Aug 18th, 1:50 PM - 2:30 PM

QR Codes on Campus

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QR Codes on Campus

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Aug. 18, 2011
Quick Response Code

- Created in Japan by Denso-Wave in 1994
- Widely used in Japan, Korea & the Netherlands
Tracking Applications

http://www.flickr.com/photos/mroach/4611131746/
QR - What it is

- Convenience and Consumer Applications

http://www.flickr.com/photos/mattslens/5727484828/
Easy to Use
Easy to Create
Easy to Disseminate
QR - What it is

- Easy to Use
- Easy to Create
- Easy to Disseminate
Examples

Print Ad

Bundle Up and SAVE

Quality California wines for your holiday parties, gifts, & enjoyment.

Hosting a party? Scan this code with your mobile device or text HOST to 30333 for suggestions on the number of bottles and type of wine to serve as well as perfect wine and food pairings. To download a 2D barcode reader on your mobile device text 2DCODE to 30333.
Examples

Print Ad

Midnight in Paris
Written and Directed by Woody Allen

"MARVELOUSLY ROMANTIC. A CREDIBLE BLEND OF WHIMSY AND WISDOM."
"EXHILARATING. OWEN WILSON IS PITCH PERFECT. MARION COCHRANES IS SUPERB."
"A SHEER PLEASURE TO WATCH. A DELIGHTFUL FANTASY!"
"TERRIFIC! BOOK THIS TRIP TO PARIS!"

"HYSTERICAL FUNNY!"
-Nick Leslie, SAN FRANCISCO CHRONICLE

CITY MD
walk-in urgent medical care

Think outside the box...
www.megabus.com
Safe, Convenient, Affordable.

CITY MD
walk-in urgent medical care
CityMD...your health is important AND so is your time

Weekdays 8am-10pm 336 East 86th Street
Weekends 9am-9pm New York, NY 10028

Come in for a FREE First-Aid Kit (While Supplies Last)
- Experienced Emergency Room Doctor On Site
- Open 365 Days A Year
- Serving Children & Adults
- Walk Ins Welcome
- Most insurance Gladly Accepted

with you every step of the way...
Examples

Print Ad

New York Times bestselling author of Beautiful Lies and Die for You

“This is one book that will have you racing to the last page, only to have you wishing the ride wasn’t over.” — Michael Connelly

Samund Pton

Scan here to start reading now!

Peter Reich:

“Spiegelmans complex, satisfying tale... Sharp prose and deft plotting elevate this Ocean’s Eleven-style caper story.”

With $100 million in black money at stake, is there still honor among thieves?

Also available as an ebook

Peterspiegelman.com

Watch the trailer
Examples

Outdoor Ad
Examples

Outdoor Ad
Examples

In-Store Display

http://www.thecellarkey.com/
Examples

In-Store Display

http://mashable.com/2011/03/22/mobile-barcodes-home-depot/
Examples

In-Store Display

We’re on the map

Google maps
Examples

Museum Displays

Tales of a Changing Nation

Picasso: Masterpieces
From the Musée National Picasso, Paris
http://www.vmfa.state.va.us/Picasso/
Examples

Museum Displays

Examples

Business Cards

http://webdesignnews.com/30-creative-qr-code-business-cards/
Examples

Used Car Stickers
Examples

Real Estate Signs

http://www.flickr.com/photos/qrable/4072456545/
Examples

Subway Virtual Store

http://youtu.be/fGaVFRzTTTP4
Examples

Games

http://exhibitions.nypl.org/100/digital_fun/play_the_game

http://www.libraryjournal.com/lj/home/890973-264/finding_the_future_inside_nypls.html.csp
Examples

Smartphone App

WalkIN waits in line for you.
Tired of waiting for a table at a busy restaurant that doesn’t take reservations? WalkIN lets you off the leash so that you’re free to roam. Just scan in and relax, you’re on the list.

http://walkinapp.com/
Examples

LevelUp

https://www.thelevelup.com/how-it-works

http://www.flickr.com/photos/bpierce/6015397080/in/set-72157627087554282/
Social Justice

http://www.raisethebarhershey.org/smores/
Interesting Examples

Cemetery


http://judith.medan-il.com
Interesting Examples

Clothing

http://mashable.com/2011/06/14/qr-code-dress-webbys/
Interesting Examples

Advertising

http://mashable.com/2011/06/14/qr-code-dress-webbys/
Art

http://www.berndhopfengaertner.net/projects/hello-world/
Less Good Examples

Tattoos

http://www.facebook.com/ballantines

Less Good Examples

On TV

The Ellen DeGeneres Show
Less Good Examples

Books2Barcode

The Adventures of Sherlock Holmes
by Sir Arthur Conan Doyle

This is the full text of The Adventures of Sherlock Holmes converted into 2D barcodes.
Use a mobile device with a barcode scanner to scan each code and read a section of the book.

