

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

PUBLIC LIBRARIES

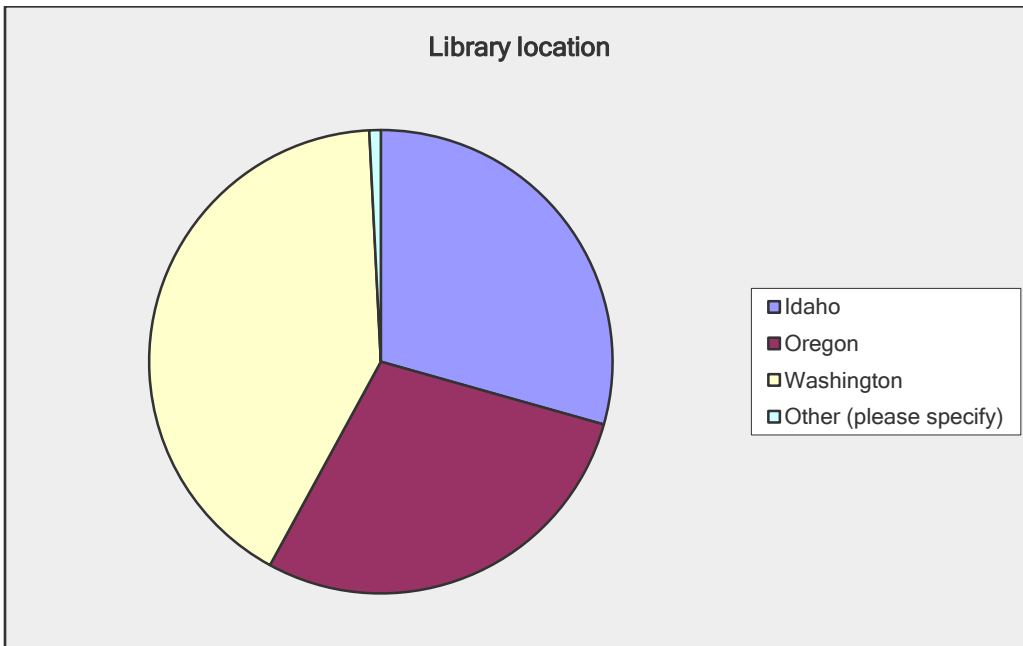
The purpose of this online survey and associated follow-up phone conversations was to assess the mobile technology in libraries climate in the Pacific Northwest (Oregon, Washington, Idaho).

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.

PUBLIC LIBRARIES

We received 126 responses from approximately 80 public libraries in Oregon, Washington and Idaho.

One of the key themes that came through for all libraries was the need for more assessment of patron needs before embarking into more in-depth efforts to expand any mobile services.

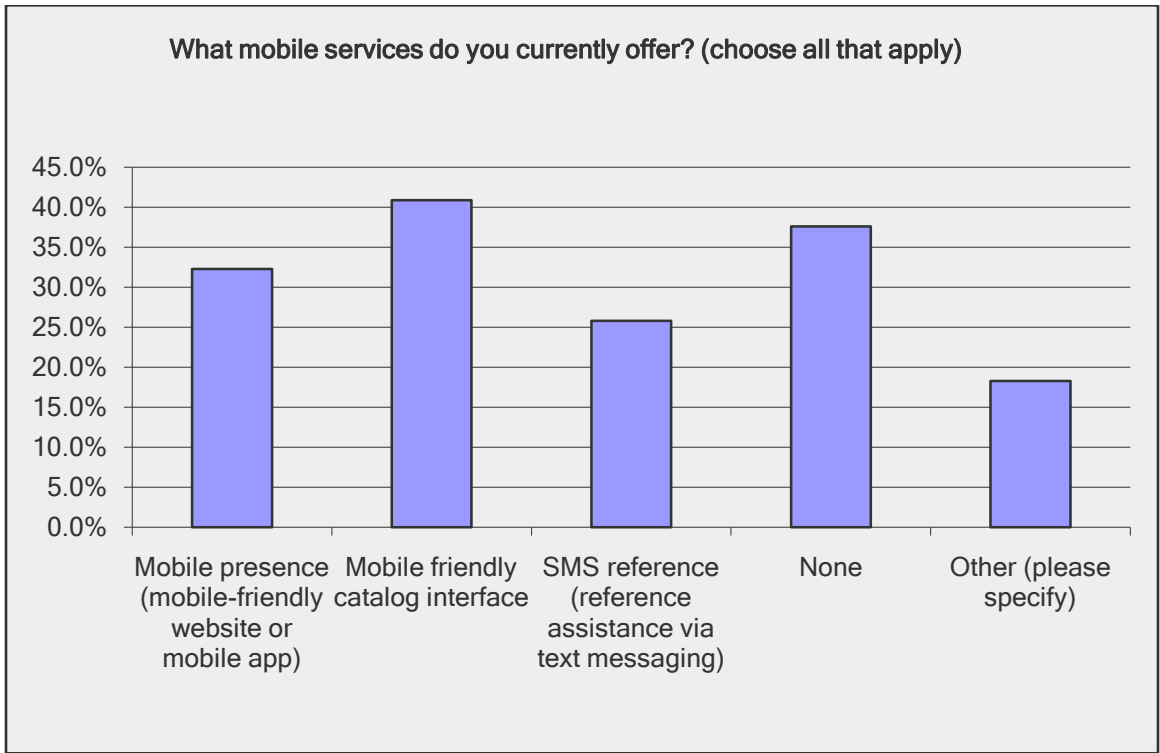


Library location		
Answer Options	Response Percent	Response Count
Idaho	29.4%	37
Oregon	28.6%	36
Washington	41.3%	52
Other (please specify)	0.8%	1
<i>answered question</i>		126
<i>skipped question</i>		0

Number	Response Date	Other (please specify)	Categories
1	Jan 9, 2012 9:43 PM	Illinois	

WHAT MOBILE SERVICES DO YOU CURRENTLY OFFER?

