

Present Era Needful of Qr Code in Libraries

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Abstract

This article deals with the use of QR codes, especially in Libraries. The full form of QR code is Quick Response Code. The QR code technology is just like the barcode technology. The differences between barcode technology and QR code technology is that barcode technology can handle the information only in horizontal direction and QR code technology can handle the information in both horizontal and vertical direction. QR code technology is widely used as a medium to deliver a message to end users. The QR codes are mainly used by libraries for the purpose of promoting their services. Nowadays the QR code technology is widely used by many libraries for providing quickly access to their resources. Needful applications in libraries as a emerging technology in the present scenario of libraries hand trend access resources with simple a scan of a code are known as a treasure hours of knowledge by having its high quality and rich information resources which are freely provided for academic user community.

Keywords : QR Code, Bar Code, QR Code Reader, Library Services, Technology

Introduction

We all know that mobile is one of the powerful devices that people use in day-to-day life. Mobile devices are mainly used for voice communication. Along with the voice communication facility, these devices also offer different types of services to its patrons. Now-a-days there is huge variety of mobile phones with different features with a very low price. They have cameras and support Android or Windows operating system. With the advent of ICT, the concept of the library has changed. Libraries are procuring E-Journals, Magazines, CDs, DVDs, etc. Now libraries are providing online services, references services and RFID-based circulation system. In recent past, the European countries have used QR code for their existing library system. The QR coder is the technology that can deliver to the user the information in a code. Quick Response Codes (QR Code) are two-dimensional images that, when scanned by a smart phone's camera, prompt the smart phone to open a webpage or display an image, video, text.

As internet has become a part of everybody live in the same way QR code will also become a necessity to access any encourage there users to go through that as they are implemented to make users lives easier. It offers new ways for communicating and exchanging of information and knowledge, with the help of ICT tools are affecting revolutionary steps to changing in the way information stored, retrieved and dissemination for automating their activities, crating dynamic website with useful features context, easily accessible links etc. They are striving hard to cater the information needs of its patrons by providing point of need assistance with just-in-time virtual and physical spaces. In this connection, QR code is a

new technology which helps libraries to affordably connect its patrons by context-sensitive without visually assaulting them. This technology has the potential to connect patrons to information about its materials and services.

What is QR Code ?

A QR (Quick Response) code is a type of two-dimensional bar code appears as a small white square with black geometric shapes in which data are encoded based on the position and combination of the black spots read by smart phones / androids with camera. They are sometimes referred to as mobile codes. Even otherwise we can term it as a matrix barcode readable by smart phones with the help of mobile cameras. QR codes can hold much more information than a regular barcode. The information encoded in a QR code can be a URL, a phone number, an SMS message, a V-card, or any text. They are referred to as QR because they allow the contents to be decoded at high speed.

History and Defining QR Code

QR code is developed as an improvement to the existing barcodes for application in inventory management by Toyota subsidiary Denso Wave in 1994. Since its introduction, the QR code has gained wide acceptance in such diverse industries such as manufacturing, warehousing and logistics, retailing, health care, life sciences, transportation and office automation etc. QR code can be read through device which has the QR code reader facilities like the mobile phones. QR codes represent text that is then used by the mobile device for performing an action. Codes can be created to link directly to a URL, create a vCard or initiate a phone call, text or e-mail, among other functions. QR codes have some data limits up to Max. 7,089 Numeric character, Alphanumeric Max. 4296 character and Binary (8 bits) Max. 2953. Now with the explosive growth of smart phones, the QR code is also being used in mobile marketing as a fast and effective way of connecting with customers and providing end user content. Now a days, libraries are also adopting this technology very rapidly in the present scenario.

In the western countries like UK, USA, Japan and now in India also using QR codes to cater most crucial user demand for access to information to mobile phones. Thus, a QR code essentially pictographic hyperlinks that can be embedded in the physical environment. It links the physical world (poster, printout, room, physical object) to the electronic and facilitates communication adding significant value by improving accessibility to information. In reality QR code printed on physical materials like poster, handouts or on any object it will divert to the content in electronic form or allows user to communicate in electronically.

Necessary of QR Code in Libraries

1. High capacity encoding data
2. Small printout size
3. Damage Resistant
4. To give directions to the user
5. To provide brief information to user
6. To inform of required documents
7. To promote the library services
8. To create link to all the resources available in the library
9. To create link to virtual tour of library sections

10. To use library exhibitions like Videos, Audios and Websites
11. QR code is used to provide text messages for reference service and contact information of library staff as well as library patrons
12. Make book search easy for readers
13. Provide instant access to reading material
14. Promote your library efficiently
15. Provide library contact information effortlessly
16. Make library environment more engaging
17. Provide additional information about library quickly

Benefits of QR Code Applications to Library Services

1. Its fast
2. Store huge amount of data
3. Use anywhere
4. No specific skill is required
5. No additional technology is required
6. Use the Information later
7. Anyone can generate it
8. Increased customer satisfaction
9. User Friendly
10. Personalized service
11. Time savings
12. Location awareness
13. Limitless access
14. Ability to access information
15. SMS Alert and MOPAC
16. E-mail and Phone numbers
17. Reference and Library Resources
18. Wi-Fi access and Geo-location
19. Events and URLs
20. Twitter and tweets
21. Interactive and Simple to use
22. High Data Capacity
23. Variety of Data
24. Small Printout

QR Code campaigns that made a significant impact in 2021

1. Drones formed a giant QR Code in the sky in Shanghai
2. Kanye West's Yeezy Gap jacket promotion using a QR Code
3. Cocokind's QR Code for educating consumers on sustainability practices
4. Pizza Hut's AR Pac-Man experience using a QR Code
5. Unspun's QR Codes on eco-friendly jeans for circular care

QR Code Usage to stay relevant in 2022

1. Digital QR Code menus are here to stay
2. QR Codes at the store to curate an experiential shopping experience
3. QR Codes on packaging in 2022
4. QR Codes can be different shapes in 2022
5. Automate QR Code campaigns using integrations
6. QR Codes are implemented for shoppable marketing campaigns
7. QR Codes are more popular on social media
8. QR Codes & direct mail is a killer combo
9. QR Codes for healthcare
10. QR Codes for car dealerships

QR Codes trends to look in 2022

- ✓ QR Codes for marketing sustainability initiatives
- ✓ QR Codes to unlock AR experiences for customers
- ✓ Hospitality : More than just QR Code menus
- ✓ Financial institutions : Connect Phyigital experiences using QR Codes

Conclusion

Libraries are now being very challenged by the development of various technologies. In this present era, the new technology like QR code demands the changes of information handling in the library. The user would have easy access to most current and necessary information related to the library by using QR code. So to make the effective use of QR code among the user community, library professionals must organize user awareness program, orientation programme, etc. Today's world barcode have become quite because of their reading speed accuracy and better functionality. Because of the gaining importance and popularity of QR code, its implementation to libraries is wrathful. It is the power and capacity of the modern technologies that helps every reader to get the information. In the present technology rich age, library users are becoming tech-savvy. They are continually looking for finding the ways to use technology to simplify their information gathering methods. Hence libraries are needed to be flexible in changing and adapting new technologies in its activities and services to create value added services. Libraries value their relevance as the gate way to information. QR code technology is easy to implement, free to use and growing in popularity. Incorporating them in to library services publicity and marketing campaigns or around the library building or on the website offers users a more interactive learning experience.

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