



funding mobile innovation in the library: the why and how

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University of Houston Libraries

CALLR Meeting
April 2010

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www.slideshare.net/vacekrae



Why mobile?

"The most important thing we can do is to ensure that when the technology matures, we are ready to deliver content to it."



- Jason Griffey, Head of Library Information Technology, University of Tennessee at Chattanooga, mobile and gadget guru, and author of Mobile Technologies and Libraries

Photo by Cindi Trainor

Mobile
technologies
HAVE ALREADY
matured!



Cell phones are the ***fastest*** growing communications device in the history of the world.

4.1 billion
cellphone contracts
in the world

1.2 billion people use
email

2.5 billion people use
texting

as of October 2009

2.3 trillion
text messages
sent in 2008

740 billion
text messages
were sent
in the US alone
during the first half
of 2009

“Texting remains an important communications tool for Gen Y, with the average number of text messages per month exceeding 740.”

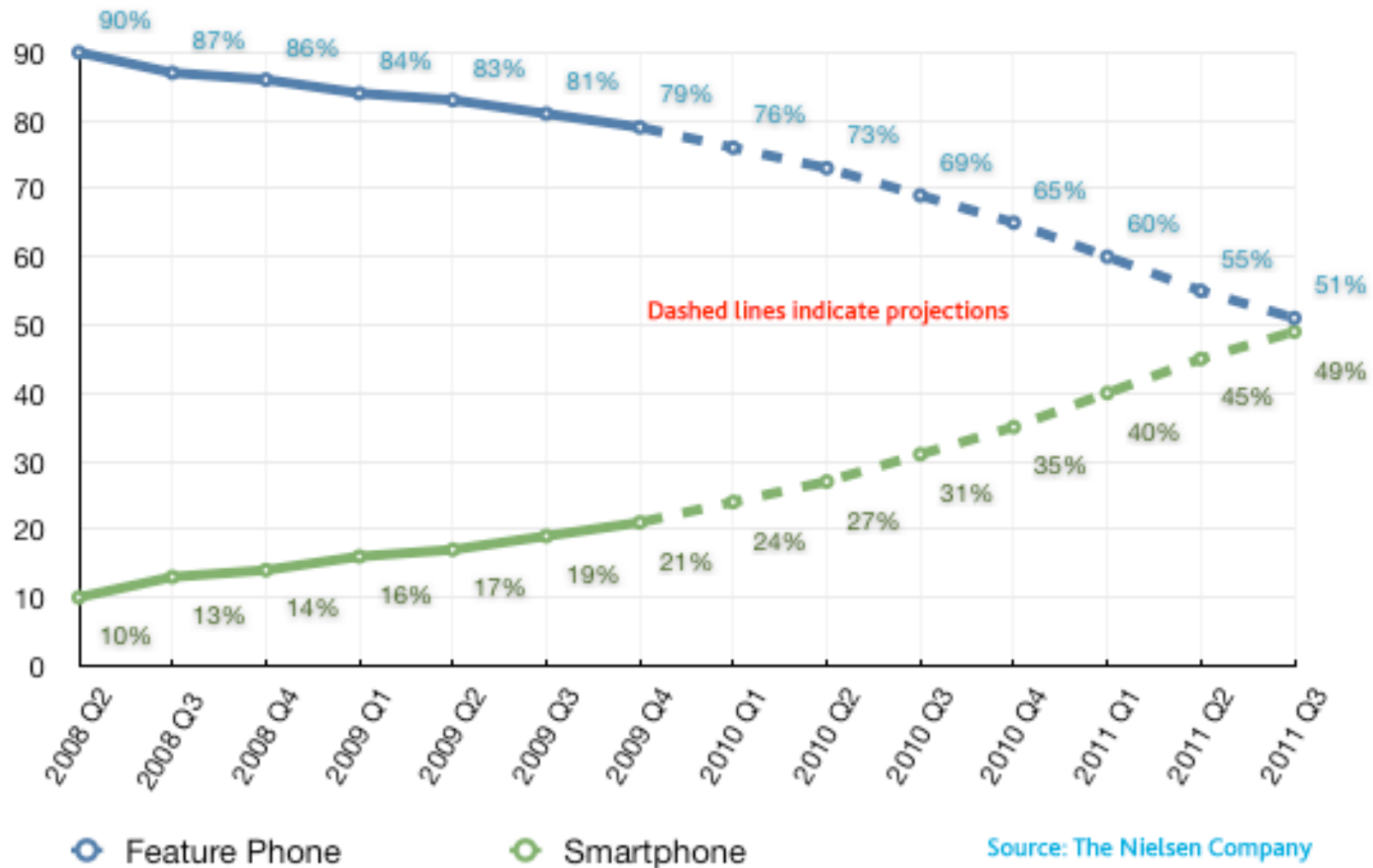
- From a study conducted by the Participatory Marketing Network & Pace University's Lubin School of Business' IDM Lab, October 2009

