

RESEARCH OF THE DIFFICULT TO REACH SOCIAL GROUP MEMBERS

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RESEARCH OF DIFFICULT TO REACH SOCIAL GROUPS MEMBERS

RESEARCH DESCRIPTION

Difficult to reach groups that are defined in the project:

- the disabled,
- the retired,
- rural people (except for the farmers and state employees),
- the unemployed,
- children from the social risk families (7-14 years of age),
- children whose parents have gone to work abroad (7-14 years of age).

With children (from the social risk families and the families where parents have gone to work abroad), rural people and retireds, the focused group discussions (FGD) were carried out; with unemployed and disabled people – intense dual interviews (IDI). Duration of the FGD and the interview is +/- 2 hours.

The target respondent selection was used to sample the respondents: respondents were grouped according to their age, sex and location. The aforesaid criteria were coordinated with one another. To sample the respondents, the snowball principle was applied. This principle means that in the search of respondents, recommendations of the certain keystone persons or groups (e.g. librarians, teachers, or other local dwellers who know respondents from one or another group) were asked for.

To select participants for the focused group discussions and structured interviews, special respondents' sampling questionnaire was used in order to ensure that all respondents will meet certain sampling requirements ascribed to them.

9 FGD and 12 IDI were carried out:

- 2 FGD for children from the social risk families and 2 for children whose parents have gone to work abroad (overall 4 FGD).
- 2 FGD in the rural people groups.
- 3 FGD in the retireds groups.
- 6 interviews with the disabled (12 respondents).
- 6 interviews with the unemployed (12 respondents).

GEOGRAPHICAL DISTRIBUTION OF THE RESEARCH

Research geography was influenced by the social demographic picture of the existing visitors and the public Internet access point visitors in the particular libraries. Significant part of the libraries, that were planned to participate in the research were not incorporated as they did not have necessary representatives of the target social groups.

Geographically, the FGD and interviews have distributed this way:

	UN-EMPLOYED	DISABLED	RETIRED	RURAL PEOPLE	CHILDREN FROM SOCIAL RISK FAMILIES	EMIGRANTS' CHILDREN
Alytus (U)*		IDI (1 resp.)				
Daugai (R)				FGD		
Dubingiai (R)	IDI (2 resp.)			FGD		
Jonava (U)		IDI (3 resp.)	FGD			
Konstantinava (R)			FGD			
Lazdijai (U)						FGD
Makniūnai (R)	2 IDI (4 resp.)	IDI (2 resp.)				FGD
Molėtai (U)	IDI (2 resp.)	IDI (2 resp.)	FGD			
Radviliškis(U)		IDI (2 resp.)				
Skaidvilė (R)		IDI (2 resp.)		FGD		
Tauragė (U)	IDI (2 resp.)					
Tytuvėnai (R)					FGD	
Varėna (U)	IDI (2 resp.)				FGD	

(U)*/(R) – urban/ rural place.

RESEARCH SUMMARY (according to the research indicators)

**3 INDICATOR. [Improved] IT usage skills of the public library visitors:
3A. [Improved] IT knowledge and skills of the public access internet users 10p.**

All respondents have related computers and the internet to the information technologies. Major part of the respondents, who have participated in the research, have poor or medium level of skills in using modern information technologies (except for the children groups). Quite a number of adult respondents learnt how to use the computer and the internet in special classes, as well as at home with the help of children or more experienced friends/ neighbours. The majority have stated that they studied because of specific circumstances – wishing to keep or find a job, to communicate with distant relatives, but not because of their personal/ inner demand to develop/ improve knowledge or skills.

All children stated that they had learnt this themselves or observing other people (usually elder children) using the computer. Library, as a place where one can learn basics of the computer and the internet usage or deepen their knowledge, was mentioned often. It is associated with an opportunity to learn how to use the computer and the internet; however this is perceived more as a personal special effort, but not as a consistent organized process. Greater part of the respondents, who have computers at home, stated that they do not have the internet. The main reason is limited financial possibilities. The majority of the research participants use the internet at work or in the library for the same reason – possibility to save.

Greater part of the respondents telling about the areas of their personal life connected with the IT spoke about the internet usage in general. When elaborating on their personal experience, they related the internet primarily to:

- search for information (business and related to their leisure time,
- communication (with the distantly living relatives as well),
- reading of the press,
- paying taxes,
- purchasing of goods.

The majority of activities considered practically inseparable from the computer and the internet are the ones which allow saving one's time and money. It is important to mention the sense of independence, which is particularly emphasized by the retired respondents, possibility of getting information without any help and managing one's business individually.

3B. [Varied] usage of the public access to the internet practice 13 p.

Information technologies related with the library are the computer and the internet. Office hardware, especially printers, were mentioned as well. It indirectly implies that major part of the digital information is saved namely in the printed form.

Rural dwellers and retirees wished for more "hardware" in the library, i.e. video-library and the home film system which would allow to watch downloaded films together with the neighbours and under better conditions that they have now – on the computer monitor.

Adult research participants (especially the older ones) noted that there are no required web cameras in the library. In their opinion, they do not comply with the sanitary norms – the users make noise and disturb other visitors.

Adult respondents have assessed the quality of computers and the internet in the library according to their personal demands – more experienced users were more critical about the existing situation. The majority of the respondents have assessed the library computers' technical parameters poorly.

4. INDICATOR [Improved] access for the specific groups, for the difficult to reach social groups:

4B. Experience of the difficult to reach groups

17 p.

From all the target groups of the research, learners – pupils and students – spend most of the time at the public internet access places in the library. Many of them have computers, and some – the internet, at home. It is important to say that only some of them are library readers, i.e. this group of visitors consists of the great part of users who come to the library only for the computers and the internet.

The majority of children, who have participated in the research, stated that they became active library visitors when they had learnt about the possibility to use the internet for free from their friends or adults, who visit the library. Adult public internet access users stated that they had attended the library before the computers and free internet were introduced. Many of them were informed about the new service directly by the librarian during one of their visits to the library.

Children are the visitors who occupy the computers and make impression that they are always occupied. In the villages and in the town libraries, that are in school premises, children visitors spend there most time after the lessons or during the lessons. Sometimes there are conflicts with the school teachers who come to the library during the lessons to look for the pupils and find them here. Teachers reproach that the librarian allows pupils to be absent from school.

One may say that when the public internet access has come to the libraries, the pattern of behaviour of some pupils has changed – instead of spending the time on the street, they come to the library and spend the time there. Public access to the computers and the internet has positive effect on the children socialization and integration into the society.

Working adults often attend public internet access points because of their work or main life activity issues. In the ruralside the internet and computers in the library often are of a better quality than in the offices, and working visitors come to the library to print the documents and search for the information on the internet.

Unemployed people often use the internet in the library to look for work opportunities. Comparing the free access to the internet in the labour exchanges and in the libraries, respondents stated that the latter are more acceptable as they can look for the job advertisements not only in the Labour Exchange database, but in other databases as well (the internet databases, newspaper e-pages). Part of the respondents also stated that in the library they skim through the newspapers with the job advertisements.

Ruralside dwellers attend the library not only for its direct services – delivery of books, usage of computers and the internet, but for the social activities that take place there, too. These are literary, ethnographic, historic thematic events, classes organized by other institutions, social events (clubs of various interests).

Retirees can be described as the least active users of the computer and the internet in the library. They come to the library to read newspapers, books, to communicate among themselves and to find out the community news. Representatives of this group can be described as the passive users of the computer and the internet – they ask other people (usually the librarian) to find necessary information on the internet instead of learning to do it themselves. It is important to note that the majority of librarians tolerate such behaviour – they simply do what they are asked to instead of teaching the visitor.

Disabled users mentioned little exceptional demands related to the usage of the internet and computer in the library. These users do not substantially differ in their interests from other representatives of their age group. On the other hand, they have indicated adequate physical conditions necessary for them to use the internet and computers in the library. Quite as substantial part of the respondents without physical disability indicated that, according to their information, the majority of the disabled community members they know have the internet and computers at home. In this case, to the opinion of most people, there is no need to make efforts in trying to create special conditions for the disabled people in the libraries.

4C. Activities, for the performance of which, users use public internet access in the libraries most often 21 p.

Usage of the computer and the internet in the library practically does not differ in the rural and the town localities; however, it varies significantly in the different age groups.

Main activities indicated by children:

- search for information related to the learning process
 - o material for term papers, project works,
 - o "copying" pages,
 - o dictionaries, encyclopaedias.
- Search for information related to the free-time activities:
 - o Search and downloading of music,
 - o Search and downloading (seldom) of films,
 - o hobbies (personal or parents')
- Communication
 - o Participation in chat portals, forums,
 - o Online correspondence with the local friends,
 - o Online correspondence or chats with the distantly living relatives, friends,
 - o Exchange of photos (by e-mail, Skype), publication of photos (one.It, etc.).
- Games
 - o online, computer,
 - o new games installation and deletion in the library computers,
- Programming (in the library only in the cases when the computer at home is broken).

Main activities that prompt the users to come to the library to use public internet access may be relatively grouped in the following way:

- Work affairs
 - o Job hunting
 - o Printing/ preparation of the work documents
- Study affairs
 - o Study material search
 - o Study place search
- Health affairs
 - o Search of information about medication/ illnesses
 - o Search for information about health care institutions and their telephone numbers
 - o Registration in the health care institutions (very occasionally)
- hobby/ free-time
 - o search for objective information (fishing, needlework), cross-words
 - o participation in the forums
 - o making contacts
 - o search for information on cultural events

- financial questions
 - o taxes
 - o filling in tax returns
- purchases/ sales
 - o airplane tickets
 - o tickets to the cultural events
 - o goods from the catalogues
 - o search of information about land plots, cars, etc. on offer
 - o selling of one's own production

Library services users can hardly enumerate what services they miss in the libraries. In their opinion, it would be enough to offer already existing services with higher quality.

Inexperienced users wish to get additional service – education, i.e. consultations, training how to use one or another program or the computer in general. Experienced users wished to get more tools (new computers, faster internet). Working respondents indicated that they would like longer library working hours or, at least, the possibility to use the computer or the internet in it for a longer time.

4D. Existence of programmes or other tools to involve the difficult to reach social groups 26 p.

Practically none of the respondents could tell among the visitors of the local library the ones, who had specific demands or interests and would like/ could satisfy them at the internet access point in the library. Only the respondents with physical disability distinguished themselves as a separate group that needs help.

None of the respondents could indicate continuous library activities in order to attract visitors to the library to use computers and the internet for free. Representatives of all visitor groups that have participated in the research admitted that the majority of computer users in the library consists of its regular visitors, and the new ones come very occasionally and are usually invited by other visitors.

One may say that publicizing is necessary for two relative groups:

- For the local community (both the library visitors and people who do not visit it)
 - external or casual users (passers-by or temporal dwellers)

A person who comes to the village now could hardly find the free access to the internet – he would be forced to ask local dwellers; however he could do this only in the case if he knew about the existence of the public access points in the village in general.

