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LIBRARY OF LITHUANIA



RINKOS ANALIZĖS ir TYRIMŲ GRUPĖ



Bibliotekos pažangai

THE PROJECT "LIBRARIES FOR INNOVATION"

Libraries` Staff Opinion Survey *(Instrument 1)*

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ii. Summary

Research presentation

The research (instrument 1) of current and future library employees working with public internet access is an integrate part of the evaluation of the project “Libraries for innovation” implemented by the Ministry of Culture of the Republic of Lithuania and Martynas Mažvydas National Library of Lithuania. The survey of 2010 is the evaluation of the 2nd project impact (previously the analysis of initial situation of 2008 and the evaluation of the 1st project impact was performed in 2009). 609 current and future librarians of the training program scheduled by the project “Libraries for innovation” have taken part in the survey in September 2010.

Methodology

General set – current and future librarians of the training program scheduled by the project “Libraries for innovation” (1270 individuals). Survey sample: 609 respondents.

Random sampling from the list of participant was provided by the client. 630 respondents were randomly selected from the general set (list of all participants). One respondent per each branch office entered the sampling.

Development of IT usage and public internet access in libraries

Using computers in the work of librarians

Obvious development of using computers is noticed during the researched period of 2008-2010. In 2008, computers at work were used by 78%, in 2009 by 88%, and in 2010 by 93% of librarians. In 2008, using of computers in country libraries was behind the General average of the country (country versus general state average) by 12%, whereas in 2010 became almost equal, respectively reaching 93% and 92%. However, if compared using of computers by librarians at work in country and in city separately (country vs. city), country (92%) is still behind the city librarians (97%). Younger workers and those working in central city libraries are more active in using of computers and internet.

Public internet access in libraries

The development of public internet access points in Lithuanian libraries in 2008–2010 reached 10% per year, whereas in branch offices in the country it was even more intensive (12% and 14% annually). According to the survey data of 2010, internet access was provided to the visitors by 89% of the libraries participating in the research. The penetration of internet access in country libraries is still lower than in cities (88% and 97% accordingly), though the gap from the initial situation in 2008, when the country libraries fell behind central city libraries almost twice, decreased substantially.

Users of the public internet access and internet speed

In 2008-2010, load of public internet accesses both in city and in country libraries remained rather steady. According to the research data of 2010, 18% of libraries had queues at the places of public internet accesses irrespective of week day and working hours. 71% of libraries have queues at public internet accesses only at a certain time of the day, and only 11% of libraries have no queues at all.

In 2008-2010, public internet access loads during weekends changed very slightly. More significant changes are noticed only when comparing the survey data of 2008 and 2009, which have recorded the number of vacant (no queues) places of public internet accesses lowered by 8 percentage points (in country libraries the change reached 15 percentage points). Considering the constantly developed number of public internet accesses, presupposition of substantially increased popularity of public internet accesses during the aforesaid period can be made.

The research made in 2010 revealed that the flow of users of public internet accesses redistributes on weekends if compared with working days. 18% of branch offices confront constant queues (the proportion entirely corresponds with the loading of public internet accesses on a working day), 41% - queues at a certain time of the day, 41% of branch offices have no queues. Comparing the statistics of loading on a working day and at weekend, it can be supposed that the main clients of public internet accesses are people coordinating their visits to library with other routine activities (work, studies, and etc.). The variations of occupation of public internet accesses are the most noticeable precisely at a certain time of the day.

Help for librarians

Technical maintenance at libraries

In 2008-2010 slight changes in the sphere of IT management took place. The number of points of public internet accesses supervised by hired persons decreased, whereas the number of librarians supervising public internet access gradually increased. According to the research data of 2009, technical maintenance of public internet accesses was performed by 9% of the surveyed librarians, whereas, according to the data of 2010, this rate increased to 15%. Analogous tendencies are observed in country branch offices.

Evaluations of technical quality in the comparative time perspective did not change much and remained high. During the period of 2008-2010 the evaluations of the quality of technical maintenance remained almost unchanged. Evaluations of quality at branch offices of country and city do not differ. The results of the survey of 2010 revealed that the overall majority of the surveyed librarians were satisfied with the technical maintenance of computers of public access - 91% (satisfactory - 65%, completely satisfactory - 26%).

Methodical help for librarians

In 2008-2010, certain changes in the structure of methodical help are noticed: gradually increases the importance of material for training and consultation of the users, and the other types of help remain almost unchanging. While talking about the accessibility of methodological help, the participants of the survey of 2010 named the following forms of methodological help: consultations of employees of central library - 84%, material for training and consultation of the users - 78% and activity guides, guidelines - 20%. In the survey of 2010, methodical help for the service of public internet access was indicated by the librarians as sufficient. Evaluations of methodical help, as well as evaluations of technical maintenance, in the planes of both time and space (city – country), are high and stable.

Evaluation of changes of services rendered by the library and material basis

Evaluations of services and material quality (area of issuing books and renewal of periodical publications) are more favorable in country localities than in branch offices of city. "Repletion" of technical basis and services related to IT is being noticed in branch offices of city (statistically significantly more often are the evaluations "situation has not changed").

While analyzing the evaluations of 2008-2010, the most significant changes are observed in 2010. In the period of 2008-2009, the balance of evaluations of all areas remain positive, whereas, noticeable decline of

evaluations in the areas of renewal of periodic publications, books and other publications (CD, DVD) is seen in the research of 2010. Evaluations of the situation in country branch offices do not differ from general evaluations.

According to the data of the survey of 2010, the greatest improvement of library services – the possibility to receive help on internet (51% indicated improvement of this area). Rather favorable evaluations in the survey of librarians are given to the quality of exhibitions and meetings (39% of favorable evaluations), trainings (39% of favorable evaluations), abundance of IT technique and software (36% of favorable evaluations) and quality (37% of favorable evaluations); general atmosphere (44% of favorable evaluations). Most often negative changes (evaluations of the area became worse) are related with the “traditional” mission of the library – assortment of books (55% of negative evaluations), variety of periodical press (59% of negative evaluations) and other publications (variety of CD, DVD - 27% of negative evaluations).

Librarians perception of the benefit given to community by public internet access

In the perspective of time (2009-2010), the evaluations of benefit of public internet access to community are increased nearly in all areas. The process is especially evident in the areas of communication with friends, search of work, health and e-government. Evaluations of country branch offices do not differ from general tendencies.

According to the research data of 2010, in the opinion of librarians, the main benefits to local communities of public internet accesses are the following: improved communication with friends, relatives is 88%, enrichment of leisure time is 74%, help in doing works related with learning or studies is 67% (the later statistically significantly more often was mentioned by younger librarians). Possibilities to earn or buy on internet were rate the lowest (2% and 7% accordingly).

Supply, usage and promotion of internet content

In 2010, as compared with the research data of 2009, the greatest increase is observed in the promotion of using communication means, search of work on internet, search of cultural information and economic activity on internet.

