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QR Codes, text a librarian and more - conference presentation at "Extreme Makeover: Transforming the face of your Library Service."

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QR Codes, text a librarian and more...

Using mobile ‘phones in our libraries

Andrew Walsh, University of Huddersfield
What I’ll be talking about...

- Text a Librarian service @ Huddersfield Uni
- Text tips & tricks @ Huddersfield Uni
- QR codes in the library @ Huddersfield Uni
- A few more thoughts...
A few facts and figures

- Around 9 in 10 adults use a mobile phone
- 116.5 ‘phones per 100 people in the UK!
- 99% of mobile phone users make calls
- 95% of mobile phone users send texts
- 35% of mobile phone users use mobile internet
- 217 million texts a day (mobile data association)
- 32% of American’s accessed ‘net from a phone

Text a librarian

https://www.hudsms.co.uk
Text HUDUNI LIB followed by your message to 81025
Text tips & tricks

Thank you for signing up to this series of tips & tricks to using the library. You'll receive a series of text messages during the term, starting on 05/10/09

5 Oct 2009 11:59

Just to start off, here's a quick audio guide to the student centre that's the floor where you enter the library. http://studentcentre.notlong.com

12 Oct 2009 11:59

Do you know how to find...
QR Codes
What are QR codes?

- 2D matrix code
- International standard

Lots of demonstrations on YouTube, such as- [http://www.youtube.com/watch?v=uf_DNHPBV-s](http://www.youtube.com/watch?v=uf_DNHPBV-s)
What are we using them for?

- Links to mobile friendly videos
- Contact numbers / text messages
- Link to full text of print journals
- Links to useful resources

On:

- Printed handouts, shelf ends, library catalogue, signage, anywhere with a flat surface...
Useful links:
Amazon UK:  http://library.hud.ac.uk/perl/amazon.pl?1856046486
Blackwell:  http://library.hud.ac.uk/perl/blackwells.pl?1856046486
Leon State:  http://library.hud.ac.uk/perl/stats/stats.pl?bib=580994
Permalink:  http://library.hud.ac.uk/catlink/bib/580994/cis/
QR Code:  ![QR Code Image]

Search terms:
communication conference devices learning mobile shelf tools wireless
I'm also available electronically –

http://englishlegal.notlong.com/

What's the strange picture for?

It's a QR code. QR code readers can be downloaded free for most camera 'phones from the internet (just Google QR reader and the model of your 'phone). They then translate a QR code image and prompt your 'phone to do something – in this case go to a webpage containing the full text of the book.
Legislation:
Current Law Statutes
Halsbury’s Statutes
Public General Acts
and Measures
Statutes of the Realm

Please consult the Catalogue for numbers

Legislation is also often available online
How can people use them?

- Install a (normally) free application on their ‘phone
- Easiest method is to Google “QR reader” and the model of your ‘phone
- Basic information and links on our webpage:

  http://www2.hud.ac.uk/cls/library/usingIT/qrcodes.php
How are we promoting them?

Curiosity & Greed.

What am I?

Read this QR code for a chance to win a £100 voucher towards a new mobile phone.

http://www2.hud.ac.uk/library/usingit/qrcodes.php
Going forward, other thoughts...

- LIRG research.

Do students mind us contacting them via mobile ‘phone?
Feedback

- Text (HUDUNI LIB as the 1st words of a message to 81025)
- Email (a.p.walsh@hud.ac.uk)
- Twitter (@andywalsh999)
- Any questions?

My contact details as a QR tag