



LIBER 40th Annual Conference 2011. Barcelona

THE MOBILE WEB IN UNIVERSITY LIBRARIES: MOBILIZE FROM 0 EURO

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UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA



**THE MOBILE WEB IN UNIVERSITY LIBRARIES:
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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.



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Performance Improvement Plan 2010  to improve communication between library and users



“Mobile web work group”



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Mobile web...Why???

We are always moving in
our society

+

We need to reach
the fastest way to get the
information

=

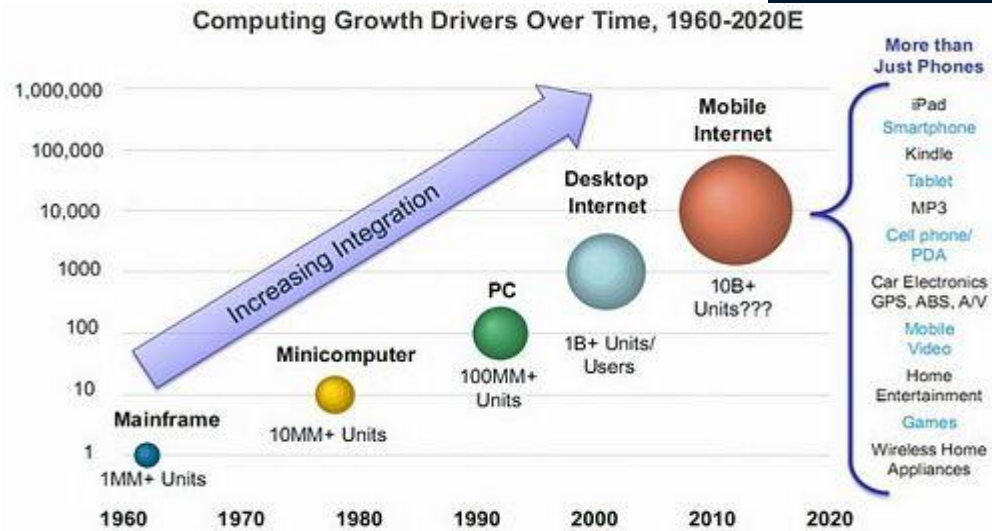
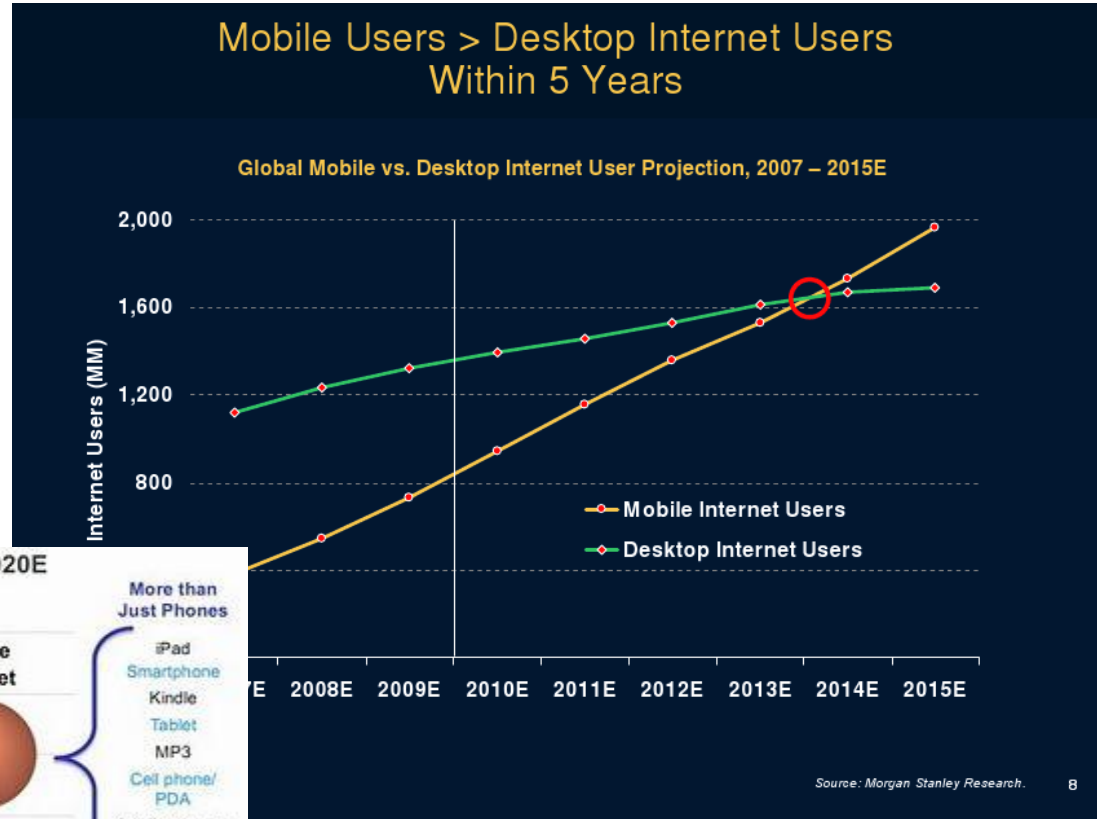
Mobile devices and Internet
everywhere.





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Statistical reports show clear trends for mobile technology

