

November 1, 2009

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*

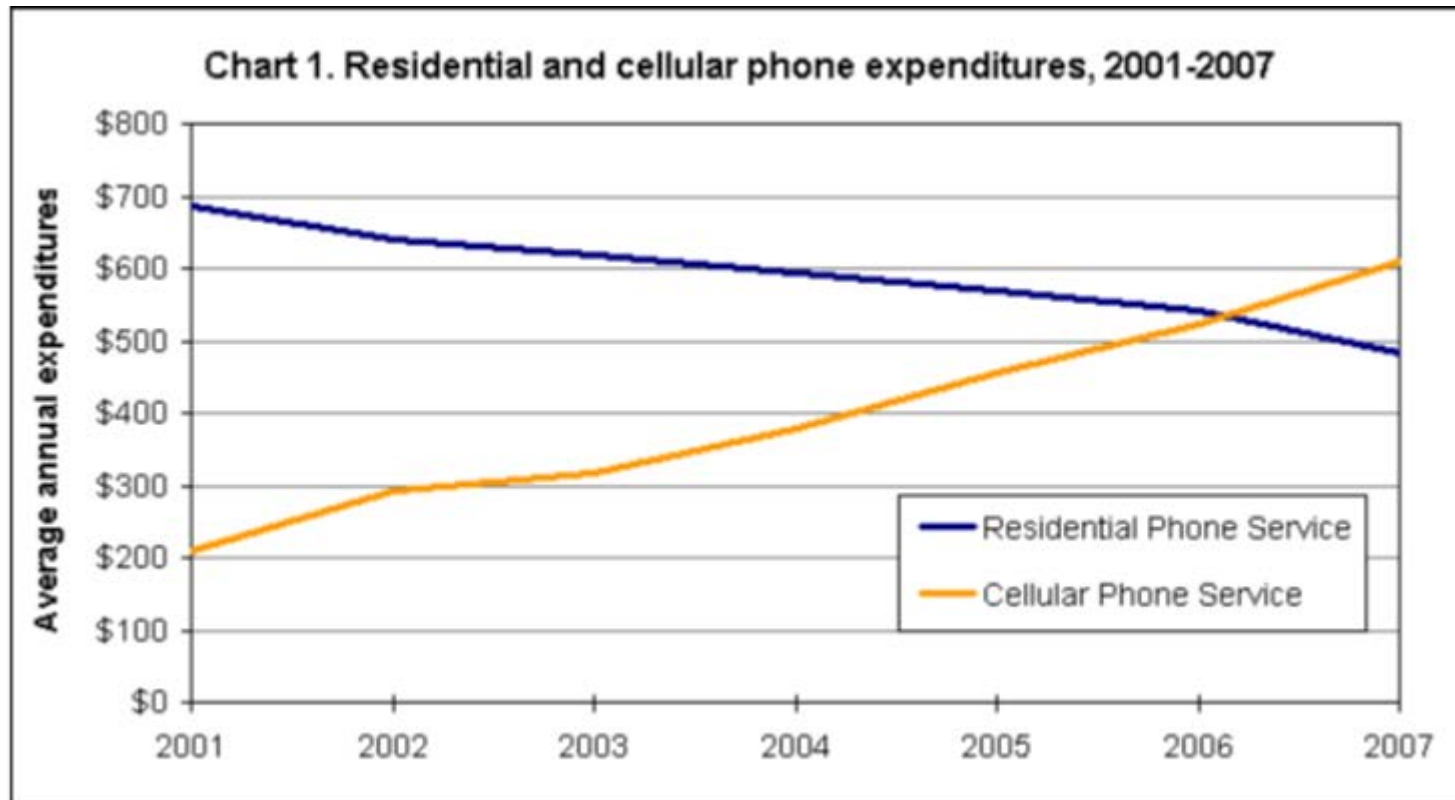


Is it an iPhone or an iLibrary?

