

QR Codes:

What Your Library Needs to Know

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QR Codes



- QR (Quick Response) codes are a 2 dimensional code created in 1994.
- Where traditional Bar codes are linear one-dimensional codes and can only hold up to 20 numerical digits, QR codes are can hold thousands of alphanumeric characters of information.
- Because QR codes hold more information and are easy to use, they have unlimited uses.

When you scan or read a QR code with a camera-enabled Smartphone, you can link to:

- URLs
- Email
- IM and SMS.

This code takes you to: <http://theory.isthereason.com>



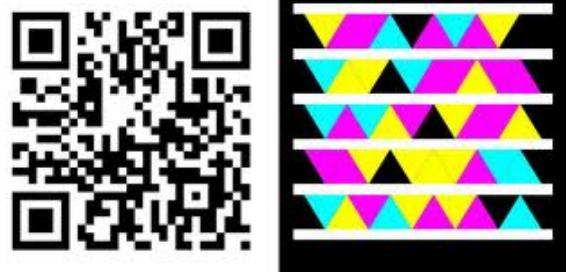
The Origins of QR Codes

QR codes were invented in 1994 in Japan where they by Denso Wave, a subsidiary of Toyota, but they have elected not to exercise their patent rights of QR codes, making them open-source. Because of this, QR codes have increased in popularity throughout the world.

There are other software companies that have created 2D codes that work much like QR codes.

Microsoft developed their own proprietary software to create codes known as MS tags. Unlike QR codes, which can be read by a number of different readers, MS tags can only be read by the Microsoft Tag Reader.

These barcodes go to: <http://en.m.wikipedia.org>



How QR Codes Work

In any QR code, a square of either black or white is called a "module."

The modules are grouped together into different sections. There are some sections you can safely edit, others that will render the code un-readable if you alter them.



In this example, the zones are highlighted in various colors:

Red – Position Markers. They define the edges of the readable area and the alignment of the modules.

Green – Format Information. These tell the software whether the data is a url, plain text, numbers, Kanji, etc.

Blue – Version Information. The version simply refers to the number of modules in the code (version 1 is the smallest (21 x 21)).

With a little bit of experimentation, you can create customized codes.

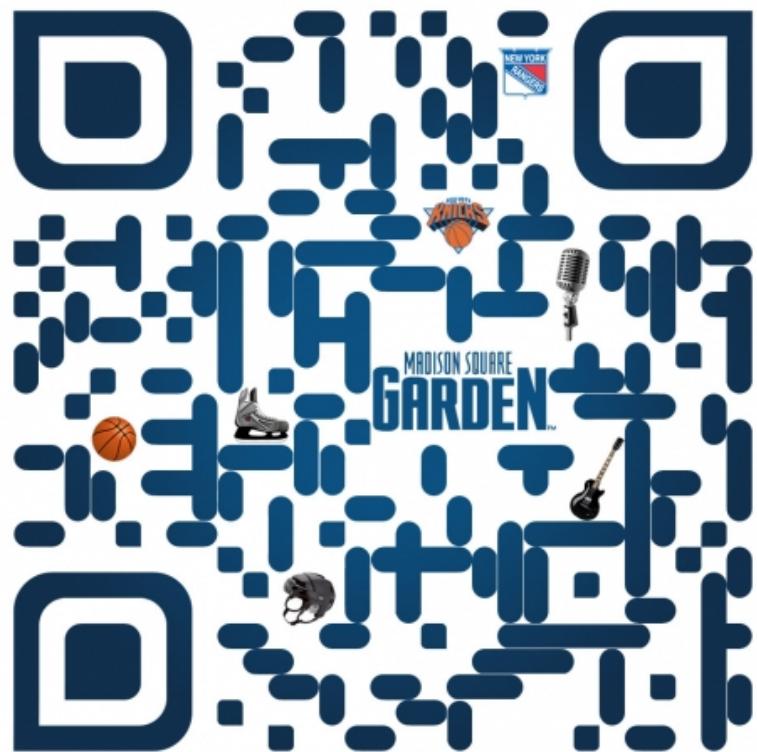
Examples of Custom QRs

This code takes you to :
<http://www.systemid.com>

It still scanned.



this takes you to:
<http://thegarden.com>





This code takes you to: <http://brainy.com/au>



<http://plushms.mobi/12>



This takes you to M&M's facebook page: <http://bit.ly/dBy45U?r=qr>



This is from the Naperville, IL Public Library.



Other places to put QR codes

- The back (or front and back) of business cards.
- Brochures and other marketing materials.
- The sides of trucks and trailers.
- Product tags and packaging
- Convention and event nametags
- Restaurant menus
- Event ticket stubs
- Point-of-sale receipts
- Social Media sites
- Stickers and Decals for doors and windows

How Businesses currently use QR codes:

- Installation instructions
- Sources for replacement parts and service
- Directions to your business
- The process for hiring your professional services
- Coupons and special offers
- Recommendations for complementary products and services
- Free mp3 downloads
- Customer feedback forms
- Links to websites



How libraries use QR codes:

- Library exhibits – the QR codes contain links to information on the items displayed.
- Stack / Magazine rack labels – the codes link to related electronic databases or subject guides.
- Print handouts or flyers for additional information on the event.
- At reference – the code loads the library's IM / SMS reference service or other contact info into the patron's phone.
- In catalog records to offer patrons basic info about an item, including the location and call number.
- Pathfinders – Instructions for doing research.
- Book clubs – the codes link to various readings lists or club pages.
- Taped to video/DVD or audio cases, linking to mobile-friendly video trailers or author interviews.
- Library video tutorials—the codes link to a YouTube playlist of videos.
- Placed on the new books list to access reviews.



