



INTERNATIONAL ASSOCIATION OF SCIENTIFIC, TECHNICAL & MEDICAL PUBLISHERS

Accessing Academic Content via Mobile Devices

*Issues, Solutions, and Future Developments
What we learnt from our webinar*

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UKSG Conference, Bournemouth, 8 April 2013

Presenters

- **Ruth Jenkins** – University Librarian – Loughborough University
- **C. Baker Evans** – VP Business Development for Academic and Government Markets – Elsevier Science & Technology
- **Marty Picco** – Director of Product Management for Mobile - Atypon

What we learnt.....

1. Mobile content needs to be readable on multiple platforms
2. Which devices do users prefer for what purposes?
3. Apps or Mobile Web Sites?
4. Accessibility
5. Readability
6. Annotation
7. eBooks
8. Social Interaction via Mobile
9. Other Issues for Libraries
10. Other Issues for Publishers

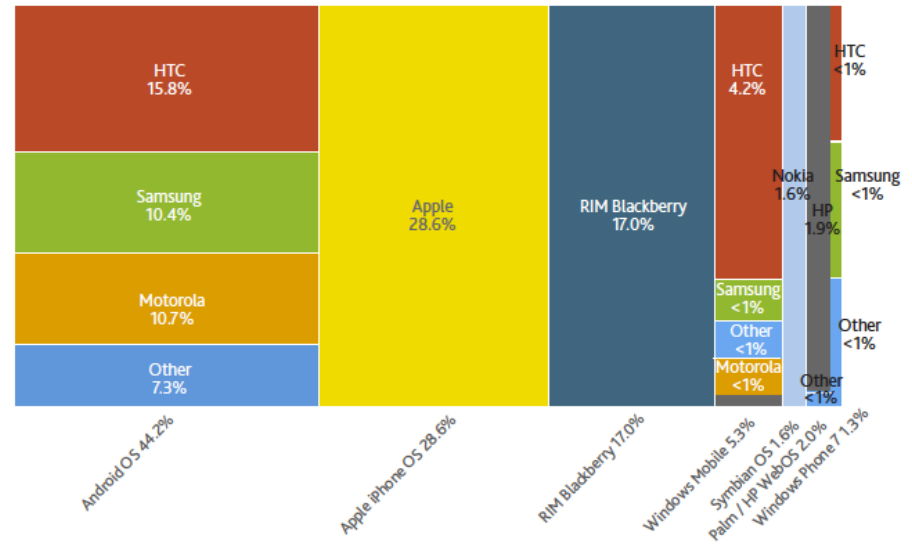
1. Mobile content needs to be readable on multiple platforms

- Market research carried out in 2011 among Loughborough University undergraduate applicants, found that:
 - 98.5% of the sample of potential applicants had mobile phones
 - About 46 % of these mobile phones were smartphones:
 - 12% Android
 - 17% iPhone
 - 17% Blackberry

Be Everywhere

Manufacturer operating system share-smartphones

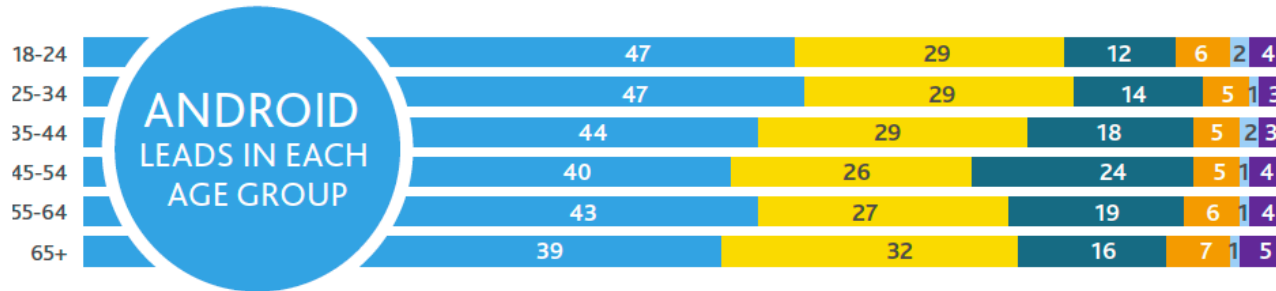
Aug-Oct 2011, U.S. Mobile Insights, postpaid mobile subscribers



