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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
- ☀ Figures from Mintel, October 2007 & www.cellular-news.com/story/30548.php

Text a librarian

The screenshot shows a web interface for sending messages. At the top, there is a navigation bar with links: Departments | Users | Contacts | Templates | Messages | 2Way | My Profile | Logoff. Below this is a secondary bar with Send Messages | Message Archive. The University of Huddersfield logo is on the left, and the user 'Andrew Walsh' is logged in on the right, with the date '15 January, 2009'.

The main content area is titled 'Send Messages' and is divided into two columns. The left column is for 'Create Message' and contains the following sections:

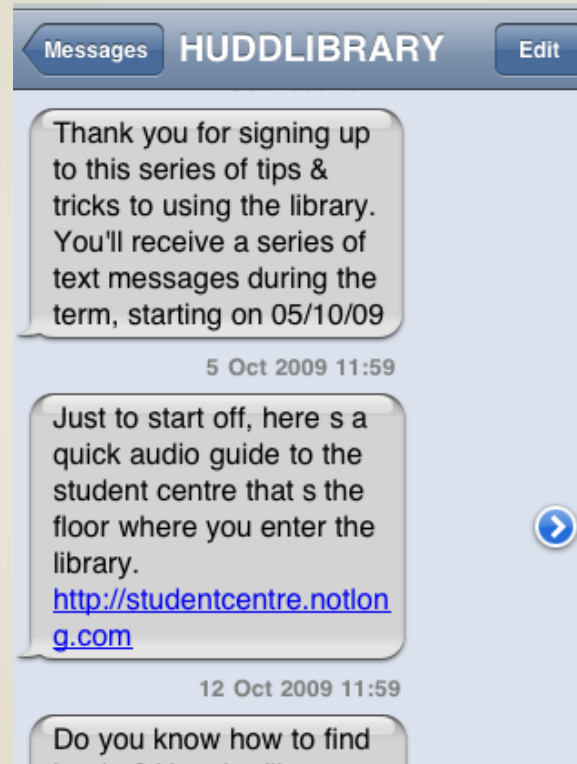
- Message Details:** A large text area for the message, a 'Select Template' dropdown, and a character count of '480 characters remaining'. Below this, it shows '# of messages about to send : 0 (0 messages X 0 recipients)'.
- Scheduling Info:** Includes a 'Message to be sent on' section with radio buttons for 'Now' and a date/time picker set to '@ 00 Hours 00 Minutes'. Below that is a 'Send with' section with a radio button for 'Alpha tag'.
- Recipients details:** Includes three rows: 'By Mobile Number' with an input field, 'By Contacts' with a 'Select here' dropdown, and 'By Groups' with a 'Select here' dropdown.

The right column is titled 'Quick Contacts Selection' and shows 'Contacts Type' with radio buttons for 'Personal' and 'Global'. Below this, it says 'None found.' At the bottom right of the form is a 'Send' button.

