



Bibliotekos pažangai



MARTYNAS
MAZVYDAS
NATIONAL
LIBRARY OF
LITHUANIA



PROJECT "LIBRARIES FOR INNOVATION"
THE SURVEY OF PIA USERS
2010
(Instrument 4)

THE CLIENT: Martynas Mazvydas National Library of Lithuania

CLIENT CONTACT PERSON: Ugne Rutkauskiene

THE CONTRACTOR: UAB "TNS Gallup"

PROJECT MANAGER: Viktorija Jonikova

REPORT PREPARED BY: Dalia Mazuronyte, Lina Jasaitiene, Viktorija Jonikova

RESEARCH TEAM: Data Department Manager: Arturas Valionis
Interviewers Department Manager: Zivile Kurapkiene
Data file administration: Giedre Blonskiene

CONTACTS: TNS Gallup, Raugyklos 15, LT-01140 Vilnius, Lithuania
tel. (5) 210 66 19, fax. (5) 210 66 01,
e-mail: viktorija.jonikova@tns-gallup.lt

Content

| | |
|---|----|
| 1. The Survey of PIA Users in the Project Context | 4 |
| 2. Research Methodology | 5 |
| 2.1. The Survey Methods | 5 |
| 2.2. Target Groups | 5 |
| 2.3. Sample Size and Sampling | 6 |
| 2.4. Technical Report of the Survey Conduction | 7 |
| 2.5. The Research Instrument | 8 |
| 2.6. Ensuring Quality Control..... | 8 |
| 2.7. Data Analysis..... | 8 |
| 2.8. Statistical Data Bias..... | 9 |
| 3. Summary of the Main Research Findings | 10 |
| 4. Summary of Repeated PIA Users' Survey | 17 |
| 5. The Profiles of Typical Internet Users in the Society and in the Library | 18 |
| 6. Computer Usage | 20 |
| 6.1. Computer Usage skills..... | 20 |
| 6.2. The Evaluation of Particular IT Usage Skills..... | 22 |
| 6.3. Where does One Learn to Use the Computer? | 27 |
| 7. Internet Usage..... | 29 |
| 7.1. Possibilities to Use the Internet | 29 |
| 7.2. Possibilities to Use Wireless Internet | 32 |
| 7.3. The Places of Internet Usage..... | 33 |
| 7.3.1. Places where the Internet is used | 33 |
| 7.3.2. The place where the Internet is used the most often..... | 34 |
| 7.4. The Reasons to Use the Internet in the Library..... | 35 |
| 7.5. When did One Use the PIA in the Library for the First Time? | 37 |
| 7.6. The Frequency of Internet Usage..... | 39 |
| 7.6.1. The frequency of Internet usage in general..... | 39 |
| 7.6.2. The frequency of Internet usage in the library..... | 40 |
| 7.7. The Evaluation of Skills of Internet Resource Usage | 42 |
| 7.8. The Segmentation of PIA Users According the Intensity of Internet Usage and Computer Literacy..... | 45 |
| 8. The Purposes of Internet Usage | 46 |
| 8.1. Leisure and Culture..... | 52 |
| 8.2. Work and Commercial Purposes | 54 |
| 8.3. Communication and Keeping in Touch | 56 |
| 8.4. Studies and Education..... | 57 |
| 8.5. Health..... | 59 |
| 8.6. The Services of E-government | 61 |
| 8.7. The Usage of Public Services..... | 65 |
| 8.8. The Purposes of Using the Internet in the Library | 66 |
| 9. PIA..... | 69 |

| | | |
|---|--|-----|
| 9.1. | The Evaluation of Quality of PIA | 69 |
| 9.2. | The Benefit of the PIA in the Library | 71 |
| 9.3. | Cooperation with the Libraries' Staff | 74 |
| 9.4. | Potential Price of PIA in the Library | 76 |
| 10. | Services Provided by Libraries..... | 77 |
| 10.1. | Services of the Library Used by PIA Users..... | 77 |
| 10.2. | Programs and Services Used | 79 |
| 10.3. | The Evaluation of the Service Provision or the Change of the Material Base | 82 |
| 11. | Information about Projects Intended for the PIA Establishment | 85 |
| 11.1. | Project Awareness | 85 |
| 11.2. | Information Sources about the Projects..... | 87 |
| 11.3. | The Evaluation of the Project "Libraries for Innovation" | 89 |
| 11.4. | The Usage of Services Provided by the Projects..... | 89 |
| 12. | Library Image | 90 |
| 13. | Conclusions and Generalizations..... | 98 |
| Appendix I: Additional Graphs..... | | 100 |
| Appendix II: the Comparison of the Answers of Repeatedly Surveyed Respondents | | 138 |

1. The Survey of PIA Users¹ 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 citizen 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 centre.

During the survey of PIA² users, data on the peculiarities on computer and Internet usage (places of usage, frequency, goals) were collected. During the research, information about which libraries' services are used by the PIA users and how they evaluate the quality of services provided by the libraries; what are the purposes of using PIA in the library; what the respondents know and how they evaluate the projects intended for PIA establishment.

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 PIA users, is printed in green):

1. An improved access to consumers and their possibilities to use the computer and the Internet

- 1A. The number of librarians/ sub-divisions/ departments providing the PIA
- 1B. The number of computers intended for PIA
- 1C. The number of hours of PIA for users
- 1D. The usage coefficient of computerized work-stations intended for PIA
- 1E. The number of PIA users
- 1F. The number of PIA work-stations for 1000 residents
- 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 presentation 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 consumers with special needs
- 2E. The number of librarians having consumer 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 PIA consumers to use IT

¹ "PIA users" here and further on in the report denotes "PIA users"

² "PIA" here and further on in the report denotes "PIA"

- 3B. Varied PIA usage practice**
 - 3C. The number of residents 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 consumers who do not have an alternative Internet access**
 - 4B. The experience of hard to reach groups**
 - 4C. Activities, for which the consumers are using the PIA in the libraries the most often**
 - 4D. The existence of programs or other mechanisms to involve hard to reach groups
- 5. Improved representation 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. PIA funding
- 7. Increased social benefit for individuals and communities through IT**
 - 7A. The benefit received by consumers and its perception**
 - 7B. Librarians' perception of the PIA provided benefit to the community
 - 7C. Stakeholders' perception of the PIA 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 Methods

The main survey of PIA users was conducted as a direct interview or by an online questionnaire by interviewing the respondent in the library. Repeated survey of PIA users (using the contact information of respondents collected in 2008) was conducted either by phone or by email.

Regarding the Clients' recommendations and the technical conduction reports 2008 of the Conductor, the PIA users' surveys in the libraries were conducted using the laptops of the Conductor. Laptops were used for interviewing PIA users who were queuing for the PIA in the libraries.

Moreover, while conducting the research, paper questionnaires were used as well. Paper questionnaires were used in cases when there was no possibility to conduct the interview by using a Conductor's laptop and the PIA user was queuing for the PIA or when there was a low Internet connection in the library.

2.2. Target Groups

Two target groups were distinguished during the research:

1. The main target group – PIA users in libraries of 15-74 years old

2. Repeated target group –PIA users in libraries of 16-75 years old who participated in an analogous research in 2008 and agreed to participate in the research in 2009.

2.3. Sample Size and Sampling

THE MAIN TARGET GROUP

During the research, it was intended to interview 1000 PIA users. 1024 PIA users were actually interviewed.

Two stages of sampling were used to recruit PIA users:

1. Sampling of libraries which PIA users will be interviewed.
2. Sampling of PIA users.

While sampling the libraries for the research, the following steps were taken:

- Libraries which provide the PIA service were chosen from the Clients' database of Lithuanian public libraries
- Based on the analogous methodology of the research conducted before and the recommendations of the Client, the number of initial sampling points was chosen, which means the library number in the entire country where the survey was going to be conducted. The number of initial sampling points was chosen based on the practices of representative interviews in the entire country.
- The number of libraries and the number of respondents in the libraries in different regions of the country was calculated based on the distribution of residents of age 15-74 in the country and the methodology of the previously conducted research and the recommendations of the Client.
- Intended libraries in particular territory units were chosen from a database by using the generator of random numbers.
- The proportion of urban and rural libraries was determined by the Client (50% urban libraries and 50% rural libraries). In other words, random quota sampling was applied when choosing libraries.

PIA users were chosen for the research in the following order –, every second PIA user was interviewed in urban libraries and every user was interviewed in rural libraries.

While conducting the research, because of the objective reasons some libraries chosen in advance were replaced by other libraries. The libraries were replaced in the following cases:

- a) The libraries' staff or consultants informed that the library chosen will not be open during the research period.
- b) The libraries' staff or consultants informed that employee training will take place in the library chosen, thus, PIA users will not be provided with the PIA service.
- c) The libraries' staff or consultants informed that there will be no Internet connection available in the library chosen because of technical problems.
- d) The libraries' staff or consultants informed that the employees of the libraries chosen are sick, therefore, the branch would be closed.
- e) The researches informed about an insufficient flow of PIA users (there are not many of PIA users and they do not do repeatedly visit the library).
- f) The researches informed that PIA is used only by children in the chosen library or the library is children's library.

REPEATED TARGET GROUP

Continuous sampling was used for repeated target group sampling. In other words, all the respondents who participated in the survey in 2008 were intended to be contacted.

According to the Client requirements for the survey, it was intended to survey 200 members of the repeated survey. 243 contacts were provided for this survey. 67 respondents were surveyed repeatedly.

2.4. Technical Report of the Survey Conduction

THE MAIN TARGET GROUP

The survey was conducted by 65 interviewers.

The survey was started on 23rd November, 2009. It was planned to finish on 23rd December, 2009. It was finished on 18th December, 2009.

Technical parameters of the main survey conduction:

- the research was not conducted in a chosen library, because the attempts to contact libraries' staff failed (no one picked up the phone)2
- the research was not conducted in a chosen library, because the member of the libraries' staff was ill.....4
- the research was not conducted in a chosen library, because the library was under reconstruction4
- the research was not conducted in a chosen library, because the member of the libraries' staff was on the training during the research1
- the research in a chosen library was conducted partly, because the flow of PIA users was weak5
- the research in a chosen library was not conducted, because the flow of PIA users was very weak4
- the research in a chosen library was not conducted, because it was a children's library5
- the research in a chosen library was not conducted, because there was no Internet connection available in the library during the research1
- the number of libraries where the research was conducted134
- the total number of libraries visited during the research164

REPEATED TARGET GROUP

The survey was started on 30th November, 2009. It was finished on 11th December, 2009.

The characteristics of contact database of respondents from repeated target group provided to the Contractors:

- Provided telephone numbers of the respondents.....223
- Provided emails19
- No contact information of the respondent provided1
- Total of provided contacts243

Technical parameters of the repeated survey conduction:

Searching for the respondent by phone:

- Wrong, out-dated telephone number100
- The respondent stated that he/ she did not participate in a survey in 20085
- Discontinued, unfinished interview, because the respondent stated he/she has never used Internet ...15
- The respondent refused to participate in the survey 27
- Respondents surveyed67

Searching for the respondent by email:

| | |
|--|----|
| Request sent, no answer | 12 |
| Request sent, information about invalid email received | 7 |

2.5. The Research Instrument

While conducting the survey, the standardized questionnaire provided by the Client was used (Instrument 4).

2.6. Ensuring Quality Control

The following means were used to ensure the quality of the research conduction and data:

- ✓ The interviewers were provided with a research guide, where the project was introduced, the importance of researches in a broad context, methodological principles of the research conduction were introduced, the explanations of more complicated terms and the contacts of people who were able to clear the uncertainties of the researchers were provided.
- ✓ Before the conduction of the research, the interviewers' trainings were organized. A representative of the Client participated in the trainings as well.
- ✓ During the research conduction period, constant consultations were provided in terms of sampling and filling in the questionnaires by a free of charge telephone line of the Contractor.
- ✓ After finishing the research, 10% of the sample were checked by phone (PIA users were contacted by phone and were asked if they actually participated in the survey; control questions from the questionnaire were asked).
- ✓ Collected "paper" questionnaires were checked twice physically (it was audited, if all the questions were answered and all the necessary information was filled in).
- ✓ After entering the collected data to the SPSS file, 10% questionnaires' data entry quality was checked.
- ✓ Data analytics audited the quality of collected data by using the possibilities provided by the SPSS program.

2.7. Data Analysis

While analyzing the respondents' answers to the questions, general distribution of the answers is presented in the report. Answer distribution according various respondent characteristics is provided in a separate Appendix (Excel) and in the end of the report to distinguish the more important characteristics. In addition, the answers of 2008 and 2009 of repeatedly surveyed respondents are provided in the Appendix as well.

Statistically significant differences were calculated using the statistical data processing program SPSS. The variables were cross tabulated. Then, by using the χ^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").

In graphical illustrations, the statistically significant changes are market only for the research results of 2009. Green circles denote positive significant changes (increase in value) during the year and red (or yellow) circles denote negative significant changes (decrease in value).

Significant changes of answers of repeatedly surveyed respondents during the year were calculated by using non-parametric McNemar (for binary variables) and Marginal Homogeneity (for categorical variables) criteria, which analyze answers of each one, researched during current and previous year and indicate the significance of the answer change.

While analyzing the PIA users' data, the results were calculated from the answers of respondents surveyed during the main and the repeated survey.

2.8. Statistical Data Bias

When evaluating the results, it is necessary to pay attention to statistical bias. It occurs due to the fact that respondent sampling is done. This bias is calculated mathematically. The table below presents the biases when there is a different number of respondents and the distribution of answers. The biggest statistical bias while considering the answers of all respondents (1100 people) is equal to $\pm 3\%$ (when the confidence level equals to 95%).

| Sample size | Distribution of Answers | | | | | | | | | |
|-------------|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|------|
| | 50 | 45/55 | 40/60 | 35/65 | 30/70 | 25/75 | 20/80 | 15/85 | 10/90 | 5/95 |
| 50 | 13.9 | 13.8 | 13.6 | 13.2 | 12.7 | 12 | 11.1 | 9.9 | 8.3 | 6 |
| 75 | 11.3 | 11.3 | 11.1 | 10.8 | 10.4 | 9.8 | 9.1 | 8.1 | 6.8 | 4.9 |
| 100 | 9.8 | 9.8 | 9.6 | 9.3 | 9 | 8.5 | 7.8 | 7 | 5.9 | 4.3 |
| 150 | 8 | 8 | 7.8 | 7.6 | 7.3 | 6.9 | 6.4 | 5.7 | 4.8 | 3.5 |
| 200 | 6.9 | 6.9 | 6.8 | 6.6 | 6.4 | 6 | 5.5 | 4.9 | 4.2 | 3 |
| 300 | 5.7 | 5.6 | 5.5 | 5.4 | 5.2 | 4.9 | 4.5 | 4 | 3.4 | 2.5 |
| 400 | 4.9 | 4.9 | 4.8 | 4.7 | 4.5 | 4.2 | 3.9 | 3.5 | 2.9 | 2.1 |
| 500 | 4.4 | 4.4 | 4.3 | 4.2 | 4 | 3.8 | 3.5 | 3.1 | 2.6 | 1.9 |
| 600 | 4 | 4 | 3.9 | 3.8 | 3.7 | 3.5 | 3.2 | 2.9 | 2.4 | 1.7 |
| 700 | 3.7 | 3.7 | 3.6 | 3.5 | 3.4 | 3.2 | 3 | 2.6 | 2.2 | 1.6 |
| 800 | 3.5 | 3.4 | 3.4 | 3.3 | 3.2 | 3 | 2.8 | 2.5 | 2.1 | 1.5 |
| 900 | 3.3 | 3.2 | 3.2 | 3.1 | 3 | 2.8 | 2.6 | 2.3 | 2 | 1.4 |
| 1000 | 3.1 | 3.1 | 3 | 3 | 2.8 | 2.7 | 2.5 | 2.2 | 1.9 | 1.4 |
| 1100 | 3.0 | 2.9 | 2.9 | 2.8 | 2.7 | 2.6 | 2.4 | 2.1 | 1.8 | 1.3 |

Example: Suppose that 1100 PIA users answered to the question if they had a possibility to use the Internet not in the public library. Suppose that 36% of them told that they did not. It means that with the probability of 95% we can allege that $36\% \pm 2,8\%$ of the PIA users did not have the possibility to use the Internet elsewhere.

3. Summary of the Main Research Findings

Socio-demographic Profile of a Resident who Uses PIA and Internet

There are no dramatic socio-demographic differences among the residents, who use PIA, and those using the Internet. It was only recorded that Internet in public libraries is more often used by adult residents who belong to groups of social risk, such as, the unemployed (PIAU:24%; R:14%), the retired (PIAU:15%; R:10%) and people receiving lower income (below 500 Lt: PIAU:26%; R:17%).

Computer Usage

Ability to use the computer

Computer usage skills of most (70%) of the PIA users are sufficient.

2009 vs. 2008: the knowledge of PIA users deepened during the year. In other words, during the last year, the number of public Internet users who reported their computer usage skills as fully sufficient increased (2009:29%, 2008:25%).

The youth vs. adult PIA user: the computer usage skills of the younger Internet users are better ("sufficient": the youth:93%; adults:70%). During the last year, the computer usage skills of the youth improved even more ("fully sufficient": 2009:40%, 2008:32%). Computer usage skills of the adult PIA users remained unchanged.

Urban vs. rural: the computer usage skills of urban and rural users does not differ ("sufficient": U:81%; R:83%). During 2009, the rural PIA users deepened their computer knowledge even more ("fully sufficient" 2009:29%, 2008:21%).

Groups at social risk: the retired evaluated their computer usage skills the worst. The evaluation of computer usage skills of the disabled and the unemployed did not differ from that of the other PIA users (R:39%; D:66%; U:72%).

PIA users (PIAU) vs. residents: in principle, the computer usage skills of PIA users and residents are similar. It is only that PIA users believe that their computer usage skills are more developed ("fully sufficient": PIAU:29%; R:23%).

Evaluation of information technologies usage skills

PIA users have sufficient skills of IT usage. Among all analyzed computer literacy skills, general computer usage skills (e.g., using the mouse, printing, etc.) were evaluated the most positively. 89% of PIA users named them as sufficient. 78% of the surveyed had sufficient skills to send e-mails with an attached document and 76% of users were able to use the main computer programs. PIA users, however, solve main technical problems with a greater difficulty (70%).

PIA users vs. resident: IT usage skills of residents and PIA users does not differ.

Evaluation of particular IT usage skills

Most of the public Internet users are able to use the simple computer functions (e.g., copying or moving documents and texts) individually (77% and 63%, respectively). Users claimed rather often that they individually compressed (zipped) documents (51%), used arithmetic formulas in documents (46%) or connected and installed new devices (42%). Solving computer problems, connecting computers to one network or writing programs were more complicated actions, thus, the least share of PIA users performed them individually.

Where one learns to use the computer?

Most often, PIA users learnt how to use the computer individually (54%), at secondary school (46%) or with the help of friends and acquaintances (41%). 23% of PIA users learnt how to use the computer at special computer literacy courses.

2009 vs. 2008: among the PIA users, who were interviewed during 2009, there were more users who learnt how to use the computer at special computer literacy courses (2009:23%, 2008:17%).

Urban vs. rural: there are slightly more people, who learnt how to use the computer at special computer literacy courses, among the rural residents (U:21%; R:26%). During 2009, the number of public Internet users, who learnt to use the computer at specialized computer literacy courses, increased both in urban and rural libraries (U: 2009:21%, 2008:14%; R: 2009:26%, 2008:19%).

Groups at social risk: a greater share of the retired and every other of the disabled learnt how to use the computer at specialized computer literacy courses. The unemployed did not use these courses more often than the rest PIA users (R:62%; D:50%; U:20%).

PIA users reported that they visited the computer literacy courses organized by their workplace (29%) or a library (27%) the most often.

2009 vs. 2008: during the year, the number of public Internet users who took computer literacy courses organized by libraries did not increase (2009:27%, 2008:28%).

Urban vs. rural: the number of PIA users who took the computer literacy courses in libraries is the same in urban and rural areas.

Groups at social risk: in comparison to all PIA users, the unemployed include the most people who took the computer literacy courses in the library. The disabled used these courses very rarely and the retired used these courses similarly as other PIA users (R:34%; D:13%; U:42%).

PIA users vs. resident: there are respectively more people who took computer literacy courses in the library among PIA consumers (PIAU:27%; R:4%).

Internet Usage

Possibilities to use the Internet at home or at work

Almost every PIA user has a possibility to use the Internet in other places. 45% of PIA users have Internet at home and every fifth user (20%) has a possibility to use it at work. Around half (47%) of PIA users do not have the possibility to use the Internet either at home or at work.

2009 vs. 2008: during the last year, PIA in the libraries were started to be used by more users who do not have the opportunity to use the Internet at home or at work (2009:47%, 2008:36%).

The youth vs. adult PIA user: the possibilities to use the Internet at home do not depend on the age of the PIA users. Both the youth and adult PIA users have equal opportunities to use the Internet at home (Y:46%; A:44%). Adult PIA users more often have the possibility to use the Internet at work (Y:14%; A:26%).

Urban vs. rural: the opportunities to use the Internet at work are equal to both rural and urban PIA users (U:19%; R:21%). Rural PIA users have greater possibilities to use the Internet at home (U:39%; R:51%). Urban PIA users, in turn, more often do not have the possibility to use the Internet either at home or at work (U:52%; R:42%). During the exploratory year, the number of urban PIA users, who have the possibility to use the Internet at home (2009:39%; 2008:53%) or at work (2009:19%; 2008:29%) diminished. Rural PIA users had fewer possibilities to use the Internet at work, during the last year (2009:21%; 2008:32%).

Groups at social risk: all analyzed groups at social risk (the retired, the disabled, and the unemployed) do not have the possibility to use the Internet either at home or at work, in comparison to other PIA users slightly more often (R:73%; D:69%; U:71%).

PIA users vs. residents: residents have greater opportunities to use the Internet at home (PIAU:45%; R:85%) and at work (PIAU:20%; R:35%). Residents, who do not have opportunities to use the Internet either at home or at work, come to use the Internet to the libraries more often (PIAU:47%; R:9%).

Internet usage possibilities ONLY in the library

19% of PIA consumers only have the possibility to use the Internet in the library.

2009 vs. 2008: during the last year, there were more PIA users who were able to use the Internet in the library only, however, it is not a significant change (2009:19%, 2008:16%).

The youth vs. adult PIA users: more often it is the adult PIA users who have the possibility to use the Internet in the library only (Y:11%; A:27%).

Urban vs. rural: the share of PIA users who are only able to use the Internet in the library is the same in urban and rural areas (U:20%; R:17%). The number of urban users who are able to use the Internet in the library only increased during the exploratory year (2009:20%; 2008:12%).

Groups at social risk: the retired have the possibility to use the Internet in the library only substantially more often than other PIA user groups. The disabled and the unemployed are also the ones who do not have Internet usage alternatives, however, it is not as common as for the retired (R:52%; D:34%; U:35%).

Possibilities to use wireless Internet

43% of PIA users have the opportunity to use wireless Internet. One in five users (20%) has this possibility at home. Another one in five users (22%) has this possibility elsewhere (in public places). During the last year, the number of PIA users, who have the opportunity to use wireless Internet at work, diminished, nevertheless, the number of users who are able to use it elsewhere (in public places) increased.

The reasons of using the Internet in libraries

Most PIA users (64%) reported that they used the Internet in the library, because this service was free of charge. One third (33%) of PIA consumers use the Internet in the library, because they do not have Internet connection at home. 39% of PIA use the Internet in the library, because they come to the library to use other services it provides. One fifth (22%) of PIA users care about the help of the libraries' staff while using the Internet.

Using PIA in the library

Users, who started using the PIA a few years ago, constitute the vast majority (44%) of PIA users. New PIA users (those who started using PIA during the current year) constitute around one third of all users (29%).

2009 vs. 2008: in comparison to 2008, twice as more new PIA users were attracted in 2009 (2009:29%, 2008:15%).

The youth vs. adult PIA user: even though, during the current year, there were both more of the youth and adults who came to use the PIA for the first time, nevertheless, adults constitute a greater part of new PIA users (Y:25%; A:33%).

Urban vs. rural: even though new PIA users increased both urban and rural Internet access users' shares, however, more of them came to urban libraries (U:36%; R:21%).

Groups at social risk: almost every other interviewed retired or unemployed person used the PIA in the library during the current year (R:46%; D:25%; U:45%).

The frequency of using the Internet in general

Most (88%) PIA users use the Internet every day or a few times per week. Only 12% of PIA users use the Internet more rarely.

2009 vs. 2008: no major changes in PIA usage were recorded during the year.

The youth vs. adult PIA users: the youth uses the Internet more actively ("actively" and "averagely actively": Y:93%; A:81%).

Urban vs. rural: the frequency of using the Internet in general does not differ in urban and rural areas.

Groups at social risk: the most passive Internet users are among the retired. The disabled and the unemployed more often use the Internet averagely actively (use the Internet passively: R:40%; D:22%; U:18%).

PIA users vs. residents: Internet in general is used actively more by residents (use the Internet passively: PIAU:47%; R:9%).

The frequency of Internet usage in the library

Internet in the library is used less often – 49% of PIA users use it averagely actively (once a week) and 37% of users use it passively (a few times per month or more rarely).

2009 vs. 2008: during the last year, Internet usage in the library intensified. More PIA users started using the Internet every day (2009:14%, 2008:9%) or once a week (2009:49%, 2008:39%).

The youth vs. adult PIA user: the frequency of using the Internet in the library of the youth and adult PIA users is similar.

Urban vs. rural: there are slightly more passive PIA users in rural libraries (U:33%; R:41%).

Groups at social risk: every other retired person uses the Internet in the library passively. The frequency of Internet usage in the library by the disabled and the unemployed does not differ from other PIA users groups (R:52%; D:31%; U:32%).

The evaluation of Internet resources

The best skills among the skills of using Internet resources include Internet usage for general purposes (88%) and using Internet search engines (92%). More than half of PIA users have sufficient skills to participate in discussions in Internet websites and forums (72%), have telephone conversations via Internet (68%), use file exchange programs (67%) and use online databases (56%). The least PIA users know how to create the content of an Internet website (38%).

PIA users vs. resident: the skills of using Internet resources of residents and PIA users do not differ.

The Purposes of Using the Internet

The most often PIA users use the Internet for leisure and culture and work related purposes and Internet helps them to enrich their communication. For studies and education purposes Internet is used slightly more rarely. Internet is used the least often for health and e-government purposes.

The most often Internet is used for writing e-mails, surfing the news portals, looking for leisure and culture related information and looking for information related to goods and services.

2009 vs. 2008: in comparison to the previous year, PIA usage for work and commercial, health and e-government purposes is increasing. Moreover, the share of those using the Internet for various purposes (work, communication, leisure, and health and e-government purposes) is increasing as well.

The youth vs. adult PIA users: older PIA users more often spend their free time using the Internet, they look for health related information, meanwhile, the youth use the Internet more often for communication and look for studies or events related information.

Urban vs. rural: the purposes of using PIA of urban and rural residents do not differ.

PIA users vs. residents: the tendencies of Internet usage purposes of public Internet users and residents do not differ. Only the intensity of Internet usage is different (residents use the Internet more intensively in all cases).

The Benefit of PIA in the Library

For a greater share (52%³ at average) of PIA users, using Internet in the library provides social benefit – it mostly enriches leisure time (72%) and improves communication with friends and relatives (57%).

At average, 21% of PIA users feel the financial benefit. 44% of PIA users saved money while using the Internet, 7% of users earned money and the same number of the interviewed increased their income.

In terms of Internet help while saving money in particular, the most often, PIA users claimed that PIA is primarily beneficial, because it is free of charge (20%).

2009 vs. 2008: both last year and during the current year, the tendencies of PIA usage in the library remain the same.

³ **The sequence of calculation:** (1) the percentage expressions of corresponding benefits are added, (2) the percentage expressions of corresponding benefits are divided by the number of particular opportunities of a corresponding benefit.

The youth vs. adult PIA users: older PIA users value the possibility of enriched leisure time and the possibility to find the health related information slightly more often. For the youth, the help of Internet while studying is more relevant.

Urban vs. rural: rural residents more often noticed that Internet enriched their leisure. By using Internet, urban PIA users more often saved money or found a job.

Services Provided by the Libraries

Services used by PIA users

Besides using the Internet and other IT related services, PIA users often read books (72%), periodical press (59%) and other publications (22%).

The youth vs. adult PIA users: adult PIA users read periodical press, use the service of dispense of other publications and take computer literacy courses more often than the youth. The youth, in turn, use the services of watching the latest videos and listening to audio recordings and play computer games more often.

Urban vs. rural: the services of watching the latest videos and listening to audio recordings and playing computer games are used in rural libraries more often.

Groups at social risk: every other retired person, who uses public Internet access, has visited computer literacy courses in the library (R:52%). Most of the retired read periodical press (R:79%).

PIA users vs. residents: in comparison to residents, PIA users use the service of book dispense less often, however, they are more active users of all other services provided by the libraries.

The evaluation of PIA quality

The vast majority of PIA users evaluate the service of PIA well. Complaisance and competence of the libraries' staff was evaluated the best (they were evaluated as "good" or "very good" by 95% and 92% of respondents, respectively). The evaluations of computer technologies (91%), opening time (90%) or the possibility to work without being interrupted by anybody (90%) were also good. Software (84%) and Internet speed (77%) were evaluated slightly worse, but were still very good in general.

If PIA was charged, every other (48%) current PIA user would keep on using it. A half of those who agree to pay for PIA (26%) would pay up to 1Lt per hour.

2009 vs. 2008: during the last year, the evaluation of almost all aspects related to PIA provision increased, especially the evaluations of computer technologies (2009:18%, 2008:38%), software (2009:28%, 2008:14%), Internet speed (2009:24%, 2008:18%) and quality.

The youth vs. adult PIA users: older PIA users tend to evaluate the quality of the provision of all services related to PIA better, in comparison to the youth.

Urban vs. rural: the evaluations of PIA quality do not differ among the urban and rural users of this service. Residents who use PIA in rural libraries tend to evaluate the Internet speed slightly better ("very good": U:19%; R:29%).

Cooperation with the Libraries' Staff

Using the help of libraries' staff

Most (81%) of the PIA users have asked for help or consultations from the libraries' staff. Every fifth PIA user consults the libraries' staff rather often (23%) and 19% of PIA users do not ever ask for help from the libraries' staff.

2009 vs. 2008: no changes in frequency of addressing the libraries' staff were recorded.

The youth vs. adult PIA users: adult PIA users ask for the help of the libraries' staff sufficiently more often. The youth either does not ever ask for help or ask for it rarely ("never": Y:27%, A:10%; "often": Y:9%, A:24%).

Urban vs. rural: rural PIA users need the help of the libraries' staff more often ("often": U:11%, R:22%; "never": U:22%, R:15%).

Groups at social risk: the retired and the disabled ask for the help of the libraries' staff much more often than other PIA users' groups. In this aspect, the unemployed do not distinguish from other groups ("often": R:31%, D:25%, U:16%; "always": R:17%, D:19%, U:3%).

Satisfaction at the help of libraries' staff

The vast majority (92%) of PIA users are satisfied with the help and consultations provided by the libraries' staff.

2009 vs. 2008: the number of the satisfied with the help provided by the libraries' staff increased during the year ("fully satisfies" 2009:53%, 2008:42%).

The youth vs. adult PIA users: even though almost all PIA users are satisfied with the help provided by the libraries' staff, adult users are more satisfied with this help ("fully satisfied": Y:43%, A:61%; "satisfied": Y:44%, A:32%).

Urban vs. rural: while looking at the user satisfaction at the help provided by the libraries' staff, similar tendencies were noticed among urban and rural PIA users. Rural PIA users are more often fully satisfied with this help (U:45%; R:61%) and the urban users are more often satisfied (U:43%; R:32%).

The Awareness and Evaluation of "Libraries for Innovation"

The awareness of the project "Libraries for Innovation"

After the PIA users were spontaneously asked what projects intended for PIA establishment they knew, only 18% of PIA users mentioned project "Libraries for Innovation". However, after asking directly, if they knew the project "Libraries for Innovation", most (64%) of the PIA users pointed that they knew about this project.

2009 vs. 2008: during the year, the awareness of the project "Libraries for Innovation" increased twice among the PIA users (2009:64%, 2008:35%).

Urban vs. rural: the awareness of the project among urban and rural PIA users does not differ (U:64%; R:64%).

The evaluation of the project "Libraries for Innovation"

Most (84%) of the users who had heard of the project, evaluated it positively.

Urban vs. rural: the project was evaluated positively among both urban and rural PIA users (U:82%; R:86%).

Groups at social risk: in comparison to other groups at social risk, the unemployed tend to evaluate the Project the most positively. The acceptance of the Project by the retired is slightly smaller (they tend to evaluate the Project averagely more often) (R:64%; D:89%; U:92%).

PIA users vs. residents: the evaluation of the Project by the PIA users and the residents does not differ, only PIA users tend to evaluate the project more positively (PIAU:84%; R:78%).

Library Image

PIA users spontaneously associate the library with information (56%), books (51%) or a place where it is nice to spend leisure time and communicate (50%) the most often.

While evaluating the features attributed to the library, PIA users perceive the library as a modern place having a good atmosphere and a great spectrum of various services where it is nice to spend time the most often. In PIA users' opinion, highly qualified and helpful staff work in the library. Library is associated with the place intended for a small academic community the least often.

2009 vs. 2008: during the last year, the associations of the library to a fashionable, modern place provided with the newest equipment and constantly introducing novelties increased among the PIA users. Moreover, the library is more and more often being associated with a community centre intended for everyone.

Urban vs. rural: PIA users who were interviewed in rural areas perceived the image of the library more positively than those in the urban areas did. In comparison to urban users, rural users more often believe that the library is more intended for youth and that it is a popular and a fashionable place where novelties are constantly introduced and where it is nice to spend time with, communicate with other people; and it is a community centre. Urban PIA users, in turn, more often are sure that the library is more intended for academics and students.

In summary, it can be claimed that the image of the library in the eyes of PIA users is positive. Only 4% of PIA users regard the library more negatively.

2009 vs. 2008: during the last year, the image of the library in the eyes of PIA users improved even more (2009:85%, 2008:78%).

The youth vs. adult PIA users: adult public Internet users have a slightly more positive opinion about the library than the youth (Y:79%; A:91%).

Urban vs. rural: even though the image of the library is positive among all PIA users' groups, urban PIA users have a slightly more favorable attitude towards libraries (U:79%; R:90%).

PIA users vs. residents: in comparison to residents, PIA users have a much more positive attitude towards libraries (PIAU:85%; R:56%).

4. Summary of Repeated PIA Users' Survey

While analyzing the repeated PIA users' survey, a few aspects should be emphasized:


1. The uniqueness of repeated respondents. Among the respondents, who agreed to participated in the survey repeatedly, one third of them stopped using the Internet in the library (33%). Moreover, there were more female respondents (Re:68%; L:51%⁴), people of age of 20-29 (Re:42%; L:23%), respondents having a university degree (Re:33%; L:18%) and those who were employed (Re:43%; L:31%) among them.

Conclusion: the social group surveyed repeatedly is rather specific and can not be equaled to the whole picture of the PIA users. The changes in behavior or opinion of this group can not be equaled to the changes in behavior or opinion of all PIA users.

2. It was stated neither in the Technical assignment, nor separately by the Client how to conduct the comparison of the results of the repeated survey. Therefore, after evaluating the feasible possibilities and the objectives of the research, the Contractor suggested the Client evaluating the similarities of answers of the repeated group in 2008 and 2009⁵.
3. The evaluation of the changes in repeatedly surveyed residents' opinion and behavior was problematic because of the following aspects:
 - a. A very small sample of the repeated research (n=67). A different opinion of a few respondents would determine the differences in repeated survey sample results. However, while considering the changes using the criteria of common sense, in most cases it was obvious that the identified changes name the individual changes rather than the tendency changes in the opinion and behavior of the residents.
 - b. The changes in opinion and behavior of repeatedly surveyed respondents were influenced by the changed proportions of the surveyed who answered particular questions (not all the respondents were obliged to answer all the questions). For example, if the respondent answers to one of the screening questions in the beginning of the questionnaire differently than in 2008, some particular questions are not asked. If there are several respondents of this type, the record of differences in opinion or behavior in the following questions is programmed.

The summary of data analysis: the identified changes in opinion or behavior were more of a fragmentary nature, thus, they do not reveal the tendencies in repeatedly surveyed respondents opinion or behavior changes.

Recommendations for the researches of 2010: we suggest stating that the repeated survey of PIA users did not serve the purpose and refusing to conduct it in the researches of 2010.

Summarized evaluation of the results of repeatedly surveyed respondents is presented in every chapter in the report and is marked with  sign.

In the Appendix II of the report, the comparison of answers of 2008 and 2009 of the repeatedly surveyed respondents is presented in the tables. The recorded greater meanings of the answers are marked in red.

⁴ "Re" denotes the distribution of repeated respondents, "L" denotes the distribution of all PIA users.

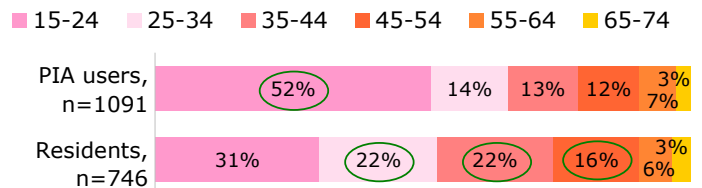
⁵ Significant changes in answers of the repeatedly surveyed respondents during the year were calculated using the McNemar non-parametric criterion (for binary variables) and the Margina Homogeneity (for categorical variables) criterion, which analyse the answers of everyone researched during the current and previous year and also notes the significance of the change of the answers.

5. The Profiles of Typical Internet Users in the Society and in the Library

The report of PIA users' peculiarities of using the computer and the Internet starts with the comparison of typical profiles of Internet users' in the society and in the library. In the first part of this report, these two groups of Internet users will be compared only according the main socio-demographic characteristics. A more comprehensive analysis of the differences of using the computer and the Internet will be provided further in the report.

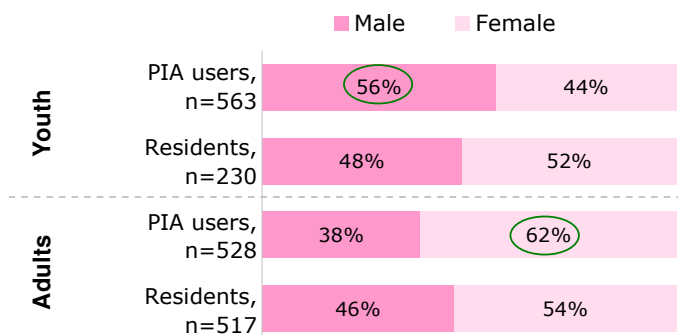
Age. While analyzing the data collected, it was noticed that more than a half of (52%) PIA users are the youth of age 15-24. Meanwhile, in the sample of the representatively interviewed residents the share of youth is proportionate to the general distribution of residents according to the age. In other words, it is not as big (31%). In order to compare the results objectively, two PIA users groups were analyzed separately. The groups are the youth (15-24 years old) and older persons (over 25 years old).

Image of a typical internet user: age
%, all respondents who use the Internet



Older residents use the Internet equally passively both in the library and elsewhere.

Image of a typical internet user: gender
%, all respondents who use the Internet



Gender. No significant changes in gender were recorded among those who use the Internet in the library and elsewhere (at home, at work, etc.). It was recorded that there are more male users among the youth, who use the Internet in the library, and there are more female users among older Internet users.

Education. The education of those who use the Internet in the library and elsewhere does not differ.

Image of a typical internet user: education
%, all respondents who use the Internet

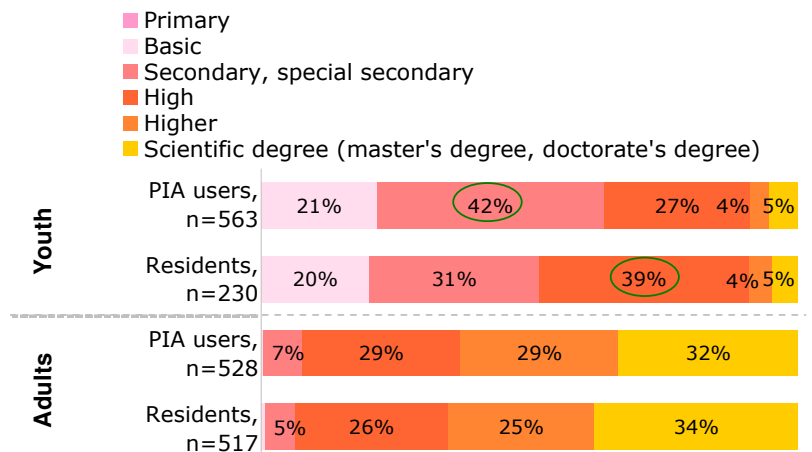
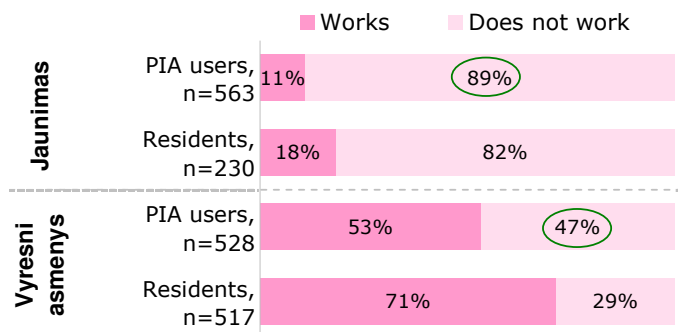


Image of a typical internet user: occupation

%, all respondents who use the Internet



Occupation profile. The major occupation of the youth is studying. Thus, the occupation profile of the youth who use the Internet in the library or those who use it elsewhere does not differ substantially. While evaluating the profile of adult Internet users, it was recorded that PIA in the libraries is used by the unemployed and the retired more often. Among residents, who use the Internet elsewhere, there are more workers, technical workers, specialists, officers, medium or top managers.

Work. In the libraries, PIA is more often used by unemployed adult residents.

Image of a typical internet user: employment

%, all respondents who use the Internet

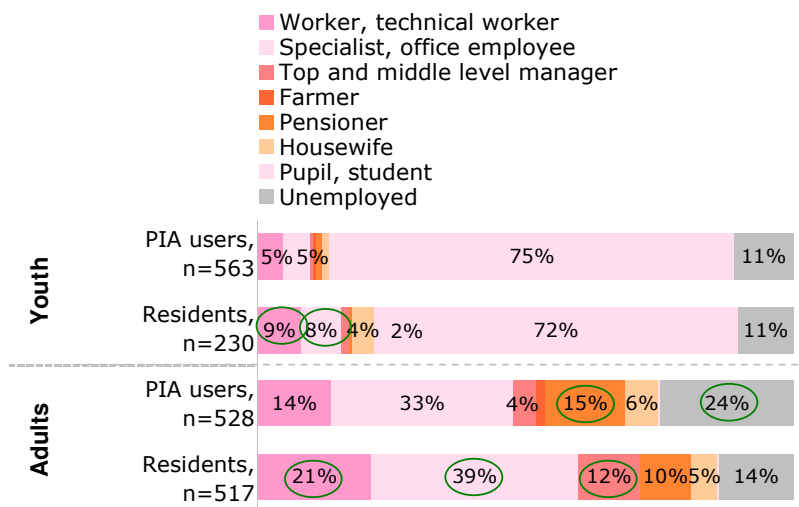
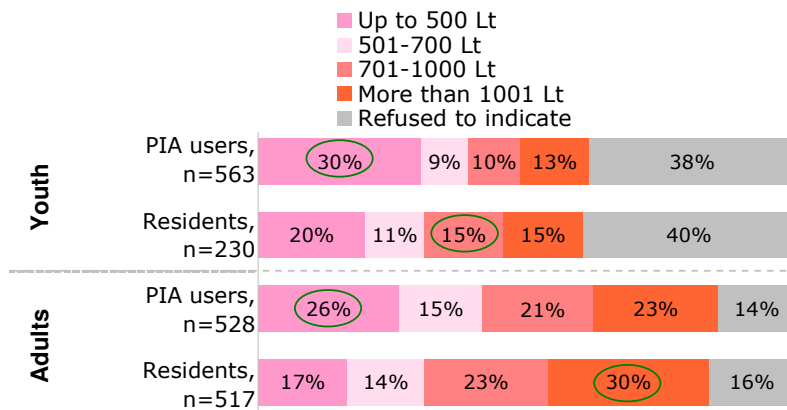


Image of a typical internet user: income

%, all respondents who use the Internet



Income. Residents receiving lower income (both young and older) use the Internet in the libraries more often. There are fewer residents who use PIA in the libraries and receive the greatest income.

GENERALIZATION: the analysis of socio-demographic characteristics of those who use the Internet in the libraries and in other places shows that there are no significant differences among these groups. The youth, who uses the Internet in the libraries and elsewhere, does not differ in their characteristics. While analyzing the "adult" part of the society, it is obvious that adult residents, who are attributed to the groups at social risk (the unemployed, the retired, people receiving lower income), use the Internet in the libraries more often.

PIA in the libraries is actively used by younger residents (15-24 years old) and the activity of using the Internet in the library of the oldest respondents (over 55) is not greater than in the "society".

6. Computer Usage

6.1. Computer Usage skills

- Most PIA users have sufficient computer usage skills -

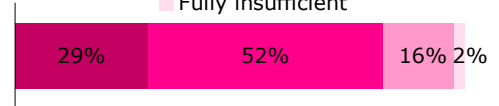
Most PIA users of age 15-74 have sufficient computer usage skills. Only less than every fifth PIA user (18%) believes that his/ her skills to use the computer are insufficient.

The computer literacy skills of PIA users depend on the most on their age and the possession of Internet access at home. The older PIA users, the worse their computer literacy skills are. Worse computer usage skills are also common among those PIA users who do not have Internet access at home.

Evaluation of computer literacy

%, all respondents, n=1091

- Fully sufficient
- Sufficient
- Insufficient
- Fully insufficient



Adult PIA users (the retired and the disabled) who are attributed to groups of social risk state more often that they have insufficient computer usage skills.

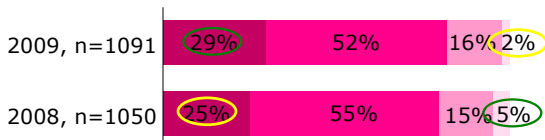
- The computer usage skills of the junior rural PIA users' generation are improving the quickest. The computer usage skills of older people remain unchanged -

Even though the general share of PIA users who have sufficient computer usage skills did not change during the last year, we can state that the knowledge of PIA users was deepened. In other words, during the last year, there were more users who claimed their computer usage skills to be fully sufficient. The growth of computer literacy was recorded mainly in one group – PIA users of age of 15-24. No improvement of computer usage skills among older people was recorded.

Evaluation of computer literacy

%, all respondents

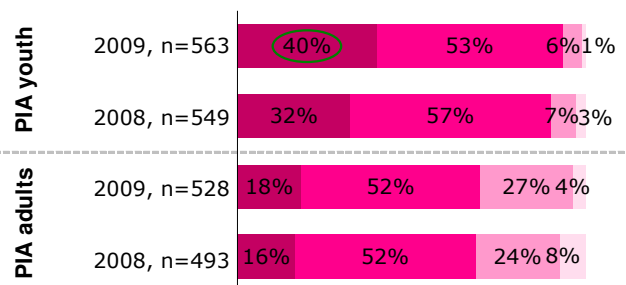
- Fully sufficient
- Sufficient
- Insufficient
- Fully insufficient



Evaluation of computer literacy

%, all respondents who use the Internet

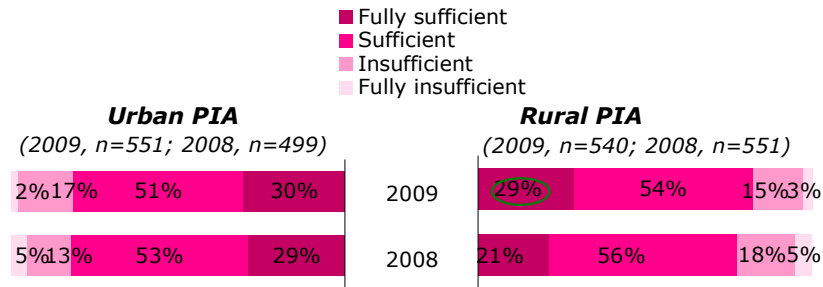
- Fully sufficient
- Sufficient
- Insufficient
- Fully insufficient



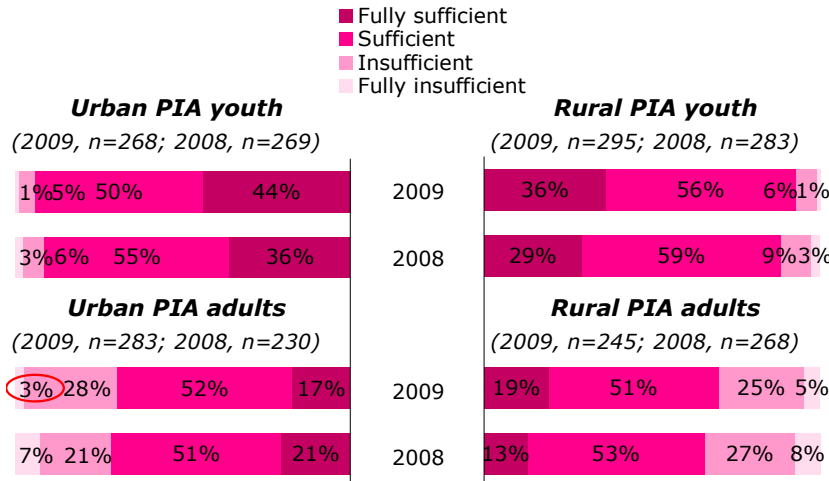
The improvement of computer usage skills is determined by the growing computer literacy in rural areas. During the last year, in rural areas, there were more people who evaluated their computer literacy skills as fully sufficient.

While analyzing the change of the ability to use the computer in urban and rural areas among two different PIA users groups, we noticed that the abilities to use the computer are growing among the youth in both rural and urban areas. The computer literacy of adults improved (even only slightly) in the rural areas.

Evaluation of computer literacy

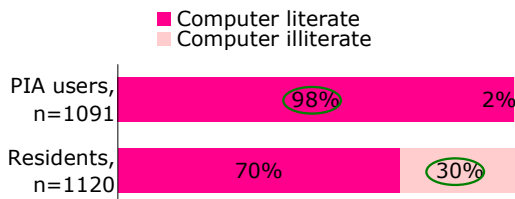


Evaluation of computer literacy



Ability to work with the computer

%, all respondents of the target groups

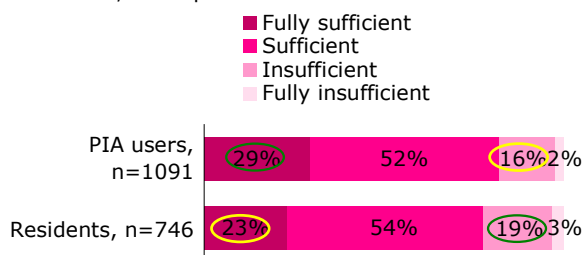


While comparing the results of the PIA users' survey and the Lithuanian residents survey, it should be noted that one third of Lithuanian residents are do not use computers connected to the Internet in general. If we compared the share of residents who do not use the Internet, it would distort the information dramatically, therefore, only the data about residents who use the Internet will be provided here and in further comparisons.

While comparing the evaluation of computer literacy of residents who use the Internet and the PIA users without distinguishing the groups of "youth" and "older persons", it was recorded that general computer literacy of PIA users is higher than that of the residents. However, this information is not precise. Only after distinguishing the mentioned two core target groups, we can state that computer literacy of PIA users and that of the "society" who uses the Internet does not differ. Computer literacy of the youth who use the Internet in libraries or elsewhere is higher than that of the older Internet users.

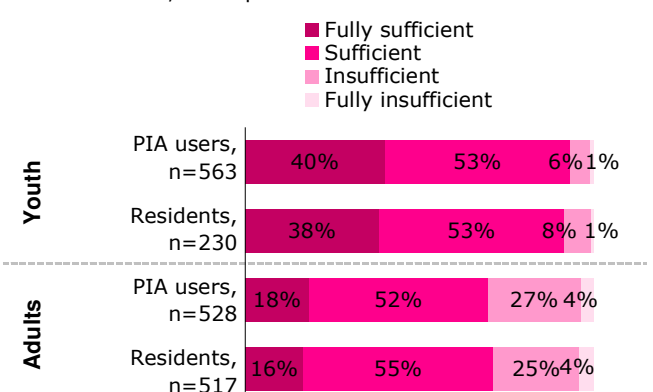
Evaluation of computer literacy

%, all respondents who use the Internet



Evaluation of computer literacy

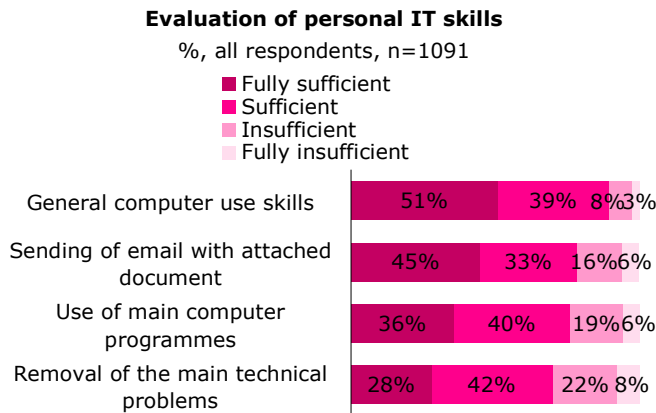
%, all respondents who use the Internet





While analyzing the answers of repeatedly surveyed PIA users, we can state that the evaluation of computer literacy of these PIA users did not change (more information in Appendix II, Table 1.1).

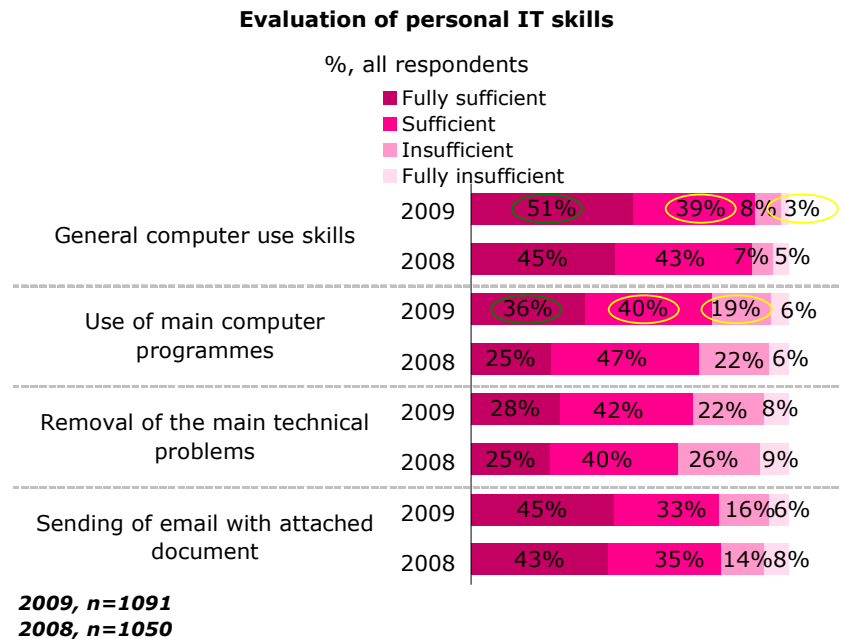
6.2. The Evaluation of Particular IT Usage Skills



PIA users have sufficient IT usage skills. The most developed computer literacy skills among all include general computer usage skills (e.g., using the mouse, printing, etc.). 89% of PIA users reported them as sufficient. 78% of the surveyed had sufficient skills of sending an email with an attached document and 76% of users are able to use the main computer programmes. It is more difficult for the PIA users to solve the main computer problems (70%).

