

Mobile Usage Trends and Gale's Digital Solutions

移动设备使用趋势和 Gale 数字解决方案

CALIS第十二届国外引进数据库培训周

Masaki Morisawa 森泽 正树
Senior Product Manager, Library Reference
Cengage Learning Asia



New Technology Changes People's Behavior

新的技术正在改变着人们的行为



FORECASTS FOR 1907.



IV.—DEVELOPMENT OF WIRELESS TELEGRAPHY. SCENE IN HYDE PARK.

[These two figures are not communicating with one another. The lady is receiving an amatory message, and the gentleman some racing results.]

FORECASTS FOR 1907.



IV.—DEVELOPMENT OF WIRELESS TELEGRAPHY. SCENE IN HYDE PARK.

[These two figures are not communicating with one another. The lady is receiving an amatory message, and the gentleman some racing results.]

FORECASTS FOR 1907.

Coming this June!!
今年6月即将上线!!

punchy

《笨拙》杂志数字典藏
1841年-1992年
Historical Archive 1841-1992

IV.—DEVELOPMENT OF WIRELESS TELEGRAPHY. SCENE IN HYDE PARK.

[These two figures are not communicating with one another. The lady is receiving an amatory message, and the gentleman some racing results.]

Two Kinds of Mobile Devices

两种移动设备

Tablets 平板电脑



Phones 智能手机



Key Differences between Tablets and Smartphones

平板电脑和智能手机之间的关键不同点

		
Screen 屏幕	Big 大	Small 小
Phone calls 电话功能	No 否	Yes 是
Input 输入	All fingers 所有手指均可输入	Mainly thumb(s) or forefinger 主要是拇指或食指
Portability 携带	Not always carried 不经常随身携带	Carried everywhere 随处可携带
Situations 使用情况	Usually seated 通常需要坐下使用	Used anywhere 随处可用
Privacy 隐私	Often shared 通常用来分享	Personal 个人使用
Ubiquity 普及度	Still a luxury 价格昂贵	(Becoming) a necessity 必备

Gale Usage: A Fast Growing Minority, and most are iPads

Google Analytics of Gale Users 谷歌分析Gale用户

- Mobile usage is currently a relatively small portion of overall usage (4.93% as of February 2014).

现今移动设备的使用量只占总使用量很少的一部分。(2014年2月的数据为4.93%)

- Mobile usage is growing rapidly (150-350% per year).

移动设备的使用量正在迅速增长。(每年150%-350%)

- Apple devices represent the vast majority (82%) of current mobile usage.

苹果设备占据了现今移动设备82%的使用量。

- iPads represent the majority (80%) of Apple device usage.

iPad拥有苹果设备80%的使用量。

- iPad users have similar bounce rates (~20%) to non-mobile users, suggesting a comparable user experience.