There are over
276 million
wireless users
in the US

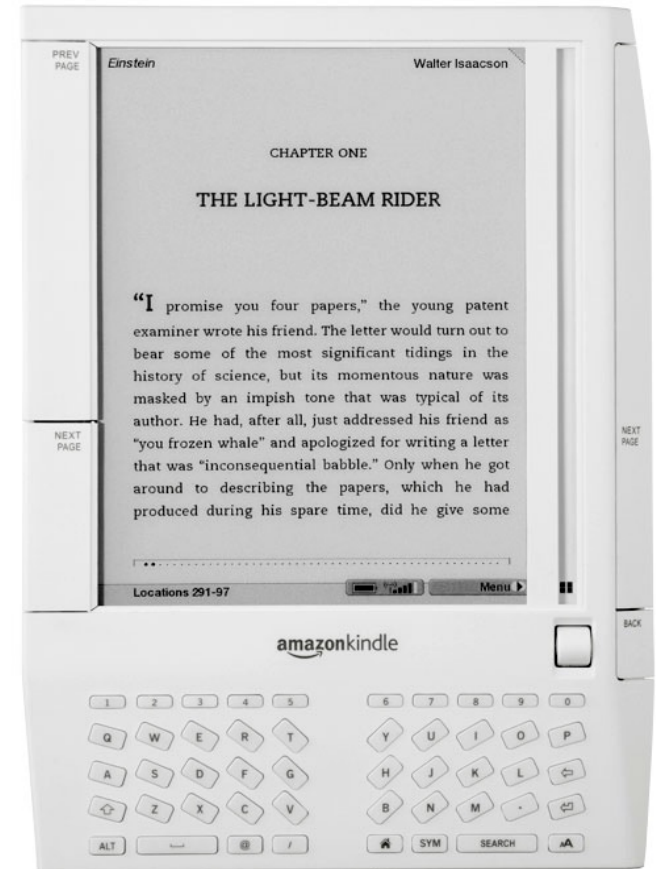
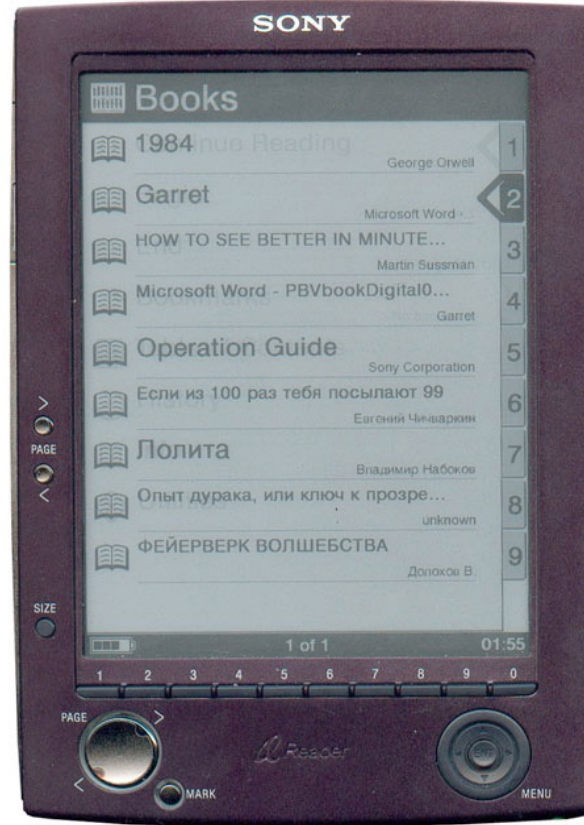
as of October 2009

Most users will have smartphones by 2011

U.S. Smartphone Penetration & Projections



3% of adults in the U.S.
own an **e-book reader**



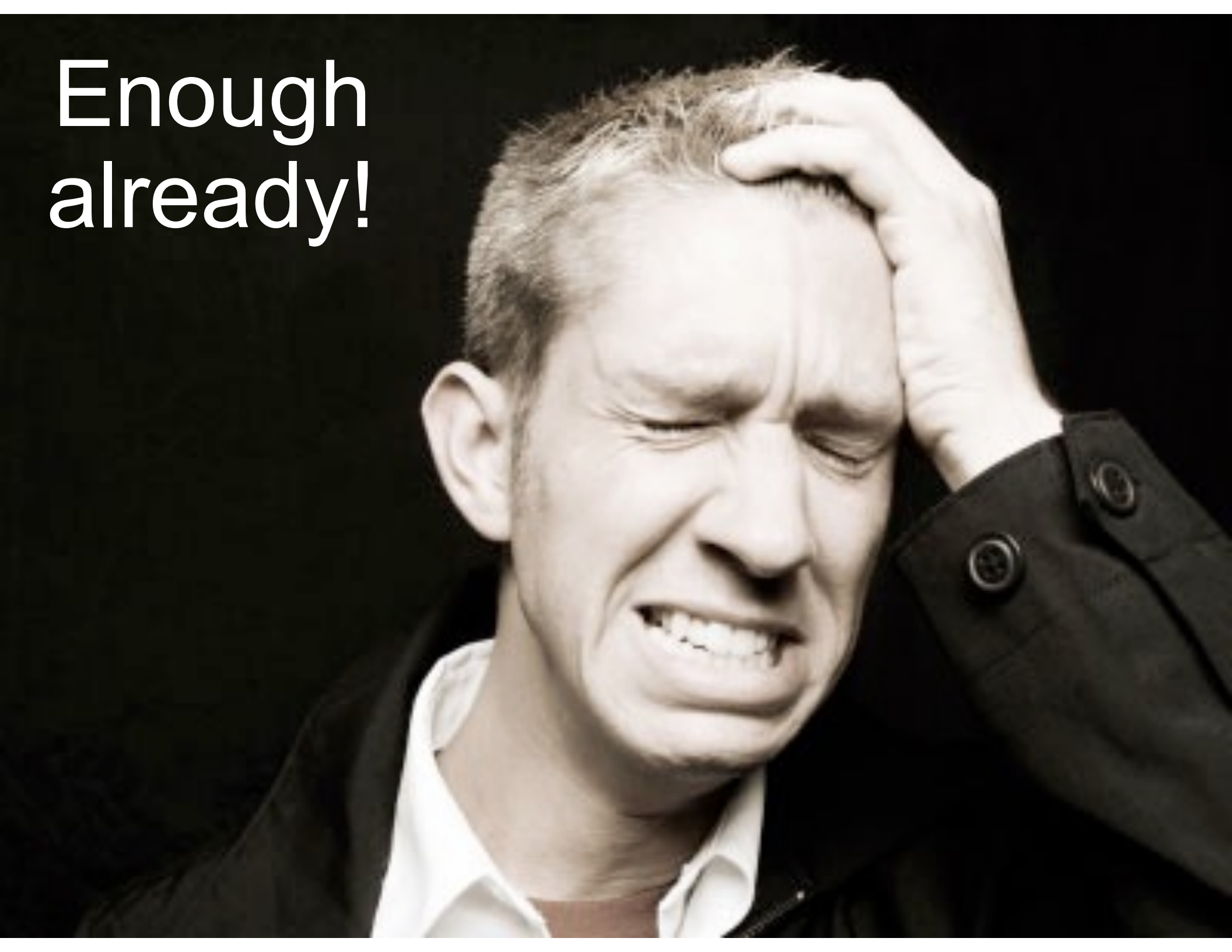
- From the Pew Internet & American Life Project, September 2009

