23 MOBILE THINGS
A CASE STUDY

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OUTLINE

• WHY GO MOBILE?
• WHAT IS 23 MOBILE THINGS?
• WHY PH & SG REMIX?
• OUR UPs & DOWNs
• WHAT’S NEXT?
WHY GO MOBILE?

- PROFESSIONAL DEVELOPMENT (Cyrus & Baggett, 2012)
- NEW LANDSCAPE
- LOCATION, LOCATION, LOCATION!
Ceremony of Papal Inauguration of Pope Francis
IT’S WHERE THE USERS ARE
GLOBAL DATA SNAPSHOT

TOTAL WORLD POPULATION: 7,095,476,818
- Urban: 52%
- Rural: 48%

INTERNET USERS: 2,640,432,161
- Internet Penetration: 37%

ACTIVE SOCIAL NETWORK USERS: 1,856,680,860
- Social Networking Penetration: 26%

MOBILE SUBSCRIBERS: 6,572,950,124
- Mobile Penetration: 93%
MOBILE IN ASIA-PACIFIC

- Total number of active mobile users (unique individuals): 1,621M
- Mobile penetration (unique users as a percentage of total population): 41.2%
- Total number of active mobile subscriptions (connections): 3,459M
- Average number of active mobile subscriptions per unique user: 2.13
MOBILE LIBRARIANSHIP SKILLS GAP USER NEEDS (BOYHUN, 2013)
HIGH DEVELOPMENT COSTS

MOBILE LIBRARIANSHIP SKILLS

USER NEEDS

(BOYHUN, 2013)
MULTITUDE OF PLATFORMS

MOBILE LIBRARIANSHIP SKILLS . . . . . . . USER NEEDS

MULTITUDE OF PLATFORMS

(BOYHUN, 2013)
MOBILE 
LIBRARIANSHIP 
SKILLS ··· USER 
NEEDS 

REQUIRED STAFF 
EXPERTISE 

(BOYHUN, 2013)
LACK OF NATIVE APPS

MOBILE LIBRARIANSHIP SKILLS • • • • • USER NEEDS

(BOYHUN, 2013)
23 MOBILE THINGS

Online course to explore apps and social networking tools for delivering library services
23 MOBILE THINGS

Developed by Danish Librarian Jan Holmquist in 2012

(evolved from the famous “23 Things program” concept started by Ms Helene Blowers)
23 MOBILE THINGS

ANZ, German, Russian, Norwegian, Dutch Music version, French, Tools version and PH & SG version -- REMIXES
Target Asian market with a HOW TO focus
PH & SG REMIX

In context with social media tools in Asia *SnapChat, Aqua Mail, k9 Mail, Google Indoor map, FlashIssue, MailChimp*
PH & SG REMIX

Provide local examples through guest bloggers from PH & SG
Applications of Location Apps in the Philippines

Maps and checking-in are very useful for Philippine libraries and museums, as well as their patrons. Aside from giving directions, Google maps also gives the contact details of the institution, and in most occasions, the visiting hours available. Below are screenshots of Museo Pambata (Museum for Children), a popular museum (and very classic, I must say) in the Philippines.

As you can see, reviews may be posted directly to the profile of the institution using a Google account. Ratings may be given anonymously. Museo Pambata has been given an average rating of 4.3 (out of 5). Users are also allowed to upload the photos they have taken and place them on the institution's profile for everyone to see. Since it is powered by Google, an integration with Google calendar (more about this in Thing 8: Calendar) is available.

Singapore Polytechnic Library – Pinterest Case Study

SP Library started using Pinterest when we were looking for a visual bookshelf solution to make our collection more visible to users. Pinterest was ideal as it was easy for anyone on the team to obtain an account and start co-curating right away. The clean aesthetics was a plus, and it’s great that our users were not required to have a Pinterest account to browse our virtual bookshelves.

We create boards featuring our regular monthly resource recommendations. Majority of the selection are books and e-books, but we also feature plenty of multimedia and even databases. We have a variety of themes. Firstly we have a set of boards called “Work Ready Reads”, “Life Ready Reads” and “World Ready Reads” – these are books selected to support our institutional mission, which is to nurture work, life and world-ready students. We have also boards on local and New York Times bestsellers, and some on our latest fiction acquisitions and e-resources. Where there’s opportunity, we also prepare boards that our colleagues in the classroom can integrate into curriculum. We have the most fun though with our monthly “wildcard” boards. We try to match our user’s interests, or simply the season, such as World Cup! We take turns to curate the selection and each librarian contributes their personality to our boards.
GUEST BLOGGERS (PH & SG)

Aaron Tay is a Senior Librarian at the National University of Singapore Libraries. He serves as e-services facilitator, overseeing various library functions, including chat reference, social media, mobile and discovery services. He maintains a blog on librarianship at http://musingsaboutlibrarianship.blogspot.sg/ and is an active user of Twitter (@aarontay)

Yuyun is a Business Research Librarian at Singapore Management University. Yuyun loves to play social games on her Android tablet. She uses a pseudonym, and her biggest fear is that one day her students will find out her gaming name.

