Webinar Chat Transcript
The Library In Your Pocket: Practical Applications of Mobile Technologies
February 21, 2012
Webinar sponsored by LibraryLinkNJ – The New Jersey Library Cooperative

Sophie Brookover:Hello!

Meredith Farkas:Hi!

Sophie Brookover:I need to set up my headphones, but I'm here.

Meredith Farkas:Ok, let me know when yours are working and I'll test my mic

Joanne Roukens:Good afternoon everyone! This is Joanne Roukens. I am providing tech support this afternoon. If you have any problems with your audio/video during the program, we find that exiting and re-entering the meeting room fixes most things. If your problem persists or you are having another tech issue, please call me at 201-874-6885.

Sophie Brookover:Hello, Laura & Leanna!

Sophie Brookover:Thanks for joining us. :-)

Joanne Roukens:Hi! Leanna!

Meredith Farkas:Hi everyone!

Laura Poll:Hello!

Leanna Povilaitis:I work for the MAIN consortium. We're testing the Polaris Mobile PAC for our catalog. We want to develop a mobile web site for MAIN as well.

Meredith Farkas:Great Leanna! How do you like Mobile PAC?

Sophie Brookover:Leanna, that sounds great! (oop, Meredith & I said the same thing!)

Leanna Povilaitis:I'm not far along enough in testing Mobile PAC to know for sure if it has any faults. It does seem to work with most mobile devices.

Meredith Farkas:That's great. at my library we use Mobile Cat, which is an open source framework.

Sophie Brookover:Welcome, newcomers! We haven't started yet -- you haven't missed anything -- but we are having a nice discussion here in the chat box. We invite you to join!

Meredith Farkas:we did usability testing and found it worked with feature phones even

Sophie Brookover:Nice! That's a feature that goes a long way towards addressing the digital divide. If a mobile site only looks good on smartphones, that's not great service.

Meredith Farkas:I haven't used Polaris' product, but I've used some of the other ILS vendor mobile OPACs. They usually work pretty well.

Mary Marks:Hi, Mary Marks from Fairleigh Dickinson University

Kelly J:Hi

Kelly J:Kelly from Mount Laurel Library

Kelly J:yep

Marilyn Force:Marilyn Force: Hello! I'm looking forward to today's program.

Meredith Farkas:Hi Everyone! Welcome!

Marilyn Force:Wyckoff Library

Marilyn Force:Yes

Susan D'Ottavio:Hi! I'm from Cumberland County Library, home of the CLUES consortium.

Meredith Farkas:Wycoff, is that near West Windsor? I grew up around there and the name sounds familiar.

Marilyn Force:No, Wyckoff is near Ridgewood in Bergen County.

Joanne Roukens:For anyone who plans to tweet this session, please use the following hashtag: #LLNJ_mobile.And Like us on Facebook: www.facebook.com/librarylinknj/

Meredith Farkas:Hmmm... weird! I moved away when I was 12, so my geographic memories are rather mixed up

shaun:Hi, Shaun Grebey from Toms River Branch of the Ocean County Library system

Margaret Nizolek:Hi! I'm from the State Library

Precious Mack:Hi! West Caldwell Public Library.

Susan Moss:Susan Moss - NJ Attorney General's Library

Sophie Brookover:Thanks for making time for learning today, everyone!

Joanne Roukens:ok!

Joanne Roukens:Good afternoon everyone! This is Joanne Roukens. I am providing tech support this afternoon. If you have any problems with your audio/video during the program, we find that exiting and re-entering the meeting room fixes most things. If your problem persists or you are having another tech issue, please call me at 201-874-6885.

Joanne Roukens:You may experience an occasional lag in hearing the audio. This is normal and due to bandwidth issues.

Meredith Farkas::)

Sophie Brookover:These slides will be available at the page for this webinar, along with the chat transcript & recording: http://librarylinknj.org/content/library-your-pocket-practical-applications-mobile-technologies

Sophie Brookover:I just pushed out the presentation wiki link to everyone.

Sophie Brookover:It should have popped up automatically in your browser, behind this window.

Sophie Brookover:We are! :-)I'm the voice of @librarylinknj and am happy to answer any questions you may have about it.

Sophie Brookover:It really is!

