

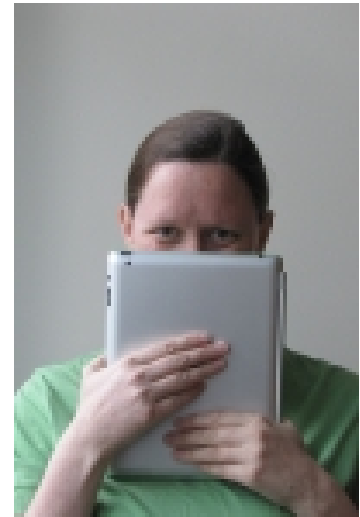
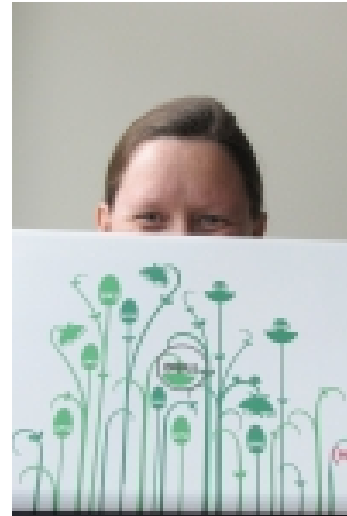
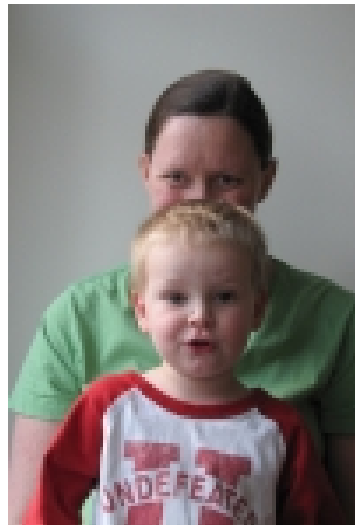
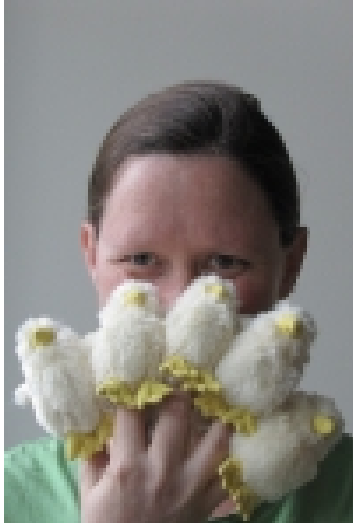
What's "App"ening?

The World of Mobile Apps for Children

Francesca de Freitas,
Children's Librarian, VPL
BCLA, 2012



Hello!



Plan for today

- What are apps?
- Let's look at lots of shiny things!
- Discussion: How do we feel about the shiny things?
- What challenges do parents face?
- Discussion: What can we do to help?
- Example: Richmond Public Library
- Areas of interest we haven't covered
- How do we keep informed?

Whose needs are we considering?

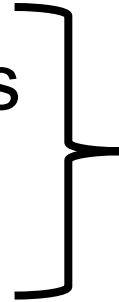
Preschool children and their parents and caregivers

Also keep in mind:

- School age children
- Teens
- Families with special language needs
- Families with special accessibility needs

What are we talking about?

