



Bibliotekos pažangai



MARTYNAS  
MAZVYDAS  
NATIONAL  
LIBRARY OF  
LITHUANIA



**THE PROJECT "LIBRARIES FOR INNOVATION"**

**LIBRARY'S DIRECTORS OPINION SURVEY**

**2009**

*(instrument 2)*

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# 1. Library's Directors Survey in the Project Context

When initiating the project "Libraries for Innovation", such main direct goals were set:

- ✓ To provide the Lithuanian population a possibility to use computers and the Internet free of charge in any public library in the country.
- ✓ To ensure the availability of information sources for all social groups.

The main goals of the research are related to technical provision for public libraries and ensuring the ability of all social groups of population to use it. The main goals have indirect derivative goals which are as important:

- ✓ Expanding the communication boundaries of Lithuanian population.
- ✓ Expanding the social and cultural capital of local communities.
- ✓ Reducing social disjuncture of the population in the rural areas, the elderly, groups of social risk and the disabled.
- ✓ Developing informational abilities of Lithuanian population.
- ✓ Developing the competences of librarians to provide professional help to visitors to of technology acquirement by organizing special training programs.
- ✓ Enhancing the perception of a public library as a cultural, information and technology center.

During the library's directors survey, the following actual information was collected:

- The number of current public Internet access locations and branches and the forecasted change of this number.
- The plans related with the renewal of computers in library branches.

The directors were asked what the creation of public Internet access workstations in the libraries depends on and what determines that in particular libraries or their branches public Internet access is not provided. The same as the libraries' staff, the directors were asked to state:

- What benefit, in their opinion, the public Internet access provides to the local community
- What services the public library visitors use most often
- The provision of which services is planned to be strengthened
- What services, in their opinion, will be the most widely used by the visitors in the future.

The directors were also asked to evaluate the skills of the staff working in the libraries they manage to use information technologies and Internet resources. The directors were invited to evaluate the sufficiency of technical maintenance and methodical help while providing the public Internet access. In the end of the survey, the directors were asked to evaluate the imagery features related with the libraries.

The research data is related with such Project supervision indicators (supervision indicators, for which the information during the research was at least partly collected by the directors, is printed in green):

## **1. An improved access to users and their possibilities to use the computer and the Internet**

**1A. The number of librarians/ sub-divisions/ departments providing the public Internet access**

**1B. The number of computers intended for public Internet access**

1C. The number of hours of public Internet access for users

1D. The usage rate of computerized work-stations intended for public Internet access

1E. The number of Public Internet access users

1F. The number of public Internet access work-stations for 1000 citizens

1G. The number of librarians providing the free of charge Internet access through a wireless connection

- 2. Improved skills and motivation of the library staff to use IT**
  - 2A. Improved knowledge and skills of the librarians to use IT**
  - 2B. Improved library advocacy and public relation skills**
  - 2C. Improved knowledge and skills of the librarians to use the Internet resources and electronic services**
  - 2D. Improved knowledge and skills of the librarians to serve users with special needs**
  - 2E. The number of librarians having user training and consulting experience**
  - 2F. The number of trained librarians
  - 2G. The number of hours intended for the librarian IT training
- 3. Improved skills of public library visitors to use IT**
  - 3A. Improved knowledge and skills of public Internet access users to use IT
  - 3B. Varied public Internet access usage practice
  - 3C. The number of citizens trained to use IT
  - 3D. The number of hours intended for citizen IT training
- 4. Improved access for the specific groups and hard to reach social groups**
  - 4A. The percentage of users who do not have an alternative Internet access
  - 4B. The experience of hard to reach groups
  - 4C. Activities, for which the users are using the public Internet access in the libraries the most often**
  - 4D. The existence of programs or other mechanisms to involve hard to reach groups
- 5. Improved advocacy of libraries**
  - 5A. The reputation, public understanding and profile of the library**
  - 5B. Expanded mission and the areas of competence of the library**
  - 5C. Increased number of library visitors (visits)
- 6. Increased local, regional and national library financial support**
  - 6A. Library funding**
  - 6B. Public Internet access funding**
- 7. Increased social benefit for individuals and communities through IT**
  - 7A. The benefit received by users and its perception
  - 7B. Librarians' perception of the public Internet access provided benefit to the community**
  - 7C. Stakeholders' perception of the public Internet access benefit
- 8. Increased supply and usage of relevant content**
  - 8A. The number of libraries having an Internet webpage
  - 8B. New contents and services in the library**
  - 8C. Increased scope of local content in the Internet
- 9. Innovations emerged in the library network**
  - 9A. Examples of innovations emerged in the libraries due to the Project
- 10. Enhanced help to the librarians**
  - 10A. Improved technical maintenance in the libraries**
  - 10B. Improved methodical help to the librarians**

## **2. Research Methodology**

Methodological research implementation guidelines, technical report of the survey conduction and the descriptions of data analysis principles are presented further in the report.

### **2.1. The Survey Method**

The library's directors survey was conducted on the Internet (in 2008, the directors were surveyed by post survey and on the Internet).

### **2.2. Target Group**

The target group of the survey were the directors of the libraries. The list of library's directors including the contact information was provided to the Contractor by the Client.

### **2.3. Sample Size and Sampling**

According to the Client requirements for the survey, it was intended to survey 65 library's directors in total.

During the research, the method of entire sampling was applied.

### **2.4. The Research Instrument**

While conducting the survey, the standardized questionnaire provided by the Client was used (Instrument 2).

### **2.5. Technical Report of the Survey Conduction**

The survey was started on 21<sup>th</sup> September, 2009. It was planned to finish on 2<sup>nd</sup> October, 2009. It was finished on 5<sup>th</sup> October, 2009. During the research, 65 library's directors were surveyed.

### **2.6. Data Analysis**

While analyzing the respondents' answers to the questions, two types of answer distribution are presented: general and calculated according particular characteristics of respondents.

During the research, the general population was surveyed, therefore, all differences in library's directors answers are statistically significant (the bias equal to 0). Bearing in mind the latter, the comparison of groups and the evaluation of changes become more problematic, because it is rather difficult to identify the answers of how many directors determine the significant differences.

The statistically significant differences among other groups analyzed (the libraries' staff and the library's directors or the library's directors having different characteristics) were calculated using the statistical data processing program SPSS. The variables were cross tabulated. Then, by using the  $\chi^2$  criterion, it was being inspected, whether statistical significant relation between the variables (the significance coefficient  $p$  is not greater than 0.05) existed. If a statistically significant relation existed, then it was being inspected in which cells (by using function "Adjusted Residuals").

### 3. Summary of the Research Results

#### *The Analysis of the Current Situation and Future Perspectives*

##### Public Internet access development plans

The development of public Internet access is complete in more than half of the urban libraries. **58%** of the library's directors state that it is **not planned** to create public Internet workstations during the next two years in the central libraries or their urban branches. In all the rest urban libraries (40%) the development of public Internet access will continue.

According to the data of the research of **2008**, the public Internet access development in urban libraries **was planned** by the vast majority of directors (**94%**).

Intensive development of public Internet access is planned in rural libraries. **82%** of library's directors note that the number of public Internet access workstations in their managed rural branches **is going to be increased**. Only in 17% of rural libraries the number of public Internet access workstations is not going to be increased.

The preparation for the development of public Internet access was **started in 2008**. Last year, **93%** of the directors were planning to establish new public Internet workstations.

##### IN GENERAL:

- The development of public Internet access is complete in **25%** of the libraries (new public Internet access workstations are not being planned neither in urban, nor in rural libraries).
- An intensive **creation** of public Internet access workstations both **in urban and rural areas** is planned in **39%** of the libraries.
- An intensive **development** of public Internet access **only in rural libraries** is planned by **36%** of library's directors.

##### Factors determining the development of public Internet access

The creation of additional (new) public Internet access workstations in the libraries is **mostly determined** by the **financial resources** and **limitations of space available**.

URBAN LIBRARIES<sup>1</sup>: 68% of directors noted financial resources as one of the most important factors determining the creation of public Internet access workstations in urban areas. 48% of directors believe that the most important are the time and monetary expenses and 65% of directors think it is the limitations of space.

RURAL LIBRARIES: the creation of public Internet access in rural areas are more (than in urban areas) influenced by limited spaces (75%), current financial resources (72%) and time and monetary expenses for the maintenance of public Internet access workstations (58%).

URBAN VS. RURAL AREAS: in **urban** libraries, according to directors, important factors restricting the creation of new public Internet access workstations include **insufficient Internet speed** (11% in urban areas and in 6% in rural areas) and **the intentions to establish wireless Internet** (17% in urban areas and 4% in rural areas).

In **rural** libraries, the creation of new public Internet access workstations is inspired by the fact that there are **more people willing to use public Internet access than available computerized workstations**. The ratio of computerized workstations and users is 17% in the urban areas and 23% in the rural areas.

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<sup>1</sup> *The information about the differences in results about urban and rural libraries is provided in the cases when the distribution of answers was noticed. If the information about the distribution of results in urban/ rural areas is not provided, thus, there are no differences in answers.*

2008 VS 2009: considering how the evaluation of the factors determining the creation of public Internet access workstations in the libraries changed, it was noticed that intentions to establish wireless Internet is a factor of growing importance in **urban** libraries (6% in 2008 and 17% in 2009). That is why the limitations of space are becoming less important (75% in 2008 and 65% in 2009). In **rural** libraries, the problem of personnel unable to serve the public Internet access workstations is diminishing (22% in 2008 and 4% in 2009) and the growing need for using this service was recorded. The ratio of computerized workstations and users was 14% in 2008 and 23% in 2009.

### Plans to change computers of public Internet access workstations

A more intensive computer renewal is planned in rural libraries. **55%** of directors pointed that they were **planning to renew** the computers in **rural** libraries and **34%** of directors planned to do it in **urban** libraries.

Computer **renewal** is **closely linked** to the **development of public Internet access**. Computers are more often planned to be renewed in the libraries where new public Internet access workstations are intended to be established. Computers are going to be renewed in 54% of urban and 60% of rural libraries in which the development of public Internet access is intended. Computers are going to be renewed in only 21% of urban and 22% of rural libraries in which the development of public Internet access is not planned.

The decision of the directors to renew the computers is mostly determined by the **financial resources and expenses**. It is equally important both in the urban (**66%**) and rural areas (**62%**). These tendencies remain unchanged – they were the same last year.

### The changes in the number of branches providing public Internet access

Branches, where the service of public Internet access was started to be offered, were being opened both in urban and rural areas this year. Only the **number** of such **branches** in the **rural** areas was **significantly greater**. **79%** of directors noted that there were more of such branches in the rural areas and only **34%** of directors stated the increased number of branches in the urban areas.

### Reasons not to provide the services of public Internet access

In directors' opinion, the two main reasons why the public Internet access is not available in the libraries include the **insufficient financial resources** and **limitations of space** in the libraries. Limitations of space were indicated by **49%** of directors, the lack of financial resources to purchase necessary equipment was indicated by **35%** of directors and the lack of financial resources to pay for the Internet connection was mentioned by **34%** of directors.

During the exploratory year, there were **less** directors who **believed** that public Internet access workstations were not created in the libraries because the libraries did not have the appropriate access to infrastructure (37% in 2008 and 22% in 2009) or because the libraries were not able to purchase the necessary equipment (43% in 2008 and 35% in 2009). However, **more** directors **believe** that the problem lies in the fact that:

- The library itself is not able to make decisions (2% in 2008 and 12% in 2009).
- Concerns that the library might not have enough resources to pay for the Internet connection in the future remain (28% in 2008 and 34% in 2009).
- The problem of library space is not yet solved (42% in 2008 and 49% in 2009).

### The change of library's and public Internet access budgets during 2008

The budgets both for the libraries in general and for public Internet access in 2008 were increased. The general budget was **increased** for **55%** of the libraries and the budget for the public Internet access was provided to **63%** of the libraries.

The general budget was **reduced** to **22%** of the libraries, and the budget for public Internet access was reduced to **11%** of the libraries.

## ***The Usage and Relevance of Library's Services***

### **The most popular services provided by the libraries**

In directors opinion, the **most popular** services provided by libraries are the **Internet, dispense of books** and **reading periodical press**.

In urban libraries, two most popular services distinguish – the **Internet (92%)** and the **dispense of books (86%)**. In rural libraries, in directors' opinion, the most popular service is the **Internet (91%)**.

The visitors of the urban libraries more often use the online information databases (22% in the urban areas and 4% in the rural areas) and in rural libraries the computer games are played much more often (17% in urban areas and 43% in rural areas).

The dispense of other publications, watching video recordings and listening to audio recordings are popular neither in the urban, nor in the rural areas.

2008 VS. 2009: during the exploratory year, the **greatest changes**, in directors' opinion, were recorded in **rural** libraries. Together with the development of public Internet access, the services for which the computer and the Internet is required are becoming **more and more popular**. It explains the growing perception of **free of charge Internet** (76% in 2008 and 91% in 2009) and especially the **computer games** (6% in 2008 and 43% in 2009) as the most popular services.

### **Services which are planned to be enhanced**

The service which is planned to be provided with sufficient investments by a **great number of libraries** is the **computer literacy courses** (72% in urban areas and 66% in rural areas). **Rural libraries** are planning to invest in **creation of new public Internet access workstations** (42% in urban areas and 68% in rural areas). Urban libraries, in which the public Internet access was established earlier, are planning to enhance the service of **information search in the Internet databases** (62% in urban areas and 40% rural areas). Directors also are planning to strengthen more intensively the service of periodical press in rural libraries (17% in urban areas and 28% in rural areas).

2008 VS 2009: while comparing the service enhancement plans of the directors in 2008 and 2009, it was noticed that the **plans to strengthen** the service of **free of charge Internet in urban areas diminished** (55% in 2008 and 42% in 2009). However, **more investments** are intended for **computer literacy courses** (63% in 2008 and 72% in 2009). In the **rural** areas, it is planned to **strengthen** the service of **reading periodical press more** (22% in 2008 and 28% in 2009) and to **strengthen** the **dispense of other publications** (29% in 2008 and 21% in 2009) **less**.

### **The most popular services in the future**

The most popular service in the libraries in the future, in directors' opinion, will be the **free of charge Internet** (83% in urban areas and 91% in rural areas). The **dispense of books** (78% in urban areas and 70% in rural areas) and **reading periodical press** (62% in urban areas and 66% in rural areas) are the two main traditional services of the library which will remain popular in the future as well.

## ***The Usage and Encouragement to Use the Internet Resources and the Benefit Provided to the Local Community***

### **Services used by the public Internet access visitors**

**Most often**, in directors' opinion, public Internet access is used for **communication (94%)**. All **other** areas of information are used **much less often**. Every other director believes that the visitors use the Internet resources for economical activity (**52%**) or for cultural, community and leisure time information search (**49%**). Only every fourth director believes that public Internet access visitors use the educational information (**28%**), services of electronic government (**25%**) or search for work online (**23%**). Only a few directors think that the visitors are interested in Internet novelties (**6%**), the creation of Internet content (**2%**) or the health information (**2%**).

IN GENERAL: the public Internet access visitors, in directors' opinion, **use the social and economical benefits of the Internet resources equally** (the ratio of social and economical benefit usage is **40%:38%**).

### Services which the public Internet access visitors are encouraged to use

Public Internet access visitors, in directors' opinion, **are mostly encouraged** to use Internet resources for **economical activity (72%)**, **work search(62%)** and **the services of electronic government (51%)**. Directors believe that the visitors are **less encouraged** to use the electronic means of communication (**43%**), health information (**40%**), cultural and leisure information (**37%**) and health information (**28%**). In directors opinion, the visitors in the libraries are not encouraged to use the Internet novelties (**9%**) and the creation of Internet content (**8%**).

IN GENERAL: public Internet access visitors, in directors' opinion, are more encouraged to use the **economical** information sources (the ratio of social and economical benefit usage is **40%:67%**). This tendency has not changed since 2008 (**65%:88%**).

### The benefit of public Internet access to the local community

**The most beneficial** Internet resources to the local communities are the opportunities to **communicate** and **enrich the leisure time** and **get help** while **studying**.

The **more actual** Internet opportunity in **urban** communities is related to **studies** (69% in urban areas and 55% in rural areas). In **rural** communities, Internet is more important because of the widened **communication** opportunities (71% in urban areas and 83% in rural areas).

Other Internet opportunities, in directors' opinion, provide less benefit.

IN GENERAL: directors tend to evaluate the benefit provided by the Internet to urban and rural communities similarly: **social benefits** are the **most useful to the society** (the ratio of social and economical benefit usage is **44%:14%** in urban areas and **43%:13%** in rural areas).

2008 VS. 2009: while comparing the intensiveness of encouragements to use the Internet resources in 2008 and 2009, the directors state that the **encouragement diminished towards all directions**.

## ***The Abilities and Skills of the Libraries' Staff while Providing the Services of Public Internet Access***

Directors evaluate **most of the skills** of the libraries' staff who provide the public Internet access as **sufficient**. It includes the **knowledge how to use the computer** and the **Internet** and the **publication** of these services **to the society**.

However, there are **two sorts of abilities** of the libraries' staff, which are **insufficient**. It includes the skills of **servicing users with special needs** and the **management of Internet novelties**.

URBAN VS. RURAL AREAS: another tendency of skills' evaluation was noticed. The **directors tend to evaluate the skills of the urban libraries' staff much better than the skills of the libraries' staff in the rural areas** ("Fully sufficient" and "Sufficient" total evaluations are presented below):

- Using the computer (95% in urban areas and 69% in rural areas)
- Internet resources (91% in urban areas and 66% in rural areas)
- Communication with the media and government representatives (78% in urban areas and 61% in rural areas)
- Publicizing the services provided to the society (80% in urban areas and 59% in rural areas)
- The skills of servicing users with special needs (45% in urban areas and 13% in rural areas)
- Internet novelties (28% in urban areas and 11% in rural areas).

2008 VS. 2009: during the previous year, in directors' opinion, **almost all skills and abilities** of the libraries' staff **improved even more**.

