Dude, you could be participating in this webinar via an app on your mobile device.

THE MOBILE REVOLUTION AND LIBRARIES

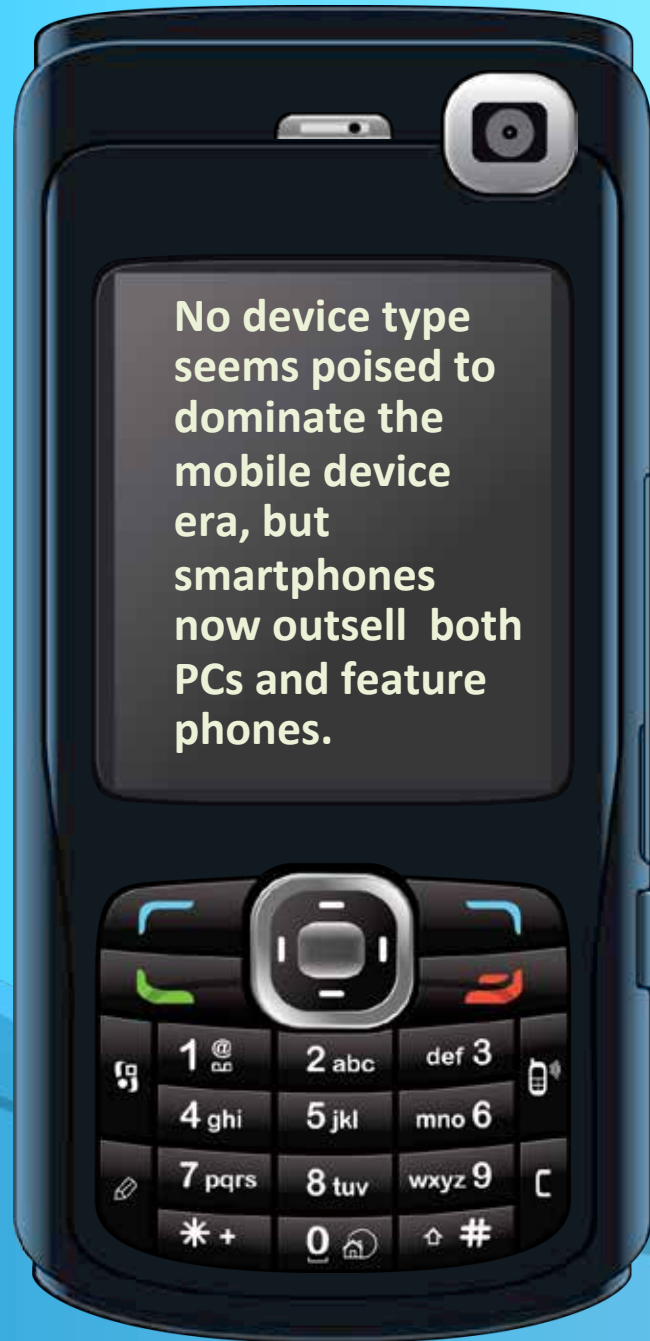**A Four-Part Infopeople Webinar Series**

Part 1: General Overview

Thursday, Sept. 27, 2012

Presenters: Lori Bell and Tom Peters

Infopeople helping libraries think differently

All of the Infopeople webinars are recorded and archived. Both place-shifting and time-shifting – gotta love it.

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

No device type seems poised to dominate the mobile device era, but smartphones now outsell both PCs and feature phones.

