

Mobile Survey Report

Project Description

This survey was designed and administered by the MLibrary Mobile Devices Working Group: Karen Reiman-Sendi (chair), Anne Beaubien, Suzanne Chapman, Kathleen Folger, and Gary Munce. The survey was intended to supplement national survey data about mobile use with actual responses from MLibrary patrons.

Methodology

The survey was conducted in both web and paper form.

- Web Survey
 - Used [Survey Gizmo](#) online tool.
 - Available from November 20, 2009 – December 18, 2009.
 - Linked to from the library gateway website news section and within website footer.
 - 45 total responses.
- Paper Survey
 - Administered as part of a participatory design exercise with undergraduate students who were recruited in the Undergraduate Library. Students given a \$5 incentive to participate in the project.
 - Conducted on December 7, 2009.
 - 15 total responses.

Although this survey does not represent a statistically valid set of responses, it does provide some valuable information. Additionally, the web survey had a much higher percentage of respondents who own a “smart phone” than the paper survey. The web survey also had a high abandon rate. This seems to indicate that there is a self-selection bias for the web survey because people without a smart phone probably didn’t think they would have any contributions on the topic.

Survey Results & Analysis

1. Do you use a mobile device (e.g., mobile phone, ipod touch, PDA) to access web pages?

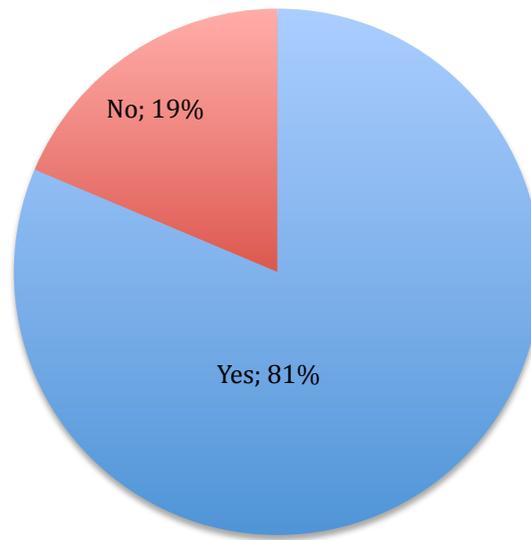


Figure 1: Total responses for web & paper survey

	Web Survey	Paper Survey	Total
Yes	43	5	48
No	1	10	11
Total	44	15	59

(1 respondent left this question blank)

2. What type of mobile device do you have? (check all that apply)

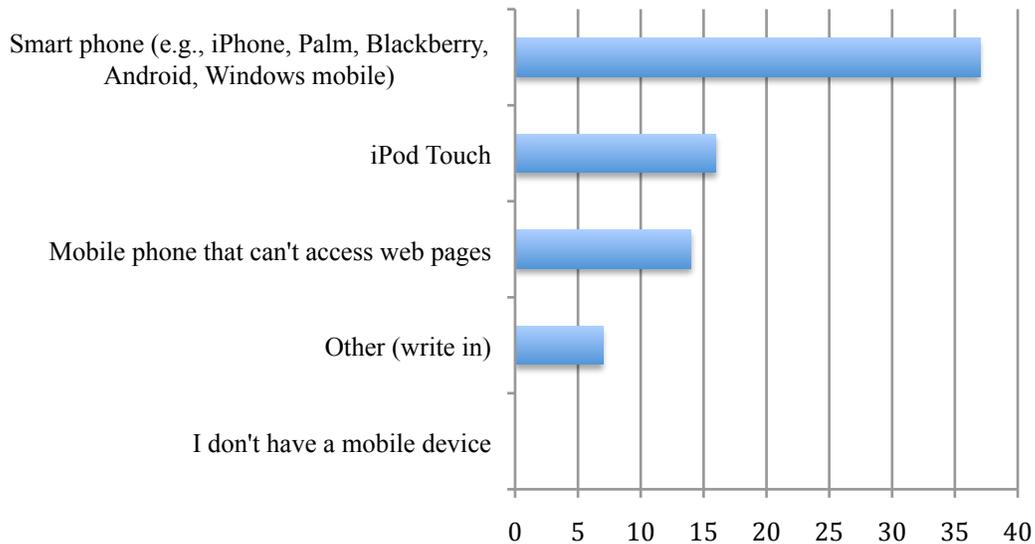


Figure 2: Types of devices owned

Item	Count
Smart phone (e.g., iPhone, Palm, Blackberry, Android, Windows mobile)	37
iPod Touch	16
Mobile phone that can't access web pages	14
[other] Dell Aximm	1
[other] Kindle	1
[other] mobile that can access web pages but I have never used it	1
[other] PDA	1
[other] Samsung Eternity	1
[other] Samsung Impression (smart phnone?)	1
[other] Samsung Reclaim (technically not a smart phone)	1

5 out of 7 of the devices listed as “other” were deemed to have smart phone characteristics.