iPad用户和非移动设备的用户相比有类似的跳出率(~20%), 提示了用户体验的可比性。

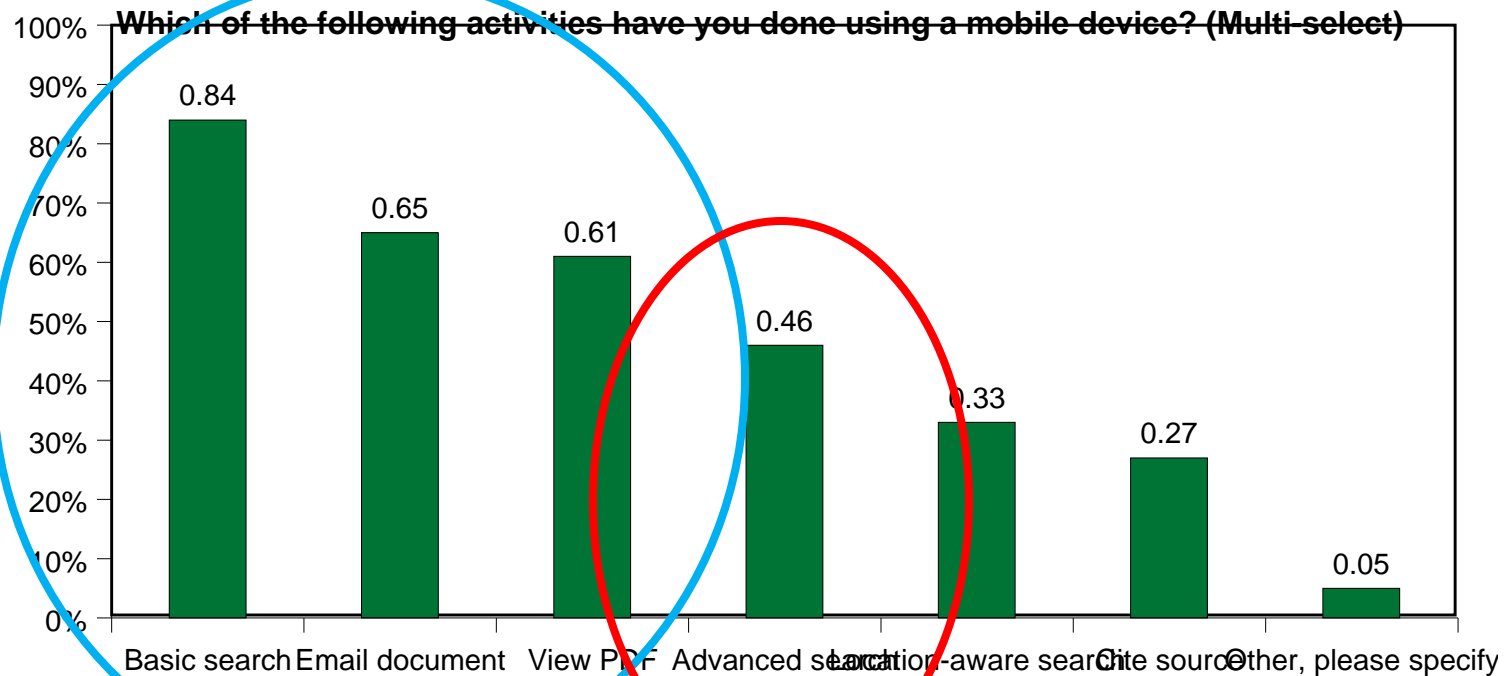


Image courtesy of Apple Inc.

Basic Functions or Advanced Functions? 基本功能和高级功能？

Gale User Survey: Tasks Completed Using a Mobile Device (N=429) Gale用户使用调查

Most mobile users have conducted a basic search using a mobile device, and over half have emailed a document or viewed a PDF. Less than half have conducted an advanced search or cited or source using a mobile device. 大部分用户使用移动设备做基本检索、打印和浏览PDF文件。不到50%的用户通过移动设备做高级检索和引文。



Phones are Best Suited for Focused and Linear Tasks 手机是最适合聚焦和线性任务的设备



Search
检索



Browse
浏览



Share
分享

Smartphone limitations:

智能手机的局限性:

- Screen space 屏幕
- Multi-tasking capabilities 多任务处理
- Extended typing 打字
- Providing a birds eye view 视野

Difficult to:

