

QR CODES IN THE STACKS: THE LITTLE PROJECT THAT COULD

This poster explains the basics of QR Codes and focuses on how they were used in the Mathematics and Chemistry subject areas. It includes promotion and marketing strategies utilized by the librarians, statistics of usage, and a final assessment of the pilot project with some future opportunities.



What are QR Codes?

QR code is a Quick Response two dimensional barcode. It connects the print/physical to the digital/virtual.

First Steps: QR Codes in the UC Irvine Libraries, Focus Areas

Phase 1 (Fall 2010 & Winter 2011)

- Mathematics. Users tend to browse print collections but this tendency can hinder finding ebooks.
- For the following reasons, Springer ebook collections were selected:
 - Receiving only ebooks since 2008
 - Contains many mathematics books
 - Can easily limit to subject area within mathematics, like number theory
- Visual Arts. Subject organization of LC Call Numbers in the Arts.

Phase 2 (Spring 2011)

- Chemistry.
 - Springer ebooks modeled after mathematics
 - SciFinder Scholar™ Mobile
- English & Literature Studies. Mobile Optimized Databases for Literature Research.

Implementation: QR Codes Embedded within the UC Irvine Libraries

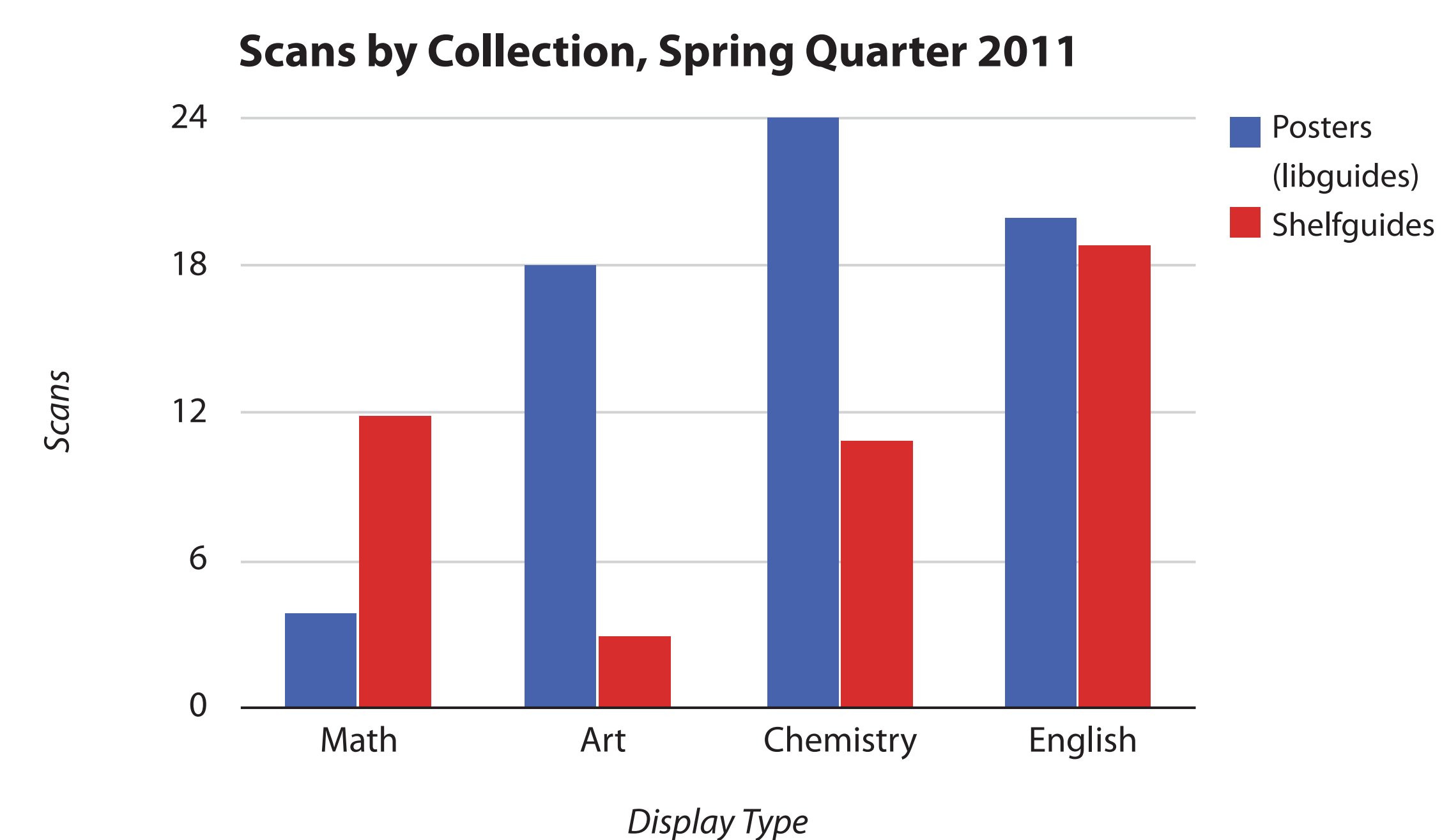
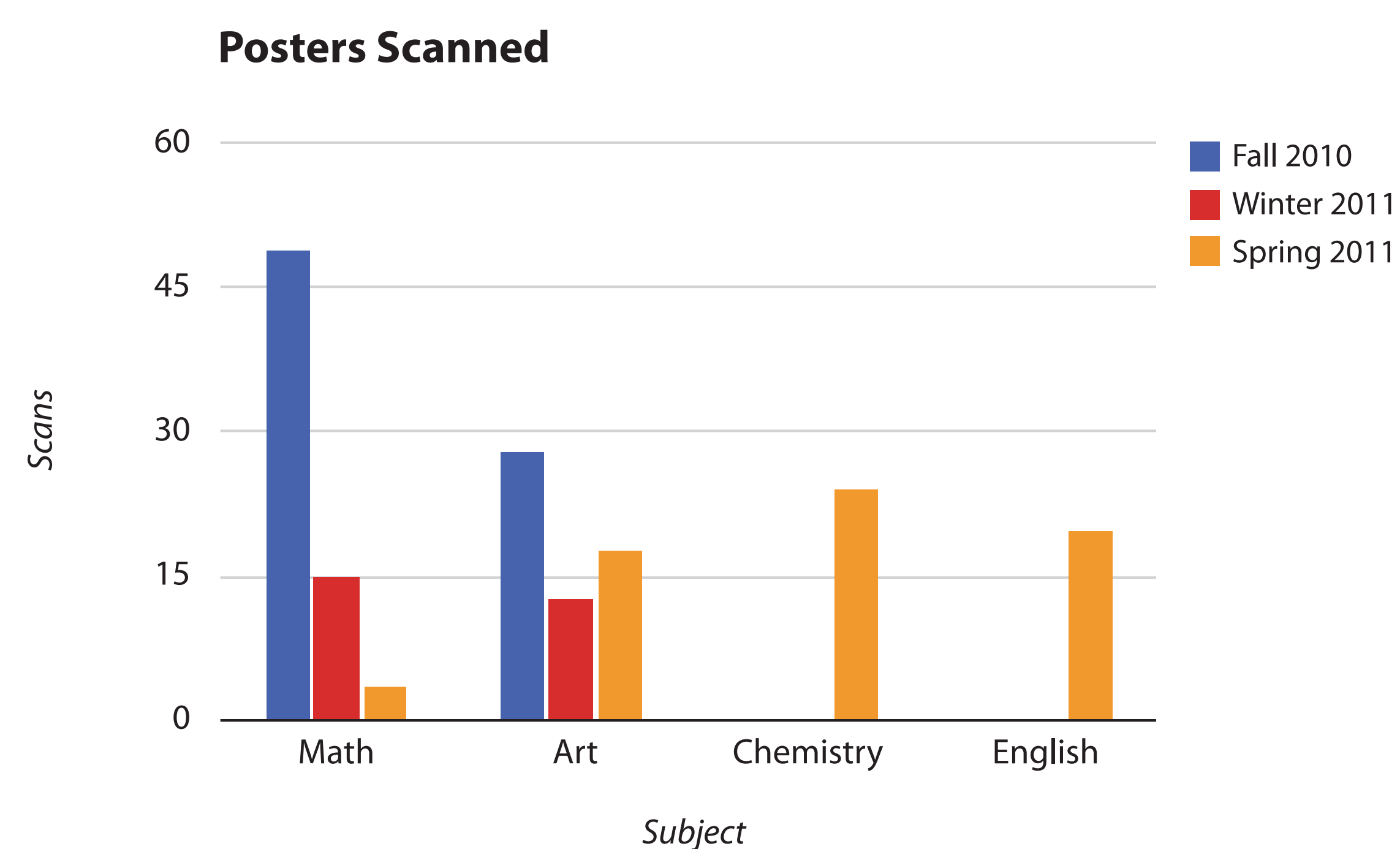
Shelf Guides and Range End Display Posters