75 million
Twitter accounts
and
15 million are
active users

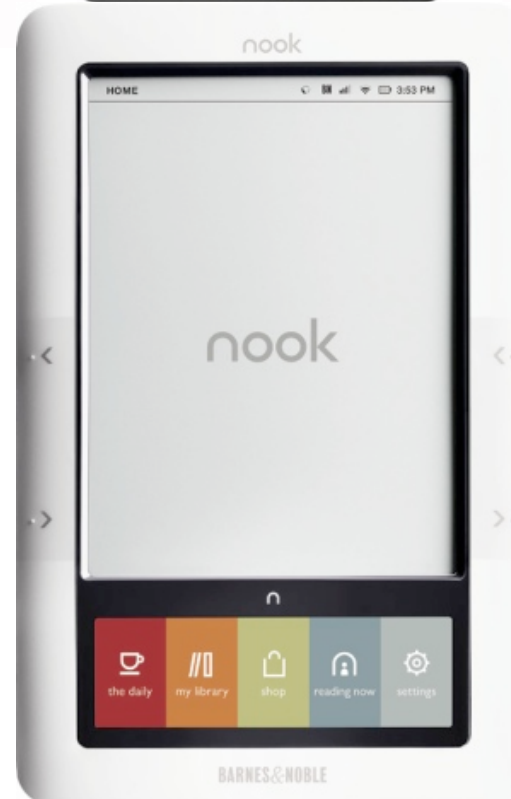
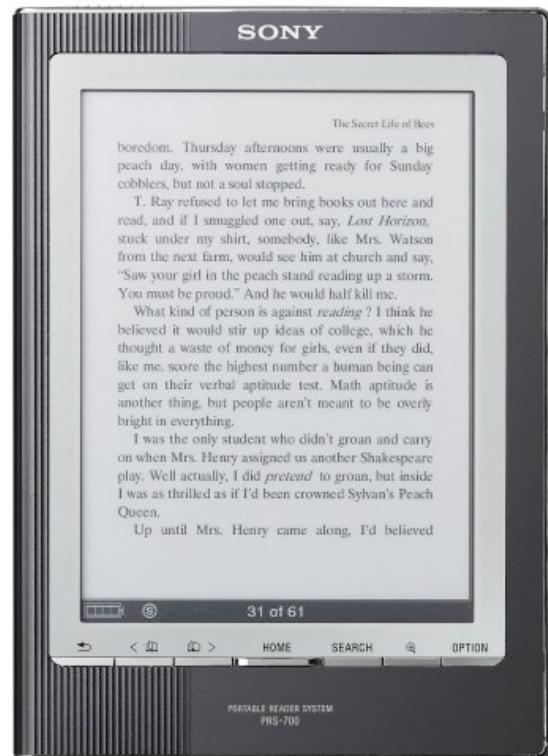
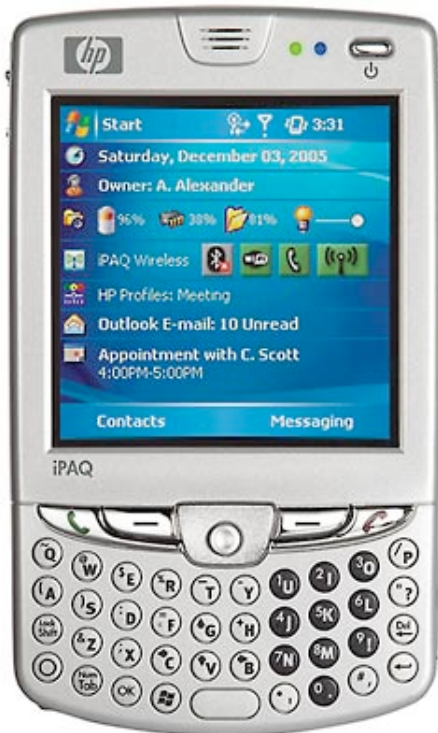
as of january 2010



Enough
already!



Mobile technology is **THE** hottest topic in libraries today



Libraries and library staff
need to become:

mobile
-literate
-aware
-friendly
-providers

“Librarians equipped with mobile literacy skills are equipped for success in this mobile world.”

- Joe Murphy, Science Librarian, Coordinator of Instruction & Technology, Yale University, and frequent presenter and prolific author on mobile technologies




What can libraries
do with
mobile
technologies?





mobile sites & catalogs

Nashville Public Library




NASHVILLE PUBLIC LIBRARY


A CITY WITH A GREAT LIBRARY IS A GREAT CITY[®]


Search Library Catalog

GO

- Classic Catalog
- My Account
- Locations & Hours
- Books, Movies & Music
- Databases & Web Sites
- Local History & Info
- Events & Classes
- Kids Zone
- Teen Web
- Ask a Librarian
- Services
- For People with Disabilities

 **RSS & Podcasts**

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Introducing the AirPAC

Access Mobile Library Catalog: [AirPAC](#)

The library catalog is now available on all Internet-accessible handheld wireless devices, including smartphones and PDAs. AirPAC delivers the same collection using smaller files to accommodate small-screens and wireless connections.

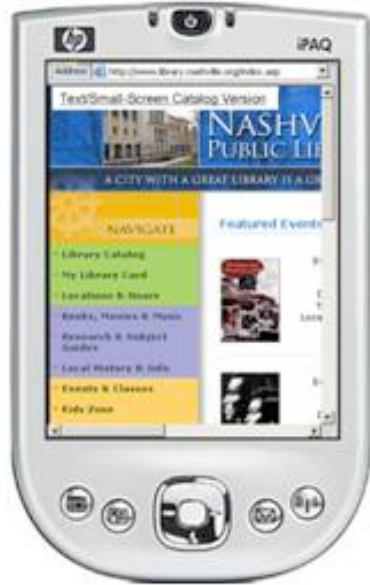
A link to "Text/Small-Screen Catalog Version" will appear in the upper-right corner of the library web page when viewed on a PDA.

What features are available in AirPAC?

- ▶ View your library account.
- ▶ Renew items, place requests, and view overdue fines and fees.

Please note:

- ▶ You must type the entire library card number, including "25192."
- ▶ You will not see *Saved Searches*.
- ▶ You cannot alter your contact information.