- Picturebook eBooks
- Rich eBooks
- Online eBooks



eBook

a book that can be read on an electronic device

- eBook Apps
- Picturebook Apps
- Games



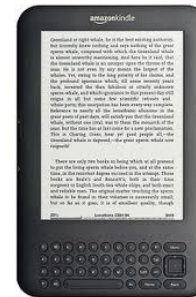
App

an application that runs on a mobile device

Electronic Devices



Computers



eReaders



Laptops



Smart Phones



Netbooks

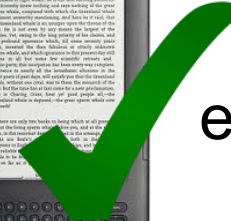


Tablets

eBooks



Computers



eReaders



Laptops



Smart
Phones



Netbooks

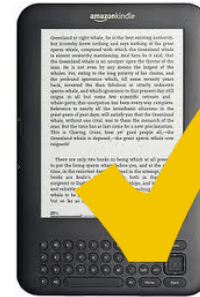


Tablets

Apps



Computers



eReaders



Laptops



Smart
Phones

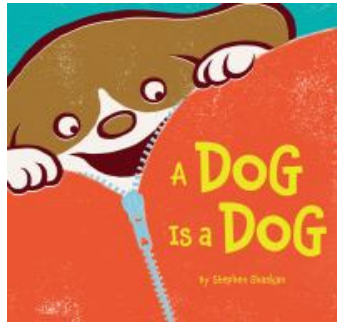


Netbooks



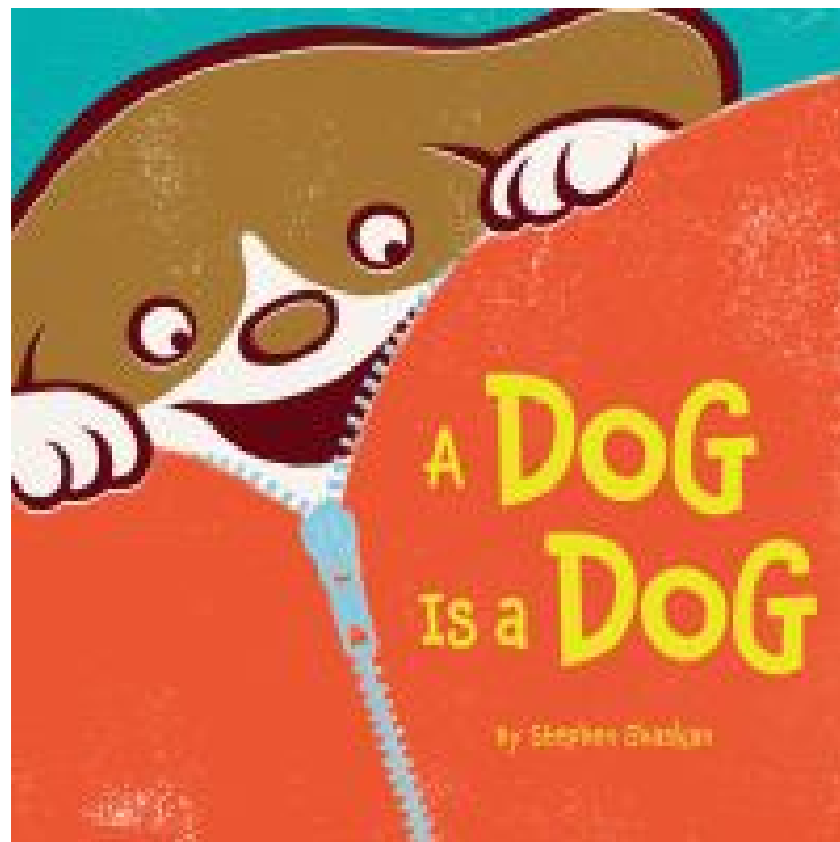
Tablets

Shiny (and not so shiny) things!



A Dog is a Dog - Free through library

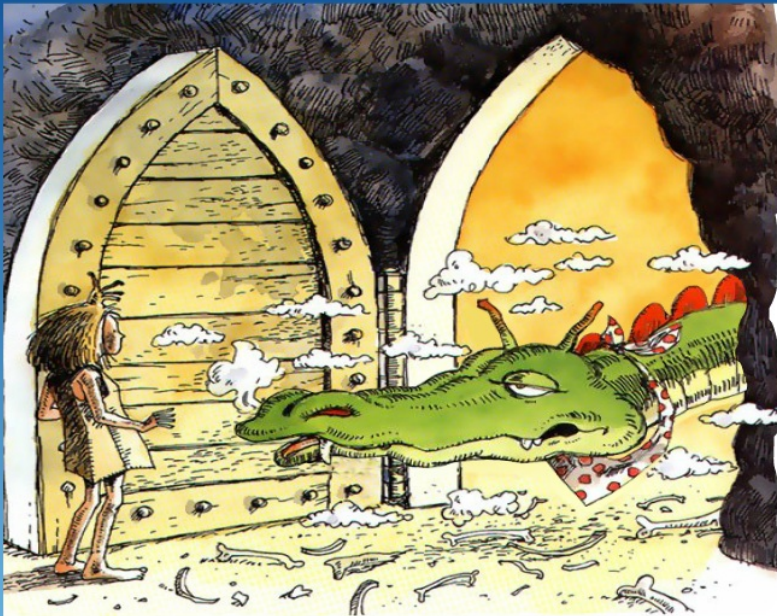
- Picture book converted to an ebook
- Not designed for electronic use
- Formatted differently on different devices



