



RefMobile

The Impact of Going Mobile!

Martin Blomkvist

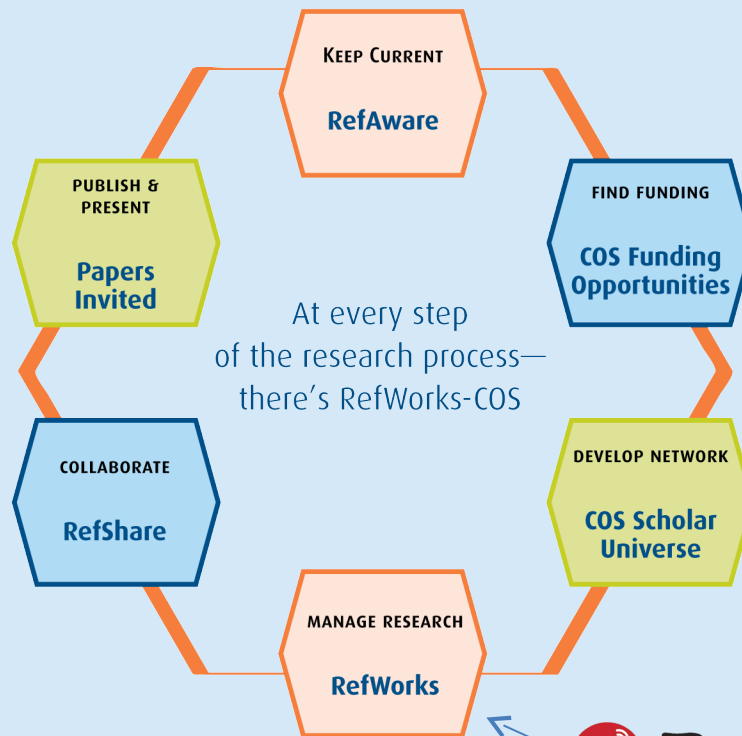
Area Sales Manager at RefWorks-COS and ProQuest

NTNU: Emerging Technologies in Academic Libraries Conference

27th of April 2010

Indispensable tools for research at its best

RefWorks-COS provides tools, data and support for every phase of research, from vetting the first hypothesis to obtaining funding and getting published. All our products are designed to help researchers, faculty and students work at their best and achieve their research goals.



RefMobile
Research on the go!

Background




RefWorks

- RefWorks is web-based software for the management of research materials: citations, full-text articles, bibliographies, and reading lists.
- Key functionalities include:
 - Direct export from 60+ partners (including EBSCO, Scopus, LexisNexis, and Google Scholar)
 - Unlimited storage for full-text attachments
 - Integration with MS Word via Write-N-Cite module
 - Ability to work on-line and off-line





 New Folder



Create Bibliography

 New Reference

 [Additional Information](#)

References > **Testing My List**

References		Folders		Share		1	
References to Use				Sort by		Change View	
<input checked="" type="radio"/> Selected	<input type="radio"/> Page	<input type="radio"/> All					Author, Primary
						Standard View	
Select	Records					Actions	



☐ **Ref ID** 450 Journal Article Reference 1 of 832  [Lap Band; Testing My List](#)    

Authors [Akili,D.](#); [Heidari,M.](#); [Welter,L.M.](#); [Reinhardt,T.A.](#); [Harp,J.A.](#)

Title Characterization of a factor from bovine intestine that protects against *Cryptosporidium parvum* infection

Source [Vet.Parasitol.](#), 2006, 142, 1-2, 168-172, Netherlands



 [View in PubMed](#)
 [Related References](#)

☐ **Ref ID** 213 Journal Article Reference 2 of 832  [새 폴더 만들기; Testing My List](#)    

Authors [Allen,J R L](#)

Title Modern-period muddy sediments in the severn estuary (Southwestern UK) - A pollutant-based model for dating and correlation

Source [Sedimentary Geology](#), 1988, 58, 1, 1

☐ **Ref ID** 243 Journal Article Reference 3 of 832  [새 폴더 만들기; Testing My List](#)   

