

THE LIBRARY IN YOUR POCKET: PRACTICAL APPLICATIONS OF MOBILE TECHNOLOGIES

<http://www.flickr.com/photos/williambrawley/4310319103/>

Meredith Farkas
Portland State University

Why should you care about mobile devices?

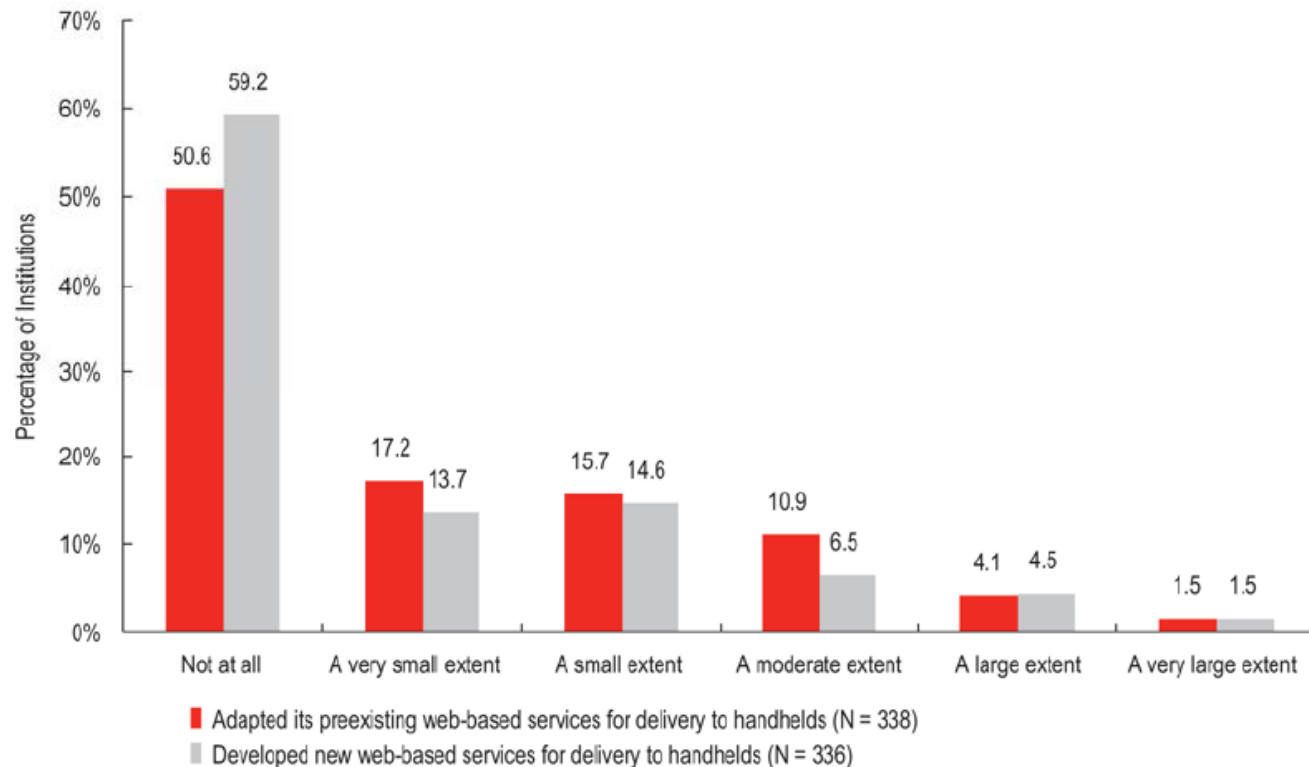
- 4.1 billion SMS messages being sent daily
- Over 276 million wireless users (source: CITA Wireless Industry Survey, 2009).
- 32% of Americans have used a cell phone or Smartphone to access the internet this year (source: Pew, April 2009).
- The mobile device will be the primary connection tool to the internet for most people by 2020. (Source: Pew, Dec. 2008).

Why should you care about mobile devices?

- 2012 NMC/Educause Horizon Report named mobile devices one of the top trends in higher and K-12 education with an adoption horizon of one year or less.
- More than half of undergraduates own an internet-capable mobile device (source: ECAR Study of Undergraduate Students and IT, 2009)
- 94% of students send & receive text messages (source: Ball State University, 2009).

Where educational institutions stand

Figure 3. Extent to Which Institution Has Adapted or Developed Web-Based Services for Delivery to Handheld Devices



Source: Educause. (2009). *Spreading the Word: Messaging and Communications in Higher Education*. <http://net.educause.edu/ir/library/pdf/EKF/EKF0902.pdf>

MOBILE TRENDS



Mobile social software

- Three types
 - ▣ Social software that can be used on mobile devices
 - ▣ Social software designed primarily for mobile devices
 - ▣ Social software specifically designed for mobile devices
 - Most are location-aware

What are you doing?

140

Latest: @djfiander Oh you crazy Canadians and your pencils for Halloween! ;-) about 1 hour ago

update

Home



younglibrarian This may actually induce me to get a snuggie -- Weezer Snuggie Infomercial <http://bit.ly/2vXqT6>

3 minutes ago from web



brewinlibrarian RT @caseorganic: Progress isn't made by early risers. It's made by lazy people trying to find easier ways to do something.

3 minutes ago from Echofon



vielmetti 12 voters at the Michigan union

4 minutes ago from mobile web



PaulMiller RT @euan: I have lusted after Google Voice since it was Grand Central and can't have it. I want Ribbit NOW! [ditto]

5 minutes ago from Tweetie



cindi alas.... they are out of business <http://flic.kr/p/7cVqV5>

5 minutes ago from Flickr



joshuamneff Clean Harry #unseenprequels

6 minutes ago from Echofon



Inorvig A trend I hate: Linking to a Facebook link to an article that is on the web. Please make it stop.

6 minutes ago from web



cmairn I feel like crap, but ... I must find enough energy to get up to vote. <http://myloc.me/1k44r>

7 minutes ago from UberTwitter



librarianmer

1,624 tweets

273

1,077

77

following

followers

listed

Fledgling Wine

n. a Twitter winemaking project for literacy around the world.

Home

@librarianmer

Direct Messages

97

Favorites

Search



Lists



Lists are timelines you build yourself, consisting of friends, family, co-workers, sports teams, you name it.

New list

Trending Topics



#losemynumber

#unseenprequels

Google Wave

Halloween

#VoteNoOn1

New Moon

Maine

Twitter Lists

Dragon Age

#blacksn0w

Following



Twitter

- Microblogging – sharing information in 140 characters or less
- People “follow” your Twitter feed and get updates of your news and that of their other friends chronologically
- Hugely popular
- Can use via web, cell phone, desktop apps, IM, etc.

2D Barcodes



<http://www.flickr.com/photos/clevercupcakes/3985603967/>

2D Barcodes

- QR (Quick Response) codes – most common.
- Originally developed for inventory control.
- Need a QR code reader.
- Scan a QR code to access information or take action



What can QR codes do?

- Pull up text content
- Dial a phone number or send a txt
- Pull up a web page
- Check into Foursquare or Like on Facebook
- Pull up an image or video
- Add event to calendar
- Add to contacts
- Display a point in Google maps
- Sends an email
- PayPal Buy Now



Hyperlinks

Connected web pages to one another.

QR Codes

Connect the physical world to the web



<http://www.flickr.com/photos/markcph/4427533643/>

QR Codes

- Very big in Japan, growing in use in Europe. Not as big in U.S. yet.
- In U.S. mainly see on products, museums, real estate ads.



<http://www.flickr.com/photos/smellit/4591783567/>

QR code generators and readers



QR-CODE GENERATOR

Content type: URL Text Phone Number SMS

Content:

URL:
<http://meredithfarkas.welpaint.com/page/The+Li>

Size:



Save this code to add it to your blog or your documents.

You can also use the code's [permalink](#), or copy-paste the following HTML code:

```

```



No cell phone? no problem!

DANSL - QR code application to be used with a web cam



Can also use iPod Touch or iPad2 to read QR codes

The Future of QR codes

- ▣ Will they be replaced by mobile visual search?

Location-aware mobile technologies

- Uses GPS, compass, RFID, etc. to determine where a user's orientation to other people, places, things, etc.



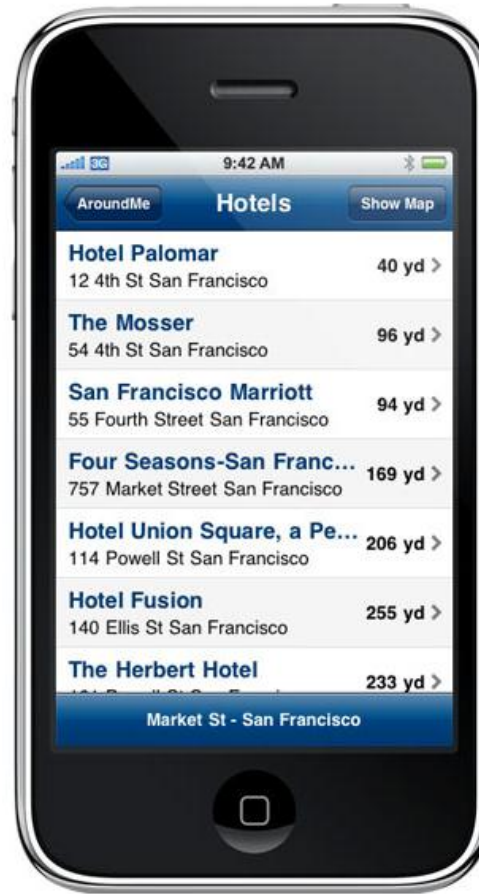
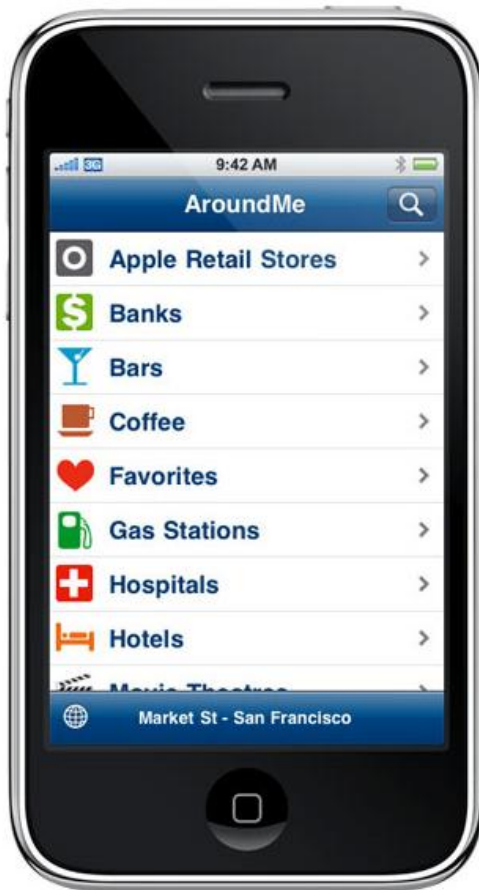
<http://www.flickr.com/photos/psd/21055837/>

