ADVANCED TOPICS

in Mobile Technologies for Libraries

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LEARNING OBJECTIVES

- Demonstrate awareness of apps for mobile devices that may be useful in a library setting
- Examine and make decisions about the best platform for their particular library to focus on
- Explain to library management the reasons for purchasing decisions in the mobile space of internet-accessible personal devices.

LOTS OF TIME FOR QUESTIONS

WHY APPS?

NATIVE APP

- Tied to ecosystem
- Access to hardware functions
- Specific development tools needed

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NATIVE LIBRARY APPS

- DC Public Library
- University of Houston Libraries
- Cornell University Libraries
- NC State WolfWalk
- Duke University
- New York Public Library
- Boopsie = many libraries, including
  - Worldcat
  - San Jose State Univ

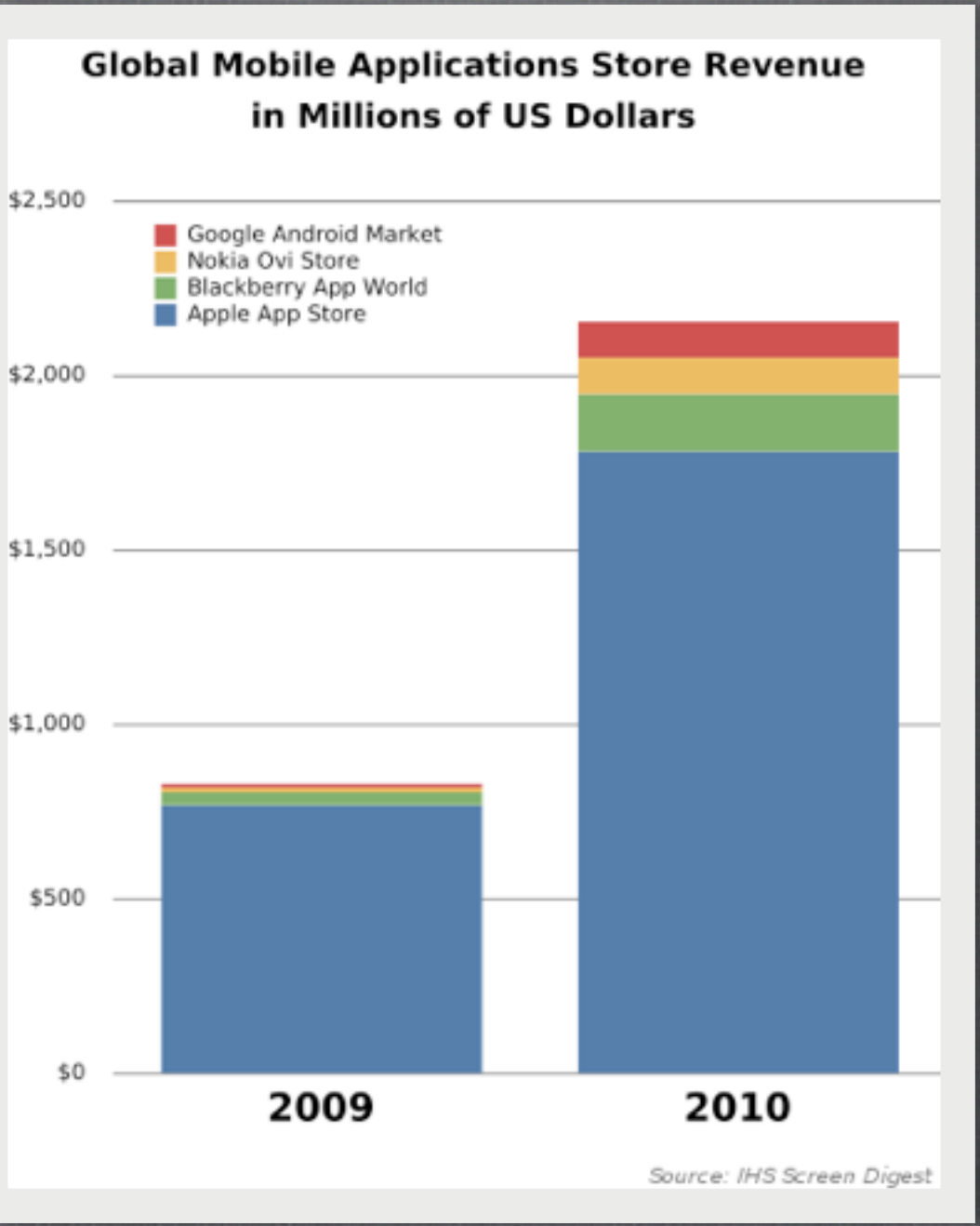
WEB APP

- Works across platforms
- Limited access to hardware
- No specific development tools needed

Photo by Hugger Industries - http://flic.kr/p/8UovZp

LIBRARY WEB APPS

- UNC Libraries
- Skokie Public
- Worldcat Local
- Jstor
- Summon by Serial Solutions
- Univ of TN at Chattanooga
- Harford County Library (MD)


Global Mobile Applications Store Revenue
in Millions of US Dollars
$2,500
$2,000
$1,500
$1,000
$500
$0
Google Android Market
Nokia Ovi Store
Blackberry App World
Apple App Store
2009
2010
Source: IHS Screen Digest