Authors [Bruton,D.J.](#); [Koch,L.](#); [Repetski,J.E.](#)

Title The Saersnes section, Oslo region, Norway - trilobite, graptolite and conodont fossils reviewed

Source [Geological Magazine](#), 1998, 125, 4, 451

☐ **Ref ID** 463 Journal Article Reference 4 of 832  [Testing My List](#)   

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Resources

- ▶ [RefWorks 2.0 Preview](#)
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Announcements

- ▶ RefMobile puts RefWorks wherever you are! Manage your research wherever you go with RefMobile--on any web-accessible mobile device. [Learn more.](#)
- ▶ RefWorks is on [Facebook](#) and [Twitter](#). Join us now!

Statistics

832 Reference(s)
 5 Folder(s)
 4 Shared Item(s)
 4 Attachment(s)
 3264266 / 209715200 bytes used.

Statistics



1000+	Number of RefWorks institutional customers
45.6%	Annual growth rate for references stored in RefWorks
3M	Number of total registered users
50,000+	Number of new user accounts created monthly
9	Language choices for the interface
0	Number of major competitors with a significant mobile interface

The Mobile Decision



Key Question:

Should this be a development priority?

Answer:

Demographics of our user base required it to be

Why?

- 80% of user population are in higher education
- 50% of these users are students; 50% researchers
- End-users have been asking us for it
- Largest % of our user population are located in North America, Europe, Taiwan, Japan

The Platform Decision



Key Question:

Do we start by building an iPhone application?

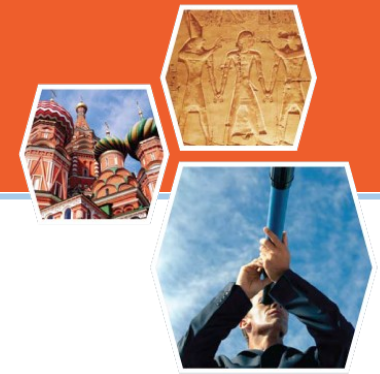
Answer:

No. We start with a mobile device website.

Why?

- iPhone application limited to one platform
- iPhone adoption in our existing marketplace
- Faster development time

Specifications



$$\text{Stick Figure} + \text{PDA} + \text{RefWorks} = ?$$

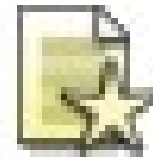
Key Features:



