



FORDHAM UNIVERSITY

What is a QR Code?

Using it in an Academic Setting

JULIAN MENDEZ



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OBJECTIVE:

To utilize and expand my customer service experiences to provide support to students and staff at Fordham University Quinn Library.

SKILLS:

- Microsoft Office (Word, Excel & PowerPoint)
- Photoshop
- Windows XP, Vista, 7 / Mac OSx
- Building and upgrading Computers
- Troubleshooting Computer Hardware & Software
- Hospital Data base system (EPIC, Jpoint, Patient Secure)
- Fluent in English & Spanish



WHAT IS A QR CODE?

- Who knows what this is?



WHAT IS A QR CODE?

- Who knows what this is?
- Who knows how to use one?



WHAT IS A QR CODE?

- Who knows what this is?
- Who knows how to use one?
- Let's see where this QR code goes!





The Mission of the Fordham University Libraries

It is the mission of the Fordham University Libraries to support the schools and programs of the University by:

- Collecting and preserving records of human knowledge and creativity in print, manuscript, electronic, microform, audio, visual and other appropriate formats;
- Providing access to these records by organizing, cataloging and indexing them;
- Aiding and instructing users of the libraries in a responsive and courteous manner in the retrieval of these records and those held in libraries and databases throughout the world;
- Sharing Fordham's resources with the world community of scholars.

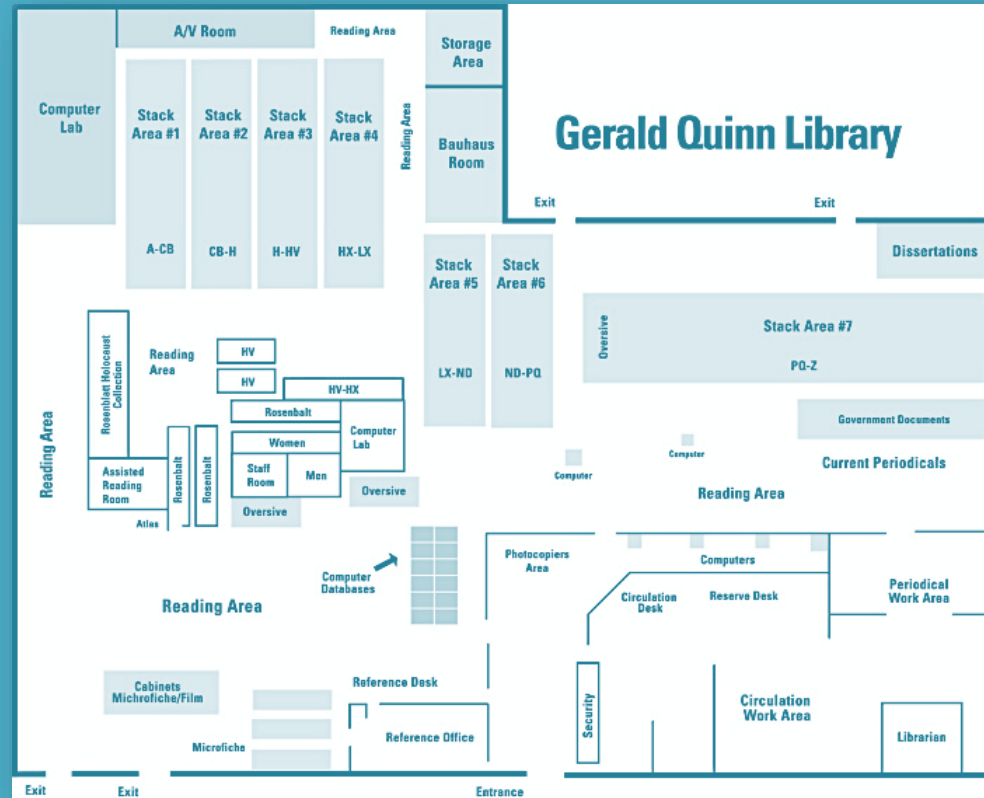
LIBRARY MISSION



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LIBRARY MISSION

The QR code has capabilities to help the library accomplish its mission.



