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?

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

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

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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.

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

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

“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.

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