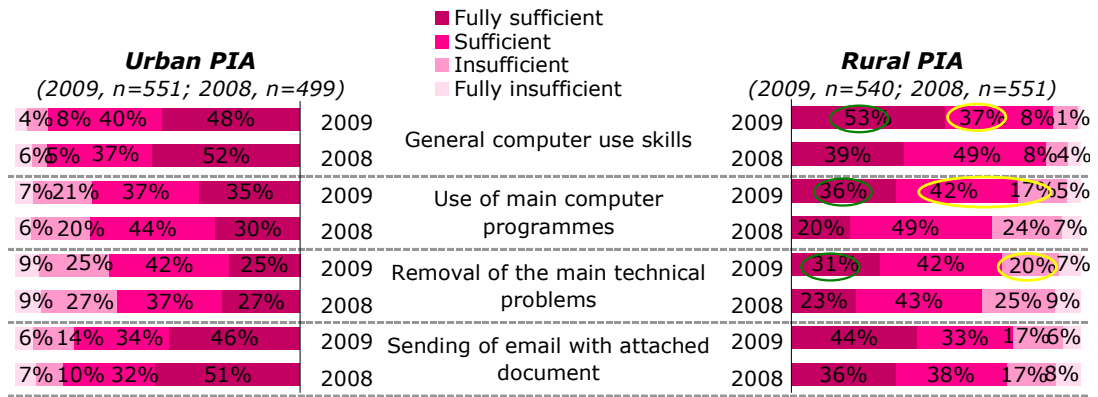
The youth, officers and specialists have better IT usage skills. Older and especially the oldest PIA users and the disabled have worse IT usage skills.

During the last year, general PIA users computer literacy and main computer program usage skills improved (a greater share of users named them as fully sufficient).



No major distinction between the evaluation IT usage skills of urban and rural PIA users were recorded. However, we would like to draw your attention to the fact that a more intensive progress of skills was noticed in rural areas. In rural areas, in comparison to the previous year, it was stated more often that the skills of general computer usage, the main computer program usage and technical problems elimination were fully sufficient.

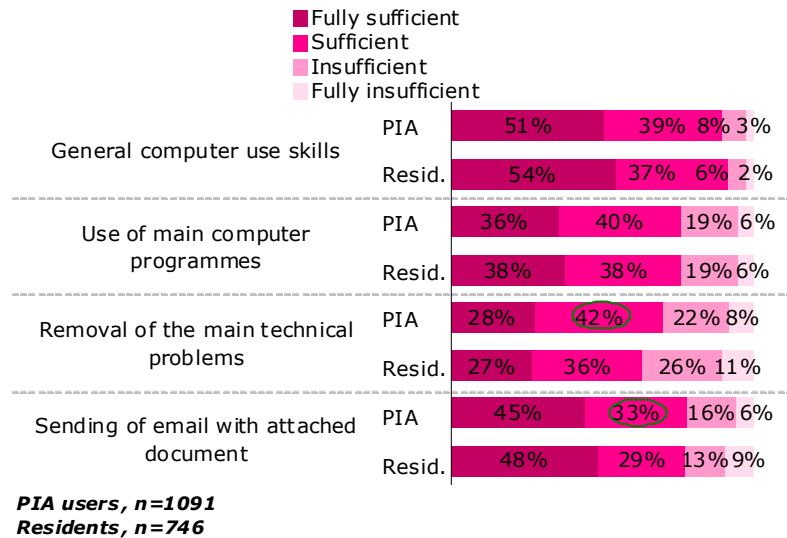
Evaluation of personal IT skills



No major differences were recorded while comparing the evaluation of the IT usage skills of all Lithuanian Internet users and PIA users.

Evaluation of personal IT skills

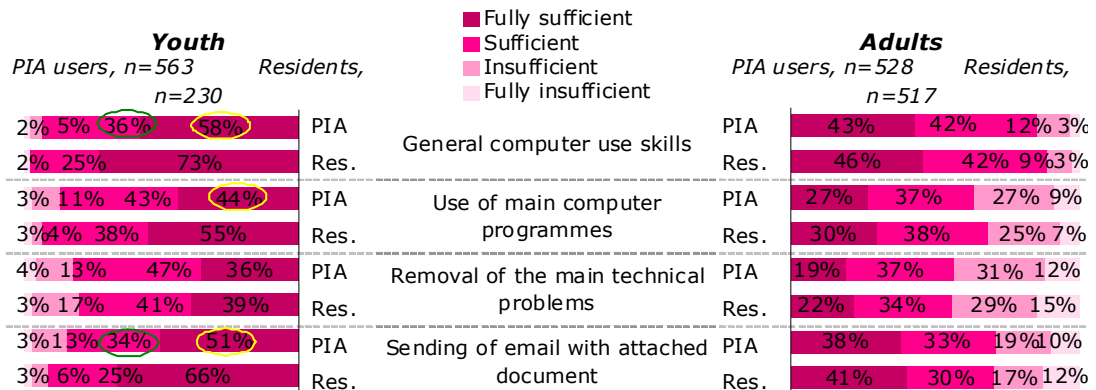
%, all respondents who use the Internet



The IT usage skills of the youth who use PIA are slightly worse, in comparison to the youth of the "society" who use the Internet. The IT usage skills of older people are the same both among PIA users and among older residents (Internet users).

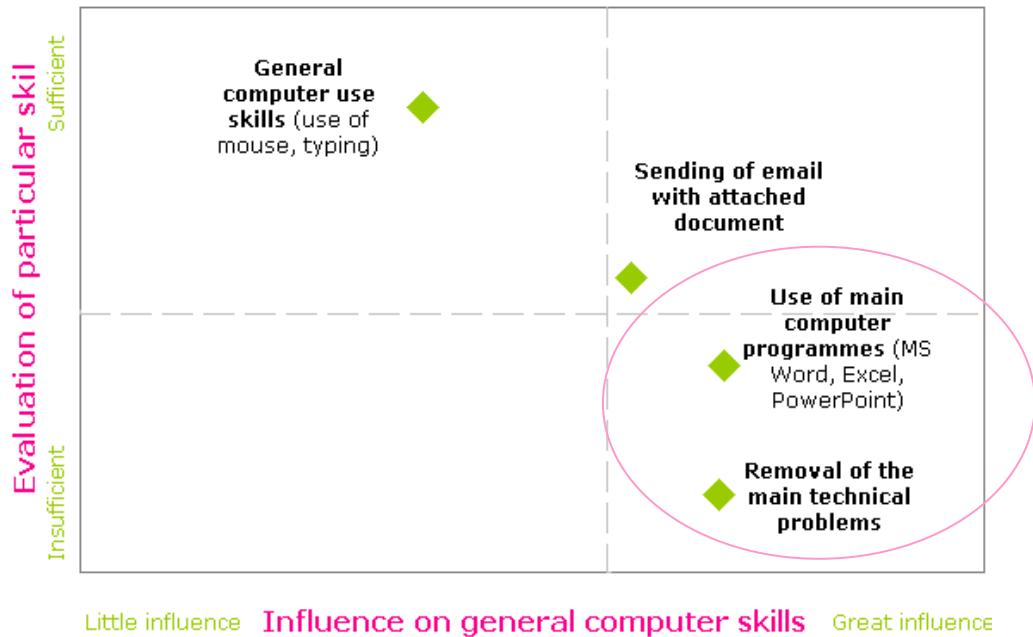
Evaluation of personal IT skills

%, all respondents of the target groups



In order to measure how the evaluation of particular IT usage skills influences the evaluation of PIA users' computer literacy, we provide a matrix of computer skills evaluation further in the report⁶.

The general evaluation of computer literacy of PIA users is influenced the most by the evaluation of the computer program usage skills and the skills of elimination of the main technical problems. However, in comparison to the evaluation of other IT usage skills, these skills are evaluated as insufficient and it is likely that it determines a lower evaluation of general computer literacy. Sending an email with an attached document is mastered sufficiently well and has positive influence on the general evaluation of computer usage skills. Meanwhile, the general computer usage skills are sufficient, however, they do not add value to the general evaluation of computer usage skills.



◆ During the current year, repeatedly surveyed respondents named the skills of using the file exchange programs and the skills of Internet usage for telephone conversations as sufficient (more information in Appendix II, Table 1.2).

⁶ Pearson correlation coefficient is used to calculate the dependency of two variables. The meaning of the correlation coefficient may vary from 0 to 1. The correlation coefficient shows, how the two variables are interrelated. 1 notes the greatest dependence (both qualities are evaluated identically), and 0 means that the qualities are independent (evaluation of one quality does not have any impact on the evaluation of other quality).

- PIA users master “*copy-paste*” functions the best; and programming and the implementation of technical decisions the worst -

Most of PIA users are able to perform the simplest computer functions (copying or moving documents or texts) individually (77% and 63%, respectively). Users stated that they individually compressed (zipped) documents (51%), used arithmetic formulas in documents (46%) or connected and installed new devices (42%) rather often. Solving computer problems, connecting computers to one network or writing programs are more complicated activities, therefore, they were performed by the least share of the PIA users.

In general, 85% of PIA users have individually performed at least one of the analyzed activities related to computer usage.

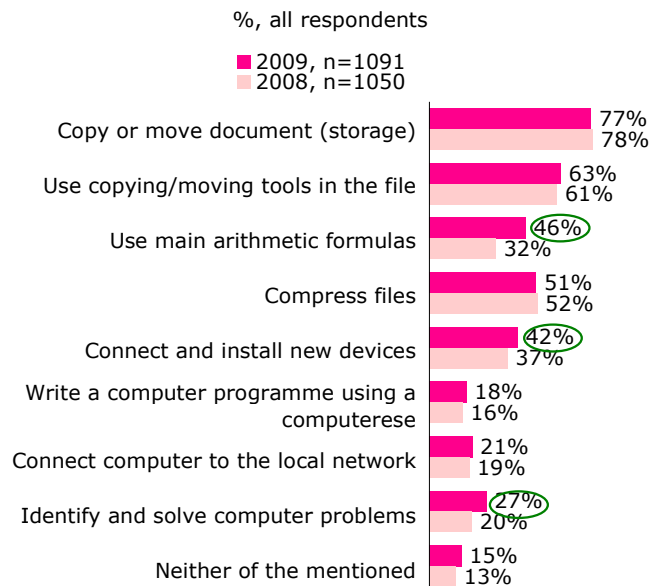
Ability to individually perform most of the mentioned activities heavily depends on the age of the PIA users. More often it is the PIA users under 45 who are able to perform various functions individually (most often, the youngest PIA users (15-24) are able to perform the most functions and older users perform them less often).

The retired and the disabled most often state that they had not performed most of the activities individually. The individual computer usage skills of the unemployed do not differ from other PIA users’ skills.

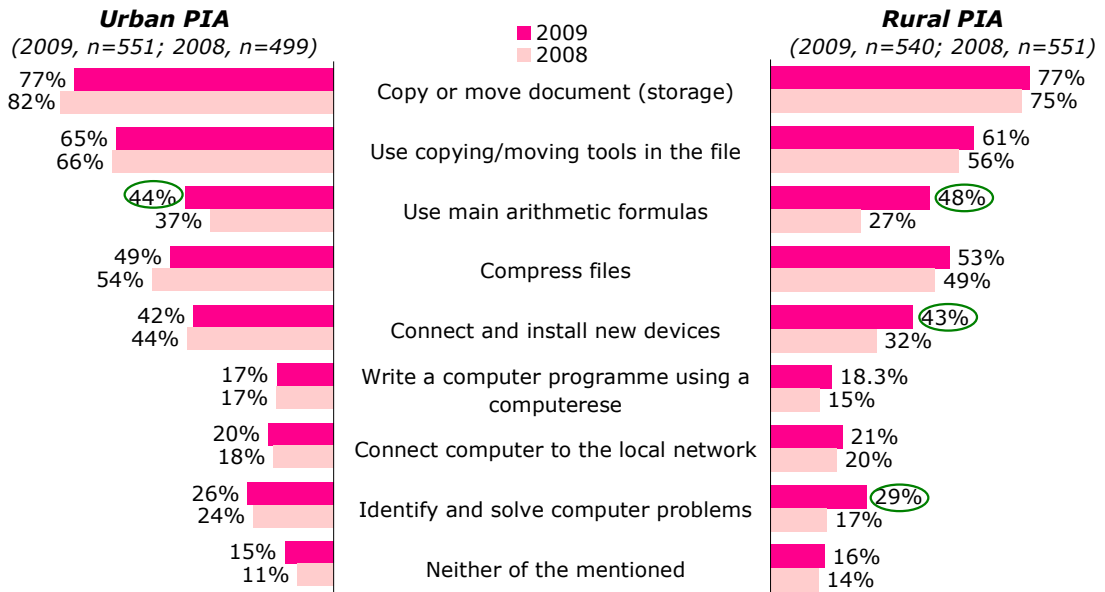
During the last year, there were more PIA users who individually performed various activities related with computer usage – those, who used the main arithmetic formulas, who connected or installed new devices and those who identified and solved computer problems. Most often these changes were caused by growing rural PIA users skills to perform the mentioned activities individually. During the current year, urban PIA users only slightly more often used the arithmetic formulas individually.

In general, we can state that currently the skills of PIA users to use the computer in urban and rural areas equaled.

Actions that respondent is able to do independently



Actions that respondent is able to do independently

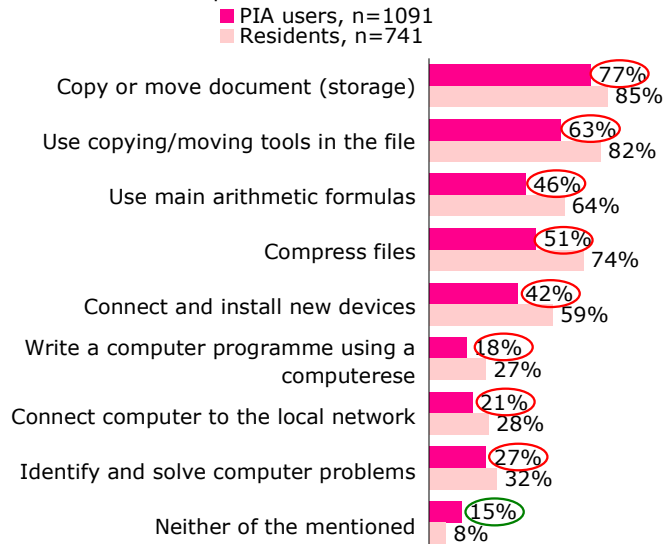


- Residents who use the Internet are more skilled in using the computer than the PIA users -

PIA users perform various computer operations individually slightly less often than the "general public" who use the Internet. There is too few information to decide the reasons behind such behavior tendencies, however, we can assume that the PIA users either use the computers and the operational programs less often (maybe they only use the Internet more often?) or public libraries' staff help them to perform the actions mentioned. The first assumption sounds more compelling.

Actions that respondent is able to do independently

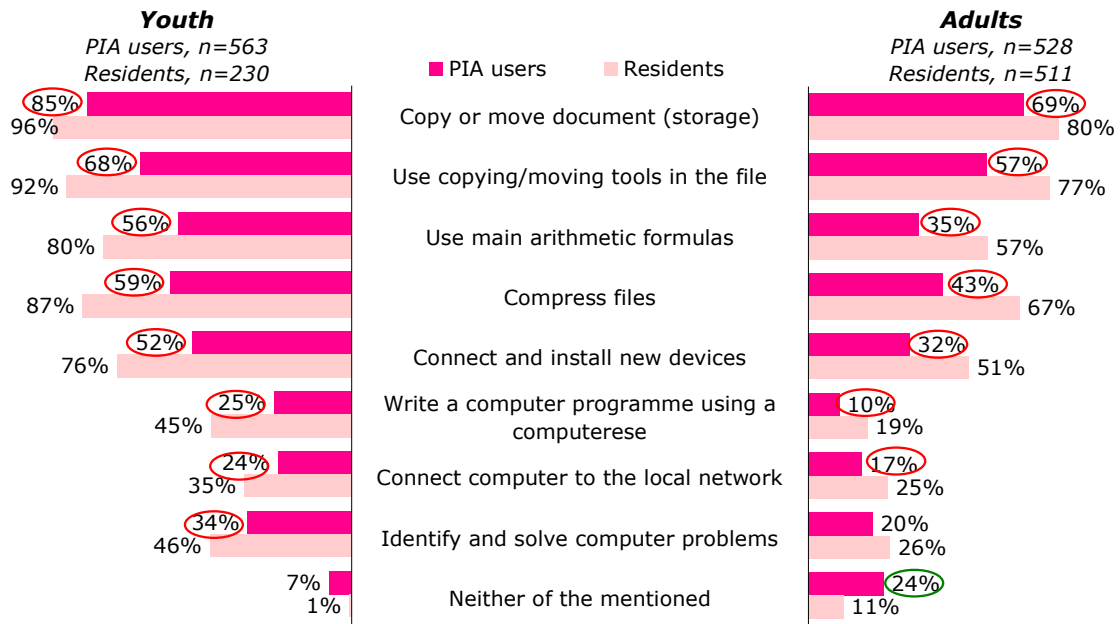
%, respondents of the target groups who know to work on computer and use the Internet



Junior PIA users individually perform most of the computer operations substantially more often than the older PIA users. However, the skills of both of these age groups among residents to use the computer individually are even better.

Actions that respondent is able to do independently

%, respondents of the target groups who know to work on computer and use the Internet



Among the repeatedly surveyed respondents, the number of people who use the main arithmetic formulas and who are able to connect and install new devices, identify and solve computer problems or connect computers to a local network increased (more information in Appendix II, Table 1.3).

6.3. Where does One Learn to Use the Computer?

PIA users claim the most often that they learnt to use the computer individually (54%), at the secondary school (46%) or with the help of friends, acquaintances and relatives (41%).

Almost every fourth PIA user (23%) learnt how to use the computer in special computer literacy courses. 18% of users learnt how to use the computer at colleges or universities and another 13% of users developed these skills at work.

Younger PIA users most often learnt to use the computer in educational institutions or individually. Middle aged (over 35 years old), the oldest PIA users and the disabled more often learnt to use the computer at special computer literacy courses. PIA users of 25-54 years old learnt how to use the computer at work more often.

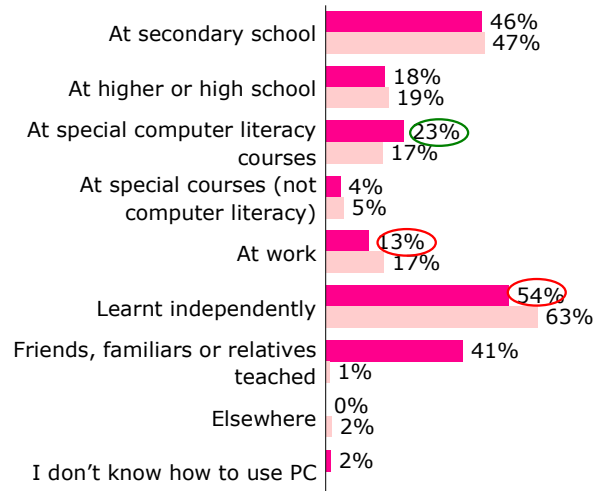
PIA users who have Internet connection at home and use it actively learnt to use the computer individually or at work more often.

During the last year, the number of PIA users who developed their computer usage skills at special computer literacy courses grew. Meanwhile, the share of those who learnt computer literacy individually or at work diminished.

During the current year, repeatedly surveyed respondents stated that they learnt to use the computer at work slightly less often (more information in Appendix II, Table 1.4).

Where did respondent learn/is learning to work on computer?

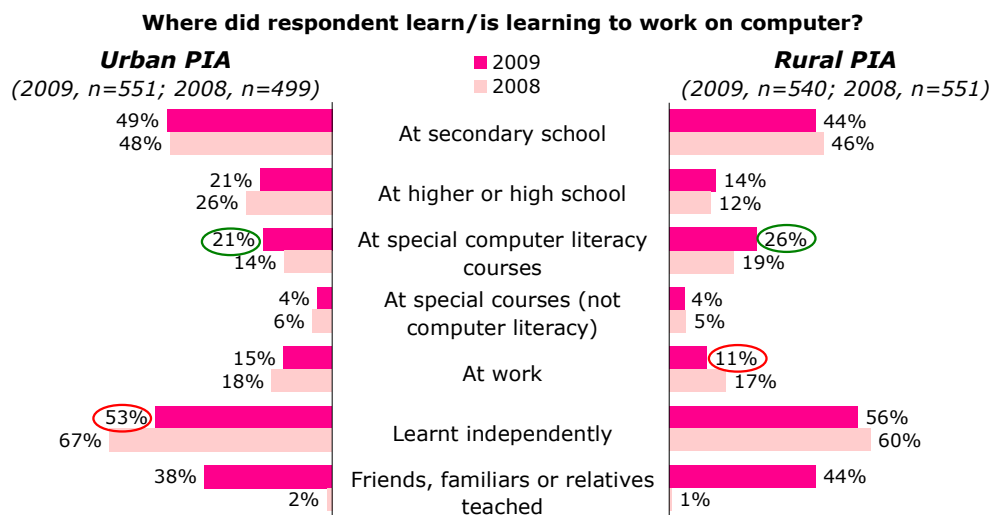
%, all respondents
 ■ 2009, n=1091
 ■ 2008, n=1050



- More and more PIA users learn to use the computer at specialized computer literacy courses -

Specialized computer literacy courses are becoming more and more popular among both urban and rural PIA users. Meanwhile, the number of urban people who learn to use the computer individually is decreasing significantly and in urban areas people develop the mentioned skills at work less and less often.

In urban areas, PIA users learnt to use the computer at colleges or universities more often than the rural PIA users. Meanwhile, rural residents tend to develop their computer usage skills at specialized courses more often.

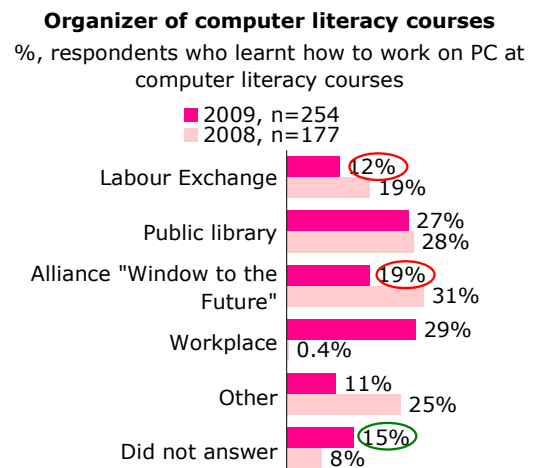


- The most often PIA users learn to use the computer at specialized courses organized by libraries or their employers -

PIA access users attended special computer literacy courses organized by their employer (29%) or by public library (27%) the most often. Every fifth (19%) surveyed used the courses of the alliance "Window to the Future". 12% of the surveyed learnt to use the computer in a job centre.

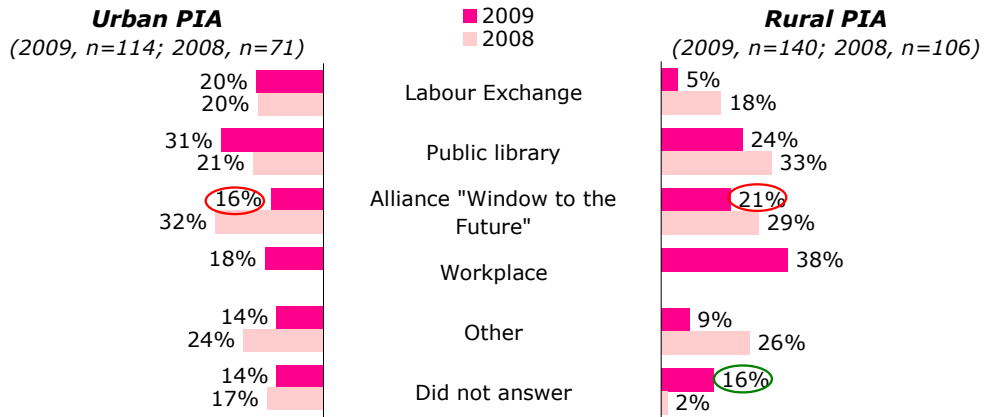
11% of users reported other places where they improved their computer literacy skills. The places include various courses (organized by community centers, women occupation centre, ministries, municipalities or trade unions, also farmers' trainings and RIAPs courses in 2005), special coteries, lessons at school, lectures in the university.*

Urban residents learnt to use the computer at courses organized by the job centre more often. Meanwhile, computer literacy courses for rural PIA users were more often organized by the employer.



* In 2008, respondents were not provided with the alternative of the answer "Employer", therefore, we are not able to evaluate if the share of respondents who took the computer literacy courses organized by the employer changed

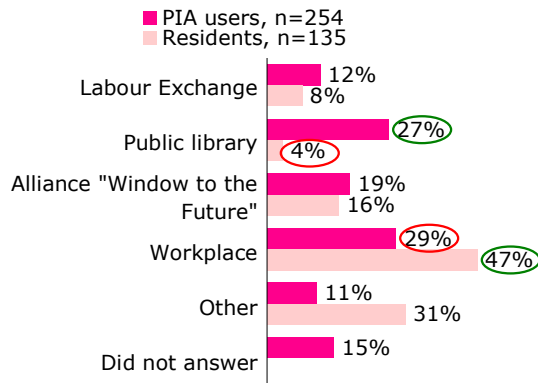
Organizer of computer literacy courses



In comparison to all Lithuanian residents who use the Internet, PIA users learnt to use the computer in the library substantially more often and they did it less often at work.

Organizer of computer literacy courses

%, respondents of the target groups who learnt how to work on PC at computer literacy courses



After interviewing the respondents repeatedly, we did not record any changes (more information in Appendix II, Table 1.5).

7. Internet Usage

7.1. Possibilities to Use the Internet

- Those, who do not have the opportunity to use the Internet at home or at work, come to use the PIA in the libraries more and more often -

Almost every other PIA user in the library has the opportunity to use the Internet elsewhere. 45% of PIA users have Internet connection at home and every fifth user (20%) has Internet connection at work. Around one half (47%) of PIA users do not have the possibility to use the Internet either at home or at work.

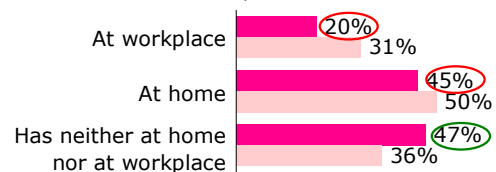
While analyzing the opportunities of PIA users to use the Internet according their socio-demographic characteristics, we noticed that:

Possession of a computer connected to the Internet

%, all respondents

■ 2009, n=1091

■ 2008, n=1050



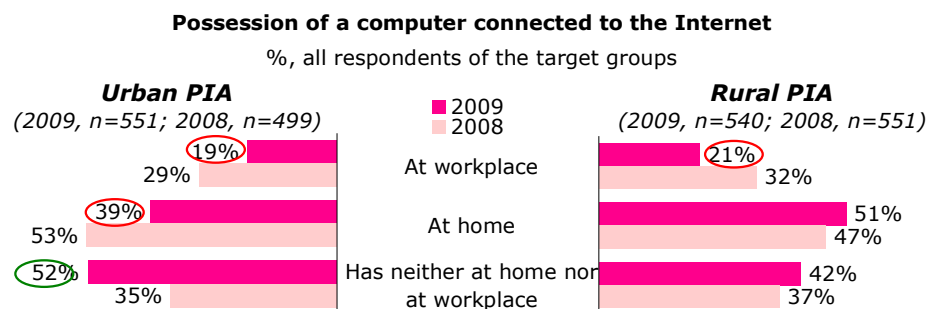
- Female PIA users have the opportunity to use the Internet in other places more often. Men, who use PIA in the libraries, more often do not have the opportunity to use the Internet elsewhere.
- Possibilities to use the Internet at work or at home also depend on the PIA user status in the job market. It is natural that those who are employed and especially those who have a university degree have the opportunity to use the Internet at work more often. The unemployed (especially the retired and the disabled) do not have the opportunity to use the Internet either at home or at work.
- The possibilities to use the Internet at home or at work are closely related to the extent how actively the PIA user uses the Internet. Those who have Internet connection at home or at work most often use the Internet actively and those who do not have such an opportunity use the Internet averagely actively or passively.

The research data reveals another interesting tendency that changes the profile of a PIA user. During the last year, more users who do not an opportunity to use the Internet at home or at work started using PIA in the libraries. It is the most likely that these changes were determined by the economic crisis and a high level of unemployment caused by it (there are less PIA users who are able to use the Internet at work).

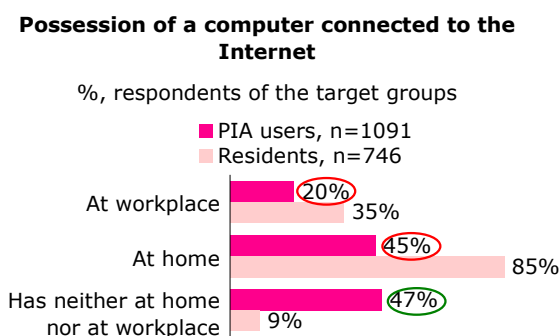
- Facing the crisis, urban libraries are becoming a more and more relevant factor in reducing the information gaps and the lack of Internet access -

Those who do not have the possibility to use the Internet at home or at work constitute the greatest PIA share in urban areas. It is obvious that economic crisis had a greater impact on urban residents. There are less urban residents who are able to use the Internet not only at work, but at home as well. In rural areas, only the decrease in PIA users' possibilities to use the Internet at work was recorded.

A rather interesting situation was observed – rural PIA users, but not the urban PIA users (where the Internet penetration is greater in general), have greater opportunities to use the Internet. In urban libraries, there are also more PIA users, in comparison to the libraries in rural areas, who do not have the opportunity to use the Internet either at home or at work. In other words, in cities that were more influenced by the economic crisis the public libraries are becoming a more and more actual factor in reducing the information gaps and the lack of Internet access.



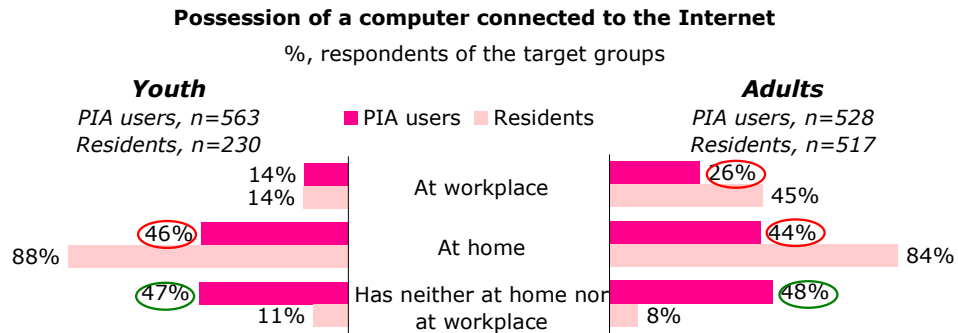
- Residents have the possibility to use the Internet at home or at work substantially more often than the PIA users -



Another obvious consistent pattern reveals while comparing the possibilities of residents and PIA to use the Internet at home or at work. Residents have more opportunities to use the Internet both at home and at work, in comparison to PIA users. These data confirm what the project "Libraries for Innovation" strives – to reduce the social gap between the average and socially and economically vulnerable resident groups.

The tendency of greater possibilities of residents to use the Internet at home or at work was recorded as characteristic both research target groups. Both the

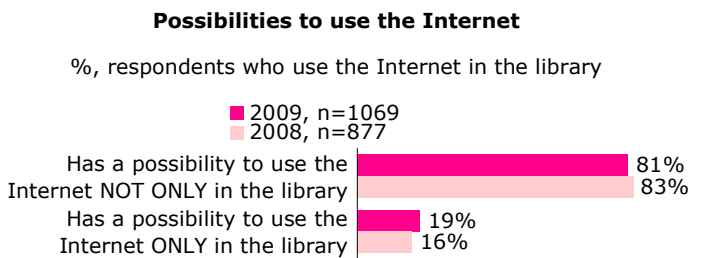
PIA youth and older PIA users, in comparison to corresponding resident groups, have weaker opportunities to use the Internet at home or at work. The youth, who go to school or attend universities and do not have the possibility to use the Internet at home or in dormitories, tend to use it in libraries. Analogous tendencies were recorded among the adult PIA users.



Repeatedly surveyed respondents more often stated that they had the opportunity to use the Internet at home (more information in Appendix II, Table 2.1).

- Every fifth PIA user has the possibility to use the Internet IN THE LIBRARY ONLY -

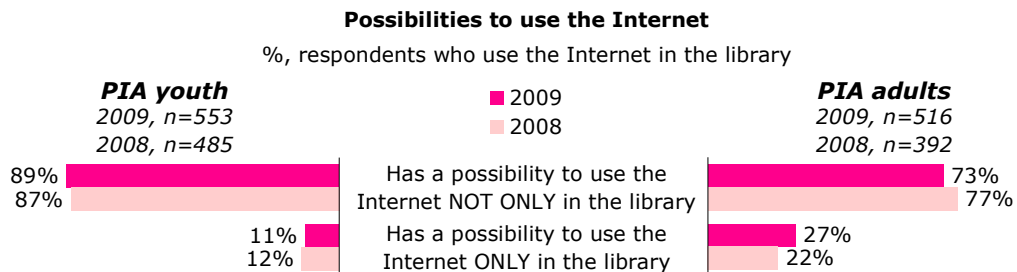
Most (81%) of PIA users have or would have the possibility to use the Internet not in the library only. 28% of PIA users do not have the opportunity to use the Internet either at home or at work. However, the opportunity to use the Internet in the library is not the one and only resource. It is likely that these PIA users have the opportunity to use the Internet at their friends', acquaintances', in community or cultural centers, educational institutions, cafes or at Wi-Fi access points.



Every fifth (19%) PIA user has the possibility to use the Internet in the library only.

Younger PIA users have greater possibilities to use the Internet not only in the libraries. We can record such a tendency that the older the PIA user, the weaker the possibilities to use the Internet not only in the library. PIA users receiving lower income, the retired and the disabled have the opportunity to use the Internet in the library only more often.

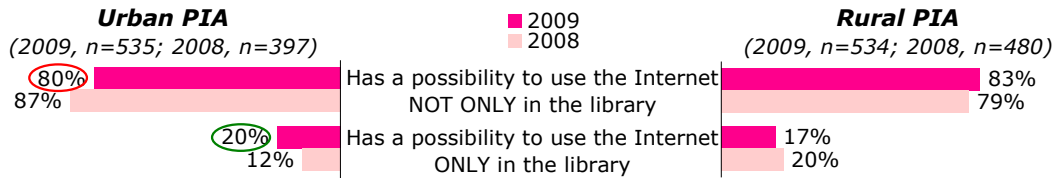
The tendencies recorded did not change during the last year.



During the last year, the number of PIA users in urban libraries, who have the opportunity to use the Internet in the library only, increased. In rural libraries, in comparison to urban libraries, a similar share of PIA users has the possibility to use the Internet in the library only. During the last year, this tendency remained stable.

Possibilities to use the Internet

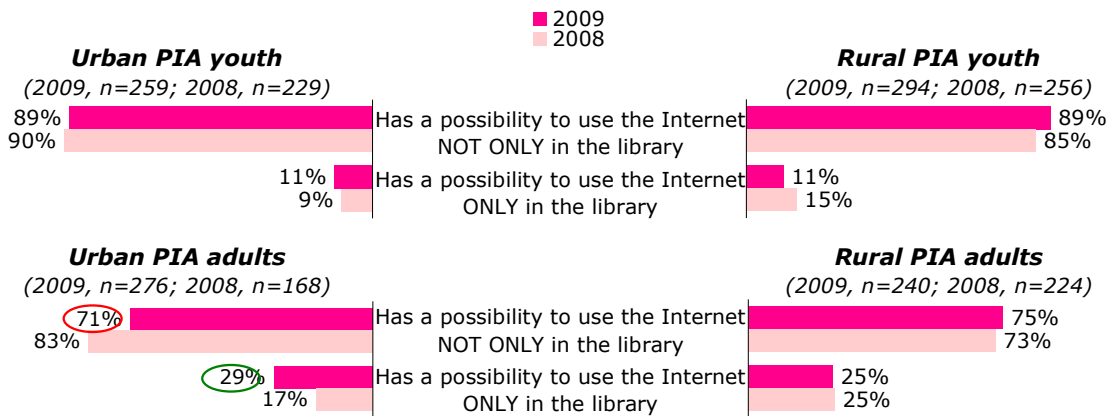
%, PIA users of the target groups who use the Internet in the library



The growth of the number of PIA urban users who are able to use the Internet in the library only was mostly influenced by the changes in adult PIA users' profiles. The possibilities of younger urban PIA users to use the Internet in the library and elsewhere did not change during the year. The situation in rural libraries did not change either among junior or adult PIA users.

Possibilities to use the Internet

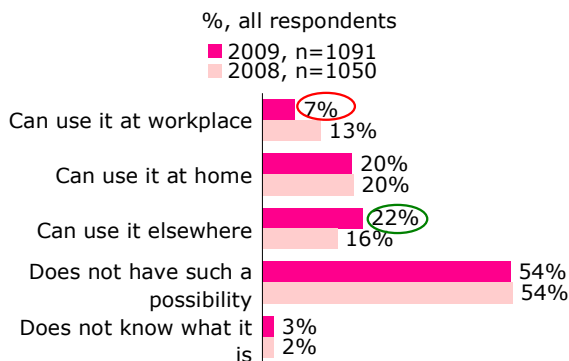
%, PIA users of the target groups who use the Internet in the library



While analyzing the answers of repeatedly surveyed respondents, the shares of those who have the opportunity to use the Internet in the library only or not in the library only did not change (more information in Appendix II, Table 2.8).

7.2. Possibilities to Use Wireless Internet

Possibility to use wireless Internet connection



43% of PIA users have the possibility to use wireless Internet. One in five users (20%) has such a possibility at home and another one in five users (22%) has this opportunity elsewhere (in public places). During the last year, the number of PIA users who have the possibility to use wireless Internet at work diminished. However, there are more users who are able to use it elsewhere (in public places).

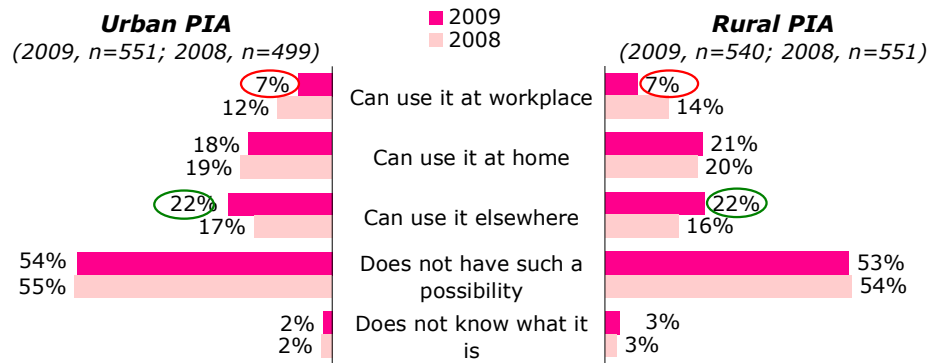
The possibilities to use wireless Internet are the most closely related to PIA users' income. PIA users receiving the highest income most often has the possibility to use wireless Internet both at home and at work. PIA users of age 35-44, people having a university degree, managers, specialists and officers

have the possibility to use wireless Internet at work more often.

It would be logic, if urban residents had greater possibilities to use wireless Internet in public places. However, this assumption cannot be confirmed, because both urban and rural residents have the same possibilities to use the wireless Internet elsewhere. During the exploratory year, these possibilities increased in the entire country. On the other hand, while the level of unemployment was increasing in the country, the possibilities to use wireless Internet diminished both in urban and rural areas.

Possibility to use wireless Internet connection

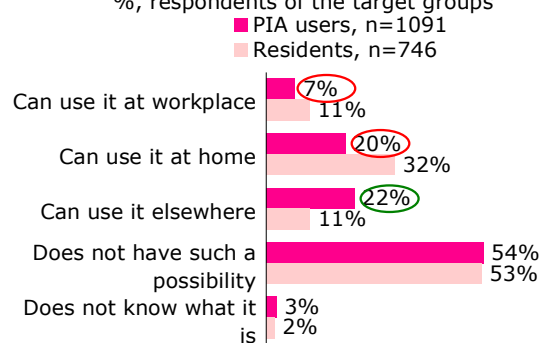
%, respondents of the target groups



While comparing the possibilities of residents and PIA users to use wireless Internet, it was recorded that both target groups have similar possibilities to use wireless Internet. Greater possibilities to use wireless Internet for PIA users are determined by the fact that every other PIA user is 15-24 years old and there is a relatively big share of schoolchildren or students who can use wireless Internet in educational institutions among them.

Possibility to use wireless Internet connection

%, respondents of the target groups



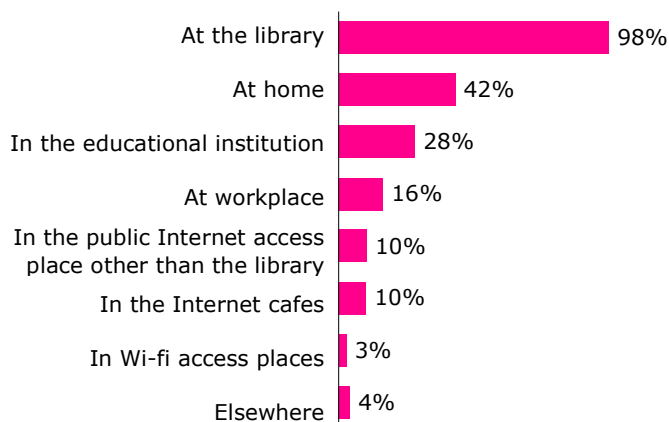
Repeatedly surveyed PIA users named the possibility to use wireless Internet in other places (not at home or at work) slightly less often (more information in Appendix II, Table 2.2).

7.3. The Places of Internet Usage

7.3.1. Places where the Internet is used

Places where the computer connected to the Internet is used

%, all respondents, n=1091



Besides using the Internet in the library, PIA users use it at home (42%) or at the educational institution (28%) the most often. A small share of PIA users use the Internet at work (16%), at PIA access points not in the library (10%) or in Internet cafes (10%).

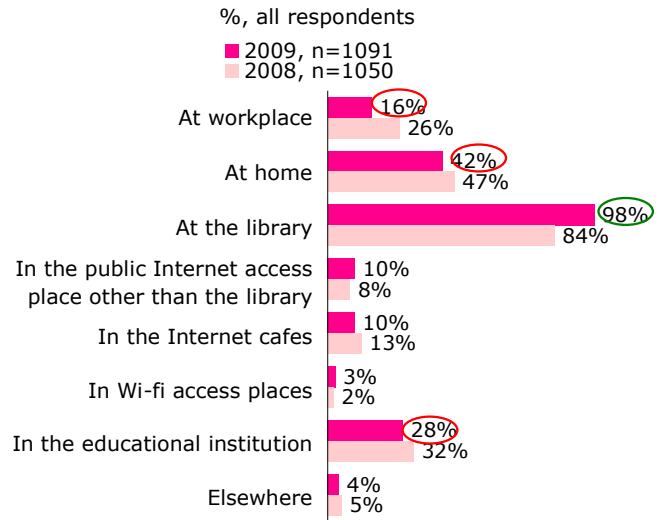
4% of PIA users reported that they use the Internet at friends', acquaintances' or relatives'. One PIA user claimed to be using Internet in the bank.

The findings of the 2009 research show that 98% of PIA users use the Internet in the library. It is because while analyzing the PIA users' data we also analyzed the PIA users who were interviewed in the main and repeated surveys; and 2% of repeatedly surveyed PIA users claimed that they did not use Internet in the library.

In comparison to last year, the PIA users, who were interviewed during the current year, reported that they used the Internet at work, at the educational institution and in Internet cafes less often.

The places where urban and rural PIA users use the Internet do not differ, only urban PIA users, in comparison to rural users, have the possibility to use the Internet at home less often.

Places where the computer connected to the Internet is used

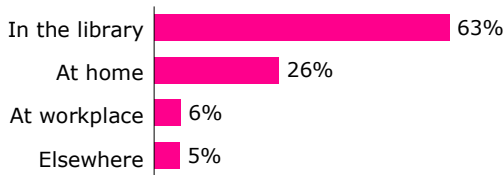


7.3.2. The place where the Internet is used the most often

- Two out of three PIA users are loyal users of the Internet in the library -

Place where the Internet is most frequently used

%, all respondents, n=1091



63% of PIA users use the Internet in the library the most often. These PIA users can be called loyal or constant users of the Internet in the library. Every fourth (26%) PIA user is a random PIA user who uses the Internet at home the most often, however, sometimes uses it in the library. 6% of PIA users use the Internet at work the most often.

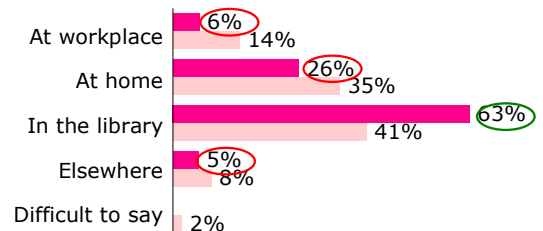
PIA users of the most productive and active age (25-54), the employed and those receiving the highest income use the Internet at work the most often. Library is the main Internet usage place for male PIA users, workers, the retired, the disabled and for people who regard their computer usage skills as insufficient more often.

While analyzing the change in places which PIA users state as the main Internet usage places during the exploratory period, it was noticed that during the current year substantially more PIA users considered the library as the main Internet usage place.

Place where the computer connected to the Internet is most frequently used

%, all respondents

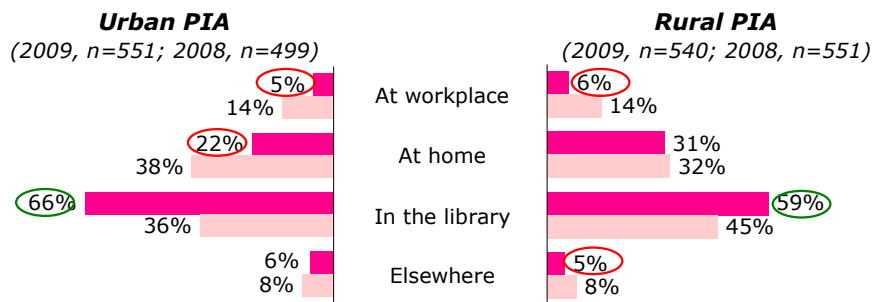
■ 2009, n=1091
■ 2008, n=1050



Urban PIA users claim that the library is the main Internet usage place slightly more often than the rural PIA users; and home – less often. The distinction of library as the main place where PIA users use the Internet is growing both in urban and rural areas (the indication of library as the main Internet usage place almost doubled in urban areas).

Place where the computer connected to the Internet is most frequently used

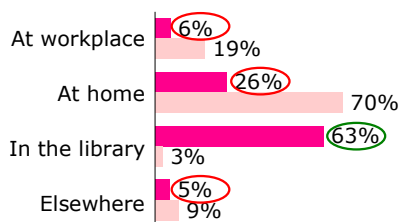
%, respondents of the target groups



Place where the computer connected to the Internet is most frequently used

%, respondents of the target groups

■ PIA users, n=1091 ■ Residents, n=746



While comparing the places where residents and PIA users use the Internet the most often, it is obvious that PIA users significantly more often name the library as the main Internet usage place. Residents, in turn, substantially more often use the Internet at home.



While analyzing the answers of repeatedly surveyed about the places where they use the Internet the most often, no significant changes were recorded (more information in Appendix II, Table 2.4).

7.4. The Reasons to Use the Internet in the Library

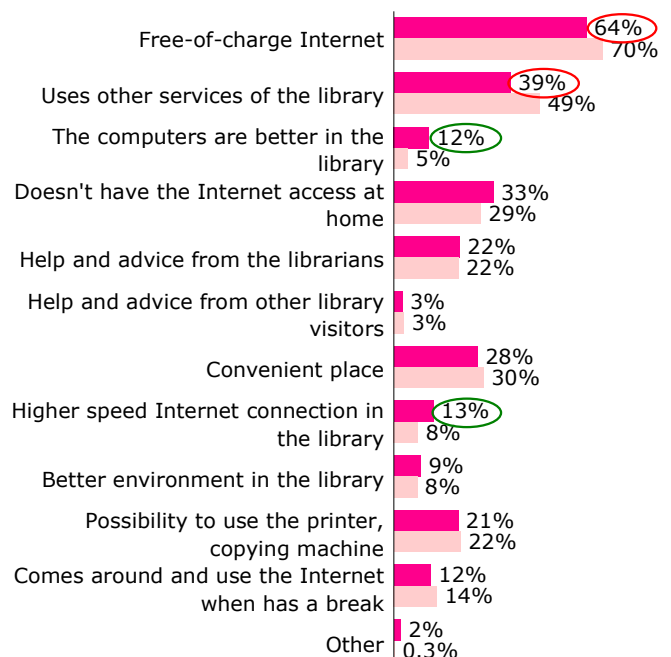
- They main factor attracting people to use the Internet in the library is that the service is free of charge -

Most of the PIA users (64%) point that they use the Internet in the library, because this service is free of charge. One third (33%) of PIA users come to use the Internet in the libraries, because they do not have Internet access at home. 39% of PIA users use the Internet in the libraries, because they also use other services of the library. For one fifth (22%) of PIA users, the help of libraries' staff while using the Internet is important.

Officers and managers more often use the Internet in the libraries, when they come to the library to use its other services. The retired and the disabled more often care more about the help of the libraries' staff and workers more often claim that they use the Internet in the library, because the library is conveniently located.

During the last year, technically better computers and speedier Internet connection became a relevant reason to use the Internet in the library. The importance of free of charge

The main reasons of using the Internet in the library
%, respondents who have the possibility to use the Internet not only in the library
■ 2009, n=868 ■ 2008, n=727



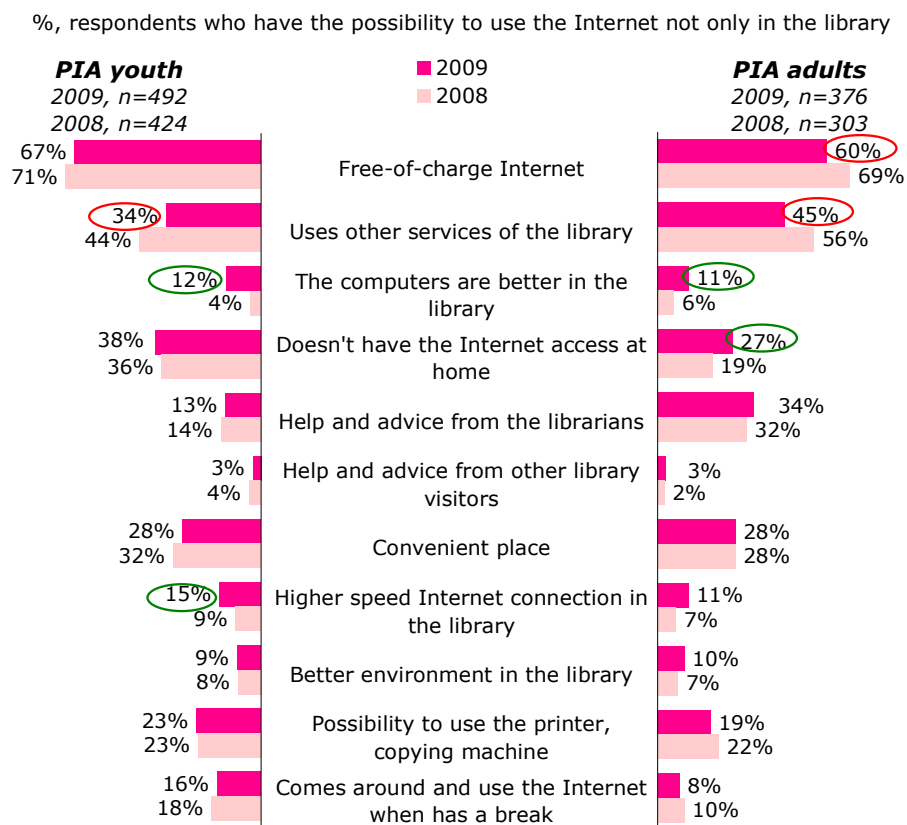
Internet for PIA users slightly diminished during the year.

While comparing the needs of the younger and older PIA generations while using the Internet in the library, it was noticed that the needs for Internet generally do not depend on respondent's age. The youth cares slightly more that the Internet is free of charge, that using it compensates lack of it at home and that it is very convenient to use the computer while having free time between lessons (e.g., when the second lesson is not conducted and there is a gap between the first and the third lesson). These differences of the youth let us assume that the younger generation includes temporary PIA users who will be using the Internet at school as long as they are studying at school or university, are using the literature available in the library and as long as they do not have Internet access at home or at work.

Older PIA users distinguish by slightly different needs. These users more often not only use the Internet, but also other services of the library. They value the possibility to receive a piece of advice from the libraries' staff more than the youth.

During the last year, Internet attracted the youth to the libraries, because of the better computer technologies and speedier Internet connection. Older PIA users also appreciate improved computer technologies in the library. For these users, Internet became especially relevant when not having the opportunity to use it at home.

The main reasons of using the Internet in the library



Whilst analyzing the reasons why the Internet is used in libraries according to the location (urban vs. rural) the PIA user resides, the following distinctions were recorded:

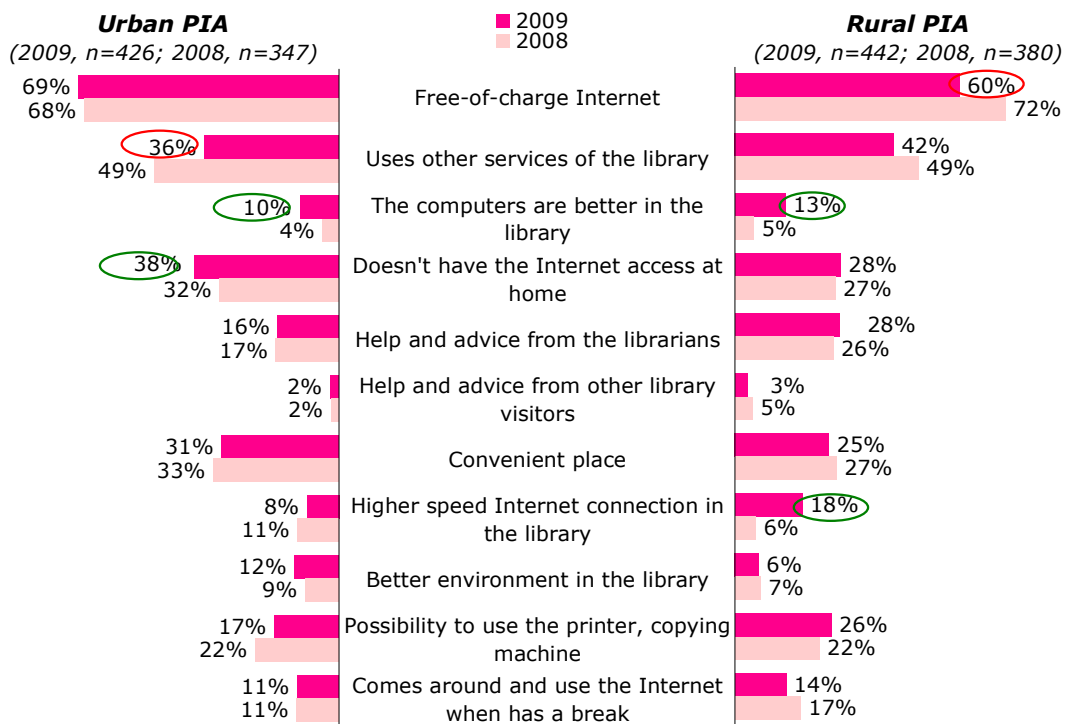
- For urban PIA users in urban libraries it is more relevant that the Internet is free of charge and it using it helps to compensate the lack of Internet at home.
- For rural PIA users in rural libraries it is more important to receive help from libraries' staff, the Internet speed and the possibility to use the copying machine and printer in the library.

During the last year, better computers (in comparison to those at home) became more important both for urban and rural PIA users. For urban Internet users, it is becoming more and more relevant that in the

library they can compensate the lack of Internet at home. For rural Internet users, speedier Internet is becoming a more and more relevant point attracting to use the Internet in the library.