Folders



Search



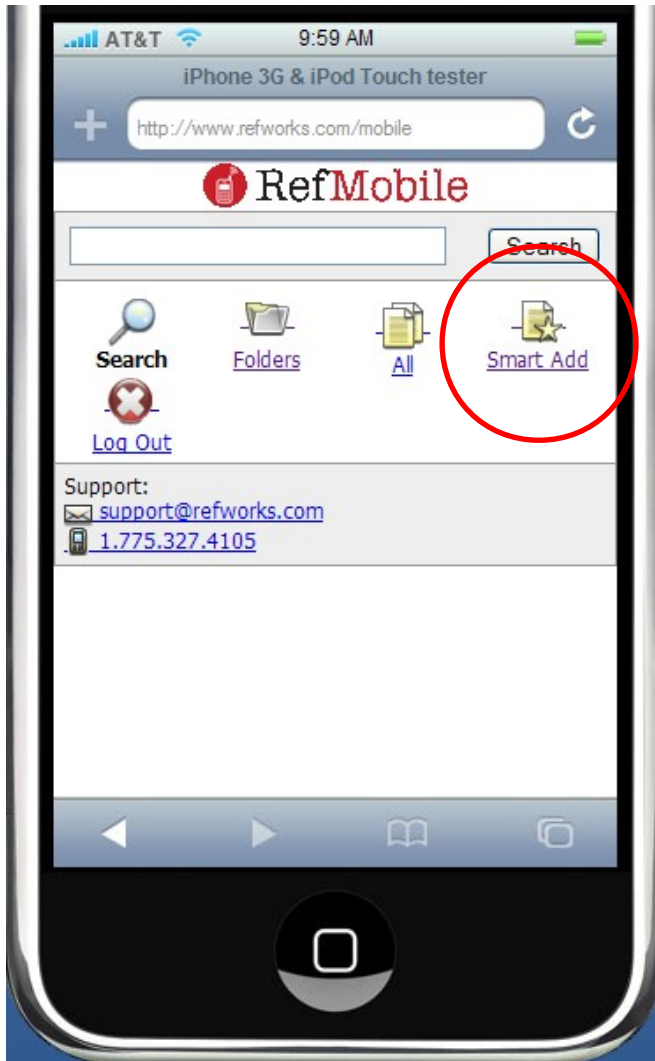
Smart Add

Smart Add

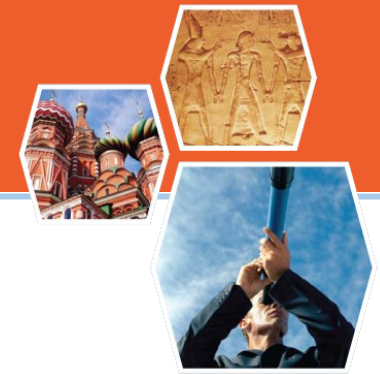


Smart Add locates references by searching the internet based on:

- DOIs
- PubMed IDs
- PubMed Central IDs
- ISBNs
- Other citation metadata:
(author names, publication year, etc.)
- Keyword



Smart Add Feature



PubMed ID

RefMobile [skip to end](#)

"Add a Note"

[Create New Folder](#)

- ☐ Alopecia areata
- ☐ Cancer - Spanish
- ☐ Career Development
- ☐ Charcot-Marie-Tooth
- ☐ Child Development
- ☐ Child Obesity
- ☒ Collagen Type VI-Related Disorders
- ☐ Congenital Malformations
- ☐ Fragile X syndrome
- ☐ Global Warming

[Save](#) **Record**

[Return to Smart Add Results](#)

