

Use marketing as a strategy for skill development *Tablets, QR, AR – our journey from printed book collections to a social place*

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Abstract: Uppsala University Library has worked with different techniques to highlight Electronic Materials in the Physical Space. QR Codes, Digital Screens, Tablets and Augmented Reality has been used. Through these projects has several Spin-off effects proved: Creative Ideas Provides Opportunities for Professional Development of Staff as well as new Projects like how users can reach our content mobile.

Keywords: Marketing, Skill Development, Tablets, going Mobile, Augmented Reality, QR, Digital Library, Physical Spaces

1. Background

In 2010 we started to work on how to make our digital materials more visible in the physical library. For years we have talked about how to improve the library catalogue. *But what if our borrowers just ignore the catalogue and go straight to the shelves?*

preparatory work involving researchers, students and colleagues using different meeting methods to see if we were on the right track. And we were! We focused on displays, photo frames and QR codes. Then our work metamorphosed into the professional development of colleagues and ourselves with training in imaging, writing scripts, questioning the visibility of the screens and thinking in different ways. We involved everyone from acquisition librarians to teaching librarians.

We evaluated our work and that told us that both the academic staff and the students attitudes had changed and become more positive to e-books compared to 2010.

It is impossible to separate our real lives from our online lives. We live in both and yet we have been behaving as though they are two separate worlds. We decided to do something about this. We focused on students in the library itself. They go to the shelves, browse and get the feeling that there is not much on their subject. We know this is not true! We have about 350,000 e-books!

1.1 A pilot project

We wanted to evaluate the positive and negative user experience and decided to do so empirically.

We started to read on the subject and shared the articles using Dropbox since we work in different parts at the university library. We also used EndNote Web to make notes and comments.

In addition we started networking, getting in touch with people through Twitter, Facebook and colleagues from other libraries in real life as well. At the same time, we wanted to involve students, lecturers, researchers and others who showed interest.

Researchers

We contacted researchers and lecturers to find out more about what they knew and thought about e-materials and especially e-books. We had the opportunity to introduce our experimental projects and different ideas to the Library Advisory Board (with representatives from throughout the university). They were very encouraging and interested, but did not have much to offer us. It became clear that this was a library issue - it was up to us to present ideas and follow them through with the help of our researchers and other stakeholders. We contacted a number of researchers, course administrators and students using our existing networks.

There were discussions about various pricing models and economic models, not surprisingly these emanated chiefly from the departments at the Library for Economic Sciences. Ipad was seen as a saviour; at long last it was possible to read e-books and e-texts with ease. It was seen as a blessing for impoverished students, but their lecturers were sceptical about their ability to absorb large amounts of text online.

Students

Subsequently we asked students for their views on our experiment, both those who visited us and by contacting student organisations. They were very positive to the idea of having access to all their textbooks as e-books. Availability is the pivotal issue. If a student really wants to have a printed book their question was

Students find it difficult to locate e-books. Our catalogue does not have e-books and printed books in the same post. Our students are not made aware that there is an e-book is available.

The students had some suggestions for improvement:

- -up box that recommends e-books when waiting in queue for a printed book?

- Lecturers always present course literature. They should tell us which books are available as e-books.

They invited us to their "Feedback-day" where we got the chance to ask some -books.

The results from the questions we asked showed that one third of students read e-books, while two thirds rarely or never did.

they do not read e-books said that they did not know that they were available and did not know where to find them. This response confirmed our belief in our project.

Colleagues

It works rather like a conference affording opportunities to wander in and out of various conversations and discussions at will.

It became clear to us that the creative ideas generated by this method were fundamental for a fast changing library environment. Staff receive development and training but it is equally important to create occasions where they have the chance to be creative. This too can be seen as staff development and training. A new intranet last spring afforded interactive opportunities where we can share pictures, screenshots and experiences. The major benefit being that the various

quickly as we did in the case of this project.

1.2 Implementing the project

Having decided to publicise the existence and whereabouts of e-materials inside the walls of the physical library, we opted for QR codes and different sized photographic screens. We started using QR codes with a campaign for new students called "New Student". We papered the university with QR codes that led to a website where freshmen were welcomed and encouraged to go to the library to get their library card and a welcome gift. Several libraries were sceptical, but the most sceptical were in the humanities and they found themselves handing out the most gifts. Subsequently we used QR codes as a simple way to link directly to electronic books, the mobile interface of databases and RSS feeds etc.

Screens were purchased for our library on which to show information such as tips on databases. We knew, from previous experience, that if we did so, it would impact well at our information desks and training sessions. This turned out to be the case, students wanted to know more and more students came to the training sessions in the library. Small screens were placed strategically on shelves or walls to recommend a book, or a librarian, or to explain how books can be found according to the Dewey Decimal System, or to show that there are a lot of e-resources on a specific subject.

