERVICES ARE YOU PLANNING TO OFFER IN THE NEXT YEAR?

Of academic libraries responding to this survey, about 32% plan to offer a mobile-friendly website or mobile app for their library in the next year and approximately 25% plan on offering a mobile-friendly catalog. 10% planned on offering reference assistance via text messaging. About 19% had no plans to offer any mobile services in the coming year. It was hard to tell (from the way we asked the question) if that number also included libraries that already had a mobile presence and were just not planning on doing more with it.

About 38% of libraries were planning to offer other kinds of mobile services in the coming year (such as dynamic computer labs, mobile-friendly floor maps, QR codes, and more) or improving the existing mobile services they had.



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

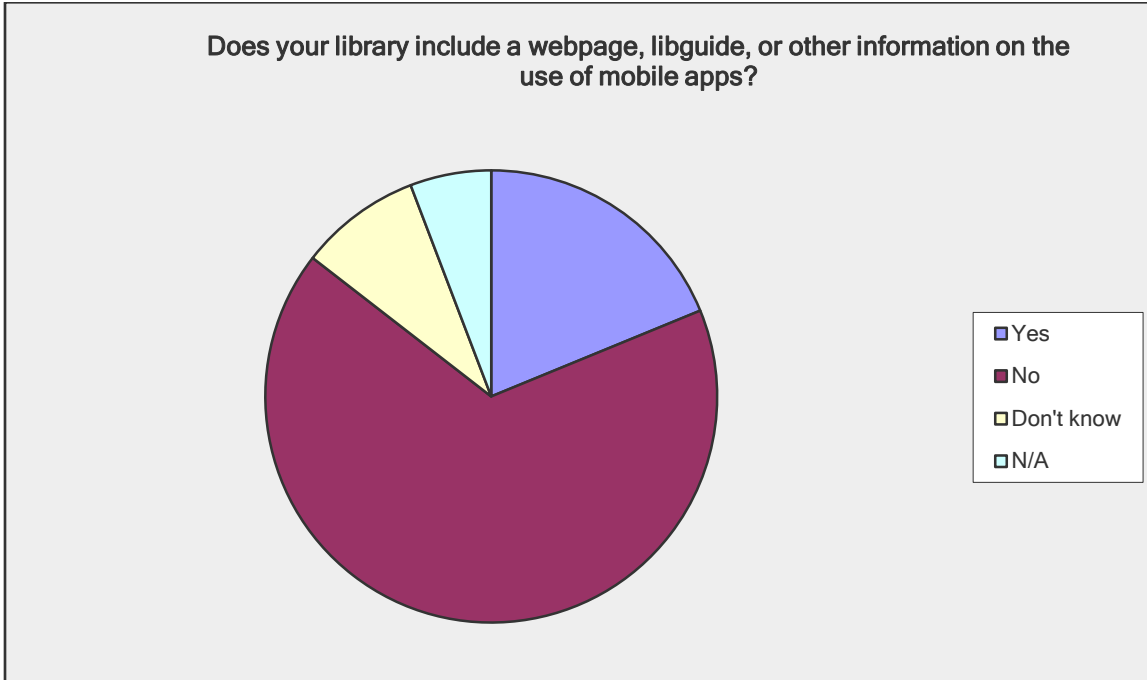
Answer Options	Response Percent	Response Count
Mobile presence (mobile-friendly website or mobile	31.9%	22

app)		
Mobile friendly catalog interface	24.6%	17
SMS reference (reference assistance via text messaging)	10.1%	7
No plans	18.8%	13
N/A	10.1%	7
Other (please specify)	37.7%	26
answered question		69
skipped question		41

- Dynamic computer labs availability
- I think...
- mobile friendly floor maps. we look forward to the mobile friendly shared ILS
- Not adding anything beyond what we currently offer
- Campus is moving to new web-site platform. I don't know how mobile friendly or specific the new platform will be
- Maybe better advertising for what Ebsco/Gale offer
- That's a good question
- Our plans are to improve what we have.
- more widgets for database access
- We are in the research stages, and are waiting for college's web site to change.
- Changing to a new catalog that (I hope) will also be mobile friendly
- Room reservations, link to research and course guides (LibGuides mobile), new version of account login (previous version broke)
- unknown
- We are looking to continue our current services and include augmented reality for our physical building patrons. For example QR codes in our stacks will automatically got to a mobile site either about the physical location or subject area. Also when advertising anything if a URL is listed in the ad there is also a QR code that goes to that URL.
- We'll be working on a partnership with the UofO to offer mobile architectural map of Oregon.
- not sure - I'm not on that team being the sedentary Luddite that I am :)
- links more vendor mobile sites, as they become available
- unsure
- QR coding available for resources
- We will be making the mobile site more robust, and adopting any additional mobile services as they become apparent and needed. Maybe mobile games, and more.
- I think we're doing a good job of being on the leading edge of mobile technologies; we'll have to see what technologies crop up in the next year!
- not sure
- Hope to hire a librarian to lead in this area
- not sure
- Our current Drupal website (which works relatively well on mobiles) will be modified and we will have a separate mobile interface for our website.
- hopefully extend our discovery layer to mobile

DOES YOUR LIBRARY INCLUDE A WEBPAGE, LIBGUIDE, OR OTHER INFORMATION ON THE USE OF MOBILE APPS?