Location-aware apps - Zillow

<http://www.youtube.com/watch?v=rJfrdcbfXsc>



Location-aware apps – Around Me



Location-aware apps - Loopt



Location-aware mobile games



Already a member? [Login](#)

Find places, people, tags [SEARCH](#)

CHECK-IN FIND YOUR FRIENDS UNLOCK YOUR CITY

Foursquare on your phone gives you & your friends new ways of exploring your city. Earn points & unlock badges for discovering new things. [LEARN MORE](#)

[JOIN NOW](#)

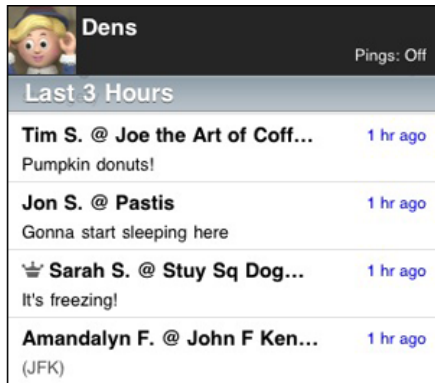
RECENT ACTIVITY

-  **Ference** in Berlin, Germany: unlocked the **'Bender'** badge. 
-  **Gregorio H.** in Bogotá, Cundinamarca: became the mayor of **Juan Valdez Café**. 
-  **Truebeliever59** in Cologne, Germany: became the mayor of **Ubahn Rudolfplatz**. 
-  **Christian** in Berlin: wrote a tip @ **Ristorante Avanti**: don't eat the avanti-dressing 

GET IT NOW

- iPhone** →
- BlackBerry** →
- ANDROID** →
- palm** →
- OTHER DEVICES** →
- DEVELOPERS:**

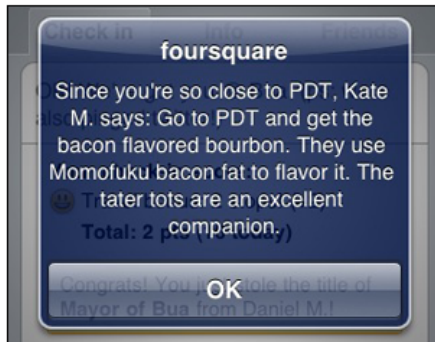
Foursquare



Check-in to places

People use foursquare to "check-in", which is a way of telling us your whereabouts. When you check-in someplace, we'll tell your friends where they can find you and recommend places to go & things to do nearby. People check-in at all kind of places - cafes, bars, restaurants, parks, homes, offices.

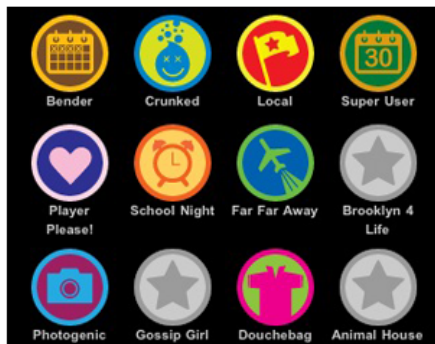
You'll find that as your friends use foursquare to check-in, you'll start learning more about the places they frequent. Not only is it a great way to meet up with nearby friends, but you'll also start to learn about their favorite spots and the new places they discover.



Share your experiences with friends

Think of foursquare as an "urban mix tape." We'll help you make lists of your favorite things to do and let you share them with friends. Think beyond your standard review - we're looking less for "The food here is top notch" and more for "Go to Dumont Burger and try the most amazing Mac and Cheese ever." Foursquare will keep track of the things you've done, help you create To-Do lists and even suggest new experiences to seek out.

As you check-in around the city, you'll start finding tips that other users have left behind. After checking-in at a restaurant, it's not uncommon to unlock a tip suggesting the best thing on the menu. Checking-in at a bar will often offer advice on what your next stop should be. Every tip you create is discoverable by other users just by checking-in.



Earn points and unlock badges!

Every foursquare checkin earns you points. Find a new place in your neighborhood? +5 points. Making multiple stops in a night? +2 points. Dragging friends along with you? +1.

And as you start checking-in to more interesting places with different people, you'll start unlocking badges. There are badges for discovering new places and for traveling to far away places. Spending too much time singing karaoke or been hitting the gym consistently? Yes, there are badges for those too :)

SOCIAL RECOMMENDATION TOOLS

- Rate places local to you & get recommendations on what people with common interests recommend



Augmented Reality

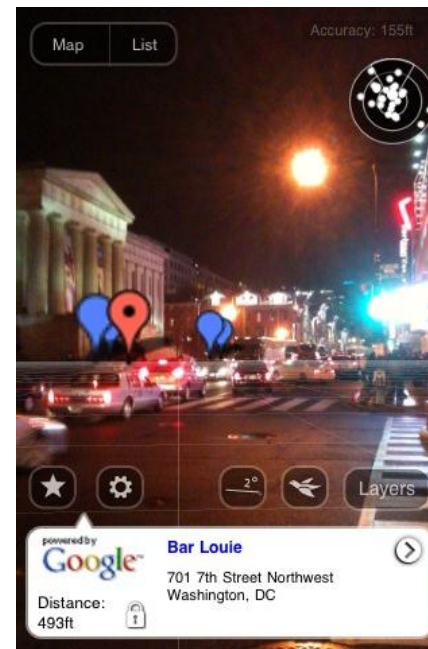
- Blending data with what you see in the real world.



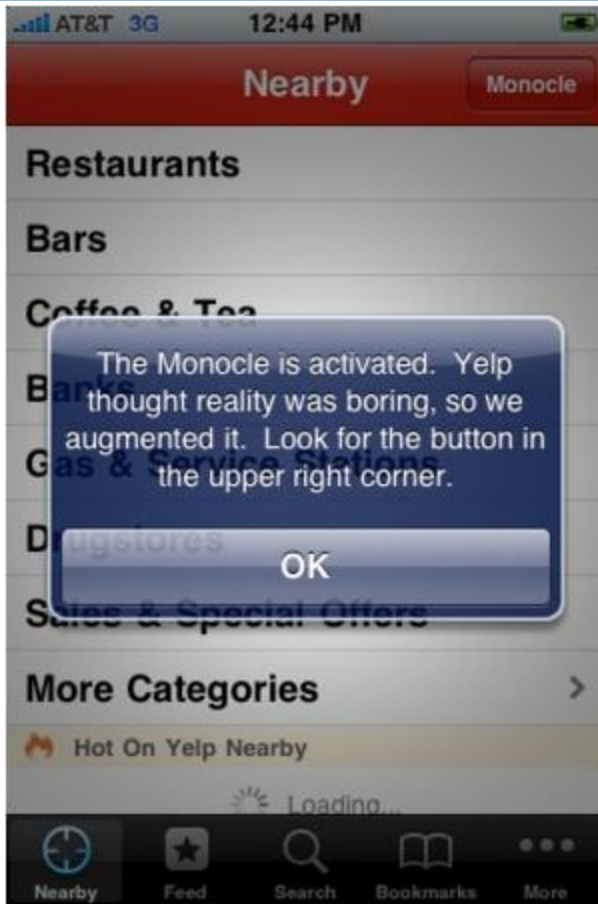
<http://www.flickr.com/photos/turkletom/4325703868/>

Layar

- Allows developers to build layers of data on top of the live video on your phone.
- http://www.youtube.com/watch?v=b64_16K2e08



