QR Codes: Pushing the library out or bringing the world in?

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Outline

- What is a QR code
- Potential Uses
- Application to the Library
- What are others doing?
- Case study Wintec Library
- Future potential



The QR Code

- QR Codes are 2D barcodes that contain large amounts of information. They can be read both horizontally and vertically.
- They can be accessed by a mobile phone with both a camera and internet access.
- A QR Code reader needs to be downloaded from the Internet onto your cell phone or mobile device in order to access information stored in the codes.

Download the QR Code Reader

 http://www.mobile-barcodes.com/qr-codesoftware/

- Depending on the make of your cell phone you will be directed through the steps necessary.
- Once loaded, simply open the application, point your camera and the information will be accessed. Speed of access may vary.

Create your own

Creating your own QR Codes is also extremely easy.

- http://qrcode.kaywa.com/ a good place to start
- Think of how you could use codes that allow the creation of location-specific information



Potential Uses

- The sky's the limit
- ScanLife Mobile Barcode Trend Report 2010
- http://blog.scanlife.com/wpcontent/uploads/2010/09/Mobile-Barcode-Trend-Report_9.10.pdf



Application to the Library

- Student treasure hunt
- Training sessions
- Embedded within bibliographic records textual
- Institution celebrations
- Self-paced library tour
- Use within LibGuides
- Location information embedded within bibliographic records - video



What are others doing?

- Academic use

University of Bath





What are others doing?

- Public library use

Contra Costa County Library

https://snapngo.ccclib.org/?pg=lp&f=PreferredR eaderList

and

http://guides.ccclib.org/qr

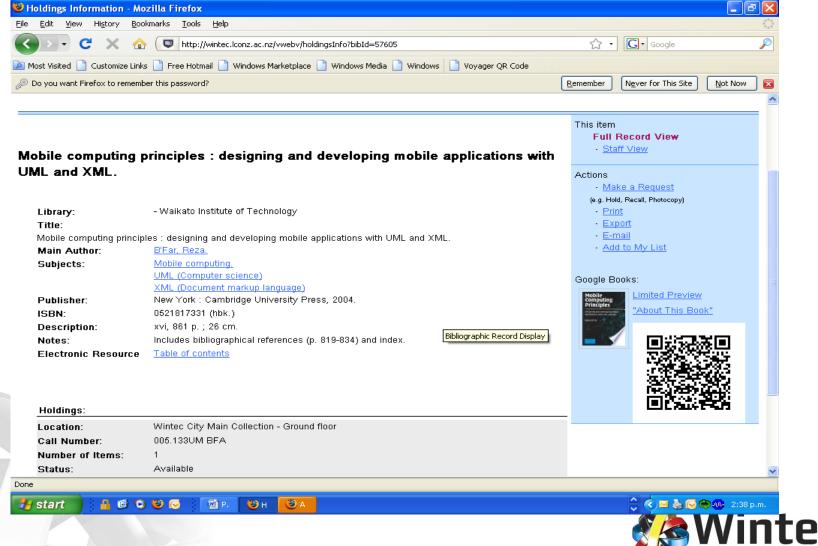


Case study – Wintec Library

- Creation creation, storage and management of QR codes, usefulness for staff/students
- Deployment how best to generate location-based content and service provision
- Impact usage monitoring, evaluation of impact upon teaching and learning



An early trial



Te Kuratini o Waikato

QR Codes at Wintec

Have you noticed these strange-looking graphics appearing around the Library?

Are you wondering what they mean?



Would you like to know?

Two training sessions are running in the Library training area:

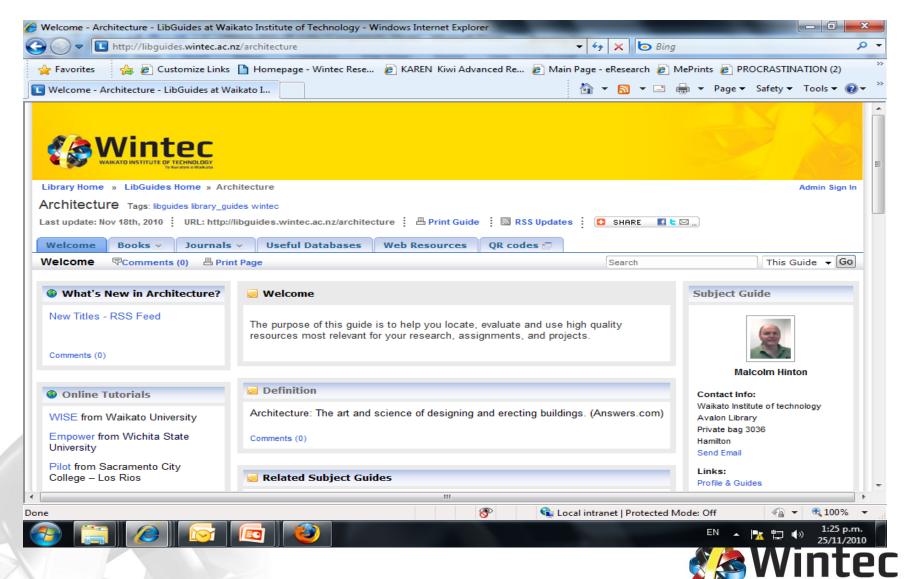
Monday 2 November 12.00-1.00 p.m. Tuesday 3 November 12.00-1.00 p.m.



Pushing information out

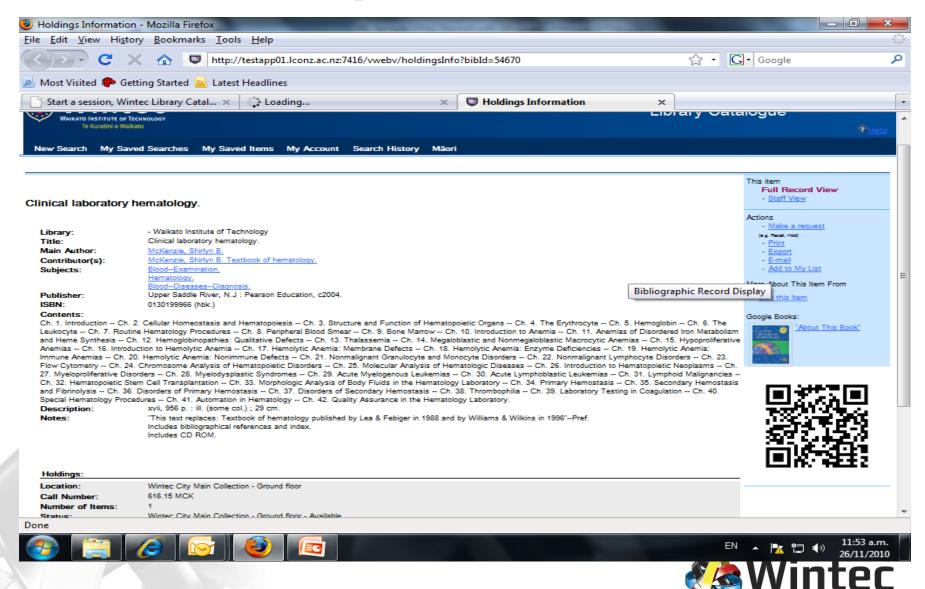


Making the link



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Location-specific information



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Future potential

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Thank you

