



HUMAN CONCERNS AND ISSUES IN LIBRARY SCIENCE

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Quick Response (QR) Code: A New Tool for Library

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Abstract: -With the advent of ICT, the world has to change in Global Village. Information and Communication Technology involves essentially the storage and communication of information. The role of ICT is its ability to serve as a tool like QR Code to circulate information and to redirect the users to the link.SMS, PDF file, Photo Gallery etc. Also make a tool to serve and a tool of marketing the library services.Effective application of QR Code in Libraries it helps in performing their operation and services most efficiently.

Keywords: - QR Code, New Tools in Library

The emergence of Information and Communication Technology (ICT) has brought revolutionary changes in all the fields of human life. It changes the entire face of library and also the functioning of library, the library professionals are a witness to the growing demand of electronic resources in today's digital world. Along with the Social media Quick Response (QR) codes is one such tool that has marked its importance in the library professional and functioning of the QR Codes and technological world where I-phone and Smart-phone have become an insuperable part of our life.

QR Codes are two-dimensional (2-D) bar codes the Black and White square can represent the Numbers from 0 to 9, letters from A to Z or characters in Non-Latin Scripts. That can contain any alphanumerical text and often feature URLs that direct users to sites where they can learn about an object or place (a practice known as "Mobile tagging"). Decoding Software on tools such as camera phones interprets the codes which represent considerable more information than a one dimensional code of similar size. The Codes are increasingly sound in places such as products labels, Billboards and building, inviting passersby to pull put their mobile phones can uncover the encoded information codes can provide tracking

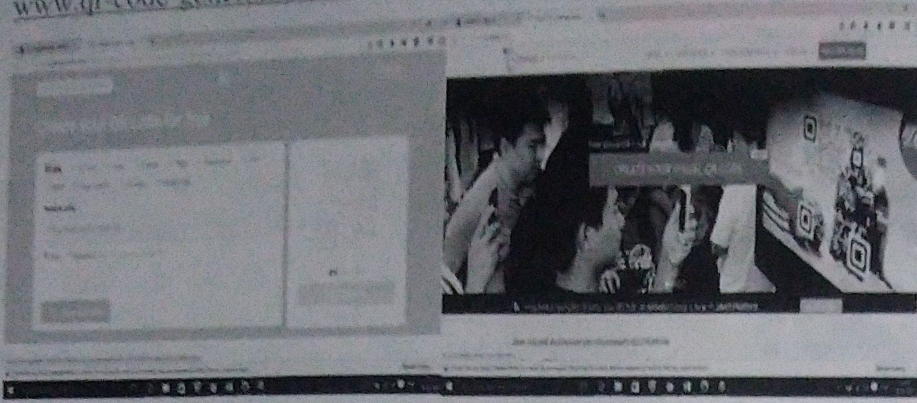
information for produces in industry, routing data on a mailing label, or contact information on a business card, Small in size the code pattern can be hidden or integrated in to an esthetically attractive image in newspapers, Magazines or Clothing.

What is QR Codes- QR codes were first created back in 1994. A Toyota subsidiary named Denso Wace developed the code in order to help in the manufacturing process, they aided in tracking vehicles and parts. It was designed to allow for fast decoding speeds, hence the name Quick Response code. In Japan they are used for commercial tracking logistics, inventory control and advertising. Their popularity is climbing in Europe, the United States and Canada. A QR code is a combination of lots of small squares, it is black and white that we regularly saw in toothpaste advertisement or for using pay and receive money through Paytm. It can contain some useful information of products or some massage for the consumer. It can redirect the users Smartphone to a webpage in order have access to each every details about the products or services offered by organization.The information encoded in a QR may be a URLs, a phone no, SMS Massage, a V-Card or any text. They are referral as QR because they allow decoded content at high Speed. QR code can hold much more information than a regular barcode.

How QR Code is Generated- Generating a QR code is a simple process. There are many QR Code Generater and reader available on internet. For cfeating the QR Code you simple Register yourself free on any one QR Generater website. Choosing a contain type, adding your URL or other data, and clicking to create QR Code button. The QR code is immediately created and can be copied, saved or embeded. A QR code is instantly generated and pops down from the corner of the browers address bar, with an option to save to disk or share on facebook. Some websites are as....

