Is it an iPhone or an iLibrary? – Reaching out to users through mobile technology

Mary Nino, San Jose State University
Susan L. Kendall, San Jose State University
Sandra Stewart, San Jose Public Library
Lorene R Sisson, San Jose State University

Available at: https://works.bepress.com/susan_kendall/48/
Is it an iPhone or an iLibrary?

Reaching out to users through mobile technology
Consumer spending on cell phones

As expected cell phone use has grown with teenagers
What do Apple and McDonald's have in common?

TWO

Thanks a billion.

Over 1 billion downloads in just nine months. Only on the App Store. Learn more

The one billionth app, Bump created by Bump Technologies, was downloaded by Connor Mulcahey, age 13, of Weston, CT. As the grand prize winner of Apple’s one billion app countdown contest, Connor will receive a $10,000 iTunes gift card, an iPod touch, a Time Capsule and a MacBook Pro.

Official Rules  Reglas Oficiales
Those surveyed on cell phone use, 25% used them for accessing the web for information:

- 24% use their handheld several times a day to access the Internet
- 12% do this once a day
- 15% one or two days a week
- 12% very few weeks
- 14% less often
How Can You Use the iPhone…

• “In” the Office?

• At the Reference “Desk”?  

• In an Emergency?
What are iPhone Features?

• Syncs with iTunes
• Syncs with Calendars
• Syncs with Contacts
• Apps (specific applications)
• Camera
• Voice Recorder
• Video on 3GS Version
• Bluetooth
• GPS
The iPhone negatives

1. AT&T exclusive contract
2. AT&T problems keeping up with demand
3. Cost of monthly data plan
4. Can I really see what’s on the screen?
5. I can’t type in that little box
What is an App?

• All About Convenience
• Get them at iTunes App Store
Evaluating Apps

- Cost
- Reviews
- Version
- File Size
Evaluating Apps

- Authorship
- Membership
- Privacy

Following a number of previous mobile site redesign efforts, OCLC has released a dedicated iPhone application for the WorldCat.org bibliographic database. Notably, the WorldCat iPhone app makes use of existing features like the phone’s GPS capabilities and integrated mapping functions to connect users with materials at nearby OCLC member libraries.

Like the other mobile experiments, the app features information and records from the WorldCat database optimized for the device’s screen. But much of what sets this effort apart is the “smart prefix search” made possible by mobile software technology developed by Boopsie, Inc., OCLC’s partner on the app. Essentially, this means that users can search for just the first few letters of any of the words in a title and come up with the correct match (see image). Boopsie CEO Greg Carpenter provided an example of the technology’s efficiency as it has been applied to another popular resource, Wikipedia, explaining that the same record-matching algorithm allows users to locate over 90 percent of the articles in Wikipedia using seven letters or less. To test how the search functionality works on the WorldCat database from any browser, go to worldcat.boopsie.com.

Library Journal, 5/1/2009
“In” the Office

- Evernote
- Jotnot
- Google Docs
- Calculator
- Jott
- Email
- Photoshop
Helping the Library Customer

• Useful iPhone Apps for when you’re not at the desk
Library Apps

SJLibrary.org - Mobile Library Catalog

- Advanced Searching
- View your patron information

DCPL
Washington DC Public Library

The DCPL app is the portal to enjoying Washington DC Public Library services using your iPhone or iPod Touch. With it, you can very quickly search DCPL resources and find information and materials wherever you are. Notice a new book by a favorite author? Check the library for a copy. Need information for that research project due tomorrow? You can find it easily.

With the DCPL app, you can:
- Search for books, music, and more in the online catalog!
- Read brief reviews or summaries for items in the catalog (when available)
- Get hours, locations, and maps for all DC Public Library locations
- Place holds on items to pick up later
Cardstar

• Type in your card number
• Cardstar creates a scanable barcode image on your iphone
Books - Snaptell

- Pretty Is What Changes (Paperback)
- The Leadership Challenge, 3rd Edition (Paperback)
- Marketing Today's Academic Library: A Bold New Approach to Communication (Paperback)
- The Fiber35 Diet Nature's Weight Loss Secret
Childrens
Audiobooks

- Overdrive
- My iLibrary
- Librivox
Podcasts

Podcast – NyTimes book review podcast
BN book reviews
NPR book reviews, All Things Considered, This American Life, Prairie Home Companion, Terry Gross- Fresh Air
Penguin publishing podcast
Nancy Pearl – Booklust
Consumer
Jobs

- Jobster
- Craigster
- Linked In
- iJobs
- Indeed
- Career Builder
- Now Hiring
- Job Compass
Cooking
Communication

• Skype
• Google Voice – no app
• Chat
Today's Featured Article

Vauxhall Bridge is a Grade II* listed steel and granite deck arch bridge in central London. It crosses the River Thames in a north-west south-east direction between Vauxhall on the south bank and Westminster on the north bank. Opened in 1906, it replaced an earlier bridge, originally known as Regent Bridge but later renamed Vauxhall Bridge, built between 1809 and 1816 as part of a scheme for redeveloping the south bank of the Thames. The original bridge was itself built on the site of a former ferry. The building of both bridges was problematic, with both the first and second bridges requiring multiple redesigns from multiple architects. The
Events (Local)
Maps
Fitness

SixPack App™ +MORE

CHEST
SHOULDER
BACK
LEGS
ARMS
ABS
YOGA
STRETCHES

Yoga Poses

Child's Pose
Downward-Facing Dog
Easy Pose
Fish Pose
Finance

Federal Reserve Rates

- Prime Rate: 3.25%
- Fed Funds Rate: 0.13%
- 3-MO Treasury: 0.10%
- 1-YR Treasury: 0.41%
- 2-YR Treasury: 0.98%
- 5-YR Treasury: 2.36%
- 10-YR Treasury: 3.34%
- 20-YR Treasury: 4.07%
- 30-YR Treasury: 4.10%
Real Estate

• Zillow
Law

Apps available
Costly
If its your specialty – go for it.
Medical/Health

Pubmed
Web md
Mayo clinic
Merck manual
PDR
Games
Music
Baby Names

Random

Boys  Girls

Aahan
Aaric
Aaron

Shake or Click for Random Name
Add to Favorites  Name Details

1000  ABC
Top 1000  Alphabetical  Origin  Random  Favorites
News
Social Networking
Phone Directories
Photos
Religion

• Bible quotations,
• Book of Mormon
• Bible
• Koran
RSS
Sports

- Atlanta Hawks
- Boston Celtics
- Charlotte Bobcats
- Chicago Bulls
- Cleveland Cavaliers
- Dallas Mavericks
- Denver Nuggets
- Detroit Pistons
## Travel

- **Flight**: Southwest Airlines
  - Flight #: 2874
  - Confirmation #: N7Z2YG

- **Depart**: 10/29/09 12:20 PM PDT
  - San Jose
  - SJC

- **Arrive**: 10/29/09 1:20 PM PDT
  - Burbank
  - BUR

- **Flight Status**: Check Flight Status

- **Booking**
  - Southwest Airlines
  - 1-800-435-9792

- **Details**: nonstop - 1h, 00m
  - Aircraft: Boeing 737-700
  - Distance: 295 miles
<table>
<thead>
<tr>
<th>Location</th>
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Youtube and Video
In House Services

• Text a Librarian
• Chat
• Email
• Zotero or RefWorks Mobile
Questions?

• Sue Kendall –
• Mary Nino -
• Sandra Stewart -