None of the respondents mentioned the possibility to learn about the latest information technologies or about the possibilities to use them in the library.

Potential new computer and internet users in the library could be people who have no possibility to learn how to use them in their environment. Primarily, these are senior people who now come to the library to read newspapers and books but don't use the computer.

Though representatives of the younger age groups and librarians distinguished seniors as the group of the most passive public internet access users, who prefer to read paper publications, seniors themselves indicated that they are interested in innovations. On the other hand, it is probable that means for attracting visitors towards the public internet access points are designed for other targets groups and are not acceptable for the seniors.

All respondents who have no computer and the internet usage skills, or have very poor usage skills, indicated the importance of getting individual consultation in the library, and it is one of the reasons why they attend the public internet access point.

5. INDICATOR Improved library representation

5A. Library reputation, public awareness and profile 31 p.

The majority of all respondents, who have participated in the research, related the library to the storage of printed information (books, encyclopaedias, periodicals) and to the possibility of using it (read in the library, take away home, etc.). Children alone more often associated the library with computers and the internet. Associations are directly connected with the library services, mostly and for the longest time used by the relative groups.

Modern information technologies – computer, the internet – are related to the library. Most of the respondents have recognized that IT coming into the library has changed significantly its image and positive perception in the community. It is possible to distinguish certain qualitative changes that were influenced by the appearance of the public access internet and computers in the library:

- socially vulnerable groups of the society (disabled, children from the complicated social environment, etc.) have obtained the possibility to use modern means of information search and communication, they have an opportunity of gaining important social skills, and their employment has improved.
- Social and cultural life of the library communities has become more diverse and intense.
- Members of the library communities have obtained the possibility to solve questions related with the financial payments or search of information more effectively, have obtained the possibility of getting information in a faster and cheaper way.

It is important to note that the obtained possibilities are not fully implemented in either of the target groups of the research.

Role of the library in the community is usually assessed positively; though its influence is greater in the rural areas, where library functions expand to other spheres of cultural activities. In the rural areas, the library work is assessed particularly well; however, this could be explained by the absence of alternative cultural activities but not by the perfect work or wide service range offered by the library. It must be observed that the majority of the respondents, both in the town and in the rural, indicated that the number of the library visitors and their activity have increased since the appearance of the first public access computers and the internet.

Respondents with the medium and higher computer and the internet usage skills assess rather critically and more negatively the librarians' skills and competence to help in the situations when one of the computers get broken. Respondents without any computer and the internet usage skills, or with poor skills, assess positively the librarians' skills and competence to help in the situations when one of the computers gets broken. The most frequent problems such users encounter can be grouped into:

- Technical (equipment failure)
- Objective (do not know how to perform certain operations – copy, print, download, write a letter)
- Information search (do not understand the process, do not know the addresses)

A fair amount of inexperienced respondents expect to learn about the IT innovations from the librarian.

5B. Expanded mission and competence areas of the libraries 36 p.

In the town, the library is perceived more functionally – as a place where there is a possibility to go into certain range of activities. Activities or services that are not offered in the library are available in other places. In the rural area, the library is perceived as the only or the most active spot of cultural and social activity. In this case, alongside with the main functions of the library, additional functions are attributed that are considered subsidiary and supporting the main library activity in the town. The library in the rural area often substitutes a club, a theatre and an exhibition hall. One may say that, due to the narrow supply of the

existing services and close interpersonal relationships, the village community members sooner learn about the innovations in the library and start using them. On the other hand, town dwellers often learn about the IT innovations through other channels, and the services offered by the library are assessed more critically, realizing that these services are new in the library but not in the field of IT in general.

The town community members emphasized more the library provision with the modern equipment - renovation of computers, faster internet, colour printers or film review devices – equipment that would allow developing independent activities more successfully.

Despite the wishes to diversify social life or to provide means for personal occupation development, respondents from both town and rural areas distinguish the encouragement to read as the main mission of the library. In this case, reading is perceived in its traditional way, without modern information technologies.

7. INDICATOR Increased social benefit for the individuals and the communities through the IT:

7A. Users benefit and its perception 38 p.

The concept of benefit is related to the public internet access in the library and usually is associated with the area of reduction of financial costs. The majority of the respondents, while speaking about personal and community benefit due to the free and accessible to all internet and computers, primarily mentioned the possibility of saving the internet fee. Services, which are used on the internet and help to save finances and time, were mentioned too. Benefits due to the obtained skills and revitalized social life were also indicated. In the rural areas, the very existence of computers and the internet increases the sense of self-valuation.

9. INDICATOR Innovations in the library system

9A. Examples of library innovations received through the project 40 p.

The majority of the respondents haven't noticed any changes in the library during 6 months since the beginning of the research. While speaking about the changes during the last 1-2 years, only the material environment changes were mentioned.

**3. INDICATOR [Improved] IT usage skills of the public libraries visitors
3A. [Improved] IT knowledge and skills of the public Internet access users**

Quite a number of the respondents, who have participated in the research, have poor or medium skills of using modern information technologies (except for the children groups). Some adult respondents have been learning to use the computer and the Internet in special classes, also at home, with the help of children or more experienced friends/ neighbours. All children stated that they had learnt to do this on their own or while observing how other persons (usually elder children) use the computer. Library, as a place where one can gain elementary computer and Internet usage skills or improve their knowledge, was mentioned often.

Part of the respondents have taken the first classes in computers in the library, the lesser part have learnt with the help of librarians or other visitors. It is important to mention that the learning process in the library is often spontaneous and inconsecutive. Classes are rare and unplanned; learning from colleagues or with the help of the librarian is related not to the established practices, but to the interpersonal relationships between the one who teaches and the one who learns. In other words, a person who wants to learn or to deepen his knowledge can seldom plan it according to the library educational activities schedule. It is important to mention that many respondents, who had attended classes in the library, stated that they were invited to the classes personally by the librarian, which implicitly shows that the librarian selects participants following his/ her personal opinion, thus forming some hierarchic system among the library visitors. [This practice was acknowledged by the most of librarians participating in the research.] The library is associated with an opportunity of learning how to use the computer and the Internet; however, it is often perceived as a personal special attempt, but not as a successively organized process.

Evoking in their memory the moment when they started learning to use the computer and the Internet, the majority of the adult respondents noted that they had experienced more negative emotions – fear, stress, shame, panic, burden, inevitability, envy. Most respondents noted that they were forced to learn due to specific circumstances – wishing to keep or get a job, communicate with distantly living relatives, but not due to the personal/ inner stimulus for education.

I won't go to the library the first day when there's the Internet, I'll be ashamed that I know nothing. (Dubingiai/ rural)

Only the minority indicated that they studied being moved by positive emotions and curiosity. These very respondents indicated that they had studied not for work but rather for the free-time activities and entertainment – games, search for information about their hobbies. Unlike the adults, most children indicated curiosity and desire to improve as the motive for learning how to use the computer and the Internet. The majority of children told that they had acquired initial computer and the Internet usage skills before they started attending informatics lessons at school. It is important to say that namely the children were the motive for learning to use the computer and the Internet for the part of adults:

- Reluctance to lag behind, to lose the authority in the eyes of the children,
- Desire to communicate with them remotely,
- Desire to control children's activities and interests.

It is fine to learn to use. And what does it mean fine? You must know how to use, explore. A child points but I don't know. All this. (Makniunai/ unemployed 1)

If there were language self- learning modules in the library where you could go and sit there for an hour and speak, there might be different levels. And you must learn English. I and Kristupas (my son) would learn. (Moletai/ unemployed)

Information technologies were related with computers and the Internet by all respondents. When asked to indicate more associations, the senior respondents often referred to the artefacts – a printer, a scanner, a Xerox, a TV, a DVD player, a hi-fi sistem, a fax, a mobile phone, a book, a newspaper; the children often referred to the software or activities – “search for information, e-mail, newspapers reading online, programming”. Among the activities mentioned by the adults “chats by the Skype, e-banking, job search online” can be separated out. It is important to say that these associations were indicated by the relatively young representatives of the adult respondents. According to the associations related with the information technologies, it could be seen that young respondents realize them more as means to do different activities (to learn, to swap information, to communicate); the senior ones – as environmental attributes which may be used when you need them. None of the respondents has mentioned the IT which he/ she does not use or has never seen how other people use it.

When answering the question what modern information technologies they can use, the majority of the respondents have indicated the same ones that were mentioned when answering the question what they associate notion “information technologies” with:

- a computer,
- the Internet,
- a printer,
- a scanner,
- a Xerox,
- a mobile phone,
- a fax,
- a DVD player,
- a radio,
- a TV,
- a music centre,
- an mp3 player.

Several respondents have also indicated means for navigation, digital television, photo and video cameras.

Things that the respondents have at home or often use outside home were indicated mostly. The majority of the respondents having computers at home indicated that they have no Internet. Main reason – limited financial possibilities. Most of the research participants use the Internet at work or in the library for the same reason – possibility to save. Outside home, the office technical devices are generally used – scanners, Xeroxes, printers, faxes. They are mostly used at work, in the library, in the municipality, at school. Usually the services are payable; however, these single fees are realized as “a must”, uncritically. Urban respondents often indicated that they have possibility to use the office technical devices in the work place or in the post; whereas rural respondents indicated that the library often is the only place in the settlement where they can scan, print or copy the necessary information and send a fax.

I had one such problem, I needed to Xerox, and the Xerox in my workplace started seizing. In the municipality they refused, so we came here. Here we had a pleasant rescue. (Daugai/ rural)

The majority of the respondents, telling about spheres of their life which are connected with the IT, spoke about the Internet usage in general. When elaborating their personal experience, they related the Internet primarily to:

- the search for information (business and related to the free-time),
- communication (with the distantly living relatives as well),
- the reading of the press,
- the taxes paying,
- the purchasing of goods.

The majority of actions considered as practically inseparable from the computer and the Internet are the ones that allow saving time and money expenditures. It is important to mention the sense of independence, which was particularly emphasized by the retired respondents, as possibility to get information without anybody's help and manage one's business individually.

