Library Service Delivery to Mobile Devices – Student Response

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LIANZA Hikuwai Region Weekend School

3-4 March 2012
Background to Study

• Doctoral study on library staff preparedness to deliver services to mobile devices

• Surveyed 8 ITP and 8 TAFE sector students – How do students perceive mobile library services
Background to Study

• Doctoral study on \textit{library staff preparedness to deliver services to mobile devices}

• Surveyed ITP and TAFE sector students – \textit{How do students perceive mobile library services}
TAFE and ITP sectors

**VET (Vocational Education and Training)**

VET sector - more than 4500 RTOs operating within schools, universities, enterprise RTOs, community providers, other private providers and 58 TAFEs (Technical and Further Education)

18 ITPs (Institutes of Technology & Polytechnics)
Bradley University (2008)

Survey of 766 US academic librarians - are librarians aware of how their patrons use handheld devices?

50% didn’t know, 19% use m-devices in their work, 68% do not purchase databases or products accessible to m-devices, 59% had not reformatted library content, 2.1% libraries were committed to providing services to m-devices
126 students surveyed on which library services they would use on an m-device

45% would search the catalogue, 51% visited the library catalogue at least a couple of times per month – of these 62% would be willing to access via m-device
No m-services yet. Surveyed 1716 students -

60% thought searching the library catalogue and viewing their patron record to be very useful

55% thought checking PC availability and also reserving an item on loan would be very useful

Students were not interested in reading or writing reviews, sharing items, using library maps, receiving alerts or library statistics.
Review of other surveys

Ryerson University (2008) – majority of students use cell phones for email, texting, Facebook, internet browsing, taking photos, music

California Digital Library (2010) – 295 students accessing known materials and quick information, online databases and catalogues

Cambridge University (2009) – students accessing library catalogue, opening hours, location, contact information and borrower record

Huddersfield University (2010) – students reluctant to use the mobile web unless absolutely necessary
In summary

Students appear to be interested in mobile library services only when there is a perceived need and immediate benefit
What mobile services do you offer?
Which ones do your patrons use?
How do you know?
Gender

Male

Female

0 %  20 %  40 %  60 %  80 %

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Which of the following best describes the level of the course you are undertaking?

- Certificate: 25%
- Diploma: 25%
- Advanced Diploma: 10%
- Undergraduate degree - 1st year: 10%
- Undergraduate degree - 2nd year: 10%
- Undergraduate degree - 3rd year: 10%
- Undergraduate degree - 4th year: 5%
- Graduate degree - (e.g. Honour's, Master's): 5%
Which of the following best describes your attitude towards adopting new technologies in mobile devices?

- I like to stay at the cutting edge with new devices and features
- I will consider upgrading to new devices and features if I think they...
- I tend to stick with basic features and upgrade only when absolutely ...
- I don't use mobile technology (Please go directly to Q10)
What type of handheld mobile device do you use? (If you use more than one, please indicate the device you use most often)

- Cell phone
- Smartphone (e.g. iPhone, Blackberry)
- PDA
- Electronic book reader

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How frequently do you use your mobile device to do the following? Please tick all that apply.

- Access documents
- News
- Check social network sites, e.g., Facebook, Flickr, MySpace
- Email
- Read e-books or articles
- Talk
- Text message
- Book search
- Bookmark
- Download music files
- Image search
- Personalised home page
- Skype
- Watch video clips
- Calendar
- Instant message
- Listen to podcasts
- Maps
- Search
- Use a search engine
- Groups

Legend:
- Never
- Once a year
- Once per term/semester
- Monthly
- Weekly
- Several times a week
- Daily
- Several times a day
On average, how often do you physically visit the campus library?

- Never
- Several times per day
- Daily
- Several times per week
- Weekly
- Monthly
- Once per term/semester
- Once a year

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How many of the following options are you aware that your campus library currently offers? Check all that apply.

- DVDs/CDs for borrowing
- Online "Ask a Librarian"
- Get help writing a paper
- Group study rooms
- Library news
- Online article or e-book databases
- Online borrowed item renewals
- Online library catalogue
- Online tutorials
- Referencing assistance
- Request items from other libraries
- Research and library tutorial classes
- Research guides for different subject areas
- Talk with a librarian in person

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How often do you visit the library website?