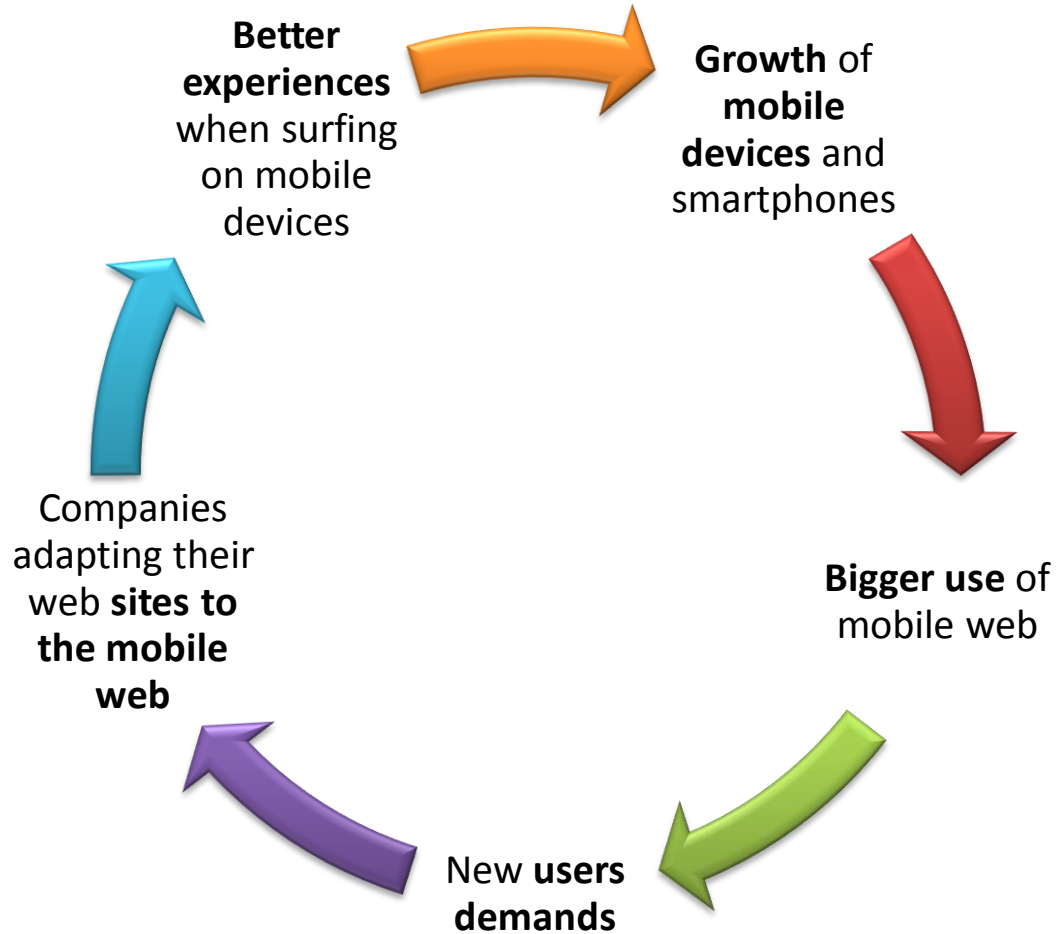


In [Internet Trends 2010](#) by Morgan Stanley Research



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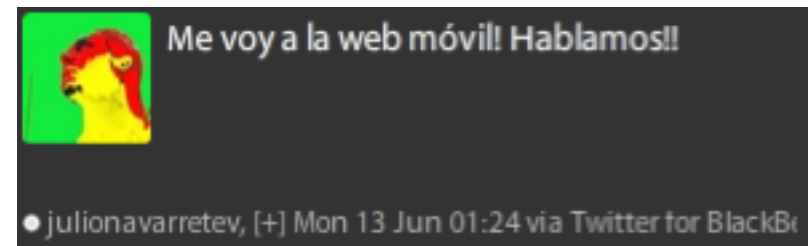
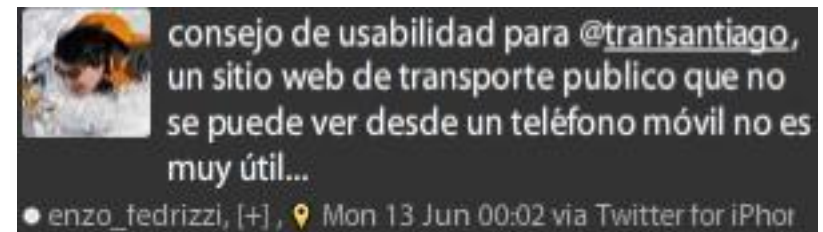
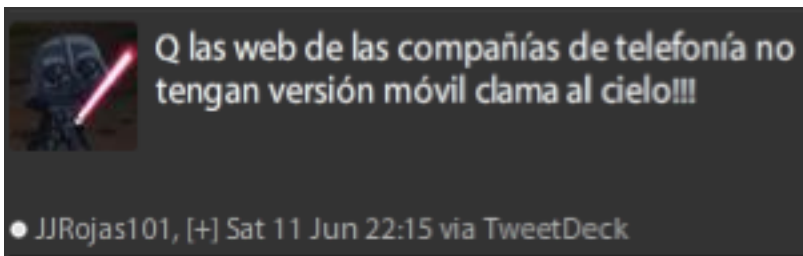
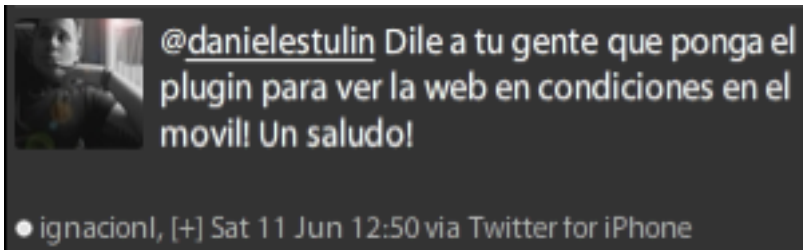
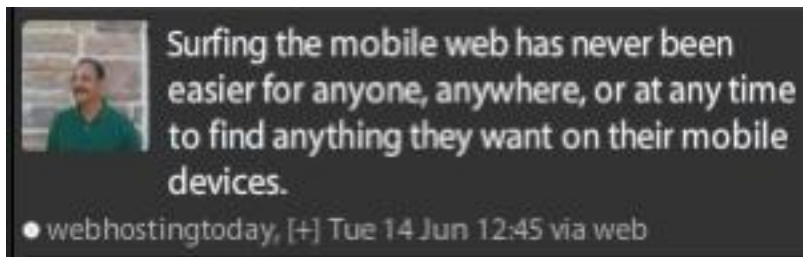




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Why should we have m-libraries?

Some tweets...





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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](#)



[b0rto](#): 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](#)

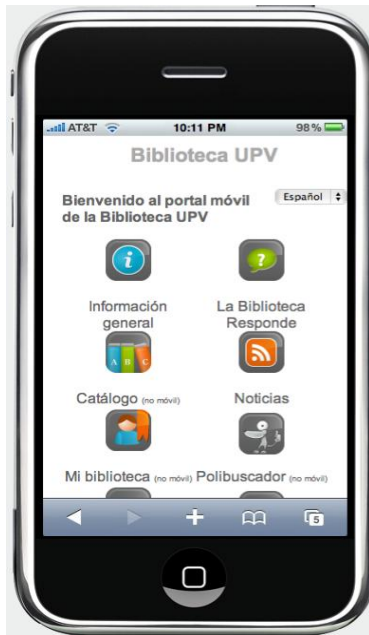
That prove that users are on the mobile web when they are at the library.