Of the 93 public libraries answering this question, almost 41% offer a mobile-friendly version of their catalog, 32% offer a mobile-friendly web site or mobile application, 26% offer reference assistance through text messaging/SMS and 18% offer other mobile services such as e-books, text messaging for holds and overdues, and links to databases with mobile interfaces. Approximately 38% of the public 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)	32.3%	30
Mobile friendly catalog interface	40.9%	38
SMS reference (reference assistance via text messaging)	25.8%	24

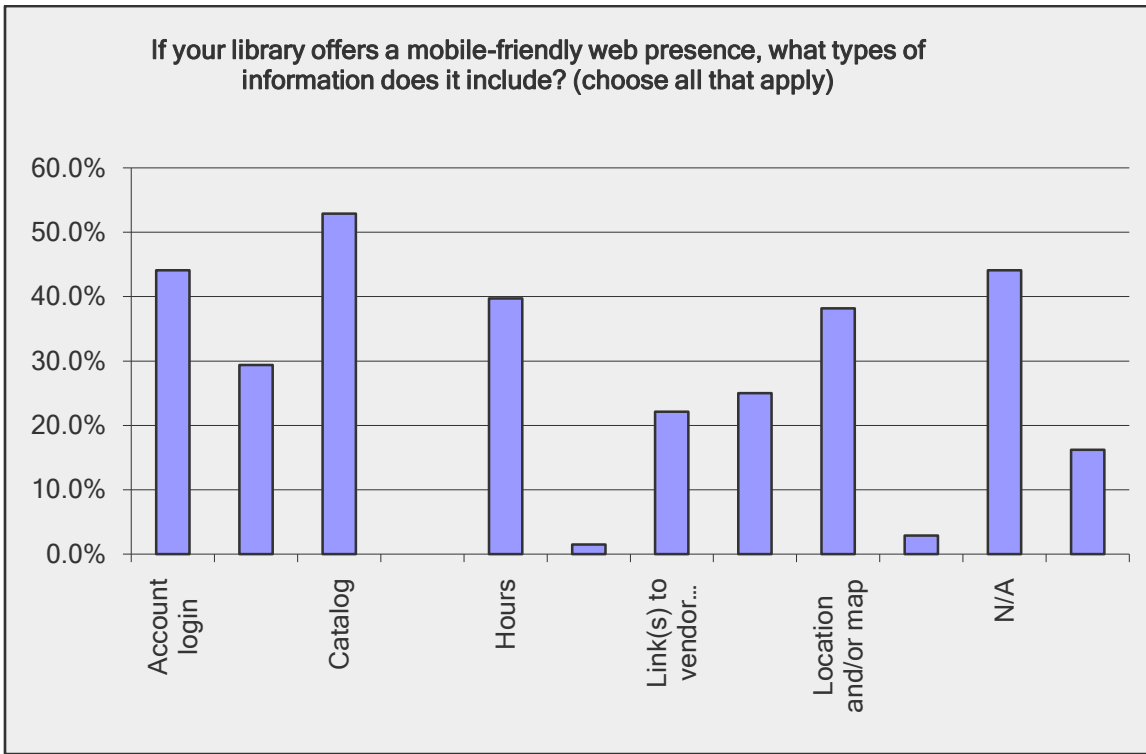
text messaging)			
None	37.6%	35	
Other (please specify)	18.3%	17	
answered question			93
skipped question			33

What mobile services do you currently offer? (other)

- e-books for mobile devices
- We are currently updating our web site to accommodate mobile devices.
- Local chat and Virtual Reference (L-Net)
- text messaging for customer account notifications in testing phase right now
- Text messages for holds and overdues.
- BookMyne from SirsiDynix is our mobile friendly catalog interface. We also promote the mobile apps provided by database vendors and Overdrive.
- Shoutbomb service where patrons can sign up to receive text messages about holds, overdues, also renew materials.
- SMS notifications
- Free WiFi (mobile devices can link)
- wireless internet access for free, some mobile database interfaces, depending on vendor, ebooks
- Mobile e-book and audiobook downloads (through the Oregon Digital Library Consortium), Mobile access to Gale databases
- We don't offer any of the above, although our computer guy has been talking about making our website mobile friendly. We did just start offering eBooks for eReaders through Overdrive - that should count for something!!
- E-books for mobile phones/devices
- OCLC
- Some databases with mobile interfaces. Liberal use of QR codes on flyers, etc.
- RSS feeds, Twitter
- downloadable ebooks, audiobooks and videos through a consortium

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

The most common types of information included by public libraries which had a mobile-friendly web presence were the catalog, account login, hours, location and/or map and Ask a Librarian. Other types of information that were sometimes included by public libraries as part of their mobile-friendly web presence were links to vendors databases, links back to the non-mobile version of the web site, ebooks, links to social media sites, information about programs and events and more.



If your library offers a mobile-friendly web presence, what types of information does it include? (choose all that apply)