Number of devices:

12 out of 60 responses stated that they use more than one device.

Smart phone & iPod Touch = 6

Smart phone & iPod Touch & non-web enabled phone = 3

Smart phone & (other) Kindle = 1

iPod Touch & non-web enabled phone = 2

Note: 5 of the web survey respondents stated that they only own an iPod Touch, which seems unlikely.

Types of devices: Smart vs. Non-web Enabled

For the purposes of this analysis, we divided respondents into two groups: A) respondents who have a smart phone and/or iPod Touch (and possibly other devices) and B) respondents who ONLY said they have a mobile phone that cannot access web pages. The responses that answered with a write-in “other” were added to the appropriate category.

Group A Smart phone &/or iPod Touch (n=50)	Group B Mobile phone that cannot access web pages (aka “non-web enabled phones”) (n=10)
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If we look at the data from the first question and separate the responses by group:

Q1: Do you use a mobile device to access web pages?	Group A	Group B
Yes	46	2
No	3	8

Only three Group A respondents with a smart device do not use it to access web pages.

Note: two respondents said they use a device to access web pages but also answered that their only device is one that cannot access web pages.

3. Which of the following Internet activities do you do from your mobile device? (check all that apply)

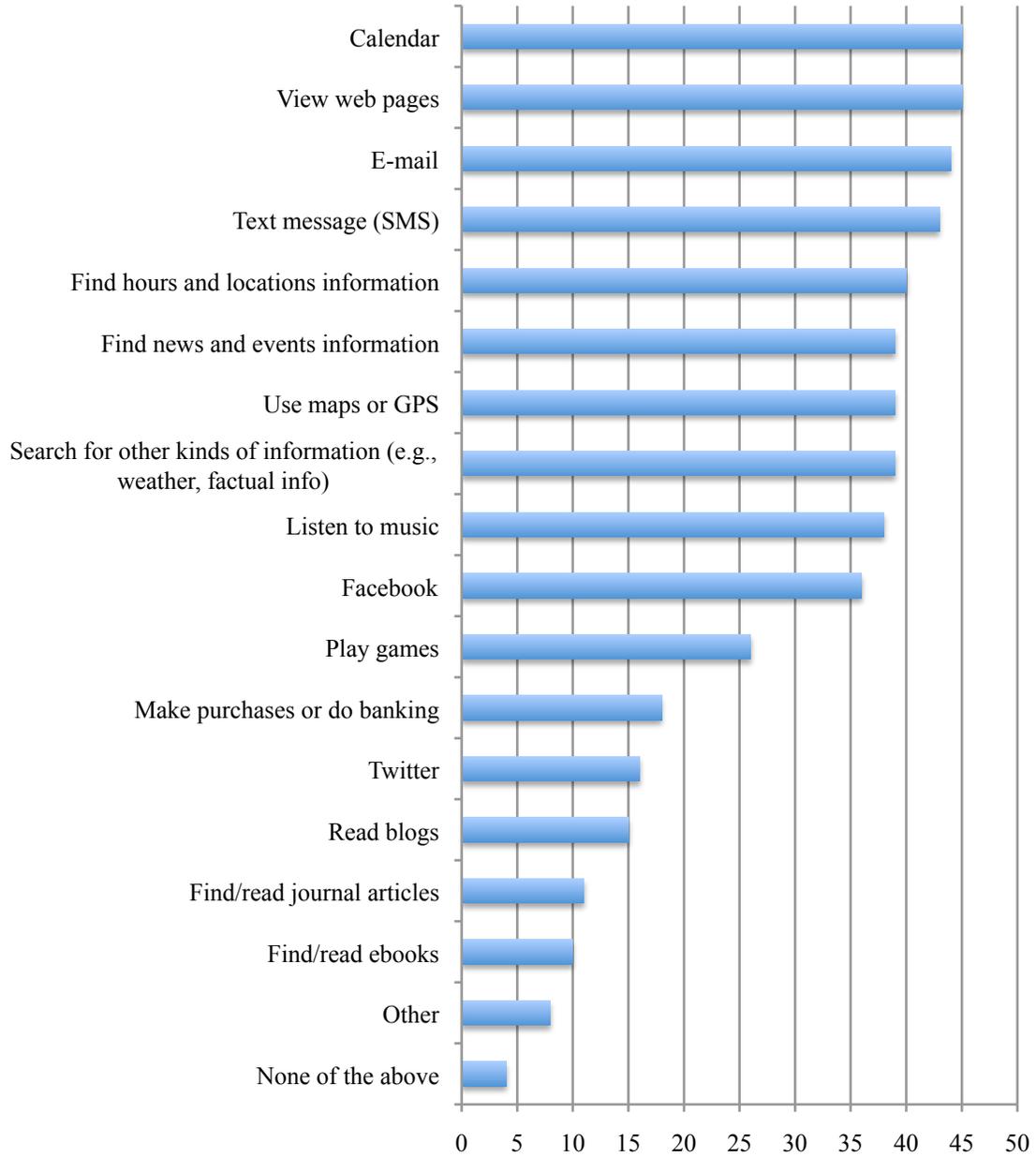


Figure 3: Total current mobile use

	Group A	Group B	Total
View web pages	45	0	45
Calendar	42	3	45
E-mail	44	0	44
Text message (SMS)	37	6	43
Find hours and locations information	40	0	40
Search for other kinds of information (e.g., weather, factual info)	39	0	39
Use maps or GPS	39	0	39
Find news and events information	39	0	39
Listen to music	38	0	38
Facebook	36	0	36
Play games	26	0	26
Make purchases or do banking	18	0	18
Twitter	16	0	16
Read blogs	15	0	15
Find/read journal articles	11	0	11