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Our libraries are changing





Goals :

Adapt library to users needs

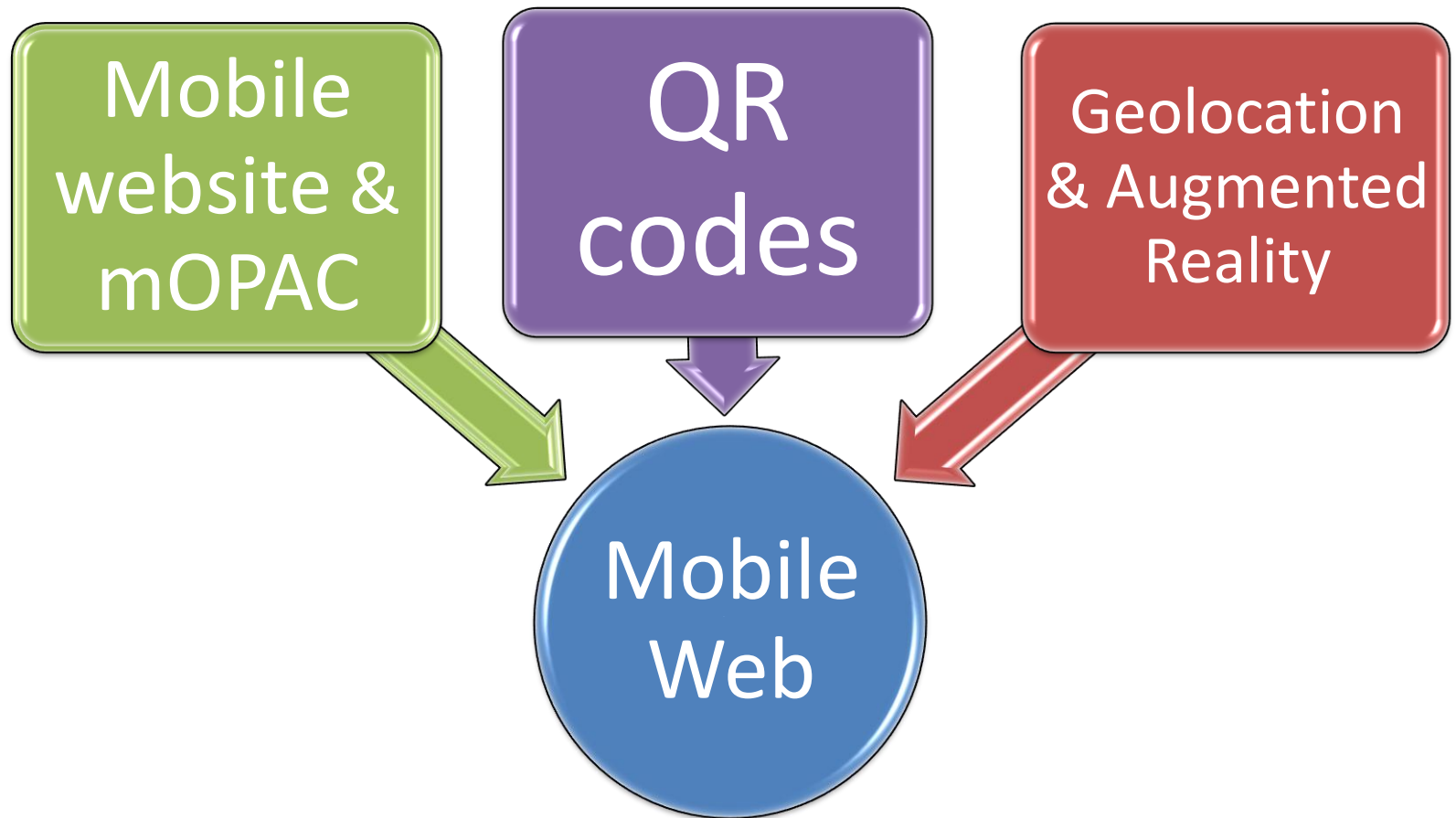
Improve communication

Increase the use of our collection



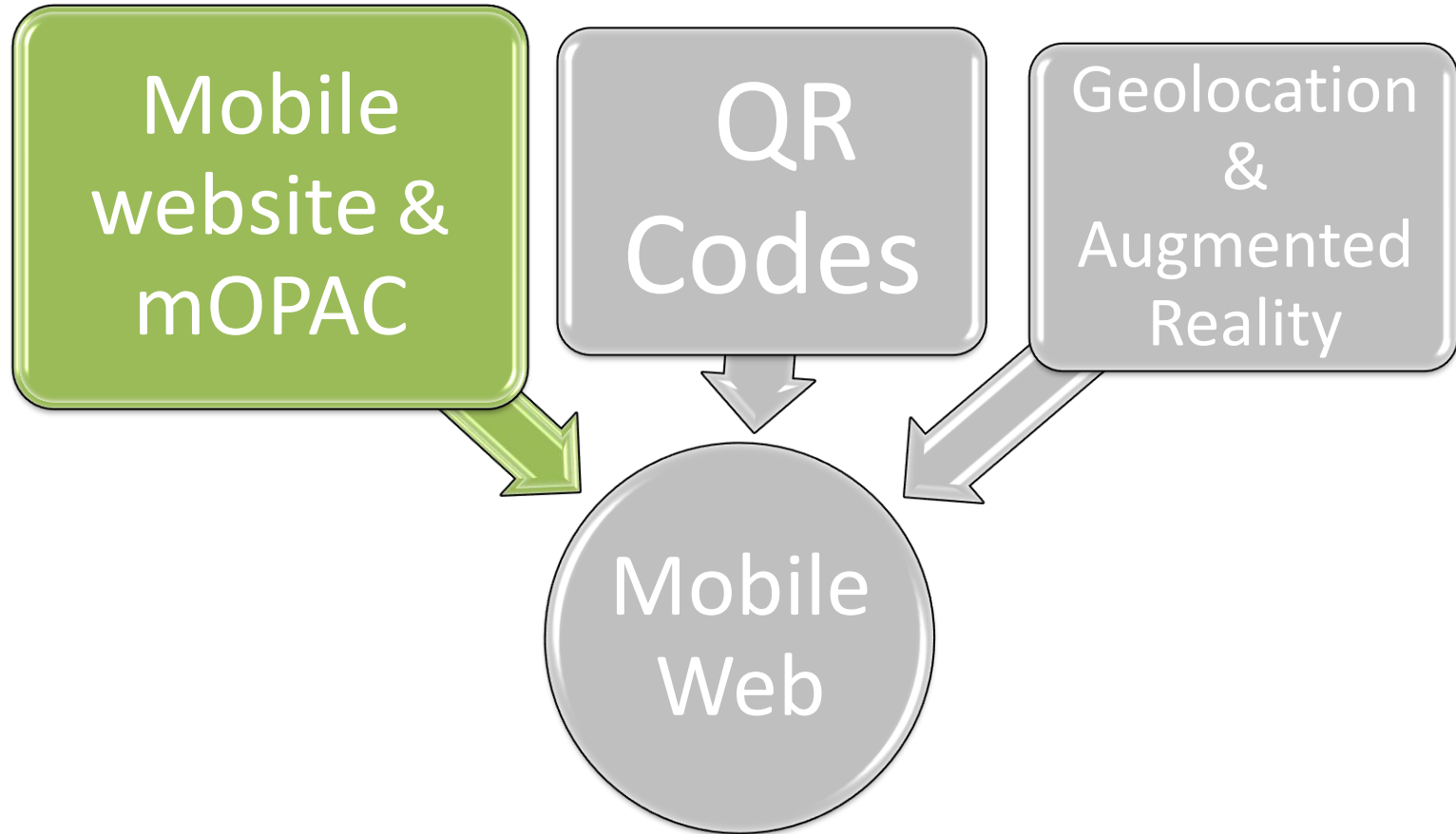
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Interesting tools for m-libraries





