

LIBRARIES FOR INNOVATION: CHANGES IN THE LIBRARY AND IN THE SOCIETY

Report on the impact assessment study



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Libraries for Innovation

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INTRODUCTION

INTRODUCTION

Impact assessment of the “Libraries for Innovation”

The Project “Libraries for Innovation” has reached its halfway. The first impact assessment study has been finalised and its data compared to the initial situation in 2008, which was assessed and recorded during the similar research. The two researches were aimed at identifying the number of libraries providing public Internet access (PIA), computer skills of their staff, PIA users, as well as the purpose and benefits of using the Internet. During the research the focus was given to the collection of data on skills and habits of Project target groups (the disabled, unemployed, senior persons and rural population) in using information technologies.

The Project impact assessment results revealed the trends of using the Internet among the society and in the libraries, and this would facilitate planning of further activities of the Project “Libraries for Innovation”. At the same time it is a good opportunity and a tool for enhancing the value of libraries and their public role, improving the image of libraries and encouraging more people to use their services. For representatives of national authorities, businesses and non-governmental organisations, libraries must become an important partner, whereas for ordinary citizens – a valuable institution opening the gates to the world. Besides, a homelike and modern library providing an opportunity to communicate with the entire world by means of the state-of-the-art technologies not only expands the outlook but also plays a very important social mission: it reduces digital and social exclusion.



CURRENTLY PUBLIC INTERNET ACCESS IS PROVIDED IN 83 PERCENT OF THE LITHUANIAN PUBLIC LIBRARIES.



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LIBRARIANS ABOUT THE PROJECT

Audronė Likienė, Pasvalys M. Katiliškis Public Library

The Project "Libraries for Innovation" completely changed the life of the town and the entire district by opening huge opportunities for its citizens. As soon as computer literacy lessons began, senior people started crowding in, and they've been our constant visitors since November of the last year. Pensioners who can receive their pensions in cash by using the cards in the cash-points are especially glad. For them the Electronic Banking Basics skills are vitally important. Specialists of Swedbank provide consultations on the above issues. Senior persons and other elderly people are the main target groups of training courses in Pasvalys.


Moreover, today our library is a modern institution. Everybody was used to books in the library, and now computers opened new opportunities. Certainly, the workload of librarians has increased, but the benefit to citizens is invaluable. Where else in the town one could arrange all the matters via the Internet? This predetermined the increased number of visitors, and for us it is a guarantee of survival.

Vida Sekonienė, Public Library of the Ignalina District Municipality

During the Project implementation period popularity of the library has increased, especially after the update of computer services. Young people have always been using computers in our library, but today we are glad to see senior and middle age people in the library. They are fond of taking part in the IT training courses.

Besides, library has become a modern institution: in Ignalina none of public institutions have new computers, and we are proud to have this facility. Librarians have also upgraded their skills. Some of them (heads of libraries and chiefs of divisions) were used to computers, whereas workers of the loans division started using the facility only during the Project implementation period.

Currently the flow of our visitors has increased. We did not experience the shortage of visitors before (because of the operating Internet reading-room), but now we have the second wave of visitors. They use the Internet for various purposes: young people for communication, whereas students for studies material; they usually come on weekends, especially on the eve of sessions. Sometimes they apply for consultations to librarians, mostly concerning technical issues.



„Moreover, today our library is a modern institution. Everybody was used to books in the library, and now computers opened new opportunities.“

Audronė Likienė



Moreover, people help each other, especially the youth.

Children using computers are mostly from socially disadvantaged families. They are aware of a strict discipline concerning the use of the Internet since the on-line time is strictly limited. Usually the schedule is set in advance for the whole week.

Special software for the blind and persons with vision problems has been installed, as well as special workstations. One partially sighted woman started from the very beginning and eventually acquired computer literacy skills in the library.

Danutė Karlienė, Public Library of the Zarasai District Municipality

The Project "Libraries for Innovation" has completely changed our life because of the expanded e-services. New PIA facilities were established in nine branches, including new computer workstations in the municipal library. Moreover, new services are available to persons with vision impairments and today our visitors have a possibility to communicate via the "Skype" programme. Our visitors find this service very useful, especially the ones whose children or relatives reside abroad. Young people are more interested in various Internet games, but at the same time they acquire new skills: English language, music etc.

Training courses are important for both, the librarians and citizens. Various campaigns also help to attract more people. A modern place, where one could not only obtain books, but also receive other services, improves the image of librarians.

Our librarians take part in the on-going learning process: in spring one group finished training courses in Zarasai; training was also organised in the Utena Training Centre. After bringing computers from Utena, we can have lessons in our classes.

The majority of librarians have always been interested in progress and today they can provide training to others. Consultations are rendered on tax declaration, electronic banking etc., and this is especially useful for the rural population.

The Project increased the number of library visitors and attracted new Internet users. Various campaigns and initiatives also attracted people. Information about the campaign winners was released in the local press and made people happy.

„The majority of librarians have always been interested in progress and today they can provide training to others. Consultations are rendered on tax declaration, electronic banking etc., and this is especially useful for the rural population. “

Danutė Karlienė



“Activities in the cultural centres slowed down, and today library is the place accumulating major cultural events of the town. You can meet here with your acquaintances, use the Internet and enjoy various events.”

Unemployed from Panevėžys County



Regina Lukoševičienė, Public Library of the Jonava District Municipality

Digital literacy courses organised in our library were very popular; six groups have already finalised the courses, and there still are many persons eager to acquire basic computer skills.

Wednesday lessons attract various age and background persons. We are glad that citizens of Jonava are willing to acquire IT skills and they do this sincerely. For many of them such lessons are very useful. According to unemployed persons, acquisition of basic computer skills will facilitate the search for a job; senior persons highlighted a possibility to communicate (via e-mail) with their children and grandchildren residing abroad.

We feel responsible for our work and do our best in order to make people use computers daily upon the finalisation of training courses. For instance, some of course participants have already acquired personal computers; the others visit the library nearly every day and use the Internet services.

But most of all we are happy to get feedback from our clients. It is so nice to hear your "student" say "hello" in the street or hear the words of gratitude for the provided knowledge.

ABOUT THE RESEARCH

In September 2009 – March 2010 the research presented in this publication was carried out by the UAB "TNS Gallup" which was commissioned by Martynas Mažvydas National Library of Lithuania. For the assessment of changes the research included surveys of: **1248 public libraries, 1055 adult residents, 609 children** (aged 12-14), **1024 PIA users, 609 librarians, 65 heads of libraries and 2018 citizens from five Lithuanian municipalities.** The research results revealed the following key changes:

- ✔ **The number of libraries offering PIA increased by one third.** Today 83 percent (1038 libraries) of public libraries offer PIA for users. Compared to the last year, the share of libraries offering public Internet access increased by 30 percent.
- ✔ **The number of computers providing PIA increased significantly, especially in rural areas.** In libraries under research the total number of workstations with public Internet access amounts to 4984. This is by 82 percent more (2246 workstations) than last year (in 2008 this number amounted to 2738 workstations).
- ✔ **The number of libraries organising training courses for PIA users has doubled.** More than one-third (34 percent or 353 libraries) of libraries with public Internet access organised IT training for their users. In 2008 training was organised in 173 libraries.
- ✔ **The number of PIA users involved in the IT training courses organised by libraries is increasing.** During 2009 libraries offering public Internet access organised IT training for nearly 8,5 thousand of visitors. This is by 1,5 thousand users more than in 2008 (nearly 7 thousand).



