



# QR Code Posters: An Effective way of promoting E-books?

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# Why I did this project?

- We all know the benefits of e-books, but our library users at BTHFT do not really engage with them.
- Literature search + own observations highlighted two main barriers to why our e-book usage was stagnant:



**1. Discoverability** = People did not know they even existed, or how to get them if they did. Marketing was not reaching people who only read physical books.



**2. Accessibility** = Lack of usability, problems with authentication, and technical barriers.

# Adding QR Code posters

- Added to Leadership, Nursing and Research sections in the library.
- Sat alongside the physical books so people could extend their browsing to the full catalogue.

**MORE LEADERSHIP BOOKS ONLINE!**

**THE 5 DISCIPLINES OF INCLUSIVE LEADERS**  
UNLEASHING THE POWER OF ALL OF US  
ANDRÉS T. TAPIA & ALINA POLONSKAIA

**A COACH'S GUIDE TO EMOTIONAL INTELLIGENCE**  
BY DANIEL GOLEMAN  
Why It Can Matter More Than IQ

**SCAN ME :)**

Or type into Google: [bit.ly/4396Wyl](https://bit.ly/4396Wyl)

Browse freely, and use your Open Athens account to check the books out.  
Speak to us (your friendly library team) for any help :)



# Adding QR Code posters

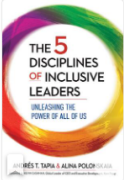
- QR Codes took them to Libib which contained e-books only to make browsing e-books as simple as possible.

Start Searching... Bradford & Airedale NHS ... Account Menu

**Leadership + Management E-books** 14 > Summary Title Filters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z # ALL

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**5 Disciplines of Inclusive Leaders**  
Andrés Tapia, Alina Polonskaia  
2020 289 pages (Berrett-Koehler Publishers)  
EAN / ISBN13: 9781523088218 UPC / ISBN10: 1523088214  
Added: 2023-07-04  
Copies: 1 Out: 0 Holds: 0

**Description**

To access, click the link and log in with Open Athens: [read.kortext.com/reader/epu...](http://read.kortext.com/reader/epu...) Diversity initiatives are falling short. This book shows leaders how to develop the skills needed to build sustainably inclusive organizations using a tested, research-based model developed by the global organizational consulting firm Korn Ferry. According to the journal Human Resource...

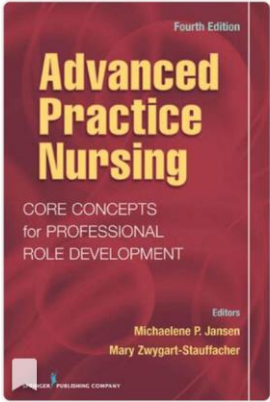
**leadership** **management**

Bradford & Airedale NHS Lib...

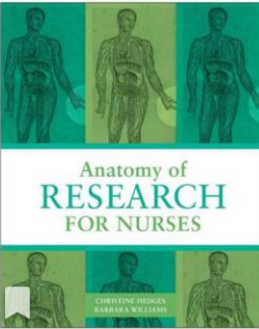
Title ↓ ☰

A B C D E F G H I J K L M N O P Q  
R S T U V W X Y Z # ALL

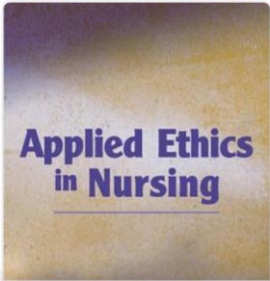
A



**Advanced Practice Nursing**  
Fourth Edition  
CORE CONCEPTS  
for PROFESSIONAL  
ROLE DEVELOPMENT  
Editors  
Michaelene P. Jansen  
Mary Zwygart-Stauffacher



**Anatomy of RESEARCH FOR NURSES**  
Christine Hedges



**Applied Ethics in Nursing**

iii Collections

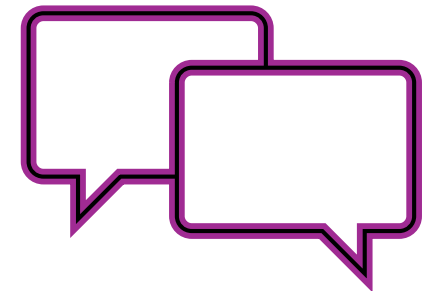
# Methods for evaluating their effectiveness

- Recruited 9 participants, and used two approaches:

**1. Usability test** - Involving observing participants complete 4 tasks around using the QR codes, implementing the think-aloud protocol to access their thoughts as they did so.