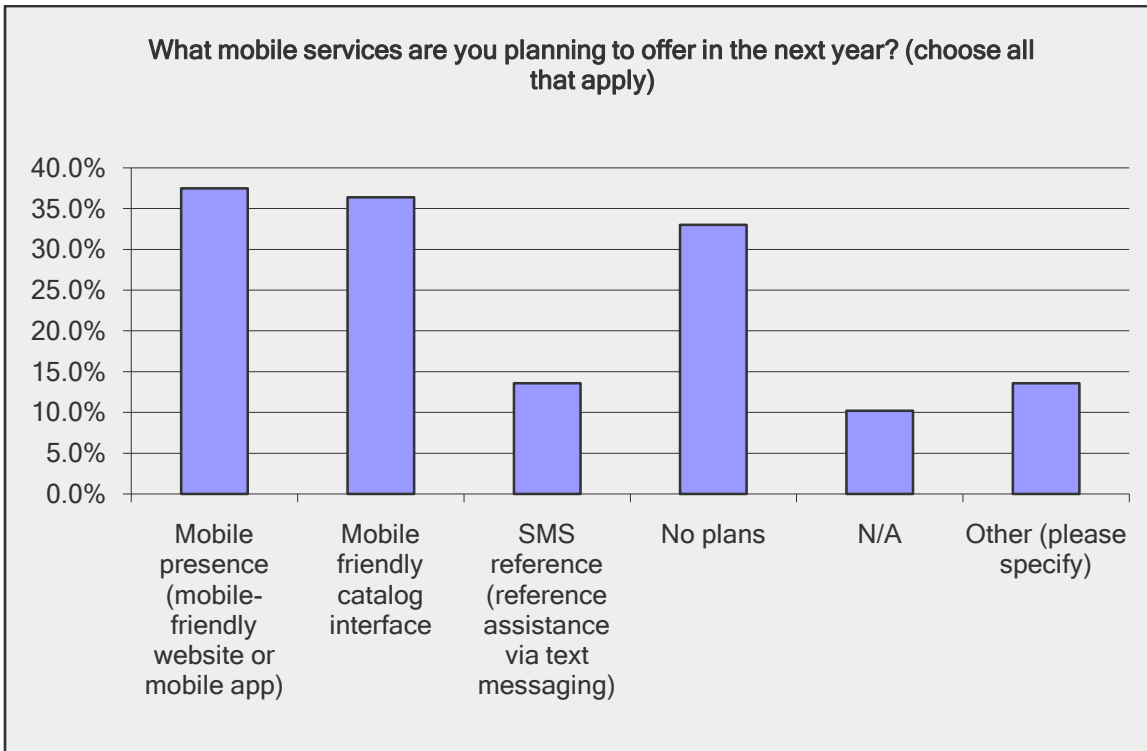
Answer Options	Response Percent	Response Count
Account login	44.1%	30
Ask a Librarian or similar	29.4%	20
Catalog	52.9%	36
Dynamic computer labs	0.0%	0
Hours	39.7%	27
Instructional videos	1.5%	1
Link(s) to vendor databases	22.1%	15
Link to return to non-mobile site	25.0%	17
Location and/or map	38.2%	26
Room reservations	2.9%	2
N/A	44.1%	30
Other (please specify)	16.2%	11

If your library offers a mobile-friendly web presence, what types of information does it include?**(Other)**

- E books, book reviews
- Internet PC sign up
- eBook, eAudio downloads (Overdrive), barcode scanner on app that links to catalog, and Reserve a Computer (offer a link but Library Online product not mobile friendly)
- downloads from Overdrive
- Programs and classes; social networks, blogs
- Links to download mobile apps from our vendors
- Reserve a library computer
- pay fines
- Programs, events, new additions, library news
- suggestion box, downloadable ebooks and music, connect via facebook, twitter etc.
- link to library foundation, ebooks and music specific link (library 2 go, free gal), pathway to mcl's social media sites

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

Of public libraries responding to this survey, approximately 37.5% plan to offer a mobile-friendly website or mobile app for their library in the next year and approximately 36% planned on offering a mobile-friendly catalog. About 4% planned on offering reference assistance via text messaging and about 14% had other plans or were unsure about what efforts they might be making. 33% of public libraries 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.



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 app)	37.5%	33
Mobile friendly catalog interface	36.4%	32
SMS reference (reference assistance via text messaging)	13.6%	12
No plans	33.0%	29
N/A	10.2%	9
Other (please specify)	13.6%	12
answered question		88
skipped question		38

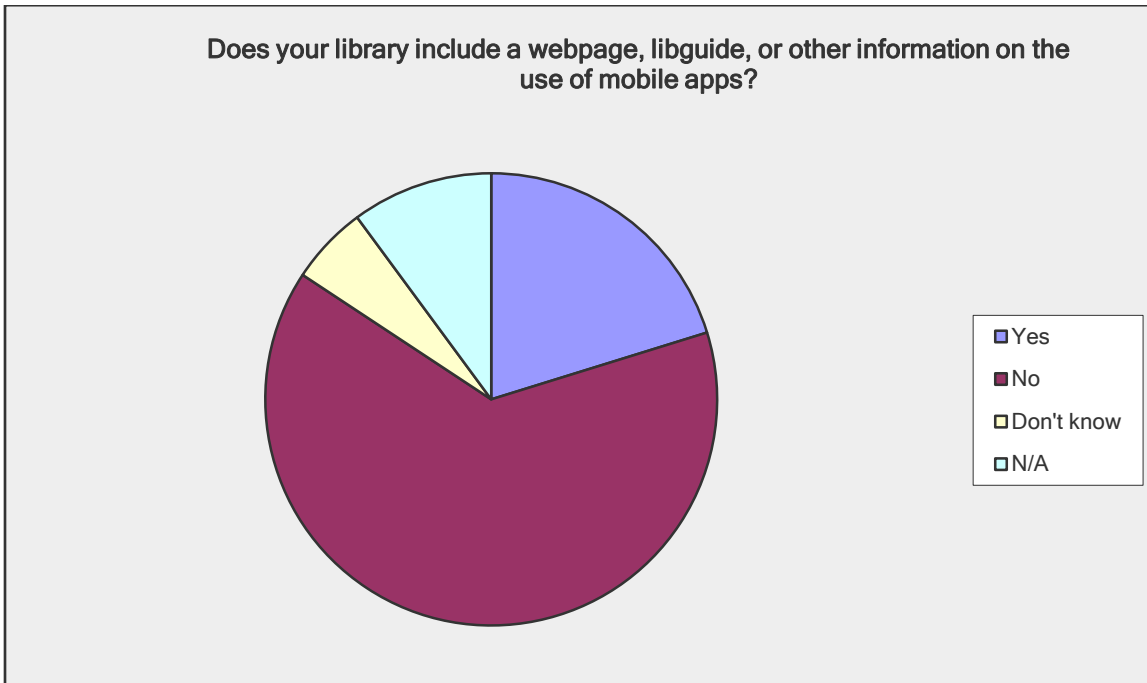
What mobile services are you planning to offer in the next year? (Other)

- continue to expand & improve current interface
- We're not sure yet- we know we need to get mobile, but don't have a specific plan other than the catalog
- Android app
- We are uncertain due to unresolved personnel issues.
- Not sure. Those decisions are made above my pay grade
- I do not know.
- wi fi
- unknown
- No plans for additional mobile options in 2012

- Better mobile interface
- i don't know
- one-stop for library-related mobile apps and resources, mobile app reviews/suggestions for patrons

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

The vast majority of public libraries (64%) did not have a web page, libguide or other information on the use of mobile applications. About 20% of public libraries did. These numbers are not surprising given that most libraries do not currently offer a mobile presence for their site or catalog.