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- Persons who have no online facilities at home or at work have been increasingly using PIA in libraries.** About half (47 percent) of PIA users have no online facilities neither at home nor at work. The number of the above users has mainly increased in urban areas, where the number of persons with no Internet connection at home or at work increased from 35 to 52 percent.
- Two out of three PIA users are constant Internet users in the library.** This year the number of PIA users considering library as the main place for the use of the Internet, increased from 41 to 63 percent.
- In 2009 the number of new PIA users in libraries has doubled in comparison to 2008.** New PIA users, i.e. the ones who started using public Internet facilities this year, up about one-third (29 percent) of the total number of users. In 2009 the number of attracted PIA users increased twice in comparison to 2008 (15 percent).
- The number of adult PIA users browsing Web for health and e-governance purposes has also increased.** Young people usually use the Internet for communication or learning purposes, whereas senior persons use the Internet for health, employment or e-governance purposes.
- Senior PIA users apply to librarians for assistance more frequently.** The majority (81 percent) of users have already applied for the assistance or consultations of librarians. More than one fifth of PIA users (23 percent) are consulted by librarians on a constant basis or occasionally. The number of young and senior respondents satisfied with the consultations of librarians has also increased.

Detailed research results are provided in the website
<http://www.bibliotekospazangai.lt/ImpactAssessment>.

For the above research you can apply to Ugnė Rutkauskaitė, Project Impact Coordinator of the Project "Libraries for Innovation" by e-mail:
ugne.rutkauskiene@bibliotekospazangai.lt.




“LIBRARIES FOR INNOVATION”:
HALF-WAY THROUGH
THE PROJECT



“LIBRARIES FOR INNOVATION”: HALF-WAY THROUGH THE PROJECT


Modernisation of libraries and development of public internet access

When Project “Libraries for Innovation” was launched, PIA was offered in less than 400 libraries; today this number amounts to 1038 libraries. They have installed 4984 PIA workstations: on average 5 computers with the Internet connection in each library.

During the period of 2008-2012, the Project “Libraries for Innovation” has been implemented by Martynas Mažvydas National Library together with the Ministry of Culture of Lithuania. Funds to the above mission were allocated by the Bill & Melinda Gates Foundation, the Government of the Republic of Lithuania and “Microsoft” company. The latter helps to supply public libraries with computers, Internet connection and relevant software. Local self-governance institutions also contribute to Project implementation: municipalities provide assistance in installing and sustaining PIA facilities and in accomplishing other project activities, and assure their continuity.

Last year the Internet has been actively penetrating into rural areas: the majority of rural libraries were connected to the Internet for the first time, whereas the urban libraries have increased the number of computer workstations. Moreover, nearly half of libraries with PIA facilities started providing wireless Internet services to users. Today persons with vision impairments feel more comfortable in new modern workstations: more than one third of all workstations in urban libraries are adjusted to their needs.

Progress has also been reached in ensuring better Internet connection: high-speed Internet services are being offered in the majority of public libraries.



Last year the Internet has been actively penetrating into rural areas: the majority of rural libraries were connected to the Internet for the first time, whereas the urban libraries have increased the number of computer workstations.



TRAINING COURSES IN THE MOBILE CLASSROOM OF KLAIPĖDA COUNTY I.SIMONAITYTĖ PUBLIC LIBRARY.



Training librarians and visitors

Rapid development of PIA and a possibility to use Internet services are impossible without an active involvement of population into computer literacy training programmes.


1430 librarians serving PIA facilities took part in the training courses organised by the Project "Libraries for Innovation". 88 percent of librarians, current or potential workers with PIA facilities, already use computers at work; about 80 percent have basic computer literacy skills and skills for the use of Internet resources. The Project has mainly contributed to the work of urban libraries; their workers were the first to be invited to training courses; but the number of librarians who have acquired computer literacy or Internet skills has been increasing in the entire country: during the year 2009 this number has increased by 10 percent.

It is especially important to encourage librarians to communicate the acquired knowledge to population. Librarians, who finalised Project training, are more active in doing this: during 2009, the number of libraries organising IT training courses has doubled in comparison to 2008. It is envisaged that during the Project implementation, training would be provided to 50 thousand of library visitors.

Public campaigns

Beside training courses various campaigns attracted people to libraries and made them start using the Internet.

For instance, the internet game "The Last Ruler" encouraged the readers to start browsing Web, whereas the competition "The Master of Knowledge" invited librarians to create the national "wiki" encyclopaedia "Graži Tu mano" ("My Beautiful Homeland") (www.grazitumano.lt). Inspired by the words of the poet Maironis, the Internet encyclopaedia has already made a remarkable contribution: it helped the librarians to create the first extensive, sincere and informative history about our beautiful homeland.



It is envisaged that during the Project implementation, training would be provided to 50 thousand of library visitors.

"Some time ago there was no opportunity to use the Internet, and now I can use this facility in the library. The Internet provided a possibility to enhance communication with my father who is working and residing abroad."

Child from Marijampolė County



Today every citizen of Lithuania can contribute to the development of the encyclopaedia.

The campaign “Daina tavo žvaigždei” (“The Song to Your Star”) was the most popular among the citizens. During this initiative young people sent their poems to the Lithuanian hip-hop, rock and other song performers Gabrielius Liaudanskas–Svaras, Saulius Urbonavičius–Samas, Stanislovas Stavicikis–Stano, Marijonas Mikutavičius, Alanas Chošnau, groups “Biplan” and “Saulės kliošas” and suggested creating original songs on how to tackle intolerance and bullying among the contemporaries. During the concert “Muzika, kuri saugo” (“Music That Protects”) famous Lithuanian performers sang songs by lyrics of the young poets. On the New Year’s Eve the concert was broadcasted on the National TV.



LIVE BROADCAST OF THE INITIATIVE “SUKURK DAINĄ ŽVAIGŽDEI” (“CREATE A SONG FOR THE STAR”).



