Mobilising your e-content for maximum impact

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Context

- Declining budgets
- Demonstrating value
- Maximising subscription e-content
- Accessibility

Why mobile matters

- There are 5.3 billion global mobile subscribers: 77% 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**

Loughborough UG applicants

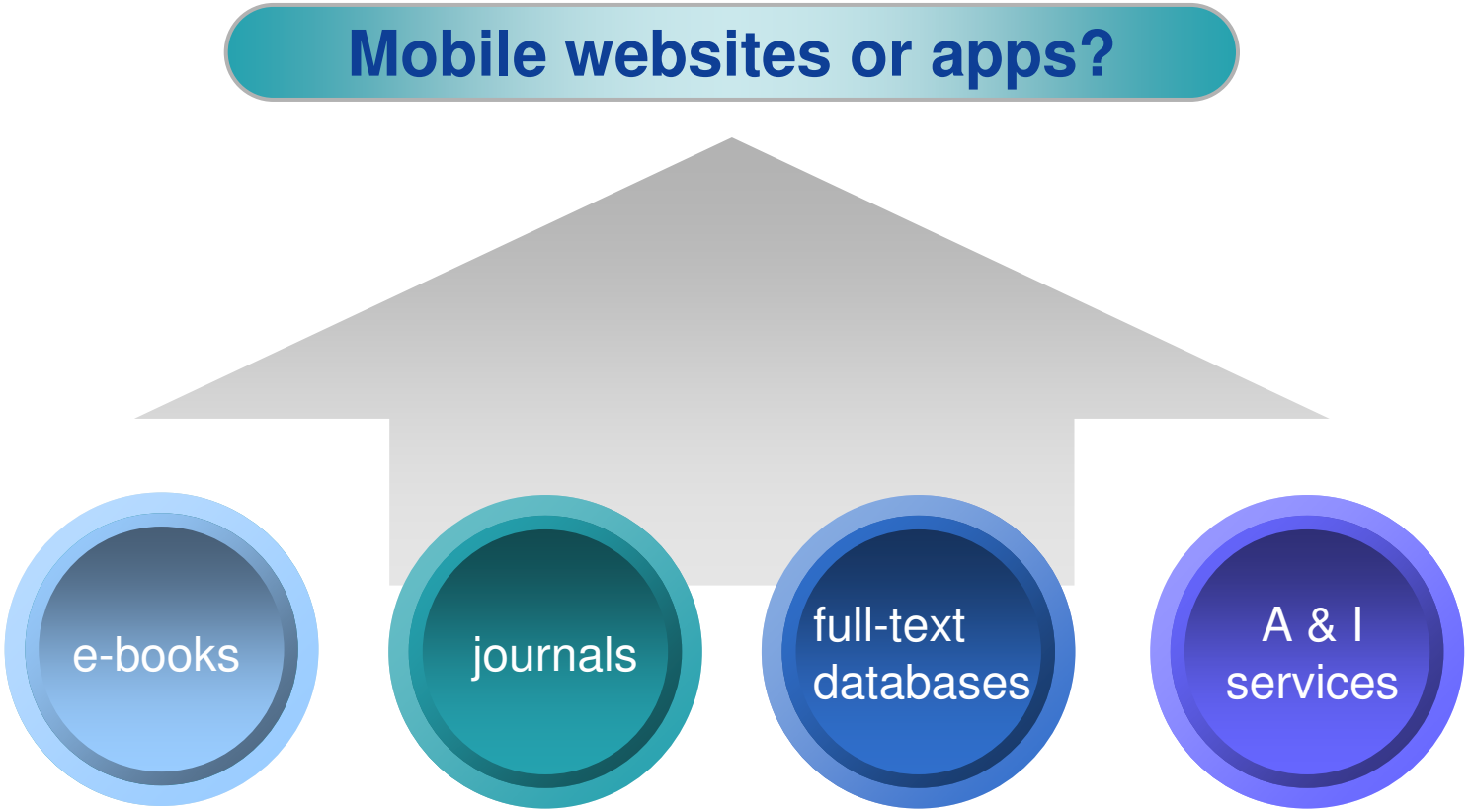
Market research survey carried out in 2011, found that:

•98.5% of the sample of potential applicants had mobile phones

•About 46 % of these mobile phones were smartphones:

- 12% Android
- 17% iPhone
- 17% Blackberry

Mobilising e-content



Primo mobile

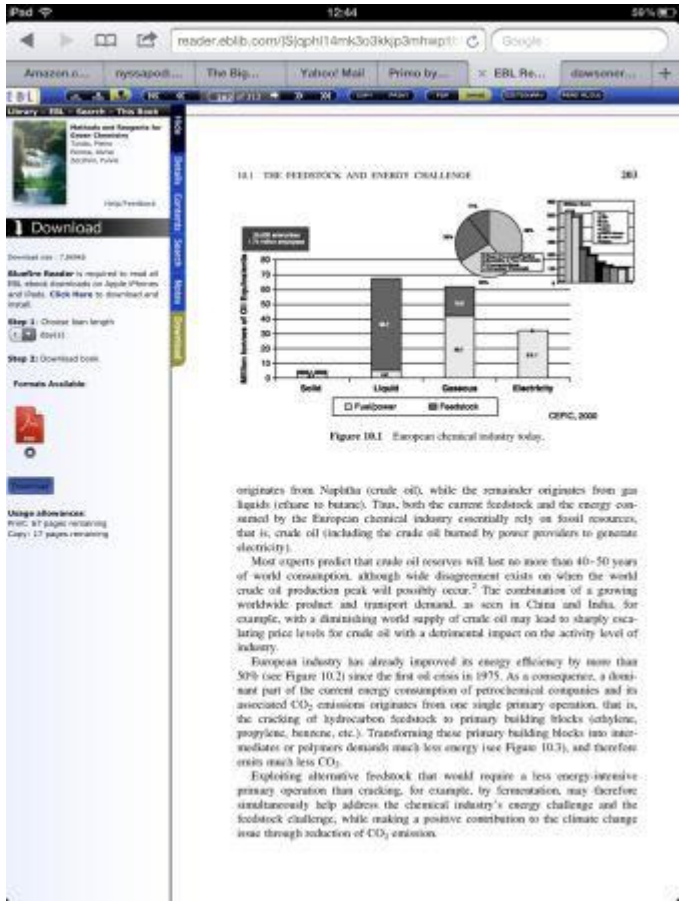
- There is a cut-down version of Primo designed for use on mobile phones
- But it only contains the Library Catalogue, not the full ‘Library Catalogue Plus’ (so the resource discovery element based on Metalib/SFX is missing)
- So people have to use the full web interface to access the full range of content

