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.

- 42% Discovering content on-the-go
- 34% Quick facts and figures
- 12% Collaboration
- 5% Organization
- 3% Focused reading
- 5% Decision-making

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:
3. (4) EBSCO Information Services 2019 Internal mobile app survey