Reaching out to users through
mobile technology

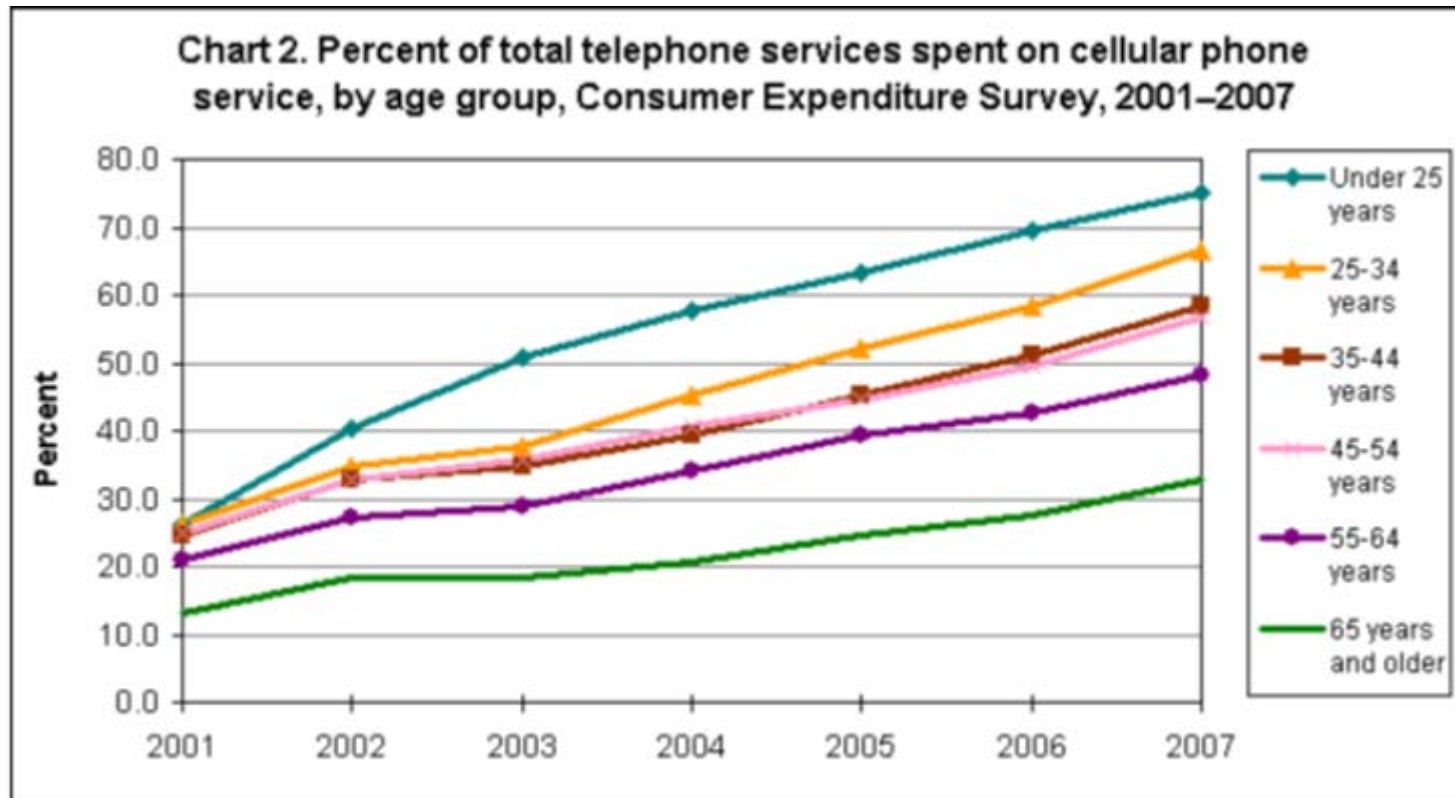


Consumer spending on cell phones



US Bureau of Labor Statistics, 2009

As expected cell phone use has grown with teenagers



What do Apple and McDonalds have in common?



The image is a screenshot of the Apple App Store homepage. At the top is a navigation bar with links for Store, Mac, iPod + iTunes, iPhone, Downloads, and Support, along with a search bar. The main banner features a large, colorful collage of various app icons, including a blue hand icon, a red icon with a yellow stick figure, and a blue icon with a white speech bubble. The text "TWO Thanks a billion." is prominently displayed in the center-left. Below this, it says "Over 1 billion downloads in just nine months. Only on the App Store. [Learn more](#)". At the bottom left, there is a paragraph about the one billionth app, Bump, and a link to the official rules. An iPhone is shown at the bottom right, displaying a grid of app icons.

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](#) ▶

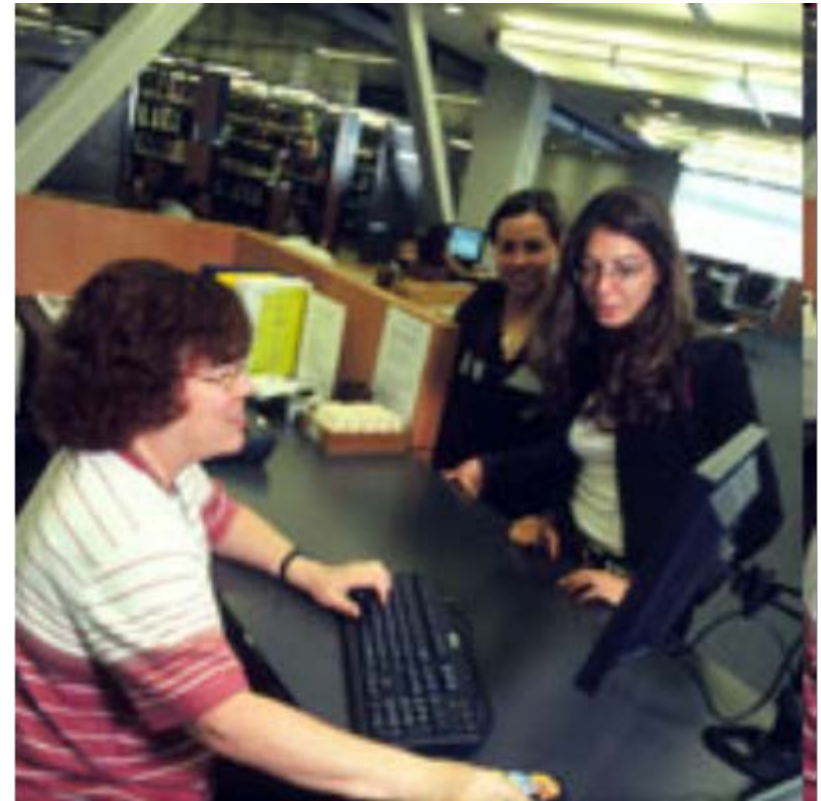
Wireless Internet Report, July 2009

- 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

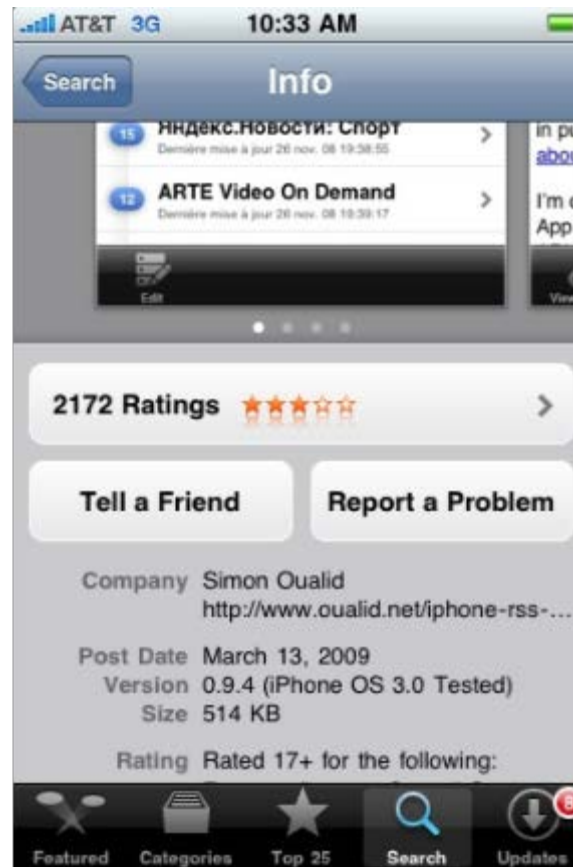
What is an App?

