2010

QR Codes & Simple Augmented Reality in Academic Libraries

Robin Ashford
George Fox University, rashford@georgefox.edu

Follow this and additional works at: http://digitalcommons.georgefox.edu/libraries_fac

Part of the Higher Education Commons, and the Online and Distance Education Commons

Recommended Citation
http://digitalcommons.georgefox.edu/libraries_fac/16

This Conference Proceeding is brought to you for free and open access by the George Fox University Libraries at Digital Commons @ George Fox University. It has been accepted for inclusion in Faculty Publications - George Fox University Libraries by an authorized administrator of Digital Commons @ George Fox University. For more information, please contact arolfc@georgefox.edu.
QR Codes & Simple Augmented Reality in Academic Libraries

Robin M. Ashford, MSLIS – George Fox University – ACRL NW Lightening 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

flickr: garryknight's photostream
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.
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
Room reservations
Art shows & exhibits
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

SDSU Mobile Library
Computer Science Guide
Books
Articles
Course Guides
Citing Sources
Help
Computer Science Tips
Evaluating What You Find
Finding Books
Finding Journal Articles

© SDSU Library & Information Access
5500 Campanile Dr, San Diego, CA 92182-8050
[Call] [Email] [View Full Library Website]
Online Catalog

This one provides the title, author, floor level and call no.

No writing necessary, it’s all on the users device and can be available for future reference.
Educate Users

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

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

GFU Library Website Videos
GFULibraries - 5 videos - This playlist contains videos from the GFU Library Website designed to assist the GFU community with basic functions and features of our online library.

- An Introduction To The GFU Library Website by GFULibraries (108 views)
- How To Find DVDs And Videos At GFU by GFULibraries (19 views)
- How To Find And Request Books by GFULibraries
Library Vendors & QR Codes

Search Results

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: Celebrating Ella Fitzgerald performed by Linda Ronstadt (Singer), Lizz Wright, Dianne Reeves, Chaka Khan (Singer), Rob Mounsey (Conductor)
5. Album: The Ultimate Diva Collection performed by Gloria Lynne (Singer), Shirley Valerie Hart, O' Day (Singer), Carmen McRae (Pianist, Singer), & Ella Fitzgerald (Singer), Riley Hampton (Conductor)

:: 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/lrl

OPTION 3:
Scan this QR Code with a compatible device:

If you'd like to know more about using this product in a mobile device, see our help page.
Promote

flickr: lukask's photostream
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](http://en.wikipedia.org/wiki/Augmented_reality)
Augmented Reality APPS

**Junaiio app with wiki 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