The vast majority of academic libraries (67%) did not have a web page, libguide or other information on the use of mobile applications. About 19% of academic libraries did.



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
answered question		69
skipped question		41

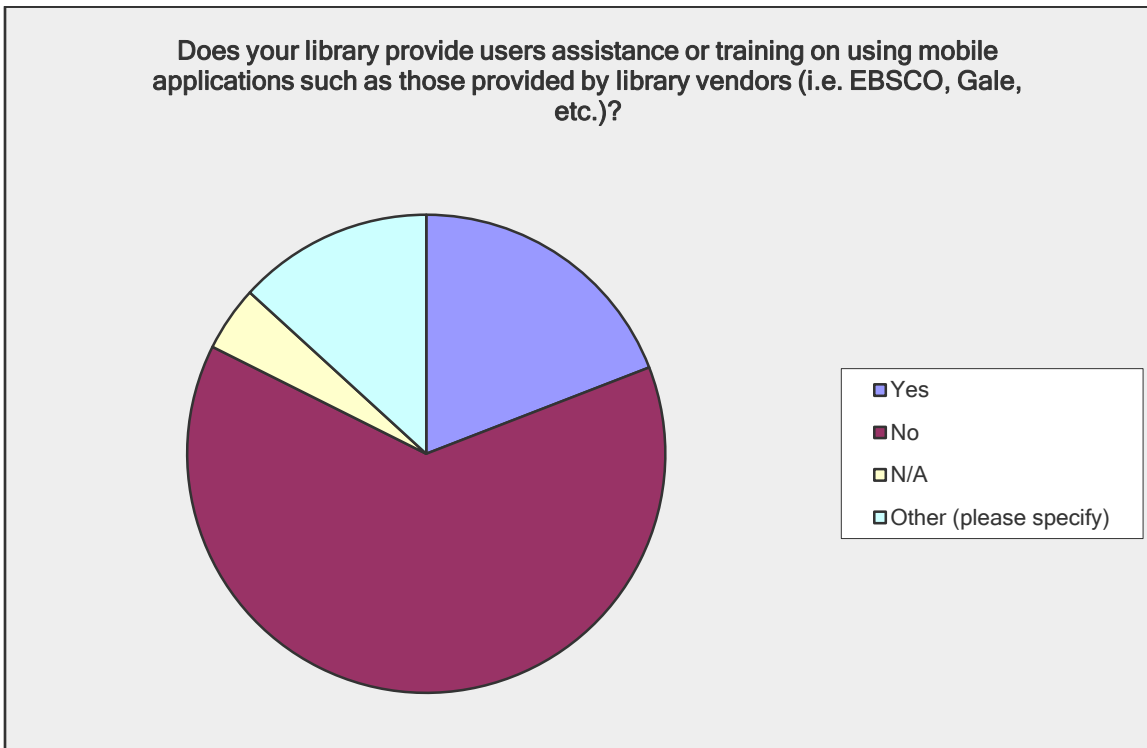
If yes to previous question, what do you provide? Include URL if available.	
Answer Options	Response Count
	12
answered question	12
skipped question	98

- Libguide
- <http://libguides.olympic.edu/apps>
- A couple of examples:
http://www.pcc.edu/library/research/ebsco_mobile.html
<http://pcc.worldcat.org/m>
- <http://m.library.oregonstate.edu/about>

- Libguide
- <http://www.lanecc.edu/library/mobile/about.htm>
- <http://guides.lib.washington.edu/mobile>
- <http://osulibrary.oregonstate.edu/about-mobile-libraries>
- <http://www.pugetsound.edu/academics/academic-resources/collins-memorial-library/services/mobile-services/>
This is kind of inadequate. We're hoping to integrate mobile information on all areas of our web page.
- There are several library guides.
Guide to mLearning is the most comprehensive:
http://guides.boisestate.edu/content.php?pid=155360&search_terms=mobile
- <http://www.ohsu.edu/xd/education/library/research-assistance/handheld-pda-resources.cfm>
- <http://www.oit.edu/libraries/apps>

DOES YOUR LIBRARY PROVIDE USERS ASSISTANCE OR TRAINING ON USING MOBILE APPLICATIONS SUCH AS THOSE PROVIDED BY LIBRARY VENDORS (I.E. EBSCO, GALE, ETC.)?

The majority of academic libraries (about 63%) responding to this survey do not provide training to users on using mobile applications provided by library vendors. About 19% provide training and a few provide instruction on a case by case basis “as needed” or if asked.