CHANGE STATISTICS

CHANGE STATISTICS

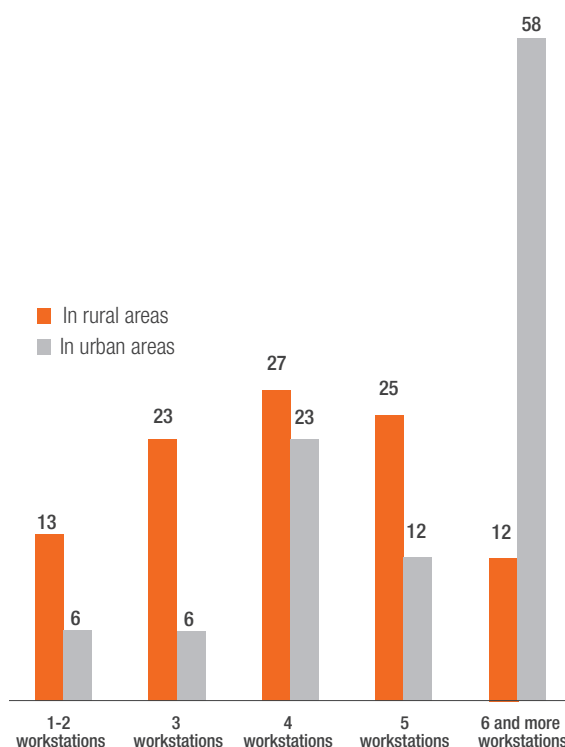
The number of PIA users in libraries increases

The economic downturn affected the work of public libraries: their working time was reduced and the majority of libraries stopped working on weekends.

Nonetheless libraries proceed to work and expand the scope of services to population. Last year libraries involved in the Project “Libraries for Innovation” registered more than 200 thousand PIA users. During 2009 their number increased by 18 thousand; thus, libraries managed to double the number of new users in comparison to 2008. Last year the number of libraries providing public Internet access has significantly increased in rural areas, whereas the number of PIA workstations increased in urban areas.

During 2009 the number of computers with Internet access facilities has increased most rapidly. According to the research data, the majority of workstations in the public libraries were installed during the recent years, i.e. as recently as a year ago. During the implementation of the Project “Libraries for Innovation” the number of libraries with 4-6 or even more PIA workstations has increased significantly.

Number of workstations with public Internet access in libraries in 2010, (in percent)



Source: TNS Gallup, Factual Library Survey, 2009

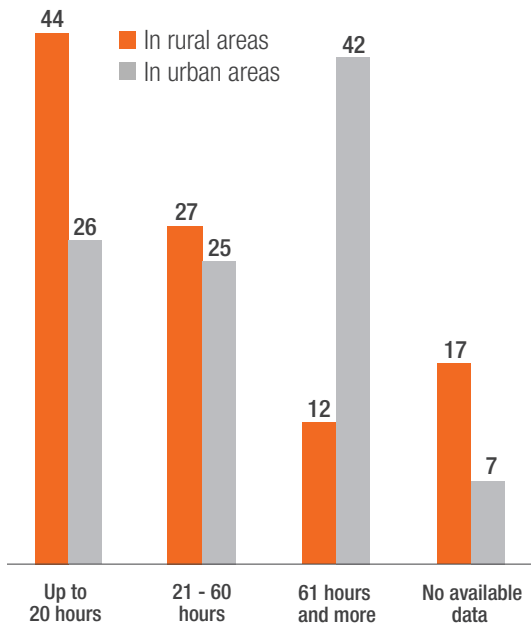
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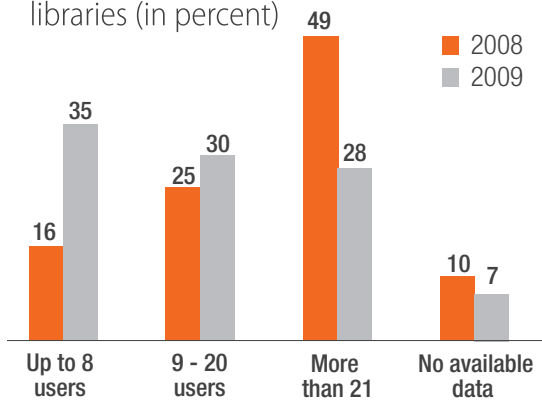
Librarians and users acquire IT skills

Number of hours allocated for staff IT training in 2009 (in percent)



Source: TNS Gallup, Factual Library Survey, 2009

Number of trained public Internet access users in libraries (in percent)



Source: TNS Gallup, Factual Library Survey, 2009

The Project “Libraries for Innovation” has made a significant contribution in providing IT skills not only to most active librarians, but also to the majority of urban and rural librarians. During 2009 more than 50 thousand hours were spent for staff training; per year this number has doubled.

The majority of respondents evaluated their work with computer (77 percent) and Internet (75 percent) as sufficient; from them 16 percent evaluated skills as fully sufficient; every fourth respondent (23 percent) indicated the lack of IT skills. General computer literacy and e-mail writing skills were evaluated by respondents as the best acquired skills. E-communication and technical problem elimination skills of librarians have especially improved in urban areas.

According to librarians, the most active personal promotion tools applied for the attraction of visitors to libraries included: oral encouragement and personal conversations, announcements in libraries and organisation of training courses. In libraries providing public Internet access, nearly all (97 percent) of the interviewed librarians (both, in urban and rural libraries) had direct client consulting experience.

During 2009 more than 50 thousand hours were spent for staff training; per year this number has doubled.



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New challenges: rural population and senior generation

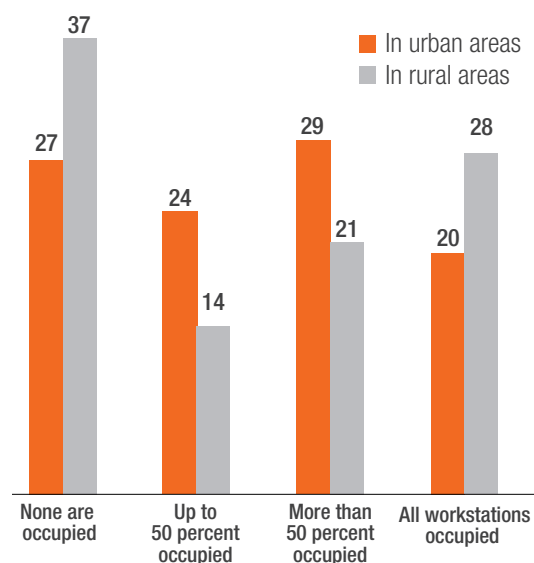
Although the number of libraries with the Internet connection and the number of librarians with the developed computer skills has increased in the country (especially in rural areas), the number of internet users is not increasing as rapidly as the number of computers. This gap is especially obvious in rural areas; moreover, the number of local population taking part in the IT training courses has not increased. Nonetheless, the situation varies: sometimes rural libraries are queued by users, on other days PIA workstations are unoccupied.

According to the residents' survey, rural population, persons aged 45-74, as well as old age or disability pensioners and working age unemployed usually belong to the group of persons who don't use Internet. Representatives of these social groups, as well as persons with primary or basic education are more rare users of the Internet or have insufficient Internet usage skills. There is no difference between the young people using the Internet in libraries or elsewhere; the analysis of the share of adult PIA users in libraries revealed that most often Internet users in libraries are adult persons from social risk groups: the unemployed, pensioners and people receiving lower income.

Nonetheless, the need for Internet services does exist, although quite many people lack courage or incentive to acquire new IT skills. According to 19 percent of rural respondents, they are about to start using the Internet in libraries. Thus, major challenges are still ahead of the Project "Libraries for Innovation": to attract rural citizens to libraries, especially the senior generation.

According to the residents' survey, rural population, persons aged 45-74, as well as old age or disability pensioners and working age unemployed usually belong to the group of persons who don't use Internet.

