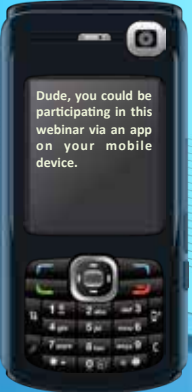


The Mobile Revolution and Libraries: An Overview



THE MOBILE REVOLUTION AND LIBRARIES

A Four-Part Infopeople Webinar Series
Part 1: General Overview
Thursday, Sept. 27, 2012
Presenters: Lori Bell and Tom Peters

Infopeople helping libraries think differently



Upcoming Webinars in This Series

- **Thurs. Nov. 15, 2012:**
Text a Librarian Services
- **Thurs. Jan. 17, 2013:**
QR Codes
- **Thurs. March 14, 2013:**
Mobile Website Design



Basic Ingredients: Devices

- Mobile Phones
 - Feature phones
 - Smartphones
- Tablet computers
- Netbooks
- Ultrabooks
- Laptops
- Portable gaming devices
- Mobile devices for kids

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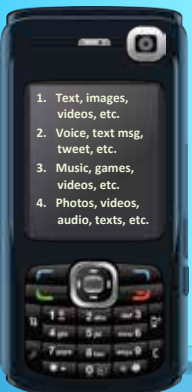
**Basic Ingredients:
Operating System**

- Android
- iOS
- Microsoft
- Blackberry



**Basic Ingredients:
Mobile Networks**

- 3G
- 4G
- Wi-Fi
- Bluetooth
- Near Field Communication (NFC)




**Four Essential Activities
on Mobile Devices**

1. Finding and interacting with info objects.
2. Communicating with others in various near-real-time ways.
3. Being entertained in various ways.
4. Create and edit content in various ways.

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The mobile revolution has become one of the fastest technology revolutions in the history of humanity.

Scope and nature of the mobile revolution


- Mobile/cellular subscriptions up to 6 billion by end of 2011 – global penetration of 86%
- At end of 2011, 105 countries (54% of 195 nations) with more cellular subscriptions than inhabitants



Tech revolutions often contain at least two phases.

Intimations of subsequent social/cultural revolutions

- 1) Adoption and diffusion of devices
- 2) Social, cultural, economic and legal changes occur



The mobile revolution is a popular, global revolution rather than one fueled by the geek elite.

How is the mobile revolution different from earlier web/Internet revolutions?

- More broad based than the other two
- More about context and place of use than content and style
- Everything but net: The networking aspect is now a source of growings about slowness, spotty coverage, and cost.

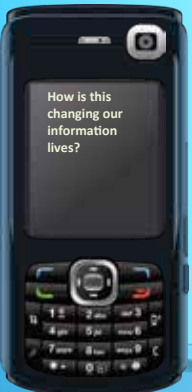
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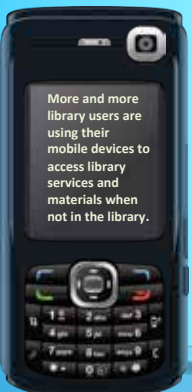
Trends in the U.S.

- More Americans own smartphones than regular feature phones
- Adoption of smartphones by US blacks and Hispanics outpaces those of whites
- Text messaging and taking photos are the most used functions of cell phones.



Among Librarians and library users

- Librarians have less control over the user experience and the device
- The mobile revolution presents librarians with a third major service platform after in-person and web-based
- Mobile platform allows librarians to participate in professional activities

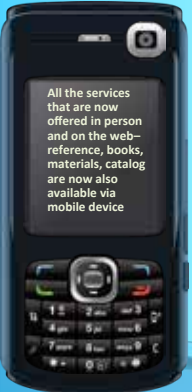


The Mobile Library and the Library Without Walls

- Services include:
 - Text message reference
 - -sometimes when they are enroute
 - Short questions followed by short answers
 - Rapid response times – seconds or minutes, not hours or days

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Library Without Walls Continued

All the services that are now offered in person and on the web—reference, books, materials, catalog—are now also available via mobile device

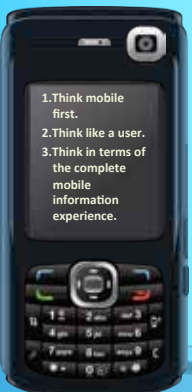
- Changing nature of the needs, preferences, and modalities of mobile optimized library services
- Expansion of the library's website to a more expansive web presence powered by social media



The Mobile Revolution in Bricks & Mortar Libs

Some "distant" mobile users of library services are within easy walking distance of a face-to-face service point.

- Rapidly increasing demand for mobile networks in libraries.
- Insatiable demand for electrical outlets
- New furniture types and configurations
- Parking lot patrons



Possible Action Avenues for Librarians

1. Think mobile first.
2. Think like a user.
3. Think in terms of the complete mobile information experience.

1. Protests and Boycotts
2. Talking with Publishers
3. Talking with Vendors
4. Appeals to Altruism
5. Focus on Content
6. Focus on Services
7. Focus on end-user devices
8. Process Improvements
9. Focus on Gestalt Experience
10. Litigation
11. Legislation
12. All of the Above

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Accelerating Change

Source: Blodget, Henry, 2012. "The Future of Mobile." A presentation given on March 21st. Slide 44.


- It took AOL 9 years to reach one million users.
- It took FB 9 months.
- It took Draw Something 9 days.



Potential Future Developments

Will the smart tattoo displace the smart phone as the smart phone displaced the pda?

- Will there be a centralization and shakeout of the various types and brands of mobile devices?
- Getting under our skin – devices will get progressively smaller and more integrated into our persons



No Finish Line

Thomas, Lisa Carlucci, 2012. "The State of Mobile in Libraries 2012" *The Digital Shift* (Feb. 7). Available online at <http://www.librarianshift.com/2012/02/mobile/the-state-of-mobile-in-libraries-2012/>

- The mobile revolution is not a "problem" to be solved once and forever.
- Thomas (2012) observes, "It's a race without a finish line."

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Read More About the Mobile Revolution and Libraries



Thank You for Your Time and Attention

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