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What The Text Is Happening? : Texting, Mobile Communications and the Academic Library

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Dr. C.C. and Mabel L.

CRISS LIBRARY

FORWARD THINKING BEYOND BOOKS

king:lp08scholtextproj

What The Text Is Happening?

Texting, Mobile Communications
and the Academic Library

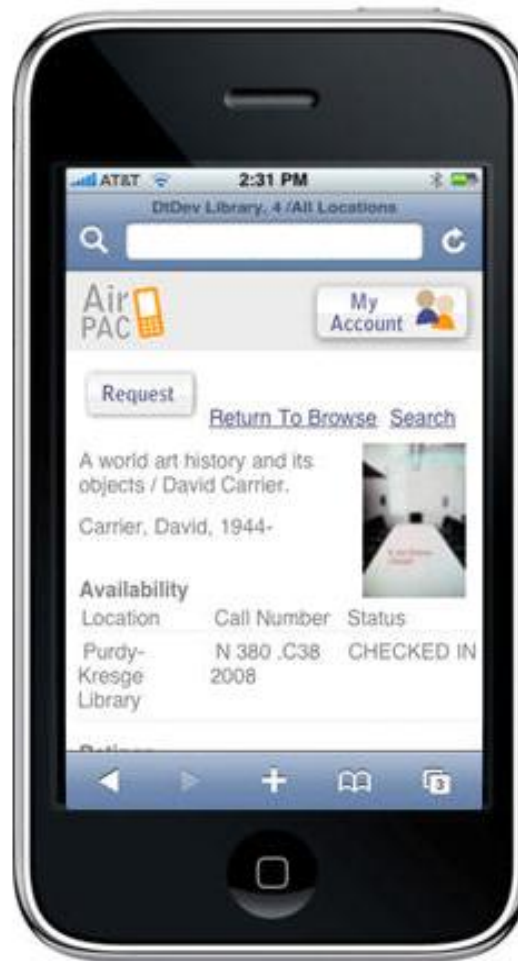
Mobile Students

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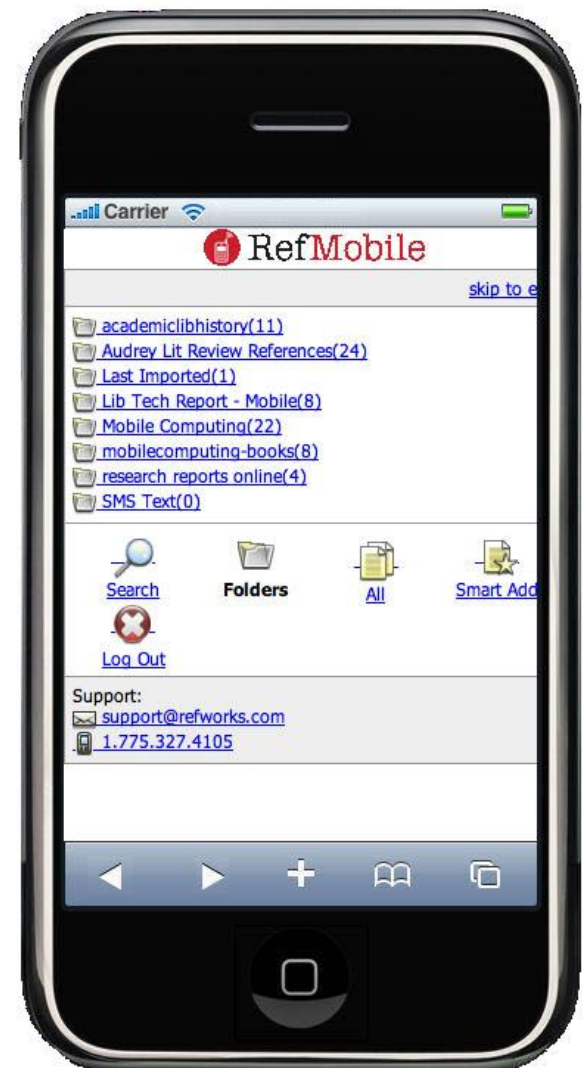
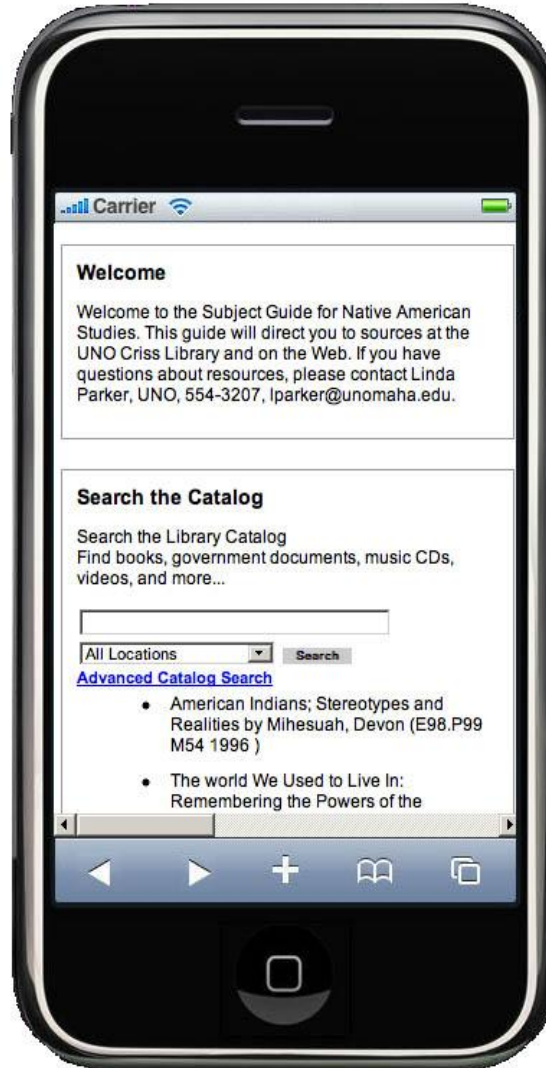
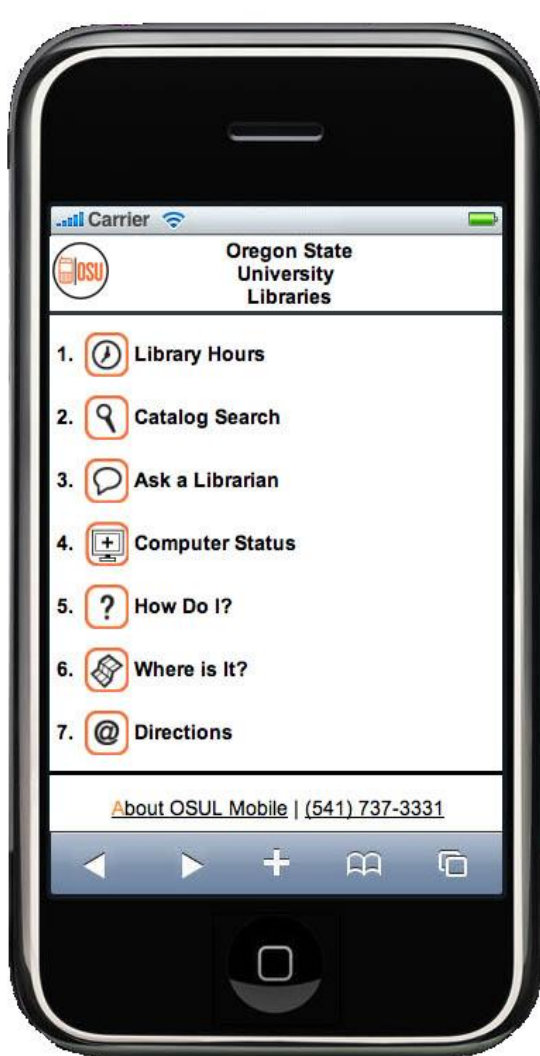
Mobile Libraries

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Mobile Libraries

4



Commercial Text Reference

5




ASK YOUR QUESTION WHO? WHAT? WHEN? WHERE? WHY? HOW?

