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QR Codes & Simple Augmented Reality in Academic Libraries

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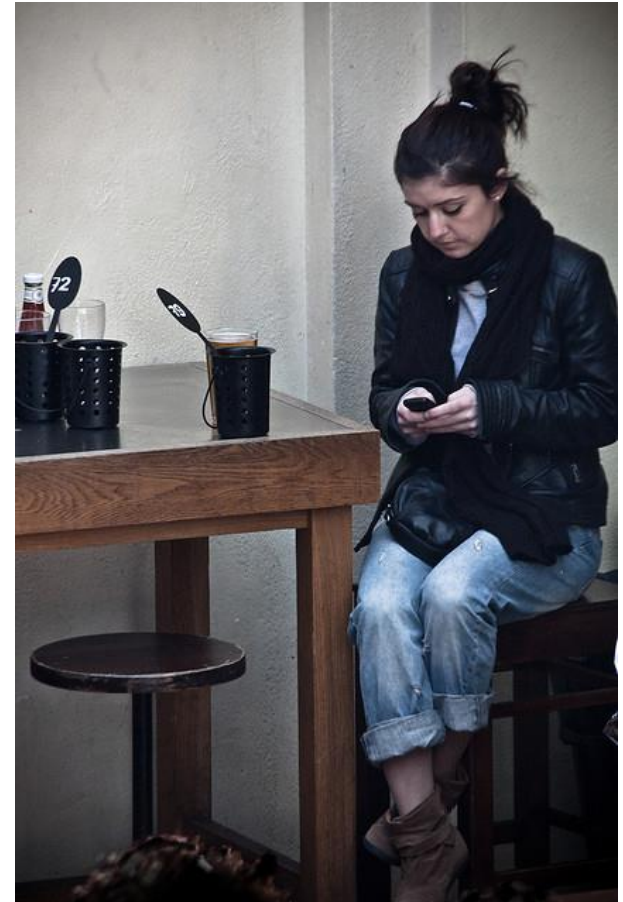


QR Codes & Simple Augmented Reality in Academic Libraries

Robin M. Ashford, MSLIS – George Fox University –
ACRL NW Lightning Talk - Oct, 2010

The Digital Revolution is Increasingly Mobile

- + *"Explosive growth of mobile devices and applications will drive new services."* - **ACRL News: 2010 top ten trends in academic libraries**
- + Smartphone marketing data
- + Horizon Report 2010 – One Year or Less: Mobile Computing
- + Apps, apps, and more apps



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What are QR (Quick Response) Codes?

- + A QR code is a matrix barcode readable by smartphones and mobile phones with cameras
- + Typically seen as white squares with black geometric shapes
- + Information such as text, url or other data can be easily encoded using a QR Code generator
- + Users point their phones, scan, and are quickly taken to the encoded data



[flickr: mathplourde's photostream](https://www.flickr.com/photos/mathplourde/)

QR Code Apps – Free, easy, quick - pick an app, any app...



Note: In most cases any app will work - Unfortunately, there are exceptions

How are they being used in libraries?

Many ways - physical, online & mixed uses

Film trailers



Art shows & exhibits



Room reservations



Magazines & Journal areas



GFU Library: Ex. Physical Uses

Online Uses – Research guides, catalogs & more

SDSU Computer Science Research Guide Page

Go Mobile



[About QR Codes](#)



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SDSU Mobile Library: Research Guide: Comput...

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Navigation icons: back, forward, home, search, and a tab indicator showing 8 tabs.

Online Catalog

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author, floor level and call no.

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all on the users device and can
be available for future
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The Library

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result 1 of 1 for search "**ambient findability**" in anywhere

Ambient findability

Morville, Peter.
Publisher: O'Reilly,
Publication date: c2005.
ISBN: 0596007655

1 copy on the shelves.

Copy details

Shelf mark	No. of copies	Loan type	Location
518.882 MOR	1	28 day loan	Level 4 (see floorplan)

Catalogue record

ISBN: 0596007655 (pbk.) :
Personal Author: [Morville, Peter.](#)
Title: Ambient findability / Peter Morville.
Publication info: Beijing ; Farnham : O'Reilly, c2005.
Physical descrip: 188 p. ; 24 cm.
Subject term: [Database design.](#)
Subject term: [Database searching.](#)
Subject term: [Information and retrieval systems--Design.](#)
Bulletin heading: COMP
Bulletin heading: GEN

The book cover for 'Ambient Findability' by Peter Morville, published by O'Reilly. It features a stylized illustration of a person's head and shoulders, with a large, glowing orange sphere (representing a search or data) in the background. The title 'Ambient Findability' is prominently displayed in a green box, and the author's name 'Peter Morville' is at the bottom.