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
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Yes	19.1%	13
No	63.2%	43
N/A	4.4%	3
Other (please specify)	13.2%	9
answered question		68
skipped question		42

- We need to be asked for assistance
- We intend to provide some training Spring quarter in conjunction with our eBook download training.
- no but we'll need to if we launch this
- not sure
- Not planned, but if a specific user requested assistance or training we provide it
- If asked, we would offer what assistance we could. We do not have any formal training/assistance in place.
- unknown
- If someone asked, we would provide assistance. We've never been asked that I know of.
- we try, but it's not something that all staff are familiar with

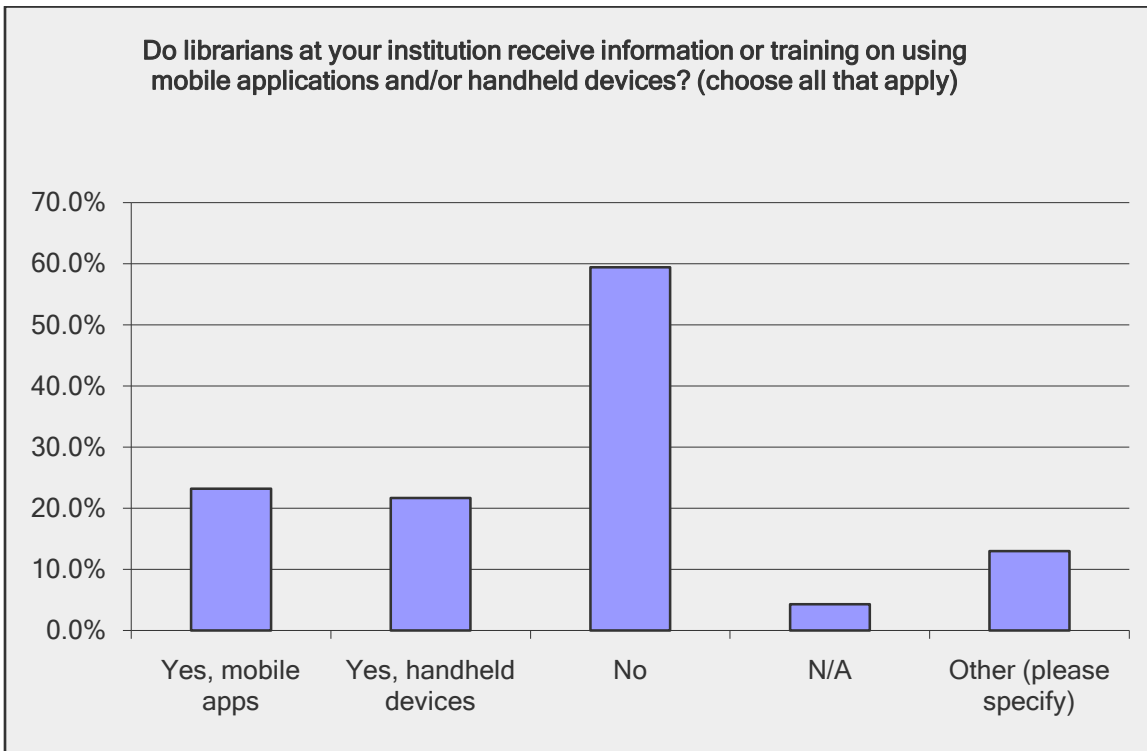
If yes to the previous question, what kind of training or assistance do you provide?	
Answer Options	Response Count
	15
answered question	15
skipped question	95

- Libguide instructions and face-to-face if asked at reference desk or via email
- We will answer whatever questions are presented to us.
- One on one at the reference desk or via consultations
- If nothing else, we provide written directions on our website.
- On an as needed basis at the reference desk
- For apps we have instruction pages. Examples - EBSCO
<http://www.lanecc.edu/library/mobile/databases/ebsco.htm>
Gale: <http://www.lanecc.edu/library/mobile/databases/gale.htm>
- one on one and lib field trip to college libs and Iphone scavenger hunts.
- We'll sometimes include this in the regular training for databases or if specifically asked for training by a group then we'll do a group session.
- Assistance as needed.
- one-on-one reference assistance
- sometimes in instruction, often at the reference desk, sometimes to our liaison areas
- as needed through reference desk
- just response to inquiries regarding apps.
- Contact a librarian
- Person-to-person assistance as needed

DO LIBRARIANS AT YOUR INSTITUTION RECEIVE INFORMATION OR TRAINING ON USING MOBILE APPLICATIONS AND/OR HANDHELD DEVICES? (CHOOSE ALL THAT APPLY)

There is a lot of opportunity here! About 59% of public libraries responding to this survey indicated that librarians at their institution do not receive any information or training on using mobile applications and/or handheld devices. About 23% of respondents to this question said they received training on mobile apps and about 22% said they received training on handheld devices. This result makes sense: before we can provide support for our patrons we need to have training for ourselves.

For those libraries where librarians did receive training on mobile applications or handheld devices, instruction on these topics included libguides, ebooks, vendor-supplied training and sometimes was referred to by respondents as “informal”.