Does your library include a webpage, libguide, or other information on the use of mobile apps?		
Answer Options	Response Percent	Response Count
Yes	20.2%	18
No	64.0%	57
Don't know	5.6%	5
N/A	10.1%	9
answered question		89
skipped question		37

Does your library include a webpage, libguide, or other information on the use of mobile apps?

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

15

answered question**15****skipped question****111**

- <http://www.kcls.org/usingthelibrary/gomobilewithkcls/> and <http://kcls.boopsie.com/>
- http://www.boisepubliclibrary.org/Catalog/Other_Catalog_Features/BookMyne.asp
- Overdrive access. <http://www.overdrive.com/software/omc/>
- <http://www.sno-isle.org/?ID=5433>
- <http://www.sno-isle.org/?ID=5433>. Also reference librarians and technical liaisons can help customers over phones or in person.
- General information; a link to Overdrive
- <http://www.trl.org/Collection/Pages/DownloadCollection.aspx>
- link to Overdrive site for ebooks
- A list of "library apps" with a brief description. They link to the appropriate app store. http://www.sclid.org/mobile/#_LibApps.
- text notices:
<http://www.piercecountylibrary.org/services/to-notices-library/notices/Default.htm>

I wasn't sure if you meant things like ereaders, but here is info on that:

<http://www.piercecountylibrary.org/files/library/ipadiphoneipodtouchaudiobookuserguide.pdf>

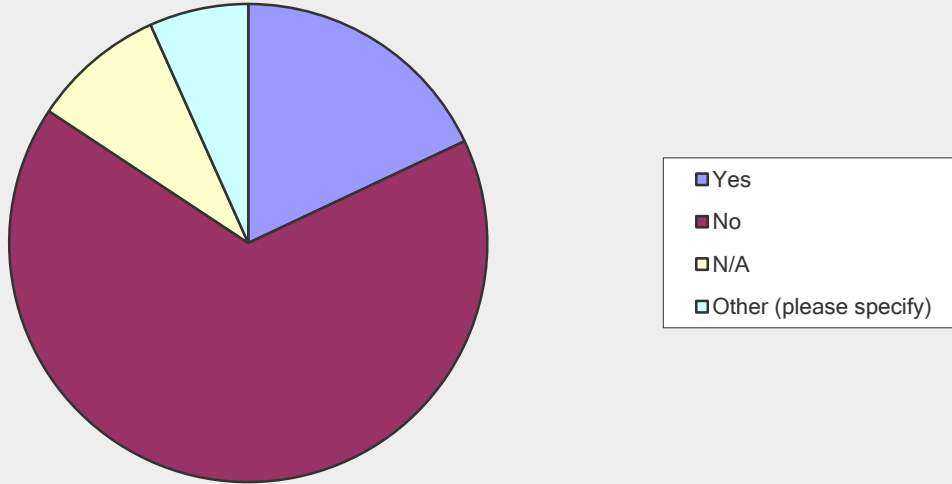
<http://www.piercecountylibrary.org/files/library/ereader-devices-comparison.pdf>

- http://www.sclid.org/readers_corner/apps.asp
- The only thing we offer is a webpage designed and managed by our e-book vendor Overdrive.
- www.priestlake.lili.org
Online Catalog--<http://cin.wash-id.net>
- A very informative page on how to use the app and what it provides.
<http://www.multcolib.org/services/tech/app/mobile.html>
- In our guide to Library2Go we include information on transferring files to mobile phones.

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 public libraries (about 66%) responding to this survey do not provide training to users on using mobile applications provided by library vendors. About 18% provide training and a few provide instruction on a case by case basis or "as needed" or for popular tools such as Library2Go or Overdrive.

Does your library provide users assistance or training on using mobile applications such as those provided by library vendors (i.e. EBSCO, Gale, etc.)?



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
Yes	18.0%	16
No	66.3%	59
N/A	9.0%	8
Other (please specify)	6.7%	6
answered question		89
skipped question		37

Does your library provide users assistance or training on using mobile applications such as those provided by library vendors (i.e. EBSCO, Gale, etc.)?

- Don't know, may for reference librarians but I'm one of the techs.
- Most of the instruction is for Overdrive
- Library 2 Go
- On a case by case basis
- Reference desk & phone
- we provide some limited staff assistance

If yes to the previous question, what kind of training or assistance do you provide?

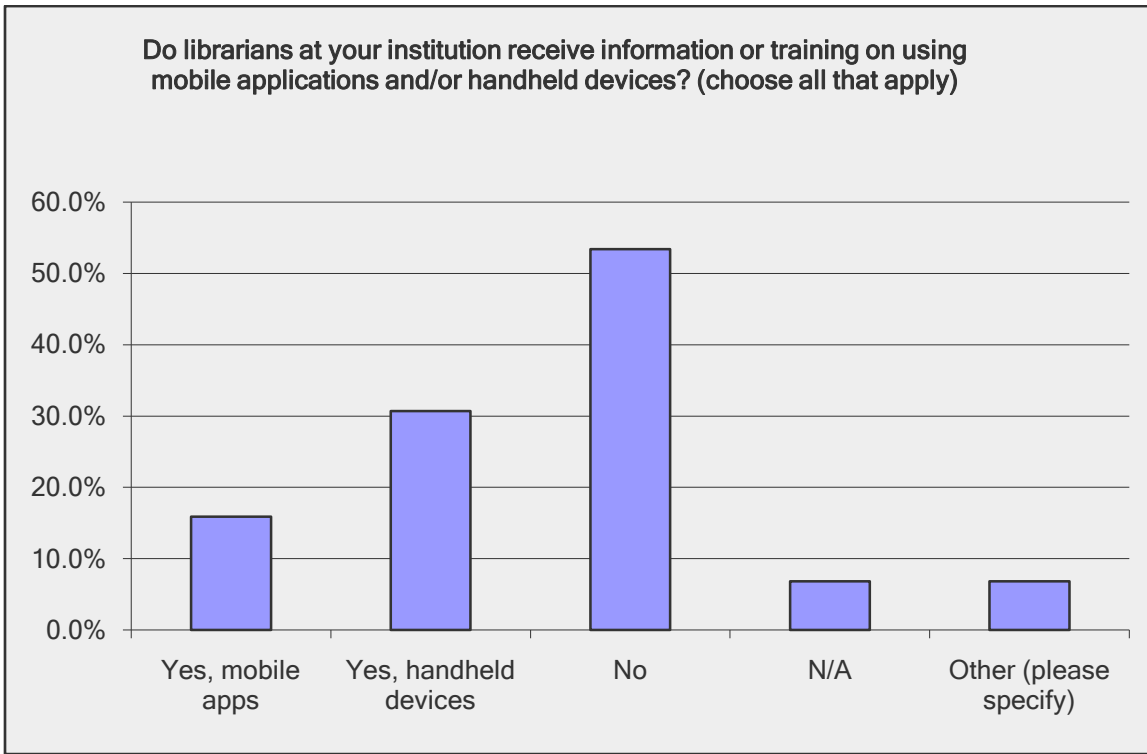
Answer Options	Response Count
	20
answered question	20
skipped question	106