HOW CAN THEY HELP ACCOMPLISH THE MISSION?

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WHAT IS A QR CODE?

QR code

(abbreviated from Quick Response Code)

The QR code system was invented in 1994 by Denso Wave initially designed for the automotive industry in Japan.



(Its purpose was to track vehicles during manufacture; it was designed to allow high-speed component scanning)



WHAT IS A QR CODE?

QR codes are read in two directions & store more data than a normal barcode



WHAT IS A QR CODE?

Bar code horizontal information



QR code vertical and horizontal



HOW CAN THE LIBRARY USE QR CODES?



HOW CAN THE LIBRARY USE QR CODES?

QR CODES CAN:

- Link to indexed, catalogued, and curated resources on the web
- Provide quick access to advice, guidance, or resources created by the reference librarians
- Allow patrons to be take information with them to other locations
- Convenience to save and access information
- Link to A/V video lists



EASY ACCESS TO ONLINE JOURNALS



QR Codes are found in the stacks of the Briscoe Library, providing smart phone users with easy access to some online resources.



RESEARCH GUIDES @ FORDHAM

[Fordham Libraries Home](#) » [Research Guides](#) Admin Sign In

Welcome to Research Guides @ Fordham
Subject guides, research assistance and useful information

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- Bethany Jarret
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- Peter Mix
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Research Guides

- African American Studies
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- Classical Studies
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- Computer and Information Science
- Dance
- DATABASES
- Demographics & Population Trends
- Disaster and Emergency Preparedness - Fordham
- University Libraries
- Economics Research
- Education

Fordham Reference Librarian Text or Chat

Fordham Reference Text:

Need Help? Just text your question to 71-TXTX-1284



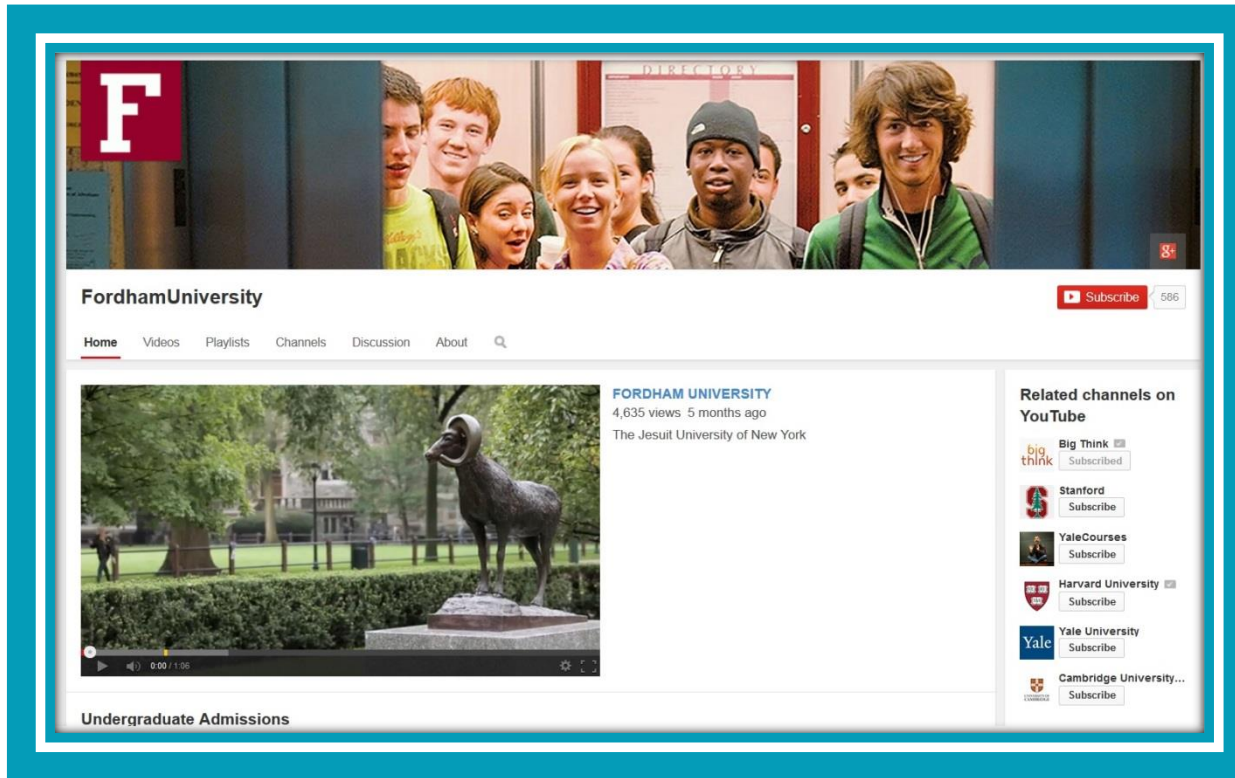
Summer Session:
Monday - Friday
9am to 5pm.