Share of occupied workstations with public Internet access during the research (in percent)



Source: TNS Gallup, Factual Library Survey, 2009



Algimantas Bartkevičius, pensioner from Klaipėda

I've finalised digital literacy courses last year and have to admit that I was impressed by training: teachers worked sincerely and spent quite a lot of time for individual work. Their work is really difficult: courses are usually attended by senior people who have problems in grasping the specific nature of information technologies in comparison to young people.

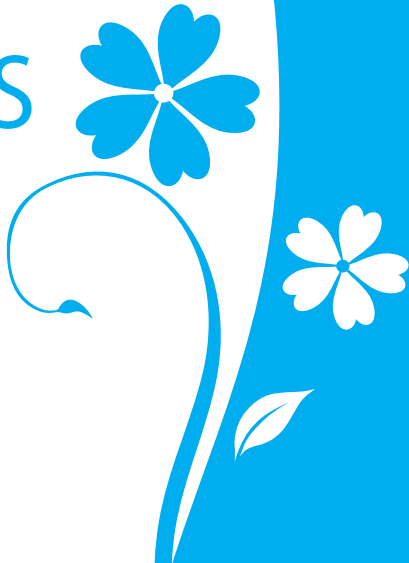
Dedicated librarians work in Klaipėda I. Simonaitytė Public Library: if you don't understand something, they are always ready to give you a hand. When there is no fear to make a mistake, you can experiment and accomplish this or another function on your own.

It is now 35 years since I've been working as Santa Claus: for me this is a source of income and an entertaining occupation. Only after having acquired the Internet skills, I realised how it could facilitate my work: I can place advertisement on Santa Claus services and arrange the arrival time with clients. But the most important thing is that I can communicate with my children via the Internet. Nothing could be better for children than sending a letter to Santa Claus and receiving a quick answer.



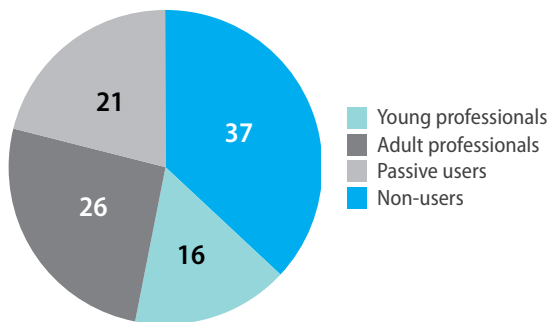
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CHANGE ANALYSIS



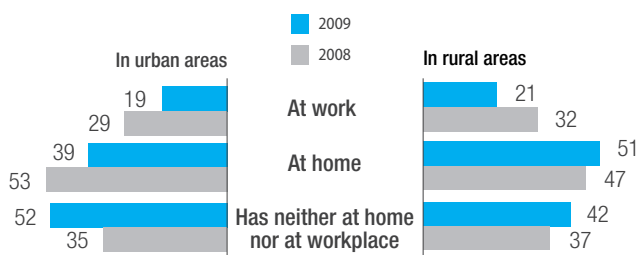
CHANGE ANALYSIS

Segmentation of Lithuanian population by IT literacy and the use of the Internet (in percent)



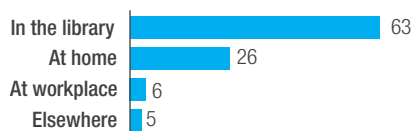
Source: TNS Gallup, Residents' Survey, 2009

Have computer connected to the Internet (in percent)



Source: TNS Gallup, Survey of PIA users, 2009

Place where the Internet is most frequently used by public Internet access users (in percent)



Source: TNS Gallup, Survey of PIA users, 2009

According to the residents' survey of 2009, computer literacy skills have been acquired by two out of three Lithuanian citizens. A bit more than one third of the country's population have no Internet connection neither at home nor at work. Besides, the intensity of the Internet use highly depends on computer literacy skills. Citizens with advanced IT skills use Internet more frequently and enjoy the provided opportunities.

Internet in libraries eliminates exclusion

The economic downturn and the increasing unemployment affected the opportunities of the Lithuanian citizens to use the Internet permanently. In 2009, as much as 47 percent of PIA users (36 percent in 2008) were isolated from the Internet (had no Internet connection neither at home nor at work). Having experience the lack of the Internet, citizens residing in urban areas started visiting libraries more frequently: in 2009, the number of new Internet users has increased twice in comparison to 2008. Thus, a group of citizens who have already experienced the benefits provided by the Internet but temporarily lost Internet connection started visiting urban libraries.

More than two thirds (69 percent) of the Lithuanian citizens are aware of the free of charge Internet access in libraries, and about one fifth of the total number of adult citizens of the country make use of this facility. Two out of three PIA users are permanent Internet users in library. They can be referred to as permanent or the "devoted" users of PIA facilities.




Public Internet access – assistance to socially disadvantaged groups

Library providing a possibility to use a free of charge Internet connection is especially important for pensioners, moreover that the majority of senior persons, i.e. the generation of book readers, were fond of visiting libraries earlier. According to the research data, more than half of senior people (52 percent) have a possibility to use free of charge Internet only in libraries. A smaller share of the disabled (34 percent) and unemployed (35 percent) also has a free of charge access only in libraries. Nearly every second pensioner (46 percent) or unemployed (45 percent) currently using the Internet started browsing Web in libraries during the recent years.

According to the interviewed librarians, the increased number of library visitors demonstrates that they appreciate integrated services, i.e. not only the Internet connection, but also an opportunity to acquire (free of charge) computer and Internet usage skills, including the receipt of necessary advice. Beside the economic benefit (free of charge Internet) respondents highlighted a social benefit of PIA, i.e. a possibility to be in contact with relatives, obtain relevant information, spend leisure time, communicate with people having the same needs, or to converse with the entire world.

According to the majority (64 percent) of PIA users, they use the Internet in libraries for economic purposes, i.e. take the benefit of a free of charge Internet connection. One third (33 percent) of PIA users use the Internet in libraries because they don't have this possibility at home. One fifth (22 percent) of PIA users indicated the importance of librarians' assistance regarding the use of the Internet. 39 percent of PIA users indicated that they used the Internet in the library when they came to library for other purposes, i.e. part of those, who used traditional library services, dared to test the Internet services.



According to the majority (64 percent) of PIA users, they use the Internet in libraries for economic purposes, i.e. take the benefit of a free of charge Internet connection.

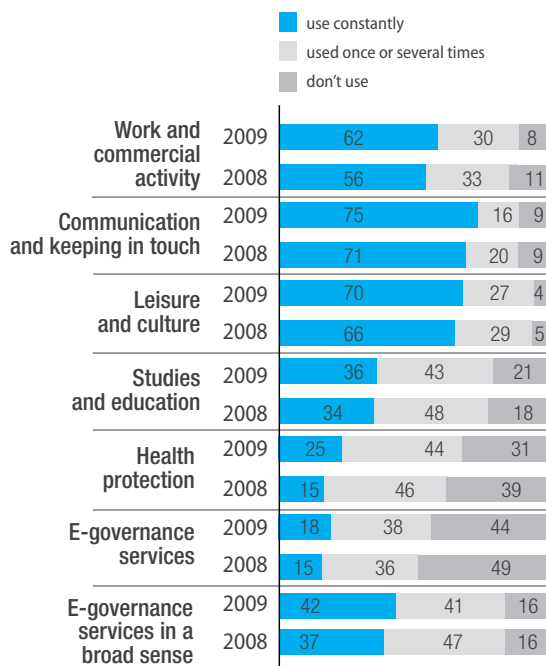
“When I started using the Internet in the library, I've changed as a personality. I've become a more joyful and self-confident person”.