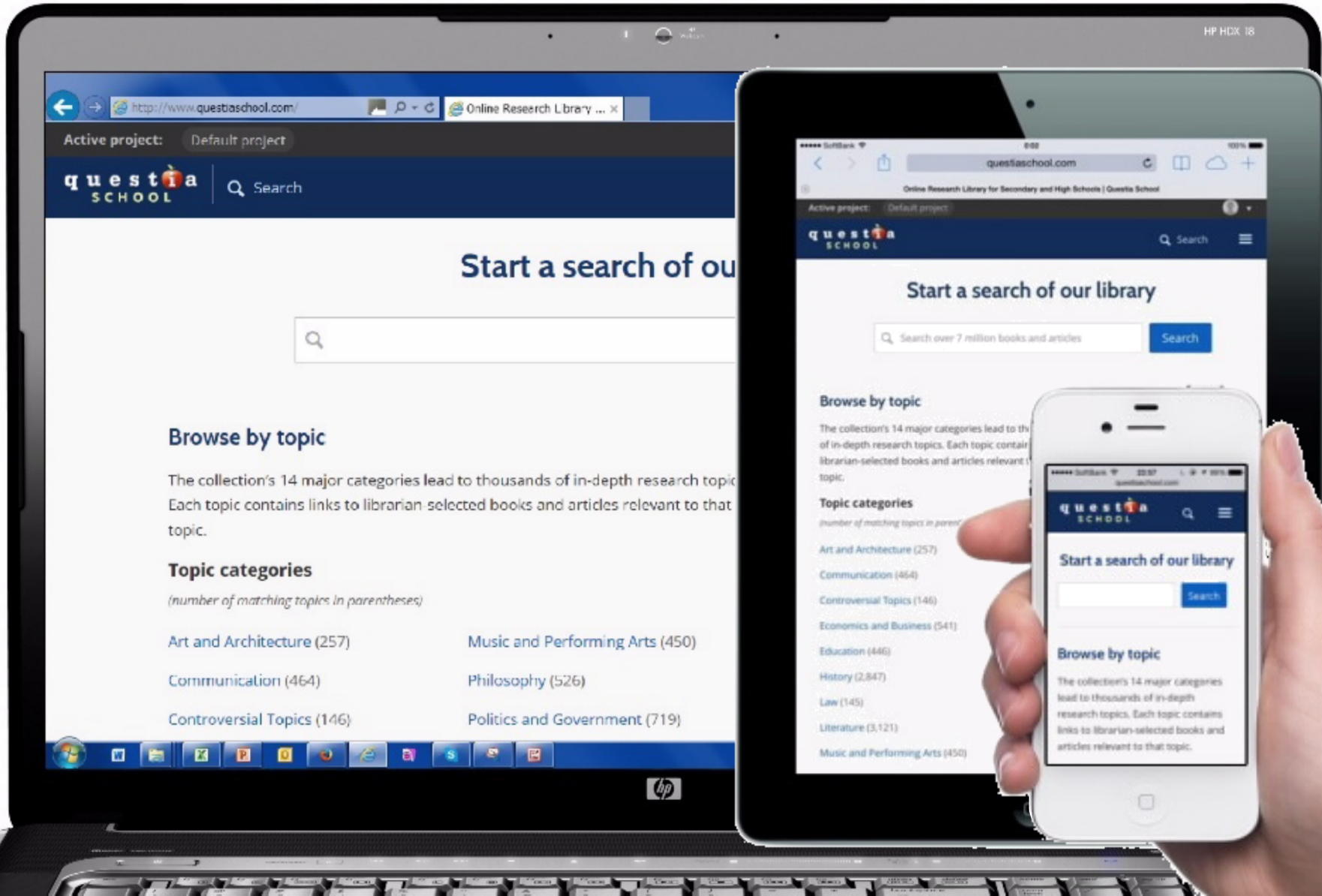
困难:

- Compare and contrast 比较和对比
- View multiple resources at once
同时浏览多种资源
- Conduct complex queries 进行复杂查询
- Make extended annotation 添加扩展注释

- **Mobile Accessible (移动设备直接访问)**– The site’s content and features are available on mobile devices
- **Mobile Optimized (移动设备优化)**– The site’s content and features take advantages of unique aspects of mobile devices
- **Responsive Design (响应式设计)**– The site’s content and features are presented differently on mobile devices

Responsive Design (Example: Questia)

响应式设计(举例: Questia)



Different Approach by Product Type

产品类型不同而方法不同

General Reference (一般参考类):

