Mobile Reference in a Changing Library

Ann Owens, Sacramento Public Library
Ann Schoenenberger, Kenton County Public Library
<table>
<thead>
<tr>
<th>Day</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon – Fri</td>
<td>8 a.m. to 10 p.m.</td>
</tr>
<tr>
<td>Saturday</td>
<td>9 a.m. to 5 p.m.</td>
</tr>
<tr>
<td>Sunday</td>
<td>12 p.m. to 4 p.m.</td>
</tr>
</tbody>
</table>

Goal is 24/7, eventually
TEXT 4 ANSWERS

ON THE GO? NEED ANSWERS? RECEIVE A TEXT ANSWER FROM A LIBRARIAN IN MINUTES!

Text 4 Answers is our pilot text messaging service that allows you to send us your questions via text message. Normal text message rates apply.

Text your question and library code "SPL" to: 309-222-7740

Monday through Friday: 6:00 a.m. - 8:00 p.m.
Saturday: 7:00 a.m. - 3:00 p.m.
Sunday: 10 a.m. - 4 p.m.

(Use our QR Code to add our text reference service to your phone's contact list. First, download i-nigma's free QR Code scanner to your mobile device.)

Brought to you by Sacramento Public Library &
My Info Quest
Easily Add to Your Contacts

www.myinfoquest.info
What Participating Libraries See

- acctmgr, me (2) BUL SMS from +13108049779 - yes, there is school tomorrow
- acctmgr, me (2) BUL SMS from +15034908816 - There should be a button that says "messages". Then "New Text Me
- acctmgr, me (2) BUL SMS from +13092224578 - 10.5% max
- acctmgr, me (2) BUL SMS from +13092224578 - registration fees, sales tax, doc fees, and dealer fees
- acctmgr, me (2) BUL SMS from +15034908816 - what sort of conversation are you trying to start? phone, text, internet
- acctmgr, me (2) BUL SMS from +13092224578 - Try this website to convert decimal to binary: http://bit.ly/cyba2s
- acctmgr, me (2) BUL SMS from +13104297255 - 365. except for a leap year which has one more day
- acctmgr, me (2) SEA SMS from +15036195349 - 5+5 = 10 On Sat, Oct 9, 2010 at 3:42 PM, <acctmgr@ipipi.com> wr
- me LogInLogOut SEA here!
- me UNT UNT out - have a good one
- acctmgr, me (2) UNT SMS from +12067790625 - http://nssdc.gsfc.nasa.gov/ says that "A 'Blue Moon' is the name give
- acctmgr, me (2) UNT SMS from +14055179154 - I can't endorse one since most have fees but dating.about.com says
- acctmgr, me (2) UNT SMS from +14026897479 - Yes, I checked with Criss Library. Be sure to bring Metro ID with you
- acctmgr, me (2) UNT SMS from +19796653702 - think 5/8 = increments of an inch. Staff at places like loews or home
- acctmgr, me (2) UNT SMS from +19796653702 - Hi, Check insurance co, but 5/8-inch exterior-grade plywood says te:
- me LogInLogOut UNT was here at 1pm - Ah I guess I should have done this earlier :) Been in since 1pm. H
- acctmgr noquestion SMS from +14055325407 - Yes. Thank you
- acctmgr, me (2) TSL SMS from +15034908816 - The Xbox was officially launched on November 15, 2001
- acctmgr, me (2) TSL SMS from +17788586340 - Are you inquiring about Seattle Public Library? Please contact 206-3@
Sample Question
Daily Traffic in Google Group

Discussions

Coverage needed Friday, October 15, 10-11 AM Central
Is anyone able to cover the second half of my InfoQuest shift on Friday, October 15? I have to give instruction to a class, so will need someone to cover for me from 10:00 AM to 11:00 AM Central time. Elisabeth Gatlin Public Services Librarian Felician College Library 262 South Main Street Lodi, NJ 07644... more »
By Elisabeth Gatlin - Oct 8 - 1 new of 1 message - Report as spam

Question
SPL is logged on. I have a question. We received a text on my shift that is obviously an abuse of the service (explicit question). What’s the protocol for dealing w/ this? Should I respond? Thanks, Megan SPL
By My Info Quest - Oct 8 - 10 new of 10 messages - Report as spam

Next shift
I really need to log off now, and haven't seen anyone else log on, so if the next shift doesn't arrive, can someone please cover? I have been searching for an answer to the sewing machine question but have not yet found one, and there are 2 more questions that came in after that one that still need to be answered.... more »
By Elisabeth Gatlin - Oct 8 - 1 new of 1 message - Report as spam

Fwd: Meeting: MIQ Future plans meeting
Please indicate by Tuesday October 12 what times and days work for you for the My Info Quest future meeting, October 21 and 22 morning and afternoon. Thanks, Lori I've proposed a meeting for the dates below. Please visit the following web page to fill in your own availability: [link]... more »
By Lori Bell - Oct 7 - 1 message - Report as spam
I-Google Reference Workspace
Who’s On First?
Q. Wcc how fast can a human run?