- All About Convenience
- Get them at iTunes App Store



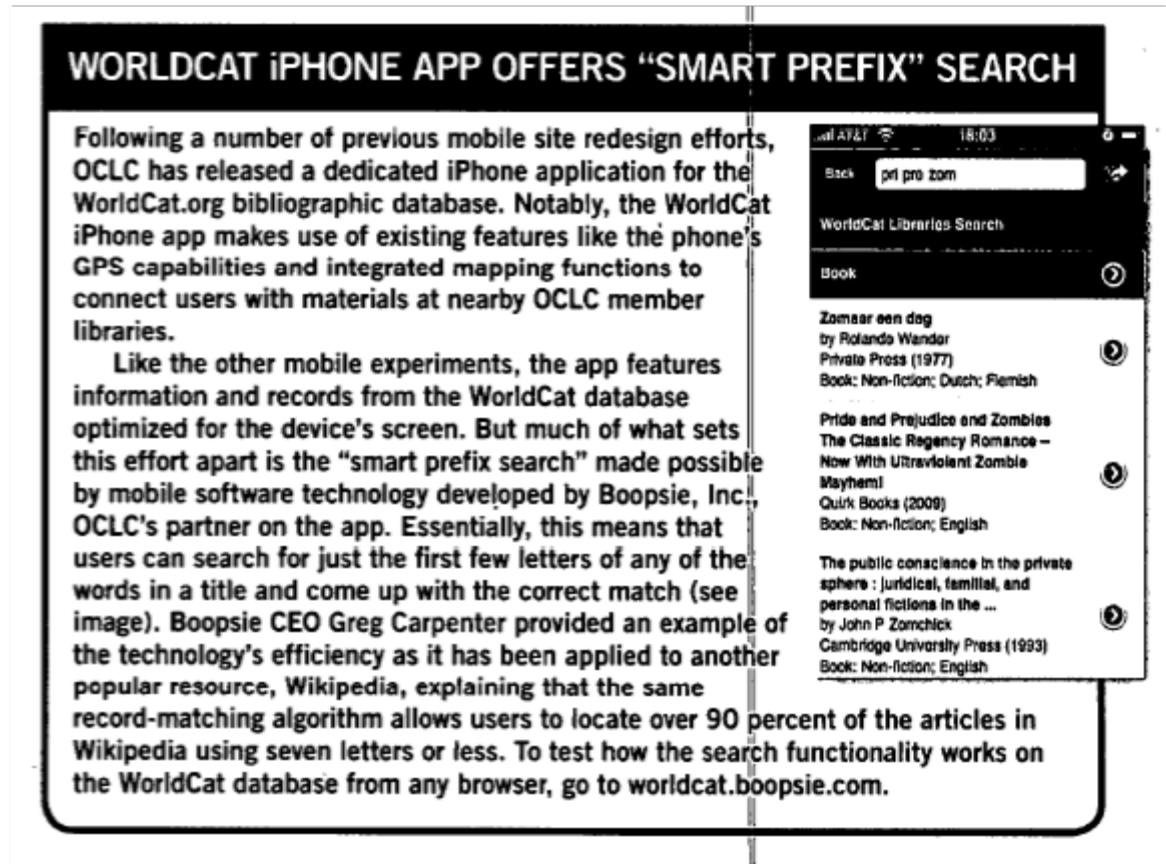
Evaluating Apps

- Cost
- Reviews
- Version
- File Size



Evaluating Apps

- Authorship
- Membership
- Privacy



Library Journal, 5/1/2009



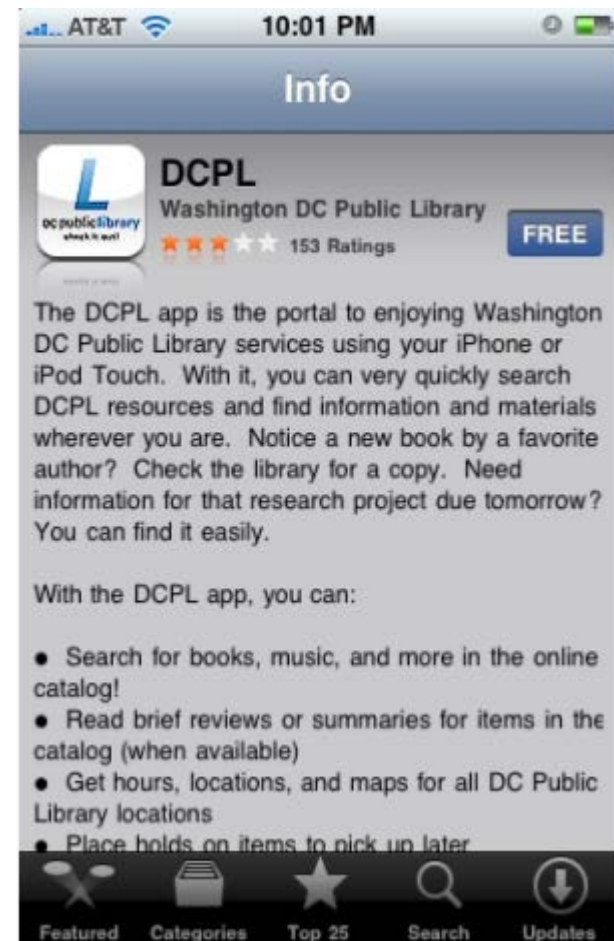