While evaluating the changes in **urban** libraries' staff skills, the analysis of directors' opinion shows that the **most improved skills** should be the **skills of serving customers with special needs** (11% in 2008 and 45%<sup>2</sup> in 2009). The skills of libraries' staff to **publicize the services of the library to the society** (60% in 2008 and 80% in 2009) and the **computer usage skills** (76% in 2008 and 95% in 2009) improved rather significantly as well.

During the last year, considering the abilities of the **rural** libraries' staff, the **most improved skills** should be the **computer usage skills** (39% in 2008 and 69% in 2009). The skills of libraries' staff to **publicize the services of the library to the community** (47% in 2008 and 59% in 2009), to **communicate with the media and the government representatives** (43% in 2008 and 61% in 2009), and to **use the Internet resources** (53% in 2008 and 66% in 2009) should have improved as well.

## ***The Evaluation of the Sufficiency of Methodical Help and Technical Maintenance***

Most of directors believe that there is a **sufficient** amount of **methodical help** in the libraries. However, the methodical help is **more available** in the **urban** rather than in the rural libraries (**92%** in urban areas and **72%** in rural areas). The directors tend to evaluate the sufficiency of methodical help in all libraries as "Sufficient" (78% in urban areas and 64% in rural areas) rather than "Fully sufficient".

2008 VS. 2009: during the last year, the **sufficiency of methodical help increased in all libraries** (by 12p.p. in urban areas and by 10p.p. in rural areas).

**Technical maintenance** while serving the public Internet access computers, in directors' opinion, is **sufficient in all urban libraries (100%)** and in **almost all rural libraries (85%)**. Directors tend to evaluate the technical maintenance for computers in both urban and rural libraries more as "Sufficient" (75% in urban areas and 74% in rural areas) rather than "Fully sufficient".

2008 VS. 2009: during the last year, **the provision of technical maintenance improved slightly in all libraries** (by 7p.p. in urban libraries and by 10 p.p. in rural libraries).

## ***The Evaluation of Change in Services Provided and the Material Base***

The **most significant positive changes**, which happened in 2008, the directors **relate with strengthening the computer technologies (89%** of directors believe that there are more technologies in the libraries and **80%** of them notice the improved quality of the technologies) and the **software base (74%** of directors believe that there is a greater choice of software and **82%** of them think that the software is of higher quality).

The **events** organized in 2008 and the **informal surroundings in the libraries** (consulting the colleagues (**91%**) and the general atmosphere in the library(**60%**) were emphasized) were evaluated **positively (66%** of directors believe that they became more varied and of higher quality (**55%**)).

The **assortment of books** and the **renewal of the choice of periodical press** were **evaluated as the worst** in 2008 (**48%** of directors recorded the diminished assortment of books and **28%** - of periodical press). The support of databases and other publications in 2008 was more often evaluated as **unchanged** (80% and 55%, respectively).

## ***The Image of the Library from Directors' Point of View***

The **opinion of the directors about the libraries is very positive**. The vast majority of the libraries' staff **attribute all the most positive imagery qualities to the libraries**. Library is a popular place intended for everyone where it is fun to spend time, which has good atmosphere and where one can communicate with other people. Novelties are constantly introduced in the libraries and the libraries are provided with the newest equipment. Library is a center of community life, where a lot of various services are provided. Libraries' staff is highly qualified, cheerful and helpful.

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<sup>2</sup> Total evaluations "Fully sufficient" and "Sufficient" are presented

While comparing the evaluation of libraries during the previous year and the current year, **more and more** directors **evaluate the library as a place where one can communicate** with other people (77% in 2008 and 90% in 2009), where the novelties are constantly being introduced (87% in 2008 and 95% in 2009) and where the newest equipment is located (78% in 2008 and 90% in 2009).

## 4. The Characteristics of Library's Directors, who Participated in the Survey

The vast majority of surveyed library's directors are women.

The average age of library's directors is 51 years.

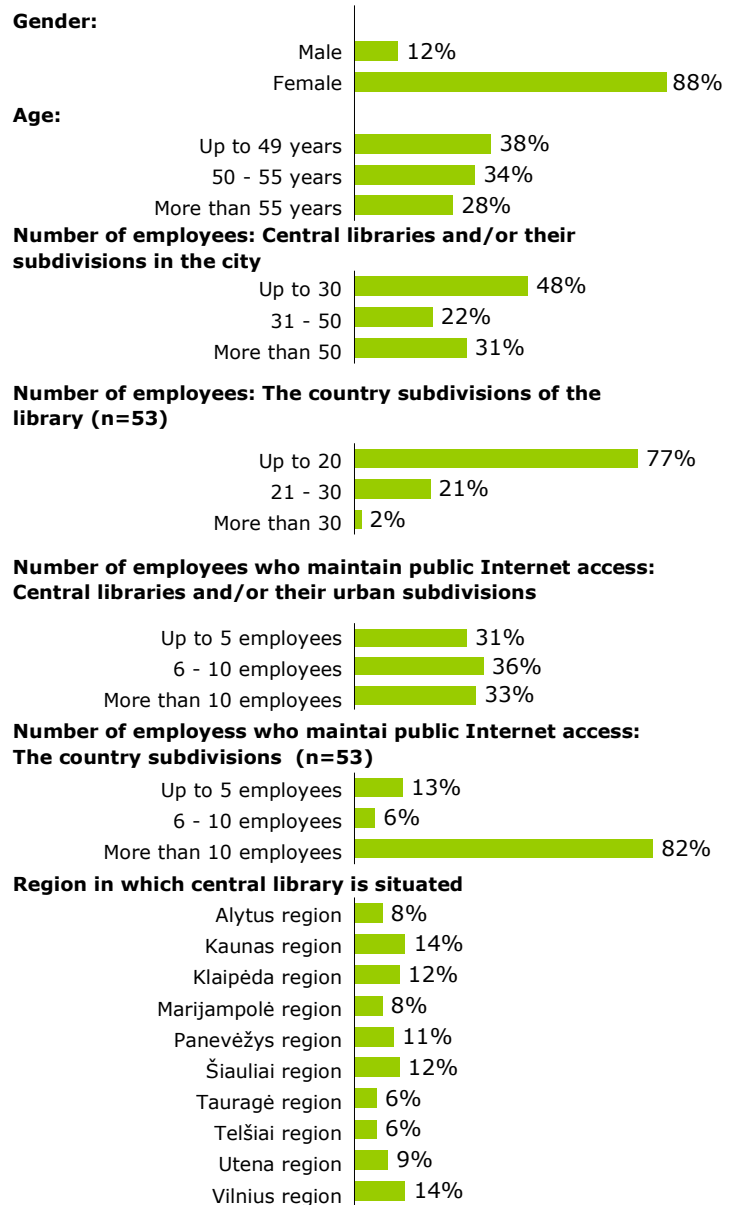
Averagely, there are 46 employees working in central libraries and their urban branches. Overall, there are 2972 employees in central libraries and their urban branches. In other words, it constitutes to 70% of all libraries' staff in the country.

In rural branches, one library director manages 24 employees on an average. In rural branches, there are 1276 employees and it constitutes to 30% of all libraries' staff in the country.

Public Internet access workstations in the central libraries and in their urban branches are maintained by 761 employees, which constitutes to 26% of all urban libraries' staff. Meanwhile, in the rural branches, there are 891 employees maintaining the public Internet access workstations. It constitutes to 70% of libraries' staff of rural branches.

The most central libraries are located in Kaunas, Klaipeda, Siauliai and Vilnius counties (8-9 central libraries each).

The least central libraries are located in Taurage and Telsiai counties (4 central libraries each).



## 5. The Analysis of the Current Situation and the Future Perspectives

### 5.1. Public Internet Access Development Plans

- In urban libraries, the development of public Internet access is implemented by more than a half of all libraries -

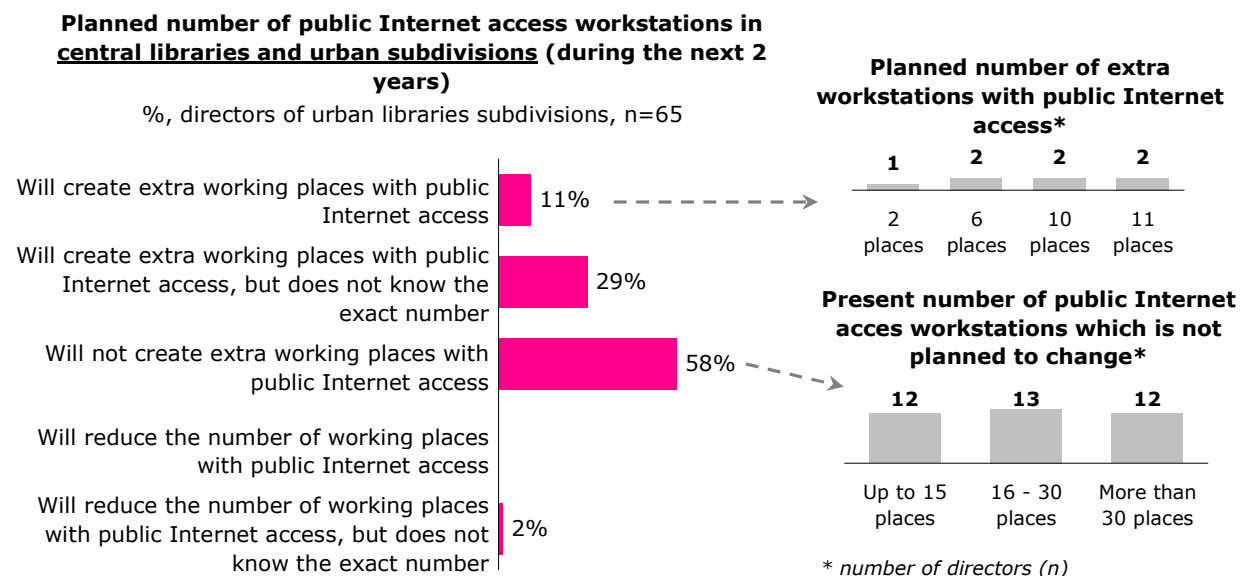
During the forthcoming two years, it is mostly not planned to create additional public Internet access workstations in the central libraries and their urban branches. 58% of surveyed library's directors stated it. Bearing in mind that the implementation of public Internet access started with urban libraries, it is natural that there is a particular "saturation" there.

One central library and its urban branches (in which the development is not planned) has 32 public Internet workstations on an average. However, the number of public Internet access workstations in these libraries is not equal in general and it varies from 8 to 97 workstations.

Central libraries and their urban branches having more employees tend to have a greater number of public Internet access workstations.

Additional public Internet access workstations are planned to be implemented in 40% of central libraries and their urban branches. Most of these library's directors could not name the exact scope (29%) of the development. Those, who named the scope of the development, mentioned that during the next two years from 2 to 11 additional public Internet access workstations would be implemented.

The reduction of public Internet access workstations is planned in only one central library (Ukmerge) and its urban branches.



In rural branches, active development of public Internet access is planned -

The situation in rural areas considering the public Internet access development is completely different. New public Internet access workplaces are planned to be implemented by 82% of surveyed directors.

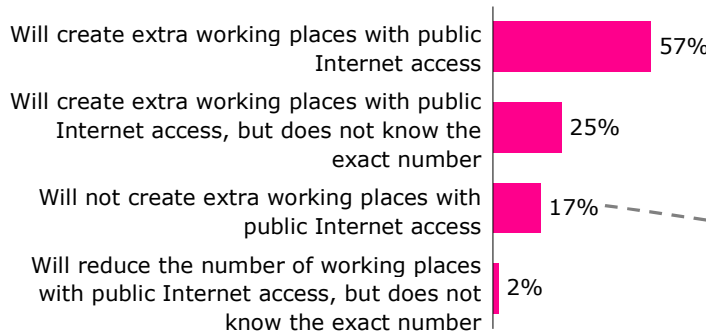
In total it was noted that there were 393 public Internet access workstations planned to be implemented. However, 25% of the surveyed directors were not able to point the exact scope of the development, therefore, this number is not finite.

Only 17% of directors of libraries having rural branches stated that they were not intending to change the number of public Internet workstations during the next two years. In these libraries, there are mostly 20 public Internet access workstations, though three library's directors noted that there were 50 public Internet access workplaces.

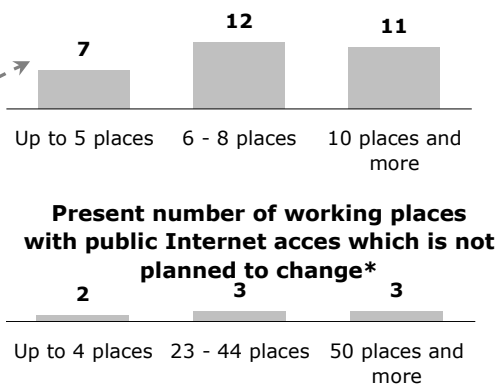
In libraries in Taurage region, the number of public Internet access workstations is going to be reduced.

**Planned change of public Internet access workstations in rural subdivisions (during the next 2 years)**

%, directors of urban and rural libraries subdivisions, n=53



**Planned number of extra working places with public Internet\***



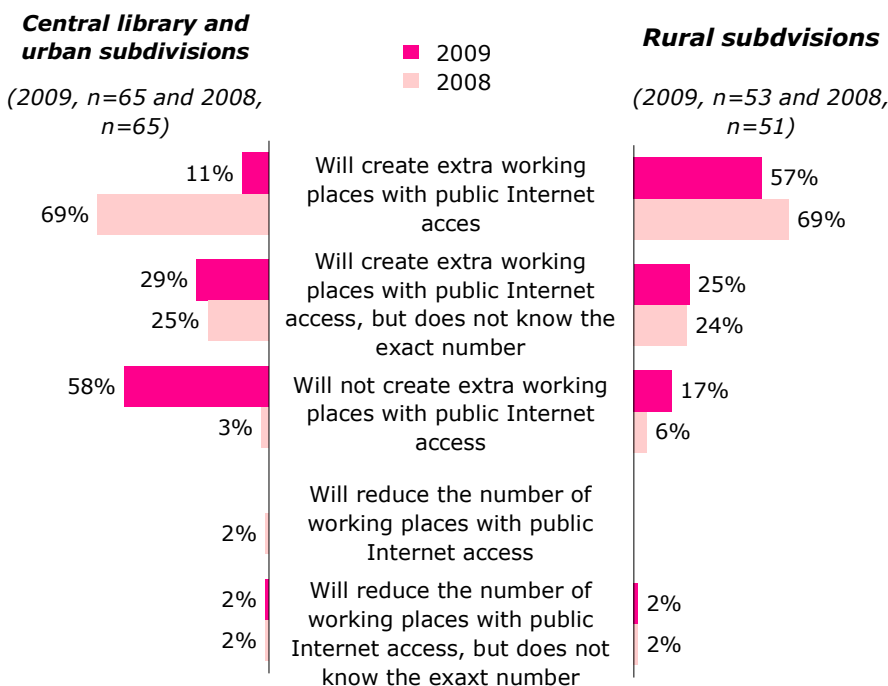
\* number of directors (n)

Most of the public Internet access workstations, which were planned to be implemented in central libraries and their urban branches in 2008, were successfully implemented, therefore, additional public Internet workstations are being planned more rarely by 54p.p., in comparison to the previous year.

The implementation of development, which was planned during the previous year, is only beginning in the rural branches.

**Planned change of public Internet access workstations (during the next 2 years)**

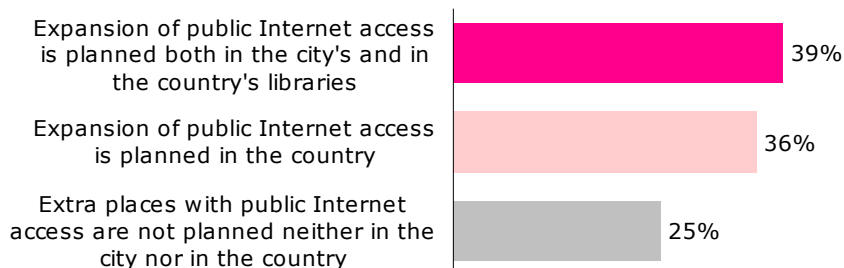
%, libraries directors of the corresponding target groups



Lithuanian libraries can be divided into three groups according to the intentions to create additional public Internet access workstations:

**- Full development:** public Internet access workstations will be created in central libraries and their urban branches and the rural branches. (This segment includes the directors who do not have branches in the rural areas, but are planning the development of public Internet access in central libraries and their urban branches.)

**Segments of public Internet access expansion**  
%, segments of libraries directors, n=61



**- Development in rural branches:** extra public Internet access workstations will be created in the rural branches, but not in urban libraries.

**- The development of public Internet access is complete:** public Internet access workstations will not be created neither in the urban areas, nor in rural branches.

**- The development of public Internet access is complete in one fourth of the libraries -**

The development of public Internet access is complete in one fourth of Lithuanian libraries and additional public Internet access workstations are not planned to be implemented there. Three out of four libraries administered by the directors are still implementing the development and in half of them the implementation of the project is just accelerating, because the new public Internet workstations are intended in both urban and rural branches.

4 library's directors did not meet any of the segments mentioned above. In other words, they intend to reduce the number of public Internet workstations or plan to create them in the city and not to change the number of public Internet access workstations in the rural areas. That is the reason they were not included in the segmentation.

The development of public Internet access workstations is mostly complete in libraries managed by directors over 50 years old. In libraries which are administered by directors under 50 years old, the development of public Internet access is planned in rural branches only.

## 5.2. Factors Determining the Development of Public Internet Access Workstations

**- Finance and the premises available are the core factors determining the development of public Internet access -**

In central libraries and their urban branches and in rural branches, the development of public Internet access is mostly determined by financial indicators (resources and expenditure) and the limitations of space. These indicators are equally important both for those who are planning the development of public Internet access and those who are not.