- In person with staff and in the process of creating video tutorials
- Overdrive
- One-on-one assistance with installing and using apps on mobile devices, tablet PCs and eReaders
- help as requested
- unknown to me
- Knowledgebase, videos, written guides, cards, one on one assistance and drop in assistance at all libraries
- Workshops; online guides
- one on one
- Casual, one-on-one training rather than classes.
- Book a librarian one-on-one lessons and informal sessions at the reference desk.
- one on one
- In person, on phone (simultaneous use) - no actual classes.
- 1:1, occasional classes
- Videos. One on one help. List of FAQ's.
- Walkthroughs and various documents on how to access library services on mobile devices.
- One on one sessions
- We provide training and support for the Overdrive Media Console app for our eBook users.
- One on one instruction either in person or via phone.
- Always one on one (similar to answering a reference question) and we are increasingly offering classes and workshops on using ebooks and devices. Not so much the library apps, however.
- Individual training at the reference desk if asked.

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 53% 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 16% of respondents to this question said they received training on mobile apps and about 31% 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 how to download audiobooks to ebooks, training on Overdrive and Library2Go, becoming familiar with different types of devices, and vendor-supplied training.



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	15.9%	14
Yes, handheld devices	30.7%	27
No	53.4%	47
N/A	6.8%	6
Other (please specify)	6.8%	6
answered question		88
skipped question		38

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

- Not across the board.
- sort of- we have staff training devices, but not all staff take advantage of them
- They have to option to register for various classes provided by other institutions or vendors
- I seek out this information myself but others do not and they are not aware.
- Some of us do learn on our own with devices we buy for ourselves. iPhones, Kindles, etc.
- We have a gadget garage with a couple of items, very few mobile devices.

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

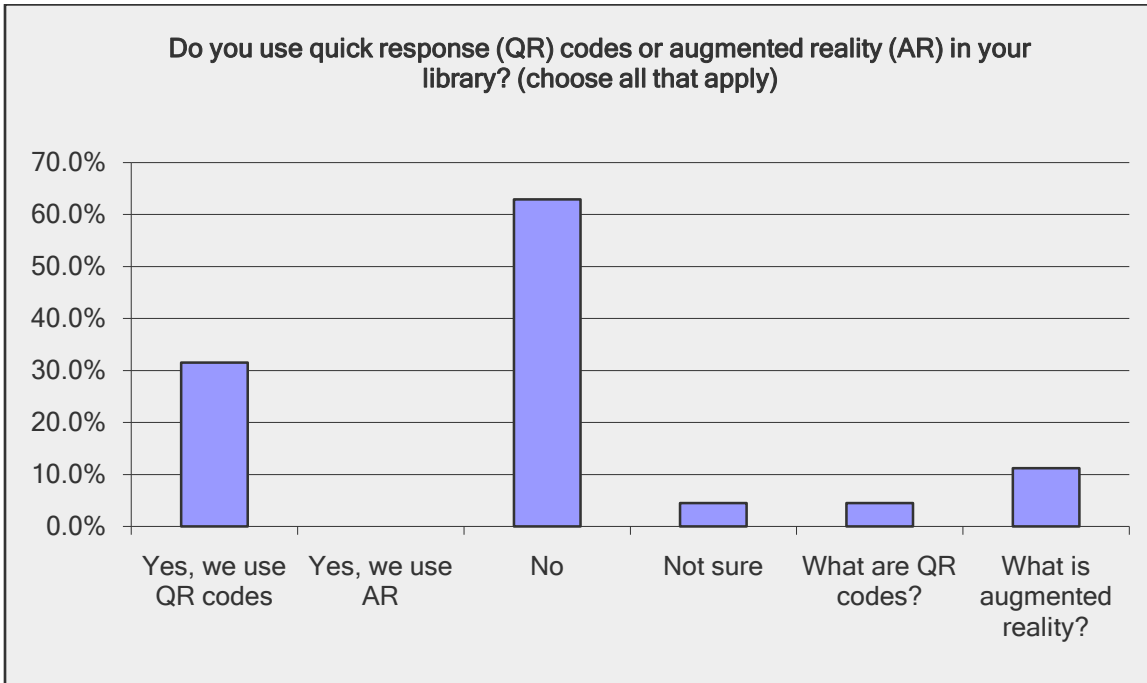
Answer Options	Response Count
	26
<i>answered question</i>	26
<i>skipped question</i>	100

