

**Text Chat Transcript for Jan 17, 2013 webinar:
QR Codes: Bridging the print-to-digital divide**

Eileen O'Shea: Speaker slides can be downloaded in the Files box below or here:
<http://infopeople.org/training/qr-codes>

Eileen O'Shea: Today's webinar will be archived. The archive link is the same as the above link

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Eileen O'Shea: Look at the bottom of the page.

Kurt Van Atta: Thanks Eileen you saved me from having to ask.

Eileen O'Shea: That link was: <http://jumpscan.com>

Thomas Peters: I once saw a huge QR code projected on the side of a building. I didn't try scanning it, alas.

Eileen O'Shea: great QR code app for smartphones: <http://scan.me/apps/>

Cheryl Seabolt: I've never seen anyone scan a QR code

Thomas Peters: Has the Pew Internet and Am. Life Project done any survey research on the uptake of QR codes?

Sara Stambaugh: I <3 QR codes. I use them all the time!

Thomas Peters: I scan the code if I'm interested in learning more about whatever I'm reading/looking at.

Melodie Jann Smith: Craft and quilting magazines use lots of QR codes

lamatresa morris: The first time I saw one was on a bottle of ketchup. I scanned it.. very little info. Quite a let down

Kim Peine: I've used them at Costco and Best Buy

Cheryl Seabolt: I'm curious now to scan and see what I find

Thomas Peters: I agree. The QR code complete experience requires some planning and "payoff" for the end-user.

Eileen O'Shea: Just checked pew & internet life. no reports specific to qr codes

Luz Lemoine 2: we use them to download e-books and for cataloging purposes

Melodie Jann Smith: Shopsy is another comparison reader

Thomas Peters: Thanks, Eileen. Pew should do something on this, methinks.

Greg Ullman: Marketing failure: QR codes on advertising posters in subway, where there's no cellular service.

Thomas Peters: Love that Library-a-Go-Go name!

Eileen O'Shea: More on Library-a-go-go: <http://ccclib.org/locations/libraryagogo.html>

Eileen O'Shea: More on snap & go: <http://guides.ccclib.org/qr>

Thomas Peters: That's a good idea.

Eileen O'Shea:photos of snap& go in action:

<http://www.flickr.com/photos/ccclib/sets/72157627998568700/>

Thomas Peters:Great outreach and PR for the library.

Jackie Vargo:we added qr codes to our mousepads at public pcs and on our library hours signs to take them to our website info

Eileen O'Shea:Competitor to QR codes: <http://tag.microsoft.com/home.aspx>

Thomas Peters:I like the idea of using QR codes in a way that cause some service to "launch."

Belen Thornfield:Interesting thank you Eileen:)

Eileen O'Shea:They're colorful and more eye-catching. Do the same thing.

Mary Girard:I've used a photoshop program to insert QR tags into images

Elise Farr:<http://www.textalibrarian.com>/<http://www.textalibrarian.com/>

Beverly Duval:Can't see yellow email on printout-not a good color

Luz Lemoine 2:if you google it you will get a website that helps you create a QR code by just typing the text.

Sara Stambaugh:I have only ever used QR codes to link to web pages. How would I make a QR code display a list for reader's advisory?

Luz Lemoine 2:you can right click on the code and copy and paste it like a regular text

Ashley Trew:You can create a reader's advisory list on a website and turn that specific page into a QR code.

Vanessa Gault:There are many QR code reader apps

Stanley Strauss:Emails for presenters are: skantor@ccclib.org and tpeters@missouristate.edu

Pat Horn:Are the QR codes universal or specific to a brand device?

david wright:universal

Susan Newton:David, she gave links at the start Zxing, Bee Tagg and NeoReader will all work for you.

Elizabeth Karr:David, I use QRstuff (<http://www.qrstuff.com/>) to generate QR codes (for free!). Never had a problem. You pop in a url and then you download the qr code as a png file

Eileen O'Shea:to create qr codes: <http://qrcode.kaywa.com>

Holly Barfield:<http://www.qrstuff.com/> - this is the free genertor we use because you can keep stats

david wright:Okay...I thought she said those links were for readers, not encoders. Sorry!

Kurt Van Atta:David—Just google QR code generator and you'll get a lot of .com sites that will let you generate a code that you can paste to a Word document.

Eileen O'Shea:also: <http://www.the-qr-code-generator.com>

Madeline Pena:Short paper on QR Code in Libraries <http://bit.ly/W9moCC>

Mary Girard:Some QR creating websites will insert other stuff into the code. Be sure you know what you're getting.

Eileen O'Shea:Quipu: <http://quipugroup.com>

Shelly Monte:I use Qrafter-it's great...

Madeline Pena:Some QR Code generators let you personalize the code's colors and overall design

Kurt Van Atta:People seem to be asking if we can trust free QR generators not to imbed bad stuff. Presenter input?

Eileen O'Shea:article on prectecting yourself from "bad" qr codes:

<http://netsecurity.about.com/od/securityadvisorie1/a/How-To-Protect-Yourself-From-Malicious-QR-Codes.htm>

Eileen O'Shea:Check out Norton Snap: <http://labs.norton.com/2011/10/introducing-norton-snap-qr-code-reader/>

Madeline Pena:The Smithsonian has a QR Code printed on the floor's map for downloading the visitor's guide app for 99 cents

Carrie Prechtel:I think the concern was that someone would put another QR code over one the library has posted.

Luz Lemoine 2:The military are doing it, behind our military IDs

Luz Lemoine 2:Where they find all the information of a particular person holding a Military ID.

Jane Bering:I want to create QR codes for our craft book area and link to our Pinterest page.