- Mobile Phones
  - Feature phones
  - Smartphones
- Tablet computers
- Netbooks
- Ultrabooks
- Laptops
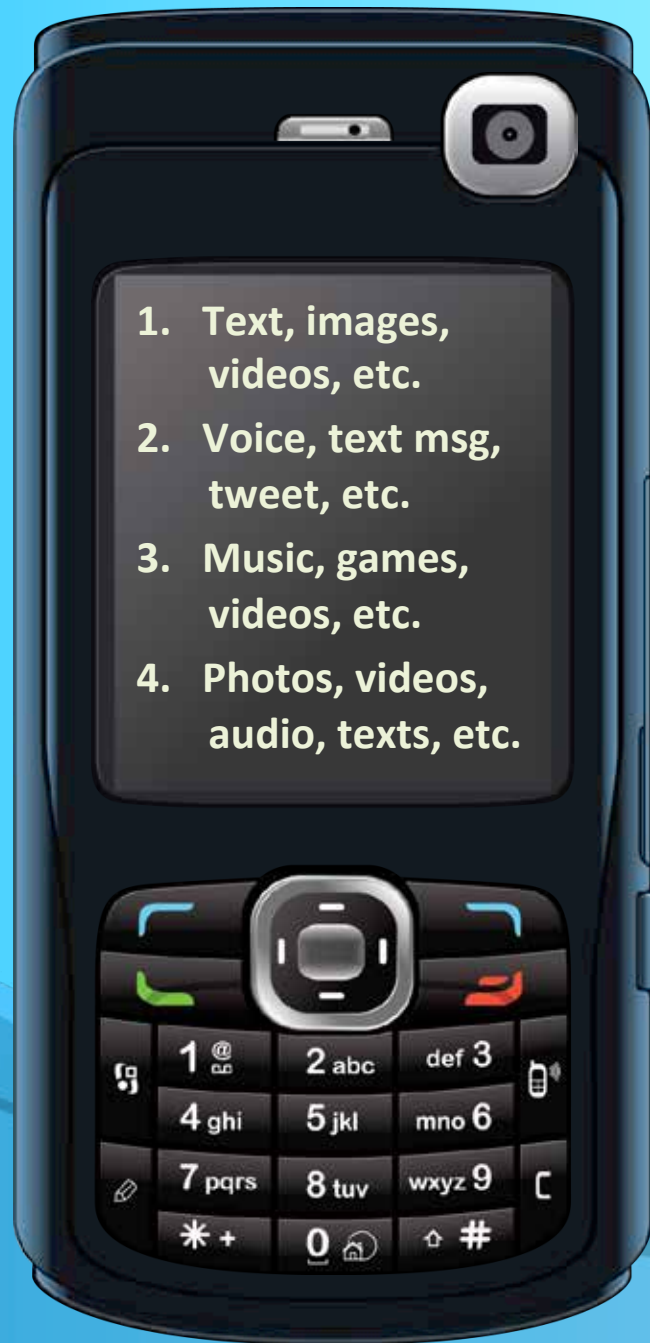- Portable gaming devices
- Mobile devices for kids
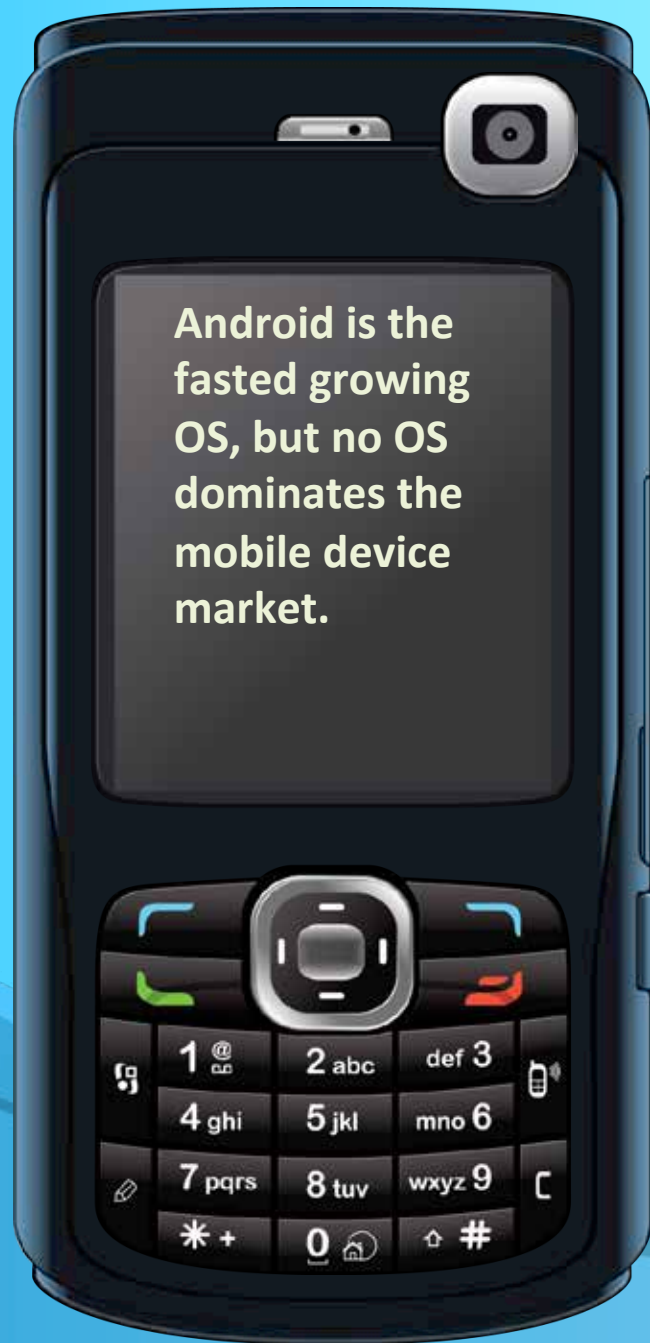
Basic Ingredients: Operating System

Android is the fasted growing OS, but no OS dominates the mobile device market.

- Android
- iOS
- Microsoft
- Blackberry
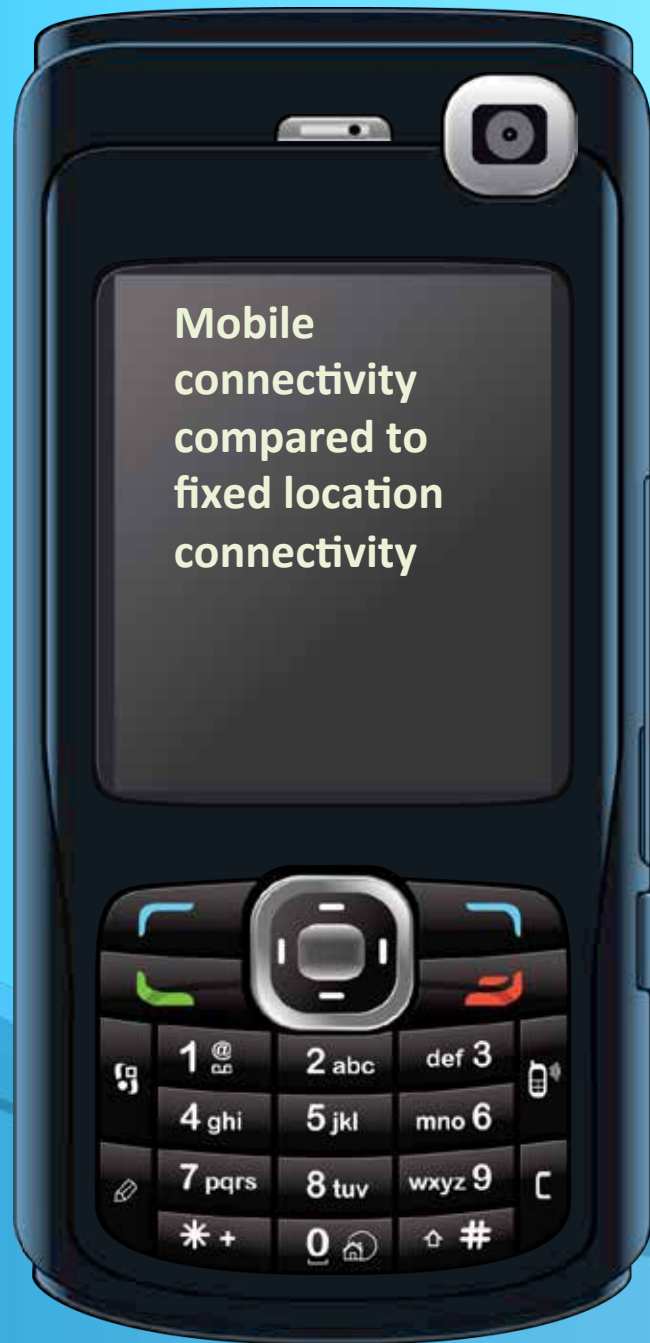
Basic Ingredients: Mobile Networks

Mobile connectivity compared to fixed location connectivity

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

Four Essential Activities on Mobile Devices

1. Text, images, videos, etc.
2. Voice, text msg, tweet, etc.
3. Music, games, videos, etc.
4. Photos, videos, audio, texts, etc.