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*Nobody expected the importance of the
mobile web...*



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VS



Not adapted website

Mobile web adapted version 14



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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**



**THE MOBILE WEB IN UNIVERSITY LIBRARIES:
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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

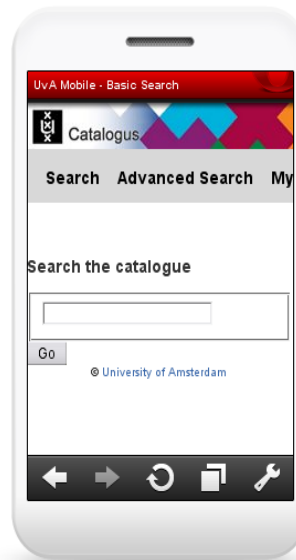
mOPAC

Create it yourself :

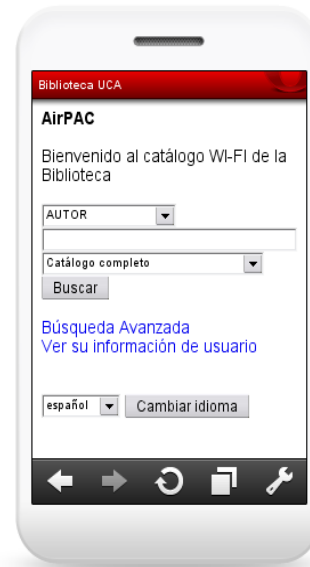


mOPAC of the Universitat Politècnica
de Catalunya

Using commercial tools:



Aleph



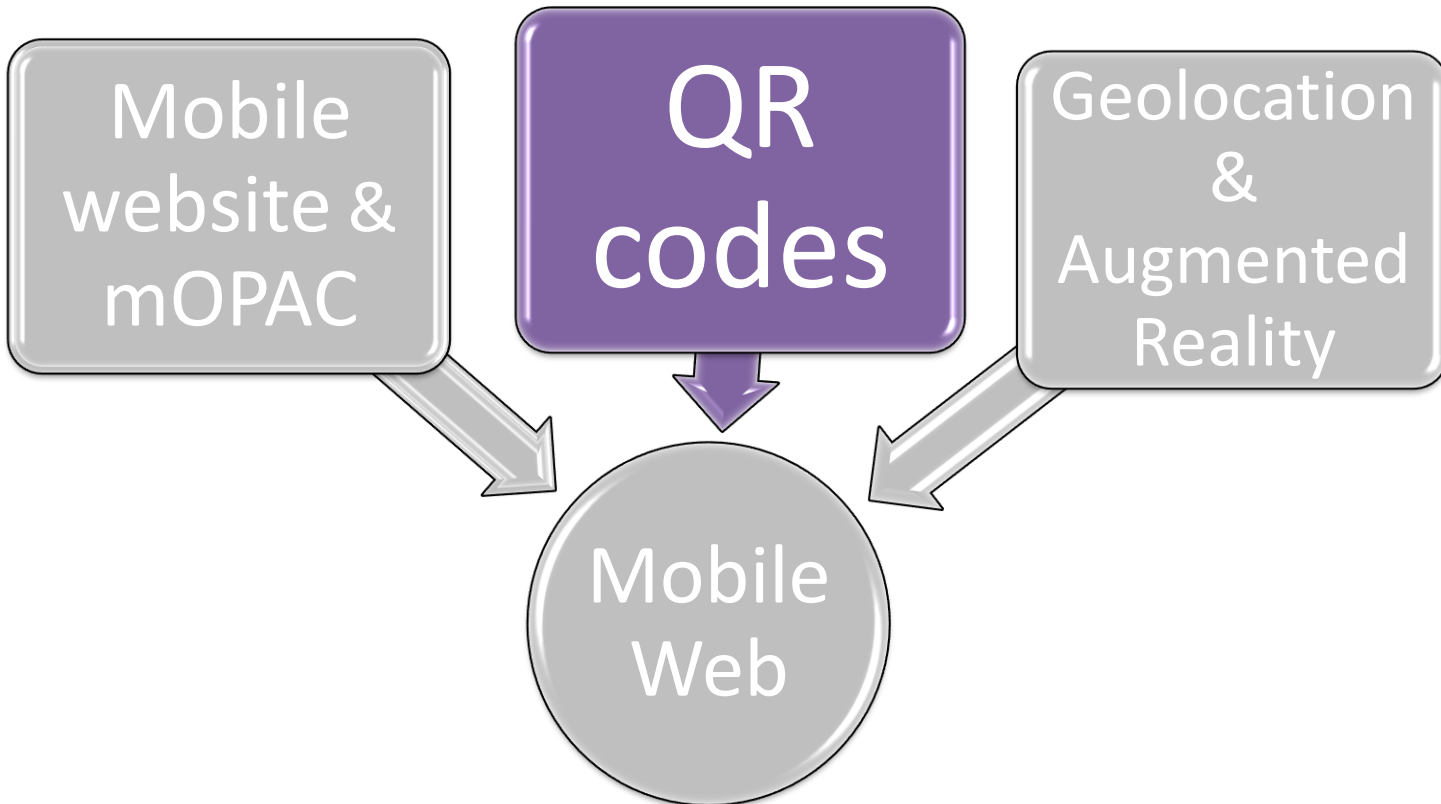
AirPAC



Primo



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*An easy way to give some additional information
to our mobile web users.*



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[By lewishamdreamer](#)

“Marching for the integration of QR codes at the library”



**THE MOBILE WEB IN UNIVERSITY LIBRARIES:
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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**



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Exposición

"Hace 100 años en la escuela industrial..."



