Mobilising your e-content: scholarly information on the move

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WHY MOBILE MATTERS

- There are 5.9 billion global mobile subscribers: 87% of world's population [International Telecommunications Union]
- An estimated 1 billion smartphones will be sold in 2014 [Gartner Group]
- An estimated 10 billion mobile Internet devices by 2016 (with world pop of est 7.3 billion) [Cisco]
- *Horizon Report: 2012 Higher Education Edition*
  - Time-to-Adoption Horizon: One Year or Less:
    - **Mobile Apps** / **Tablet Computing**

WHY IS MOBILISING ACADEMIC CONTENT SO IMPORTANT?

- The student experience
  - Ease of access
  - Productivity
- Maximising usage of subscription e-resources
- Drawing users to your created content

CURATING ACADEMIC MOBILE CONTENT

- **Subcription content**
  - Databases
  - E-journals
  - E-books

- **Created content**
  - Institutional repositories
  - Data
  - Digitised content
  - User interaction

PUBLISHER APPS ARE GREAT BUT…

- Users have to know who publishes the journals they read & download the right app

- They are often designed for browsing

- Unlikely to integrate with discovery tools and reference management software

- May not be available for all platforms

- Off-campus access can be limited (so not a truly mobile service!)

Resources (1)

- E-books
  - Current
  - Out-of-copyright
- Podcasts
  - Consuming podcasts
  - Creating podcasts / audio feedback
- RSS feeds

Resources (2)

- Augmented reality
- Crowdsourcing
- Data / Statistics
- Media / News
  - Government
  - Social media curation

Resources (3)

- Document sharing / Cloud storage
- Concept (mind) mapping
- Social Networking
- QR codes

ASSISTIVE TECHNOLOGY

- Apple offers "out of the box" accessibility
- Android devices and apps are catching up
- Mobile websites:
  - Responsive design
  - simpler to navigate
  - quicker to search (sometimes)
- Don't forget
  - Windows *Ease of Access Centre*
  - JISC TechDis Toolbar

THE CHALLENGES

- Promoting mobile access while not excluding some users
- Providing support
- Identifying suitable mobile content
- Usage metrics
- Loss of library-user relationship

THE LIBRARIANS' VIEW MARCH 2012

- No single place lists which publishers have mobile offerings
- How to make users aware of the mobile sites/apps available
- Support for large number of interfaces - lack of standardisation. How do you test access problems on multiple devices? Budgets don't extend to purchasing all types of devices let alone ensure these are up to date

THE LIBRARIANS' VIEW MARCH 2012

- Multiple authentication processes, hard to explain to users
- Off campus authentication
- Supporting distance learners
- High student expectations
- Licensing restrictions

TECHNICAL ISSUES FOR LIBRARIES

- How to integrate mobile optimised links in the library catalogue
- Integration with other systems
- No way to search across apps
- Connectivity issues. Not everyone has or can afford 3G and wireless can be unreliable

THE PUBLISHERS' VIEW MARCH 2012

- Cost of development
- Pace of technology change
- Whether to create device specific apps…
  …or mobile websites
- Providing user friendly tools to allow libraries and users to get the most out of mobile
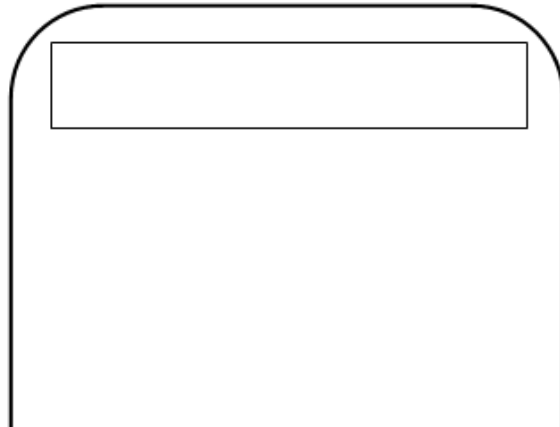- What features to include

OVER TO YOU

Design your own App

Content: commercial / open source / created

Audience:

Features: share / email / save /.?

Authentication?

WHAT NEXT?

- More (academic) Apps for Android
  - But what about Amazon, Blackberry and Windows devices?
- More websites developed or maximised for mobile access
- Continued development of mobile e-textbooks

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REFERENCES

- International Telecommunication Union *The World in 2011: ICT Facts and Figures*

    http://bit.ly/KI9rtn

- NMC *Horizon Report: 2012 Higher Education Edition* http://bit.ly/II2hsn

- J. Anderson & L. Rainie *The Future of Apps and Web* (Pew Internet) http://bit.ly/KfE7F3

    – Gartner and Cisco statistics taken from above

Thank you for listening

ANY QUESTIONS?

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