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.

The mobile revolution has become one of the fastest technology revolutions in the history of humanity.
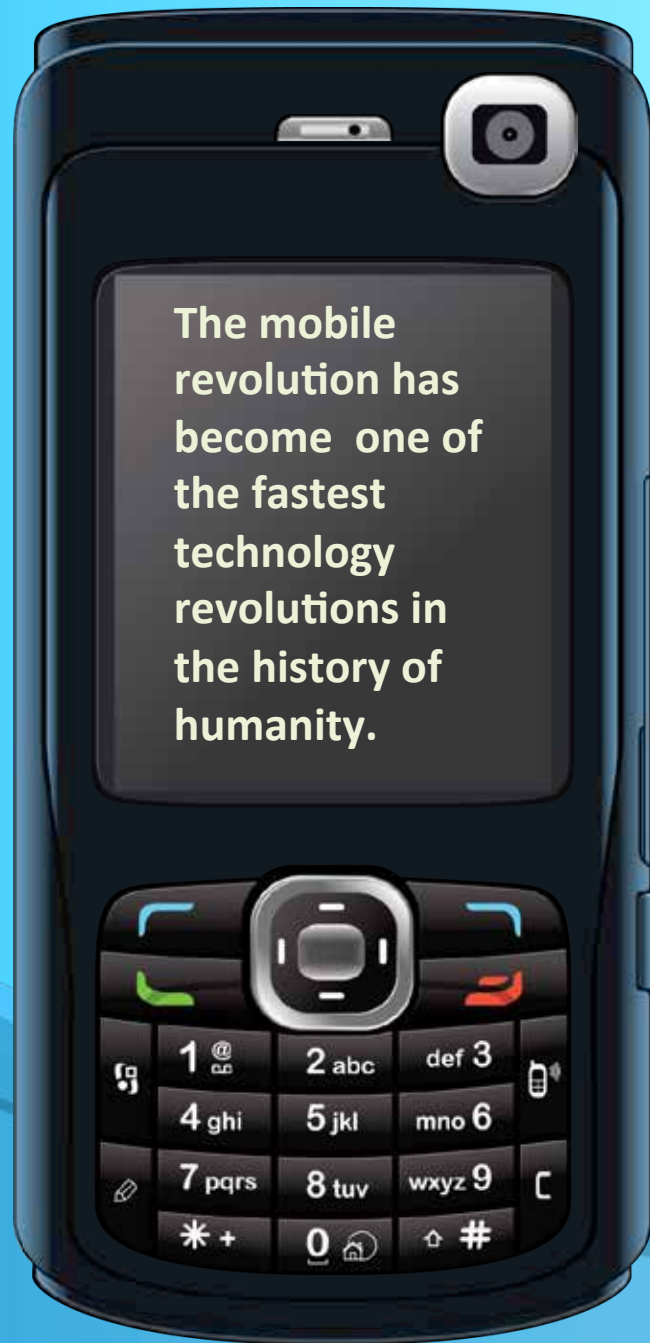
# Scope and nature of the mobile revolution

- 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
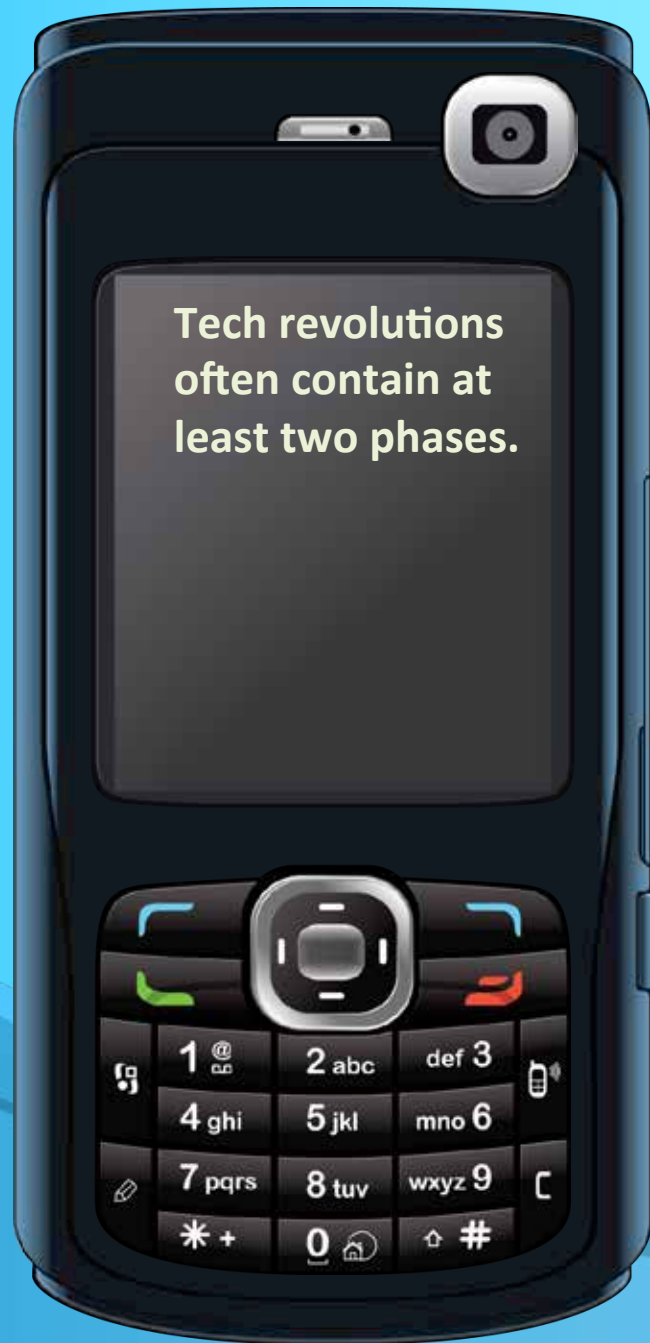
**Intimations of subsequent social/cultural revolutions**

Tech revolutions often contain at least two phases.

