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Mobile phones in the library at the University of Huddersfield

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**QR Codes**

- T & L project 2009-2010
- 2D codes accessed using users’ own mobile phones
- Linking users to context appropriate help
- Embedding videos into the physical world

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**Text Tips & Tricks**

- UC&G Innovation Award 2009
- Series of tips by text message in Autumn term 2009
- Pilot service to supplement inductions
- ‘Opt-in’ offered in library inductions

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**Focus Groups**

- LIRG Research Award 2009
  - Examined what mobile friendly services students wanted
  - Looked at ‘acceptable behaviour’ from library service
  - Students happy to receive text messages on opt-out basis, on condition messages are seen as ‘useful’

**Top 5 services wanted were:**

- Reminders via SMS
- Mobile friendly search tools
- Renewals via SMS
- Mobile friendly web pages
- Help via SMS

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**Project articles to date**

Walsh, Andrew (2010) QR codes - using mobile phones to deliver library instruction and help at the point of need. *Journal of Information Literacy*. [In Press]


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