QR Code for a George Fox University (GFU) Library video playlist.

- On study room doors which links to online room reservation forms.
- Museum passes – the codes link to the museum’s web site or pass reservation forms.

For a great list of libraries using QR codes, go to:
http://www.libsuccess.org/index.php?title=QR_Codes

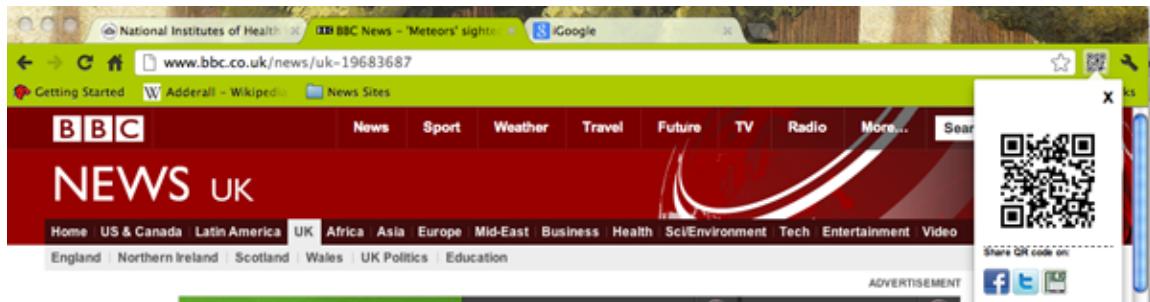
This colorful barcode was created with
<http://myqr.co/> ‘s easy-to-use generator. It takes
you to the Libsuccess.org page on Qr Codes.



How are QR codes generated?

QR code generators are tools enabling you to create and customize your own QR Codes. Creating a single QR code is a simple process. There are many free QR code generators available:

If you are a Google Chrome user, there are a number of QR code extensions available to create a QR code while visiting any URL in one easy click. A QR code is instantly generated and pops down from the corner of the browser's address bar, with an option to save to disk or share on Facebook.



Web-based generators:

These are just a few of the popular online apps.

<http://www.qrstuff.com/> : Has a free simple code creator, but can batch produce several hundred QR codes and customize colors if you pay.

<http://myqr.co/>:

Allows you to create colorful QR codes

<http://kimtag.com/>

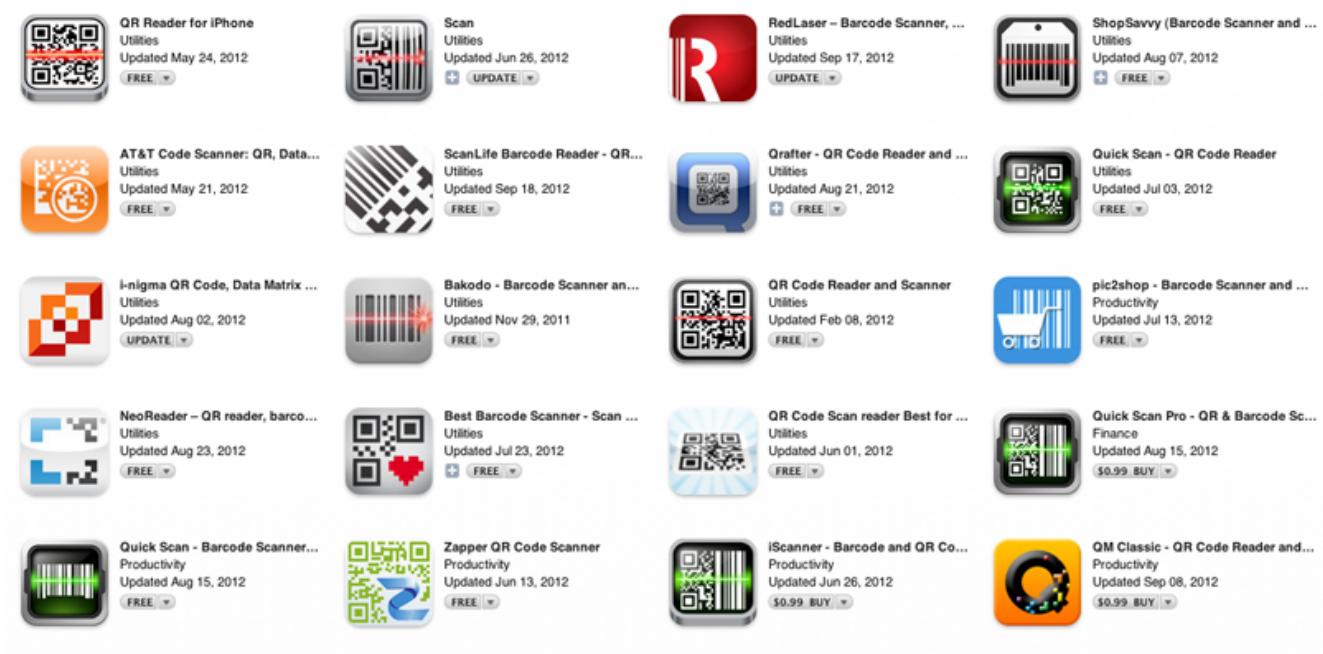
: Easy to use, includes stats, Links are editable, can customize with a logo, only uses shortened URLs