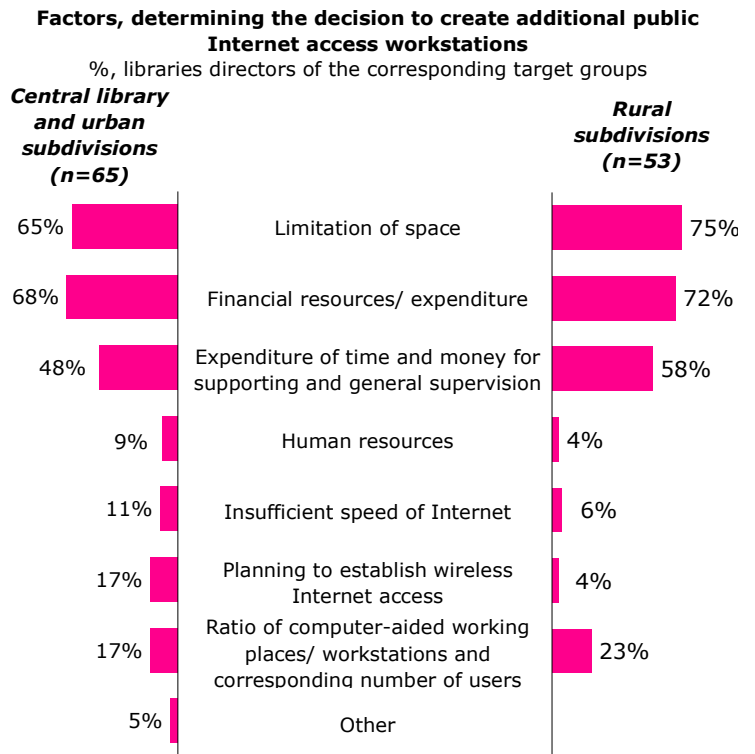
In rural branches, the more actual (named more often) are the limitations of space, financial expenditure and the ratio of computer-aided workstations and corresponding number of users. In central libraries and their urban branches, the human resources, Internet speed and intentions to provide wireless Internet have a greater influence on the development of public Internet access workstations.

It is important to note that the latter two factors (Internet speed and wireless Internet) determine the specific needs of library visitors.

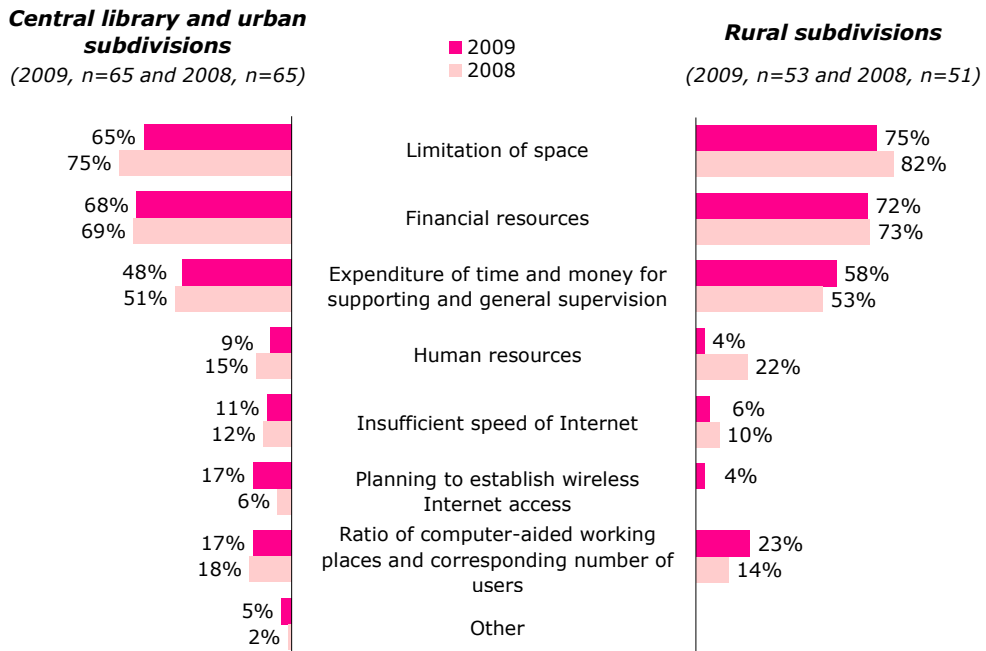
Besides the other factors determining the development of public Internet access, it was mentioned that currently the premises of central libraries were being reconstructed or the public Internet access workstations were not planned in the urban libraries.

During the last year, the influence of limitations of space, insufficient Internet speed and human resources to the creation of public Internet access workstations somewhat diminished. The relevance of limitations of space reduced because of the growing number of libraries which are planning to introduce the wireless Internet.

In rural branches, a growing importance of the number of computer-aided workstations and corresponding number of users is recorded.



**Factors, determining the decision to create additional public Internet access workstations**  
%, libraries directors of the corresponding target groups



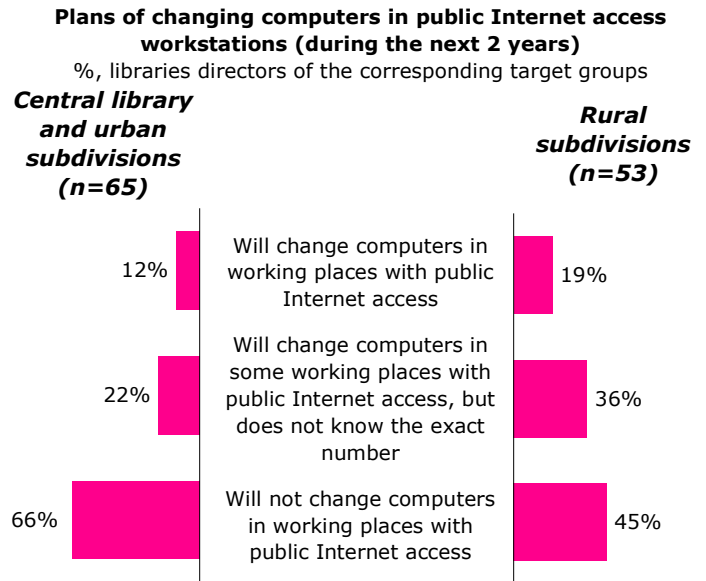
### 5.3. The Plans of Changing Computers in Public Internet Access Workstations

- Computers are more intended to be renewed in the rural areas -

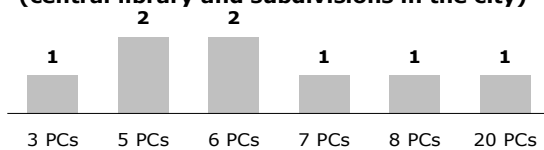
During the next two years, computers in public Internet access workstations are planned to be changed in one third of the central libraries (34%) and their urban branches.

In rural branches, the renewal is planned far more often (55%) and in greater quantities. Half of the directors who have rural branches and who pointed the scope of computer renewal are planning to change not more than 20 computers. Meanwhile, in central libraries and their urban branches it is mostly planned to renew up to 8 computers.

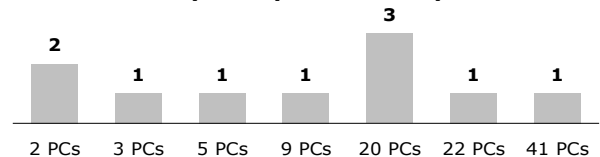
More than half of the directors who intend to change the computers do not know exactly what number of computers will be renewed.



**Number of the computers that are planned to change (central library and subdivisions in the city)\***



**Number of the computers that are planned to change (country subdivisions)\***



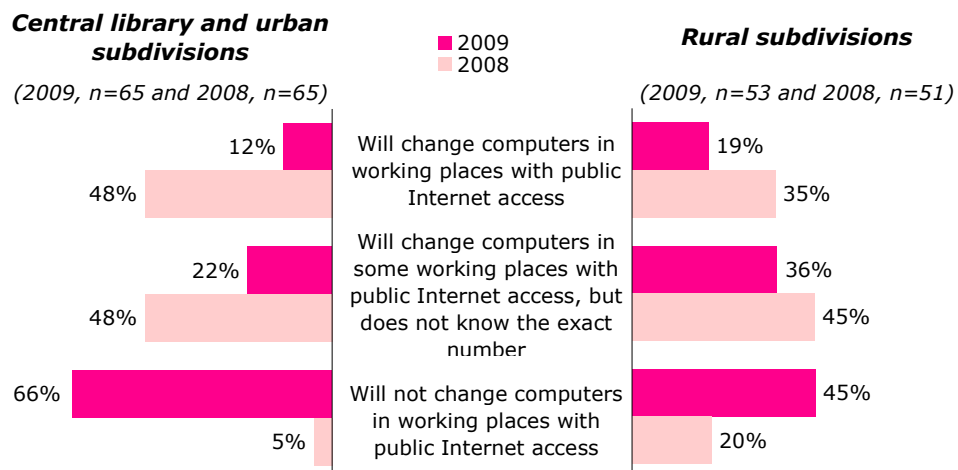
\* number of directors (n)

The renewal of public Internet access workstations computers which was planned a year ago is being implemented smoothly. In the perspective of the next two years, the share of those who are planning to renew the computers diminished by 62p.p.

In the rural branches, the change is not as substantial and the renewal of the computers has just started.

**Plans of changing computers in public Internet access workstations (during the next 2 years)**

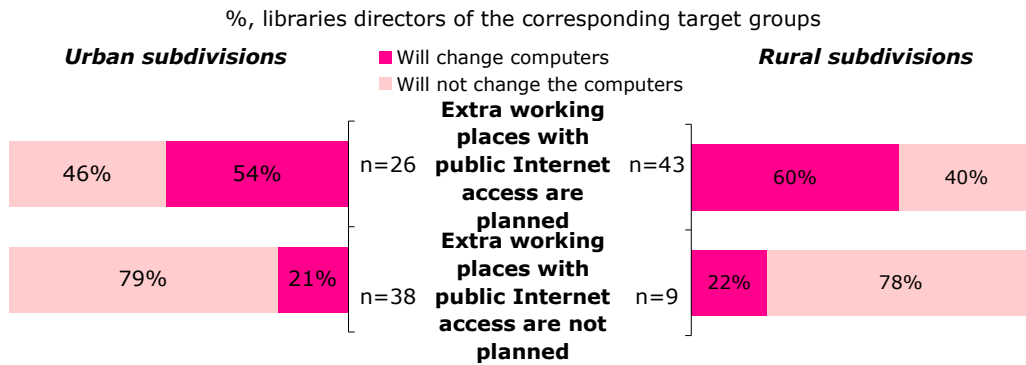
%, libraries directors of the corresponding target groups



- The renewal of the computers is closely related to the development of public Internet access -

Libraries, which are planning to implement additional public Internet workstations, are mostly planning to renew the computers as well. Similarly, the libraries, which are not planning to implement additional public Internet access workstations, are not planning to renew the computers either. This tendency is equally common to both urban and rural branches.

**Comparison of the extension of public Internet access workstations and its renewal by changing computers**

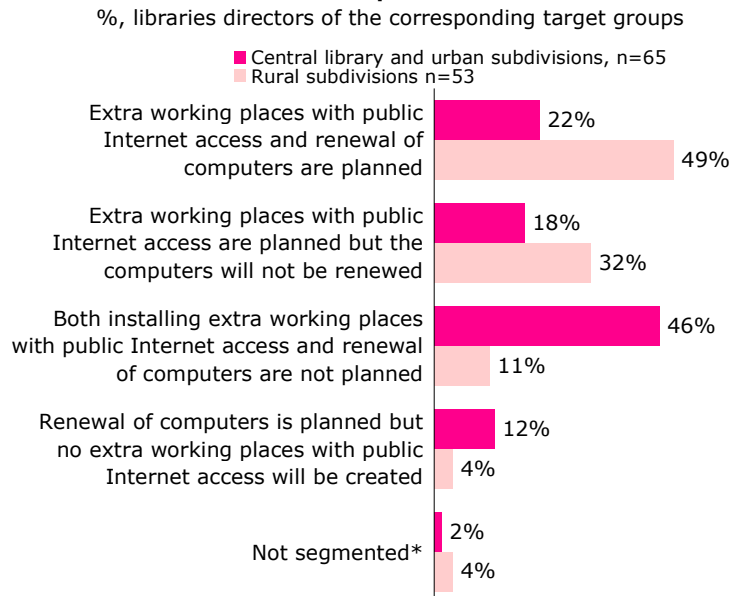


Because of the same reason, there are no plans to create additional public Internet access workstations and to renew the computers (46%) in urban branches. As it was mentioned before, in most of the central libraries and their urban branches, the planned public Internet workstations were already implemented and the relevant computer software was installed as well.

In rural branches, new public Internet access workstations and the renewal of computers is planned more often (49%).

In rural branches, new public Internet access workstations are planned rather often, however, the computers are not intended to be renewed. It shows that this renewal has already been implemented.

**Extension of public Internet access workstations and renewal of computers**



\* does not correspond neither of the descriptions above

## 5.4. The Most Important Factors Determining the Computer Renewal

Financial indicators (resources and expenses) have a critical influence for the computer renewal decisions. They are equally important in central libraries and their urban branches and in rural libraries.

- The computer renewal plans mostly depend on the financial resources available -

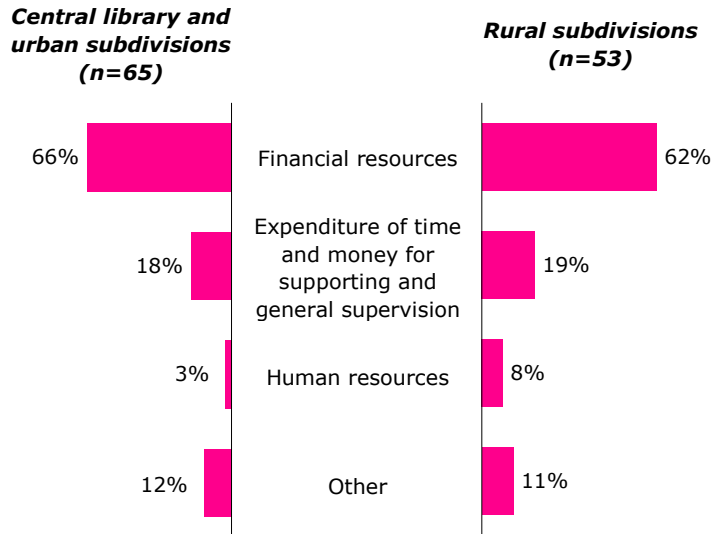
Human resources (as a factor determining computer renewal) are more actual in rural branches. It is likely that it shows the lack of computer literate employees rather than the lack of labor force in general.

One in ten surveyed directors stated "Other" reasons determining the renewal of public Internet workstations. "Other" reasons included participation in the project "Libraries for Innovation" (6 answers), disrepair of computer software (2 answers), the renewed computer technologies (3 answers) or the lack of need (3 answers).

During the last year, the influence of financial expenses while making the computer renewal decisions diminished both in urban and in rural libraries. In the central libraries and their urban branches the relevance of financial resources increased. However, the financial indicators remain the most important factors determining the renewal of computers.

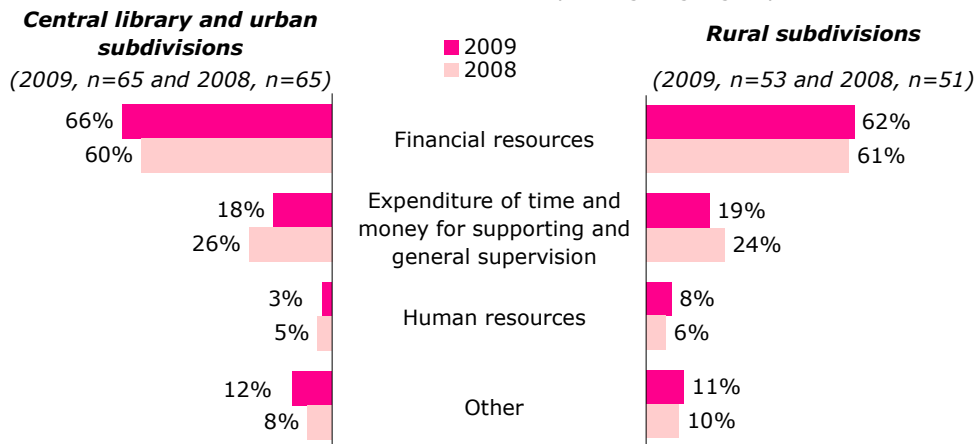
### Factors, determining the decision to renew public Internet access workstations

%, libraries directors of the corresponding target groups



### Factors, determining the decision to renew public Internet access workplaces

%, libraries directors of the corresponding target groups



## 5.5. The Number of Branches Providing Public Internet Access

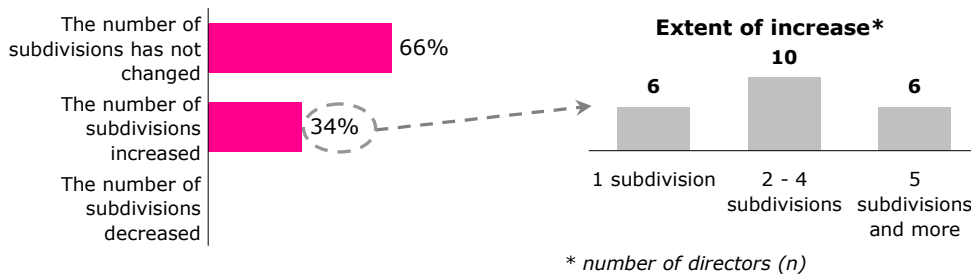
The number of urban branches of central libraries (66%) providing the public Internet access did not change during the last year. However, the number of remaining urban libraries' branches (34%) which are providing the public Internet access increased.

During the last year, 105 new library branches providing public Internet access were opened in the urban areas.

Most often, the number of branches for one library grew by 2-4 libraries, even though in 6 central libraries the public Internet access was started being provided by 5 and more urban libraries.