- Never
- Several times per day
- Daily
- Several times per week
- Weekly
- Monthly
- Once per term/semester
- Once a year

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How often do you use the library website to do the following?

- Book a group study room: Several times a day
- Look for contact information: Once a year
- Check campus/library maps: Monthly
- Check library hours: Weekly
- Check list or RSS feeds of new books/resources by subject: Daily
- Contact online "Ask a librarian": Several times a week
- Do research for an assignment: Once per term/semester
- Listen to library audio tours/podcasts: Never
- Search the library catalogue: Never
- View your own borrower details: Never
- Borrow books/journals/DVDs/CDs: Monthly
- Access course reserves: Never
- Search for electronic books or journal articles: Never
- Renew books: Once a year
- Book library training sessions: Several times a day
If the following library resources and services were available for mobile devices, how likely would you be to use them? (If you don’t own a mobile device, please go to Q. 17)
If you own a mobile phone, how likely would you be to use the following TEXT/SMS library services?

- Contact online "Ask a librarian"
- Receive change of opening hours details
- Renew library materials
- Receive library news
- Receive recall notifications
- Receive renewal or overdue notices
- Send a call number from the catalogue

Legend:
- I own a mobile device but I don't text
- Extremely unlikely
- Unlikely
- Somewhat unlikely
- Likely
- Extremely likely
If you were using a mobile device, how likely would you be to use the following to start your research for an assignment?

- Ask my instructor
- E-book or article database
- Google
- Google Scholar
- Library catalogue
- Online "Ask a librarian"
- Wikipedia

Options: N/A - I don't use this resource, Extremely unlikely, Unlikely, Somewhat likely, Likely, Extremely likely.
On average, how many hours per week do you spend online?

- Less than 5: 0%
- 5-10: 30%
- 11-20: 40%
- 21-30: 10%
- 31-40: 5%
- More than 40: 5%

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What m-services would your patrons like to use? How do you know?

What m-services or resources does your library intend to offer within the next 18 months?
Staff response

How many of the following options does your library currently offer? Check all that apply.

- DVDs/CDs for borrowing
- Online "Ask a Librarian"
- Get help writing a paper
- Group study rooms
- Library news
- Online article or e-book databases
- Online borrowed item renewals
- Online library catalogue
- Online tutorials
- Referencing assistance
- All Other Responses
Staff response

Does your library website offer the following?

- Borrow books/journals/DVDs/CDs
- Check list or RSS feeds of new books/resources by subject
- Look for contact information
- Renew books
- Use research/study guides and tutorials
- Access course reserves
- Do research for an assignment
- Search for electronic books or journal articles
- Book a group study room
- Listen to library audio tours/podcasts
- Check campus/library maps

Responses:
- Orange: No
- Blue: Have offered previously but removed
- Purple: Yes
- Red: Future planning
Staff response

Are the following TEXT/SMS library services available?

- Contact online "Ask a librarian"
- Receive change of opening hours details
- Renew library materials
- Receive library news
- Receive recall notifications
- Receive renewal or overdue notices
- Send a call number from the catalogue

Options:
- Orange: No
- Blue: Have offered previously but removed
- Purple: Yes
- Red: Future planning
What does this mean?

1. 80% students own a cell phone, 77% have internet access

2. At least daily 21% access social network sites, 48% talk, 75% text, 1.3% do a book search, 6.6% read e-books/articles

3. When using the library website – 29% access the catalogue never/once a year, 13% at least daily
What does this mean?

4. With a m-device – 39.1% are unlikely to search the catalogue, 42.2% are likely; 36.9% are unlikely to access their borrower details, 40% are likely

5. For library texting services – 17% are unlikely to renew materials, 63.3% are likely; 32.7% are unlikely to send a call number from the catalogue, 35.7% are likely; 15.3% are unlikely to receive renewal/overdue notices, 61.1% are likely
What does this mean?

Students studying at TAFE/ITP show similarities in m-device use of library services in comparison to university students surveyed. Their current usage involves social networking sites, library services are not well used, although there is interest in some mobile services that “make life easier” e.g. overdue/recall notices, renewing materials and sending call numbers.
What does this mean?

There was lack of interest in accessing course reserves, listening to library audio tours/podcasts, checking RSS feeds, library maps, using research/study guides and tutorials.

This may change. But know your students before committing resources to service development.