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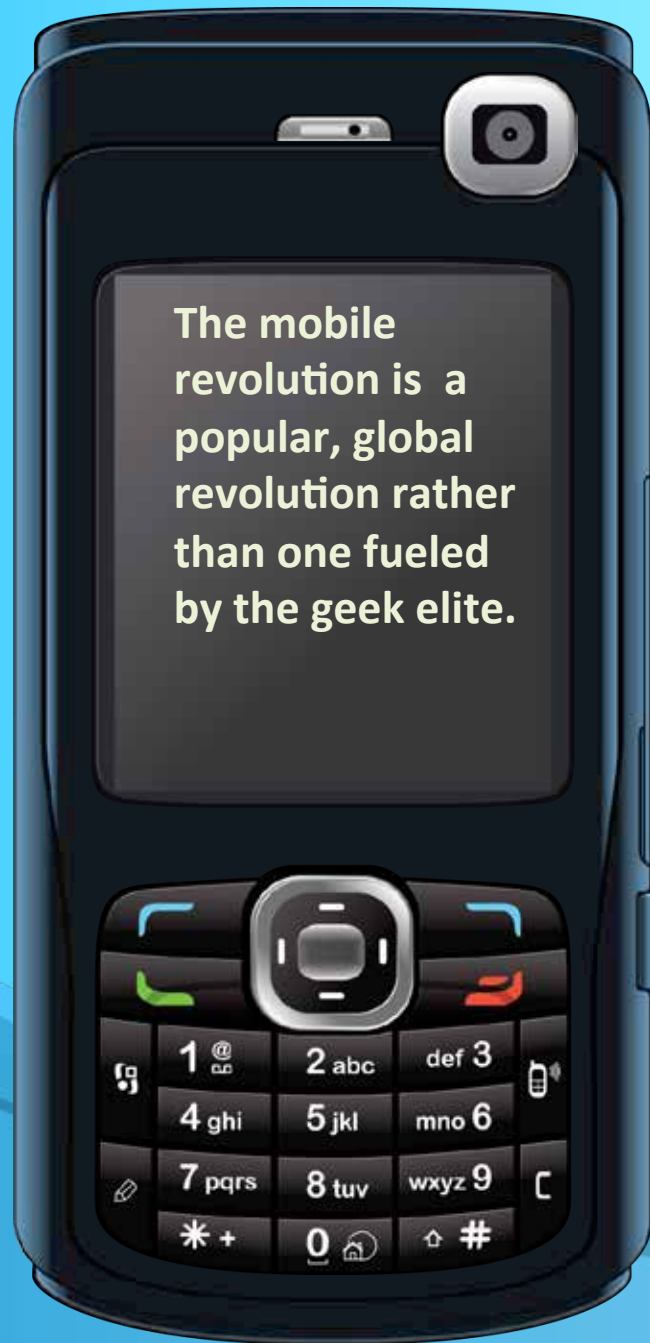
How is the mobile revolution different from earlier web/ Internet revolutions?

- 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 growsing about slowness, spotty coverage, and cost.
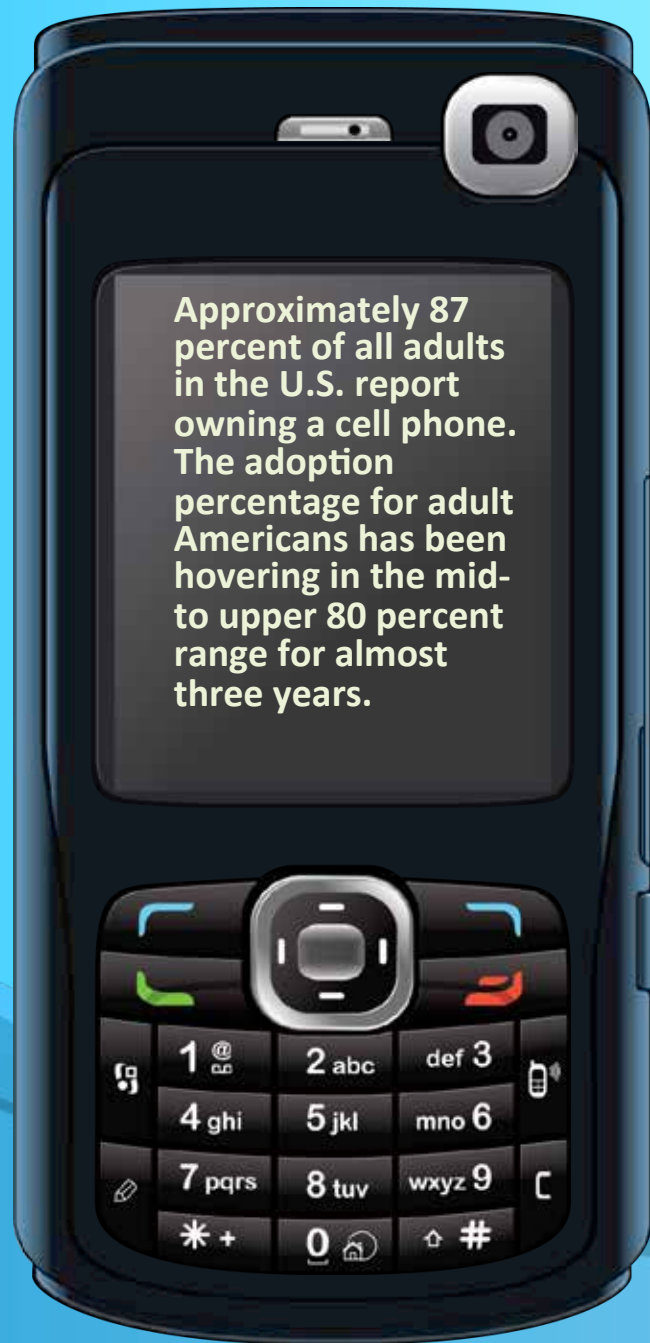
Trends in the U.S.