### Change of the number of central libraries and urban subdivisions which have public Internet access workstations (during last year)

%, directors of urban libraries subdivisions, n=65



- The penetration of public Internet access is growing both in urban and rural branches, but the penetration in rural areas is more intensive -

A greater increase in number of library branches with public Internet access is recorded in the rural areas. 79% of the library's directors having rural branches stated the increase in their number.

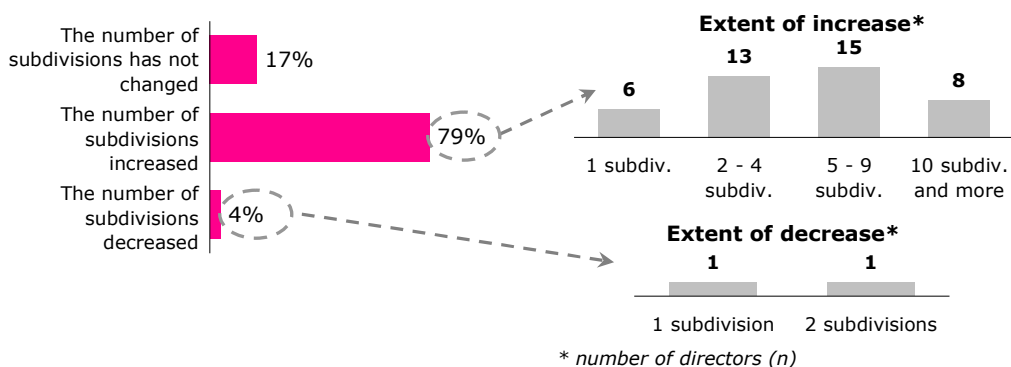
263 rural branches in total started providing the public Internet access service during the last year. It is one and a half times greater than the urban libraries did. Commonly, one central library expanded by 2-9 urban branches providing public Internet access. However, the directors of 8 libraries stated that public Internet access was started being provided by more than 10 branches.

The increase of the number of rural branches with public Internet access was more often noted by the directors having employees who maintain public Internet access.

In Vilnius and Kaunas regions, 3 rural branches temporarily stopped the provision of public Internet access during the last year because of the lack of the financial support. The branches themselves were closed or the provision of public Internet access was stopped.

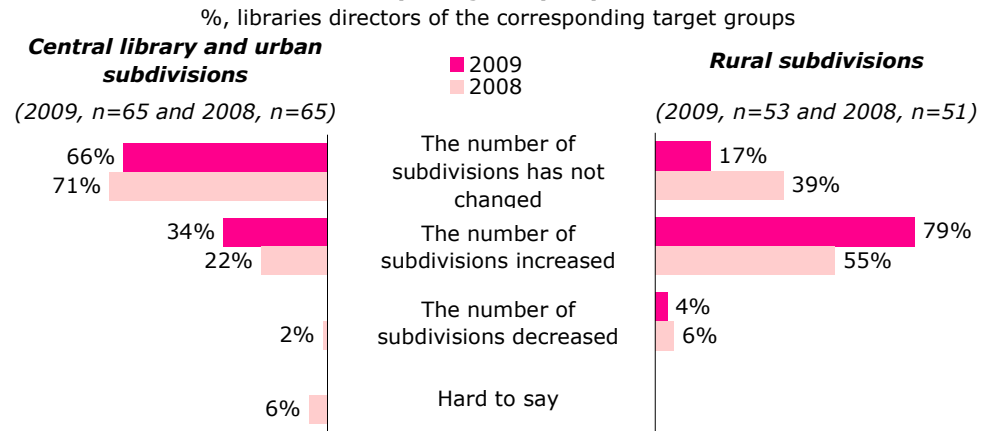
### Change of the number of rural subdivisions with public Internet access workstations (during last year)

%, directors of urban and rural libraries subdivisions, n=53



During the last year (in comparison to the previous year), more branches started providing public Internet access. This tendency was noticed not only in central libraries and their urban branches, but also in rural branches. The number of rural branches providing public Internet access is growing faster.

**Change of the number of the subdivisions with public Internet access workstations (during last year)**



## 5.6. The Reasons not to Provide the Services of Public Internet Access

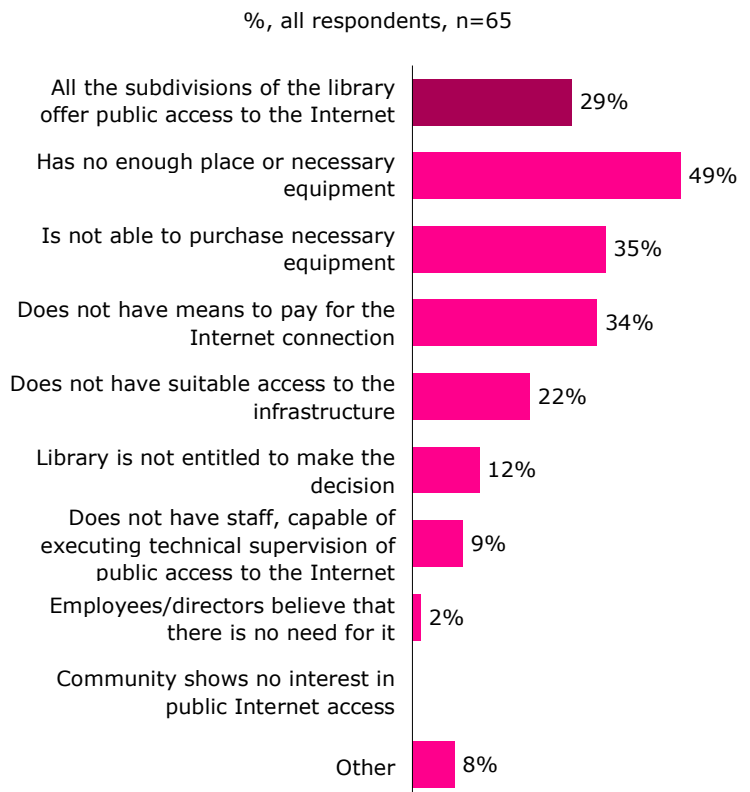
In almost one third (29%) of libraries' divisions administered by library's directors the services of public Internet access are provided. In some of these libraries, additional public Internet workstations are being implemented.

Most often the services of public Internet access are not provided because of the financial reasons (51%) (there are no resources to pay for the Internet connection or to purchase the necessary equipment) or because of the limitations of space (49%).

22% of library's directors noted that the services of public Internet access are not provided because there is no access to the telecommunications infrastructure. 12% of directors stated that they are not entitled to make the decisions. 9% of them believe they do not have the staff capable of executing technical supervision of these services. 2% of directors claimed that, in the opinion of managers and the staff shows no interest in public Internet access.

However, none of the library's directors mentioned that public Internet access is not being provided because the community does not have such a need.

**The most important factors, determining that public Internet access is not established**



"Other" factors include:

- The library does not meet the requirements of installing computers (electricity, heating, humidity, etc.).
- Only the branches that are intended to close do not have public Internet access.
- Broadband Internet is currently being installed in the libraries and it will be accessible in all libraries.
- Suppliers are currently facing some problems in installing public Internet access.
- The libraries' branches participating in the "Libraries for Innovation" project and those which have no computers at the moment will be computerized.

During the last year, the services of public Internet access are not provided more often because of the limitation of space rather than lacking the rights to make the decisions. Moreover, they lack of funds to pay for the Internet connection is more commonly.

There are less opportunities to purchase the necessary equipment and there is a limitation of access to required infrastructure.

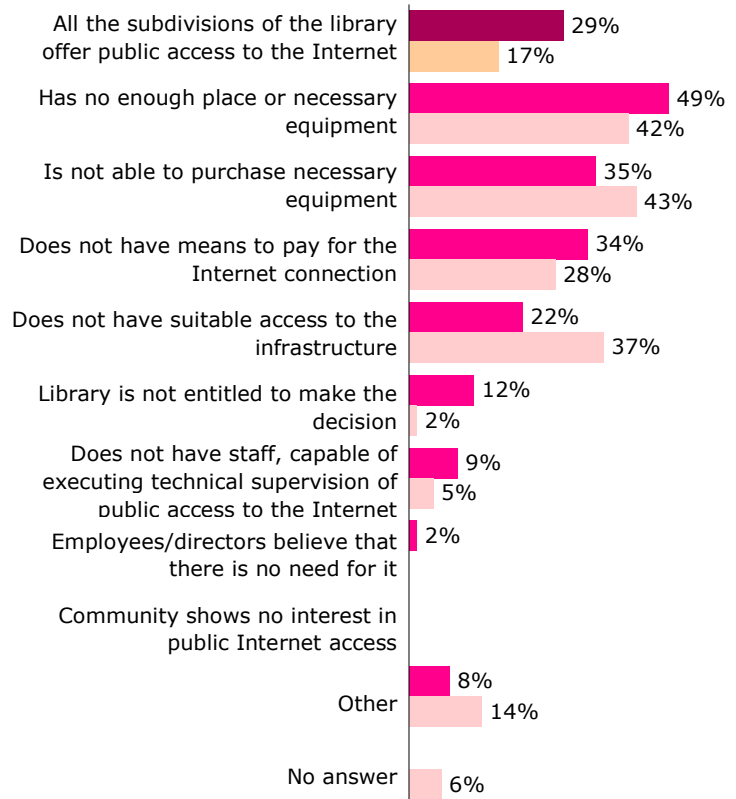
In general, during the last year, the number of directors whose all libraries' branches provide the services of public Internet access increased by 12p.p.

**The most important factors, determining that public Internet access is not established**

%, all respondents

■ 2009, n=65

■ 2008, n=65



## 5.7. The Change of Libraries' and Public Internet Access Budgets during 2008

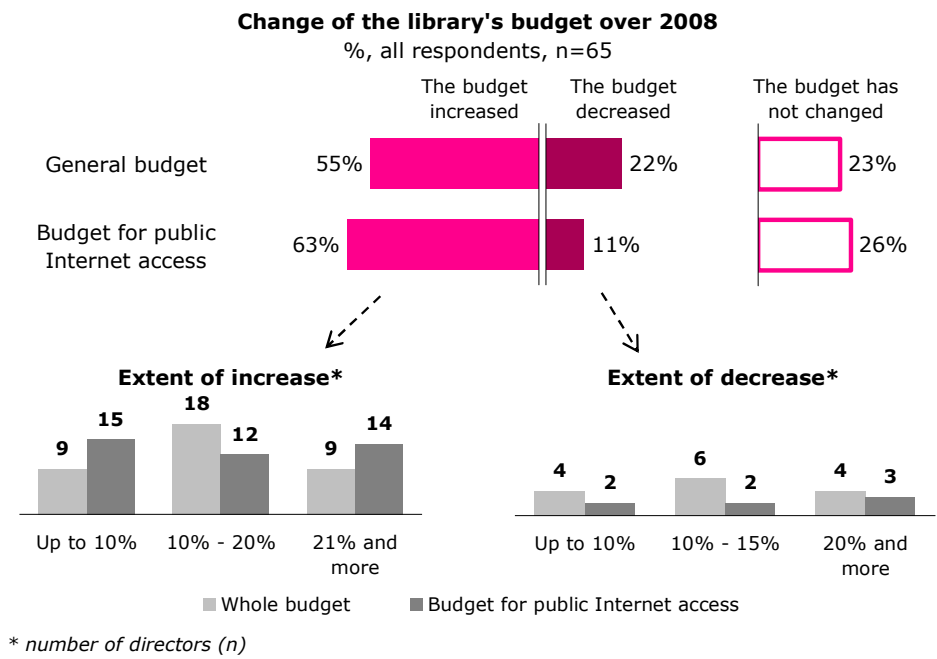
- The financial support provided to the libraries during 2008 increased in slightly more than half of the libraries -

During 2008, the financial support to libraries and public Internet was growing. Of course, the budgets for public Internet access grew more substantially. Their growth was noted by 63% of library's directors (on average, a 26% change was recorded). 55% of the libraries had greater overall budgets. Overall budgets changed by 15% on an average.

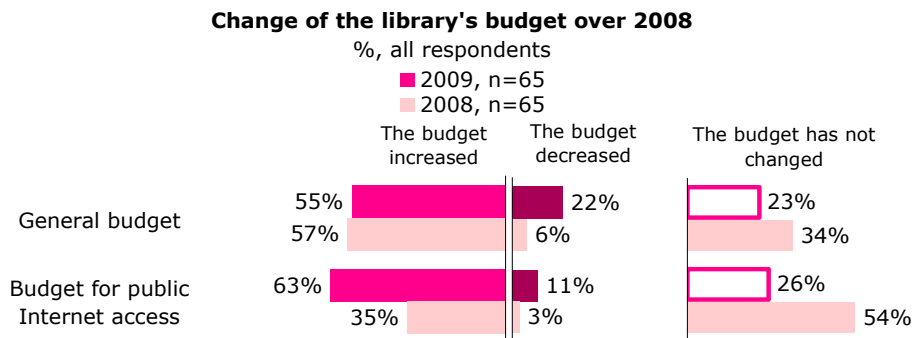
In one fourth of the directors' administered libraries neither the overall, nor the public Internet access budgets changed. For 11% of the libraries a smaller financial support was provided for public Internet access and in 22% of the libraries the general financial support to the library was reduced.

The budget change during 2008 is related to general development of public Internet access. A tendency was noticed that if the general financial support to public Internet access increased in 2008, then the number of rural branches providing public Internet access increased as well. Meanwhile, the urban libraries which received a greater financial support during 2008 are more often planning to renew the computers during the next two years.

The increased budget for public Internet access was more often pointed by central libraries' staff and the directors of their urban branches.



After comparing the data with the data of previous year, we noticed that the financial support to public Internet access increased for an even greater number of libraries than in 2007. However, the overall libraries' budgets reduced almost three times for a greater number of libraries than in 2007.



## 6. The Most Popular Activities of the Libraries and Activities to be Strengthened in the Future

### 6.1. The Most Popular Services Provided by Public Libraries

- The most dominating service in the list of the most popular libraries' services is the free of charge Internet -

In the eyes of the library's directors, the most popular services provided by the urban and rural libraries are the free of charge Internet, the dispense of books and reading the periodical press.

The most popular services in the urban areas are the free of charge Internet (92%) and the dispense of books (86%). Meanwhile, in the rural areas, where the Internet penetration is lower than in the urban areas, the most popular service provided by the library is the free of charge Internet (91%).

The service of dispense of books, in the opinion of directors, is more popular in urban libraries (86%) and the visitors of rural libraries use the opportunity to read the periodical press in the library slightly more often (79%).

In rural libraries, one more popular service was distinguished – playing computer games (43%) which is mainly used by children.

It is the consequence of the fact that children living in rural areas are less busy, they lack spare time activities, face a lower standard of living (not every child has a computer at home) and they lack opportunities (it is more difficult to get Internet in the rural areas, the infrastructure is insufficient).

Other services of libraries are used by the visitors much less often.

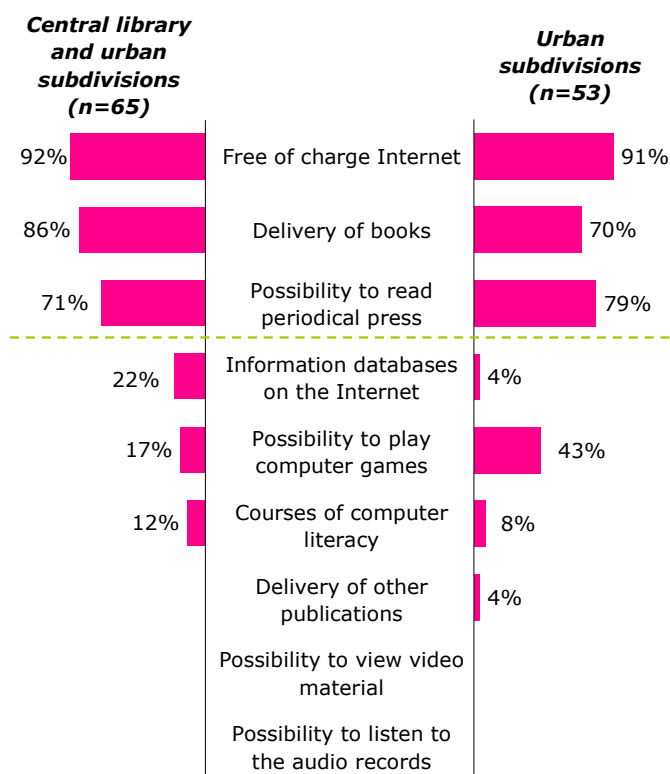
In terms of the rural libraries, the visitors of bigger branches (having more than 25 employees) are using the free of charge Internet more often. The computer literacy courses are attended more by the urban libraries' visitors. Online information databases are also more popular in the central libraries and their urban branches.

According to the directors, watching video recordings, listening to sound recordings or using the service of dispense of other publications in public libraries are not popular.

- Reading books is being replaced by the Internet in the libraries in rural areas -

In general, the changes of popularity of services provided are more noticeable in libraries in rural areas. In these libraries, a growing popularity of services for which the Internet is needed is recorded. The consumption of computer games (a 37p.p. change) and the free of charge Internet (15p.p.) increased substantially in the rural branches. The services of dispense of books (18p.p.) and the computer literacy (12p.p.), on the contrary, are interesting for less and less visitors of the rural libraries.

