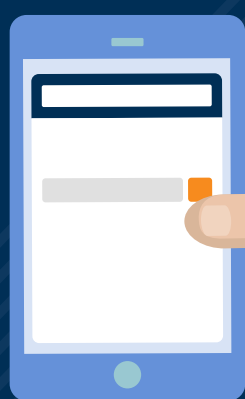
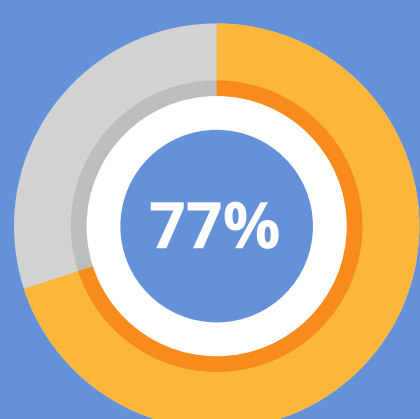


Mobile in the Library

With the rise of mobile comes an expectation that everything a researcher can do on their desktop can also be done on their smartphone.



What should you know when it comes to mobile in the research process?



Today, 77% of adults in America own a smartphone. This means anytime, anywhere access (24/7) is expected. Employees want research content in their pocket.



Consider this: how can mobile enhance the research process?



Secure authentication



Integrated experience across desktop and mobile



Save quick hits of information for longer research projects

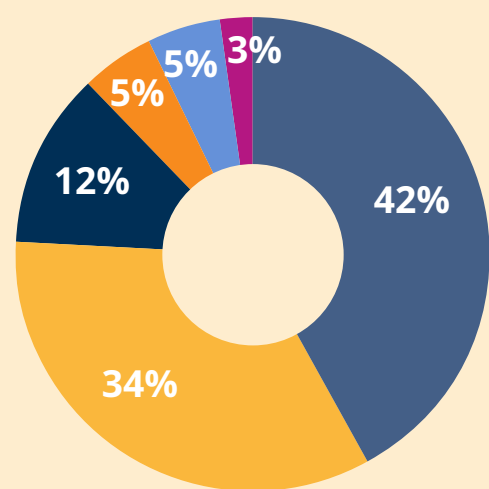


Round-the-clock access to vetted content



Access to e-books

An EBSCO user research study found that library users would use a mobile app for research on-the-go.



- Discovering content on-the-go
- Quick facts and figures
- Collaboration
- Organization
- Focused reading
- Decision-making



Researchers with long-term needs are likely to use a mobile app in their research.



Employees are gravitating toward **innovative** and **cutting-edge** applications. Your library needs to match their **tech-savvy expectations**.

EBSCO equips your company with mobile-friendly platforms and the opportunity for mobile apps to become an integrated part of research.

Sources:

- (1) Ya Jun Guo, Yan Quan Liu and Bielefield, A. (2018) 'The Provision of Mobile Services in US Urban Libraries', *Information Technology & Libraries*, 37(2), pp. 78-93. doi: 10.6017/ital.v37i2.10170.
- (2) Yan Quan Liu and Sarah Briggs, "A Library in the Palm of Your Hand: Mobile Services in Top 100 University Libraries," *Information Technology & Libraries* 34, no. 2 (2015): 133-48.
- (3) EBSCO Information Services 2019 Internal mobile app survey
- (4) Saragossi, J., Costello, L. and Kasten, K. (2018) 'Mobile Applications in Academic Libraries', *Library Resources & Technical Services*, 62(4), pp. 198-204. doi: 10.5860/lrts.62n4.198.

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