Bella is a Higher Library officer in NTU Libraries. She used to work as a game developer for the game “Social Life” on Facebook. She is also a huge fan of Assassin’s Creed Series (Ezio FTW! :D) and a self-proclaimed Google fangirl. She loves to play Bejeweled Blitz whenever she has free time.
GUEST BLOGGERS (PH & SG)

Carina Samaniego is the director of the Ateneo de Manila University Archives and a former librarian/archivist of the Manila Observatory. When she’s not busy archiving records in the spa-like atmosphere of her office in Ateneo, she spends her free time pursuing her passion: calligraphy, food photography and serving as counselor to her neurotic friends. Her current interests include project management, archival education and Chris Hemsworth.

Eimee Rhea C. Lagrama, head of the University Archives and Records Depository of UP Diliman, is also a lecturer at the UP School of Library and Information Studies, and a regular host of LibRadio: Librarians sa Radyo, an AM Radio Program of DZUP 1602. Her research interests include Risk and Disaster Management, Cultural Heritage Preservation, Library Marketing and Information Literacy. She loves (in no particular order) cookies, ice cream, dogs, and shoes. Her current obsession is Tom Hiddleston.

Shie Montenegro is a Reference Librarian at the Rizal Library, Ateneo de Manila University and has been in the profession for almost five years now. When she’s not at work facilitating research consultations and providing information assistance, she is out there creating something artsy and forever dreaming of the sea.
206
TOTAL NUMBER OF PARTICIPANTS
12 DIFFERENT COUNTRIES
### 12 Different Countries

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Australia</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>India</td>
<td>4</td>
<td>2%</td>
</tr>
<tr>
<td>Kenya</td>
<td>4</td>
<td>2%</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Malaysia</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Nigeria</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Philippines</td>
<td>125</td>
<td>61%</td>
</tr>
<tr>
<td>Singapore</td>
<td>61</td>
<td>30%</td>
</tr>
<tr>
<td>Tanzania</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>Thailand</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>1</td>
<td>0%</td>
</tr>
<tr>
<td>United States</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>206</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
# Average Level of Technical Know-How

<table>
<thead>
<tr>
<th>Level</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>29</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>30</td>
<td>15%</td>
</tr>
<tr>
<td>3</td>
<td>88</td>
<td>43%</td>
</tr>
<tr>
<td>4</td>
<td>53</td>
<td>26%</td>
</tr>
<tr>
<td>5</td>
<td>6</td>
<td>3%</td>
</tr>
<tr>
<td>Total</td>
<td>206</td>
<td>100%</td>
</tr>
</tbody>
</table>
**FAIRLY COMMITTED TO THE COURSE, TIME-WISE**

<table>
<thead>
<tr>
<th>Commitment*</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 2 hours</td>
<td>84</td>
<td>41%</td>
</tr>
<tr>
<td>2-4 hours</td>
<td>103</td>
<td>50%</td>
</tr>
<tr>
<td>More than 4 hours</td>
<td>19</td>
<td>9%</td>
</tr>
<tr>
<td>Total</td>
<td>206</td>
<td>100%</td>
</tr>
</tbody>
</table>

*HOURS/WEEK
HOW MANY ARE LEARNING?
### CHALLENGES OF ONLINE LEARNING

- Balancing between Asynchronous VS Synchronous communication (Giesbers et al., 2014)

<table>
<thead>
<tr>
<th>Asynchronous</th>
<th>Synchronous</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allows more time to reflect on a contribution and refine it</td>
<td>Less time for reflection</td>
</tr>
<tr>
<td>chance of misinterpretation of written contributions because of a lack of shared context, body language or writing style</td>
<td>Allow for direct correction of misconceptions, and may lead to higher levels of learner engagement</td>
</tr>
<tr>
<td>Learners may feel less engaged</td>
<td>Allows for more direct social interaction and feedback among learners and teachers</td>
</tr>
<tr>
<td>Increase learners’ sense of relatedness and competency, autonomy (\rightarrow) increase learners’ motivation to use learn</td>
<td></td>
</tr>
</tbody>
</table>
CHALLENGES OF ONLINE LEARNING

• Isolated learning environment
• Retention
• Diversity and disparity
• Technology
Self-directed Learning (SDL) conceptual framework
(Kima et al., 2014)

1. Establish Learning Goals
2. Locate & Access Resources
3. Adopt & Execute Learning Activities
4. Monitor & Evaluate Performance
5. Reassess Learning Strategies
LOCATE & ACCESS RESOURCES

prex @prex
So which method do you use to collect willing email recipients for newsletters? Google forms good enough? #23mthingsphsg

01 Feb

Meme @ Work
@meme_at_work

@prex Flashissue is link to google ups to a mailing list. mailchimp has subs. plugin #23mthingsphsg

11:30 AM - 1 Feb 2014
3 FAVORITES

Lim Xiu Ru asked a question.
March 17

Sorry Karryl and Joan - I remembered that there was this segment about uploading map layout (for a tour of the library) -> was that Googlemaps? (Sorry!)

Add an answer...

Like · Comment · Share

Karryl Kim Sagun and Tippi San like this.