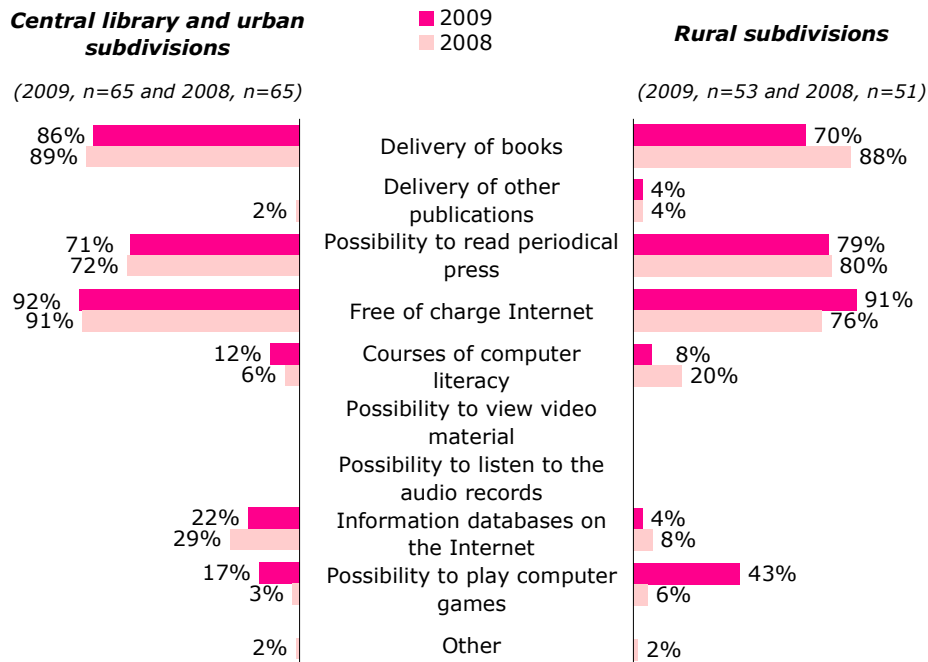
**The most popular services among the library's visitors**  
%, libraries directors of the corresponding target groups



While comparing the most popular services provided by the urban libraries in 2008 and 2009, the most significant change is recorded in computer games. The popularity of this service, according the library's directors, increased six times. The service of computer literacy (6p.p.) is becoming increasingly popular as well. The interest in online information databases is diminishing (7p.p.).

**The most popular services among the library's visitors**

%, libraries directors of the corresponding target groups



**6.2. The Services of Public Libraries which will be the Most Popular in the Future**

- Free of charge Internet, dispense of books and reading periodical press will remain the most popular services provided by public libraries -

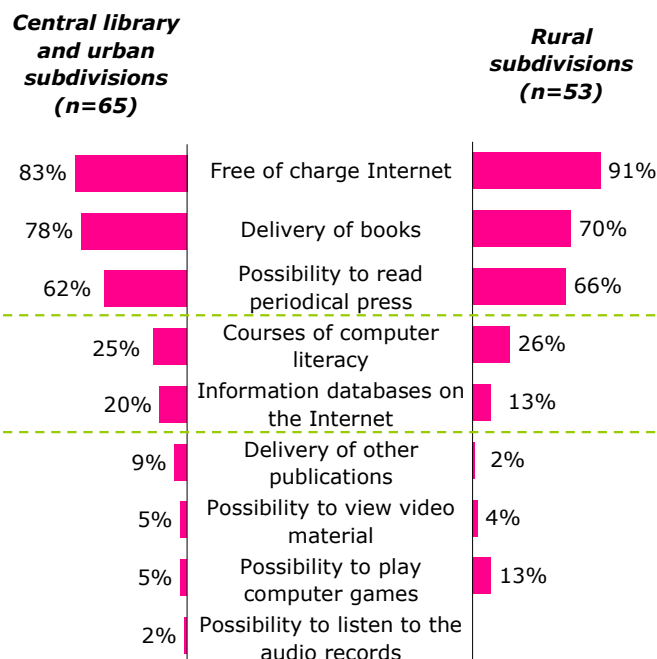
In library's directors opinion, in the near future, the list of the most popular services provided by the public libraries will not change. Free of charge Internet, the dispense of books and reading periodical press will remain the most popular services.

A tendency was noticed that the popularity of traditional services (e.g., dispense of books or other publications) is more often forecasted in urban libraries than in the rural libraries. In branches, the directors more often forecast the popularity of new services, which became spread together with the service of public Internet access (e.g., using free of charge Internet, playing computer games, etc.).

While comparing the current popularity of

**Library's services which will be the most popular in the future**

%, libraries directors of the corresponding target groups



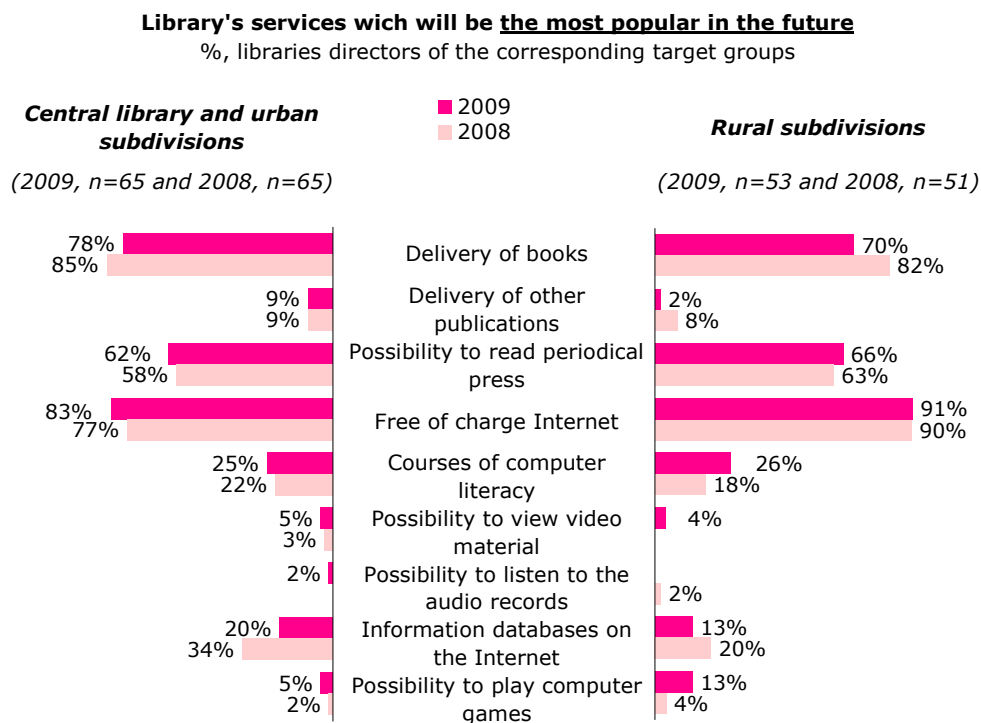
services of the public libraries with the popularity expected in the nearest futures, a distinction between the urban and rural libraries is noticed.

According to the directors, the popularity of the most popular services (e.g., free of charge Internet, dispense of books and especially playing the computer games) in urban libraries should slightly diminish. In the future, a greater interest in services currently not so popular (e.g., computer literacy courses, dispense of other books, watching video recordings, listening to audio recordings, etc.) is expected.

The situation in rural areas is slightly different. Here, in directors' opinion, the interest in the most popular services (e.g., free of charge Internet, dispense of books, etc.) is not going to diminish. The popularity of computer games and periodical press should decrease substantially and the prevalence of computer literacy courses and the online information databases should increase.

## - The popularity of traditional services provided by the libraries is fading out -

In comparison to the previous year, this year the popularity of the dispense of books and the online information databases is forecasted less often.



It is more believed in the future of free of charge Internet in urban branches. The popularity of computer literacy and computer games is more forecasted for rural libraries.

This year there were slightly less directors administering the rural libraries, who believe that the most popular service in the future will be the dispense of other publications.

### 6.3. Library's Services that are Planned to be Strengthened in the Nearest Future

#### - The libraries most often plan to enhance computer literacy -

In the nearest future, the most planned activity is enhancing the computer literacy courses. Intensive strengthening of this service is planned in the rural areas (66%), in central libraries and their urban branches (72%).

Urban libraries are planning to pay attention to online information databases (62%). Rural libraries, in which the public Internet access development is not yet complete, are more oriented towards the creation of public Internet access workplaces (68%).

In central libraries and their urban branches, services of the dispense of books (45%), free of charge Internet (42%) and the dispense of other books (32%) will get rather much attention as well. It is important to note that the service of book dispense is more planned to be enhanced by the directors who have a greater number of employees in the urban libraries (more than 30 employees).

In rural branches, the dispense of books (45%), online information databases (40%) and reading periodical press (28%) are the services which are planned to be enhanced intensively.

- Computer literacy and the dispense of books is planned to be enhanced more intensively in the urban libraries, while the service enhancement tendencies in the rural libraries remain unchanged -

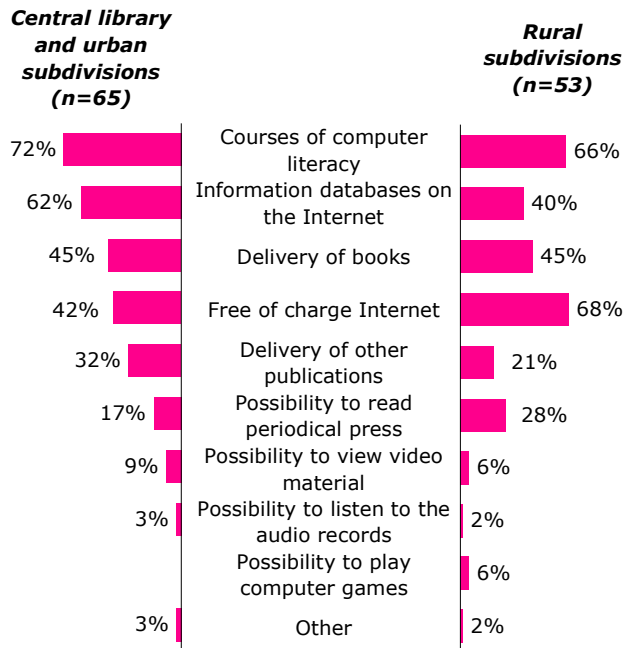
In comparison to the previous year, in urban libraries more and more attention is intended to be provided to computer literacy courses (9p.p.) and the services of book dispense (7p.p.). The free of charge Internet (13p.p.) and online information databases (6p.p.) in the nearest future will be strengthened less often.

Central libraries and their urban branches are not planning to pay more attention to strengthening the service of computer games.

The service enhancement plans of rural branches, in comparison to the previous year, remain unchanged. The directors slightly more often plan to enhance reading the periodical press (6p.p.) and there are less and less intentions to strengthen the dispense of other publications (8p.p.).

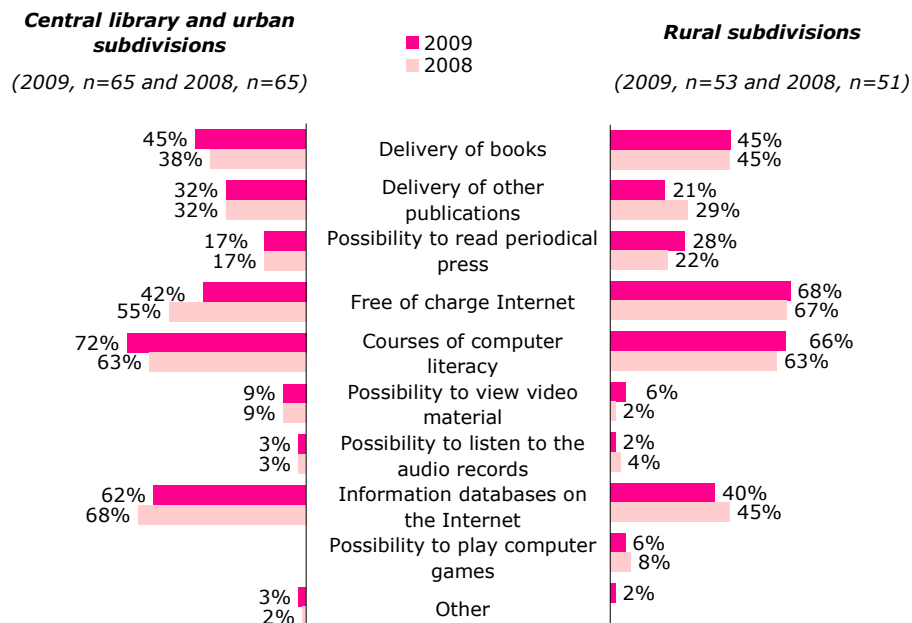
**Library's services that are planned to be strengthened in the nearest future**

%, libraries directors of the corresponding target groups



**Library's services that are planned to be strengthened in the nearest future**

%, libraries directors and librarians of the corresponding target groups



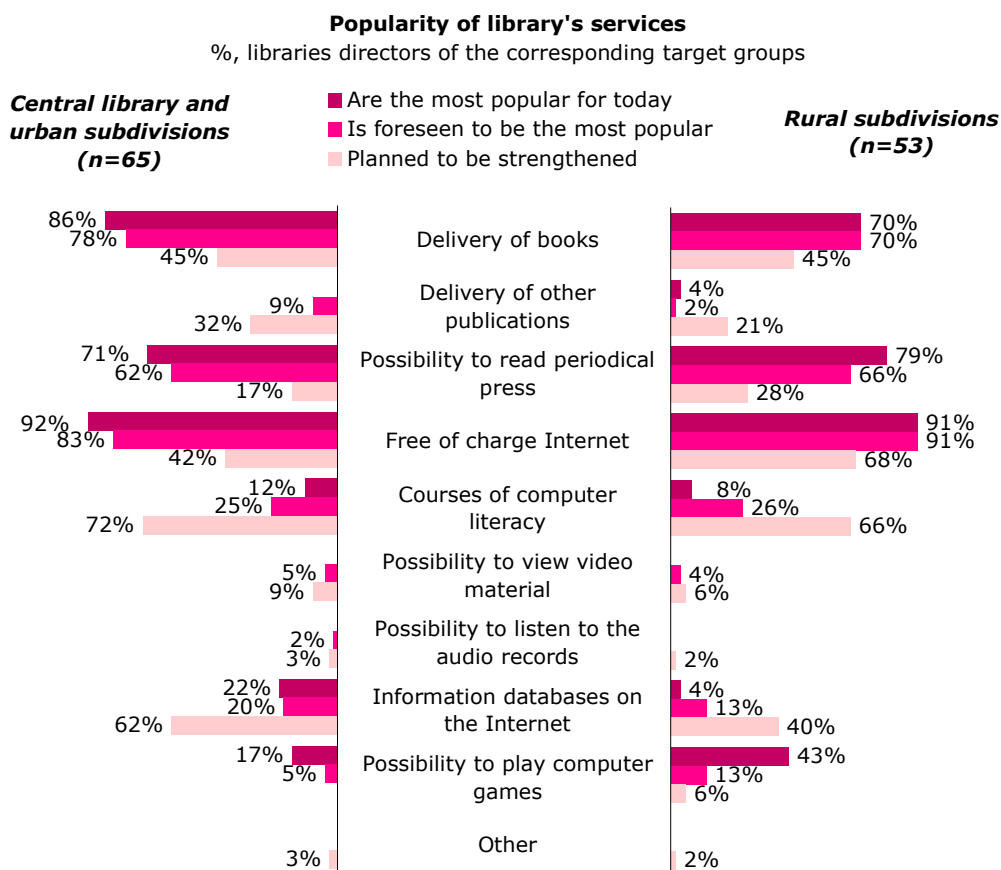
## 6.4. The Comparison of the Popularity of Library Services and Services Related Plans

- Despite the enhancement of the library services, their popularity in the future is not going to change -

Despite the planned enhancement of the services, almost all of them will not be more popular in the future than they are today, except:

- Computer literacy courses
- Watching video recordings
- Dispense of other publications (in urban libraries)
- Information databases (in rural libraries)

The above mentioned services, in directors' opinion, will be more popular and it is likely that it will be influenced by their enhancement. However, the influence of the service enhancement to its popularity should be evaluated with caution, because there is not always a direct relation between the two. For example, the enhancement of computer literacy has an impact not only on the popularity of this service, but also on the general Internet usage.



## 7. Public Internet Access: Usage, Enhancement and the Benefit to the Community

### 7.1. The Benefit of Public Internet Access to the Community

The benefits of public Internet access to the local community can be divided into two generalized benefit categories – social and economical<sup>3</sup>.

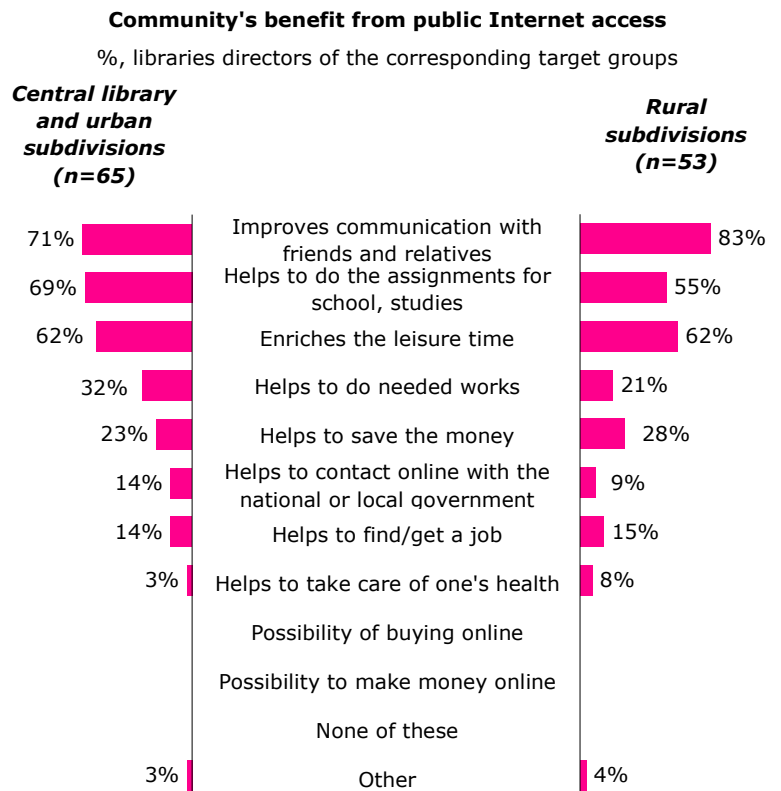
- The public Internet access benefit to the society is more social -

The social and economical benefit provided by the public Internet access can be expressed in the following total percentages: in urban areas – 44% : 14%, respectively, and in rural areas – 43% : 13%, respectively. That is why, in directors' opinion, the benefit provided by the public Internet access is more social rather than economical.