The main reasons of using the Internet in the library

%, PIA users of the target groups who have the possibility to use the Internet not only in the library



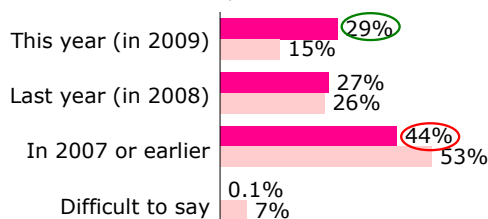
7.5. When did One Use the PIA in the Library for the First Time?

- During the current year, twice as much PIA users were attracted to the libraries than last year -

Public Internet access was used in the library for the first time...

%, all respondents

■ 2009, n=1091
■ 2008, n=1050



The greatest part (44%) of current PIA users consists of users who started using PIA a few years ago. New PIA users (those who started using PIA during the current year) constitute around one third of all users (29%). During the last year, slight changes in PIA users' profiles were recorded. The share of the oldest PIA users is slightly reducing by interchanging them with the latest users (those who started using PIA during the current year). In 2009, there were twice as much new PIA users attracted than in 2008.

good news that almost every other retired PIA user was attracted to use the Internet in the library during the current year.

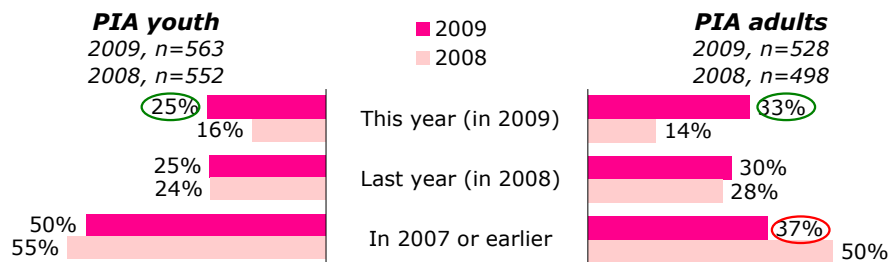
In the context of the tasks of the project, it is very

- Every other retired PIA user was attracted to use the Internet in the library during the current year -

A graphical illustration is presented further on in the report, which indicates that a greater number of older PIA users were attracted to libraries during the current year. Meanwhile, there was a bigger wave of younger PIA users who came to libraries for the Internet a few years ago.

Public Internet access was used in the library for the first time...

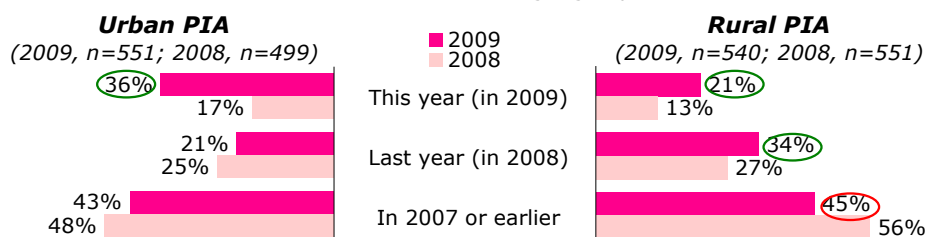
%, respondents of the target groups



Urban libraries received slightly more new PIA users during the current year. In rural libraries, a greater inflow of new PIA users was recorded last year.

Public Internet access was used in the library for the first time...

%, PIA users of the target groups



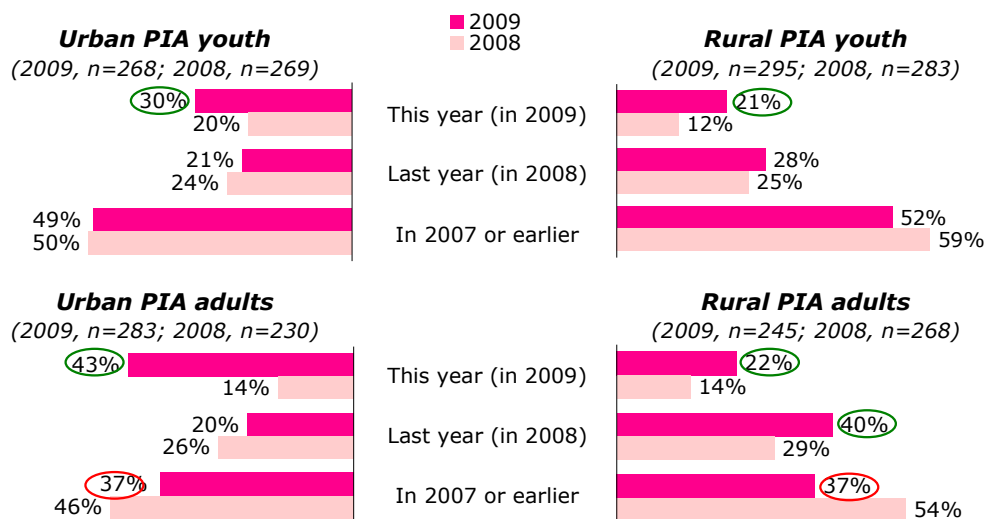
- Urban libraries attracted the most new adult PIA users during the current year. In urban areas, a more substantial increase in the number of adult users was recorded last year -

The greatest share of older PIA users who were attracted to libraries during the current year were attracted to the urban libraries (here, a considerable increase in the number of adult PIA users was recorded). New representatives of the younger generation added to the visitors of urban and rural libraries' at similar shares.

Another interesting tendency is that the number of PIA users who started using the PIA a few years before or even earlier decreased in all libraries. Bearing in mind the latter and that the greatest share of new PIA users, who started using PIA during the current year, are adult users, we can assume that temporality is common among adult PIA users. In other words, the rotation of adult PIA users is greater than the youth who use PIA.

Public Internet access was used in the library for the first time...

%, PIA users of the target groups





Among the repeatedly surveyed PIA users, there are slightly more users who started using PIA in 2007 and before and there are slightly less PIA users, who used PIA for the first time during the current year (more information in Appendix II, Table 2.7).

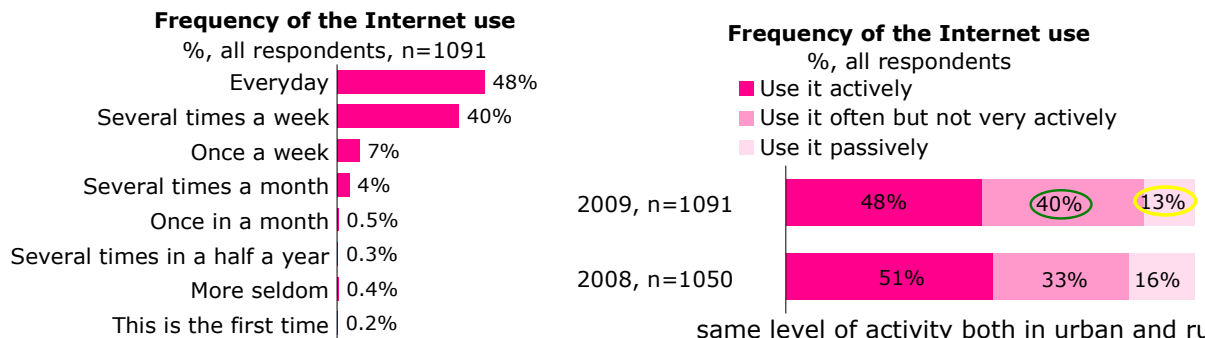
7.6. The Frequency of Internet Usage

7.6.1. The frequency of Internet usage in general

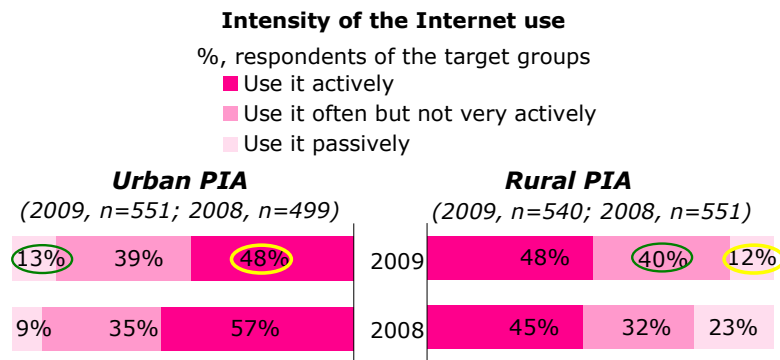
In general, PIA users use the Internet substantially actively. The vast majority of them use the Internet every day or a few times per week. Only 12% of PIA users use the Internet more rarely.

After dividing the PIA users into a few groups according their Internet usage frequency, we can state that half of PIA users are active Internet users (they use the Internet every day), 40% of PIA users use the Internet averagely actively and only 13% of PIA users use the Internet passively (once a week or less often). During the last year, the Internet usage of PIA users grew in general – ore users started using the Internet averagely actively and fewer users started using it passively.

The frequency at which the PIA users use the Internet in general depends the most on the age of the users and their occupation. The younger the user, the more actively he/ she uses the Internet. Internet is used by the employed and those who are studying more actively.



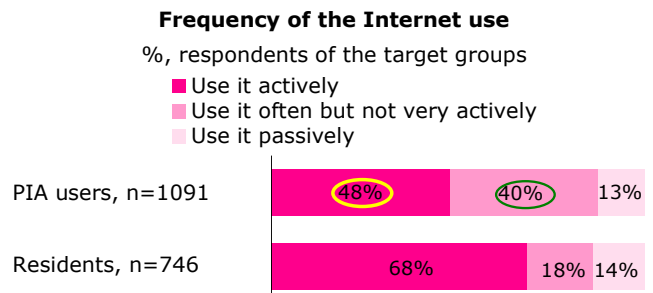
same level of activity both in urban and rural areas. However, it was determined by rather significant changes in using the Internet, in comparison to the previous year. The intensity of Internet usage in urban areas decreased during the last year and it grew in rural areas.



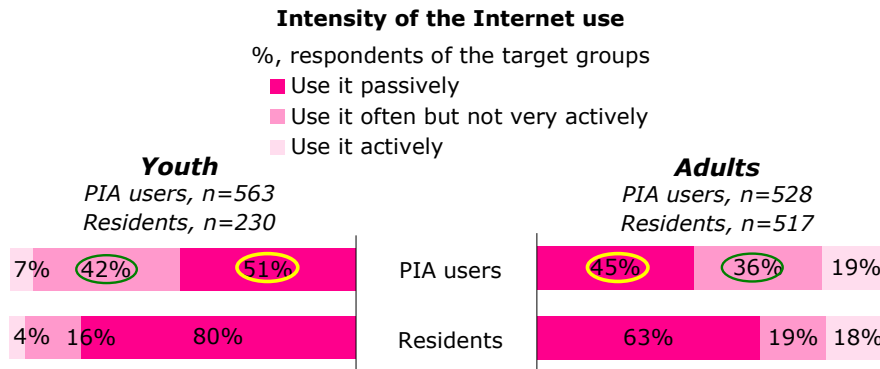
- In general, residents are the ones who use the Internet more intensively -


On the other hand, PIA users use the Internet not as actively as residents do. 68% of residents, who use the Internet, use it actively (in comparison to 48% of PIA users). In comparison to residents, there are more users who use the Internet averagely actively among the PIA users.

Even though junior PIA users use the Internet more actively than the older PIA user generation,



both groups use the Internet less actively than corresponding resident groups.



 During the current year, repeatedly surveyed PIA users claimed that they used the Internet actively more often than the year before (more information in Appendix II, Table 2.5).

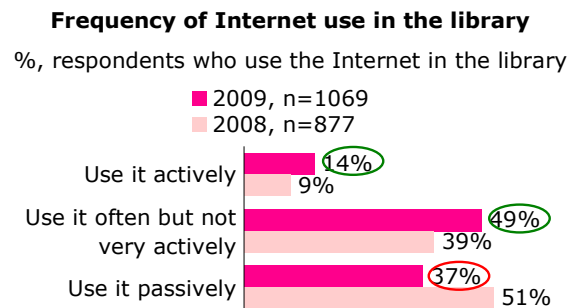
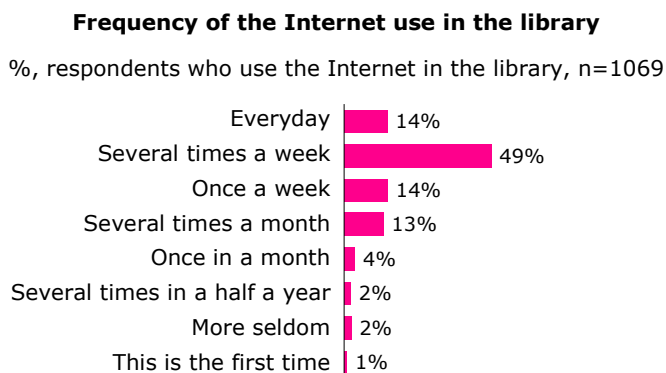
7.6.2. The frequency of Internet usage in the library

- PIA users use the Internet in the library more passively -

Only 14% of PIA users use the Internet in the library every day. Every other (49%) PIA user uses the Internet not more than a few times per week. 14% of PIA users use the Internet in the library once a week and 13% of PIA users use it a few times per month. 9% of PIA users use the Internet even more rarely.

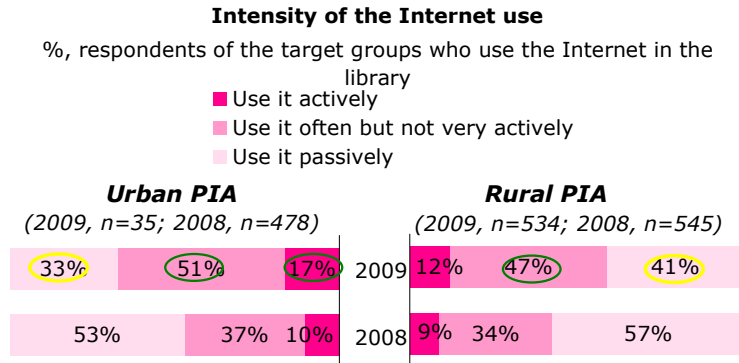
After grouping the users into bigger groups, we can state that the most common Internet usage frequencies among the PIA users are the following: averagely active usage (49%) (once a week) or passive usage (37%) (a few times per month or rarer). However, a positive tendency is that during the last year Internet usage in the library intensified - more PIA users started using the Internet every day or once a week.

Two distinct PIA user groups use the Internet in the library more passively. These groups include productive people (employed people of age 35-44 who have the possibility to use the Internet at work) or the oldest PIA users (the retired). We would like to draw your attention to the fact that men use the Internet in the libraries slightly more actively (we mentioned earlier in the report that men more often claim that they have less opportunities to use the Internet elsewhere).

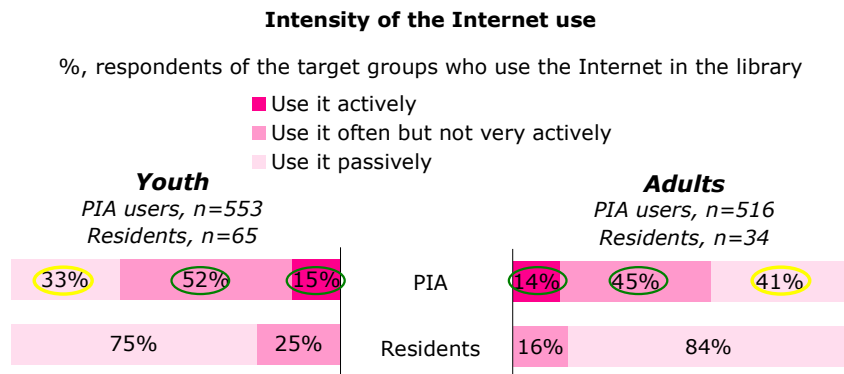


- Internet usage in libraries intensified both in urban and rural areas -

The intensity of Internet usage in urban and rural libraries mainly does not differ. However, in both rural and urban libraries, during the exploratory year, the Internet usage intensified because of the growing share of the PIA users who use the Internet averagely actively.

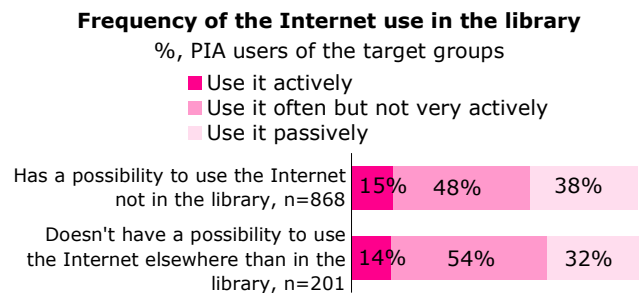



As one might expect, PIA users use the Internet in the library substantially less than the residents. Junior PIA users (there are more of those who use the Internet averagely actively among them) use the Internet in the library more often.



- The intensity of Internet usage in the library does not depend on whether there is an opportunity to use the Internet elsewhere -

While checking the assumption that PIA users, who have the possibility to use the Internet not only in the library, use the Internet in the library more passively, we can state that the intensity of Internet usage in the library does not depend on whether there is an opportunity to use the Internet elsewhere.



 During the current year, repeatedly surveyed respondents claimed more often that they used the Internet in the library passively (more information in Appendix II, Table 2.6).

7.7. The Evaluation of Skills of Internet Resource Usage

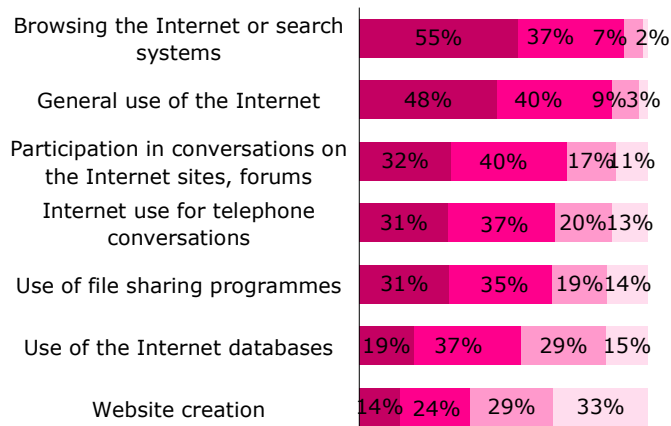
- PIA users are the best at using the Internet for general purposes and search engines -

Internet usage for general purposes (88%) and using Internet search engines (92%) are the best Internet resource usage skills. More than half PIA users have sufficient skills to participate in chats and forums in Internet websites (72%), to have telephone conversations via the Internet (68%), to use file exchange programs (67%) or use Internet databases (56%). The least PIA users know how to create the content of an Internet website (38%).

Evaluation of the Internet resources use skills

%, all respondents, n=1091

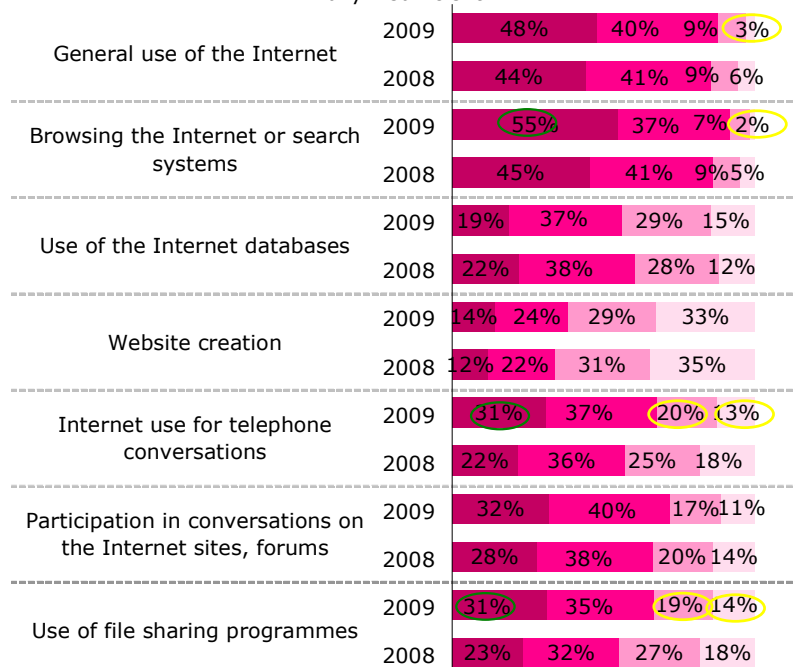
- Fully sufficient
- Sufficient
- Insufficient
- Fully insufficient



Evaluation of the Internet resources use skills

%, all respondents

- Fully sufficient
- Sufficient
- Insufficient
- Fully insufficient



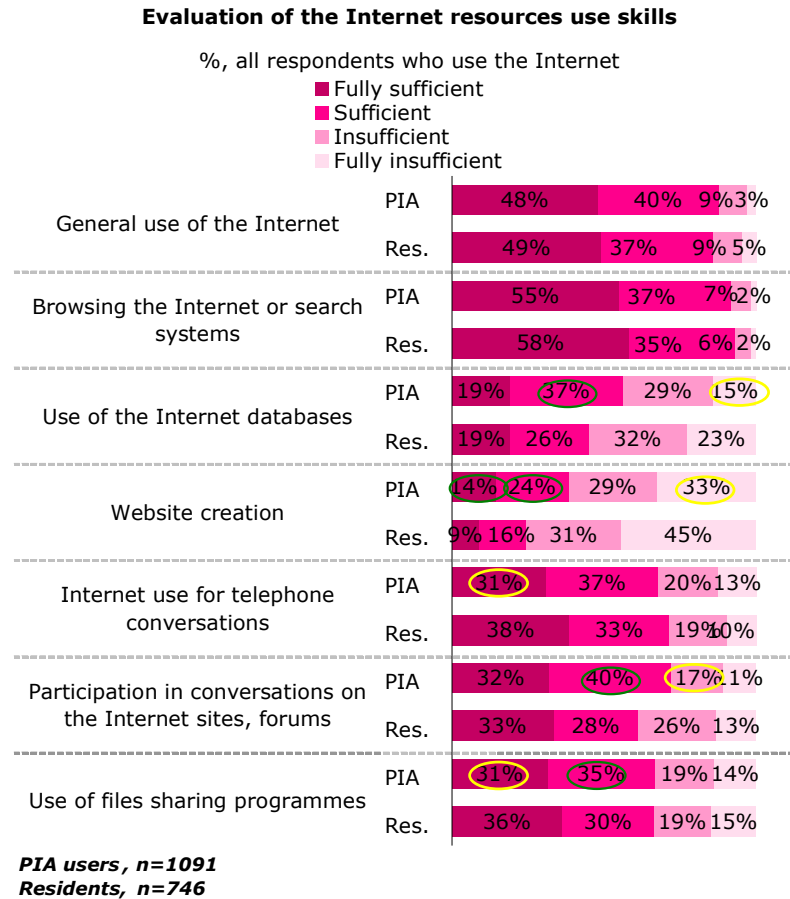
2009, n=1091

2008, n=1050

During the last year, PIA users' skills to use Internet search engines, to have telephone conversations via the Internet or to use the file exchange programs improved.

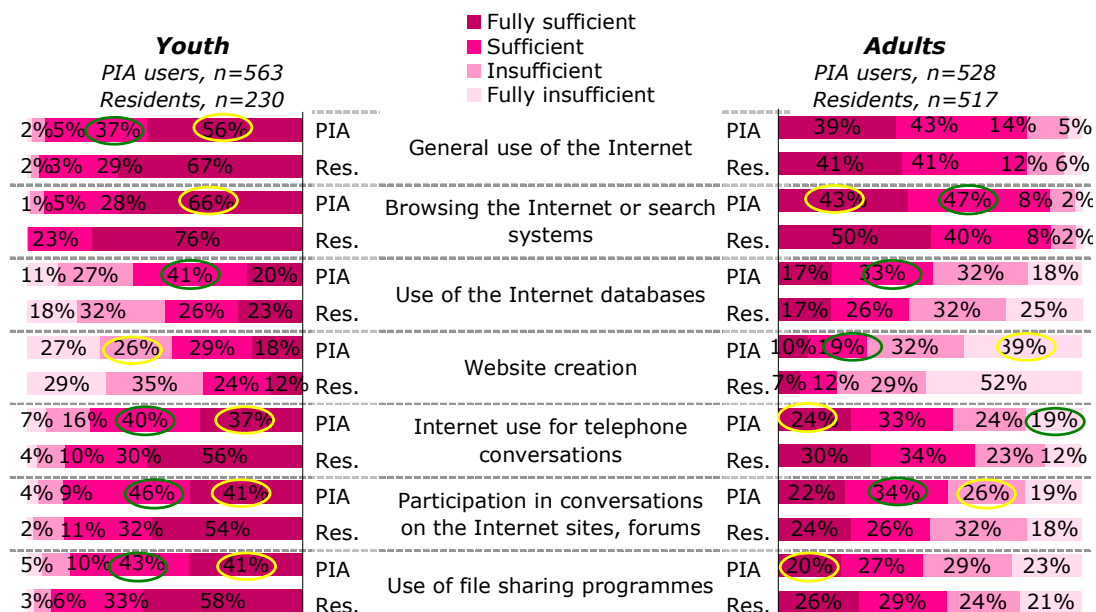
- The skills of using the Internet among residents and PIA users basically do not differ -

While comparing the Internet usage skills of PIA users and the general public who use the Internet, it was noticed that PIA users believe that they have slightly better skills in using online databases, to participate in discussion forums in Internet websites, to use file exchange programs or to create the content of an Internet website.



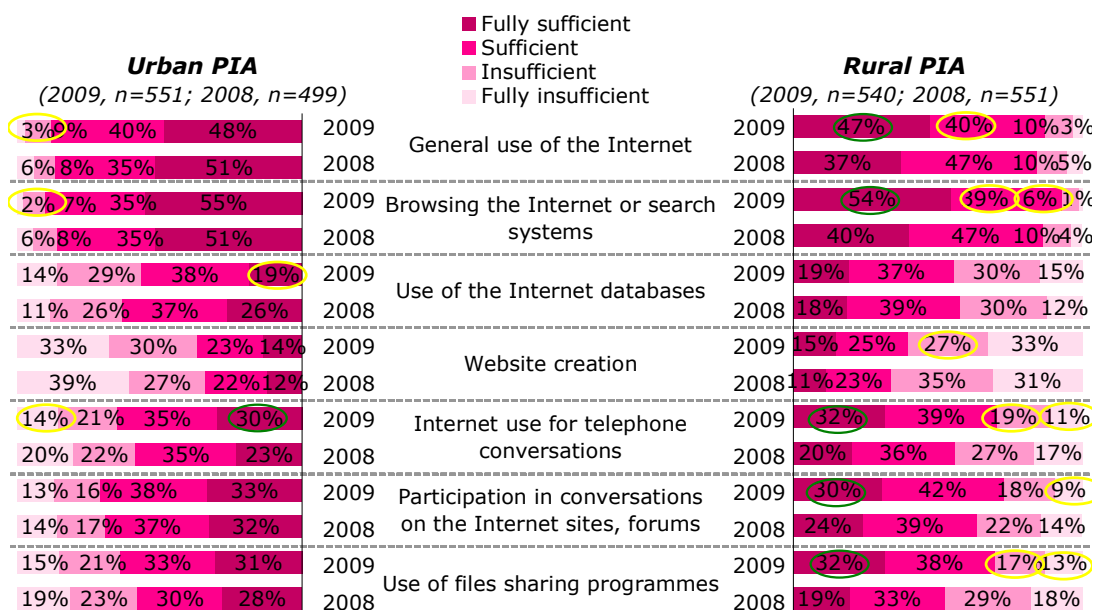
The youth (both in the library, both "in the society") has better Internet resource usage skills, in comparison to the older generation. However, the youth who use the Internet "in the society", in turn, have slightly better Internet usage skills than the PIA users (youth) (except using online databases and creating and Internet websites). The Internet usage skills of an older PIA users generation mainly do not differ from the skills of older people from the "society", who use the Internet.

Evaluation of the Internet resources use skills



No essential differences were recorded among the evaluation of Internet resource usage skills between the PIA users in rural and urban areas. However, during the last year, the Internet usage skills of rural PIA users improved in almost all areas (except using online databases and creating and Internet websites). Meanwhile, urban residents evaluated their skills to use the Internet for telephone conversations better than the year before.

Evaluation of the Internet resources use skills



During the current year, repeatedly surveyed PIA users regarded their skills of using the file exchange programs as sufficient more often and the skills of using the Internet for telephone conversations – as fully sufficient (more information in Appendix II, Table 1.2).

7.8. The Segmentation of PIA Users According the Intensity of Internet Usage and Computer Literacy

After generalizing the PIA users' peculiarities of using the computer and the Internet, they can be divided into four distinct groups:

- Use the Internet actively and know how to use the computer and the Internet very well
- Use the Internet actively and know how to use the computer and the Internet well
- Use the Internet averagely actively and know how to use the computer and the Internet well
- Use the Internet passively and know less how to use the computer and the Internet.

Segmentation of PIA users

%, all respondents

■ 2009, n=1091
■ 2008, n=1050



46% of PIA users use the Internet actively and know how to use the computer very well. One third of PIA users use the Internet averagely actively and know how to use the Internet well. During the year, the share of the latter users increased. Every fourth PIA user uses the Internet passively and has poor knowledge about the computer usage.

The comparison of the segmentation of Internet users among the PIA users and residents confirms that residents are have more advanced users of Internet and computer. There are more people who use the Internet actively and know how to use the computer well among residents. Meanwhile, among the PIA users, there are more people who use the Internet averagely actively and know how to use the computer well.

Segmentation of PIA users

%, respondents of the target groups

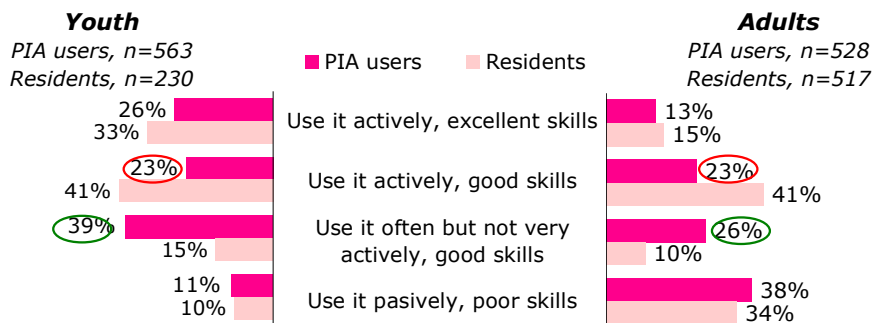
■ PIA users, n=1091 ■ Residents, n=746



While comparing the Internet and computer users' segments according to age, a tendency was noticed that the youth is more educated among both PIA users and residents.

Segmentation of PIA users

%, respondents of the target groups



8. The Purposes of Internet Usage

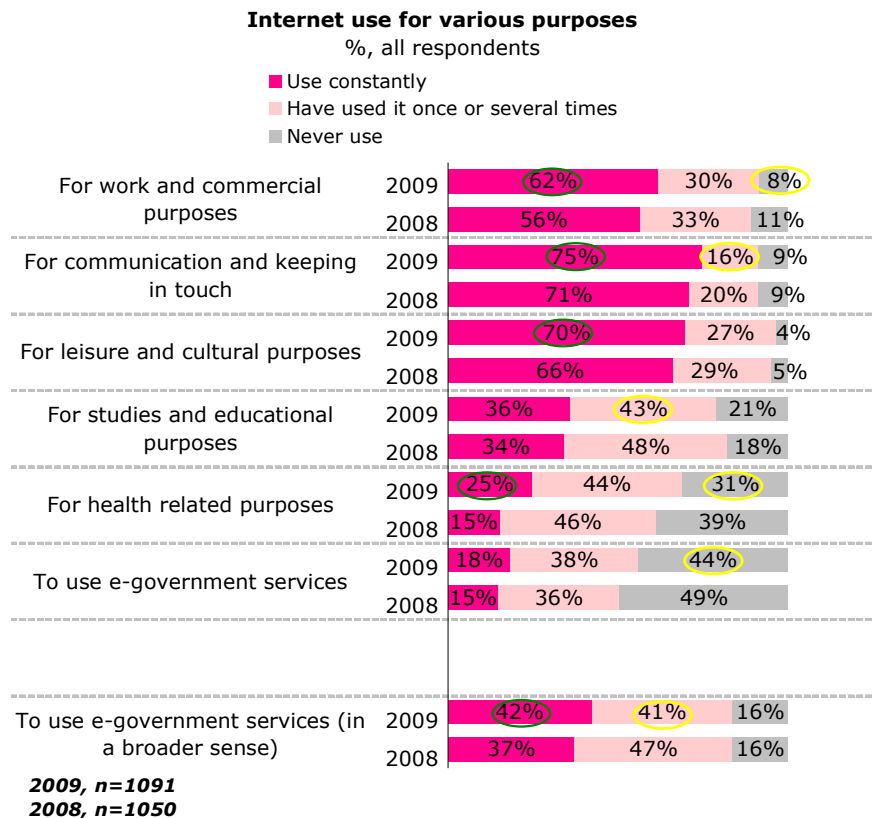
PIA users use the Internet for various purposes. Nevertheless, during the research, more attention was paid to the following six main areas of Internet usage: (1) work and commercial purposes, (2) communication, (3) leisure and culture, (4) studies and education, (5) health and (6) e-government. Three categories of the usage intensity of the areas mentioned above were explored: regular usage (uses it constantly), trial (has used once or a few times) and no usage at all.

- There are more and more PIA users, who Use the Internet for work, health, communication, leisure and e-government purposes -

While analyzing the data about the purposes of all generalized areas⁷, constant Internet usage, using the Internet sometimes and not using the internet at all were measured.

PIA users use the Internet the most often for leisure and culture or for work related purposes or in order to enrich their communication. For these purposes, 9 out of 10 users have used the Internet at least once. Using Internet for communication and leisure and culture related purposes is more regular. In other words, for these purposes Internet is constantly used by a bigger share of users.

Meanwhile, Internet is used less often for studies and education purposes. 79% of users have used Internet for these purposes and 36% of users use PIA constantly. Internet is used the least often for health and e-government purposes.



Internet usage for e-government purposes was analyzed in broader terms. In other words, the search for work or employees, registering at health institutions, the search for studies related information and registering for studies and using libraries' catalogues were added to communication with public institutions. 84% of PIA users have used such joint e-government usage services because of at least one of the purposes and half of these users are driven by these purposes constantly.

In general, Internet was more often used for most of the analyzed purposes not only by respondents who only have Internet access in the library, more active Internet users and PIA users having better computer usage skills. It indicates that more active Internet users apply their Internet knowledge for using PIA. Thus they, the same as PIA users, use the Internet for various purposes more intensively.

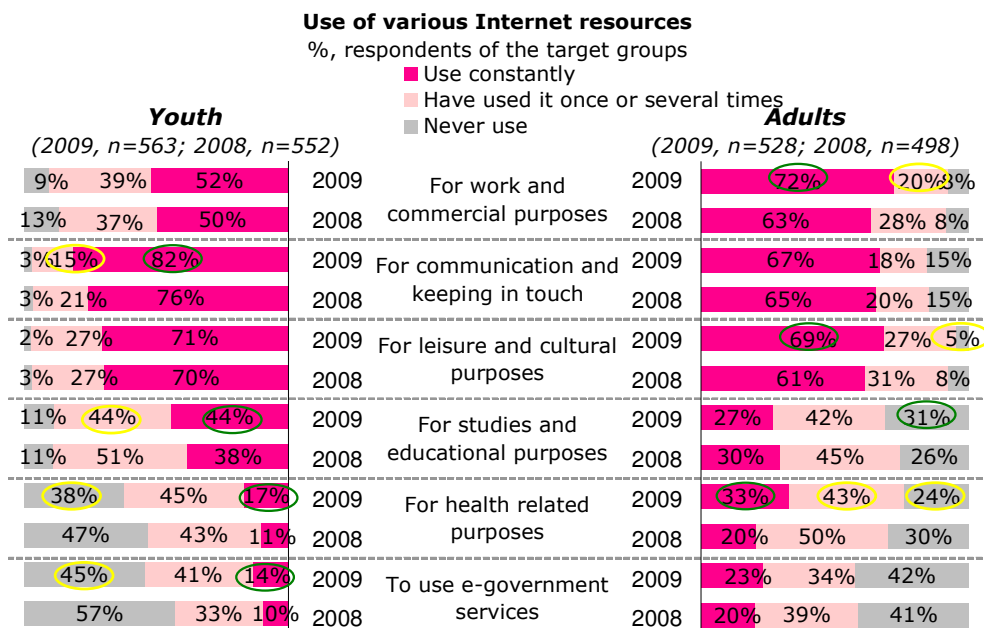
⁷ A person, who claimed that they used at least one of the purposes (e.g., leisure time) of the group regularly, were considered as those who used the whole group of purposes regularly. If the respondent has used at least one of the purposes of the group, but none of them was used regularly, the respondent was considered as the one who used the group of purposes "only sometimes". If a person did not use any purpose, he/ she was attributed to the group of those not using the Internet for corresponding purposes.

In comparison to the previous year, general Internet usage of PIA users for work, commercial and health purposes was increasing. Moreover, the share of those who use PIA for work, communication, leisure and health purposes is growing.

While analyzing Internet usage for various purposes in different age groups, it was noticed that the needs of Internet usage of younger and older respondents vary.

The youth use the Internet more intensively for communication and studies. Meanwhile, older PIA users use the Internet for health, work or e-government related purposes more often. The representatives of both groups use the Internet at a similar intensity only for looking for cultural information or for spending their leisure time.

Adult PIA users started using the Internet in order to enrich their spare time or to take care of their health more often. Moreover, older PIA users started using Internet for work and commercial purposes more often. Meanwhile, in the group of the youth, Internet usage for e-government and health related purposes was growing. During the last year, the youngest users pointed more often that they used Internet for communication and studies constantly.



- The intensity of using the Internet for all purposes grew in rural areas the most -

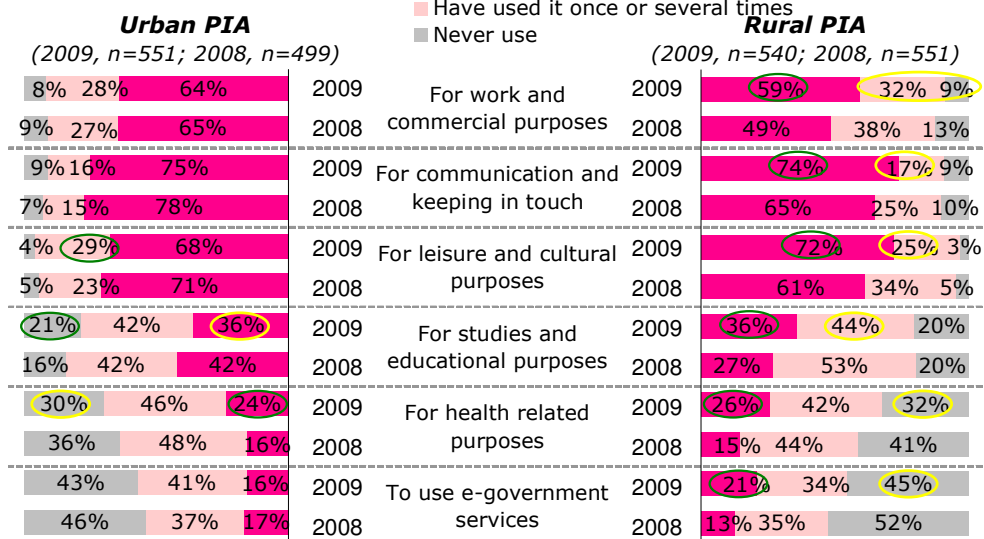
The changes were influenced the most by the fact that in rural areas Internet was started to be used for various purposes. In other words, the shares of PIA users who used the Internet for all purposes increased. Meanwhile, in urban areas, only the share of Internet users who used the Internet for health purposes increased; and the share of those who used the Internet for studies and education purposes diminished.

Because of the changes mentioned above, in terms of PIA usage for various purposes, the gap between urban and rural areas disappeared. In rural areas, the services of e-government were used regularly slightly more often.

Use of various Internet resources

%, respondents of the target groups

- Use constantly
- Have used it once or several times
- Never use



- In comparison to residents, PIA users use the Internet for learning or for health related purposes more often -

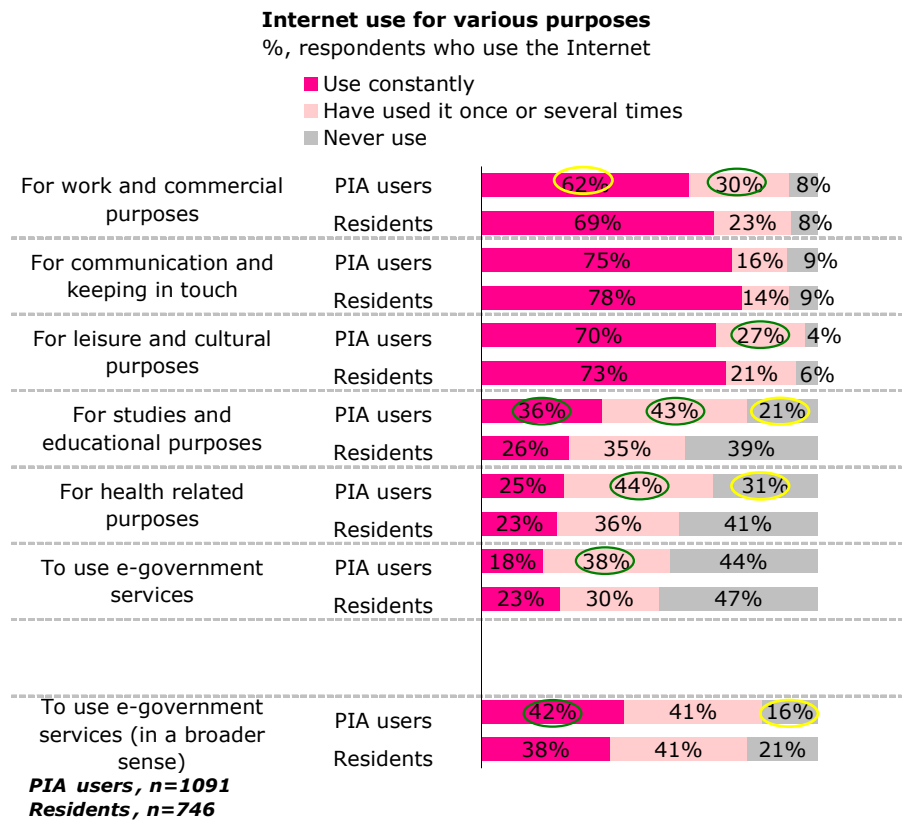
The tendencies of Internet usage of PIA users and residents are similar. Most often, both interviewed groups use the Internet for work, communication and leisure related purposes. The representatives of these groups use the Internet the least often while studying, taking care of their health or using the services of e-government.

However, PIA users use the Internet more often for studies and education and health related purposes. Even though PIA users use the Internet for the purposes mentioned above more often than the residents, it is determined by a share of PIA users which is greater only occasionally.

Moreover, while analyzing Internet usage for education or health related purposes in various age groups, we noticed that the differences between the residents and PIA users are more significant in the group of older respondents.

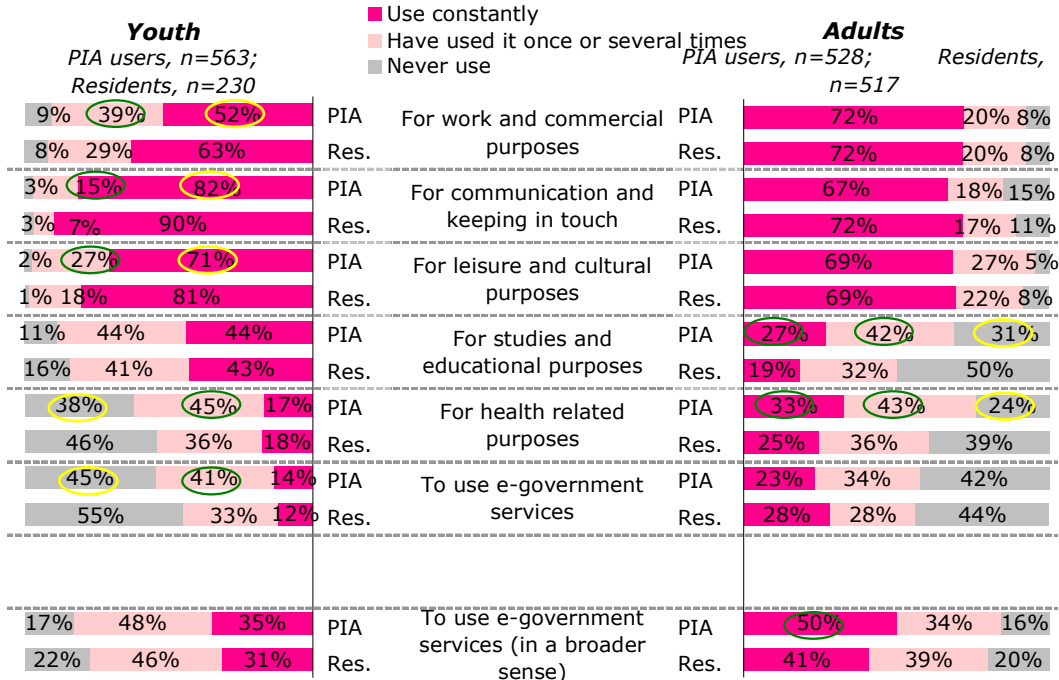
Older PIA users and residents use the Internet for work, communication and leisure purposes the most often and at the same intensity.

The youth, considering both PIA users and residents use the Internet for work, communication and leisure purposes the most often as well. However, residents use the Internet for the latter purposes slightly more often. Both target groups use the Internet for health or e-government related services similarly rarely. Nevertheless, among PIA users, there are slightly more people who used the Internet for these purposes.



Use of various Internet resources

%, respondents of the target groups

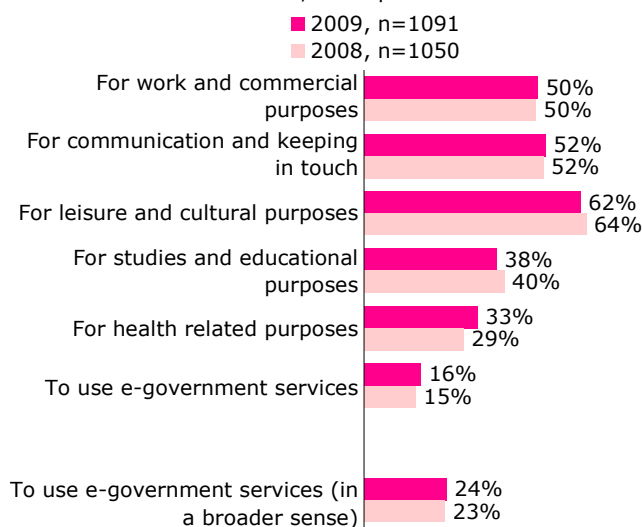


Whilst summing up the tendencies of Internet usage for various purposes, average⁸ percentage of Internet usage for various purposes was calculated as well. Bearing in mind that the generalized sectors of the purposes include a few particular purposes, the calculation of a general average lets us evaluate the influence of every factor to the whole sector.

While analyzing data according to this principle, Internet usage for leisure and cultural purposes distinguish. Communication on the Internet or using it for commercial purposes is slightly less popular. Using the Internet for studies, health and e-government purposes are the least common among PIA users.

Internet use for various purposes

%, all respondents



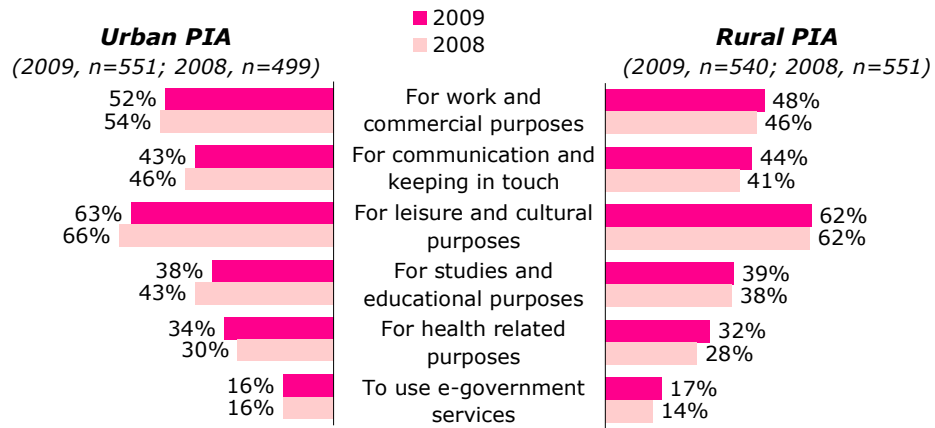
No significant changes were recorded in the perspective of the previous year.

While comparing the data between urban and rural areas, no changes were recorded either. In both urban and rural areas, the generalized Internet usage for various purposes was similar and did not change significantly.

⁸ Average usage for particular purposes of the block was calculated by adding the usage (constantly or sometimes) of each purpose of the block and by dividing the sum by the number of purposes

Use of various Internet resources

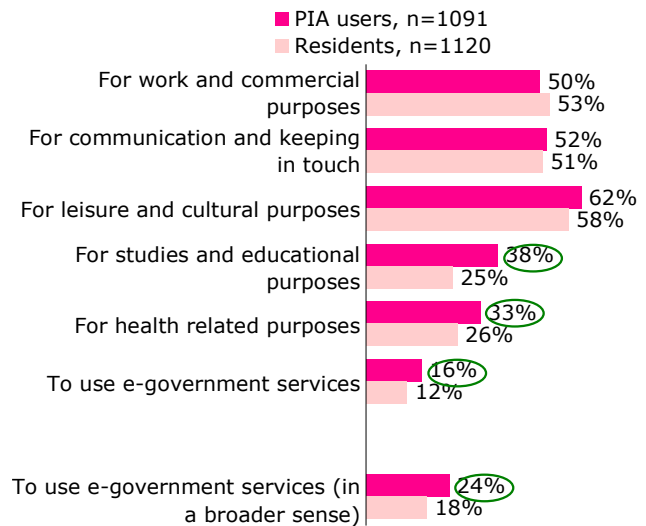
%, respondents of the target groups



Meanwhile, while comparing the generalized Internet usage for various purposes between PIA users and residents, we noticed that the residents use the Internet for studies and education, health and e-government purposes less often.

Internet use for various purposes

%, all respondents



Further in the report, Internet usage purposes are analyzed by dividing them into smaller categories.

8.1. Leisure and Culture

- During the last year, reading news portals and playing games intensified -

In terms of Internet usage for leisure and cultural purposes, the most popular activity online for the PIA users is reading newspapers, news portals and magazines (81%).

A relatively big share of the interviewed use the Internet for searching for culture or leisure related information (70%), look for or advertise information about events, perform community activities (65%), play games, download movies, pictures or music (64%).

The least PIA users use the Internet for digitalized cultural heritage (virtual exhibitions, museums, pieces of art, digitalized collection of libraries, etc.) (41%) and for listening to the radio or watching TV (54%).

Women, older respondents, people having the highest disposable income and specialists read news, look for culture or leisure related information, use digitalized cultural heritage online and use the Internet for community purposes more often. Meanwhile, men and the youngest respondents use the Internet for listening to the radio, watching TV, playing computer games, downloading movies, photos or music more often.

In the perspective of the previous year, more and more PIA users started reading news and playing computer games online, downloading music, photos or other similar information constantly.

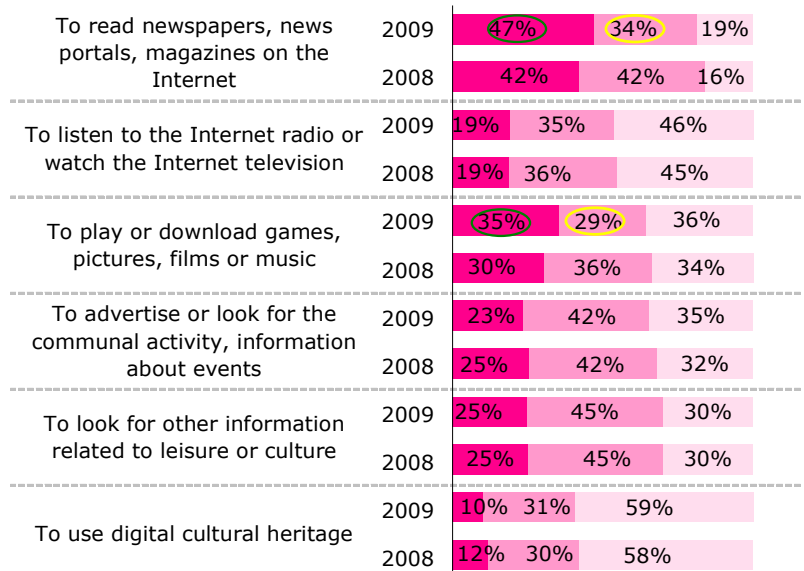
Residents use the Internet more intensively almost for all purposes, in comparison to PIA users. In other words, Internet usage is more of a regular nature. PIA users, in turn, use digitalized cultural heritage more often than the residents do.

Commonly PIA users use the Internet for leisure related purposes in the library. However, watching TV and listening to the radio online and downloading various information is an exception.

Internet use for leisure, cultural purposes

%, all respondents

■ Use constantly
■ Have used it once or several times
■ Never use



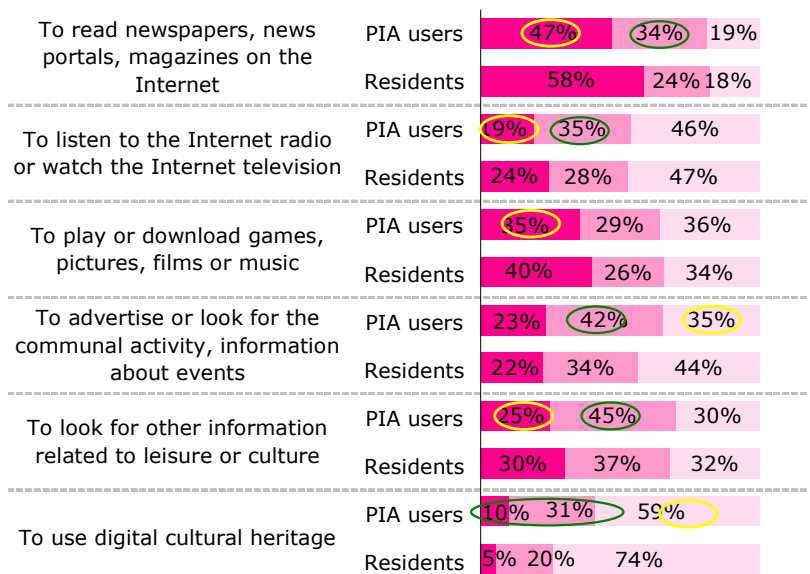
2009, n=1091

2008, n=1050

Internet use for leisure, cultural purposes

%, respondents who use the Internet

■ Use constantly
■ Have used it once or several times
■ Never use



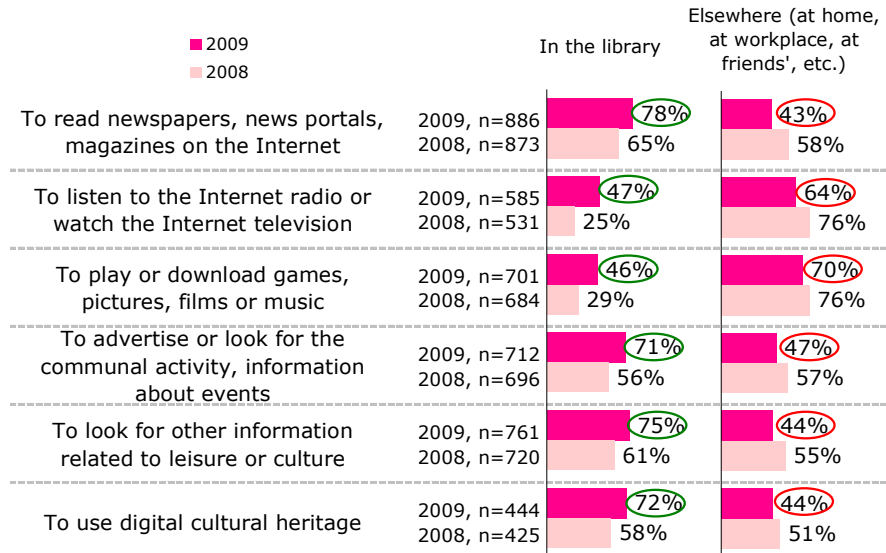
PIA users, n=1091


Residents, n=746

PIA users use the Internet for leisure and culture related purposes in the library more and more often, however, a substantial share of them use the Internet elsewhere as well.