TEXT 242242® CALL 1.800.2.ChaCha™



TYPE right here:

ChaCha is free, but other standard carrier charges may apply.

SEARCH ASK GUIDE



Got a question? Got a mobile phone?
Your answer is just a text away.
When you text **kgbkgb**, we answer to you.



Mobile Questions. Answers. People.

Mosio is a **mobile community** enabling you to **text any question** from your **phone** and have it **answered by real people.**

email

choose password

[Sign Up](#)

Library Text Reference and Applications

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Maui Community College

Text us

- Text (SMS) your research question **265010**. In the body of the text, put **mauiclib: message** (with *your message* replacing the word *message*). This might result in the charge for a standard text from your wireless service provider.



Text a Librarian
powered by: mosio

ALTARAMA
INFORMATION SYSTEMS

Tools for *today's* reference librarian.

1 ABC

2 DEF

3 GHI

SEND

My Info Quest

www.myinfoquest.info

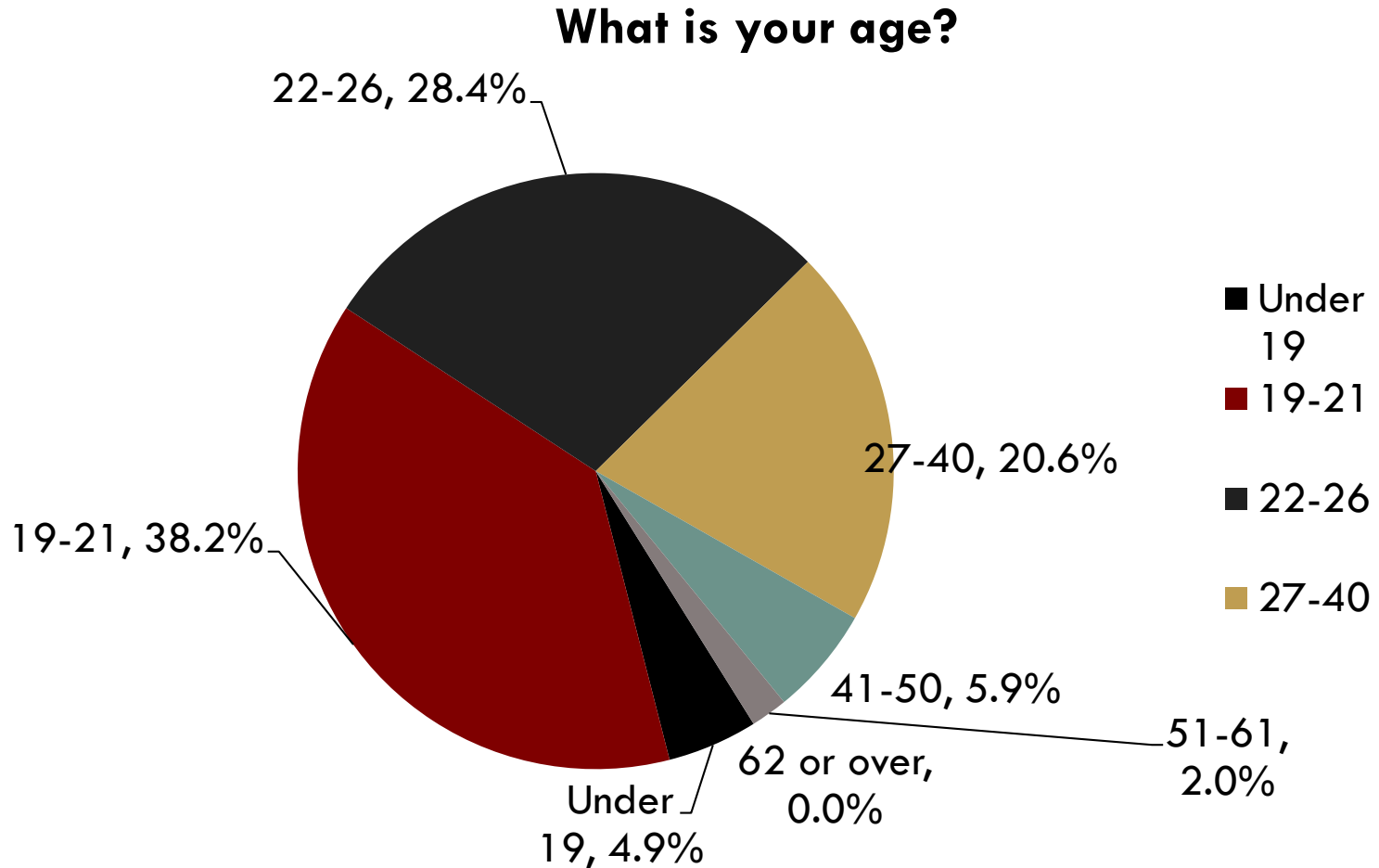
Text Ur Lib? Research Study

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- Why?
 - ▣ UNO students comparison
 - ▣ Inform Reference Services and Virtual Services
- Advertisement and Promotion
- Survey Monkey
 - ▣ 16 dimensional questions / 5 demographic
- Convenience Sample
 - ▣ 4 weeks/125 responses