Google Preview

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Bath copies

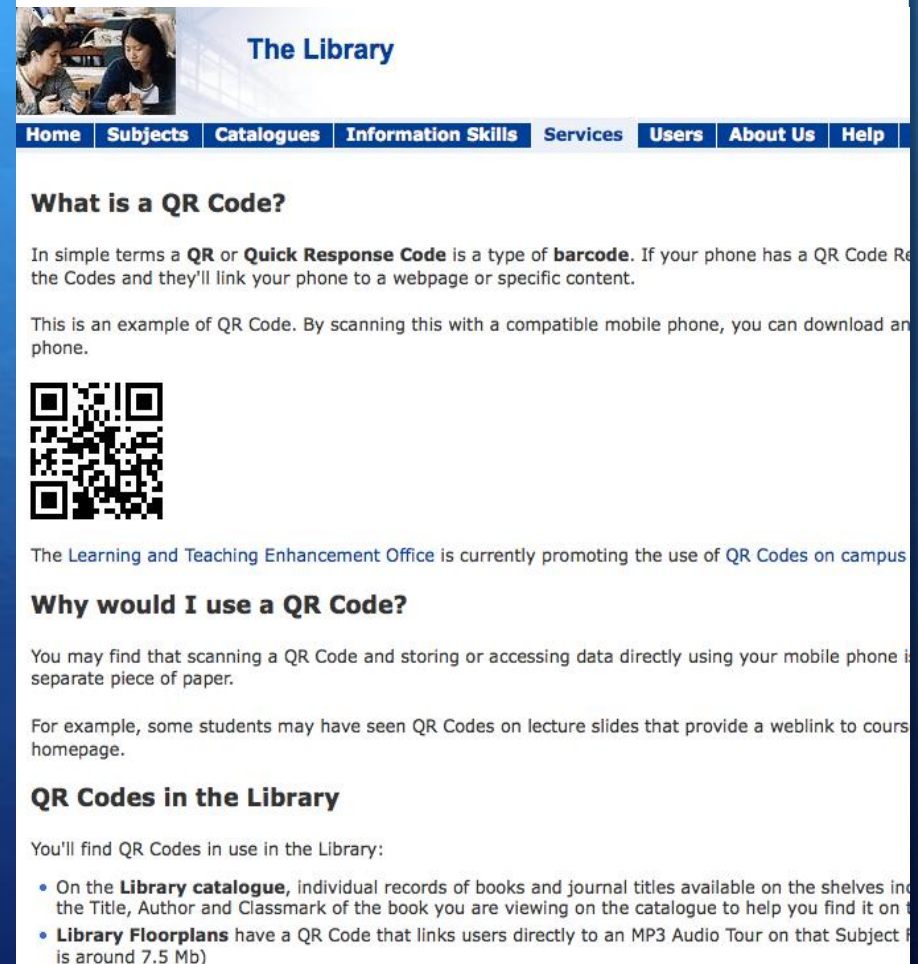
Send me a scanned article/chapter from this item

A square QR code located at the bottom of the right sidebar, intended for mobile devices to scan and access the library item.

What's this?

Educate Users

The “What’s this?” link
under the Bath University
QR code takes users to
this information page
under library services



The screenshot shows the Bath University Library website. At the top, there is a header with the text "The Library" and a navigation menu with links: Home, Subjects, Catalogues, Information Skills, Services, Users, About Us, and Help. Below the navigation menu, there is a section titled "What is a QR Code?". This section explains that a QR or Quick Response Code is a type of barcode that links a phone to a webpage or specific content. It includes an example of a QR code and a link to a page titled "What's this?". Below this, there is a section titled "Why would I use a QR Code?" which explains that scanning a QR code can store or access data directly on a mobile phone. It also mentions that some students may have seen QR codes on lecture slides that provide a weblink to course homepages. Finally, there is a section titled "QR Codes in the Library" which lists two examples: a QR code linking to a book record in the library catalogue and a QR code linking to an MP3 Audio Tour on a subject floorplan.

The Library

[Home](#) [Subjects](#) [Catalogues](#) [Information Skills](#) [Services](#) [Users](#) [About Us](#) [Help](#)

What is a QR Code?

In simple terms a **QR** or **Quick Response Code** is a type of **barcode**. If your phone has a QR Code Reader app, you can scan the Codes and they'll link your phone to a webpage or specific content.

This is an example of QR Code. By scanning this with a compatible mobile phone, you can download an app to your phone.



