



# OPTIMIZING YOUR MOBILE PHONE:

**Unisa institutional experience:  
challenges and opportunities**

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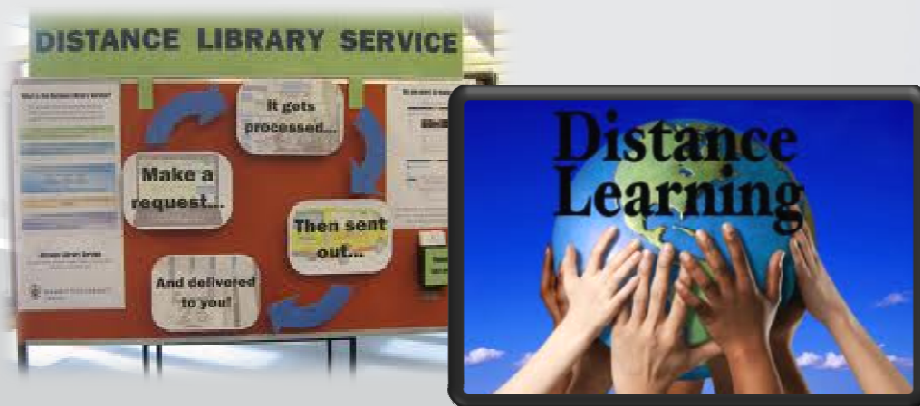
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- Context
- Optimizing mobile phone / devices
- Opportunities
- Challenges



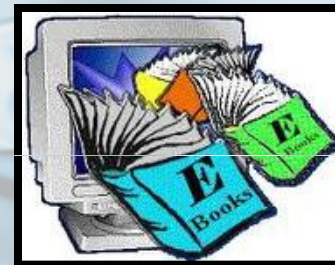
# CONTEXT

- UNISA vision: “Towards *the* African University in the service of humanity”
- Open Distance Library Services
  - International standards for distance education libraries (access / HR / Finance)



# ODL LEARNER SERVICES

- Branch Services (and mobile libraries)
  - Membership, issuing, returns, training, searches, photocopy and print services
- Information Hub
  - Information resource requests
  - Delivery services
  - Search services
- MyUnisa
  - Integrated in research, teaching and learning
- Mobile phones and devices
  - New services and learning opportunities



# FROM BANNED DEVICE TO ACCESS & INFO TOOL

- Numbers and location of Unisa students
  - More than 300 000 (SA, Africa, Europe, Asia, Australia, Oceania, South America and North America)
- Growing mobile phone market
  - 90% Unisa students has cell phones with access to pictures, videos, music, games, instant messaging & internet
- Use to socialize, work, play, interact, network, search for and share information



Ask Us Now!  
E-mail | Chat | Phone



UNISA

  
university  
of south africa  
LIBRARY

# OPTIMIZE YOUR MOBILE PHONE / DEVICE



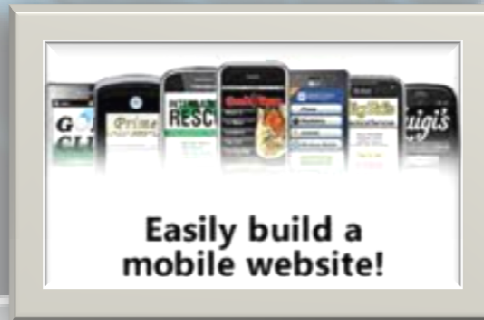
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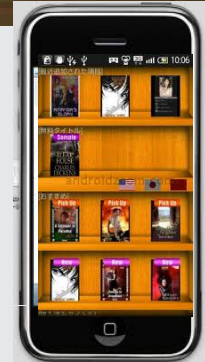
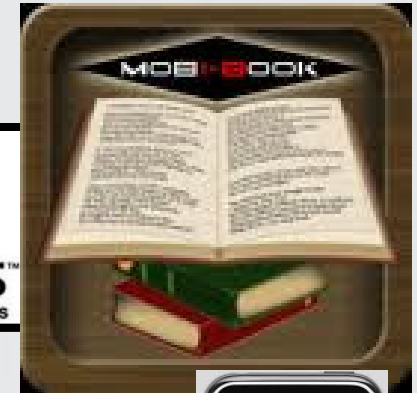
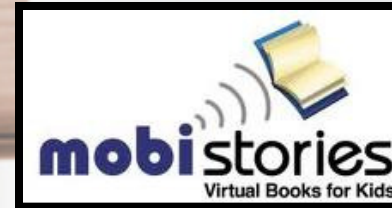
# OPPORTUNITIES