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

Answer Options	Response Percent	Response Count
Yes, mobile apps	23.2%	16
Yes, handheld devices	21.7%	15
No	59.4%	41
N/A	4.3%	3
Other (please specify)	13.0%	9
answered question		69
skipped question		41

- No formal training but there is a great deal of interest in this subject.
- We have informal trainings
- Not formal training.

- unknown
- We receive no particular training, but I think most of us are willing to try things out.
- at point of need, I believe.
- We attend conferences, webinars, and learn from each other
- Individually in prof literature, but not a cohesive training program
- Only if they pursue it themselves

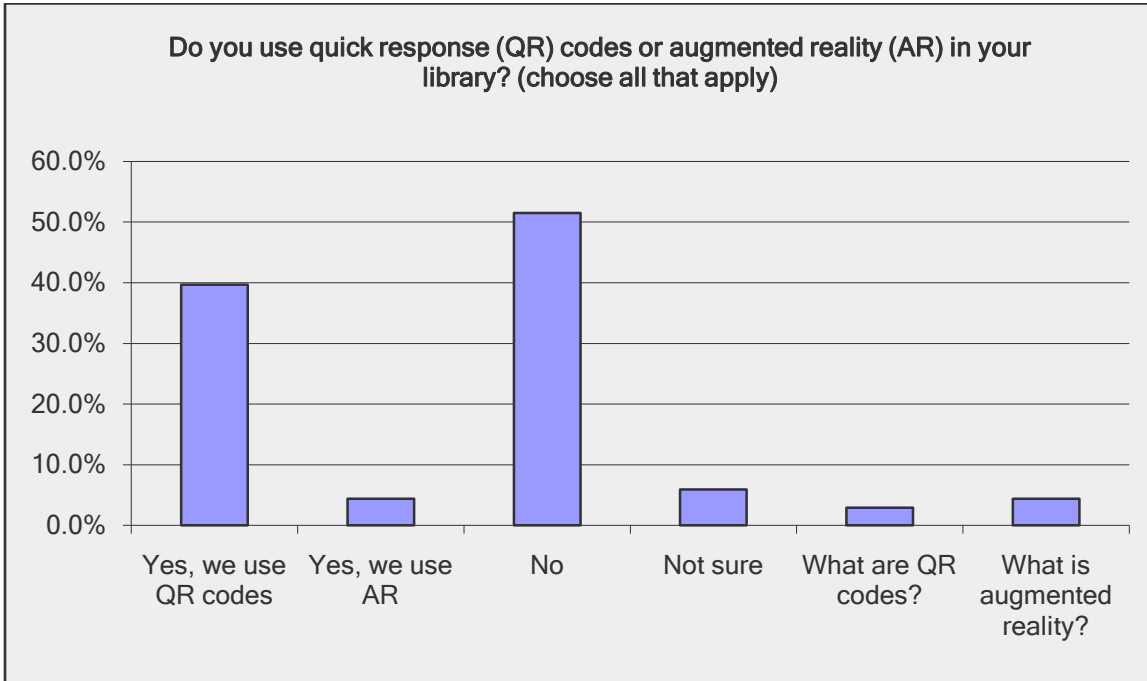
If yes to the previous question, what kind of information or training?

Answer Options	Response Count
	17
<i>answered question</i>	17
<i>skipped question</i>	93

- Instructions in LibGuide and informally question/answers amongst colleagues
- Some of our staff training involves eBook downloads to handheld devices.
- Brown bags on a variety of mobile devices
- Informal, one on one training if requested. Most librarians using mobile tech take it upon themselves to learn these tools, but help and assistance are readily available and easily rendered.
- n/a
- Informal trainings at in-services and meetings. Over the shoulder training upon request.
- We've done digital "petting zoo" activities at in-services.
- Receive emails from the vendors promoting new features/services.
- Presentation at meeting
- We train each other informally and the students train the teacher-librarians. We collaborate with local Boise State Library which has a great mobile site.
- Basic set up information
- We continually offer professional dev. training here at WSU, many of those training sessions revolve around new technology and resources. We've had quite a few on specific mobile topics, such as QR codes, e-readers, smartphones at the ref desk, etc.
- whatever online free training opportunities we can find
- Vendor provided
- vendor provided online trainings
- webinars, etc
- Informal training as the need arises.

DO YOU USE QUICK RESPONSE (QR) CODES OR AUGMENTED REALITY (AR) IN YOUR LIBRARY?

About 40% of academic libraries responding to this survey said they use QR (“quick response”) codes in their library. Those using QR codes reported using them for publicity or to expand available information about resources, often including QR codes in print materials or web sites. About 50% of academic libraries responding to this survey said they did not use either QR or AR (“augmented reality”). Only three libraries reported using AR and some respondents were not sure what these were. These areas, particularly AR, would probably be things explored after libraries more fully develop their mobile presence in other ways first.