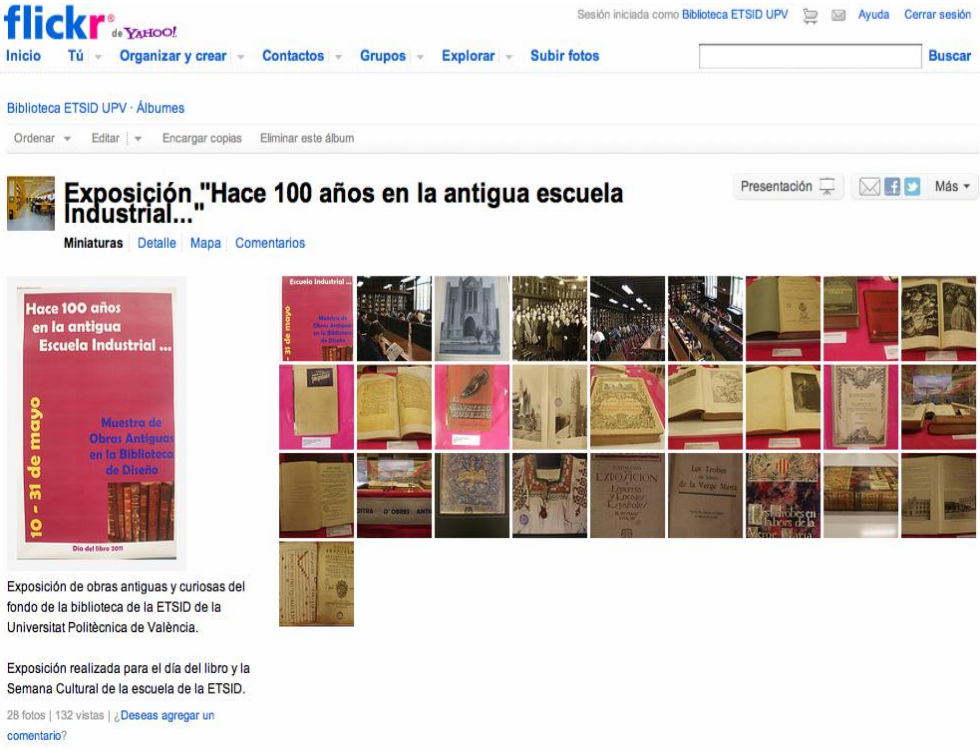
no puedes venir a verla??

llévatela en el móvil

Exposición

"Hace 100 años en la escuela industrial..."

✓ To link a real exhibition to the virtual one on flickr.



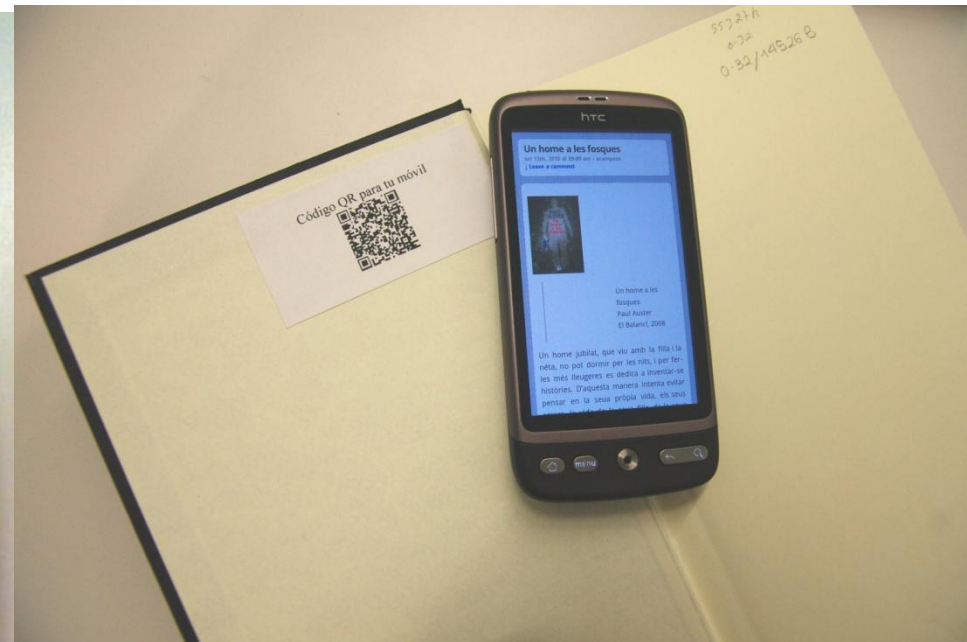
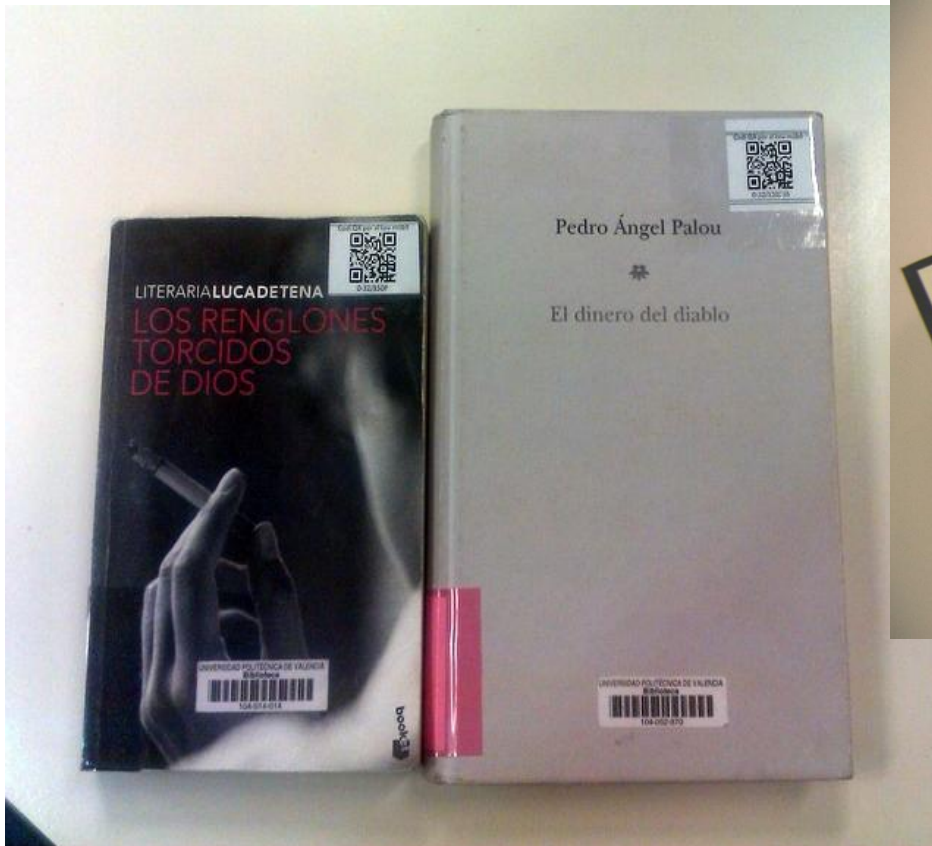
The screenshot shows a Flickr album page for the exhibition. The album title is "Exposición 'Hace 100 años en la antigua escuela industrial...'" and it is categorized under "Biblioteca ETSID UPV - Álbumes". The page includes navigation options like "Inicio", "Tú", "Organizar y crear", "Contactos", "Grupos", "Explorar", and "Subir fotos". A search bar is visible at the top right. The album content consists of a grid of photos showing various historical documents, books, and exhibition displays. A description at the bottom of the page reads: "Exposición de obras antiguas y curiosas del fondo de la biblioteca de la ETSID de la Universitat Politècnica de València. Exposición realizada para el día del libro y la Semana Cultural de la escuela de la ETSID. 28 fotos | 132 vistas | ¿Deseas agregar un comentario?"



