AIDS.gov

GUIDE TO USING NEW MEDIA TOOLS IN RESPONSE TO HIV/AIDS

QR CODES

What are QR codes?

"QR" (or "quick response") codes store information in the form of a two-dimensional square barcode. QR codes direct users to mobile websites or videos, store text or contact information, call a phone number, and/or send text messages and emails.

People interact with QR codes by scanning the barcode with their mobile phone camera. A QR reader application is needed to detect the QR code. You can download a QR reader application to your smartphone through a mobile application store. It is possible to track when, where, and how many people are scanning QR codes with Google Analytics, Bit.ly, and other services.

QR codes in response to HIV

Many commercial companies use QR codes as part of their marketing campaigns. At AIDS.gov, we are exploring the use of QR codes on brochures, posters, postcards, or business cards to:

- Link users to more detailed information about HIV-related topics.
- Provide contact information about HIV services for people to quickly download.
- Promote specific HIV events (e.g., National HIV Testing Day).

Examples from the field

AIDS.gov's printed promotional materials, such as postcards and posters, feature QR codes that link to specific resources on AIDS.gov's mobile site, http://m.AIDS.gov. Here is an example:

Scan with your QR reader to visit **m.AIDS.gov.**

Where can I learn more about QR codes?

- Mashable's "HOW TO: Create and Deploy Your Own QR Codes" http://mashable.com/2010/08/23/how-to-create-qr-codes/
- Create your own QR code and track it with Jumpscan: http://jumpscan.com/
- Instructional Design Fusion's "QR Codes, Augmented Reality, and Learning for Health" http://instructionaldesignfusions.wordpress.com/2010/09/30/qr-codes-augmented-reality-and-learning-for-health/
- Edelman Digital's "Health Digital Check-Up: What's a QR Code Anyway?" http://edelmandigital.com/2011/04/05/health-digital-check-up-what%E2%80%99s-a-qr-code-anyway/

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