Yelp



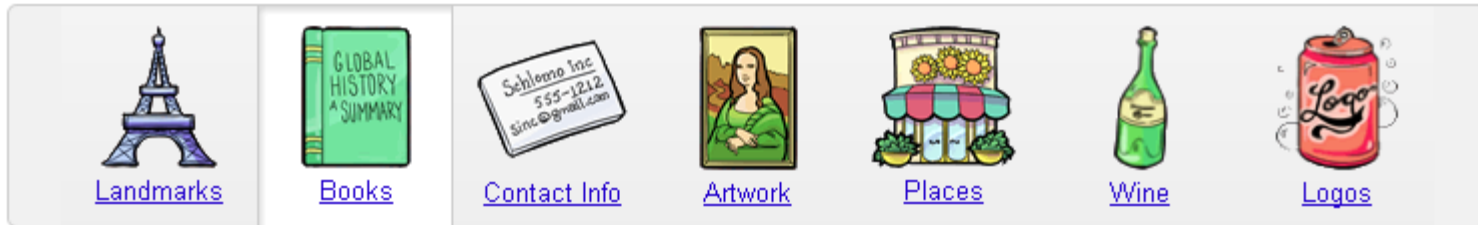
TWITT AROUND



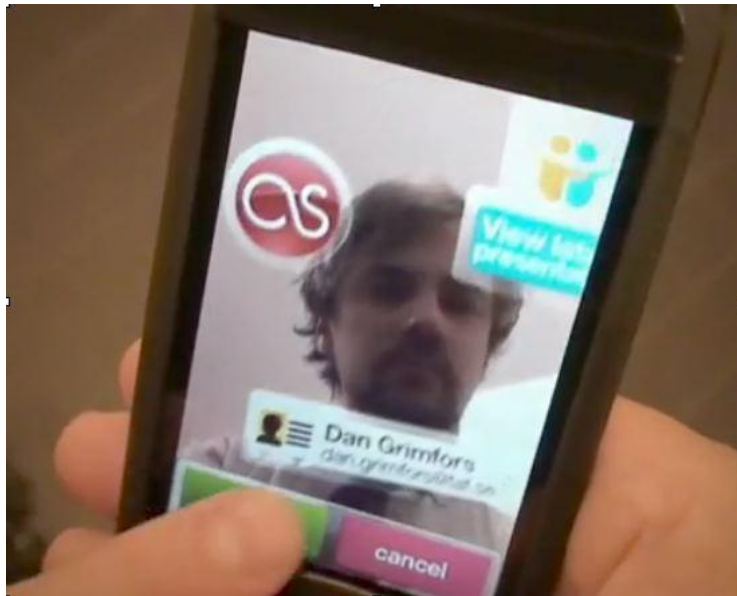
CAR FINDER



Google Goggles



THE FUTURE OF AUGMENTED REALITY?



<http://www.youtube.com/watch?v=tb0pMeg1UN0>

LIBRARY SERVICES FOR MOBILE USERS



First, assess

- What mobile technologies do your patrons use?
- How many access the web via a mobile device?
Which one(s) are most prevalent?
- What social technologies do your patrons use?
- Are any organizations my library is aligned with (municipality, University, etc.) looking to create mobile services?
- What library services and collections might be most appropriate and possible to serve up via a mobile device?

MOBILE LIBRARY CONTENT



Library Website

- Questions to ask:
 - Do you create a separate mobile version of your site or just serve up a different style sheet based on the device?
 - Do you design for the most commonly-used smartphones or also design for web-enabled mobile devices (small screens)?
 - Do you use a detection algorithm to redirect mobile users to the mobile site or make them go to a separate URL?

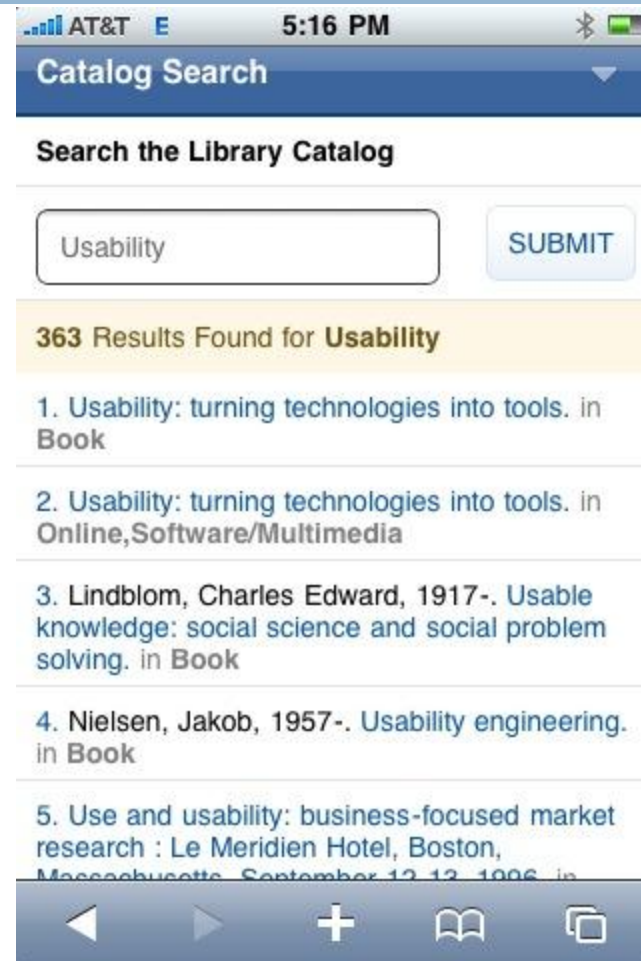
Design tips

- Break information into tasks and let users drill down to what they need (not too many clicks!).
- Put most-used content at the top.
- Minimize scrolling.
- Icons and text links are better than either alone.
- Shorten text to minimal amount needed.
- Minimize the need to type whenever possible.

What to include on mobile website

- Depends on library and what users actually use.
 - Catalog search
 - Databases/federated search if they have mobile interfaces
 - Circ info (due dates, holds)
 - Room/computer reservations
 - Reference info/widgets/forms
 - Hours
 - Links to useful mobile content

Great mobile library websites



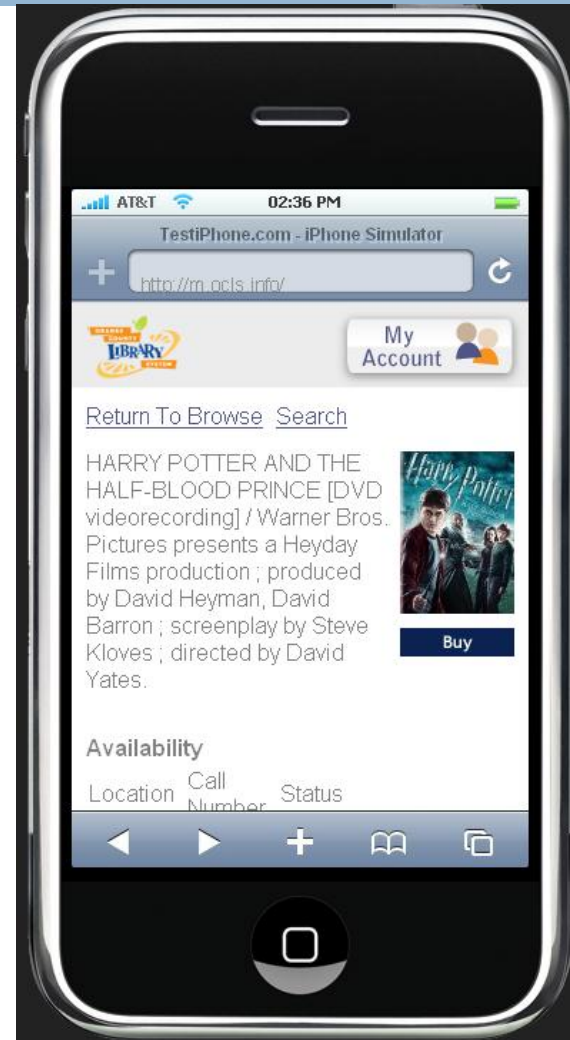
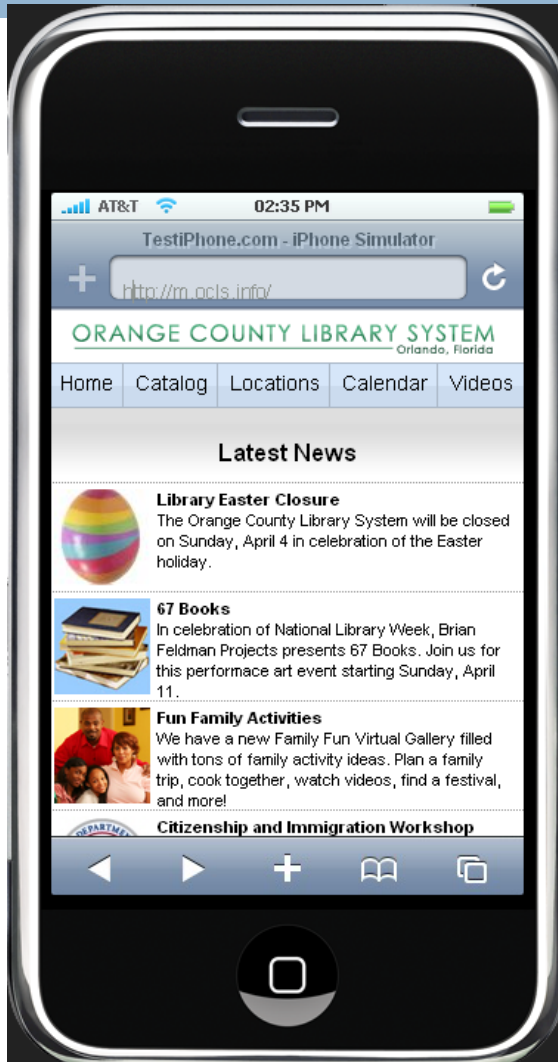
NCSU