Disabled person from Panevėžys County

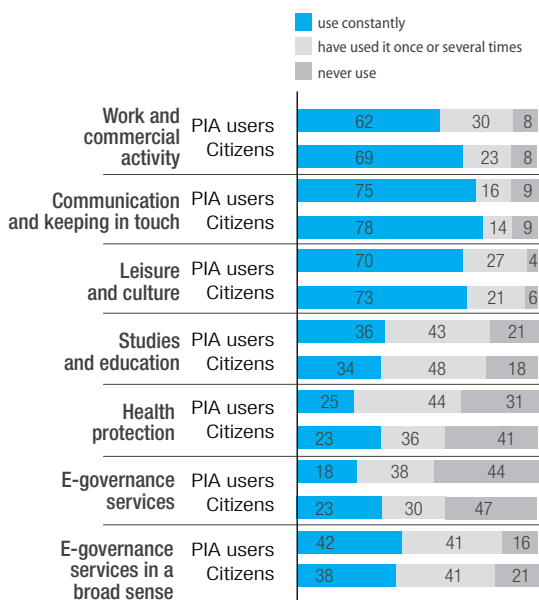


Internet for leisure, communication and self-education

The use of the Internet for various purposes (in percent)



Source: TNS Gallup, Survey of PIA users, 2009



Source: TNS Gallup, Survey of PIA users and residents' survey, 2009

Visitors of libraries most frequently use the Internet for leisure, cultural or work related purposes and for communication. 9 out of 10 users used the Internet connection at least once for the above purposes, whereas the majority did it on a regular basis. The Internet was less frequently used for studies and education purposes: 79 percent of respondents used the Internet for the above purposes, and 36 percent of respondents used the Internet on a constant basis. Most rare cases in using the Internet are for health and e-governance purposes.

The use of the Internet in libraries becomes a universal phenomenon: in comparison to 2008, the use of the Internet in PIA facilities increased for employment, commercial and health purposes. The number of visitors using the Internet in libraries for communication, leisure and cultural purposes is also increasing.

The Internet habits of young and senior respondents differ. Young people use the Internet mainly for communication and learning purposes. Meanwhile senior persons most frequently use the Internet for health, employment and e-governance purposes. The habits in using the Internet for cultural and leisure information are similar in both groups. Recently the adults started using the Internet more frequently in order to enrich their leisure time and to browse for health related information. Moreover, senior Internet users increased online job searching activities or used the Internet for commercial purposes. Young people increased the use of the Internet for e-governance and health purposes.

Compared to the average population, PIA users in libraries more frequently use the Internet for learning purposes related to the accomplishment of job tasks, or search for health related information.



From the beginning of the Project “Libraries for Innovation”, more than one fifth (21 percent) of the adult population of the country have been using the Internet in libraries. Having acquainted with the Internet and its advantages in the library, today many people use the Internet at home or browse Web at work. Recently the number of persons who are in a constant search for information on culture, leisure, goods, services and health problems has increased. The number of persons using the phone call services and participating in social networks has also increased. In Lithuania the Internet has been successfully applied for communications purposes.

During the coming half-year, about 10 percent of new clients are going to join the group of PIA users. We are very pleased that old age or disability pensioners and unemployed persons are going to use the Internet in libraries as actively as in 2009.

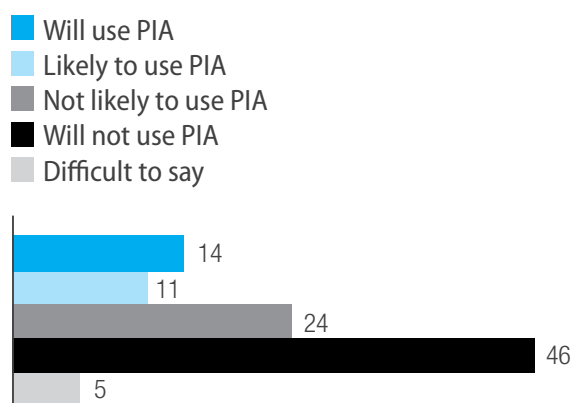
In fact, the share of population intending to use Internet services in libraries during the coming half-year did not change: visitors who have been using the Internet intend to continue this activity; it is expected that another tenth of citizens would join this group in the future, and one third of citizens are not yet loyal to these innovations.

The structure of PIA users has changed gradually: they not only become more “mature”, but take over the ways of using the Internet from young people. For youth communication by the Internet has become a habit, they “infected” their parents and grandparents. In 2009, computers in libraries were mostly used for communication purposes (by more than 20 percent of visitors): sending and receiving e-mails, as well as for cultural and leisure needs (reading newspapers and Internet websites), searching for information on various events or advertising; moreover, quite often the Internet was used for the accomplishment of various educational or job-related tasks.

According to the interviewed heads of libraries and librarians, first of all PIA provided social benefit to its visitors, i.e. improved communication with friends and relatives, assisted in choosing the right way for spending the leisure time and facilitated their studies, learning processes or execution of various daily tasks.

During the coming half-year, about 10 percent of new clients are going to join the group of PIA users. We are very pleased that old age or disability pensioners and unemployed persons are going to use the Internet in libraries as actively as in 2009.

Share of persons intending to start using public Internet access in libraries (in percent)



Source: TNS Gallup, Survey of PIA users, 2009



Social benefit is the main benefit of public Internet access in libraries

Most frequent purposes for use of the Internet among public Internet access users (in percent)



Source: TNS Gallup, Survey of PIA users, 2009

The majority (64 percent) of the interviewed PIA users indicated that they used the Internet in libraries because this service was free of charge. One third of PIA users in libraries said that they used this facility because they didn't have the Internet connection at home; another, the major share of respondents said that they used the Internet because they visited library for other services.

Evaluation of the benefit of PIA to users revealed that social benefit amounts to 52 percent, i.e. a possibility to communicate via e-communication tools, to obtain cultural, community and leisure information, to learn and search for information about health or receive e-governance services. Economic benefit is also important, i.e. the assistance in accomplishing relevant tasks, job-search, money saving, a possibility to purchase/earn money via the Internet (this benefit amounts to 21 percent). Thus, the majority of PIA users in the library highlighted the social benefit of the Internet.

Groups of PIA users of different social-geographic characteristics indicated different benefits of the Internet in libraries, i.e. the economic and social benefits.