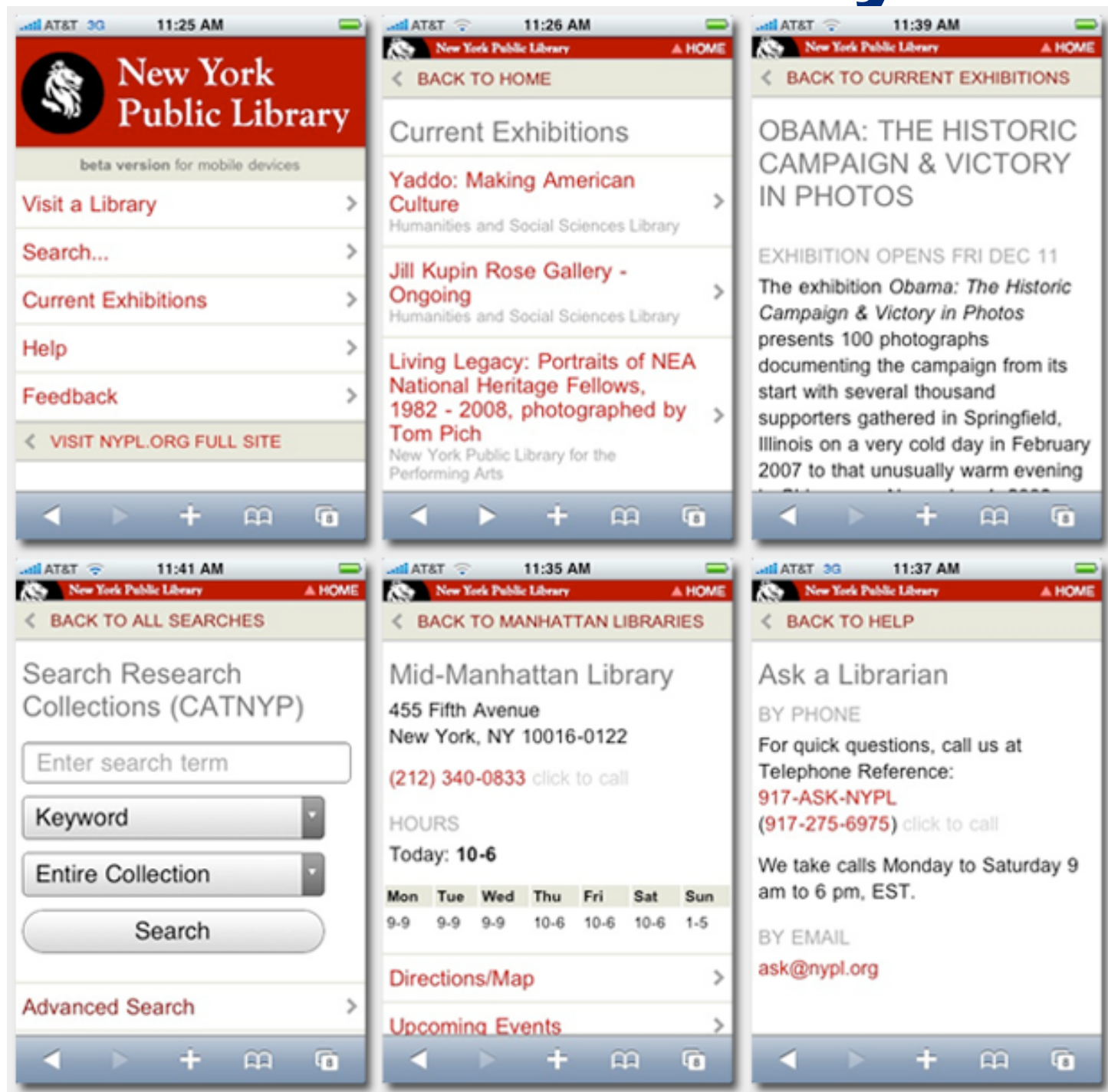


[Watch the AirPAC in action](#)

Use "CC" to activate Closed Captioning.

Requires Flash player.

New York Public Library



North Carolina State

NCSU LIBRARIES MOBILE

Connect with the Libraries from your mobile device

The new NCSU Libraries Mobile site gives you access to essential library information, optimized for your mobile device. You can search for available computers, find hours and locations of branches and library services, look up items in the catalog, and even see the coffee line using the Hill of Beans webcam.



Click here to preview
NCSU Libraries Mobile

Get information about the Libraries anywhere

To access the new NCSU Libraries Mobile site, point your mobile device's web browser to: www.lib.ncsu.edu/m

You can also access the Libraries from the new NC State Mobile Web site which provides a collection of campus-wide news, events, tools and services. Just use your mobile device to browse to: m.ncsu.edu

Use almost any type of mobile device

NCSU Libraries Mobile is able to be used by a wide variety of devices including flip phones, BlackBerrys, and iPhones. The site automatically detects your device type and provides a format that works best for you.

Send us your ideas and suggestions

The NCSU Libraries Mobile site will be adding new tools including study room availability and reserving, book requests, and GroupFinder. If you have a suggestion for a useful service to have on your mobile device, send us an email: mobile_libraries@ncsu.edu.





mobile apps

University of North Carolina





SMS / text messaging

Bryn Mawr College Library



B Bryn Mawr College Library
H Haverford College Library
S Swarthmore College Library

[Home](#) | [Login](#) | [Reserves](#) | [Blackboard](#) | [Get Help](#)

[Subject Portal](#) | [E-ZBorrow/ILL](#) | [Off-Campus Access](#)

start over request save records MARC display return to list modify search

(Search History)

KEYWORD

mobile

[View Entire Collection](#)

[Search](#)

1196 results found. Sorted by **relevance** | [date](#) | [title](#) .

Record: [Prev](#) [Next](#)

Title Handbook of **mobile** communication studies / edited by James E. Katz
Publisher Cambridge, Mass. : MIT Press, c2008

LOCATION	CALL NO.	STATUS
B Canaday	HE8713 .H36 2008	AVAILABLE

Send via Text Message

?