Tumblebooks - Free through library

- Optional narration
- Word highlighting
- Some animations
- Word selection

TUMBLEPAD



She came to a big cave. The cave had a big door, in the middle of the door was a big knocker.

Elizabeth took a hold of the knocker and went 'BONG, BONG, BONG, BONG'.

The dragon opened up the door, 'CCREEEKKK' stuck out its enormous big head and said, "Go away. I have already eaten one first grade, two second grades, three third grades and a day-care centre;

Come back, I will eat you tomorrow".

Help
Off

Word
Help

Speaker icon

Auto

Manual

Navigation arrows

Five Little Pumpkins - \$5.99

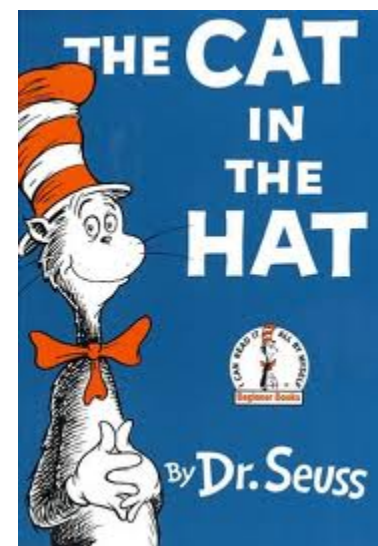
- Narration
- Word highlighting
- Animations
- Zoom in and out
- Interactivity



The Cat in the Hat - \$3.99

- Read to me
- Read it myself
- Autoplay

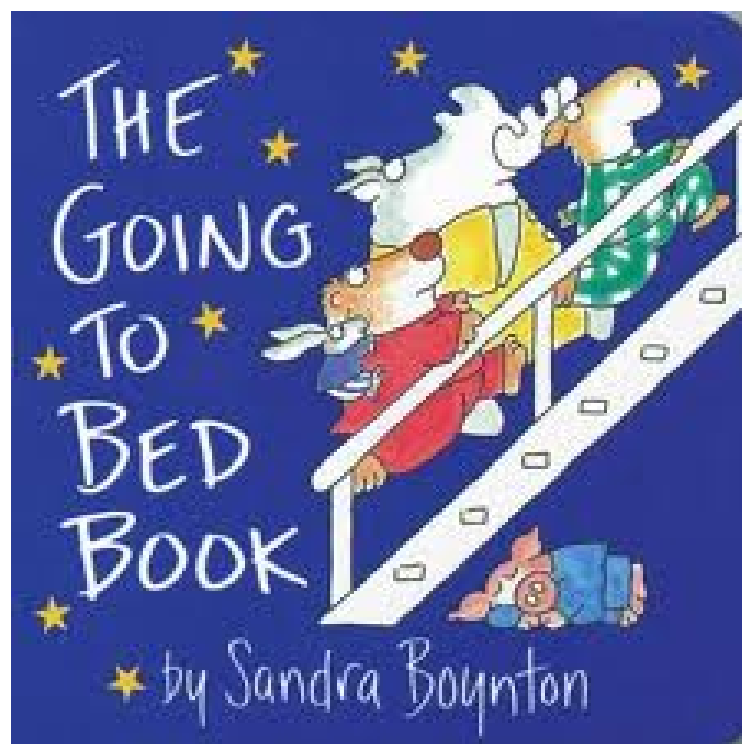
- Optional narration
- Word highlighting
- Word and object selection



