

GOING MOBILE: LAUNCHING A MOBILE WEBSITE AND OTHER MOBILE RESOURCES

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BACKGROUND

- Spring 2010 - team met to discuss ideas for a mobile web page and review ways to reach out to users in the mobile environment.
- Summer 2010 – online survey sent to patrons.
- Fall 2010 - launch of mobile website and LibGuide; drop-in help sessions provided for students.

MOBILE SURVEY

- Online survey sent out via the student listservs and posted on the library blog soliciting feedback from medical, public health, and health sciences students regarding their mobile usage and preferences.
- 102 survey responses: 44 from medical students and 58 from public health and health sciences students.
- 57% of public health and health sciences students and 47% of medical students reported using an iPhone or iPod touch mobile device, while 46% of medical students and 24% of public health students reported using another device such as Android or Blackberry.
- 83% of medical students and 79% of public health and health science students said they envisioned using an iPhone, iPod Touch or other smart phone to access medical or public health resources in the future.
- 60% of respondents said they would use their mobile device for library reference assistance (IM, text, email or phone reference).
- 62% of respondents said they would watch tutorials on their mobile device.
- 86% of respondents said they would like to renew books and place holds via the library catalog using their mobile device.
- Mobile websites currently used by medical students included: PubMed, Dynamed, MDConsult, Epocrates, Skyscape, Google, WebMD, medical texts online, JAMA, and NEJM.
- Mobile websites currently used by public health and health science students included: Epocrates, Medscape, PubMed, Health Affairs, Web of Science, New York Times- Science section, Washington Post Science section, Google Scholar, PLOS, and Science.
- Public health and health science students wanted the library to link to the following mobile apps: Dynamed, PubMed, the Library Catalog, Blackboard and journal searching.
- Medical students wanted the library to link to mobile apps such as: Epocrates, Medscape, and books for smartphones or that provided functionality such as room reservations or library book requests.

MOBILE DROP-IN SESSIONS

- At the beginning of the Fall 2010 semester, four two-hour afternoon mobile help sessions were scheduled to assist students at the library's Technology Help Desk.
- Due to popular demand, two additional one hour sessions were scheduled in September at noon to target medical students who had more availability during this time slot.
- The noon-time sessions were attended by 6-10 students and the two-hour afternoon sessions were attended by 4-6 students with three library staff members providing support.
- The most common request was assistance accessing the GW Pilot VPN with individual mobile devices, followed by account requests for Dynamed and Epocrates Essentials.
- The most popular devices were iPhones, iPod Touches, Android devices and iPads.
- No Blackberry users attended these sessions and the GW Pilot VPN does not currently support Blackberry devices.



**Himmelfarb Library
Mobile Device Drop-In Hours**

Want help loading apps onto your mobile device?
Want to learn more about mobile websites or apps for medicine or public health?

Stop by the service desk on the 3rd floor of Himmelfarb Library.

Himmelfarb staff will be available to assist you on:

- August 17th from 3-5pm
- September 21st from 3-5pm
- October 19th from 3-5pm
- November 16th from 3-5pm

