A Manifesto for Mobile:
Developing a Shared Mobile Resources Checklist
A manifesto for mobile:
5th Mobile Libraries Conference, Hong Kong, May 29th

Mark Williams
UK Access Management federation manager
mark.williams@ja.net
@markjisc
Jisc Collections & Janet
Jisc.ac.uk
A Manifesto for Mobile, 5th Mobile libraries conference, Hong Kong

**Key Contributors**

- Ben Showers, Jisc, b.showers@jisc.ac.uk, @benshowers
- Jo Alcock, Birmingham City University, j.o.alcock@bcu.ac.uk, @joeyanne
- Keren Mills, Open University, @mirya
- Claire Koch, University of Surrey, c.koch@surrey.ac.uk, @claire_joanne
- Claire Gravely, University of Surrey, c.graverly@surrey.ac.uk, @library_claire
Session will cover:
» Brief background about Jisc

» The current situation

» The problem space

» Sector requirements: the manifesto

» Existing work

» Solutions & caveats
About Jisc

» Covers UK HE, FE (16-18+ vocational) and Research

» Provides UK broadband network for education (equivalent of CSTNET)

» Central Licensing and procurement through Jisc Collections

» R&D in library & IT through Jisc Futures

» Federated access to content through UK Access Management federation
The situation

Mobile v Desktop tipping point

![Graph showing the decrease in desktop usage and increase in mobile usage over time.](image)
The problem space: The publisher’s response

» Massive growth of use of mobile devices

» A response to *perceived* demand for *apps*

» A timely, wide & varied response by publishers

But the response breaks existing models of:

› Discovery & research pedagogy
› Authentication
› Application usability
› Content usability
› Licensing
Discovery issues

» Discovery on mobile devices and apps is poor

» Breaks discovery pedagogy

» Difficult to follow VLE link to content

» Apps propagate *siloisation*

» Google v mobile optimised library discovery experience

» Mobile – fit for consumption & discovery?
Authentication issues

» Federated login – by passed or made more difficult – WAYFless urls

» IP

» Activation keys

» Social identity login

» Device twinning

» *Escher* like maze: the consequences of failure in *discovery to download* phase
Application and Content usability
» Poor experience & W3C issues
» Online or off–line access?
» Content reflow & display
» Redirects and crashes
» Usefulness of content
» Loss of library walled garden
Licensing

» Already a subscriber?

» Statistics?

» Available by existing institutional subscription?

» Full or partial content?

» Download? Export?

» Compromises license in authentication etc?
A manifesto for mobile: what libraries want

» Simple, consistent & clear login experience

» Stable

» Cross platform compatibility

» Cross device transfer

» Life cycle continuity

» Mobile as a core product
A manifesto for mobile: what libraries want

» Mobile adapted content not device specific Apps

No more Apps!
Solutions: Way-forward – existing resources

» MACON project

» Mobile technologies in libraries project

» Library success wiki
Way-forward: working with libraries & publishers

» Jisc workshops with libraries & publishers

» Highlight standards for developing for mobile

» Jisc leadership directorate workplan

» Authorative Wiki on mobile resources
Mobile resource Wiki? A process

» Initial Jisc Collections focus

» Criteria

» Self declaration

» Moderation

» International

» Epub support Grid, library success wiki as examples
Mobile resource criteria

» Web app or device specific?
» Platform compatibility
» Mobile browser auto detect
» Mobile url
» Authentication methods
» Mobile federated access WAYF
» Embedded federated access discovery
» Direct url access to content
» Content coverage (full or partial)?
» Site and content usability according to existing standards
» Cross platform portability
<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Barriers</th>
<th>Who</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Increase access and usage</td>
<td>• Subjectivity</td>
<td>• Initial set up by one organisation</td>
</tr>
<tr>
<td>• Focus on specific mobile issues</td>
<td>• Cost</td>
<td>• Content crowd sourced with guidance from the initiator</td>
</tr>
<tr>
<td>• Discoverability- see in a list</td>
<td>• Legacy content hard to represent</td>
<td>• Libraries /Jisc determine checklist criteria</td>
</tr>
<tr>
<td>• Use for discussions between publishers and societies</td>
<td>• People who don’t have to the resource rating and commenting</td>
<td>• Publishers provide factual data</td>
</tr>
<tr>
<td>• Help product development</td>
<td>• Criteria too library focused rather than end user focused</td>
<td>• Users/libraries/crowd sourcing provide ratings</td>
</tr>
<tr>
<td>• Publishers would have access to more direct Feedback</td>
<td>• Lack of opportunity to respond to negative comments</td>
<td>• Moderation by independent groups</td>
</tr>
<tr>
<td>• Conversation with users</td>
<td>• Too UK focused</td>
<td>• Publisher owns checklist</td>
</tr>
<tr>
<td>• Publisher checklist</td>
<td>• Too much work to keep up with comments and responses</td>
<td>• Right of reply</td>
</tr>
<tr>
<td>• Credible, objective ratings</td>
<td>• Fear of buyers being put off by negative ratings</td>
<td>• ISO /NISO?</td>
</tr>
<tr>
<td>• Consolidate list of requirements and best practice and provide targets for</td>
<td>• Lack of standards / is there a community census of criteria and requirements in UK /globally</td>
<td>• working group to establish criteria up to date and maintain criteria</td>
</tr>
<tr>
<td>product development</td>
<td>• Resource available to complete form so make it clear what is high priority</td>
<td>• contribution to assessing products from libraries and users</td>
</tr>
<tr>
<td>• Could prove model for communication about standards for other products</td>
<td></td>
<td>• Who represents end users? Libraries? Publishers/ student bodies</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• UK but have global agenda</td>
</tr>
</tbody>
</table>
Where?

» One central place

» Open

» Robust

» Global editing

» Jisc?

» Ultimate aim: publishers can closely engage and work with libraries to ensure that they are producing a product that meets the needs of users
Discussion:

» Is this the way forward?

» Anything missing?

» Global issues?

» Who should Jisc work with?

» Can you help?
  › @markjisc
  › Mark.williams@ja.net