The Going to Bed Book - \$3.99

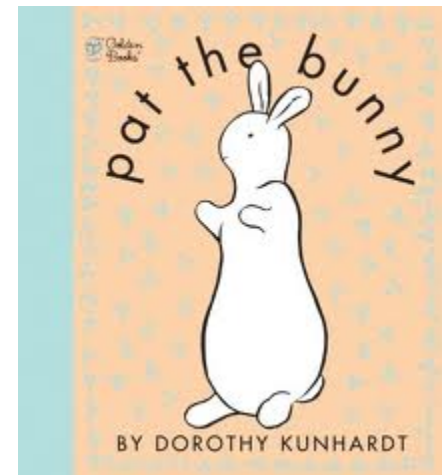
- Read to me
- Read it myself

- Optional narration
- Word highlighting
- Word selection
- Interactivity



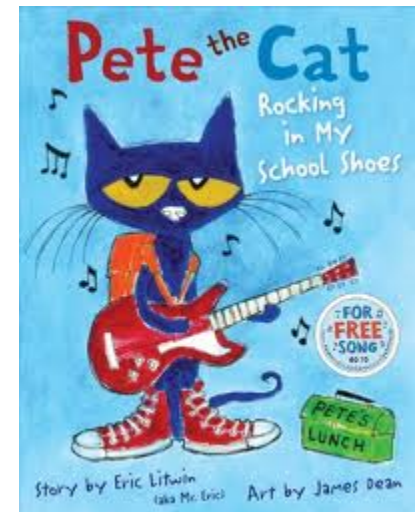
Pat the Bunny - \$4.99

- A few pages replicate the book
- Significant new material
- Painting mode
- Seasonal updates



Pete the Cat: School Jam - \$0.99

- Game rather than story
- Features characters from the books
- Attempt to interact with physical books



The Wheels on the Bus HD - \$1.99

- Follows song verses
- Multiple languages
- Record your own voice



3 Little Pigs - \$5.99

- Linear narrative
- Multiple child voices narrate
- Story requires child to further the action
- Read by Myself option is difficult



Nighty Night! - \$2.99 + \$0.99

- Multiple languages
- Different versions for different devices
- Additional animals added



Elmo Loves ABCs - \$4.99 + \$0.99

- Clear literacy goals
- Simple explanations for children to follow
- Reports for parents
- Ability to lock purchase buttons



Squiggles! - Free

- Storytelling through art
- eBooks secondary to drawing



Talking Tom Cat - Free (+ \$0.00 +\$∞)

- Ads
- Sends emails to random people
- Ads
- Can charge your credit card for Man United away strip
- Ads
- Mean to cats



Crappy apps

"Designing Children's game and apps for Tablets is a lot like when Celebrities write Children's books. You don't need a lot of skill to do it, but it makes you feel like you contributed."
Rudee66, 2011

Benefits

- Engaging - kids enjoy them
- Cheap - between \$0 - \$6
- Easy to obtain once you have the mobile device
- Transportable
- Multiple languages
- Voice recording
- Expose kids to key literacy concepts

Concerns

- Used as babysitters
- Excess screen time for young children
- Electronic experiences replacing physical reading experiences
- Quality content hard to define and to find
- Entertainment instead of education
- Imaginations aren't necessary
- Don't provoke emotional responses

Storytellers

"I dislike all e-readers but I particularly loathe so-called picture books on e-readers. They are not books. They are low class entertainment that will dumb down kids and wreck their futures as clever, imaginative, empathetic, psychologically secure, focussed human beings. I will not let my grandchild near them, nor will I allow apps to be based on any of my books, in spite of pleadings from companies around the world. How can bells and whistles claim to replace emotional responses to words? It's all garbage. Just because it's the latest thing doesn't mean it's the best. It's the worst."

Mem Fox, 2012

Storytellers

"I still love print books. I love the weight of the book in my hand and the paper. I just started my next book, and I try to do at least two books a year. The whole "e-book thing" is coming, but it's not here yet. But I look at the talk about the superiority of printed books to books on screens as almost a fetish. When Gutenberg came along, people probably said the same thing about scrolls. Or even earlier: "I just miss the weight of that clay tablet in my lap!" Storytelling has been given a new form, and someone in my position is going to be excited about that."