According to senior age respondents (over 55 years of age), the Internet facilitated their social integration and, first of all, enriched the leisure time. Most active or average active PIA users in libraries indicated an improved communication with their relatives and friends. Women, persons over 35 years of age, persons with higher education, respondents receiving medium income, specialists and civil servants, pensioners, disabled persons, housewives and persons who could use the Internet only in libraries, indicated that Internet mostly assisted in tackling their health problems.

Economic benefit, i.e. a possibility to save money, was indicated by PIA users aged 25-34 and persons receiving average income. Men and PIA users with good computer literacy skills managed to earn money or increase their income with the help of the Internet.



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Persons aged 23-34 more often purchased various items or services via the Internet, including respondents receiving high income, specialists and civil servants; whereas men, persons aged 25-34, respondents with higher education and persons actively involved in the communication via the Internet (using the Internet only in libraries) indicated that Internet helped them to find a job. Men, persons receiving the highest income, specialists and civil servants more frequently used e-governance services.

For young people the use of the Internet in libraries facilitated the education process or accomplishment of educational tasks: respondents aged 15-24 (especially school pupils), persons who could use Internet not only in libraries, active Internet users and persons having sufficient computer literacy skills indicated that Internet facilitated their learning or studies processes. The senior generation, i.e. women, specialists and civil servants, active PIA users with good computer literacy skills highlighted that Internet facilitated the accomplishment of work tasks.

The comparison of benefits of the Internet use in libraries revealed that citizens of rural areas more frequently indicated the social benefit of the Internet (i.e. that Internet enhanced their leisure). Meanwhile citizens residing in urban areas highlighted the economic benefit (they saved money or found a job). The latter benefit is more characteristic of large cities, where the unemployment rate has been increasing very rapidly.

“For me the Internet is a tool connecting me with my son studying abroad: we communicate via e-mail and, thanks to the free-of-charge chat line, we can spend hours chatting with each other during any time of the day.”

Unemployed from Utena County



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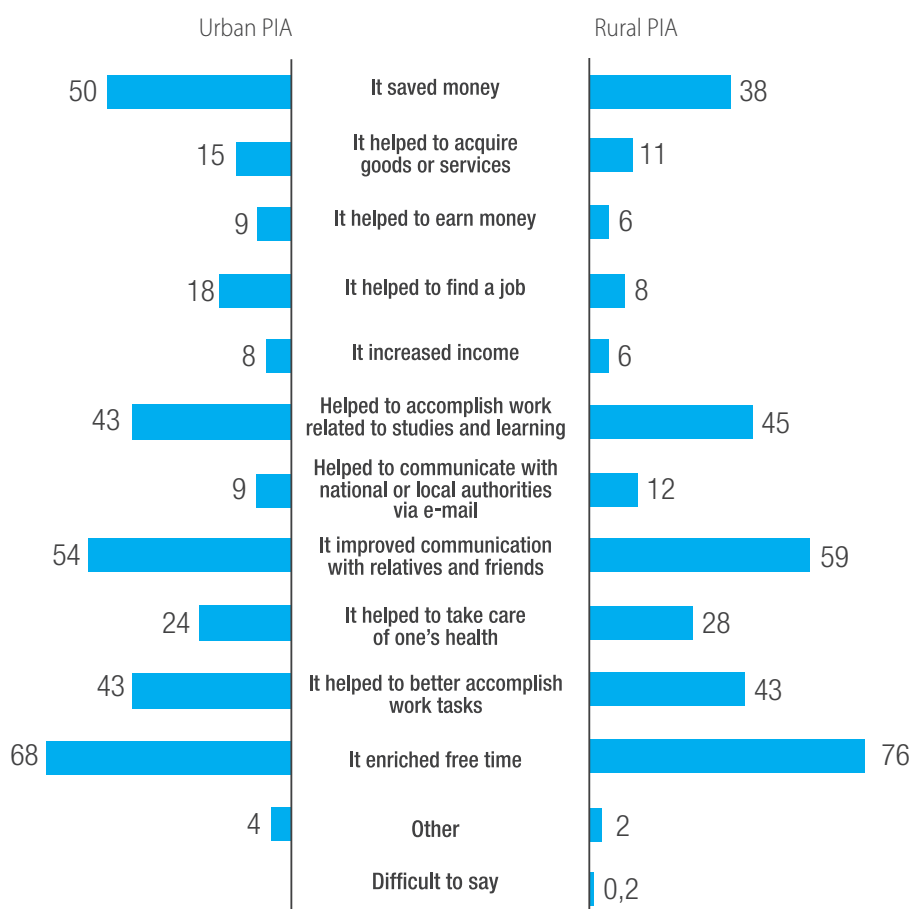


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The economic downturn revealed the following:

- ▶ The use of the Internet for employment and commercial purposes most often is a one-time action and this is characteristics of every tenth citizen of the country. Besides, the number of citizens in urban libraries has increased significantly, i.e. the number of citizens using e-banking services, searching for information about the goods or using the Internet for advertising of their own goods or services;
- ▶ In comparison to other groups, unemployed persons are more rare users of e-banking services, but they search for a job via the Internet more often;
- ▶ Most frequently persons use the Internet in Lithuanian libraries for the accomplishment of work-related tasks, as well as for job search purposes or recruitment of employees (rather than buying something or arranging accounts in the e-bank).

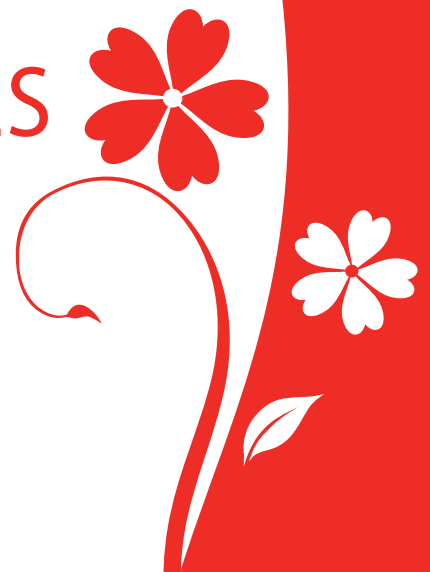
The impact of Internet services in libraries (in percent)



Source: TNS Gallup, Survey of PIA users, 2009



TRENDS OF CHANGES



TRENDS OF CHANGES

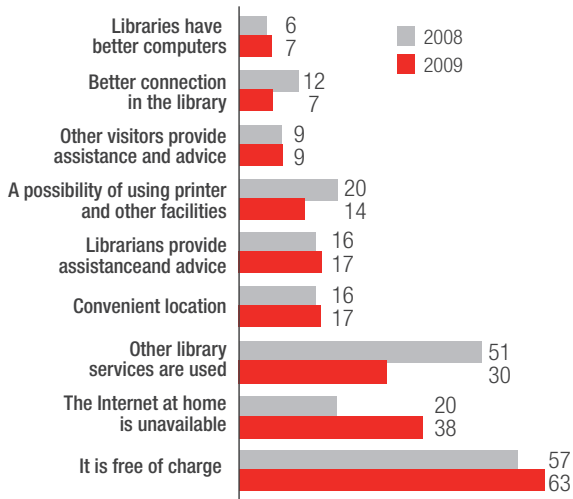
Young people cannot do without the Internet

All Lithuanian children involved in the survey had a possibility to use the Internet. This is a generation which cannot imagine their lives, communication and education without the Internet. It is the first generation which can use the Internet at home and in school (70 percent of children have this possibility). Two out of three children use the Internet on a daily basis; quite many children use the Internet as a means of communication, leisure and education.

