QR Codes and Electronic Books

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Problem

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


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
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
Download QR code scanner

Available free from App Store or Google Play
Scan, authenticate, access

Have a go

Sign In

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