

UM Libraries Mobile Technologies Pilot Final Report

Recommendations

As a result of feedback gained in the Mobile Technologies Pilot, the Mobile Technologies Pilot Coordinating Group makes the following observations and recommendations:

- During the pilot it became obvious that the Libraries need a venue for individuals to try out and discuss emerging technologies in a safe, non-threatening environment. The Mobile Technologies Pilot Coordinating Group recommends creating an emerging technologies discussion group.
- We understand progress is being made towards developing a mobile version of the Libraries web site, including specific informational elements such as hours and contact information. We fully support this project and recommend any new discovery tool(s) (including the catalog) acquired by the UM Libraries include a mobile version.
- Future activities like the Mobile Technologies Pilot should involve students and faculty users of our services.
- Purchase of mobile devices like iPod Touches and/or iPads should be considered for service points to enhance services. The Maryland Room demonstrated the utility of using an iPod Touch to improve services. SIRS is acquiring iPod Touches for Late Night and TLC services. PSD and CMSC should evaluate other service points that may benefit from using these devices.
- The Libraries should assess under what circumstances devices like iPod Touches might be distributed to Library employees. PDAs were previously distributed to staff with a demonstrated need. iPod Touches may be an appropriate PDA replacement for staff.
- The ability to locate E-book resources within ResearchPort and the Catalog was raised as a serious problem during the pilot. This issue needs attention and was forwarded to IRST, CMT, and PLCT in July for review and further action.

Background

In a unique partnership between the campus Office of Information Technology (OIT) and Public Services, a pilot project was held May 24th – July 28th 2010 in order to allow Library employees to gain hands-on experience with mobile technologies. Eighty-four librarians and staff participated in the Pilot, fifty-five of which were Librarians and other staff who received “loaner” iPod Touch devices provided by OIT. The remaining 29 participants either shared a device with a pilot member, or used their own personal device (iPod Touch or iPhone). The Pilot was held during the summer due to device availability. Because the Pilot originated within Public Services, a majority of participants were from this division, but all divisions were represented.

Learning outcomes were identified for the Pilot, and measured through a pilot-end survey e-mailed to all Pilot participants. Fifty-two survey responses were received, a 62% response rate.

The objectives and response rates were as follows:

- Pilot program participants will be able to use applications on iPod Touch.
 - 96% of survey respondents reported that as a result of the Pilot, they felt they were able to navigate effectively on an iPod/mobile device.

- 44% of survey respondents reported that as a result of the Pilot, their navigation skills on an iPod/mobile device had improved “a great deal.” An additional 42% reported their navigation skills had improved “somewhat.”
- Pilot program participants will identify parts of the public web site that need to be “mobilized.”
 - 46 survey respondents provided suggestions that were grouped into 23 categories. The three most frequently-indicated categories were:
 - Catalog (32 responses)
 - ResearchPort/databases (19 responses)
 - Hours (14 responses)
- Pilot program participants will identify service points/library services that would benefit from having access to mobile devices and recommend whether iPod Touches would be useful as those devices.
 - The two most frequently-noted service points/services that would benefit from access to mobile devices (based upon 46 responses, grouped into 23 categories) were the Reference Desk/TLC (9 responses) and student paging (6 responses). Thirteen of the respondents either gave unclear responses or did not identify services that might benefit from the devices.
 - The three most frequently suggested devices to investigate for these purposes (based upon 38 responses, grouped into 9 categories) were the iPad (14 responses), iPod Touch (11 responses), and the iPhone (5 responses).

Logistics

Weekly e-mails were sent to Pilot participants identifying suggested activities for the week, which ranged from locating a book in the stacks to searching the Catalog on the device. (The complete list of weekly activities appears as Appendix A.) In addition, a Pilot resource guide (<http://libguides.shadygrove.umd.edu/mobilepilot>) and Blog (<http://libi.lib.umd.edu/groups/mobile-technologies-pilot/mobil-technologies-pilot>) were created as ways for Pilot participants to share information and learn more about the devices.