Joan Wee Yes. Google Indoor maps. Check out Thing #4 - http://ntuprojects.com/.../02/thing-4-maps-and-checking-in/
March 17 at 5:32pm · Like · 2

Lim Xiu Ru Thanks!!!!!!
March 17 at 5:36pm · Like · 2
ADOPT & EXECUTE
Ms Zarah C. Gagatiga
ADOPT & EXECUTE

Mr V Somasundram
ADOPT & EXECUTE

Mr Perseus Rex Molina

Ms Lim Xiu Ru
MONITOR & EVALUATE PERFORMANCE

• Weekly Emails
• Ad-hoc polls
MONITOR & EVALUATE PERFORMANCE

• Spontaneous Feedback
MONITOR & EVALUATE PERFORMANCE

• Tracking of online sessions using Storify
MONITOR & EVALUATE PERFORMANCE

• Mid-Point Survey (April 2014)

Do you meet the goal you defined when you registered for this class?

- Yes: 75%
- No: 12.5%
- Do not know / cannot recall: 12.5%
How worthwhile did you find the...

<table>
<thead>
<tr>
<th>Course Activities</th>
<th>31.25%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>56.25%</td>
</tr>
<tr>
<td></td>
<td>12.5%</td>
</tr>
<tr>
<td></td>
<td>18.75%</td>
</tr>
<tr>
<td>Course Lessons</td>
<td>18.75%</td>
</tr>
<tr>
<td></td>
<td>75%</td>
</tr>
<tr>
<td></td>
<td>6.25%</td>
</tr>
<tr>
<td>Online discussion</td>
<td>12.5%</td>
</tr>
<tr>
<td></td>
<td>50%</td>
</tr>
<tr>
<td></td>
<td>12.5%</td>
</tr>
</tbody>
</table>

- Not worthwhile
- Somewhat worthwhile
- Very worthwhile
- Not applicable, I did not do the activities / read the lessons or I do not recall.
If you participate in our online convo session or attempt the activities, how many sessions did you participate?

- 1 - 2: 35.71%
- 3 - 5: 50.0%
- more than 5: 14.28%
Applications on a mobile device are easy to use
Applications on a mobile device are useful for various tasks
Using applications on a mobile device is understandable
I would like to use applications on a mobile device in my work at the library
Applications on a mobile device will enhance our library services

Overall, my understanding of using applications on a mobile device is:

- I have a high understanding and can teach/train others: 37.5%
- I have a fair understanding and chat about mobile apps and technologies to colleagues and friends: 68.75%
- I understand only parts, can work on my own but sometimes need help: 6.25%
- I have a limited understanding and I usually ask for help: 5%
## What Worked? What Didn’t?

<table>
<thead>
<tr>
<th>What worked?</th>
<th>What didn’t?</th>
<th>Other comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sharing and collaboration of ideas</td>
<td>Maybe my time to do all the activities</td>
<td>Most mobile application mentioned run on Android and iOS. There is no mention of Win 8 as a platform. If there is no equivalent, perhaps a note to mention that might be helpful. Or to inform participants the limitations of this course to Android and iOS users only.</td>
</tr>
<tr>
<td>Twitter and Instagram</td>
<td>I feel lost sometimes particularly on the activities. It didn’t seem to be well guided or the participants are less informed.</td>
<td>There should be a live demo of all the mobile activities.</td>
</tr>
<tr>
<td>The online conversations work well, IF the mentor knows how to moderate them.</td>
<td></td>
<td>A leaderboard or something that will indicate how many things someone has completed.</td>
</tr>
<tr>
<td>Flexible time, online content</td>
<td>More regular Twitter convos can improve interaction, and if discussions get transferred somewhere else (to FB, Google Chat, etc.), there should still be an attempt to discuss things non-real-time at twitter, just to be inclusive to people without accounts to either or cannot attend at the exact schedule of discussions.</td>
<td>The effort of every individual in making this happen is commendable. These ideas have opened a lot in my views of technology and the generation of today, which I must say is important in interacting with them in my work. My sincerest thanks.</td>
</tr>
<tr>
<td>Detailed lessons</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Use of social media &amp; mobile apps</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expanding knowledge of mobile technologies for librarians, interaction between librarians for ideas</td>
<td>Sometimes the conversations can get overwhelming IF the mentor has trouble moderating the conversations.</td>
<td>I’ll suggest that in the next sessions there will be 2 mentors: 1 from PH and 1 from SG</td>
</tr>
</tbody>
</table>

*SELECTED ANSWERS. SEE PAPER FOR FULL RESULTS*
See you, Jan--I'm off to my 23 Things Support Group!

"23 Things Support Group"?

Oh, that's right--you didn't participate in the 23 Things web 2.0-learning program of '08, did you?

Nope.

Well, it was intense. We laughed; we cried; we blogged; we tagged...

...we clicked around on that page of web 2.0 logos; we listened to podcasts that have long since folded...

Anyway, some of us are having trouble accepting that only 2 or 3 of the 23 Things remain relevant. Meanwhile, *new* things seem to crop up on an hourly basis...

Why not try learning some of the new things when you meet?

Hello? We signed up for 23 Things, not, like, a googol.
Q & A
REFERENCES