

# Multimedia Exhibits: Getting the Most Bang for No Buck

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## 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



### Watch



Red-shouldered Hawk



Northern Pygmy-Owl

## Tips/Issues

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

## Conclusion

Would definitely do project again:

- Cost was \$0.
- Time was manageable. Between 5-10 hours.
- Brought interest to display. 102 scans. City's Natural History Museum asked for process.

## More...

<http://bit.ly/ucsccl2012>



### *QR code Readers and Generators Used in Our Project*

- [i-nigma](#)
  - [Reader](#)
  - [Generator](#)
- [KAYWA](#) -- site QR Generator and readers
  - Reader
  - 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](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/ucsccl2012](http://bit.ly/ucsccl2012)