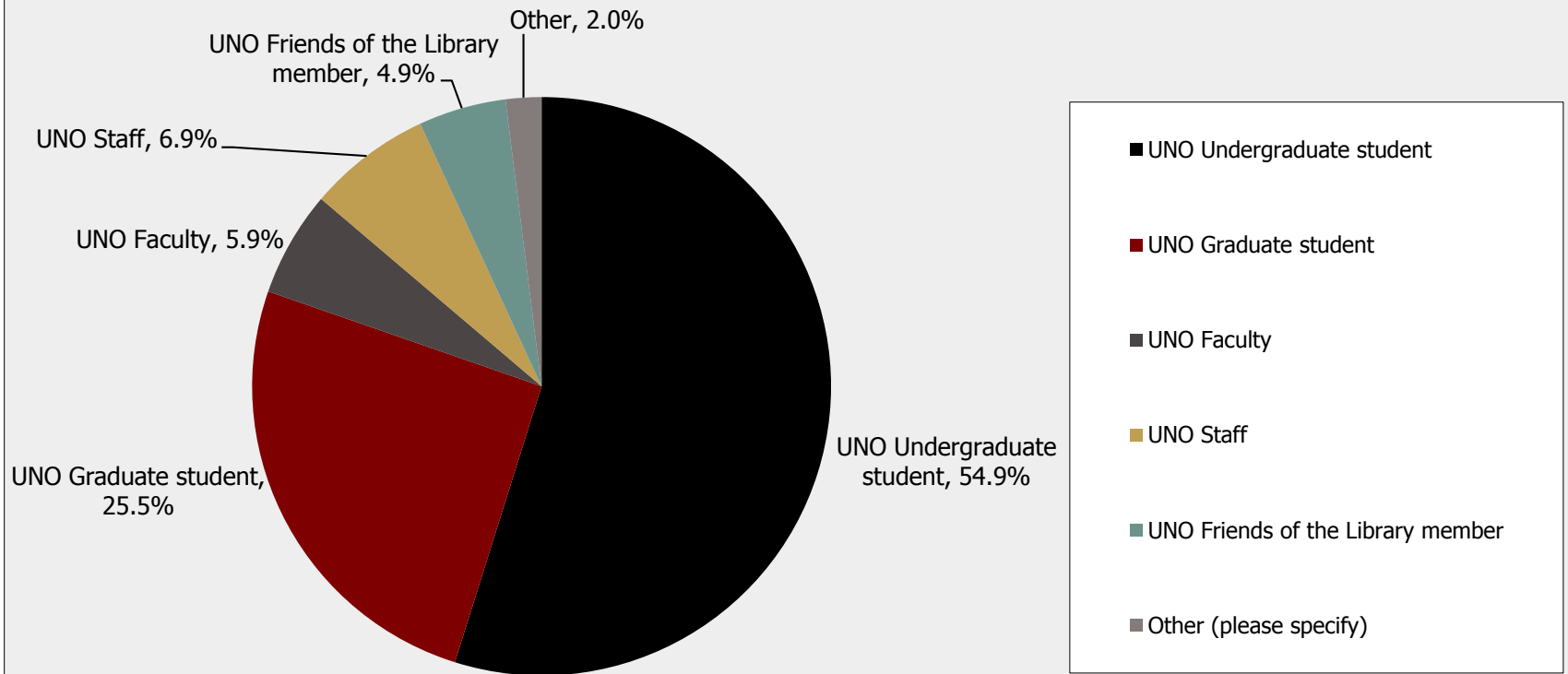


Age of Respondents



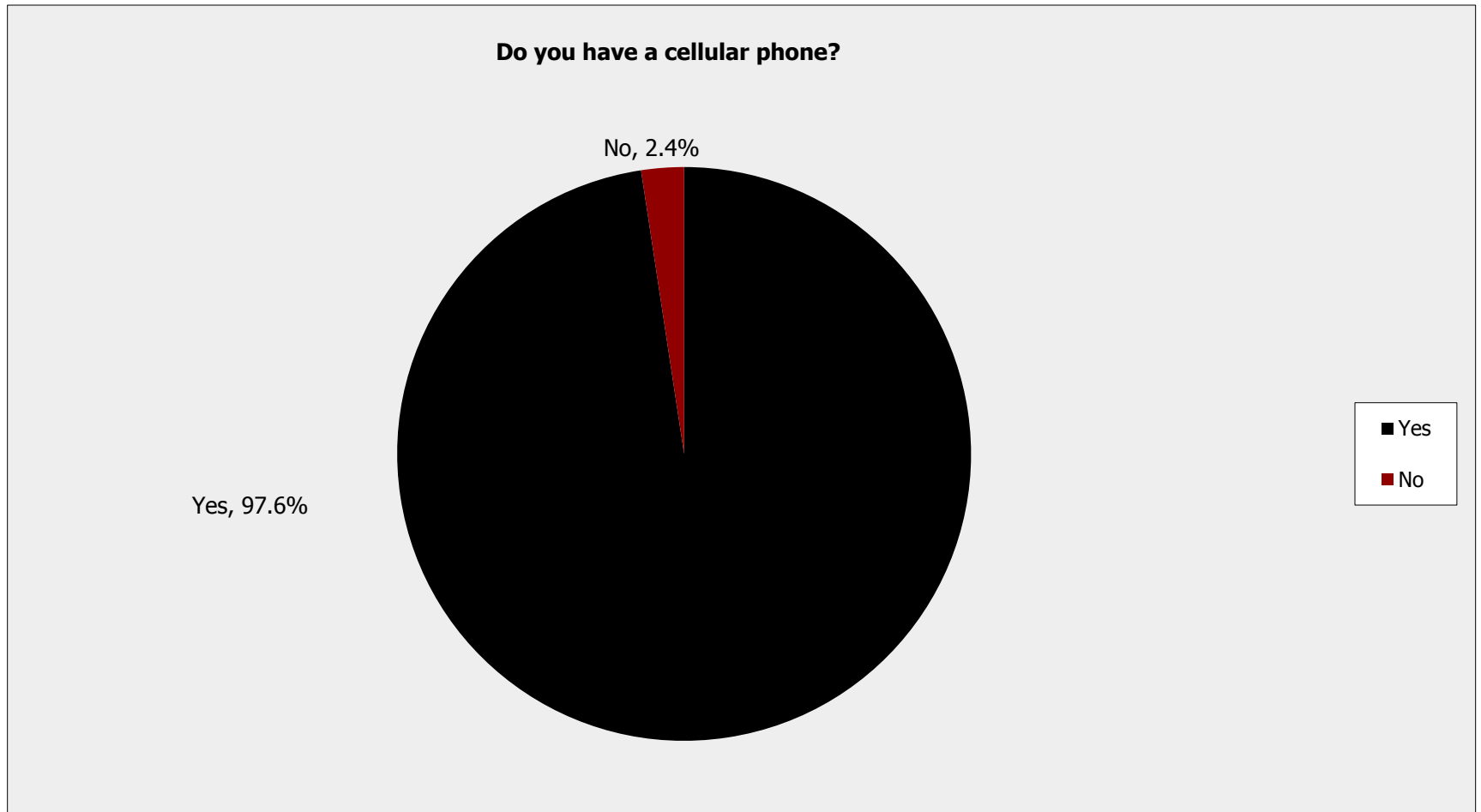
Affiliation with Criss Library

What is your affiliation with the Criss Library and the University of Nebraska at Omaha (UNO)?



Do you have a Cell phone?