For assistance during evening and weekend hours, please use our chat service.

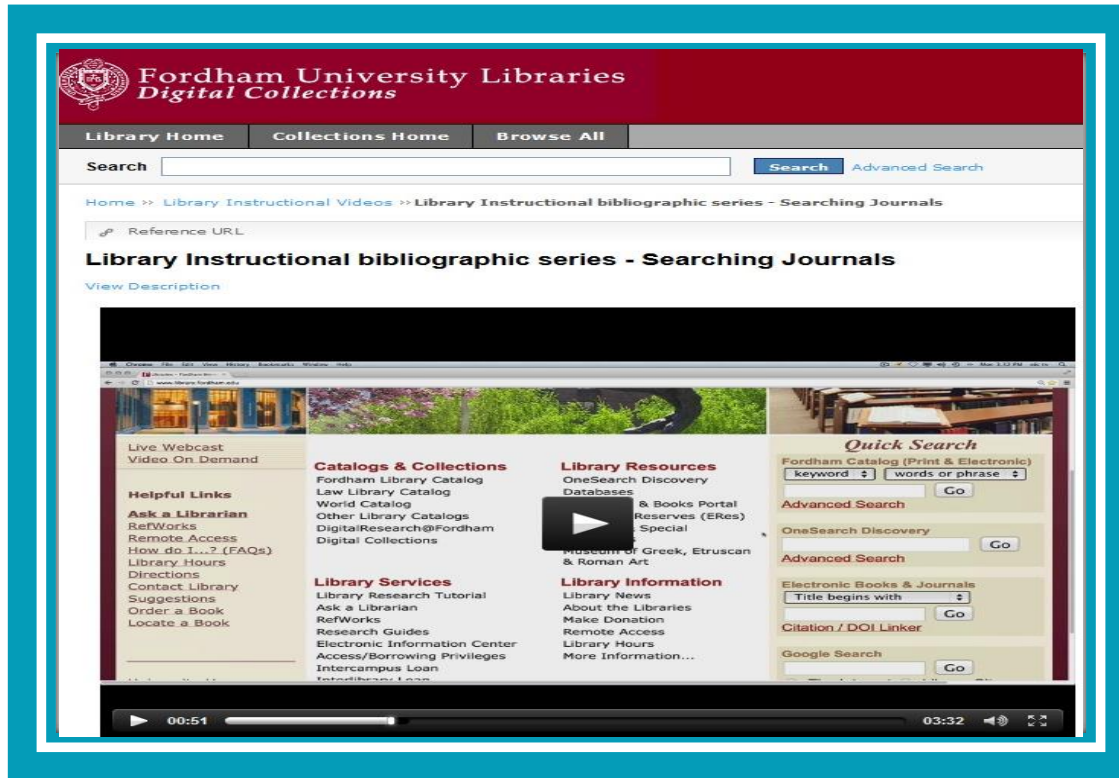
AJCU - Ask A Librarian!