Oregon State



ORANGE COUNTY LIBRARY SYSTEM



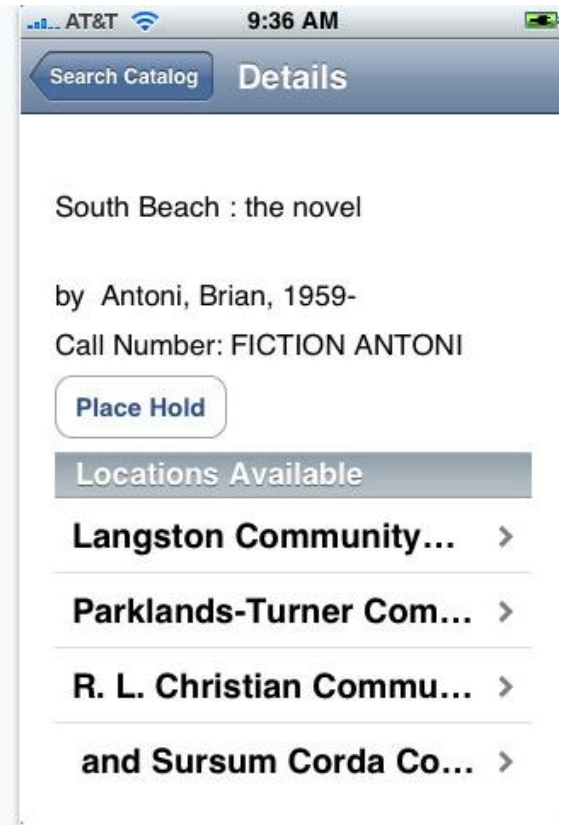
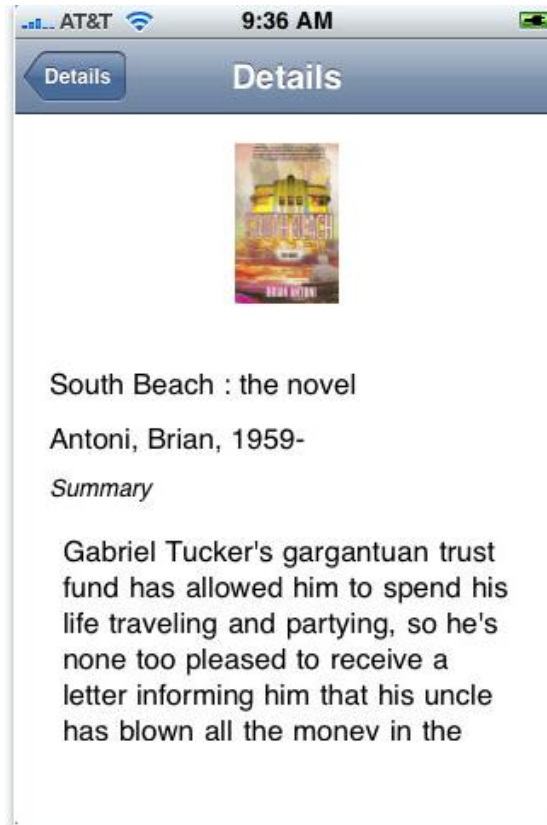
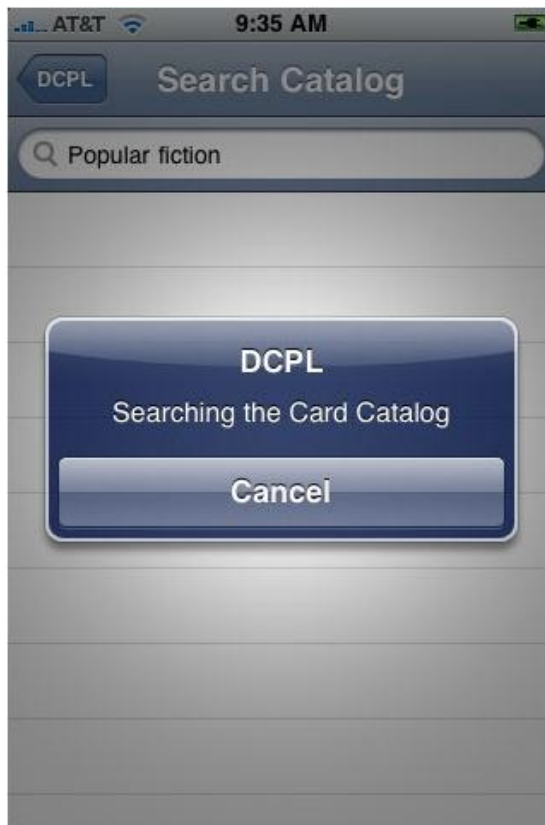
Tools for building your website

- You! (it's just web design)
- \$\$\$
 - ▣ Boopsie
 - ▣ Library Anywhere (LibraryThing)
 - ▣ NOW in the Library (Infor)
- Free
 - ▣ Mobile Site Generator 1.1 (Chad Haefele)
 - ▣ Mobify
 - ▣ Wirenode
 - ▣ Onbile

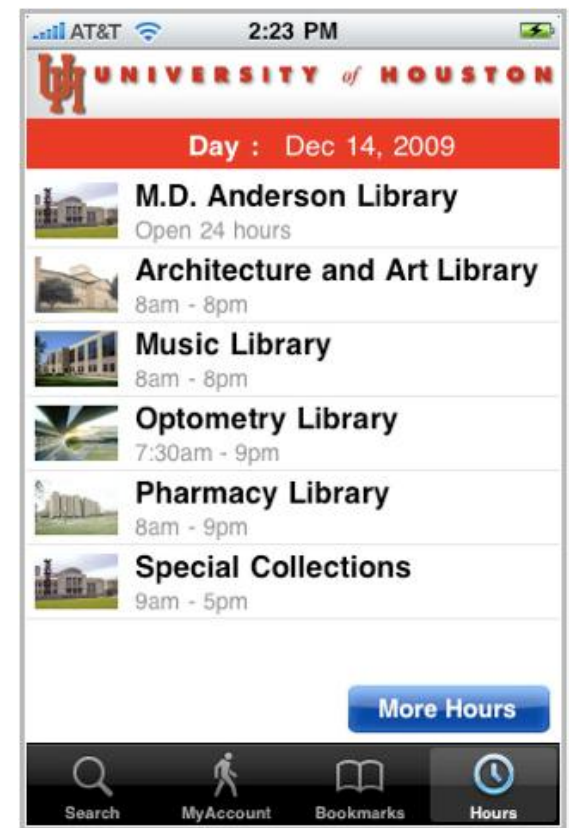
Library apps

- Users can install and easily access specific library functions/info.
- For smartphones.
- Most libraries have a mobile-friendly website too.
- Have to design for specific operating systems – most designed for iPhone.

DC Public Library



University of Houston Libraries



Minuteman Library Network

Search All Libraries by:

Keyword

Bedford
Belmont
Brookline
Cambridge
Concord
Dean College
Dedham
Dover
Framingham

Search My Account Requests Settings

Account Number or Username

Please type your account number

PIN

Please type your pin

Search My Account Requests Settings

Your Account Renew Sort

RENEW?	A game as old as empire [sound recording] : [the secret world of economic hit men and the web of	Nov 09, 2009
RENEW?	FDR [videorecording]	Nov 10, 2009
RENEW?	Born to run : a hidden tribe, superathletes, and the greatest race the world has never seen	Nov 09, 2009
RENEW?	Harry Potter and the Order of the Phoenix [videorecording]	Nov 05, 2009

Search My Account Requests Settings

Mobile catalog search

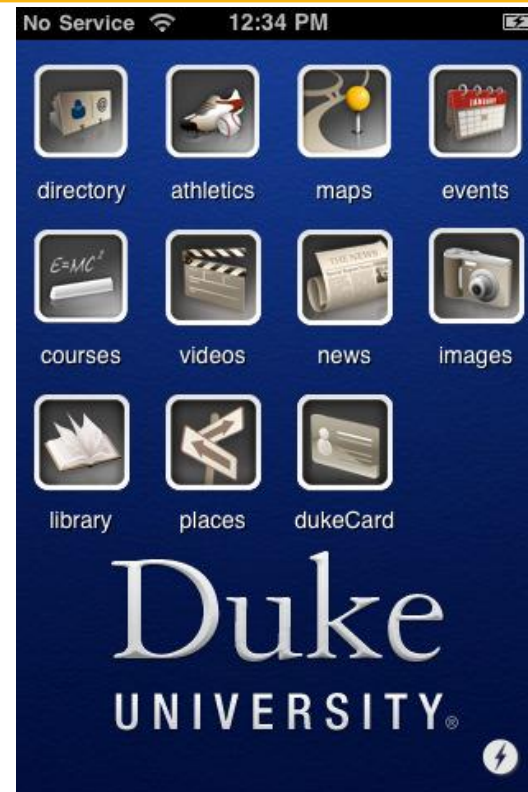
- Boopsie
- WorldCat Local
- NOW in the Library (Infor)
- SirsiDynix (BookMyne) – for iPhone
- Ill (AirPac)
- Polaris (Mobile PAC)
- Follett
- LibraryThing (Library Anywhere)
- Serials Solutions (Summon) – web-scale discovery
- Open source solution (MobileCat)
- Build it yourself
 - ▣ Create plain-text translation

