OPTIMIZING YOUR MOBILE PHONE:

Unisa institutional experience: challenges and opportunities

Dr JC Henning
hennijc@unisa.ac.za

9 June 2011
CONTENTS

• 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, 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
OPTIMIZE YOUR MOBILE PHONE / DEVICE
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
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
You don’t have any books, do you?

Can I carry your e-book reader to school?
THANK YOU / QUESTIONS

Dr JC Henning
hennijc@unisa.ac.za