Using QR Codes to Promote E-Books
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Objective
• Over the past several years the HSLS e-book collection has grown to over 2000 titles
  • To promote these titles and encourage e-book usage, quick-response (QR) codes were posted among the library’s print book collection

E-book Subject Pages
• On the HSLS Web site there are 103 e-book subject pages (Figure 1)
  • Each subject page includes e-book titles and links for direct access (Figure 2)
  • Pages created using in-house custom programming
• For an e-book to be included on a subject page the Voyager catalog record must include:
  • e-book link (Figure 3)
  • Appropriate call number
  • Appropriate location code
  • Cataloger assigned subject term (Figure 4)

QR Code Creation and Placement
• 27 unique QR codes were created using the url shortener bitly (https://bitly.com). Bitly tracks every time a QR code is scanned.
  • 4 codes direct users to the e-book subject page list (Figure 1) and are posted in visible locations near the circulating, psychiatry, and reference print book collections
  • 23 codes direct users to a specific subject page (Figure 2) and are posted within the library’s circulating print book collection, near the corresponding call number/term (Figure 3)
  • QR codes were printed on cardboard and laminated

Subject pages for this study were selected using:
• Print book circulation and e-book usage statistics
• Number of e-books available on a subject

Subject pages selected for QR codes were:
• Anatomy
  • Cardiology
  • Communicable Diseases
  • Critical Care
  • Dentistry
  • Diagnosis
  • Drug Therapy

Results
• In 2½ months the codes pointing to the e-book subject page list were scanned 13 times (Figure 10)
• The subject codes were scanned 14 times total:
  • Anatomy
  • Cardiology
  • Communicable Diseases
  • Critical Care
  • Dentistry
  • Diagnosis
  • Drug Therapy

Discussion
• Creation of QR codes were low cost:
  • Carstock, printer ink, and laminating sheets
  • Minimal time and effort required
• Despite low usage, QR codes are still valuable for graphically appealing advertisement
• Future plans:
  • Bates codes in other locations such as near library public computers or in schools of the health sciences
  • Liaisons promote codes during fall training sessions

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