According to the data of the newest research of 2010, library visitors at the places of public internet accesses most often use the following services: electronic communication means - 95%, search of work on internet - 48%, cultural, social and leisure information - 54%, internet resources for economic activities - 43% (more often accented by younger librarians), education information and services - 18%, electronic government services - 6% (more often accented by younger librarians), health information - 7%, internet innovations - 5%.

Library visitors are mostly promoted to use the following services: search of work on internet – 60%, electronic means of communication - 84%, internet resources for economic activities - 57%. Most rarely users of public internet accesses are promoted to use internet innovations, creation of contents, possibilities to earn on internet.

While generalizing the popularity of internet resources and promotion to use them, three basic groups can be distinguished under the proportion “usage – promoted”:

“The area of users”: these internet resources are used by people even without additional promotion. This includes electronic communication and the search of leisure, cultural information.

“The area of supplier”: internet resources promoted most actively, although they do not necessarily coincide with popularity. This includes search of work on internet, internet resources for economic activities and e-government services (the differences of “usage – promoted” of the later are particularly substantial, 22% - promotes, 6% - uses).

“Nobody’s area”: unpopular and not promoted internet resources. This includes creation of contents, possibility to earn on internet, internet innovations. It is possible that these areas are unpopular and poorly promoted due to their conditional complexity and need of special knowledge.

Integration of specific and difficult of approach social groups

Frequency of service to difficult of approach social groups

Libraries are an important center of social integration. Most libraries service retirees, unemployed, children from families of social risk at least several times a week and more often. Most rarely librarians render services to the disabled.

The basic services offered to less socially active groups and groups of social risk include issuing of books, possibility to read periodical press and public internet access. Popularity of services, as well as the periodicity of visits of the aforesaid groups, in 2009-2010 remained unchanged.

Library workers' abilities and motivation to use informational technologies

General skills of librarians

In 2008-2010, constant improvement of skills is observed in many areas, though, the skills of internet innovations and service to visitors of special needs are rated low (21% and 31 % of favorable evolutions of one's skills, respectively).

However, the progress of improvement of skills is noticeable even in the areas of internet innovations and service to residents with special needs. According to the data of 2010, 31% of the respondents rated the abilities of internet innovations as sufficient or completely sufficient (in 2009, this group made up 19%). Positive changes are also observed in the service to visitors with special needs (in 2009, 16% of the respondents positively rated their knowledge and abilities, and in 2010 - 21% of the respondents).

In respect of the skills of using internet, skills of advertising internet services and public relations, and skills of computer literacy, knowledge of computer innovations, younger respondents and respondents of central city libraries rate themselves better. While comparing the answers of respondents in country localities and city, it is noticed that the evaluations of skills in most areas do not differ. Librarians of country localities fall behind more visibly only in the area of internet innovations.

Skills of using informational technologies

According to the research data of 2010, librarians give best evaluations to the following skills of using IT: general skills of using computer (96% of positive evaluations), using of search systems (89% of positive evaluations), using of basic internet services (89% of positive evaluations), sending of e-mail letter with added document (94% of positive evaluations). Least known areas – using of file sharing programs (32% of positive evaluations) and creation of website (18% of positive evaluations).

Computer skills of younger librarians and librarians of city branch offices are on the average better. In respect of frequency of using computers and internet and level of knowledge, librarians of city branch offices are leading.

Knowledge and skills of librarians' internet resources and e-services

In 2008-2010, the abilities of applying internet technologies (search, e-mail) increased. The increase of IT telephone line popularity (more noticeable in country localities) is especially outstanding.

According to the research data of 2010, the most popular ways of practical applying of internet by librarians include search with specialized tools (e.g. "Google") and sending of letters with added information (these actions were made independently by 96% and 93% of the librarians). Least popular are more complex actions: creation of website, downloading and installation of new software, using of file sharing programs.

While comparing answers in socio-demographic groups, the same tendencies are observed: younger librarians and librarians of cities are more independent IT users. Skills of workers in country branch offices get closer to the general average, though, if compared with the skills of city librarians, they still fall behind with their knowledge and abilities. This is especially obvious in abilities to perform more complex tasks: To create web pages, install and remove programs, delete computer viruses and unused programs. Representatives of the libraries in country localities led only in one area – using of IT telephone line.

IT skills of librarians and ability to consult visitors

In the perspective of 2008-2010, the smallest progress is noticed in the area of creating internet content. Stable increase is noticeable in some of the areas (electronic communication means, cultural, social and leisure information, internet resources for economic activity). Evaluations of IT skills of country librarians do not differ from general tendencies.

According to the research data of 2010, librarians' knowledge on internet resources and possibilities of consultation increased almost in all areas (especially in the areas of health information, search of work, e-government).

Theoretical (knowledge of the area and ability to use independently) knowledge of the librarians almost in all areas is very high. A problematical area is creation of internet content, where 56% of the respondents are unprepared to work independently and 6% even do not know such area. Best known areas in which librarians feel rather safely (can consult others) include search of work on internet, using of electronic communication means, search of cultural, social and leisure information, and health information.

Librarians' knowledge on internet innovations and ability to consult visitors

Substantial increase of familiarity with internet innovations (particularly in the areas of WIKI, BLOG, record sharing) is noticed in the perspective of 2008-2010. Smaller changes of knowledge are in familiarity with link sharing and Library 2.0. Evaluations of internet innovations of country librarians do not differ from general tendencies.

As the knowledge on internet innovations increase every year, "expert" knowledge (knows enough to be able to consult others in many areas) is "frozen" during the whole period of research. Increase is noticed only in several areas: in using of "Wikipedia", "Youtube" and BLOGs. Changes in other areas are minimal (close to 0).

Knowledge about threats on internet

Abilities of prevention of internet related threats were rated by librarians lower than knowledge on sources of threats. The abilities to protect themselves from threats to computers were rated by the respondents the lowest (30% of the respondents rated their knowledge as insufficient and completely insufficient). While evaluating the knowledge of librarians servicing public internet accesses of country localities, there are no statistically significant qualitative differences between them and general evaluations.

While comparing demographic groups, the importance of age factor (the evaluations of skills of younger respondents are higher) is observed once again. Knowledge of city – country workers differ in some categories. City librarians rate their abilities in the areas of prevention of person's data loss and psychological dependence better.

"In real life" librarians usually confront with threats to computer and dangers of revealing personal information. While comparing real threats, the division between country and city disappears – the percentage of applications regarding negative impact of the internet is very similar. Other demographic factors also are not significant.