Place where the respondent most frequently uses Internet for leisure and cultural purposes

%, respondents who used the Internet for particular purpose at least once



 In comparison to the current year, repeatedly surveyed respondents used the Internet for culture and leisure related information more often last year. Nevertheless, general usage of Internet for culture and leisure related purposes did not change (more information in Appendix II, Table 4.5). During the current year, repeatedly surveyed respondents used the Internet for most of the analyzed purposes less often than the year before (more information in Appendix II, Table 4.6).

8.2. Work and Commercial Purposes

- During the last year, online trade and work and information search online intensified -

While using the Internet for work and commercial purposes, PIA users look for information about goods and services the most often. 74% of PIA users have looked for the information mentioned above at least once.

Almost every other PIA user has used the Internet for fulfilling work or main activity related tasks (59%), looking for work or employees (55%) or for using the services of online banking (50%). Besides, PIA users, who use online banking, commonly use this service constantly.

Trade of one's goods or services (30%) or purchasing them online (32%) is the least common among PIA users.

Internet is used for work or commercial purposes more often by people of age 25-44.

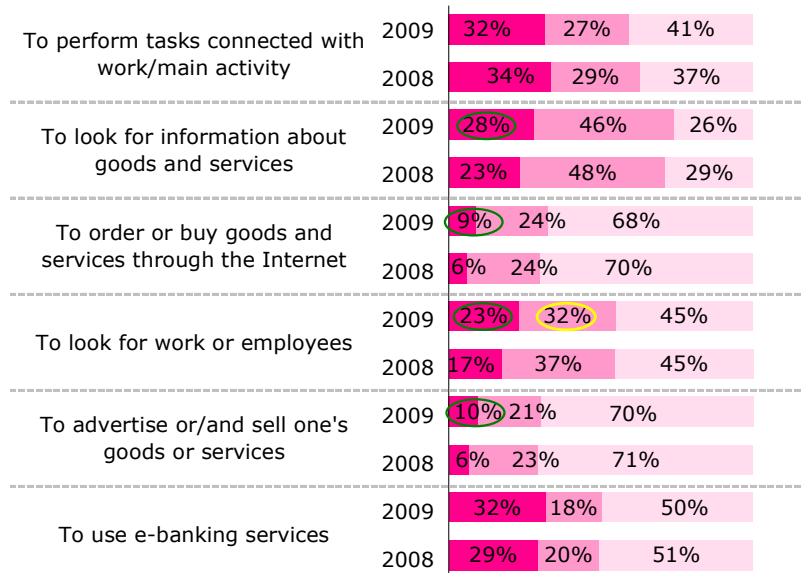
During the last year, searching for information about goods and services, online trade and searching for work online intensified.

While comparing the Internet usage for work and commercial purposes of PIA users and residents, it was noticed that PIA users use the Internet for fulfilling the tasks related to their work or main activity and looking for work more often. Meanwhile, residents use the services of online banking or look for information about goods and services and purchase them online more often.

Internet usage for work and commercial purposes

%, all respondents

- Use constantly
- Have used it once or several times
- Never use



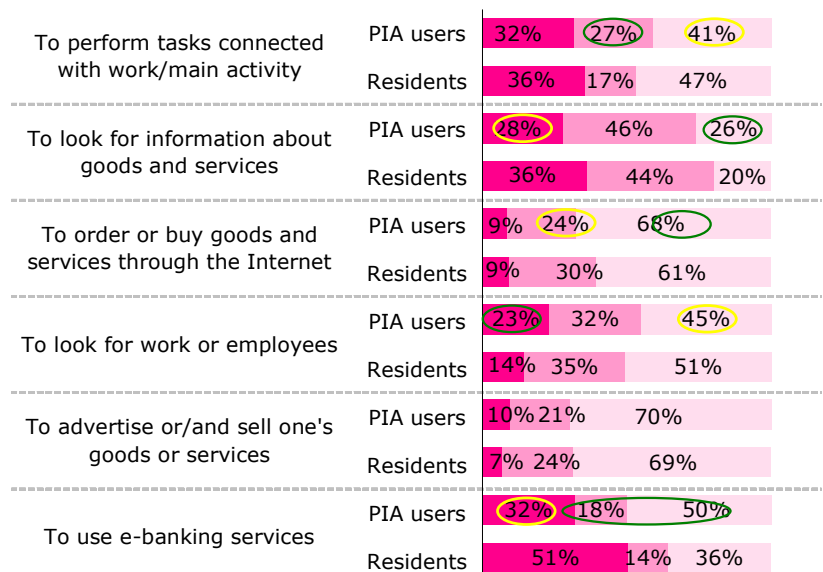
2009, n=1091

2008, n=1050

Internet usage for work and commercial purposes

%, respondents who use the Internet

- Use constantly
- Have used it once or several times
- Never use



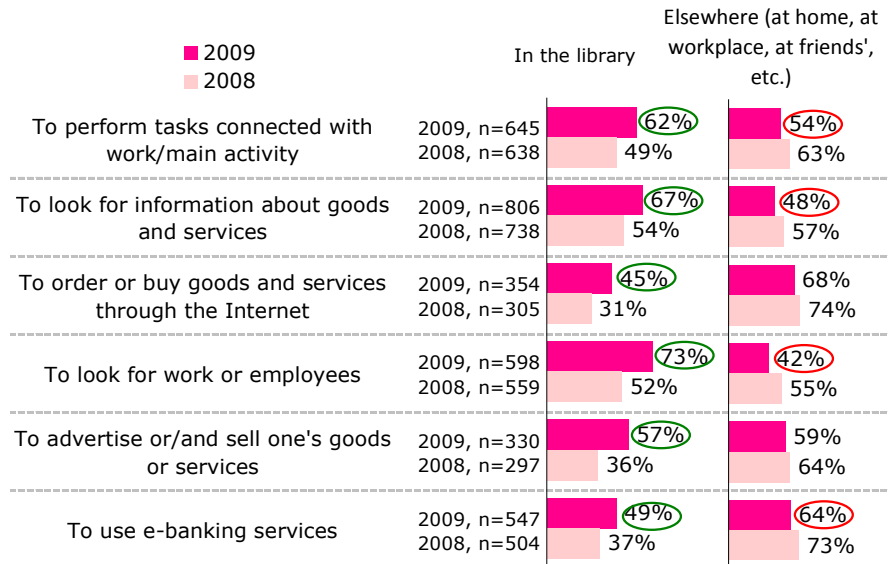
PIA users, n=1091


Residents, n=746

Even though Internet is used for work and commercial purposes elsewhere rather often as well, nevertheless, a slightly greater share of PIA users use the Internet for the analyzed purposes in the library and, in comparison to the previous year, there is a tendency for this share to grow. Using the services of online banking and ordering goods or services are exceptions, however, more and more PIA users use the Internet for these purposes in the library as well.

Place where the respondent most frequently uses Internet for work and commercial purposes

%, respondents who used the Internet for particular purpose at least once



 Internet usage for work and commercial purposes of repeatedly surveyed respondents did not change substantially, only the number of respondents who used the services of online banking constantly slightly increased (more information in Appendix II, Table 4.1).

During the current year, in comparison to the year before, repeatedly surveyed respondents used online banking not in the library slightly more often. Moreover, the number of those who used the Internet in the library for fulfilling the tasks related work or the main activity or for looking for work diminished (more information in Appendix II, Table 4.2).

8.3. Communication and Keeping in Touch

- The usage of interactive online means of communication is increasing -

While communicating online, most of the PIA users write e-mails (85%).

Almost two out of three respondents have used online telephony (60%). Every other PIA user (49%) has participated in discussion forums or mail conferences online and 46% of the surveyed created their social environment in social Internet websites.

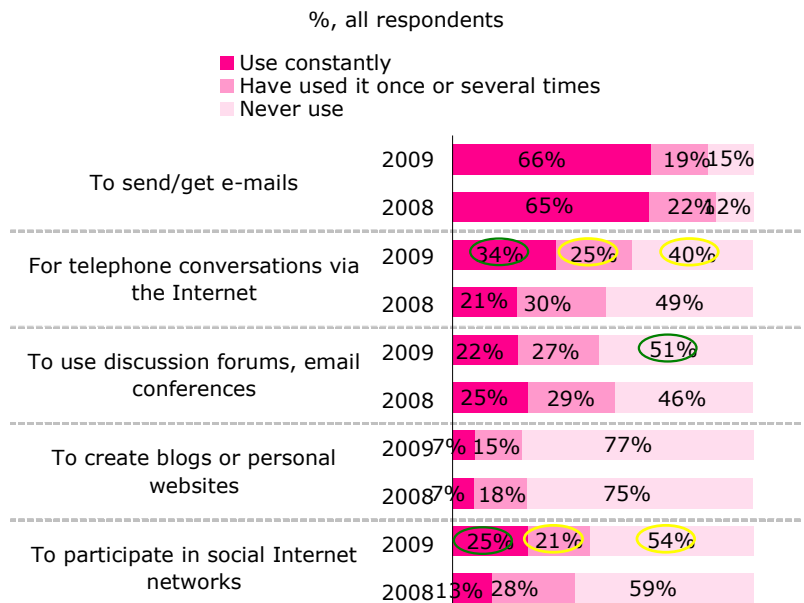
PIA users use the Internet for activities requiring more advanced skills, such as, creating blogs or Internet websites.

In general, Internet is used for communication and keeping in touch more by the youngest respondents and schoolchildren.

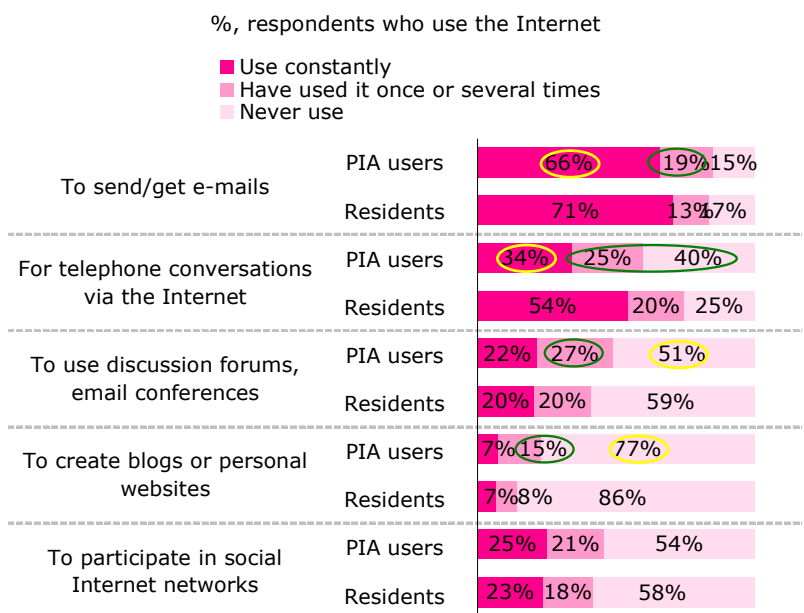
During the last year, the number of PIA users participating in online discussion forums decreased slightly. Meanwhile, participating in social websites and using online telephony are becoming more and more popular.

While comparing the habits of online communication of PIA users and residents, the tendencies generally do not differ, except that residents are more active in using online telephony.

Internet use for communication and keeping in touch



Internet use for communication and keeping in touch

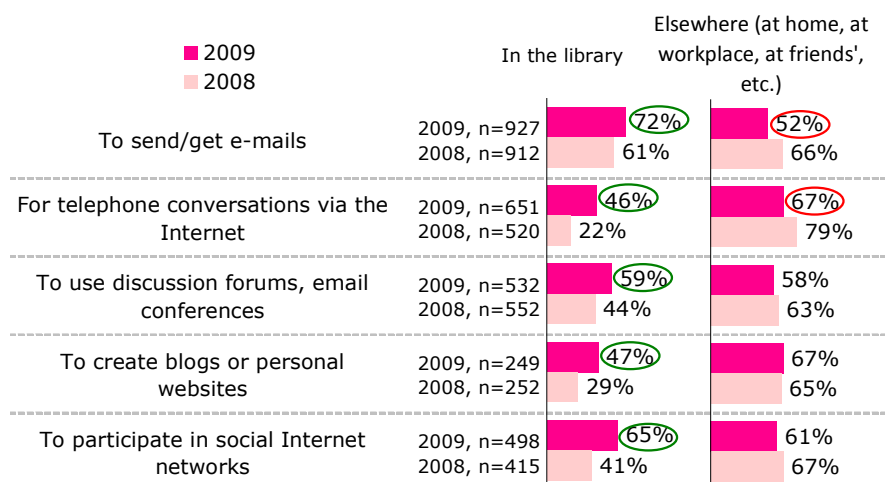


PIA users, n=1091
Residents, n=746

PIA users choose the library for online communication more and more often. E-mails are written the most often in the library. PIA users create blogs or use the online telephony in the library the least often.

Place where the respondent most frequently uses Internet for communication and keeping in touch

%, respondents who used the Internet for particular purpose at least once



During the current year, repeatedly surveyed respondents used online telephony and participated in social websites more often (more information in Appendix II, Table 4.3). During the last year, the number of repeatedly surveyed respondents who communicated by e-mails in the library diminished (more information in Appendix II, Table 4.4).

8.4. Studies and Education

- Using internet for studies and education purposes either did not change or slightly diminished during the last year -

In terms of Internet usage for studies and education purposes, PIA users download relevant software (55%), look for educational courses (48%) or look for information and register at universities (44%) online the most often.

Internet is used slightly less often for other studies and education related purposes. Slightly more than one third of PIA users watch educational video broadcastings (36%) or use libraries' catalogues (35%) online. Another 32% of users use online databases of professional orientation.

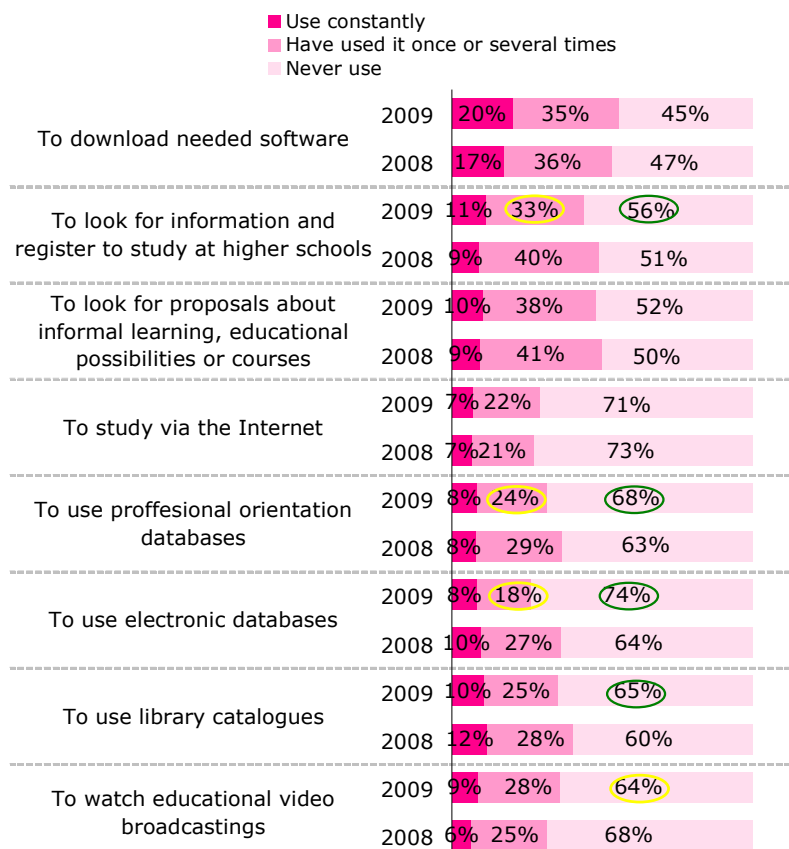
Internet is used the least often for distance learning (39%) or using online databases (28%).

Socio-demographic characteristics of respondents using the Internet for various purposes differ:

- The youngest (under 24) PIA users use the Internet for downloading software required for studies, register to study and look for information and do the distance learning more often.

Internet use for studies, educational purposes

%, all respondents



2009, n=1091
2008, n=1050

- ➔ Specialists and officers use the libraries' catalogues, improve their qualifications with the help of Internet (by using the online databases of professional orientation), look for offers about the opportunities of informal studies and education or courses, use online databases and watch educational video broadcastings more often.

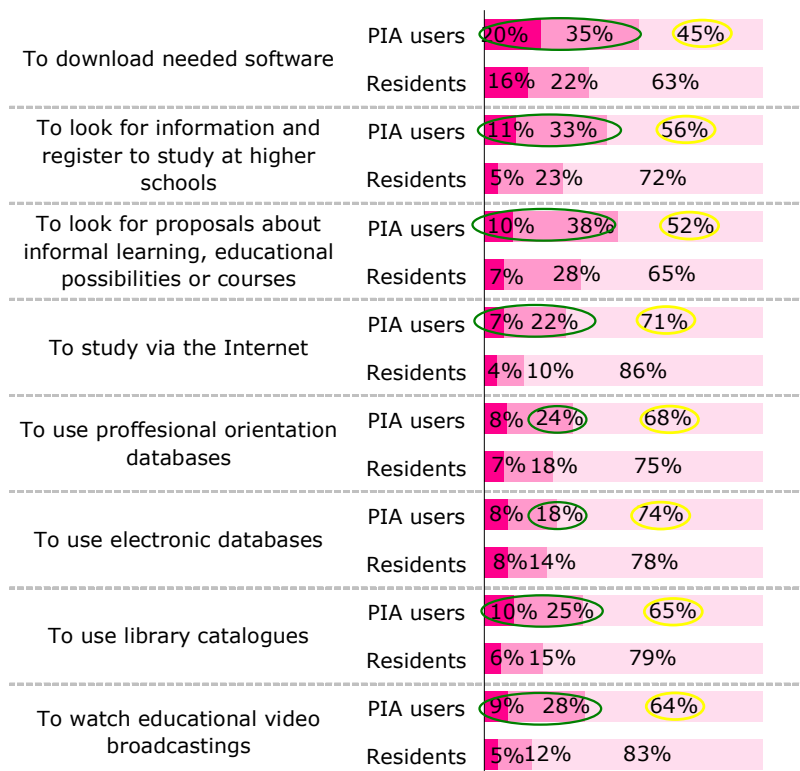
While analyzing the data in the perspective of the year, there are no significant changes. Nevertheless, there is a decrease in the number of PIA users, who look for information online, register at colleges and universities, use online databases of professional orientation and other online databases or libraries' catalogues. These changes were determined by the diminished shares of PIA users, who use the Internet for these purposes constantly. On the other hand, during the last year, the number of respondents who watched educational video broadcastings online slightly grew.

While comparing the Internet usage of PIA users and residents for studies and education purposes, PIA users use the Internet for these purposes more often. As it has been mentioned in the generalized analysis of the purposes, this difference is determined by a more intensive Internet usage for analyzed purposes among the representatives of the older group. In other words, older PIA users in particular use Internet for studies and education purposes more often than older residents do.

Internet use for **studies, educational** purposes

%, respondents of the target groups

- Use constantly
- Have used it once or several times
- Never use



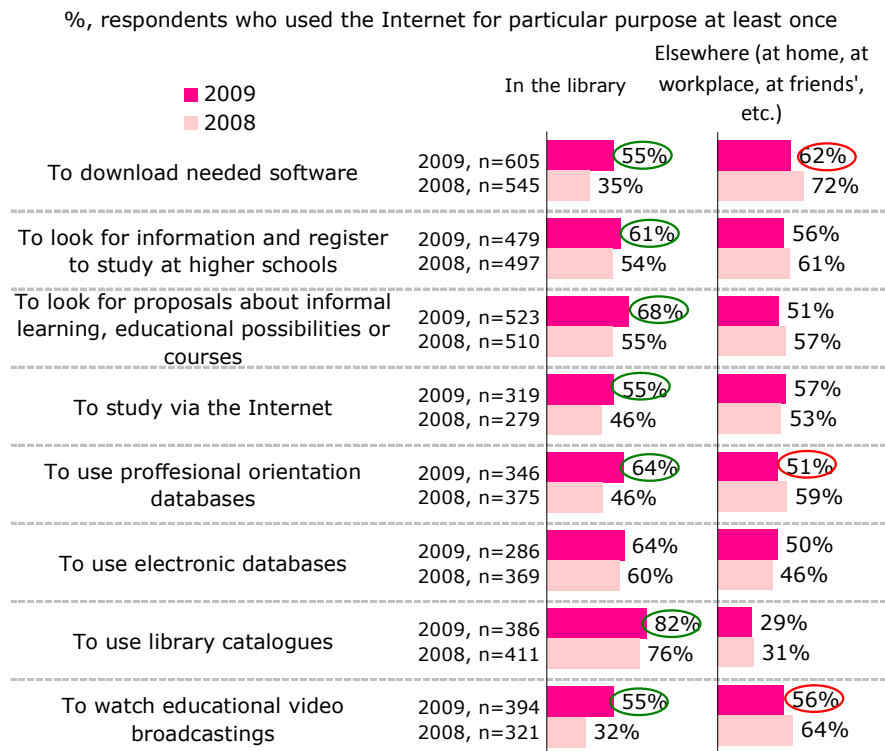
PIA users, n=1091

Residents, n=746

PIA users download software slightly more often not in the library. Respondents tend to do the distance learning or watch video broadcastings online both in the library and elsewhere. Respondents look for information about colleges and universities, register for studies, look for offers to study and develop their skills in courses, use online databases of professional orientation or libraries' catalogues in the library more often than in other places.

In comparison to the previous year, the shares of people who use the Internet in the library for studies and educational purposes are growing (except the usage of online databases).

Place where the respondent most frequently uses the Internet for studies and educational purposes



During the current year, less of the repeatedly surveyed respondents used online databases (more information in Appendix II, Table 4.7). Internet usage for studies and educational purposes in the library or other places did not change during the year (more information in Appendix II, Table 4.8).

8.5. Health

- PIA users look for health related information online more and more often -

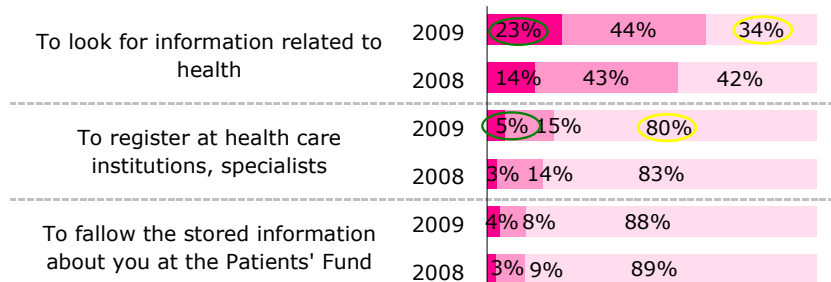
In terms of Internet usage for health related purposes, PIA users look for health related information the most often (66%). Internet is used less for registering at health institutions (20%) or checking the information gathered by the Patients' Fund (12%).

While analyzing the answers of respondents of different socio-demographic characteristics, it was

Internet use for health related purposes

%, all respondents

■ Use constantly
 ■ Have used it once or several times
 ■ Never use



2009, n=1091
 2008, n=1050

noticed that Internet is used for health related purposes by respondents over 35 years old or specialists or officers more often.

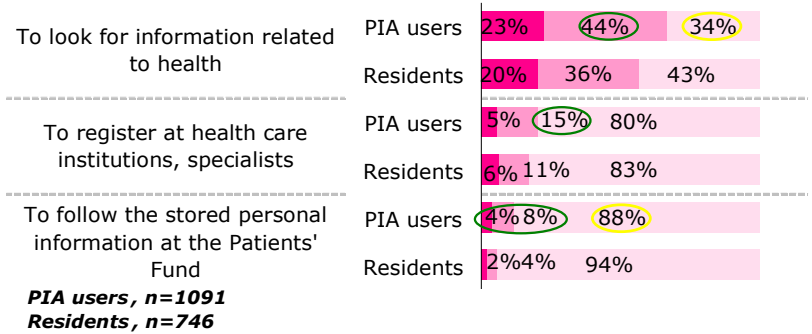
During the last year, the number of PIA users who looked for health related information or registered at health institutions online increased.

In comparison to residents, PIA users use the Internet more often for all health related purposes.

Internet use for health related purposes

%, respondents of the target groups

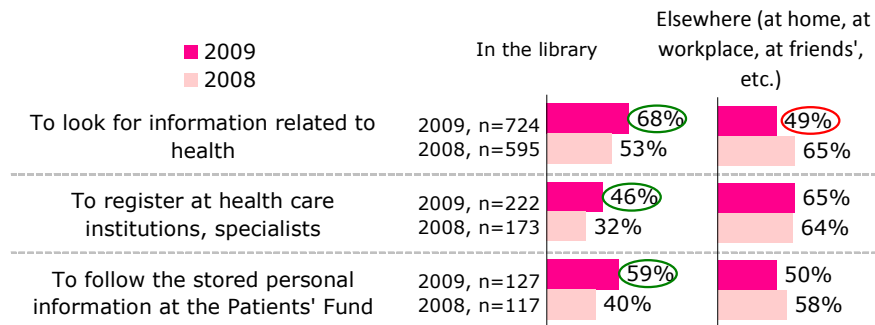
- Use constantly
- Have used it once or several times
- Never use



PIA users look for health related information or the information gathered by the Patients' Fund at the PIA in the library more often. Meanwhile, registration at the health institutions is more often done online elsewhere (not in the library). In the perspective of the last year, the share of PIA users who use the Internet for all health related purposes in the library grew.

Place where the respondent most frequently uses the Internet for health related purposes

%, respondents who used the Internet for particular purpose at least once



Internet usage of the repeatedly surveyed respondents for health related purposes did not change during the last year (more information in Appendix II, Table 4.9). Moreover, they looked for health related information online in the library less often than the year before (more information in Appendix II, Table 4.10).

8.6. The Services of E-government

- During the last year, slightly more PIA users apply for social benefits online and look for information about transport -

The services of e-government are used the least often of all analyzed opportunities provided by the Internet. Slightly more PIA users have looked for information about the means of transport and have registered them (35%), fulfilled the declarations of income or property online (27%) or fulfilled applications for social benefits and compensations and looked for information related to it (23%).

15% of PIA users have ordered personal documents online and provided declarations about the place of residence.

Every twentieth PIA user (6%-5%) has ordered certificates of birth, marriage, divorce or other, provided reports to the police or fulfilled applications for construction online.

The frequencies of Internet usage for e-government purposes by PIA users of different socio-demographic characteristics vary:

➔ Applications for social benefits and compensations are more often fulfilled online by PIA users of age 25-34.

➔ Personal identification products are more often ordered online by people having the highest disposable income.

➔ Men look for information about the means of transport or register them, provide applications for constructions or provide reports to the police online more often.

➔ The declarations of the place of residents are more often provided by specialists and officers.

➔ Online property declarations are more often fulfilled by PIA users of age 25-54, people having a university degree, persons having average or the highest disposable income, specialists and officers.

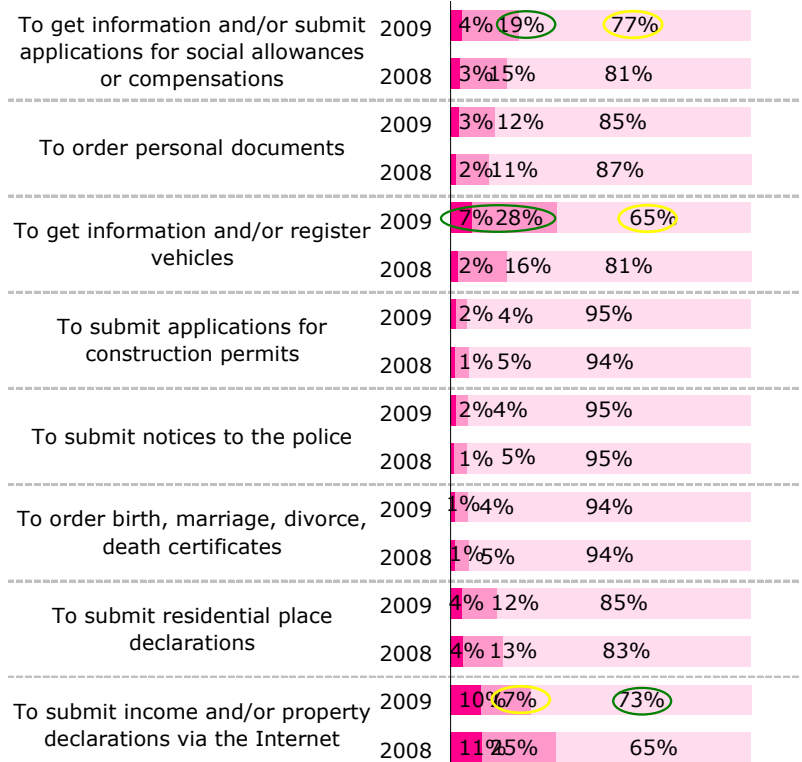
In comparison to the previous year, more PIA users have fulfilled applications for social benefits and compensations online. Moreover, during the last year, the number of the surveyed who looked for information about the means of transport or registered them increased.

Even though the services of e-government are used the least often by the PIA users, residents who use the Internet use these services even less often. Fulfilling the declarations of property or income can be considered as exceptions, because younger respondents constitute the greater share of PIA users (in comparison to residents) and fulfilling declarations of property or income are not so relevant to them.

Internet use when addressing public institutions

%, all respondents

■ Use constantly
■ Have used it once or several times
■ Never use



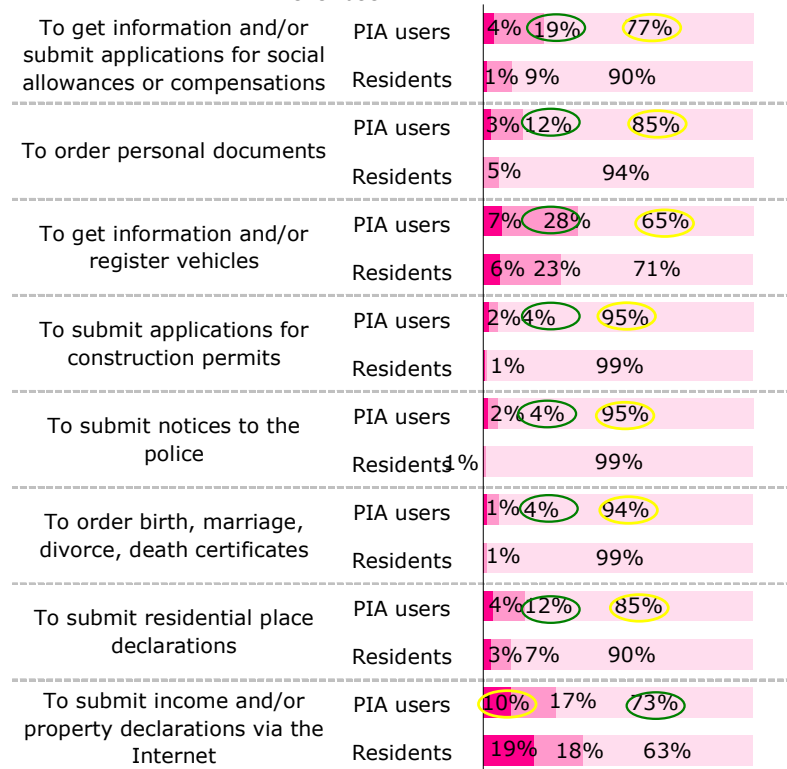
2009, n=1091

2008, n=1050

Internet use when addressing public institutions

%, respondents of the target groups

- Use constantly
- Have used it once or several times
- Never use



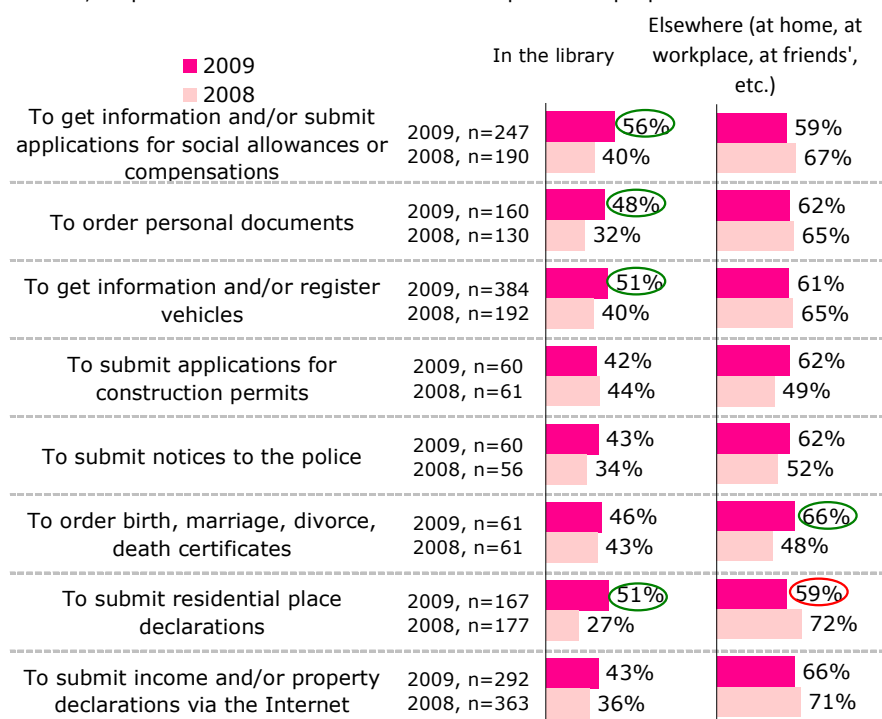
PIA users, n=1091


Residents, n=746

PIA users use the Internet for e-government purposes in other places (not in the library) slightly more often. However, there are more PIA users, who fulfill applications for social benefits or compensations, order documents, look for information about vehicles and fulfill the declarations of the place of residence online in the library.

Place where the respondent most frequently uses the Internet to address various public institutions

%, respondents who used the Internet for particular purpose at least once



 Internet usage for e-government purposes of the repeatedly surveyed respondents did not change during the last year (more information in Appendix II, Table 4.11). Furthermore, both last year and during the current year, they used the online e-government services at the same frequency (more information in Appendix II, Table 4.12).

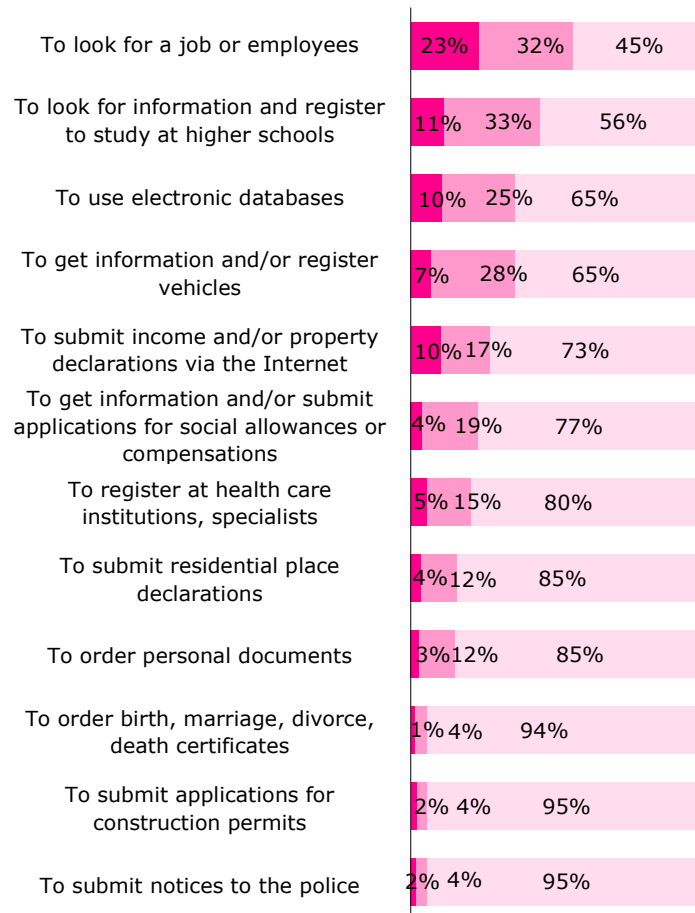
While analyzing Internet usage for e-government purposes in broad terms, the situation is slightly different. After adding some additional purposes to the list of the e-government services, the number of PIA users using the services of e-government in general increased to 84%. Additional services include the search for work or employees, registering at health institutions, search for information about studies or registering to study online and using libraries catalogues.

The purposes of e-government in general commonly include the search for work (55%) or registration for studies at colleges or universities (44%). PIA users use libraries' catalogues (35%), look for information about vehicles and register them (35%) or fulfill the declarations of income or property (27%). The least popular purposes of e-government in the broad sense are the reports to the police, sending applications for construction permits and ordering various certificates (5% each).

Internet use in aim to use e-government services (in a broader sense)

%, all respondents, n=1091

- Use constantly
- Have used it once or several times
- Never use



8.7. The Usage of Public Services

- During the last three months, every third PIA user used public services; during the last year, every other PIA user used public services -

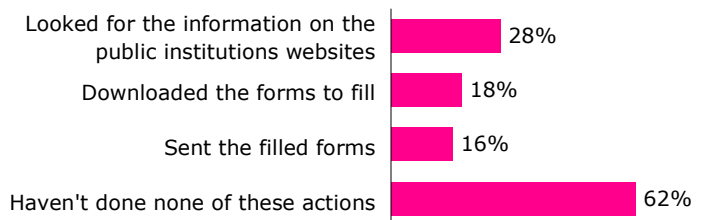
During the last three months slightly more than one third of PIA users (38%) used public services. The most often (28%) the information was searched for in the websites of government institutions. 18% of the interviewed downloaded applications and another 16% fulfilled and sent them.

PIA users receiving the highest income, specialists, officers, people having Internet access at home or at work, active Internet users and people having more developed computer usage skills use public services more often.

The usage of public services of urban and rural PIA users mainly do not differ, only urban residents downloaded relevant applications more often during the last 3 months.

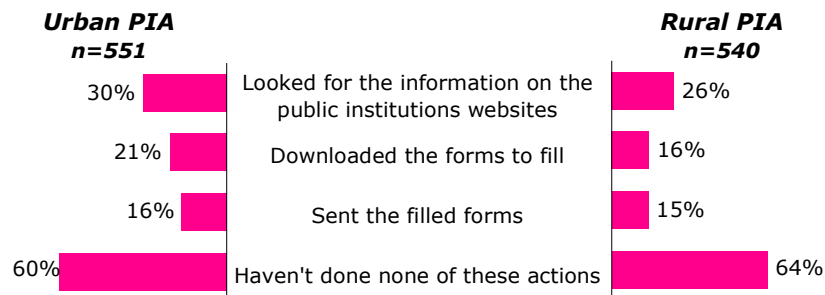
Use of the public services during past 3 months

%, all respondents, n=1091



Use of the public services during past 3 months

%, respondents of the target groups

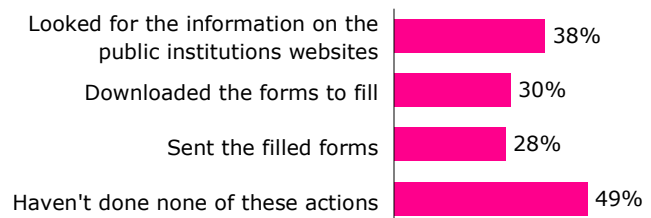


During the last year, there were more PIA users who used public services. Every other PIA user has used at least one of the analyzed services. The most often information was searched in portals of government institutions.

During the last year, public services were more often used by respondents of age 25-34, PIA users having the greatest disposable income, specialists, officers, people having Internet access not only in the library and active Internet users.

Use of the public services during past 12 months

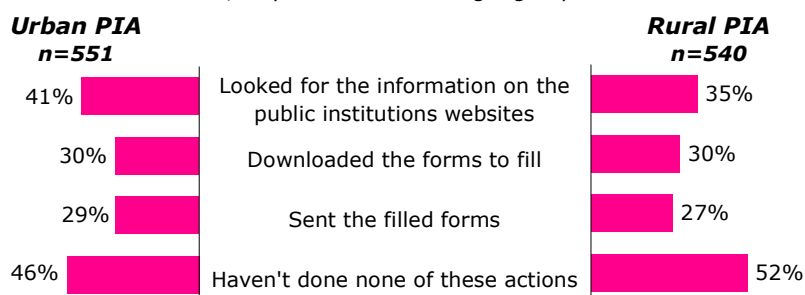
%, all respondents, n=1091



Moreover, information in the websites of government institutions were more often looked for by urban PIA users.

Use of the public services during past 12 months

%, respondents of the target groups



8.8. The Purposes of Using the Internet in the Library

Whilst comparing the Internet usage of PIA users and the residents, it was noticed that the latter use the Internet for all purposes not in the library, but in other places (at home, at work, etc.), more often. Only a small share of residents use the Internet in the library for all purposes. Thus, PIA Internet usage in the library is much more intense.

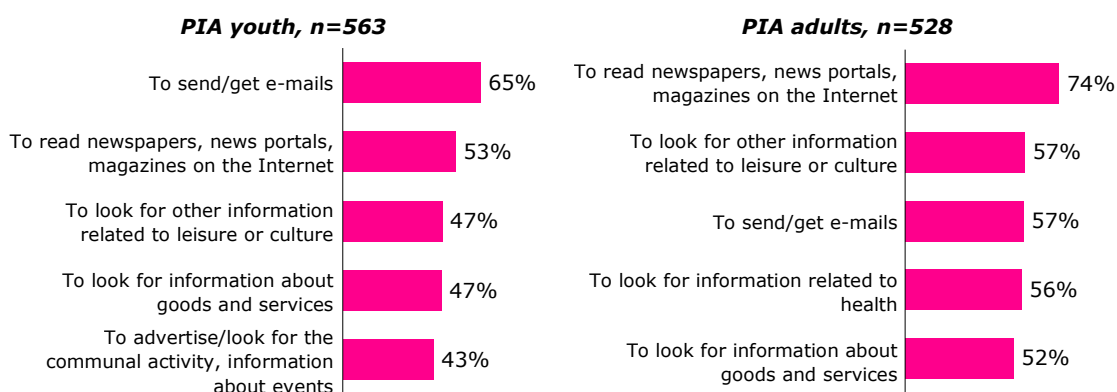
- The purposes of Internet usage among PIA users of different age are similar -

Both older PIA users and the youth commonly use the Internet in the library for the same purposes – sending e-mails, reading newspapers or news portals, looking for information about goods and services or look for leisure and culture related information.

Nevertheless, some differences exist among the purposes of using the Internet in the library of the youth and older PIA users. One of the most frequent Internet usage purposes of older PIA users is looking for health related information. Meanwhile, one of the most frequent purposes of Internet usage in the library is Internet usage for community activities or search for information about events.

The main purposes of the Internet use in the library

%, respondents of the target groups

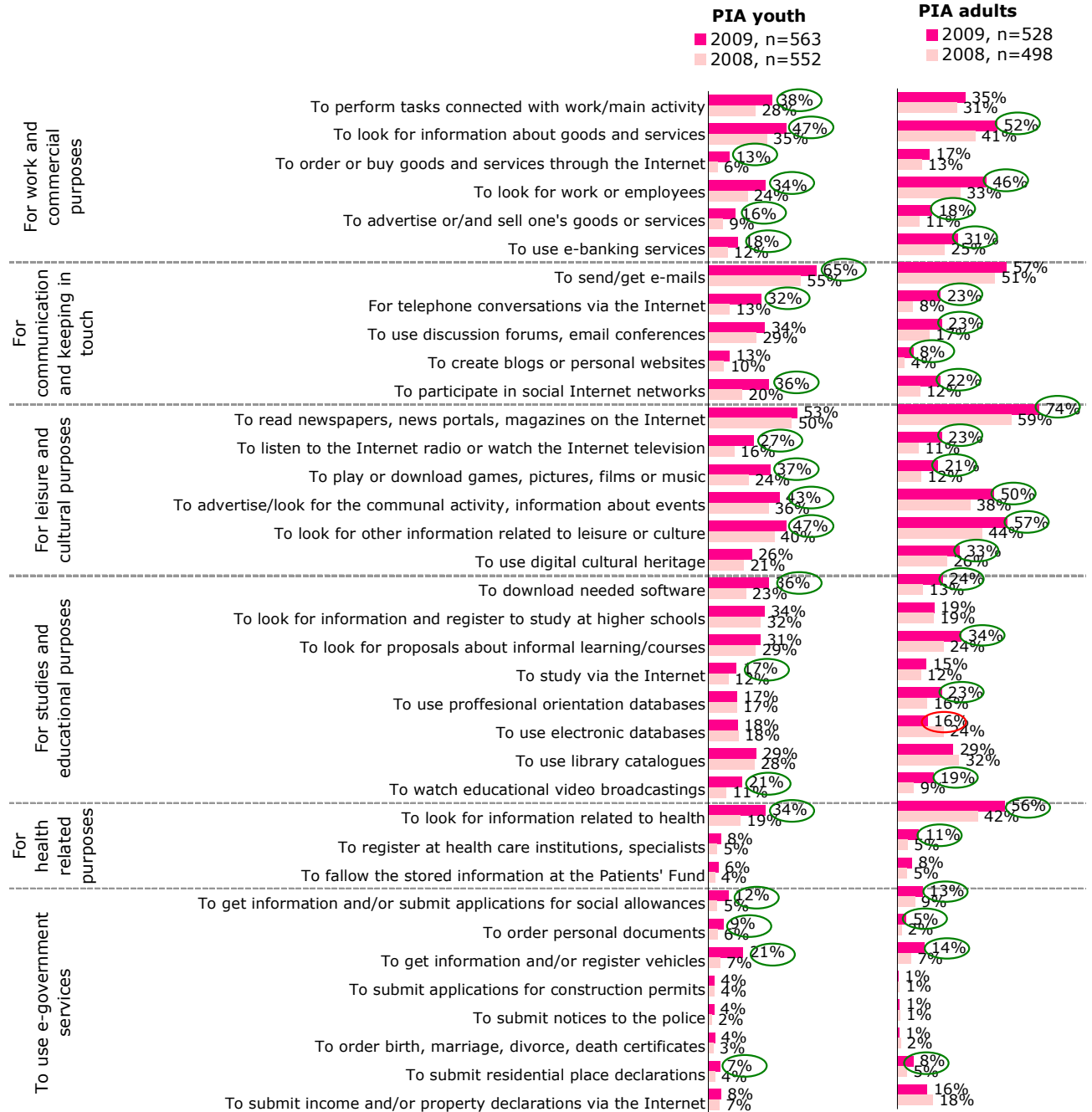


While analyzing all purposes of Internet usage in the library of the youth and older PIA users, the following core differences can be mentioned:

- ➔ Younger PIA users use the Internet in the library more for communication and keeping in touch and for using the services of e-government. Furthermore, in comparison to older PIA users, they play computer games, download relevant information (movies, music, etc.), software and are interested in registering at universities or colleges more often.
- ➔ Older PIA users use the Internet for health, leisure and culture related purposes more often than the youth. Moreover, they use the Internet in the library for job search, using the services of online banking, use databases of professional orientation and send online applications more often.

Internet usage in the library in the case of most purposes is growing in the groups of both youth and older respondents.

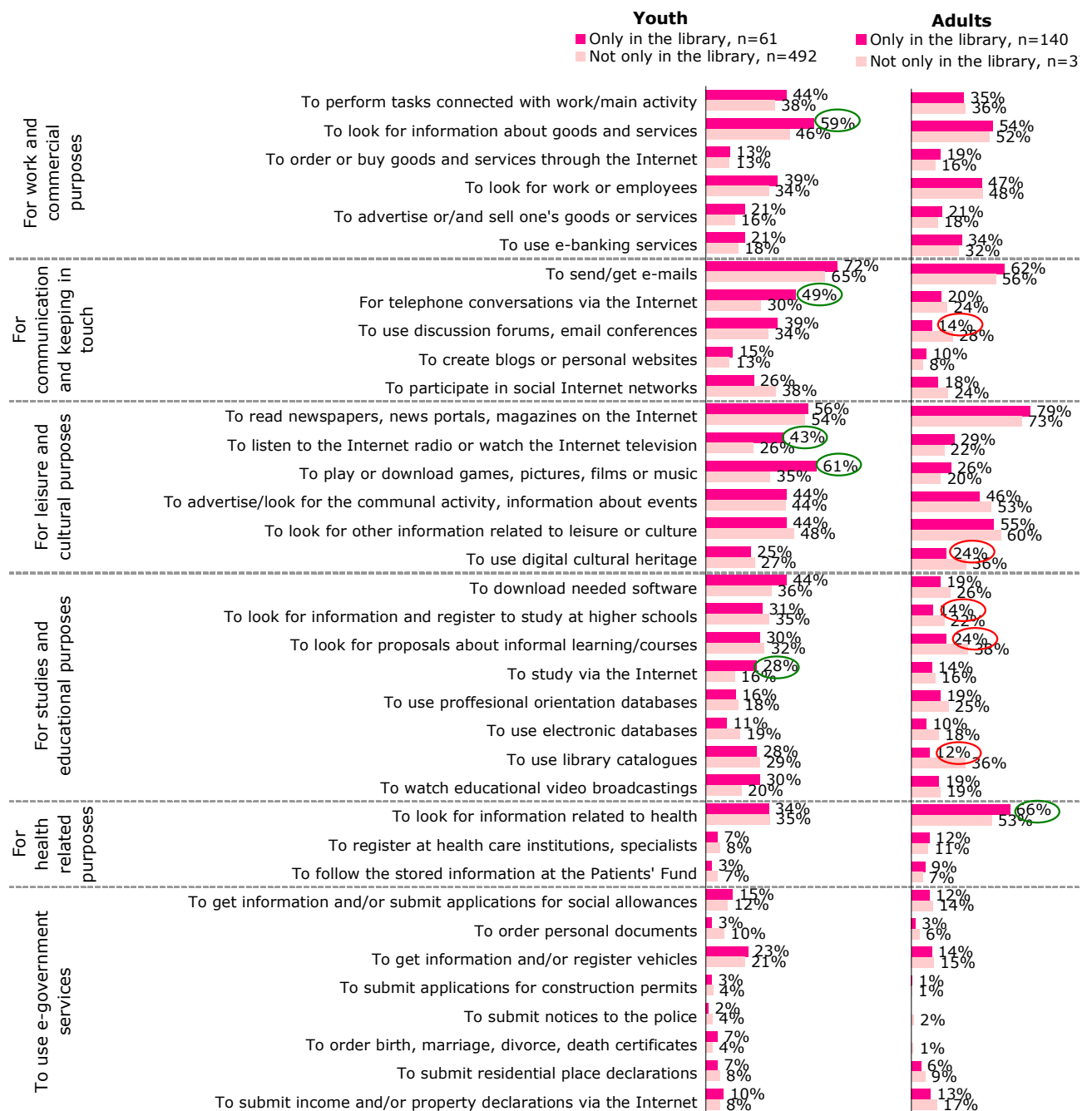
Purposes of using various Internet resources in the library
%, respondents of the target groups



It is important to note that the youth, who are able to use the Internet in the library only, look for information on goods and services, use online telephony, listen to the radio or watch TV online, download relevant information (music, movies, etc.), play and do the distance learning more often than those Internet users who have Internet access elsewhere. Meanwhile, older respondents, who are only able to use the PIA, participate in discussion forums, use digitalized cultural heritage, look for information on studies, look for courses or offers for development and use the libraries' catalogues less often than the respondents having Internet access in other places.

To sum up, it can be stated that the youth, who are able to use the Internet in the library only, satisfy a greater spectrum of their needs while using the Internet in the library. Meanwhile, older people, who do not have possibilities to improve their computer usage skills elsewhere, use the Internet less actively in the library as well. Bearing in mind the latter, it is likely that older PIA users need the help of specialists more often.

Use of public Internet access in the library for various purposes
 %, all respondents of the target groups



9. PIA

9.1. The Evaluation of Quality of PIA

- The evaluation of PIA quality is improving. The most significant change was recorded in rural areas -

The vast majority of PIA users evaluate the PIA quality positively. The complaisance and helpfulness of the libraries' staff is evaluated the most positively (evaluations of "good" or "very good" were given by 95% and 92% of respondents, respectively). The evaluations of computer technologies (91%), open hours (90%) or the opportunity to work by not being disturbed by anyone (90%) are also good. Software (84%) and Internet speed (77%) were evaluated slightly worse. The possibility to use the digital devices of one's own (60%) were evaluated positively the least often, however, it was not determined by a negative evaluation of this service, but by a great share (31%) of PIA users who were not able to evaluate this service.

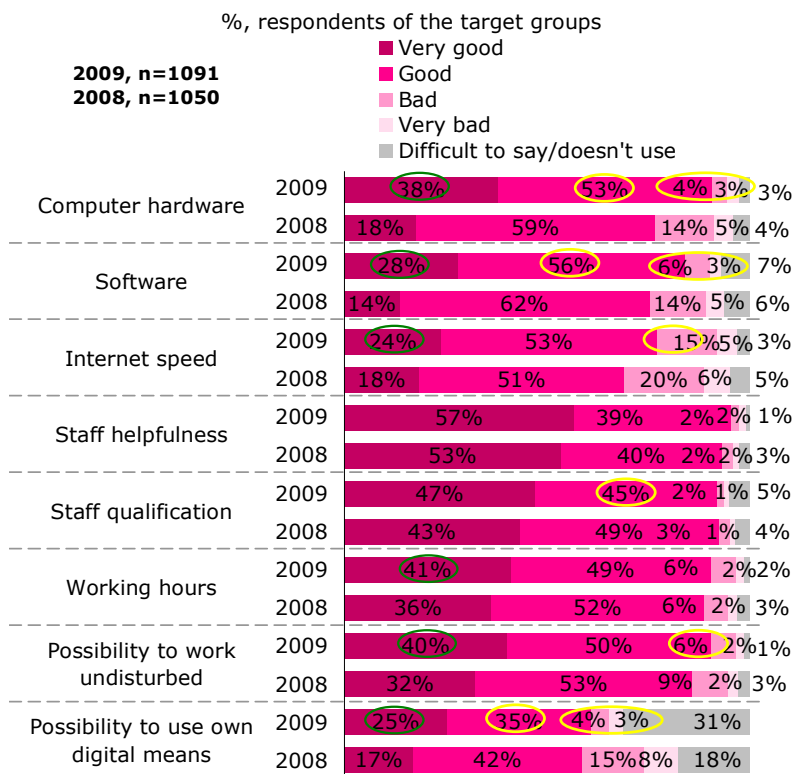
Women, PIA users over 45, specialists and officers evaluate almost all services provided in the library better than the rest.

In comparison to the previous year, the evaluation of services related to PIA improved. During the current year, computer technologies, software, Internet speed and the possibility to work by not being interrupted by anyone were evaluated positively more often. Furthermore, during the last year, the possibility to use one's personal digital devices was evaluated as "very good" slightly more often.

Rural PIA users evaluated the Internet speed, the complaisance and qualifications of the staff, open hours and the possibility to work without being interrupted better than the urban residents are.