YOUTUBE VIDEOS



Library Instructional Bibliographic Series



HOW ARE QR CODES MADE?



HOW ARE QR CODES MADE?

QR CODES ARE GENERATED ON THE WEB

FAVORITE WEBSITE:

WWW.QR-CODE-GENERATOR.COM

This is one of many free sites that can be used to link to information we already have online. Furthermore we can host information / documents and use QR codes to link to them.



HOW ARE QR CODES MADE?

www.qr-code-generator.com



Home

Features

Signup

Login

Choose function

 Link website

 Personal vCard

 Text

 Send SMS

 Send Email

Add content

Website (URL)

www.

Create QR Code



JPG | EPS | SVG

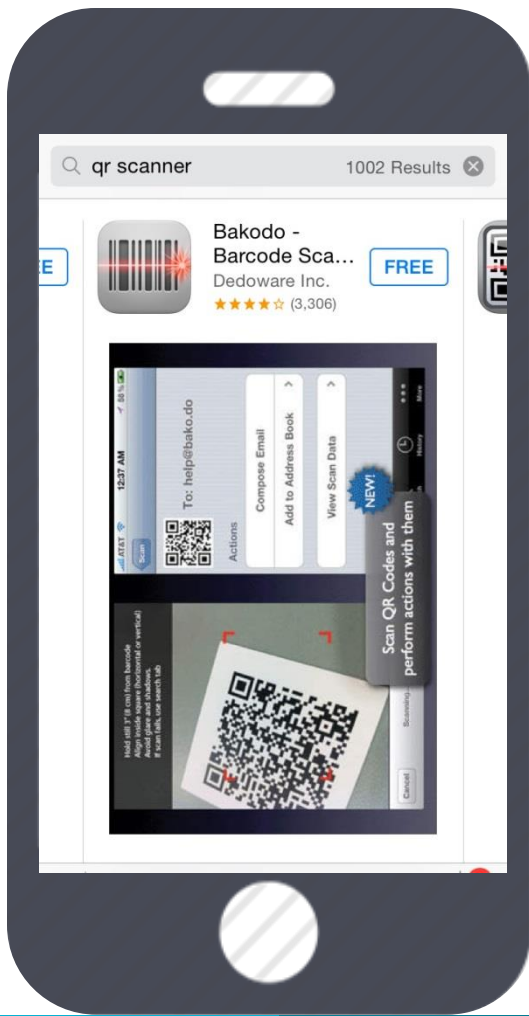
Download QR Code

Embed as HTML Code

FEATURES AFTER FREE SIGN UP



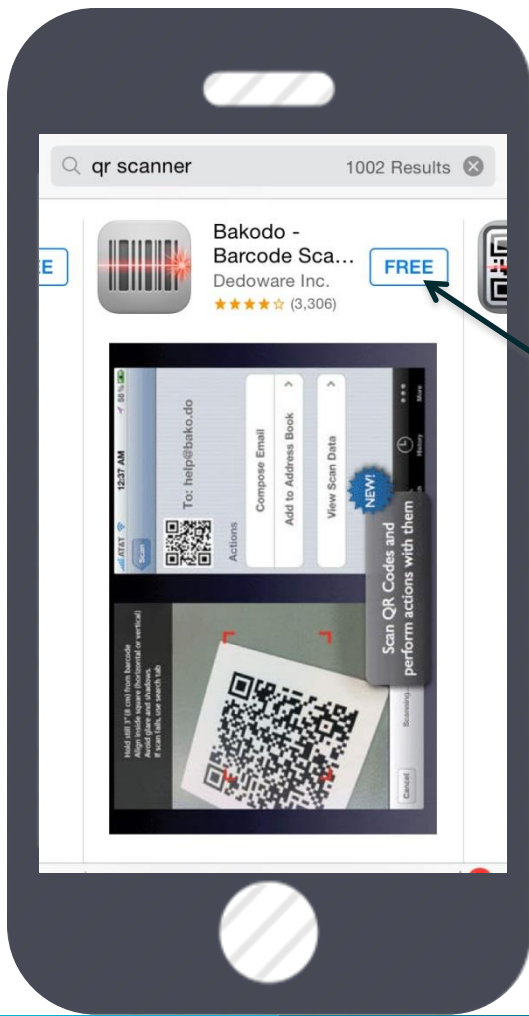
SCANNERS ARE AVAILABLE ON MOBILE



- Android app store
- BlackBerry OS
- Apple iOS devices (iPhone/iPod/iPad)
- Microsoft Windows Phone
- Google Glass



FREE MOBILE APP BARCODE SCANNER



BAKODO – BARCODE SCANNER

BARCODE SCANNER+

REDLASER

MOBILETAG



ANALYTICS



GOOGLE ANALYTICS

EASY 1. 2. 3. SET UP



GOOGLE ANALYTICS

1

New Property

Creating a new property will provide you with a Tracking ID.

When your initial property is created, we will also create a default view that will gather all data associated with the tracking code. If you would like to gather only a subset of the data for this code, you will probably want to create a second reporting view, and you will need to create and apply one or more view filters to this data.

What would you like to track?

Website

Mobile app

Tracking Method

This property works using Universal Analytics. Click *Get Tracking ID* and implement the Universal Analytics tracking code snippet to complete your set up.