Summarizing the dimensions "knows – experienced – solved" several basic tendencies can be distinguished: both knowledge and preparation to fight the dangers of virtual acquaintances and loss of personal

information are the lowest, thus, require additional attention. The protection of personal information should be especially emphasized, since this area is more important according to the number of real cases; psychological dependence is regarded as best known and controlled area. This is regular as the knowledge of this area are more “statistical” and universal, and the problem is easier recognizable; threats to computer are especially important and real, however, their solution is the most complex (special qualification is needed) since in contrast to psychological dependence threats to computers are specific and dynamic. It can be supposed that in future the knowledge on general danger shall remain high and preparation for danger prevention shall remain low in this area.

Representation and image

General evaluations of library representation skills

According to the research data of 2010, general representations skills by the librarians are evaluated rather favorably (ability to introduce the library and render a message in a forceful manner - 78%, ability to affiliate and cultivate relations with partners – 76% positive evaluations). More problematic areas include the ability to organize a team and lead and the ability to apply for support to governmental and business institutions. The results of self evaluation of representation by librarians of country branch offices do not differ from general tendencies.

Ways of representing libraries and popularizing the services

Librarians are rather active in public activities. According to the research data of 2010, 54% of the respondents wrote for the local press an article on activities of the library, 56% of the respondents communicated with media, 53% talked publicly, 40% communicated with politicians. Younger respondents and respondents of city libraries are more active in the area of publicizing activities (in particular, in the area of publicizing via national media and websites).

While comparing respondents’ actions related to publicizing of activities in the perspective of time (survey data of 2008-2010), increase is noticed in activity of writing articles to local press (+3% as compared with the survey results of 2009) and preparing material for website (+5% as compared with the survey results of 2009).

Actions of popularizing public internet accesses

According to the research data of 2010, during the year 2009 most branch offices of libraries (50%) organized 1-2 actions of popularizing public internet access. One third of branch offices (30%) organized such actions 3 or more times.

IT trainings were organized more intensively, though not so widely (27% of branch offices had no trainings): 41% had such trainings 3 or more times a year, 30% - 1 or 2 times.

The research of librarians observes in the area of IT trainings huge gap between central branch offices and country, where trainings takes place twice as rarely (30% of country branch offices and 60% of central branch offices organized training 2 or more times).

Representation of libraries via training of visitors

The role of librarians as consultants remains particularly important and rather steady during 2009-2010. At least once a day visitors of public internet access are consulted by 95% of respondents. Average rate of consulting: 1-3 times a day (65% of cases). There are no differences in rates of country – city.

Huge part of librarians actively contributes to training programs and projects intended for library visitors. According to the data of 2010, 44% of the respondents contributed to the organization of trainings, 39%

conducted trainings (or part of trainings), 6% prepared material (or part of material) for trainings, 7% consulted the preparers of training programs, 2% prepared a training program. Substantial increase of participation of librarians in planning of trainings – 39% (15% in 2009) is observed in 2010.

Relations with social partners

Relations with social partners are undoubtedly a problematic area. According to the research data of 2010, partnership with other organizations is made only by every second respondent representing libraries (54%). Central libraries are leading in the area of social partnership.

The main partners of libraries are non-governmental organizations and governmental institutions. Only every sixth branch office that is partnership cultivates relations with business structures.

According to the research results, the benefits given by partnership can be differentiated to material (monetary funds, other material resources – most support is received from business) and immaterial (support of ideas, organization of events, affiliating of contacts – most support comes from non-governmental organizations and governmental sector).

Image of libraries

Overall majority of evaluations is favorable. The evaluations should be treated as a certain rating of positive qualities (positive evaluations range from 75% to 99%).

In the opinion of librarians, the most important part of libraries – the personnel: libraries employ workers of high qualification; librarians are goods helpers to the visitors, librarians are cheerful and polite.

Extremely positive evaluation is given to the general environment, openness, democracy and versatility: the atmosphere in library is good, library is intended to all willing; library renders many services.

Respondents think that libraries are attraction centers for people: popular place to spend free time, centre of communal life, a place for communication.

Respondents emphasize the conservativeness of libraries: not very fashionable (25%), more intended to older people (31%).

The infrastructure of libraries, technical equipment and rendered services are evaluated the worst: the equipment at library is old, no innovations are installed at library or they are installed slowly.

The image of libraries by respondents of country and city is seen differently. In country, library is more often consider to be the center of social life, fashionable place and suitable for meetings. Respondents of city emphasize more the modernity and quality of services: innovations, the newest equipment, qualification of workers.

Even though the understanding of libraries' image during the whole researched period is very stable, changes of evaluations are observed in some of the areas during the year 2008-2010. During the comparative period of three years, libraries are defined as more up-to-date, more modern (the newest equipment) and more intended to youth.

1. Presentation of the research

1.1 Survey of current of future librarians working with public internet access

The research (instrument 1) of current or future employees of library working with public internet access is an integrate part of the evaluation of the project “Bibliotekos pažangai” implemented by the Ministry of Culture of the Republic of Lithuania, Martynas Mažvydas National Library of Lithuania and Bill & Melinda Gates Foundation. The research of 2010 is the evaluation of the impact of the 2nd project (before that, the analysis of initial situation of 2008 and the evaluation of the impact of the 1st project of 2009 was made).

1.1.1 Objectives and tasks

The main aim of the 1st research instrument – to explore quantitative and qualitative indicators of libraries, knowledge, abilities of current and future workers of public internet access and evaluation of situation (attitude of librarians):

- To explore technological knowledge and skills;
- To analyze skills of librarians representation and public relations;
- To evaluate librarians’ skills of servicing persons with special needs and available technological base of service to special needs;
- To discuss the image, reputation of libraries and understanding of mission in the respect of librarians;
- To evaluate the quantity and content of new IT based library services;
- To evaluate the benefit of innovations gained with the help of the project;
- To evaluate the level of technical maintenance;
- To evaluate the librarians’ understanding of benefit given by libraries to the community;
- To evaluate the librarians’ knowledge on internet related threats and abilities to fight them;
- To compare quantitatively measured indicators with the results of previous researches.

1.1.2 Indicators of measuring the impact

Indicators of measuring the impact researched with the survey of current or future employees working with public internet access:

2. Increased abilities and motivation of library workers to use information technologies

In 2004 improved librarians’ knowledge and skills of using information technologies

In 2004 improved librarians’ skills of representation and public relations;

2C. Improved librarians’ knowledge and skills of internet resources and e-services

2D. Improved librarians’ knowledge and skills of servicing users with special needs

2E. The number of librarians having experience in training and consulting the users

4. Improved access for specific groups, social groups that are difficult to access:

4D. Existence of programs and other mechanisms for involving groups that are difficult to access

5. Improved representation of libraries

5A. Reputation of library, public understanding and profile

5B. Widened area of mission and competences of libraries

7. Increased social benefit to individuals and communities via IT:

7B. Librarians’ understanding of benefit given by libraries to the community

8. Increased supply and using of relevant content:

8B. New content and services at library

8C. Increased volume of local content on internet

9. Appeared innovations in the network of libraries:

In 2004 examples of innovations at libraries that have appeared with the help of the project

10. More intensive help for librarians:

In 2004 improved technical maintenance in libraries

10B. Improved methodical help for librarians

1.1.3 Methodology of the research

Objective group

General set – current and future librarians of the training program scheduled by the project “Libraries for innovation” (1270 individuals).