The Result



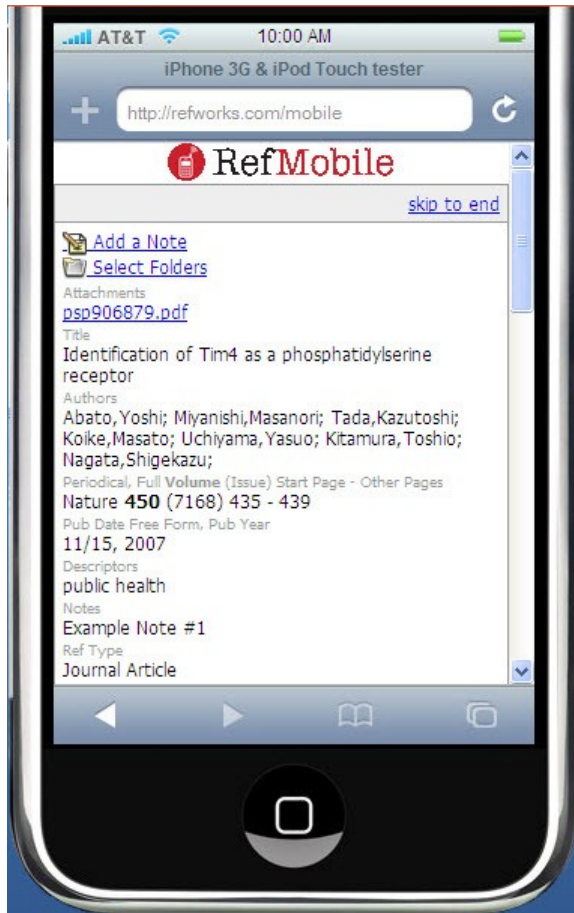
Main Screen



Search
Results



The Result