Converted by Books2Barcodes, Created by WONDER-TONIC

Artistic QR codes
Artistic QR codes
Artistic QR codes
Artistic QR codes
QR Codes @ Colleges & Universities

### Faculty Publication Highlights

**Rants and Raves**

These are poems of everyday miracles. The excitement of prose poetry is that it transcendes the rules to catch a glimpse of what could be called the true life of the imagination. This is what Peter Johnson gives us. What more could we ask of a book of poems?

—Charles Simic

These poems are comic, sexual, and endlessly inventive. They are poems of appreciation and discovery: poems that prove there is such a thing as the American prose poem.

—Russell Edson

Peter Johnson writes with a lover’s latent extravagance and a yogi’s self-discipline. His funny poems are heartbreaking and his serious ones are hilarious.

—Bruce Smith

Johnson’s supremely quirky mind enables him to combine the strange and familiar, the most urgent bursts of lyricism with disarming unemotional statements. He leaves the reader with a new appreciation of a genre that, perhaps more than any other genre, makes the ordinary extraordinary.

—Michael Dukleski

The American Prose Poem

These poems fuse artifice and sincerity, rage and humility, golf balls and comic missives to create an astonishingly funny yet serious book of prose poems, characterized by joyful cynicism and skeptical faith.

—Denise Duhamel

You can purchase a copy of *Rants and Raves* from White Pine Press. Selections will be available on this page over the next few weeks (click title below to view poem)

**Pretty Happy**

The Millennium

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**Additional Resources**

Peter Johnson

Prose Poem Journal

PC Faculty Authors

Library owned works by Professor Johnson

Professor Johnson will be signing copies of *Rants and Raves* on April 16, 2010 in the Barnes & Noble Bookstore, Slater Center, between 12:00 and 1:00pm.

**Dr. Peter Johnson**


For his poetry, he has received a National Endowment for the Arts fellowship, a Rhode Island Council on the Arts fellowship, and his second book of poems was awarded the 2001 James Laughlin Award by The Academy of American Poets. This award is given to honor a second book by an American author.

His novel, *What Happened*, received the 2006 Paterson Prize for young adult fiction and was named the Rhode Island Book of the Year for secondary schools by The Alliance for the Study and Teaching of Adolescent Literature. It was also chosen as one of the “Best Books for the Teenaged” by the NY Public Library and “Best New Books for the Classroom” by Booklinks.

He founded *The Prose Poem: An International Journal*, which he edited for nine years, and he is a contributing editor of *Sentence, and Slope*. He lives in Providence, RI with his wife and two sons.

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http://www.flickr.com/photos/pclibrarycommons/sets/72157623258384118(with/4344429928/)
A QR Code is shaped like a box
It may be small and red, or big and blue
For marketing, a QR Code rocks
To send a lot of info straight to you
Use your smart phone to scan this code
With an app you’ll find for free
A website, pic, or link will load
The best is yet to see

QR Codes @ Colleges & Universities

- University of Leeds QR Code Hunt
  - [http://vimeo.com/6782848](http://vimeo.com/6782848)

- Lafayette College Library Scavenger Hunt
  - [http://library.lafayette.edu/carmensandiego](http://library.lafayette.edu/carmensandiego)
QR Codes @ Colleges & Universities

http://catalogue.library.ryerson.ca/record=b1618660~S0
QR Codes @ Colleges & Universities

http://www.flickr.com/photos/jamesclay/4690553670/sizes/l/in/photostream/
Miami University (Ohio) Libraries
- Placed codes in top 400 circulating books in collection
QR Codes @ Colleges & Universities

QR Codes (“Quick Reference” Codes) are essentially 2-dimensional barcodes. They can contain hundreds of times more data than conventional 1-dimensional barcodes [1]. Initially created for use in the shipping industry, they are gaining popularity for marketing to people with smartphones. Many consumer-oriented QR codes point users to a website address, although other types of data storage are possible. Generally, users scan the QR Code with a scanning device (for example, the camera on a smart phone), and they are automatically directed to a website or the application specialized to handle the code’s data. The idea is to allow users to avoid the hassle of remembering or manually reproducing long, precise strings of data.