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- ✓ Inclusion of QR codes on some books. The code links the book to his review in our blog.





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✓ To download maps and location of bookshelves in the library or thematic lists of books.



LITERATURA EN LA BIBLIOTECA



EN CASTELLANO

AUTOR	TÍTULO	SIGNATURA
Abana, Abdallah Muhammad	Whala: relato de un viaje por la zona del Níger y los doctoros del Sáhara en pos de un sueño (llamado Al Andalus según se tiene en los manuscritos de Tombuctú)	0-32/13057b
Akesson, Kim Pupa	Historias de los dioses: relatos de Dinamarca, Finlandia, Islandia, Noruega y Suecia	0-32/12342b
Albarrán, Carmen	Urbes y ciudades del mundo	0-32/11894b
Alfonso, Mariana	Cartas de la monja portuguesa	0-32/13113b
Algorri, Luis	Algun día te escribiré esto	0-32/14474b
Allende, Isabel	Insospechada	0-32/12946b
Amat, Kiko	Tomopositas	0-32/14894b
Amorós, Carmen	Fatecús made es pende	0-32/11497b
Arana, Abel	Historias de Chusca	0-32/14411b
Arriaga, Almudena de	Maria de Molina: tres coronas medievales	0-32/11809b
Asensi, Maribel	Todo bajo el cielo	0-32/13031b
Atxaga, Bernardo	Uste de locos y otros aféctos	0-32/13004b
Austerlitz, Jean	Patrimonio	0-32/14764b
Bambán, Sergio	El delfín, historia de un cazador	0-32/13154b
Banville, John	Elmer	0-32/13072b
Barnes, Julian	La morsa tímida	0-32/12356b
Bayle, Jaime	Los amigos que perdí	0-32/13702b
Beceña, Ángela	El espíritu de sufre	0-32/12369b
Beceña, Ángela	De los amores rogecos	0-32/12442b
Benedetti, Mario	Vivir extraño	0-32/14966b
Berret, Juan	Pueblo de lava	0-32/11833b
Bermejo Reyes, Felipe	El novio del mundo	0-32/15058b
Bernal, Alan	La dama de la furga de	0-32/14899b
Berges, John	El tamaño de una bobo	0-32/11752b



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- Some Libraries are using them next to the item description on the OPAC

The screenshot shows the University of Bath library OPAC interface. The main content area displays the following information:

result 1 of 1 for search **The saga and the myth of sir Thomas more** in anywhere

The saga and the myth of sir Thomas more
Chambers, R. W

Chambers R W
Publication date: s1971
1 copy on the shelves.

Copy details

Shelf mark	No. of copies	Loan type	Location
335.95:920	1	28 day loan	Level 5 (see floorplan)

Catalogue record

Personal Author: [Chambers, R W](#)
Title: [The saga and the myth of sir Thomas more / Chambers, R.W.](#)
Publication info: [, s1971](#)
Added name: [More, T](#)
Added corporate name: [British Academy](#)

On the right side, there is a 'Save' section with options: Place Hold, Permalink for this result, Find more by this author, and Bath copies. Below this is a QR code with the text 'Send me a scanned article/chapter from this item' and a 'What's this?' link. A green arrow points from the QR code to a text box at the bottom of the slide.