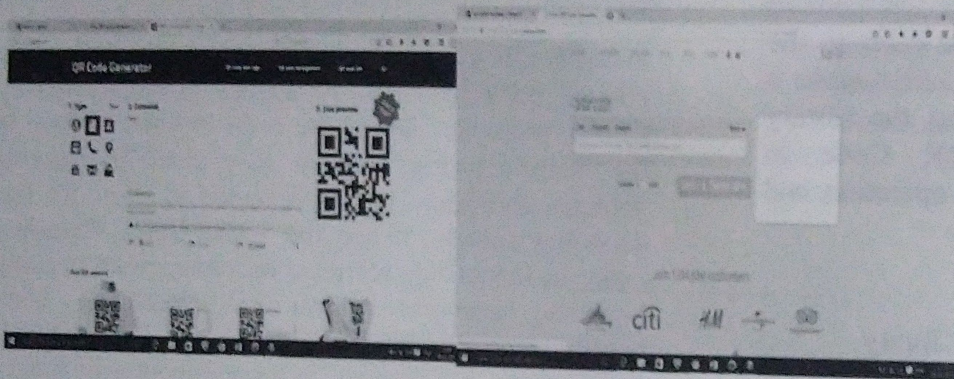
www.qr-code-generator.com

www.visualead.com



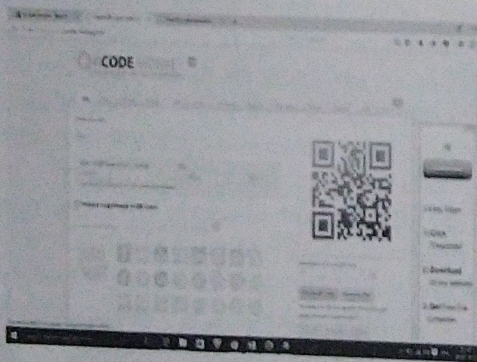
www.goqr.me/

www.qrcode.kaywa.com



www.qrcode-monkey.com

www.unitag.io/qrcode



www.qrstuff.com etc.

How to use it- If Consumer sees QR code same ware, they can take out their mobile device, open QR Code Scanner or Reader and "Scan" the Code to gain access to additional information like so....



QR Code Scanner or Reader

QR Codes Do's and Don'ts-

Do's-

- 1) Do Put QR Code in places where scanning is easy to peoples.
- 2) Make sure the Print of QR Code is Sensitive.
- 3) Do mobile-optimize the page to which you're sending people.
- 4) Do offer a call-to-action (CTA) with the code that is to say tell people what they're supposed to do when they see the code, and what they'll receive if they do it.

Don'ts-

- 1) Don't require a special QR code scanner or reader.
- 2) Don't use a QR code just for the sake of using are.

QR Code use in Library-Library of our college always motivated the students to use new technology for their study purpose for that we are experimenting new things and thus providing the best services to the student's interest. For that we use the new tool in Library that is QR Code for dissemination the information, services etc. to them in best possible way. Now a day our college library on developing tracks but also we try to give or make some QR codes for library sources and services. These are...

- 1) The user access the **Library Orientation program** through QR code link.
- 2) Information of **Current Addition** in stack by QR Code.
- 3) Access **web-OPAC** through the QR Code link (OPAC is on maintaining stage)
- 4) Access **Library Portal** through QR Code Link.

- 5) Access **Rules and Regulation** on PDF Format by QR code link.
- 6) To give the information about **library services and Best Practices** with the help of QR code.
- 7) Give the Information about **Library Short Term Program** by QR Code
- 8) Share the **Libraries Various programs Photo**.
- 9) Access the **E-resources** link by using the QR code (N-List).

Conclusion- In today technological and digital world, to give some extra or implement the new tool that is QR code for marketing the library services is good idea. QR code is popular in short of time among the users of library and use it for the getting of information which are contain in QR codes. It is very user friendly to visit the respected link or scanning the code to get the information free of cost just using the smart phones.

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