Mobile in the Library
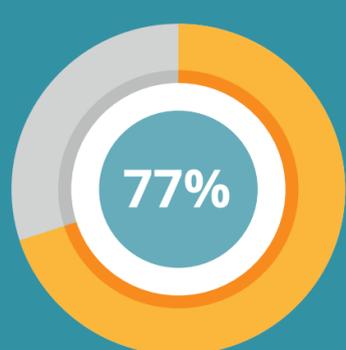
With the rise of mobile comes an expectation that everything your library offers can also be utilized on a user's smartphone.

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

77%

Today, **77 % of adults in America own a smartphone.** This means anytime, anywhere access (24/7) is expected. Library users want your library in their pocket.

Consider this: how can mobile enhance traditional services, how can services be created uniquely for mobile devices?

Events and room bookings

Integrated experience across desktop and mobile

Digital library card
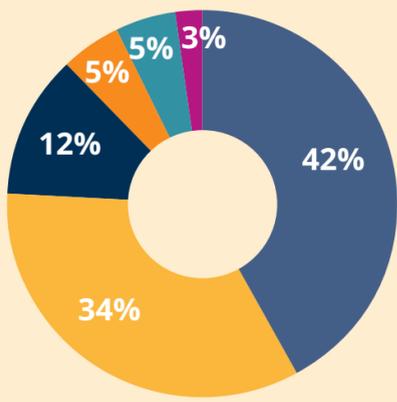
Barcode Scan on mobile device

Access to e-books

Top 100

A 2015 study by Liu and Briggs showed that the **top 100 universities** in the U.S offered one or more mobile services.

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

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

Many library users with long-term needs *(thesis or publication)* are likely to use a mobile app in their research.

"Mobile-enabled patrons require library content that fits their devices and their needs. To create responsive collections, librarians must approach apps as an emerging resource type at the confluence of content and format."

Saragossi, Costello, and Kasten
Mobile Applications in Academic Libraries

EBSCO equips your library with mobile-friendly platforms and the opportunity for mobile apps to become an integrated part of your library's offering.

EBSCO

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.
(4) EBSCO Information Services 2019 internal mobile app survey
(5) 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.