“In” the Office

- Evernote
- Jotnot
- Google Docs
- Calculator
- Jott
- Email
- Photoshop

Helping the Library Customer

- Useful iPhone Apps for when you're not at the desk

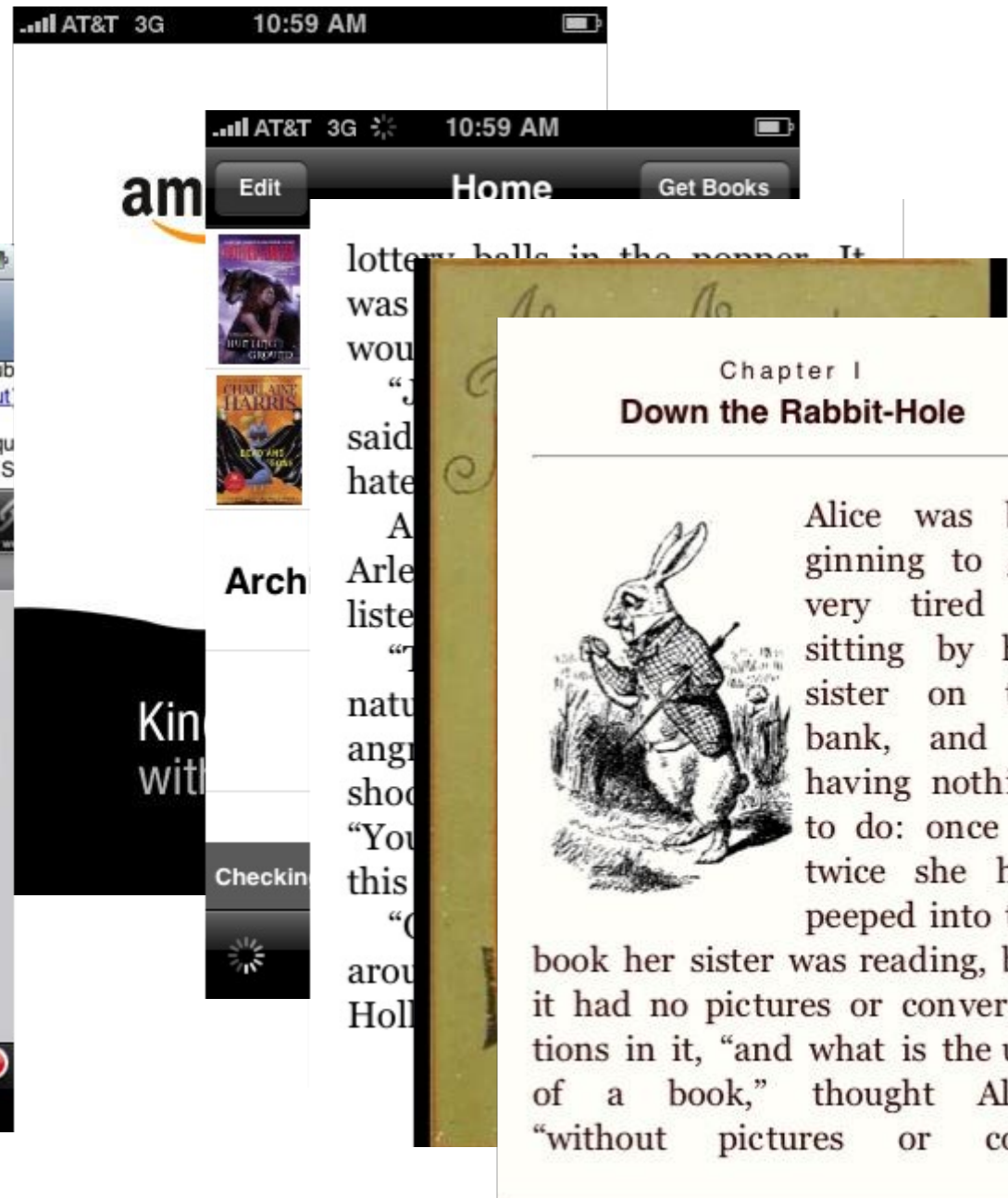
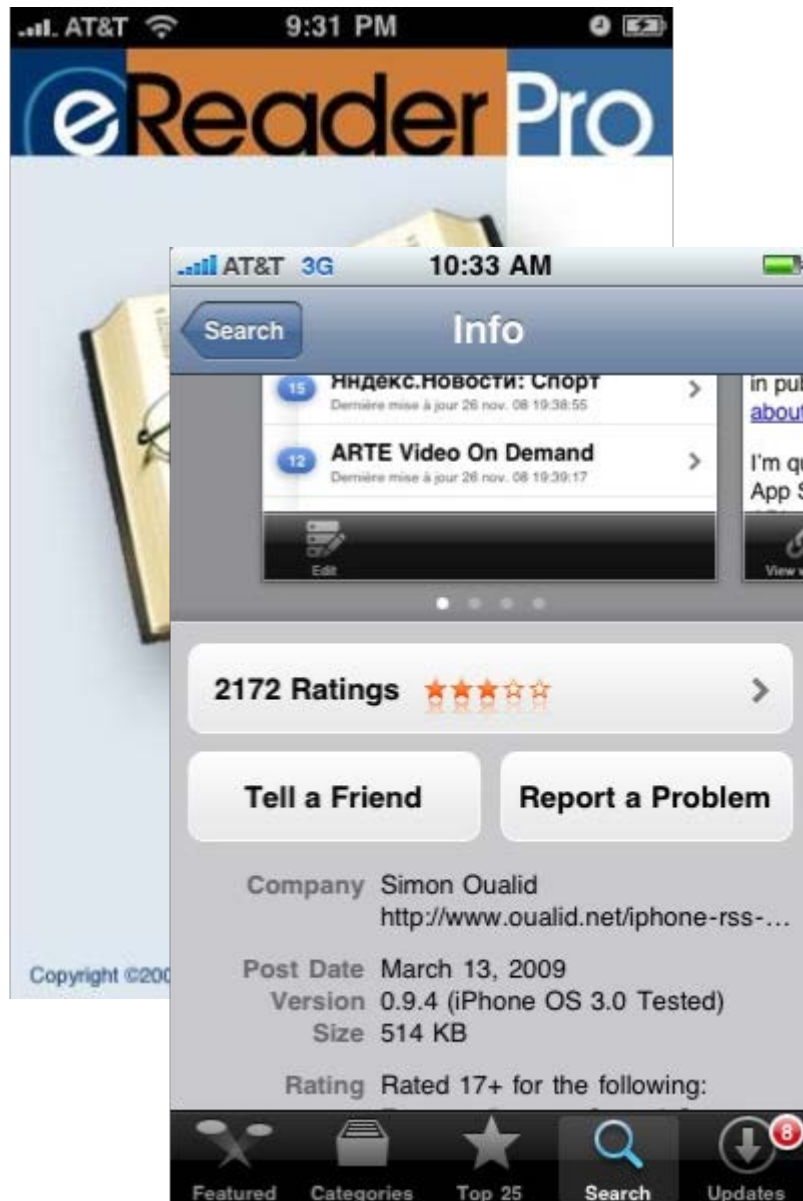
Library Apps



