Walsh, Andrew

Mobile phones in the library at the University of Huddersfield

Original Citation


This version is available at http://eprints.hud.ac.uk/id/eprint/7856/

The University Repository is a digital collection of the research output of the University, available on Open Access. Copyright and Moral Rights for the items on this site are retained by the individual author and/or other copyright owners. Users may access full items free of charge; copies of full text items generally can be reproduced, displayed or performed and given to third parties in any format or medium for personal research or study, educational or not-for-profit purposes without prior permission or charge, provided:

- The authors, title and full bibliographic details is credited in any copy;
- A hyperlink and/or URL is included for the original metadata page; and
- The content is not changed in any way.

For more information, including our policy and submission procedure, please contact the Repository Team at: E.mailbox@hud.ac.uk.

http://eprints.hud.ac.uk/
**Mobile phones in the library at the University of Huddersfield**

**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

**Text Tips & Tricks**
- UC&R Innovation Award 2009
- Series of tips by text message in Autumn term 2009
- ‘Opt-in’ offered in library inductions

---

**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

---

**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]

All in the University Repository - http://eprints.hud.ac.uk