1.3 Positive and negative experiences

1. It is very time consuming to analyse the market when buying new technology.
2. We received some negative comments from our colleagues such as, "university library".
3. We received much positive feedback from students and researchers that convinced us we were on the right track.
4. A spin-off effect of the project was that our colleagues improved their technical skills in locating e-resources and also had the chance to see how much digital material we have in selected areas.
5. The project form was somewhat vague which resulted in it being difficult to make decisions, for example the decisions around the screens. Everyone had their own opinion.

1,4 Lessons learned

Think, plan and coordinate together with colleagues. It will save you time in the long run. Sell your idea to your colleagues, explaining why you are doing what you are doing. Explain that you are not just having fun with new technology; you are aiming to increase usage and improve statistics. It can be worthwhile even though it is difficult to get everybody on board.

We realised that it is acceptable and even necessary in a creative work environment to make mistakes and then to learn from them. This awareness is vital and the organisational culture must give its consent.

organisation and someone has to be in charge of the new tasks, for example the information and development around the screens and what they display. Automation is important, but the work must be done and the information kept up to date.

2. Implementation

Our next step had to be tablets. More students are using them; the library buy e-books and e-resources without thinking about usability and not many librarians or other staff had any experience of their own in reading e-books or using tablets.

So we bought iPads for all our units within Uppsala University Library and
Read an e-book anyw

encourage our colleagues to read e-books. Later we met up and discussed pros and cons. Together we learned a lot and our services were enhanced. Students and researchers were then invited on various campuses to something we called: Become mobile academics! There, we gave practical tips on how to use tablets successfully in research and studies with various Apps, and what is important to remember when our resources are used on tablets.

We have successfully been using QR codes for one and a half years to promote e-resources in the physical library premises. We will now proceed to make use of augmented reality to further promote and market our buildings, services and materials. The idea is to expose our resources so they are visible outside the library premises. Just by scanning the main building of Uppsala University Library, Carolina Rediviva, with your mobile device you will get information on opening hours, chat capabilities, various services, Search in our Discovery tool or look at the Silver Bible.

3. Augmented Reality

Recent statistics show that a large proportion of Swedes now own a smartphone. This means that they are able to use the technology that makes it possible to read our resources on mobile phones. It places new demands on us as librarians. The role of librarians is changing all the time. We must reach out to users to ensure our financial position in the University. Our goal is to create an attractive and accessible library that can be accessed from the virtual and the physical world. Augmented reality (AR) can do both! We demonstrate with practical tips how to market successfully, raise competence levels, enable good cooperation between devices and the ability to share digitally with others.

Uppsala University Library has been using QR codes for some time now aiming to integrate the digital library in the context of a physical library. We believe this is easy technology to use when you want more information for example when you scan a (library) building, book shelf or a poster that gives you direct access to various services offered by your library. Users can get information about the content by scanning a building or anything else with the help of a tablet or cell phone. The difference is that you can get much more information and links to different locations.

It becomes a way to showcase a lot of what is at Uppsala University Library, even before the user has entered the building. With AR we can jump over urls and goes direct with one click into the source.

Goals for using AR at Uppsala University Library:

Increasing the visibility of services and amenities in Uppsala University Library and showing the broad range of any kind of physical items as well as the digital resources.

This will be another marketing strategy for lifting our services and resources when you can scan the library buildings and get information about what is inside. With exhibitions we can use AR to add information from films and texts. It may also encourage research: processes, thoughts, comments, and provide background information about authors and so on.

At our workshops and with equipment inside the library for scanning, printing and copying our students can scan them as CURRENT MACHINE and get access to FAQs, manuals, etc.

We have also developed Geolocations with Geolayar and with this app you can scan Uppsala city and find your way to any of our ten library buildings.

Here is an example of what will happen if you use your smart phone or other mobile device to scan the Carolina Rediviva building:

- Search for books and articles with direct access to our Discovery tool, Summon
- Short YouTube clip that will take you inside the building and show things not accessible for everyone like parts of our cultural heritage and closed rooms for the public. You will be guided by librarians from Uppsala University Library.
- Opening hours
- Map with hints for students on available reading rooms
- Webshop
- Map - "Find Us"
- Subject guides
- Contact us and chat with a librarian

This will be spread to all our ten Library units and the various subject libraries will be able to add specific information according to the local context. We see anticipate using AR on shelves connecting our Discovery Tool and Subject guides to other sources.

4. Conclusions

Everything is connected. Libraries are part of a world and in a context where individual structures / areas are not easily distinguished. New solutions demand

generations, the fast and ongoing technical revolution is challenging and presents the need for a new way of thinking about library services, physical spaces etc.

We have learned a lot during these projects. There are both good and bad experiences. What is the essence of what we learned from all of this?

- Keep your network posted! Use your network, colleagues and others
two heads are better
really true. Our best ideas and those with the largest impact came from our friends and colleagues far away from our projects.
- Have fun and skip all prestige! It is okay to take risks and to fail. Sometimes you can learn more from your failures than vice versa.

We do not always know what to expect in the future, but what we can do is to let everyone keep up and develop their skills so that whatever happens, we have the tools and the people in the organization to manage it.

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