That QR code can show us some details of the item like its location



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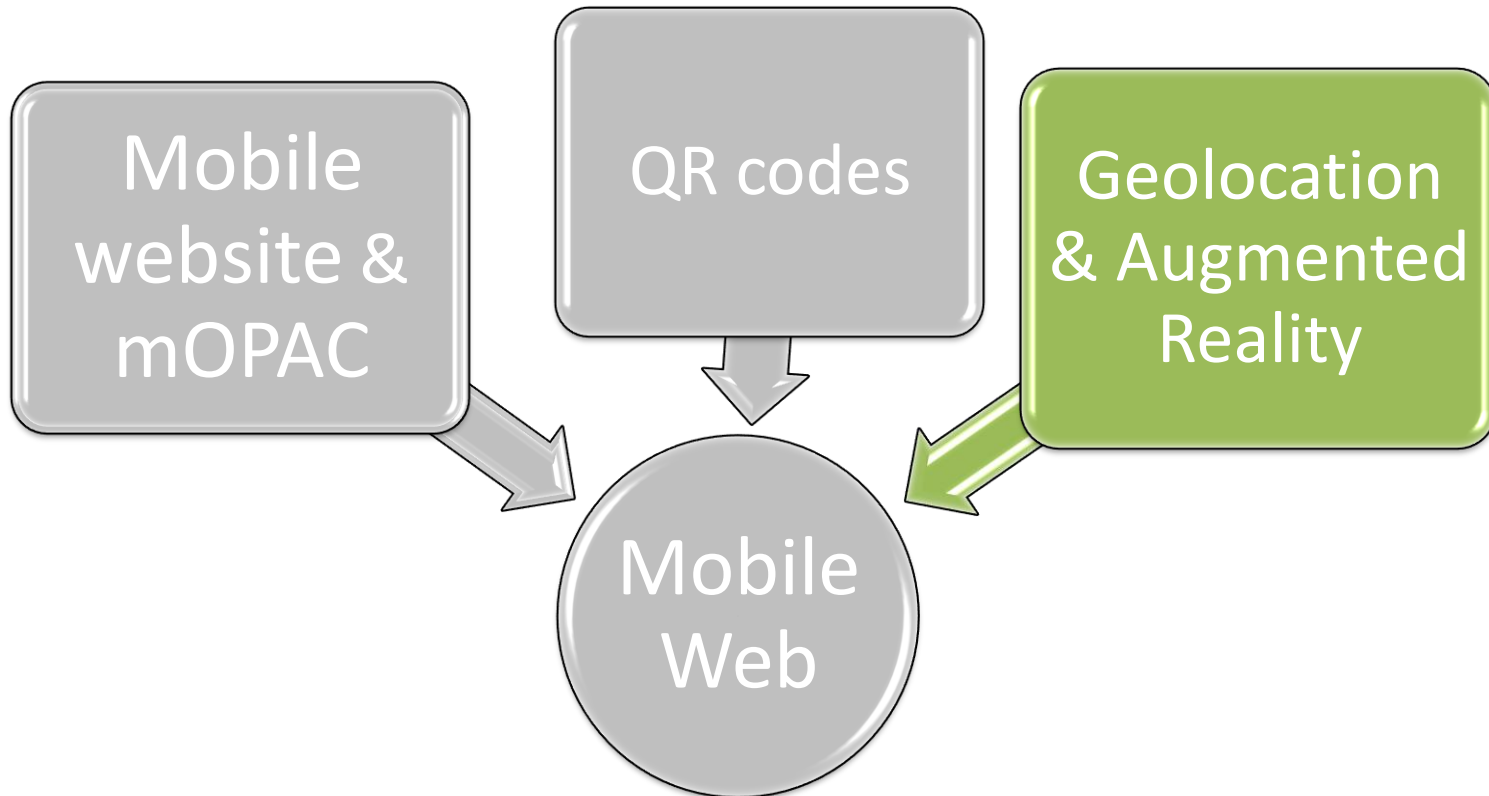
Is the **faster way** for mobile web users to reach added **information** on a given time and place.

You only have to **imagine possibilities**, there are thousands.

You can generate and use QR codes for **free**, with **no limits**.



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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.



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Locate your libraries on Google maps...

► **Biblioteca de la ETS de Ingeniería del Diseño: UPV**

La **biblioteca** de la Escuela Técnica Superior de **Ingeniería del Diseño** forma parte de la red de **bibliotecas** de la **UPV**, y tiene como objetivo facilitar el ...
www.upv.es/contenidos/BIBDIS/ - [En caché](#) - [Similares](#)



Biblioteca de la Escuela Técnica Superior de Ingeniería del Diseño UPV

[Página del sitio](#)

camí de Vera s/n
46022 València
963 877 180
Tranvía: Tarongers
Cómo llegar

[Escribir un comentario](#)

Cómo llegar Mis sitios Editar este lugar Entrada verificada por propietario

Biblioteca de la Escuela Técnica Superior de Ingeniería del Diseño UPV
camí de Vera s/n, 46022 València
963 87 71 80
[UPV.ES](http://upv.es)
Cómo llegar: Buscar en alrededores Guardar en... más

Categorías: Academia de informática, Universidad pública, Biblioteca
Transporte público: Tarongers (274 m SO) 4, 6

Tu puntuación: ★★★★★

4 Jun - Entramos en época de exámenes...recordad que también abrimos los sábados. - Del propietario

La biblioteca de la Escuela Técnica Superior de Ingeniería del Diseño forma parte de la red de bibliotecas de la UPV y tiene como objetivo facilitar el acceso a la información científica y cultural. - Del propietario

Fotos Subir una foto

Del propietario Del propietario Del propietario Del propietario Panorámico

Detalles

Correo electrónico: bibetsid@bib.upv.es
Propietario del negocio
[Más detalles](#)

Anuncios

Indelca Ingeniería
Proyectos, legalizaciones, obras cálculo estructuras, instalaciones
www.indelca-ingenieria.com

Ingeniería Industrial
Estudia Tecnologías Industriales Ingenierías Nebrija. ¡Infórmate!
www.nebrija.com/ingenierias

ACCIONA
Construcción, mantenimiento, ingeniería, hospitales, concesiones
www.accion.es

ICET Ingeniería Proyectos
Obra Civil, Instalaciones, Legaliz. Hidráulica, Urbanización, Gasolineras
www.icet.es