- All staff training on how to help patrons use the e-book app for mobile devices
- Conferences, professional publications, webinars
- eReader and tablet training
- Overview information of different applications, and referrals to self-guided learning resources. Peer to peer assistance with specific apps.
- downloading books on various devices
- As part of an eBook training staff received training in use of 7 eReaders, tablets and the iPod Touch.
- How to download audio books to ereaders.
- Overdrive training to both circ staff and librarians and recently we have had a staff training kit that we can check out to learn more about eReaders. I am unsure about the level of training that librarians receive on mobile apps. A lot of them know apps and use them themselves.
- Information on Overdrive App and eReader devices
- Webinar, hands on training, back up assistance and kits of devices
- Overdrive training
- Mostly on Overdrive/eBooks and eAudiobooks
- Hands on experience with several e-readers and iPads.
- We have kits that provide self-lead learning.
- We have a Nook, a Kindle and an iPad for staff to practice with and learn how to use. We provide one on one training for library staff to get started with these devices.
- librarians do regular trainings for each other, in Adult and Youth services areas
- We share information at our quarterly in-service training days
- Well, yes, if training on eReaders counts. :-) We also started using a Slate (a tablet) to do work out in the stacks. Not a cell phone, but it is smaller...
- Hands-on training with various devices
- Vendor provided assistance for e-books provided by Overdrive
- None. We need it.
- We discuss helping patrons (as a staff group) using e-readers iPads and other tablet devices for using the library's website/catalog or e-books.
- Have DPLU (Deschutes Public Library University) with courses for Digital Downloads, databases, etc.
- We have a "tub of tech" that we can check out to play with which includes e-readers, smartphones and tablets. We are also offered workshop trainings around the system.
- That training made available by Library2Go and Overdrive
- Basic training on use of e-readers

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

About 32% of public libraries responding to this survey said they use QR (“quick response”) codes in their library. About 63% of public libraries responding to this survey said they did not use either QR or AR (“augmented reality”). No 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	31.5%	28
Yes, we use AR	0.0%	0
No	62.9%	56
Not sure	4.5%	4
What are QR codes?	4.5%	4
What is augmented reality?	11.2%	10
answered question		89
skipped question		37

If yes to the previous question, please share examples of how they are being used.	
Answer Options	Response Count
	26
answered question	26
skipped question	100

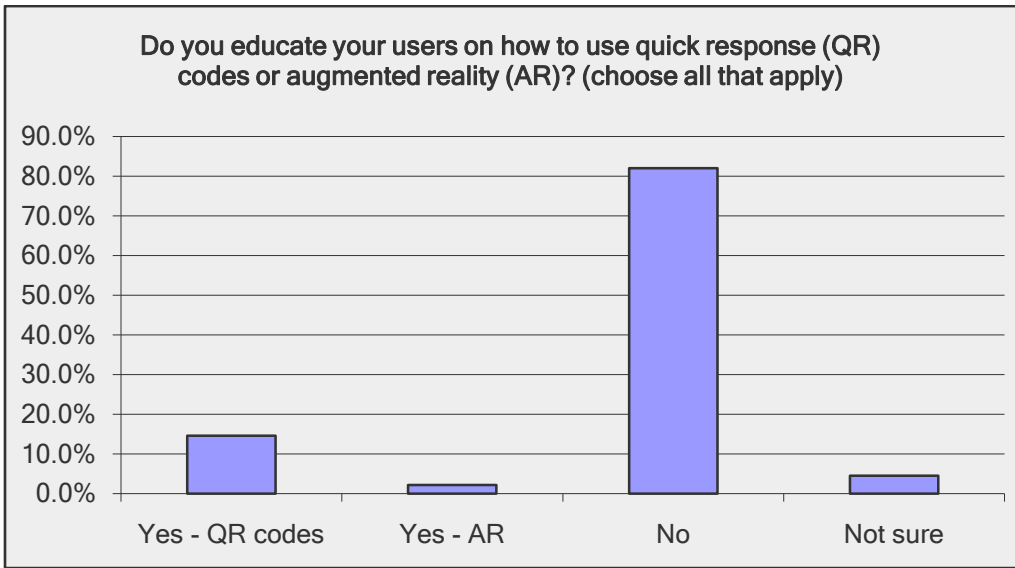
- See bottom of page: <http://www.kcls.org//usingthelibrary/gomobilewithkcls/>, also on flyers. I know AR is being discussed, not sure if/how to be implemented.
- Testing but don't use them regularly.
- We are in the process of implementing a way to use it
- We recently created a QR code, but have yet to implement its use
- QR codes on our bibliographies, so people can scan them and be taken to

the listed resources in the catalog. Or to more resources than those on the paper.

- On website and on some brochures and program flyers.
- only a bit on displays
- We have booklist displays with QR
- Print pieces
- We use QR codes on promotional materials
- For links to program websites
- We haven't actually used them yet, but I'm working on ways to incorporate them into displays and in publicity materials.
- We use them for program evaluations and promotions.
- On PR pieces
- They are all over our literature to lead to our web site for more information
- We are still planning. Mostly in newsletters so far.
- We use them, occasionally, on promotional materials.
- Create bibliographies
- Marketing posters
- We are just beginning to explore these.
- On our information signs and on some of our handouts
- QR codes to take patrons directly to the 'ask a librarian' page where they can get reference help using chat/ text/ or email.
- Currently QR codes are being used in some of our marketing materials.
- They are in the catalog on most titles. Also on event and program information.
- a few branches are experimenting with QR codes but I don't remember how they are being used. Books that have a QR code that pops someone into the catalog?
- Our main QR leads to the LS2 mobile app for smart phone.