- Journal Article Databases
期刊文章数据库



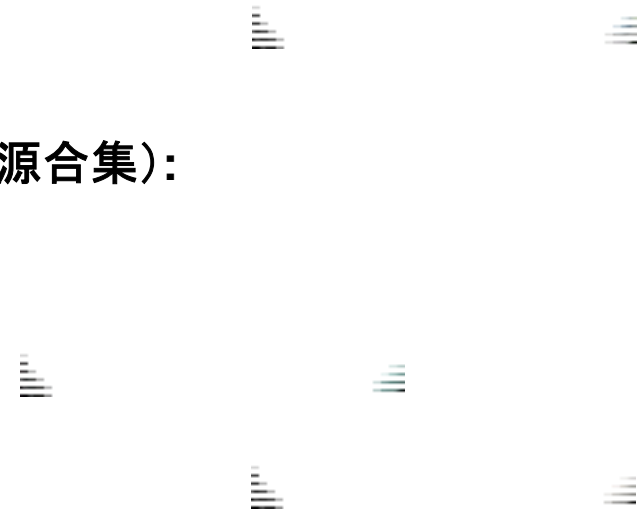
Subject-specific Databases (特定主题型):

- In Context, Literature, Business databases
资源中心、文学、商业数据库



Digital Primary Source Collections (数字原始资源合集):

- Artemis Primary Sources, Gale NewsVault
Artemis 原始资源统一检索平台、
Gale 报纸回溯数据库



General Reference Databases

一般参考类数据库

InfoTrac and PowerSearch:

- Used by broadest user base 用户类型广泛
- Mainly textual content 主要为文本内容
- Suitable for quick searching and reading 适合快速检索和阅读



A screenshot of the Academic OneFile search interface. The search bar contains the word "china". A dropdown menu on the left shows search suggestions like "china", "china's", "china and india", etc. The main results area shows a search for "china" with a list of related subjects and a specific article titled "Where China's future will happen; Urbanisation" from The Economist. The article snippet discusses China's urbanization and its impact on the world.

General Reference Databases 一般参考类数据库

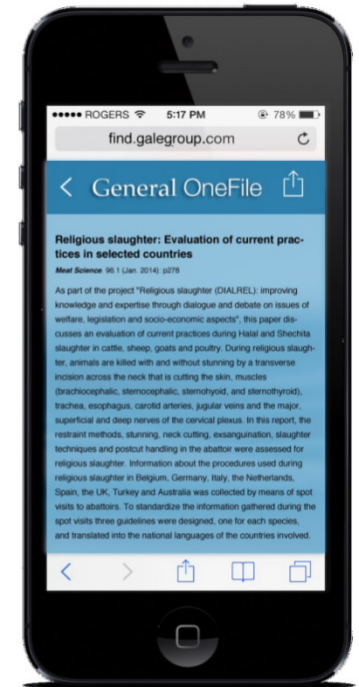
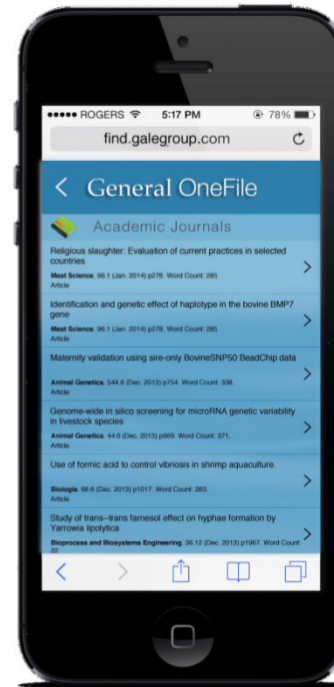
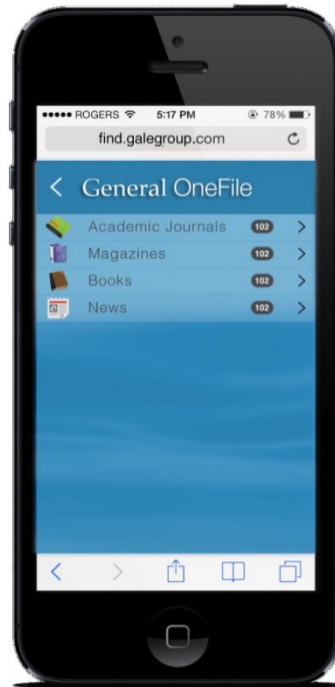
InfoTrac and PowerSearch:

- Moving to **responsive design** site to take advantage of all mobile experiences, including smartphones



Coming soon – this summer!
夏季即将上线!