Lisa Price:Would you mind sending again? I didn't know what was opening and I think I closed it.

Sophie Brookover:http://meredithfarkas.wetpaint.com -- this way everyone can click it, if they so desire. :-)

Lisa Price:Thanks.

Sophie Brookover:You're welcome!

Sophie Brookover:Ha! Very sensitive.

Debbie:Meredith, What would the size of the QR Code have to be for, let's say a library book mark?

Sophie Brookover:Info on DANSL: http://www.dansl.net/blog/?p=256

Joanne Roukens:They are free and easy, so no big commitment of technology time and dollars

Sophie Brookover:Right -- if your library sees a way to use them well, no reason not to, even if they drop in popularity quickly.

Sophie Brookover:I have a foursquare acct and have never checked in!

Joanne Roukens:I love yelp

Martha Hickson:Become the "mayor" of the library

Sophie Brookover:Oh, I agree -- that's a really nice possibility for using it.

Precious Mack:@Joanne I also love Yelp

Sophie Brookover:That is really neat!

Sophie Brookover:Does it only work in places where there lots of places/things have been rated?

Precious Mack:Are there any ways to ensure privacy with Twitt Around?

Doug Baldwin:oh man.. i will never lose my car again!! awesome

Gina Cacace:Turn off location on your Twitter account

Lisa Price:Now Car Finder looks very useful to those of us who are "forgetful".

Sophie Brookover:Doug, me, too! I am the worst at forgetting where my car is. So nice to know I'm not alone!

Precious Mack:Thanks

Sophie Brookover:I have all that location-based stuff turned off.

Leanna Povilaitis:Are these only iPhone apps?

Doug Baldwin:i left my car on another campus one time when I was at rutgers.. long story but yeah your not alone!

Martha Hickson:Reminds me of Feed by M.T. Anderson ... uber creepy

Gina Cacace:I actually get a lot of reference questions about how to use smart phones. Many patrons have them but don't know how to use the extra features.

Carl Johnson:I'm ms/hs school librarian-all my patrons have mobile devices :-)

Sophie Brookover:Gina, how do those reference transactions go? Do you have go-to resources that you use?

Gina Cacace:A lot of googling!

Sophie Brookover:I noticed a tweet today from the Bridgewater Branch of Somerset Co Library -- they're holding a BYOG (bring your own gadget) event so people can bring in their flummoxing technology and get help from librarians.

Gina Cacace:Everyone has a different phone and provider

Sophie Brookover:Naturally!

Gina Cacace:BYOG is a good idea, we considered doing that for e-readers too

Sophie Brookover:I think Avalon Free PL holds a similar program monthly.

Sophie Brookover:Yeah, you could do phones one month, e-readers/tablets the next month.

Gina Cacace:When I held my library e-book workshop, I found many people needed help just learning how to use their Kindles/Nooks

Lisa Price:I have seen websites that detect, but give an option to load the regular site. As you said, usually some things don't look (or work) as well, but nice to be able to get there for features not on the mobile site.

Gina Cacace:We're planning on using the onepager template for our mobile site http://influx.us/onepager/

Doug Baldwin:we went with a plugin since we are on Wordpress as a CMS

Sophie Brookover:I love the work that Influx does.

Sophie Brookover:Amanda is a good friend from my library school days!

Gina Cacace:Onepager is awesome, I'm excited to launch it, the demo works so well on my iPhone and iPad

Sophie Brookover:Did you find out about that product from Amanda & Aaron's recent ALA Techsource webinar, or through research on your own? Their advice about writing for the mobile space is exactly what Meredith was just talking about.

Sophie Brookover:I'll have to try the demo on my iPad!

Gina Cacace:I found it on my own. I have been re-designing our main site since I started here so I have had it in my "to do" list for a few months.

Sophie Brookover:Those are the vendors for LLNJ's NJ Libraries On-the-Go project: http://librarylinknj.org/content/librarylinknj-mobile-pilot-project-fy2012

Sophie Brookover:The deadline is next Wednesday, 2/29! If you have any questions about it, let me know: sbrookover@librarylinknj.org

Martha Hickson:LibGuides offers a mobile site generator. Any experience with that?

