

# ON-THE-GO: Usage of a Library's Mobile Resources Web page

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## Objectives

- To create a concise Web page to promote the mobile usage of library resources available via an app or mobile Web site
- To answer patron's frequently asked questions about these resources

## Devices Tested



## Promotion

- 5 newsletter articles
- 2 display cases
- Linked from library's home page
- Displayed on digital signs
- Featured in library orientations

### Medical Apps for HSL Resources

Visit [www.hsls.pitt.edu](http://www.hsls.pitt.edu) and select Mobile Resources in the QuickLinks box

or scan:



## Results

via Google Analytics Report  
Oct 2012 – Aug 2013

17,747 views\*

2,276 visits\*

44% new visitors

- 1,004 visits
- Viewed pages for 5 minutes on average

56% repeat visitors

- 1,272 visits
- Viewed pages for 20 minutes on average

Average 8 pages viewed per visit

\* Views = any time a page or subpage is loaded  
Visits = visitor starts at one page and views one or more pages in a set timeframe

## www.hsls.pitt.edu/resources/mobile-resources

Launch date: Sep 28, 2012

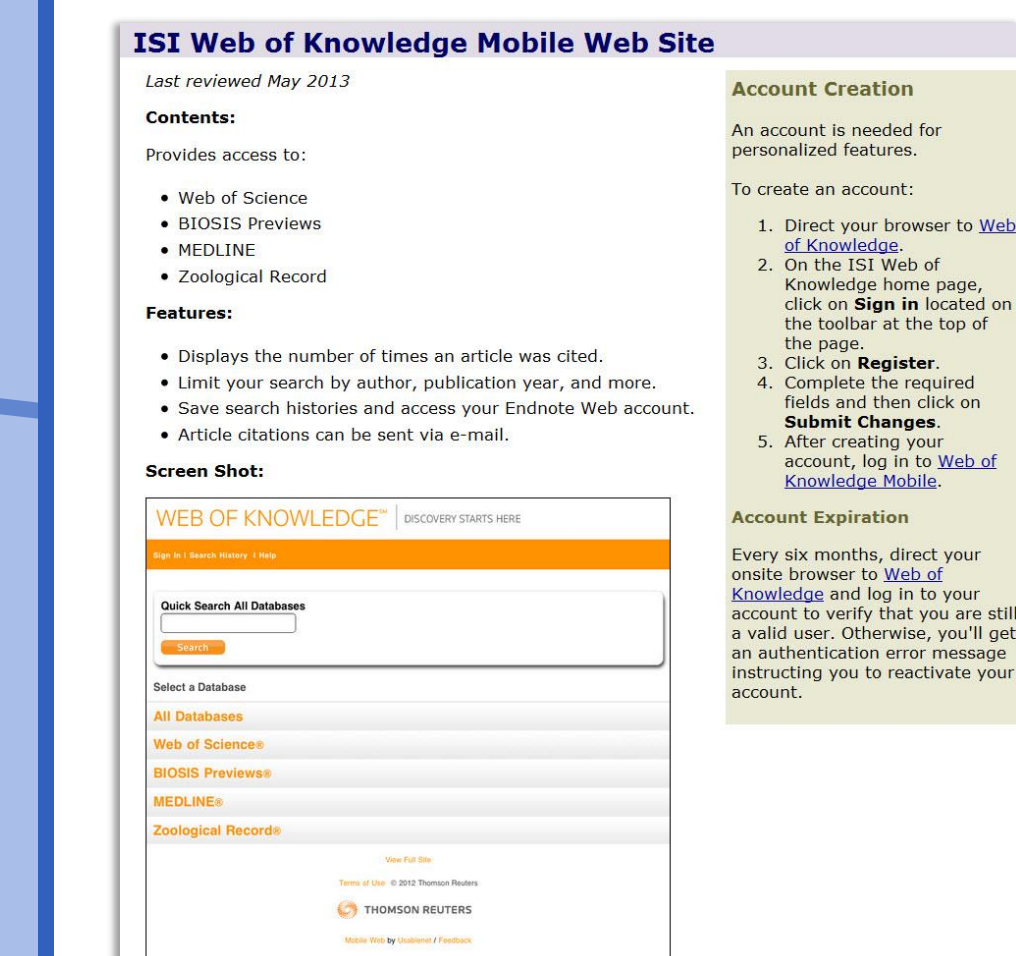
Tap and go directly to mobile Web site or download app

Identify if full-text is available

## Web Page Features

Resource	Link	Account Required	Full Text	Known Issues
AccessMedicine Mobile <a href="#">Read more...</a>	<a href="#">Mobile Web site</a>	Yes	Links directly to full text and images.	QuickTime Audio links did not work on any device tested.
CINAHL <a href="#">Read more...</a>	<a href="#">Apple iTunes</a> <a href="#">Google Play Store</a>	Yes	Only links directly to full-text articles in PDF.	None
ISI Web of Knowledge <a href="#">Read more...</a>	<a href="#">Mobile Web site</a>	Yes	When off campus, you'll be prompted to log in to EZProxy.	Output problems encountered when exporting citations to EndNote Web and e-mailing.
The Medical Letter <a href="#">Read more...</a>	<a href="#">Apple iTunes</a> <a href="#">Google Play Store</a>	Yes	Links directly to full text.	Compatibility issues with Android 4.0 or higher.
Micromedex Drug Information App <a href="#">Read more...</a>	<a href="#">Apple iTunes</a> <a href="#">Google Play Store</a>	No (Note)	Links directly to full-text drug information.	None
Micromedex Drug Interactions App <a href="#">Read more...</a>	<a href="#">Apple iTunes</a> <a href="#">Google Play Store</a>	Yes	Links directly to full-text drug information.	None
Micromedex IV Compatibility App <a href="#">Read more...</a>	<a href="#">Apple iTunes</a> <a href="#">Google Play Store</a>	Yes	Links directly to full-text drug information.	None
PubMed Mobile <a href="#">Read more...</a>	<a href="#">Mobile Web site</a>	No	Links to available full-text articles.	None
SciVerse Scopus Alerts <a href="#">Read more...</a>	<a href="#">Apple iTunes</a> <a href="#">Google Play Store</a>	Yes	Does not link to full text.	Problems encountered using Scopus account to log in. <a href="#">Read more...</a>
STAT!Ref <a href="#">Read more...</a>	<a href="#">Apple iTunes</a> <a href="#">Google Play Store</a>	Yes	Links directly to full-text articles, videos, images, tables, and figures.	Compatibility issues with video playback on Android devices.

View more information about content and features



Step-by-step instructions on account set-up

Issues identified by librarians through testing

## Limitations

- IP addresses of the App Committee were not filtered out of the results reported

## What's Next?

- Re-evaluate resources on a regular basis
- Update Web pages as needed
- Evaluate and incorporate new apps or mobile Web sites as they become available

## Thanks

- Jill Foust, Head of the HSL App Committee
- Dave Powell, Systems Analyst