Do you use quick response (QR) codes or augmented reality (AR) in your library? (choose all that apply)		
Answer Options	Response Percent	Response Count
Yes, we use QR codes	39.7%	27
Yes, we use AR	4.4%	3
No	51.5%	35
Not sure	5.9%	4
What are QR codes?	2.9%	2
What is augmented reality?	4.4%	3
answered question		68
skipped question		42

If yes to the previous question, please share examples of how they are being used.	
Answer Options	Response Count
	30
answered question	30
skipped question	80

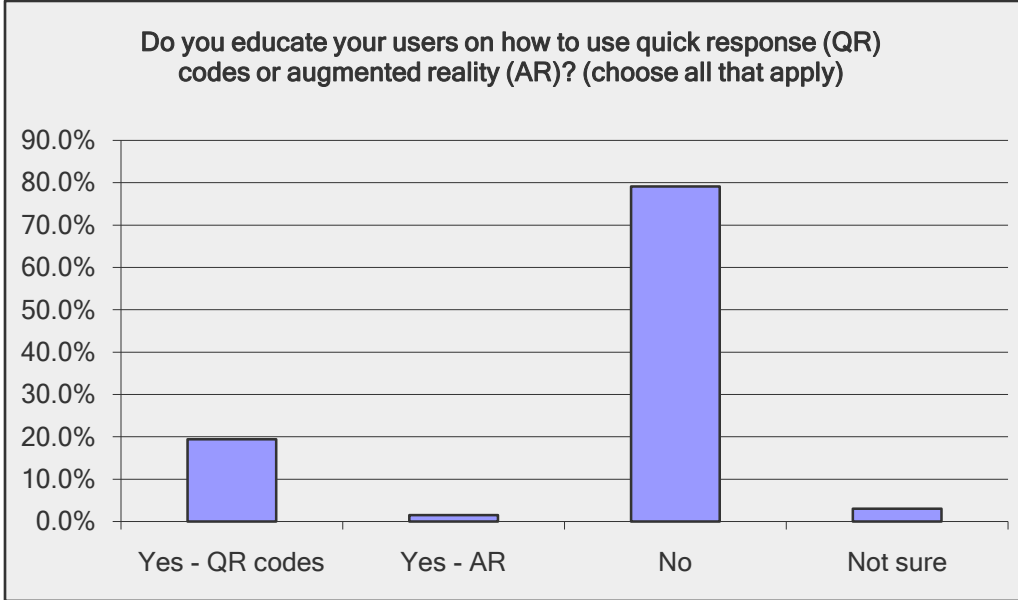
- QR code to mobile site, QR code on study room doors for room reservations, QR codes on print periodicals with link and years of access available, QR codes to trailers for DVDs and Audio books
- We place QR codes on frequently used journal covers to send users to the publisher's site for greater access. We also have QR codes that link to our subject guides.
- VERY limited. They are used on the undergrad campus in periodicals to connect the students to only God knows what. They may be used in other obscure I-

don't-know-how ways.

- We have put QR codes on a couple of flyers. We intend on adding them to our signs around the building giving the reference & circulation call numbers later this year
- On some publicity materials, mostly.
- QR codes link to mobile website or mobile-friendly URL pages. QR codes are posted by information kiosks, near elevators, by library entrance, and where library patrons congregate.
- We have QR codes on many of the print guides. We've also discussed putting them at service points or other FAQ sites in the library, but not yet.
- We will be soon though. Students have started asking for them.
- Used for quick reference in brochures, though current research seems to suggest that these resources are not readily utilized.
- We are using them in a very limited way right now (I have one on my LibGuide so that students can get my contact information on their mobile phone), but we have plans to use them in various library tours.
- Posted on objects on campus. Planning to add QR code for catalog to stacks.
- We have one, it is next to the front door that goes to the state-supported database site.
- QR codes in full catalog. Example: <http://library.lanec.edu/record=b203354>
Also on mobile website brochure and mobile poster in lobby
- direct link to database, link to project and assignments.
- We started to provide them on print publications to link to our website and on signage that links to our social media channels.
- We are just starting to use QR codes on posters and bookmarks, although we would like to make much more use of them.
- In our browsing collection
- Our location maps (you are here maps) have QR codes to the mobile site.
- Just in advertisements
- Whenever we want to display a huge URL, we use a QR code and/or a bitly
- We used one on our donor/friend mailing as an access point to our online Year in Review. Has not been used otherwise.
- actually in planning stages right now, want to use for ebooks first
- guides.boisestate.edu/qrcodes
<http://albertsonslibrary.blogspot.com/2011/08/library-game-research-race.html>
- Maps
- QR codes on maps on each floor which link to online maps and mobile website
- On DVD boxes to link to trailers, etc.
At end of shelves to link to subject Libguides.
- Marketing
- Links to library website, blog, Facebook etc.
- We have QR codes in the catalog (available only through the desktop site) and we created a QR code tour of the library.
<http://library.sonoma.edu/m/tour.php>
There are QR codes placed throughout the Library that link directly to the mobile site's tour - featuring images and descriptive text.
We also have some basic instruction on finding books in the stacks using QR codes. Those QR codes link to an instruction page on deciphering call numbers.
- QR codes located by key resources link to brief audio tutorials

DO YOU EDUCATE YOUR USERS ON HOW TO USE QUICK RESPONSE (QR) CODES OR AUGMENTED REALITY (AR)?