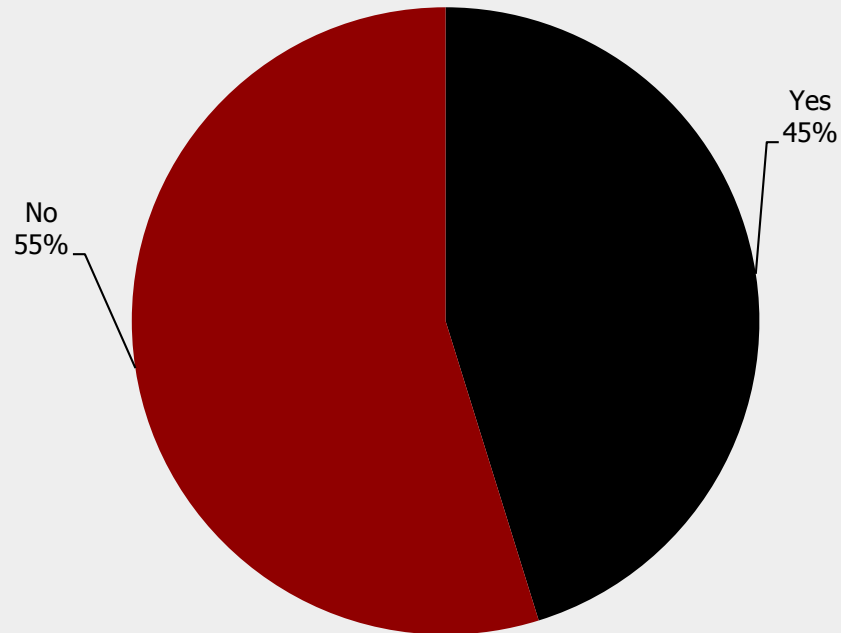
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Smart Phone?

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Is your cellular phone a "smart phone" such as a BlackBerry or iPhone?

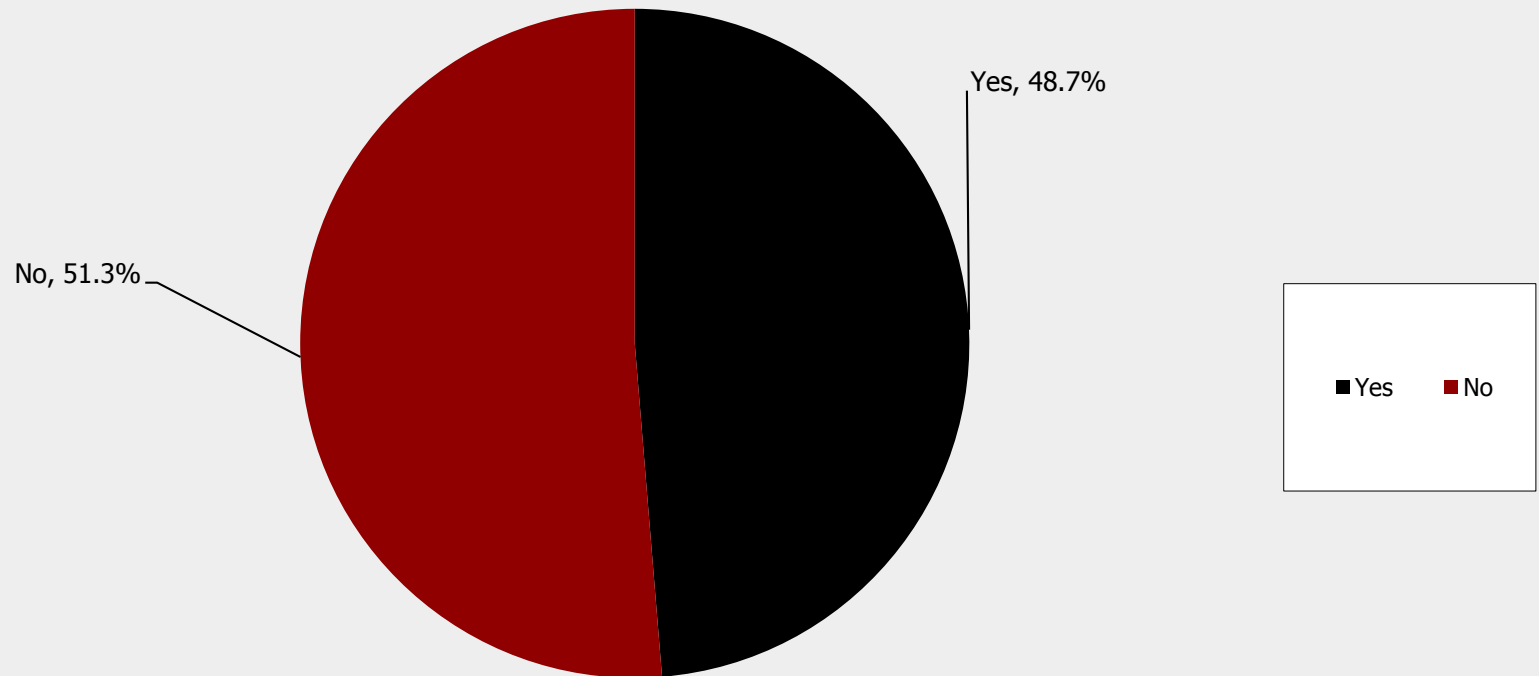


■ Yes ■ No

Web browsing

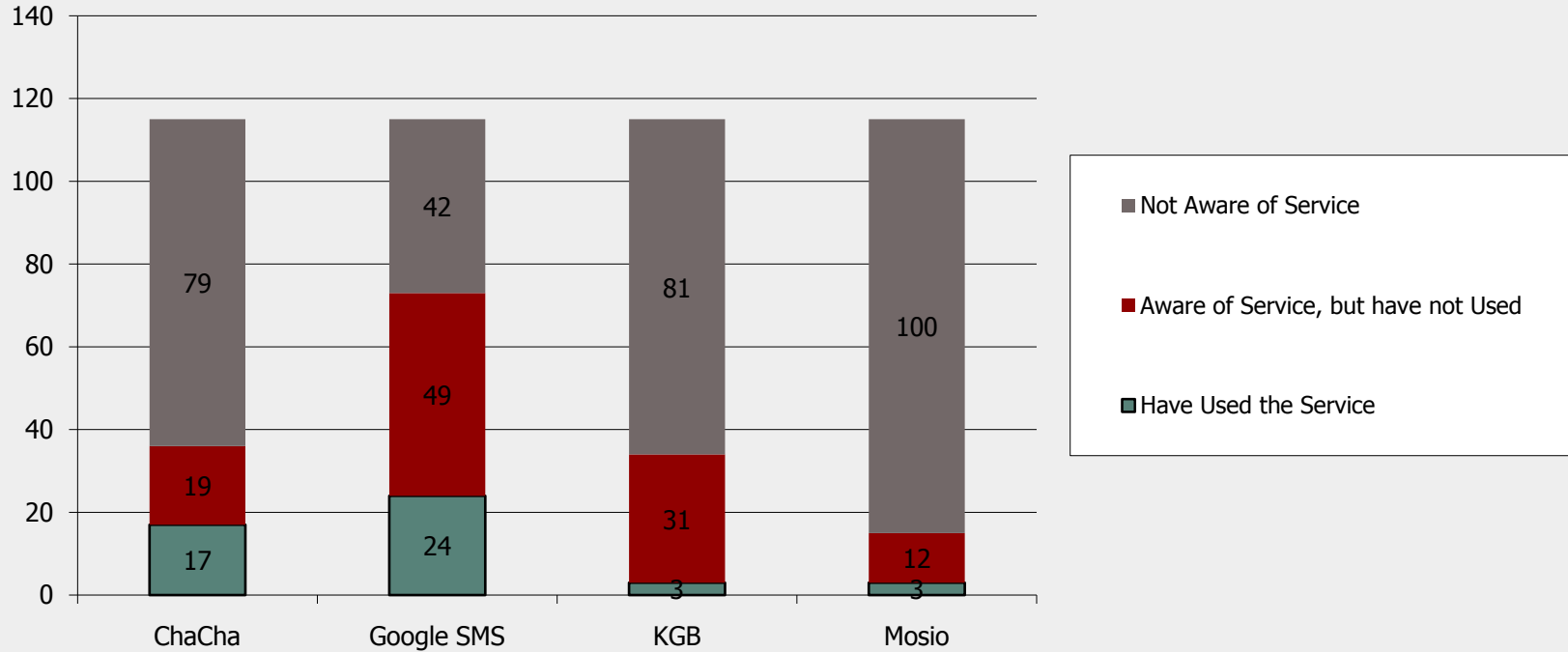
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Do you use your phone to access the Internet and browse websites?