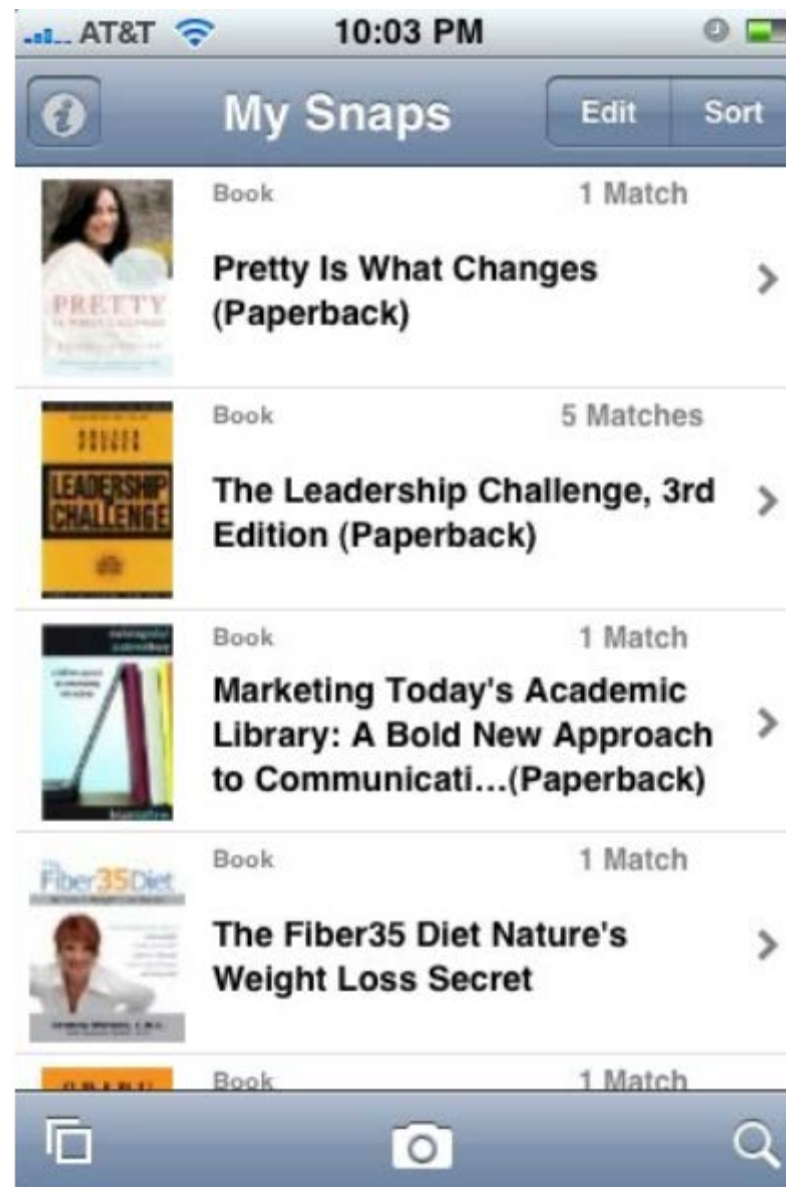
Cardstar

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

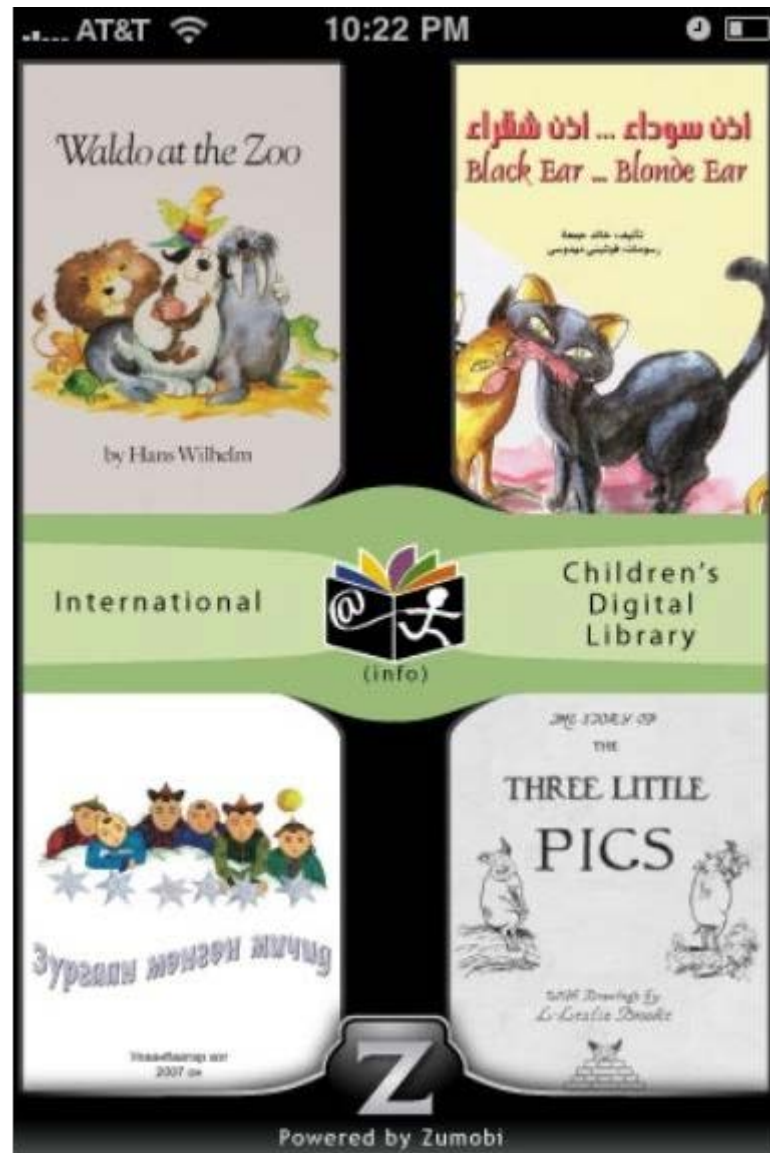
Ereaders



Books - Snaptell



Childrens



