

QR Codes in Libraries: Beyond Signage

Megan Kocher and Jenny Veile
University of Minnesota Libraries

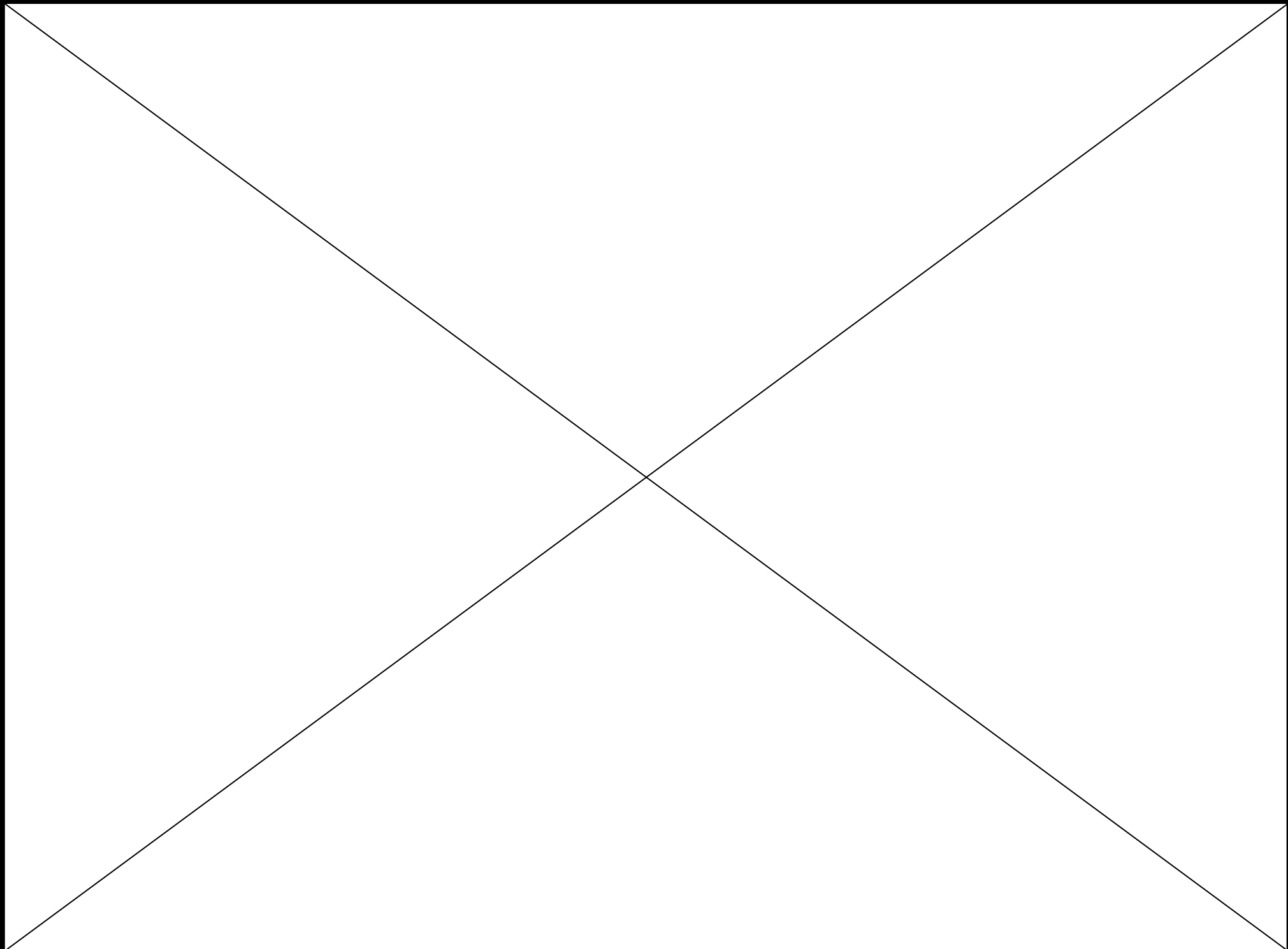
ARLD Day
Friday, April 29 2011



QR Codes in Libraries: Beyond Signage



- What Are QR Codes?
- Why QR Codes?
- Concerns/Considerations
- Inspiration
- Our Plan
- Q & A



