

## SECTION 11. PUBLISHING AND PRINTING

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### STATISTICS OF QR CODE USAGE IN POLYGRAPHY

Music plays a special role in the life of every person. Music is a harmonious combination of sounds. The whole world consists of sounds. People want to listen to music in any place. And, of course, people want to know more about their favorite artists. Modern technology makes it possible to combine these aspects in a printed publication. The most relevant type of such publication is magazines. It should also be remembered that the multimedia environment opens up new opportunities for creating and distributing media content.

Nowadays, there are many music magazines that are stylish in terms of design, but they do not use modern audio playback capabilities. In this regard, a study was conducted on the modern possibilities of designing a printed periodical using modern technologies, namely QR codes and applications for reading audio information from a printed sheet. The study included a survey of Internet users in the CIS countries, whether they know how to use QR codes. On January 22, 2020, the company "Anketolog" published the results of a survey [1], during which it found out how convenient users consider this technology and in what cases they use it most often.

According to the company, most respondents (60%) know about QR codes and how to use them, 26% have heard something about them, but do not quite understand why they are needed. Another 11% know very little about QR codes, and 3% said they had never heard of such a coding system (Fig. 1).

#### Can you say that you know exactly about QR codes and how to use them?

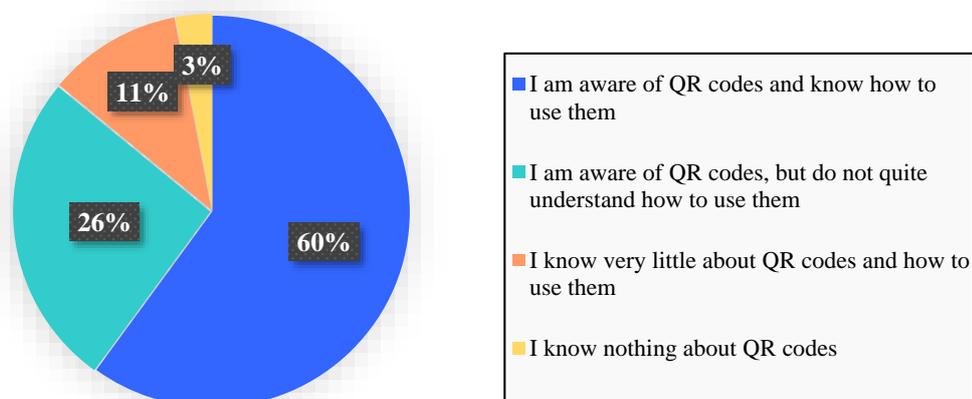


Fig. 1. Results of the survey on people's awareness about the use of QR codes

The highest share of those who are well aware of QR codes is among young Internet users under the age of 30: 70% vs. 46% of those over 55 (Fig. 2).

### Can you say that you know exactly what QR codes are and how to use them?

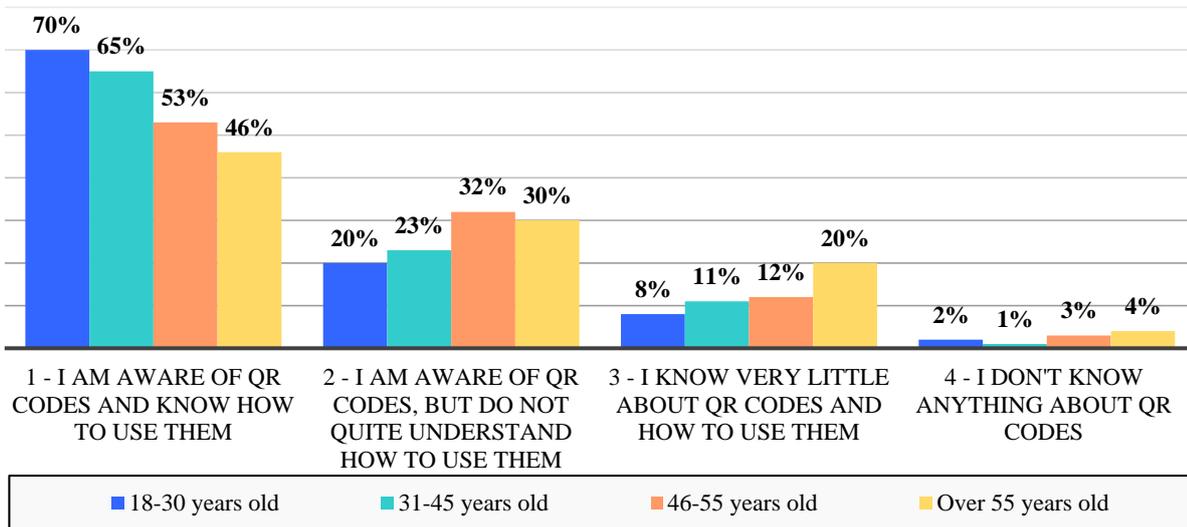


Fig. 2. Results of the survey on people's awareness about the use of QR code in relation to age

It was also determined that the share of those who know about QR codes is higher, the larger the size of the settlement in which the respondents live (Fig. 3).