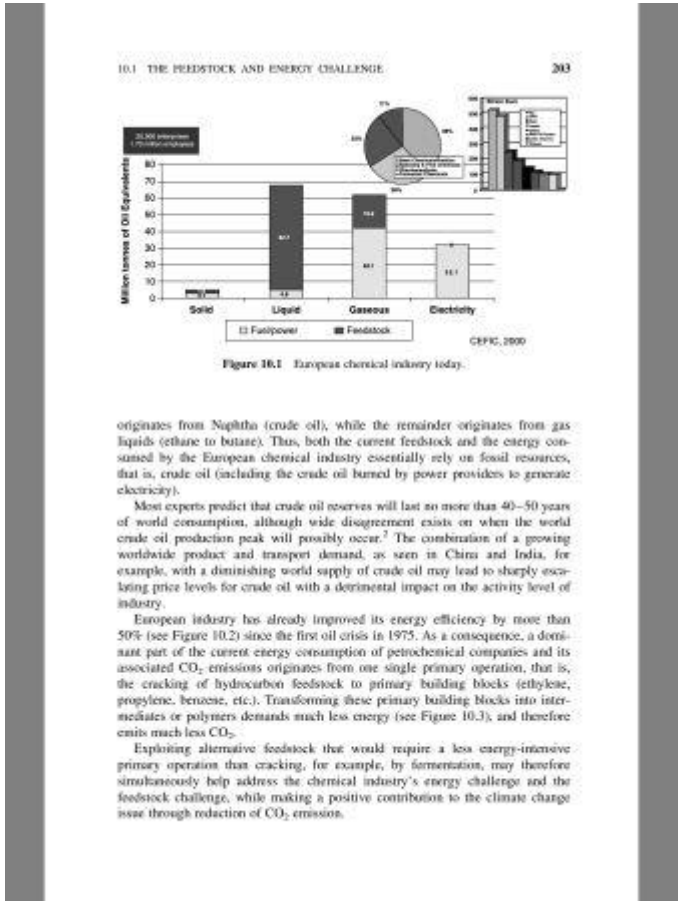
Ebooks – **dawson**era

Ebooks may be viewed on a web browser on a tablet or smartphone screen

But there is no way to download ebooks onto a tablet or smartphone

Ebooks - EBL



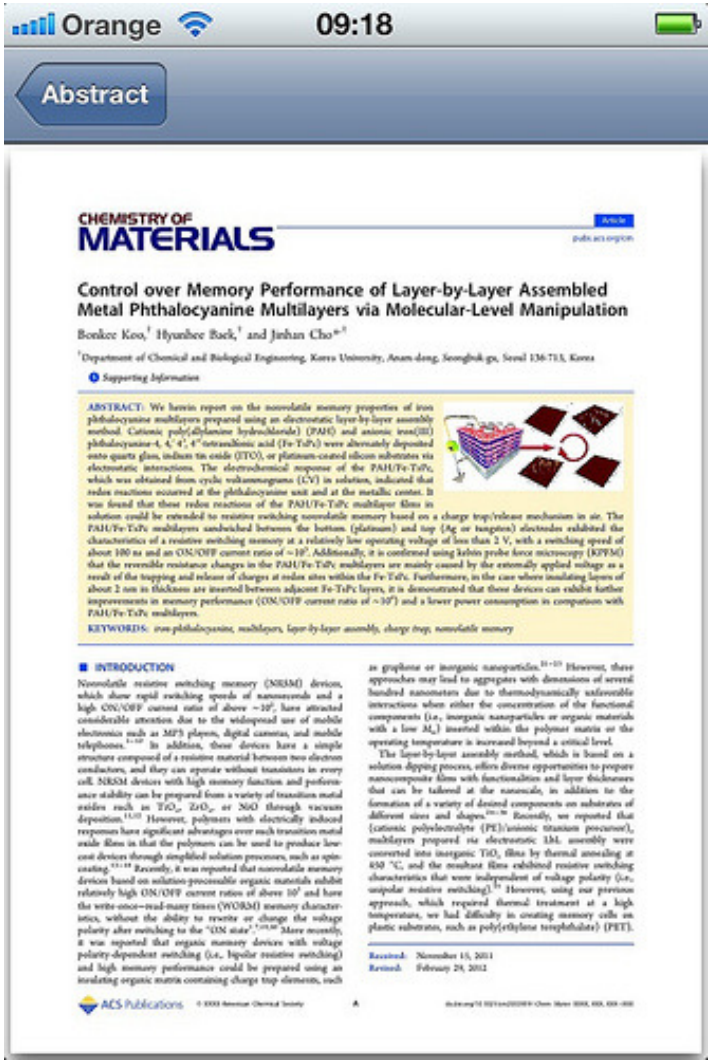


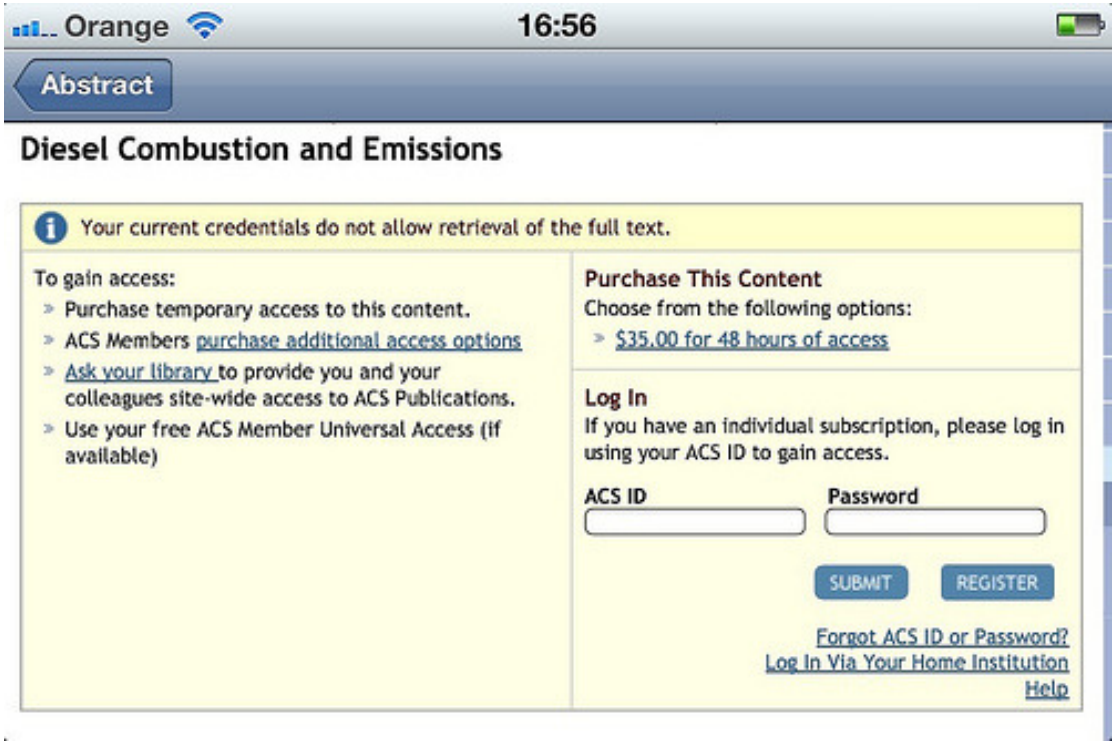
Ebooks may be viewed on a web browser on a tablet or smartphone screen