- Access anywhere any time
- Airpac / Mobi Website
  - Patron record & management
  - General enquiries / requests
  - Information resources



# OPPORTUNITIES

- MobiBooks
- Podcasting
  - Valuable information “on the go”



- QR Codes
  - Can include text or URL or other data

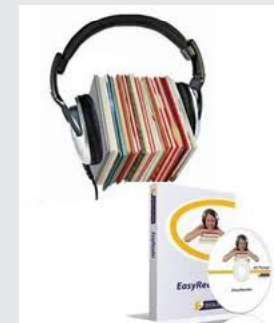


UP e-learning  
Seminar



# OPPORTUNITIES

- SMS
  - Direct communication
  - Any mobile
- Reach students with disabilities
  - Easy reader / Plustek Bookreader
- Surveys
- Workflow



# OPPORTUNITIES

- Use of Web 2.0 tools
- Communication (Skype / FaceTime, Google talk, DimDim, Chat)
  - Free calls, file transfer, SMS on Skype
  - Chat to librarian
  - Instant messaging
- Authorizing tools (Twitter, Moblogs, Glogs, Wikis, etc)
  - Freely available and easy to use
  - Graphics, photos's, etc. on blogs and Glogs



dimdim



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LIBRARY

# OPPORTUNITIES



- Use of Web 2.0 tools
- Marketing / Archiving (YouTube, Slide Share, Flickr)
  - Sharing, illustration, freely available, upload information, demonstrations
- Social Networking Tools (LinkedIn, Academia.edu, Facebook)
- Geo-location tools (Yahoo maps, Places)
  - Info on library location



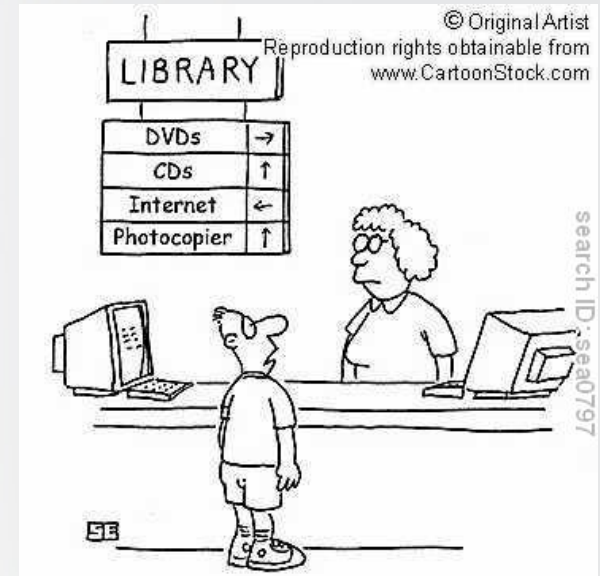
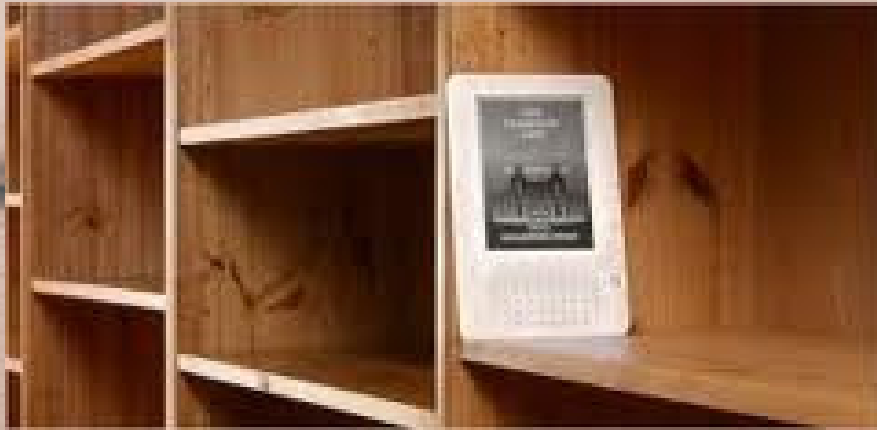
# CHALLENGES

- Lack of support, expertise, time, interest
- Sustainability
- Accessibility (firewalls)
- Selections / content
- Statistics
- Uptake
- Costs
- Encouraging use / not talk in Library



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do you?**



**Can I carry your e-book reader  
to school?**



**UNISA**



# THANK YOU / QUESTIONS



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