Sample of the research

609 respondents.

Sampling

Random sampling from the list of participant was provided by the client. While applying the algorithm of generation of random numbers, 630 respondents were selected from the general set (list of all participants). One respondent per each branch office entered the sampling.

Method of collecting data

Questionnaire filled on internet or by phone (when there is no possibility to fill in on internet).

The survey was pursued in several stages:

- In the first stage, the selected respondents were sent invitation to take part in the survey (the letter of coordinators of “Libraries for innovation” and invitation of the interviewer);
- In the second stage - specification – failed contacts (inaccurate, inoperative e-mail, e-mail address is not indicated, changed contact persons, changed position) are supplemented with survey by phone. The missing contacts of the respondents are selected by phone and they are repeatedly sent the invitation to log in the online questionnaire and participate in the survey. In this way the scheme of sampling is retained (the selected branch offices are not changed) while seeking to ensure equal possibilities to enter the sampling (the condition of representation is necessary).
- In the third stage, the respondents who have not answered, are contacted repeatedly and asked to answer the questions by phone.

Report of field works

Date of survey	2010 09 01 - 2010 09 22
Surveyed	609
Liquidated/temporally closed branch office	13
No possibility to contact	6
Refuse	4
No internet or phone connection	13
Other reasons:	21
Total used contacts	666

Quality control

The researches of JSC “RAIT” are performed in compliance with the requirements of ESOMAR.

Work control is performed in all stages of research progress:

- Data collection
- Data entering (the survey was performed using programmed questionnaire, ensuring 100% control of data entering)
- Data encoding (the survey was performed using programmed questionnaire ensuring 100% control of encoding and logical routing).

Statistical bias of data

While evaluating the results, it is necessary to pay attention to statistical bias. It arises because sampling of respondents and not a continuous interview is performed. This bias is calculated mathematically.

The following table provides biases when the number of respondents and distribution of answers are various.

Distribution of answers ⇒	50	45/55	40/60	35/65	30/70	25/75	20/80	15/85	10/90	5/95
Extent of the survey ↓										
10	31	30.8	30.4	29.6	28.4	26.8	24.8	22.1	18.6	13.5
30	17.9	17.8	17.5	17.1	16.4	15.5	14.3	12.8	10.7	7.8
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

Example

Let's say that 1000 respondents were asked what projects they know. Let's say that 25% have told that they now the project X. This means we can state with the possibility of 95% that the real value is in the interval $25\% \pm 2,7\%$.

1.2 Methodological notes

The report provides general distributions of answers, comparisons with the results of surveys of 2008 and 2009 and spread of statistically significant answer in demographic groups (methods applied for revealing the relations between variables and determining statistically significant differences: T – test, Chi square criteria, correlation analysis).

The objective group of the research includes the participants of “Bibliotekos pažangai” – librarians working (or those who Shell work in future) with public internet access. Every selected respondent represents one branch filial of the library participating in the project, thus, the research results reflects the situation of libraries participating in the project.

The following derivative values are used for easier interpretation of evaluation scales and comparisons in time:

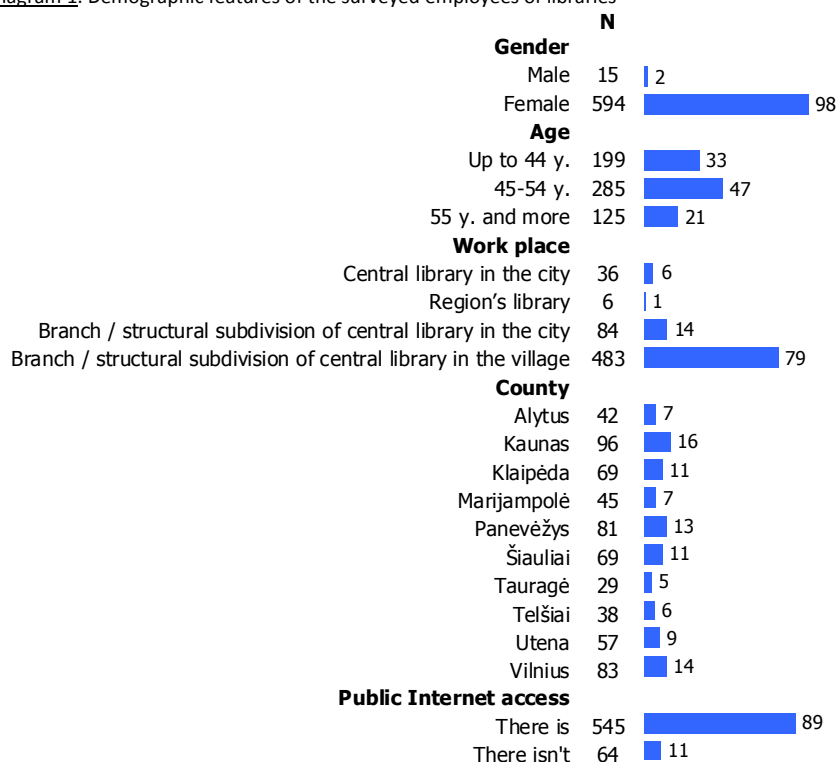
- **Scale balance** helps to compare the evaluations more objectively. The balance is counted by subtracting negative evaluations from positive ones using conventional weights. Balance = (COMPLETELY SUFFICIENT + SUFFICIENT*1/2) - (COMPLETELY INSUFFICIENT + INSUFFICIENT*1/2). In theory the balance can have the values from -100 to + 100. It is the difference between positive and negative answers in percents of comparative part. The balance of Likert scale can have the values from -100 when all respondents choose the most negative variant of the answer, to +100 when everyone chooses the most positive variant of answer. If the number of positive and negative answers is equal, the value of balance shall be 0. If the balance value is -10, it means that negative values are 10 percent more than positive.

- **Outstanding balance of evaluations.** Used in accounting and international trading (in payment balance), this is a widely applied indicator. In case of the research, debit is equated with the evaluation balance of next year, and credit - evaluation balance (lent) of previous year. Positive outstanding balance means that evaluations of the indicated period are higher than evaluations of the previous period, whereas, negative outstanding balance means that evaluations (balance) are worse if compared with the previous period (0 means there are no changes between comparative periods).

1.3 demographic features of the surveyed






The survey totals 609 randomly selected current or future employees of library branches working with public internet access. Public internet access operates in 89% of libraries. The average age of respondents is 48 years. (Diagram 1)

Diagram 1. Demographic features of the surveyed employees of libraries




2. Development of IT usage and public internet access in libraries

The results of the survey (instrument 1) of librarians of the project “Libraries for innovation” of 2008-2010, are analyzed under selected impacts and indicators of their evaluation.¹ This section analyzes research data on using of computers and development of public internet access service in libraries.