The Learning and Teaching Enhancement Office is currently promoting the use of QR Codes on campus

Why would I use a QR Code?

You may find that scanning a QR Code and storing or accessing data directly using your mobile phone is more convenient than a separate piece of paper.

For example, some students may have seen QR Codes on lecture slides that provide a weblink to course homepages.

QR Codes in the Library

You'll find QR Codes in use in the Library:

- On the **Library catalogue**, individual records of books and journal titles available on the shelves include the Title, Author and Classmark of the book you are viewing on the catalogue to help you find it on the shelves.
- Library Floorplans** have a QR Code that links users directly to an MP3 Audio Tour on that Subject Floorplan (the file size is around 7.5 Mb)

What is This?



Print
sign in
library

It's called a QR (Quick Response) Code

If you have an Internet enabled phone you
can access information by scanning this
code with a QR scanning App

You'll see QR codes around the library
Want to know more?

Ask a librarian or take a
QR code fact sheet!

QR Codes at GFU Library

Mixed use – online and print promotion

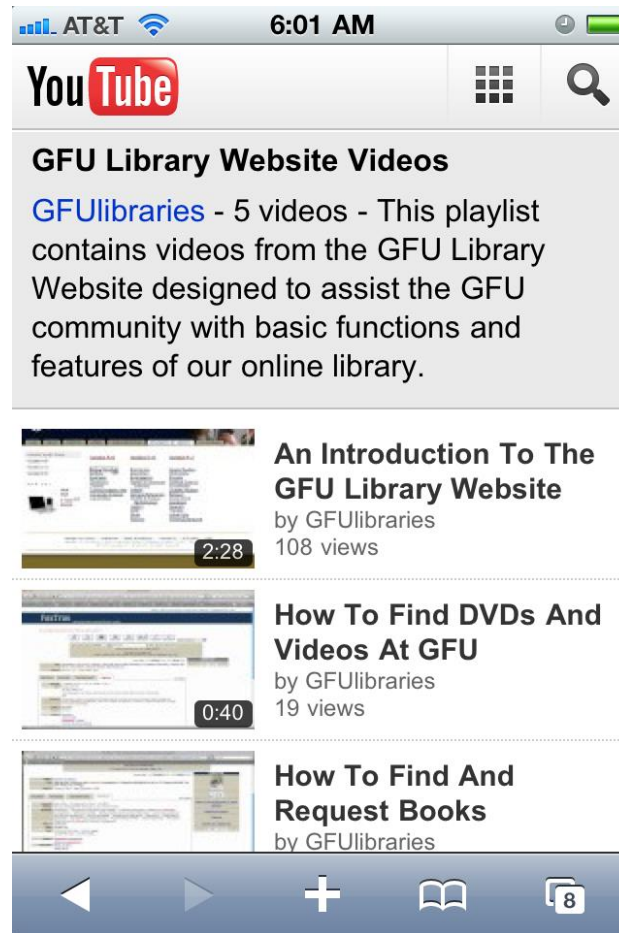
QR Code on promotional
flyer and on GFU Library
Website




GFU Mobile Library



Another mixed use QR Code example



Library Vendors & QR Codes
















**Music Online**

Home Browse **Advanced Search** Playlists

Search » Results

Search Results

Your search for "Natalie Cole" found 6 results. Showing 5 results. [Hide details](#)

1. **Album:**    *Leavin'* performed by Natalie Cole
2. **Album:**    *Day Dreaming* performed by Natalie Cole
3. **Album:**    *Ask A Woman Who Knows* performed by Natalie Cole
4. **Album:**    *We All Love Ella: Celebrate the Music of Ella Fitzgerald* Linda Ronstadt (Singer); Lizz Wright; Dianne Reeves; Chaka Khan (Singer); Rob Mounsey (Conductor)
5. **Album:**    *The Ultimate Diva Collection* Gilberto; Gloria Lynne (Singer); Shirley Valerie H. O'Day (Singer); Carmen McRae (Pianist, Singer); Ella Fitzgerald (Singer); Riley Hampton (Conductor)

Showing 5 results. [Hide details](#)


:: Send to mobile device

To send Leavin' to your mobile device, use one of the available options:

OPTION 1 ::

To send this to your device via email or SMS, enter addresses or phone numbers below:

Note: For INTL Numbers, please begin with +(country code)

[Add Field](#) 

[SEND](#)


OPTION 2 ::

Enter this short link directly into your device's web browser:

<http://goasp.it/frf>

OPTION 3 ::

Scan this QR Code with a compatible device:



[What's This?](#)