Content

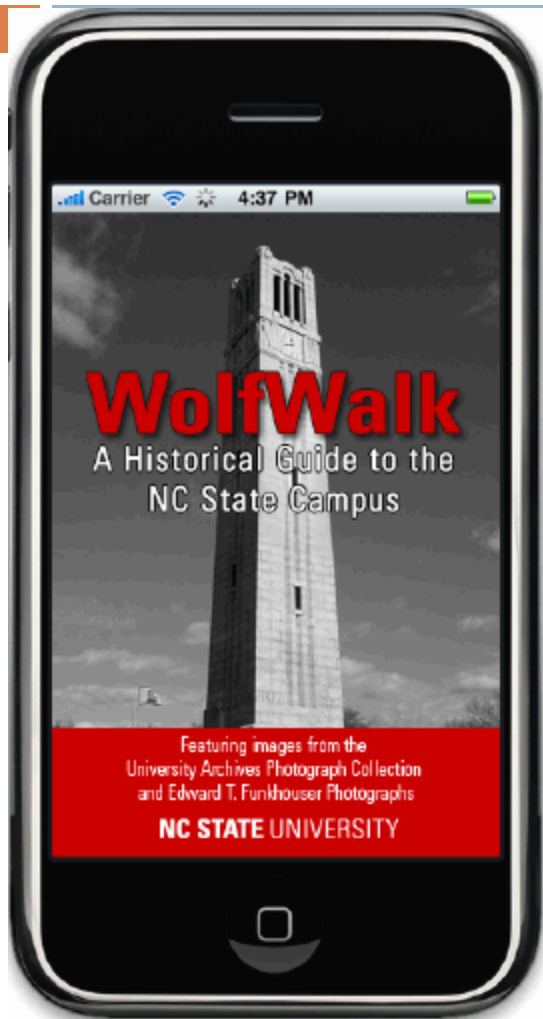
- Here are just some of the major vendors offering mobile interfaces:
 - [American Institute of Physics iResearch](#) iPhone application
 - [EBSCOhost Mobile](#)
 - [Hoover's Mobile](#) company information
 - [IEEE XPIore](#)
 - [Lexis/Nexis Get Cases and Shepardize](#)
 - [PubMed for Handhelds](#) medical database
 - [Questia](#) iPhone application (iTunes link)
 - [Refworks Mobile](#)
 - [Westlaw](#) legal research database
 - [EBL Ebook Library](#)
 - [Google Books](#)
 - [OverDrive](#)
 - [Safari Books Online](#)
 - [Amazon Kindle for the iPhone](#)
 - [Zotero](#)

Content: Special collections

- ❑ WolfWalk <http://www.lib.ncsu.edu/wolfwalk/>
- ❑ Duke Mobile Digital Collections
<http://www.youtube.com/watch?v=iHK3E4N7w6o>



WolfWalk

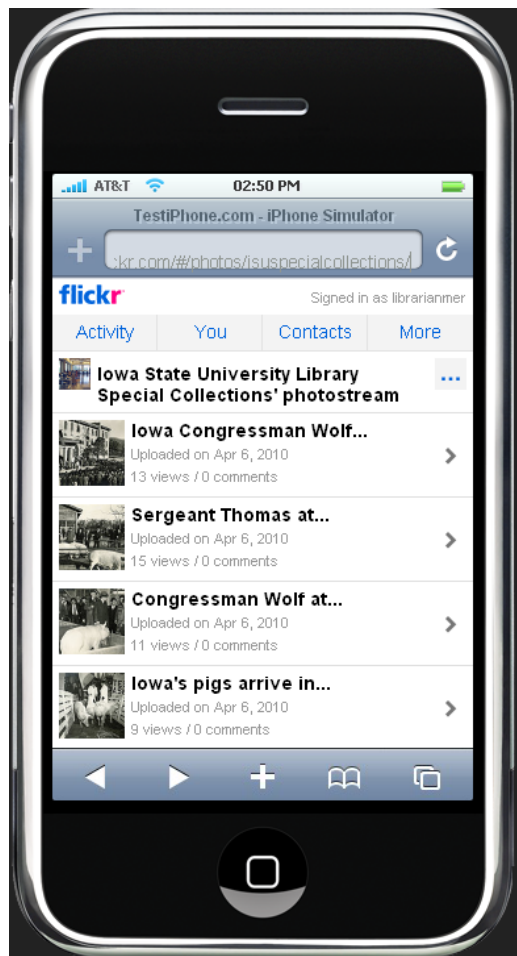


SPECIAL COLLECTIONS MATERIALS: DUKE MOBILE DIGITAL COLLECTIONS



Content: Special Collections

- Use Flickr to show off historic photos



QR Codes

- Provide additional information on physical resources
 - GeoHistorian Project
 - Read-alikes of popular books (Contra Costa County Library)
 - QR codes in the stacks to take users to the mobile catalog (Columbus Metropolitan Library)
 - Historical images of buildings, locations, etc.
 - Pull up or bookmark a website with more info



LIBERTY

PROTECTING CIVIL LIBERTIES - PROMOTING HUMAN RIGHTS

SUMMER

July 2009 Volume 65 Number 6

www.magistrates-association.org.uk

Magistrate

Essential reading for magistrates

Stand: 16 Floor: 6
Route:
Back Issue Code:



MEDICAL

Medico-Legal Journal

PUBLISHED QUARTERLY FOR THE MEDICO-LEGAL SOCIETY



Stand: 16 Floor: 6

VOL. 72, NO. 4

JULY 2009

THE MODERN



JOURNAL
OF
MARITAL
AND
FAMILY
THERAPY

JOURNAL
OF
MARITAL
AND
FAMILY
THERAPY

JOURNAL
OF
MARITAL
AND
FAMILY
THERAPY

31
2005

32
2006

33
2007

**Journal of marital
and family therapy**

Also Available Online From:

01/01/1994 to present




WestCat's New En Route Entertainment!

Now on WestCAT buses: Snap & Go QR Technology
Powered by WestCAT and the Contra Costa County Library

Listen to over 600 audiobook titles on the bus with the Contra Costa County Library's Snap & Go mobile library access. Wirelessly download audiobooks directly to your cell phone for FREE. It's a great way to pass time on the bus.


Snap & Go QR Technology Presented by WestCAT and the Contra Costa County Library
Get access to over 600 audiobooks...Instantly!

It's your personal HOV lane
through the Library



With WestCAT's new "En route Entertainment" you can now listen to over 600 audiobook titles here on the bus with the Contra Costa County Library's Snap & Go mobile library access. Wirelessly Download Audiobooks Directly to your cell phone for FREE. It's a great way to pass the time on the bus.

Just snap and go!



WESTCAT

Comments (0)

Free Books on the Bus!



Easy as 1-2-3

- 1) Download a free QR code reader to your phone from snapngo.ccclib.org (1x only)
- 2) Scan the code from a library poster on **Tri Delta Transit** buses or wherever you see it posted.

- 3) Select an audiobook to download and enjoy the ride!

Comments (2)

Ready, Set, Snap & Go! Scavenger Hunt

Visit your **Community Library** to play. Use your smartphone to snap the QR code and unlock the clue. Decipher the clue to find more hidden QR codes. The final QR code tells you how to enter the contest drawing to win one of two prizes, a \$75 Amazon gift certificate or a Kodak EasyShare digital camera.

The game runs from 10/17/2010 through 10/31/2010; the winners will be contacted in the beginning of November.

Ready, Set, Snap & Go!



scavenger hunt
ends 10/31
play and win!

Snap & Go is a project of The Contra Costa County Library, bringing library services to your mobile phone.

SNAPGO

If You Like...

We're tagging very popular books with a QR code that leads you to other books you might like to read. So, please enjoy these read-alikes!

<http://guides.ccclib.org/ifyoulike>



Comments (0)

Text-A-Librarian

MyInfoQuest - Snap & Text us



The QR code on [our contact page](#) helps people use our text (SMS) reference service. Snap the code with your phone* and it creates a new text message, adding "ccc" at the beginning (the "ccc" helps MyInfoQuest track which libraries are using the service).

It also prefills the telephone number so all you do is **type your question and press send. A librarian responds within 10 minutes.**

Hours:

Mon-Fri 6 am-8 pm / Sat 7 am-3 pm / Sun 10 am- 4 pm

*you need a QR code reader

kudos to the Sacramento Public Library for showing us this sensible use of a QR code

Comments (1)

AUGMENTED REALITY AND RFID

- Shows you what subjects are contained on a shelf.
- Shelf-reading (shows when books are out of order)
- Overlaying historical images of a place on reality
- Scanning over a device will pull up instructional content
- Going up to a journal will pull up the e-version
- Scanning over a book takes you to a page with descriptions and reviews

Txt a call number

Critical perspectives on Harry Potter / edited by Elizabeth E. Heilman.

Title: Critical perspectives on Harry Potter / edited by Elizabeth E. Heilman.

Edition: 2nd ed.

Published: New York : Routledge, 2009.

Description: ix, 354 p. ; 23 cm.

Subject(s): Rowling, J. K. --Criticism and interpretation.
Rowling, J. K. --Characters --Harry Potter.
Children --Books and reading --English-speaking countries.
Children's stories, English --History and criticism.
Fantasy fiction, English --History and criticism.
Potter, Harry (Fictitious character)
Wizards in literature.
Magic in literature.

Persistent Link to Record: <http://voyager.uvm.edu/cgi-bin/Pwebrecd>

Google Book Search:



[More Information About This Book](#)

Collection: Bailey/Howe Books (3rd Floor)

Call Number: PR6068.O93 Z73 2009

Number of Items: 1

Status: Available Check Shelf



THE UNIVERSITY OF VERMONT

Libraries

Ask. Discover. Create.

Bailey/Howe Library
Dana Medical Library
Ask A Librarian
Interlibrary Loan

Text it!

Send call number and location to your cell phone.

Title Critical perspectives on Harry...

Call Number PR6068.O93 Z73 2009

Location Bailey/Howe Books (3rd Floor)

Number:

Provider:

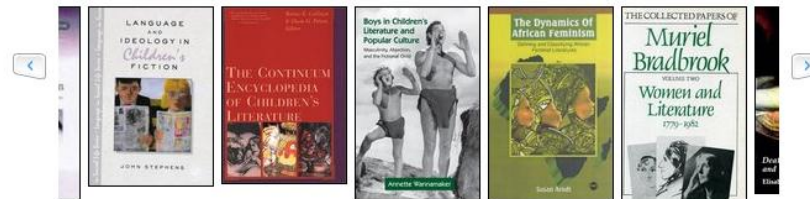
Note: provider charges may apply.