Approximately 87 percent of all adults in the U.S. report owning a cell phone. The adoption percentage for adult Americans has been hovering in the mid- to upper 80 percent range for almost three years.

- 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.
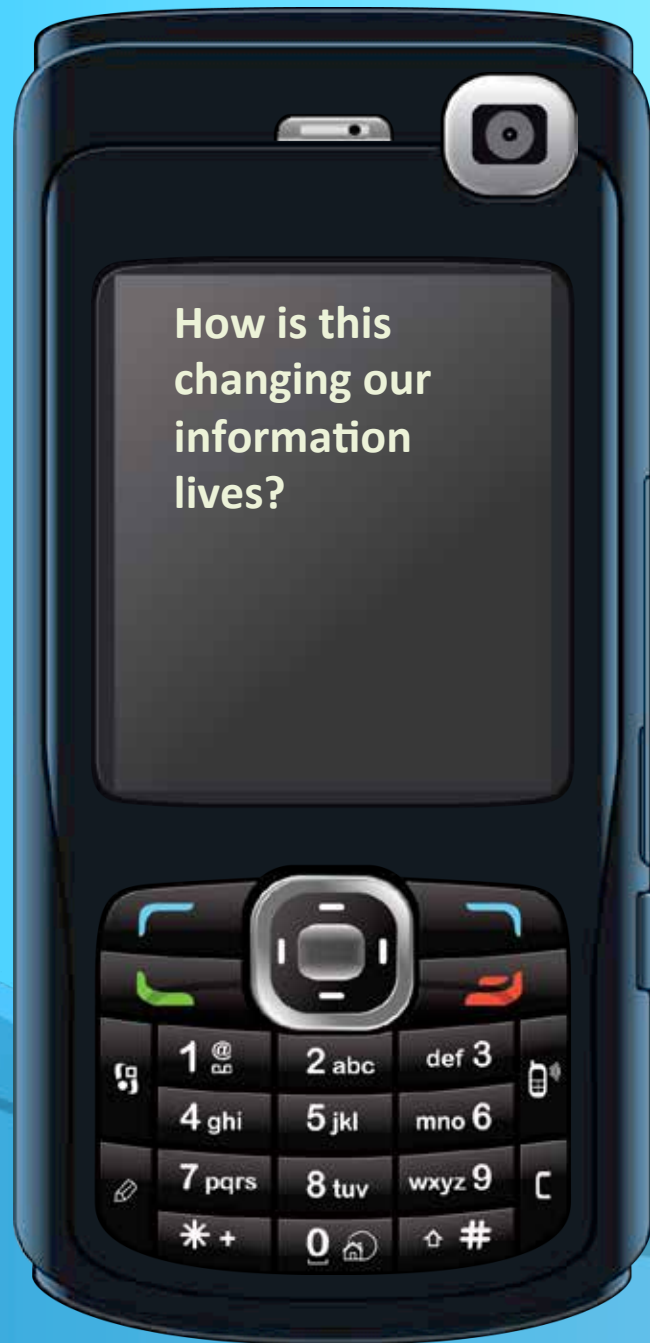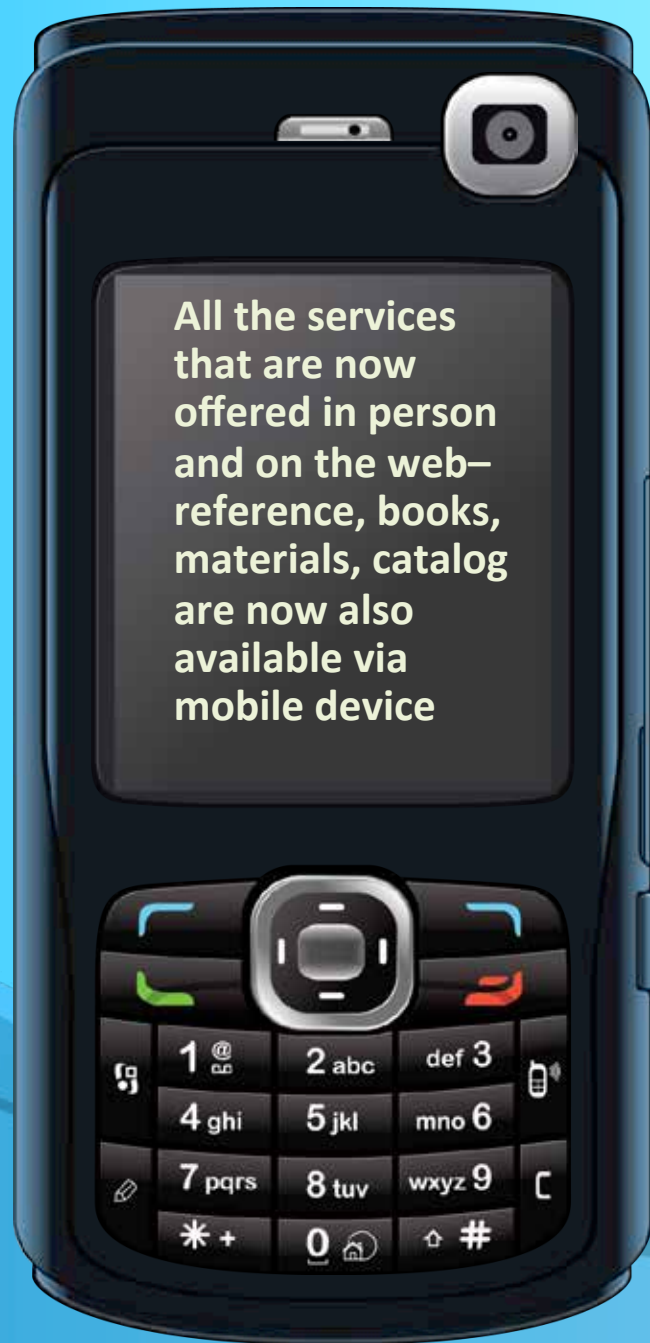
Among Librarians and library users

How is this changing our information lives?

