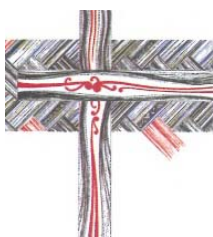


# *QR Codes and Electronic Books*

*by Helen Greenwood*

# QR Codes and Electronic Books

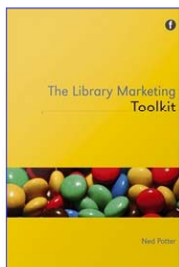


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# Problem

Trying to increase the visibility and therefore the use of electronic books



Potter, Ned. *Library marketing toolkit*.  
London : Facet Publishing, 2012.  
ISBN 9781856048064

QR Codes are a great way to integrate paper and electronic collections. My colleague Susan Clayton suggests putting QR Codes on the physical shelves above the books – these then link to the e-Book equivalent of the physical stock that sits on these shelves. If the books aren't there, the user sees a sign saying 'Scan this QR Code to be taken to the e-book of [insert title here]' – much quicker than looking it up in the catalogue.

Potter, p. 126

# What is a QR code

QR stands for 'Quick Response'. A QR code is essentially like a barcode that you might find on a packet of food, except that it can be scanned by a mobile device – when you scan a QR Code it takes you to a specific website online.

Potter, p. 124

This QR code takes you to the  
Library Marketing Toolkit website





# Creating a QR code

There are many free websites that will  
create QR codes

These are the two I have used

[www.qrcode.kaywa.com](http://www.qrcode.kaywa.com)

[www.qrstuff.com](http://www.qrstuff.com)

Copy and paste the URL into the QR  
code generator to create code

Note to self: make sure you use the QR  
code from the 856 of your catalogue  
record to ensure that you get to your  
library's authentication page


Looking for another book on this topic? ¶

*Almost-Christians: what the faith of our teenagers is telling the American church* by Kenda Creasy Dean ¶

BV 4531.3-DEAR ¶

Only available as an eBook ¶

Scan the QR code ¶  
Use your John Kinder Theological Library login ¶




Looking for this book? ¶

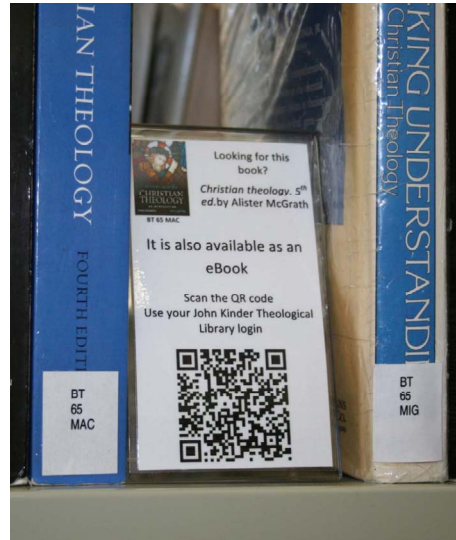
*Why go to church? the drama of the Eucharist* ¶  
by Timothy Radcliffe ¶

BV 5149-CS-RAD ¶

It is also available as an eBook ¶

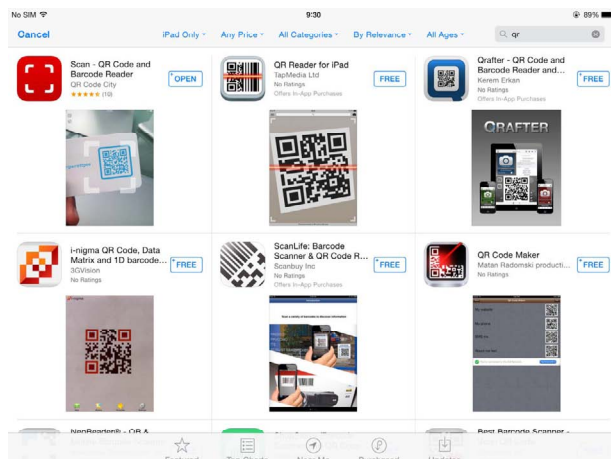
Scan the QR code ¶  
Use your John Kinder Theological Library login ¶



# Download QR code scanner

Available free from App Store or Google Play



## Scan, authenticate, access



## Have a go

— Sign In —

Username

Password

Remember me

Username B06290642

Password 0642

# Publicity

- Colourful easels in the shelves
- Practical demonstration during library orientation
- Facebook post







# Uptake

- Ultimately, we have no way of knowing how many people are using QR codes
- One documented example when library user whipped out their smartphone in front of a library staff member and followed the process through