Commercial SMS Awareness and Use

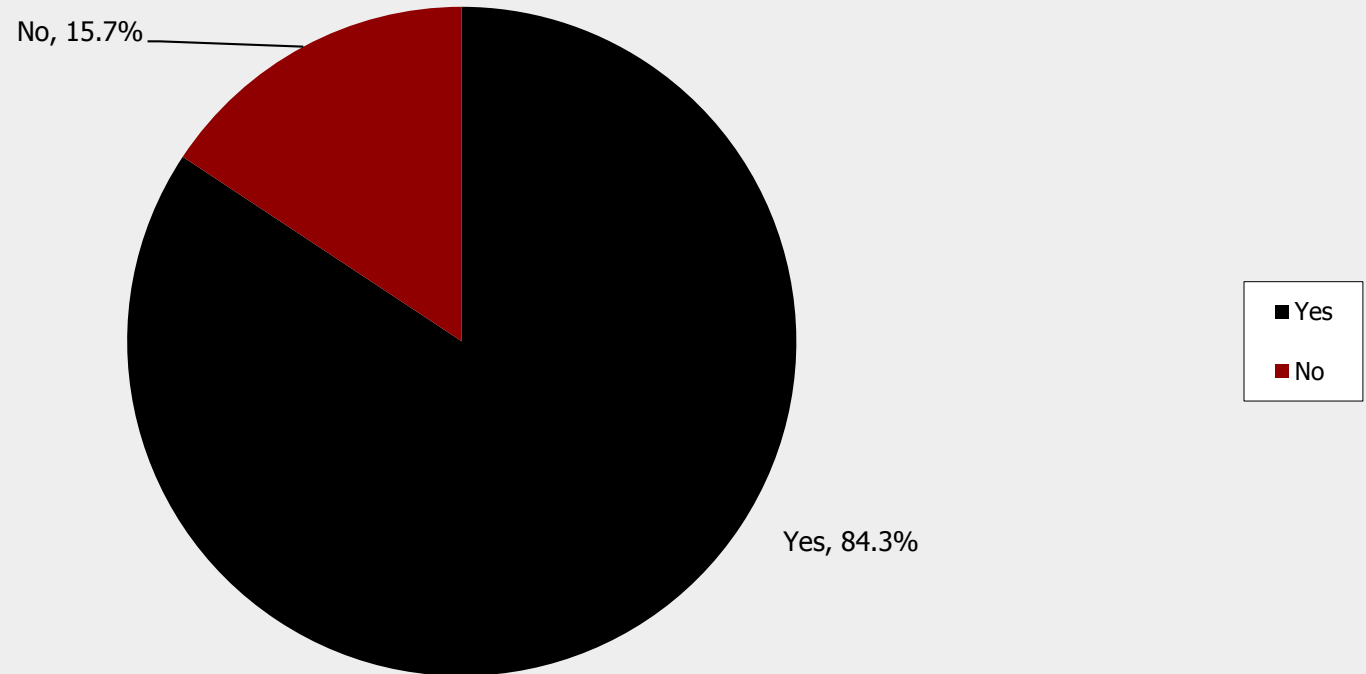
Are you aware of or have you used any of the following SMS text question and answer services?



Text Messaging Yes or No?

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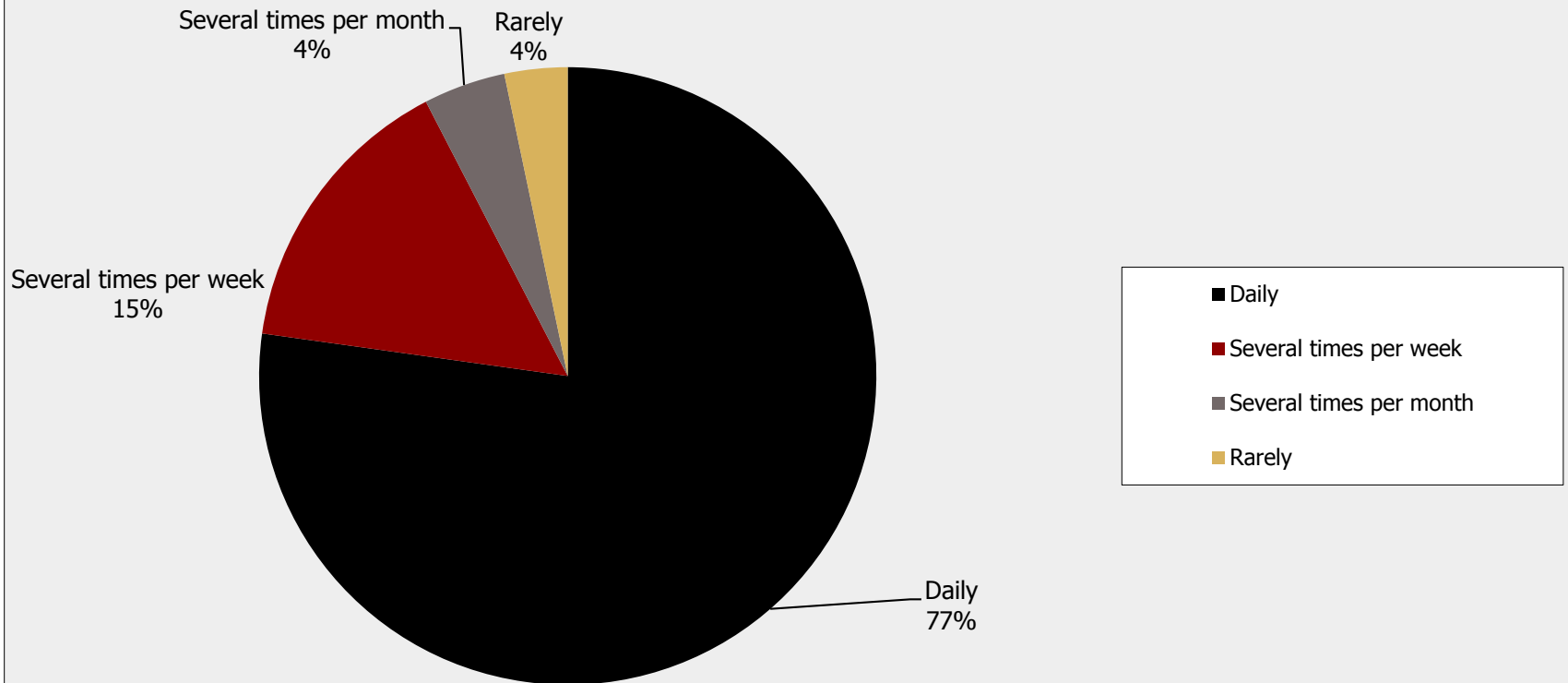
Do you use your phone to send or receive SMS text messages?