The greatest benefit provided by the public Internet access the directors perceive through enhancing the communication between friends and relatives, performing the studies' related tasks and enriching the leisure time.

A more rare benefit provided by the public Internet access is help while fulfilling the relevant tasks and saving money.

In directors' opinion, the opportunities to earn money or to buy something online, which appeared together with the public Internet access, are not useful at all.



<sup>3</sup> In question groups which research the benefit of public Internet access to local community, in order to make the generalizations and comparisons more simple, the derivative number is provided in the report. It shows the general percentage of social/economical benefit. The **sequency of calculation** is the following:

(1) the percentage expressions of particular benefits are added, (2) the percentage expressions of particular benefit are divided by the number of opportunities of a particular benefit.

**Social benefit** – electronical means of communication, cultural, community and leisure information, educational information and studies, health information and services of electronic government.

**Economical benefit** – help while fulfilling the relevant tasks, work search, saving money and the opportunities to buy/ earn money in the Internet.

The directors who pointed a greater number of employees in rural libraries or those who are planning to increase the number of public Internet access workstations stated more often that the Internet access serves as communication.

The directors who are not planning the public Internet access development in the urban libraries more often valued the help of Internet while searching for a job or fulfilling the studies' related tasks.

While comparing the rural and urban libraries, a tendency was noticed that the benefit of Internet in fulfilling the studies' related and relevant tasks is emphasized more in urban libraries. The benefit of the enhanced communication among the citizens is more emphasized in rural libraries.

## 7.2. The Usage and Enhancement of Public Internet Access

- Communication is not only the most popular, but also the most often used opportunity provided by the public Internet access -

Almost all library's directors (94%) believe that the public Internet access users use it for communication purposes. Internet access, in directors' opinion, is less used for the economical activity (52%) or for search for cultural, community or leisure information (49%).

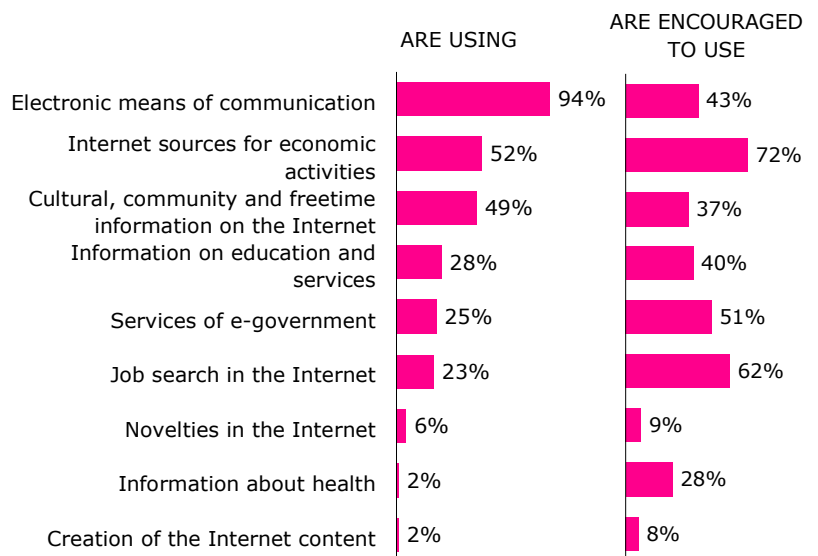
- The visitors of the libraries equally use the social and economical benefits, however, they are encouraged to be using the economical benefits -

The visitors are most often encouraged to use the opportunities of public Internet access which provide economical benefit, e.g., Internet resources for economical activity (72%), work search online (62%) and the means of electronic government (51%). The libraries' visitors are less often encouraged to use electronic means of communication (43%), educational (40%) and cultural, community and leisure (37%) information online.

In directors' opinion, the visitors are interested in Internet novelties (6%) and the creation of Internet content (2%) the least often. The Internet in the libraries is used rarely for such activities as search for health information (2%), even though this service is encouraged to be used actively (according to every fourth director).

**Visitors use/are encouraged to use these services (areas of information) at the library**

%, all respondents, n=65



While analyzing the **ratio** of the Internet provided **benefits usage** (social vs. economical benefit - **40%:38%**), we notice that, in directors' opinion, the visitors of the libraries use the social and economical benefits equally and they are more often encouraged to use the economical benefits (**40%:67%**).

## - The encouragement to use various information means in the libraries diminished –

While comparing the Internet resources the libraries' visitors were encouraged to use in 2008 and 2009, a tendency was noticed that the encouragement to use almost all the services provided by the public Internet access significantly diminished. According to directors, only encouragement to search for health information and to take interest in Internet content creation remained similar to the encouragement of last year.

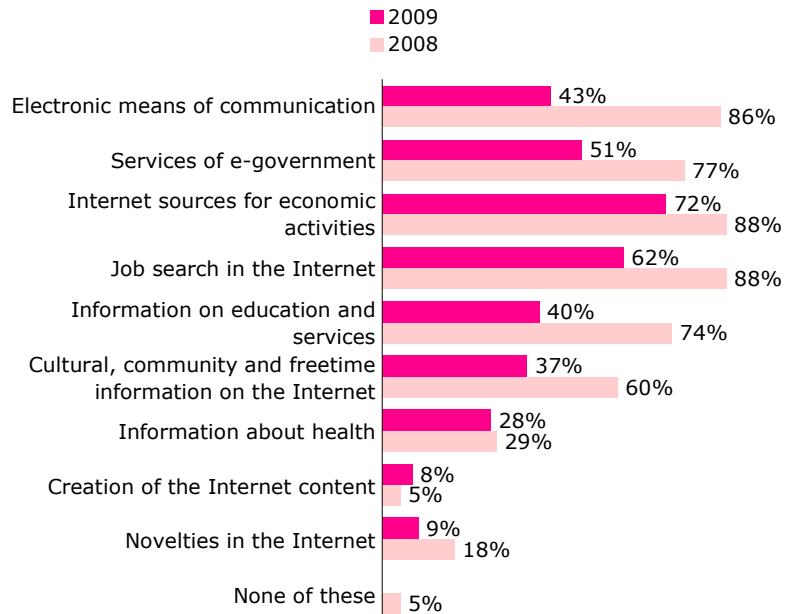
The directors think that the library visitors use the electronic means of communication, services of electronic government and the Internet resources for the economical activity more often than the libraries' staff. The libraries' staff more often notice that the libraries' visitors use the Internet for searching for work and health information.

The directors more often think that the encouragement is performed more in respect of the services of electronic government, electronic resources for economical activity and work search online.

While comparing the ratio of encouragement to use economical and social benefits in 2008 (**40%:67%**) and in 2009 (**65%:88%**), we noticed that the encouragement priorities were related to the economical benefits.

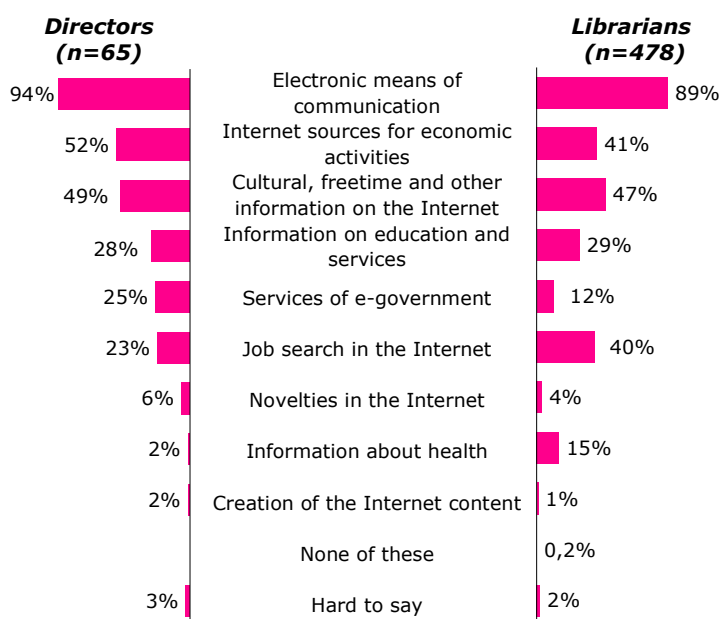
### Visitors use/are encouraged to use these services (areas of information) at the library

%, all respondents, n=65



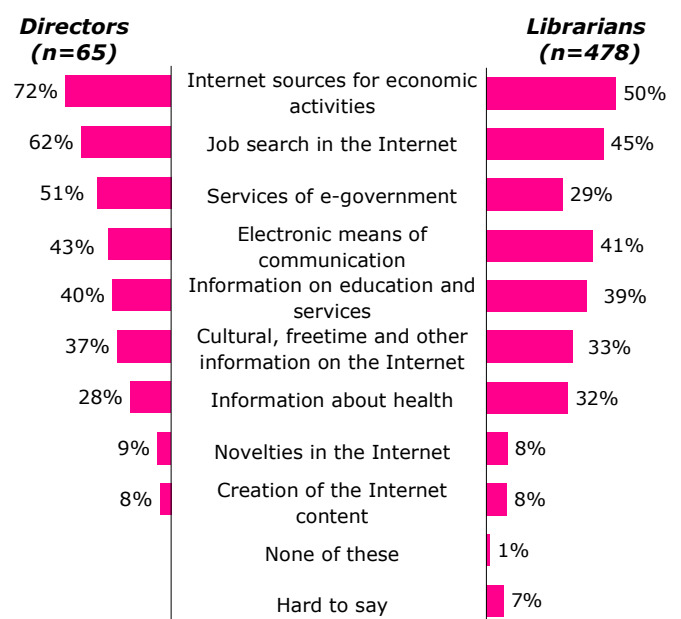
### Visitors currently use these services at the library

%, libraries directors and librarians of the corresponding target groups



### Visitors are encouraged to use these services at the library

%, libraries directors and librarians of the corresponding target groups



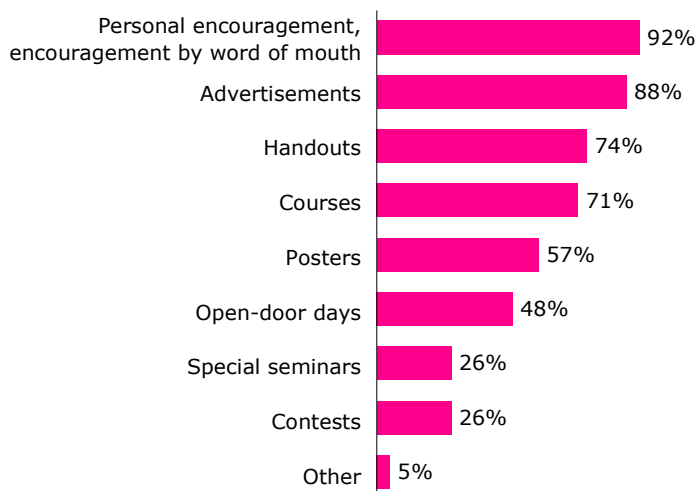
### 7.3. The Means Encouragement to Use Public Internet Access

- The means encouraging to use public Internet access named by the directors are used by the libraries' staff more rarely -

In directors' opinion, encouraging to use the public Internet access is more often expressed by communicating in person (92%), using advertisements (88%), leaflets (74%) and during the trainings (71%). 57% of the directors believe that the encouragement is based on the posters and 48% of the directors think that it is done on the open days. Special seminars and contests which require a greater involvement of the librarians, are used less often (they were mentioned by every fourth library director).

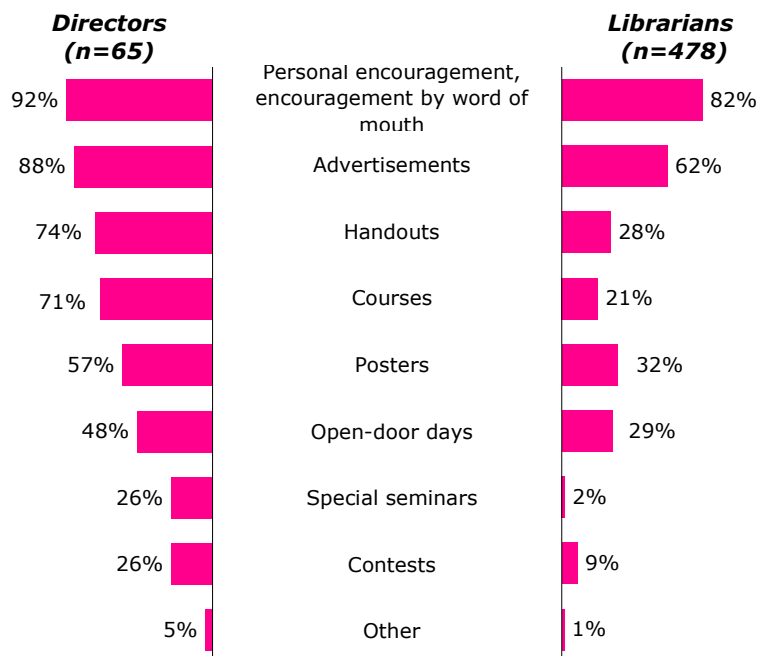
**Means used to advertise public Internet access and to encourage the use of the Internet access**

%, all respondents, n=65



**Means which are used to encourage the use of public Internet access**

%, libraries directors and librarians of the corresponding target groups



According to the libraries' staff, oral encouragement is the core and the most commonly used means to publicize and encourage to use the public Internet access. In general, the directors of the libraries mentioned all the public Internet access encouragement means more often than the libraries' staff.

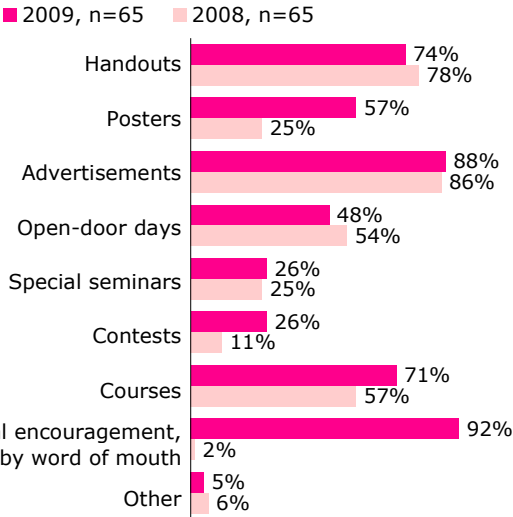
This year the most popular means of encouraging to use the public Internet access services was personal encouragement which can not be compared with the previous year, because this answer was given spontaneously and it was not included in the questionnaire of the previous year.

In directors' opinion, while making the public Internet access more popular more and more attention is given to special trainings (14p.p.), contests (15p.p.) and posters (32p.p.). However, the number of open days during which the public Internet access would be advertised in the libraries is diminishing (6p.p.).

Directors believe that the scope of the following activities to advertise public Internet access remained the same as during the previous year: leaflets, advertisements and special seminars.

**Means used to advertise public Internet access and to encourage the use of the Internet access**

%, all respondents



## 8. The Skills of Libraries' Staff and Methodical and Technical Help

### 8.1. The Abilities and Skills of Libraries' Staff while Providing the Public Internet Access

- The most developed skills of the libraries' staff is using the computer and the Internet resources -

The development of public Internet access is closely related to the following knowledge and skills of the libraries' staff – using the new technologies and Internet opportunities, being able to present these technologies and opportunities to the visitors and consult them and informing the society about the processes in the libraries. Of course, the abilities are being developed gradually. Currently, the libraries' staff are the best at using the computer and Internet resources. Not less than 90% of the library's directors claimed that these skills are acquired by the urban libraries' staff and not less than 60% of the library's directors believe that these skills are acquired by the rural libraries' staff. These are the basic abilities which every member of the library staff should have to be able to serve public Internet access visitors.

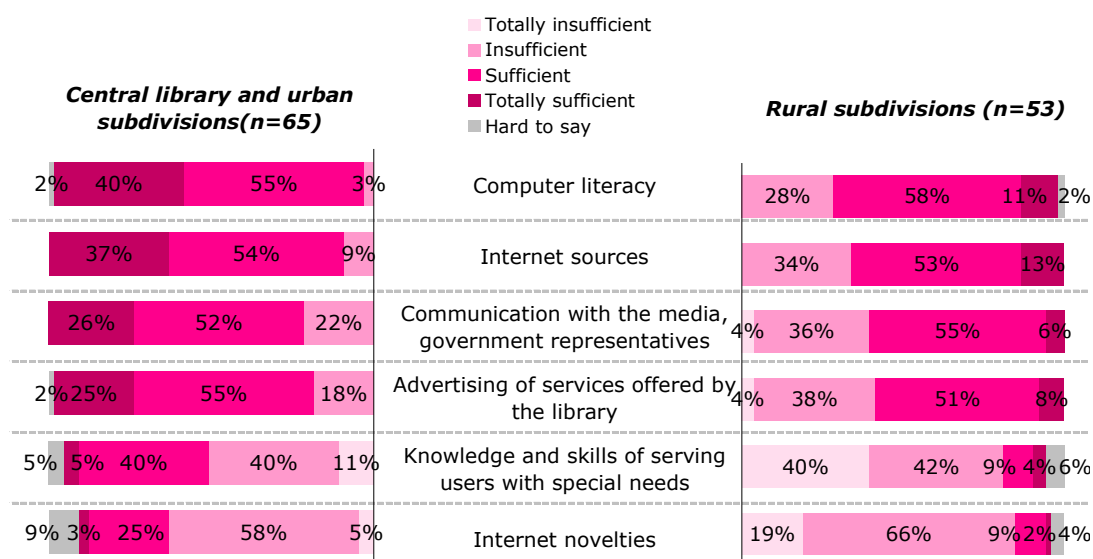
The libraries' staff have the sufficient skills to communicate with the media and government representatives or to publicize the libraries' services by other means more rarely.

The most problematic areas include the abilities to use the Internet novelties and serve the users with special needs. The skills to serve the users with special needs are especially undeveloped in rural libraries. Even 40% of directors named them as fully insufficient. There were 11% of directors who stated that these needs are fully insufficient in the urban libraries. These skills, of course, may be determined not only by the lack of trainings, but also by a limited application.