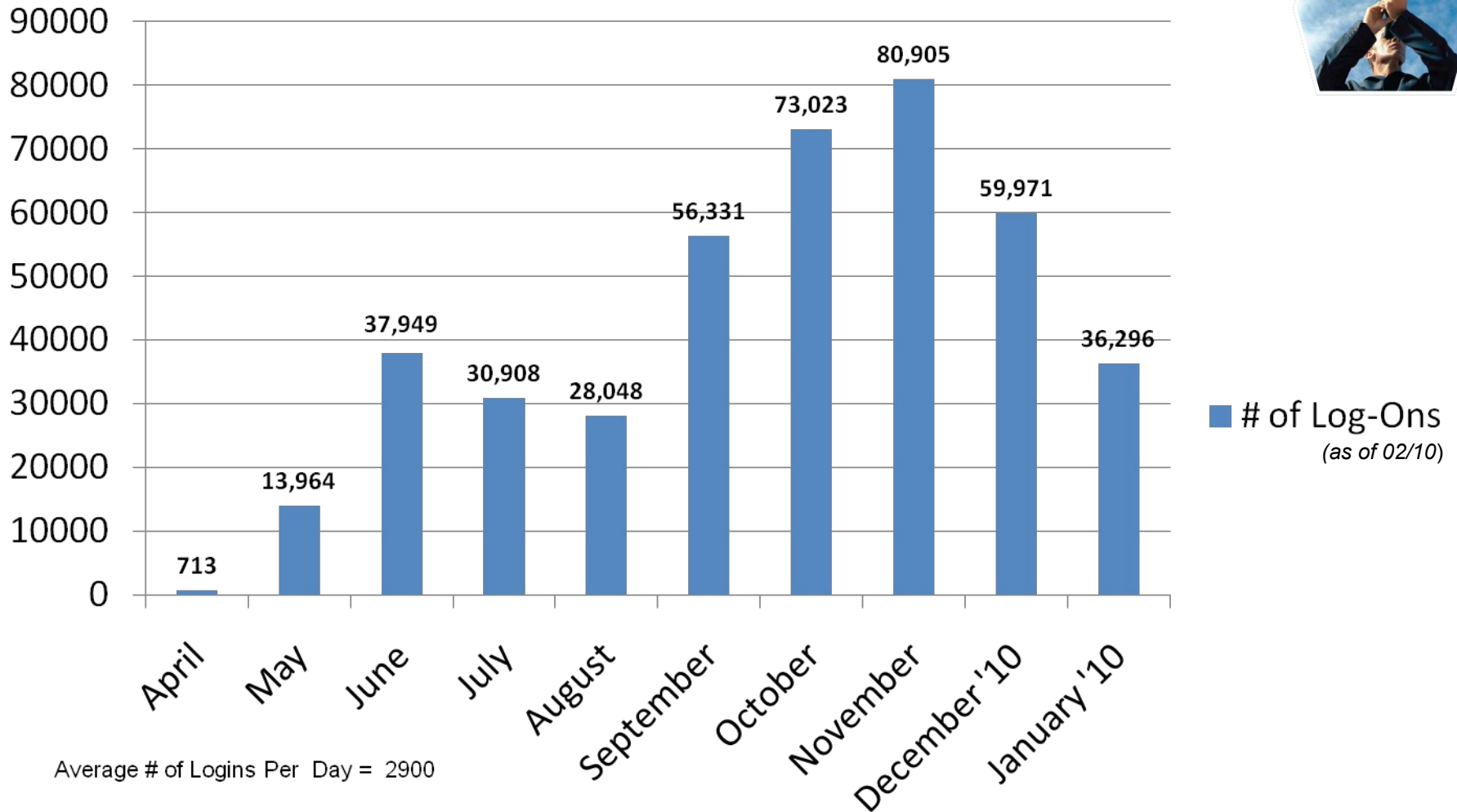
Record View



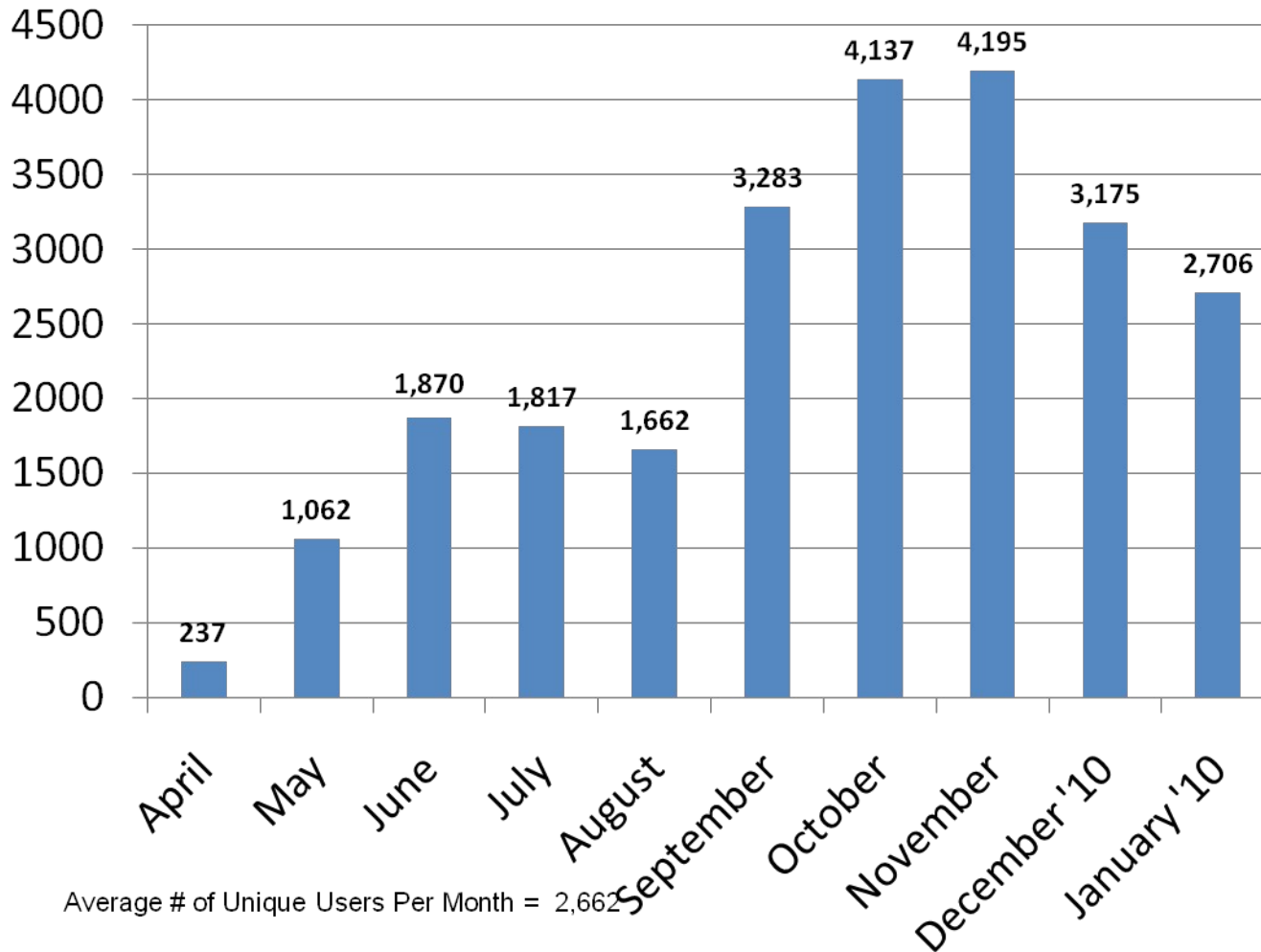
Smart Add



