

Are QR Codes Useful to Increase Response Rates for Online Surveys?

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QR Codes (Quick Response Code) were first used in the automotive industry in the mid- 1990s. QR Codes are a type of matrix barcode which can be quickly read and can contain large amounts of data. The recent advent of mass ownership of smartphones and tablets has enabled the use of this technology in many other sectors as most modern handheld devices have the capability to scan QR Codes. Nowadays QR Codes are widely used by the marketing industry and are commonly placed on packaging as a way to attract consumers to the brand's website. The higher education sector is not exempt from this trend and the potential for using QR Codes to support learning teaching and assessment is starting to be investigated (Ramsden, Jordan, 2009).

This presentation will investigate another potentially useful application of QR Codes in the context of the higher education sector. The findings of a research project (to be conducted in April 2012) examining the impact of the use of QR Codes as a way to attract respondents to a web-based graduate survey will be presented. To establish the impact of QR Codes on response rates the sample of a major survey of graduates (sent to 1050 recipients) was divided into two groups. One will receive an invitation letters containing a QR Code and a control group which will receive a letter without a QR Code. To enable further analysis of possible difference amongst users of QR Codes each QR Code contains an individualized url which enable the researcher to identify the socio-demographic characteristics of QR Code users. During the presentation a particular emphasis will be put on the practical challenges created by the use of the QR code technology to conduct surveys and research projects.