The “activities” page of the Resource guide was the most frequently visited, with the FAQ and Mobilized Databases pages following close behind in terms of popularity. The Resource guide also gave participants an opportunity to see an early application of LibGuides from the Shady Grove Library implementation. CampusGuides (a fuller version of LibGuides) were implemented throughout the Libraries during the summer. At the height of the Pilot, the blog contained over 30 posts and 33 comments, with entries made by individuals representing four of the Libraries’ divisions. Pilot participants were also added to a global e-mail reflector (lib-ipodtouchpilot@reflectors.mail.umd.edu) as an additional means of communication.

Loaner devices were distributed at two meetings held in May. All participants were encouraged to attend a series of three “Clinic” sessions held throughout the Pilot. These clinics were designed around the following themes:

- June 9 - “Troubleshooting” clinic – served as an opportunity for participants to raise any technical issues they had, as well as share any useful, interesting, or entertaining apps they discovered (22 attendees, including Schelly Taylor from OIT technology support).
- June 22 - “Reports from the Field” – provided opportunities for Pilot participants from Public Services (Humanities Team, Performing Arts Library, Shady Grove Library, User Education) and Collection Management and Special Collections (DRUM) to report on their explorations of mobilized websites and databases, as well as demonstrating the use of the NAXOS Music Library (34 attendees, including six guests from OIT).
- July 7 - “More Reports from the Field” – provided opportunities for Pilot participants from ITD, Collection Management and Special Collections, Public Services and Technical Services to report on a “pilot-within-a-pilot” held within the Maryland Room, as well as work being done towards a “mobilized” website, and an overview of accessing E-books in the Catalog and on mobile devices (26 attendees, including two guests from OIT).

A “Farewell” meeting was held on July 20th to give Pilot participants an opportunity to reflect upon the experience and begin identifying possible “next steps.” In addition to suggestions gathered at this session, an online survey was distributed to all Pilot participants as a means of gathering additional feedback and determining whether or not the Pilot objectives were met. Summary reports from the clinics and final meeting were posted on the Blog.

Analysis of Farewell Meeting Suggestions and Survey Results

The July 20th “Farewell” meeting was attended by 28 pilot program participants, and was organized around four questions. Additionally, at the conclusion of the Pilot, an online survey was developed and distributed to Pilot project participants in order to gauge the degree to which the project objectives were met, and to solicit additional suggestions and comments. Fifty-two survey responses were received, representing a 62% response rate.

In response to survey questions designed to address the stated objective “Pilot program participants will identify parts of the public web site that need to be ‘mobilized,’” 46 survey respondents provided suggestions that were grouped into 23 categories. The most frequently-indicated categories were:

- Catalog (32 responses)
- ResearchPort/databases (19 responses)
- Hours (14 responses)
- AskUsNow/Ask A Librarian (10 responses)
- Library Maps (8 responses)
- Home page (6 responses)
- Staff directory/contact information (6 responses)

These categories closely mirrored the themes that emerged for this same question when asked at the “Farewell” meeting. Additional suggestions received at the “Farewell” meeting included:

- Social Media: e.g. foursquare: announce events
- Availability of Group Study Space/Computer Lab

Additional survey questions were designed to address the stated objective “Pilot program participants will identify service points/library services that would benefit from having access to mobile devices and recommend whether iPod Touches would be useful as those devices.” For these questions, survey respondents indicated the following:

- The most frequently-noted service points/services that would benefit from access to mobile devices (based upon 46 responses, grouped into 23 categories):
 - Reference Desk/TLC (9 responses)
 - Student paging (6 responses)
 - Maryland Room (3 responses)
 - Circulation (3 responses)
 - Shelving/Stack Management (3 responses)
- The most frequently suggested devices to investigate for these purposes were as follows (based upon 38 responses, grouped into 9 categories):
 - iPad (14 responses)
 - iPod Touch (11 responses)
 - iPhone (5 responses)
 - Other smart/cell phones (brand not specified) (3 responses)
 - Android (3 responses)

These categories closely mirrored those identified at the “Farewell” meeting. Additional suggestions received at the “Farewell” meeting included:

- Quick surveys on iPads as people enter the Library
- Reference outreach – other locations on campus

In addition to questions asked to gauge how well the Pilot achieved its stated objectives, the survey and “Farewell” meeting also provided an opportunity for participants to indicate “What observations or comments do you have about the pilot project? What worked well and/or could be improved upon?” We received 35 responses to this question. The majority of the comments expressed their appreciation for the pilot and for having participated and can be summed up by this comment: *Website worked well, questions to the reflector worked well, thank you all for your help!* A number of commentators had the opposite opinion: *Once the initial excitement wore off it was very difficult to find anything besides entertainment use to keep me interested.* Some gave suggestions for improving future projects, evidenced by this comment: *Would like to have seen/interacted with more non-library faculty in project.*

At the “Farewell” meeting, participants indicated they liked small number of activities per week, the “reports from the field” sessions and the LibGuide. However, it was noted that “more devices for more staff would have helped.”

A final question asked in both the survey and “Farewell” meeting was: “What do you think would be appropriate projects or issues for a group like this to work on after July?” Survey respondents indicated they would like to:

- Test eReaders, iPads, and other handheld devices
- Look at next generation catalogs
- Gather and analyze data about user preferences for mobile content
- Host informal info-sharing sessions about how technologies may be applied
- Investigate similar things which do not require heavy ITD involvement

At the “Farewell” meeting, similar themes emerged, with responses including:

- Community conversation - not necessarily technology
- Forum for giving presentations - loose structure, informal
- Instruction on Campus - develop app: collaboration with Comp. Science Dept, OIT, MITH, UMIACS
- Ask students who had used the devices for a year through OIT programs for input (give prizes)

Participant responses from the “Farewell” meeting have been merged into the selective survey results attached as Appendix B of this report.

Acknowledgements

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- Information Technology Division, especially Uche Enwesi, for providing technical support,
- Office of Information Technology, especially Ellen Borkowski, for making the Pilot possible and for providing technical assistance,
- Public Services Office staff, for assistance with logistics, and
- The 84 program participants, particularly those individuals who presented at one of the Pilot “clinics”, as well as those who completed the post-Pilot survey.

Respectfully Submitted,
Mobile Devices Pilot Coordinating Group

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Appendix A – Mobile Device Pilot Project Suggested Weekly Activities