RefMobile Usage



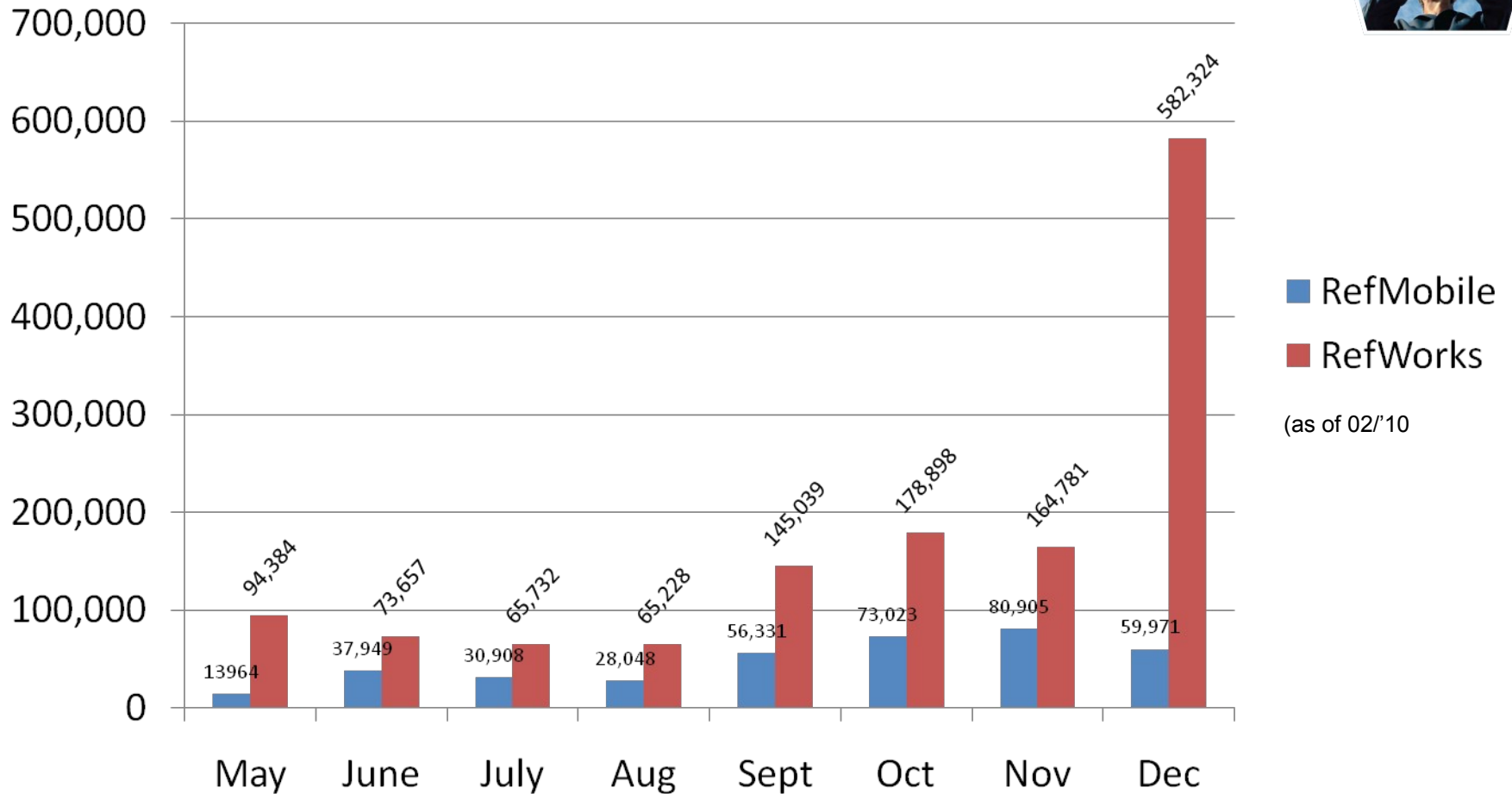
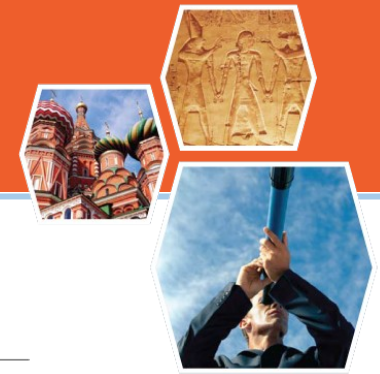
Unique Users