- 1 Introduction / [James E. Katz](#) 13
- 2 Digital Divides and Social Mobility 13
- 3 The **Mobile** Makes Its Mark / [Lara Srivastava](#) 15
- 4 Shrinking Fourth World? Mobiles, Development, and Inclusion / [Jonathan Donner](#) 29
- 5 **Mobile** Traders and **Mobile** Phones in Ghana / [Ragnhild Overa](#) 43
- 6 **Mobile** Networks: Migrant Workers in Southern China / [Pui-lam Law](#), [Yinni Peng](#) 55
- 7 **Mobile** Communication in Mexico: Policy and Popular Dimensions / [Judith Mariscal](#), [Carla Marisa](#) 65



► [Cover Image](#)
► [Review - CHOICE Magazine](#)

Denton Public Library

The Denton Public Library

[HOME](#)[ABOUT](#)

New Text-Messaging Service

November 16, 2007

The Denton Public Library is introducing a new text-messaging system to make information more accessible to its customers.

Text message notification is used to inform customers of items ready to be picked up, due dates, items that are overdue and other notices through their cell phones.

The text message service is only available to library cardholders with text messaging capabilities on their cell phones or mobile devices. Those interested can register for the service at the checkout desk of any of the branch locations.

For more information on how you can sign up for this service, visit the Denton Public Library, call 940.349.8752 or see the library's Web site at www.dentonlibrary.com.

Baylor University



Instant Message

Get research help online using Instant Messenger software. This service is available during the Central Libraries' regular hours.

IM your BaylorLibrarian - more information



Email

Send your questions via email **by filling out this form**. Our professional staff will respond within 24 hours on weekdays and 48 hours on weekends.



Phone

Call **(254) 710-2122** during the Central Libraries' regular hours for research assistance.



In Person

Stop by the **information desk in Jones Library** to get help in person.




Text Message

Send a text message to **(254) 275-4340** to get answers to your short, quick library questions.



mobile collections

Hennepin County Libraries



CATALOG INTERNET BIRTH TO SIX KIDS TEENS SENIORS WORLDLINKS JOB & CAREERLINKS

REFERENCE & RESEARCHBOOKS & READINGSUPPORT YOUR LIBRARYLIBRARY INFORMATIONEVENTS & CLASSES**MY ACCOUNT**

DIGITAL CATALOG

search for ALL

☐ Only show titles with copies available

[Digital Home](#) [My Downloads](#) [My Digital Account](#) [Login](#) [Advanced Search](#)

COLLECTIONS

- iPod®-compatible Audiobooks!
- Downloadable Music
- Newly Added Video
- Most Popular Audio
- New Audio Releases
- Staff Audio Suggestions
- View all Audiobooks
- View all Videos
- View all Music

BROWSE BY SUBJECT

AUDIO FICTION

- General Fiction
- Historical Fiction
- Literature
- Mystery & Suspense
- More...

AUDIO NONFICTION

- General Nonfiction
- Biography & Autobiography
- Language Learning
- History
- More...

CHILDREN/YOUNG ADULT

- Children's
- Young Adult
- More...

MUSIC

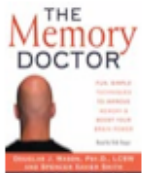
- Ballet
- Blues
- Chamber Music

With OverDrive Media Console v3.2, most WMA Audiobooks are iPod®-compatible! In just a few clicks, send titles to your Windows®-formatted iPod; the 'Plays on' icons at this site indicate iPod-compatibility. [For more on OMC v3.2, click here.](#)

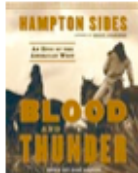
Welcome**iPod® Users**VideoOMC for Windows Mobile®

Please note that you may download titles to your personal computer or PDA at your home or office but it is not possible to download them at Hennepin County Library workstations.


iPod®-compatible Audiobooks! [more...](#)



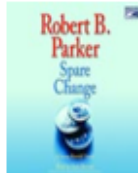
The Memory Doctor
Douglas Mason



Blood and Thunder
Hampton Sides




The Diamond of Darkhold
Jeanne Duprau




Spare Change
Robert B. Parker


Downloadable Music [more...](#)




BERLIOZ: Overtures
[ENHANCED]



DVORAK: Symphonies
Nos. 1-9



U-Catastrophe
Simon Collins




DVORAK, A.: String Quartets, Vol. 8 (Vlach)

NEW TO DIGITAL MEDIA?

- Quick Start Guide
- Digital Help--FAQ
- Check Out Assistance
- Supported Portable Audio Devices

[download digital media](#)
GUIDED TOUR



DIGITAL MEDIA SOFTWARE

- WMA OverDrive Audio Book
- WMA OverDrive Music
- WMA OverDrive Video

OTHER DIGITAL COLLECTIONS

Duke University Libraries





mobile instruction

Arizona State University



John Hopkins University Libraries

#4: [How to Make Maps](#)

Length: 23:06

File size: 21.1 MB

"About 80% of the data [collected] in the world is related to some place on the earth's surface," says Jim Gillispie, head of the Government Publications/Maps/Law Library (GPML). Jim talks with Andrea Bartelstein about ArcGIS, mapping software that enables users to analyze geospatial data and create their own custom designed maps. "Maps are not about answering your questions, but [...] giving you all the details for you to ask more questions of the map. ...What's kind of neat is you get to choose what components you want to bring to the map."

Music: "State Caps" (Smallfish), with thanks to the [PodShow Podsafe Music Network](#)

Featured links:

[Maps and GIS Resources at GPML](#)

Government Publications/Maps/Law Library home page

#3: [Who's Citing Whom?](#)

Length: 11:08

File size: 10.2 MB

How can you find out who's cited a particular article or author? Want to know what kinds of research an author is doing or understand its place within a discipline? Don Juedes, Librarian for Art History, Classics, and Philosophy, discusses the **Web of Science** databases and why they're not just for scientists. He gives specific examples of how students and faculty in every field can use this important resource.

Music: J.S. Bach, Violin Concerto in A Minor, BWV 1041 (soloist Lara St. John), with thanks to [magnatune.com](#)

Featured link:

[Web of Science](#) ⓘ

Web of Science provides seamless access to the Science Citation Expanded®, Social Science Citation

Click on the podcast link to listen on your computer, or right-click to download the file.

Automatically download new podcasts from this site to your mp3 player or other portable device by subscribing to the RSS feed. [What is RSS?](#) **RSS**

Click on the orange RSS icon and copy the URL or shortcut into your [feed reader](#).

Also of interest...