Promotion: Promoting and Marketing QR Codes

Posters in UC Irvine Libraries' elevators
 Spotlight on UC Irvine Libraries' Website
 Article in UC Irvine Libraries' Faculty Update
 For Mathematics:

- QR Codes tab in Mathematics Libguide
- Posters in Rowland Hall
- Announcement email to Math Dept members
- Presentation at Math Dept meeting
- Open Office Hour in Math Dept

Usage: Statistics of QR Code Usage



Assessment: What have we learned about QR codes use in the UC Irvine Libraries?

Feedback QR Code: "Good. Very good." "It's AWESOME!"

EEE Survey to all Mathematics Department members (excluding undergraduates)

- 6 respondents, all graduate students
- All were confused about QR codes & how to use them

Usage Statistics Evaluation

- For Mathematics, usage dramatically decreased.
- Only applies to subject guide QR codes on posters
- May be due to the novelty of QR codes posters dropping
- Must continue to monitor usage, especially shelf guides.

Future: What is next?

In the UC Irvine Libraries, QR codes on:

- Digital signage at the reference desks
- Handouts at event outreach tables
- Library scavenger hunts
- Posters for new services

Largely dependent on QR codes entering and being accepted in mainstream culture.

- Comfort with technology and willingness to take time for initial download of app and then learning to use it.
- UC Irvine Libraries will continue to use & embed QR codes until the next technology arrives.



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