<http://qrcode.kaywa.com/> : Easy to use, stats are available, no download required

Smartphone QR code generator & scanner apps:

There are so many barcode scanners ...



Linking Facebook with QR Codes

You can create a poster with QR code people can scan which will take them to your Facebook page. The "thumbs-up" is easily recognizable and clearly suggests the purpose of the code.

You can use tools such as Spotlike to create the QR Code for free.

This is an easy way to introduce people with your Facebook page.

<http://spotlike.com/>



Statistics and QR codes

QR codes most commonly link to URLs. Link shortening services bit.ly and goo.gl now automatically generate a QR code for sharing your shortened links.

<http://Bit.ly>

Head to the info page of the bitmark you'd like a QR code for. You'll find a light blue QR code in the upper right. Click on it, and you'll get the appended link.

To enter the info page click on the 'i' of any bitmark in 'Your stuff', and click on 'saves' or 'clicks via (your bitly



@MediaRita saved this link

September 24, 2012

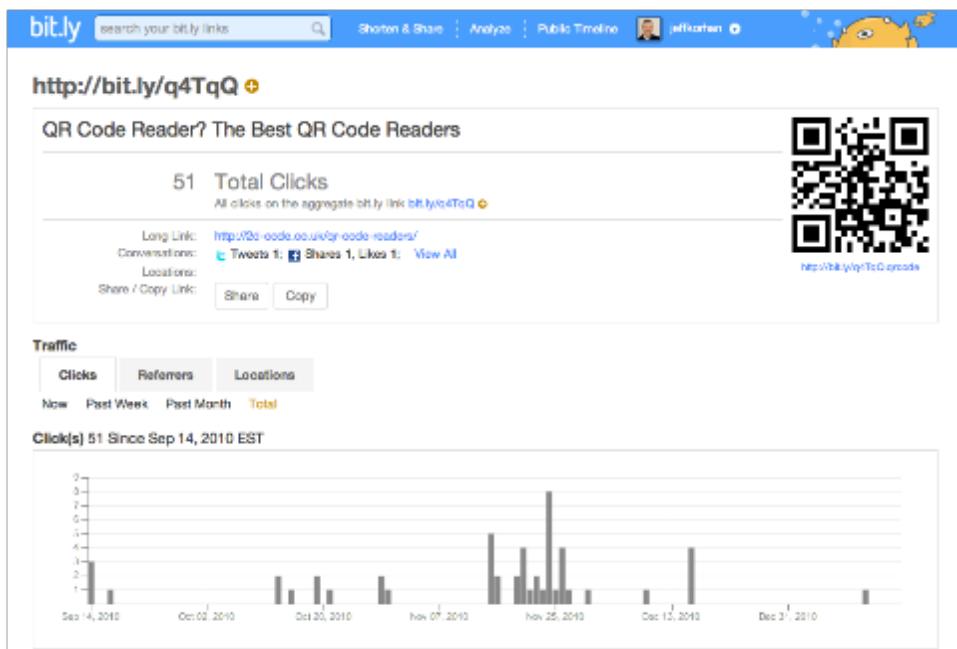
Add to bundle

link'). From there, click on the tab that says 'user stats'.

OR you can create a QR code by simply appending .qrcode to the end of any bitly shortlink.

For example: <http://bit.ly/OQ5dIi.qrcode> and enter it into your browser.

By clicking on the Stat's tab, you can view how often people have clicked on your link and which country they came from.



<http://goo.gl>

Create a shortened link via goo.gl. Then click on “details” after you create your shortened link. This will open a page with the QR code and statistics.

Google url shortener



You can also use Google Places. When you register your library with them, you'll receive a decal for your door that includes a QR code to your library's website.

Resources:

Articles

<http://crln.acrl.org/content/71/10/526.full>

<http://www.socialmediaexaminer.com/how-qr-codes-can-grow-your-business/>

http://www.libsuccess.org/index.php?title=QR_Codes

Customizing Codes:

<http://www.systemid.com/qrcode/#.UFnInrJSQ1>

http://raidenii.net/files/datasheets/misc/qr_code.pdf

<http://customqrcodes.com/story/6/QR-Code-Art:-Making-Your-Marketing-More-Interesting>

<http://hackaday.com/2011/08/11/how-to-put-your-logo-in-a-qr-code/>

Slide Show

<http://www.slideshare.net/CherylBurnette/successfully-using-qr-codes-in-libraries>