[An interview with Sayeed Choudhury](#), Associate Director for [Library Digital Programs](#) and Hodson Director of the Digital Knowledge Center at the Sheridan Libraries. Sayeed was interviewed by Matt Pasiewicz at the 2005 Fall Task Force Meeting

Washington State University Libraries

Podcasts and Videocasts from the WSU Libraries

[RSS](#) [XML FEED](#)

"How To ..." - Help with Library Resources and Tools

Choosing your search words: This videocast takes you through the process of choosing search terms, the words that you will use to search the catalog, indexes and google. Recorded by librarian Betty Galbraith in August 2009. 8 min in length.



Starting a Research Paper: This covers the research process for writing a paper. Recorded by librarian Betty Galbraith in August 2009. 9:41 in length.



LISTEN



SAVE AS MP3

Bookmarking Library Indexes from Off-Campus: This tutorial will walk you through bookmarking a library index from off-campus, so that you can go to the index in such a way that the company that supplies it knows that WSU has paid for your access. Bring up your web browser before starting the podcast. Recorded by librarian Betty Galbraith in June 2009. 3:46 in length.



LISTEN



SAVE AS MP3

Choosing Search Terms: This offers help with selecting search terms for more effective searching of library catalogs, indexes, and the internet. Recorded by librarian Betty Galbraith in April 2007. 2:30 in length.



LISTEN



SAVE AS MP3

Narrowing Searches Using the AND Command: This explains how to use the search command AND to combine several research elements into





mobile tours

Woodbourne Library

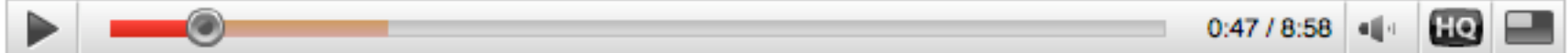


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Woodbourne Library Children's Tour



Seattle Public Library

SELF-GUIDED TOURS OF CENTRAL LIBRARY

Explore the Central Library on your own! Take a self-guided tour of the Central Library to learn more about the building and its services. The Library offers self-guided tours in the following formats:

iTunes Subscribe to our Central Library podcast using the iTunes Music Store

RSS Subscribe to our Central Library podcast via other podcatchers (such as Juice) or RSS/Podcast aggregator (Bloglines, My Yahoo, Google Reader) using this URL:
http://www.spl.org/Audio/podcasts/podcast.spl_tour.xml



View an online virtual tour - Tour the library on your computer with former City Librarian Deborah L. Jacobs as your guide.



Download an audio tour - Download a 30-minute audio tour to your iPod or MP3 player to use as your guide when visiting the Central Library.



Print a **Map and Tour of Central Library** or **Self-guided Tour of Key Attractions**.

Self-guided tour information and maps are available at the Welcome Desks located at the entrances to the building. For more information, [Ask a Librarian](#) or call 206-386-4636.



QR codes

Sacramento Public Library

Library Goes Live With QR Codes...08.14.09

The QR code on this blog will  to add the phone number for our new *My Info Quest: text 4 answers* service to your cell phone contacts, so you can text us the next time you have a burning question and get an answer in minutes from a librarian. (You can add it or decline it.)

If your camera phone is equipped with a data plan, and if you have acquired a [code reader](#), just point your phone's camera at the code and take it away!

Posted by annot8 at 1:21 PM [0 comments](#) [Links to this post](#) 

Labels: [cell phone](#), [code](#), [my info quest](#), [QR](#), [reader](#), [text](#), [txt](#)

TUESDAY, AUGUST 11, 2009

 **RINCÓN LATINO: PELÍCULAS EN ESPAÑOL**

„SIN NOMBRE” de Cary Joji Fukunaga 

 14 08 2009

My Info Quest

TXT 4 ANSWRS 309-222-7740

Translate This Into:

Link Depot

[This Month's New Titles](#)

[Download the library toolbar](#)

The Civil Librarian has posted about the Sacramento Public Library with their first application of QR Codes:

"Sacramento Public Library has 'gone live' with our first application of QR codes! This is a small one but I'm excited nonetheless because of the great potential that QR codes have in improving our services. On our library blog, [Grand Central](#), we now have a QR code posted in the sidebar that, when scanned, will load the contact information for our SMS reference service directly into the user's phone..."

TEXT 4 ANSWERS

ON THE GO? NEED ANSWERS?

Receive a text answer from a librarian in minutes!

Text your question and library code "SPL" to:

309-222-7740

Monday through Friday: 6:00am-8:00pm & Saturday: 7:00 a.m.-3:00 p.m.



My Info Quest

(Use our QR Code to add our text reference service to your phone's contact list. First, download [I-nigma's](#) free QR Code scanner to your mobile device.)

Text 4 Answers is our pilot text messaging service that allows you to send us your questions via text message. Normal text message rates apply. Brought to you by Sacramento Public Library & My Info Quest