In general, the skills of urban libraries' staff were evaluated better than the skills of rural libraries' staff. Posterior implementation of the project in rural libraries determined a worse competence of these librarians, however, it is likely that after all the stages of the project are implemented, the gap will decrease, especially when all the skills of the libraries' staff (except publicizing the services of the library to the society and using the computer) are evaluated more positively in those libraries which already completed the development of public Internet access.

#### The evaluation of libraries' employees skills and the knowledge

%, libraries directors of the corresponding target groups



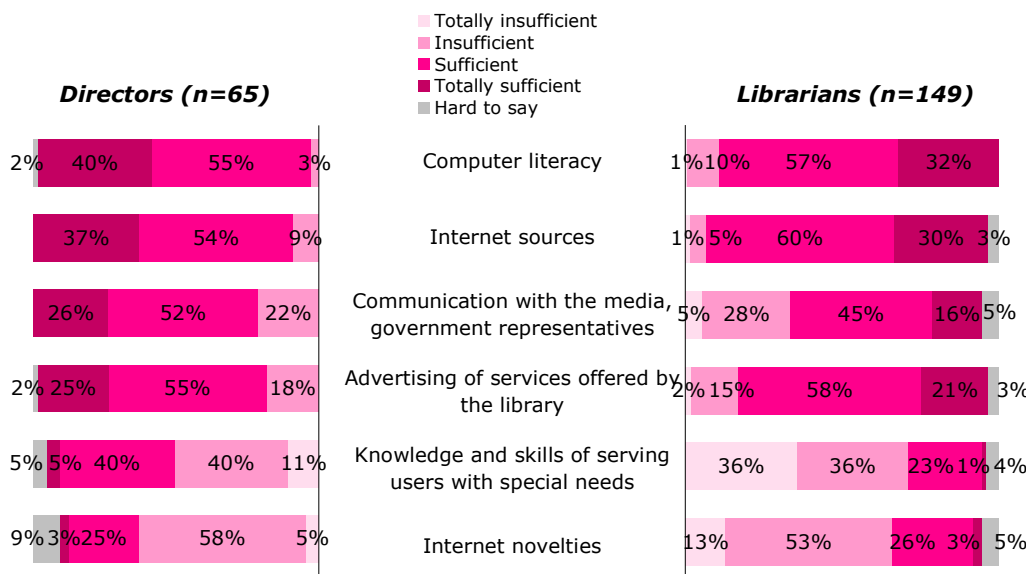
- The directors overestimate the skills of the urban libraries' staff and underestimate the skills of the rural libraries' staff -

The difference of skills of urban and rural libraries' staff may be also determined by the subjective evaluations of evaluations analyzed. While comparing how the directors of the libraries evaluate the skills of the libraries' staff and how the librarians evaluate their skills themselves, it appeared that the directors overrate the urban libraries' staff and underrate the rural libraries' staff.

The staff of central libraries and their urban branches more often than the directors named their skills to use the computer (8p.p. more often), communicate with the media and government representatives (12p.p.) and serve the users with special needs (20p.p.) as insufficient.

**Comparison of the evaluation of the skills of the libraries' staff in urban subdivisions**

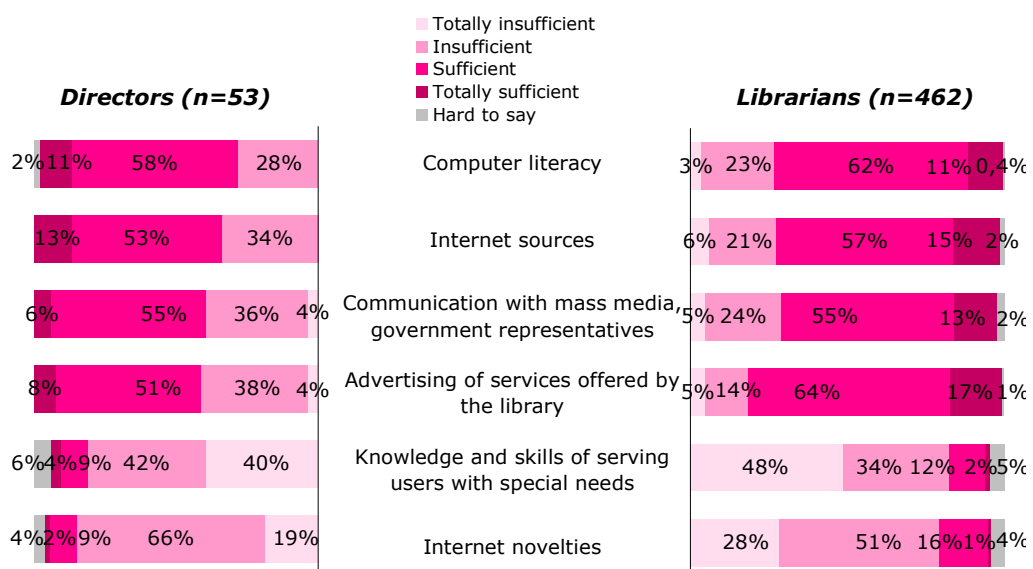
%, libraries directors and librarians of the corresponding target groups



Meanwhile, the staff of the rural libraries evaluated all the analyzed skills more positively than their directors. The greatest distinction in the skills' evaluations was noticed in terms of communication with the media and government representatives (the libraries' staff named them as sufficient more often by 8p.p.) and publicizing the services provided by the libraries (20 p.p.).

**Comparison of the evaluation of the skills of libraries' staff in the rural subdivisions**

%, libraries directors and librarians of the corresponding target groups

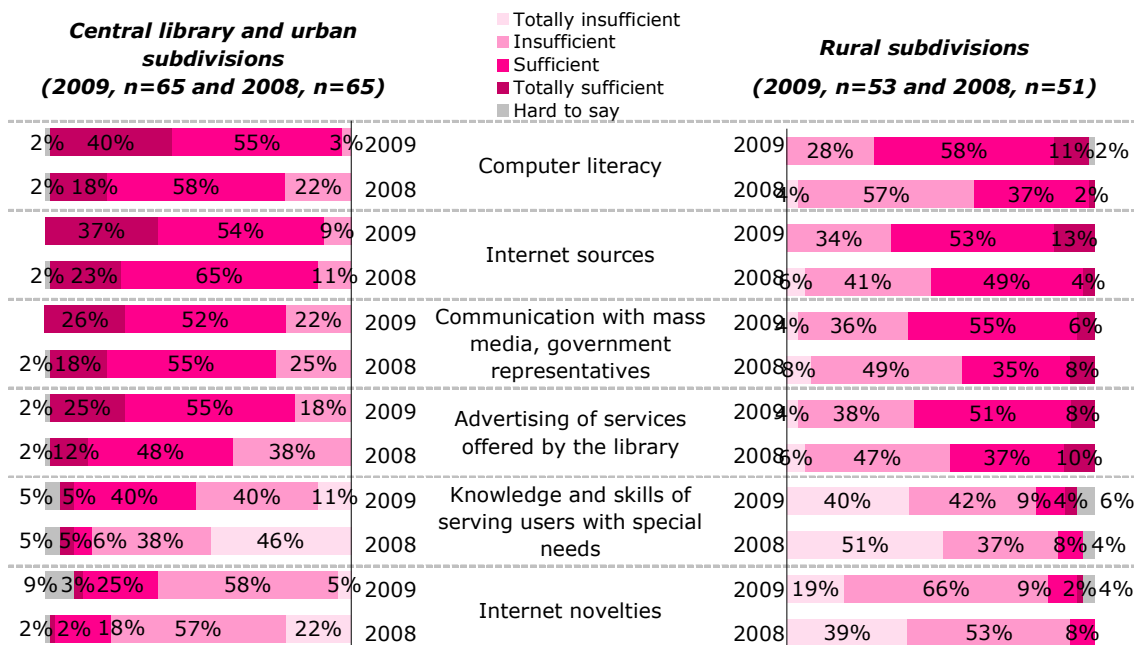


During the last year, the directors of the libraries started evaluating all the skills of the libraries' staff better and the biggest changes were felt in respect to the rural branches.

In urban libraries, the biggest improvement was noticed in serving users with special needs. In rural branches, the libraries' staff mostly developed their computer usage skills.

### The evaluation of libraries' staff knowledge and skills

%, libraries directors of the corresponding target groups



## 8.2. Methodical Help while Providing the Services of Public Internet Access

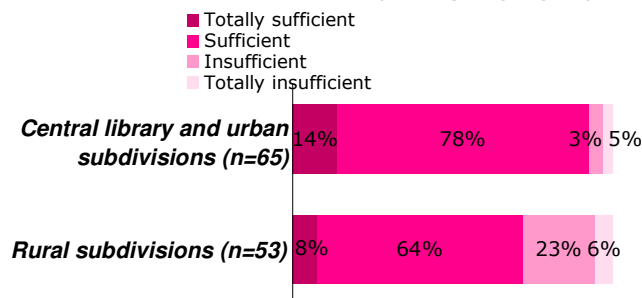
- The availability of methodical help does not have a crucial impact on the skills of libraries' staff -

92% of directors agree that methodical help is fully sufficient in central libraries and their urban branches. Slightly more than one fourth of the surveyed (29%) state that it is insufficient in rural branches.

Bearing in mind that the skills of rural libraries' staff were evaluated worse and the methodical help in these libraries is more often insufficient, it is important to compare these two factors. However, not all the skills were evaluated better if the methodical help was available. Using the Internet novelties and serving users with special needs are not related to the sufficiency of methodical help. Therefore, the relation between the causes and the outcomes are not absolutely clear. It might be that both the sufficiency of methodical help and the skills of the libraries' staff equally depend on the project development and do not influence each other.

### Sufficiency of the methodical help available to the employees

%, libraries directors of the corresponding target groups



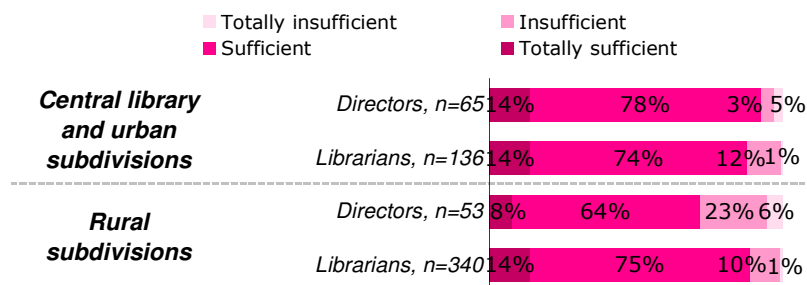
It is interesting that the directors who noted a greater number of employees in urban libraries, more often do not question the sufficiency of methodical help in these libraries.

The same as with the evaluation of libraries' staff skills, directors and libraries' staff evaluate the sufficiency of methodical help differently. Directors more often than the libraries' staff (5p.p. difference) believe that the methodical help in urban libraries is sufficient. The sufficiency of information in rural areas is more often stated by the rural libraries' staff rather than their directors. The latter named the sufficient methodical help 16p.p. less often than their employees.

In comparison to the previous year, the sufficiency of methodical help is increasing both in urban and rural libraries. Only in central libraries and their urban branches the growth is more significant (12p.p.) than in rural libraries.

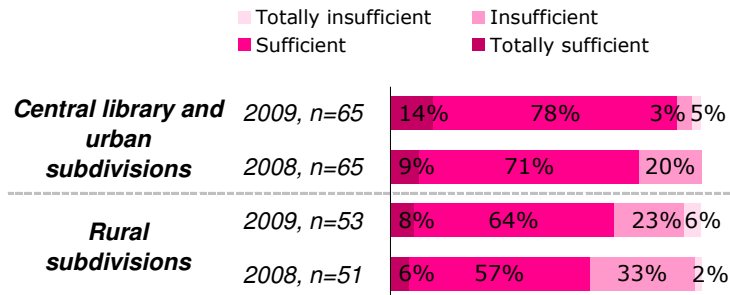
### Comparison of the directors' and librarians' opinions about the sufficiency of the methodical help

%, libraries directors and librarians of the corresponding target groups



### Sufficiency of the methodical help available to the employees

%, libraries directors of the corresponding target groups



### 8.3. Technical Maintenance of Public Internet Access Workstations

- There are no twits for technical quality in urban libraries. However, improvement is required in rural branches -

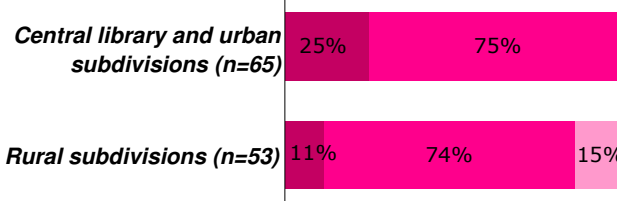
There are no problems in central libraries and their urban branches concerning the technical maintenance of public Internet access. All directors stated that the quality of the maintenance is satisfactory. However, in rural branches there are 15% of directors who are unsatisfied with the quality of technical maintenance.

In comparison to the evaluations of the libraries' staff, we notice that the distinction between the urban and rural branches, likely, is not as substantial. The rural libraries' staff is 6p.p. less often unsatisfied with the quality of public Internet access maintenance than their directors.

**The evaluation of the quality of technical help provided for public Internet access computers**

%, libraries directors of the corresponding target groups

- Totally satisfactory
- Satisfactory
- Unsatisfactory
- Totally unsatisfactory

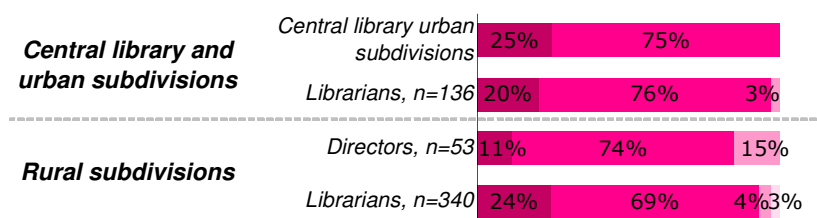


In summary, no matter how significant or how small was the difference between the quality of urban and rural branches maintenance quality, during the last year it improved in all the libraries in Lithuania.

**Comparison of the directors' and librarians' opinions about the quality of the technical help**

%, libraries directors and librarians of the corresponding target groups

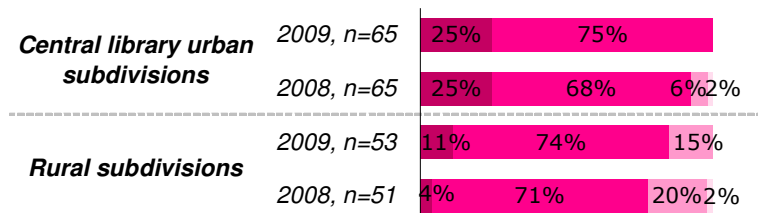
- Totally unsatisfactory
- Unsatisfactory
- Satisfactory
- Totally satisfactory



**Evaluation of the quality of the technical help provided for public Internet access computers**

%, libraries directors of the corresponding target groups

- Totally unsatisfactory
- Unsatisfactory
- Satisfactory
- Totally satisfactory



## 9. The Services Provided by the Libraries and the Library Image

### 9.1. The Evaluation of Services Provided and the Change of the Material Base

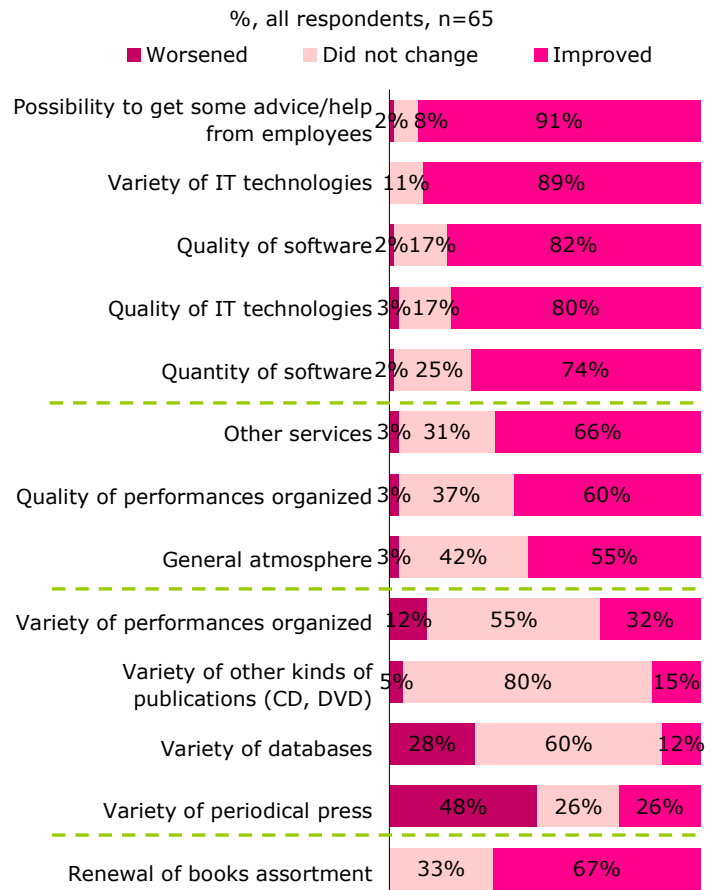
In general, in 2008, most of the services provided in the libraries and their material bases improved. However, the positive change is recorded not in all areas.

The services which improved the most are related with the development of public Internet access. They include staff help, consultations and the quantity and quality of IT technologies and software. These services and the material bases were named as improved by 74% - 91% of directors.

The variety and quality of events and the general atmosphere in the library improved the greatest, however, it was mentioned not as often as before. 55% - 66% of the surveyed directors stated that these services improved.

The least positive change is recorded for the traditional libraries' services material base. In directors' opinion, the variety of periodical press and other publications and the renewal of the assortment of books either worsened or remained unchanged during the 2008. The variety of databases is also among the services of the least significant improvement. 80% of directors perceive them as unchanged.