Google Kills Off Those Little Square Codes You Scan With Your Phone

Matt Rosoff | Mar. 31, 2011, 3:11 PM | 🔥 6,234 | 💬 19

Marketers embracing QR codes, for better or worse

By **Umika Pidaparthi**, Special to CNN

March 29, 2011 -- Updated 2024 GMT (0424 HKT) | Filed under: **Mobile**

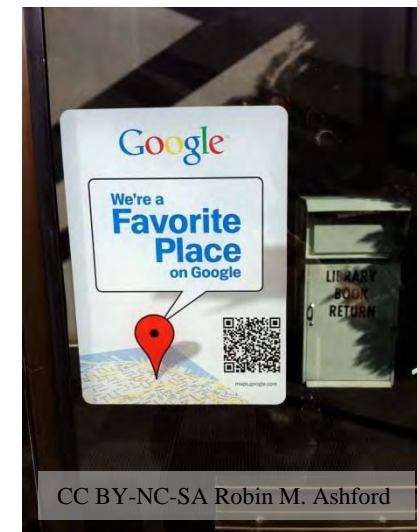
Survey reveals enthusiasm for QR codes

Author: By Brad Girtz | 04 April 2011

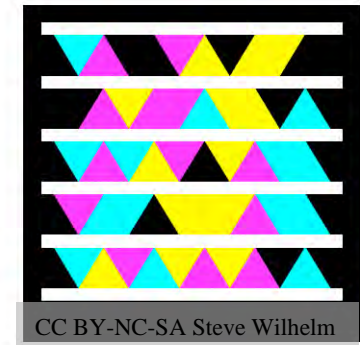
Microsoft Tag alive and flourishing

Written by Harry Fairhead

Tuesday, 05 April 2011 13:55



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What are QR Codes?

QR CODE

[KYOO-AHR KOHD] -NOUN

(QUICK RESPONSE CODE) A 2D MATRIX BAR CODE CAPABLE OF STORING UP TO 4,296 ALPHANUMERIC OR 7,089 NUMERIC CHARACTERS.

1994

DENSO
WAVE

CREATES

QR CODES

It all began
in Japan

Denso Wave Inc. created
QR (quick response) codes
for tracking vehicle parts.

This was the start of the
QR invasion in Japan.



SCAN THE CODES FOR MORE INFO

What are QR Codes?

- URLs
- Text
- SMS text messages
- Contact information
- Events
- Social media links
- Videos



CC BY Clever Cupcakes

How Do I Make a QR Code?



QR Code Generators

- Kaywa
- bit.ly - also a URL shortener; tracks hits
- Delivr - can track hits
- QRStuff - many colors and options; payment required for some options
- Many many more...



Concerns & Considerations

- Exclusivity
- Lasting impact
- Staff time
- Ugliness



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University of Minnesota Student Ownership of Smart Phones

