

# GHOST DOCUMENTS

*QR Codes: Contacting documents in the beyond...*





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Email me if you want a copy of the pages on my poster.



# The Problem: Disappearing documents

- ❖ Series no longer received in print
- ❖ Latest issue is online
- ❖ Tangible documents withdrawn to liberate space
- ❖ Series suffering class number changes



*But users need to know the information is still available...*



# Solutions

- ❖ URLs (856's) in catalog records
- ❖ Links in guides and finding aids
  - **AND**
- ❖ QR codes where tangible docs used to live

*Old sign in stacks: generic link*



L 2.44/4:

Compensation & Working Conditions

Reports are no longer produced in printed form

Look for data online @ [www.bls.gov](http://www.bls.gov)

*QR code can link to information specific  
to the title in question*



Author [Schmidt, Robert George.](#)  
Title [Rocks and mineral resources of the Wolf Creek area, Lewis and Clark and Cascade Counties, Montana](#) / by Robert George Schmidt.  
PUB INFO [Reston, Va.] : Dept. of the Interior, Geological Survey ; Washington : for sale by the Supt. of Docs., U.S. Govt. Print. Off., 1978.

Connect to

<http://pubs.er.usgs.gov/publication/b1441>

CALL #

[I 19.3:1441](#)

Descript v, 91 p. : ill. (1 fold. in pocket), maps (1 fold. col. in pocket) ; 23 cm.

Series Geological Survey bulletin ; 1441

[Geological Survey bulletin : 1441.](#)

Bibliog. Bibliography: p. 83-85.

Subject [Geology -- Montana -- Lewis and Clark County.](#)

[Geology -- Montana -- Cascade County.](#)

[Mines and mineral resources -- Montana -- Lewis and Clark County.](#)

[Mines and mineral resources -- Montana -- Cascade County.](#)

Add Author [Geological Survey \(U.S.\)](#)

ISBN pbk. : \$3.25

Gov Doc # 620

I 19.3:1441

# How do you make QR Codes?



**It can hardly be easier!**

- ❖ Choose a service
  - List of services: [2d-code.co.uk/qr-code-generators/](http://2d-code.co.uk/qr-code-generators/)
- ❖ Type your URL (or other content)
- ❖ Choose options (size, color, etc.) if available
- ❖ Click “download”
- ❖ Copy the graphic
- ❖ Paste into a sign, poster, webpage, LibGuide, etc.



# How do you make QR Codes?

- ❖ Services offer choices of options
- ❖ Examples of services:
  - goQR.me: [goqr.me](http://goqr.me)
  - QRStuff: [qrstuff.com](http://qrstuff.com)
  - Kaywa: [qrcode.kaywa.com](http://qrcode.kaywa.com)

- ❖ LibGuides QR info page:

- <http://help.springshare.com/content.php?pid=170792&sid=1474743>

GOQR.ME QR Code with Logo | Blog | QR Code Generator en-us

QR Codes created on goQR.me are completely free of charge (commercial and print usage allowed). If you want to recommend us, we are happy to see [Tweets](#), [Facebook updates](#) and links to <http://goqr.me/> - Thank you!

Text URL Call SMS vCard

URL:

Hint: To get the best results on older cell phones, keep the URL below 300 chars to get a less complex QR Code. Use a URL shortener like <http://i.mp> if necessary.

DATA?  
DATEN?  
DONNÉES?

size: 250x250px

Download Open Options -Embed-



# Where should the Code send the user?

## Options:

- ❖ Agency website (always moving content around)
- ❖ PDF of document (no good with serials)
- ❖ Reference Desk (too indirect)
- ❖ **Our preference: an explanatory “landing page”**



## Advantages of linking to a “landing page”

- ❖ You're not at the mercy of changing URLs
  - *unless you change yours !*
- ❖ Track visits to your landing page (and therefore uses of your QR codes) via normal web usage statistics or LibGuides analytics
- ❖ Provide additional information about the documents, such as:
  - “print issues in storage”
  - “see later years at this SuDocs number”
- ❖ Provide links to multiple electronic versions of the document
  - especially good for serials when different hosts have different years of coverage



“landing page”

Allows for explanation of what the doc is

Allows for links to multiple electronic versions, or different year ranges, from different sources

The screenshot shows the Louis J. Blume Library website. At the top, the St. Mary's University logo and name are on the left, and the library name 'Louis J. Blume Library' is on the right, with links for 'Contact Us | Databases | Hours | Library Catalog'. Below this is a banner for 'GOVERNMENT INFORMATION AT YOUR FINGERTIPS' and 'FEDERAL DEPOSITORY LIBRARIES'. The main content area is titled 'Blume Library' and 'Ghost docs: series formerly available in paper, now electronic'. It includes a search bar, a 'Home' link, and a 'Comments(0)' link. The page is divided into several columns:

- Employment & Earnings:** This monthly series from the Bureau of Labor Statistics provides data on the labor force and wages. Electronic versions include issues back to 1954. Links include: Recent Issues, Recent tables from Employment & Earnings, Historical issues: 1954-2005, and Historical issues (1969-2001).
- Consumer Price Index Detailed Report:** These monthly Bureau of Labor Statistics reports covers price changes in the economy by reporting on surveys of typically purchased items. They form the basis for inflation analysis and for establishing cost-of-living adjustments in a variety of programs, and are thus often in the news. Online versions are available back to 1953. Links include: Consumer Price Index News page, Archived CPI Detailed Reports (2000-present), Historical issues: 1953-1974, Historical issues (1974-2007), and Historical issues (1969-72).
- Producer Price Index Detailed Reports:** This series of monthly reports from the Bureau of Labor Statistics is sometimes referred to as the "Wholesale Price Index." It covers changes in prices of goods at the wholesale level. Electronic versions back to 1947 are available from various sources. Links include: Producer Price Index News page, Archived PPI Detailed Reports (2005-present), Historical issues: 1947-1977, and Historical issues: 1978-1984.
- Minerals Yearbooks:** Links include: Bureau of Mines archives (1932-1993 volumes), HathiTrust digitized volumes (1932-2008 volumes), and GPO PURL connected to USGS (select specific subject to see current information & archives back to 1964).
- Government Information Librarian:** A sidebar featuring a photo of Kathy Amen, her contact information (Blume Library, 431-2299, ext. 1312), and links to the website/blog, profile/guides, and subjects (Government Information, Sociology, Social Sciences, Mathematics).



# Tips and Recommendations

- ❖ Include QR Code's URL below the code in case the user prefers to visit the URL directly.
- ❖ Describe where the QR code is leading as an incentive to scan.
- ❖ Have QR Code lead to a landing webpage that is purposeful and mobile-friendly.
- ❖ Keep URLs short. A simpler QR code pattern helps avoid mis-scanning. (Use a URL shortener like tinyurl, Goo.gl or bitly)
- ❖ Place QR Code in a spot where people can reach it easily to scan. *(not too high or too low)*
- ❖ Test! Both ease of scanning and linking to the correct page.
- ❖ Use tracking of QR code use to plan future QR code activity



# Using LibGuide boxes as QR code destinations

- ❖ LibGuides are automatically mobile-friendly
- ❖ Add new boxes when more titles are needed, anywhere on the page
- ❖ Link to a box for each title...
- ❖ ...giving the user a targeted screen with specific information
- ❖ Users normally won't need to see the whole page, just the box they need

The screenshot shows the Louis J. Blume Library website. The header includes the St. Mary's University logo and the text 'Louis J. Blume Library' with navigation links for 'Contact Us', 'Databases', 'Hours', and 'Library Catalog'. Below the header is a banner for 'GOVERNMENT INFORMATION AT YOUR FINGERTIPS' and 'FEDERAL DEPOSITORY LIBRARIES'. The main content area features a LibGuide box titled 'Ghost docs: series formerly available in paper, now electronic' with a red border. The box contains the text: 'links to websites which offer electronic versions of materials once held by the Blume Library in tangible form', 'Last Update: Aug 27, 2013 | URL: http://lib.stmarys.edu/content.php?pid=481595 | Status: Published', and a 'Home' button. At the bottom of the page, there is a search bar and navigation links for 'Home', 'Comments (0)', and 'Disable Comments'.



# Step-by-Step

- ❖ Find electronic version(s) of the document/series
- ❖ For series, look for multiple sites with different dates of coverage
- ❖ Places to look:



[www.hathitrust.org/](http://www.hathitrust.org/)



[catalog.gpo.gov](http://catalog.gpo.gov): PURLs



agency websites



# Step-by-Step

- ❖ Make webpage or LibGuide box with links to various electronic sources, explanations, etc.

- ❖ In LibGuides: “Edit Box Info”
- ❖ Find URL to link directly to the box
- ❖ For webpage, note URL

**Employment & Earnings** edit **Consumer Price Index Detailed Report** edit Remo  
Gov Info

This monthly series from the Bureau of Labor Statistics provides data on the labor force and wages. Electronic versions include issues back to 1954.

These monthly Bureau of Labor Statistics reports covers price changes in the economy by reporting on surveys of typically purchased items. They form the basis for inflation analysis and

(Add / Edit Text)

• Recent Issues

• Recent tables from Employ

• Historical issues: 1954-200

• Historical issues (1969-200

• Add New Link | Reorder Li

Comments (0) | Disable Box Com

**Producer Price Index Deta**

This series of monthly reports Statistics is sometimes referre Index." It covers changes in pri level. Electronic versions back sources.

(Add / Edit Text)

• Producer Price Index News recent announcements, and link

• Archived PPI Detailed Reports (2005-present)

1932-1993 volumes

Gov

**Edit Box Info**

Box Title Box Colors **Box Link & Embed Code**

Use the following URL to link directly to this box within another guide or from an external website:

<http://lib.stmarytx.edu/content.php?pid=481595&sid=3946283#14286387>

Use the following API call to display this box within a web-script, iframe, or frame:

[http://api.libguides.com/api\\_box.php?iid=1278&bid=14286387](http://api.libguides.com/api_box.php?iid=1278&bid=14286387)

Use the following API call to embed this content box within an external website:

```
<div id="api_box_iid1278_bid14286387"></div>  
<script type="text/javascript" src="http://api.libguides.com/api_box.php?iid=1278&bid=14286387&context=object&format=js"></script>
```

Save Close



# Step-by-Step

- ❖ Shorten URL if long and ugly
- ❖ Make the QR code using the short URL
- ❖ Copy/Paste the QR code on a poster for the stacks
  - See our examples at the left