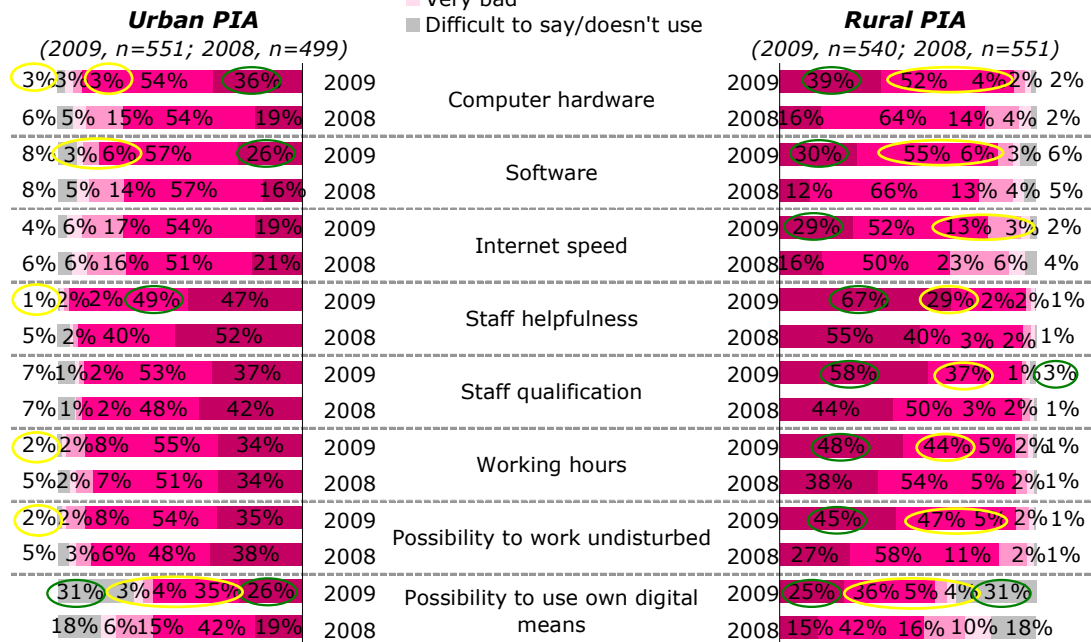
During the last year, both in urban and rural areas the number of respondents who evaluated computer technologies and software positively increased. However, when evaluating in general, more positive changes were recorded in rural areas. The share of PIA users who evaluated all factors as "very good" grew. Moreover, more PIA users evaluated the Internet speed, the possibility to work without being interrupted and the ability to use their own digital devices positively ("good" or "very good").

Evaluation of the quality of public Internet access services provided in the library



Evaluation of the quality of public Internet access services provided in the library
%, respondents of the target groups

- Very good
- Good
- Bad
- Very bad
- Difficult to say/doesn't use



During the current year, repeatedly surveyed respondents evaluated the complaisance and qualifications of the staff and the open hours of the library as "good". However, the share of respondents who evaluated these factors as "very good" decreased (more information in Appendix II, Table 5.5).

9.2. The Benefit of the PIA in the Library

The benefits provided to the community by the PIA can be divided into two generalized benefit categories – social and economical⁹.

- The main benefit provided by the PIA in the library is social benefit -

After expressing the social and economical benefit provided by the PIA in sum percentages, the ratio of 52% and 21% is received. Thus, PIA usage in the library provides social benefit to most of the PIA users.

TO be more precise, it can be distinguished that Internet usage in the library enriches the leisure time (72%) and enhances the communication with friends and relatives (57%) the most often.

44% of the surveyed feel financial benefit of PIA. Internet in the library saved them money. Another 7% of respondents used the Internet for earning money. The same amount of the surveyed increased their income.

44% of PIA users used the Internet for studies and education. In general, the benefit of PIA while fulfilling every day tasks is felt by 43% of PIA users.

For one fourth of respondents, the PIA usage was useful while taking care of their health (26%). 13% of PIA users found a job online in the library.

Another one tenth of the respondents claimed that PIA usage allowed them to purchase a good or service which they wanted (13%) or to contact national government (10%).

“Other” PIA benefits mentioned by the respondents included provision of information, saving time, help in receiving money and help while solving various other problems or intending to reach particular goals.

Only 13 PIA users (slightly more than 1%) stated that Internet did not provide any benefit.

PIA user groups characterized by differed socio-demographic characteristics experience different benefits provided by the Internet in the library:

- ➔ The oldest (over 55 years old) respondents stated that Internet enriched their leisure time more often.

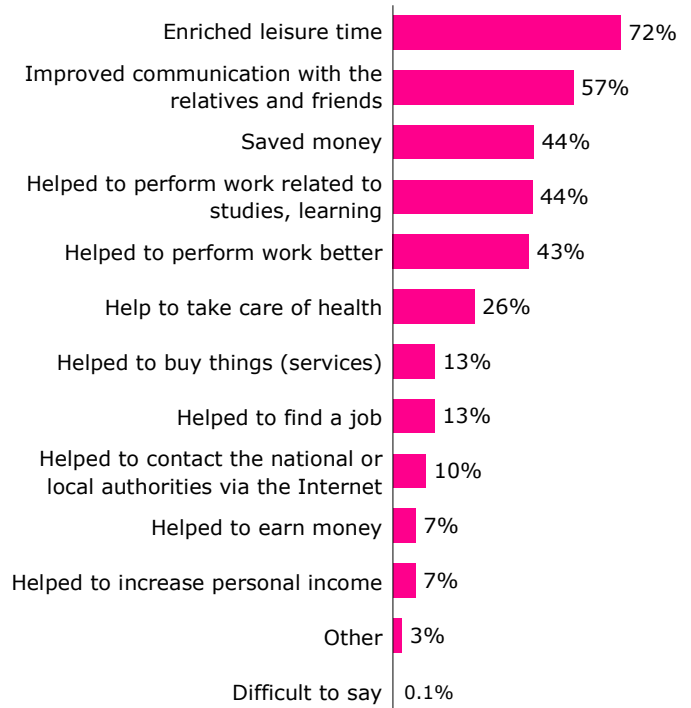
⁹ In question groups which research the benefit of PIA to local community, in order to make the generalizations and comparisons more simple, the derivative number is provided in the report. It shows the general percentage of social/economical benefit. The **sequency of calculation** is the following: (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.

Benefits provided by the Internet available in the library

%, all respondents, n=1091

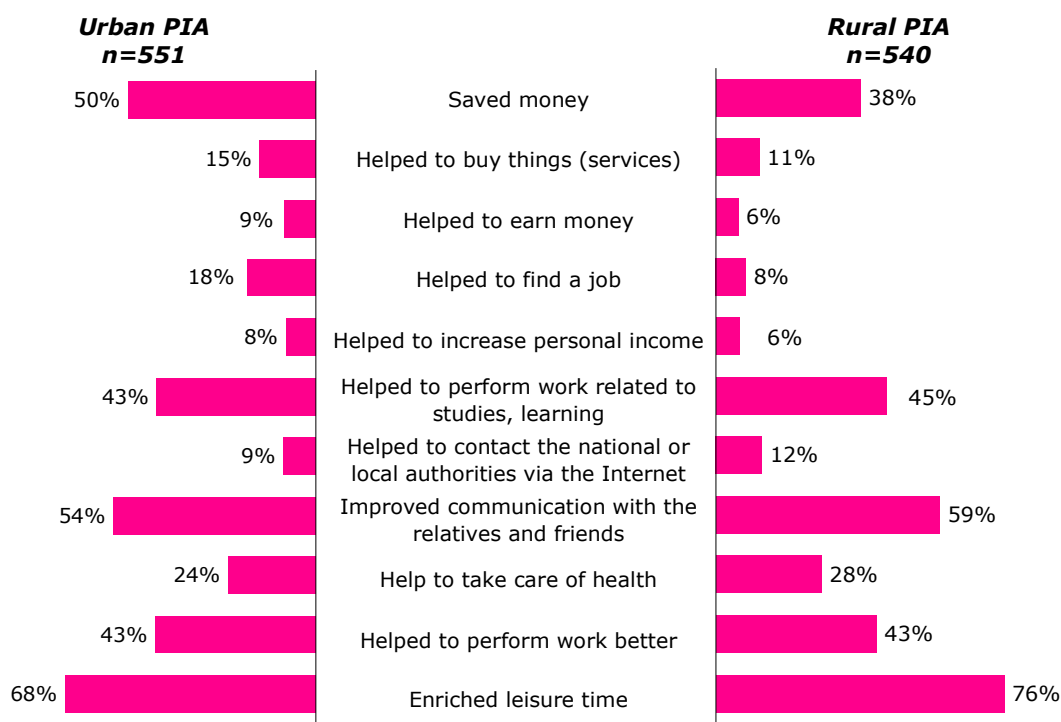


- Enhanced communication with friends and relatives is felt by respondents that use the Internet actively and averagely actively in the library more often.
- PIA users of age 25-34 and people receiving medium disposable income mentioned more often that Internet saved them money.
- Men and PIA users having the best computer usage skills used the Internet for earning money or increasing their income more often.
- Respondents of age 15-24 (especially schoolchildren), people who have the possibility to use the Internet somewhere else (not only in the library), active Internet users and people having sufficient computer usage skills claimed that Internet helped them while studying more often.
- Women, specialists and officers, active Internet users and PIA users having good computer usage skills stated that Internet helped them to perform their tasks better more often.
- Women, PIA users over 35, people having a university degree, receiving average income, specialists and officers, the retired, the disabled, housewives and people who are only able to use the Internet in the library reported that Internet helped them to take care of the health more often.
- Individuals of age 23-34, respondents receiving the highest disposable income, specialists and officers used the Internet for purchasing goods and services more often.
- Men, people of age 25-34, respondents having a university degree, active Internet users who are only able to use the Internet in the library stated more often that Internet helped them to find a job.
- Men, people receiving the highest disposable income and specialists and officers contacted the national or local government more often.

While comparing the Internet benefits of urban and rural residents, it is worth noticing that rural residents stated that Internet enriched their leisure time more often. Meanwhile, urban PIA users saved money or found a job with the help of Internet. The latter benefit is the most intense in big cities where unemployment grew the fastest during the last year.

Benefits provided by the Internet available in the library

%, PIA users of the target groups who can use the Internet not only in the library



- The most often perceived financial benefit of PIA is the possibility to use the service free of charge -

In terms of Internet help while saving money in particular, PIA users were asked to spontaneously mention the situations when the Internet usage in the library allowed them to save money or to bypass expenses.

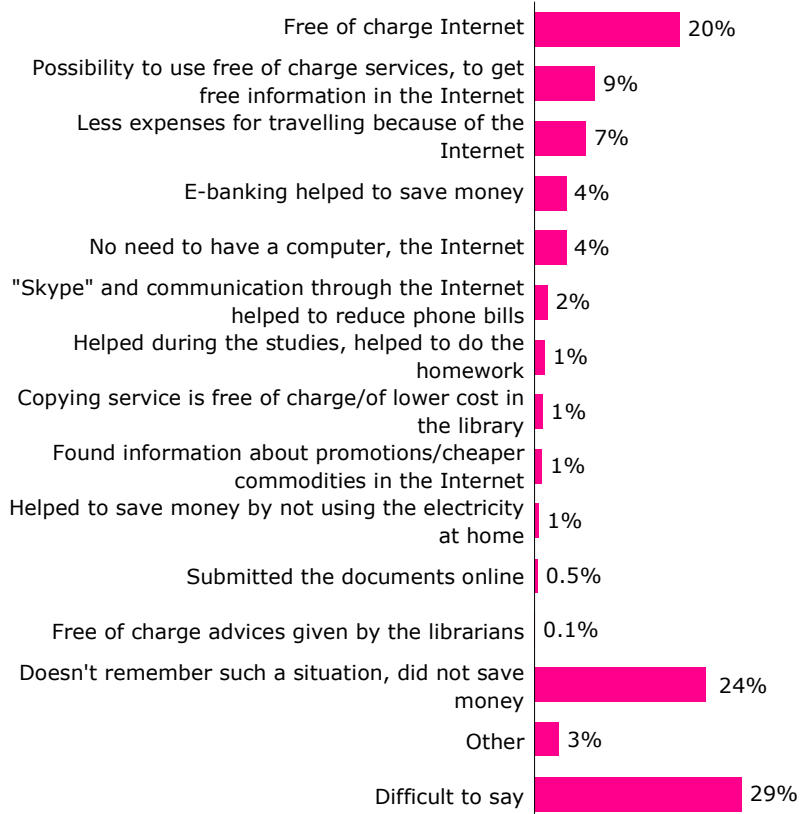
The most often PIA users named the free of charge Internet (20%) as the PIA benefit.

The possibility to use various services online and to find out information (9%) also helps people to save.

Furthermore, some PIA users could name particular areas where the money was saved. The possibility to receive actual information in one place helps to cut transport expenses; communication online reduces telephone expenses; using the Internet in the library saves energy at home and one does not have to have a computer or Internet connection upon the whole.

How the use of the Internet in the library allowed to save money or to avoid expenses?

%, all respondents, n=1091



In general, 47% of PIA users pointed various situations when Internet usage in the library allowed them to save money or to bypass expenses. Nevertheless, one fourth of respondents (24%) did not remember any particular situation, which helped them to save money. Another 29% of respondents could not answer this question in general.

9.3. Cooperation with the Libraries' Staff

- The youth use the consultations of the libraries' staff less often, meanwhile older respondents do it more often -

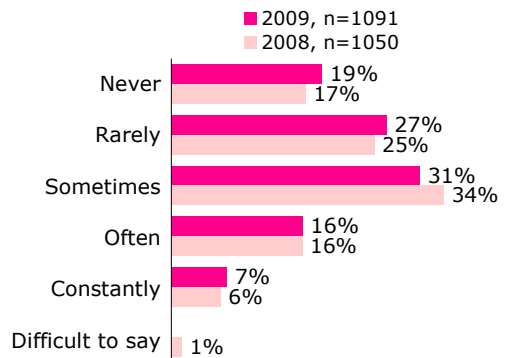
Most (81%) of PIA users have asked for help or consulted the libraries' staff. Slightly more than every fifth (23%) PIA user consulted the libraries' staff constantly or very often.

PIA users over 35 years old, people having a university degree, respondents receiving average income, specialists or officers, the retired (because of age or disability), the interviewed who are able to use the Internet in the library only and people having insufficient computer literacy skills consult the libraries' staff more often.

During the last year, the number of PIA users using the help of libraries' staff diminished among the youth. Meanwhile, the number of older PIA users who rarely ask for help of the libraries' staff increased. Constant usage of libraries' staff help did not change either among the youth or among older PIA users.

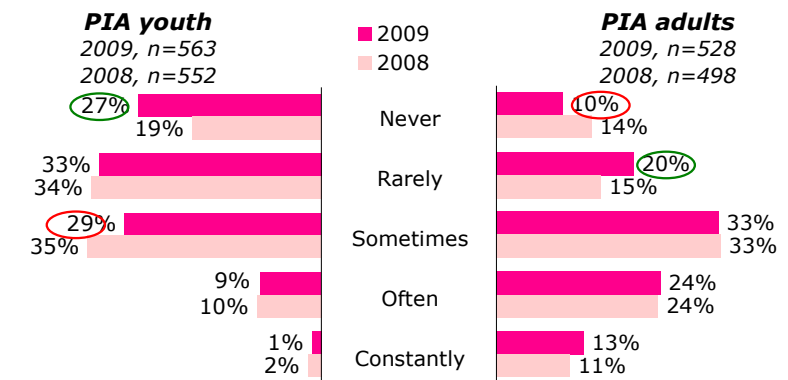
How often the respondent addressed the librarian for help, advice or consultation?

%, all respondents, n=1091



How often the respondent addressed the librarian for help, advice or consultation?

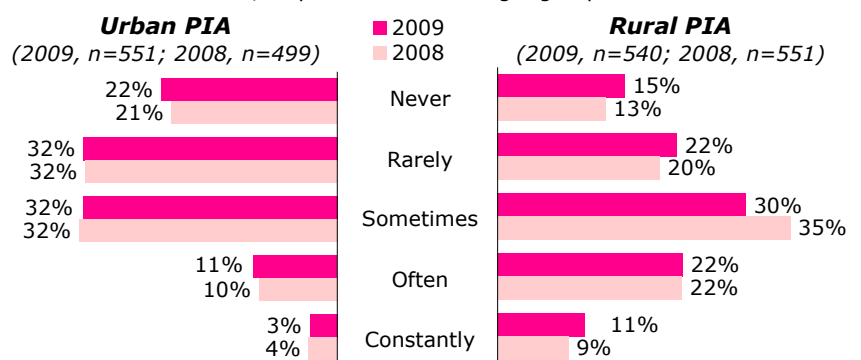
%, respondents of the target groups



Urban respondents consult the libraries' staff less often. It might be influenced by bigger flows of PIA users and, in turn, not a very close personal contact with the libraries' staff. Meanwhile, in rural areas, not only a greater share of PIA users consult the libraries' staff, but they also do it often.

How often the respondent addressed the librarian for help, advice or consultation?

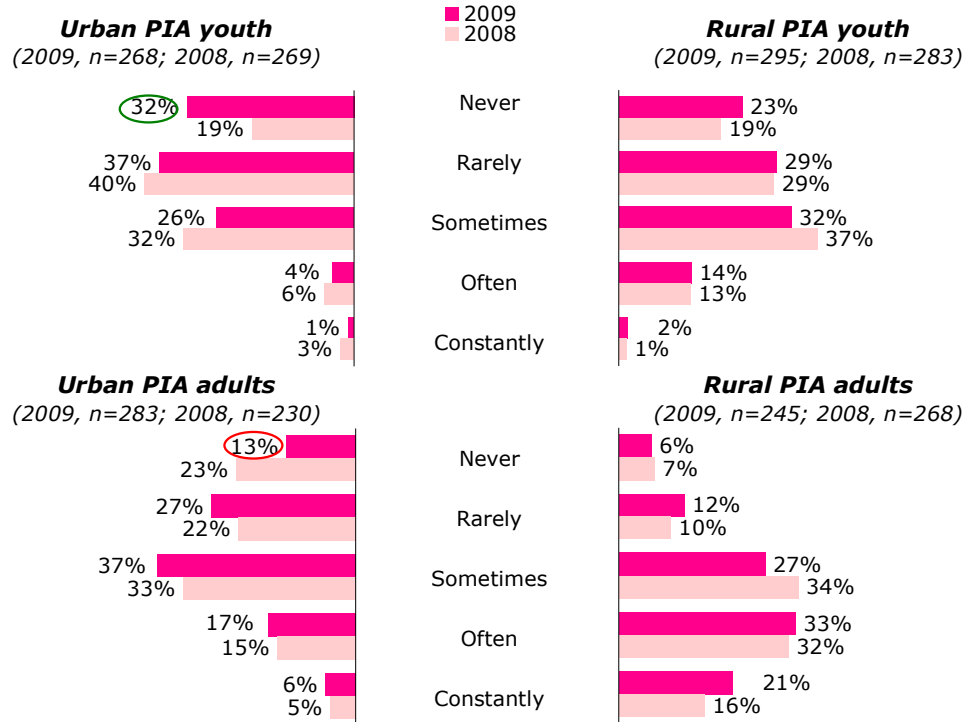
%, respondents of the target groups



While analyzing the frequency of consultations with the libraries' staff among urban and rural PIA users in different age categories, it was noticed that both the youth and older urban PIA users ask for the help of the libraries' staff less often. In comparison to the year before, the cooperation of older PIA users with the libraries' staff did not change. Meanwhile, during the current year, the rural youth asked for the help of libraries' staff more often and in the urban areas their consultations were required by a smaller share of the youngest respondents.

How often the respondent addressed the librarian for help, advice or consultation?

%, PIA users of the target groups



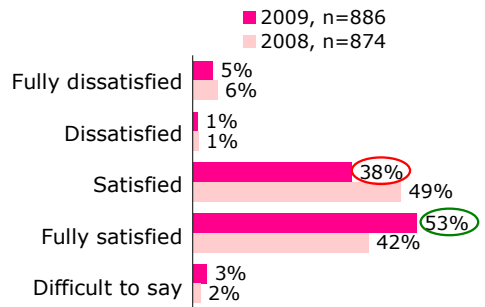
During the current year, repeatedly surveyed respondents asked for the help of the libraries' staff as often as the year before (more information in Appendix II, Table 5.1).

- The satisfaction with the help and consultations of the libraries' staff is increasing -

The vast majority of PIA users are satisfied with the help of the libraries' staff. During the last year, the share of those who named the help as "fully sufficient" grew. Satisfaction with the consultations of the libraries' staff is increasing among both the youth and older respondents.

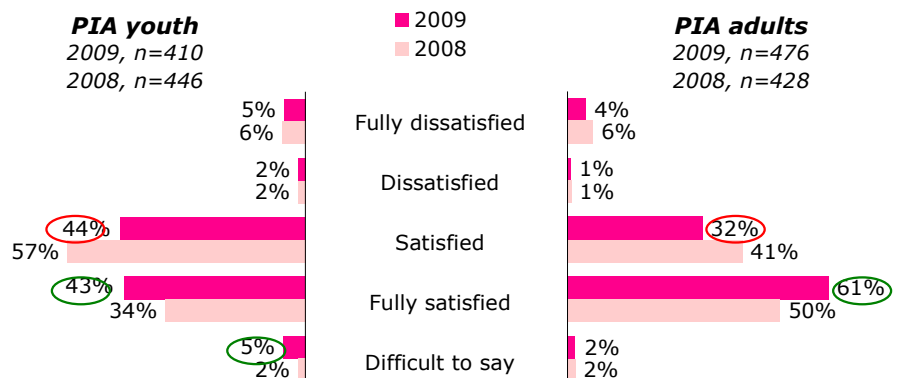
The youth and PIA users having sufficient computer literacy skills evaluated the help of libraries' staff as satisfactory more often. Meanwhile, the oldest PIA users (over 55), specialists, officers, the retired, the disabled and PIA users having insufficient computer literacy skills reported the help of the libraries' staff to be "fully sufficient".

Satisfaction with the librarian's help and consultation
%, respondents who addressed the librarians for help or advice



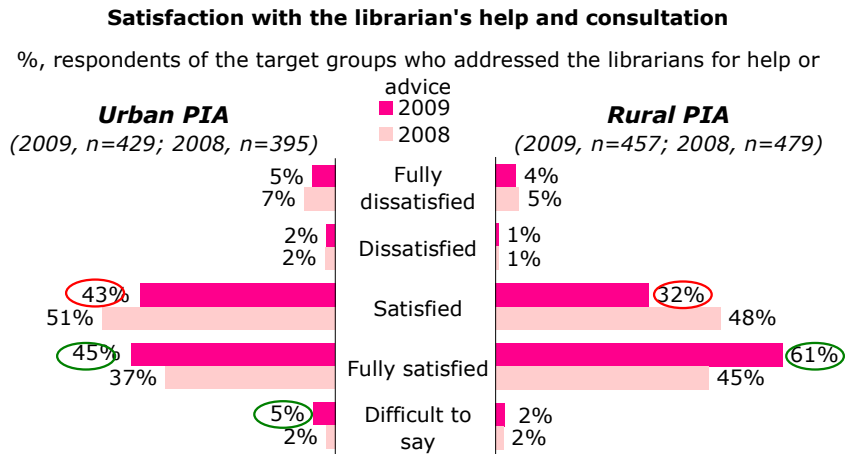
Satisfaction with the librarian's help and consultation

%, respondents of the target groups who addressed the librarians for help or advice



While comparing the satisfaction of urban and rural residents with the help of the staff, rural PIA users believed that the consultations fully satisfied them more often. Urban PIA users are also satisfied with the work of the libraries' staff more often, however, the level of their satisfaction is not as high as that of the rural PIA users.

During the last year, the number of PIA users fully satisfied with the work of the libraries' staff increased both in urban and rural areas.



Repeatedly surveyed respondents stated that the help of the libraries' staff fully satisfies them more often than the year before (more information in Appendix II, Table 5.2).

9.4. Potential Price of PIA in the Library

- Only every other PIA user would agree to pay for the Internet in the library -

If PIA in the library was charged, almost one fifth of PIA users (17%) would stop using it at all.

Almost one third of PIA users could not name the sum, which they would agree to pay for the Internet in the library, therefore, their actions regarding the PIA charge are not clear at all.

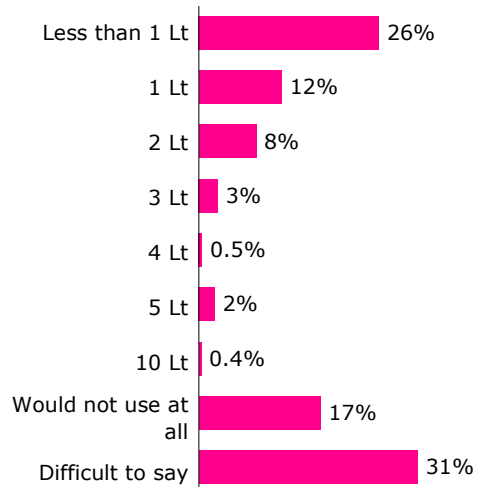
One fourth of respondents agreed to pay up to 1 Lt for one hour of usage of this service. 12% of users would pay 1Lt, another 8% would pay 2Lt. Only 6% of PIA users agreed to pay 3Lt and more for the Internet in the library.

Whilst analyzing data in different social groups, no major differences were recorded. Thus, charging PIA would reduce the PIA usage in all social groups equally.

After charging the PIA, both in urban and rural almost one fifth (19% and 16%, respectively) of PIA users would refuse this service and another third (31%) were not able to tell what they would do in such a situation.

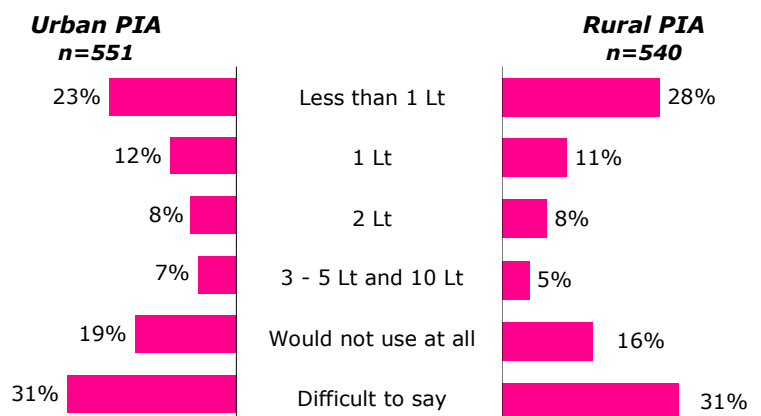
Price that the respondent would agree to pay for public Internet access in the library

%, all respondents, n=1091



Price that the respondent would agree to pay for public Internet access in the library

%, respondents of the target groups



10. Services Provided by Libraries

10.1. Services of the Library Used by PIA Users

- Apart from using the Internet, PIA users commonly use other traditional services of the library -

PIA users use the free of charge Internet in the library the most often. Nevertheless, commonly a few services are used in the library and only 6% of PIA users visit libraries for the Internet only.

Apart from free of charge Internet, other more traditional services of the library are popular as well. 72% of PIA users use the service of the dispense of books, 59% of respondents read periodical press and another 22% use the service of the dispense of other publications.

More than one half of PIA users use information databases (44%), watch video recordings (36%) or listen to audio recordings (35%) in the library.

27% of PIA users play computer games in the library.

Computer literacy courses in the libraries are attended the most rarely (18%).

Other services of the library, which PIA users have used, included using the printer, checking e-mails, participating in the exhibitions organized by the library and other events.

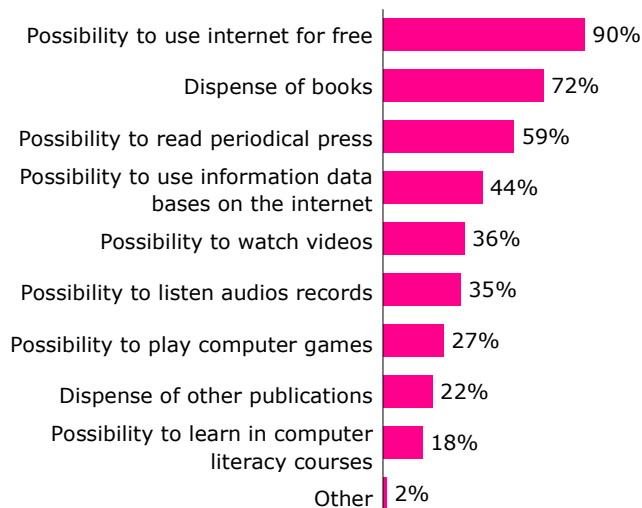
While analyzing the usage of services provided by the library of PIA users of different socio-demographic characteristics, the following tendencies were noticed:

- The youngest respondents, active or averagely active Internet users and PIA users having good computer usage skills listen to audio recordings, watch video recordings, use information databases or play computer games in the library more often than other users.
- The possibility to learn at computer literacy courses, the same as reading periodical press, is more often used by the oldest respondents (over 45 and especially the retired), people having a university degree, respondents receiving average income and people having insufficient computer literacy courses.
- The dispense of books and other publications are used by women, specialists and officers, people having Internet access at home or at work or active PIA users more often.

Rural residents use most of the services provided by the library more often than urban PIA users. In rural areas, the dispense of books, watching video recordings, listening to audio recordings, using information databases online and playing computer games is more common (used more often).

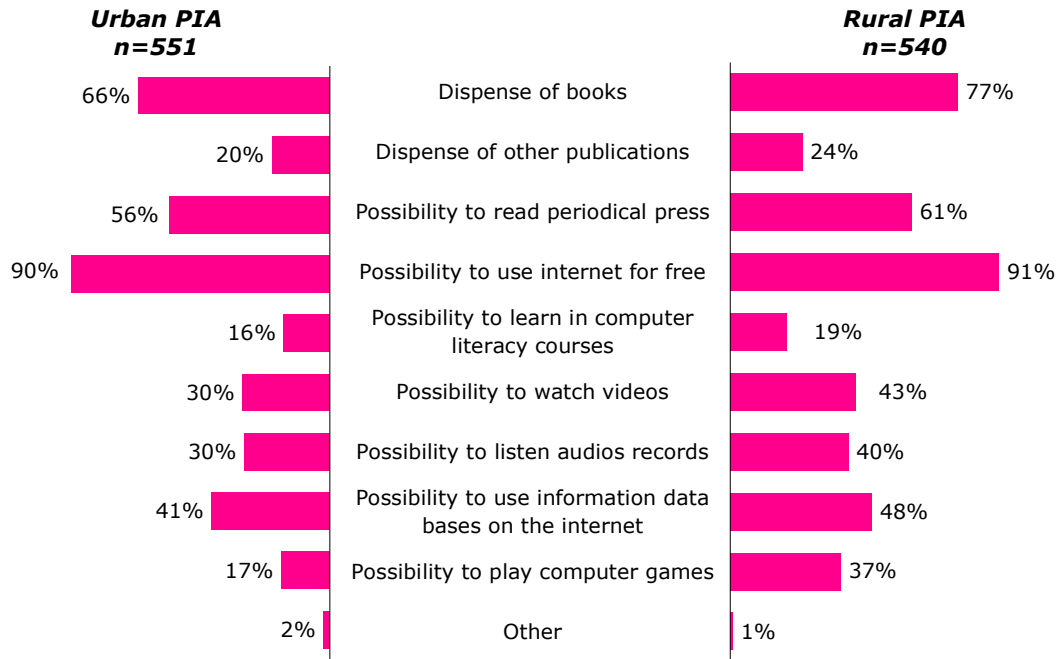
Library's services that have been used by the respondent

%, all respondents, n=1091



Library's services that have been used by the respondent

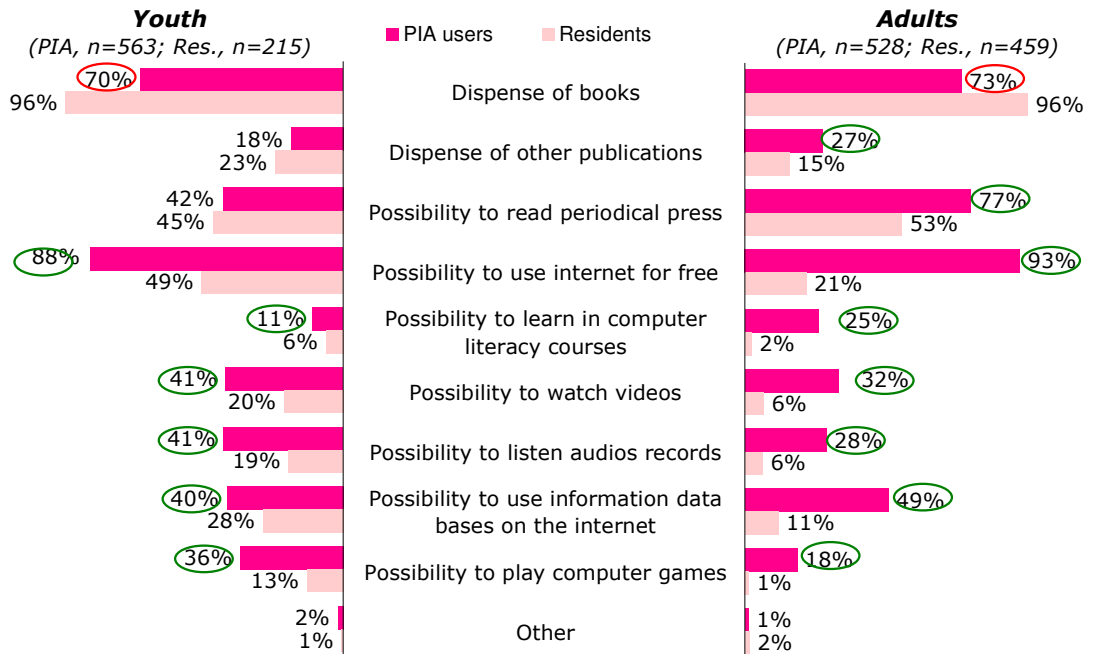
%, respondents of the target groups



Residents who have visited the library at least once, in comparison to PIA users, use the services of the dispense of books more often. However, they are more passive users of other services provided by the library. This tendency was noticed in the groups of older respondents and among the youth. The latter use the service of the dispense of other books and reading periodical press as often as other PIA users.

Library's services that have been used by the respondent

%, respondents who use the Internet and visited the library at least once



10.2. Programs and Services Used

- The usage of online manuals, libraries' catalogues or printers diminished -

During the research it was analyzed what PIA services respondents used on the day of the interview.

The vast majority of PIA users used or were intending to use PIA (93%). One tenth of respondents used wireless Internet in the library. Another 72% users came to the library to check e-mails.

29% of PIA users were intending to consult a librarian and 9% were intending to consult other library visitors.

Without using Internet related services, it is also popular among the PIA users to use the printer (35%) or scanner (14%). A quarter of interviewed PIA users came to the library with an intention to use online manuals or dictionaries and the same amount looked for information. 14% of respondents used libraries' catalogues. 16% of respondents used or were intending to use office programs. Another 15% of PIA users used computerized means of learning.

Only 1% of respondents were intending to use the means intended for the disabled. They claimed they intended to use the following means – increasing font, using the mouse covered in the material absorbing hits or getting acknowledged with the opportunities of the disabled to integrate in the community in general.

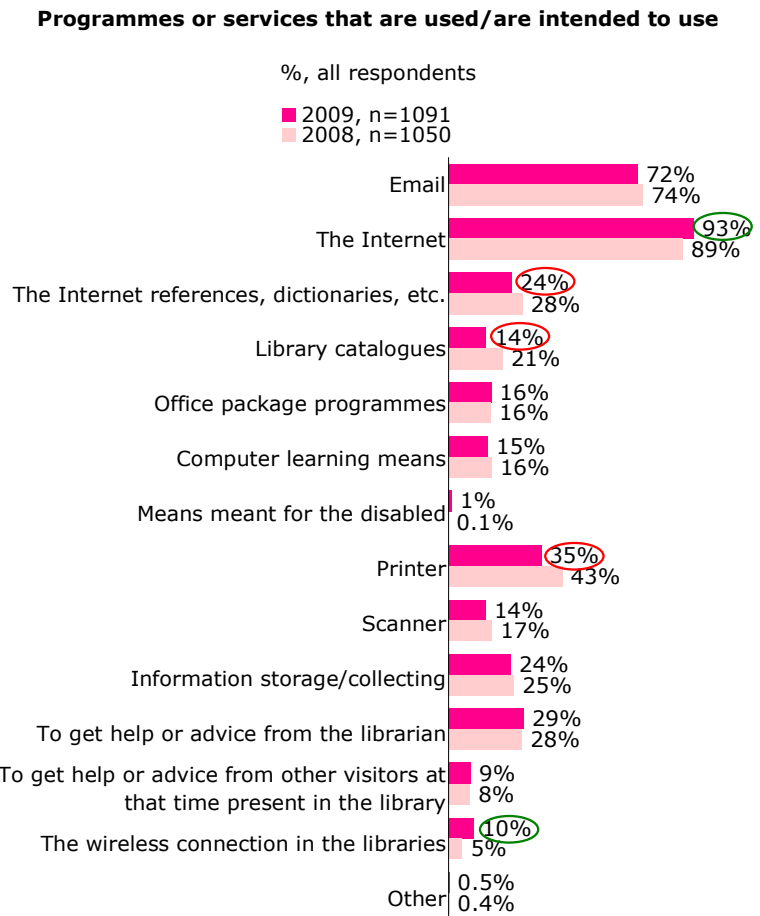
Computer games and help to other people were named as "other" services.

Older PIA (over 45), people having average income, the retired and the disabled were intending to use the help of other library visitors or libraries' staff more often.

Meanwhile, PIA users receiving the highest income, specialists or officers, active Internet users, people having the possibility to use the Internet at home or at work and people having good computer usage skills used or were intending to use electronic mail, libraries' catalogues, various programs, printers or scanners and collecting information more often.

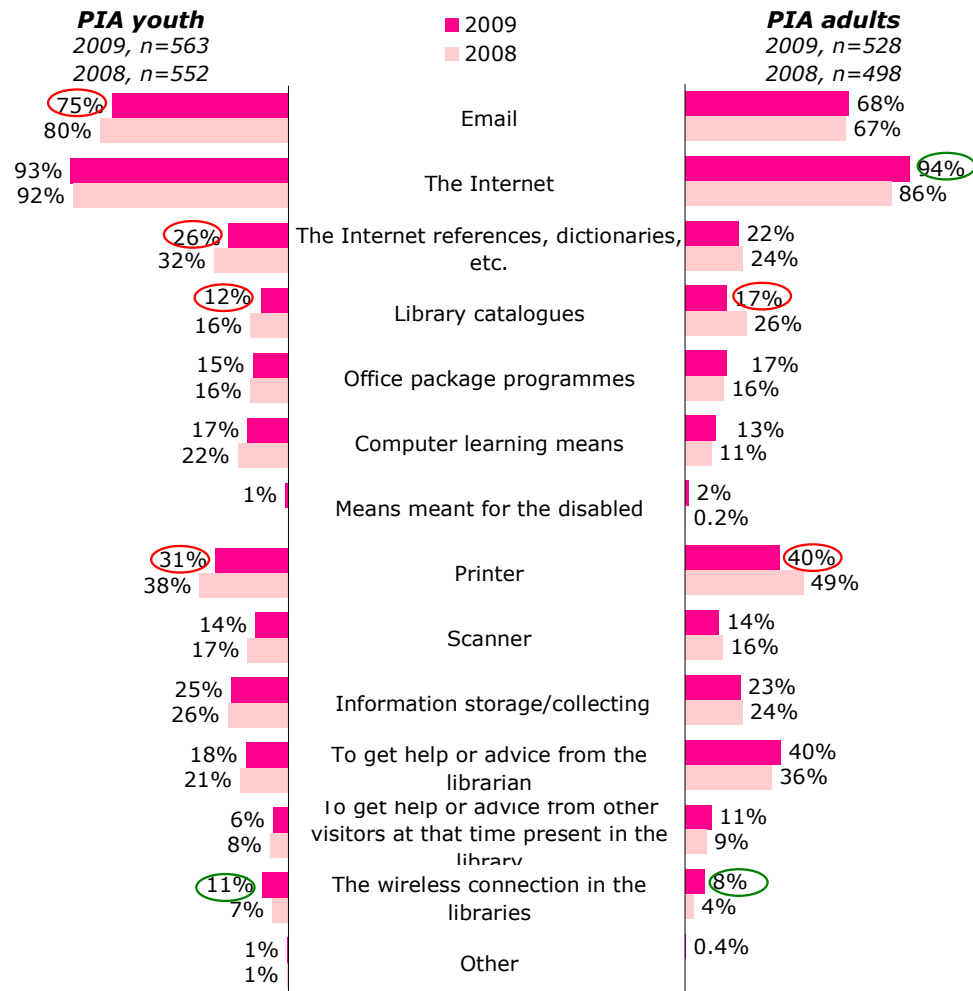
In comparison to the previous year, during the current year, slightly less respondents were intending to use online manuals, libraries catalogues or printers.

While analyzing the change of various PIA services usage during the year in various age groups, it was recorded that the usage of PIA services by youth diminished more than that of older users. During the research, less of the youngest PIA users used the service of checking e-mails, online manuals, libraries catalogues and printers. Meanwhile, among the older PIA users, only the usage of libraries catalogues and printers diminished. Wireless Internet was used more by both younger and older PIA users.



Programmes or services that are used/are intended to use

%, respondents of the target groups

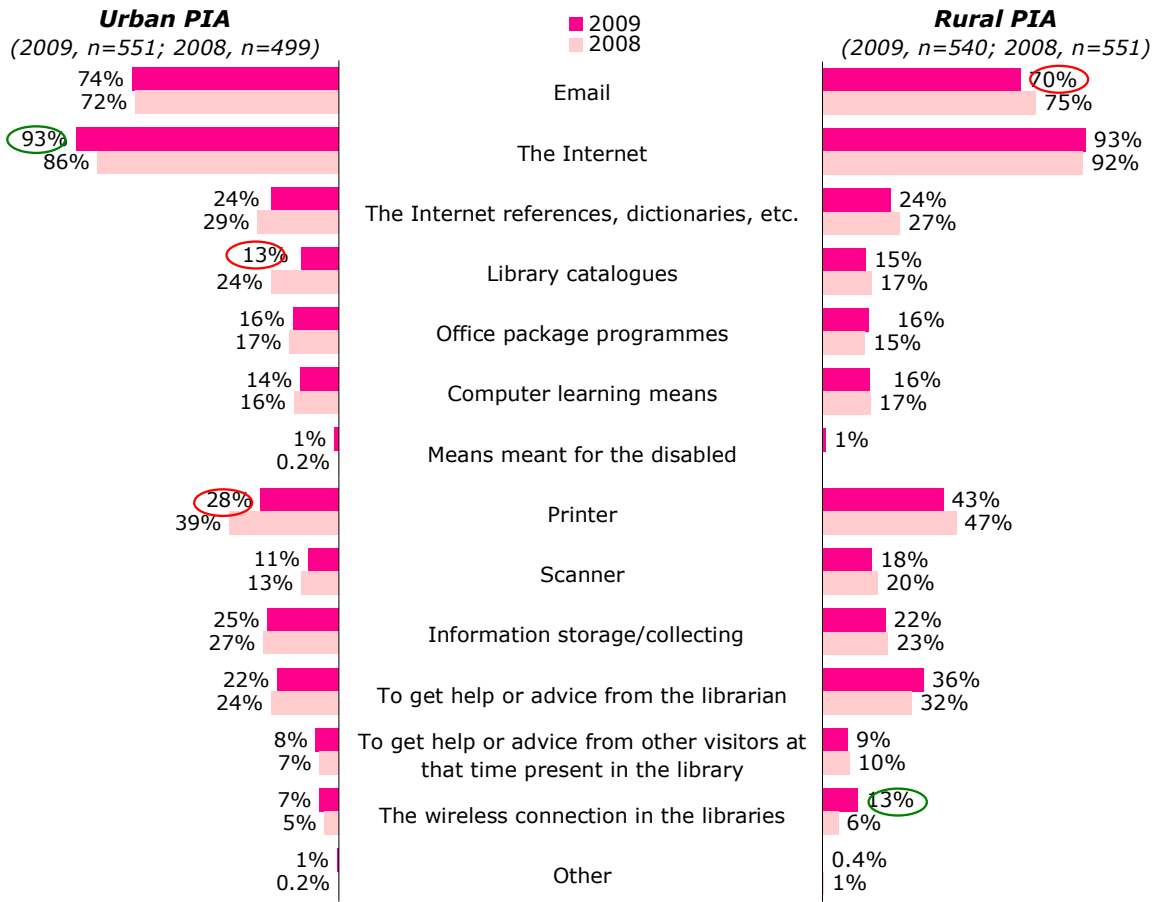


- Wireless Internet usage is growing in rural libraries -

The usage of PIA usage services during the research was slightly different in urban and rural areas. Rural PIA users used printers, scanners, used wireless Internet and asked for help of the staff more often than urban residents. Furthermore, during the current year, rural PIA users were intending to use wireless Internet more often and to check e-mails – less often during the research. Meanwhile, in urban libraries, PIA users visited libraries with intentions to use libraries’ catalogues and scanners less often.

Programmes or services that are used/are intended to use

%, PIA users of the target groups



10.3. The Evaluation of the Service Provision or the Change of the Material Base

- During the last year, almost twice as much PIA users believed that the services related to PIA improved -

The most often PIA users believe that the services provided by the library or the material base improved or remained the same. Only a small share of the interviewed claimed that they noticed negative changes in the services provided by the libraries.

The most often PIA users state they noticed the improvement in the staff competencies (one can get a piece of advice from the staff) (62%), general atmosphere (59%) and the improvement of services related to PIA (computer technologies or the quality of software (57% each) and the quantity of it (55% and 54%, respectively).

43% of PIA users believe that, during the last year, the assortment of books improved. 42% of the surveyed noticed positive changes in the quality and variety of events organized by libraries. 38% of PIA users reported improvement or the variety of databases.

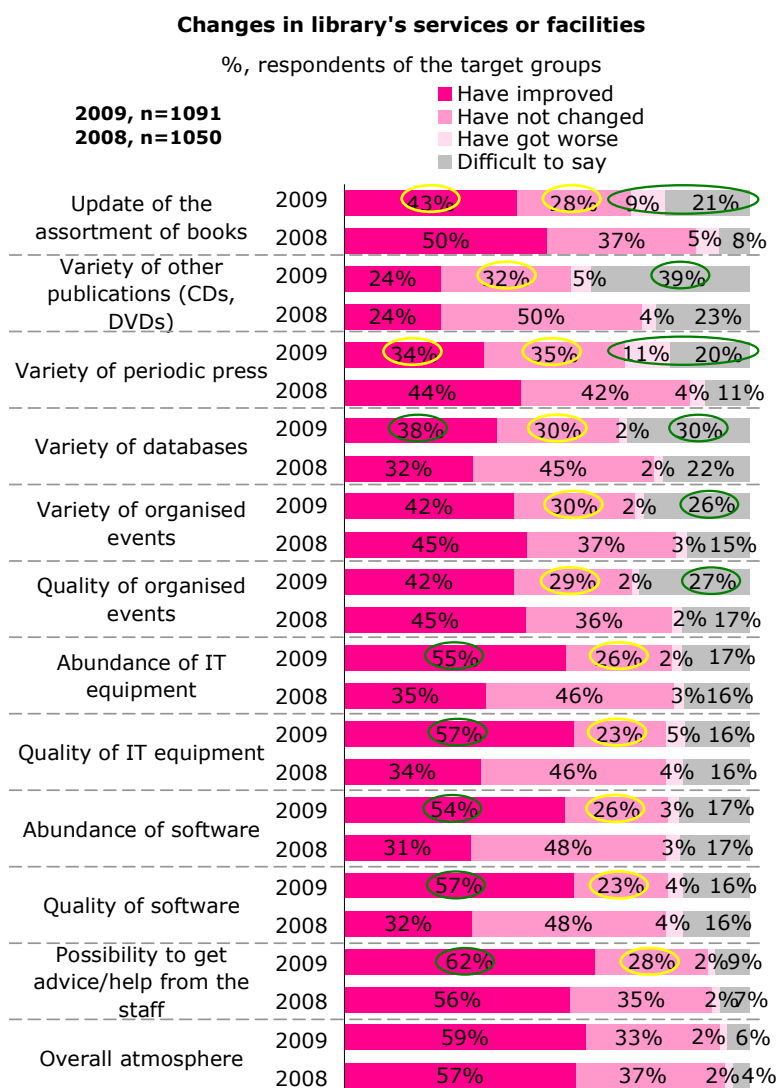
The variety of periodical press seems the same or unchanged for the same shares of respondents. Meanwhile, the least positive changes were noticed in the assortment of other publications.

The opinion of PIA users with different characteristics about the improvement of libraries' services slightly differs:

- ➔ The youngest PIA users reported the improved variety of periodical press more often.
- ➔ PIA users of age 45-54 stated that the variety of organized events improved more often.
- ➔ The oldest respondents reported that the opportunity to get a piece of advice from the staff and their help improved more often.

In comparison to the previous year, the number of PIA users who reported improvements in PIA related services (the quantity and quality of computer technologies and software), the variety of databases or the opportunity to be consulted increased. Meanwhile, the improvements in the variety of books or periodical press were reported less often.

In both rural and urban areas, positive changes in the provision of PIA related services, atmosphere in the library or the service (a possibility to get help) were reported equally often. However, some differences between the evaluation of the urban and rural libraries' services and their material base were noticed. In rural areas, more PIA users reported that the renewal of assortment of books, the variety of



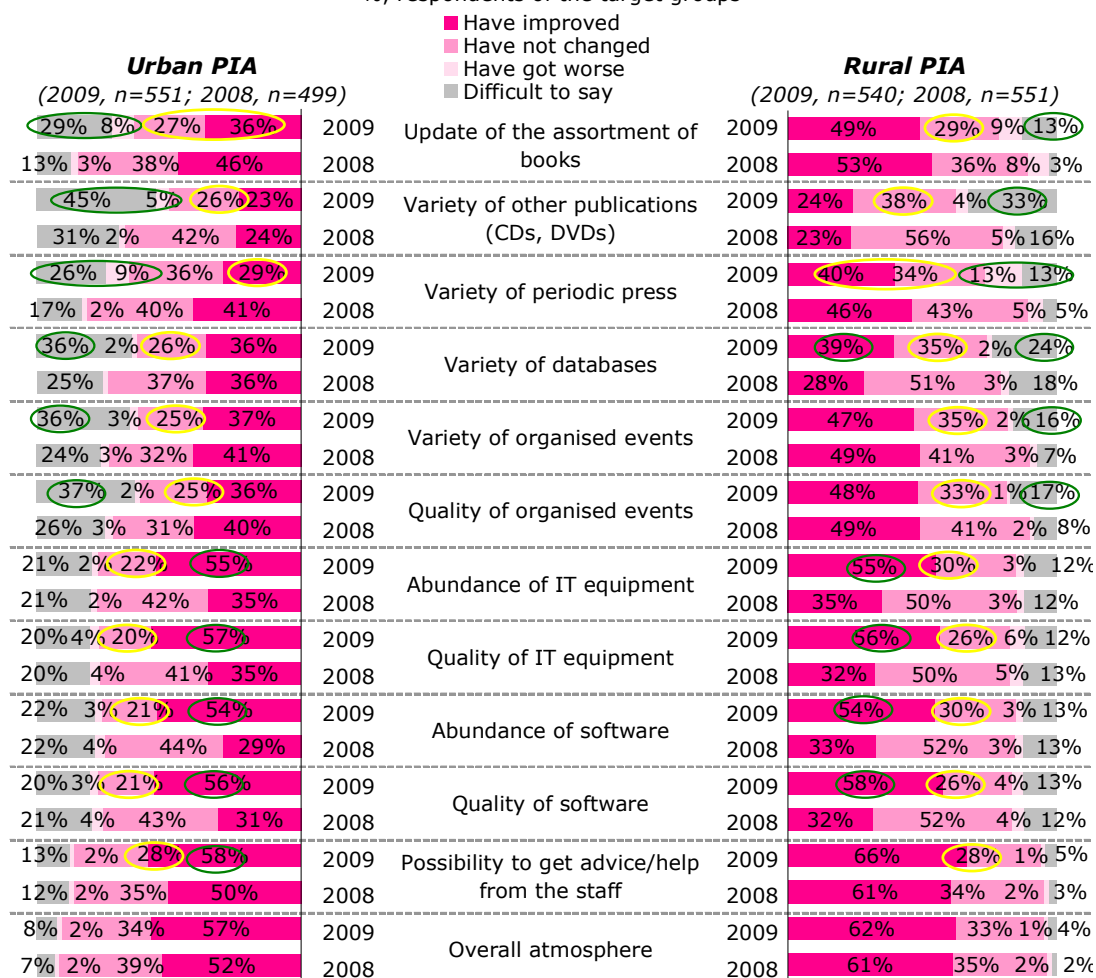
periodical press, the variety and quality of organized events and the possibility to get a piece of advice from the staff improved. Meanwhile, urban respondents could not express their opinion about the change of all analyzed libraries' services during the last year, therefore, general positive evaluation of the quality of services or the material base in urban areas is much lower.

In comparison to the previous year, in both urban and rural areas, there were more of PIA users who claimed that the quantity and quality of computer technologies and software improved. Moreover, during the current year, in urban areas, slightly more respondents noticed the progress of the possibility to get a piece of advice from the libraries' staff. In rural areas, the improvement in the variety of databases was mentioned more often.

In urban areas, during the current year, PIA users reported the improvement in the renewal of the assortment of books and the variety of periodical press less often. During the current year, in rural areas, also a smaller share of respondents believed that the variety of the periodical press improved.

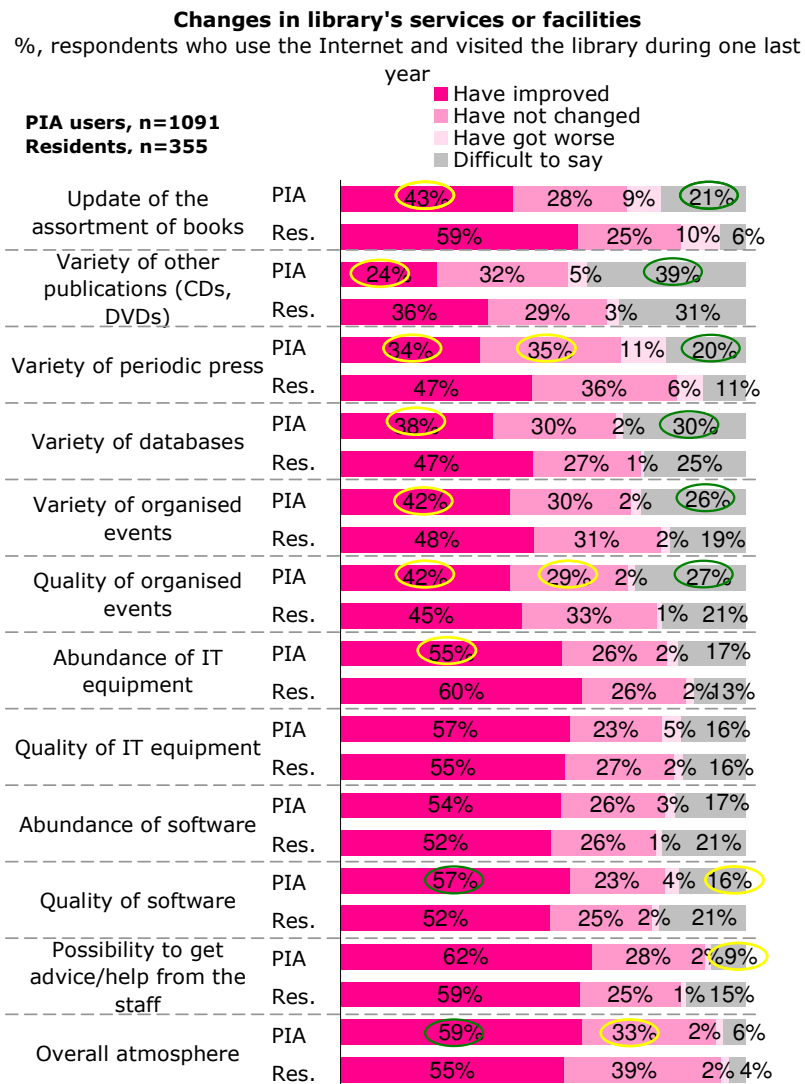
Changes in library's services or facilities


%, respondents of the target groups



While comparing the change of the evaluation of the services of the library and the material base among the PIA users and residents, who visit libraries, it was recorded that the opinion of residents about the traditional services of the library, the variety of databases, the quantity and quality of organized events and the quality of computer technologies is better (they named them as improved more often). PIA users, in turn, see the improvement in software and the general atmosphere more often.