-  In 2008 – 2010, using of computers in the work of librarians steadily increased. In 2010, using of computers in country branch offices reached the general average of the country. 92% of librarians of country localities used computers (average of the country – 93%).
-  **Increase of the number of public internet accesses is very rapid.** In 2008-2010, the development of public internet accesses in libraries reached 10% in a year. The dynamics of growth of library branch offices rendering the services of public internet access in country localities reached even 12 - 14% . According to the research data of 2010, due to rapid development the number of public internet accesses in country reached 89% (this indicator in city is 97%).
-  The surveys of 2008-2009 recorded the number of vacant (no queues) places of public internet accesses lowered by 8 percentage points (in country localities the change reached 15 percentage points. Considering the constantly developed number of public internet accesses, presupposition of substantially increased popularity of public internet accesses during the aforesaid period can be made. The occupancy of public internet accesses during the period of 2009-2010 remained almost unchanged
-  **Meeting of the needs of library visitors for public internet access both in city and country did not improve during the year 2008-2010** – 18% of the surveyed branch offices constantly confront queues of visitors to public internet accesses. At weekends the flows of public internet accesses redistribute as the number of visitors, who come to library only during the time of their work or studies, becomes lower. However, even after the decrease of the number of “employed” users, public internet access are not always easily accessible (the same 18% of branch offices in which visitors have to wait in constant queues).
-  While analyzing the results of the surveys of 2008-2010 exploring technical and methodological help for librarians, the most noticeable feature - **increase of librarians' independence** in the areas of both technical maintenance and methodical help.
-  In 2008-2010, the number of public internet accesses supervised by hired persons decreased, whereas the number of librarians supervising public internet access gradually increased.

¹ Impacts and indexes were described in technical task and introductory report. Indexes measured by this (1) instrument are listed in the division 1.1.2.

 In 2008-2010, certain changes in the structure of methodical help are noticed: the importance of material for training and consultation of the users gradually increases, and the other types of help remain almost unchanging.

2.1 Using of computers in the work of librarians

According to the data of survey of 2010, computers and internet are used by most surveyed librarians. (Diagram 2) Obvious development of using computers is observed in 2008-2010: 78% - 2008, 88% - 2009, 93% - 2010. Another important tendency is a particularly rapid computerization of country localities. In 2008, using of computers in country libraries was behind the General average of the country (country versus General average of the country) by 12%, whereas in 2010 became almost equal, respectively reaching 93% and 92%. (Diagram 3)

However, if compared using of computers by librarians at work in country and in city separately (country versus city), country (92%) is still behind the librarians of city (97%). Younger workers and those working in central city libraries are more active in using of computers and internet.

Diagram 2. Using of computers in libraries by librarians.

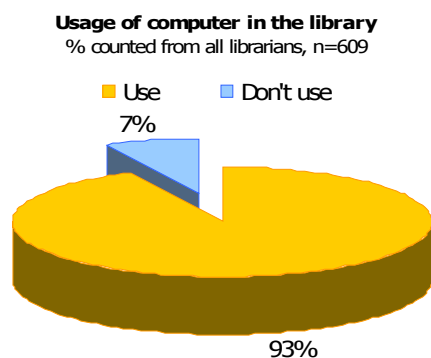
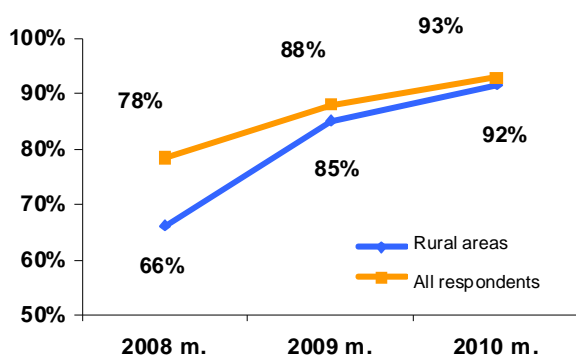


Diagram 3. Using of computers in libraries by librarians. The dynamics of increase of using internet in 2008-2010.

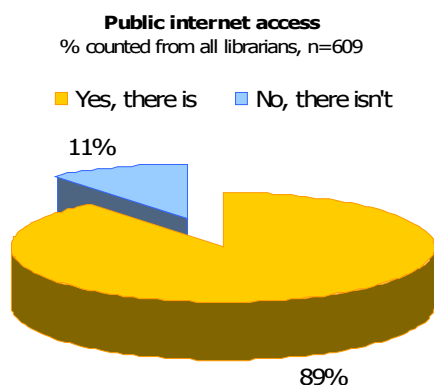


All respondents: 2010 N=609, 2009 N=611, 2008 N=609.
Country localities: 2010 N=483, 2009 N=462, 2008 N=333.

2.2 Public internet access in libraries

According to the survey data of 2010, internet access to visitors was provided by 89% of the libraries participating in the research (diagram 4). The penetration of internet access in branch offices of country is still lower than in cities (88% and 97% accordingly), though the gap from the initial situation in 2008, when branch offices in country fell behind central city libraries almost twice, decreased substantially.

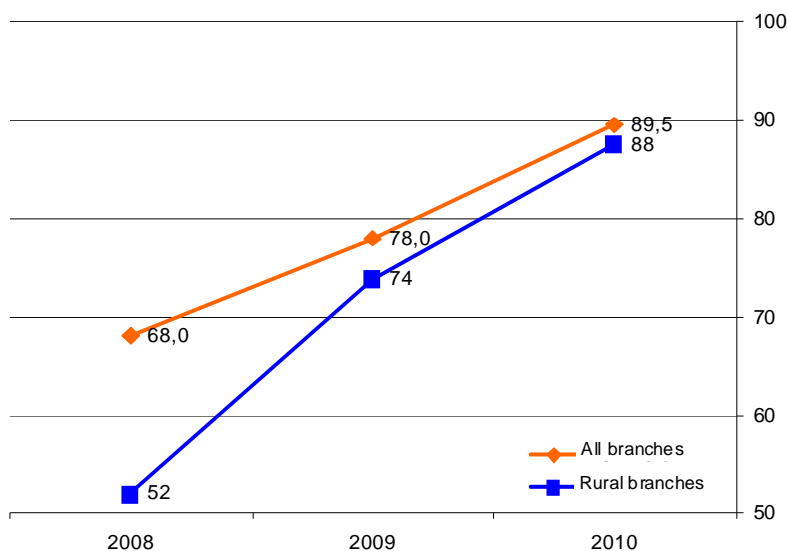
Diagram 4. Does the library at the moment have any kind of internet access to visitors?



All respondents, N=609.