MANAGING APP PURCHASES

iOS App Store

IOS APP STORE

Single Source
"Unlimited" devices
Tied to iTunes Account

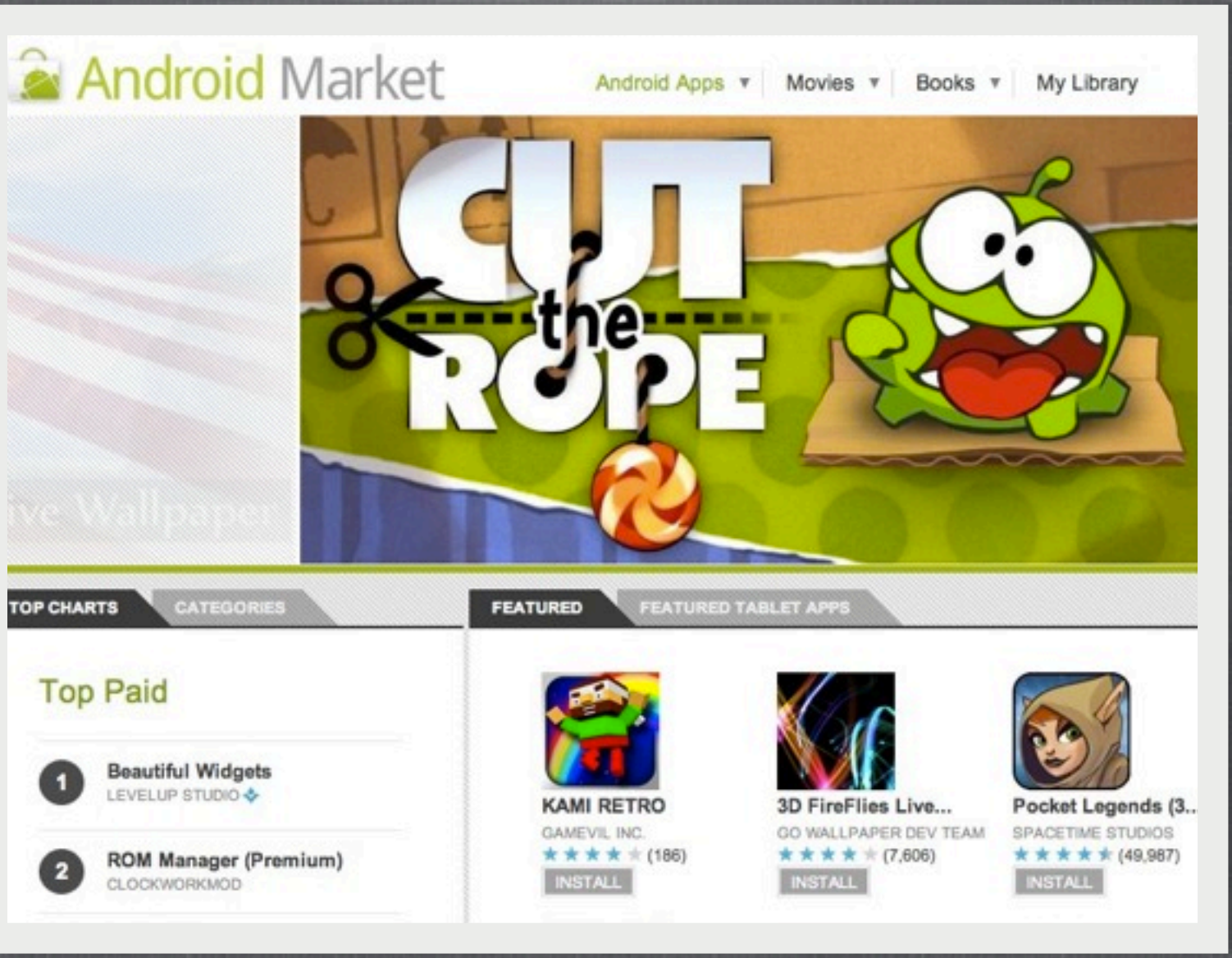
ITUNES GIFT CARDS

Photo by yum9me - http://flic.kr/p/73m6TM

ANDROID APP STORE

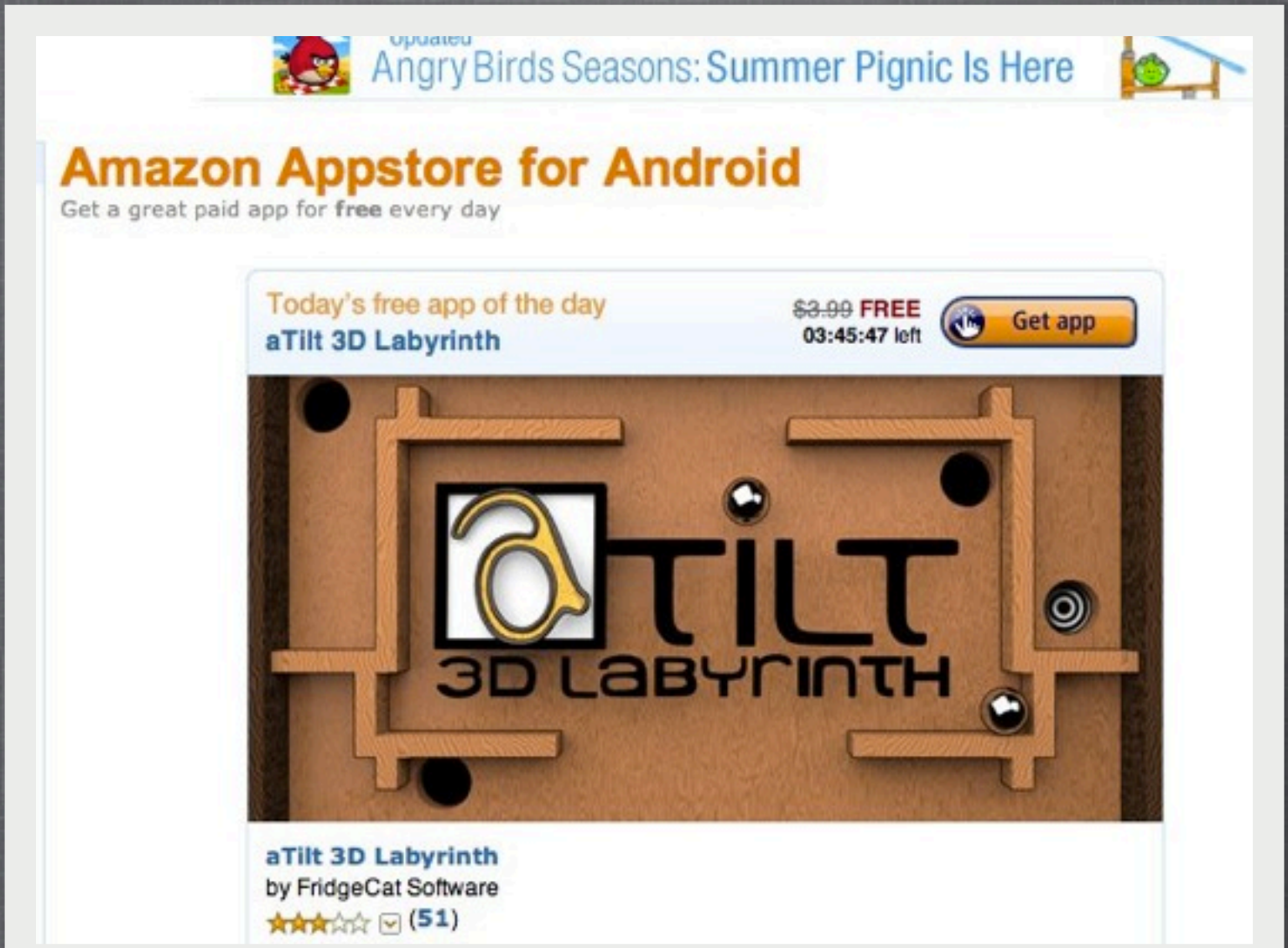
ANDROID APP STORE

Multiple Source
Unlimited Devices
Tied to Google Account



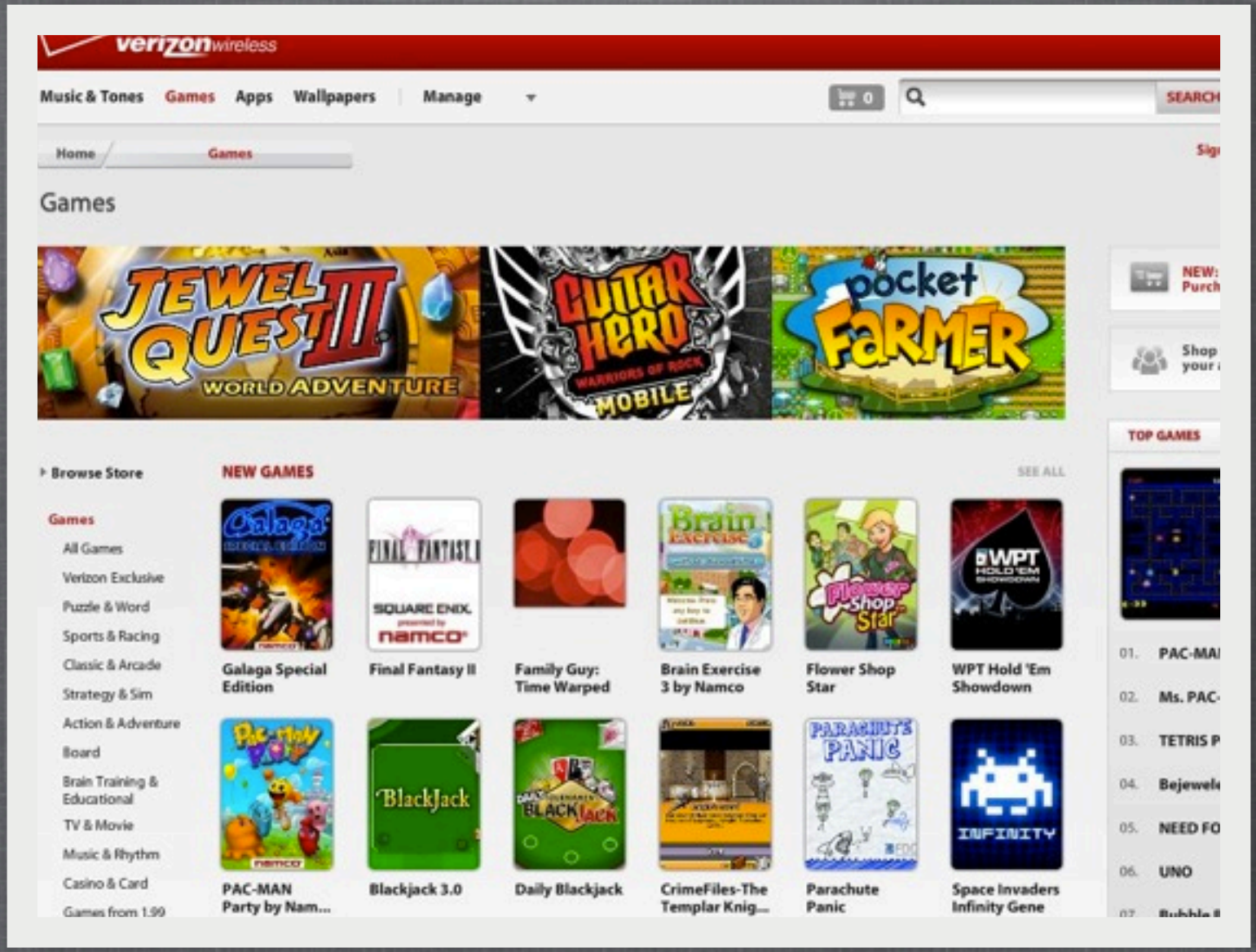
GOOGLE ANDROID APP STORE

the original android store