It is important to note that PIA users expressed their opinion about the traditional services provided by the library, databases or organized events in general less often. It is highly likely that they used these services in the library less often, therefore, they were not able to evaluate their change. Therefore, we can assume that the evaluation of the change of these services in urban and rural areas is determined by consumption peculiarities; especially, when no differences were recorded while analyzing the evaluations of the PIA users' and residents' answers to a question.



 During the current year, the opinion of the repeatedly surveyed respondents about the services provided in the library and the material base did not change (more information in Appendix II, Table 5.4).

11. Information about Projects Intended for the PIA Establishment

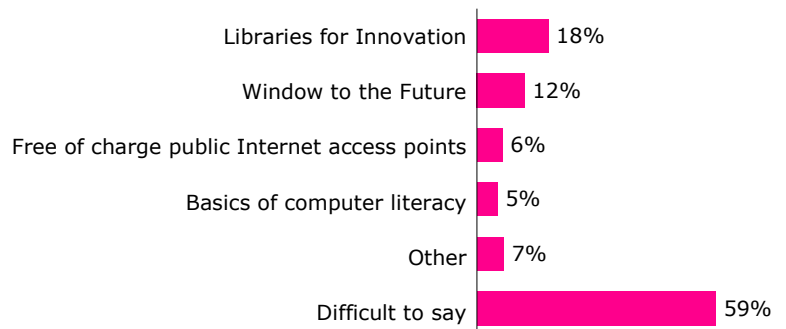
11.1. Project Awareness

- Every fifth respondent spontaneously knew about the project "Libraries for Innovation" -

When PIA users were asked what projects or programs intended for PIA establishment and develop the computer literacy of the society they knew, most often PIA users were not able to name any of the projects (59%).

Spontaneous awareness of the projects aiming to establish public Internet access points and to educate the society of computer literacy

%, all respondents, n=1091



18% of PIA users mentioned that they heard of the project "Libraries for Innovation". The project "Window to the Future" is lightly (12%). 6% of the surveyed remembered they had heard of the program "Development of Rural Internet Access Points network" and another 5% had heard of the courses "The Fundamentals of Computer Literacy".

While naming "other" projects, PIA users mentioned that they had heard of the following programs: "Seniors' Internet", "e-senjoras.lt", "Rain", "Alliance". Furthermore, the projects organized by the job centre, writing courses, courses for schoolchildren, computer literacy courses for women, distance learning, public library encouragement programs, computer technologies renewal, etc., were mentioned.

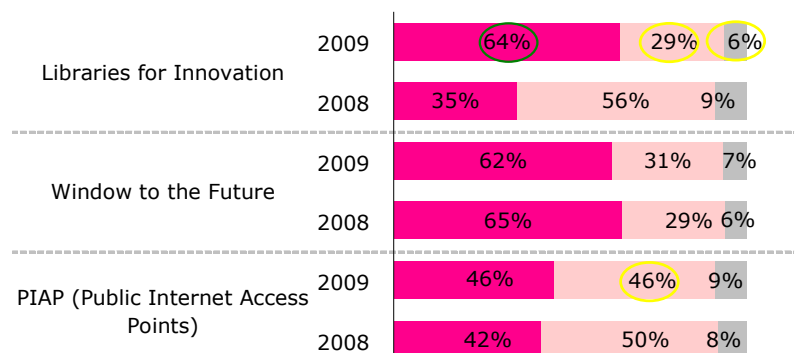
- The awareness of the project "Libraries for Innovation" increased twice among the PIA users -

The aided awareness of the project "Libraries for Innovation" was 64%. In comparison to the previous year, the awareness of this project increased substantially among the PIA users.

Awareness of the projects

%, all respondents

■ Are aware ■ Haven't heard ■ Difficult to say



2009m., n=1091
2008m., n=1050

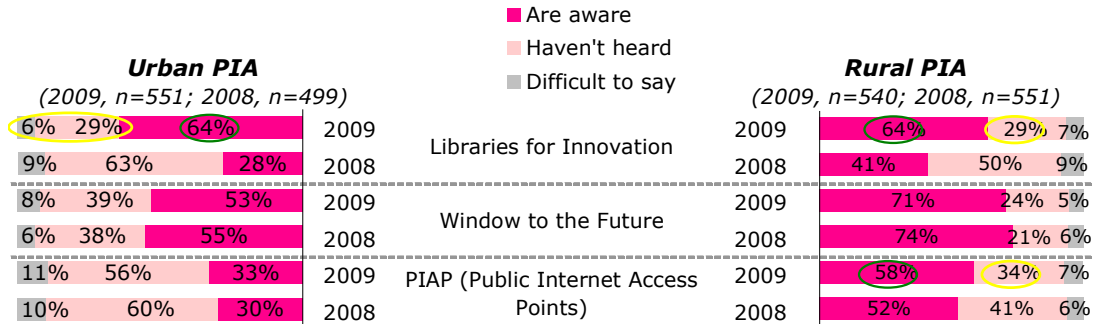
The project "Window to the Future" is known similarly (62%). Meanwhile, 46% of PIA users had heard of the RIAPs.

PIA users having Internet access at home or at work, people having better computer usage skills and specialists or officers are aware about projects intended for the PIA establishment and the computer literacy development of the society more often.

While comparing the awareness of the projects among urban and rural PIA users, it was recorded that the project "Window to the Future" and RIAPs were known more often in rural areas. Moreover, the awareness of RIAPs project increased in rural areas during the last year. The awareness of the project "Libraries for Innovation" grew among both urban and rural PIA users.

Awareness of the projects

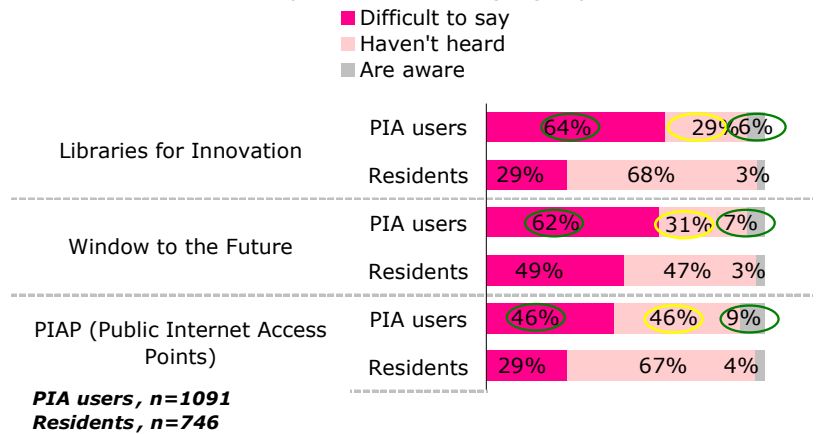
%, respondents of the target groups



PIA users knew about all the projects intended for the establishment of PIA better, in comparison to residents. As one might expect, the awareness of the project "Libraries for Innovation" distinguishes as the highest.

Awareness of the projects

%, respondents of the target groups



During the current year, repeatedly surveyed respondents stated that they were aware of the project "Libraries for Innovation" more often (more information in Appendix II, Table 6.1).

11.2. Information Sources about the Projects

- Advertisements in libraries are the most frequent source of information about the project "Libraries for Innovation" -

The most often, PIA users find out about the projects analyzed from the advertisements in the libraries (from 51% to 65%).

Around one third of PIA users found the information about the projects on the Internet or heard it on the television (from 28% to 33%). Approximately one fourth of PIA users found out about the PIA projects from the press or friends, acquaintances and relatives (from 22% to 28%).

PIA users received information about the projects from the radio or outside advertisements the least often (not more than 12%).

"Other" information sources included work, school, the place of studying or the libraries' staff.

It is important to note that a greater share of respondents found out about the project "Libraries for Innovation" (than about other projects) from the advertisements in the press or on the television more often.

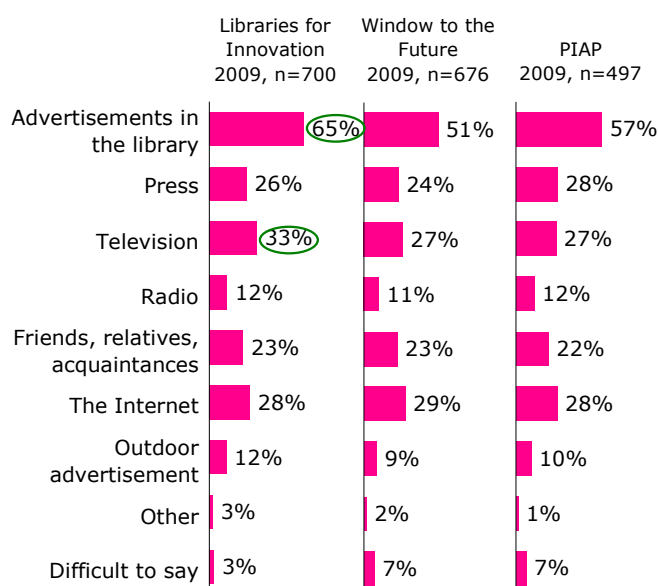
The information sources of the project "Libraries for Innovation" of respondents characterized by different socio-demographic characteristics are different:

- Advertisements in the library inform people having a university degree and women more often.
- Television informs respondents of the age of 45-54, people receiving average income and specialists and officers more often.
- PIA users of age 35-54, specialists or officers and the retired found out about the project from the press more often.
- The youngest respondents (under 24) found out about the project from friends or relatives more often.
- The interviewed of the age 35-54 got acquainted with the project on the radio more often.

Rural PIA users found out about the project "Libraries for Innovation" from the advertisements in the library slightly more often. Meanwhile, in urban areas, outside advertising is more effective.

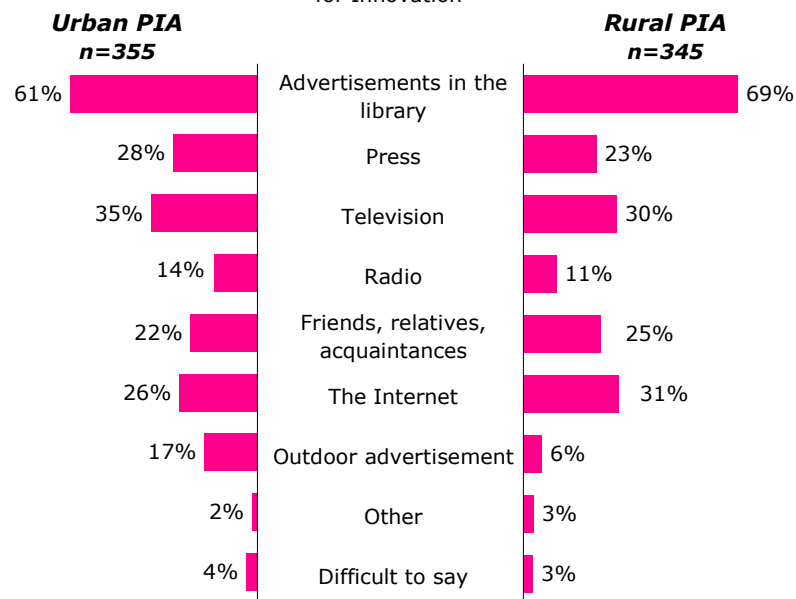
Sources of information about the projects

%, respondents who are aware of particular projects



Sources of information about the project "Libraries for Innovation"

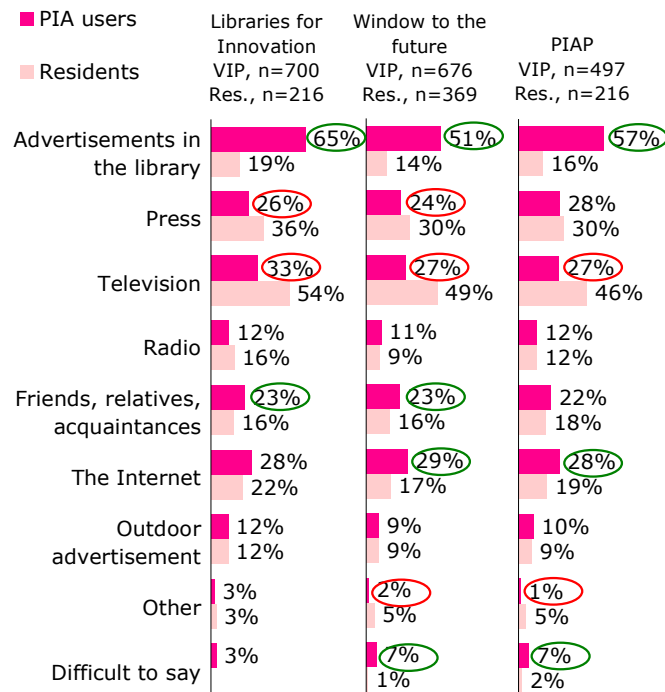
%, respondents of the target groups who are aware of the project "Libraries for Innovation"



In comparison to the residents who use the Internet, PIA users found out about the projects from the advertisements in the libraries, on the Internet or from friends, acquaintances and relatives much more often. Meanwhile, residents heard about the analyzed projects on television or read about them in the press. Thus, an assumption can be made that current libraries' visitors, but not the people "from the street", become PIA users often. Thus, information about the projects in the libraries is effective and necessary. The general public receives information about the projects intended for the establishment of PIA and develop computer literacy by the mass media (especially on television).

Sources of information about the projects

%, respondents who are aware of particular projects



11.3. The Evaluation of the Project "Libraries for Innovation"

- The most PIA users evaluate the project "Libraries for Innovation" positively -

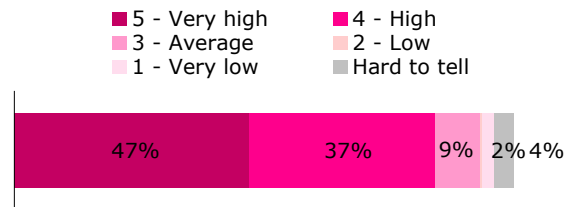
Most PIA users (84%) who have heard of the project "Libraries for Innovation" evaluated it positively. Respondents having a university degree and PIA users of age 35-44 have a positive attitude to the project more often.

While comparing the evaluation of the project among urban and rural PIA users, no significant differences were recorded.

The evaluation of the project by residents who are aware of it and the PIA users does not differ in general (only residents evaluate the project averagely slightly more often than the PIA users).

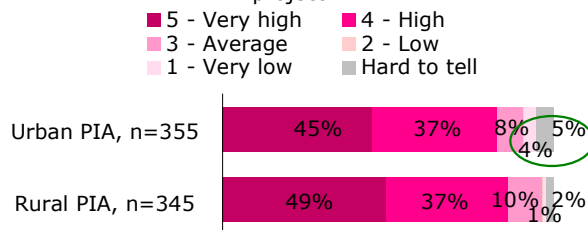
Evaluation of project "Libraries for Innovation"

%, respondents who are aware of the project, n=700



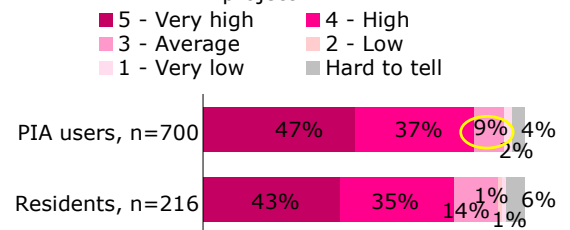
Evaluation of project "Libraries for Innovation"

%, respondents of the target groups who are aware of the project



Evaluation of project "Libraries for Innovation"

%, respondents of the target groups who are aware of the project



11.4. The Usage of Services Provided by the Projects

- The number of those who are aware that they were using the Internet provided by the project "Libraries for Innovation" tripled -

More than a half of PIA users who were aware of the projects "Libraries for Innovation", "Window to the Future" and RIAPs used the services of these projects themselves. 66% of respondents were aware that the Internet they were using in the library was the service provided by the project "Libraries for Innovation".

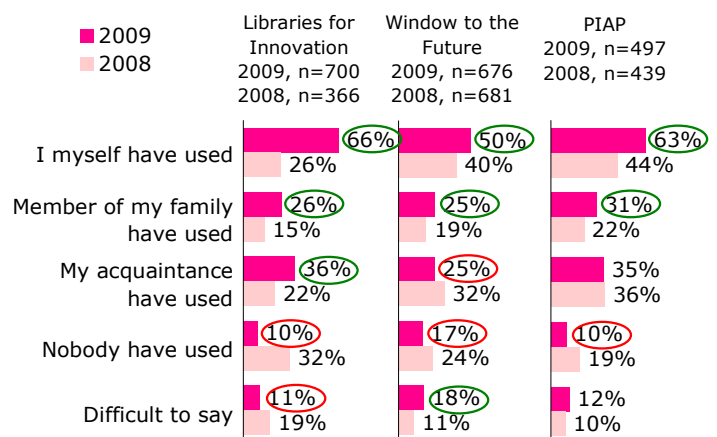
One third of PIA users have friends or relatives who used the services of the projects.

11%-18% of respondents were sure that neither their friends or relatives nor they used the services offered by the projects.

During the last year, more and more PIA users claimed that they used the services offered by the projects or their friends or relatives did so.

Experience in ever using free Internet services provided by the projects

%, respondents of the target groups who are aware of the particular projects



12. Library Image

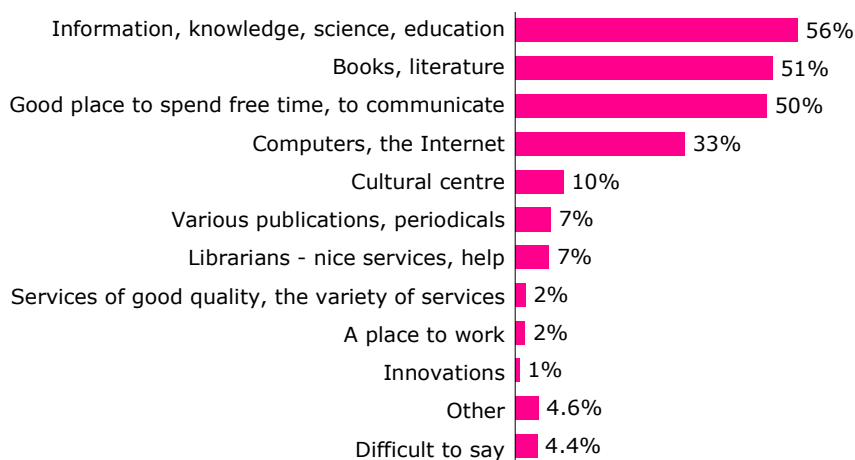
- For the PIA users, the library the most often associates with information, a place for leisure time and books -

For the PIA users, spontaneously library associates with a source of information, knowledge and studies (56%), books or various literature (51%) and a place for spending one's free time (50%) the most often. Every third PIA user associates library with computers or Internet (33%).

For many PIA users, library associates with a broader spectrum of qualities. Library associations vary from an image of a strict work related place to a cozy "second home" association.

Associations with the library

%, all respondents, n=1091



After providing a few statements to the PIA users and asking them to state which of them are appropriate for describing the library, it was recorded that PIA users perceive the library very positively.

The most often, PIA users perceive the library as a modern place having a good atmosphere and a wide spectrum of various services where it is nice to spend time. In PIA users' opinion, highly qualified and helpful staff work who are always ready to help.

The library is associated with academic community the least often. PIA users tend to relate the library with an institution where everyone can visit more often.

- PIA influences the improving image of the library -

During the last year, the library is considered as a fashionable and modern place provided with the newest equipment and constantly introducing novelties more often. Furthermore, more and more people believe that cheerful and polite staff works in the library and the library itself is related with a centre of the community life more often.


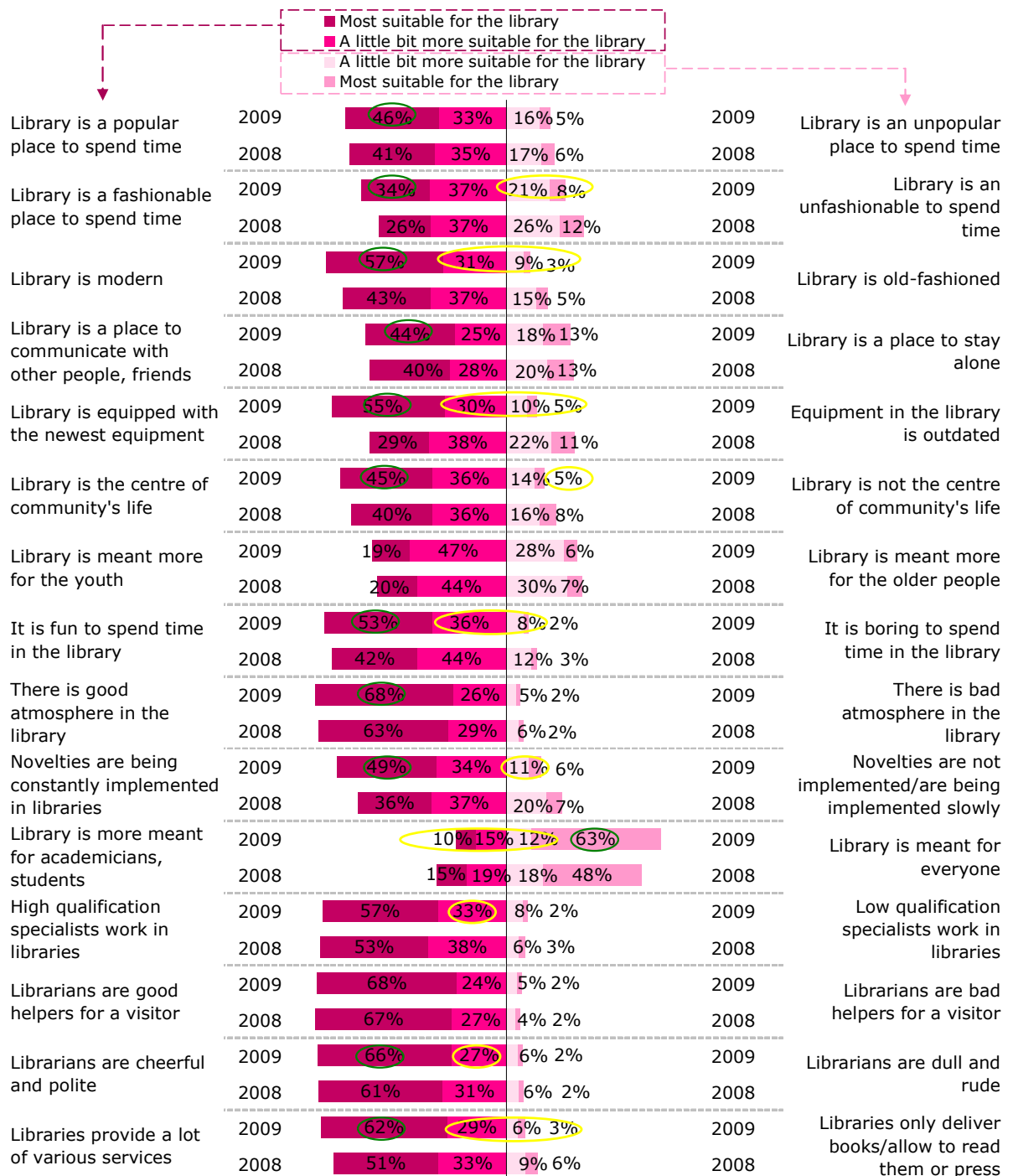
 During the current year, repeatedly surveyed respondents associated the library with a good and modern place intended for communication with other people where novelties are introduced constantly less often. However, during the current year, they mentioned more often that the library is intended for everyone (more information in Appendix II, Table 7.1).

Image of the library
%, all respondents



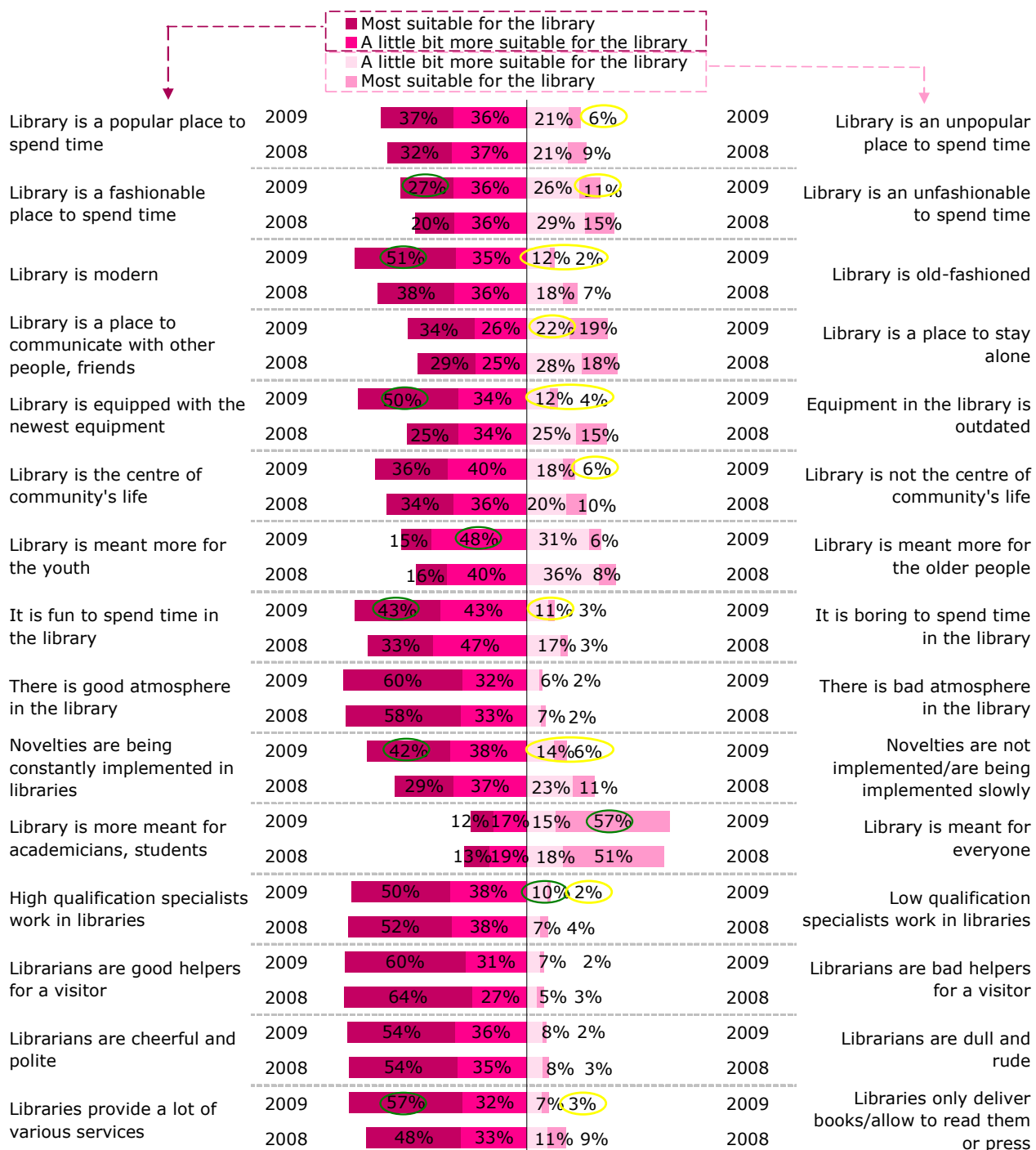
2009, n=1091
2008, n=1050

While analyzing the opinion of urban and rural PIA users separately, positive changes were recorded in both target groups. Nevertheless, PIA users in rural areas perceived the library much more positively than those in urban areas. Rural residents believe more often that the library is intended more for youth and it is popular and fashionable, that novelties are introduced in it constantly, that it is nice to spend time there and communicate with other people and that it is the centre of the community life in general. Urban PIA users, in turn, believe that the library is intended for academics and students more often than the rural residents are.

During the last year, in both urban and rural areas, the number of PIA users who believe that library is a fashionable and modern place provided with the latest equipment and which provides various services and where novelties are being introduced constantly and it is fun to spend time increased. During the last year, rural PIA users identified the library with the centre of the community life more often and believed that there is a good atmosphere in the library and cheerful, polite and highly qualified staff, who are good helpers, work there. During the current year, in urban areas, slightly more PIA users claimed that the library is more intended for youth.

Image of the library (opinion of urban public Internet access users)

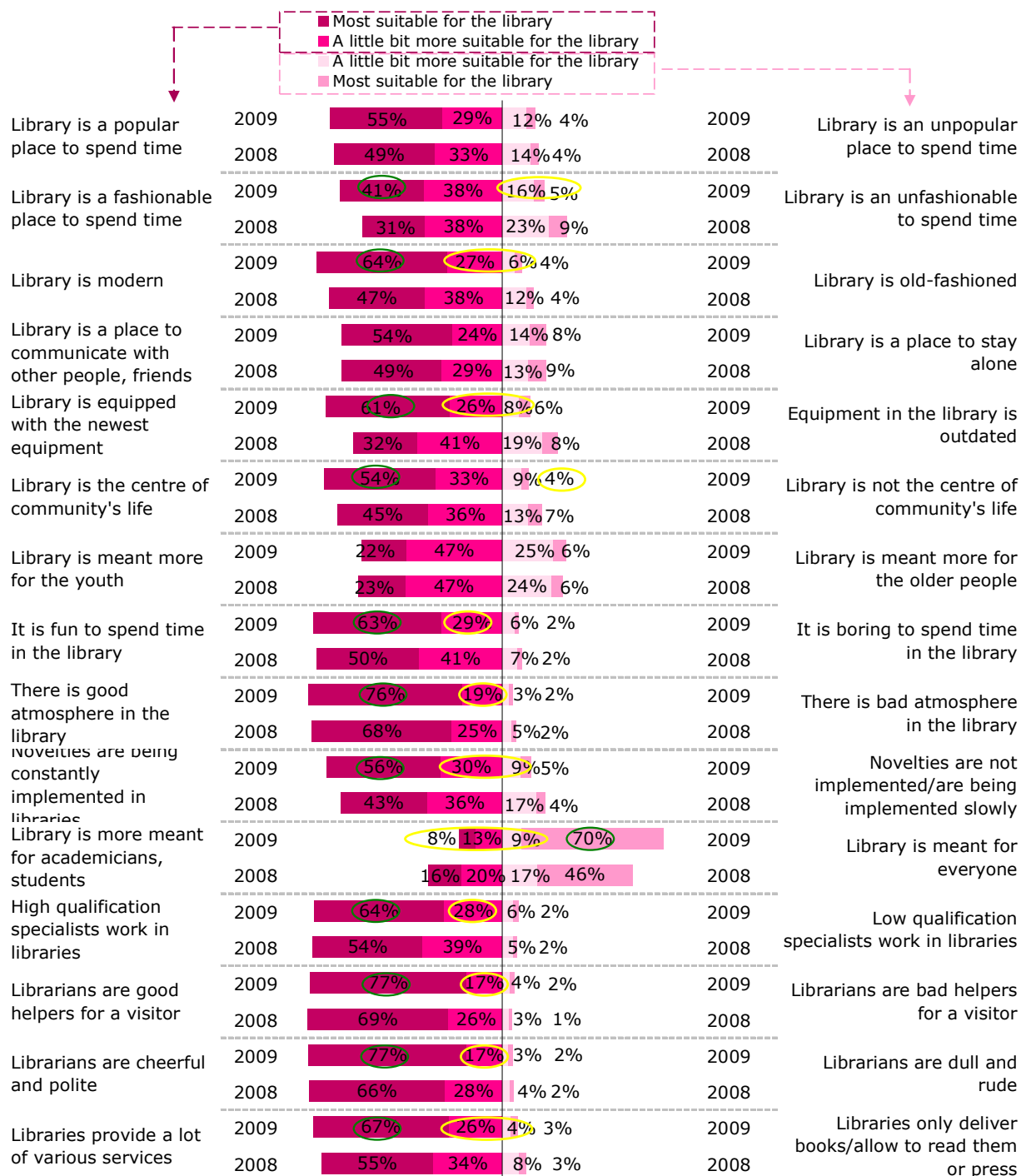
%, PIA users in urban areas



2009, n=551
2008, n=499

Image of the library (opinion of rural public Internet access users)

%, PIA users in urban areas

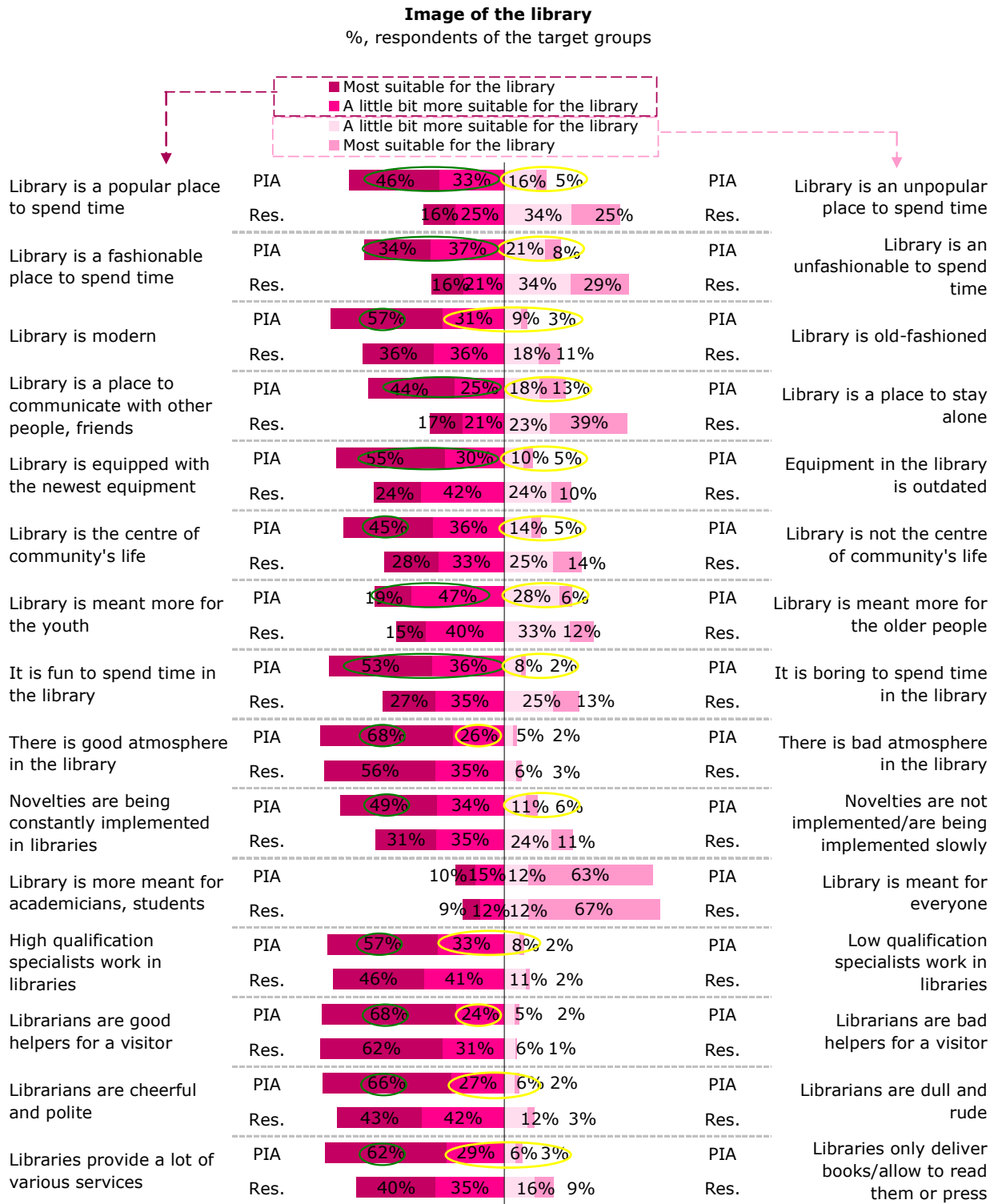


2009, n=540

2008, n=551

While comparing the qualities attributed to the library by residents, who use the Internet, and the PIA users, it was recorded that PIA users perceive the library as a popular, fashionable and modern place offering various services, being provided with the newest equipment and introducing novelties; and as a place intended for communication with other people and more intended for youth more often than the residents. Moreover, PIA users, in comparison to the residents, believe more often that the library is the centre of the community life where it is fun to spend time.

Both residents and PIA users evaluate the good atmosphere in the library, high qualifications of the libraries' staff and their complaisance and politeness similarly positively.



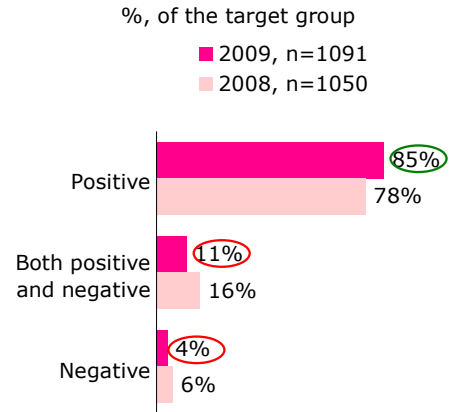
PIA users, n=1091
Residents, n=746

According to the frequency of PIA users attributing positive qualities to the library, we can distinguish the following groups¹⁰:

- PIA users having a more positive attitude towards libraries.
- PIA users having a more neutral attitude towards libraries (both positive and negative attitude were common).
- PIA users having a more negative attitude towards libraries.

The vast majority of PIA users (85%) have a positive attitude towards library. Moreover, the share of users having a positive attitude increased during the year. Meanwhile, the share of residents having a neutral or negative attitude towards library constitutes less than one fifth (11% and 4%, respectively) and the tendency of the diminishing number of such people is becoming more visible.

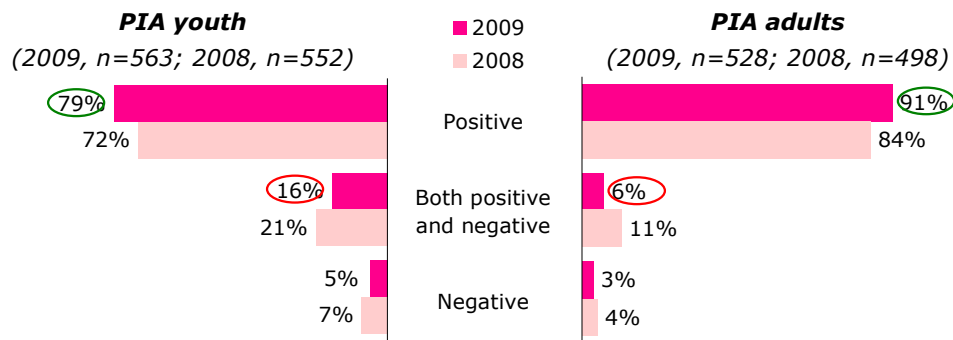
Segmentation of PIA users according their perception of library's image



While analyzing the data of different age groups, no major differences, in comparison to the general opinion of the PIA users, were recorded. In both groups (the youth and older respondents), the share of PIA users having a positive attitude towards library is growing. However, it is important to pay attention to the fact that older respondents have a much more positive attitude towards the library than the youth.

Segmentation of PIA users according their perception of library's image

%, PIA users of the target groups

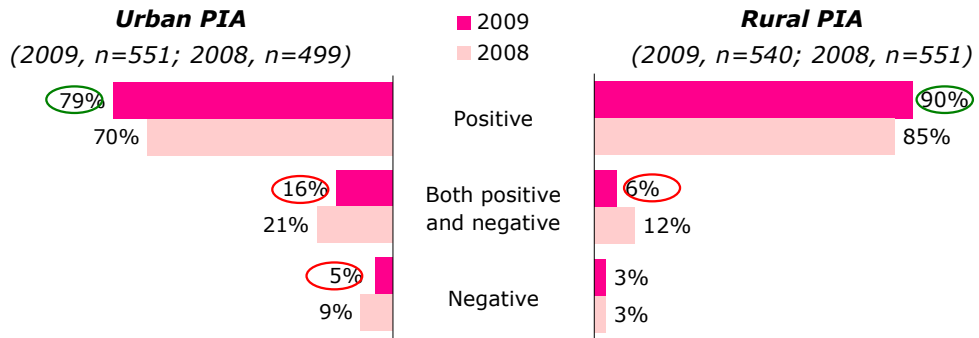


Rural PIA users think of the library positively more often than urban users. Among urban residents, there are more users who have a neutral attitude towards the library. The share of PIA users having a more negative attitude towards the library is similar both among urban and rural residents. In comparison to the previous year, positive changes in the change of the image of the library were recorded both in urban and rural areas.

¹⁰ The groups were distinguished while calculating how many times (out of 13 possible) the resident chose the positive side of the imagery quality while describing the library. PIA users having a more positive attitude towards libraries attributed 13-9 positive qualities. PIA users having a more neutral attitude towards libraries attributed 6-8 positive qualities. PIA users having a more negative attitude towards libraries attributed 5-0 positive qualities.

Segmentation of PIA users according their perception of library's image

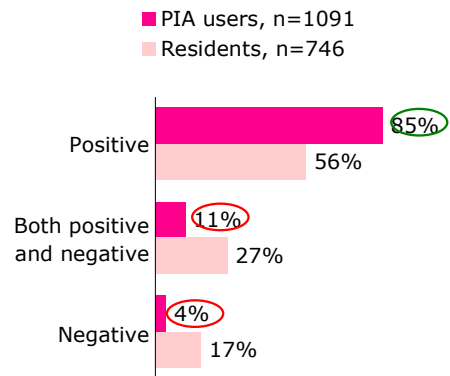
% , PIA users of the target groups



In comparison to residents, PIA users have a positive attitude towards the library much more often. Among residents, in turn, there are more respondents having a more negative or both negative and positive attitude towards the library. A closer PIA users' relation can determine it with the library (using its services) or by the positive impact of the PIA service on the general image.

Segmentation according their perception of library's image

% of the target group



13. Conclusions and Generalizations

The Socio-demographic Differences of Internet Users in the Library and in the Society

There are no significant differences between the residents and PIA users. The youth, who use the Internet in libraries or elsewhere, do not differ according to their characteristics. While analyzing the "adult" part of the society, it is obvious that adult residents who are attributed to the groups at social risk (the unemployed, the retired and people receiving lower income) use the Internet in the libraries more often.

The Possibilities to Use the Computer and the Internet

It is natural that residents have greater possibilities to use the computer and the Internet. However, it was recorded that libraries attract residents who do not have Internet access either at home or at work more and more often. The number of such PIA users increased in urban areas especially and these users are adult residents more often.

Even though all groups at social risk (the retired, the disabled and the unemployed) do not have the possibility to use the Internet at home or at work more often than other PIA users, the library as the only place to use the Internet is especially relevant to the retired.

The Places of Gaining Computer Literacy

The most PIA users and residents learn to use the Internet individually or with the help of relatives.

During the last year, the number of PIA users who learnt to use the computer at specialized computer literacy courses increased. PIA users attend computer literacy courses organized by libraries more often, meanwhile, the residents learn to use the computer at the courses organized by their employers.

Activity of the Internet Usage

Residents use the Internet more actively than the PIA users. Nevertheless, the latter use the Internet more actively in general rather than Internet in the library. Internet in general is more actively used by the PIA youth. The activity of Internet usage in the library does not differ between the youth and the adults. Internet is used more passively in rural areas (by both rural PIA users and residents).

Computer and Internet Usage Skills

Computer and Internet usage skills of the youth are better among residents. The skills of older Internet users do not differ, no matter where the Internet is used. During the last year, computer and Internet usage skills were improved more by the PIA youth. Meanwhile, the skills of older PIA users did not change. The retired evaluated their computer literacy skills the worst.

Attraction to PIA

During the current year, more PIA users were attracted to the libraries than the year before. There were more adult urban residents among the new PIA users. Adult PIA users tend to use PIA temporarily. In other words, the rotation of adult PIA users is greater than that of the youth (PIA users). Every other retired or unemployed who currently uses the PIA started using it in the library during the current year.

The Purposes of Internet Usage

PIA users use the Internet for leisure and communication related purposes the most often. The tendencies of Internet usage by residents and PIA users generally do not differ, only residents use the Internet for all purposes more actively – it is becoming an integral part of their every day life.

Internet resources related to education and health information and the services of e-government are not yet fully exploited neither by residents, nor by the PIA users. However, PIA users use the Internet for education and health related purposes more often than residents did.

The most often, both PIA users and residents use the Internet for sending e-mails, surfing the news portals or looking for information about goods and services. Using online telephony and online banking are the purposes of Internet usage more common among residents (residents use the Internet for the purposes mentioned much more often than people using the Internet in the libraries).

The Benefit of PIA

PIA usage provides social (improving leisure time and enhancing communication), rather than financial (saving and earning money or increasing income) benefit to the PIA users. Adult PIA users more often use the Internet for spending their leisure time of looking for health related information, meanwhile, the youth use the Internet for studies and education.

The Help of the Libraries' Staff while Using the PIA

Most of PIA users feel the need for the help and consultations of the libraries' staff. PIA users having insufficient computer and Internet usage skills need the help of the libraries' staff more often. Such users include the retired and the disabled. Moreover, rural PIA users tend to use the help of the libraries' staff more often. It may be influenced by smaller flows of users in the library and closer relationships with the members of the staff.

Rural PIA users having insufficient computer literacy skills, as a rule, are satisfied with the help of the libraries' staff more often.

Library Image

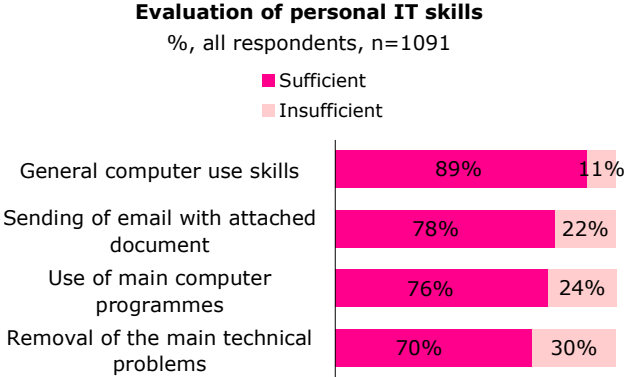
In general, both PIA users and residents perceive the library positively. Nevertheless, the opinion of PIA users is more positive.

PIA users evaluate the library as the centre of the community life in general more often. In other words, library is considered as a place where it is nice to spend time and communicate. Furthermore, PIA users relate the library with technologies (provided with the newest equipment and introducing novelties) more often. Because of these reasons, PIA users evaluate the library as a fashionable and popular place to spend one's leisure time.

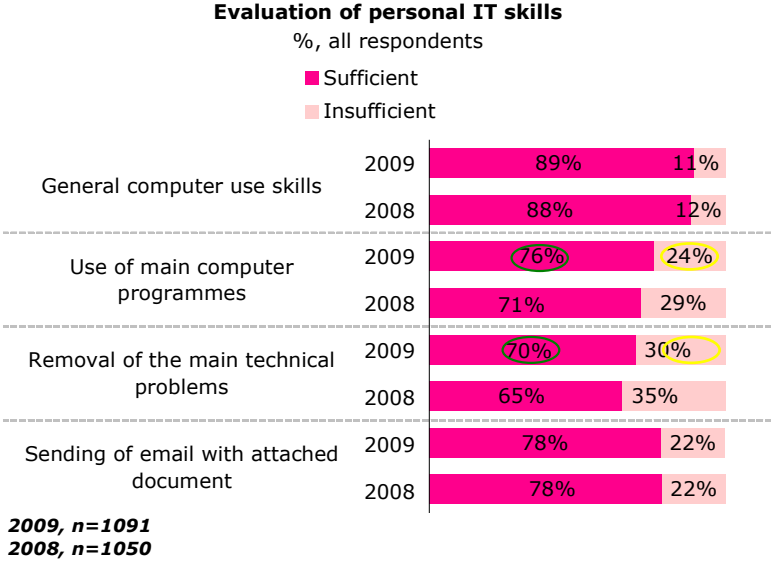
Appendix I: Additional Graphs

Evaluation of IT Usage Skills

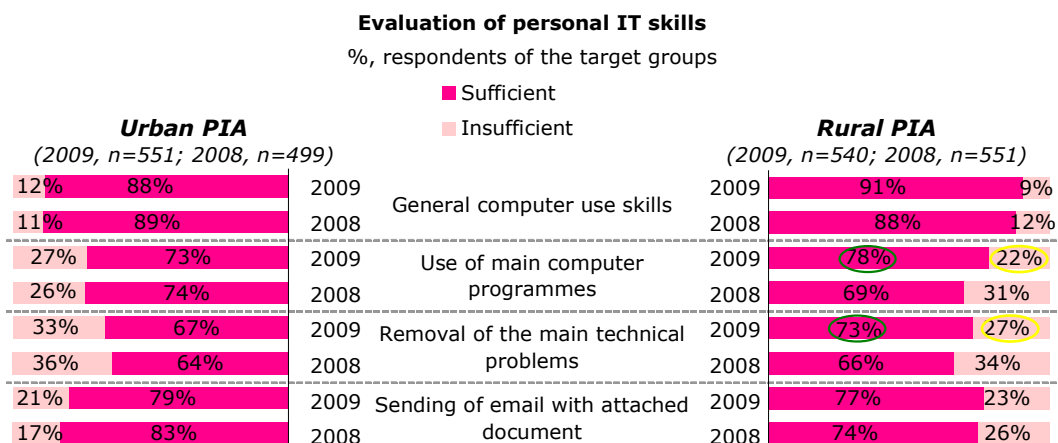
Graph 1



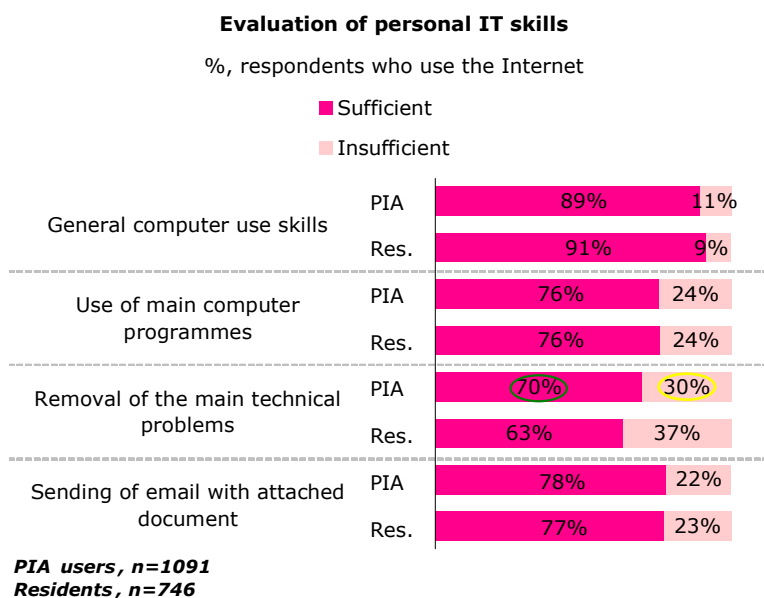
Graph 2



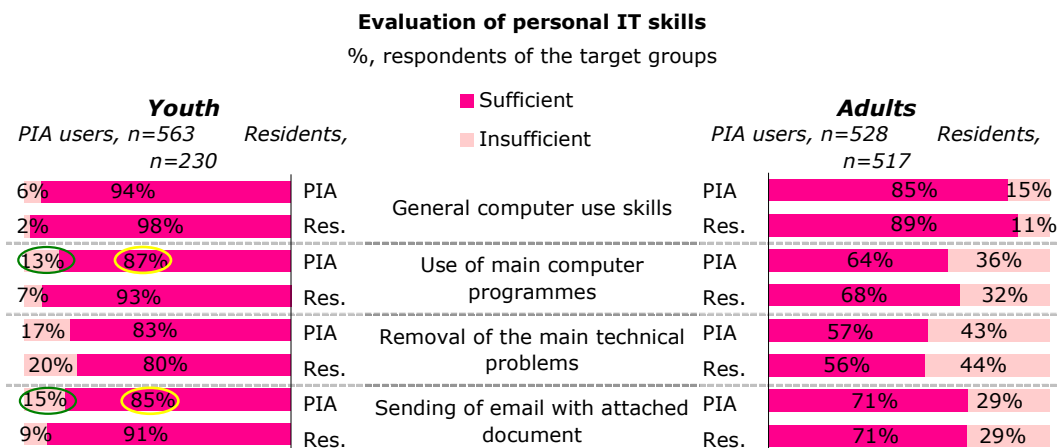
Graph 3



Graph 4

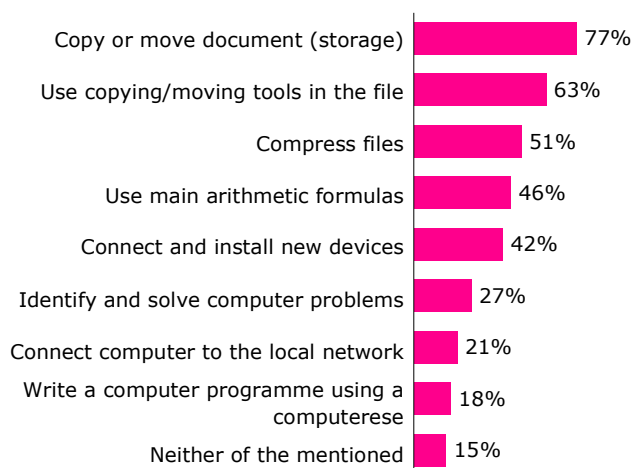


Graph 5



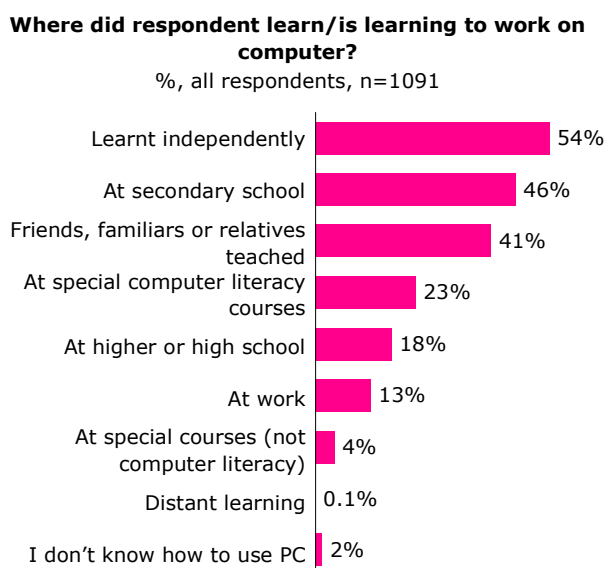
Graph 6

Actions that respondent is able to do independently
%, all respondents, n=1091

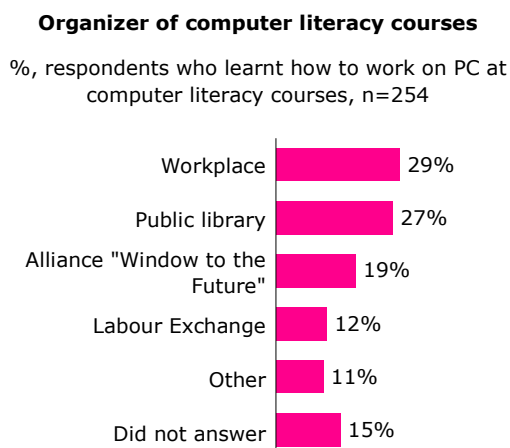


Where does One Learn to Use the Computer?