Txt a call number (cont'd)

- University of Bath and University of Huddersfield (UK) have QR codes in the catalog.

Print Copy/Holding Information		
Location	Collection	Class (Dewey)
Huddersfield	Loan Collection Floor 5 - 2 wk loan	809.892826 WA

Virtual shelf browser:



Useful links:

Amazon UK: <http://library.hud.ac.uk/perf/amazon.pl?0415974690>
Blackwell: <http://library.hud.ac.uk/perf/blackwells.pl?0415974690>
del.icio.us: [http://del.icio.us/post?url=http://library.hud.ac.uk/catlink/bib/585491/cis/...](http://del.icio.us/post?url=http://library.hud.ac.uk/catlink/bib/585491/cis/)
Loan Stats: <http://library.hud.ac.uk/perf/stats/stats.pl?bib=585491>
Permalink: <http://library.hud.ac.uk/catlink/bib/585491/cis/>
QR Code:



SMS Notifications

- News
- Events
- New books by subject
- When a hold is available for pickup
- Due dates/overdue notices
- **MUST BE OPT-IN!**

MOBILE REFERENCE AND INSTRUCTION



SMS reference

- Not limited by location (point of need)
- Messages need to be short (150 characters or less)
- Patrons may be charged for messages they send and receive
- Only useful for brief transactions
- IM reference can also be done on most smartphones (Mobile AIM, libraryh3lp, etc.)



Ask a Librarian



IM the Help Desk.

- AIM, MSN: halelibraryhelp
- Yahoo, Jabber, GTalk, meebo: halelibraryhelpdesk



Email questions 24 hours a day, 7 days a week.
Send subject specific questions to Subject Librarians.



Call the Help Desk (see hours) at (785) 532-3014.



Text us by sending a message to 265010. Standard text charges may apply from your wireless service provider. Please include *kstatelib*: at the beginning of each message.

- Example -
- kstatelib: can u help me?

Tweet us a question by including @kstatelib in your message. Allow up to ten minutes for our initial reply. To see our reply, look at your @username mentions.

Hale Library Help

Click here to chat
with a librarian!
(during service hours)



Type here to chat.

Ask us any library or information-related question and we'll answer you as quickly as we can. If we are busy at the library you may have to wait a little bit. Try it now!

[About this service / privacy policy](#)

Mosio's Text Messaging Solutions for Libraries

Americans are texting twice as much as they are talking. More libraries are getting current and connected to reach patrons.

Tour



NEWS: [Mosio Partners with Amigos Library Services](#)

NEWS: [Text a Librarian + QuestionPoint Integration LIVE!](#)

New: [Mosio's Mobile Donations Initiative for Libraries](#)

More Librarians Choose Mosio

- **Mosio's Text a Librarian was built specifically for libraries.** Developed with feedback from over 1,000 librarians, patrons text questions on their phones, librarians type answers on a secure website. Easy reporting and transcript exporting.

“ This solution was designed for libraries, addressing their specific security and technology needs. ”


— Michelle Roubal, Plainfield Public Library

Libraries Are Going Mobile


- **Connect with more patrons everywhere.**

Google Voice is currently available by invite only. [Request an invite](#)


Use Google Voice with **your existing number** and get:




- **Google voicemail:** voicemail like email
- **Voicemail transcription:** read what your voicemail says
- **Custom greetings:** vary voicemail greetings by caller
- **International calling:** low cost calls to the world
- **Notifications:** read voicemail messages via email or SMS
- **Share voicemails:** forward, embed, or download voicemails

 [Watch videos of these features in action »](#)

Add a **Google number** to get these **additional** features:



- **One number:** a single phone number that rings all your phones
- **Free SMS:** send, receive & store text messages online
- **Block calls:** send unwanted callers straight to voicemail
- **Record calls:** record phone calls and store them online
- **Conference calls:** join several people into a single call
- **Screen callers:** hear who is calling before you pick up

 [Watch videos of these features in action »](#)



LibraryH3lp_Features

List of LibraryH3lp Features

LibraryH3lp is a platform for building library chat and IM services. It brings ALL of your chat and IM traffic into one seamless librarians' interface and lets you create nearly any service and staffing model you'd like.

Download a printable one-page PDF features handout [here](#).

Widgets for Your Webpages

- Fully customize your widget's appearance.
- Provide your own CSS if you want to!
- Embed your chat box OR create pop-up widgets.
- Try our unique **follow-me** widget.
- Patrons can e-mail their own transcripts.
- Optional alert sound for your patrons.
- Patrons can send you files, or you can disable this.
- Works with screen readers.
- Customize your online AND offline appearance.
- Lightweight widget written in JavaScript, Flash not required.
- Works on all major browsers, including Firefox, IE, Safari, Opera, iPhone/iPod Touch, and Nintendo Wii.
- Developer-friendly: powerful presence API, hackable code.
- [Facebook integration](#).

IM Integration

- AIM, MSN, Yahoo!, ICQ, Google Talk, and Meebo Me gateways.
- Works with "AIM SMS Hack."
- ANY number of your librarians can be connected at the same time.
- No disconnects at shift change!
- Transfer IMs to any other LibraryH3lp queue or operator on your system.

SMS Gateways

- Our SMS gateways lets patrons text you at a **phone number**, not a short code/library ID combination.
- Use library-supplied [Android phone and messaging package](#) OR try our new [Google Voice SMS gateway](#).
- Text messages can be transferred just like chats and IMs.

LibAnswers Help & Documentation

[Springshare Help Home](#) » [LibAnswers Help Home](#) » [SMS Module Quick Start Guide](#)

[Admin Sign Out](#)

SMS Module Quick Start Guide

Everything you need to know to get started using the SMS module in LibAnswers.

Last update: Apr 30th, 2010

URL: <http://help.springshare.com/sms>

[Print Mobile Guide](#)

[RSS Updates](#)

[Email Alerts](#)

[SHARE](#) [Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#)

[Overview](#)

[Setting Up SMS: Admins](#)

[Answering SMS Questions](#)

[SMS Statistics](#)

Overview

[Comments \(0\)](#)

[Print Mobile Page](#)

Search

This Guide

G

R U Serious?

Yep, you heard it right - LibAnswers now has SMS!

LibAnswers now aggregates questions from the web, Twitter, and SMS, with extensive reporting capabilities to boot. It's a simple, affordable way to offer SMS reference, all part of a fully-featured reference platform for libraries.

Check out all of the features to the right - we know you'll be blown away. :)

If you don't already have the SMS module, contact sales@springshare.com and we'll help you get started!

FIRST YEAR FREE

(save a 1-time \$149 set up fee)

[Comments \(0\)](#)

SMS Features

- Each library has a dedicated local telephone number.**
 No short codes to remember or special keywords for patrons to memorize.
 - The SMS functionality is fully integrated into the current LibAnswers workflow.**
 Any incoming messages go to the Unanswered tab. You answer the questions in the same way you answer any other LibAnswers questions. You can collaborate on answers, claim questions, pass notes, see who answered which SMS, etc.
 - SMS statistics are fully integrated with LibAnswers stats.**
 We provide a variety of reports on SMS usage. Want to see the monthly/daily/hourly distribution of SMS questions? Want to compare SMS stats with Twitter or Web reference stats? You can!
- Furthermore, with the [Analytics module](#) you can go even deeper and analyze reference trends and staffing needs for each reference channel - an essential tool for evaluating and improving your reference services!
- Customizable auto responders.**
 Customizable message to send to users if they text you a question when you're closed / the service is unavailable.
 - Unlimited number of simultaneous logins.**
 All of your librarians can have an account in LibAnswers and answer SMS questions. There are no limits to the number of accounts or the number of users logged on at the same time.
 - Fully hosted solution.**
 You get your own local phone number without having to buy (and tote around) a dedicated phone just for SMS. Plus, all of your data lives in a cloud (nine) which means we take care of the back-end infrastructure for you.
 - Pricing**

LibGuides Guide



Anna Burke

Online Chat / Networks:



Contact Info:

781.219.4411

[Send Email](#)

Links:

[Website / Blog](#)

[Profile & Guides](#)

Subjects:

1 ABC

2 DEF

3 GHI

SEND

My Info Quest

www.myinfoquest.info

[Home](#)

| [FAQs](#)

| [Texting Tips](#)

Welcome to My Info Quest!

On the go and need an answer? Text your question to an My Info Quest librarian and have the answer delivered to your phone within minutes!

- Text 309-222-7740 and enter your library's code
- Text your question
- A librarian will text an expert answer within 10 minutes during the **Hours of Service**
- It's easy and accurate!

My Info Quest is brought to you by your library and other participating libraries around the world!

Hours of Service

Central Time

Monday - Friday 8:00 A.M. - 10:00 P.M.

Saturday 9:00 A.M. - 6:00 P.M.