They can also be downloaded and viewed in a Bluefire reader

Journal apps - American Institute of Physics

Journal apps - American Chemical Society

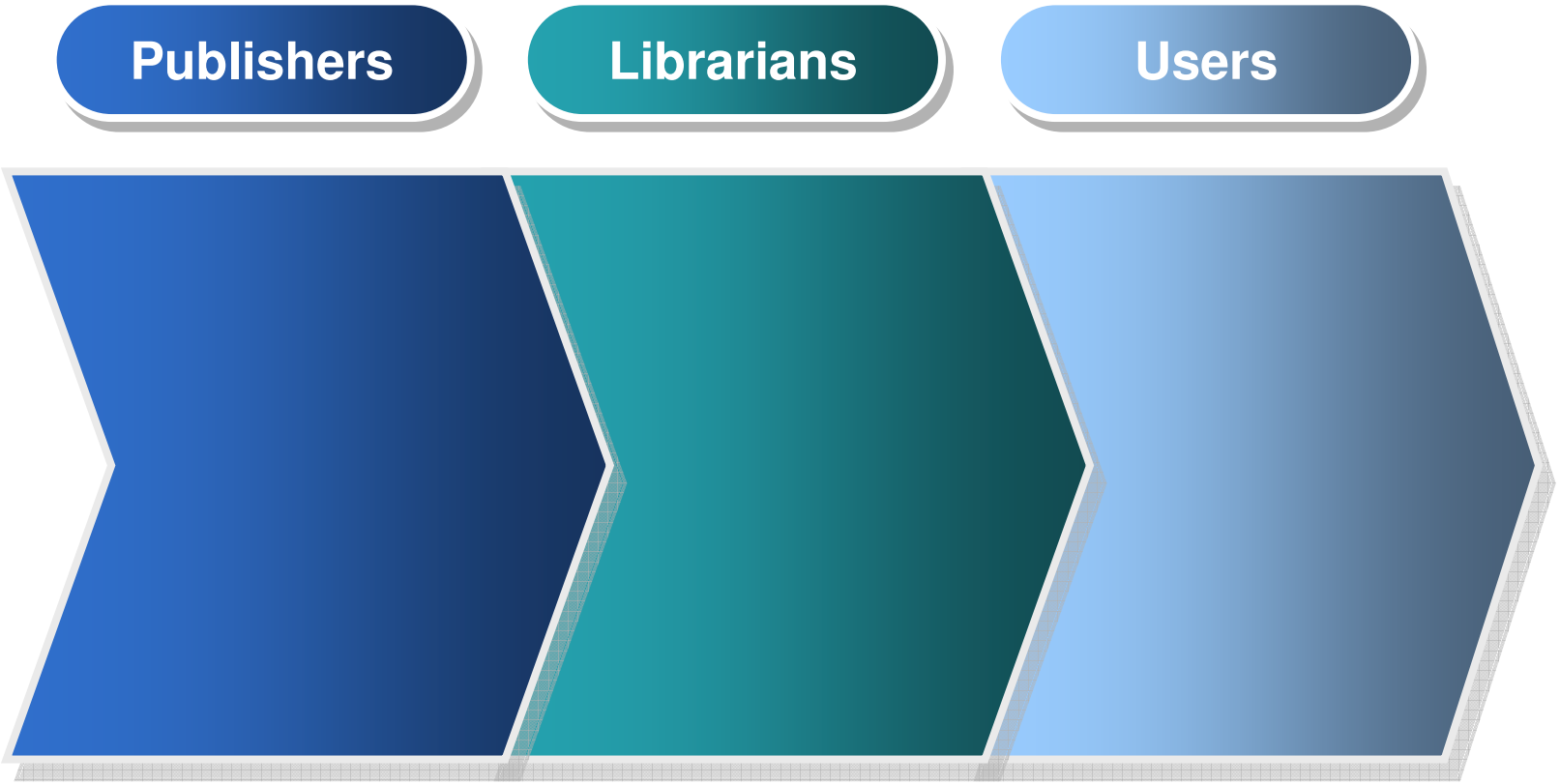




Publisher-based journal apps are great but…

- Users have to know who publishes the journals they read & download the right app
- They are often designed for browsing
- Need to link with resource discovery (e.g. Primo, Summon) & reference management (EndNote, RefWorks) software
- May not be available for all platforms
- Off-campus access is limited (so not a truly mobile service!)

Barriers and challenges



Issues for libraries

- No single place listing which publishers have mobile offering
- 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

Issues for libraries (cont.d)

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

Issues for libraries (cont.d)

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

Thank you!

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