...using Google places



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



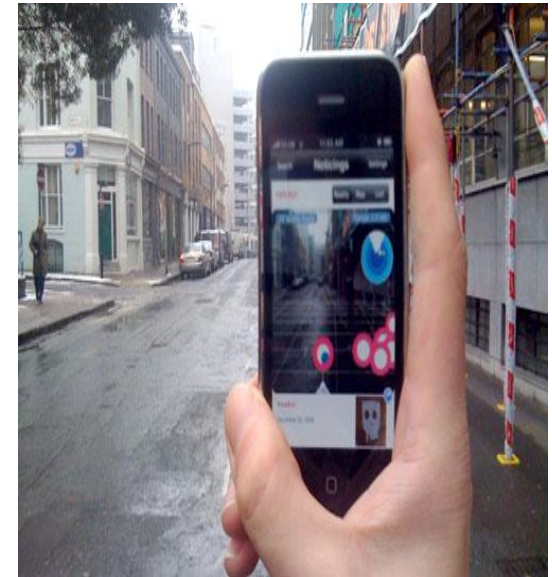
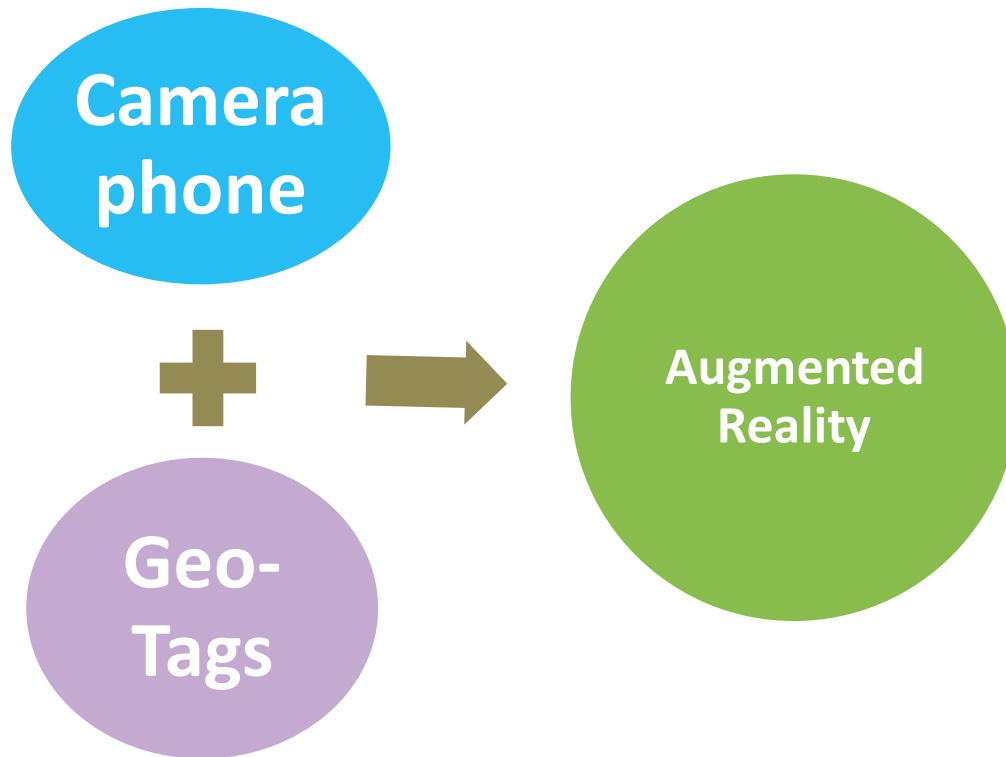
- Facebook places
- Google places
- Gowalla
- Foursquare

✓ You can include some **additional information** of your library, such as contact details, photos, timetables, etc...

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Augmented reality

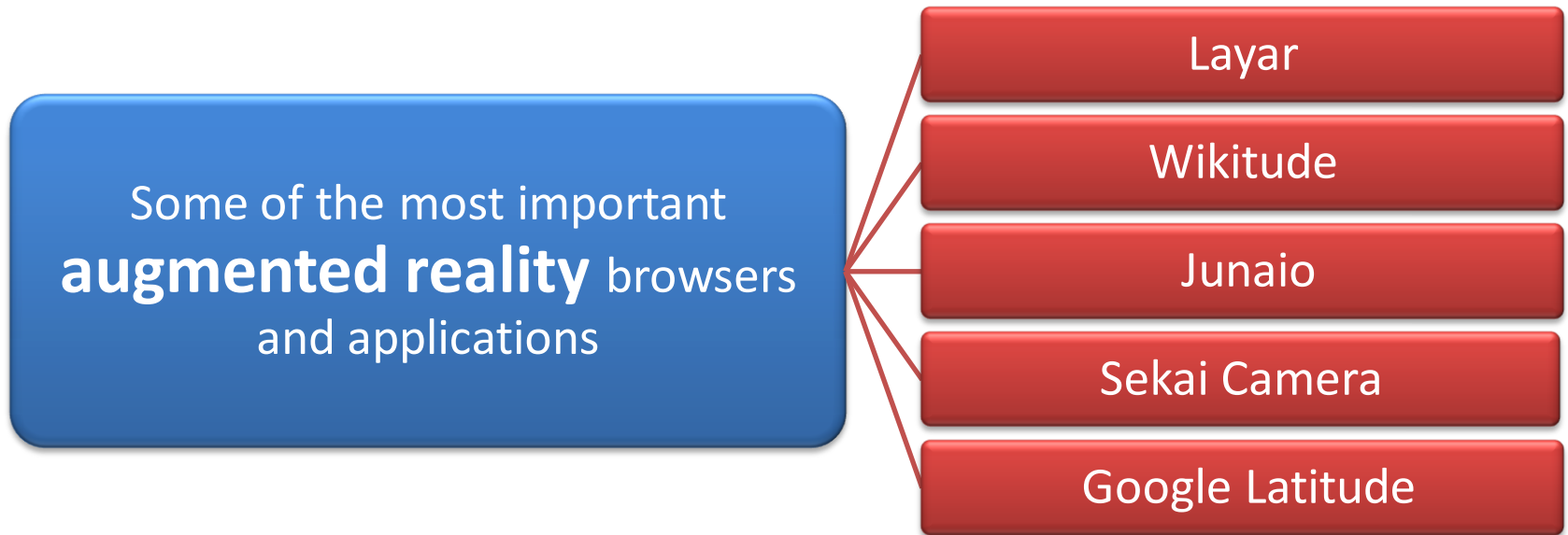
It might be one of the most impressive technologies for mobile devices



[Photo by STML](#)



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Some applications of AR for libraries

To gain new
users

New gate to
our virtual
library

Geosocial
Networking

Geolocation
of our
libraries



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A Spanish example of AR for libraries:

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

The screenshot shows the Layar AR browser interface. At the top, there is a navigation bar with the Layar logo and links for 'Layers', 'Download', 'Development', and 'Blog'. Below the navigation bar, a breadcrumb trail reads 'You are here: Home » Layers » Bibliotecas Públicas'. A link for '<< Back to all layers' is visible. The main content area features the title 'Bibliotecas Públicas' and a metadata table:

	Publisher	Ministerio de Cultura
	Category	Education
	Price	Free
	Countries	Spain

Below the table, the title 'Bibliotecas Públicas España' is followed by a description: 'Free information about Public Libraries in Spain and 'V Congreso Nacional de Bibliotecas Públicas' event to people and communities. Ministerio de Cultura. Spain only. Public Libraries, Events, Places of Interest, Routes, Contact and Resources.'

At the bottom, there is a social media interaction bar showing a thumbs-up icon, the text 'M'agrada', a Facebook icon, and the text 'A 2 persones els agrada. Sigues el primer de les teves amistats.'

✓ 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.



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**Thank you for your
attention.**