### **UC Santa Cruz**

**Library Staff Presentations and Research** 

### Title

Multimedia Exhibits: Getting the Most Bang for No Buck

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# Multimedia Exhibits: Getting the Most Bang for No Buck Christy Caldwell, Ann Hubble, Christy Hightower ~ University of California, Santa Cruz

## Background

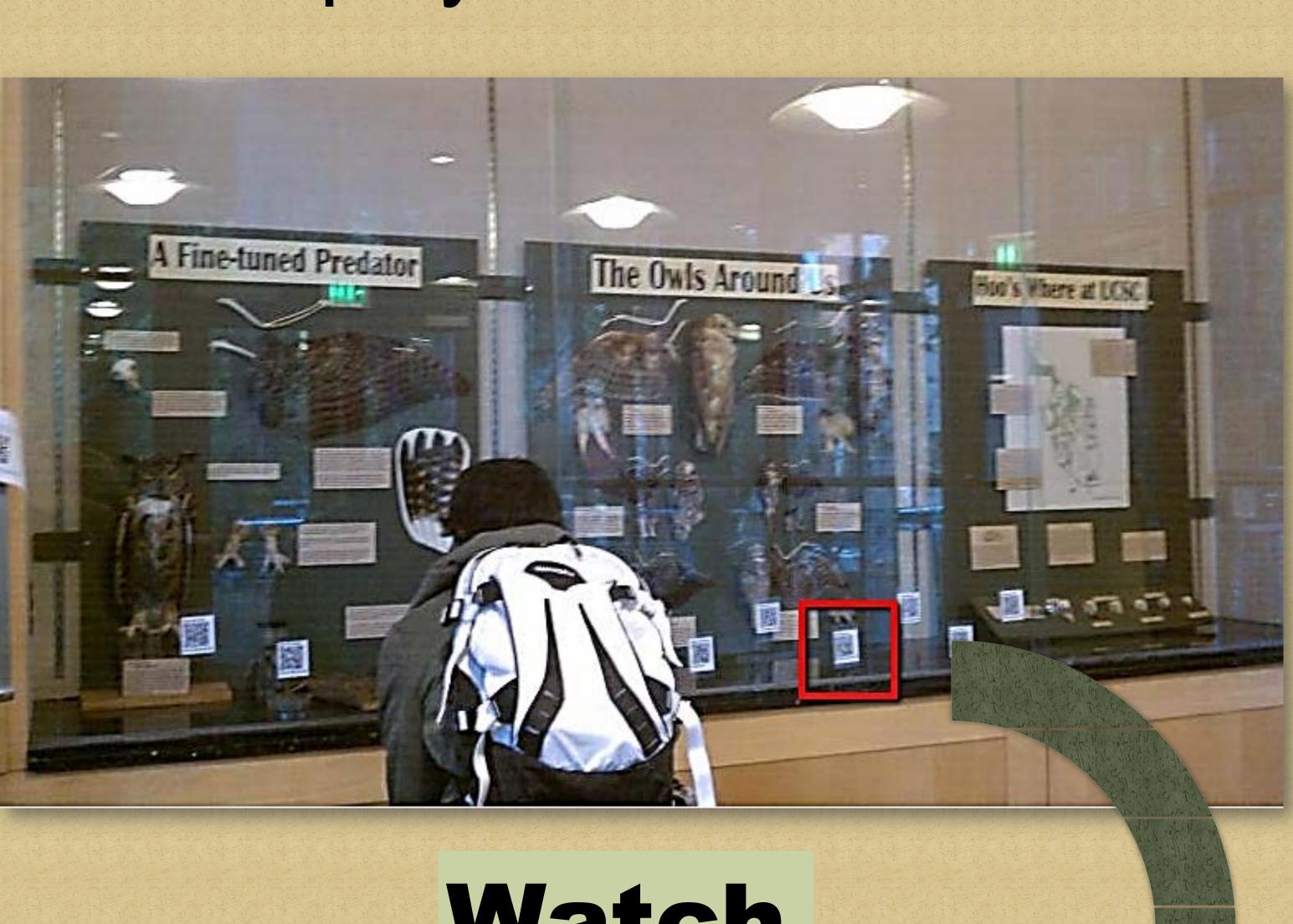
- Retro display case: static & dark
- Want new technology in an old building but have no budget
- Desire to bring collection (both print & electronic) to point of need/interest
- Want to focus attention on underutilized library collection
- Desire to collaborate with other units on campus

### Process

- 1. Librarian team collaborated via a spreadsheet in Google Documents to list bird species, corresponding YouTube URL, audio file or book title and link to catalog.
- 2. Created bit.ly account to create shortened URLs. (Shortened URLs also tracked usage within our bit.ly account.)
- 3. Created QR codes from bit.ly URLs via kayama.com.
- 4. Saved QR code permalinks in Google Doc for printing and archiving.
- 5. Printed the QR codes, with the name of the book, resource or bird name, and what kind of activity the user could expect (See! Hear! Read!).
- 6. Posted these on outside glass of display case, along with "What is this?" explaining QR codes, and handouts with URLs for non smart phone users.