### Can you say that you know exactly what QR codes are and how to use them?

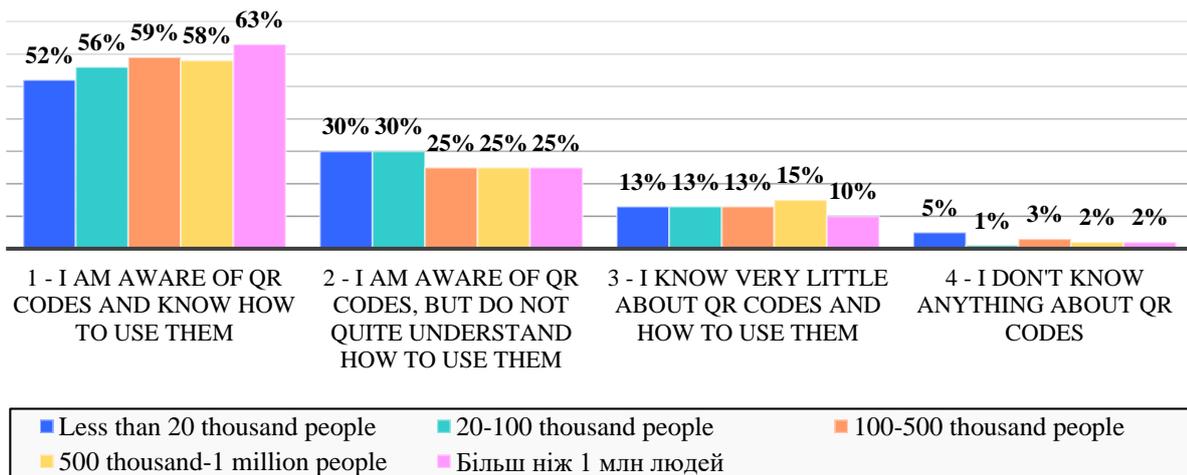


Fig. 3. Results of the survey on the awareness of people about the use of QR code in relation to the number of people in the settlement in which they live

In everyday life, such codes have been noticed by 97% of the surveyed Internet users, and 78% are definitely sure about it (Fig. 4).

## Have you noticed such codes anywhere in your everyday life?

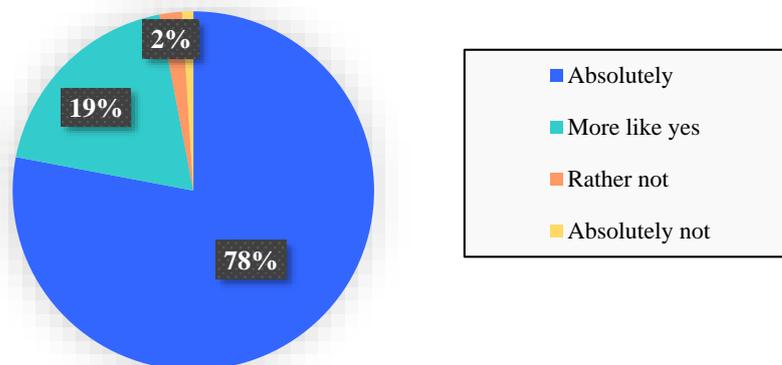


Fig. 4. Results of the survey whether Internet users have noticed such codes in everyday life

Most often QR codes were found on store receipts (87%) and payment receipts (85%). Less frequently – on tickets (62%), in stores (57%), on outdoor advertising, such as billboards (33%), in museums or exhibitions (30%), in public transport (27%), on the facades of city buildings (20%), and on business cards (18%) (Fig. 5).