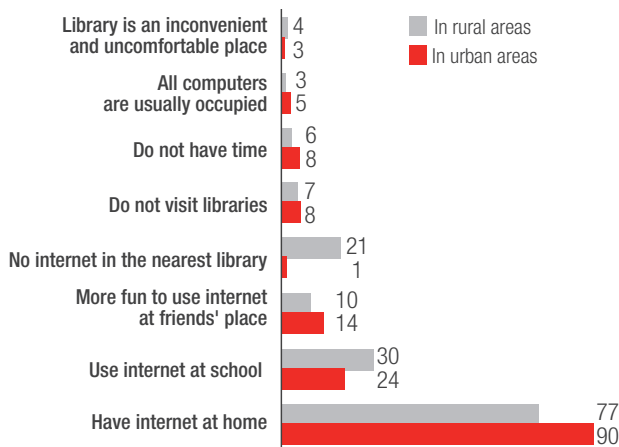
One of the trends is that during the recent years the number of children using the Internet in libraries has decreased nearly twice, whereas the number of children browsing in schools increased both in urban and especially in rural areas. For many children from social risk groups or residing in rural areas library is an alternative, especially for the ones who don't have Internet connection at home or in school.

Usually children experience good emotions and warm feelings in libraries, especially the children using PIA facilities. Although for many of them library is not a very "popular" place related to the world of books, yet it is referred to as a modern place; according to children librarians are pleasant, polite and good facilitators.

Why do children use the Internet in public libraries? (in percent)



Reasons for not using free of charge internet in the library among rural and urban children (in percent)



Source: TNS Gallup, Children's Survey, 2009

Two out of three children use the Internet on a daily basis; quite many children use the Internet as a means of communication, leisure and education.



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Expanded functions and new challenges

According to sociologists, penetration of the Internet into libraries has in principle changed their mission. Although library is still perceived as a “book reading” centre, a new group of visitors emerged, i.e. persons who come to a library because of the Internet. Quite many of them (mainly rural citizens, children from social risk families, unemployed persons or pensioners), have also become “attached” to the Internet. Today one out of five visitors of the Lithuanian libraries use PIA facilities, whereas one out of three PIA users relate libraries to computers and Internet.

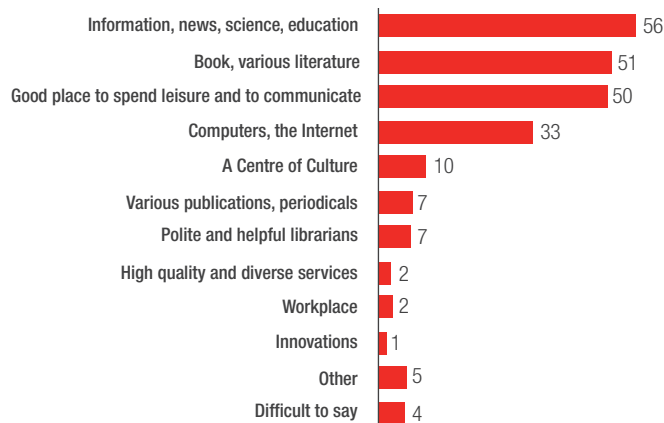
Although nearly 70 percent of the inquired Lithuanian residents are aware of the opportunity to use free of charge Internet services in libraries (every fourth citizen heard about the Project “Libraries for Innovation”), project executors and librarians’ communities will have to meet new challenges in the future: first of all they will have to attract new visitors to libraries, convince and help socially and economically disadvantaged groups to use the Internet.

Among all types of activities, e-governance services are rarely used by PIA users in libraries. However, PIA users use some services in libraries twice as often as Internet users at home or at workplace.

About one third of PIA users have searched for information about transport means and registered their vehicles (35 percent); less number of persons submitted income and assets declarations by e-mail (27 percent) or applications for a receipt of social benefits and compensations, or searched for the related information (23 percent).

Every seventh person ordered personal documents via internet and submitted declarations on the place of residence; every twentieth PIA user ordered birth, marriage, divorce and other certificates, submitted statements to police or applications for construction permits. Today e-governance services are more often used by young persons receiving higher income.

Associations related to libraries (in percent)



Source: TNS Gallup, Survey of PIA users, 2009

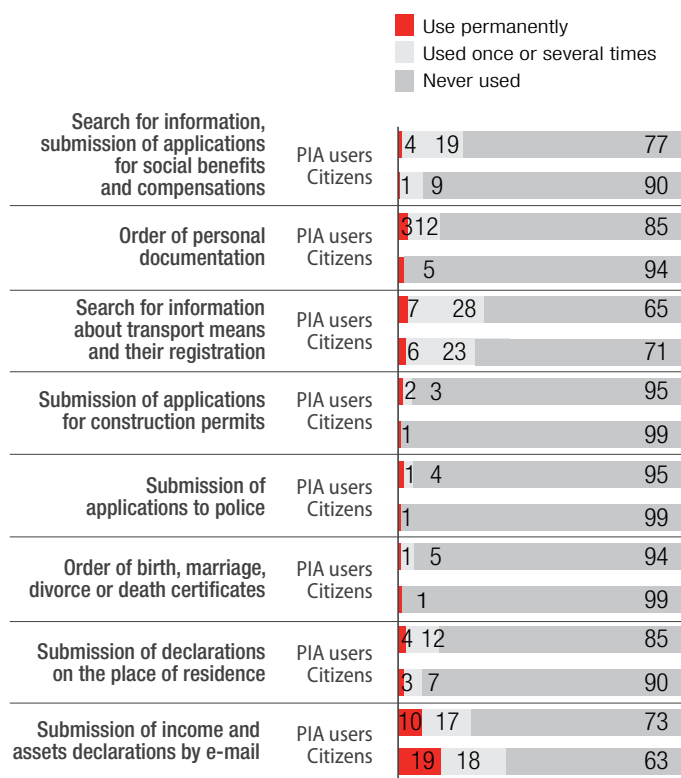
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Today the Lithuanian citizens lack information on possibilities to apply, via the Internet, to national authorities, search for information about transport, and submit income and assets declarations. Only few people search for health-related information in the Internet, and visitors of libraries have stopped searching for such information (especially to trace the information accumulated by the Patients' Fund, and register in health care institutions). For people it would be useful to acquire the knowledge on safe electronic accounting and electronic banking. According to the survey data, the main consultants of visitors, i.e. the librarians themselves have to realise the importance of this knowledge.