GOOGLE ANALYTICS

2

Setting up your property

Website Name required

My New Website

Website URL required

http:// Example: http://www.mywebsite.com

Industry Category ?

Select One

Reporting Time Zone

United States

(GMT-08:00) Pacific Time



GOOGLE ANALYTICS

PROPERTY

Fordham Lib guide XXXX...

Property Settings

User Management

.js

Tracking Info

Tracking Code

User-ID

Session Settings

Organic Search Sources

Referral Exclusion List

Search Term Exclusion List

PRODUCT LINKING

AdWords Linking

All Products

Remarketing

Custom Definitions

Data Import

Tracking ID

UA-52033026-2

Website tracking

This is the Universal Analytics tracking code for this property. To get all the benefits of Universal Analytics for this property, copy and paste this code into every webpage you want to track.

This is your tracking code. Copy and paste it into the code of every page you want to track.

```
<script>
(function(i,s,o,g,r,a,m){i['GoogleAnalyticsObject']=r;i[r]=i[r]||function(){
(i[r].q=i[r].q||[]).push(arguments)},i[r].l=1*new Date(),a=s.createElement(o),
m=s.getElementsByTagName(o)[0];a.async=1;a.src=g;m.parentNode.insertBefore(a,m)
})(window,document,'script','/www.google-analytics.com/analytics.js','ga');

ga('create', 'UA-52033026-2', 'libguides.com');
ga('send', 'pageview');

</script>
```

PHP Implementation OPTIONAL

Create a PHP file named "analyticstracking.php" with the code above and include it on each PHP template page. Then, add the following line to each template page immediately after the opening <body> tag:
<?php include_once("analyticstracking.php") ?>

