

### QR Codes: What are they?

A Quick Response code ('QR Code') is a two-dimensional (2D) barcode, just like the barcode you see on your box of cereal or on but it can hold more information.

**1D barcode:** contains numerical data, usually found on items for sale



**2D barcode:** contains text information such as name, numbers, web address, etc



You can create a barcode with more than just a web address. You can create the code for the following types of 'data':

- Web address
- Phone number
- Contact details
- Email address
- Text message

### Mobile Computing

Access to cutting-edge computing and mobile technology has brought advances in the Internet to the student:

- More than 30% of Facebook's 600m users access daily via mobile (more than 50% update their status each day).
- More than 50% of Twitter's 170m users access via mobile.
- 91% of US mobile Internet use is social or for socialising.
- 29% of mobile Internet users would scan a code to get discount.

<http://www.flowtown.com/blog/how-are-mobile-phones-changing-social-media> [Accessed April 19, 2011]

### How do you create a code?

There are many websites where you can create a QR Code, for free. The best ones are listed below:

- Kaywa – <http://qrcode.kaywa.com>
- Snap.vu – <http://snap.vu>
- Create QR Code - <http://createqrcode.appspot.com>
- Mobile Barcodes - <http://www.mobile-barcodes.com>

### YouTube: QR Code in action



### How are they being used?

QR Codes are gaining momentum as **businesses** use them as part of their **marketing** strategy., examples include:

- Tickets (events & airlines)
- Discount codes
- Video (DVD, CD, etc)
- Product Information (medicine, advice, etc)
- Business cards
- Store windows (Facebook page, Foursquare check-in, etc)
- 'Google Places'

Television and printed advert from Waitrose linking to their iPhone App (listing ingredients and recipes)



Real Estate (property particulars incl. Price, photos, room sizes, etc)



Calvin Klein billboard advert (link to uncensored YouTube video)



Wine Merchants (details of wine, vineyard and vintage)



[snap.vu/hr6r](http://snap.vu/hr6r)

#### What is this?

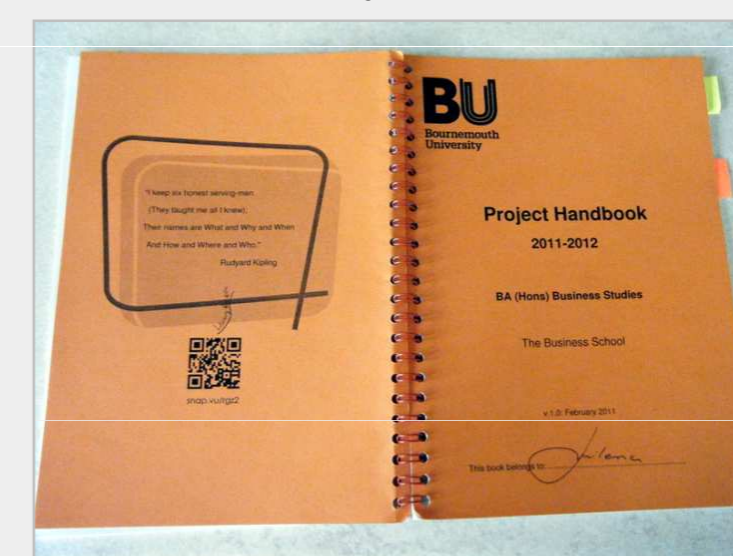
It is good practice to include a URL, or shortened URL as demonstrated above, to enable students without camera-enabled smart phones to access the materials you are introducing.

### How are we using them?

QR Codes were introduced to the Placement students in the Business School as part of the **Project Handbook**. A code was placed on the back cover (see photo below) that linked to the 'Catalogue and Resources' page on the Library website.

In the five days after the handbooks were given out we had 14 scans of the code from **BlackBerry** and **iPhone** devices, as well as several accesses from PC-based Internet browsers showing some students were using the shortened URL on their PC – possible indications that students without access to smart phone technology.

BABS Project Handbook



#### Scan this

Scanning this code on a smart phone will open a specific shortened URL (e.g. [snap.vu/hr6r](http://snap.vu/hr6r)) that will direct the phone web browser to the Bournemouth University website. This could quite easily direct you to any online material, including:

- Contact details
- Lectures and lecture slides
- Hand outs and printed materials
- Podcast(s)
- Revision videos
- Unit materials
- YouTube (video clips)
- Subject-specific News resource(s)
- Library resources (inc. eBooks)
- Induction activities
- Campus tours
- Assignment details
- Event information
- Job vacancies
- Fundraising (see below)
- etc



### Fundraising

Spotted in Poole House at the beginning of March were students selling cupcakes and raising funds for a local hospice charity ('Under the Fog' for **Christina Nobel Children's Foundation**) ... Using QR Codes to link to the 'Just Giving' donation page (very innovative, well done guys!).



### Future Use of QR Codes in the Business School

#### Name plate / Door Signs

Placing a QR Code on your name plate outside your office could link to your online calendar and/or contact details for quick scanning.



#### Promotional Literature

Placing a QR Code on a poster or leaflet gives a quick and easy



#### Reference Letter

The QR Code displayed here links through to the contact details and Academic profile of the sender / Framework Leader.



#### Framework Newsletter

Including QR Codes in the body of the (printed) Newsletter for quick access to online resources.



#### 2011 Project Handbook (Revised edition)

Additional codes will be added to the **Project Handbook** (see above) to include other important resources.