If we planned to sell something, so it's only in the Internet. And we no longer write the paper letters. (Makniunai/ unemployed 2)

It is convenient to look for a job, irrespectively to the newspaper issue, and you don't have to buy it. You can skim a lot of pages – when there is nothing in one – you go to another. (Taurage/ unemployed)

You don't need to stand in a queue and pay additionally. The most necessary thing. You save time, can do when it is convenient for you. Even when the post office or the bank don't work, you can pay. (Taurage/ unemployed)

And you can read some news otherwise. I started watching TV less. The news is hotter online. (Taurage/ unemployed)

Information about the payoffs, declarations. You can do everything by yourself. (Dubingiai/ rural)

I speak with the entire world cheaply. I get acquainted with the new people, we keep in touch (Daugai/ rural)

Acquaintanceship has widened. (Radviliskis/ disabled)

When you speak on the Skype you can see, and when they live far away and you saw long ago, you want to see how they live, how they look. (Makniunai/ unemployed 1)

You can read more and various newspapers online. (Moletai/ disabled)

When you have poor eyesight, there is a computer program that enlarges, you don't need a magnifier, and you can adjust it according to your sight. There's no such program anywhere, only in the library. (Radviliskis/ disabled)

Making new friends, communication, sharing minds, attending school in the distance, opens more possibilities to study. My school sends me the tasks. I am graduating from school in the distant mode, so I couldn't do my studies without the Internet. (Radviliskis/ disabled)

Not always there are books. When the teacher gives you a task, you can find the material in he Internet. (Varena/ children)

We have to choose some play for our performance; there are no new ones in the library, so you search for the plays in the Internet and find a lot of novelties. We have prepared a performance and we want to show it somewhere else, so we are looking for the festivals where we could participate in summer. There are more various novelties. Searching for the novelties is inseparable from the Internet. (Radviliskis/ disabled)

There are discounts, especially for books, online. (Skaudivile/ rural)

It simply widens life possibilities, geography. (Skaudivile/ rural)

The computer has overcome the TV. I grudge my time, there only on TV series. (Jonava/ disabled)

3B [Varied] public Internet access usage practice

Information technologies, related with the library, are the computer and the Internet. Office technical devices, especially the printer, are indicated, too. It implies that the major part of the digital information is saved namely in the printed form. Other ways of saving the digital information were practically not referred to in the adult groups. Children groups referred to the USB keys and CDs. Usage of these means indicate that computers in this group are used not only in the library. On the other hand, the fact of distinguishing namely the computer and the Internet refers to the satisfactory library services promotion among its visitors. The fact of certain information technologies being unmentioned partly means that the usage of the computer and the Internet is not versatile. On the other hand, it is important to indicate that the books (though they are denoted as the main service of the library) and the press were mentioned very seldom; i.e. notion "technology" is comprehended as "something new" and connected with "the technical".

Rural people and retireds wished to have more "technical" in the library, i.e. video- library and the home film system which would allow watching the downloaded films together with the neighbours and in better conditions than they have now – on the computer monitor. On the other hand, rural people admit that there must be a separate room in the library; otherwise the film reviews will disturb other visitors. In this case, the library mission is expanded ascribing to it the functions of a place to spend one's free-time (group reviews of the filmed material, discussions). This demand rises directly from the existing practice that is intensely fostered by the librarians – organization of exhibitions, thematic shows (related to the literary or ethnographic events and seasonal festivals). It is true to say that, in the small settlements, the community members' demand to communicate and foster their creative potential is implemented namely in the library.

For the thematic shows, some presentations could be presented on the big screen for everybody. (Skaudivile/ rural)

It would be interesting to film the shows, and we could watch them later. (Dubingiai/ rural)

Adult participants of the research (especially the senior ones) noted that there are no required web cameras in the library. In their opinion, they do not correspond to the sanitary norms – the users make noise and disturb other visitors. It was also noted that, in default of possibilities to communicate using the web cameras in solitude and due to the insufficient privacy and confidentiality, library visitors do not use them for the communication with the relatives and limit themselves with the correspondence terminate themselves to the correspondence. It can be said that the limited amount of space partly restricts the usage of the web cameras and the corresponding services and technologies in the library in the adults group. The library space is realized as a place where one can learn, look for material, meet the neighbours; however, all these activities are going without the direct interference into one's private space and revelation of one's personal problems. In this case, the web camera is perceived as the means which directly allows communicating with the relatives and discussing personal affairs that might be interesting to other members of the community; however, parties of the conversation do not want to make it public. On the other hand, the

research participants indicated that the web cameras are used in another Internet access places – at home, at the neighbours.

There is no possibility so speak with the web camera in the library. But I wouldn't use it here; maybe only at home that nobody could disturb and turn me off. (Jonava/ disabled)

There could be individual cabins because other people are sitting nearby, or something isolated, private conversation and here is a public place; I more communicate on the Skype at home. (Radviliskis/ disabled)

There could be some detached room, now you come, read the magazines, and the youth come at the computers, then there is noise, they turn on various audio programs. Some detached rooms could be but there are no conditions. (Moletai, retired)

It is simply impossible here. How would you talk when 4 people are sitting and working? You can write on the Skype, but not talk. (Jonava/ unemployed)

The library space is not very suitable because people are walking and there is no privacy. It would be nice to have good sound columns but they will disturb everyone. (Skaudvile/ rural)

The minor part of the respondents (usually elderly rural people) indicated some negative effects of IT to society.

A drive starts that everybody uses, now there is such a thrust for everyone to use, why do we need it, if a man needs it personally, he will be interested in it. Everybody knows that there is such a technology, this drive seems artificial to me. It is the business that has its own strategy. Nobody does things that are loss-making. The computer is a drug, addiction. (Skaudvile/ rural)

There were cases when parents wrote applications to the library not to let their children to use the Internet, as they started bunking off. There were problems with learning. (Skaudvile/ rural)

*It was when I played in the morning and in the evening. But, I thought, good heavens, there's a book and you can watch films, and here these two hours... a bit more, then we have to save electricity, so by all possible means I tried to stop. **How long have you played like this? One month?** No, it has continued for several years. When my son, a student, returned, he used to play till the night. **And you?** Me too. (Jonava/ disabled)*

We go to the yard less. You meet the friends less. You watch TV less. You know more information. You don't want to go anywhere, just to sit at the computer, it is never boring. (Tytuvėnai/ children)

Adult respondents have assessed the quality of the computers and the Internet in the library according to their personal demands – more experienced users were more severe upon the existing situation. The majority of the respondents have assessed the library computers poorly as the latter are dated both morally and physically.

Our computers are in the state that they hardly work, they need to be replaced. At our place to rewrite into the discs, let's say DVD, is impossible with these old computers. (Jonava/ disabled)

I don't understand well but my son told that it could be faster. (Radviliskis/ disabled)

I would attach photos to the letter but only with the new computer, it is impossible with the old one, computers are too old. (Tytuvėnai/ children)

The majority of the respondents have indicated that the Internet is slow; however, some part of the respondents didn't consider it a serious qualitative drawback. Respondents who live in small towns and villages indicated that the Internet is practically the only source to

watch new films, listen to the new audio records and, in this case, the free and fast Internet is in great demand because it is expensive to download at home, even if you have fast Internet.

The Internet is very slow, it screws me up, I want to turn it off. (Skaudivile/ rural)

In the library, the experienced users miss special software (Corel Draw, JAVA and dictionaries), devices (card scanners, laser mice, colour printers), recent software (suitable to test the newly made Internet pages).

That you could put the downloaded information into your disc. (Lazdijai/ children)

The rural respondents indicated that the library needs a simple telephone in order to call and ask about the new books or free places at the computer. On the other hand, the senior rural people indicated that they miss not the modern technologies but the new printed publications (books, periodicals) and the office technical devices to copy or print these publications.

When assessing the state of the computers and the Internet in the library (the majority assessed it as poor or satisfactory), the children respondents indicated that the existing choice of computer programs does not meet their demands. The majority of the children indicated that they would like to have a possibility to familiarize in the library with the new software for the video and audio material management and making, programming, etc. None of the children (the majority of whom could be accredited to the advanced users) told that they had familiarized with some software in the library for the first time. At present, they download the majority of the programs from the Internet and install illegally in the personal or library computers. On the other hand, they don't think they do something illegal, as people around them are downloading films and music not only from the legal sources. Only part of the children imparted certain doubts concerning the propriety of such behaviour; however, they stressed not the usage of illegal programs, but the breach of the librarian's, who allows installing nothing in the library computers (even the legal programs), trust. On the one hand, the existing bans and constant attempts to evade them stimulate the skills and the constant wish to follow the novelties; however, on the other hand, such practices form the wretched social attitudes that later will be transferred into another fields of personal and social life.

The majority of the respondents found it difficult to forecast the role of the library in promoting the IT and rendering possibilities to use them. Quite a number of the respondents, particularly in the rural area, feared more for the survival of the library itself in their settlement. On the grounds of tightness of place in many libraries and on the lower subscription of periodicals and books, the respondents were forecasting that the libraries would be closed at all. Decrease in the library visitors' amount, particularly among the employable persons, who, according to the respondents, "don't read books", was indicated as one of the libraries future disappearance factors. This attitude shows that "the library visitor" is inseparable from "the books reader" in the consciousness of the present visitors. Only a very small part of the research participants indicated that, when the number of the subscribed periodicals in the library is diminishing, they are taking the possibility to read periodicals in the digital form using the free Internet in the libraries. This fact may be partly related to the established models of usage of certain products (the press, in this case); however, at the same time it refers to the insufficient library efforts promoting the new possibility and to the inappropriate publicity methods.

If more demands were met, if there was a wider offer, then the library would become more popular and have more visitors. It depends on the demands, one man can have time to go to the library and listen to the music, another man won't come especially to sit and listen to the music. You can listen to the historic music or to a song, if you want to find it, you must search for it, and the library could offer this service. (Radviliskis/ disabled)

4. INDICATOR [Improved] access for the specific groups, for the difficult to reach social groups

4B. Difficult to reach groups experience

From all target groups of the research, learners – pupils and students – spend most of the time at the public Internet access in the library. Many of them have computers, and some – the Internet, at home. It is important to say that only some of them are library readers, i.e. this group of visitors consists of large part of the users who come to the library only for the computers and the Internet. Many libraries have a rule of allowing the access to the computers for children from the age of 6, i.e. the ones who have already started or will soon start attending school. In some areas (e.g. rural), which have strong community relationship and limited public Internet access alternatives, children implicitly perceive the possibility to use the computer and the Internet in the library as their certain recognition the full rights community members. It is important to say that the children, unlike the adults, take the computer as a “must”, uncritically, without any rational or emotional prejudices. Undoubtedly that his factor facilitates the computer usage learning process and motivates to use them in various situations and in different places.

Because when they grew they had no computers that is why they like books more. (Tytuvenai/ children)

The majority of the children, who have participated in the research, told that they positively started attending the library when they had learnt about the possibility to use the free Internet from their friends or adults who attend the library. Adult public Internet access users stated that they had attended the library before the emergence of the computers and the free Internet. Many of them were informed about the new service directly by the librarian during the routine visit to the library.

All the research participants consider children the most receptive and experienced IT users. Children are often the ones who bring other visitors to the library to use the computer and the Internet – parents, grandparents, younger brothers/ sisters.

I am not good at the computer, usually I come with the son, 12, I'm not very good but my son finds the information; I needed information about the festivals as we want to show our performance somewhere. My son finds the information and he clicks there for me. (Radviliskis/ disabled)

On the other hand, children are the visitors who occupy the computers and make the impression that they are always occupied. In the village and town libraries, which are in the school premises, juvenile visitors spend the most time after the lessons or during the lessons.