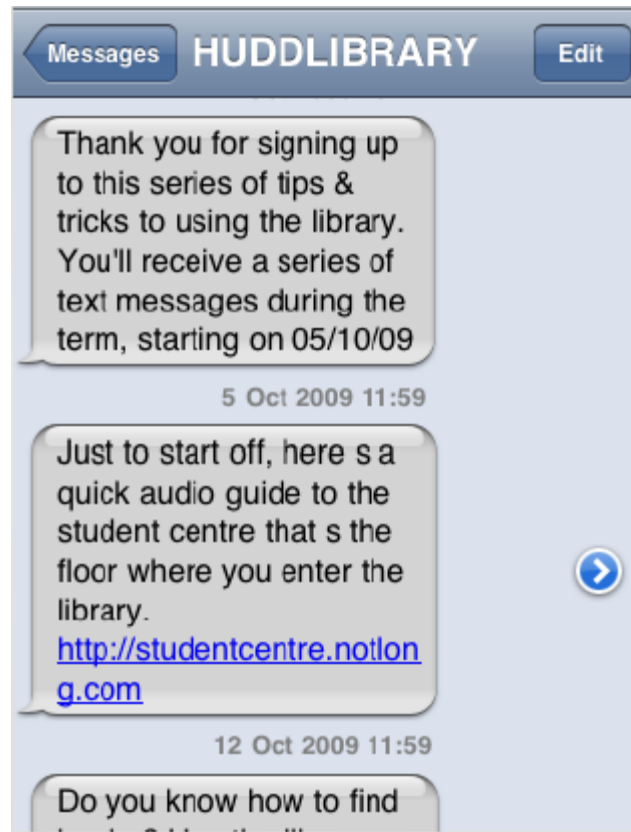
Sunday 12:00 P.M. - 6 P.M.

Add to my Contacts



This is called a **QR (quick response) code**. It sends information to a cell phone equipped with a code reader. The QR code on this page will offer to add the phone number for our new My Info Quest: text 4 answers service to your cell phone contacts, so you can text us the next time you have a burning question and get an answer in minutes from a librarian. (You can add it or decline it.)

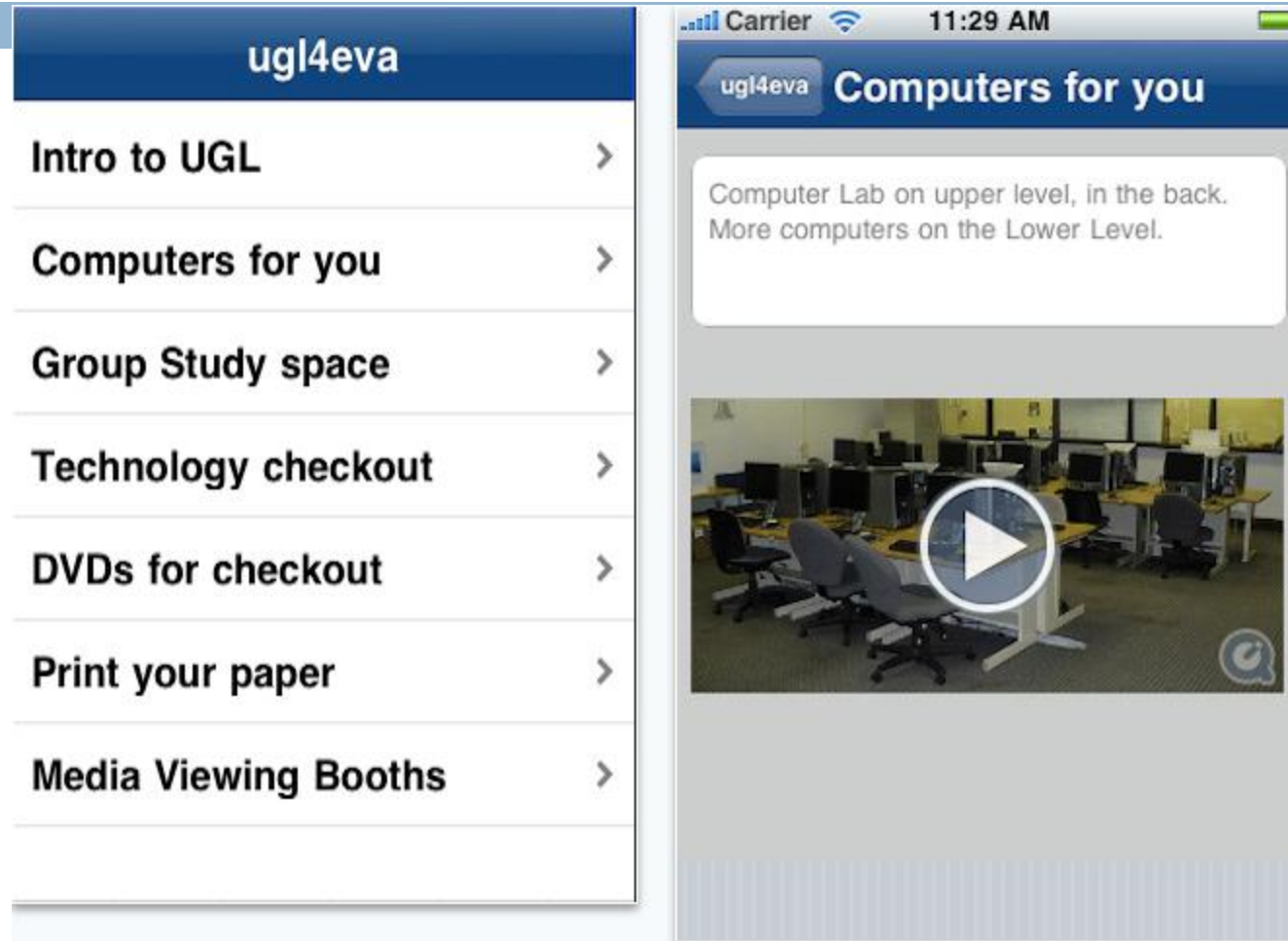
Research Tips via SMS



Screencasts

- Movie taken of your desktop
- Good for demonstrating library databases, website, etc.
- Audio narration, captioning, highlighting, spotlighting, interactive components
- Various export options (depending on software)
- Example:
http://library2.norwich.edu/guide/index.php/How_to_Use_Academic_Search_Premier

Library tours



UIUC Undergraduate Library Tour (iphone app)



Transform Lives

Featured Story

Giving Opportunities

Friends of the Libraries

News, Events, Exhibits

Contact Us

How to Give

Naming Opportunities

Perkins Project

History



[Duke Libraries](#) > [Support the Library](#) > [Renovation Project](#)

Virtual Tour

Video Virtual Tour

A video [virtual tour](#) is now available of the Perkins and Bostock Libraries at Duke University.

Audio Walking Tour

The Library has also assembled a downloadable audio tour of the new Bostock facility. The tour is in MP3 format and can be used with any portable digital audio player, including the iPod.

To use the tour, download the MP3 files (linked below individually, and also available all together in a Zip file) to your computer and copy them to your MP3 player.

To begin the walking tour, start at the main entrance lobby of the Bostock Library. The audio will describe features of the building and the location of library offices and services as you are guided through the building by the narrator. It takes approximately 25 minutes to complete the walking tour.

- [Part 1 - Introduction to the audio tour](#)
- [Part 2 - First Floor - Introduction to Bostock Library](#)
- [Part 3 - First Floor - Reference & Research Assistance](#)
- [Part 4 - First Floor - Current Periodicals and Newspapers](#)
- [Part 5 - Second Floor - Passageway to Perkins / Nicholas Reading Room](#)
- [Part 6 - Second Floor - International & Area Studies Reading Room](#)
- [Part 7 - Second Floor - Inter Library Loan](#)
- [Part 8 - Third Floor - Carpenter Reading Room / Public Documents and Maps](#)
- [Part 9 - Fourth Floor - Book Stacks / Carrels / Reading Room / Group Study Areas](#)
- [Part 10 - Lower Level 1 - Technology Alcove / Library Classroom / Center for Instructional Technology](#)

[\(Zip file of all 10 MP3 files\)](#)

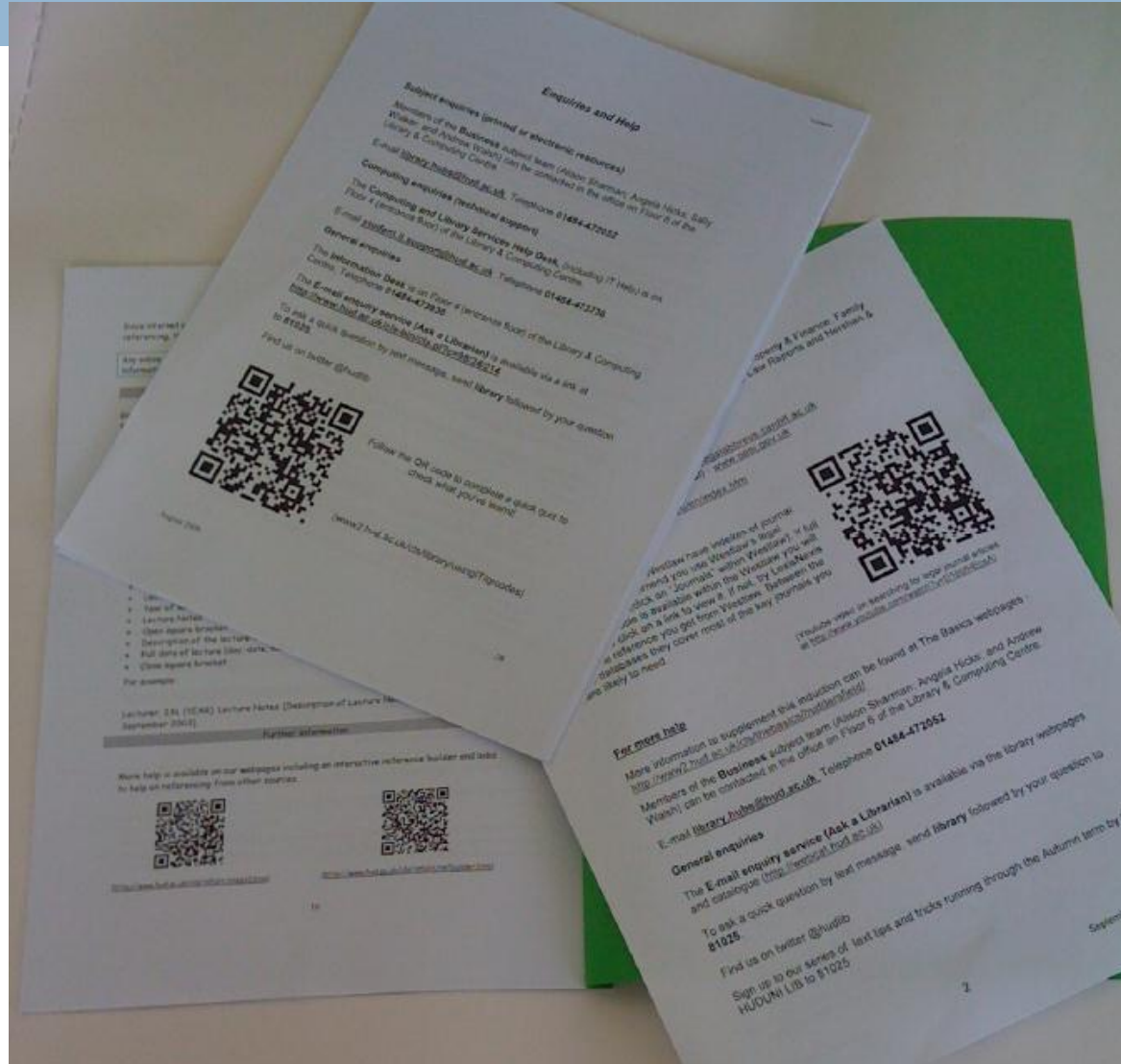
<http://library.duke.edu/support/renovation/tours.html>