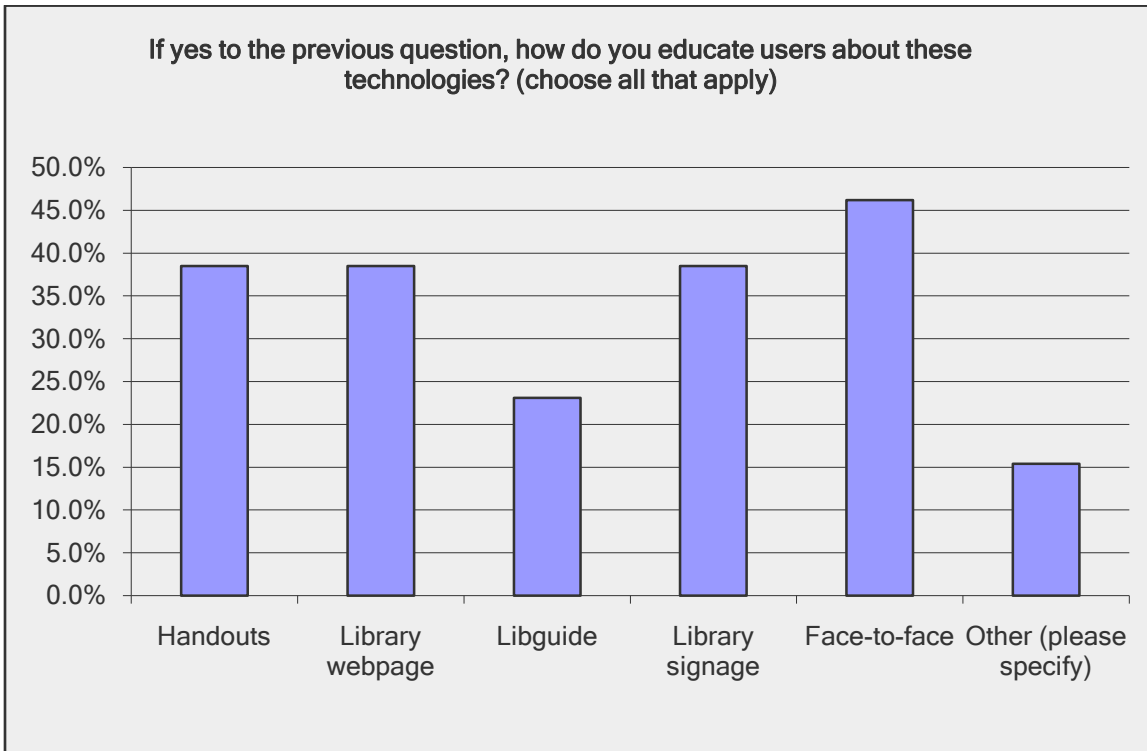
Obviously if libraries are not offering quick response codes or augmented reality, there is not a need to provide training to users in these technologies. Therefore, it is not surprising that 79% of academic library respondents to this question are not providing training on either of these. About 19% of academic libraries responding to this survey said they were providing user education on QR codes. One library reported providing user education on augmented reality.



Do you educate your users on how to use quick response (QR) codes or augmented reality (AR)? (choose all that apply)		
Answer Options	Response Percent	Response Count
Yes - QR codes	19.4%	13
Yes - AR	1.5%	1
No	79.1%	53
Not sure	3.0%	2
answered question		67
skipped question		43

IF YES TO THE PREVIOUS QUESTION, HOW DO YOU EDUCATE USERS ABOUT THESE TECHNOLOGIES?

Academic libraries that provided education to users about quick response codes or augmented reality did so primarily in 1-1 face to face interactions (46%), or through handouts (38.5%), the library web page (38.5%), library signage or libguides (23%) .