Now it is moderate because there were lots of kids. When the school year was over, there were lots of kids, so they put more [computers]. Go the children library, an adult wants to come to the computer here and can't because of children. (Jonava/ disabled)

Because in the afternoon it is always occupied, we even don't go there. They constantly sit here after the lessons. (Makniunai/ disabled)

Part of the librarians has indicated that sometimes there are conflicts with the school teachers who come to the library during the lessons to look for the pupils and find them here. The teachers reproach that the librarians permit pupils to be absent from school. The librarians make excuses that they don't know individual timetables and trust the children

who say that they have a gap in their timetable. The children themselves confirmed that they and their friends sometimes bunk off and go to the library. Absence from school itself is an old practice and a problem for the school community. On the other hand, some part of the children who have participated in the research and the adults indicated that, when the public Internet access appeared in the libraries, the model of behaviour of the pupils has changed – instead of spending time in the street they come to the library and spend time there. The library, unlike the street, has a stricter behaviour code and a person who vouchsafes it. When in the library, the children are restrained to observe the requirements; also, the adults know where the children are. It is true to say that the public Internet access in the library has the positive effect on the infant socialization and integration into society. On the other hand, librarians have quite a number of problems with these visitors both due to the relationship with the school teachers and to the unsatisfactory behaviour of the visitors which must be reacted one way or another.

In the children department, they come from the foster home, but the social workers are looking for them, as they haven't had dinner yet. But the school principal has changed and he doesn't permit so easily. They used to cry till the night... On Saturdays, when they stayed in the foster home in summer, they used to come at 10 o'clock and sit till 2. It is wrong practically but what could be done with them, they haven't got that [in the foster home]. (Moletai/ disabled)

Children from the complicated social ambience, it is difficult to talk to them, to some of them. Maybe yes. They are rather angry; you try [speaking] both seriously and in play. You see that they can hit you or curse, though it hasn't happened yet.

In the village library everybody comes during the breaks because of the computers. It's great because children are waiting for the bus there, they spend the time usefully. (Radviliskis/ disabled)

It happens when you come for some serious job and a child comes and plays the computer, let him do what he wants, but sometimes you have a serious business and you have to wait. The spaces should be separated because the adults sometimes want to concentrate deeply. Simply, the attitudes differ. Every group comes to the library with its own aim that differs a bit. Children simply have a good time and the adults have certain business. (Moletai/ unemployed)

To my mind, let him sit in the library rather than somewhere in the street. (Moletai/ unemployed)

The adults, engaged in the labour market, often attend the public Internet access because of their work or basic life activity affairs. In the rural area the library often has better Internet and computers than other offices, so the working visitors come to the library to print the documents and search information on the Internet. When they have a possibility to choose a public or a home computer, they choose the former because usually it is physically nearer (the library mostly is in the centre or near the other public offices).

Unemployed people often use the Internet in the library when they are looking for a job. One part of them search for the job only on the Internet, another part uses the Internet as one of the choices. These respondents, when they seek for employment, also read job advertisements in the newspapers and use the jobcentre services (consultations and the Internet access). Comparing the free Internet access in the jobcentres and in the libraries, the respondents stated that the latter are more acceptable as they can look for the job advertisements not only in the jobcentre database, but in other databases too (the Internet database, newspapers e-pages). Part of the respondents also stated that in the library they skim through the newspapers containing job advertisements. It is possible to assume that the less formal ambience of the library psychologically indisposes the respondents more positively; consequently, they better choose the library than the jobcentre premises. On the

other hand, the respondents from the small villages can seek for employment without going to the distant jobcentre.

Lawyers' consultations online were indicated as the specific services in demand in the unemployed target group. They were desirable when dealing with the labour intercourse problems. Only several respondents knew about the possibility to get this consultation online and only one had taken the consultation.

*In the jobcentre, the attitude towards you is not serious; you won't always find them there, I don't do to the jobcentre at all. You come there and have to wait till they finish talking with the boy-friends; and if you miss to come in time, they can fire you. **So if you really want to find a job, you have the Internet...** The women in the library are very nice, they tell you where to go or they do it themselves. (Skadvile/ disabled)*

Rural people attend the library not only for its direct services – delivery of books, usage of computers and the Internet, but for the social activities that take place here, too. These are literary, ethnographic, historical thematic events, classes organized by other institutions, social activity (clubs of various interests). It is important to mention that these activities are positively developed by the librarians who are somewhat trying to compensate for the scanty, in their opinion, offer of the library services (mean build-up of the book funds, the diminished number of the subscription publications, i.e. diminished offer of the printings, were accentuated as the essential problems). On the other hand, these activities form a particular library visitors' community, i.e. the nucleus of the regular visitors who act as the information (about the library activities) promoters and the inviters of the fresh visitors.

Retirees can be described as the least active users of the computer and the Internet in the library. They come to the library to read newspapers, books, to keep company and to know the community news.

For those who are older and of lower education, you must give the newspaper and that's it. I will never forget how some people asked, they say, give me the newspaper, I'll take and show. They say, I'll make a copy and that's it. But the copy is not the same as the original. Nothing has changed. (Moletai/ disabled)

The Internet is necessary for the students, young people still need knowledge, and the old people don't even understand what the computer is and they don't know how to use it. They don't use it. I was once surprised by a granddad seventy years old who was sitting at the Internet. You can rarely see such a man sitting at the Internet. (Radviliskis/ disabled)

Only the lesser part use the computer and the Internet. Representatives of this group can be described as the passive users of the computer and the Internet – they ask other people (usually the librarian) to find the necessary information on the Internet instead of learning to do it themselves. It is important to note that the majority of the librarians tolerate such behaviour – they simply fulfil the delegated task instead of teaching the user. The usage of the computer in the retirees' group is often conditioned by the family situation – demand for communication with the distantly living children. In this case, means that allow communication are chosen according to the instructions of the relatives, with the help of whom these means are often mastered. On the other hand, representatives of this particular group usually learn how to use the computer and the Internet with the librarian's help. Librarians in that case are more apt to do the desired computer operations rather than to teach a retired to do it himself. Commonly, such behaviour can be explained by the respect towards the senior and by the attitude that "they don't want to look for anything themselves". Such behaviour is sometimes explained by the saving of the librarian's time and by the attitude that "the librarian is not obliged to teach someone to use the computer".

Only in a few libraries the senior visitors have told about the existent constant educational practices that are not based on a good personal relationship with the librarian.

The first Wednesday of the week is the free informational day, and you can ask or learn what you want but you have to prearrange. When I have changed books, here I always ask what I don't know about the Internet. (Jonava/ disabled)

Both retireds and visitors with the poor eyesight indicated that they would wish bigger monitors and the special eyesight-friendly programs.

The disabled users had little exceptional demands related with the usage of the computer and the Internet in the library. These users do not substantially differ in their interests from other representatives of their age group. On the other hand, they have indicated adequate physical conditions necessary for them to use the Internet and the computer in the library. In this contest, it is important to mention the attitude of the representatives of other target groups towards the difficulties that the disabled people meet with when visiting the public Internet access. Quite a number of the respondents told that, in their experience, the majority of the disabled community members they know have the Internet and the computer at home. In this case, to the opinion of the majority, there is no need to make efforts creating special conditions for the disabled people in the libraries. Some part of the respondents reasoned this attitude by the rational distribution of the resource (this attitude was often presented in the negative emotional background – anger and irritation). The other part reasoned it by the certain psychological traits characteristic to the disabled people – purportedly they are not social, avoid people and will go to the library under no circumstances (this attitude was often presented with some feeling of guilt). Neither respondent suggested that the user could be a newcomer. It is true to think that it comes from the experience that the number of the “non-local” visitors is very small and seasonal (more during the summer holiday). When questioning directly about the public Internet access role in the integration of the disabled people into the society (from the point of view both of the disabled and of the society), the respondents agreed that the role would be great; however, they kept to their belief that it is beside the purpose financially. It can be concluded that, when preparing the special means for the disabled, it is worth to think about some educational activities for the society which would allow forming more positive attitudes toward the disabled people – not only pity and compassion, but perception of parity, full-rightness and tolerance as well.

For some disabled people it is difficult to leave home only because of stairs, unfitted passages, not everyone can be taken upstairs, I can be taken. In the winter it is difficult to come to the library because of the snow, I can't move myself, I call the taxi then, but when there isn't money I don't go anywhere. You need the help of other people and if there isn't such, the disabled don't go to the library. (Radviliskis/ disabled)

There is the association of the disabled people, and they often visit us because they have few computers and other things. And here they come under the project, teaches the literacy. They come in their wheelchairs, and we push the tables for their wheelchairs. But usually they are in the centre, that takes them here, a very good centre it is. I haven't been there yet. I have recently known that there is such and they told what but I have forgotten. There is a program, they offered it for some women, and their eyesight is rather bad. You have to read and something else. They do it by the Internet somehow. (Moletai/ disabled)

They could use it but I doubt if there were anybody willing. The disabled often have computers at home. (Skaudvile/ rural)

Arunas as the self-made author was invited to the library, for many years there have been [evenings of] those who haven't been published yet. It's a man in a wheelchair. Well, it was planned that we'll

bring him in because you see the stairs but the man might have felt inside and thought up a reason. But there was a man who read his works. We all cried. (Daugai/ rural)

4C. Activities, for the performance of which the users of the public Internet access in the libraries use it most often

The usage of the computer and the Internet practically does not differ in the rural area and in the town; however, it varies significantly in the different age groups.

The majority of the adult respondents declare that the children "only play" at the computers, although their stories about the personal experiences in computers and the Internet partly negate this statement. Firstly, quite a number of adults, including the ones who have attended the special classes, have acquired practical skills with the help of their children. Secondly, even considering themselves fairly good at the computer and the Internet, adults, when they meet with the problem in preparing the documents, searching for the information or doing the bank operations, ask the children's help and often simply delegate them the entire work process (text processing, search of the topical information, paying of the taxes). The children themselves say that they not only play in the library but also search for the information required for the lessons or related to their free time hobbies. It is important to say that the part of the children indicated that they do not play namely in the library because of the weak computers and the slow Internet. The main activities indicated by the children:

- search for the information related to the learning process:
 - material for the term papers, project works,
 - "cribbage" pages,
 - dictionaries, encyclopaedias.
- search for the information related to the free-time activities:
 - searching and downloading of music,
 - searching and downloading (seldom) of films,
 - hobbies (personal or parents')
- Communication:
 - participation in the chat portals, forums,
 - online correspondence with the local friends,
 - online correspondence or chats with the distantly living relatives, friends,
 - exchange of photos (by the e-mail, Skype), publication of the photos (one.lt, etc.)
- Games:
 - online, computer
 - installation and deletion of the new games on the library computers
- Programming (in the library only in the cases when the home computer is broken).