A. Several articles online state that a human can potentially run to a speed just under 30 mph. Next time you're online, check out this article for more info:  http://bit.ly/9vSIh
July 2009 through September 2010
8408 Questions
July 2009 through September 2010
8 area codes – 62% of all questions
Websites Mentioned Today

My Info Quest  www.myinfoquest.info
Altarama  www.altarama.com
I-Google  www.google.com/ig
Google Groups  groups.google.com
sms Landscape
Ann Schoenenberger @nkyconnect
Behavior:

text is big.
The use of non-voice data applications has grown significantly over the last year

The % of cell phone owners who use their phones to do the following

- Take a picture: April 2009 - 66%, May 2010 - 76%
- Send or receive text messages: April 2009 - 65%, May 2010 - 72%
- Play a game: April 2009 - 27%, May 2010 - 34%
- Send or receive email: April 2009 - 25%, May 2010 - 34%
- Access the internet: April 2009 - 25%, May 2010 - 38%
- Play music: April 2009 - 21%, May 2010 - 33%
- Send or receive instant messages: April 2009 - 20%, May 2010 - 30%
- Record a video: April 2009 - 19%, May 2010 - 34%

Source: Pew Research Center’s Internet & American Life Project, April 29-May 30, 2010 Tracking Survey. N=2,252 adults 18 and older; n=1,917 based on cell phone users.
### Mobile Content Activities, June 2010

% of mobile phone users worldwide

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sent a text message</td>
<td>88%</td>
</tr>
<tr>
<td>Taken a picture</td>
<td>85%</td>
</tr>
<tr>
<td>Listened to music</td>
<td>60%</td>
</tr>
<tr>
<td>Read or sent email</td>
<td>49%</td>
</tr>
<tr>
<td>Watched a video</td>
<td>41%</td>
</tr>
<tr>
<td>Opened a word processing document or spreadsheet</td>
<td>23%</td>
</tr>
<tr>
<td>Updated status on a social media website</td>
<td>21%</td>
</tr>
<tr>
<td>Accessed online banking</td>
<td>18%</td>
</tr>
<tr>
<td>Purchased an item online</td>
<td>9%</td>
</tr>
</tbody>
</table>

**Note:** ages 18+

**Source:** Oracle, "Opportunity Calling: The Future of Mobile Communications," Sep 22, 2010
US Voice and Messaging Volume, June 2005-June 2010
billions

<table>
<thead>
<tr>
<th>Year</th>
<th>MOUs</th>
<th>Text messages</th>
<th>MMS messages</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2005</td>
<td>1,260</td>
<td>57</td>
<td>0</td>
</tr>
<tr>
<td>June 2006</td>
<td>1,678</td>
<td>113</td>
<td>2</td>
</tr>
<tr>
<td>June 2007</td>
<td>1,955</td>
<td>241</td>
<td>4</td>
</tr>
<tr>
<td>June 2008</td>
<td>2,226</td>
<td>601</td>
<td>9</td>
</tr>
<tr>
<td>June 2009</td>
<td>2,237</td>
<td>1,360</td>
<td>20</td>
</tr>
<tr>
<td>June 2010</td>
<td>2,257</td>
<td>1,806</td>
<td>56</td>
</tr>
</tbody>
</table>

Note: 12-month period ending June of each year
The average 13- to 17-year-old sends and receives 3,339 texts a month—more than 100 per day.

African-Americans and Hispanics send and receive an average of 780 and 767 texts a month respectively, compared with 566 for whites.

Text messages cost carriers less than traditional mobile voice transmissions, and so they cost users less.

If you don't have broadband availability at home, if you don't have ubiquitous 24/7 access to the web over a laptop or PC, you'll find other ways to communicate.
Service:
The free, the brave, and the invested.
Profit models.
Library options

Text a Librarian
powered by: mosio

Patrons text questions.
Librarians type answers.