Audiobooks

- Overdrive
- My iLibrary
- Librivox



Podcasts

Podcast – NyTimes book review
podcast

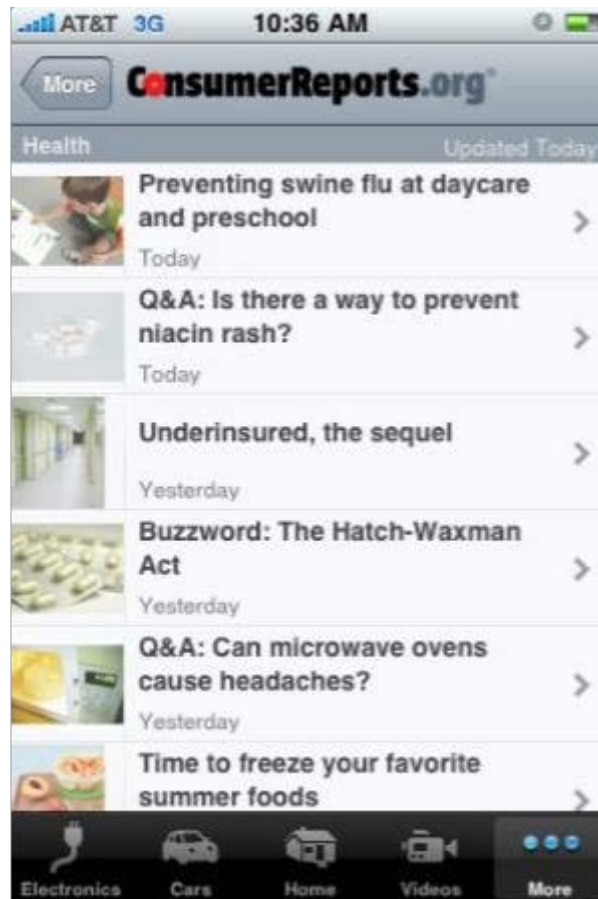
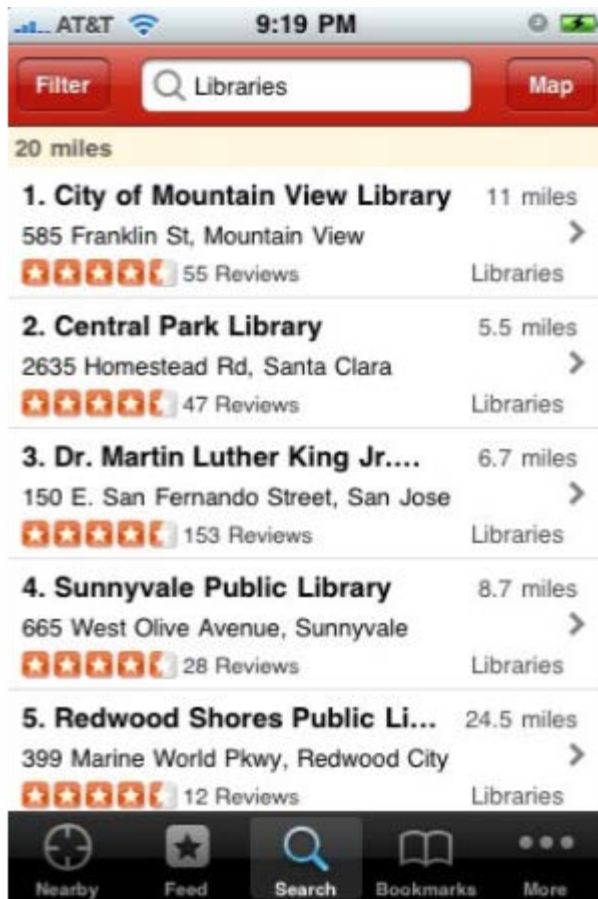
BN book reviews