Smartphone OS penetration by age group

Aug- Oct 2011, U.S. Mobile Insights, National

● ANDROID ● APPLE iOS ● RIM BLACKBERRY ● WINDOWS MOBILE ● WINDOWS 7 ● OTHER



Source: Nielsen

2. Which devices do users prefer for what purposes

- Smartphone for discovery
- Tablet for reading
- Laptop or desktop for writing

3. Apps or Mobile Web Sites

Apps - Strengths

- Good for:-
 - Standalone reference titles like Netter's Anatomy Atlas
 - Discovery services like Scopus
 - Hybrid journals like Nature or the Lancet
- Reading experience better on native app cf mobile adapted web site
 - "Great for interaction with images and graphics"
 - "Magazine-like reading experience with my tablet"
 - "Download single journal issue and I read it off-line"

3. Apps or Mobile Web Sites

Apps - Weaknesses

- Users have to know who publishes the journals they read and download the right app
 - ‘Get the app’ is annoying
- They are usually designed for browsing not searching
 - Apps are good for single sites but not between search engine results and desired articles
- May not be available for all platforms
 - Publishers need to effect a separate implementation for each platform
 - Customer support challenge. More platforms = more costs and more training
- Off-campus authentication and access is limited

3. Apps or Mobile Web Sites

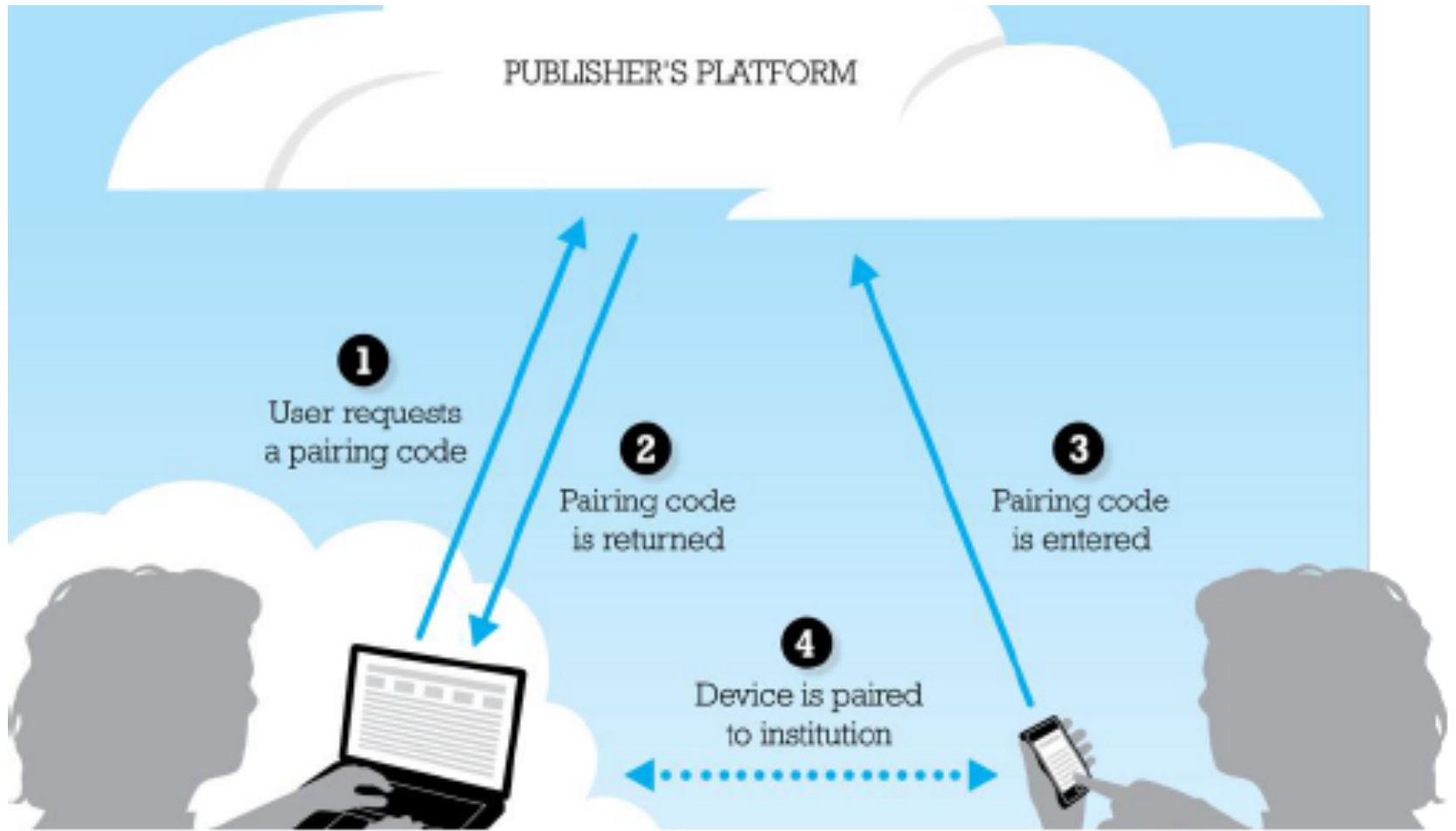
Mobile Optimised Web Sites

- Will work on all mobile platforms.
- HTML5 is becoming the cross platform standard
 - Good features and performance
 - Better development and support leverage
- Not as smooth as native app, but more appropriate when user comes to information from the web. They should be able to stay in web environment.
- Browsers improving for HTML5 but issues persist. HTML5 will ultimately deliver the feature sets that were once only possible via the native app

4. Accessibility

- Authentication via mobile one of biggest challenges
- Multiple authentication processes, hard to explain to users
- Off campus authentication particularly difficult, especially for distance learners
 - Authentication via IP range doesn't work.
 - Shibboleth, ATHENS and other logins are problematical.
 - Device pairing is a good solution. Register and then can be off site and authenticated for 30 days.

4. Accessibility