The use of the Internet in order to receive e-governance services (in percent)



Source: TNS Gallup, Survey of PIA users and Residents' Survey, 2009



EVALUATION OF CHANGES



EVALUATION OF CHANGES

Library supplies

According to heads of libraries, today three out of four Lithuanian libraries are planning to expand PIA facilities, whereas the anticipated works have already been finalised in 25 percent of the public libraries. Heads of libraries highlighted the need for more space and more financial resources in order to provide better Internet services to urban and rural population. Libraries which don't anticipate new Internet workstations are going to update their computers.

Pursuant to the survey, two third of librarians are satisfied with the current Internet speed, although the need for a high-speed connection has increased. The majority of librarians are satisfied with the quality or technical maintenance. In providing PIA services librarians usually consult workers of the central library (86 percent) or use the available methodological material (66 percent).

According to heads of libraries, they are satisfied with the methodological assistance and the supply with relevant software and its quality. However, the heads expect better Internet usage skills from their workers, especially in rural areas.

The status of a librarian has improved

Lithuania developed a generation of librarians with high computer literacy skills (77 percent of librarians evaluate their skills as sufficient) and Internet usage skills (75 percent evaluate skills as sufficient). They have enhanced their consultation skills and knowledge on the Internet content search, communication in the Internet, as well as the skills related to tackling technical problems. However, there is still room for the development: many librarians are of the opinion that their skills in using the applied software (Word, Excel, Power Point) are insufficient, only few librarians are capable of creating the Internet content.

“The Internet made registration for doctors very simple. Sometimes it takes an hour in the out-patient institution to queue together with ill persons. The Internet makes registration more convenient: you simply receive a message with an indicated visit time. Messages also remind you to visit a doctor.”

Pensioner from Marijampolė County



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During the recent years more librarians have acquired the skills for applying the Internet innovations. The best known innovation is the internet encyclopaedia "Wikipedia". Two thirds of librarians are aware of it and know how to apply this programme. It is expected that the above initiatives would be complemented by "You Tube" and other video recording systems, websites, and, later, by "Library 2.0", "Flickr" and other photo systems, "Web 2.0" solutions and RSS scanners.

Librarians evaluate service publicity skills as good; the ability to communicate with representatives of national authorities or media is evaluated as less efficient. They still lack skills for communication with special needs users. According to librarians, services have not changed during the recent years (or improved slightly). Every second librarian is of the opinion that situation related to information technologies and PIA services has not changed during the recent years; every third respondent said that situation improved.

Visitors of libraries also identified the changes related to upgraded qualification skills of librarians, and they were eager to absorb these changes. The majority (81 percent) of PIA users in libraries applied for assistance or consultation to librarians, and more than one fifth of users (23 percent) do this frequently or on a constant basis.

According to the survey, while responding to recent changes PIA users highlighted the competence of librarians: 62 percent of respondents expected to get the advice from librarians. Senior respondents indicated that they more possibilities to get better advice or assistance from librarians. This shows that attentiveness and competence of the staff are best evaluated PIA services (95 and 92 percent of respondents evaluated these services as "good" or "very good").

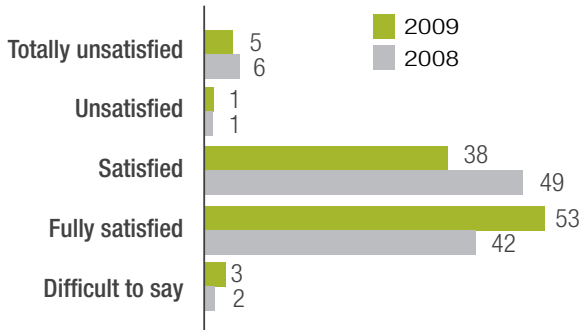
In general, the absolute majority of Internet users in libraries are satisfied with the assistance of librarians, and during the recent years the number of respondents who evaluated assistance as "fully



DURING 2009 THE NUMBER OF VISITORS WHO ACQUIRED IT SKILLS IN LIBRARIES AMOUNTED TO NEARLY 8,5 THOUSAND.



Satisfaction in the assistance and consultations of a librarian (in percent)



Source: TNS Gallup, Survey of PIA users, 2009

satisfactory” has increased. It is worth highlighting that satisfaction in staff’s consultation skills is increasing both among young people and senior respondents.

Libraries – a new place for communication

Pursuant to the survey of different social groups, the image of libraries has changed completely. Persons spending a lot of time in the libraries, i.e. heads of libraries and librarians, are especially enthusiastic and perceive library in a new light.

According to librarians, compared to 2008 the image of librarians has improved. They highlighted that libraries have become popular, pleasant, modern and even fashionable places for time spending and communicating with friends and other people. The number of librarians who are of the opinion that libraries are equipped with the newest hardware and designed more to young people’s needs has increased. Alongside the improved emotional evaluation of libraries, librarians also started evaluating themselves more attentively, i.e. the number of librarians believing that only high qualification specialists work in libraries has decreased.

Heads of libraries also positively evaluate the work of libraries. According to the survey, the heads are of the opinion that libraries are a popular, modern and pleasant place to communicate; they highlighted good atmosphere and ongoing implementation of innovations, a wide spectrum of services and good facilitators. According to them, library does not provide services to one social group, it serves the entire society.

“When you have the Internet, there is no need to buy bus ticket and go to the town centre to pay for utilities. Thus, the Internet saves both, your money and the “nerves” (sometimes no buses are available on your way back).”

Unemployed from Panevėžys County



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The residents' survey demonstrated that more often library is treated as a modern place supplied with the state-of-the-art equipment. More people are of the opinion that library is a good place to communicate and spend leisure time; they also highlight good atmosphere in libraries. This opinion prevails among those who have recently visited a library (rather than listened to the opinion of neighbours or other acquaintances)

According to the target survey of institutions of five regional municipalities, citizens of the country are mostly satisfied with the services of cultural, entertainment and education institutions. Libraries are among the most frequently visited municipal institutions; two thirds of the country's citizens are satisfied with libraries' services, especially women and young people. Citizens using the Internet in libraries are especially happy; they noted that if they had any power, they would have allocated the major part of the municipal budget to libraries!

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MAIN LIBRARY IMAGE QUALITIES ACCORDING TO:			
CHILDREN	CITIZENS	LIBRARIANS	HEADS OF LIBRARIES
Librarians are good facilitators (81 percent)	Librarians are good facilitators (62 percent)	Librarians are good facilitators (77 proc.)	Librarians are good facilitators (65 proc.)
Librarians are cheerful and polite (61 percent)	Librarians are cheerful and polite (46 percent)	Librarians are cheerful and polite (73 proc.)	Equipped with the state-of-the-art hardware (62 proc.)
Modern (44 percent)	Modern (37 percent)	A popular place to spend time (71 percent)	Librarians are cheerful and polite (54 proc.)
Equipped with the state-of-the-art hardware (44 percent)	It is fun to spend time in the library (29 percent)	A place to communicate with other people, friends (63 percent)	It is fun to spend time in the library (46 proc.)
It is a fun to spend time in the library (32 percent)	Equipped with the state-of-the-art hardware (25 percent)	It is fun to spend time in the library (57 percent)	A place to communicate with other people, friends (45 proc.)

Source: TNS Gallup, Interviews with children, citizens, librarians and heads of libraries, 2009