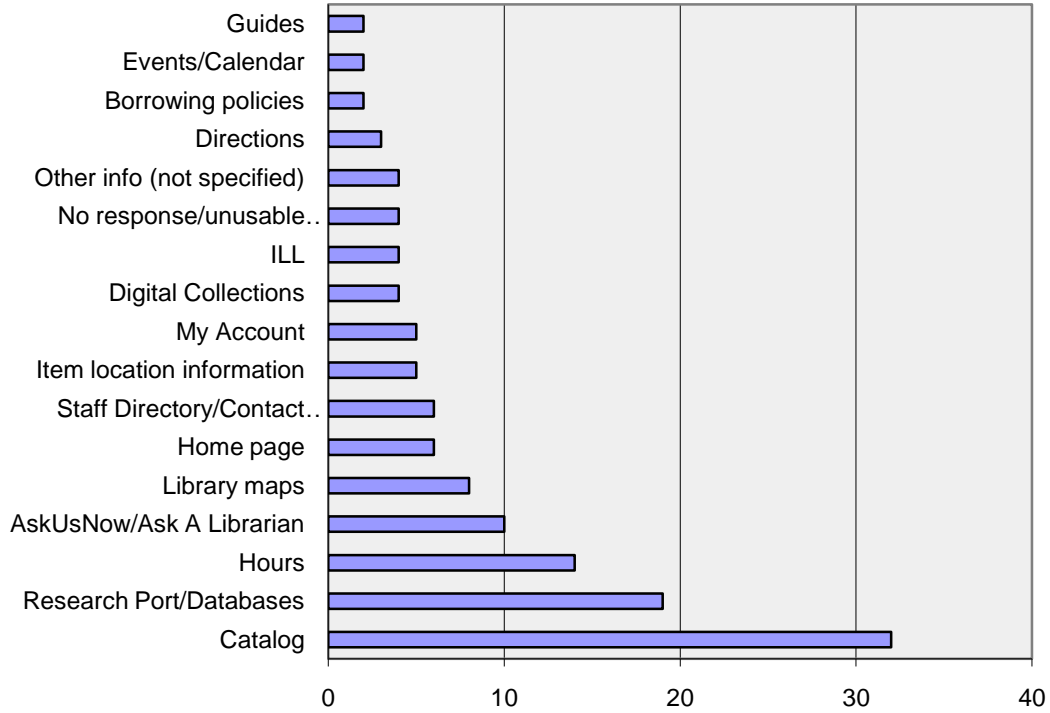
Week	Dates	Tentative Weekly Activities
1	5/24- 5/28	<ul style="list-style-type: none"> • Device distribution. Meetings: 5/24, 3-4 and 5/27, 11-12.
2	5/31- 6/4	<ul style="list-style-type: none"> • Become familiar with your iPod Touch. Read p. 1-11 of the Norfolk State University guide. • Learn how to navigate on your device; launch an app already loaded. • Rearrange the apps on your screen (see the <i>FAQ</i> section for instructions). • Have wireless at home? Connect to your home wireless. • Check your e-mail (and try responding to one).
3	6/7- 6/11	<ul style="list-style-type: none"> • Create an account in iTunes (see the <i>FAQ</i> section for instructions on how to create an account without giving your credit card).. • For those who have accounts in Gmail, Yahoo, Skype, Foursquare, LinkedIn and/or Facebook - have you set them up on your device? If not, try it! • Use the Safari browser to check out your favorite website. Is it mobilized? (Easy to read on your device?) • Check out the Google Earth app on your device and locate your home (or favorite vacation destination). • Update apps if necessary (see the <i>FAQ</i> section for instructions).
4	6/14- 6/18	<ul style="list-style-type: none"> • Navigate through the UM Libraries website using Safari. • Search Aleph. Repeat the search in WorldCat (use the WorldCat App). • Search the mobilized ASU Summon catalog: asu.summon.serialssolutions.com. • Check out NCSU mobile (m.ncsu.edu) and WRLC mobile (m.wrlc.org) • Check out the Texas and Duke Mobile apps. Do they have the most relevant info?
5	6/21- 6/25	<ul style="list-style-type: none"> • Search mobilized databases (see the <i>Mobilized Databases and Apps</i> section for a list of suggested databases). • Compare the mobilized vs. the regular version of the same database. • Check Research Port for mobilized databases. • Going to ALA (6/25-6/29)? Try using your device at the conference. Ask your favorite vendor if their services are mobilized.

Week Dates**Tentative Weekly Activities**

6	6/28-- 7/2	<ul style="list-style-type: none">• Use your iPod Touch in the stacks. How well did it work? Did you lose connectivity?• Check out UM apps (UM Buildings, UM Info, UMServices)• Did you use your device at ALA? Would you like to report on your experience?
7	7/6-7/9	<ul style="list-style-type: none">• Have you used Foursquare? Have you become McKeldin Mayor?
8	7/12- 7/16	<ul style="list-style-type: none">• "Check out" an eBook on your iPod Touch. (Check out this video for using Stanza.)
9	7/19- 7/23	<ul style="list-style-type: none">• Check an eBook from the catalog.
10	7/26- 7/28	<ul style="list-style-type: none">• Time to say goodbye to your device!