**2. Follow-up Interviews** – After they completed the usability test to gain insight into their experiences & general e-book usage.



# Interviews Revealed

- Users are aware of the benefits of e-books – citing how they were accessible from anywhere, easier to search within, not as cumbersome as thick medical textbooks, + many more.

Yet 7 out of 9  
said they  
preferred  
physical books.

5 out of 9 said  
they regularly  
used our library  
books...

...but only 1 had  
sought out e-  
books before.

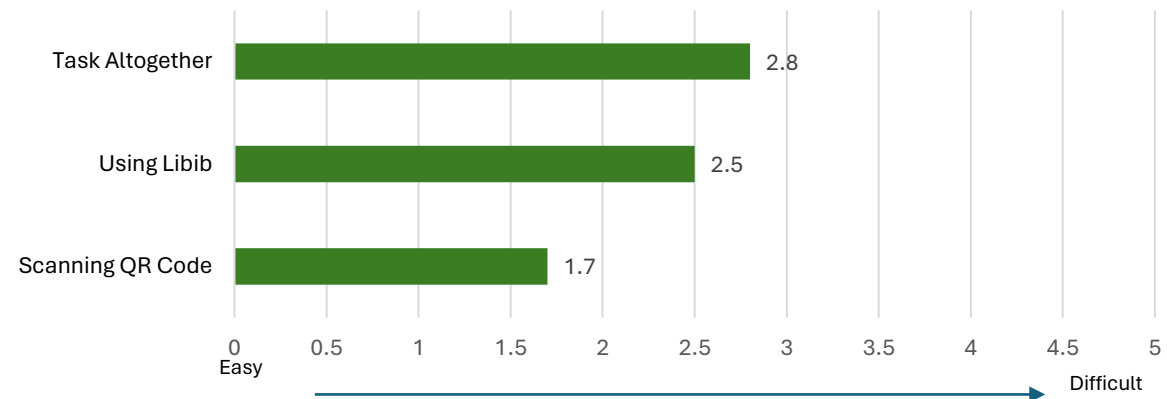
# Usability Test - Discoverability

## Big leaps for overcoming Discoverability...

- 7 said they would notice the QR code posters when browsing – and 8 found the QR posters without prompting during the usability study.
- 5 agreed that the QR posters made the eBooks more discoverable and were more likely to use them.

“Like that [the QR code posters] were at the eye line rather than on the walls, next to the books you were looking at, makes sense.”

Average ratings for the usability of QR Code posters:



# Usability Test – Accessibility

## Not so much for accessibility...

- Whilst most participants liked the simple process of scanning the QR code, and seeing the e-books listed together in Libib....
- ...None of the participants were able to access the e-book through the QR code in the usability test, due to authentication issues – mainly not remembering their Open Athens details on the spot. 5 said they would ask for a librarian's help, but 4 said they would have left it, highlighting major accessibility issues.

“[The QR posters] make it less complicated to find an E-book, something that I scan in a rush.”

“Biggest problem is having to log into Open Athens. If I saw I needed to log on, I would just think ‘bugger it’ and walk off. I just think ‘Why cant I have it?’ and it annoys me.”



# Conclusion + Going Forward

- QR codes help with discoverability of e-books, but not accessibility.
- **To better address accessibility** = Need a bigger push on how to use Open Athens. 4 of the participants mentioned having posters in the library instructing how to use Open Athens.
- **To increase discoverability further** = Most of the participants mentioned they think it would be beneficial to put the QR code posters on the wards.