向“响应式设计”转变以利用移动设备的优势，包括智能手机



Note: above images are mock-ups and not the final product

In Context , Literature and Business:

资源中心、文学和商业类数据库:

- Used by more specific user base 特定用户群
- Textual content and multimedia 文本内容和多媒体内容
- Involves more **comparing and contrasting** of different resources 可以**比较和对比**不同资源



The screenshot shows the "OPPOSING VIEWPOINTS" database interface. The main heading is "Mobile Phones". Below the heading, there is a paragraph of text discussing the history and impact of mobile phones. To the left, there are sections for "Videos" (featuring a "NIGHTLY NEWS" video podcast) and "Audio" (featuring a "U.S. States On iPhone"). To the right, there are "Expert Picks" with several article titles such as "Cell Phones Should Be Banned in Schools" and "Cell Phones Should Not Be Banned in Schools".



In Context , Literature and Business:

资源中心、文学和商业:

- Most likely move to a responsive design site after taking into account user feedback on InfoTrac mobile experience

参考用户对移动设备的体检反馈, 向“响应式设计”转变

Coming next – possibly in 2015
预计在2015年实现



Historical Primary Sources 历史原始资源

Gale Digital Collections: 盖尔数字典藏:

- Used by an even more specific user base 特定用户群
- Scanned historical text and images 扫描历史文本和图片
- Involves more comparing and contrasting of different resources 可以比较和对比不同的资源
- Users typically conduct complex search queries 可进行复杂的检索查询

The image displays two digital archive interfaces. The left interface is the Chatham House Online Archive, showing a document titled "Britain in the Far East" by John Keesick, dated January 01, 1946. The document text discusses the rise of nationalism in Asia and the impact of the war on the British Empire. The right interface is the Gale Digital Collections, showing a newspaper article from 1971 titled "The last is ready" and "PRESIDENT NIXON yesterday initiated the first big thaw in American relations with China." The article discusses the removal of barriers to trade and travel between the U.S. and China.

Digital Collections Newly Released or Coming Soon!

最新发布和即将上线的数字合集！

十九世纪作品在线 Nineteenth Century Collections Online

- 科学、技术和医学, 1780年-1925年(第二部分)
Science, Technology and Medicine, Part 2

最新发布！

- 绘制世界: 地图与旅游文学
Mapping the World: A Maps and Travel Literature Collection

- 儿童文学与童年
Children's Books and Childhood

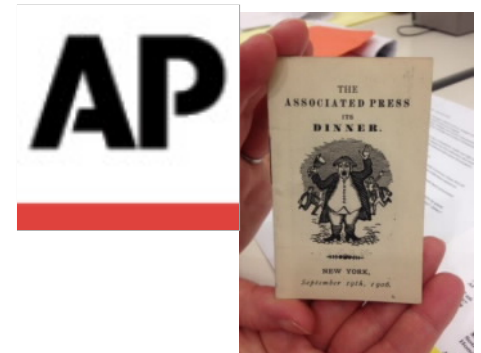
- 宗教、灵性、改革与社会
Religion, Spirituality, Reform, and Society



最新发布！

美国联合通讯社在线典藏 Associated Press Online Archive

- 新闻特写与内部通讯 News Features & Internal Communications
- 华盛顿哥伦比亚特区分社合集 Washington, D.C. Bureau Collection
- 美国城市分社合集 U.S. Cities Bureaus Collection



