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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

[Image of a website interface for sending messages]

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.notlond.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
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...
Virtual shelf browser.

Useful links:
Amazon UK: http://library.hud.ac.uk/perl/amazon.pl?1855046496
Blackwell: http://library.hud.ac.uk/perl/blackwells.pl?1856046486
Lawen State: http://library.hud.ac.uk/perl/stats/stats.pl?bib=580994
Permalink: http://library.hud.ac.uk/catlink/bib/580994/clis/
QR Code:

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
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.

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