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Chapter 3: What Can You Do with the Mobile Web? Mobile Web Applications

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Abstract

Today, most of us are using our cell phones primarily to download ringtones and check our e-mail, but there is an abundance of truly amazing services we can access through the mobile Web right now. The mobile Web, simply put, is the World Wide Web accessed through a mobile device, ranging from a cellular phone to an iPod Touch. It includes the entirety of the Web and is not limited to Web sites that are specifically designed for mobile viewing. The mobile Web is the Internet for the small screen and therefore delivers many of the same rewards as its desktop counterpart—constant connectivity, location-awareness, limitless access and interactive capabilities. Mobile Web users are faced with finding made-for-mobile content by either guessing the addresses of favorite destinations' mobile versions or using a search engine, which may or may not present the mobile site at the top of the results list. The mobile Web is still evolving, and this is an exciting time of early development, but some hurdles still need to be overcome. This paper examines the constitution of various components of the mobile web and explores how they can and have been utilized by librarians.

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The mobile web refers to browser-based World Wide Web services accessed from handheld mobile devices, such as smartphones or feature phones, through a mobile or other wireless network. Traditionally, the World Wide Web has been accessed via fixed-line services on laptops and desktop computers. However, the web is now more accessible by portable and wireless devices. Early 2010 ITU (International Telecommunication Union) report said that with current growth rates, web access by people on the go – via So the mobile web is about two times bigger in terms of raw traffic, and it is growing faster than the mobile app world, which will also make sense in a sec when we talk about apps. This is Morgan Stanley data. I think they're using comScore as one of their sources, and there's another one that backs this up as well. Those types of things, if you can provide value off of that that you could not do through a mobile website, okay. By the way, the mobile web provides a lot more features and functionality than many folks often think it does. I'll link you to another great piece (What the Web Can Do Today) that was on Hacker News the other day that has just a great chart of all the things that you might want to be able to do and whether they're supported on mobile web or app or both.