- 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
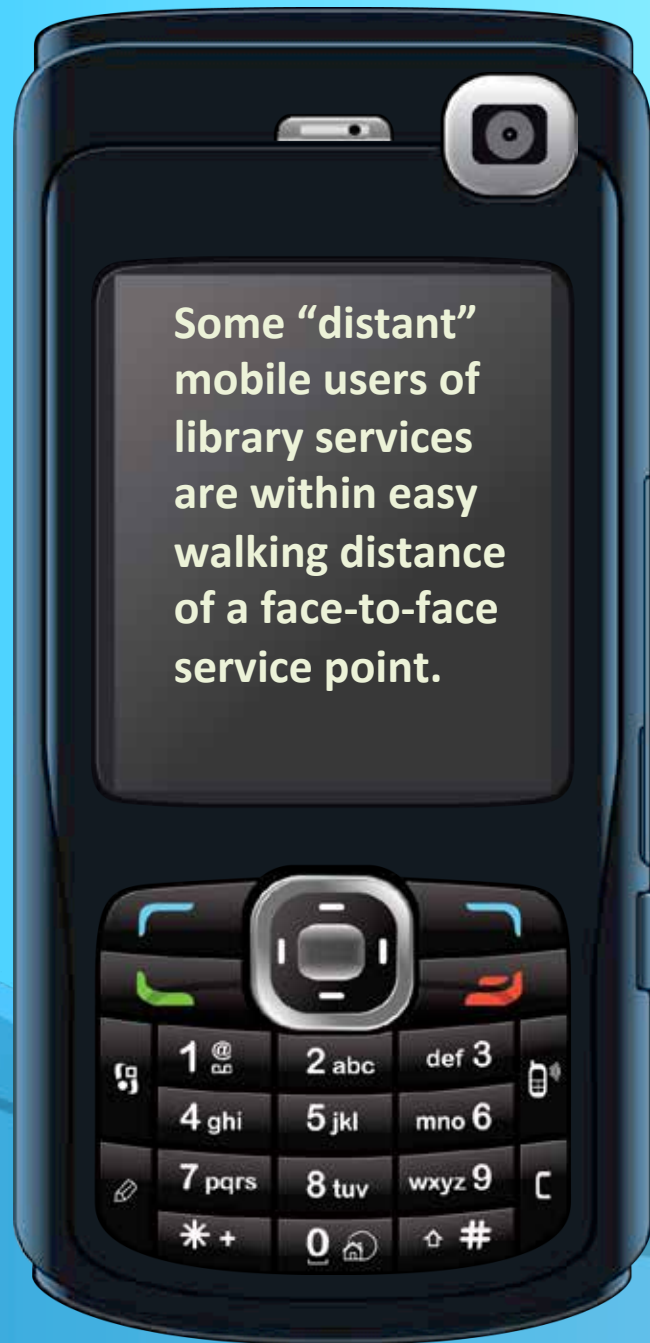
The Mobile Library and the Library Without Walls

More and more library users are using their mobile devices to access library services and materials when not in the library.

- 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

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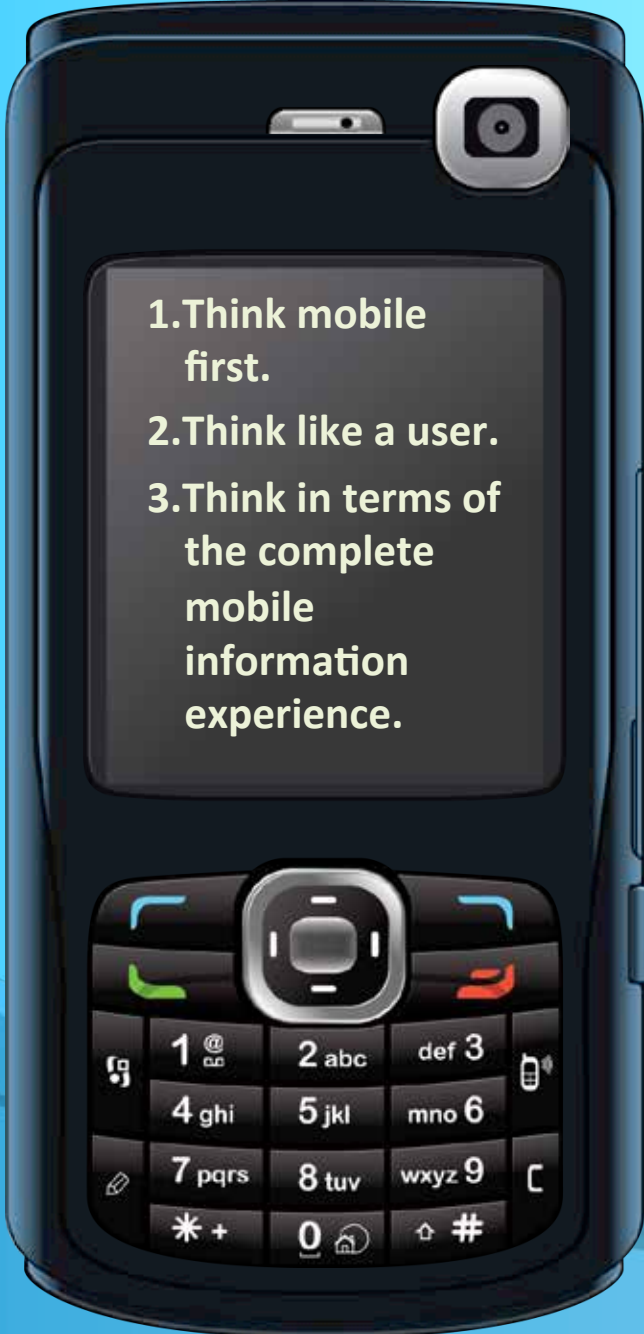
- Changing nature of the needs, preferences, and modalities of mobile optimized library services
- Expansion of the library's website to a more expansive web presence powered by social media