## Where have you met a QR code?

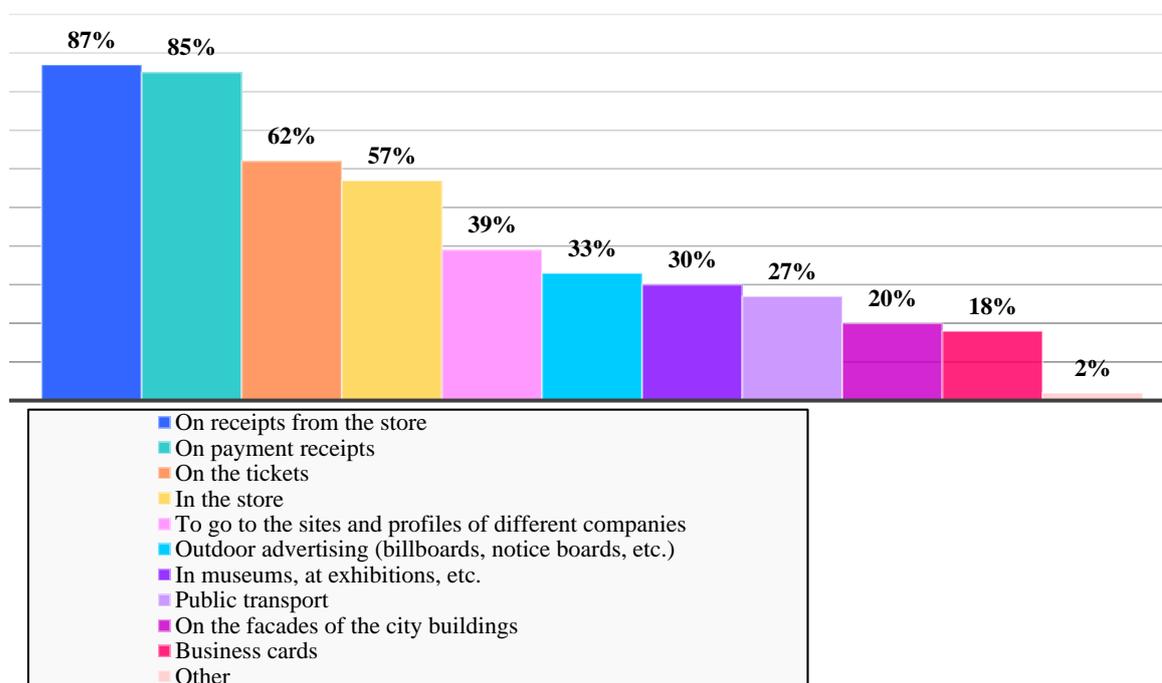


Fig. 5. Survey results where users noticed similar codes

Most respondents (62%) who know at least something about QR codes said they have used them.

As a rule, they did it to pay for payment receipts (70%) and to read information on a receipt (63%). In addition, 49% scanned them to go to information resources, 48% – to go to the sites and

profiles of various companies, 43% – to present a ticket (to the cinema, to a concert), 24% – to read contact information, for example, from a business card, and 2% – to make donations (Fig. 6).

## When have you used a QR code?

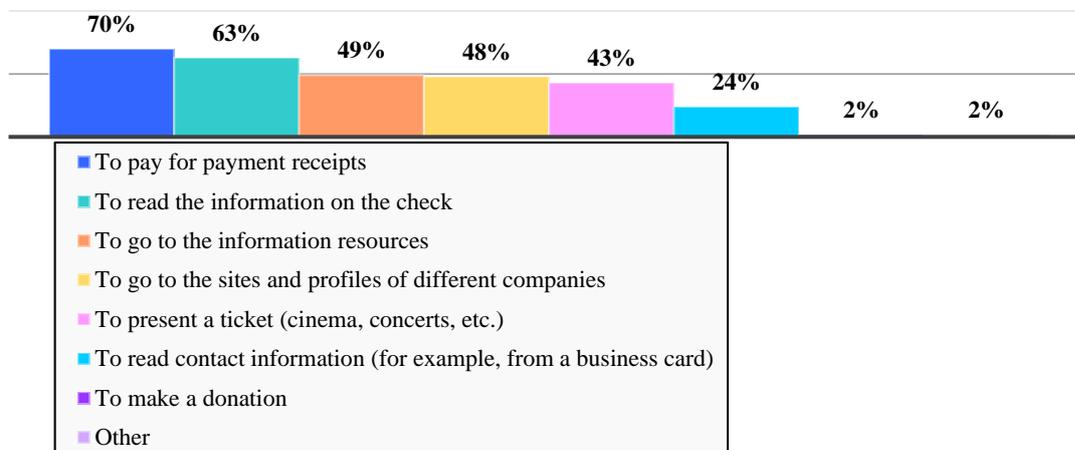


Fig. 6. Survey results when people used QR codes

It was found that 56% of respondents fear that the QR code may be dangerous - contain links to malicious sites or fraudsters' details.

Printed publications are actively trying to interact with their readers using QR codes. In American magazines, for example, most of the advertising modules are provided with QR codes.

Thus, it can be concluded that the majority of respondents (60%) know about QR codes and how to use them, most respondents (62%) who know at least something about QR codes said that they used them and only 2% noticed QR codes in places other than museums, cinemas, shops and other places.

### References:

1. Do we need QR codes? [Electron resource]. - 2020. - Mode of access to the resource: <https://iom.anketolog.ru/2020/01/21/qr-kody>.
2. Bokareva Y.S., Muzychuk A.R. Analysis of the possibilities of using qr-codes as an effective way of consumer communication with products // Printing, multimedia and web-technologies: materials of the Youth School-Seminar of the V International Scientific and Technical Conference. 2020. VOL. 2. P. 116-118.