

QR codes, what are they anyway?



Quick Response code or 2 dimensional barcode. Can be scanned by QR reader apps on smartphones/mobile devices to display text and other data, follow a URL, etc.

http://en.wikipedia.org/wiki/QR_code

Pros

- They are fun and eye catching
- They are easy to create
- They have the potential to add interactivity and engagement

Cons

- They require web-enabled mobile devices to work (smartphones, etc.)
- They require some kind of code reader
- They have the potential to frustrate users when they add little value

what can I do with them
in the
library?



Make signage interactive

Have an upcoming event? Make a link to your calendar registration page

Have a survey? Send them to a survey

Sell your “products”

For shelf browsing, make a link to an author bibliography or related information

Link to book clubs and related events

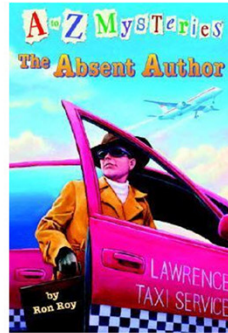
Play videos you have made/found about a topic

Socialize and share

“read alike” flier

this one links to a catalog search

Have you read all the **Boxcar Children** books?



Check out the A to Z Mysteries series by author Ron Roy. In these stories third grader Dink Duncan and his friends Josh and Ruth Rose investigate a series of mysteries



Scan this code to get a list of all Ron Roy's books for checkout or request

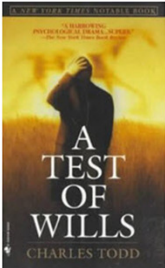
Novelist resources

Series lists, author read alike,

**Series to Try: Inspector Ian Rutledge mysteries
by Charles Todd**

In 1914, Ian Rutledge left a brilliant career at Scotland Yard to fight in the Great War. Now, in 1919, he is back, burdened with a heavy secret: he is still suffering from shell shock. With him almost constantly is the cynical, taunting voice of the young Scots soldier he was forced to have executed on the battlefield for refusing to fight.

Beginning with *A Test of Wills* (1998), the Inspector Ian Rutledge series is up to the 13th book.




Praise for Charles Todd:

"Strong, elegant prose; detailed surroundings; and sound plotting characterize this debut... **Highly recommended.**"
—*Library Journal*

"Todd's Ian Rutledge mysteries are among the most intelligent and affecting being written these days."
—*Washington Post Book World*

"Todd's plotting and characterization are, as usual, first-rate, and the tormented motivations behind the novel's dark acts are presented with a sensitivity and refinement reminiscent of the best P.D. James."
—*Publishers Weekly* (starred review)

To access a chronological list of all books in the Ian Rutledge series, use this URL: <http://bit.ly/oRaxcs> or scan this code from your mobile device:



Creating the URL for Novelist resources requires a few extra steps.

1. Open Novelist and find the resource you want
2. Look for and copy the "Persistent link to this record (Permalink) , example for Inspector Ian Rutledge mysetery series list:
 - <http://search.ebscohost.com/login.aspx?direct=true&db=neh&tg=UI&an=757426&site=novp-live>
 - Do NOT copy the URL from the address bar in your browser – this included date/time specific session information and will not work later
3. Paste the persistent link into Notepad
4. Copy and paste this text in front of the persistent URL:
 - `http://proxy.owl.org:2048/login?url=`
 - This routes the patron to the login screen
5. The end result will look like:


```
http://proxy.owl.org:2048/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=neh&tg=UI&an=757426&site=novp-live
```
6. Copy and paste this into a short URL service
7. Copy and paste the short URL into your QR code generator and procede

event flier

This one links to the registration form

Legal Issues – Trustee/Director Workshop

Legal Updates for Libraries

Attorneys Bob Schofield and Ellen Bach from Whiteman Osterman & Hanna LLP will present a legal update for libraries, with time for Q&A.

Based in Albany, NY, Schofield and Bach are part of the New York Library Association's legal team, and have represented a variety of libraries across the state, ranging from small association libraries to large federated library systems.



Pioneer Library System
2557 State Rte 21
Canandaigua, NY 14424
585.394.8260
<http://www.pls-net.org>

Event details

Date: 10/11/2011
Start Time: 1:00 PM
End Time: 5:00 PM
Location: PLSHQ Large Meeting Room
Contact: Cassie Guthrie cguthrie@pls-net.org

A light mid-afternoon snack will be provided.

Register

Register for the event using our online Calendar of Events at <http://www.pls-net.org> or scan this code:



survey

Link to an online survey

What are your reading habits?

Knowing a little more about your reading habits can help us make better decisions when we purchase new materials.

Take our survey at
<http://www.surveymonkey.com/s/75551CC>

Or scan this code:



advertise

The Cincinnati Library delivery van



From Overdrive Digitalooza

how?

1. Find a QR generator
2. Follow the directions
3. Download / save your code
4. Let your imagination run wild



best practices

- Link to valuable content!
- Link to mobile optimized content
- Complement print info
- Be prepared to explain
- Evaluate



Do not waste your patrons' time with content that does not a) make it easier for them to do something, b) tell them something new, c) give them something fun and engaging.

Whenever possible, link to web pages that have been designed to be viewed using mobile devices with small screens. Some devices handle full websites better than others, but it can easily become very frustrating.

Give a hint about the code content – state: scan this to do/get/see x-content. If you are linking to contact information that a patron can use on their mobile device, also provide that info in text

Not all patrons will know what the codes are or what they do. Use patron questions as teaching moments.

Try using codes, then evaluate the project:

- Are your patrons using them?
- Are you giving your patrons worthwhile content?
- Are you creating codes for the right sort of content (something the patron would want immediately, vs. something they might want, later) and putting it in the right places? (you probably don't need a QR code on your website...)
- Is the effort of creating/finding the content, codes, and print materials worth the effort?

Resources

Ideas for using QR codes

<http://bit.ly/g4li7D>

<http://qrinlibs.blogspot.com/>

<http://bit.ly/2udMSL>

<http://guides.zsr.wfu.edu/qrcodes>

<http://bit.ly/nibTFi>

Code generators

<http://www.qrstuff.com/>

<http://qrcode.kaywa.com/>

<http://qurify.com>

Shorten URLs

<http://bitly.com/>

<http://goo.gl/>

<http://tinyurl.com/>



<http://site14.fourfiveone.com>