The development of public internet accesses in Lithuanian libraries in 2008 – 2010 reached 10% per year, whereas in branch offices in country it was even more intensive (12% and 14% annually). (Diagram 5)

Diagram 5. Does the library at the moment have any kind of internet access to visitors? *Comparison of 2008-2010*



All respondents: 2010 N=609, 2009 N=611, 2008 N=609.
Country localities: 2010 N=483, 2009 N=462, 2008 N=333.

2.3 Users of public internet access and internet speed

2.3.1 The flow of users of public internet access on working days

According to the research data of 2010, 18% of libraries had queues at the places of public internet accesses irrespective of week day and working hours. 71% of libraries have queues at public internet accesses only at a certain time of the day, and only 11% of libraries have no queues at all. The situation remained rather stable during the comparative period of 2008-2010. In 2008-2010, load of public internet accesses both in city and in country localities remained rather steady. (Diagrams 6-7)

Diagram 6. Are there any queues of visitors waiting to use public internet access at the library on ordinary working day?

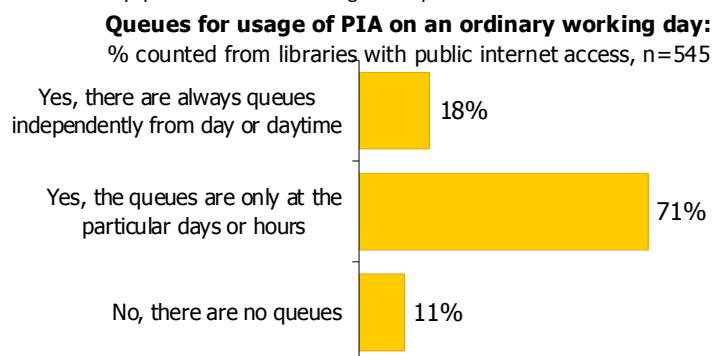
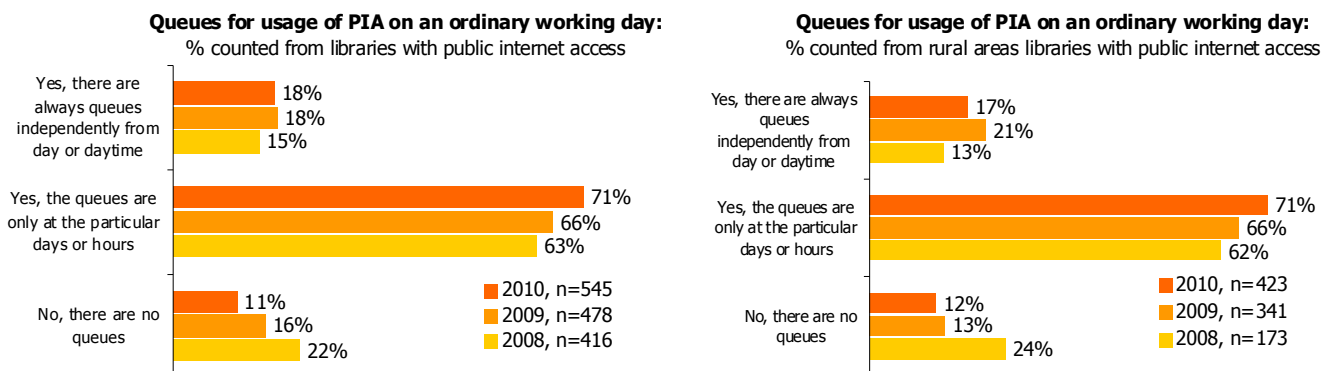


Diagram 7. Are there any queues of visitors waiting to use public internet access at the library on ordinary working day? *Comparison of 2008-2010*

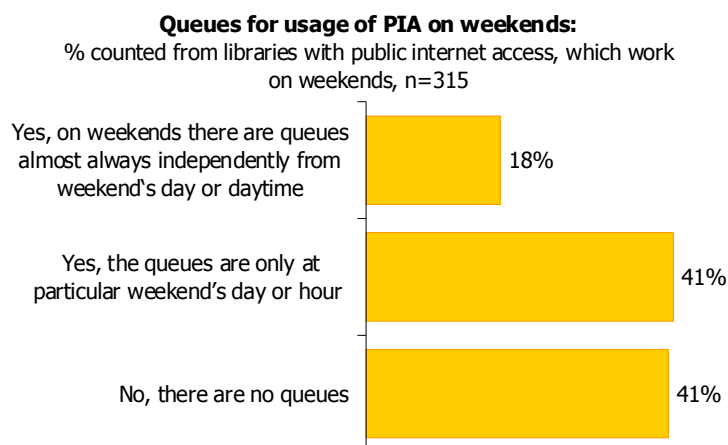


2.3.2 Flow of users of public internet accesses on weekends

The research made in 2010 revealed that the flow of users of public internet accesses becomes smaller on weekends if compared with working days. 18% of branch offices confront constant queues (the proportion entirely corresponds with the loading of public internet accesses on a working day), 41% - queues at a certain time of the day, 41% of branch offices have no queues. (Diagram 8) Comparing the statistics of loading on a working day and at weekend (refer to diagrams 6 and 8), it can be supposed that the main clients of public internet accesses are people coordinating their visits to library with other routine activities (work, studies, and etc.). The variations of occupation of public internet accesses are the most noticeable precisely at a certain time of the day.

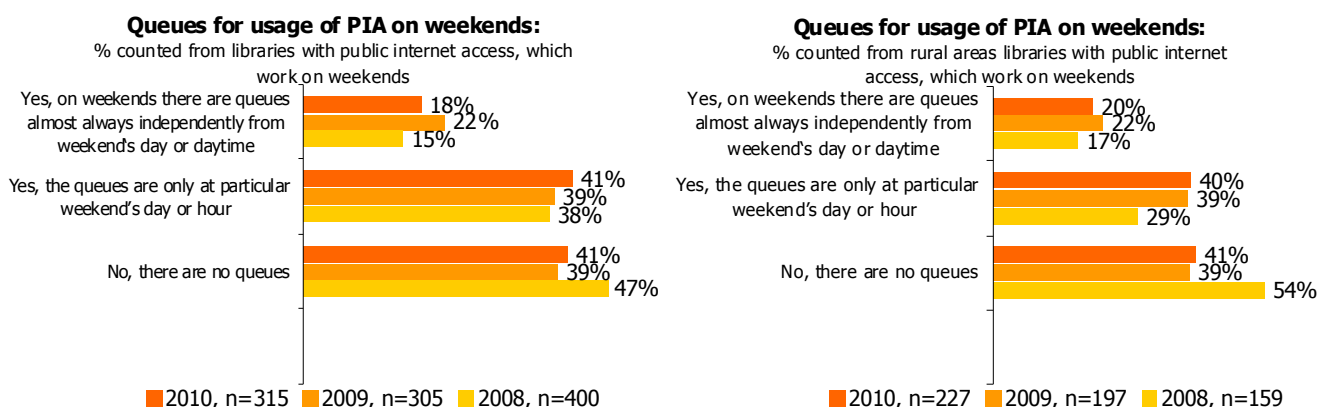
In 2008-2010, loading of public internet accesses at weekends changed very slightly. More significant changes are noticed only when comparing the survey data of 2008 and 2009, which have recorded the number of vacant (no queues) places of public internet accesses lowered by 8 percentage points (in country localities the change reached 15 percentage points). Considering the constantly developed number of public internet accesses, presupposition of substantially increased popularity of public internet accesses during the aforesaid period can be made.