AMAZON ANDROID APP STORE

amazon bringing serious competition



VERIZON ANDROID APP STORE

carriers want a piece of the money

PLATFORM DEVELOPMENT

APPLE IOS APP STORE

- iOS SDK
- Must pay $99 a year to maintain membership
- Must follow the rules

ANDROID APP STORE

- Android SDK
- $25 a year for Android store, $99 for Amazon App Store
- Must follow the rules...if you want to play in their playground

WEB APP DEVELOPMENT

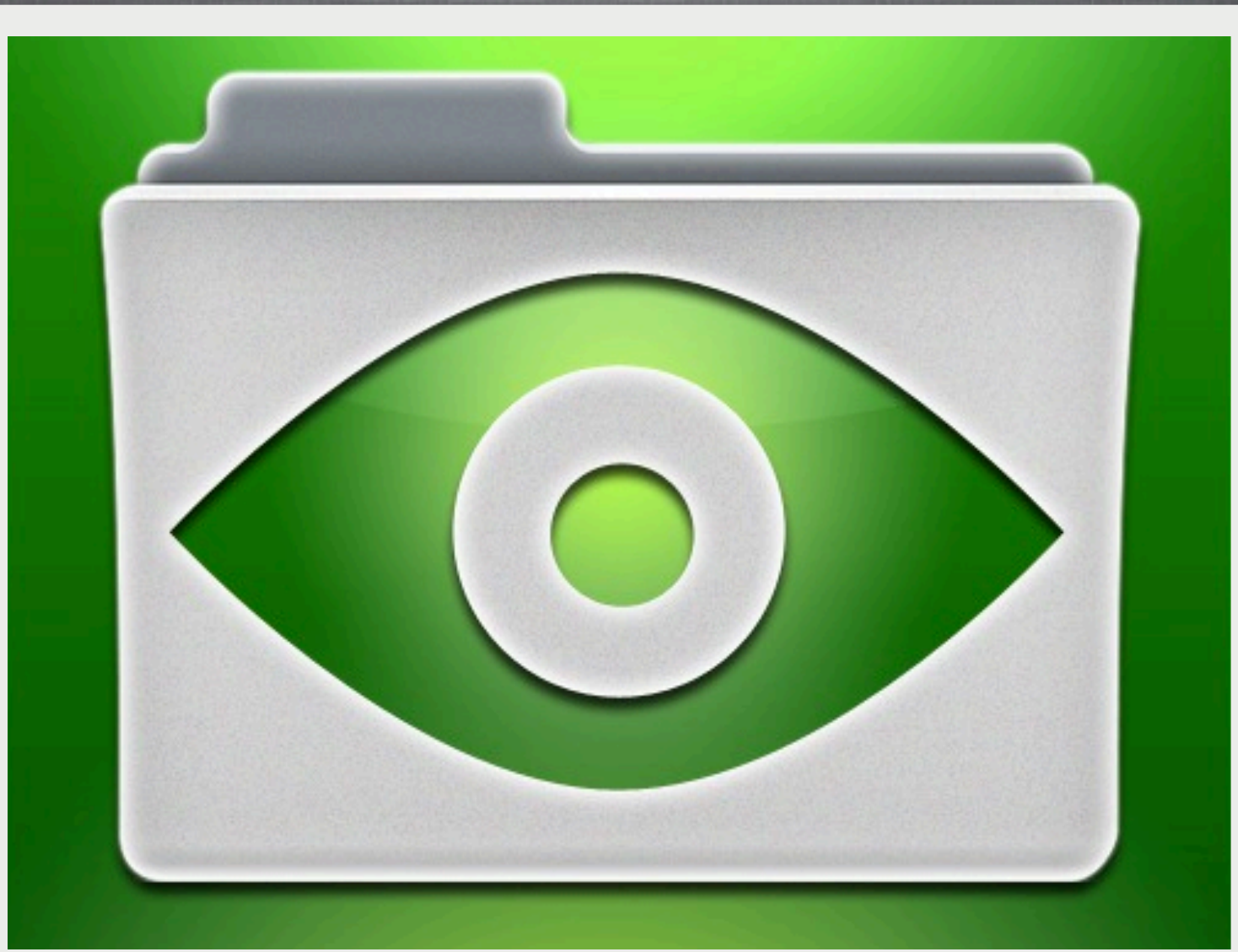
- Common standards, open tools: HTML, CSS, Javascript
- No additional cost beyond website
- Existing frameworks to build on

WEB APP DEVELOPMENT

- MIT Mobile Web - http://sourceforge.net/projects/mitmobileweb/
- Google IUI - http://code.google.com/p/iui/
- Jason Clark @ Montana U - http://bit.ly/odWNoW
- PhoneGap - http://www.phonegap.com/
- Chad Haefele's Mobile Site Generator - http://www.hiddenpeanuts.com/msg/

