Mobile Applications in Academic Libraries
Hello & Welcome!

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Outline

1. Intro & types of apps offered at Stony Brook
   a. Technical services management & acquisition
2. Mobile apps workshop and promotion activities
   a. Libguide- and HSL libguide
   b. iPad initiatives- how the library is integrating
3. Future directions & case studies
4. Questions/Discussion
1. Mobile Apps @ Stony Brook
What is an App?

➔ Apps are...

◆ self-contained
◆ either programs or pieces of software
◆ designed to fulfill a particular purpose
◆ meant to be used with mobile devices
Mobile Responsive Design

➔ Mobile Responsive:
◆ Web design approach
◆ Optimal viewing of existing website on mobile devices
◆ Allows desktop webpages to be viewed on other internet ready technologies.
Anatomy App

➔ **Visible body**
   ◆ Interactive 3D human anatomy models and physiology and pathology animations.
   ◆ Images from anatomical structures (including all major organs and systems)

➔ Installation requires you to be on-campus. You must download using institutional link.
➔ Access from on-campus every 30 days to reactivate.
Point of Care/EBM Apps

➔ **UptoDate**
  ◆ Must register for individual account
  ◆ Click on mobile access
  ◆ Stores information and medical calculators on your device

➔ **Dynamed**
  ◆ From Stony Brook IP range, access Dynamed
  ◆ Click on Mobile
  ◆ Enter email address and you will receive download link.
National Library of Medicine - Apps

➔ National Library of Medicine Suite of Apps
   ◆ Resources created and maintained by the NLM or other NIH affiliates.
   ◆ These apps contain open access content.

➔ One Featured App
   ◆ Wireless System for Emergency Responders (WISER)
BrowZine

- **BrowZine**
  - App designed to allow users to find, read, and monitor scholarly journals
  - Helps users to remain current in their field
  - Promotes serendipitous discovery of content
  - Print-like access to information
  - Select Stony Brook University Libraries to access subscription content
Requests - Where do Apps fit?

→ Flat Collections Budgets
  ◆ Consider replacing traditional formats that outdate themselves quickly with Apps which are constantly updated.
  ◆ Contact vendors, many resources have mobile applications available with turn on from administrator.

→ Faculty/Patron Requests
  ◆ Try to develop policies, purchase guidelines
    • only institutional licenses
    • Must be applicable to more than one user group
Access Issues

➔ How do we catalog? Where do they fit in structure of library’s website?
  ➔ These are issues we once dealt with for ebooks and other format changes.
  ➔ Technical support challenges

➔ License Issues
  ➔ IP Recognition to register, download
  ➔ Special institutional log-in as opposed to individual licenses.
2. Our Promotions
Mobile Apps Workshop

➔ Simulcast online and in library computer classroom
➔ Focused on the process of downloading and using our subscription apps from a student and faculty perspective
➔ Session recording: https://meeting.sinc.stonybrook.edu/p8hjy9a1oho/
LibGuides

→ LibGuides help students find out what apps we offer and get started using them
→ [http://guides.library.stonybrook.edu/mobile](http://guides.library.stonybrook.edu/mobile)
→ Relevant departments also offer mobile apps tabs to help students find mobile content
→ [http://guides.library.stonybrook.edu/medicine/mobile](http://guides.library.stonybrook.edu/medicine/mobile)
iPad Initiatives

- The library is in the process of developing an app in order to integrate into SBU’s iPad initiatives
  - EOP/AIM
  - Mobile/Digital Now
  - School of Medicine
  - Undergraduate Colleges
  - Athletics program
Promoting Non-Library Apps

➔ Lynda.com
  ◆ Site for technology instruction
  ◆ [Lynda.com mobile app](https://www.lynda.com/mobile)
  ◆ [Instructions for signing in to the app](https://www.lynda.com/mobile)

➔ VoiceThread
  ◆ Engage around media artifacts
  ◆ [https://voicethread.com/mobile](https://voicethread.com/mobile)
3. Future Directions
Partnerships Across Campus

➔ Commuter association

➔ Athletics

➔ Graduate Student Organization
Case Study: Technology Petting Zoo & Workshop

→ Collaboration between James Madison University Libraries and Massanutten Regional Library

→ Technology petting zoo used to drum up interest in a series of workshops around apps for health

Case Study: Electronic Promotions

➔ Research from Boopsie revealed that banners and optimized landing pages for the mobile site increased adoption of apps

Queens Public Library started a grant-funded initiative to circulate Android tablets pre-loaded with content to support digital literacy.

This program launched after Hurricane Sandy in an effort to re-connect the community but grew into an opportunity to help transition users to digital access.
4. Questions & Discussion