THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO

Marta Abarca Villoldo
David M. Pons Chaigneau
Francisco José Rubio Montero
Raquel Vallés Navarro
Andrés Lloret Salom
THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO

Progress, improvements and new experiences on mobile web are happening while we are talking.
Our main goals at LIBER 2011:

- encourage all libraries that aren’t mobile to offer mobile services in an early future.

- you don’t need a big budget and neither many specialists working on it.
Performance Improvement Plan 2010 to improve communication between library and users

“Mobile web work group”
We are always moving in our society
  +
  We need to reach the fastest way to get the information
  =
Mobile devices and Internet everywhere.
Statistical reports show clear trends for mobile technology.

In Internet Trends 2010 by Morgan Stanley Research
Growth of mobile devices and smartphones

Better experiences when surfing on mobile devices

Companies adapting their web sites to the mobile web

Bigger use of mobile web

New users demands

THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO
THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO

Why should we have m-libraries?

Some tweets...

Surfing the mobile web has never been easier for anyone, anywhere, or at any time to find anything they want on their mobile devices.

@RockOverYou maldita sea, no logro abrir la web en el móvil

Treiral, [+] Sat 11 Jun 12:08 via TweetDeck

@danielestublin Dile a tu gente que ponga el plugin para ver la web en condiciones en el móvil! Un saludo!

ignacionl, [+] Sat 11 Jun 12:50 via Twitter for iPhone

Q las web de las compañías de telefonía no tengan versión móvil clama al cielo!!

JJRojas101, [+] Sat 11 Jun 22:15 via TweetDeck

consejo de usabilidad para @transantiago, un sitio web de transporte publico que no se puede ver desde un teléfono móvil no es muy útil...

enzo_fedrizzi, [+] Mon 13 Jun 00:02 via Twitter for iPhone

Me voy a la web móvil! Hablamos!!

julionavarretetv, [+] Mon 13 Jun 01:24 via Twitter for BlackBerry
Tweets collected from a bomb alert drill at the Library...

cessgabe89: RT @jatorba: Aviso de bomba en la biblio del #poli.... Tranquilos es un simulacro...
17 minutes ago via Twitter for BlackBerry® · Reply · View Tweet

bOrto: Nos acaban de desalojar de la biblio general del poli por aviso de bomba
33 minutes ago via Mobile Web · Reply · View Tweet

danicanof: aviso de bomba en el poli desalojen el poli.
about 1 hour ago via web · Reply · View Tweet

jatorba: Aviso de bomba en la biblio del #poli.... Tranquilos es un simulacro...
about 1 hour ago via Twitter for BlackBerry® · Reply · View Tweet

That prove that users are on the mobile web when they are at the library.
Our libraries are changing
LIBER 40th Annual Conference 2011. Barcelona

THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO

Goals:

- Adapt library to users needs
- Improve communication
- Increase the use of our collection
Interesting tools for m-libraries

- Mobile website & mOPAC
- QR codes
- Geolocation & Augmented Reality
Nobody expected the importance of the mobile web...
THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO
To adapt our website...

...we chose Joomla

- Already using it for other projects
- It is a **free** tool
- It supports **Javascript**
- Good **management of language versions**
- It has a **mobile version pluggin**
What does a mobile web user need?

Contents for the Mobile website

**General information**
- timetable, mails, telephone numbers, location

**An “ask a librarian” form**

**The last news**

**Access to blogs and social networks used by the library**

**The mOPAC**

**FAQs**
THE MOBILE WEB IN UNIVERSITY LIBRARIES:
MOBILIZE FROM 0 EURO

Create it yourself:

mOPAC of the Universitat Politècnica de Catalunya

Using commercial tools:

mOPAC
Aleph
AirPAC
Primo
An easy way to give some additional information to our mobile web users.
THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO

“Marching for the integration of QR codes at the library”
At UPV libraries we are using them:

- To download plans of the bookshelves of the library
- To show timetables
- To give user access to thematic books list
- As a link to a virtual exhibition on Flickr
- Putting codes near OPACS linking to videos or web pages where we explain how to use it.
- On posters promoting digital resources
To link a real exhibition to the virtual one on flickr.
Inclusion of QR codes on some books. The code links the book to his review in our blog.
THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO

✓ To download maps and location of bookshelves in the library or thematic lists of books.
Some Libraries are using them next to the item description on the OPAC

That QR code can show us some details of the item like its location.
Is the faster way for mobile web users to reach added information on a given time and place.

You only have to imagine possibilities, there are thousands.

You can generate and use QR codes for free, with no limits.
When maps arrived to our smartphones for the first time it was a great day for people with orientation problems...

Lets help our users by including our libraries on those maps.
THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO

Locate your libraries on Google maps...

...using Google places
New applications to catch potential users when they surf on the web.

- Facebook places
- Google places
- Gowalla
- Foursquare

✓ You can include some additional information of your library, such as contact details, photos, timetables, etc...
Augmented reality
It might be one of the most impressive technologies for mobile devices

Camera phone + Geo- Tags → Augmented Reality

THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO

Photo by STML
Some of the most important augmented reality browsers and applications

- Layar
- Wikitude
- Junaio
- Sekai Camera
- Google Latitude
Some applications of AR for libraries

To gain new users

New gate to our virtual library

Geosocial Networking

Geolocation of our libraries
The Ministry of Culture has created a layer of all the public libraries in Spain on Layar AR browser.

✓ A layer of all the UPV libraries it’s probably a future project for UPV libraries.
Conclusions

We can’t ignore the technology trends on libraries. Important for our professional future.

Our users like new technologies. They are using them to play, but also to communicate and find information.

Most of these new technologies are free. You don’t need to be an expert to use them.
THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO

Thank you for your attention.