I've met my friend Erika, and we are friends for six years already, we visit each other in the summer. (Tytuvenai/ children)

But why when at the beginning we had the computer, Kristupas always wanted to go to the library to play, it was strange to me. (Moletai/ unemployed)

When you hear something interesting, you can check the information if it's right. You learn more English words. You find more friends. (Tytuvenai/ children)

I read magazines about the cars and motorbikes because I wanted to be driver when I was small but the doctor has said that I won't be a driver. (Alytus/ disabled)

There could be some corners to sit with the friends not disturbing other people. We could discuss everything there. There should be the music player, the DVD. We could watch films with the friends. We could gather all and do our home tasks together, discuss. (Varena/ children)

None of the children, participating in the research, said that they go into the Internet pages of any social services and know what information is available there. It is true to think that these pages are unknown to them or they don't risk to speak about that in public.

The majority of the children indicated that, due to the Internet time limitations in the library, they prefer the group activities – search for the information related to the lessons or the free time, interchange the discovered information (store it in CDs). The majority indicated that they visit the library often – from 3 to 6 times a week. The reasons for choosing the library are:

- The computer at home is broken or occupied
- The Internet at home is disconnected or not connected
- The wish to meet friends
- One needs to print the documents
- One needs to spend the time between the lessons or after the lessons till the bus/ the club.

The majority of the adult visitors of the public Internet are the library visitors at the same time. The majority had been the library visitors since the free computer and the Internet access. It is important to say that many libraries which have participated in the research still do the delivery and selection of books without the help of the computer or computer databases.

Quite a number of the adult users of the public Internet access in the library said that they come there when the home computer is occupied by the children. In this case, unlike the TV sets that could be more than one in the household, computers are bought not for the personal but for the general family demands. Whereas the children (particularly of the school age) initiate the purchase of the computer in the most cases, they strongly determine who and how much will use the computer.

Reasons why the adult users visit the public Internet access points:

- The computer at home is broken
- The Internet at home is disconnected or not connected
- The Internet at home is only in the evening
- You have to use the computer and the available one is occupied
- You need the information on performing the due operations on the computer or the Internet
- You have to print the material
- You haven't got a computer

I've got the Internet at home only from 5 o'clock. So I come to the library earlier, if I need information. (Skaudvile/ disabled)

I've got the Internet at home but I haven't got the printer, I need to print the information or to copy something. Here I have the possibility to copy and to print. (Radviliskis/ disabled)

I use [the Internet] in the library in Alytus as the printer is not by the computer and you have to download somewhere and I don't know how. And when the printer is by the computer you don't have to download, so it is the most convenient for me here, in Radviliskis. (Radviliskis/ disabled)

And I come to the computer only when there are some failures at home. (Jonava/ disabled)

You search in the Google and find a lot, and my computer at home is not very good, so I come here. Here you can play and do everything. (Alytus/ disabled)

I do the more important things in the library and what is for fun, entertainment – at home: surfing the net or reading about the travels. It is not necessary. And if I have to print so I go there. When I was studying I had to make a lot of slides and so on. (Moletai/ unemployed)

Reasons why the public Internet access is used in the library may be relatively grouped this way:

- Work affairs:
 - Search for the job
 - Printing/ preparation of the work documents
- Studies affairs:
 - Search for the studies material
 - Search for the place of the studies
- Health affairs:
 - Search for the information about the medication/ complains
 - Search for the information about the health care institutions and their telephone numbers
 - Registration in the health care institutions (very occasionally)
- hobby/ free-time activities:
 - search for the objective information (fishing, needlework), cross-words
 - participation in the forums
 - making acquaintances
 - search for the information about the cultural events
- financial questions:
 - taxes
 - declarations
- purchases/ sales:
 - airplane tickets
 - cultural events tickets
 - goods from the catalogues
 - search for the information about the estates, cars, etc. online
 - selling one's own production

No, I'm simply interested in this medicament, so I go and browse the Google. They've told me that I have the Lime disease, so it's interesting what this disease is. I entered, read about it. (Makniunai/ disabled)

The library hasn't got a printer; we are in urgent need of it. You come here and the town itself is far off, it is the end of the town, and you have more possibilities to print. The school-leavers come here to print the exam material. (Skaudvile/ disabled)

It is interesting to read from the "Supermums' club webpage" for me. It is very interesting. I've found information there about the teeth, ours were falling out and I was worried. There I've learnt that everything is OK. I've learnt that everything is because of the narcosis. Now we have accepted that thought and have decided not to give the narcosis for the meantime. (Moletai/ unemployed)

I've found my hobby in the Internet, the free obstacle race; I've started reading about it in the discussions, forums. I've been interested for three years already. (Skaudvile/ rural)

I've also found my hobby, programming, I've started visiting the forums, I've got the information and started programming myself. (Skaudvile/ rural)

I remember that my husband's brother started from all these "sega mega", he was very interested in them, and so he started. He is still interested in it and is finishing the master's degree in informatics. (Moletai/ unemployed)

For those who can't read the press, it is very convenient to read it online. When I was working in the Sniureliai village, they used to have a few printed copies, so the first [library] visitor takes it home and has to bring back tomorrow, so we all rushed. And now we don't need the newspapers, if you want, you can read the magazines, the press online; it's a very positive thing, really. (Radviliskis/ disabled)

It is important to say that the online financial payments are judged ambiguously. The majority of the seniors and the rural people, though they are skilled enough to do it online, still do the payments in the post office or the bank. When personalizing their behaviour, the respondents say that it is more convenient and customary for them. Practically, all the respondents who don't use the Internet banking agree that it is the cheaper and the time-saving way of payments; however, they don't risk using it because of the fear. The majority of the respondents who don't use the Internet banking feel the fear related to:

- the safety of the personal data
- the incorrectly performed payment (unperformed or performed twice)
- the Lack of knowledge on how to follow previous payments

And when you pay bills on the Internet, what about privacy? *The fact that there are no visitors is all right... **And what if there were many people?** I'll wait until they leave. Still I don't want to pay... If I really need it, the librarian allows me to use hers . (Makniūnai/unemployed1)*

It is important to point out that large shares of those who use e-banking admit to have experienced similar fears in the past. A large part stated that the main factor helping to overcome them was encouragement from the surrounding people – children, friends, colleagues – who by their own experience and advice convince them that those services were safe and allowed saving money. Many of those who started using e-banking start also using other services some time later which require certain financial transactions online – purchases, sales or rent.

*My daughter bought something through e-leasing and recently she had her last premium to pay, she bought a computer desk and a fish tank together. **Why did she buy them online?** She was working and did not have time, so she ordered via the Internet as otherwise she would have to go all the way to Klaipėda. (Skudvilė/ disabled)*

I just had a look at information as it is very expensive to buy anything online, very expensive products are offered, new ones, and later I was looking for cheaper offers. (Skudvilė/ disabled)

On the other hand, the fear for security of personal data often is a hindrance to ask a stranger for help – in this case the librarian or a more experienced visitor. The librarian is involved in the process of getting familiar with and learning how to use the service only if there are already good relations established. Where there are no such relations, one could use public learning materials available at the library which would help to learn individually and try to perform the payment. It is particularly important that such materials would include some explanation about security of the process, which in its turn would be reiterated by representatives of several Lithuanian banks. Although materials would be intended to perform actions in the digital environment, it would be good to draft descriptions of actions also in the printed format as many visitors of the library who have so far been avoiding use of the e-banking service tend to trust "the printed word" more and are not experienced computer users.

Information about hobbies is most often searched through Google search engine by entering key words or phrases and viewing the first hit pages.

Though the respondents felt uneasy about admitting that they visited dating sites and participated in chat forums, numerous examples provided about experience of “friends” allow stating that this area is rather important for them. This was particularly prominent in conversations with respondents from rural locations and small towns who had limited social life options (including finding new contacts).

Health topics were more important for women and for the elder part of the audience. One may think that this is one of the essential fields searched for on the Internet. On the other hand, more attention is paid to the informative area of this topic – “about medicines”, “about diseases” while websites of institutions working in this area are visited rarely. Only a few respondents knew about the opportunity to register for an appointment with a physician on the Internet. And even knowing about this opportunity, they still prefer to register by phone as “more reliable”. One may think that low attendance of websites of healthcare institutions partially shows that contents of those websites are little attractive for a regular user (non-specialist) and that awareness of those websites is rather low.

I think that it is not quite possible to register here in Molėtai. Though I get information about physicians from the Internet (Molėtai/unemployed)

Users of library services can hardly enumerate what services they miss at libraries. In their opinion, it would suffice if the services currently available would be provided with proper quality. The main library services listed include collection and dispatch of books and subscription for periodicals. Additional services – an opportunity to use a computer and the Internet free of charge. It is important to point out that collection of publications is perceived at the local level – books must be collected at the library which the user attends. A small share of respondents pointed out that they knew about and used the opportunity to order publications from other libraries.

It became easier to find information, it takes long to find the book you need, and here you just enter it on the Internet, and that's it. (Varėna/children)

Additional services needed by inexperienced computer users include education – consultations, training on how to use one or another software and the computer in general. Experienced users wanted more tools (new computers, fast connection). Working respondents specified that they would want libraries to work longer hours or at least to have an opportunity to use the computer and the Internet there for a longer time.

In small communities respondents wanted that at libraries it would be possible to perform their direct work. In a certain sense they imagine a library as a certain office for their private and public affairs. Summing up respondents' wishes, one may state that they want renovation of the material facilities used to provide the currently available services and more rarely mention the opportunity to use various resources on the Internet and learn independently.

Accounting for those who have a job, e.g. like Elvyra, she is an accountant, and she does not have a computer at home but sometimes she takes documents home and if it were possible here, she could come here to use it. (Skaidvilė/disabled)

To be able to get information from the Internet and save it on your own disk. (Lazdijai/children)

4D. Existence of Programmes or Other Mechanisms to Involve Groups Difficult to Reach

The majority of respondents pointed out that computers and the Internet connection at libraries appeared 2-4 years ago. Practically no respondent could identify visitors of their library who would have specific needs or interests and would want/be able to meet them through public Internet access point at the library. When specifically asked to divide visitors into groups by interests or abilities, the majority of respondents divided them by age identifying three groups – children, retired people and others. Only respondents with a physical disability identified themselves as a separate group in need of help. However, this group of respondents understands special needs more as provision of special tools. It may be the case that the need is formed by the financial standing of this group.

