Changes of Libraries in a Mobile Environment

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☑ How internet user habits are changing with the development of mobile technologies?
☑ What mobile experience library users want from libraries and how libraries are meeting these patron expectations?
☑ What mobile services and resources are accessible in Lithuanian libraries?
Two thirds of people now own a smartphone, using it for nearly two hours every day to browse the internet, access social media, bank and shop online. They spend almost twice as long online with our smartphones than on laptops and personal computers.

A third (33%) of internet users see their smartphone as the most important device for going online, compared to 30% who are still sticking with their laptop. The rise in smartphone surfing marks a clear shift since 2014, when just 22% turned to their phone first, and 40% preferred their laptop.

Six in ten UK adults (61%) say they go online via their mobile phone, an increase of four percentage points on 2014. Nine in ten (89%) of 16-24s say they do this, compared to 16% of those aged 65+.

Half of young people aged 18-24 check their phones within five minutes of waking and two-fifths check it less than five minutes before going to sleep.

Smartphones have become the hub of our daily lives and are now in the pockets of two thirds (66%) of UK adults, up from 39% in 2012.

The vast majority (90%) of 16-24 year olds own one; but 55-64 year olds are also joining the smartphone revolution, with ownership in this age group more than doubling since 2012, from 19% to 50%.

(Ofcom’s 2015 Communications Market Report)
A Few Facts:

the most important device for connecting to the internet by age

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**Proportion of internet users (%)**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Smartphone</th>
<th>Tablet</th>
<th>Laptop</th>
<th>Desktop</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adults 16+</td>
<td>33%</td>
<td>60%</td>
<td>20%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>16-24</td>
<td>46%</td>
<td>25%</td>
<td>20%</td>
<td>17%</td>
<td>8%</td>
</tr>
<tr>
<td>25-34</td>
<td>43%</td>
<td>25%</td>
<td>20%</td>
<td>17%</td>
<td>9%</td>
</tr>
<tr>
<td>35-54</td>
<td>40%</td>
<td>33%</td>
<td>22%</td>
<td>20%</td>
<td>11%</td>
</tr>
<tr>
<td>55+</td>
<td>7%</td>
<td>36%</td>
<td>22%</td>
<td>22%</td>
<td>27%</td>
</tr>
</tbody>
</table>

Source: Ofcom Technology Tracker, Q1 2015
Base: All adults aged 16+ who use the internet at home or elsewhere (n = 3095 UK)
QE11(QE40): Which is the most important device you use to connect to the internet, at home or elsewhere? ‘Other’ includes: ‘netbook’, ‘games console’, ‘other device’, ‘none’ and ‘don’t know’.
Individuals used a laptop, notebook, netbook or tablet computer to access the internet in 2015

What are “Mobile Libraries“?

Libraries that deliver information and learning materials in mobile devices:

- a mobile-optimized website with access to the library services either optimized or not,
- native apps with a link to library services within the application,
- some combination of these.
Ball State University (BSU) Libraries was a pioneer in its mobile-optimized website (www.bsu.edu/libraries/mobile) in 2004.
Mobile Functionalities

Passive information
- working hours
- directions or maps
- contact information
- library account access
- computer availability

Active information
- access to the library catalog
- searching databases
- ask-a-Librarian services
- subject guides
- course reserves
- social media connectivity
Libraries Mobile Usability Studies

- Search the catalogs (Bridges et al., 2010; Paterson and Low, 2011; Seeholzer and Salem, 2011; Vasudavan and Ravi, 2013).
- Search the databases (Paterson and Low, 2011; Seeholzer and Salem, 2011).
- Check the library account (Paterson and Low, 2011).
- Check computers availability (Paterson and Low, 2011).
- Course reserves (Connolly et al., 2010; Seeholzer and Salem, 2011, Paterson and Low, 2011).
- Ask-a-librarian service ((Vila et al., 2010; Seeholzer and Salem, 2011; Connolly et al., 2010).
- Subject guides (Connolly et al., 2010).
What do users expect from the library?

- Library users expect easier, faster, more connected library experience. Libraries have to provide on the go library services.
- Less is more – the entire library website should not be replicated.
- Mobile catalogues should not simply be a copy of the conventional online catalog. Mobile users would like to check the availability of a specific medium and would expect short loading times and a view which is optimized for a small screen.
- Librarians have to learn about and experiment with mobile technologies to meet users needs.
1. The library websites were analysed to determine if:
- the library and/or catalog have a mobile optimized website
- the library and/or catalog have a dedicated application (app), and if that app provides access to library services.

**Sample:**
Martynas Mažvydas National Library of Lithuania;
10 libraries of national significance and county libraries;
60 public libraries;
14 university libraries.
(from Martynas Mažvydas National Library of Lithuania, www.lnb.lt)

2. A survey of university libraries was carried out to determine if:
- they provide services compatible with mobile devices;
- they are planning to develop mobile services and resources.
68 percent of public libraries have a mobile version of the website.
The National Library, Libraries of National Significance and County Libraries

- The National Library has mobile versions of the website and catalog.
- Two out of five libraries of national significance have websites optimized for mobile devices. Two libraries have optimized the catalogs for mobile devices but they are not accessible from mobile websites.
- All county libraries have mobile websites that tend to provide news. The catalogs of three out of five libraries are not accessible from mobile websites.
- Two libraries – Kaunas County Public Library (KAVB) and Klaipėda County I. Simonaitytė Public Library – have developed mobile apps for library services.
Academic libraries: survey results

- 8 out of 12 university libraries point out that their websites are integral parts of university websites that are optimized for mobile devices. In reality, only 3 of such cases have been identified;
- 4 out of 12 university libraries think their catalogues are optimized for mobile devices. However, this is not so;
- 8 out of 12 university libraries think that the barrier to mobile services is lack of financial resources; 5 think that they lack specialists of adequate competencies.

- 5 out of 12 university libraries are planning to optimize their websites for mobile devices in the nearest future; 5 of them have not considered this; 1 is planning to develop mobile apps; 1 does not consider this important.

- Most respondents think that a mobile environment should involve both passive (working hours, contact information, services) and active (access to the library catalogue and databases) information; social media and course reserves are less important.
Final remarks

- The mobile devices is history’s fastest growing and recently most popular means for communication. Therefore, libraries should use mobile devices as a way to connect with users.
- An enhanced library information services and information resources brings the library right to the user.
- Mobile-optimized library websites and catalogs are just emerging. The libraries have to expand mobile library services and librarians have to develop appropriate expertise in this area.
- Libraries and librarians must integrate themselves into the mobile realm if they wish to deliver enhanced user services.