Find/read ebooks	10	0	10
None of the above	0	4	4
[Other] don't currently but would find/read articles/books	1	0	1
[Other] listen to audioboks	1	0	1
[Other] listen to podcasts: educational and non	1	0	1
[Other] online task lists (via google)	1	0	1
[Other] Read news (different from blogs; view videos	1	0	1
[Other] record voice memos. use personal task organizers & take short notes	1	0	1
[Other] Refworks	1	0	1

The results are not surprising here since most activities in the list require a smart phone. Group B users do texting and calendars.

4. How likely would you be to use the following library services/resources if they were accessible on your mobile device?

Q4 Responses for all respondents				
Item	Would Use	Might Use	Would Not Use	Total
Text a question to a librarian	16 (28.1%)	24 (42.1%)	17 (29.8%)	57
Text to get a book's call number	28 (46.7%)	17 (28.3%)	15 (25.0%)	60
Text to request/renew books	34 (56.7%)	16 (26.7%)	10 (16.7%)	60
Use web form to request books or articles	29 (50.9%)	21 (36.8%)	7 (12.3%)	57
Get due date reminders via text message	33 (55.0%)	12 (20.0%)	15 (25.0%)	60
Search library catalog (Mirlyn)	40 (67.8%)	16 (27.1%)	3 (5.1%)	59
Find library hours & locations	41 (70.7%)	14 (24.1%)	3 (5.2%)	58
Find library news and events	15 (25.4%)	23 (39.0%)	21 (35.6%)	59
Use library research guides	16 (27.1%)	21 (35.6%)	22 (37.3%)	59
Find/read journal articles	22 (37.3%)	20 (33.9%)	17 (28.8%)	59
Find/read ebooks	23 (39.7%)	16 (27.6%)	19 (32.8%)	58
Average %	46.0%	31.0%	23.1%	646.0

The mobile activities of greatest interest to respondents are access to library hours and locations, access to Mirlyn, and texting services to allow users to request/renew books and to get due date reminders. Otherwise, there was a fairly even distribution across the other options. This seems to indicate that interest in mobile library resources is still a niche concept and likely depends on personal need, interest, and of course personal preference.