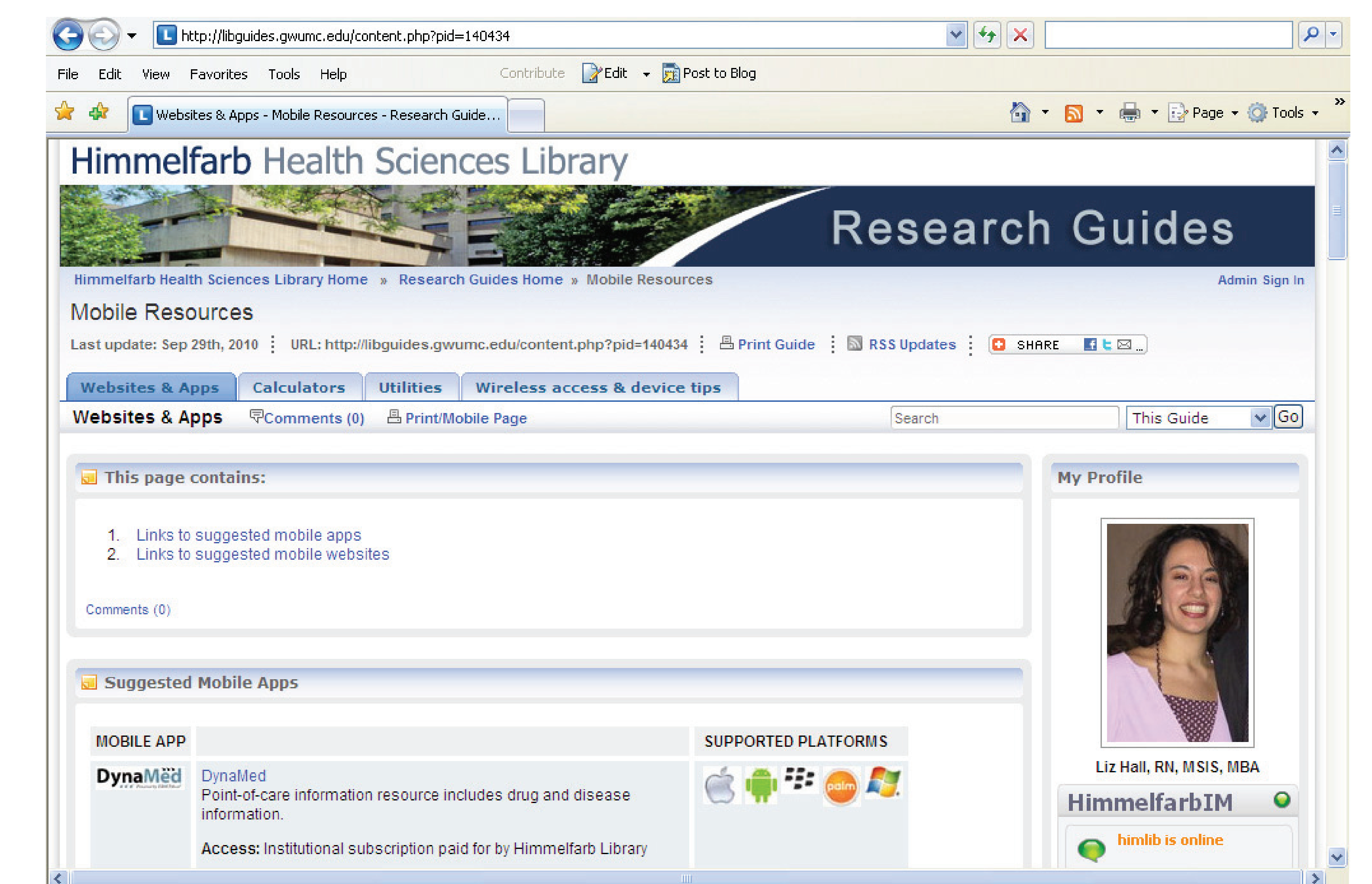
MOBILE WEBSITE

- The Himmelfarb mobile library web page can be found at <http://www.gwumc.edu/library/mobile/> and contains sections for databases, calculators, drug resources, library catalog requests, utilities, mobile reference (Ask Us), and demographic information such as hours and a campus map.
- Most of the links on the mobile website go to mobile-formatted resources, however, some links (e.g. library catalog) are not yet available in a mobile format.
- We anticipate a library catalog upgrade in a few months that will provide access to a mobile-friendly interface; the mobile web page links will be updated at that time.



MOBILE LIBGUIDE

- A mobile LibGuide, <http://libguides.gwumc.edu/mobile>, was created and launched in September 2010. It provides links to suggested websites and apps, free and fee-based clinical calculators, and mobile utilities for GW users.
- Step by step instructions are listed for accessing the GW Pilot VPN (GW1X) and mobile device tips and a link back to Himmelfarb's mobile web page are also available.
- The target audience for this resource guide is students who are interested in mobile clinical and public health resources.



MARKETING MOBILE RESOURCES

- The mobile drop-in sessions were marketed primarily via student listservs and a large poster was created and placed at the first floor circulation desk to remind users on days when sessions were held.
- Sessions were also posted on the library's homepage and small posters were strategically placed around the medical center facility.

GOING FORWARD

- Since the Himmelfarb mobile website and Mobile Resources LibGuide were launched as this poster was going to print, we anticipate marketing initiatives to promote these two resources in the upcoming weeks and look forward to both anecdotal and statistical feedback from our users regarding our mobile offerings.