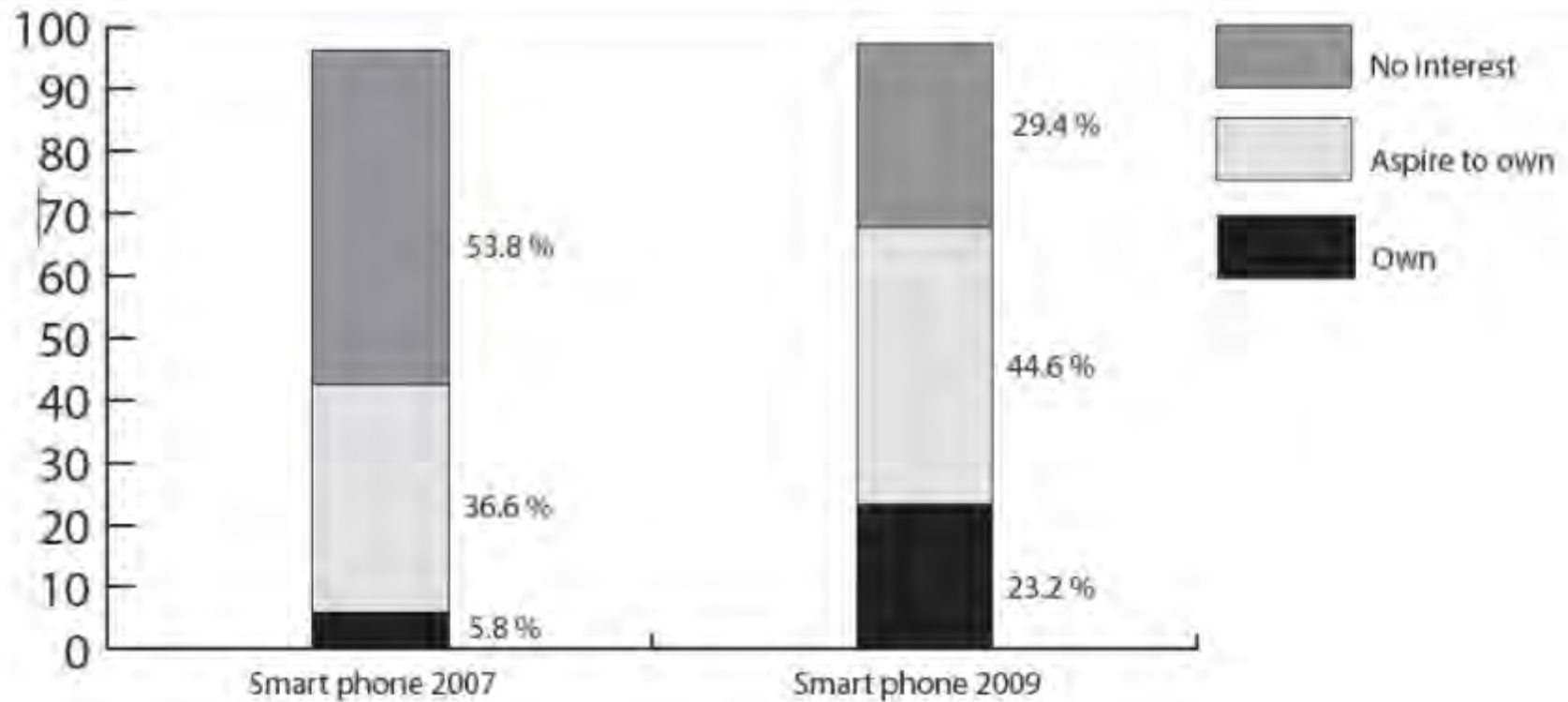


Figure 8: Student ownership of smart phones, by percent

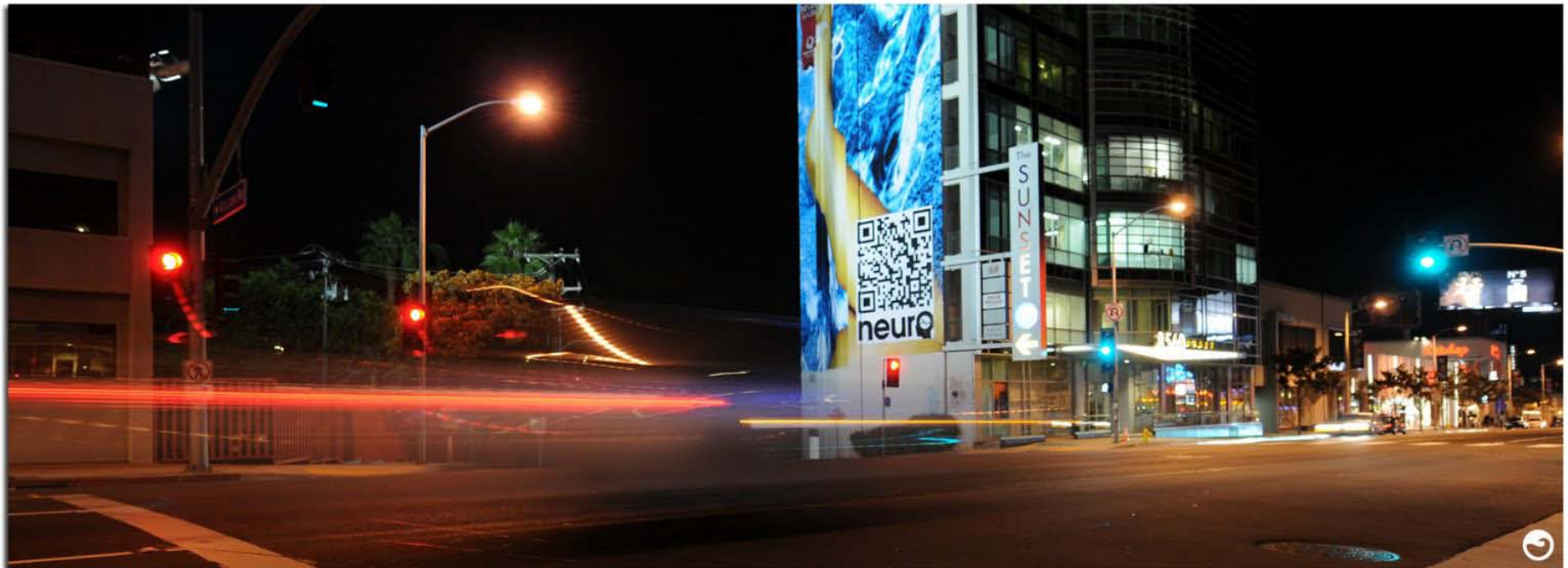
Walker, JD. Jorn, Linda. (2009) *21st Century Students : Technology Survey University of Minnesota Twin Cities*. Retrieved from http://www.oit.umn.edu/prod/groups/oit/@pub/@oit/@web/@evaluationresearch/documents/content/oit_content_177146.pdf

Why QR Codes Now?

Our students are using them.