Appendix B – Selected Survey Responses

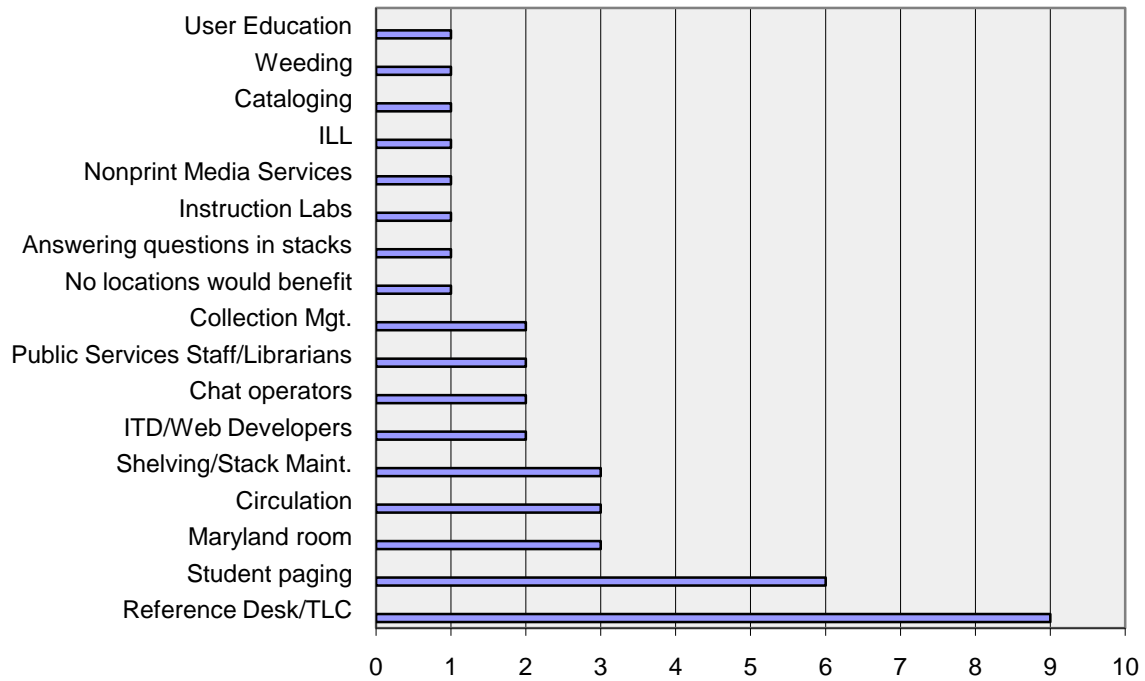
5. What parts of the Library website do you feel could benefit users from being "mobilized"?



Additional Comments from the Farewell meeting:

- Subject Librarian Directory
- Library Locations and Hours
- Availability of Group Study Space/Computer Lab
- Social Media: e.g. Foursquare: Announce Events
- Implement QR Codes
- Visual Representation in Our Website

6. Now that you have participated in the Pilot, what servicepoints/library services do you feel would benefit from having access to mobile devices?



Additional Comments from the Farewell meeting:

- Quick Surveys on iPads as People Enter the Library
- Reference Outreach – Other Locations on Campus

13. What other observations or comments would you like to make regarding the Pilot project? What worked well and/or what can be improved upon for the future?

35 responses

Response

Positive

1. Website worked well, questions to the reflector worked well, thank you all for your help!
2. The sharing between participants was very valuable, as was the diversity of the participants in terms of age, position, department, etc.
3. I thought it was well-done, organized, and productive.
4. It was good to gain experience on a product that many of the users have.
5. I was glad I participated. It was a great opportunity for me to overcome my prejudice against the mobile devices. It was English specific experiment and did not accommodate my area of interest. There must be different levels of participants and the program did not give much attention to the "differences"-novice users, advanced users and ones cannot live without the device. It was a good project. Thank you.
6. In my view, everything worked well as planned. Technical support was excellent. I had trouble with my device's battery and getting the hang of the touch writing, but got great help from the ITD folks.
7. Very thoroughly organized
8. I enjoyed the suggest activities. This helped me to do some constructive learning and not just play with a cool toy.
9. I didn't have as much time to "play" as I may have liked, but I think other people learned a lot from the project. (And I can do it later since I have my own device.) The Pilot appeared very well organized to me.
10. Very well-run program, and I really appreciated the opportunity to try out the device. The guide was very helpful, the structure was just enough, and the length of time was good.
11. Particularly enjoyed seeing colleagues report out on what they were doing and learning at the clinics. This appeared to increase engagement with the pilot.
12. I thought this was an excellent project, well conceived and well run. Kudos to the organizing committee. I really liked the suggested activities and weekly check-in from the organizers.
13. I found the sharing sessions and the blog to be very useful aspects of the pilot.
14. i'm glad to have participated. i learned about new, useful apps, especially the use of my touch as an e-reader. i addicted now! :)

