

**If a database vendor develops a mobile-accessible version of its product and your library deploys both the mobile-device friendly and the traditional versions about what percentage of your library's use of that product shifts from the traditional to the mobile friendly version? Also does the mobile friendly version generate much new traffic on its own, or does it tend to cannibalize the traditional site and reduce its use. Of course the outcome will be different for different databases, but discuss your experience.**

- 1) 50% Unsure
- 2) 1. It is too early to assess as this a new area for our library. 2. We generate some new users but also substantial number switch.
- 3) Certain students will use both traditional and mobile depending on their particular location at the time of need; the majority of students will only use mobile or only traditional because they only have internet access through one or the other -- having more mobile options would expand access to the students who only have smartphones or tablets
- 4) 1. We don't know if this is available - and would not know how to gather that info if available. 2. Not applicable yet.
- 5) Most use is going to the mobile version and we are trying to only add new products what have mobile accessibility. The traditional sites are getting lots less use.
- 6) We don't have stats for this.
- 7) mobile access increasing
- 8) Most of the students use the traditional access on the mobile device. We do have a mobile site but the traditional one is used more.
- 9) Our downloadable magazine and music require access through our web portal so we have not seen a decrease in our web traffic for those. We have not a database vendor as of yet provide us a mobile accessible version.
- 10) I think about 15% -20% of our database users would use the mobile friendly version. I think the mobile version would generate its own traffic and not take away from the current traffic on the traditional site. Our users tend to use the databases through the traditional website, although a few probably access it through tablets.
- 11) I doubt it would be used very much at our small little library.
- 12) N/A
- 13) Not sure, but we have seen increasing traffic towards our mobile site for years now
- 14) We have not had much experience with this; although our library is accessible through mobile devices.
- 15) We have a separate mobile site for mobile friendly versions. Considering we get more overall desktop usage compared to mobile usage, the shift would probably be around 5%.

- 16) We do not actively link to a mobile version, but the databases that get used the most here either offer a responsive design, or automatically provide the option for mobile users to switch to a mobile interface. At this time we have not examined mobile vs traditional stats.
- 17) N/A
- 18) Na
- 19) We currently do not have any mobile apps just access thru the internet.
- 20) 10%. Small amount of new traffic
- 21) Mobile app and desktop apps stand on their own.
- 22) Unknown
- 23) Not enough data to determine effect
- 24) I'm not sure, we haven't tracked this that granularly.
- 25) Right now, the only 'database' that sees much mobile use is eBooks/audiobooks. The standard research databases are not usually used in that way, even though many of them do have mobile friendly sites or even apps through which they can be accessed.
- 26) 15% use mobile friendly versions.
- 27) It is my feeling that over 50% of the users of databases would prefer to access them via their mobile devices (we frequently have questions regarding the lack of user friendliness of the website access on their mobile devices) I do not see it as a concern but rather a positive as users of mobile devices may use these databases more if it is a mobile app
- 28) I see that it tends to cannibalize the traditional site use, but not in a large way. It does drive maybe 2% of new use, on mobile.
- 29) The mobile access to digital files of traditional formats (eBook, eAudio, streaming movies) is accessed almost exclusively through the mobile access. Our databases are still used mostly through laptop/desktop computers. The mobile version of those services seem to be used in addition to not instead of the original version.
- 30) Usage, we don't know. Many vendors do not distinguish usage origin yet. For eBooks, mobile friends does generate new traffic and has not yet affected traditional use.
- 31) I don't have records that show how much use is over mobile devices.
- 32) Have not implemented BYOD yet
- 33) Unknown
- 34) 60%. It is very challenging to determine usage stats on mobile devices as not all database vendors are able to provide mobile device usage stats. Having said that, mobile device access has enabled us to serve a whole new population of library users never served before (i.e., air ambulance crew, paramedics). Mobile friendly generates new traffic on its own, along with about 60 of our traditional desktop users also migrating to mobile use.
- 35) due to the fact that there are more devices that access these products using mobile devices I would estimate a percentage of 80 that would benefit from the shift from the traditional website to a mobile friendly platform
- 36) I think most of our users still use the traditional versions, although mobile use of databases like DynaMed is increasing.
- 37) 10%, based on usage stats

- 38) Mobile uptake has been slower than we expected. We highlight ways to use mobile devices but students don't seem to use them very much.
- 39) We do not track that information.
- 40) We are just now promoting mobile access. We see it as a complement for traditional access rather than a replacement.
- 41) Unknown
- 42) I don't sense mobile versions of vendor platforms attract much use, certainly not more than the 10% google analytics tell us make up our web site hits. Summon vagues this out by making most database indexes searchable via small screen at least in part. But it can't make full text mobile-friendly if the vendor platform doesn't.
- 43) 1 Mobile friendly versions do not normally seem to generate new traffic
- 44) NA
- 45) A specific number is hard to say. Most vendors do not provide these statistics, or at least as far as I have been able to find them. However we have a good mix of patrons who only use desktop/laptop machines, patrons who only use mobile devices, and patrons who are comfortable with both, so there's generally a bump in usage when a mobile version of a service we already use is added. I've also seen that if the mobile version is well-designed (especially eBooks or eaudio), patrons who are comfortable in both formats will often switch to the mobile version and use it even more than they used the web service.
- 46) unsure

## USE OF OUTSIDE SERVICE PROVIDERS

**Table 11.1 Does your library use an outside service provider to supply mobile apps to your library patrons?**

	No Answer	Yes	No
Entire sample	10.17%	28.81%	61.02%

**Table 11.2 Does your library use an outside service provider to supply mobile apps to your library patrons? Broken out by Country**

Country	No Answer	Yes	No
USA	10.42%	29.17%	60.42%
All Other Countries	9.09%	27.27%	63.64%

**Table 11.3 Does your library use an outside service provider to supply mobile apps to your library patrons? Broken out by Type of Organization**

Type of Organization	No Answer	Yes	No
Academic Library for Community or 4-Year College	7.69%	15.38%	76.92%
Academic Library for MA/Doctoral or Research Level University	11.11%	11.11%	77.78%
Public Library	9.68%	41.94%	48.39%
Special Library	16.67%	16.67%	66.67%

**Table 11.4 Does your library use an outside service provider to supply mobile apps to your library patrons? Broken out by Number of FTE Employees**

Number of FTE Employees	No Answer	Yes	No
less than 7	15.00%	25.00%	60.00%
between 7 and 30	10.00%	20.00%	70.00%
more than 30	5.26%	42.11%	52.63%

**Table 11.5 Does your library use an outside service provider to supply mobile apps to your library patrons? Broken out by Separate website for mobile access**

Separate website for mobile access	No Answer	Yes	No
Yes	0.00%	33.33%	66.67%
No	13.64%	27.27%	59.09%