Uses in Libraries

- Lawrence University Seeley G. Mudd Library has created a QR code information page to help our patrons understand QR codes. We use QR codes to direct patrons to our virtual tour, to electronic music resources, to our mobile website, to begin text messages to the interlibrary loan office, and more. Take a look at our Flickr page to see all of the ways we use QR codes.
- Boise State University’s Albertsons Library uses QR codes to link to its mobile website in its blog and main Twitter page. There is also an informative research guide about QR codes—what they are, how they are being used in Albertsons Library, tips on creating effective codes, and recommended QR code readers/scanners.
- Brigham Young University’s Harold B. Lee Library uses QR codes for its library audio tour and for Group Study Room-on-the-spot reservations (http://lib.byu.edu/sites/qrcodes/).
- Half Hollow Hills Community Library uses datamatrix codes on end stacks to lead patrons to subject guides on the web.
- ACU Library uses mobile tags in library exhibits to link to songs, videos, websites, and real-time searches of our library catalog. It’s a good way to incorporate electronic media with physical items and to make the display more engaging.
- Bath University Library is adding QR codes to catalog records to offer patrons basic info about an item (including location and call number).
- Biblioteca Rector Gabriel Ferraté, Universitat Politècnica de Catalunya uses QR Codes to provide additional information on promotional posters and to provide username and password to users who subscribe to the CLIC Area service (a computer classroom).
- Lafayette College Library used QR codes for their 2010 Open House event geared to first year students, “Where in the Library is Carmen Sandiego: An Interactive, Mystery Game”. Students had to collect QR coded clues from librarians stationed throughout the library.
- RMIT University Library used QR codes for a contest it was running.
- Ryerson University Library and Archives is using QR codes in its library catalogue and for downloadable audio tours.
- Sacramento Public Library offers a QR code to patrons that will load the library’s text message reference service info into the patron’s phone. The code can be found on the Text 4 Answers page of the library website and the library’s blog. More info at The Civil Librarian.
- University of Huddersfield Library is using them for linking to text messaging reference service videos, contact info, and, in the catalog records, providing basic info about items. See Andrew Walsh’s presentation, “QR codes, text a librarian, and more…”

http://www.libsuccess.org/index.php?title=QR_Codes
QR Codes @ Colleges & Universities

In the Classroom …

- Lecture Podcasts
- Tutorials
- RSS Feeds
- Lecture Notes – lead to maps, videos, subject guides, assignments
- Instant Surveys or Quizzes
- Guided Tours
- How-to or Safety manuals/videos (e.g. for lab equipment)
BSU Examples

Contact Information
BSU Examples

Group Study Rooms
BSU Examples

Hall of Black Achievement Gallery
BSU Examples

Hall of Black Achievement Gallery
End of QR Codes?

- NFC (Near Field Communications)

http://en.wikipedia.org/wiki/Near_field_communication
http://news.bbc.co.uk/2/hi/programmes/click_online/9484898.stm
QR Codes in the Classroom


Additional Resources

- **QR Code Readers**
  - Barcode Scanner (Android)
  - QR Droid (Android)
  - QR Reader (iPhone)
  - QR Scanner (iPhone)
  - i-nigma (Windows Mobile)
  - QR Code Scanner Pro (Blackberry)
Additional Resources

- QR Code Generators
  - ZXing
  - Kaywa
  - Qurify
  - Mobile-Barcodes
  - QR Stuff
  - SnapVu
Additional Resources

- **Best Practices**
  - [QR Code Best Practices for Gov 2.0](#) (Sarah Marchetti Van Velsor)
  - [QR Code Best Practices](#) (Shaun Quigley)
  - [10 Best Practices for Employing QR Codes](#) (Brenna Roth)
  - [QR Code Best Practices](#) (The Trade Group)

- **Near Field Communication**
  - [Quick Guide to the Future of Mobile](#)
Questions

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