Dream
Imagine
LEARN
Create

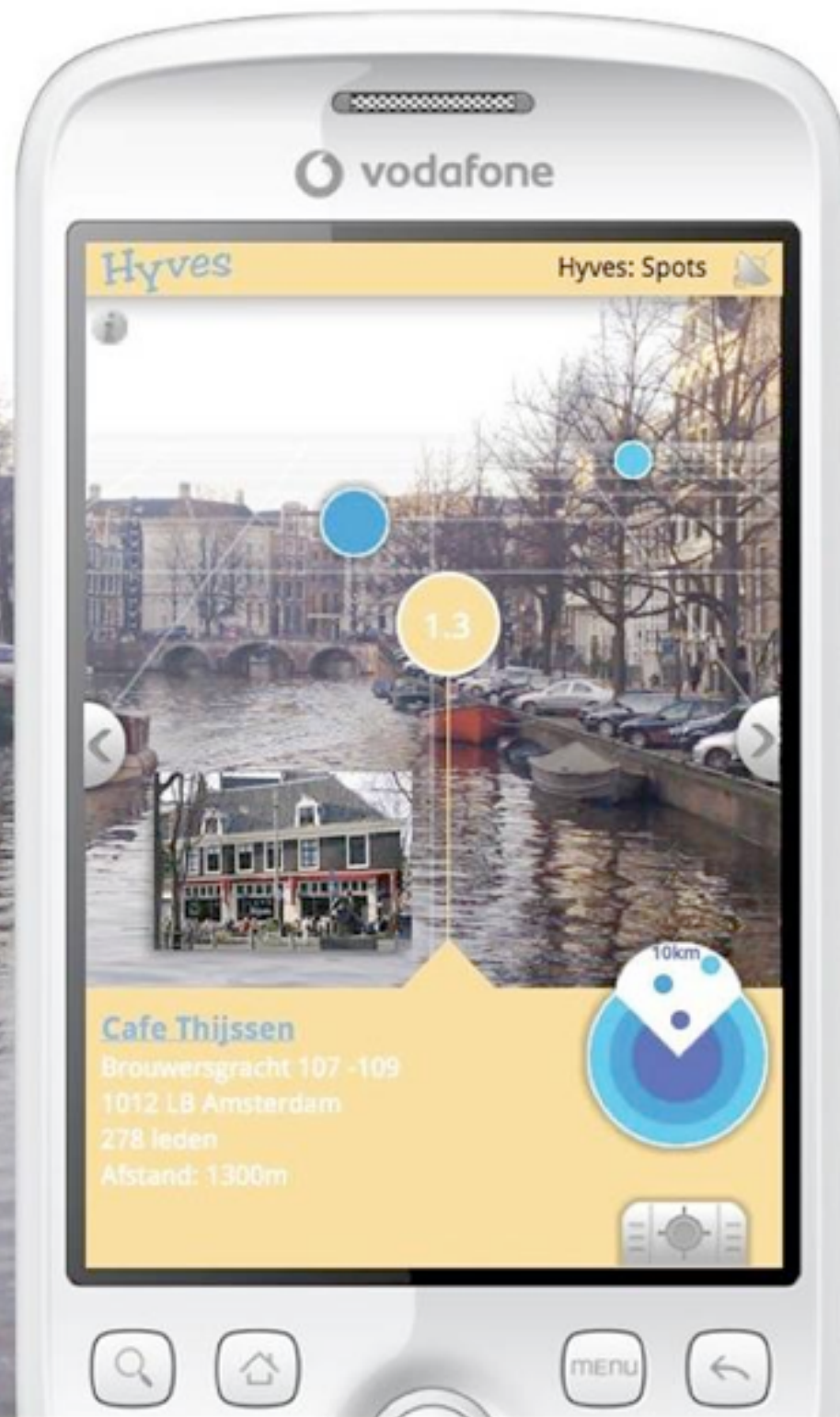
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augmented reality

AR is the overlaying or augmenting of the physical world with layers of digital information.





ebooks

Digital rights management

Long battery life

Tons of free books available

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Built-in mp3 player

Supports multiple formats



Holds about 1,500 books

Historical photos from your collections

Easy to circulate

Some have touch screens

Read PDF articles downloaded from databases

Can use your library's free wi-fi

Texas A&M University Libraries

Borrow a Kindle

The Evans Library offers [Amazon Kindle ebook readers](#) for checkout to Texas A&M students, faculty and staff. The Kindles have 6" E Ink "Electronic Paper" reading screens, 170 ppi, and come with protective covers, carrying cases and USB cables. Each holds more than 150 books in their memory and uses a proprietary format that restricts content to titles purchased from Amazon.com.

The library has 18 Kindles for checkout. As a result of high demand, the **wait period may be 5-6 months**.

The loan period is 14 days with no renewals.

[Features of the Amazon Kindle](#)

[Books available for the Kindle from Amazon.com](#)

[More information on the Amazon Kindle](#)

Request books to be loaded onto a Kindle and you will be contacted when the Kindle is ready to be checked out.



North Carolina State University

EBOOK LENDING

The NCSU Libraries offers Sony Reader, Amazon Kindle 1 and Kindle 2 eBook readers for check out to NCSU students, faculty, and staff. Both have the same 6" E Ink "Electronic Paper" reading screens, 170 ppi, and come with protective covers and USB cables. Each holds more than 150 books in their memory or more with an SD flash memory card.

eBooks loan to NCSU students, staff, and faculty. The loan period is one week with no renewals. Overdue charges accrue at the rate of \$10.00 per day.

Online Waiting List

Amazon Kindle

Kindles are available for a user-selected popular reading collection. Features and specifications for the Amazon Kindle 1 and Kindle 2 can be found [here](#).

Kindle Titles Available

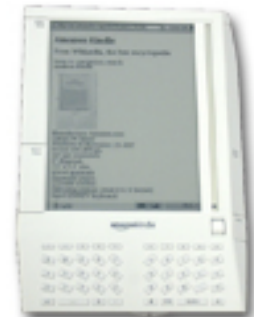
Sony Reader

Two Sony Readers are available for borrowing. Each contains 100 classic titles.

To see the titles available, display the Table of Contents in the catalog records:

- [Sony Portable E-Book Reader 1](#)
- [Sony Portable E-Book Reader 2](#)

Features and specifications for the Sony Reader can be found [here](#).



River Forest Public Library

Hella Westbrook History Kindle:

Team of Rivals by Doris Kearns Goodwin

American Lion by Jon Meacham

Hunting Eichmann by Neal Bascomb

The Worst Hard Time by Timothy Egan

Mysteries of the Middle Ages by Thomas Cahill

Basilica by R.A. Scotti

Ghost Map by Steven Johnson

The Great Transformation by Karen Armstrong

Non-Fiction Kindle:

Dewey by Vicki Myron and Bret Witter

Dreams From My Father by Barack Obama

Nemesis by Chalmers Johnson

Outliers by Malcom Gladwell

The Snowball by Warren Buffet

3 Cups of Tea by Greg Mortenson

What Happened by Scott McClellan

When You are Engulfed in Flames by David Sedaris

Wisdom of Our Fathers by Tim Russert

Mark Coe Leadership Kindle:

Art of War by Sun Tzu

The Servant by James C. Hunter

Tribal Leadership by Dave Logan, John King, and Halee Fischer-Wright

A Whole New Mind by Daniel H. Pink

Strengths Finder 2.0 by Tom Rath

Owning Up by Ram Charan

On Becoming A Leader by Warren Bennis

The Speed of Trust by Stephen M.R. Covey and Rebecca R. Merrill

A Description of the methods adopted by the Duke Valentino when murdering Vitellozzo Vitelli, Oliverotto da Fermo, the Signor Pagolo, and the Duke di Gravina Orsini by Niccolo Machiavelli

The Power of Nice by Linda Kaplan Thaler and Robin Koval

Crucial Conversations by Kerry Patterson

One Minute Manager by Kenneth Blanchard, Ph.D. and Spencer Johnson, M.D.