Other libraries do not have programmes for the vision-impaired as there are more and more vision-impaired people and it would be good to have special programmes for the vision-impaired, the disabled and also maybe for the hearing-impaired at every library. (Radviliškis/ disabled)

When I worked at the circulation division, those who liked it, they read books but with technology, they are not very good at it. But books – they did read. (Molėtai/disabled)

In our village there is a library but few go there. Little choice, little technology, the disabled can't even access, so I don't go there. (Radviliškis/ disabled)

No respondent was able to specify continuous actions taken by libraries to attract visitors to the library to use computers and the Internet free of charge. The majority of the respondents remembered that after computers were delivered to libraries and connected to the Internet, special awareness-raising actions were organised – events at the library, open door days and advertising articles in the local media. However, these activities were not continued or repeated. In the opinion of users, continuity of such activities is not required as, according to them, all those who wanted to learn about the new services already did so. Admitting the fact that in any community there are residents who having no computer and/or Internet at home do not go to the library and use the opportunity to use them for free and look for other places where they could do it (friends/neighbours/children), respondents state that such behaviour is associated only with negative attitudes of the non-visitors themselves and no publicising activities can encourage them to come to the library. Also, the majority of respondents admitted that having arrived to a settlement, a person would hardly find free Internet access – they would have to ask local people where it was but they could only do that if they at all knew that the settlement had such access points. One may state that publicising is necessary for two relative groups:

- local community (both those visiting the library and not visiting it)
- external or occasional users (passing by or temporarily staying at the settlement)

If they come on holiday, their relatives may know... (Makniūnai/unemployed1)

Publicising of services to external users is partly more difficult to implement only through the librarian's efforts, it would require well-coordinated and continuous publicising projects on the scale of the entire municipality/county/rural.

Publicising of services to local users can be performed by the library administration. On the other hand, continuous publicising of the service requires continuous updates or organisation of special events for which not all librarians are sufficiently competent. Information channels used to inform about the new service – articles in the local media, advertisements in the settlement and targeted events – may be rather efficient to encourage new visitors to come to the library. Retention of new visitors not using the computer and the Internet would require special means which would require certain involvement and skills of librarians. To

retain new experienced users one would need to provide more technical tools and means and to drop certain restrictions now applicable to users of free computer and Internet services.

So that it would be like in Danish libraries, you can rent music and bring it home. For free. (Tauragė/unemployed)

The library could organise seminars or lectures, it would be interesting to come, I think, there would be many people interested. There could be language courses. Now I don't know specifically if I'd find time for that because if the hours are rigid, you may have no time, individual learning is an alternative. There could be computer literacy courses, why to use the Internet, now everybody is going for computer courses to Tauragė. (Skaidvilė/ rural)

Maybe, it's important to show that it saves much time. They could organise some orientation days (Skaidvilė/village)

There were many librarians and I personally don't feel like going back there just because there was some negative attitude there. (Radviliškis/ disabled)

Courses for the elderly, for them it would be a more comfortable situation to come and start learning.

On the Internet I sometimes carry out opinion surveys on one or another topic. Then I analyse conclusions what people are and what their opinion is on the topic and who are the majority. (Radviliškis/ disabled)

It is very difficult to make someone come, out of one hundred members only twenty come, villages suffer from a lack of opportunities, difficulties with transport, it is hard for people to come to the centre, there are no opportunities for convenient communication for those who live far from the city. Problem of transport. (Radviliškis/ disabled)

There is no room with toys for children, and it could be there. Then you can go to work with a child. While you're working, the child can play. (Molėtai/unemployed)

This room attracts little children very much. Newer books attract our peers. And retired people are attracted by magazines. (Varėna/children)

We have been able to read for quite a while but we weren't able to use computers, and then we took much interest. I don't have the needs related to computers, it's just for my interest as I have no relatives abroad but I can't live without books. (Molėtai/retired)

Even when mass events are advertised, no one attends, and the library calls schools and personally invites people, and when they see an advertisement, they just forget about it and... (Molėtai/disabled)

Not many attend, and always the same people, librarians put a lot of effort into it, the girls do a lot, gather people but they don't come even though there are ads around and in papers. (Molėtai/retired)

What areas could be of interest? *To seat them and tell "Look for a job", if they have one, look for a better one. Show cars. New laws, professional development. You just show men cars and beautiful women on the Internet. Show how people can develop their interests. (Dubingiai/ rural)*

Now there are few mechanisms to attract groups hard to reach and they are rather formal:

- For children there is usually a separate room but this room is often equipped with worse computers based on the assumption that children will break anything anyway. Children are also allowed to spend more time at the computer than allowed according to the rules.

I don't know if they have it yet but we don't let those small ones in as they do something here and then we have problems. They are mostly in the children's division.

So children do not get access to computers?

They do but what you can do about them, just give them games, so they wear those computers out and in the evening they neither turn them on nor off. Those computers are very old.

And in general, can one spend as much time here as they want?

I know that practically, well theoretically you cannot but practically it is sometimes the case that when there are no people, you just forget, and we have that software, it registers the time in the computer and then you look and see that already for 2 hours and more that child has been here, well, then... especially those little ones, then you ask them to go outside as the weather is nice, etc. So in 10 hours they come back. (urban)

Do librarians communicate with you? *When you ask for some book, they help. When you return books, they ask if you are not going to borrow more. Yell on you if you're noisy. We're usually noisy at computers. (urban)*

- For people with physical disability in renovated rooms there are special access places (according to the mandatory requirement, when renovating or building public buildings), public computers are on the ground floor.
- For the unemployed, some libraries on special stands provide information received from the labour exchange, give website addresses where job offers are posted.
- We help the retired people more than the other users when they look for information on the Internet but quite often librarians just perform the task instead of teaching the user to do it independently.

No continuous measures to attract hard-to-reach groups of users were identified by those users.

The role of the library in promoting information technology, in this case computers and the Internet, is perceived as attraction of new users and retention of the current ones. No participant of the survey mentioned the opportunity to learn about the latest information technologies or use thereof at the library. One may think that the library is not considered a reliable source of information in this field.

There is a proposal to retain the current users at public Internet access points by a bigger number of computers. This is a way to prolong the time spent by one user at the computer at the library because now, according to the visitors, if there are many people willing to use the computer, the librarian limits the time the user can spend at the computer to 0.5-1 hour.

There is a need for additional space for computers, more computers, now there are only two, they sit there for one hour and wait, those who have their own, they don't come but those who don't have it at home, those children come. (Skadvilė/ disabled)

Public internet access points in the majority of libraries have the same working hours as the library itself. In this case, a fair amount of working respondents have no possibility to use the public internet access and are lost as potential visitors.

Yes, I myself, if I needed anything and I'd know that they work until 8. Maybe, the number would increase, residents who now don't find time would manage to come. They would have to start work later then. In the morning fewer people come, in the afternoon people have more free time. In the evening there were many gathered here, I remember the Račkauskas family worked, so they constantly spent their evenings here, until 8.30. It would not be convenient for the librarians. (Skadvilė/ rural)

Representatives of all groups of visitors involved in the survey admitted that the majority of computer users at the library were permanent visitors and new ones came very seldom and usually were brought by other visitors. The least computers at the library are used by

persons coming from other places. The current attendance, in the opinion of the survey participants, is conditioned by the number of computers currently available. A smaller part of the survey participants, mainly younger people, pointed out that the condition of computers (they are often old), the Internet connection speed (often slower than at home) and the limited choice of software also determine decrease in the number of users at the library. It is also important to notice that limited use of information means/signs about the free Internet access point does not determine the use thereof by arrivals from other places.

Potential new users of computers and the Internet at libraries are those who cannot learn to use them in their own environment. First of all, these are elderly people now coming to the library to read periodicals and books but not to use the computers. This group as a potential one was mentioned by the representatives of all surveyed groups but it receives controversial evaluations. Librarians and adults of the working age involved in the survey think that the seniors do not want to learn new things and avoid computers. However, the seniors think otherwise. The retired respondents mentioned positive effects of the Internet on the development of their socialisation and self-esteem processes. Although representatives of younger age groups and librarians identified the seniors as the most passive group of users of public Internet access points which tended more to read printed editions, the seniors proper pointed out that they were interested in innovations. On the other hand, means to attract visitors to public Internet access points may be designed for other target groups and are not acceptable for the seniors.

You have to remember much – it develops your memory. And it's good for your hands – to control the mouse you have to develop your hand movements. (Molétai/retired)

Psychologically an old person feels better, is not lonely and lagging behind. Has more trust in themselves (Molétai/retired)

And there are courses organised especially for the elderly. Maybe they hesitate but they come and ask to show them, they want it. (Daugai/ rural)

Women younger than us cannot send an SMS and even don't want to learn how. She's 20 years younger than I am and can't do it, and says, why should I bother. So I say, it's not going to hurt. So if you learn, it's good for you too, it's more interesting, and it's cheaper. (Molétai/retired)

For me it was different – I turned from books to the computer. I also turned from books to the computer. (Molétai/retired)

The seniors claim that they would learn to use the computer and the Internet. They would prefer individual training, which is why they often learn with the help of their children or grandchildren. Attendance of specialised courses often creates psychological stress for them as they do not feel comfortable because of the gap between the reality (of a beginner in a widely popular field) and the desired social role (an expert due to age and experience). Also for objective reasons – longer time needed to understand the material, weaker motor skills, etc.

All respondents (not only the seniors) who do not have computer and Internet use skills or have very poor skills pointed out that an opportunity to get an individual consultation at the library was very important and was one of the reasons why they came to the public access point. In this case it is particularly important to break the myth about computers and the Internet, and it is to be broken by the librarian by simplifying the learning process to practical skills customised to the specific user's needs (find information about compensations for the crops, read newspapers, write a letter).

A person comes and sits in front of the computer, explains, not begs that someone could help them. (Tauragė/unemployed)

At home you can but the library at the very beginning teaches you, explains, you come here and they show, you write a letter and then half of it is gone, and you start it all over, and here they show everything. (Molétai/retired)

It would be good that if you come and can't use the computer at all, someone would teach you. It is very important that a person coming here would know that they would find help here. (Molétai/retired)

The youth learns better at school and we're the generation which still looks at it like a miracle. (Molétai/retired)

The old ones say that they don't need to learn any more but somehow they do learn to use those cell phones. (Tauragé/unemployed)

5. INDICATOR [Better] library representation

5A. Reputation of the library, public understanding and profile

Many respondents involved in the survey usually associated libraries with collection of printed information (books, encyclopaedias, periodicals) and an opportunity to use it (read at the library, take home, etc.). Only children had associations of the library with computers and the Internet. Associations are directly related to the services at the library which relevant groups use most often and for the longest period of time. In summarising their experience, adults having experience of going to the library before public computers appeared there first of all link the word "library" with a book. Children currently actively going to the library and spending more time there at a computer browsing the Internet link the word "library" primarily with computers and the Internet. The library is perceived primarily as the space for reading and readers. All other activities are seen as auxiliary.

Modern information technologies associated with the library – computer, Internet. Many respondents admit that installation thereof at libraries has substantially changed the image of the library and public attitude to the library for the good. Two quantitative factors defining the change were identified:

- the overall number of visitors increased
- the social demographic profile of the visitor changed – more young visitors and persons who had not been visiting the library at all started to come.