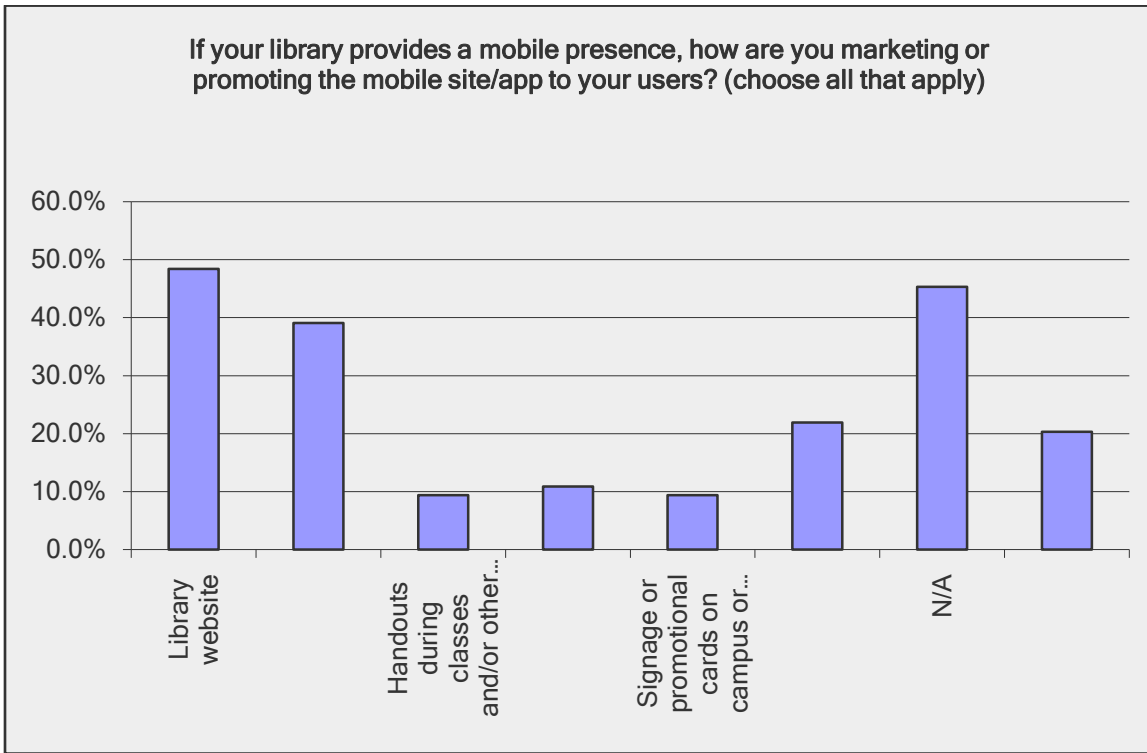


If yes to the previous question, how do you educate users about these technologies? (choose all that apply)		
Answer Options	Response Percent	Response Count
Handouts	38.5%	5
Library webpage	38.5%	5
Libguide	23.1%	3
Library signage	38.5%	5
Face-to-face	46.2%	6
Other (please specify)	15.4%	2
answered question		13
skipped question		97

Other:
varies...
n/a

IF YOUR LIBRARY PROVIDES A MOBILE PRESENCE, HOW ARE YOU MARKETING OR PROMOTING THE MOBILE SITE/APP TO YOUR USERS?

Of the academic libraries providing a mobile presence, marketing of these services primarily occurred through the library web site (48%) or in instruction or face to face (39%). Some provided marketing or promotion on mobile services through QR codes (22%), signage inside the library (11%), handouts during classes (9%), or signage or promotional flyers on campus (9%).



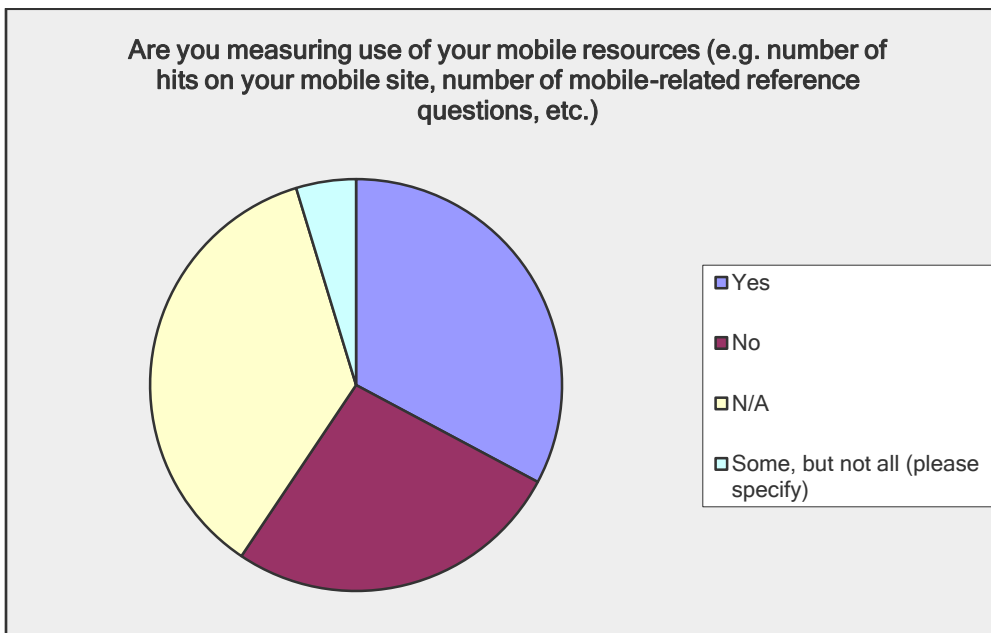
If your library provides a mobile presence, how are you marketing or promoting the mobile site/app to your users? (choose all that apply)

