

**Poster Submission:****Rapid use study of the iPad on a campus bus**

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**Poster Abstract:**

The context of the mobile computing user is a significant and important consideration in the design of mobile applications for information access. This paper takes as its departure point the adage that “mobile access means information anywhere at any time on any device.” There is a problem with this adage, as a recent article on urban computing points out, information access occurs in a specific place, at a specific time, and on a specific device (Hansen & Grønbæk 2010). The authors are compelled to articulate this point to underscore the importance of the mobile user being situated “within a physical and digital context, which changes as we move about or engage in different activities” (p195). It is theorized that these activities within a physical context impact the ways we would search for information. This research seeks to understand in a qualitative sense the impact of context on information needs in urban computing environments.

This poster presents the results of a study that inquired into the use of the iPad on a campus bus. Poster will include a review of the urban computing literature with a focus on appropriate methodology, followed by the research design and data analysis.

The specific research questions investigated here include:

*What are the use characteristics of the iPad in an urban environment like the campus bus line? Is the iPad really a mobile computing device? Are mobile computing tools truly useful in mobile contexts? Does the iPad adequately meet the mobile information needs of urban bus passengers?*

**Works Cited**

Frank Allan Hansen and Kaj Grønbæk, 2010. “UrbanWeb: a Platform for Mobile Context-aware Social Computing,” in HT ’10 June 13-16, 2010, Toronto, Ontario, Canada.