Negative:

1. It was useful primarily to introduce one to, and to remove the mystery from, mobile devices. Otherwise, the project appeared to be a big waste of valuable staff time.
2. using a shared device limited our possibility to learn its features and get more confidence in it
3. I would only type a small amount
4. had trouble the first day getting through via password to the appropriate functions
5. couldn't get itunes to work. Also had issues with my vision and being able to see the screen comfortably which is why I didn't use it very much.

6. not sure how we could use this to help patrons
7. possibly having members of the Pilot project have weekly trouble shooting office hours
8. Once the initial excitement wore off it was very difficult to find anything besides entertainment use to keep me interested. As a mobile email platform, assuming one can find wireless access, I think it could be very useful. The biggest turnoff for me was the screen size, I have very good eyesight but I was definitely straining my eyes.
9. If you don't have internet access, you cannot have the full benefit of the device.
10. Better OIT instructions (oral and written) on how to get online.

Suggestions:

1. Perhaps organize a subgroup to examine/brainstorm about the design for our mobilized site. I think this would be great if there was a greater focus on creating our own mobilized app.
2. I think that this was a good introduction, but that it is not enough for us to just know how to use the devices. I think that we need to come up with some more specific projects for a future pilot, for example, thinking about how the users might use these devices. Thinking outside the box. Background readings on how other places are using these things. I also think that we should focus on all smart phones and not just the Apple products
3. Would like to have seen/interacted with more non-library faculty in project.
4. There needs to be a few additional sessions to teach the technology to those who need it prior to getting into the actual sessions. The blog was very nice.
5. It would have been nice to involve more staff/students in the process.
6. Next time I would like to see more of an iphone mix with ipod touch.

Other

1. It seemed that a hand held device would be useful on very few occasions for doing serious academic research. Such research requires a larger display and much easier input-output capabilities.
2. I wish I had had more time to work with the device. My workload in the Libraries did not allow for a lot of exploration during work hours, and my personal time for exploration was unfortunately limited by other commitments.
3. I would have done MUCH more experimenting, if I had had commercial access that was reliable. I used the iPod only on weekends -15-30 mins. at Union Station (Amtrak); also a few times in hotels or colleges at conferences and vacations. Week long vacation at Mars Hill (NC) College could easily have been 10-15 hrs total, but "free" WiFi connection did not work. (though other attendees' iPod/iPhone devices worked quite well - we could not figure out why mine did not, no I.T. gurus there) Another week at Warren Wilson College could have included a few hours work, when free terminal was in use by other people, but they had told us WiFi was not available and I did not take device along. Clearly, internet/email connection is a very high priority for me - but this experience did not at all convince me that handheld is the way to go - even considering the huge price difference (\$300+ for iPod vs. what, maybe \$1000-\$1200 for an Acer laptop with a year's internet service contract?)
4. Those in the know might think through more fully how a mobile device might be used to enhance library services. Then we could be trained to provide those services.

5. As I was at a professional conference when the orientation session was held, I felt keenly the lack of that. I also thought that the materials available on line were less than helpful. Unfortunately, I had unanticipated contacts from donors during this period, which resulted in time sensitive work for me, and had NO time during the work day to devote to getting up to speed on the device. Given that we are losing student support for our work, time to devote to learning new skills is going to be in short supply into the foreseeable future. I was also on vacation for two-weeks of this pilot. It seems to me that it would have been better to have the pilot at a time when people would not likely be out for vacation. BUT I LOVED being able to check e-mail on the device.

14. What kinds of projects would you like to see a group like this work on in the future? Please be as specific as possible.

