Androids, Apps and eResources: Using a Technology Petting Zoo to Teach about Downloadable Ebooks

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This presentation contains the personal views of the authors and does not in any way reflect the official view or endorsement of the U.S. Government or the Department of Defense.
National Defense University

- Located in Southwest Washington DC
- Student are mid-career military officers and government employees
- Library supports:
  - Students
  - Faculty
  - Interns
  - Research staff
Big Changes on the Horizon

- Bring Your Own Device Environment
- Wireless Network
- Blackboard for Library Access
Impact on the Library

- What are the students going to be bringing?
- How do library products work on various devices?
- How can the staff prepare for this new environment?
- Which devices work best with Library products?
The Answer: Host a Petting Zoo

Petting Zoo 1 – April 2012

- **Features:**
  - 7 different devices (one was an Android)
  - 1 database product - Ebrary
  - 1 Ebrary focused Handout

- **Results:**
  - 80 attendees
  - Questions about which device to get as well as library products and services
Embracing BYOD: Another Zoo

Petting Zoo 2 – September 2012

• Features
  ◦ 11 devices (including 4 Androids)
  ◦ 3 database products
  ◦ 5 device/operating system specific handouts

• Results
  ◦ 90+ attendees – mostly students
  ◦ Many brought their own devices to learn the process
IOS vs. Android OS

- Usually the first version of the app released
- One manufacturer: Apple
- All iPads basically function in the same way
- App release can be delayed several months
- Many manufacturers: Google, Samsung, Toshiba, Asus …
- Each device operates a little differently
Androids @ Zoo 1: Usable

Toshiba Thrive and the Mobile Browser

- 60 pages of a PDF; not entire book
- Positives
  - Students were able to access content
  - Able to download at least some for offline reading
- Negatives
  - Clunky and time consuming process
  - Could not get the entire book at once
Preparing for Zoo 2

Devices
- Toshiba Thrive
- Asus Transformer
- Samsung Galaxy
- Google Nexus
- Nook Color
- Kindle Fire

How did they do?
- Success!
- Success!
- Success!
- Failure, used anyways
- Failure, sideload only
- Failure, not used at all
Product Success and Failures

- **Success**
  - **Ebrary**
    - The App was easy to use, and easy to download
  - **OneClickDigital**
    - Fairly easy to use and download, occasionally froze, also could not log in offline

- **Failure**
  - **EBSCO**
    - No ebook/audiobook app of any kind, was even difficult for Mac computers to use
Back up Plan and Work-Arounds

- Is there a comparable App?
- Use Product IT and the larger Library community for support
- Use the Mobile Browser
- Does another library product function better?
Future NDU Zoos and Androids

- Awareness of Users’ device preferences
- Regular zoo events
- After event availability and handouts

Program for patrons to try out new tech devices

Classes on downloading library e-books to handheld devices

Classes on how to use e-readers and tablets

How likely Americans say they would be to use the following resources at public libraries:

<table>
<thead>
<tr>
<th>TOTAL UNLIKELY</th>
<th>TOTAL LIKELY</th>
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<tbody>
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<tr>
<td>48%</td>
<td>51%</td>
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</tbody>
</table>

These findings are from a survey of 2,504 Americans ages 16 and above conducted between October 15 and November 10, 2012. The surveys were administered on half on landline phones and half on cellphones and were conducted in English and Spanish. The margin of error for the full survey is plus or minus 2.3 percentage points. For more information, see the methodology section in the full report, available at: http://libraries.pewinternet.org/2013/02/22/library-services/
Recommendations

- Practice, Practice, Practice
- Always test every device/product combination you want to demo
- Have a backup plan or workaround – this keeps the user from getting frustrated
- Have extra, trained staff on hand in case one table is swamped
Questions?

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