APPLICATIONS FOR LIBRARIANS

FOR LIBRARIANS



GOODREADER

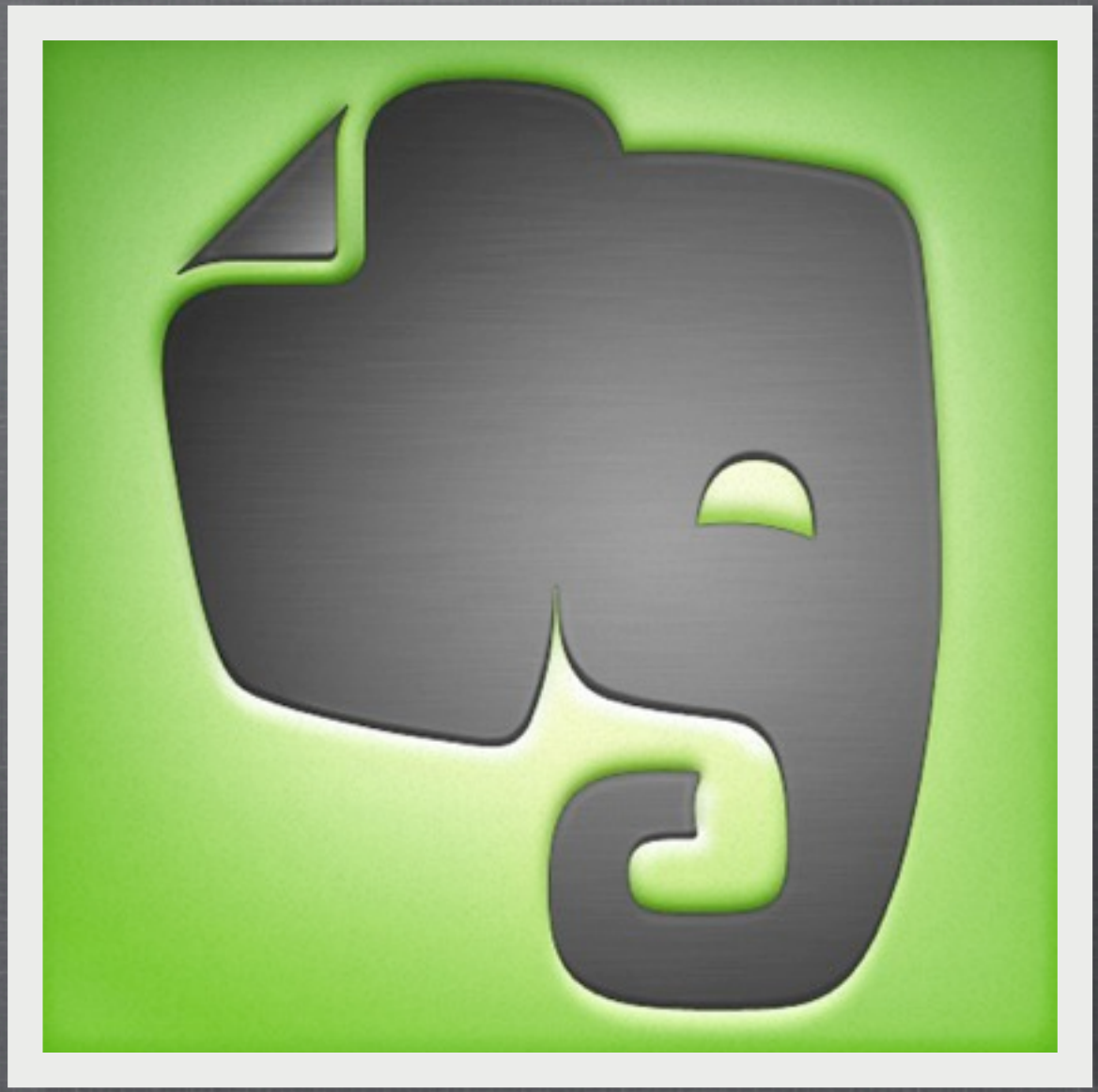
File-system, PDF Markup, MS Office files, syncs with Dropbox