3

ANALYTICS



DATA IS KING



GOOGLE ANALYTICS



ANALYTICS

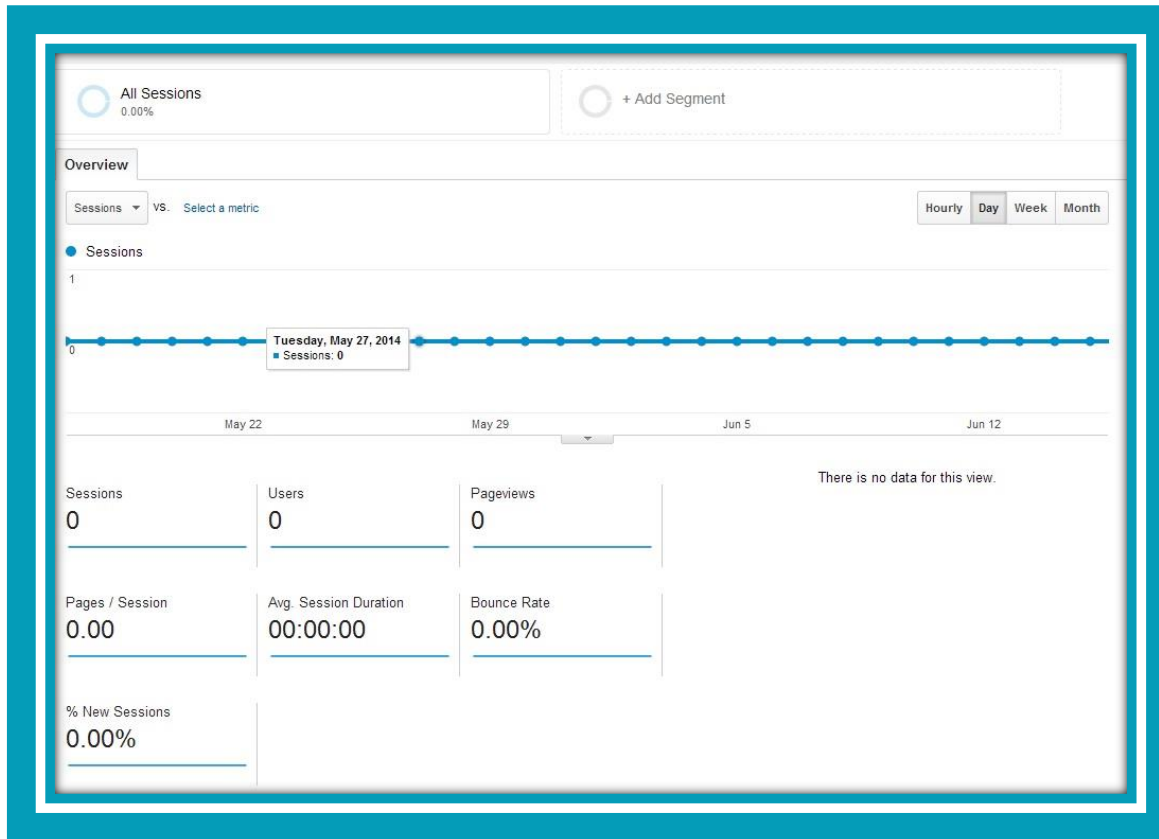


With analytics you can know the following information about your patrons:

- # of users arriving to the page
- Time spent on the page and # of elements interacted with
- Time of day and dates of when the page was read
- # of people who arrived and left the page without interaction



GOOGLE ANALYTICS



Sessions- Counts the users arrival and time spent on the page.

Users- A person who is viewing the page.

Page Views- # of times a page was accessed

Pages / Sessions- Average number of pages viewed per session.

Avg. Session Duration

Bounce rate- Bounce Rate is the percentage of single-page sessions

% New Sessions



COST



COST

QR Code Generators



Mobile Readers



Google Analytics



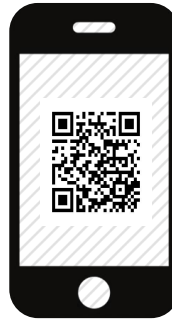
COST

FREE

QR Code Generators



Mobile Readers



Google Analytics



JULIAN MENDEZ

GOOD FIT FOR FORDHAM

- *Customer focused work history*
- *Experience in high stress, fast paced, and quality controlled environments*
- *Fast learner who has been through several major systems changes*
- *Solution oriented*



THANK YOU



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