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

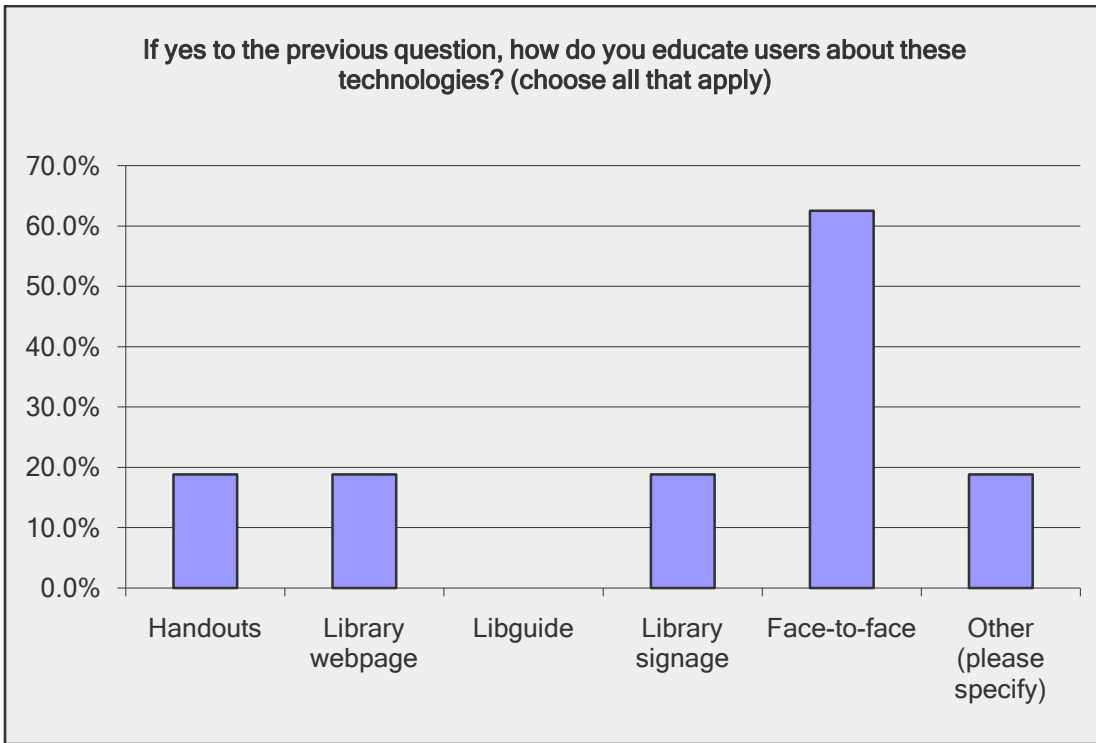
Obviously if libraries are not offering quick response codes or augmented reality, there is not a need to provide training to users in these technologies. Therefore, it is not surprising that 82% of public library respondents to this question are not providing training on either of these. About 15% of public libraries responding to this survey said they were providing user education on QR codes. Two libraries 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	14.6%	13
Yes - AR	2.2%	2
No	82.0%	73
Not sure	4.5%	4
answered question		89
skipped question		37

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

Public libraries that provided education to users about quick response codes or augmented reality did so primarily in 1-1 face to face interactions. A few provided education through handouts, library signage, or the library web site.



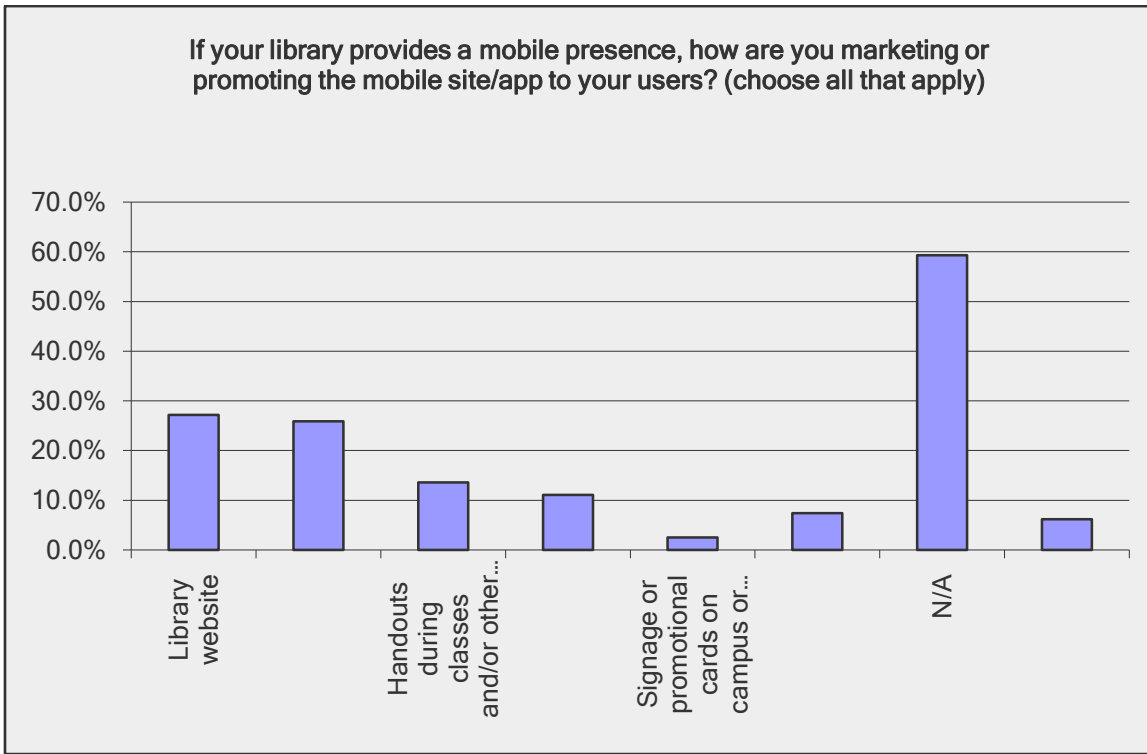
If yes to the previous question, how do you educate users about these technologies? (choose all that apply)

Answer Options	Response Percent	Response Count
Handouts	18.8%	3
Library webpage	18.8%	3
Libguide	0.0%	0
Library signage	18.8%	3
Face-to-face	62.5%	10
Other (please specify)	18.8%	3
answered question		16
skipped question		110

- Reference librarians or other staff when asked about QR in general will explain.
- No
- Link within QR code which leads to Wikipedia

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

Of the public libraries providing a mobile presence, marketing of these services primarily occurred through the library web site or in instruction in addition to providing handouts and through signage at the library.