PAGES

Best document creation on iOS

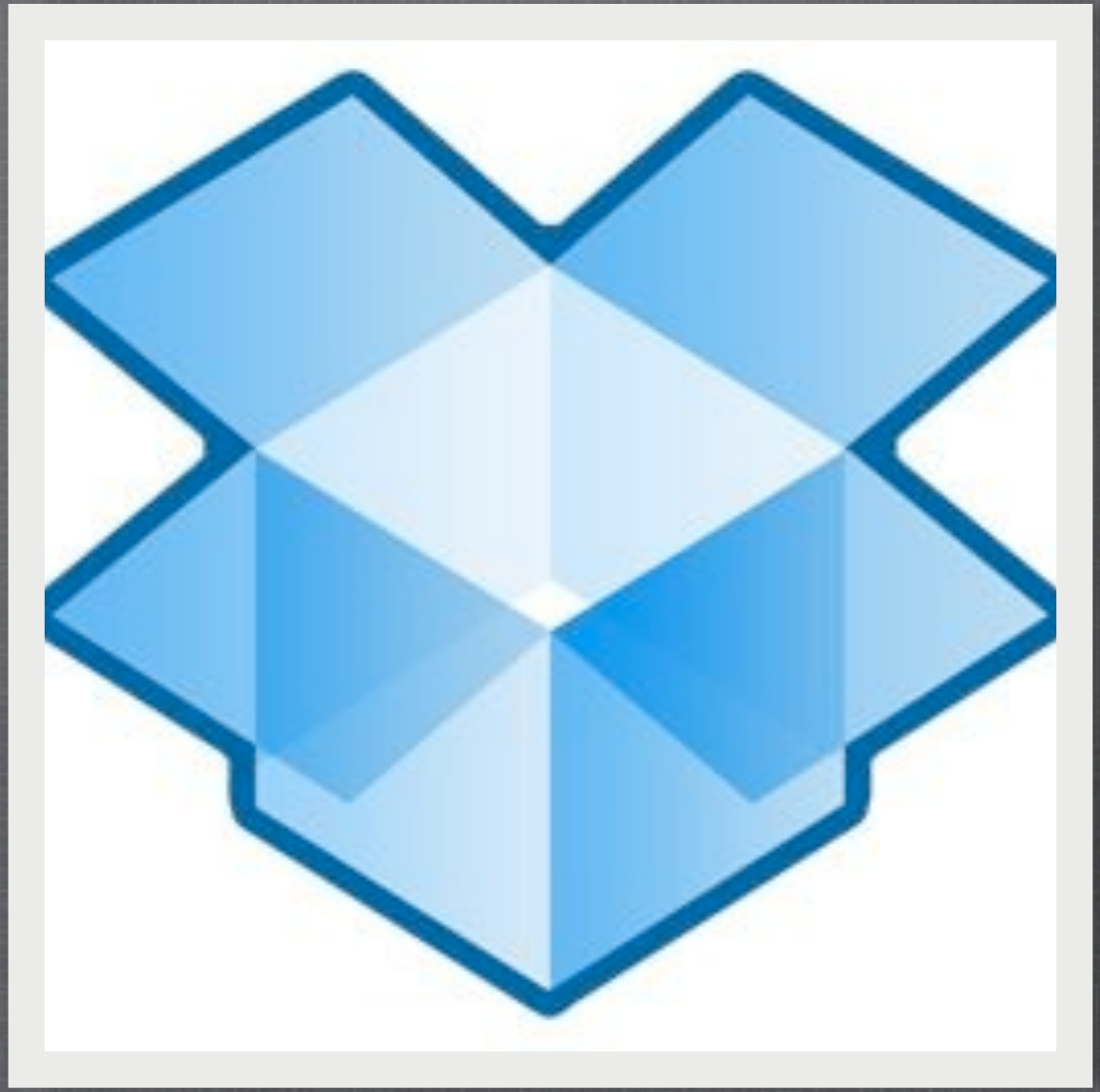
KEYNOTE

Best presentation tool on any platform



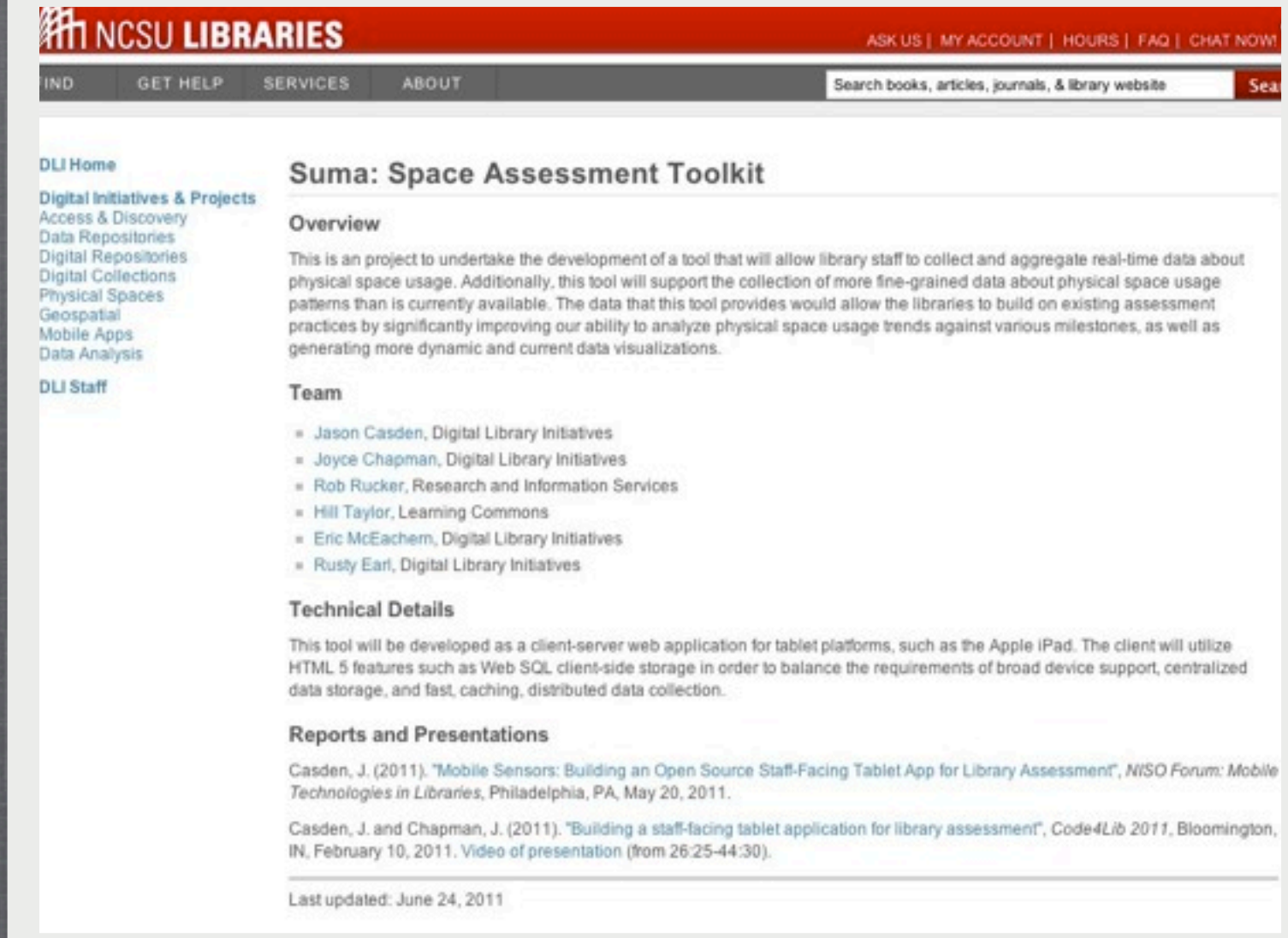
EVERNOTE

Notebook, scanner, outboard brain



DROPBOX

Magical file storage



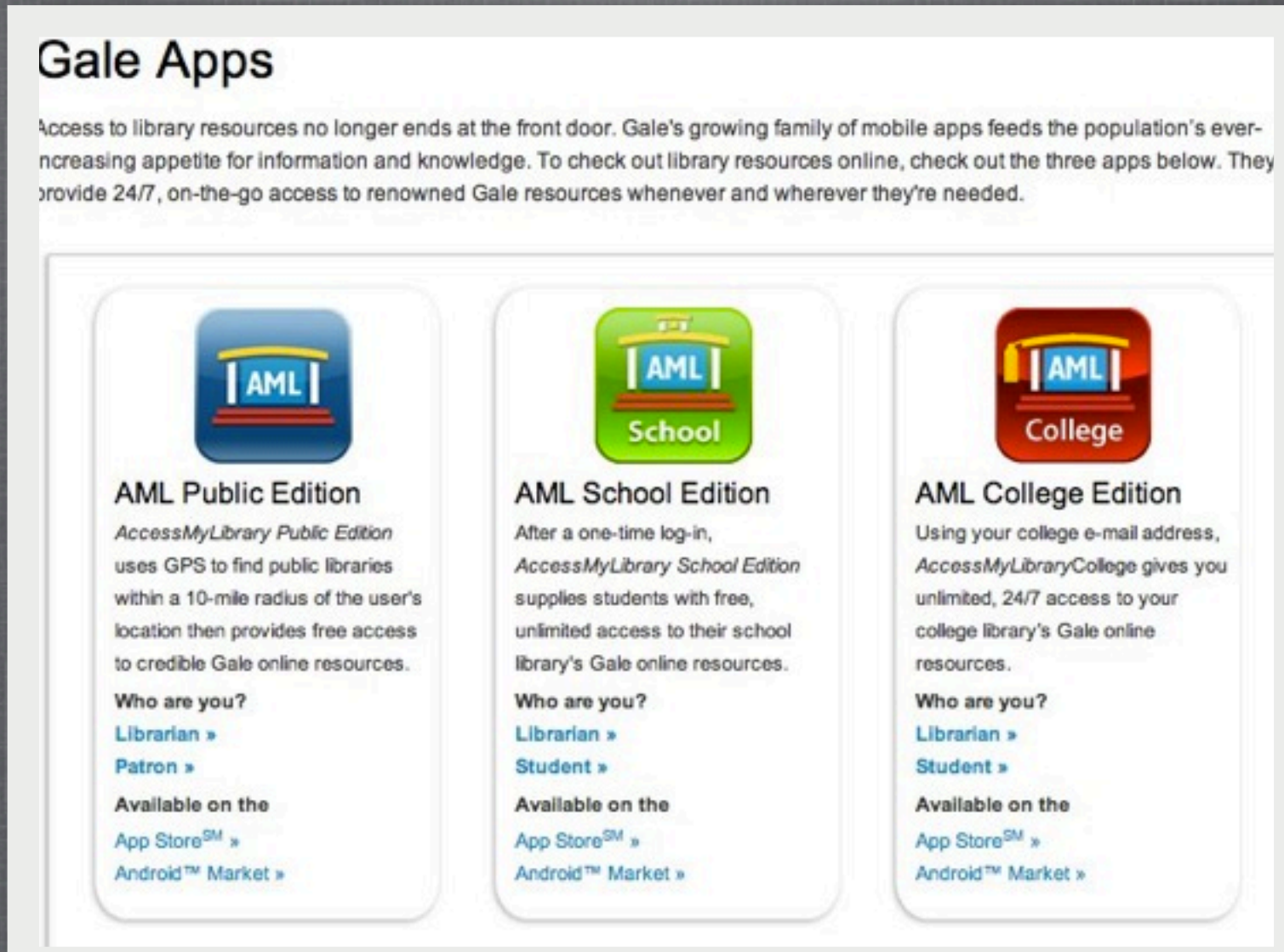
SUMA

Space analysis & Statistics

FROM PATRONS

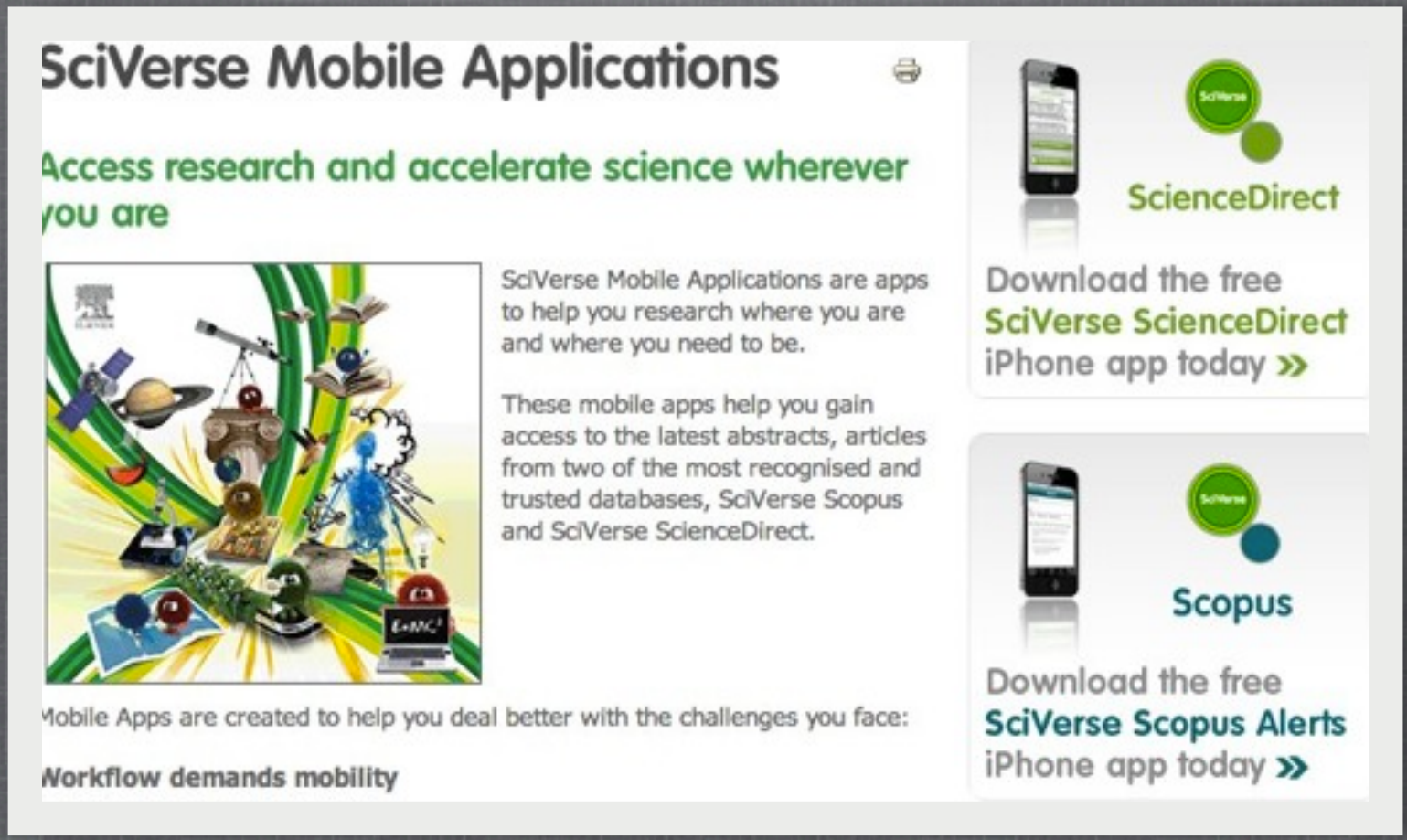
BOOKMYNE

Syrsi-Dynix mobile app



GALE DATABASES

Three versions



ELSEVIER SCIVERSE

Multiple apps...again

OVERDRIVE

Best we've got

MANGO LANGUAGES

34 Foreign Languages available, 14 ESL

IBOOK

Apple's ebook offering

KINDLE

Amazon's juggernaut

NOOK

Barnes & Noble

NOOK KIDS FOR IPAD

Children-specific Nook app

STANZA

Companion app to excellent desktop app

INTERNATIONAL CHILDREN'S DIGITAL LIBRARY