Frequency of Texting

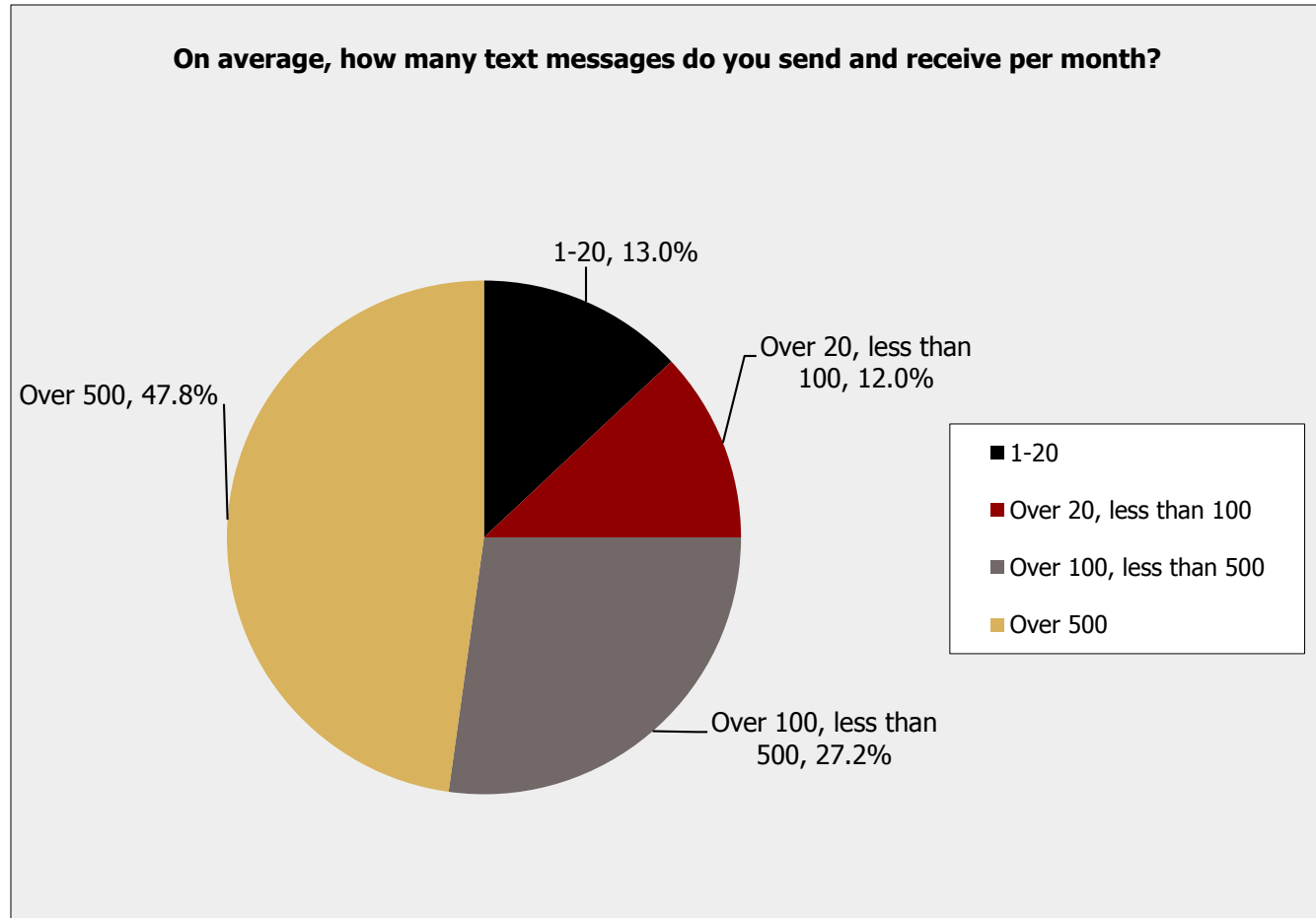
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On average, how often do you send or receive text messages?



Texts per month

16



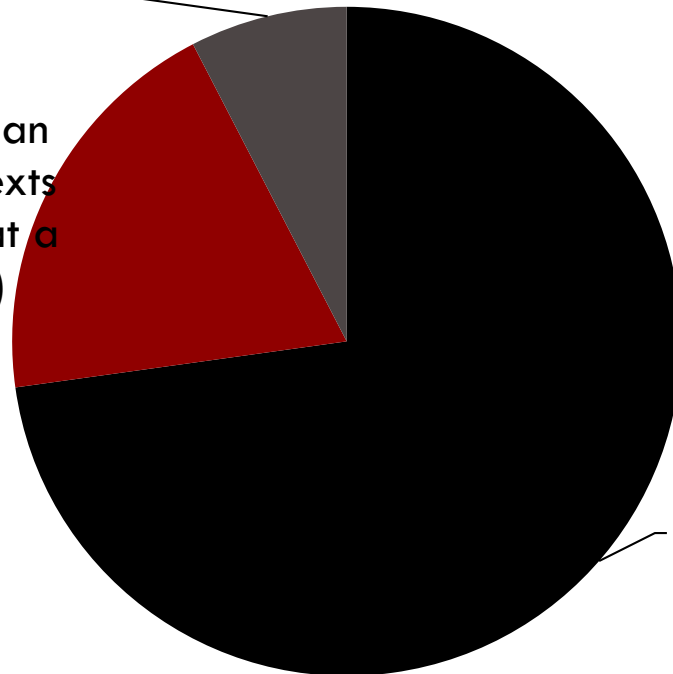
Texting Plans

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I pay for
each text
I send or
receive
8%

Package plan
(e.g. 100 texts
per month at a
set price)
19%

What is your current texting plan with your wireless provider?