Some "distant" mobile users of library services are within easy walking distance of a face-to-face service point.
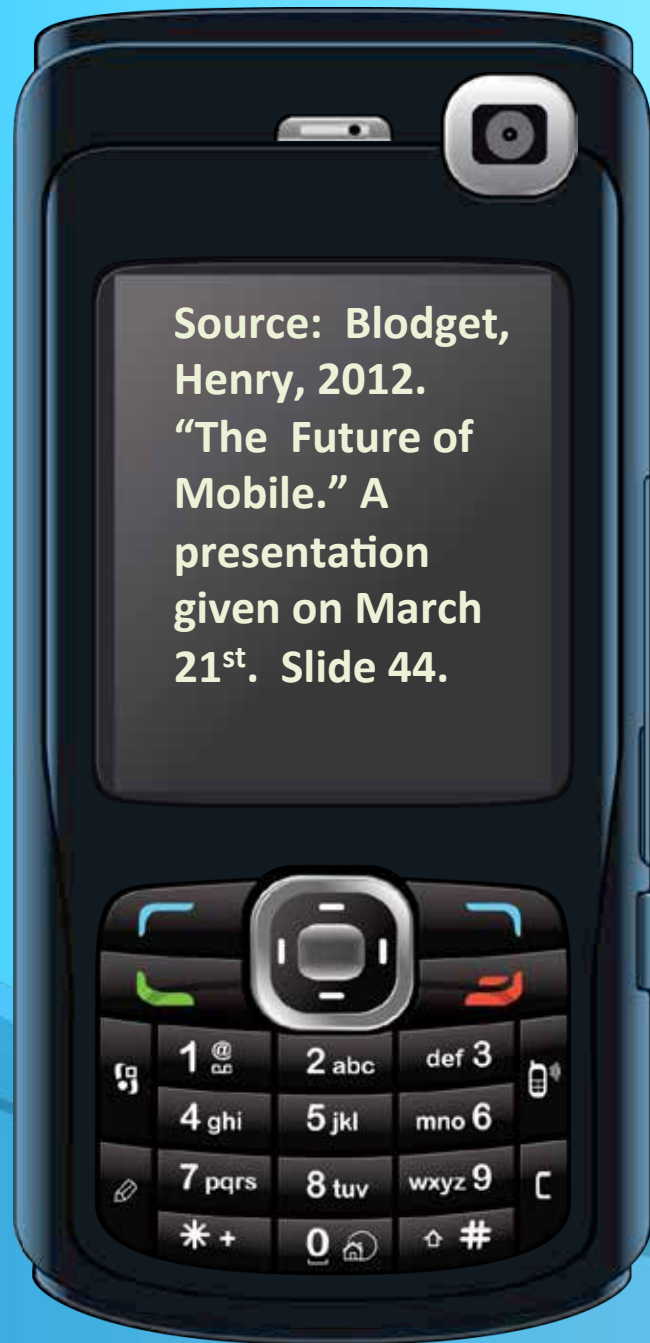
The Mobile Revolution in Bricks & Mortar Libs

- 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. 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
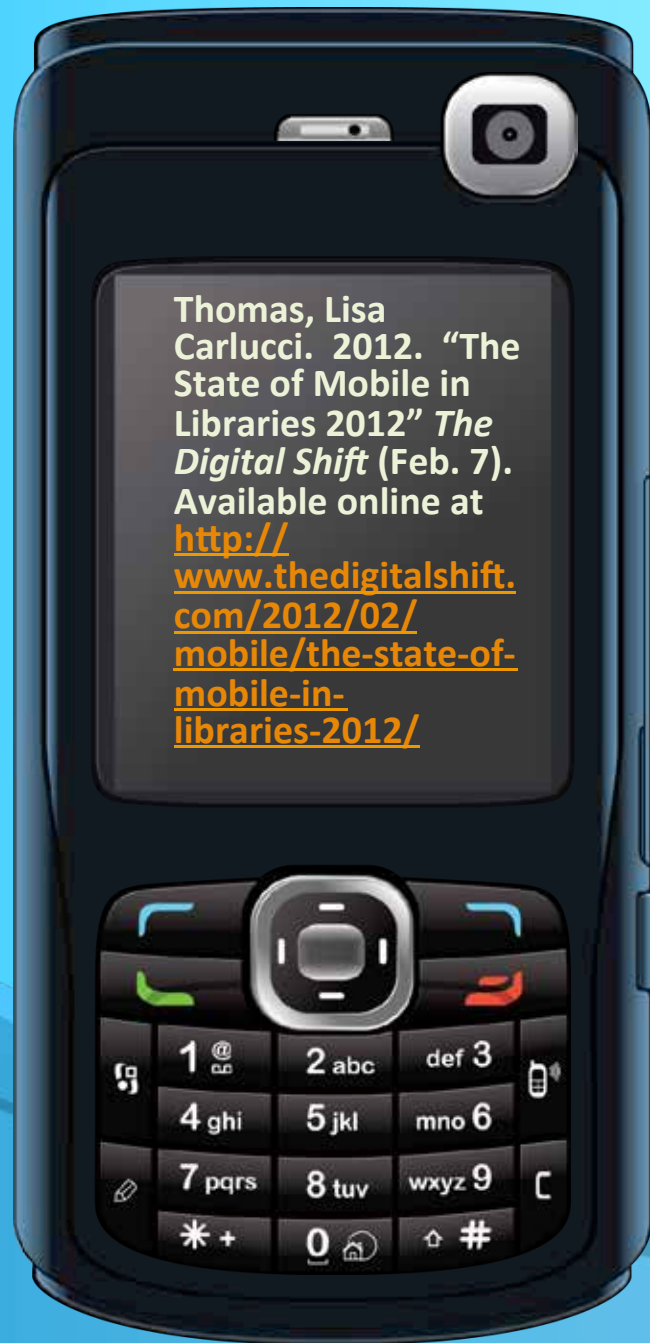10. Litigation
11. Legislation
12. All of the Above