QuestionPoint™
24/7 reference services

AGENT511
Upside Wireless

LibraryH3lp

ALTA RAMA
INFORMATION SYSTEMS

Microsoft Outlook SMS

twil.io
CLOUD COMMUNICATIONS
SWOT: The lessons of ChaCha
<table>
<thead>
<tr>
<th>Provider</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>14.9%</td>
</tr>
<tr>
<td>Facebook</td>
<td>12.7%</td>
</tr>
<tr>
<td>4INFO</td>
<td>9.6%</td>
</tr>
<tr>
<td>ESPN Alerts</td>
<td>4.7%</td>
</tr>
<tr>
<td>MySpace</td>
<td>4.6%</td>
</tr>
<tr>
<td>Google Mobile</td>
<td>4.3%</td>
</tr>
<tr>
<td>American Idol Vote</td>
<td>3.0%</td>
</tr>
<tr>
<td>America's Best Dance Crew</td>
<td>2.9%</td>
</tr>
<tr>
<td>ChaCha</td>
<td>2.6%</td>
</tr>
<tr>
<td>The Weather Channel</td>
<td>2.5%</td>
</tr>
<tr>
<td>Limbo</td>
<td>2.2%</td>
</tr>
<tr>
<td>My Coke Rewards</td>
<td>2.1%</td>
</tr>
</tbody>
</table>

Note: via AT&T and Verizon networks only
Source: Nielsen Mobile, "Mobile Media Measurement," provided to eMarketer, July 2009
| Top 10 Web Properties Among US Internet Users, Ranked by Growth in Unique Visitors, March & April 2010 (thousands and % change) |
|---------------------------------|----------------|----------------|----------------|
|                                 | March 2010    | April 2010     | % change       |
| 1. MLB.com                      | 8,126         | 13,588         | 67%            |
| 2. NHL Network                  | 4,527         | 6,092          | 35%            |
| 3. Buzzle.com                   | 4,804         | 5,697          | 19%            |
| 4. ChaCha                       | 5,779         | 6,686          | 16%            |
| 5. The Mozilla Organization    | 29,798        | 34,244         | 15%            |
| 6. The Home Depot               | 11,200        | 12,597         | 12%            |
| 7. VEVO                         | 38,894        | 43,255         | 11%            |
| 8. Ford Motor Co.               | 5,011         | 5,571          | 11%            |
| 9. Examiner.com sites           | 12,563        | 13,936         | 11%            |
| 10. Conduit                     | 10,015        | 11,105         | 11%            |
| **Total US Internet audience**  | **212,593**   | **213,019**    | **0%**         |

Note: home, work and university locations; excludes entities whose growth was primarily due to implementation of Media Metrix 360 unified digital audience measurement; ranking based on top 250 properties in April 2010
Source: comScore Media Metrix as cited in press release, May 20, 2010
Select Mobile Content Activities of US Gen Y and Total Adults, Q2 2010

% of respondents

<table>
<thead>
<tr>
<th>Activity</th>
<th>Gen Y</th>
<th>Total adults</th>
</tr>
</thead>
<tbody>
<tr>
<td>Send/receive texts</td>
<td>37%</td>
<td>23%</td>
</tr>
<tr>
<td>Access internet</td>
<td>85%</td>
<td>57%</td>
</tr>
<tr>
<td>Access social networks</td>
<td>27%</td>
<td>14%</td>
</tr>
</tbody>
</table>

Source: Forrester Research, "The State Of Consumers And Technology Benchmark 2010" as cited in press release, Sep 22, 2010
**S**
- Knowledgebase, adoption especially by youth, financial backing

**W**
- Ads, limited questions, storage of user data, need for profitability, quality

**O**
- Text becoming more important, wider adoption by older adults

**T**
- Cost of guides, accuracy of old data, increased competition, negative impact of ads
Strengthening the Library’s Unique Selling Point

1. Commercial free and free

2. Unlimited questions

3. Anonymous, confidential, private

4. A person, not a stored computer message

& that person is very smart and hip*

* A Hipper Crowd of Shushers, KARA JESELLA, July 8, 2007, New York Times
Research:

identifying the future of now.
Dr. Lili Luo, Assistant Professor
School of Library and Information Science,
San Jose State University
http://slisweb.sjsu.edu/people/faculty/luol/luol.php

@smsbib
Issues:

worth getting into.
The Throwback
Taking our place as the queens and kings of ready reference.
Valuable answers for questions too hard to ask in person.

But are they too personal?
Treated equally?

The customer who uses technology to access library services.

The customer who visits or calls a physical location.
How can we take advantage of the tremendous potential text reference service has for us?
Action steps:

• **Try it for yourself.** Send a text question to My Info Quest and other text services provided by libraries and for-profit companies.

  309-222-7740

• **Help put libraries in people’s pockets.** Start text service at your library or refer people to My Info Quest. Tell them to add the library to their contact list.

• **Share your story.** Send your comments, articles, and research to @smsbib
Contact Us

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