Inspiration for the Future

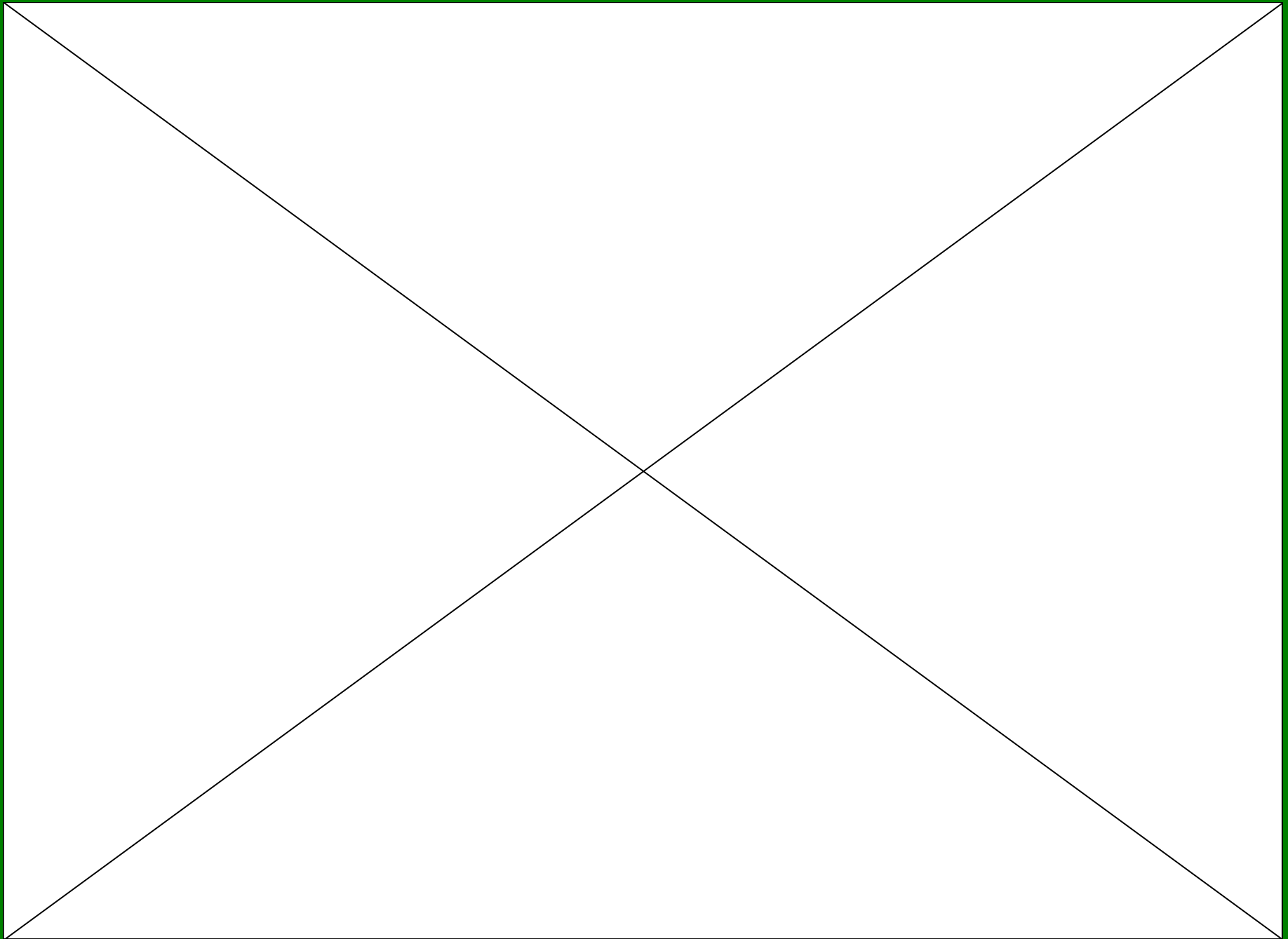


Calvin Klein Anti-Censorship Marketing



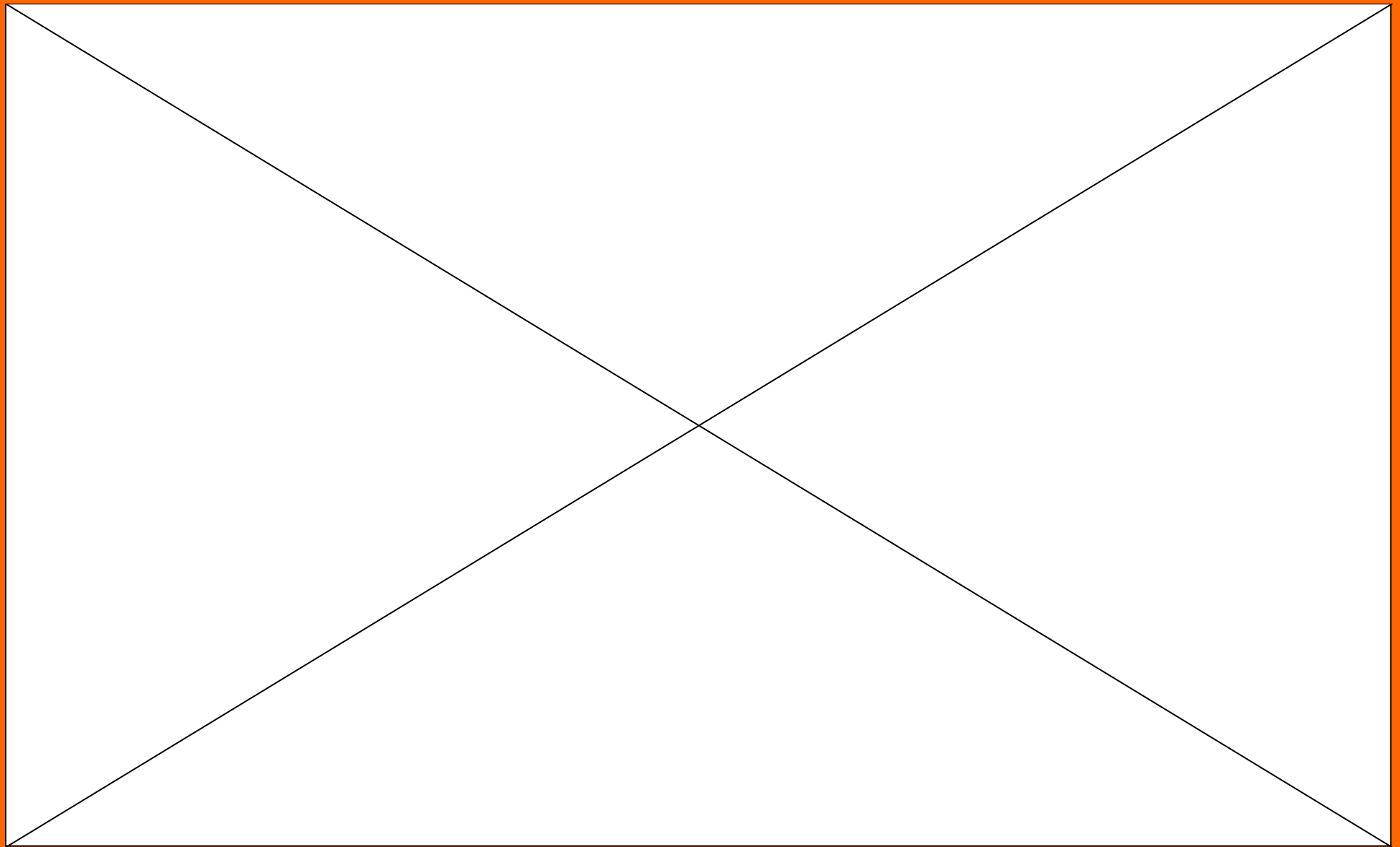


NYC Central Park on Arbor Day





QR-COWde: Interactive Cow on Parade



1st Bank Project Gutenberg

FREE BOOKS



Treasure Island
Robert Louis Stevenson



Moby-Dick
Herman Melville



The Art of War
Sun Tzu

1. Using your smartphone, photograph the QR code above the free book you want to read (if you don't have a QR reader on your phone, download one at beetagg.com).
2. Download your chosen book and enjoy a free read on us.
3. No camera? No worries. Just visit efirstbank.com/books to download your book.

We're here to help you save.

1STBANK

efirstbank.com

Member FDIC

What Are Other Libraries are Doing?



OskiCat UCB Library Catalog

Quick Search More Searches Find Articles Course Reserves Renew Items Questions?

START OVER SAVE RECORDS BASIC DISPLAY BACK TO RESULTS MODIFY SEARCH MORE LIKE THIS ANOTHER SEARCH VIEW SAVED CLEAR SAVED

Keyword(s) click long now Entire Collection Search

4 results found. Sorted by relevance | 0/0 | 0/0

Search History

Result page

Author Brand, Stewart

Title **The clock of the long now : time and responsibility / Stewart Brand.**

Impermanent link for this record: <http://catalog.berkeley.edu:80/00001-01243000-01>

Search MORE LIBRARIES

UC LIBRARIES AND BEYOND

Google books

Text/SMS Book Information

Select location to text:

@UCB38.873.1999 Muffin: AVAILABLE

Cell provider:

Your 10 digit number:

(example: 5101234567)

Note: Provider charges may apply. SMS must be enabled.

Don't see your cell provider? [Let us know](#)

Get Book Info via QR Code

QR Coding the Collection





Search the library from your phone

Having trouble finding what you're looking for?
Scan this QR code with your smart phone to go directly to the library catalog.
New to QR codes? Search for "QR code reader" at the app store.