Likely use of Library Mobile services - by Group

Q4 Responses for Group A Only				
Item	Would Use	Might Use	Would Not Use	Total
Text a question to a librarian	14 (30%)	19 (40%)	14 (30%)	47
Text to get a book's call number	23 (46%)	15 (30%)	12 (24%)	50
Text to request/renew books	26 (52%)	14 (28%)	10 (20%)	50
Use web form to request books or articles	23 (48%)	19 (40%)	6 (12%)	48
Get due date reminders via text message	26 (52%)	9 (18%)	15 (30%)	50
Search library catalog (Mirlyn)	34 (69%)	13 (27%)	2 (4%)	49
Find library hours & locations	37 (77%)	10 (21%)	1 (2%)	48
Find library news and events	15 (30%)	20 (40%)	15 (30%)	50
Use library research guides	12 (24%)	21 (42%)	17 (34%)	50
Find/read journal articles	19 (39%)	18 (37%)	12 (24%)	49
Find/read ebooks	20 (41%)	15 (31%)	14 (28%)	49

The activities of interest for the “smart phone” group are mobile-friendly access to library hours and locations and Mirlyn. Text services to allow users to request/renew books and to get due date reminders also received positive responses.

Q4 Responses for Group B Only				
Item	Would Use	Might Use	Would Not Use	Total
Text a question to a librarian	2 (20%)	5 (50%)	3 (30%)	10
Text to get a book's call number	5 (50%)	2 (20%)	3 (30%)	10
Text to request/renew books	8 (80%)	2 (20%)	0 (0%)	10
Use web form to request books or articles	6 (67%)	2 (22%)	1 (11%)	9
Get due date reminders via text message	7 (70%)	3 (30%)	0 (0%)	10
Search library catalog (Mirlyn)	6 (60%)	3 (30%)	1 (10%)	10
Find library hours & locations	4 (40%)	4 (40%)	2 (20%)	10
Find library news and events	0 (0%)	3 (33%)	6 (67%)	9
Use library research guides	4 (44%)	0 (0%)	5 (56%)	9
Find/read journal articles	3 (30%)	2 (20%)	5 (50%)	10
Find/read ebooks	3 (33%)	1 (11%)	5 (56%)	9

The activities of interested for the “non-web enabled phones” group are texting services to allow users to request/renew books and get due date reminders. This seems a likely desire since these respondents would be able to use these services without owning a smart phone. However, they also responded positively to some of the services that would require the use of a smart phone such as find library news and events, and use a web form to request books or articles.

5. Comments? (web survey only)

- I already do many of the things in question 4, such as searching Mirlyn, looking up library hours, etc. They are sort of slow and painful, but are possible.
- The "might" classifications would be out of convenience if I didn't have my computer and needed something immediately. I would much rather read long text off screen or paper.
- search/mget it/7fast/ILL/renewal iphone app or phone optimized web page....
- I wouldn't really text for a service because I don't have a text plan and it would cost me 25 cents for each text I send or receive. However I would definitely access a mobile web interface to get a call number or renew books.
- Please make it mobile friendly :)
- don't currently but would find/read articles/books
- Use iPhone for all kinds of med things. Sucks that I can't get moreebooks.
- Although I can read .pdf on my mobile device, I do not enjoy it and would not read journal articles or ebooks on my phone. I usually do my research online while writing my papers. The reason I don't currently use web forms or online catalogs is because the pages are too clunky for my phone and don't have a mobile version - I'm not sure if I'd use it if it were available, but I might. I might also use a web form to renew books too.
- One of the largest problems I encounter when accessing UMich pages with my mobile browser is having to "ok" through a thousand questions about security certificates. Not sure why this is (and I know it may be a function of at&t's browser on my samsung phone), but I wish this could be eliminated in a mobile version of your site!
- My cell phone plan has expensive texting. Instead of texting the options above, I'd like an email option on my itouch...
- would be great to see parts of the library's web page optimized for use on a mobile phone.
- Would love to be able to get library class registrations, sponsored meetings, and event locations via mobile, when I'm lost trying to figure where I'm supposed to be. Also, would love to input call number (text?) and get list of locations. Also, geosensitive - what library is closest to where I am.
- I think it would be great to make some of the library resources more easily accessible on mobile devices. Would be great for when in the stacks or times like right now when it's hard to find an open library computer (or at least that's my experience recently). thanks.

- I'll help you user test the prototype if you like.
[participant's contact info redacted]
- I'm surprised you didn't ask how often.
- I mostly use my mobile device to read the New York Times online.
- Most library web pages and MIRLYN are not suited to viewing via mobile devices

Lessons Learned

If run this particular survey again, we should clarify the intent of question #4 by changing the wording to something like “How likely would you be to use the following library services/resources on your mobile device if they were more mobile-friendly?” because there were a few comments that “informed” us that some of the options are currently possible but not friendly.

Also, due to the high survey abandon rate and apparent self-selection bias towards smart phone users, we recommend starting the survey with a broader mobile device question, possibly something related to sending text messages.