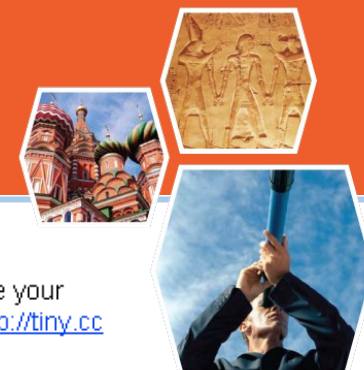
■ # of Unique Users
(as of 02/10)

Average # of Unique Users Per Month = 2,662

RefMobile vs RefWorks



Reaction on Social Media Sites



From **twitter**



[fiulibrarian1](#): check out **RefMobile** via RefWorks access and manage your references, folders & notes from your mobile/smart phone or PDA <http://tiny.cc/syxyQ>



[mariatsciarrino](#): OMG **#Refworks** has a mobile interface now!? Best thing ever.
4 days ago from *Splitweet* · [Reply](#) · [View Tweet](#)



[MyOpenArchive](#): RT [@ProQuest](#): There is 1 desktop reference mgmt svc that has an app for PDA's, but it requires synching. **#RefWorks** is Web-based, no synchi..
9 days ago from *TwitterFon* · [Reply](#) · [View Tweet](#)



[sherriwokey](#): **RefWorks** has launched a mobile interface called RefMobile - for research nerds on the go! yay! <http://bit.ly/Z0oLA> ([expand](#))
about 22 hours ago from *Tweetie* · [Reply](#) · [View Tweet](#)



[pstainthorp](#): RT [@ProQuest](#) **RefMobile** req. group code authen. RefWorks customers have a code - future = Proxy + Shibboleth/Athens authen. **#library** **#vendors**

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[ProQuest](#): **RefMobile** req. group code authen. RefWorks customers have a code -- future = Proxy + Shibboleth/Athens authen. **#library** **#vendors**

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[busuab](#): RT [@ProQuest_ES](#) **RefMobile** es la interfaz de RefWorks para teléfonos móviles y PDAs. <http://is.gd/tStc> ([expand](#)) Pruébalo en <http://is.gd/tTNk> ([expand](#))

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[MyOpenArchive](#): RT [@libraryfuture](#): **#RefWorks** now offers a mobile page - <http://refworks.com/mobile> - I hope a mobile app is coming soon too!

9 days ago from *TwitterFon* · [Reply](#) · [View Tweet](#)

Reaction from Press Coverage

The Distant Librarian: Introducing RefMobile - Windows Internet Explorer

http://distlib.blogs.com/distlib/2009/04/introducing-refmobile.html

RefWorks Launches RefMobile - Windows Internet Explorer

http://newsbreaks.infotoday.com/Digest/RefWorks-Launches-RefMobile-53540.asp

RefWorks-COS

RefWorks Launches ... x Facebook | RefWorksFa...

EcontentMag.com: RefWorks Launches RefMobile - Windows Internet Explorer

http://www.econtentmag.com/Articles/News/News-Item/RefWorks-Launches-RefMobile--53520.htm

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American Library Directory

Boardwalk Empire

Database Trends and Applications

DestinationCRM

EContentMag

start

Research Centers

Content Commerce

Content Creation & Digital Publishing

Content Delivery

Content Distribution

Content Integration

Content Management

Content Security

Digital Asset Management

Fee-Based Information Services

RefWorks Launches RefMobile

Posted Apr 21, 2009

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RefWorks announced the launch of RefMobile, a new interface that enables students and researchers to use the RefWorks web-based research management service via web-enabled mobile phones, smart phones, and personal data assistants (PDAs). The RefMobile interface gives users access to the most commonly used RefWorks functions, including searching their entire RefWorks databases, viewing references by folders, adding and removing references from folders, creating new folders, and adding comments to Notes fields. Users can also import new references to their RefWorks account using the new SmartAdd feature.