5. Readability

- PDFs particular challenge, especially multicolumn PDFs.
- PDFs mostly not reflowable => readability challenges. Less of a problem on tablets.
- Both ePub and html are reflowable
- ePub advantage is that it is more restrictive, so less chance of variance in display among devices.
- However it is restrictive in a way means certain types of content present challenges e.g. charts and tables.

6. Annotation

- Users want to be able to annotate and take their annotations with them
- Enabling mobile annotations is challenging, but the Open Annotation W3C Group is working to develop the functionality and establish standards
<http://www.w3.org/community/openannotation/>
- HTML or PDF or ePub?
- ePub is currently easier to annotate on mobile, where annotation capabilities are baked in to epub readers, whereas it is only now coming to other formats
- However.....

7. eBooks

- There is a proliferation of reading devices
- ePub3 is akin to HTML5, but vendors have non-standard implementations
- Ruth Jenkins has found issues with ePub files not being readable across devices because of the DRM that different providers use.
- At least PDFs are standard and work on Kindle, tablets, and mobiles.
- Ruth has concluded that ePub is not as great as previously hoped because of different implementations of it

8. Social Interaction via Mobile

- Personal & professional separation
 - Not Facebook
- Public and private groups
- Sharing articles
- Sharing annotations

9. Other Issues for Libraries

- No single place listing which publishers have mobile offering
- How to make users aware of the mobile sites/apps available
- How to integrate mobile optimised links in the library catalogue.
- Connectivity issues. Not everyone has or can afford 3G and wireless can be unreliable
- High student expectations - based on how easy it is to order and read ebooks on Amazon (one supplier).
- Licensing constraints

10. Other Issues for Publishers

- Cost of development - providing user friendly tools and features to allow libraries and users to get the most out of mobile in general and individual products in particular
- Pace of technology change
- Whether to create device specific apps...
- ...or mobile websites

Questions?

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