Instructional videos

- Library orientation video
- How-to's
 - ▣ Use library equipment
 - ▣ Get on the wireless
 - ▣ Find things in the library

QR Codes



MONITOR



Insert
Coins

Insert
Notes

Present Card
Here



Finish



<http://www.flickr.com/photos/halfhollowhills/4504965499/>

Welcome to the Map Room

To find out where things are and other useful
online map sources and you have a
smartphone, scan this QR code.



Map Room



Map room floor plan (.PDF download)

<http://www.flickr.com/photos/syracuselearningcommons/5472367312/>

Home

WHERE IN THE LIBRARY IS CARMEN SANDIEGO?: AN INTERACTIVE LIBRARY MYSTERY GAME

When: Tuesday, September 7, 2010 - 7:30pm - 9:30pm

Where: Skillman Library

Carmen Sandiego is at it again! This time she's stolen the Marquis de Lafayette's sword—a precious piece of College heritage that is usually stored safely in the library's Special Collections. Without Lafayette's sword, school spirit is in peril and we fear that Lehigh may beat Lafayette forever. Lafayette's team of stellar librarians (the PRA Team) fingered Carmen using an array of library tools. Now you need to find the secret location where Carmen stashed the sword before she has time to move it again. Luckily, Carmen left clues for her henchman about the sword's whereabouts. Your task is simple: pursue Carmen's trail by visiting stations located throughout the library. By enlisting the help of librarians at each station, you will be given clues that will lead you to the Marquis' sword. Along the way, you may just learn some useful tips about using the libraries.

This game utilizes QR or "quick response" codes (see sample on right), which look similar to bar codes and have digital information embedded in them. To play this game, you will need a mobile camera phone with a free QR code reader application installed. QR code readers can be downloaded in advance of the game by searching for "QR reader" or "barcode scanner" from your phone's application directory. Students without a mobile camera phone and QR code reader can participate in teams. Library staff will also assist in downloading the application prior to the event at the Skillman reference desk or as you arrive on September 7. You can still play the game without a QR code reader.



Free t-shirts and food!

More About QR Codes:

[Recommended QR code readers for various phones](#)

[7 Things You Should Know About QR Codes](#)

SEARCH LIBRARY CATALOG

GO

SEARCH SITE

GO



SI 1.1 -
TD 13.2:

RECEIVED

Assistance is one click away.

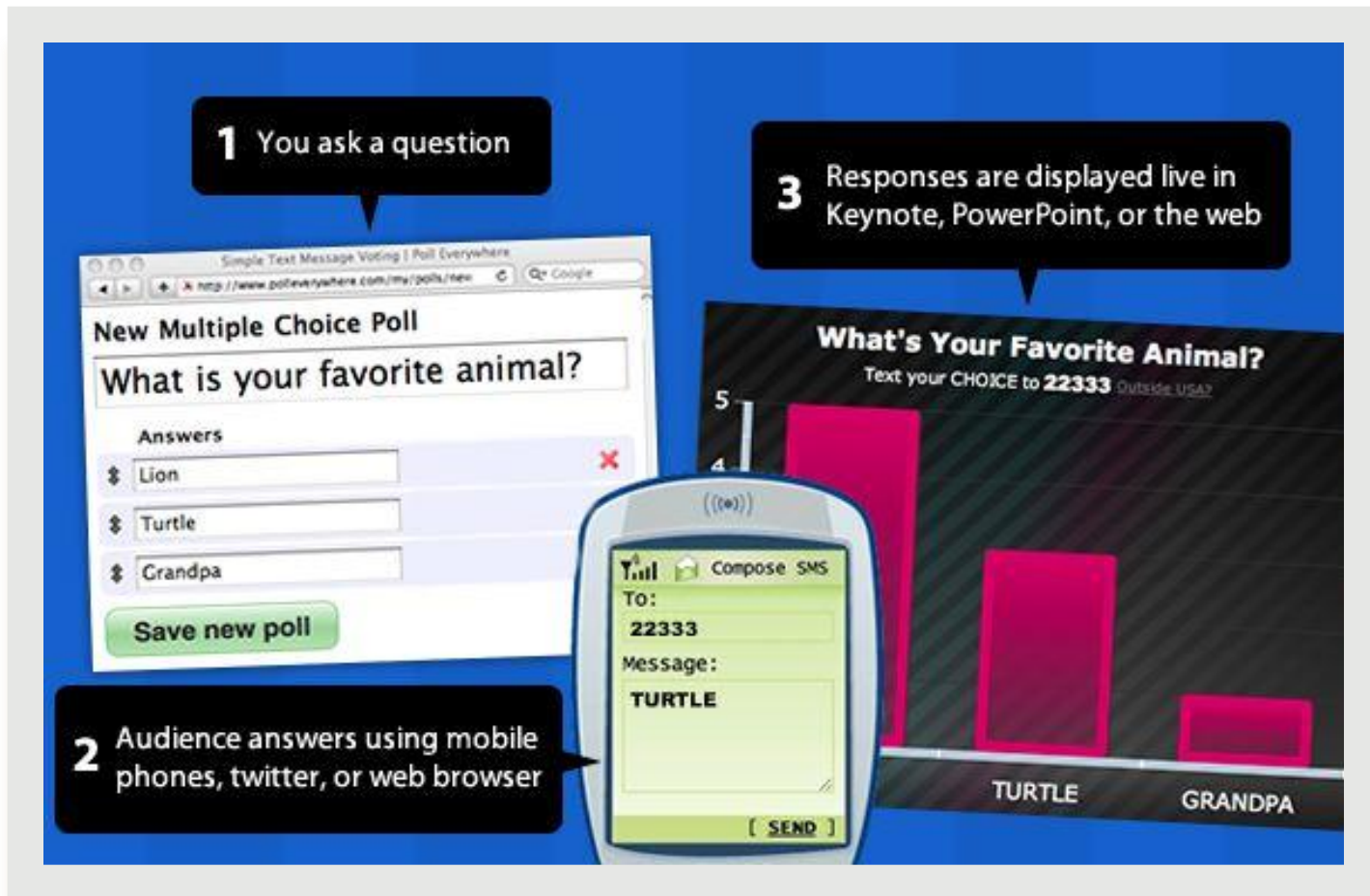


Call ACULib Help Line
325-674-2316



Add Contact for ACULib

MOBILE DEVICE AS PERSONAL RESPONSE SYSTEM



Mobile outreach

- Put your content where your users are.
 - Coffee shops, buses, airports, high schools, daycare centers, playground benches
- Tie QR codes or shortened links to already existing advertising
 - workshop announcement on a flyer? Put a QR code to the registration page
 - READ poster with QR code to the catalog record for the book
 - Make sure it's going to mobile-friendly content



For more on Tesco's virtual subway store, see <http://www.youtube.com/watch?v=nJVoYsBym88>



For more on Tesco's virtual subway store, see <http://www.youtube.com/watch?v=nJVoYsBym88>

MOBILE PRIVACY AND SECURITY ISSUES



- Lots of apps broadcast your location by default (or by mistake)
- Apps collecting and sharing your personal info
- Cloud-based providers (like Dropbox) sharing things that were supposed to be private
- May 2011 - Senate hearings on mobile technology privacy issues

TIPS

- Users should only be sent to mobile-optimized content
- Offer incentives (contest, bonus content, etc.) to increase awareness of library mobile services.
- Provide instructions for things like QR codes, apps, augmented reality, etc.
- Track usage of your mobile content (Google Analytics, etc.)
 - Some URL shorteners will show stats of how many times they've been accessed
 - Some QR code generators have web stats functionality

MORE TIPS

- QR Codes
 - Use a URL shortener so the QR code won't be so crowded.
 - QR code size: ideal = 1.5 inch sq. some can work as small as 0.4 in.
 - Don't use proprietary barcode generators that require a specific reader

Questions?

Find me at

- meredith.wolfwater.com/wordpress
- [mgfarkas \(at\) gmail.com](mailto:mgfarkas@gmail.com)
- flickr, twitter: librarianmer
- facebook: meredithfarkas



<http://www.flickr.com/photos/trucolorsfly/2401196653/>

Slides and links at

<http://meredithfarkas.wetpaint.com>