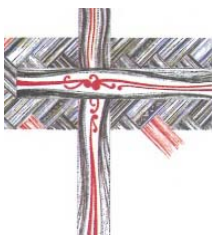


QR Codes and Electronic Books

by Helen Greenwood

QR Codes and Electronic Books

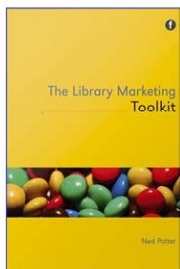


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Problem

Trying to increase the
visibility and therefore the
use of electronic books



Potter, Ned. *Library marketing toolkit*.
London : Facet Publishing, 2012.
ISBN 9781856048064

QR Codes are a great way to integrate paper and electronic collections. My colleague Susan Clayton suggests putting QR Codes on the physical shelves above the books – these then link to the e-Book equivalent of the physical stock that sits on these shelves. If the books aren't there, the user sees a sign saying 'Scan this QR Code to be taken to the e-book of [insert title here]' – much quicker than looking it up in the catalogue.

Potter, p. 126

What is a QR code

QR stands for 'Quick Response'. A QR code is essentially like a barcode that you might find on a packet of food, except that it can be scanned by a mobile device – when you scan a QR Code it takes you to a specific website online.

Potter, p. 124

This QR code takes you to the
Library Marketing Toolkit website





Creating a QR code

There are many free websites that will
create QR codes

These are the two I have used

www.qrcode.kaywa.com

www.qrstuff.com

Copy and paste the URL into the QR
code generator to create code

Note to self: make sure you use the QR
code from the 856 of your catalogue
record to ensure that you get to your
library's authentication page

Looking for another book on this topic?

Almost-Christians: what the faith of our teenagers is telling the American church by Kenda Creasy Dean

BV 4531.3 DEAN

Only available as an eBook

Scan the QR code

Use your John Kinder Theological Library login

Looking for this book?

Why go to church? the drama of the Eucharist by Timothy Radcliffe

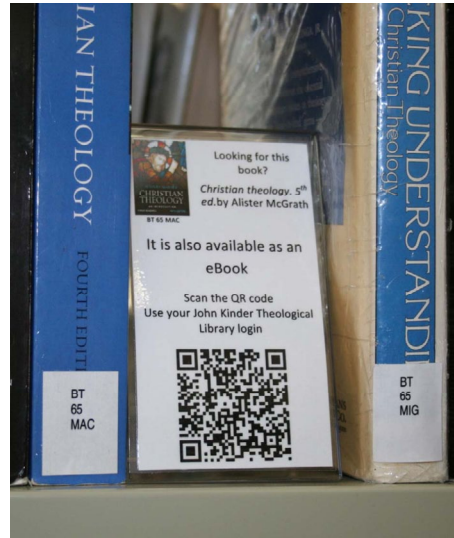
BX 5149 CS RAD

It is also available as an eBook

Scan the QR code

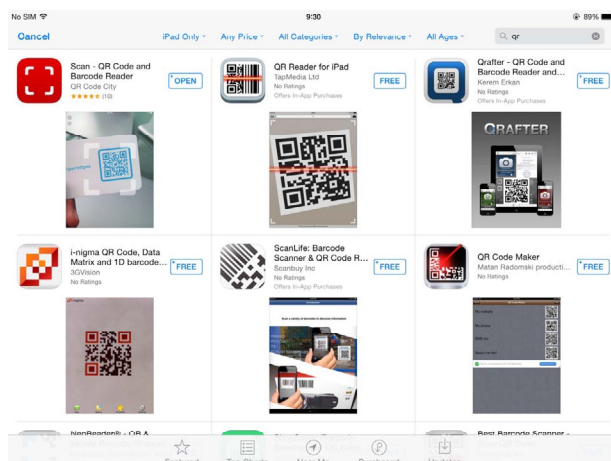
Use your John Kinder Theological Library login





Download QR code scanner

Available free from App Store or Google Play



Scan, authenticate, access



Have a go

— Sign In —

Username

Password

☐ Remember me

Username B06290642

Password 0642

Publicity

- Colourful easels in the shelves
- Practical demonstration during library orientation
- Facebook post





Uptake

- Ultimately, we have no way of knowing how many people are using QR codes
- One documented example when library user whipped out their smartphone in front of a library staff member and followed the process through

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