24 responses

Response

Suggested projects:

1. I would love to see a group to design the mobilized app for the libraries and the university.
2. I would love to see the university develop a historical walking tour of the campus.
3. a) use study project on visual collections, cross platforms: digital collections, visual dbs via Research Port, in-house services (Nonprint), TLC access/use. b) media production using library content and facilities
4. Something more specific, for example, could we let people check out books with smart phones?
5. Create a place for people to come together to try out and discuss emerging technologies. The discussions that occurred in the pilot seemed valuable to participants.
6. Use these kind of devices on specific projects: reference, survey's, locate bar codes on shelf and search catalog, etc
7. "NextGen catalogs/Discovery tools" whatever you want to call them. We probably should look closely at e-readers.
8. Work on selecting a mobile team of librarian(s) and/or library techs that would roam the stacks and/or floors of branches asking patrons if they need assistance. Or allowing staff to be available for patrons/researchers and new patrons unfamiliar with library services. (Big Customer Service props)
9. Apps or m-sites geared towards students, pilots that include students using library services
10. I would like us to test the ipad!
11. What could we do differently with iPads and Blackberries.

E-Books/E-Readers

1. E-book technology including iPhone ; iPad ; Kindle; Sony Librie, etc.
2. I would like to see the library loan out e-Readers with popular fiction. Users have repeatedly requested access to popular literature.
3. I'd like to see more technology trials, since these are things that many of us can't afford on our own. I'd love to also try out an iPad, and a Kindle or other e-reader. The format might also work for testing software packages.
4. Investigate e-books and how they are accessible on mobile devices.

Other observations

1. I think this is a great model for library wide testing of a tool that has significance for everyone in the library. I would like to see more projects like this that give everyone a sense of how to use a new technology, especially as we look to the future of the catalog.
2. We need project that select a need and then search for tools/solutions to meet that need. We do not need projects like this one, that selected a tool and then search for needs that it possibly

met. Also we need projects that are conceived by persons who have a clear understanding of the time of specific services that librarian and staff provide--this project appeared to lack that.

3. Give access mobile devices to all staff.
4. If we haven't already, UMD Libraries should survey other universities, starting with our sister campuses, to see what is being done. There's probably a role that can be played by mobile devices in the upcoming Learning Commons. Perhaps we should loan them out at a desk up there and let resourceful students guide us into the future.
5. I think it would be useful to have the group take a lead on seeing how the different kinds of new technologies are used in libraries around the country and share that information with all library staff in sharing/brain storming meetings to see whether and/or how we could use them as well
6. I would like to see a group like this gathering and analyzing data about user preferences for mobile content. This might involve analyzing the use of the current site to determine priorities. It also might involve administering surveys to our users or organizing focus groups. Based on this data gathering, the group might then set priorities for making the site mobile and begin implementing changes to the website. These changes might come in the form of beta projects or pilots, whose utility could be assessed after some period of time.
7. Host informal info-sharing sessions about how technologies may be applied. Or just what they are. Perhaps "EduCause 7 things" could be a starting point. Yes! This!
<http://www.educause.edu/7Things>
8. investigate similar things which do not require heavy ITD involvement
9. Tough to guess - I think this is a fast moving target and depends upon folks having full service web/cell phone access to begin with. I did use the iPod Touch twice for Questionpoint, and it did very well, considering its limitations (chiefly its difficulty in doing cut/paste operations). Major pub svcs experiments MIGHT be working with databases/e-jnls, full text, pdfs, etc.

Additional Suggestions from the Farewell meeting:

- Important things to be implemented after they've been identified to get more participation
- Libguides/campusguides community
- Community conversation - not necessarily technology
- Videoconferencing important for students/ourselves
- Technology tools
- Forum for giving presentations - loose structure, informal
- Instruction on Campus - develop app: collaboration with *Comp. Science Dept*, OIT, MITH, UMIACS
- User surveys – ask for input from whoever uses the Library
- Mobile technology for start - target students
- Ask students who had used the devices for a year through OIT programs for input (give prizes)