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

Encyclopedias / Dictionaries





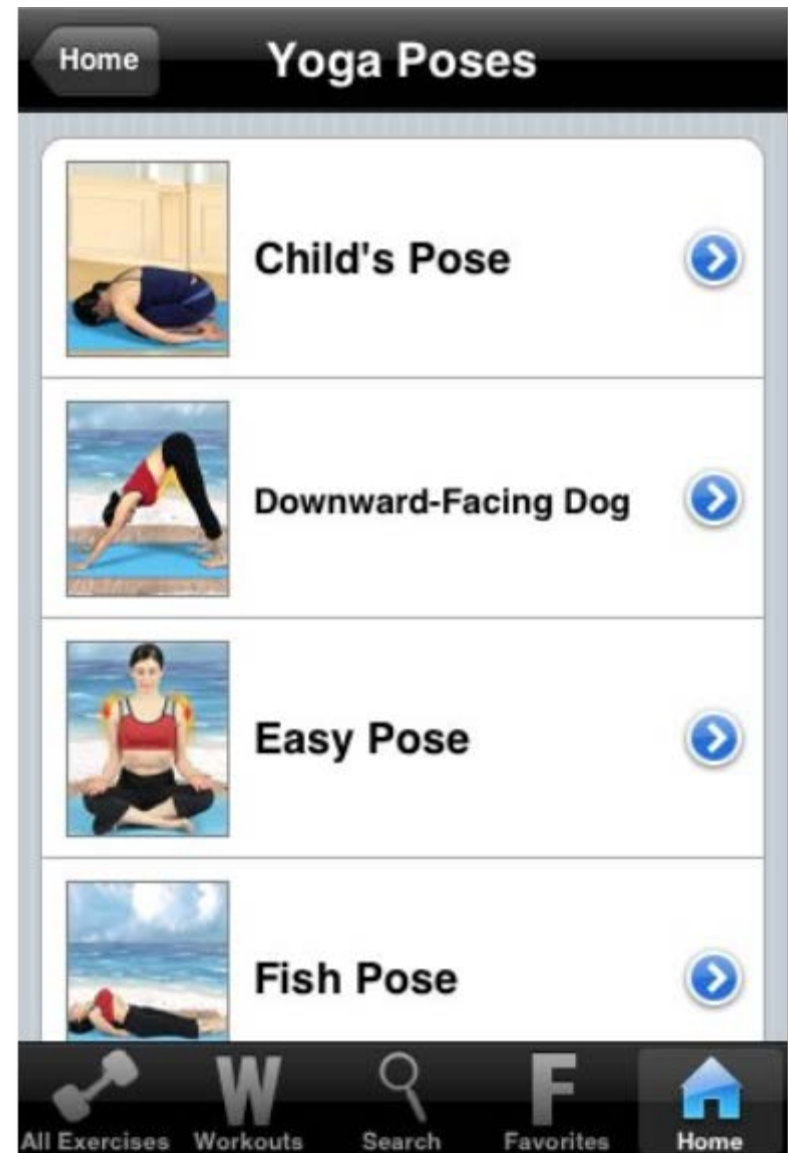
Events (Local)