Sophie Brookover:And even if you don't plan to apply for a subsidy under this program there's a ton of useful information here: http://librarylinknj.org/sites/default/files/pdfs/Mobile%20Pilot%20Project%20Description%20and%20Details%20-%20Final.pdf

Doug Baldwin:not to mention apps are not universal across devices, mobile webpages can be viewed across phones via browser

Sophie Brookover:@Martha, if Meredith doesn't address your question immediately, I'll call out your question at the end!

Gina Cacace:Sophie: thanks for that info. I think my director mentioned this.

Joanne Roukens:Also we just announced the CE program for creating a Drupal Website, which will be followed by using Drupal to create your mobile website, which will then be followed by how to create your own mobile website simply and for free.

Joanne Roukens:The Drupal website CE Program is completly free to members

Joanne Roukens:Go to: http://librarylinknj.org/content/drupal-library-website-development-workshop-series

Joanne Roukens:LibraryAnywhere is one of the vendors in our project.

Joanne Roukens:We've created a handy chart to the three vendors in this phase of our project. Go to: http://librarylinknj.org/sites/default/files/pdfs/Vendor%20Comparison%20List%20-%20Website%20-%20Final%20-Revised%2012-07-11.pdf to view it.

Doug Baldwin:totally agree!

Joanne Roukens:When looking at databases about 10 years ago, a major question was "do you offer this to library customers connecting to the library from home." Now, I would ask "Do you have a mobile app or mobile website."

Sophie Brookover:Who's the target audience for that app?

Martha Hickson:Would be great for student orientation

Sophie Brookover:It's lovely -- I just think w/the investment of time & $ you'd want to be very clear about who's going to use the resource & why.

Martha Hickson:I can imagine alum mom and dad taking a stroll with "legacy" current students

Sophie Brookover:Sure! Or freshmen orienteers organizing a scavenger hunt using it.

Martha Hickson:Popular books are often checked out, so where would you put the QR code as an alternate location?

Bonnie Fong:I've seen bookmarks of read-alike...why not put a QR code on a bookmark?

Sophie Brookover:Piscataway PL has a text-a-librarian service. I used it last week & it was great!

Sophie Brookover:The librarians get back to you within minutes!

Sophie Brookover:http://piscatawaylibrary.org/content/text-us

Sophie Brookover:The home of TESCO is the UK (they seem to have branched out!)

Joanne Roukens:Meredith - Would you mind if I posted the info on the QR Code webinar you did for us last year?

Sophie Brookover:http://meredithfarkas.wetpaint.com

Joanne Roukens:Meredith did a webinar for LibraryLinkNJ just on QR Codes. You can find the links to the recording, PowerPoint and chat transcript at http://librarylinknj.org/content/qr-codes-free-easy-way-connect-your-customers

Sophie Brookover:I want to try AR as an end-user first.

Elizabeth Gilmour:Does that presentation include information on how to make a QR code?

Joanne Roukens:Tons of great info!

Elizabeth Gilmour:thanks!

Joanne Roukens:My favorite generator is http://www.qrstuff.com/

Joanne Roukens:Easy, peasy

Barbara Altilio:I've used QR codes on my teen brochures

Sophie Brookover:Gwyneth Jones, The Daring Librarian, has a great one-sheet on how & why to use them, if you're looking for inspiration.

Sophie Brookover:I'll dig that up.

Lisa Price:We are beginning to use them here (UMDNJ), too.

Sophie Brookover:She made it in the Comics application for Macs. Love her.

Joanne Roukens:Martha Hickson -you have a QR code page that'st helpful!

Joanne Roukens:Martha Hickson's QR Code
Resourceshttp://www.delicious.com/mehickson/QR_codes

Martha Hickson:Links I've collected to help with QR codes

Sophie Brookover:thank you, Joanne!

Maggie Awadalla:Thank you.

Lisa Price:Thank you so much! Some interesting ideas to explore further.

Kelly J:Thank you!

Margaret Nizolek:Thank you.

Laurie Cranston:Thanks!

Meredith Farkas:Thanks for coming! Good luck with your mobile fun!

Pat:Thanks so much!

lisa jorgensen:Enjoyed it -thanks

Meredith Farkas::)

judith Everitt:Love it - thank you.

Meredith Farkas:mgfarkas at gmail.com

Marilyn Force:Thanks so much!

Susan D'Ottavio:Thank you!