Graph 7

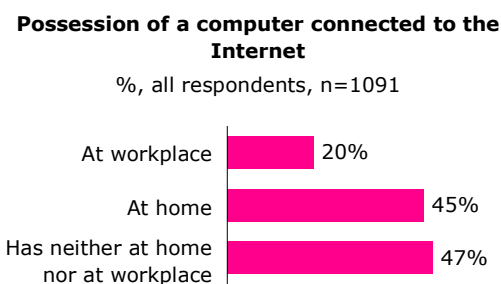


Graph 8

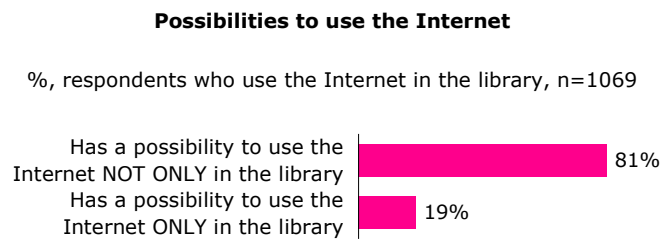


Possibilities to Use the Internet

Graph 9

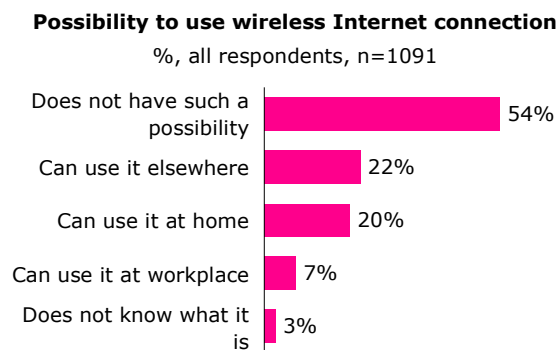


Graph 10



Possibilities to Use Wireless Internet

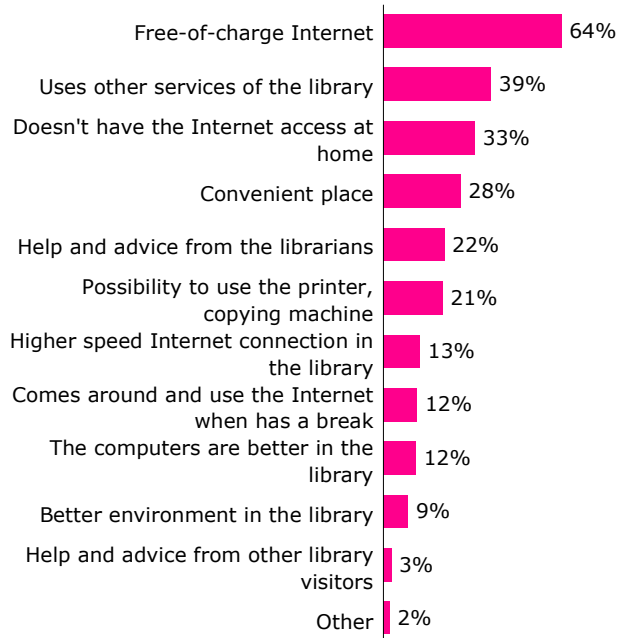
Graph 11



The Reasons of Using Internet in the Library

Graph 12

The main reasons of using the Internet in the library
%, respondents who have the possibility to use the Internet not only in the library, n=868

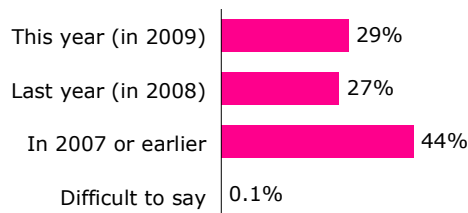


When did One Use the PIA in the Library for the First Time?

Graph 13

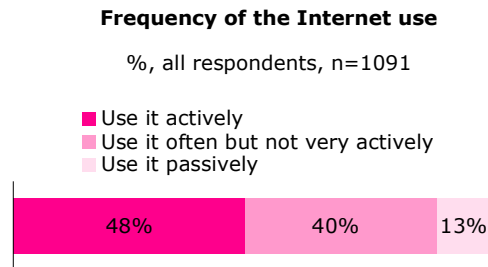
Public Internet access was used in the library for the first time...

%, all respondents, n=1091

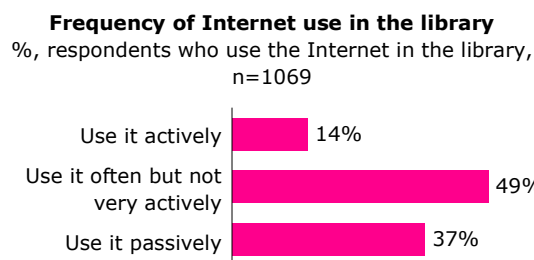


The Frequency of Internet Usage

Graph 14

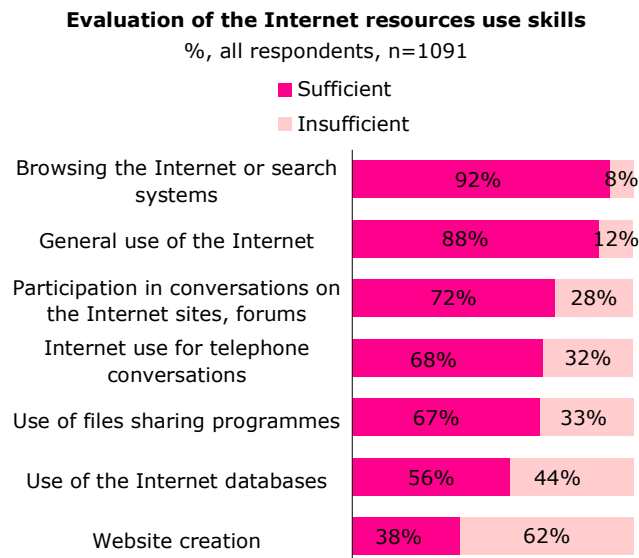


Graph 15



Evaluation of Internet Resources' Usage Skills

Graph 16

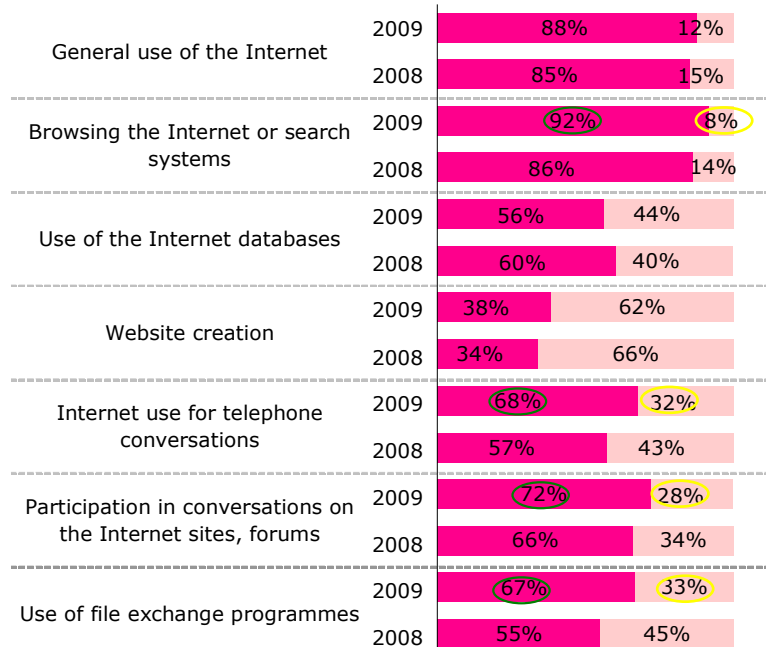


Graph 17

Evaluation of the Internet resources use skills

%, all respondents

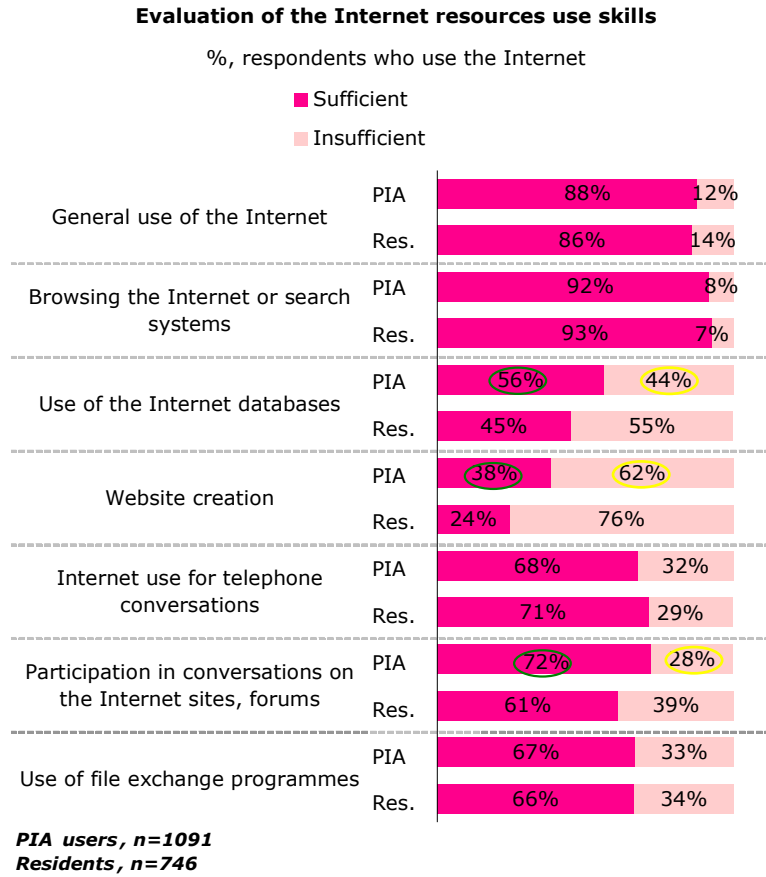
■ Sufficient
 ■ Insufficient



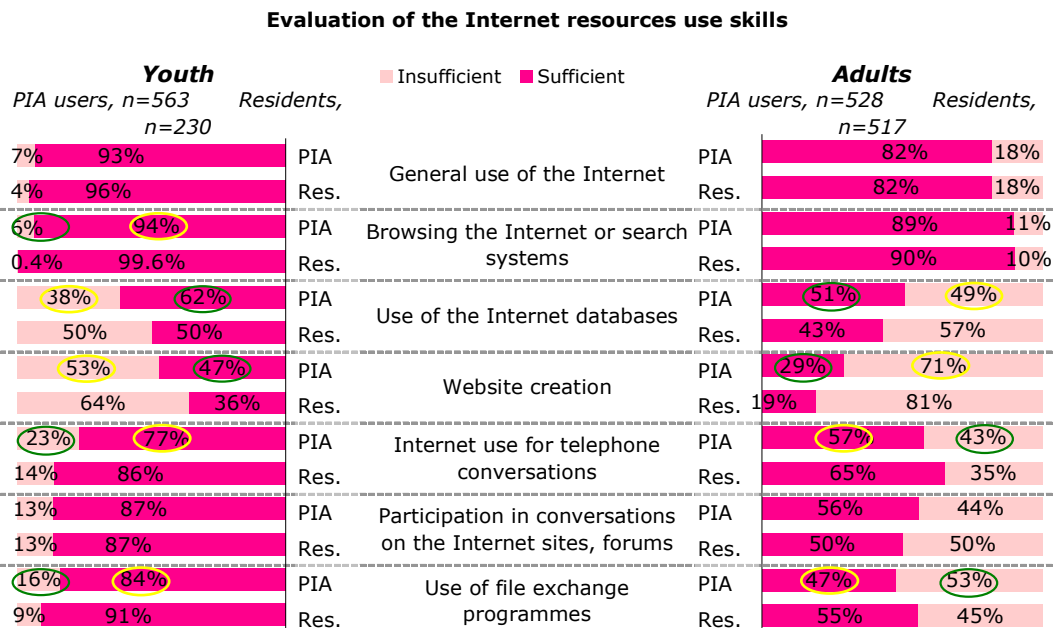
2009, n=1091

2008, n=1050

Graph 18



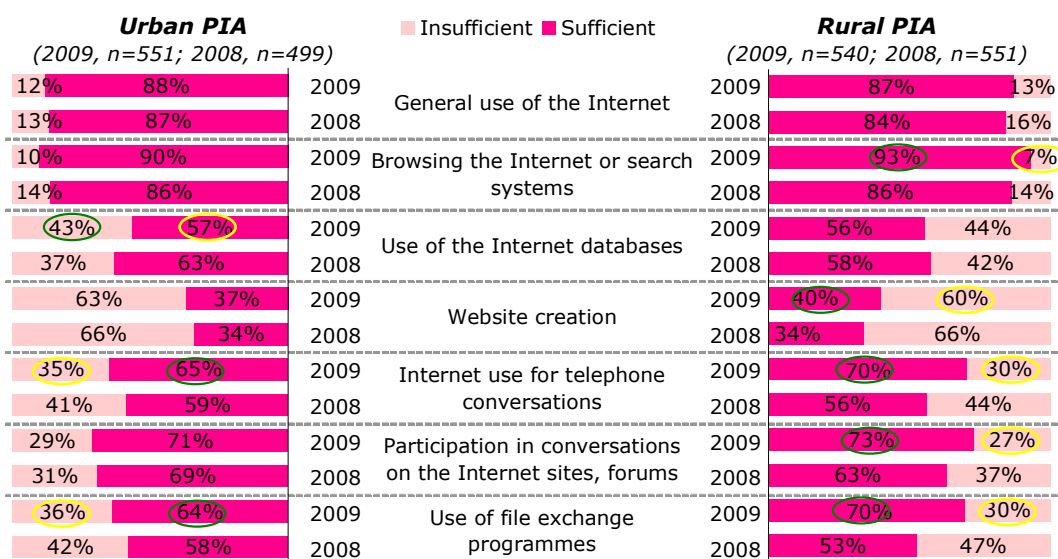
Graph 19



Graph 20

Evaluation of the Internet resources use skills

%, respondents of the target groups

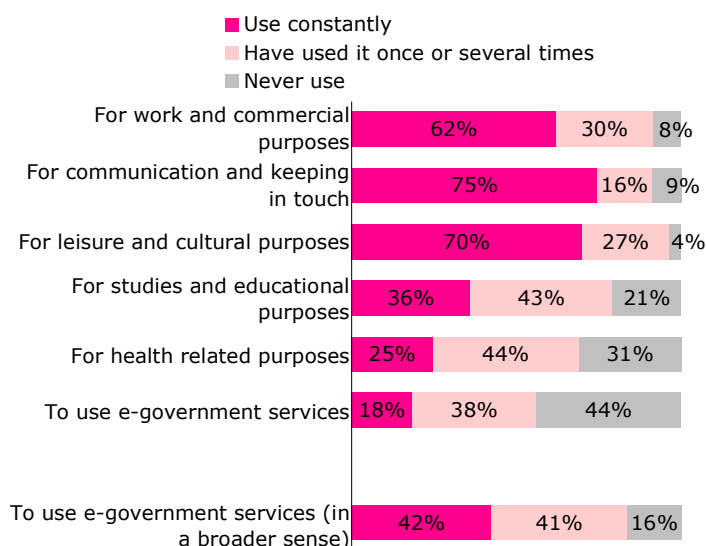


Purposes of Internet Usage

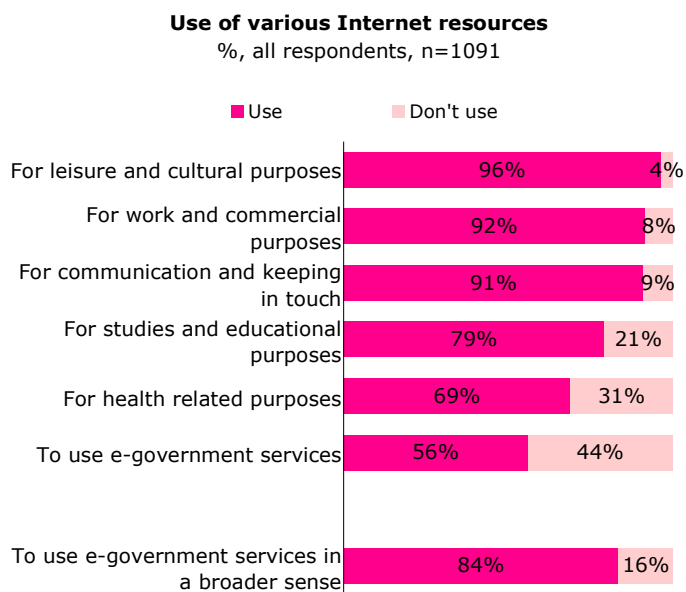
Graph 21

Internet use for various purposes

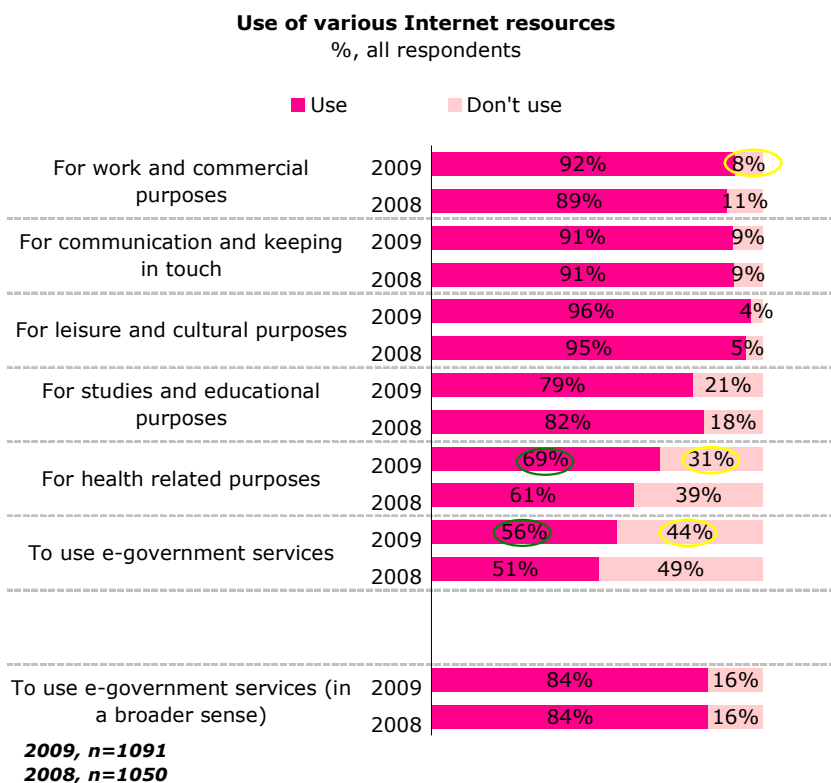
%, all respondents, n=1091



Graph 22

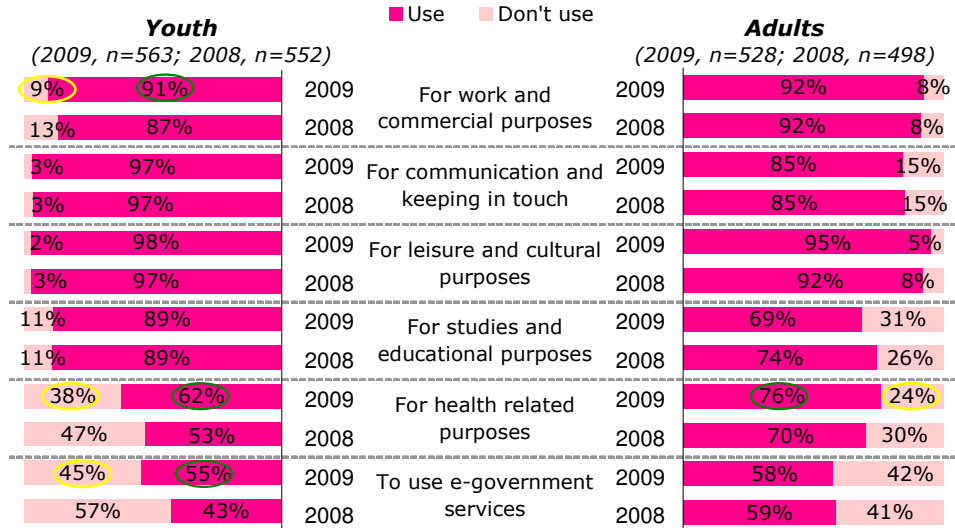


Graph 23



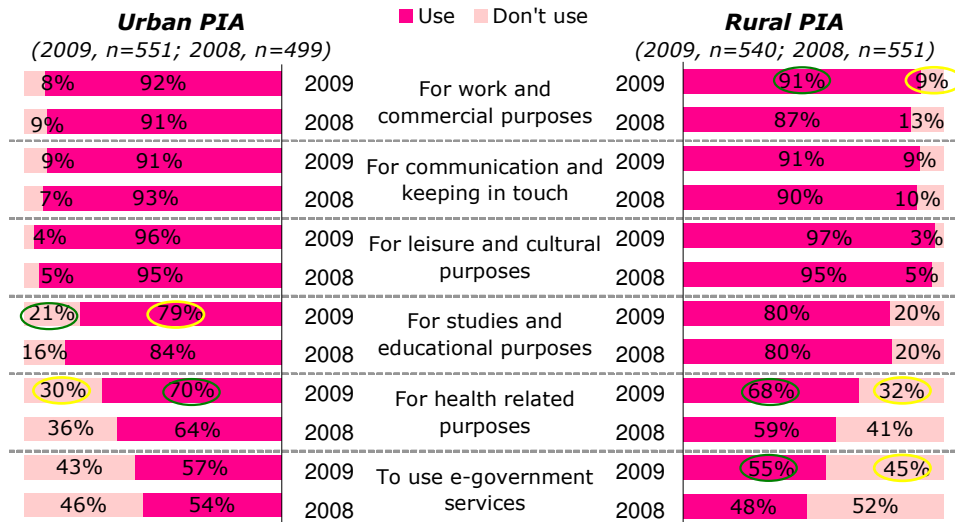
Graph 24

Use of various Internet resources
%, respondents of the target groups

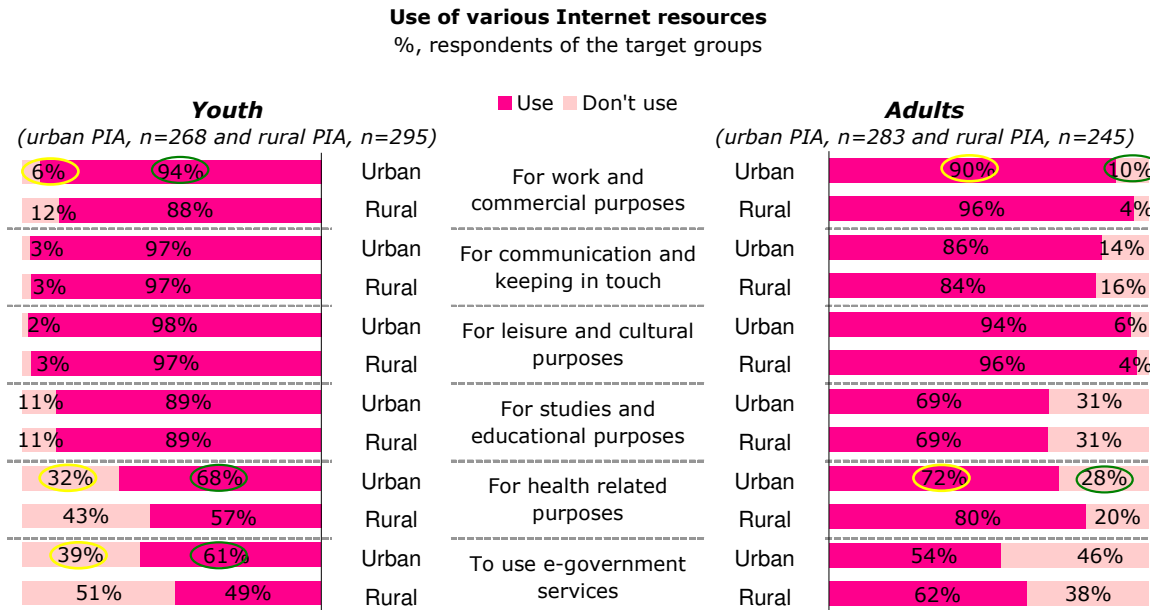


Graph 25

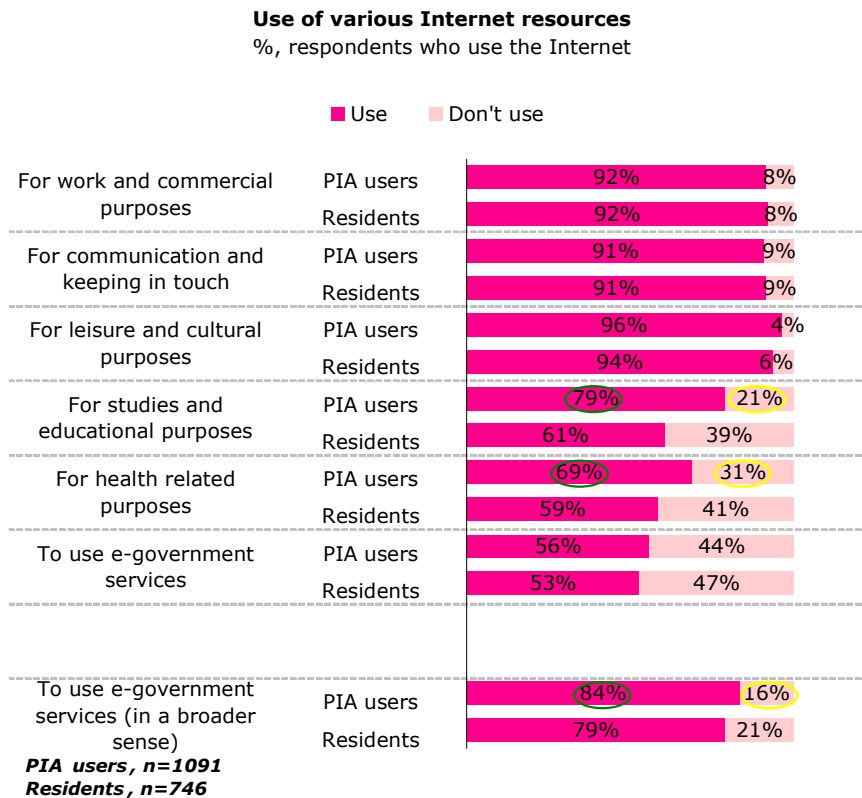
Use of various Internet resources
%, respondents of the target groups



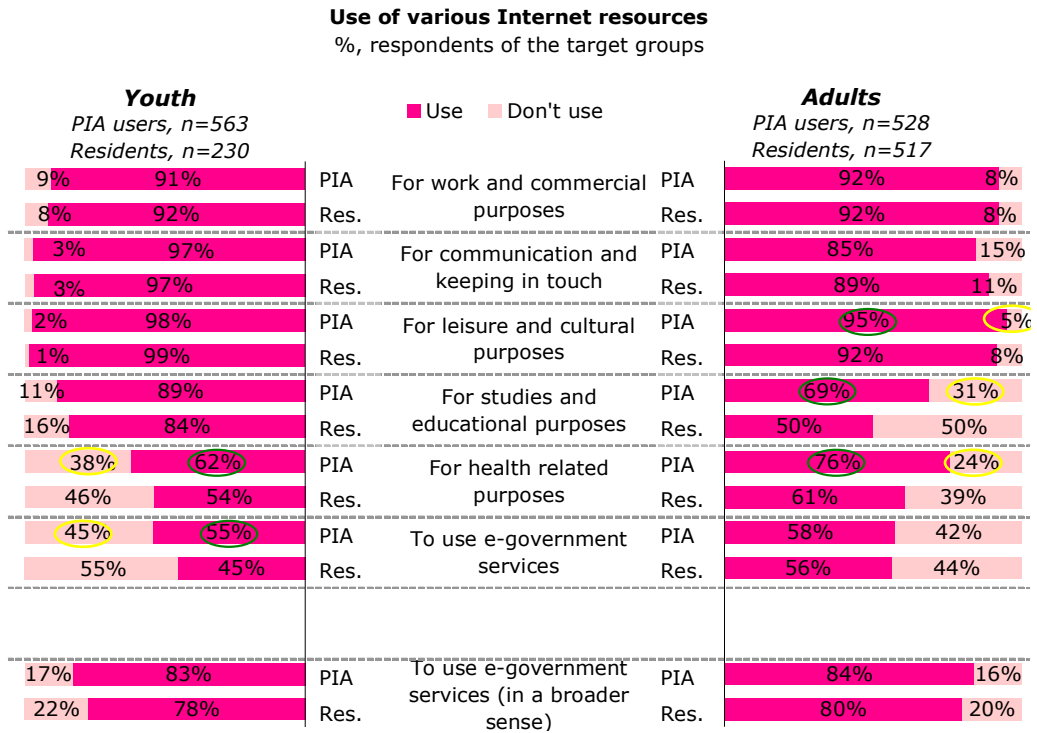
Graph 26



Graph 27



Graph 28



Work and Commercial Purposes

Graph 29

Internet usage for work and commercial purposes

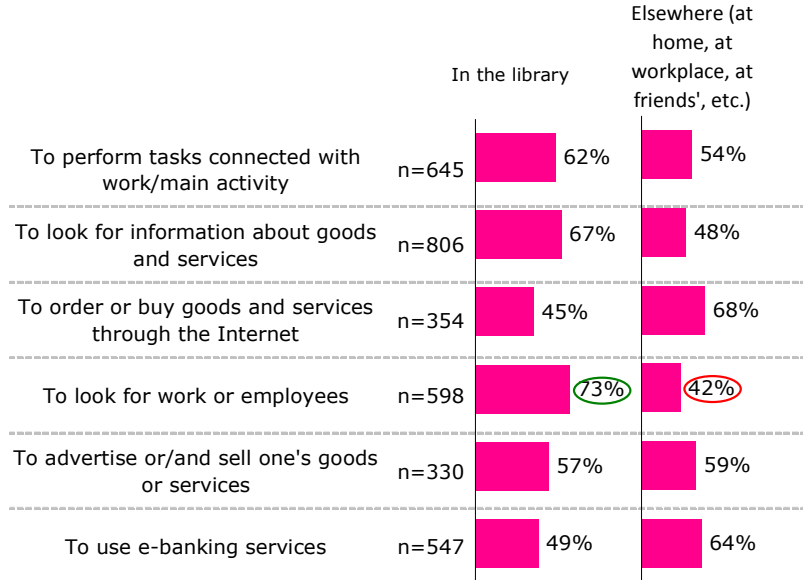
%, all respondents, n=1091



Graph 30

Place where the respondent most frequently uses Internet for work and commercial purposes

%, respondents who used the Internet for particular purpose at least once

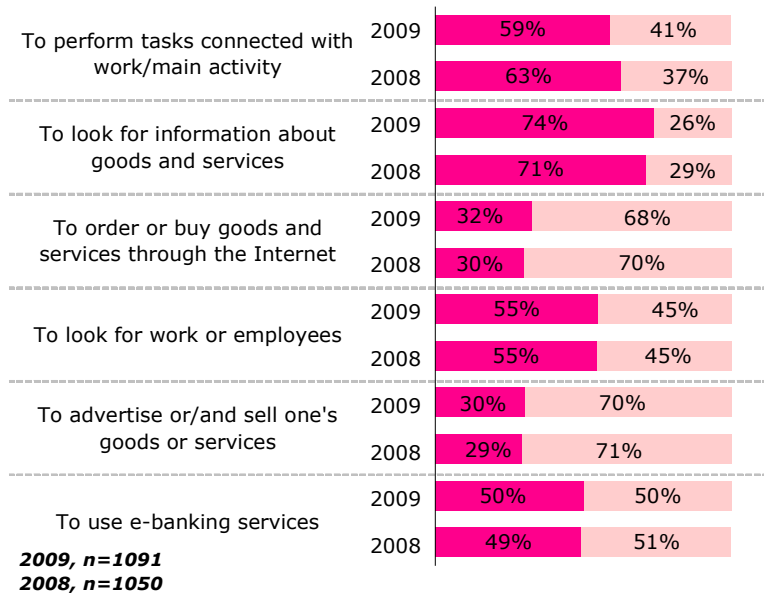


Graph 31

Internet use for work and commercials purposes

%, all respondents

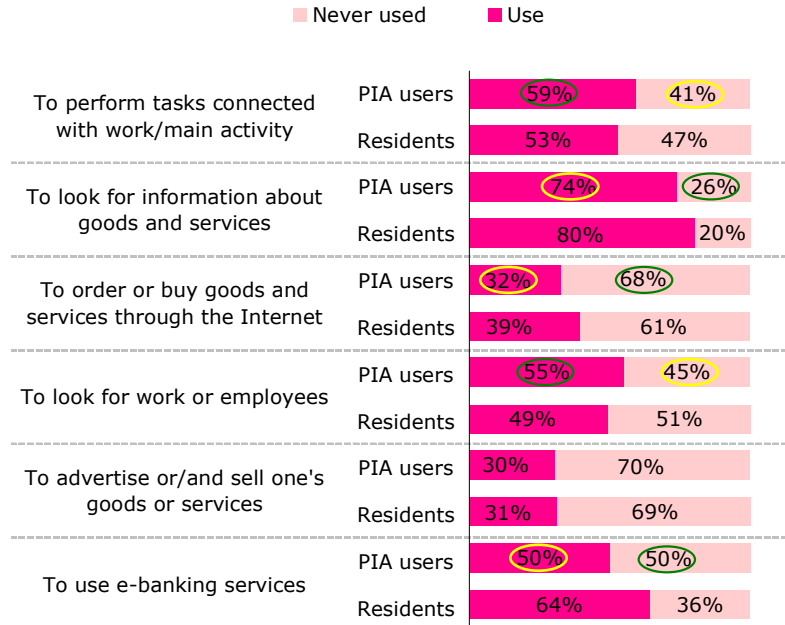
■ Use ■ Never used



Graph 32

Internet use for work and commercials purposes

%, respondents who use the Internet



PIA users, n=1091

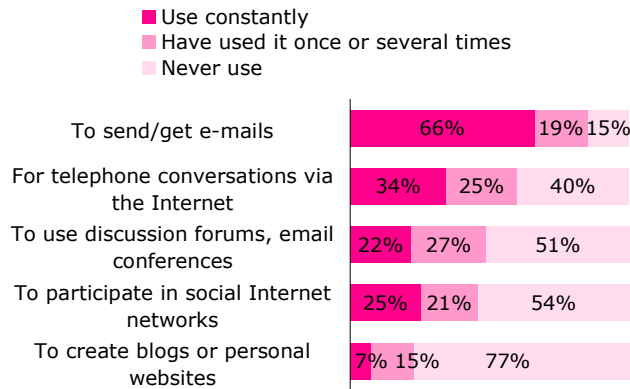
Residents, n=746

Communication and Keeping in Touch

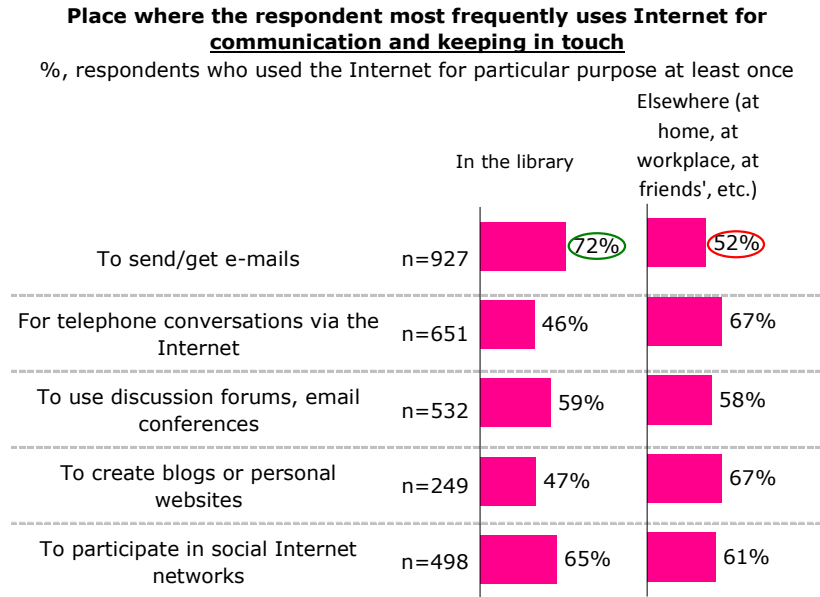
Graph 33

Internet use for communication and keeping in touch

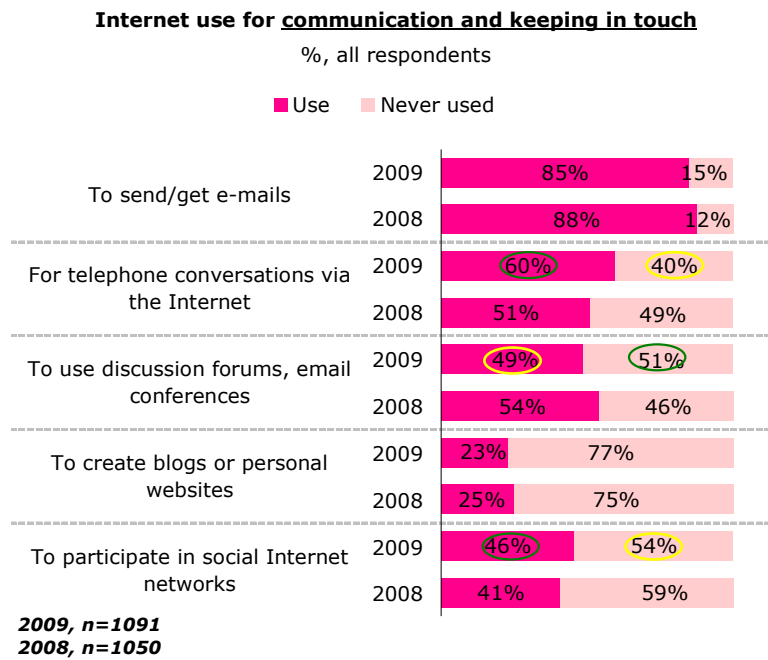
%, all respondents, n=1091



Graph 34



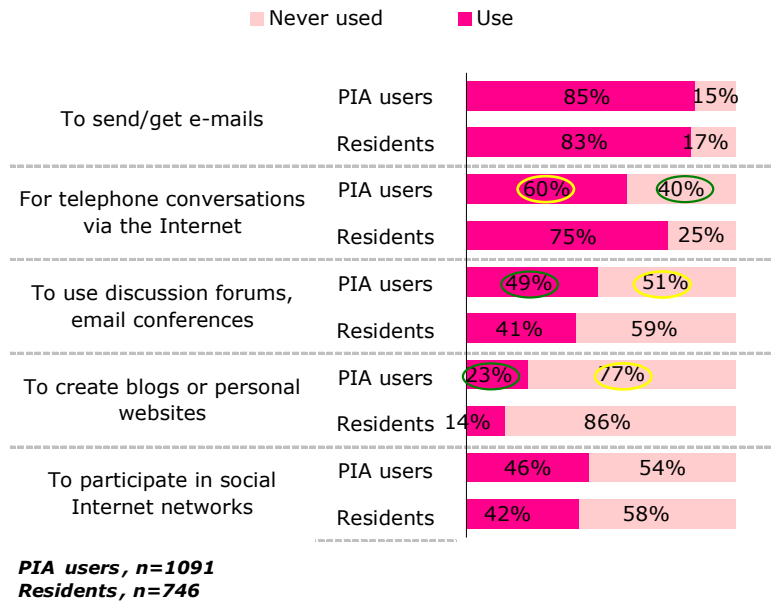
Graph 35



Graph 36

Internet use for communication and keeping in touch

%, respondents who use the Internet

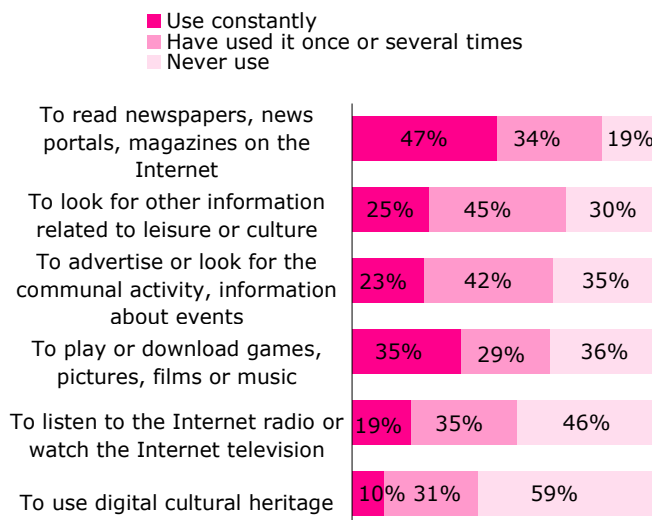


Leisure and Culture

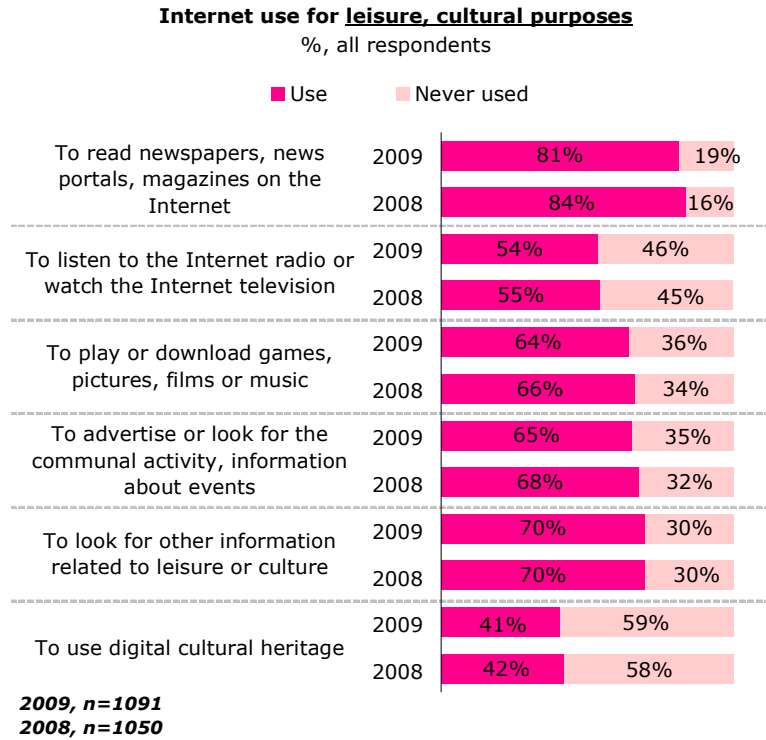
Graph 37

Internet use for leisure, cultural purposes

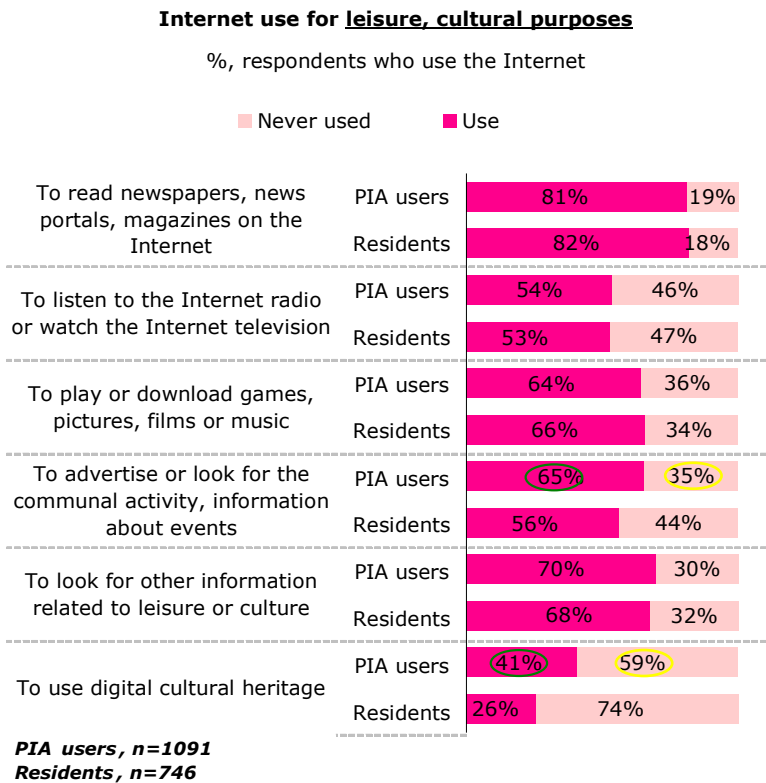
%, all respondents, n=1091



Graph 38



Graph 39



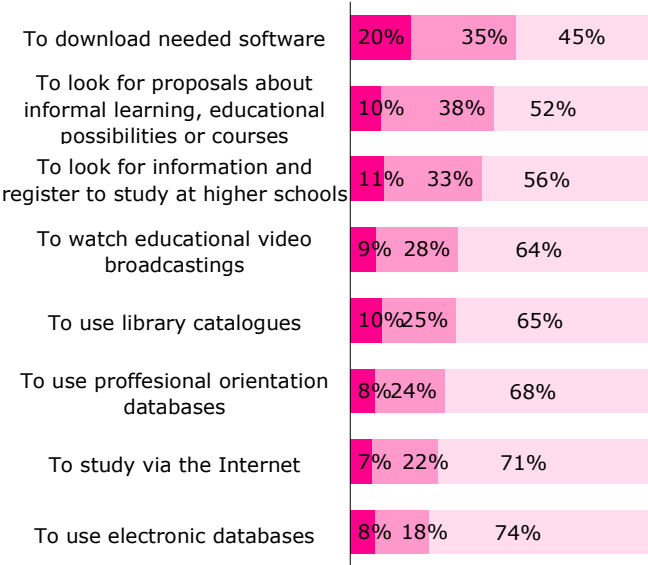
Studies and Education

Graph 40

Internet use for studies, educational purposes

%, all respondents, n=1091

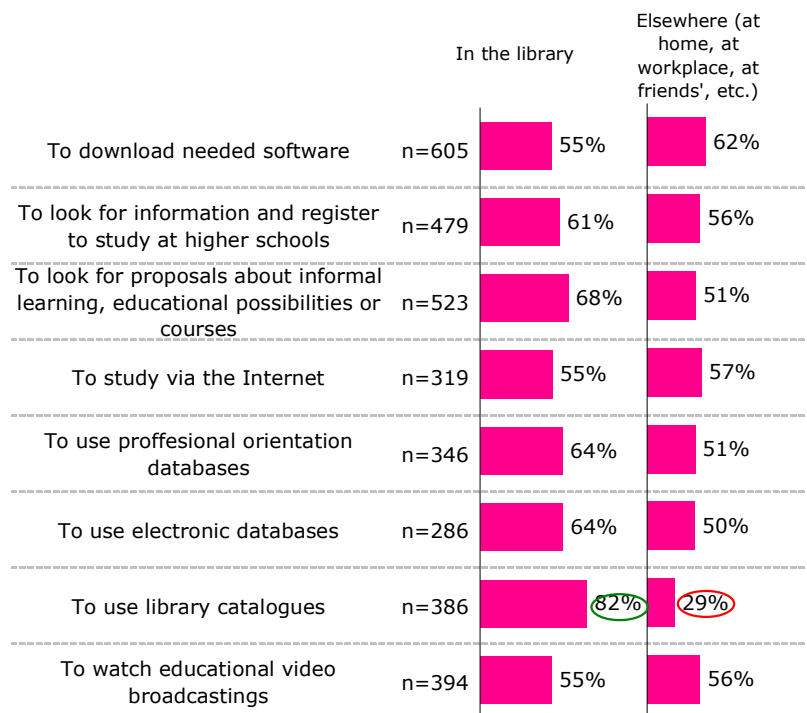
- Use constantly
- Have used it once or several times
- Never use



Graph 41

Place where the respondent most frequently uses the Internet for studies and educational purposes

%, respondents who used the Internet for particular purpose at least once

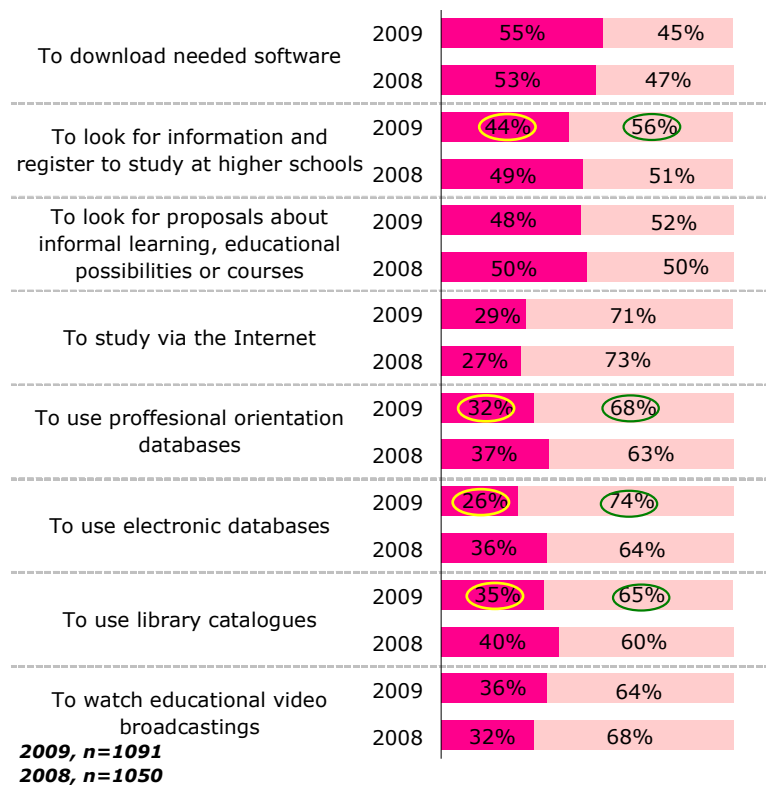


Graph 42

Internet use for studies, educational purposes

%, all respondents

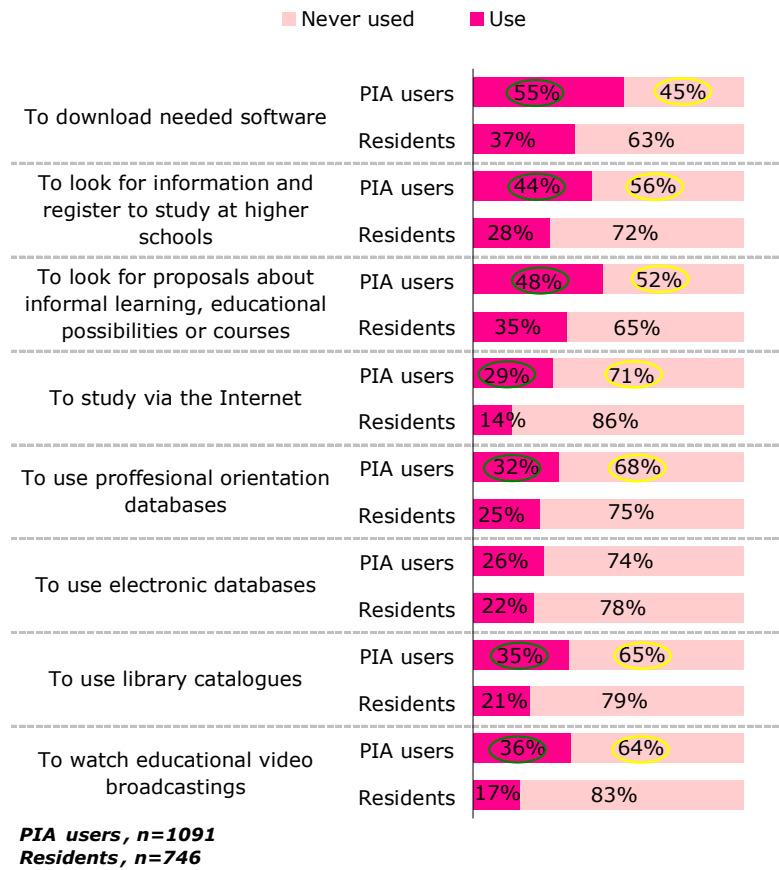
■ Use ■ Never used



Graph 43

Internet use for studies, educational purposes

%, respondents of the target groups

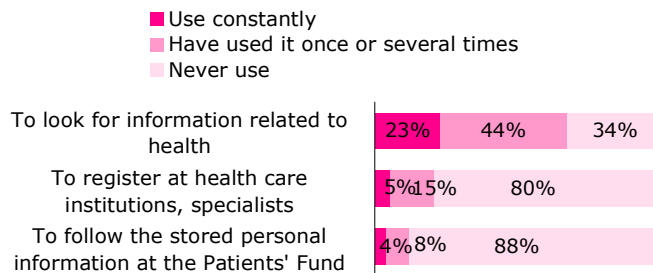


Health

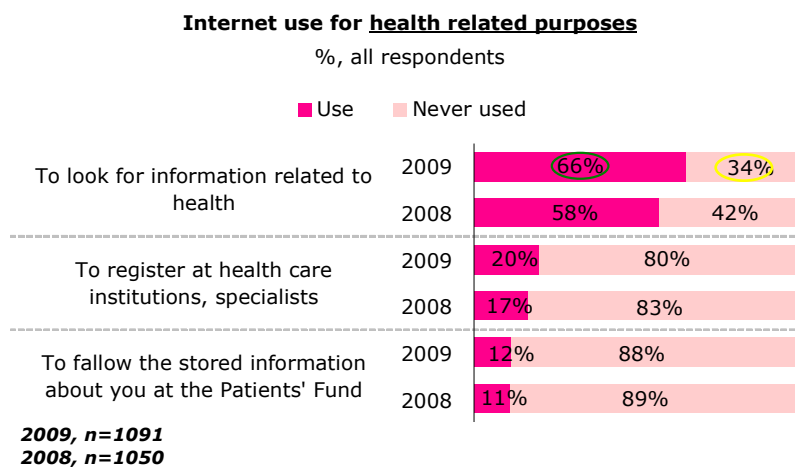
Graph 44

Internet use for health related purposes

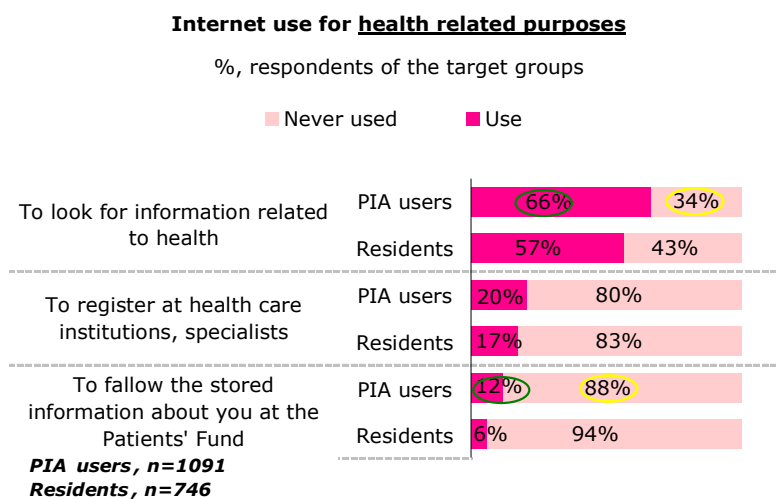
%, all respondents, n=1091



Graph 45



Graph 46



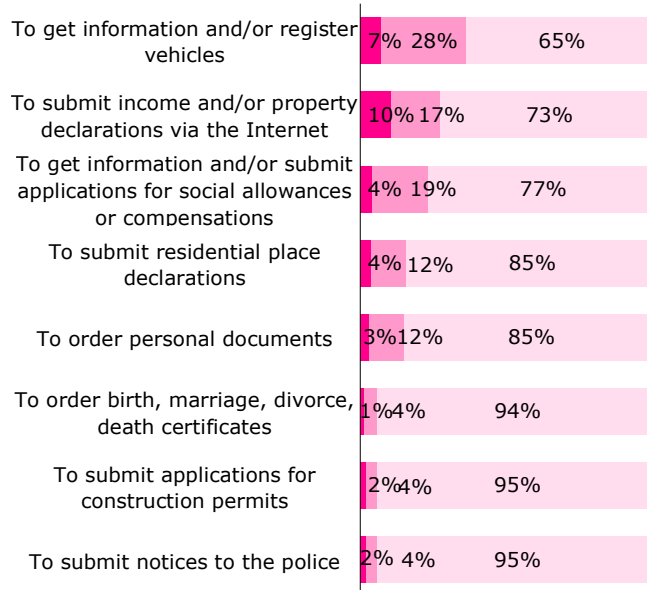
E-government Services

Graph 47

Internet use when addressing public institutions

%, all respondents, n=1091

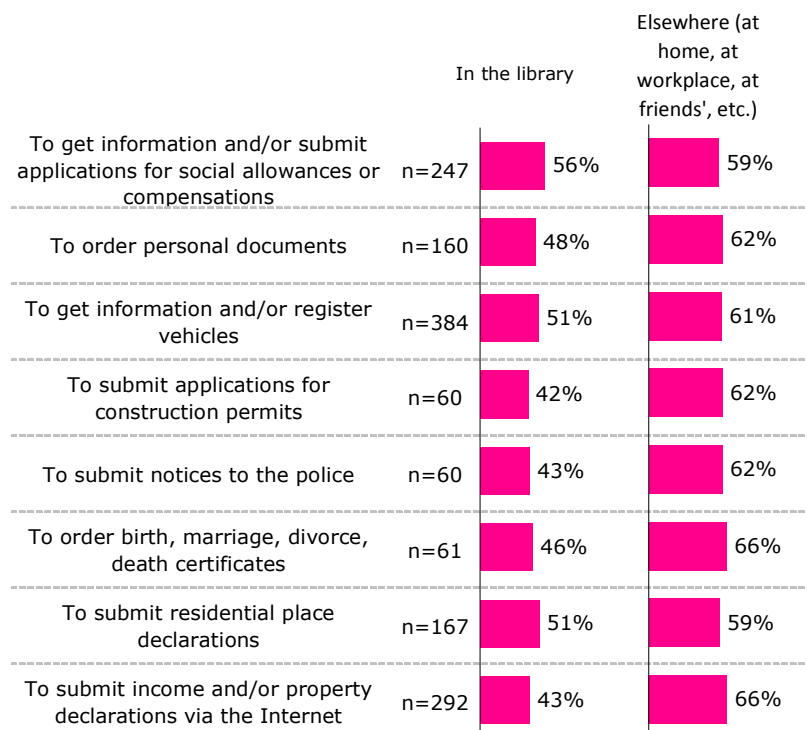
- Use constantly
- Have used it once or several times
- Never use