Diagram 8. Are there any queues of visitors waiting to use public internet access on any day of the weekend?



Attendance of public internet accesses in country branch offices at weekends is identical to the tendencies of the whole country (diagram 9).

Diagram 9. Are there any queues of visitors waiting to use public internet access on any day of the weekend? Comparison of 2008-2010



Quite interesting is the comparison of load of public internet accesses on working and rest days (pair comparisons). The popularity of public internet access on a working day is not related with work schedule. Even 51 branch offices of 96, in which public internet access is especially occupied, do not work at weekends. (Refer to table). **Public internet access may become the center of attraction of visitors even at weekends; however, this potential is not used by work schedule.**

Weekend	Working day					
	Yes, there are always queues independently from day or daytime		Yes, the queues are only at the particular days or hours		No, there are no queues	
	%	N	%	N	%	N
Yes, there are always queues independently from day or daytime	30,2	29	7,2	28	0,0	0
Yes, the queues are only at the particular days or hours	8,3	8	30,9	120	3,3	2
Library doesn't work on weekends	53,1	51	39,4	153	42,6	26
No, there are no queues	8,3	8	22,4	87	54,1	33
Total:	100,0	96	100,0	388	100,0	61

2.3.3 Evaluations of internet speed

In the survey of 2010, the speed of internet, given the current flow of visitors, is evaluated by librarians positively (70% of positive evaluations).

In the perspective of 2008-2010, positive evaluations of internet speed increased almost twice (in 2008 15%, 2009 23%, 2010 – already 27% of librarians rated the speed of internet as completely sufficient). (Diagrams 10-11)

Diagram 10. Is the internet speed sufficient to satisfy the needs of visitors given the current flow of visitors using internet in Your library?

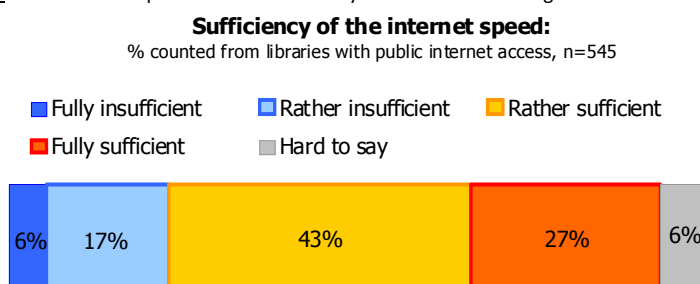
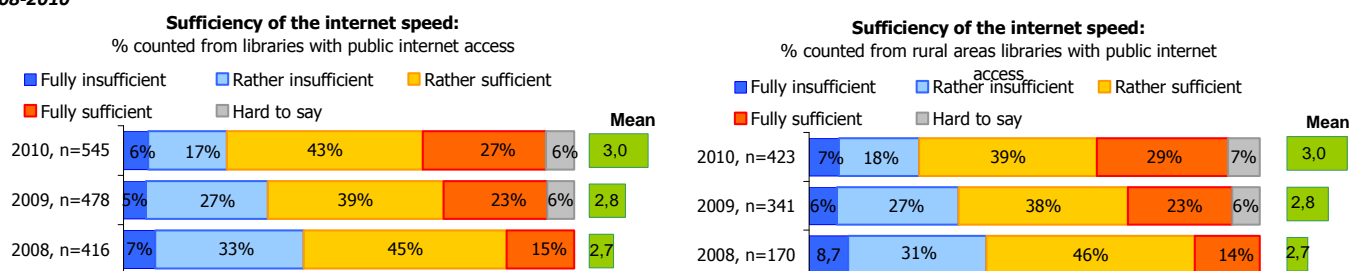


Diagram 11. Is the internet speed sufficient to satisfy the needs of visitors given the current flow of visitors using internet in Your library? *Comparison of 2008-2010*



*averages from 1 – “fully insufficient” to 4 – “fully sufficient”.

2.4 Help for librarians

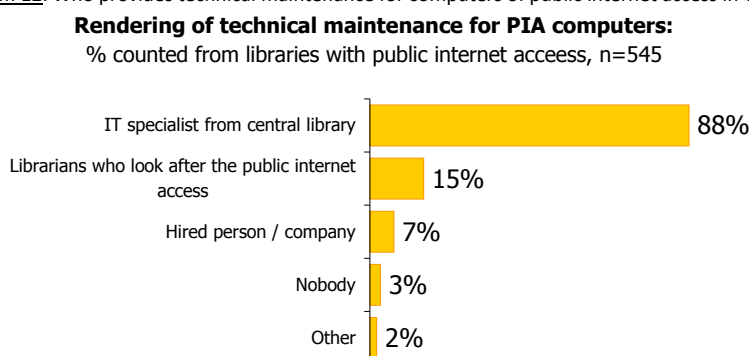
The division discusses changes of technical and methodical help in 2008-2009².

2.4.1 Technical maintenance at libraries

Providers of technical help

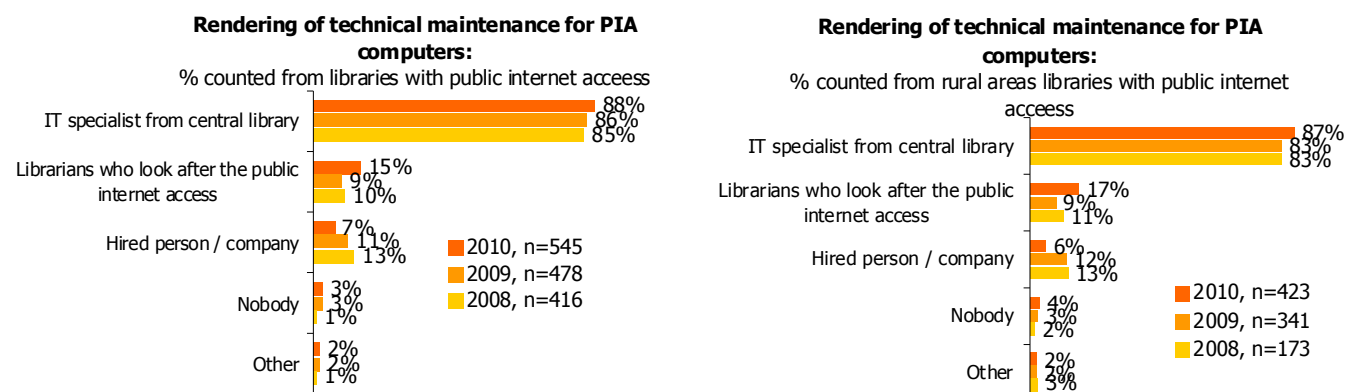
In most cases (88%)³ computers of public internet access in libraries are maintained by IT specialist of central library. In 15% of cases the maintenance of computers is performed by librarians supervising the public internet access, in 7% of cases – person/company is hired. (Diagram 12)

Diagram 12. Who provides technical maintenance for computers of public internet access in Your library?