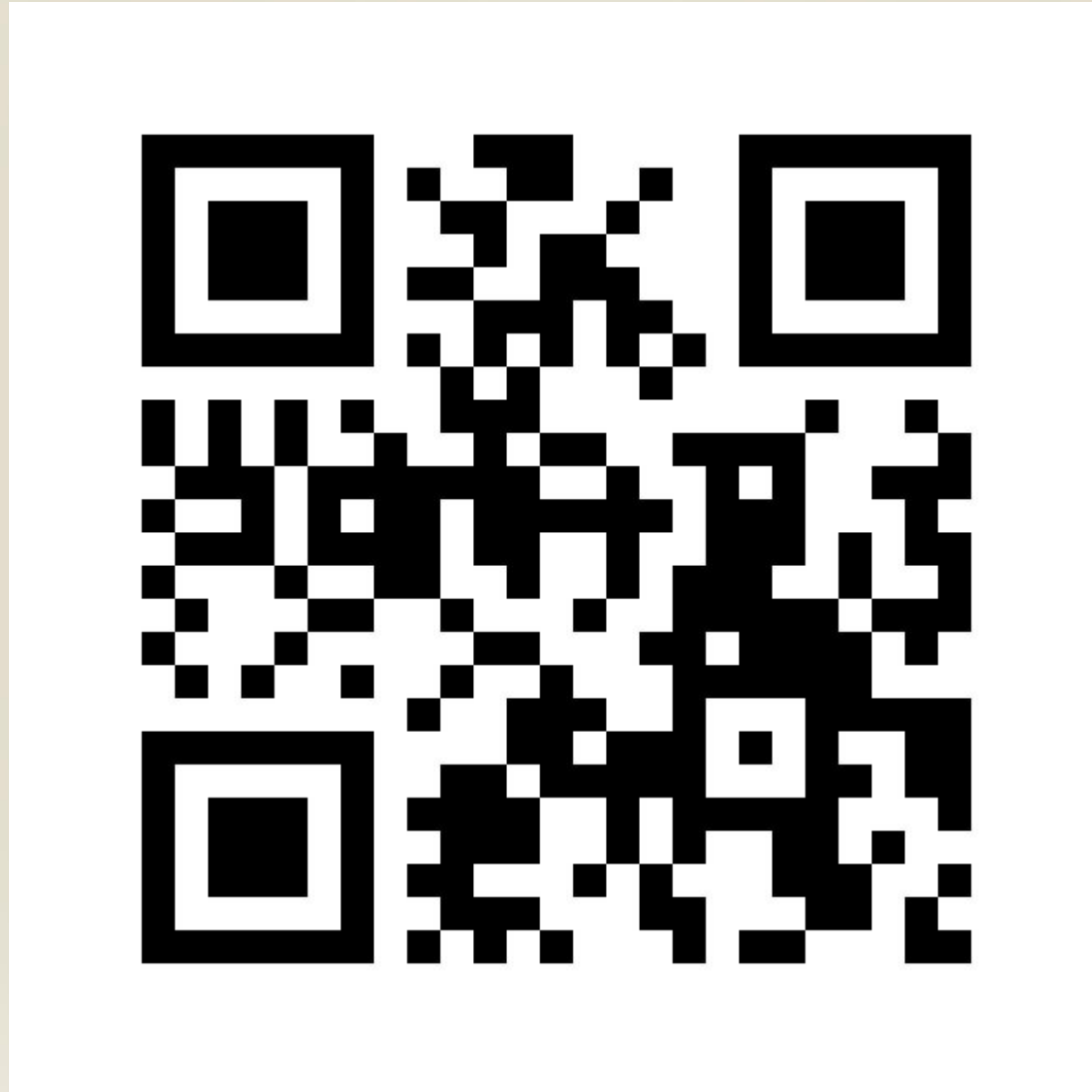
<https://www.hudsms.co.uk>

Text HUDUNI LIB followed by your message to 81025

Text tips & tricks



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?1856046486>

Blackwell: <http://library.hud.ac.uk/perl/blackwells.pl?1856046486>

del.icio.us: <http://del.icio.us/post?url=http://library.hud.ac.uk/catlink/bib/580994/clis/...>

Loan Stats: <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 –

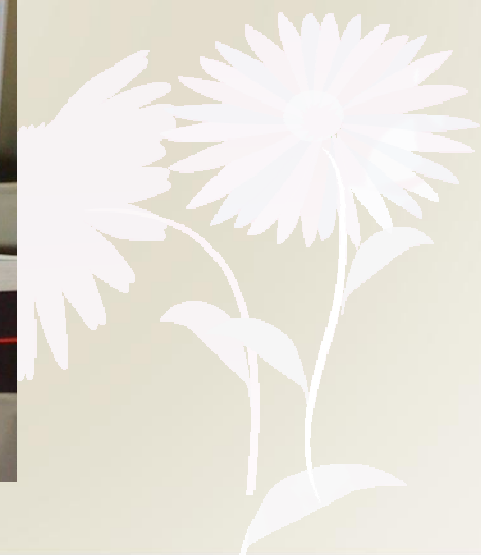


<http://englishlegal.notlong.com/>

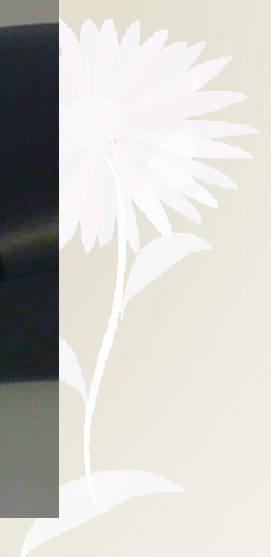


What's the strange picture for?

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.







MONITOR

09/09 13:29:59
Present Card >>



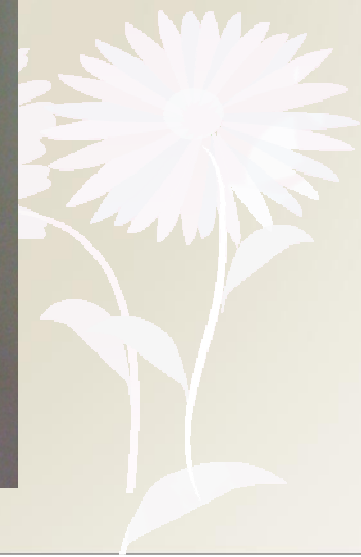
Insert
Coins

Insert
Notes

Present Card
Here
↓



Finish



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.



**WIN
£100!**

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


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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