Howe Library

Amazon Kindle - Try It Out!

Wednesday, January 14, 2009



The Howe Library has three Amazon Kindles, wireless and portable reading devices. Each device holds approximately 200 titles, but Howe Library is offering a limited number of titles because our goal is to simply give our patrons the opportunity to try out new technologies. The Kindles are available to take home for one week and you may place your name on the reserve list, just as you do with other library materials. More information about the Kindle may be found at Amazon's web site: www.amazon.com.

This new service is made available by the **Sunup Foundation** which has recently donated funds **in memory of Joy Lange Boardman**, a long-time library volunteer.



tablets



Will Apple's iPad (and other devices like it):

- Save the publishing industry?
- Be an awesome gaming console?
- Make e-readers obsolete?
- Replace or compliment your computer?
- Be circulated in libraries?
- Be used by librarians to aid them in doing their job more effectively?
- What are your questions?

For more examples of libraries
providing innovative mobile services:

Library Success: A Best Practices Wiki



<http://www.libsuccess.org/index.php?title=M-Libraries>



UH Libraries microgrant program

Microgrants: Growing from Strategic Directions



E-Readers

Cougar Social
Media Showcase

Finals Mania

Learning Commons
Video Contest

Librarian trading cards

Library Commercials
on the Student Video
Network

Microgrants

Library
Green
Initiative

SPARKY Awards

Branding Campaign

"History of UH"
Stationary

READ posters

Staff Outreach
Program

Disciplinary Professional
Organization Membership
for Subject Librarians



iPod Touch Microgrant



Training

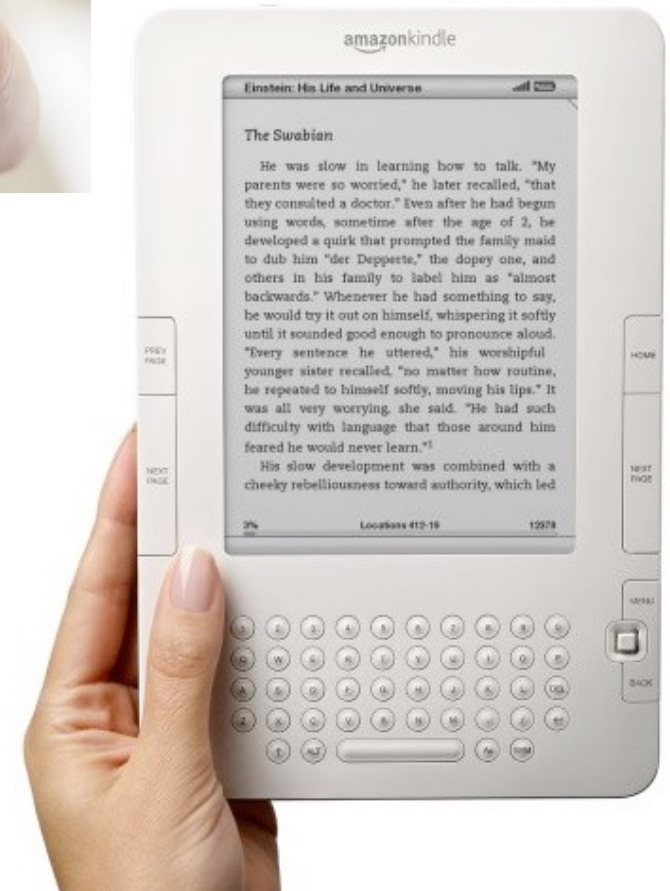
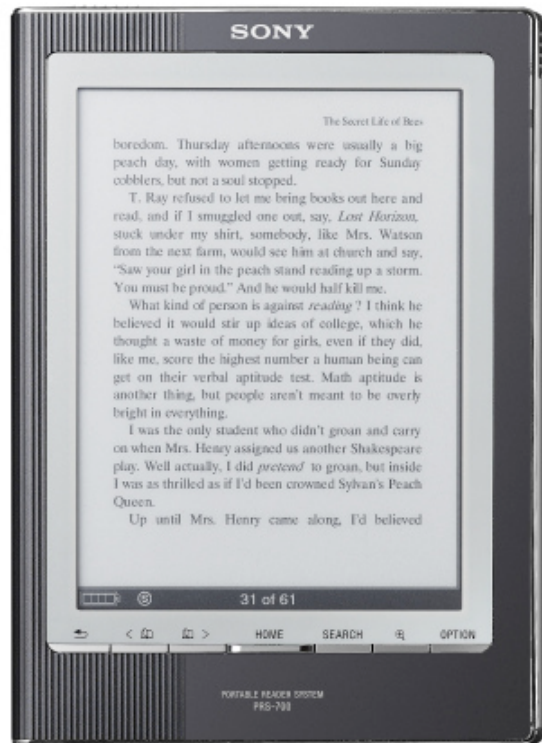


Survey



Interviews

eBook Reader Microgrant





other funding ideas

Ideas


- Write a microgrant or similar detailed proposal
 - <http://www.librarygrants.blogspot.com/>
 - Work with the grant-writing department at your institution
- Create buy-in with library administration
- Look for collaboration opportunities in your community
 - iPhone app programming class at UH

More ideas

- Investigate peer libraries using mobiles devices
- Hold a mobile device petting zoo and do training (Don't be afraid to play!)
- Use mobile devices everywhere, and record success as well as challenges
- Share your experiences
- Investigate to see if your campus is offering mobile services, and if so, collaborate

Even more ideas

- Work with your development office to get funding to purchase mobile devices or to create apps
- Partner with library vendors offering mobile interfaces and apps
- Partner or trial a new device and report usage to the company
 - Penn State Libraries:
http://www.libraries.psu.edu/psul/lis/sony_reader.html



What do you want
YOUR LIBRARY'S
mobile landscape
to look like?

Thank you!

Email: vacekrae@gmail.com

Social: vacekrae

(gtalk, yahoo, twitter, flickr, delicious, etc.)

Friend me on Facebook!

Presentation available online:

slideshare.net/vacekrae