Unlimited text
messages
73%

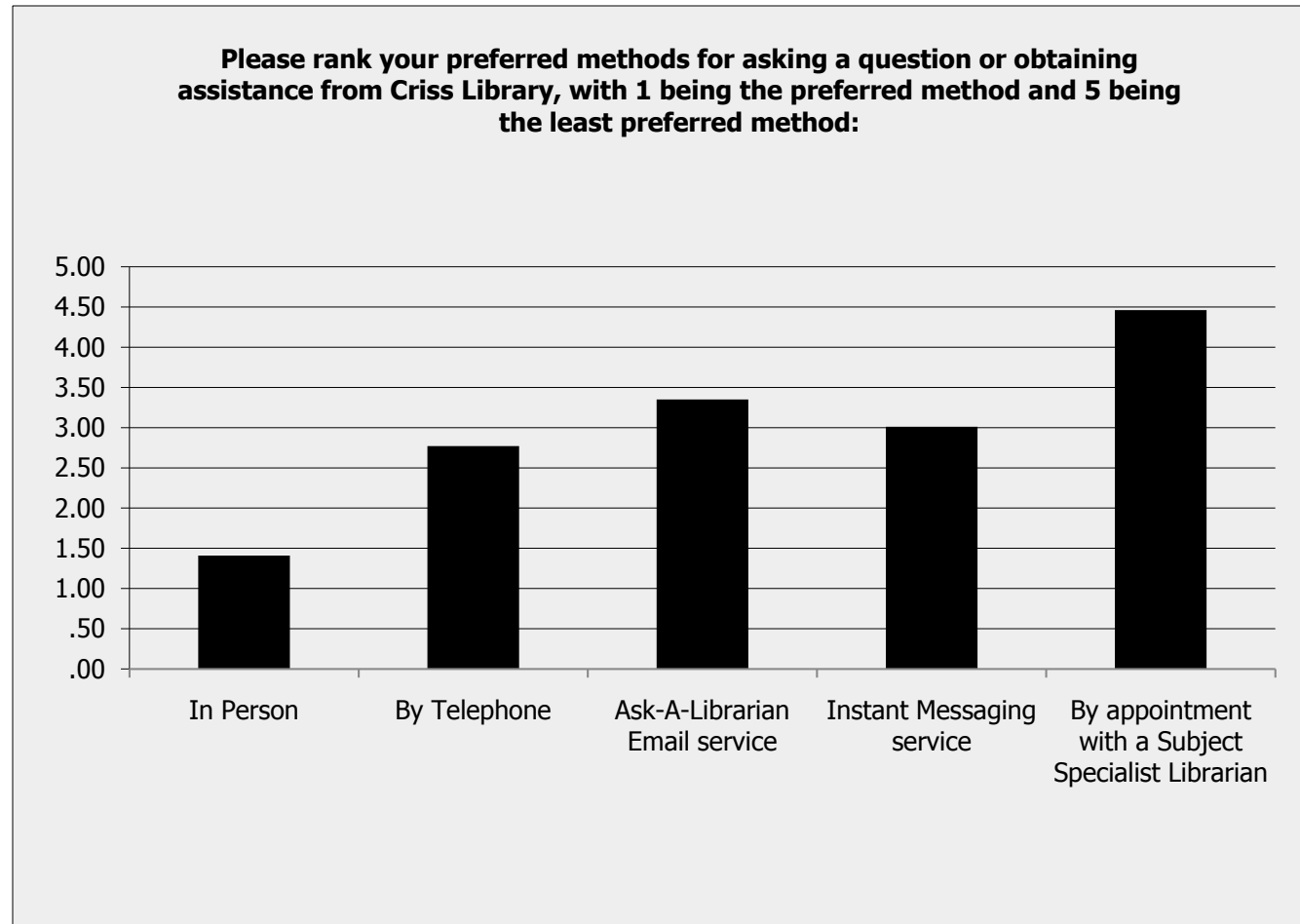
■ Unlimited text messages

■ Package plan (e.g. 100
texts per month at a set
price)

Traditional Reference

Preferred Assistance Method

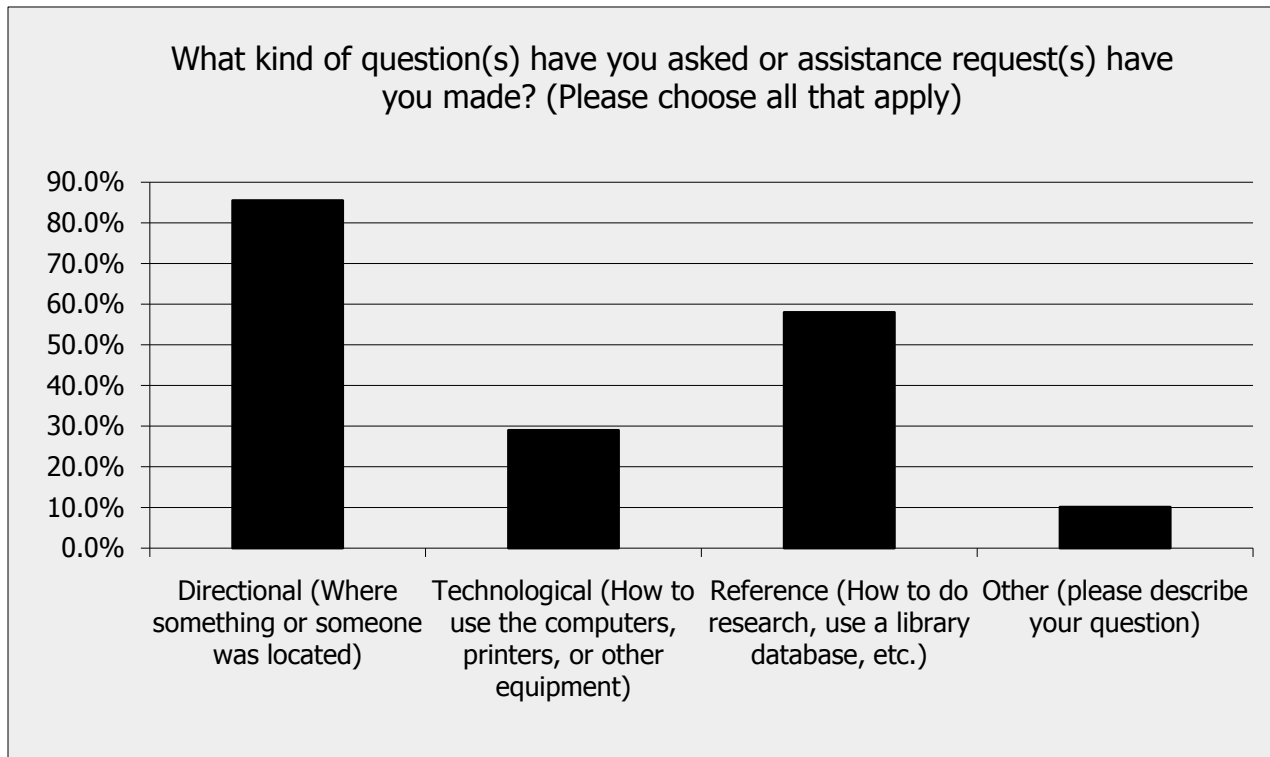
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Traditional Reference