Answer Options	Response Percent	Response Count
Library website	48.4%	31
Verbally in library instruction classes and/or other face-to-face opportunities	39.1%	25
Handouts during classes and/or other face-to-face opportunities	9.4%	6
Signage inside library	10.9%	7
Signage or promotional cards on campus or in community	9.4%	6
Provide a quick response (QR) code to scan to mobile site or app (could be in print or online)	21.9%	14
N/A	45.3%	29
Other (please specify)	20.3%	13

skipped question**46**

- We are planning to do more marketing of mobile features in the future.
- We have the website set to automatically detect when someone is coming from a mobile device and then to offer them the option to go to the mobile site.
- mobile brochure at circ and reference desk
- school announcements and newsletters to parents
- Our mobile presence is currently minimal and we do not actively promote it, but it is linked within the University's mobile app and mobile site. Separate mobile services, like text a librarian, and mobile apps available are marketed via the web and in person, especially to our health sciences users.
- When a patron goes to regular webpage and that a mirror mobile page, there is link on the page indicating that there is mobile alternative. In the near future we'll probably just auto-direct mobile browsers to the mobile optimized page.
- I should note, we may not currently have signage, but when something new rolls out, we have signage and promotional materials.
- if someone tries to access our main site using a mobile device (and our code recognizes that they're on a mobile device), we prompt them to go to the mobile site
- Re-direct from main site when used on mobile device
- Mobile devices automatically go to the mobile site with the option to go to the main site
- We're not doing anything for promotion
- Obviously we don't have the mobile presence yet! But we will use the above, as well as emails targeted to faculty, messages in our staff newsletter, and announcements on our intranet.
- The user will see a notification on the desktop site if they are accessing it from a mobile device. Then they can choose to access the mobile site or stay on the desktop 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.)



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

- Mobile site vendor is now providing stats on use including number of hits, type of O/S, etc.
- Google Analytics gives us hits by mobile devices
- I believe we have stats on mobile access, but am not sure.

COMMENTS

- We have a couple of librarians who are very excited about these technologies and others, like me, who are very interested in how they enhance our services. All of us want to use them and to teach our faculty and students about them but there are few of us and many of them and what can you squeeze into an hour's session when it's all said and done.
- We have no budget for these flashy services.
- We have mobile things but don't really do much with them yet in terms of publicizing or using. I think a lot depends on when we have a mobile-friendly catalog app - that is when I'd guess we will do more with the whole mobile thing.
- Our staff is familiar with these technologies, but other than improving our mobile web presence we're not pursuing these technologies at this time.
- The hesitation about this is partly due to the fact that vendors' mobile sites don't work that well. WorldCat Local, case in point. You can get local call number/status, but apparently you can't make a Summit request and you can't even get copy info, let alone make a request, for items outside of Summit. Will be interested in what others are doing!
- We simply lack staff to develop custom mobile apps and lean towards working with our university IT department when developing new web content to ensure it is mobile-friendly. We recognize a need to facilitate mobile access, but lack support from IT to develop solutions.
- We are in the process of moving our library website to the Drupal platform. We may consider adopting a truly mobile presence at that time.
- We are redesigning our website and hope to have a mobile friendly interface available with the new design.
- We anticipate doing more advertising in the coming year.
- Usage has increased over the last two years, but since our campus website isn't mobile friendly, it is difficult for students who come to the campus home page to get to the library's website. Once they get to the library's full site, they are automatically redirected to mobile (thanks for sharing code OSU!). It's getting to the library's

website that is the issue.

- This is an area we are planning to explore for next year. Our College is beginning to use mobile technology for other campus services and we hope to provide this access for at least some library resources and services.
- We are first dealing with our staffing issues, i.e., we don't have enough staff to implement new services. We plan to keep up with changes in academic library world, and when we have more resources, adopt and adapt.
- Despite the many "no" responses, we are aware of the importance of mobile access. It is on our radar, but other projects have taken precedence. With a small staff, we do not have time for everything.
- I'm just getting going with QR codes posted around campus, pointing to our libguide page.
- Hoo boy, do we need some help!
- We currently have disparate mobile services and content that we market to users (health sciences users especially) but they are not yet unified in a mobile web presence that represents the Libraries as a whole. That is something we are still pulling together.
- We will begin working on our mobile presence this month...timely survey!
- I wrote an article, along with another librarian and our past computer programmer, called "Making the Case for a Mobile Library Website." Writing and publishing about mobile technologies has been very fruitful.
- Thank you. I will forward your request to our Digital Services Team which maintains the mobile web site.
- We are aware of the need, but finding it difficult to devote time and resources
- We are adjusting our online strategy generally, and expect our mobile presence to develop alongside it.
- I'm very interested in seeing the results!
- We don't get a lot of usage on the mobile site. It may be the students here at Sonoma State and how they want to use the Library rather than the technology that is in place. For the future, I would like to create a campus-wide mobile tour and tie it in with the Library's mobile presence.
- We are just now catching up on need for mobile tech & outreach. Glad to see the (well constructed!) survey and your plans to share.