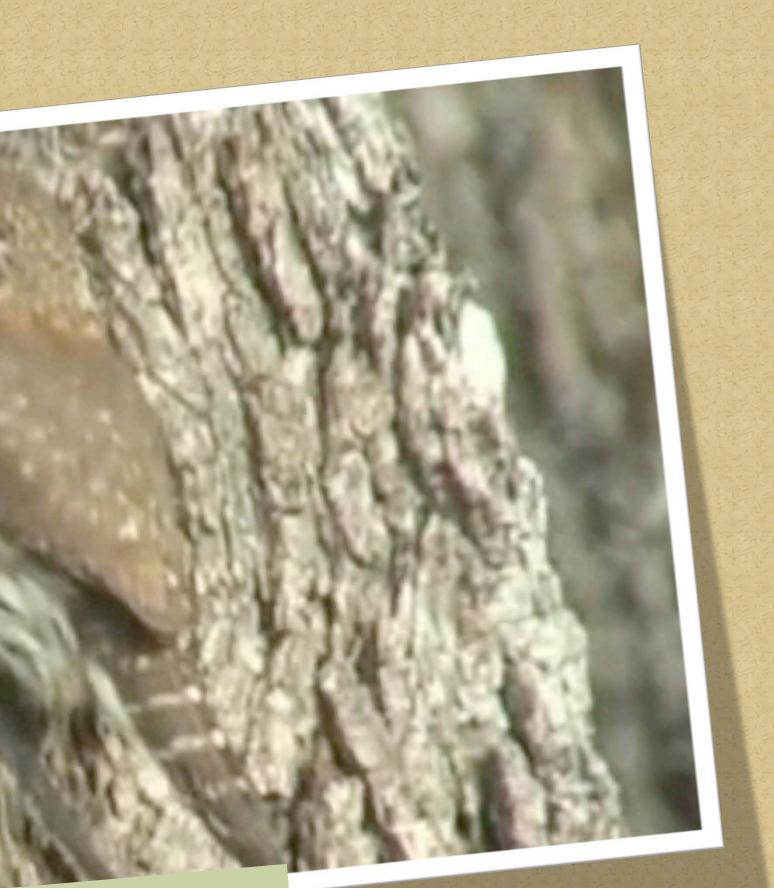


The Display





Northern Pygmy-Owl



# Tips/Issues

- entertainment.

## Conclusion

Would definitely do project again: Cost was \$0.

Vore...

Decide what you want the experience to be: instant gratification, resource awareness or

• Give users an idea of where they will go. The words we used were "Watch," "Hear," or "Read." • Provide resource urls for non-smart phone users. • QR code display size depends upon many ambient factors. We increased the size from medium to large after on-site testing. Be aware of smart phone compatibility issues with file formats (e.g. Flash not on iPhones). Phones may be using 3G/4G or campus wireless. Users may be affiliates or non-affiliates. Test authentication to licensed resources. • Test QR codes with different smartphones (eg. Android, Blackberry, iPhone). Your web logs may indicate what devices your patrons use. Long-term accessibility can't be assumed: Great Horned Owl YouTube video disappeared. • Tracking usage of QR codes is essential since users gave no feedback using options provided.

• Time was manageable. Between 5-10 hours. Brought interest to display. 102 scans. City's Natural History Museum asked for process.





QR code Readers and Generators Used in Our Project

- ٠ <u>i-nigma</u>

  - oReaderoGenerator
- KAYWA -- site QR Generator and readers ٠
  - o Reader
  - o Generator
- QR Codes -- Nice list from UC Irvine

#### More Ideas

• List of how libraries are using QR codes: http://www.libsuccess.org/index.php?title=QR\_Codes

**Best Practices** 

• http://www.themobilists.com/2011/10/11/qr-code-best-practices-in-print/

URL: *bit.ly/ucsccarl2012*