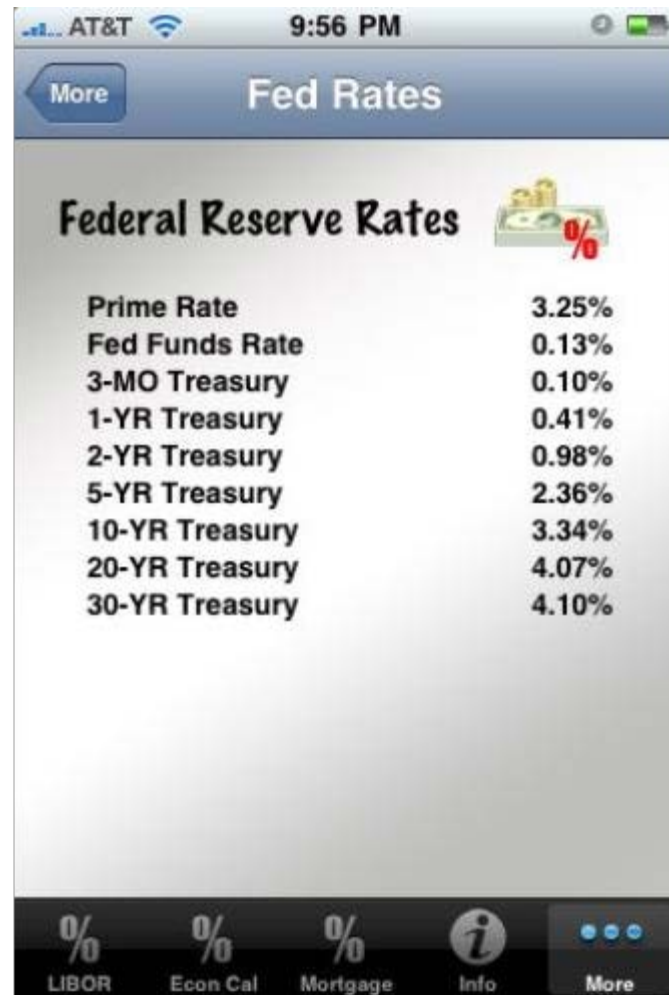
Maps




Fitness



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%

LIBOR Econ Cal Mortgage Info More

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



Movies





Music

Baby Names





News



Social Networking



Phone Directories

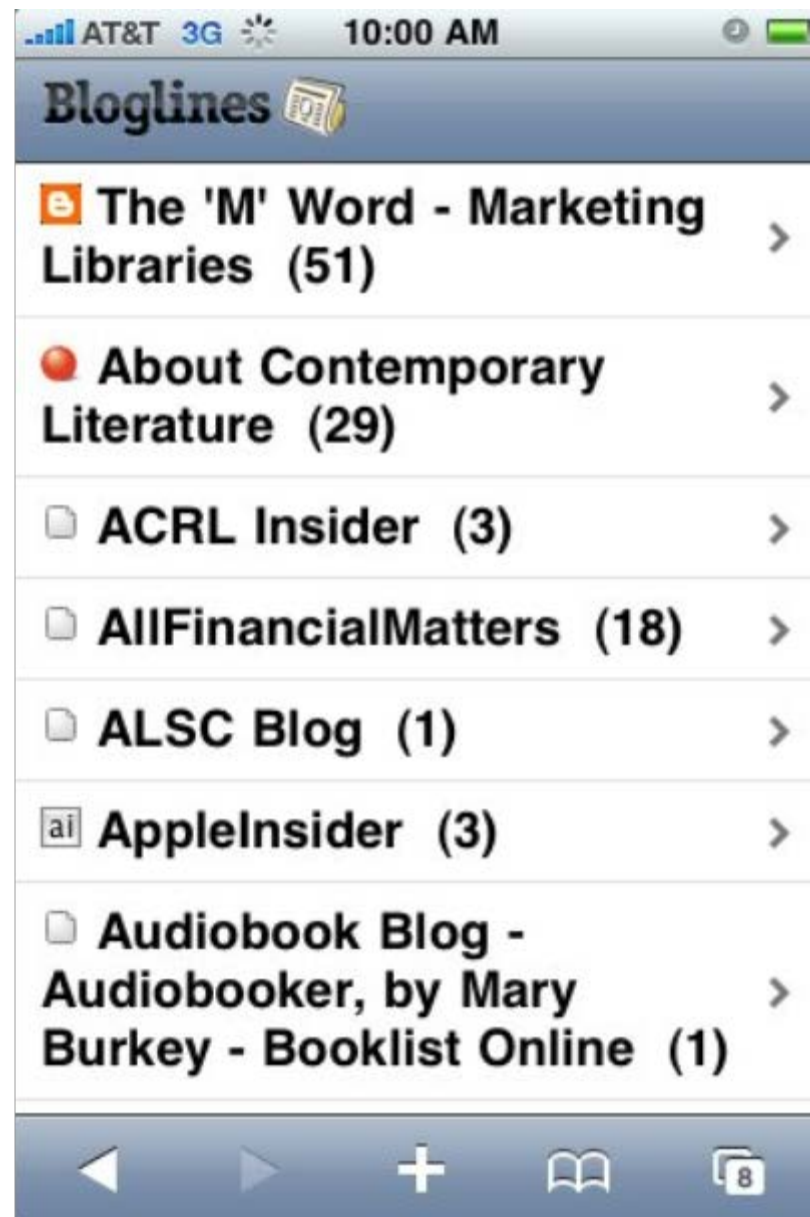


Photos

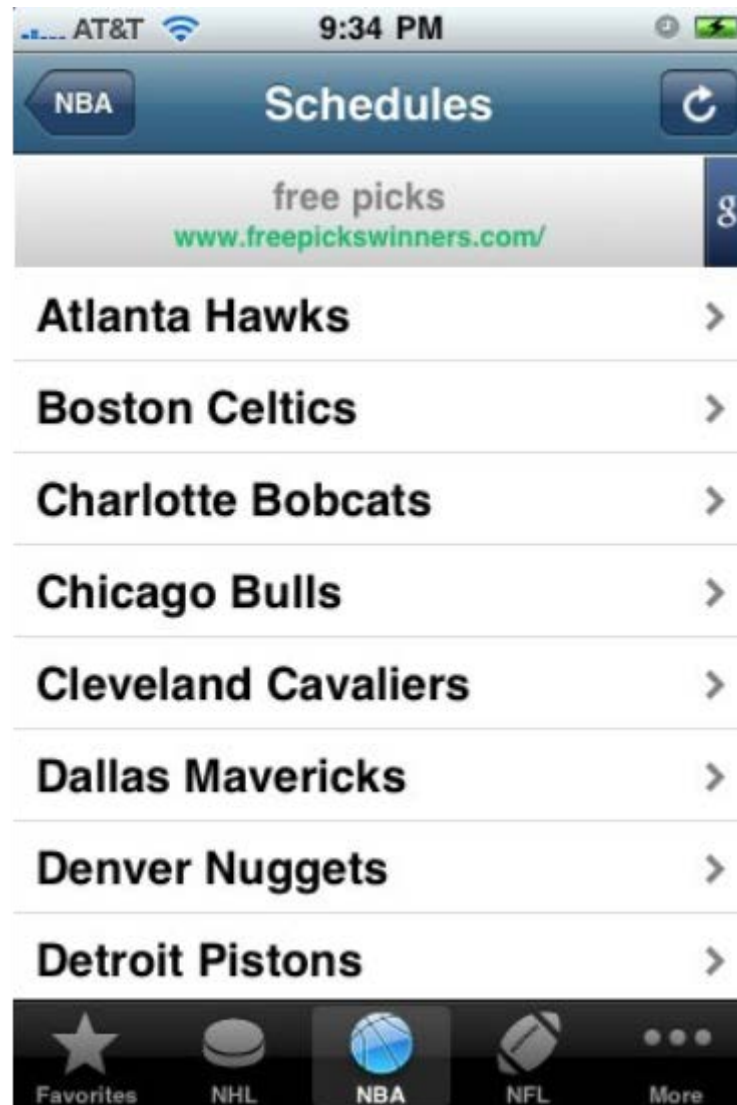
Religion

- Bible quotations,
- Book of Mormon
- Bible
- Koran

RSS



Sports



Travel

AT&T 10:12 PM	
Back	Flight
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
Booking	Southwest Airlines
Details	nonstop - 1h, 00m Aircraft Boeing 737-700 Distance 295 miles

Weather





Youtube and Video

In House Services

- Text a Librarian
- Chat
- Email
- Zotero or RefWorks Mobile

Questions?

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