Libraries on the Go
Mobile Websites and Apps

Dudee Chiang, Information Science Specialist
Alexander Smith, Information Science Specialist
Jet Propulsion Laboratory, California Institute of Technology

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Outline

Trends on going mobile
Mobile web sites vs. apps
Examples from publishers/societies
JPL mobile website
Trends

“Go mobile or get left behind”

- 25% waking hours on mobile devices
- 63% information management functions doing nothing to support handheld devices

More and more people are using mobile devices to access the Internet

- Of all adults (18+), 85% use a cell phone
  - By ages: 18-29: 89%, 30-49: 69%, 50-64: 49%
- 59% online wirelessly
  - Including laptops
- 24% use apps

- Pew Internet and American Life Project, Reported March 2011
What type(s) of mobile devices do you have?

(Can choose more than one)

1. iPhone
2. Android phone
3. Blackberry
4. Other cell phone
5. iPad
6. Android based tablet
7. Other tablets
8. None of above
What do you use your devices for?
(Can choose more than one)

1. Make and receive phone calls
2. Text message
3. Receive and send emails
4. Take pictures
5. Play games
6. Watch movies or videos
7. Try and evaluate apps
8. Develop apps
9. Read news, web pages
10. Read professional articles, papers, books
An invention has to make sense in the world it finishes in, not in the world it started.

Tim O'Reilly
• Longer, richer media on one page for laptop and desktop computers

• Short, context-based, specific interactions on mobiles (m-web, apps);
High Level Considerations

Mobile web sites
- Available to all devices
- Server detects requesting device and displays mobile site
- Simple navigation
- Point back to full site

Apps
- Device specific (iPhone, iPad, Droid, etc.)
- Distributed via devices’ store or market
- One App on multiple devices:
  - Kindle for iPad, PC, Mac, etc.
- One App One Purpose
  - YouTube, Facebook, games
What Do Publishers Have?
Learn from their examples

New roles for information professionals:
- Trusted experts and curators of apps
- Collaboration between librarians and IT staff
- Develop mobile sites or apps together
Institute of Physics (IOP) app

• Free app

• 20 full text articles per month for anyone, no institutional subscriptions required!
“Library Friendly”

apps

• Free apps

• Free browse, search, abstracts

• Need institutional subscription to download full text

• ACS app costs $4.99 to download
• Science selected free articles
Need Individual Subscriptions

• App may be developed by 3rd party vendor

• Harvard Business Reviews case study:
  HBR Reads: free app, individual subscription to HBR
  HBR Today: $2.99 app, access to the HBR web site, no scholarly articles
  HBR Tips, HBR Stat: free apps, free short articles refer to full articles in HBR
Mobile web sites

- IEEE Xplore
  http://ieeexplore.ieee.org/mobile/
  Search, browse, email references by anyone
  Need subscription for full text

- Safari Books Online
  http://m.safaribooksonline.com/login

- Safari To Go: Safari app released in May 2011
JPL Library Mobile Site

http://beacon.jpl.nasa.gov/m

Technical guru: Alex Smith

Alexander.smith@jpl.nasa.gov
JPL Library Mobile Web Site
eBooks by Topic:
- Tag ebooks via del.icio.us
- eBook access via IP authentication
- Mobile site display a list of tags
- Tag lead to list of book titles
- Email the list back oneself
- Access ebooks within JPL Network
This aerodynamic noise facility, also called an anechoic chamber, was used to study the noise generating mechanisms in supersonic and subsonic jets in the early 1970s. It was in building 57 (which no longer exists) located next door to the wind tunnel that was in building 79 at the time. The large round opening in the wall is an exhaust silencer inlet. Standing next to it is Paul Massier, co-author of a technical report about this chamber. On the right is a support structure for microphones. Fiberglass wedge blocks cover the ceiling and walls, which were mostly reinforced concrete. Spaces were left open to allow for observation windows and instruments to record test data. There were also openings in the walls that allowed air to flow into the chamber to replace the air forced out during tests. For more information about the anechoic chamber or about the history of JPL, contact the JPL Archives for assistance. [Archival sources: An Anechoic Chamber Facility for Investigating Aerodynamic Noise, September 15, 1972, Technical Report 32-1564; Map from January]
Q & C

Dudee Chiang, dudee.chiang@jpl.nasa.gov
Alexander Smith, alexander.smith@jpl.nasa.gov