Virtual Library Tours

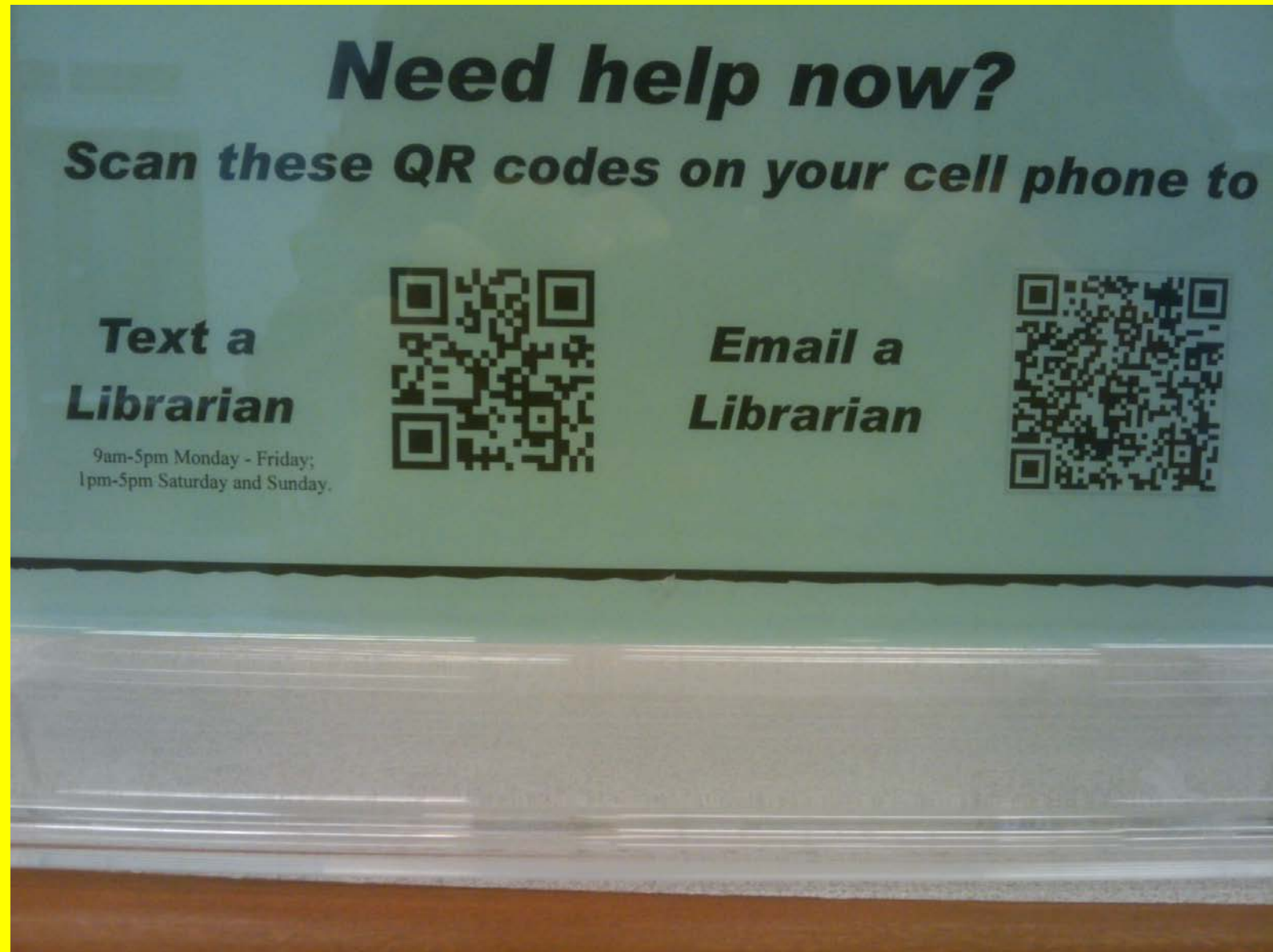
RULA
Ryerson University Library & Archives



MISSED THE
LIBRARY
TOUR?
NO PROBLEM!
TAKE THE
AUDIO TOUR
ONLINE!

<http://www.ryerson.ca/library/info/libtour.mp3>

Improving Reference Away Signs



Mobile Website Promotion





LÅNERKORT



Århus Kommunes Biblioteker · www.aakb.dk

Science Quiz Bowl

Sunday, April 10, 1:00-8:00pm

A friendly CSE Week competition hosted by
the Mathematics and Science & Engineering Libraries!

Got Trivia?

Form a team with four CSE students and **sign up** for the **Science Quiz Bowl** by **April 6!**

The tournament is limited to 32 teams, so register now!

Want Prizes?

$P = F R$

Register by April 6 at

<http://sciweb.lib.umn.edu/sciencequizbowl>

For more information contact Kris Fowler at fowler013@umn.edu or
IM screen name: **ummathlib**.

- Follow us on Facebook: **U of MN Science Quiz Bowl**
- Follow us on Twitter: **@sciencequizbowl**

Scan this QR code to register



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