One could also highlight certain qualitative changes caused by installation of computers and the Internet at libraries:

- socially vulnerable groups (the disabled, children from vulnerable social environments, etc.) acquired an opportunity to use new tools for search for information and communication and can acquire important social skills also improving their occupation.
- Social and cultural life of library communities became somewhat more diverse and active.
- Members of library communities acquired an opportunity to find more efficient solutions for issues related to financial payments or search for information and got an opportunity to obtain information quicker and cheaper.

It is important to point out that the acquired opportunities are not fully realised in any of the target groups identified in the survey.

I don't know how to say, yet there're children who may not have some opportunities. And for me it's better, let him sit in the library than anywhere in the street. (Molétai/unemployed)

It is needed as children grow up, the young grow up, e.g. there are older people but they also need it. The young need it for their aspirations, and the elderly – for information.

Yet younger ones do attend school? But in summer schools are on holiday. (Molétai/unemployed)

Well, it happens that we telephone each another and decide to come here – to have a cup of tea and stay for a while. (Daugai/rural)

Well, when you have a question, what you do is telephone the library right away, expecting to receive advice even on the phone. (Daugai/rural)

If it were not for the library, the town would be dead. The library holds various events. The librarian gives lectures. Children like to come to the library too. If not for the library, the town would be without a cultural centre. (Dubingiai/rural)

In the library, you communicate with others on an equal footing, nobody is a boss, all are equal. You can argue and talk, which is important. (Konstantinava/retireds)

Well, there is special space designated for children where they do not disturb others, very well, over there on the second floor children do not disturb anyone. And children are interested in what is offered while otherwise they would just wait around. (Varéna/ unemployed)

Well, you register for up to half an hour's time. Children need to go home anyway so parents pick them up. They spend some time here and then all go their way. (Makniūnai/ unemployed 1)

A small part of the respondents were critical of the library's activities. All critical opinions were in one way or another related to librarians' work. Several respondents who live in urban areas indicated that in the past librarians used to put more effort into the communication with visitors and encourage them to use various services the library provided. At present the librarian often carries out his/her responsibilities in a formal manner without putting extra effort into attracting new and keeping the existing visitors. Children respondents pointed out that their parents were not happy that their children spent a lot of time in libraries in front of the computer. In such cases the librarian is partly assigned the responsibility of taking care of children and their leisure. It is worth mentioning that despite the fact that all libraries formally have rules regarding the duration of work at the computer, the rules are strictly adhered only if there are more people wishing to use the computer than there are computers. If there are unoccupied computers, librarians quite often allow children to spend more time at them.

The library's importance sometimes can be estimated as quite modest. Now my memories of the library go back to my childhood, it was a village library. It was something good: as children we used to go to the library to do needlework or some other work because the librarian was really neat. For me it was... something wonderful. That librarian at the same time used to recommend to us new books. I enjoyed it. (Molėtai/ unemployed)

They are fine with me going to the library but what they do not like so much is that in the library I spend my time in front of the computer. (Makniūnai/children)

I remember once during holidays my friend came to stay with me and we went out on Monday when the library is closed, and came back very soon, and my granny asked him, "Have you been sent away, why are you back so soon?" (Makniūnai/children)

To sum up the respondents' replies, you can state that in the library's space there is a certain opposition among book readers and Internet users. Not all libraries have technical possibilities to separate these users, therefore the integration of these groups in a common space and their involvement into the library's activities for the most part depend on the librarian.

Practically no respondent could indicate or single out groups of the public which would not appreciate the library. Some respondents have singled out groups that are indifferent to the library and its activities; however, even these groups have been described rather as having a neutral and not negative opinion about the library. According to the respondents, individuals with a neutral assessment of the library's activities are the ones who do not visit the library and "do not read books". In an indirect way, people like these are viewed negatively. They are considered either as the ones who keep themselves at a distance from the community and have no free time, or are dysfunctional individuals, or are poorly read.

Reading books is perceived as a matter of course and obligatory to everyone. If an individual does not read books, he/she is looked upon as the one who violates certain unwritten rules or requirements of the community or society, or who is not in compliance with them. In the respondents' understanding, "not to read books" is considered a sign of bad taste and poor

education. Even those respondents who admit to not reading books or reading them only when compelled by circumstances, felt uncomfortable about that as if feeling embarrassed by this choice of theirs. Achievements or competences in the area of book reading are universally appreciated without dividing *the readers* on the basis of age or other social demographic criteria. Reading books is perceived as a matter-of-course value which is obligatory to an individual who considers himself/herself to be a well-accomplished personality. Such was the opinion of all target groups taking part in the study. The ability to use the computer or the Internet is not perceived as an obligatory universal value even by those groups which have sufficient skills in using them. Not to know how to use the computer and the Internet is not considered a universal malady, just a poor personal decision. Few respondents compared their abilities of using the computer and the Internet with representatives of other age groups. The ability to use the computer and the Internet is evaluated according to the average ability of their age and social group. Such public opinions partially shape the need (or lack of it) to learn how to use the computer and the Internet. While reading books is perceived as universal and obligatory to everyone, the use of the computer and the Internet is obligatory only to those who directly use them in their work setting (which they chose themselves) or at school age as any learning (learning is considered a matter of course). We could suppose that insufficient popularity of adult learning and too low an awareness of its usefulness is also a factor determining that in senior age groups or communities with close interpersonal links that presuppose a certain monitoring and assessment of all activities of an individual in comparison with the assessor's experience, libraries are able to attract fewer new visitors and computer users and the usual measures do not have influence on these groups. Adult learning is not a universally recognized value, and learning modules offered to the average user are quite often presented as modules developed for the individual who considers the learning process as acceptable and a matter of course. In this case the librarian's role in the introduction of adult learning (including learning to use the computer and the Internet) could be that of promotion of adult learning as a value.

Alongside this group (of *non-readers*) we could single out yet another group of former library visitors who have already obtained their own computer and Internet access. This group is perceived as a certain outcome of productive activities of the library where a possibility to get familiar with possible uses of the computer and the Internet encouraged learning to use them and later acquiring them for everyday use. This group is partially attributed to library visitors since part of them still visit the library for the purposes of reading, and part of them are potential supporters of various events due to active and successful employment.

The library's role in the community most often is seen as positive; however, its influence is better felt in rural locations where its functions are extended into other areas of cultural life. In rural areas the library's activities are seen as especially positive. The reason for such an evaluation, however, should be considered the absence of alternatives for cultural activities and not the flawless work of the library or a wide spectrum of its services. It should be emphasized that the majority of respondents both in urban and in rural areas have indicated that the number of library visitors and their enthusiasm in the library increased after the appearance of the first publicly accessible computers and the Internet.

It makes the work of librarians easier. They do not need to sit and wait for a visitor to drop by. The computer is an additional object of attraction. (Skaudivilė/disabled)

Some young people no longer find reading books interesting. Today lots of young people come to the library just because of the Internet. There is a possibility for children and young people to use the library, the Internet, while previously only older people used to come. Now the library is full of young people. (Radviliškis/disabled)

In several rural settlements that took part in the study, libraries or nearby premises house community centres. Community organizations applying for projects have received computers as support to the community activities. These computers are placed next to the computers belonging to the library, some of them have the Internet connection, and users quite often use them as well. Even though the users know where each computer came from, they consider all the computers practically equal in terms of their use.

The respondents' opinions on the librarians' competence in IT, which for a large part determine their overall evaluation of the library as an institution, were diverse based on their personal experience.

Respondents who have medium and better skills of using the computer and the Internet are critical of, and have a more negative opinion of, the librarians' competence to help in situations where either of them gets out of order. The major part of such respondents in cases of breakdown of the computer or the Internet does not turn for help to the librarian at all or just inform him/her that there is a need to call a professional technician (if there is one).

Well, I admit my competence is much worse than theirs but... Well, everyone needs to learn. (Jonava/ disabled)

If librarians never encountered a certain problem, they would not know how to fix it so asking them would be the same as asking myself or asking you. (Skauvilė/ disabled)

I think that the staff members still need training. Especially now there will be trouble with using the new Word so they need training. (Daugai/ rural)

Now there are those forms concerning breakdowns that you can download from the Internet but I doubt if the librarian could explain how to complete them. The forms contain specific information and librarians could not help if they never encountered the problem themselves. (Daugai/ rural)

They only have basic knowledge of how to use the computer. If they continue using it, then they learn how to use it better. It is a personal matter for each staff member. They received the very basic training, learnt how to use the computer and that is all. (Skauvilė/ rural)

Librarians need to learn how to use the computer. Now that the Internet has gained in significance, librarians can no longer provide explanations. Sometimes you know more than the librarian though he/she should know more. (Skauvilė/ rural)

They would not know how to delete a virus though there is an antivirus programme, they would call a technician. They would not know how to send a Skype message. And if you wanted to create your own webpage, they could not help. (Tytuvėnai/children)

We did not ask them for help as we did not know if they knew that, we did not want to disturb them unnecessarily. We did not want to ask. They would not know the answers anyway. They would not know the game pages. You just try yourself and do it, and if you are not successful you ask your friends. You feel uncomfortable asking the librarian. (Alytus/children)

Now that the information becomes more sophisticated, librarians need to know more about new programmes and possibilities, about new developments so that they could explain them. (Makniūnai/ unemployed 2)

They would ask the teacher of information science, we have only one such teacher and we all approach him. Concerning the Internet, we telephone the centre ourselves. We fix problems ourselves, we restart computers. The head makes a telephone call, then a technician comes and fixes the breakdown, but it takes three days for him to come. When neither the computer, nor the Internet works we just leave the library and that is it. (Skauvilė/ rural)

Respondents without skills of using the computer and the Internet, or with poor skills, gave a positive assessment of the librarians' skills and competence to help in situations where either the computer or the Internet failed. The most common problems encountered by these users can be broken down into:

- Technical (equipment breakdown),
- Related to specific tasks (not knowing how to perform certain actions – to make a copy, to make a printout, to move information onto a storage device, to write an e-mail),
- Related to the search for information (not understanding the process, not knowing the web addresses).

Quite a large part of non-skilled respondents expect from the librarian to supply the information about the latest developments in IT.