If you'd like to know more about using this product in a mobile device, see our [help page](#)

Promote



[flickr: lukask's photostream](https://www.flickr.com/photos/luksk/)

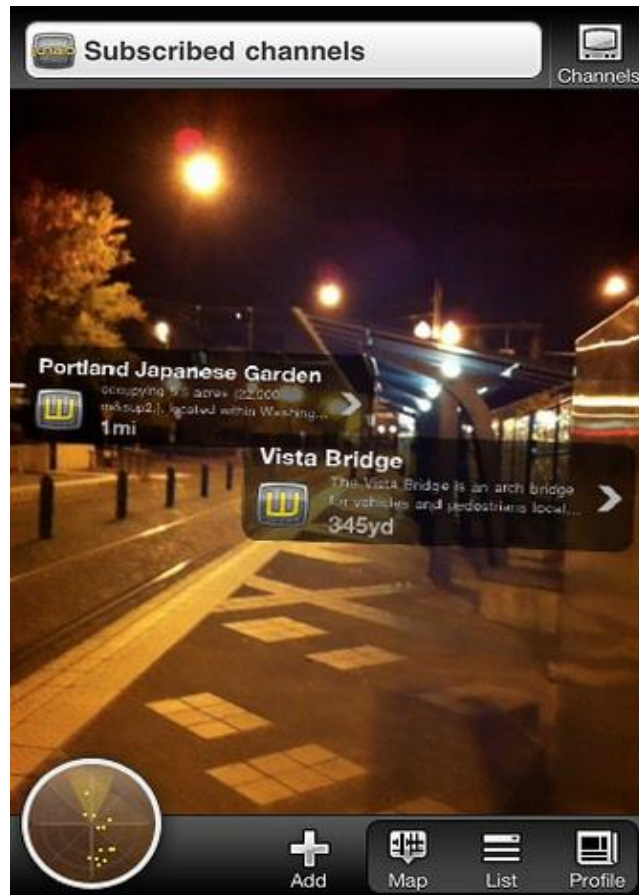
Simple Augmented Reality (AR)

What is AR?

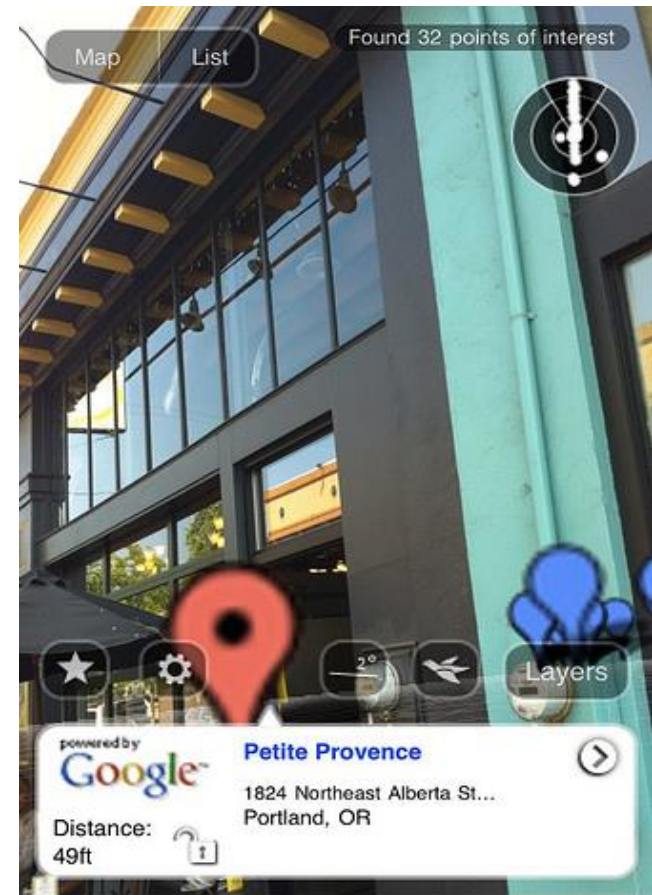
AR overlays virtual data/information with what you see in the real world

- + AR is interactive combining the real and virtual, and can also be displayed in 3D**
- + The technology functions by enhancing one's current perception of reality**
- + The term “augmented reality” has been around since the 1990s** http://en.wikipedia.org/wiki/Augmented_reality