Dan Yaccarino, 2012

Discussion

Do we rejoice in a new way of reading, or do we cringe at children's diminishing contact with physical books?

Do apps remove the need for imagination, or provide a new way to experience stories?

Do we compare apps to storybooks or to games?

Suck it up!

"Your feelings about devices aside, there are parents who are giving their children access to them, regardless of whether they should or not. And there are companies that are providing content for these devices for children to interact with, regardless of whether that's a good idea or not."

Jeremy Greenfield, Digital Book World, 2012

Help!

YOGIPLAY™

Confident parenting on your mobile device

Parents, [Login here](#) or [Sign up now!](#)



How It Works

Apps

About Us

Developers

Parents want a safe, fun, educational mobile experience for their children.

I want to know how my kid is learning on my mobile phone!



I want my kid to have fun!



I want the best learning apps for my child!

What challenges do parents face?

- Apps are not curated
- No common rating system
- Categories are strange
- Confusing educational claims
- Bad apps
- Dodgy review sites
- Apps can be difficult to identify
- Risks (bandwidth, credit card charges, wifi)
- Hidden costs (internal purchases, multiple devices)

Discussion

What roles or responsibilities do libraries have to support parents and kids in this new technology?

What can we do to help?

- Make mobile devices and apps available in the library
 - Establish criteria for evaluating apps
 - Developmental appropriateness
 - Balance
 - Sustainability
 - Parental involvement
- (Source: Cynthia Chiong, A Matter of App)
- Maintain lists of recommended apps
 - Talking to parents about how to use apps to promote literacy, learning, and creativity
 - Digital storytimes

Richmond Public Library's iPad pilot

- Started early March, 2012
- 8 iPads into their main branch's Kid's Place
- 79 apps, cost from \$0-\$5 each
- Replaced aging desktop computers

Richmond Public Library's 79 apps

Educational

1. Farm Animals by Photo Touch
2. iWriteWords
3. Bats Flurry Fliers of the Night
4. Presto Bingo Shapes
5. Ultimate Dinopedia
6. Fantastic World of Dinosaurs
7. elias MATCH
8. Drawing for Kids
9. Coloring with Pocoyo and Friends
10. Interactive Alphabet
11. Fish School HD
12. My First Puzzle: Aliens
13. Monkey Preschool Lunchbox

Games

14. Creationary (Lego)
15. Where's Waldo?
16. Bumpy Road
17. Pirate Scribblebeard's Treasure with Oscar & Josephine

18. Create a Car
19. My Playhome
20. Snakes and Ladders
21. Mole Mash (Max & Ruby)
22. Pigeon!
23. Super Why!
24. Roxie's Amazing Vacation adventure
25. Cars in sandbox
26. Trafficville HD
27. Rail Maze Pro HD
28. Puffle Launch
29. Sprinkle: Water

Music

30. Musical Me
31. Dr. Seuss Band
32. LEGO Duplo Jams

Book Tie-ins

33. Olivia the Great
34. [Elmo Loves ABCs](#)
35. Another Monster at the End of This Book

36. Toy Story 3 Read Along
37. Five Little Monkeys Jumping on the Bed
38. Cinderella by Nosy Crow
39. [The Three Little Pigs by Nosy Crow](#)
40. Bizzy Bear on the Farm
41. Moo Baa La La La
42. Barnyard Dance
43. Thomas and Friends: Day of the Diesels
44. Thomas and Friends: Misty Island Rescue
45. Cars 2 World Grand Prix Read and Race
46. Bunny Fun: Head, Shoulder...
47. [Pat the Bunny](#)
48. Go Away Big Green Monster
49. The Poky Little Puppy
50. Harold and the Purple Crayon
51. Roxie's Door
52. Pop out the tale of Peter Rabbit
56. - 79. [Dr Seuss Titles](#)

Richmond Public Library's results

- Public reaction very positive
- Easier for kids, parents, and staff to use
- Cheaper to purchase
- Easier to maintain and keep current
- More relevant for parents
- Staff excited to see public reaction and to learn
- Fulfilling a role the library can play in changing times - the community looks to the library to advise them

Plan to purchase 10-12 devices for the branches, then look at school-age and YA stations.