Whether it is the e-mail or I receive information from somewhere and need to make a copy, I keep forgetting what to do. (Jonava/ disabled)

Well, for example, when you write and you need to write the time. You need to shift those zeros to the top of the line and you do not know how, so what does the librarian say? She says, I do not know, then my daughter comes and tells me how to do it. (Makniūnai/ disabled)

Here I first learnt to write a Word text, save the text onto a disk, move the text from a disk onto the printer, then I learnt to use the Desktop search facility and find what I need. How to save an image onto a disk and how to send it to a friend. (Jonava/ disabled)

And I learnt how to find what I need, find files, how to save, how to insert a CD and how to save information. Now I know how to browse and attach an attachment to an e-mail, for instance, you have several photos, then also now I know where to look for attachments – before I did not know where to look, I would open an e-mail but would not see if there are any. (Jonava/ disabled)

I needed to e-mail somebody some information from the Internet, I asked one woman but she did not know how, she could not remember, then another woman came, she saved the information in the mail and then I e-mailed it. I could find the information but did not know how to first save it onto the computer and then e-mail it. I do not know how to save it and the librarian did not know. (Radviliškis/disabled)

If you need something, you just ask and they show you, they know more than us. (Molėtai/retireds)

We are not afraid to ask. We know for sure that we will not be rejected. (Molėtai/retireds)

Well, it is more convenient to me when there is a person to ask, for example, a librarian because she gives an explanation, while a close person communicates in a different way. Moreover, my sister lives in another town, we communicate through Skype, and the librarian is right here. (Molėtai/unemployed)

If I needed help, I would ask the librarian, not my child who is busy with school and everything, while for the librarian it is her job, let everyone do their job. (Makniūnai/ unemployed 2)

Well, it happens when you write a text and then you need to send it, then you go to the librarian and ask for help, ask her to prepare the letter or to write the address correctly. (Makniūnai/ unemployed 1)

Well, when you bring your own disk and you need to move photos, sometimes you need help on that. I also asked for help when I wanted to post advertisements about sales of an item.

If I come and do not know how to use this computer, for example, when I wanted to find an English language course but could not, and that day the librarian Modesta was there so I said it was

annoying, and she says, why don't you search via Google, well, then I looked and could not find anything, but then she says, look over there. (Makniūnai/ disabled)

5B. [Expanded] Libraries' Mission and Areas of Competence

Perception of the library's mission and competence differs in rural and urban areas. In cities and towns the library is perceived rather on the basis of certain functions – as a place where it is possible to engage in a defined spectrum of activities. The activities or services not offered by the library are performed and received in other places. In the rural, the library is perceived as the only or most active point of cultural and social activities. In the rural, next to the main functions of the library there are attributed such functions that in urban areas are considered only auxiliary or diversifying the library's activities. In rural locations the library often serves as a club, a theatre and an exhibition room. We could maintain that due to a narrow spectrum of supply of existing services and close interpersonal relations rural community members sooner find out about novelties in the library and start using them. On the other hand, urban population more often find out about new developments in the information technology area from other sources therefore services in the library are viewed upon in a more critical manner understanding that something is a novelty in the library but not a new development in the area of information technology in general. This also means that expectations in respect of the library are a little different. Rural population attribute to the library the function of a place of social life. This expectation is partially satisfied in all rural libraries that took part in the study by the effort of librarians who organized various hobby clubs or provided possibilities for them to carry out their activities in the premises of a library.

We are older people, we want to read magazines and what we need is to go somewhere instead of sitting at home all the time which is no good. We want to go out, meet people, spend time with them. (Konstantinava/retireds)

There are exhibitions, including exhibitions and plays by pupils. People invite us to come. We would like to arrange meetings of relatives and fellow-ruralmen from our town who now live elsewhere but the premises are small and this is not possible. (Makniūnai/the unemployed 2)

They could meet people here. Not all of them are in wheelchairs, some have poor eyesight. Maybe some people have the necessary facilities at home but what they also need is communication. In this way the public access would be like an excuse for them to spend time with people. (Daugai/ rural)

Urban community members more often emphasize provision of new devices – improved computers, speedier Internet, colour printers or provision of equipment for watching films – devices that would enable a more successful development of independent activities.

Regardless of their wishes for a more diverse social life or provision of means for the development of individual activities, both rural and urban respondents singled out encouraging people to read as the key mission of the library. Here reading is understood in a traditional way, without using modern information technologies. Reading is promoted by way of organizing special events or competitions, as well as offering books as an alternative to those visitors who spend a lot of time in front of the computer (most often children).

The library organized the day of the book, we chose the nicest poems, prizes were awarded, organizers wanted to involve the entire village, readers were acknowledged – including children who read most books and the visitors who came to the library most often. This celebration was held in the Šniūraičių village. (Radviliškis/disabled)

As measures to attract visitors to the library most frequently events, individual work with potential visitors, making use of the strategically beneficial neighbourhood are mentioned. Events serve as measures to recruit new visitors – during them libraries attract individuals

who do not frequent the library and events help potential visitors to learn indirectly about services provided in the library.

Well, you see this building on the left, and there is a door that we call the front door. Then you go upstairs and on the right there is a centre of tourism. Then there is an index showing where to go and do you think people go to the centre of tourism? They go to the reading-room, they need to go there, and everyone writes electronic mail, and people gather here from everywhere, even the outskirts. (Molėtai/disabled)

Well, events are necessary, and sometimes during public events you can see people who do not usually come to the library but they enjoy the event. (Molėtai/disabled)

*Free concerts. And if you need to pay for a concert, then the room is empty. Well, yes, there are posters saying that the ticket cost is 2 litas and nobody goes. The singer Leitaitė once came, it was 4 litas per ticket and the room was empty. **Is 4 litas too much?** Well, here there are a lot older people. (Skudvilė/rural)*

Well, they could arrange something for women who do not work, something interesting. About work, about needlework. (Molėtai/ unemployed)

And the librarian could come and invite people to courses. Older people are afraid to break something therefore they do not go. But old people here are very good at using mobile phones. (Skudvilė/rural)

What competitions would be of interest to you? *Those related to what we like doing. For example, looking for information. Or expressive reading. Translating something from a foreign language into Lithuanian. Finding something on the Internet. And we would like a good prize. A competition where they would ask questions and we would need to answer them. (Varena/children)*

7. INDICATOR [Increased] Social Benefit to Individuals and Communities through IT

7A. Benefit Received by Users and Awareness of It

The concept of benefit is linked to the public Internet access provided in the library as this most often means fewer financial expenses. The majority of respondents speaking about their and communal benefit derived from the free Internet and computers accessible to everyone, first of all mentioned the possibility of saving the very payment for the Internet access. They also mentioned services the use of which via the Internet saved financial resources:

- Possibility to read periodical publications – on-line newspapers are free, and possibility to read more and more varied publications.
- Possibility to find information which is usually sought on the telephone (opening hours of and services provided by various institutions).
- Possibility to pay for public utilities and other services.
- Possibility to download new films (more often mentioned in the rural settlements).
- Possibility to communicate cheaper with relatives or friends who are far from the respondent.

Maybe because you can read periodical publications free of charge. The library serves an educational function, you can read books. (Tauragė/unemployed)

If you tell somebody that they will be able to communicate with relatives who are abroad via Skype, it motivates them. (Molėtai/retireds)

If I do not have a computer, I would not be able to manage without the library. It is a problem because I can not use the computer at my neighbour's place. (Daugai/rural)

*I can spend more time at home. **Did you notice that you no longer run around looking for information?** Yes. Tauragė/unemployed)*

Well, retireds or the elderly who have no money to subscribe for a newspaper, use the Internet free of charge because they want to read newspapers. Tauragė/unemployed)

We want to watch new films more often. On TV, they usually show the old ones. (Konstantinava/retireds)

*Children download films from the Internet, various comedies. **Does the library provide a possibility to download films?** Well, no, or maybe it would be possible at one of the computers. **And do you need that?** Well, why not. They could provide for such a possibility, they could even charge for such a service, and then we could all watch the film. All visitors could pay for the download, the library would download the film and then everybody would watch it. **Whether films would help you to learn the language?** Of course. From films, you can learn the English language. You can learn swear words. (Skadvilė/disabled)*

Less frequently they mentioned the benefit of saving time. This can be related to certain social demographic characteristics of the target groups who took part in the study – larger part of the respondents was not in employment and lived in small settlements therefore the concept of time for them was relatively less significant than financial expenses.

The benefit of acquired skills – learning to use the computer and the Internet which in turn enables a more diverse communication and cognition of new fields – was mentioned infrequently.

They come not because the Internet is free but because they need advice and help in using it for a start? Such not very skilled users. Tauragė/unemployed)

They teach you how to use the computer, this has helped me a lot. (Molėtai/retireds)

Via e-mail we can keep in touch with people who have similar interests or similar things in common, for example, if I have a certain disease and somebody else has it we can keep in touch. (Molėtai/retireds)

Many young people have left Lithuania, I like communicating with those who left for another rural. I always ask how they like it over there in a different rural, how they are doing. The Internet provides with a possibility to get answers to questions like that. (Radviliškis/disabled)

Part of the respondents indicated that the Internet and computers in the library animated social life in the settlement and enabled them to spend their free time in a different way from its quality point of view. **Children** from a difficult social environment indicated that quite often they came to the library right after classes and did their homework there.

Now it is a pastime to me, something I can do outside my home – going to the library and the reading-room. (Jonava/ disabled)

I come here during a lunch break to read something; I can have some rest here plus it is in the town centre. (Molėtai/retireds)

It is calm here, you can come here to calm down and just stay for a while. (Tytuvėnai/children)

The library enables you to go out, to spend some time with your friends; it is more interesting to be with friends. (Varėna/children)

It enables people to spend their leisure in a different way. Maybe children smoke less because they do not have time for that, they spend their time in front of the computer. (Molėtai/disabled)

Especially the children who travel to villages. Busses are full of them. They have nothing to do so you can see them here all the time. (Molėtai/disabled)

Respondents from rural locations indicated that the very presence of the computer and the Internet in their settlement raised their feeling of self-esteem.

Well, yes, even in our village we have computers, it gives us pride. (Makniūnai/ unemployed 2)

A small part of the respondents has also indicated that the computer and the Internet helped them in their employment. Stories of the respondents enable us to maintain that in each settlement there are quite a number of such people but they no longer use the library's computers because they have already bought their own.

My sister has found a job via the Internet; she is now working in a shop in Alytus. She e-mailed her CV and arranged everything via the Internet. (Makniūnai/ unemployed 2)

Farmers need it very much, we engage in farming in a town and we use it, the Internet is necessary indeed, you can find and get all the information related to agriculture. For example, you receive information on milk tests, you open it and you can see. Indeed yes, it has already become a necessity; if you did not have the computer it would be the same like a train without the engine-driver. I never had a computer, only when my children bought it they taught me how to use it. (Skaidvilė/ disabled)

In 2004 I translated a book for the publishing house "Tyto Alba". As I was doing the translation, I said that I would write by hand, and I did it – I wrote 200 pages by hand. While now I would consider that heroism. Now such a work would be an opportunity for me to buy a computer. If I were asked to do translation again, I would never write by hand. Back then I was able to do it very quickly, not now, now I can type quicker. (Jonava/ disabled)

9. INDICATOR [Emerging] Innovations in the Libraries' Network

9A. Examples of Innovations in Libraries

The majority of the respondents have not noticed any changes to take place in libraries in the last 6 months, as from the beginning of the study. As for the changes that took place in the 1-2 years, the respondents mostly mentioned the changes in the material environment:

- The majority of the respondents have indicated that libraries have considerably more new books.
- Visitors to the libraries where the building was refurbished have highlighted an improved image of the library in general and among the visitors in particular.
- In the communities where during the indicated period the hardware was modernized or the Internet provider changed, these actions have not passed unnoticed.