Augmented Reality APPS



junaio app with wikipedia info



Layar app with Google info

Using Augmented Reality Apps

Tag Places – Create
campus & library tours

Use existing information
or create your own story



Augmented Reality

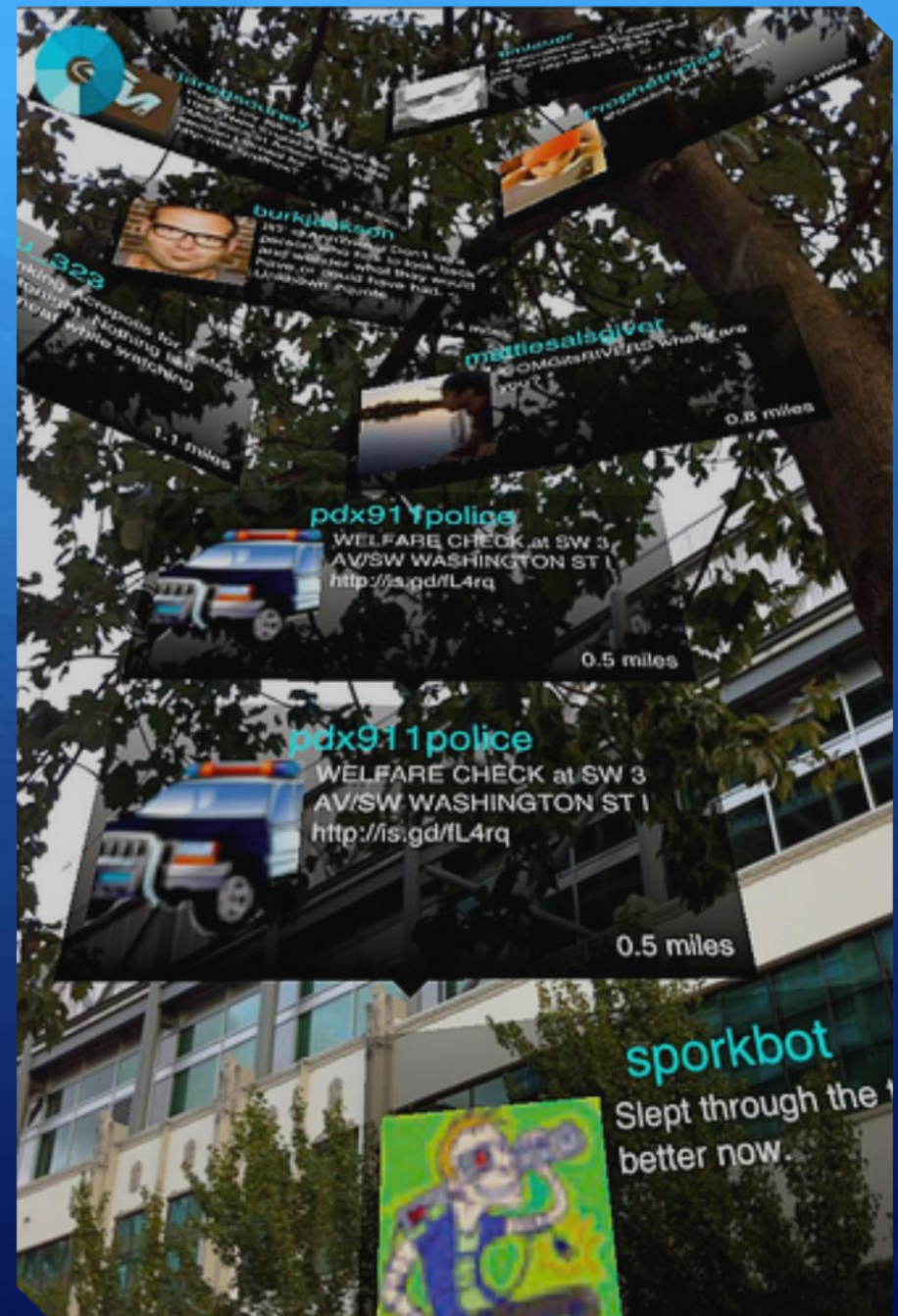
Still early – 2010 Horizon Report: 2-3 years out,
but definite educational potential

Challenges:

- + Specific and proprietary apps
- + Smart mobile devices must have GPS and compass
- + Not widely accessible & knowing when available
- + Mainly entertainment and business marketing at this time

Augmented Reality – acrossair app showing nearby tweets

How might we leverage
social media platforms
within augmented reality
for educational purposes?



AR Conclusion – much potential, still early

“Augmented reality installations can be built to take advantage of existing or low-cost infrastructure. The use of nearly ubiquitous devices such as cell phones may permit rapid experimentation and evolution of augmented reality applications.”

<http://www.educause.edu/ELI/7ThingsYouShouldKnowAboutAugme/156810>