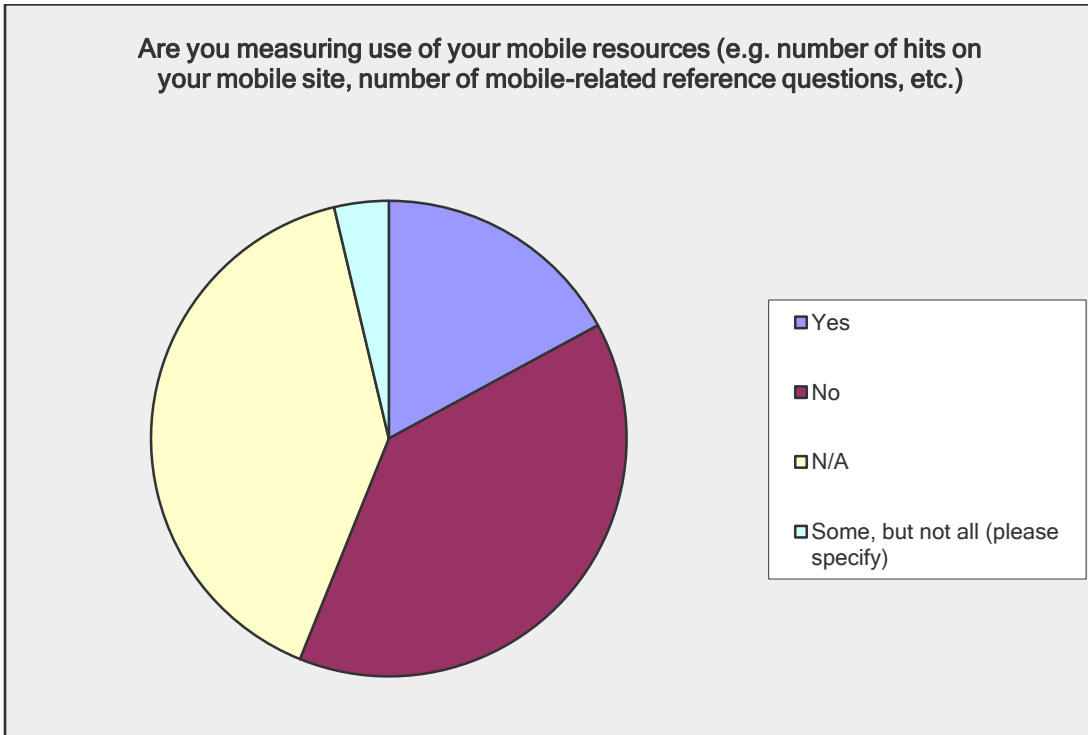


If your library provides a mobile presence, how are you marketing or promoting the mobile site/app to your users? (choose all that apply)

Answer Options	Response Percent	Response Count
Library website	27.2%	22
Verbally in library instruction classes and/or other face-to-face opportunities	25.9%	21
Handouts during classes and/or other face-to-face opportunities	13.6%	11
Signage inside library	11.1%	9
Signage or promotional cards on campus or in community	2.5%	2
Provide a quick response (QR) code to scan to mobile site or app (could be in print or online)	7.4%	6
N/A	59.3%	48
Other (please specify)	6.2%	5
answered question		81
skipped question		45

- social networking (facebook, twitter)
- We haven't done much promotion.
- in email newsletter
- mobile site loads automatically if website is accessed on a mobile device.
- I'm not sure.

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	17.1%	14
No	39.0%	32
N/A	40.2%	33
Some, but not all (please specify)	3.7%	3
<i>answered question</i>		82
<i>skipped question</i>		44

- I don't know
- I am not sure
- There may be monitoring by the library service district level (we are a co-operative)

COMMENTS

- The biggest barrier to implementing mobile technology is the cost. We got a quote from Boopsie for \$3500, which is out of reach for a small, stand-alone library. And we don't have the staff resources or expertise to write our own code. We would implement the technology if there was a group project (similar to the subsidized

Washington Anytime Library shared expense consortium) to coordinate and manage the technology.

- Our catalog is hosted by the county; our library website is part of the city's website. So if we want a mobile version of the site, the city would need to do it for the whole city website. I am hopeful that when the county upgrades to a newer version of Polaris (slated for spring), the ILS will be mobile-friendly.
- As a small library we need help learning about these services and how to offer them to the public.
- As more and more devices and browsers appear on the market, it keeps us scrambling to keep our content rendering correctly. Example, recent reports of problems with Kindle Fire interface with our content. We have not actively promoted our mobile presence but will do so in 2012. It is very much a part of our system strategy to monitor mobile usage and respond accordingly.
- Although we would like to be involved in this technologies, our funding is holding us back.
- We have been hampered from developing a more robust mobile presence because of a retirement, resulting in an unfilled technology position.
- Our local tourist map offered us an app when we bought a small ad with them. They will allow us to take the app for use on our materials after it is developed. We are looking forward to trying it out.
- We've been tracking our website and catalog for hits from mobile devices and browsers for some time. It isn't a high percentage of the number of users, and both sites are indeed very usable without apps or separate mobile sites. We've put this off because that number has only grown a small amount over time.
- We are not receiving requests for mobile library apps and our budget is not stable enough to consider purchasing the mobile app module from our ILS. Our biggest interest is in our Library2Go service from Overdrive and ebooks.
- I think that it could be more obvious on the website that there is a mobile site. In regard to e-readers, we're a bit behind other libraries in the region (such as King County, which has a volunteer force that does technical education on readers, phones, Face Book, etc. However, King County draws on Microsoft and other tech workers for it's volunteers) That said, we aren't behind the curve as some libraries in the region are.
- Our library personnel need training! Basic, basic training.
- Not in admin, not sure of answers to some of these.
- We've had no indication from patrons that this is on their radar. By and large this is a depressed area with an older population who are not technology enthusiasts. The closest we've seen is the Kindle users.
- Ugh. This survey was good but made me feel like my library is a dinosaur!
- We need all the information about this stuff that we can get--it's the future.
- There are other staff members who are more aware of what we are doing who will probably fill out this survey!
- We sure wish we had more mobile technology!
- Our consortium is working on a mobile app for our website. Otherwise, all we do with mobile technology is help patrons with apps for downloading ebooks and audiobooks to mobile devices.
- roving reference with handheld devices (tablets), staff training on how to use them, designing web content on the full site by taking into account how it renders on a mobile device