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THE QUESTIONNAIRE

CHAPTER 1 – EXTENT OF USE

1. Does the library use QR codes for _____?

    A. Virtual reference services
    B. Interlibrary loan
    C. Room reservations
    D. Equipment use/reservations
    E. Library blogs, press releases, or other marketing vehicles
    F. LibGuides (or other research guides)
    G. Cataloging
    H. 3D printing
    I. Library tours, shows, or exhibits
    J. Audiobook services
    K. E-book services

2. If the library uses QR codes for any application not mentioned above, please specify.

3. Does the library post QR codes on posters, walls, tables, and other physical objects so library patrons can be given critical information about some kind of equipment, process, service, resource, or other need?

4. If so, where does the library post these QR codes? Which of them are used most extensively?

5. If the library uses QR codes in cataloguing, describe the extent of their use.

CHAPTER 2 – QR CODE DATA

6. Does your library track the use of QR codes in the library?

7. What analytics packages or tools does the library use to track use of QR codes?

8. Approximately how many scans do all of the library's QR codes get on an average day?

9. How many unique QR codes has your library deployed in all applications?

10. How many total reads or scans per month does the library typically get for all of its QR codes?

11. Where has you library deployed QR codes? If you can (even informally), please break down by library sectors your library's use of QR codes. For example, you might say your QR codes are deployed as follows: cataloguing 25%, special collections 15%, administration 10%, tours and exhibits 15%, and so on. We realize this is difficult but take a shot at it, commenting on how accurate you think your picture is.

12. What is your single most commonly used QR code in the library?

13. How many reads or scans has this most popular code received and when was it first deployed?

14. Has your library done any research into what percentage of your patron base knows what a QR code is?

15. About what percentage of your patron base would you say knows what a QR code is?

16. How many QR codes were deployed in your library in February _____?[1]

    A. 2012
    B. 2013
    C. 2014

17. Approximately how many total reads or scans of your library's QR codes were registered for the complete _____ calendar year?[2]

    A. 2012
    B. 2013

CHAPTER 3 – QR CODE GENERATION

18. How much did your library spend in the past year on services for QR code generation?

19. Does your library use free apps or services or does it pay for apps or services to create QR codes?

    A. Free apps or services
    B. Paid apps or services
    C. Both free and paid

[1] If your library did not use QR codes, your response should be "0."
[2] If your library did not use QR codes, your response should be "0."

20. Describe how you went about making your decision to use paid or free apps or services to create QR codes. Why did you choose the apps and services you did?

21. When you are making a QR code that refers back to your library website, about what percentage of the pages that you wish to include would you say are mobile device friendly?

CHAPTER 4 – INFORMATION LITERACY & END USER PREFERENCES

22. Does the library cover the use of QR codes in its main information literacy effort with new students?

23. Explain how you have discussed QR codes in your information literacy efforts. Do you have handouts on the use of QR codes? Do you restrict the study of them to certain patrons, employees, or students? Are your efforts aimed at library employees, library patrons, or both?

24. Has the library included questions on the use of QR codes in its surveys of library patrons or staff?

25. Has the library ever conducted an end user usability test or focus group to systematically study and evaluate how library patrons currently use or are likely to use library QR codes?

26. If your library has conducted such focus groups, please describe what you have done and the conclusions you reached.

CHAPTER 5 – SOCIAL MEDIA & MARKETING

27. Has your library collected references and URLs for social media and video sites (such as YouTube, Vimeo, Facebook, and others) under a topic heading in a QR code?

28. If your library has utilized QR codes to better enable library patrons to access social media sites, please explain how you have done so.

29. Explain what your library has done to publicize and market QR codes to library patrons.

30. How does your organization handle the issue of creating appealing graphics for announcements, ads, posters, and other materials that describe to library patrons what can be found in a particular QR code?

CHAPTER 6 – INFORMATION RESOURCES

31. What are your beset sources of information on the use of QR codes in libraries? You can mention blogs, listservs, e-zines, conferences, reports, studies, magazines, etc. Be specific, citing URLs, ISBNs, and other identifying data where possible.

32. Which libraries do you particularly admire for their imaginative use of QR codes? What did they do that you respect so much?

SURVEY PARTICIPANTS

Alaska State Library
Albion District Library
Anaheim Public Library
Arizona Christian University
The Brentwood Library
Brigham Young University
Cal Poly Pomona University Library
Canterbury College
Central Institute of Technology
City of Gold Coast Libraries
City of London Libraries
College of Charleston Libraries
Community College of Rhode Island
Courtauld Institute of Art
Dowling College
Dudley Libraries
Eastern Michigan University
Gloucestershire Libraries
Gosford City Library
Grafton-Midview Public Library
Grand Valley Public Library
Latrobe City Council
Meadville Public Library
Meriden Public Library
Moreno Valley College
Mount Saint Mary College
National Institute of Corrections Information Center
New York City College of Technology
Newcastle University
North Warwickshire and Hinckley College
Parramatta City Library
Phoenix College Library
Renton Technical College
Sabah State Library
South Holland Public Library
Southwest Texas Junior College
St. Mary's University School of Law Library
Sundre Municipal Library
Tameside College
University of Aveiro
University of Bergen Library
University of Cape Town
University of Nottingham

University of Virginia Law Library
University of Wisconsin Law Library
Van Meter Public Library
Viola Public Library
Wartburg College
Westfield State University

CHARACTERISTICS OF THE SAMPLE

Overall sample size: 49

By Country	
United States	30
Other[1]	19
By Type of Library	
Higher education	23
Public	19
Law/business/other[2]	7
By Type of Higher Education Library	
Community college	7
BA-/MA-granting	8
Doctoral or research university	8
N/A	26
By Full-Time Equivalent Library Employees	
Less than 10	16
10 to 49	19
50 or more	14
By the Year the Library Introduced QR Codes	
2011 or earlier	18
2012	16
2013 or later	13
N/A	2
By the Existence of a "Bring Your Own Device" Program	
Has a program	16
Does not have a program	33

[1] Consists of the following countries: Australia (x5), Canada, England (x9), Malaysia, Norway, Portugal, and South Africa.

[2] University law libraries are categorized under "law."