Children's books with an international focus

A STORY BEFORE BED

Maybe the sweetest ebook app of all

PLATFORM CHOICES FOR YOUR LIBRARY

IOS VS ANDROID

Share of Non-Computer Device Traffic for Selected Countries
May 2011
Multi-Country Report for Selected Countries
Source: comScore Device Essentials

	Tablets			Mobile Phones				Other Devices	
	iPad	Android	Other Tablet	iPhone	Android	Other Smart-phone	Feature Phone	iPod Touch	Other
Canada	33.5%	0.4%	1.3%	34.6%	8.2%	3.6%	1.5%	14.9%	2.0%
Brazil	31.8%	1.6%	0.0%	21.0%	11.7%	11.3%	17.3%	4.1%	1.1%
Germany	29.4%	0.9%	0.0%	35.1%	16.2%	4.6%	2.8%	8.3%	2.5%
Spain	27.4%	0.8%	0.0%	34.2%	22.1%	7.2%	2.7%	3.6%	1.9%
France	26.9%	0.6%	0.0%	34.3%	17.1%	5.7%	5.5%	3.9%	6.0%
Singapore	26.2%	1.4%	0.1%	51.9%	10.0%	3.9%	1.5%	4.8%	0.2%
Australia	25.9%	0.5%	0.0%	50.0%	10.5%	3.8%	1.8%	7.1%	0.4%
U.S.	21.8%	0.6%	0.1%	23.5%	35.6%	6.7%	2.4%	7.8%	1.5%
U.K.	21.3%	0.3%	0.0%	29.9%	15.1%	15.0%	8.2%	8.7%	1.5%
Chile	12.9%	0.6%	0.0%	45.2%	13.9%	11.6%	9.1%	6.0%	0.7%
Argentina	12.4%	0.4%	0.0%	12.5%	23.2%	16.8%	27.5%	6.7%	0.5%
Japan	11.3%	0.0%	0.0%	49.5%	30.6%	0.2%	2.6%	4.7%	1.1%
India	4.0%	0.5%	0.0%	2.8%	6.0%	14.1%	71.9%	0.6%	0.0%

IPAD = DEFINITE
ANDROID = ALTERNATE

CONCLUSION

LEARNING OBJECTIVES

- Demonstrate **awareness of apps** for mobile devices that may be useful in a library setting
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- Explain to library management the **reasons for purchasing decisions** in the mobile space of internet-accessible personal devices.

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