Graph 48

Place where the respondent most frequently uses the Internet to address various public institutions

%, respondents who used the Internet for particular purpose at least once

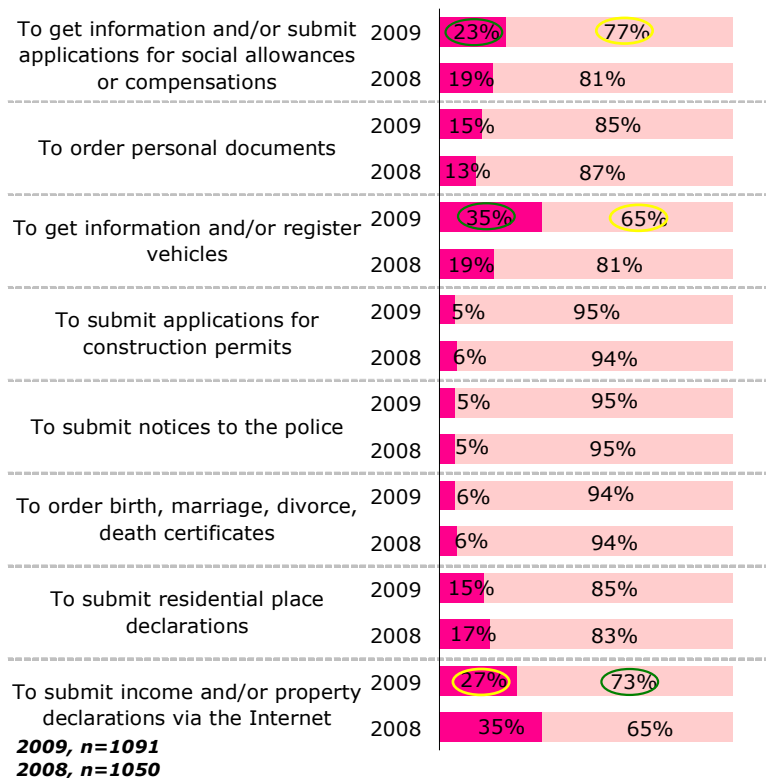


Graph 49

Internet use in aim to use e-government services

%, all respondents

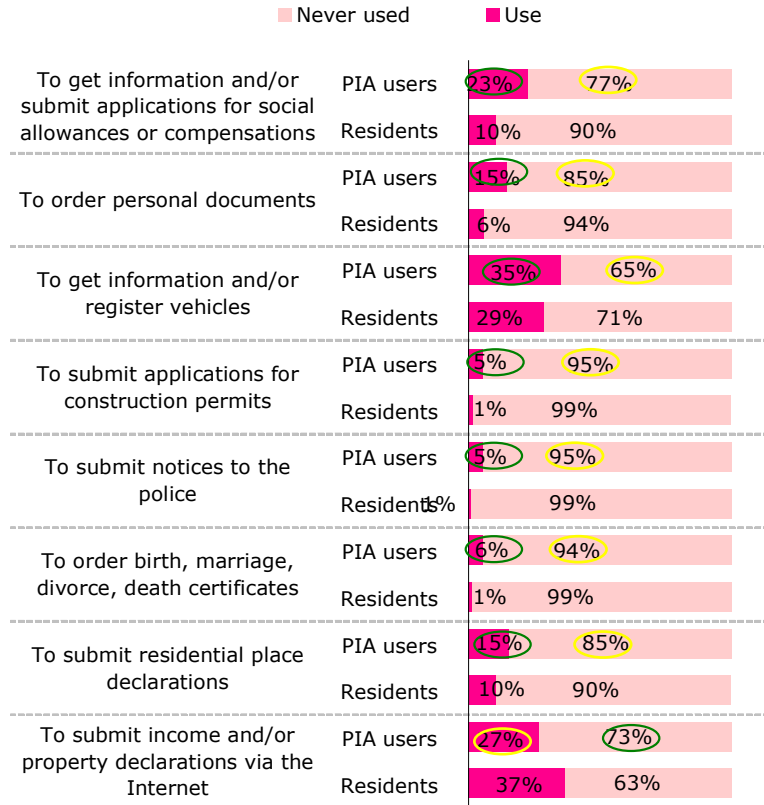
■ Use ■ Never used



Graph 50

Internet use in aim to use e-government services

%, respondents of the target groups

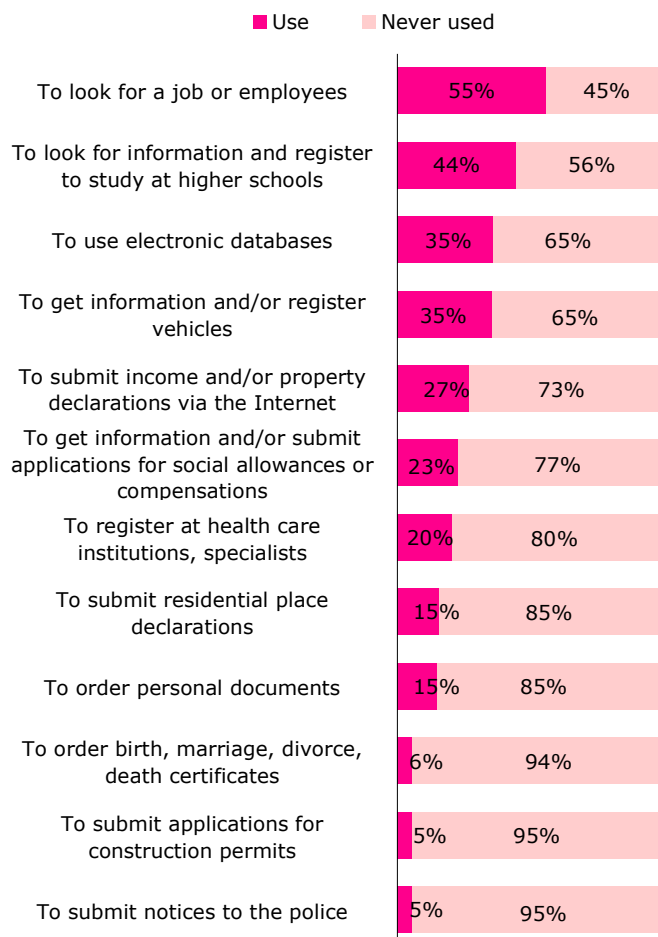


PIA users, n=1091
Residents, n=746

Graph 51

Internet use in aim to use e-government services (in a broader sense)

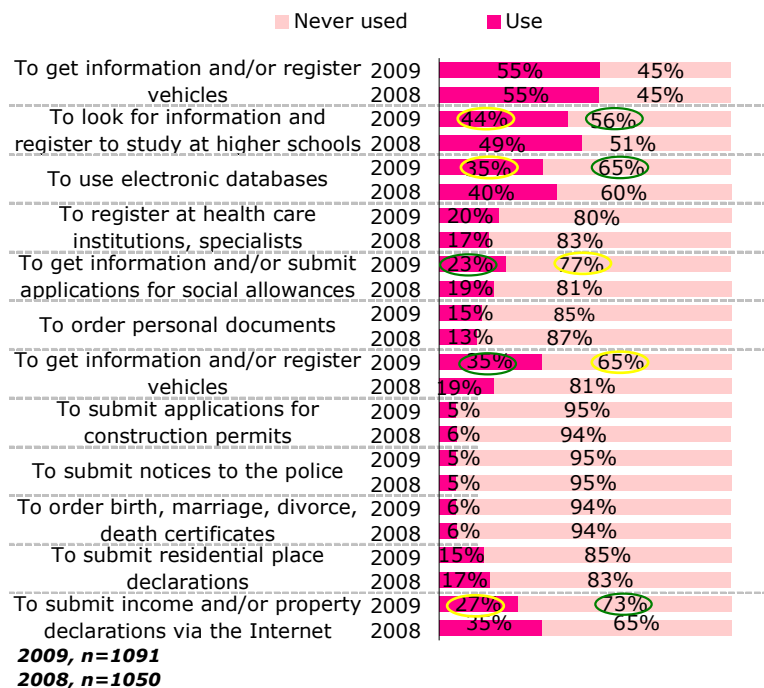
%, all respondents, n=1091



Graph 52

Internet use when addressing public institutions

%, all respondents

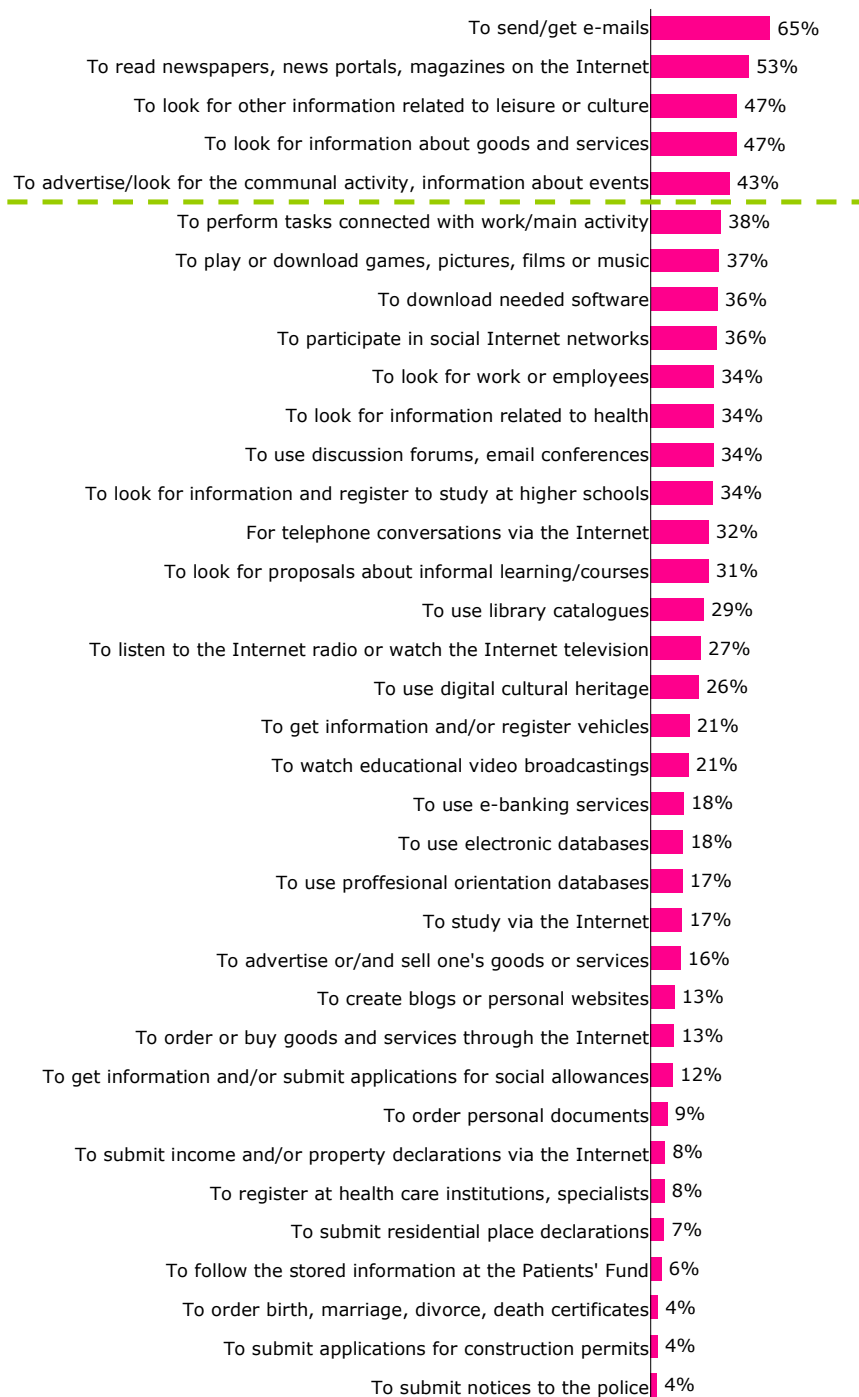


The Purposes of Using the Internet in the Library

Graph 53

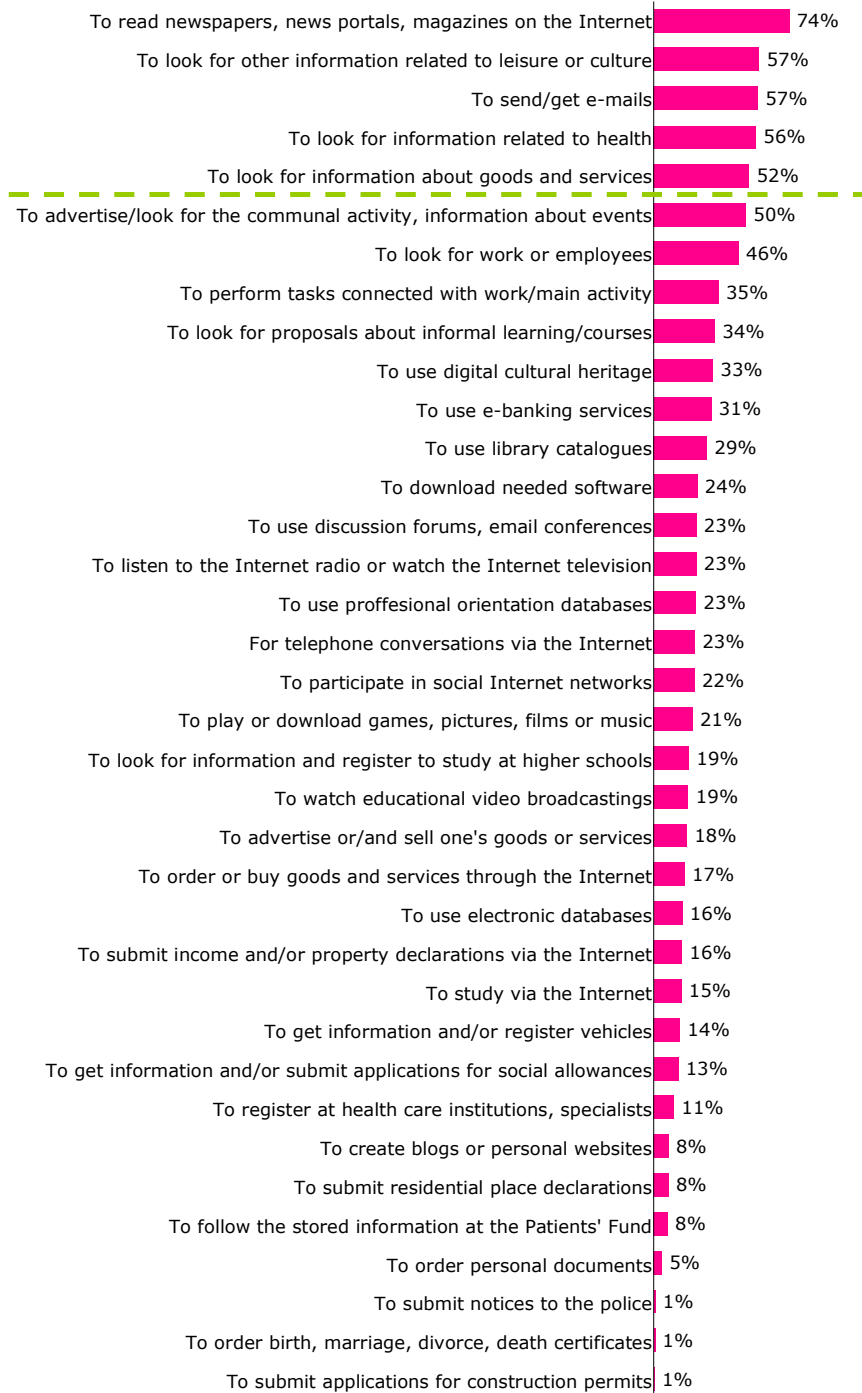
Use of public Internet access in the library for various purposes (youth)

%, respondents of the target groups, n=563



Graph 54

Use of public Internet access in the library for various purposes (adults)
 %, respondents of the target groups, n=528

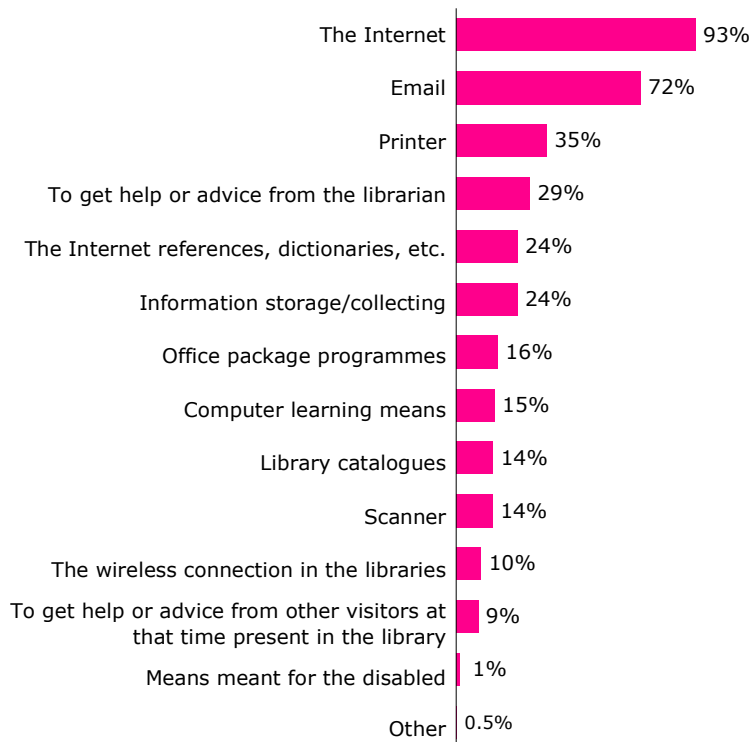


Programs and Services Used

Graph 55

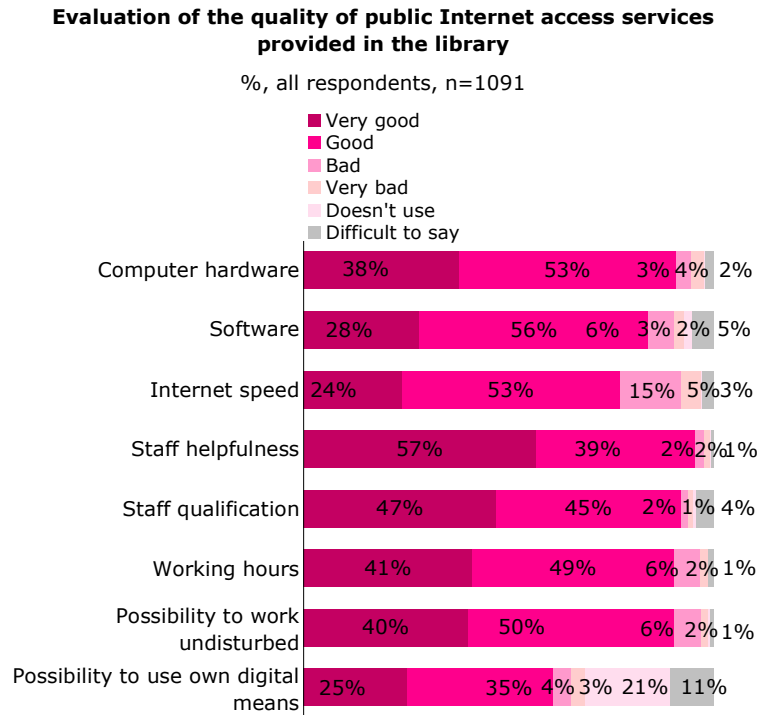
Programmes or services that are used/are intended to use

%, all respondents, n=1091



The Evaluation of PIA Quality

Graph 56

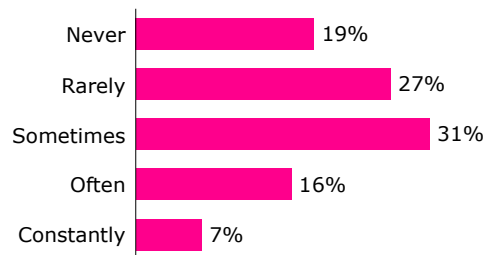


Cooperation with Libraries' Staff

Graph 57

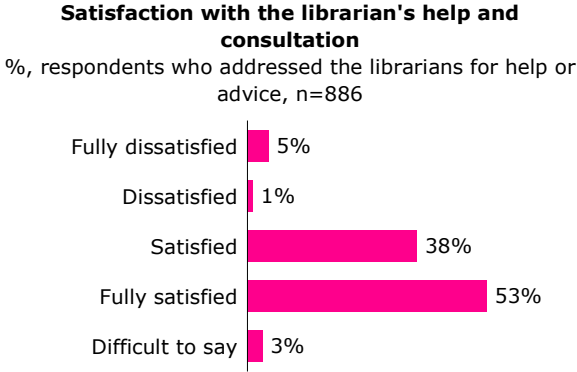
How often the respondent addressed the librarian for help, advice or consultation?

%, all respondents, n=1091



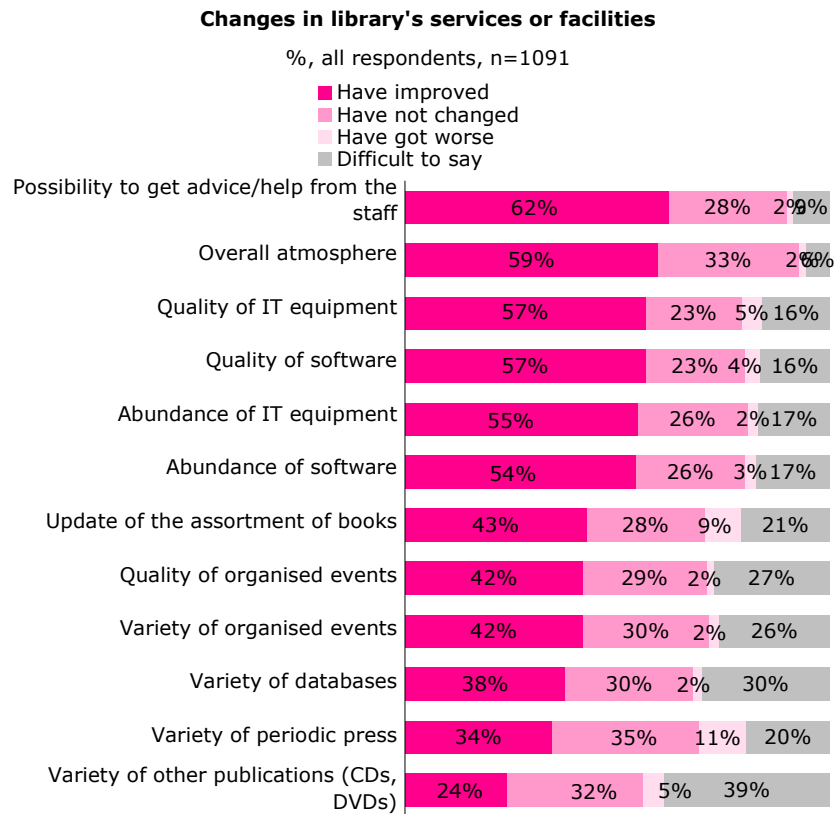
Satisfaction with the Help of the Libraries' Staff

Graph 58



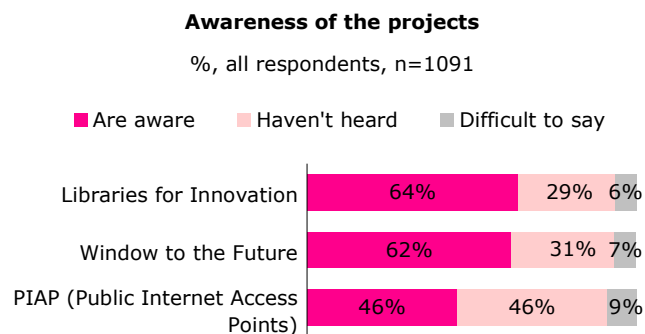
The Evaluation of the Provision of Services or the Change of the Material Base

Graph 59



Project Awareness

Graph 60

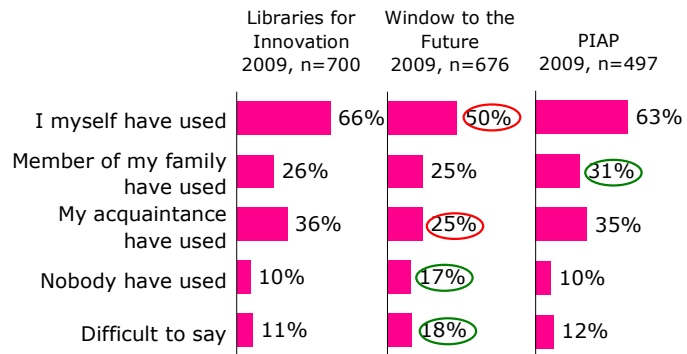


Using the Services Provided by the Projects

Graph 61

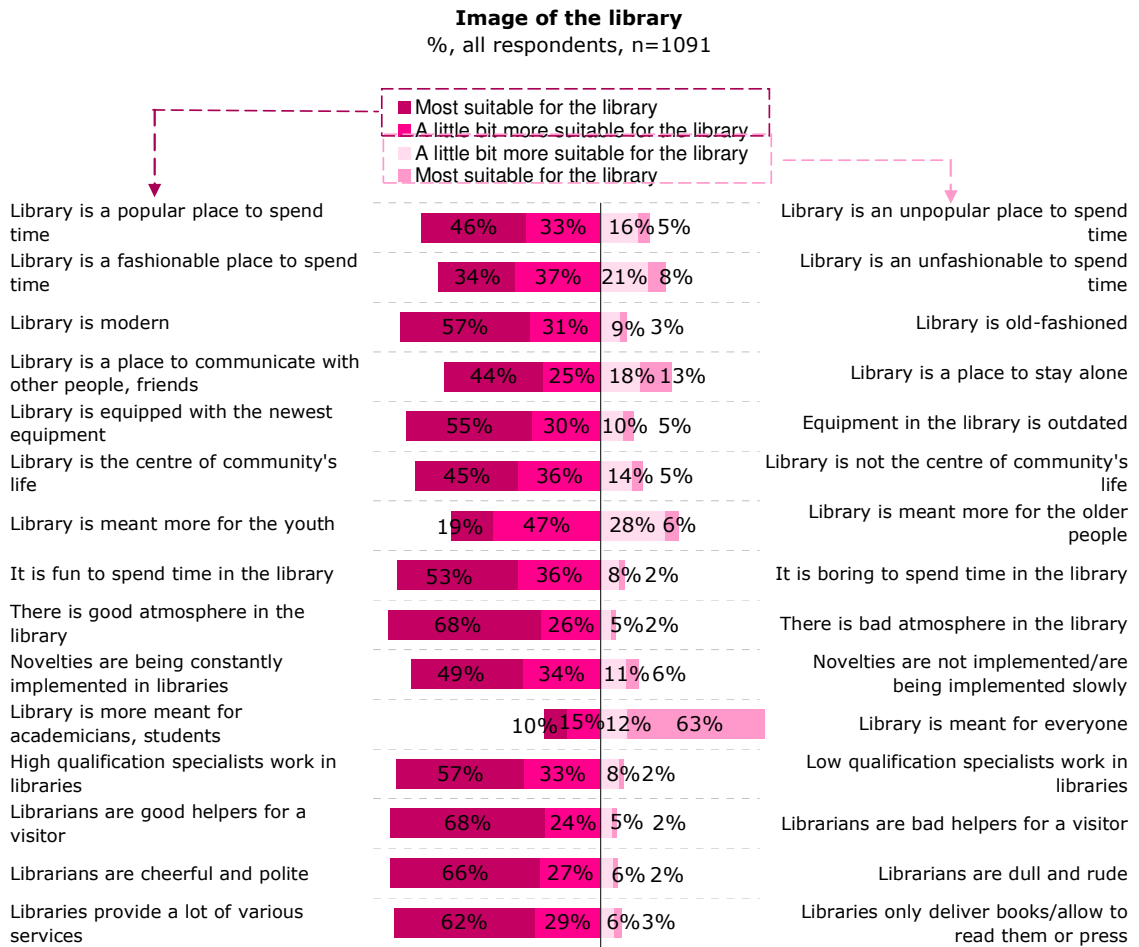
Experience in ever using free Internet services provided by the projects

%, respondents of the target groups who are aware of the particular projects



Library Image

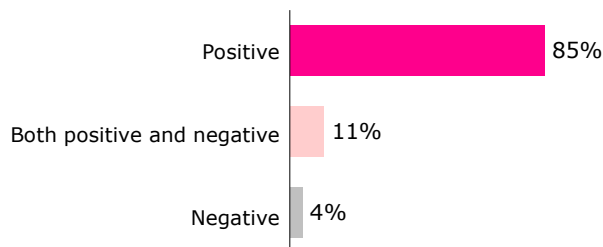
Graph 62



Graph 63

Residents segmentation according their perception of library's image

%, all respondents, n=1091



Appendix II: the Comparison of the Answers of Repeatedly Surveyed Respondents

Computer Usage Skills and Places of Studying

Table 1.1. The evaluation of computer literacy

| | 2009 | 2008 |
|--------------------|------|------|
| Fully insufficient | | 1% |
| Insufficient | 4% | 10% |
| Sufficient | 63% | 60% |
| Fully sufficient | 33% | 27% |

Table 1.2. Evaluation of information technologies skills

| | 2009 | | | | 2008 | | | |
|--|--------------------|--------------|------------|------------------|--------------------|--------------|------------|------------------|
| | Fully insufficient | Insufficient | Sufficient | Fully sufficient | Fully insufficient | Insufficient | Sufficient | Fully sufficient |
| General computer usage skills | | 4% | 37% | 58% | 6% | 1% | 27% | 66% |
| Using the main computer programs | 6% | 15% | 46% | 33% | 6% | 12% | 51% | 31% |
| Eliminating the main technical problems | 6% | 19% | 51% | 24% | 9% | 25% | 34% | 28% |
| Using the Internet for general purposes | | 4% | 36% | 60% | | | 36% | 57% |
| Sending emails with attached documents | 1% | 3% | 37% | 58% | 4% | 12% | 25% | 58% |
| Using Internet search engines | | 4% | 33% | 63% | 4% | 10% | 25% | 60% |
| Using Internet databases | 10% | 31% | 42% | 10% | 12% | 34% | 30% | 22% |
| Creating an Internet website | 42% | 31% | 16% | 3% | 40% | 33% | 15% | 10% |
| Using Internet for telephone conversations | 9% | 10% | 49% | 25% | 18% | 24% | 34% | 22% |
| Participating in chats im Internet websites and forums | 7% | 13% | 45% | 31% | 7% | 19% | 36% | 36% |
| Using file exchange programs | 7% | 18% | 34% | 36% | 22% | 21% | 30% | 27% |

Table 1.3. Individual activities using the Internet

| | 2009 | 2008 |
|---|------|------|
| Copying/ moving a document or a file | 94% | 87% |
| Copying or moving information inside the file | 81% | 70% |
| Using the main arithmetic formulas (Excel) | 67% | 46% |
| Compressing (reduce) files (zip) | 75% | 61% |
| Connecting and installing new devices, e.g., a printer or a modem | 64% | 37% |
| Writing a computer program by using the programming language | 22% | 12% |
| Connecting computers to a local network | 25% | 10% |
| Identifying and solving computer problems | 45% | 18% |
| None of the above | 4% | 9% |

Table 1.4. Places of learning how to use the computer

| | 2009 | 2008 |
|--|------|------|
| Secondary school | 57% | 52% |
| Higher school or university | 30% | |
| Special computer literacy courses | 30% | 22% |
| Special courses (not computer literacy) | | 6% |
| Work | 12% | 24% |
| Learnt it individually | 61% | 67% |
| Friends, acquaintances or relatives taught to use it | 39% | 25% |
| Elsewhere | | 6% |

Table 1.5. The organizers of computer literacy courses

| | 2009 | 2008 |
|---------------------------------|------|------|
| Job centre | 5% | 27% |
| Public library | 25% | 27% |
| Alliance "Window to the Future" | 25% | 20% |
| Workplace | 15% | |
| Other | 25% | 20% |

Habits of Internet Usage

Table 2.1. Having a computer connected to the Internet

| | 2009 | 2008 |
|--|------|------|
| At work | 39% | 36% |
| At home | 70% | 48% |
| I do not have it either at home or at work | 21% | 31% |

Table 2.2. Possibility to use wireless Internet

| | 2009 | 2008 |
|-----------------------------------|------|------|
| Can use it at work | 7% | 12% |
| Can use it at home | 33% | 19% |
| Can use it elsewhere | 9% | 22% |
| Does not have such an opportunity | 54% | 52% |
| Does not know what it is | 1% | |

Table 2.3. Places of Internet usage

| | 2009 | 2008 |
|----------------------------------|------|------|
| At work | 30% | 27% |
| At home | 73% | 42% |
| In the library | 67% | 82% |
| At PIA points not in the library | 6% | 7% |
| In Internet cafes | 9% | 27% |
| At Wi-Fi access points | 6% | 1% |
| At educational institutions | 30% | 36% |
| Elsewhere | 4% | 9% |

Table 2.4. The most common places of Internet usage

| | 2009 | 2008 |
|----------------|------|------|
| At work | 21% | 15% |
| At home | 55% | 34% |
| In the library | 24% | 37% |
| Elsewhere | | 10% |

Table 2.5. Internet usage habits

| | 2009 | 2008 |
|---------------|------|------|
| Active usage | 70% | 49% |
| Average usage | 19% | 36% |
| Passive usage | 10% | 13% |

Table 2.6. Habits of using the Internet in the library

| | 2009 | 2008 |
|---------------|------|------|
| Active usage | 11% | 12% |
| Average usage | 22% | 27% |
| Passive usage | 67% | 58% |

Table 2.7. The history of using PIA in the libraries

| | 2009 | 2008 |
|-------------------------|------|------|
| During the current year | 1% | 16% |
| Last year | 12% | 16% |
| Earlier | 85% | 63% |
| I do not remember | 1% | 4% |

Table 2.8. Possibility to use the Internet somewhere else than in the library

| | 2009 | 2008 |
|-----|------|------|
| Yes | 96% | 87% |
| No | 4% | 13% |

Table 2.9. The main reasons of Internet usage in the library

| | 2009 | 2008 |
|---|------|------|
| Free of charge Internet | 37% | 65% |
| Using other services of the library | 44% | 48% |
| Better computers | 5% | 4% |
| Does not have Internet access at home | 19% | 42% |
| Help and a piece of advice from the libraries' staff | 19% | 31% |
| Help and a piece of advice from the libraries' visitors | 2% | 4% |
| A convenient location | 23% | 19% |
| A speedier Internet connection in the library | 14% | 8% |
| A nicer environment in the library | 9% | 10% |
| Possibility to use a printer, a copying machine or a scanner | 23% | 25% |
| Comes and uses the Internet while waiting, having free time between lessons/ lectures | 19% | 17% |
| Other | 7% | |

Benefit

Table 3.1. The benefit of using the Internet in the library

| | 2009 | 2008 |
|--|------|------|
| Saving money | 78% | 67% |
| Helped to purchase goods (services) | 25% | 16% |
| Helped to earn money | 12% | 16% |
| Helped to find a job | 13% | 16% |
| Helped to increase income | 15% | 19% |
| Helped to fulfill activities related with studies and learning | 72% | 69% |
| Helped to contact national or local government online | 16% | 13% |
| Improved communication with relatives and friends | 70% | 67% |
| Helped to take care of one's health | 49% | 34% |
| Helped to do the work better | 76% | 75% |
| Enriched leisure time | 94% | 82% |
| Other | 4% | |

Purposes of Using the Internet

Table 4.1. Using the Internet for work and commercial purposes

| | 2009 | | | 2008 | | |
|---|---------------------|------------------------------------|----------------------|---------------------|------------------------------------|----------------------|
| | I use it constantly | I have used it once or a few times | I have never used it | I use it constantly | I have used it once or a few times | I have never used it |
| Performing work/ main activity related tasks | 51% | 37% | 12% | 43% | 31% | 25% |
| Looking for information on goods and services | 36% | 57% | 7% | 30% | 54% | 16% |
| Ordering or buying goods and services online | 4% | 46% | 49% | 9% | 21% | 70% |
| Looking for work or employees | 19% | 39% | 42% | 18% | 50% | 32% |
| Advertising and/ or selling goods and services of one's own | 6% | 30% | 64% | 7% | 22% | 70% |
| Using the services of e-banking | 45% | 19% | 36% | 24% | 27% | 49% |

Table 4.2. Places of using the Internet for work and commercial purposes

| | 2009 | | 2008 | |
|---|---------------------|-----------|---------------------|-----------|
| | In a public library | Elsewhere | In a public library | Elsewhere |
| Performing work/ main activity related tasks | 39% | 69% | 60% | 58% |
| Looking for information on goods and services | 35% | 71% | 45% | 63% |
| Ordering or buying goods and services online | 24% | 82% | 45% | 70% |
| Looking for work or employees | 41% | 69% | 58% | 56% |
| Advertising and/ or selling goods and services of one's own | 33% | 79% | 35% | 70% |
| Using the services of e-banking | 21% | 88% | 41% | 65% |

Table 4.3. Using the Internet for communication purposes and keeping in touch

| | 2009 | | | 2008 | | |
|---|---------------------|------------------------------------|----------------------|---------------------|------------------------------------|----------------------|
| | I use it constantly | I have used it once or a few times | I have never used it | I use it constantly | I have used it once or a few times | I have never used it |
| Sending/ receiving e-mails | 85% | 10% | 4% | 75% | 22% | 3% |
| Telephone conversations via Internet | 51% | 24% | 25% | 22% | 27% | 51% |
| Using discussion forums, e-conferences | 12% | 26% | 29% | 33% | 34% | 33% |
| Creating webpages or personal websites | 5% | 8% | 54% | 7% | 18% | 75% |
| Participating in online social networks | 16% | 23% | 28% | 12% | 31% | 57% |

Table 4.4. Places of using the computer and the Internet for communication purposes and keeping in touch

| | 2009 | | 2008 | |
|---|---------------------|-----------|---------------------|-----------|
| | In a public library | Elsewhere | In a public library | Elsewhere |
| Sending/ receiving e-mails | 39% | 70% | 69% | 58% |
| Telephone conversations via Internet | 20% | 84% | 24% | 76% |
| Using discussion forums, e-conferences | 26% | 76% | 58% | 62% |
| Creating webpages or personal websites | 15% | 92% | 24% | 76% |
| Participating in online social networks | 21% | 87% | 55% | 66% |

Table 4.5. Using the Internet for leisure and culture related purposes

| | 2009 | | | 2008 | | |
|---|---------------------|------------------------------------|----------------------|---------------------|------------------------------------|----------------------|
| | I use it constantly | I have used it once or a few times | I have never used it | I use it constantly | I have used it once or a few times | I have never used it |
| Reading newspapers, news portals or magazines online | 55% | 31% | 13% | 40% | 49% | 10% |
| Listening to the radio or watching TV online | 19% | 49% | 31% | 25% | 34% | 40% |
| Playing or downloading games, pictures, movies or music | 33% | 37% | 30% | 40% | 31% | 28% |
| Advertising or looking for information or performing community activities | 25% | 51% | 24% | 27% | 49% | 24% |
| Looking for other culture and leisure related information | 12% | 72% | 16% | 33% | 51% | 16% |
| Using digitalized cultural heritage | 1% | 45% | 54% | 9% | 37% | 54% |

Table 4.6. The places of computer and Internet usage for leisure and culture related purposes

| | 2009 | | 2008 | |
|---|---------------------|-----------|---------------------|-----------|
| | In a public library | Elsewhere | In a public library | Elsewhere |
| Reading newspapers, news portals or magazines online | 34% | 72% | 70% | 60% |
| Listening to the radio or watching TV online | 17% | 85% | 40% | 73% |
| Playing or downloading games, pictures, movies or music | 11% | 96% | 38% | 77% |
| Advertising or looking for information or performing community activities | 37% | 69% | 57% | 63% |
| Looking for other culture and leisure related information | 39% | 71% | 63% | 55% |
| Using digitalized cultural heritage | 55% | 58% | 61% | 55% |

Table 4.7. Internet usage for studies and education purposes

| | 2009 | | | 2008 | | |
|---|---------------------|------------------------------------|----------------------|---------------------|------------------------------------|----------------------|
| | I use it constantly | I have used it once or a few times | I have never used it | I use it constantly | I have used it once or a few times | I have never used it |
| Downloading relevant software | 22% | 46% | 31% | 27% | 36% | 37% |
| Looking for information, registering for studies at colleges and universities | 13% | 43% | 43% | 9% | 58% | 33% |
| Looking for courses' offers to study or develop | 6% | 63% | 31% | 12% | 55% | 33% |
| Doing the distance learning | 3% | 30% | 67% | 3% | 28% | 69% |
| Using the databases of professional orientation | 4% | 31% | 64% | 7% | 33% | 60% |
| Using online databases | 1% | 18% | 81% | 9% | 30% | 61% |
| Using libraries catalogues | 13% | 27% | 60% | 12% | 30% | 58% |
| Watching educational video broadcastings | 3% | 37% | 60% | 7% | 31% | 61% |

Table 4.8. The places of computer and Internet usage for studies and education

| | 2009 | | 2008 | |
|---|---------------------|-----------|---------------------|-----------|
| | In a public library | Elsewhere | In a public library | Elsewhere |
| Downloading relevant software | 33% | 78% | 38% | 74% |
| Looking for information, registering for studies at colleges and universities | 32% | 79% | 61% | 68% |
| Looking for courses' offers to study or develop | 43% | 67% | 51% | 64% |
| Doing the distance learning | 41% | 68% | 62% | 57% |
| Using the databases of professional orientation | 50% | 54% | 48% | 59% |
| Using online databases | 38% | 69% | 65% | 54% |
| Using libraries catalogues | 74% | 41% | 71% | 36% |
| Watching educational video broadcastings | 41% | 63% | 27% | 81% |

Table 4.9. Internet usage for health related purposes

| | 2009 | | | 2008 | | |
|--|---------------------|------------------------------------|----------------------|---------------------|------------------------------------|----------------------|
| | I use it constantly | I have used it once or a few times | I have never used it | I use it constantly | I have used it once or a few times | I have never used it |
| Looking for health related information | 24% | 58% | 18% | 24% | 45% | 31% |
| Registering at health institutions or at the specialists | 1% | 18% | 81% | 3% | 12% | 85% |
| Checking the information gathered by the Patients' Fund | 3% | 6% | 91% | 3% | 6% | 91% |

Table 4.10. The places of using the computer and the Internet for health related purposes

| | 2009 | | 2008 | |
|--|---------------------|-----------|---------------------|-----------|
| | In a public library | Elsewhere | In a public library | Elsewhere |
| Looking for health related information | 38% | 69% | 57% | 65% |
| Registering at health institutions or at the specialists | 15% | 85% | 30% | 70% |
| Checking the information gathered by the Patients' Fund | 17% | 83% | 33% | 67% |

Table 4.11. Internet usage for using the services of e-government

| | 2009 | | | 2008 | | |
|---|---------------------|------------------------------------|----------------------|---------------------|------------------------------------|----------------------|
| | I use it constantly | I have used it once or a few times | I have never used it | I use it constantly | I have used it once or a few times | I have never used it |
| Receiving information, providing applications for social benefits | 3% | 19% | 78% | 6% | 12% | 82% |
| Ordering personal documents | | 13% | 87% | 2% | 11% | 88% |
| Searching for information about the vehicles, registering them | 3% | 39% | 58% | | 15% | 85% |
| Providing applications for construction licenses | | 1% | 99% | | 5% | 95% |
| Providing reports to the police | | 4% | 96% | | 3% | 97% |
| Ordering birth, marriage, divorce and death certificates | | 1% | 99% | 2% | | 98% |
| Providing place of residence declarations | 1% | 12% | 87% | 5% | 11% | 85% |

| | | | | | | |
|--|-----|-----|-----|-----|-----|-----|
| Providing online declarations of income and property | 10% | 16% | 73% | 10% | 22% | 67% |
|--|-----|-----|-----|-----|-----|-----|

Table 4.12. The places of Internet usage for using the services of e-government

| | 2009 | | 2008 | |
|---|---------------------|-----------|---------------------|-----------|
| | In a public library | Elsewhere | In a public library | Elsewhere |
| Receiving information, providing applications for social benefits | 20% | 100% | 50% | 75% |
| Ordering personal documents | 22% | 89% | 50% | 75% |
| Searching for information about the vehicles, registering them | 14% | 89% | 40% | 50% |
| Providing applications for construction licenses | | 100% | 67% | 33% |
| Providing reports to the police | | 100% | 50% | 50% |
| Ordering birth, marriage, divorce and death certificates | | 100% | 100% | |
| Providing place of residence declarations | 22% | 89% | 60% | 70% |
| Providing online declarations of income and property | 17% | 83% | 45% | 68% |

Services Provided by Libraries and their Evaluation

Table 5.1. The habits of asking for help, a piece of advice or a consultation from a libraries' staff

| | 2009 | 2008 |
|------------|------|------|
| Never | 18% | 18% |
| Rarely | 39% | 22% |
| Sometimes | 28% | 37% |
| Often | 10% | 19% |
| Constantly | 4% | 1% |

Table 5.2. The evaluation of the help and consultations of the libraries' staff

| | 2009 | 2008 |
|--------------------|------|------|
| Fully dissatisfies | | |
| Does not satisfy | 2% | |
| Satisfies | 45% | 53% |
| Fully satisfies | 53% | 47% |

Table 5.3. Services used

| | 2009 | 2008 |
|---|------|------|
| The dispense of books | 81% | 85% |
| The dispense of other publications | 37% | 34% |
| The opportunity to read periodical press | 67% | 79% |
| The opportunity to use the free of charge Internet | 85% | 93% |
| The opportunity to learn at the computer literacy courses | 16% | 25% |
| The opportunity to watch video recordings | 33% | 46% |
| The opportunity to listen to audio recordings | 28% | 39% |
| The opportunity to use online information databases | 36% | 73% |
| The opportunity to play computer games | 19% | 42% |
| Other | 3% | |

Table 5.4. The evaluation of the provision of the services and the change of the material base

| | 2009 | | | | 2008 | | | |
|---|----------|----------------|----------|------------------|----------|----------------|----------|------------------|
| | Worsened | Did not change | Improved | Difficult to say | Worsened | Did not change | Improved | Difficult to say |
| The renewal of the assortment of books | 12% | 34% | 48% | 6% | 3% | 33% | 58% | 6% |
| The variety of other publications (CD, DVD) | 7% | 40% | 21% | 31% | 3% | 51% | 24% | 22% |
| The variety of periodical press | 12% | 42% | 36% | 10% | | 40% | 54% | 6% |
| The variety of databases | 3% | 36% | 45% | 16% | 3% | 40% | 37% | 19% |
| The variety of organized events | | 43% | 46% | 10% | 1% | 39% | 49% | 10% |
| The quality of organized events | 1% | 39% | 45% | 15% | 3% | 31% | 54% | 12% |
| The quantity of computer technologies | 3% | 36% | 55% | 6% | 1% | 49% | 37% | 12% |
| The quality of computer technologies | 4% | 27% | 66% | 3% | 1% | 45% | 42% | 12% |
| The quantity of computer software | 1% | 36% | 57% | 6% | 3% | 55% | 33% | 9% |
| The quality of computer software | 3% | 33% | 58% | 6% | 3% | 54% | 34% | 9% |
| A possibility to get a piece of advice/ some help while using the computer or the | 3% | 39% | 55% | 3% | 3% | 37% | 58% | 1% |

| | | | | | | | | | |
|------------------------------------|----|-----|-----|--|--|-----|-----|--|--|
| Internet from the libraries' staff | | | | | | | | | |
| General atmosphere | 1% | 51% | 48% | | | 37% | 63% | | |

Table 5.5. The evaluation of the quality of PIA services

| | 2009 | | | | | 2008 | | | | |
|---|----------|-----|------|-----------|--|----------|-----|------|-----------|--|
| | Very bad | Bad | Good | Very good | Not available, does not use it/ difficult to say | Very bad | Bad | Good | Very good | Not available, does not use it/ difficult to say |
| Computer technologies | | 9% | 66% | 25% | | 3% | 9% | 64% | 22% | 1% |
| Software | | 13% | 57% | 28% | 1% | 4% | 6% | 73% | 15% | 1% |
| Internet speed | | 9% | 72% | 18% | 1% | 4% | 10% | 60% | 22% | 3% |
| Complaisance of the staff | | 4% | 43% | 52% | | | 3% | 31% | 64% | 1% |
| Qualifications of the staff | | 3% | 63% | 34% | | | 3% | 45% | 51% | 1% |
| Open hours | 1% | 13% | 51% | 34% | | 3% | 4% | 43% | 46% | 3% |
| A possibility to work without being interrupted | 1% | 10% | 45% | 43% | | | 13% | 39% | 45% | 3% |
| The opportunity to use personal digital devices | 7% | 12% | 45% | 21% | 15% | 13% | 10% | 39% | 22% | 15% |

Information about the Projects Intended to Establish PIA

Table 6.1. Project Awareness

| | 2009 | | | 2008 | | |
|--|--------------------|------------------------|------------------|--------------------|------------------------|------------------|
| | I have heard of it | I have not heard of it | Difficult to say | I have heard of it | I have not heard of it | Difficult to say |
| Libraries for Innovation | 51% | 49% | | 33% | 64% | 3% |
| Window to the Future | 88% | 12% | | 79% | 16% | 4% |
| RIAP ("Development of Rural Internet Access Points network") | 57% | 43% | | 49% | 45% | 6% |

Table 6.2. Project information sources

| | | About the project "Libraries for Innovation" | About the project "Window to the Future" | About the project "RIAP" |
|-------------------------------|------|--|--|-----------------------------|
| Advertisements in the library | 2009 | 59% | 46% | 39% |
| | 2008 | 55% | 43% | 52% |
| Press | 2009 | 18% | 10% | 18% |
| | 2008 | 59% | 55% | 39% |
| TV | 2009 | 24% | 27% | 16% |
| | 2008 | 50% | 40% | 45% |
| Radio | 2009 | 18% | 5% | 8% |
| | 2008 | 45% | 40% | 39% |
| Friends and relatives | 2009 | 9% | 12% | 16% |
| | 2008 | 45% | 45% | 45% |
| Internet | 2009 | 24% | 19% | 21% |
| | 2008 | 36% | 62% | 64% |
| Outdoor advertisements | 2009 | 9% | 22% | 11% |
| | 2008 | | | |
| Other | 2009 | 3% | 2% | |
| | 2008 | | | |
| Difficult to say | 2009 | | 2% | 3% |
| | 2008 | | | |

Table 6.3. Usage of free of charge Internet service provided by the projects

| | | About the project "Libraries for Innovation" | About the project "Window to the Future" | About the project "RIAP" |
|-----------------------------------|------|--|---|-----------------------------|
| I have used it myself | 2009 | 44% | 39% | 50% |
| | 2008 | 27% | 34% | 42% |
| A member of my family has used it | 2009 | 38% | 31% | 37% |
| | 2008 | 14% | 26% | 18% |
| An acquaintance has used it | 2009 | 38% | 20% | 47% |
| | 2008 | 32% | 38% | 36% |
| No one has used it | 2009 | 12% | 32% | 21% |
| | 2008 | 23% | 23% | 21% |
| Difficult to say | 2009 | 6% | 10% | 5% |
| | 2008 | 23% | 11% | 6% |

Library Image

Table 7.1. Library image

| | 2009 | | | | 2008 | | | | |
|---|---|---|--|--|---|---|--|--|---|
| | The statement on the left fits to describe library the most | The statement on the left fits to describe library more | The statement on the right fits to describe library more | The statement on the right fits to describe library the most | The statement on the left fits to describe library the most | The statement on the left fits to describe library more | The statement on the right fits to describe library more | The statement on the right fits to describe library the most | |
| Library is a popular place to spend time | 25% | 39% | 30% | 6% | 33% | 45% | 19% | 3% | Library is an unpopular place to spend time |
| Library is a fashionable place to spend time | 21% | 37% | 36% | 6% | 30% | 36% | 31% | 3% | Library is an unfashionable place to spend time |
| Library is modern | 42% | 40% | 13% | 4% | 57% | 36% | 4% | 3% | Library is old-fashioned |
| Library is a place to communicate with friends and other people | 16% | 31% | 28% | 24% | 46% | 24% | 18% | 12% | Library is a place to spend some time alone |
| Library is provided with the newest equipment | 43% | 36% | 16% | 4% | 40% | 28% | 22% | 9% | Library's equipment is old |
| Library is the centre of the community life | 39% | 45% | 13% | 3% | 45% | 39% | 13% | 3% | Library is not the centre of community's life |
| Library is more intended for youth | 9% | 51% | 37% | 3% | 13% | 45% | 37% | 4% | Library is more intended for older people |
| It is fun to spend time in the library | 37% | 51% | 12% | | 45% | 46% | 7% | 1% | It is boring to spend time in the library |
| The atmosphere is good in the library | 64% | 34% | | 1% | 75% | 19% | 3% | 3% | The atmosphere is bad in the library |
| Novelties are constantly introduced in the libraries | 27% | 39% | 21% | 13% | 46% | 33% | 18% | 3% | Novelties are not introduced or introduced slowly in the libraries |
| Library is more intended for academics and students | | 3% | 13% | 84% | 15% | 19% | 18% | 48% | Library is intended for everyone |
| Highly qualified staff works in the library | 52% | 37% | 9% | 1% | 45% | 52% | 1% | 1% | Low qualified staff works in the library |
| Librarians are good helpers to visitors | 69% | 27% | 3% | 1% | 81% | 18% | | 1% | Librarians are bad helpers to visitors |
| Librarians are cheerful and polite | 72% | 25% | 1% | 1% | 66% | 31% | 1% | 1% | Librarians are dull and rude |
| Libraries provide a lot of various services | 58% | 34% | 3% | 4% | 64% | 24% | 10% | 1% | Libraries only dispense books or allows to read them or other periodicals |