**Changes in the library's services or the material facilities during 2008**



Directors named "Other" (most often – improved) services, which include various trainings, helping visitors to use *Skype* abroad, creating databases and Internet content, copying, scanning, trainings to use various data resources and funds in libraries' branches and serving the disabled.

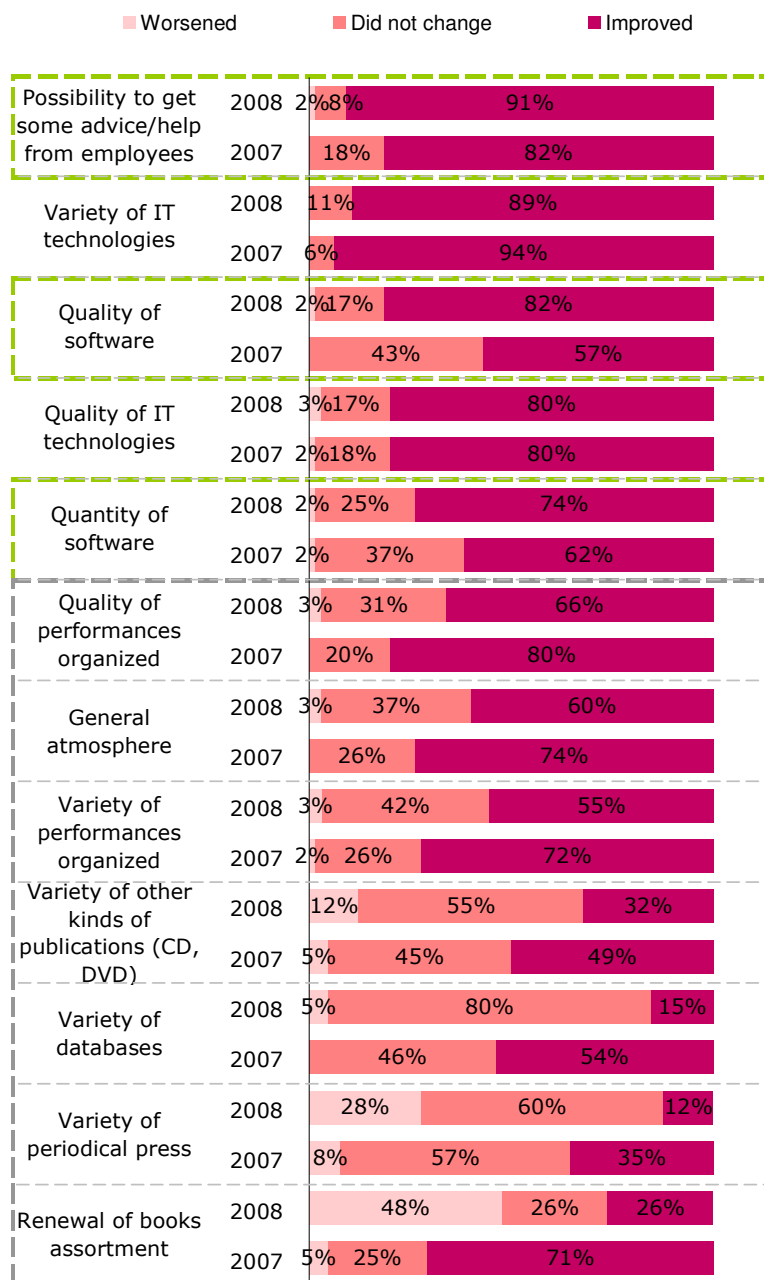
- During 2008, most of the services provided in the libraries improved, however, not as significantly as in 2007 -

While comparing the change of services and material bases from 2007 to 2008, during the last year, the progress was slightly less than in 2007. The directors describe most of the services and material bases as unchanged (the quality and variety of events organized, general atmosphere, the variety of CDs, DVDs and databases). The material bases of traditional services (books and periodical press) of the libraries even got worse.

Of course, there are some exceptions. During 2008, the opportunity to get a consultation from staff and the quality and quantity of software were more often named as improved. The change of the quality and quantity of IT technologies remain the same as that of 2007.

### Changes in the library's services or the material facilities

%, all respondents, n=65

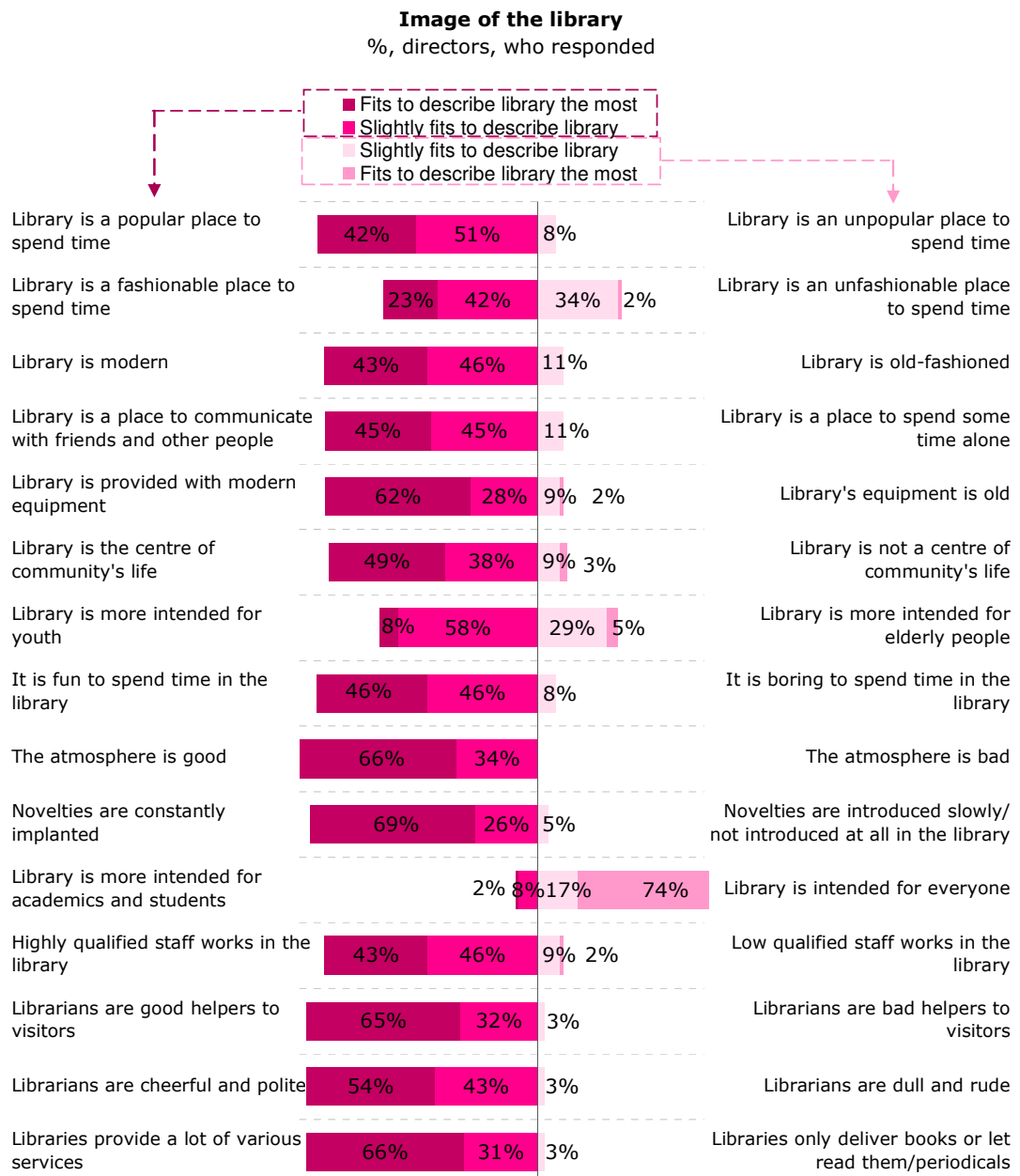


## 9.2. The Image of the Library in Libraries' Staff Opinion

- Public Internet access is crucial to the image of the library -

The image of the library, in directors' eyes, is very positive. In their opinion, it is a popular place having good atmosphere and the center of the community life, where one can communicate with other people and have fun. Moreover, library is modern (but not necessarily fashionable) and provided with the newest equipment and always introducing novelties. The last, but not least, the positive image of the library is supported by qualified, cheerful, polite and helpful staff.

In directors' opinion, the library is not a place for academics and students. To add, the opinions of directors differentiate while attributing the library to the youth. Therefore, we see that the library does not limit itself to an audience of one particular social group, but is intended for the whole society.

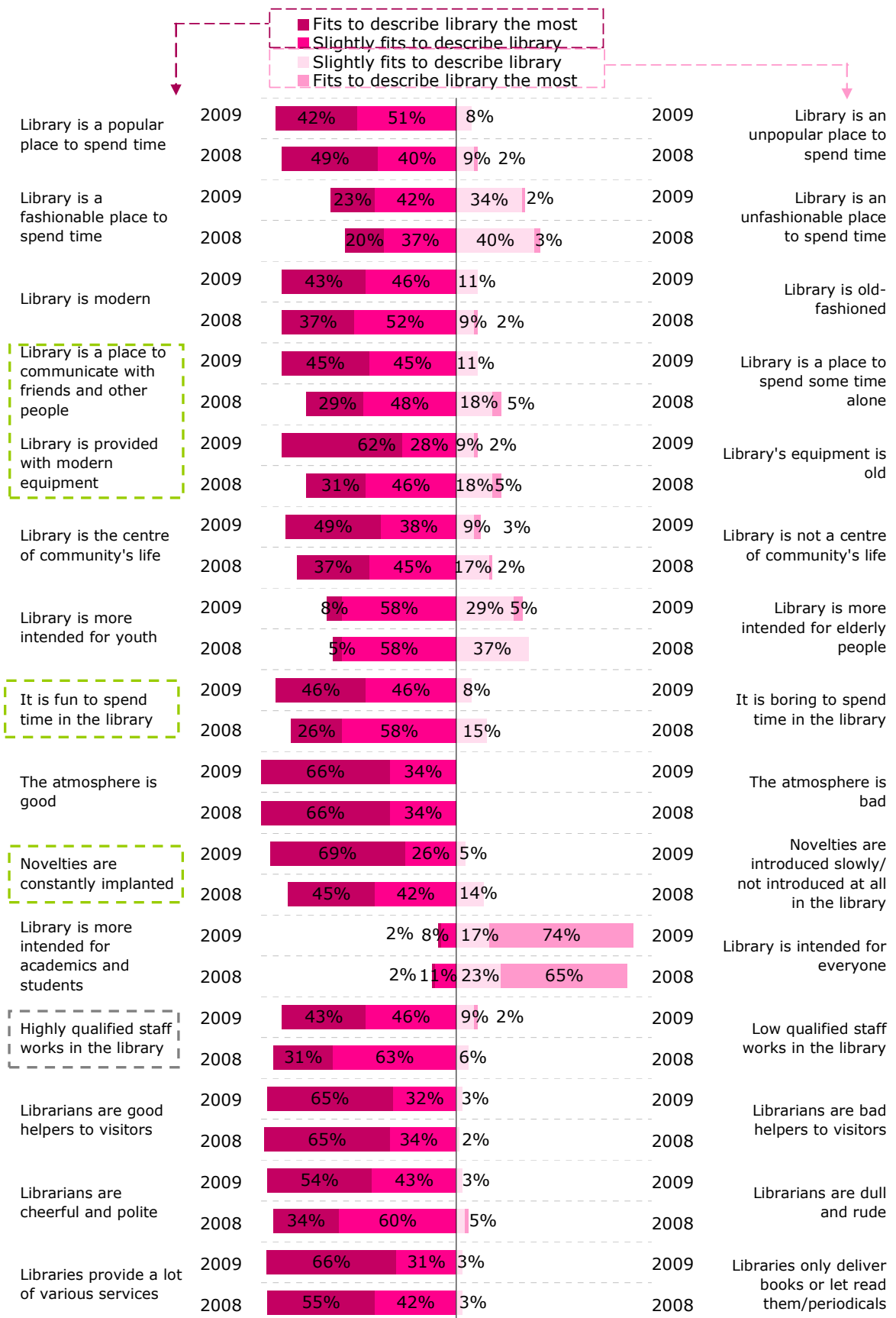


During the last year, the image of the library improved significantly in a number of means. The most significant positive change was recorded in terms of having a good time in the library, communicating with other people, being provided with the newest equipment and introducing novelties. Furthermore, the library is more often related to a modern and fashionable place – a community center, where cheerful and polite staff is employed.

However, this year, slightly less directors believe in high qualifications of the staff. There are relatively more directors who plan the development of public Internet access that do not attribute high qualification staff to the library.

This year, the attribution of the library to one academic community diminished, which emphasizes the sociality of the library and should not be considered as a disadvantage.

**Image of the library**  
%, urban libraries' staff



## 10. Conclusions and Recommendations

*All information collected during the research period can be divided into two parts: (1) actual information about real changes in libraries administered by the directors and (2) their opinion about the current situation and ongoing processes. Both evaluating the actual information and analyzing subjective evaluations, it can be stated in general that the development and assimilation of public Internet access is being proceeded smoothly.*

### **The Analysis of the Current Situation and Future Perspectives**

During the last year, most of the public Internet workstations, which were planned during the previous years, were successfully implemented in central libraries and their urban branches. That is why in the near future, a greater attention will be paid to rural libraries, where an intensive creation of public Internet access workstations is planned.

In general, one fourth of directors of the Lithuanian libraries already completed the development of public Internet access. In other words, they do not plan to create additional public Internet access workstations in urban or rural libraries. 75% of directors of the libraries are going to create additional public Internet access workstations.



the development of public Internet access is gradually moving from urban to rural libraries

A more intense computer renewal which is closely related to the development of public Internet access is also planned in the rural libraries. However, the computer renewal is planned to be rarer than the creation of new public Internet access workstations.

Commonly, the development of public Internet access is limited by financial issues and limitations of space. A number of directors limit the number of public Internet access workstations or refuse them considering the space available, financial resources or being afraid of high expenses for equipment needed and Internet connection. However, despite the intensive development of public Internet access, the need for it is not fully satisfied.

The development of public Internet access is enabled by the growing libraries' and public Internet access funding. The latter grew more than the general budget of the libraries in 2008. However, there is an apprehension because of the financial abilities in the future because of the growing share of directors complaining about the smaller libraries' budgets in comparison to the previous year.

### **The Most Popular Activity Areas of the Libraries and the Areas to be Enhanced in the Future**

The list of the most popular services provided by the libraries is influenced (adjusted) by the development of public Internet access. During the last year, the popularity of free of charge Internet scored off the services traditionally considered as major – the dispense of books or reading periodical press. Moreover, computer games are among the most popular services and they attract the youngest visitors to the libraries the most.



considering the popularity, the services of public Internet access compete with the traditional services provided by the libraries (the dispense of books and the supply of periodical press)

The most substantial investments planned by the directors are directed towards the usage of Internet resources – organizing computer literacy courses, enhancing the online databases and free of charge Internet. Despite that most of the services of the libraries are going to be strengthened, in most cases such strengthening will not result in a greater popularity of the services. It is because the indirect enhancement

of some services results in popularity of other services, e.g., while funding the computer literacy courses the general computer usage and using Internet opportunities is popularized as well.

### ***The Usage and Encouragement to Use the Public Internet Access and its Benefit to the Community***

After grouping all the benefits provided by the public Internet access to economical and social benefits, it appears that, in directors' opinion, greater benefit to the community is related to the social benefits. In directors' opinion, the most substantial benefit provided by the public Internet access is the improvement of communication with friends and relatives, spending leisure time and help while fulfilling the studies' related tasks.



library visitors use the resources providing the social and economical benefits and they are encouraged to use the economically useful services

A tendency turns that the libraries' visitors usually purposefully choose the social benefit providing activities (they use the means of electronic communication). Meanwhile, economically useful activities (Internet resources for economical activity) are encouraged to be used in the libraries. In general, such encouragement is appropriate. It is likely that it will not only activate the usage of services which are being encouraged to use, but will also let the visitors discover other Internet opportunity alternatives. However, Internet novelties and the creation of Internet content are forgotten to be encouraged. These services are being used very rarely and the encouragement to use them is inactive. Naturally, before encouraging these activities, an appropriate preparation of the libraries' staff is needed, which is not sufficient at the present moment. Nevertheless, these modern services should not remain secluded.

### ***The Skills of the Libraries' Staff and Methodical and Technical Help***

Methodical help available to the libraries' staff, in most directors' opinion, is sufficient both in urban and rural libraries. However, it does not assure the skills of the libraries' staff, which can be more developed, despite the improvement in the perspective of the exploratory year.



despite the abundance of the available methodical help, the skills of the staff could still be developed more

The most developed skills of the libraries' staff are the ones which are vital to serve the visitor of the library, e.g., using the computer and the Internet resources. The great potential of all libraries' staff can be related to the skills of serving the users with special needs and of using the Internet novelties – these skills need to be developed the most.

The rural libraries' staff stay behind from the colleagues in the urban areas in terms of competence, though, it is likely that this gap is influenced by an uneven flow of the project (the project started in the urban libraries earlier) and will shrink in the future.

It is puzzling that the directors tendentiously underestimate the skills of the rural libraries' staff and the sufficiency of methodical help in these libraries, when the staff of these branches more often evaluate the skills and methodical help as sufficient. The situation is similar while considering the staff of central libraries and their branches. This staff is more often overestimated in comparison to the answers of themselves. It is difficult to judge whether these differences were caused by the subjective opinion of the directors or the staff perceive the requirements for their skills and performed activities slightly differently.

### ***The Services Provided by the Libraries and the Image of the Libraries***

In directors' opinion, most of the services provided in the libraries in 2008 improved. The services related to the development of public Internet access improved the most significantly. However, directors state that the traditional services, e.g. the assortment of books and periodical press and the material base, worsened. Nevertheless, it does not have a negative impact on the generally very positive image of the library in directors' eyes.