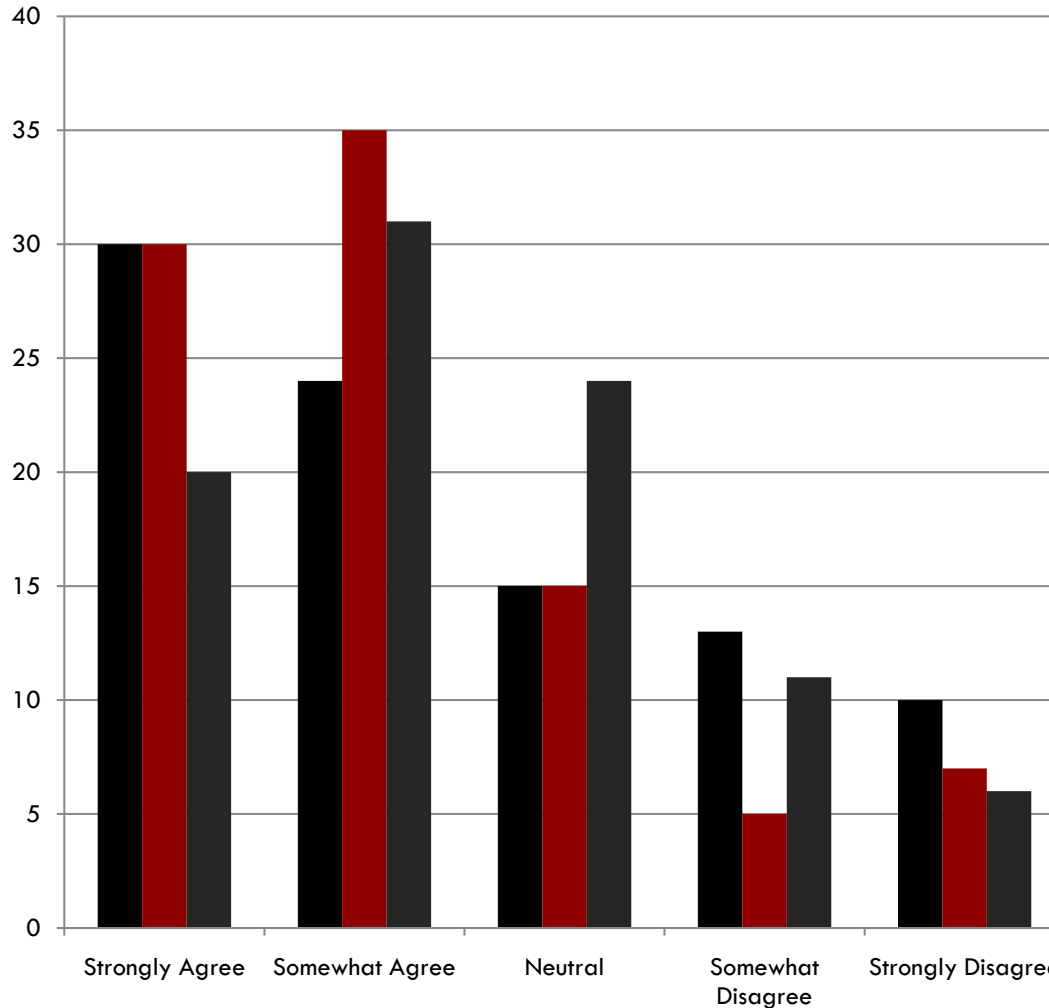
Kinds of Questions asked in past

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Text Reference Opinions

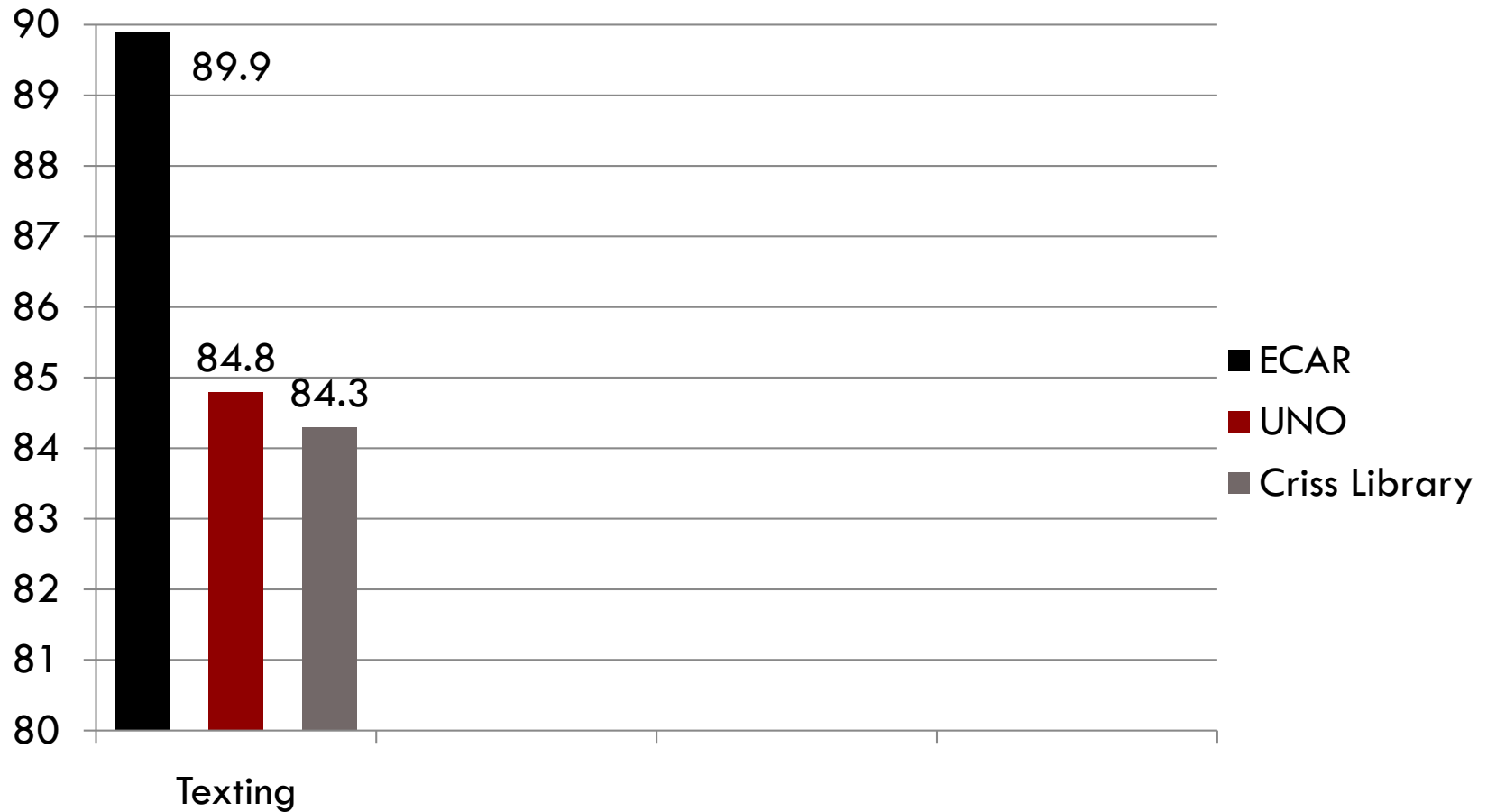
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- I would use a text message service to ask questions or request assistance I would use a text message service to ask questions or request assistance
- Text messaging would be a convenient way to communicate with Library staff Text messaging would be a convenient way to communicate with Library staff
- The kind of questions I have or assistance I need from Criss Library can be asked and answered via SMS text messaging The kind of questions I have or assistance I need from Criss Library can be asked and answered via SMS text messaging

Texting -ECAR, UNO, and Criss Study

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Future

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- Further analysis of data
 - ▣ Age, texting frequency, awareness/use of commercial text services
- Continue MyInfoQuest in 2010
 - ▣ Monitor UNO area code use of the service
- Collaboration with Virtual Services to develop mobile website

Thank you

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