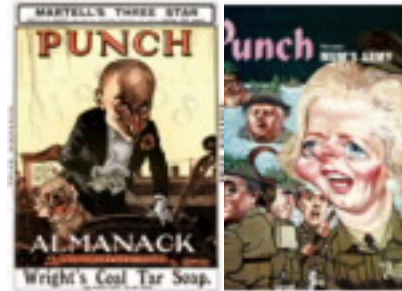
史密森学会在线典藏 Smithsonian Collections Online

- 贸易文献与行业商品 1820年-1923年
Trade Literature and the Merchandising of Industry, 1820-1923
- 世界博览会与展览会: 展望明天
World's Fairs and Expositions: Visions of Tomorrow



New Digital Collections Releasing Soon! 即将上线的数字合集！

《笨拙》杂志在线典藏 1841年-1992年



《独立报》数字典藏 1986年-2012年



英国报纸 第四部分, 1780年-1950年

British Newspapers, Part IV: 1780-1950



现代法律形成系列: 国际原始资料 第二部分, 1600年-1970年

The Making of Modern Law: Foreign Primary Sources, Part II, 1600-1970



However, Not the Ideal Type of Content for Small Screens 但是，不是适合小屏幕设备的理想型资源



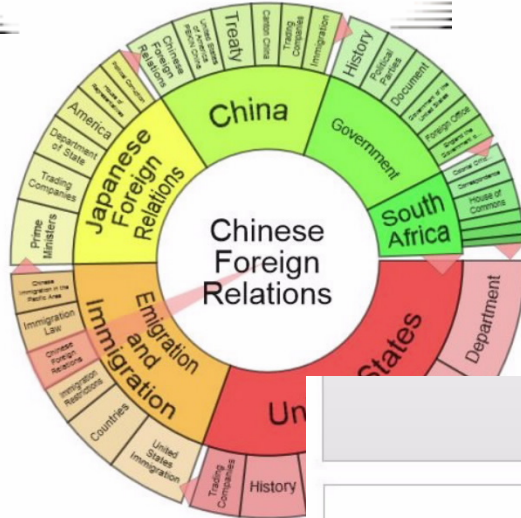
Sophisticated Analytical Tools – Not a Smartphone Strength

复杂的分析工具——非智能手机的优势

Term Clusters

Categories are derived by an algorithm that creates clusters of terms based on the first 100 words of the first 100 search results per category, you will be able to refine your search further.

Search results: Basic Search= chinese immigration

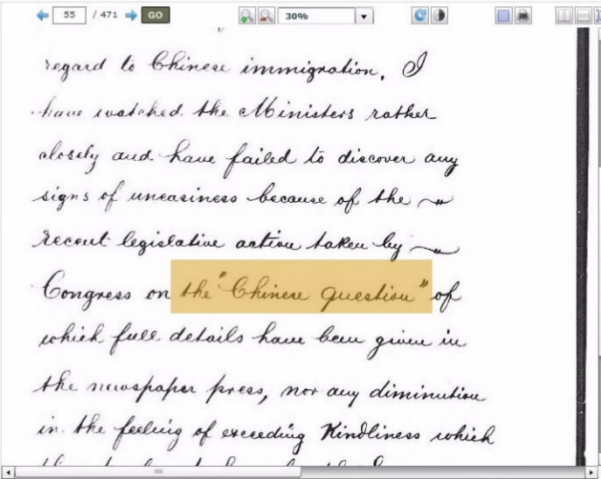


Results for cluster: Chinese Foreign Relations

1. Immigration Restrictions on Chinese Immigration Restrictions on Chinese United States Congress is vested with immigration Attempts of California immigration] [Chinese Foreign Relations Congress]
2. The New Treaty between the United States Sent to the Senate March 19th. Provide immigration for a Period of Ten Years The new treaty between the United States sent to the Senate March 19th provide Chinese immigration for a period Chinese laborer having a lawful... [Chinese Foreign Relations]

May 15 - July 13, 1882

May 15 - July 13, 1882. MS Despatches from U.S. Ministers to China, 1843-1906: Despatches from U.S. Ministers to China, 1843-1906 Volume 60. National Archives (United States). From Nineteenth Century Collections Online