(www.refworks.com, www.proquest.com, www.cambridgeinformationgroup.com)

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start

19 Microsoft Office... x

EcontentMag.com... x

Skype™ - csa-tlong

Diane J. Hoffman ...

Microsoft Office... x

RWCOS-1sheet... x

RefMobile Present... x

5:44 PM

Reaction by Clients



RefMobile: RefWorks for Mobile Devices « LibLink - Windows Internet Explorer

http://liblink.wordpress.com/2009/04/23/refmobile-refworks-for-mobile-devices/

MUG » Blog Archive » RefMobile - Windows Internet Explorer

http://blog.bel.virginia.edu/mug/2009/06/03/refmobile/

The Library Channel » RefMobile Now Available: RefWorks for Your Mobile Device - Windows Internet Explorer

RefMobile for RefWorks « What's New @ Loyola's Health Sciences Library - Windows Internet Explorer

http://hslibrarynews.wordpress.com/2009/03/23/refmobile-for-refworks/

RefWorks Announces Launch Of RefMobile - mobilelibraries | Google Groups - Windows Internet Explorer

http://groups.google.com/group/mobilelibraries/browse_thread/thread/5f6fb86d6f5e5c60

RefWorks Announces Launch Of RefMobile - ...

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Recently Visited Groups | Help | Sign in

Google groups

mobilelibraries

Search this group Search Groups

RefWorks Announces Launch Of RefMobile Options

1 message - Collapse all

Gerry View profile More options May 2, 2:34 pm

Bethesda, MD, USA (March, 2009) – RefWorks announced the launch of RefMobile, a new interface that enables students and researchers to use the RefWorks web-based research management service from anywhere, via web-enabled mobile phones, smart phones, and personal data assistants (PDAs).

The RefMobile interface gives users immediate access to the most commonly used RefWorks functions, including searching their entire RefWorks databases, viewing references by folders, adding and removing references from folders, creating new folders, and adding comments to Notes fields. Users can also efficiently import new references to their RefWorks account using the new SmartAdd feature.

With SmartAdd, users simply enter basic identifying information for a publication, such as ISBN number, digital object identifier (DOI) number, partial title, or author and publication year, and SmartAdd searches the Internet for the reference and import it to RefWorks.

"Researchers and students are increasingly on the go, but need to stay highly productive," says Colleen Stempien, Executive Director of Operations for RefWorks-COS. "RefMobile puts RefWorks' world-class research management tools at the fingertips of researchers whenever they need them, wherever they happen to be."

In 2001, the introduction of RefWorks revolutionized bibliographic management by making it accessible from any web-enabled computer.

Home Discussions Pages Files

About this group Apply for group membership

Sponsored links

Get on the Map Show up on local searches on Google & Google Maps. Effective and easy! Google.com/LocalBusinessCenter

Streets & Trips 2010 Relax and Drive With Confidence. The #1 Map and Travel Software! Microsoft.com/Streets

Free ITIL Assessment Tool Improve your IT operations today. Get your Free ITIL tool now. www.ITBusinessEdge.com/itil

start start start 10 Microsof... 6 Internet E... Skype™ - csa... 3 Microsoft ... Microsoft Pow... PowerPoint Sl... Mobile login s... 5:44 PM M

Key Benefits



- Always available – *No more wasted time*
- Fits in your pocket
- Enjoy life and stay productive
- And its **FREE!**
- www.refworks.com/mobile

Thank-You!



- Questions?
- Contact Details

Email: martin.blomkvist@proquest.co.uk