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

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.
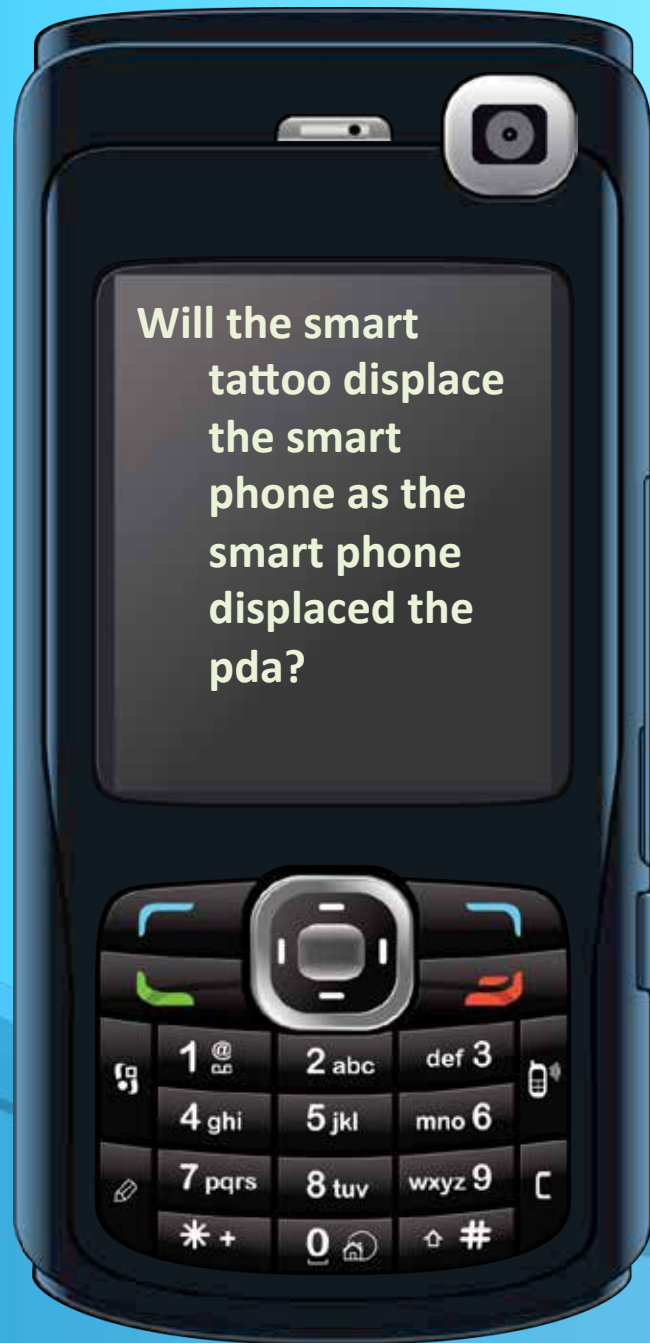
Potential Future Developments

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
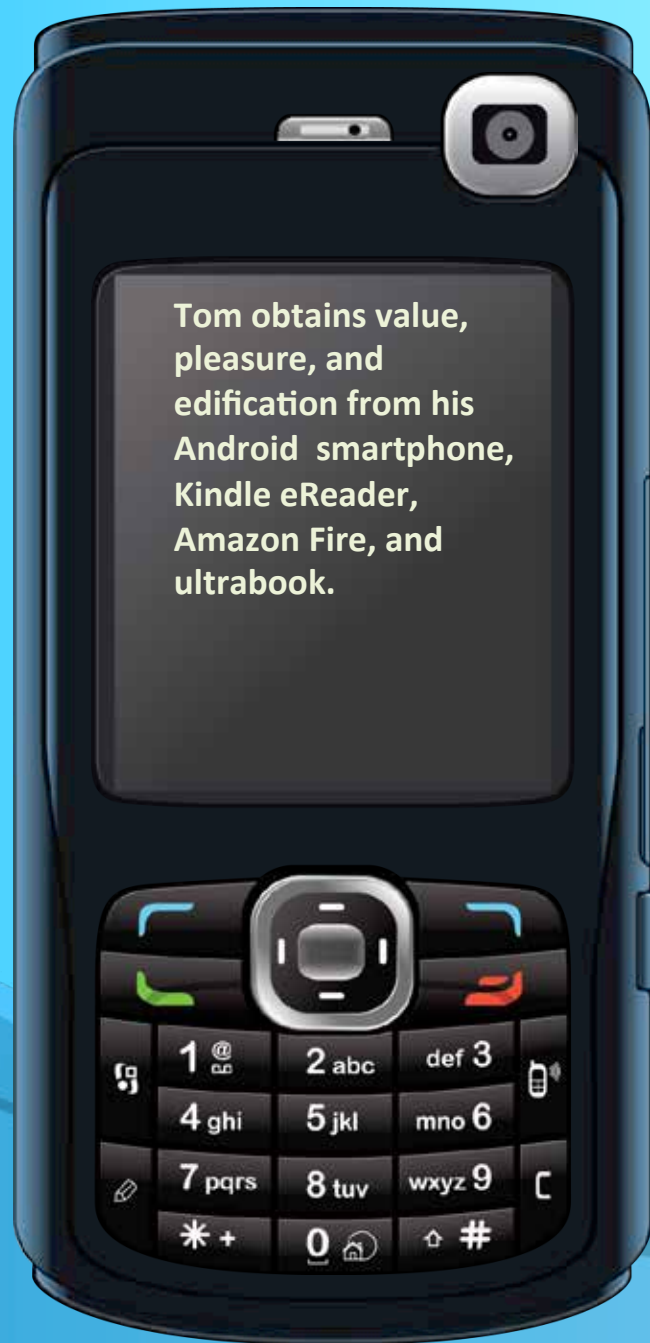
No Finish Line

Thomas, Lisa Carlucci. 2012. "The State of Mobile in Libraries 2012" *The Digital Shift* (Feb. 7). Available online at http://www.thedigitalshift.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."

Read More About the Mobile Revolution and Libraries

Tom obtains value, pleasure, and edification from his Android smartphone, Kindle eReader, Amazon Fire, and ultrabook.

Thank You for Your Time and Attention

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