Total cost for pilot: \$9,000

See RPL's apps in action

Richmond Public Library invites you to take a tour of their Brighthouse branch, including the iPad stations in the Kid's Zone.

Tours are Saturday, May 12, 9-10:30, meet at the Sheraton Lobby, register at the BCLA registration desk.

Areas of interest we haven't covered

- Apps as assistive technology
- App gap
- Preparing kids to use apps at school
- Teens and mobile devices

Resources for keeping informed

App reviews, and general information:

- School Library Journal - Touch and Go Blog
<http://blog.schoollibraryjournal.com/touchandgo>
- A Matter of App
<http://childrensappreview.blogspot.ca/>
- Wired.com - GeekDad blog <http://www.wired.com/geekdad/>
- Common Sense Media, community reviews
<http://www.commonsensemedia.org/mobile-app-lists>

Resources for keeping informed

Research

- Joan Ganz Cooney Center (Sesame Workshop)
<http://www.joanganzcooneycenter.org/>
- Fred Rogers Center
<http://www.fredrogerscenter.org/>

Apps in libraries

- ALSC Blog, Technology Category
<http://www.alsc.ala.org/blog/category/technology/>

Thank you to:

- Sara Amon - Vancouver Public Library
- Tess Prendergast - Vancouver Public Library
- Kelly Clark - Vancouver Public Library
- Susan Walters - Richmond Public Library
- Virginia McCreedy - Richmond Public Library
- Liam Ghesquiere - User experience tester
(and toddler)

Credits

Chiong, Cynthia. n.d. The Ratings, A Matter of App. <http://childrensappreview.blogspot.ca/p/ratings.html>

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Yaccarino, Dan. 2012. Medium Cool: Talking about e-Books with Dan Yaccarino. The Horn Book Magazine. March/April, 2012. <http://www.hbook.com/2012/03/authors-illustrators/interviews/medium-cool-talking-about-e-books-with-dan-yaccarino/>

YogiPlay. <http://www.yogiplay.com/>

Credits

Images

Green, yellow checks, red X: Public Domain images from https://commons.wikimedia.org/wiki/Main_Page

Device images: Google Images public domain image search

Book cover images from Amazon.com

App icon images from AppleStore

Richmond Public Library – Preschool iPad Stations

For further information on the iPad stations, please contact Richmond Public Library:
<http://www.yourlibrary.ca/content.cfm?lev1=131>

LIST OF APPS INSTALLED (May 8, 2012)

\$0.00 - \$4.99, with most in the lower price range

Educational

1. Farm Animals by Photo Touch
2. iWriteWords
3. Bats Flurry Fliers of the Night
4. Presto Bingo Shapes
5. Ultimate Dinopedia
6. Fantastic World of Dinosaurs
7. elias MATCH
8. Drawing for Kids
9. Coloring with Pocoyo and Friends
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Richmond Public Library – Preschool iPad Stations

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48. Go Away Big Green Monster

49. The Poky Little Puppy

50. Harold and the Purple Crayon

51. Roxie's Door

52. Pop out the tale of Peter Rabbit

Dr. Seuss

53. The Big Brag

54. The Bippolo Seeds

55. Dr. Seuss's ABC

56. Green Eggs and Ham

Richmond Public Library – Preschool iPad Stations

57. The Cat in the Hat
58. The Cat Comes Back
59. The Foot Book
60. Fox in Socks
61. Gertrude McFuzz
62. Green Eggs and Hams
63. Happy Birthday to
64. Hop on Pop
65. Horton Hears a
66. I Can Read with my eyes closed
67. If I ran the zoo
68. The Lorax
69. Mr. Brown
70. Oh Say Can You
71. Oh, the Places You Can Be
72. Oh, The Thinks You Can Think
73. One Fish Two Fish
74. The Sneetches
75. There is no place like
76. There's a Wocket in my pocket
77. You're Only Old Once
78. What Was I Scared of
79. Yertle the Turtle