Document Details

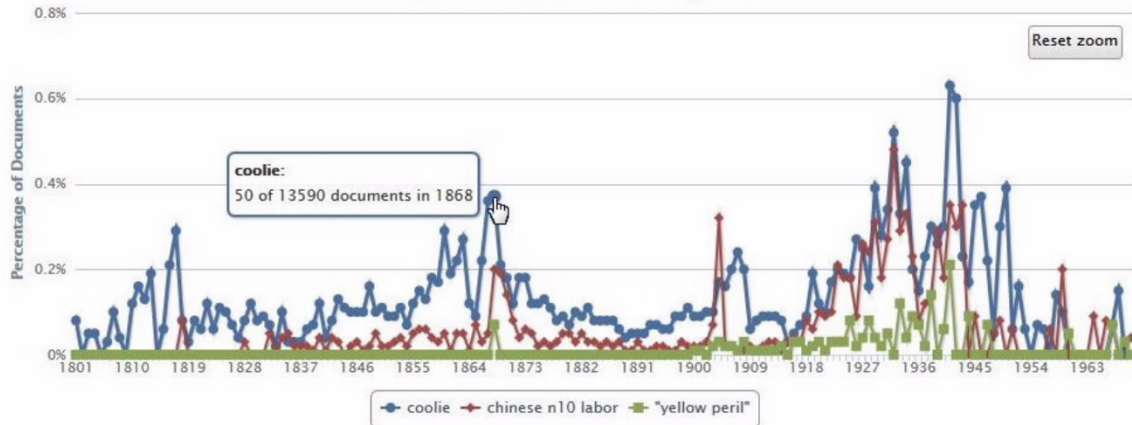
Annotations

Title: The "Chinese Question"

Annotation: Referring to the controversies around the Chinese Exclusion Act of 1882?

Submit Cancel Delete

Popularity: Percentage of Total Documents By Year, 1801-1970
Click a point to view results or click and drag to zoom



Historical Primary Sources

历史原始资源

Gale Digital Collections: 盖尔数字典藏:

- Already compatible with tablets (with the exception of a few products)
已与平板电脑兼容
- Smartphone compatibility probably not a priority
与智能手机的兼容并非重点
- Upgrade image viewer experience to provide even better handling of document images
升级版的图片浏览器可以使您更好地处理文档图片

New Image Viewer
Coming Soon!
新的图片浏览器即将为您呈现!

The image shows two screenshots of the Chatham House Online Archive. The left screenshot displays a document viewer for a letter by John Kewick, dated January 01, 1946. The document text discusses the situation in South East Asia, mentioning the Japanese and the impact of the war. The right screenshot shows a newspaper article from the Daily Mail, dated Thursday, April 15, 1971, titled 'The east is ready'. The article reports on President Nixon's visit to China and the easing of trade barriers. The interface includes search bars, navigation tools, and a table of contents for the document.

- **Not all digital resources are suitable for all mobile devices**
不是所有的数字资源都适用于移动设备
 - Tablets and Smartphones: different strengths and limitations
平板电脑和智能手机:不同的优势和限制
 - Extensive research involving comparing, contrasting, complex queries and analyses are not likely to be conducted on smartphones
扩展研究包含比较、对比、复杂查询与分析, 不适合在智能手机上进行
 - Image-based resources are difficult to browse on a small screen
图片类数据库很难在小屏幕上浏览
- **Different mobile strategies for different products and uses**
不同的移动策略针对不同的产品和使用
 - Responsive design to be implemented where significant smartphone usage is likely
响应式设计在重要的智能手机上使用是可以实施的
 - Where most mobile usage is likely to be from tablets, prioritize mobile accessibility
大部分的移动设备使用来自于平板电脑, 优先为移动设备直接访问
 - Continue to monitor end user feedback and actual user testing to determine future direction
我们将继续记录终端用户的反馈, 并通过实际用户测试决定未来的发展方向

Thank you very much!

谢谢大家！