Slight changes in the area of IT management took place in 2008-2010. The number of points of public internet accesses supervised by hired persons decreased, whereas the number of librarians supervising public internet access gradually increased. (According to the research data of 2009, technical maintenance of public internet accesses was performed by 9% of the surveyed librarians, whereas, according to the data of 2010, this rate increased to 15%). Analogous tendencies are observed in country branch offices. (Diagram 13)

Diagram 13. Who provides technical maintenance for computers of public internet access in your library? Comparison of 2008-2010



² Impact 10. "More intensive help for librarians"

³ Control index 10A. "Improved technical maintenance in libraries"

Evaluations of the quality of technical maintenance

The results of the survey of 2010 revealed that the overall majority of the surveyed librarians were satisfied with the technical maintenance of computers of public access - 91% (satisfactory - 65%, completely satisfactory - 26%). Evaluations of technical quality in the comparative time perspective did not change much and remained high. During the period of 2008-2010 the evaluations of the quality of technical maintenance remained almost unchanged. Evaluations of quality at branch offices of country and city do not differ. (Diagrams 14-15)

Diagram 14. Is the quality of technical maintenance provided to the computers of public internet access satisfactory or unsatisfactory?

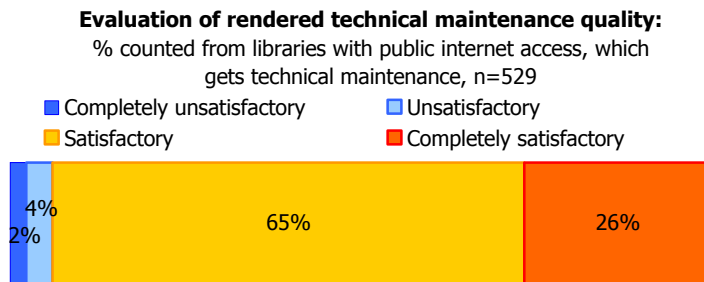
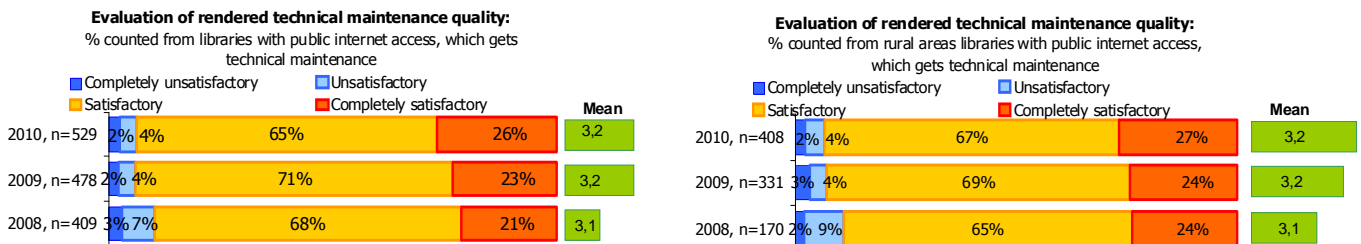


Diagram 15. Is the quality of technical maintenance provided to the computers of public internet access satisfactory or unsatisfactory? Comparison of 2008-2010



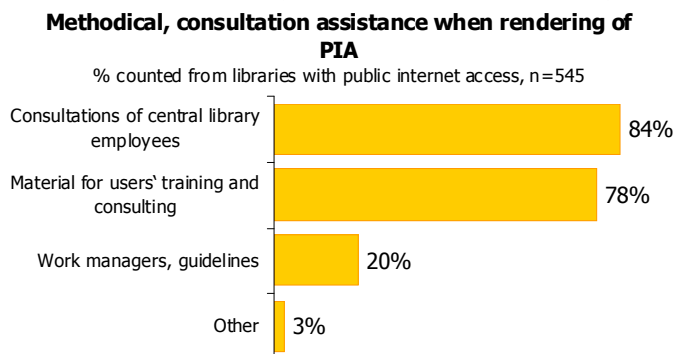
*averages from 1 – “completely unsatisfactory” to 4 – “completely satisfactory”.

2.4.2 Methodical help for librarians

Methodological consulting help

While talking about the accessibility of methodological help, the participants of the survey of 2010 named the following forms of methodological help: consultations of employees of central library - 84%, material for training and consultation of the users - 78% and activity guides, guidelines - 20%.⁴ (Diagram 16)

Diagram 16. Which methodical, consulting help can You receive while rendering public internet services in library?

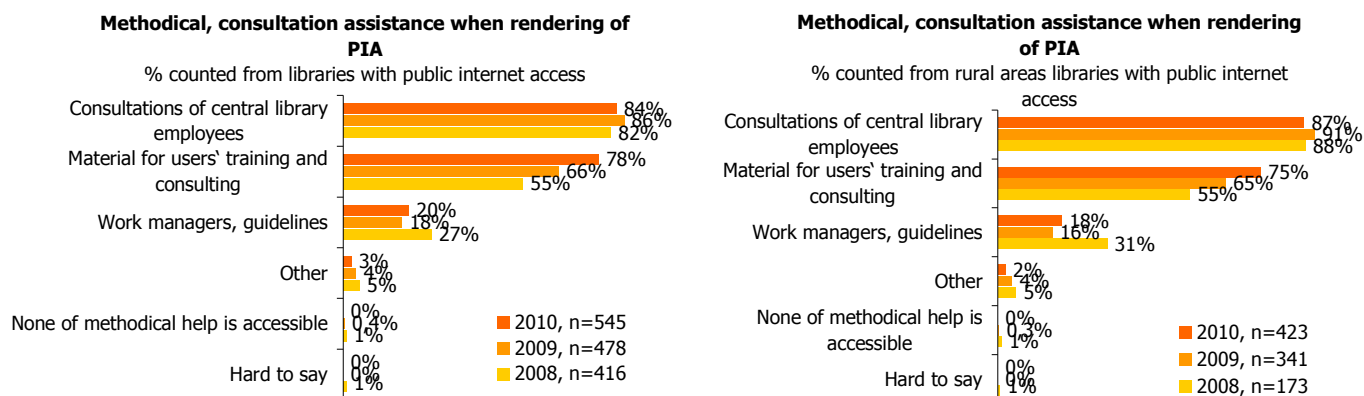


⁴ Maintenance indicator 10B. “Improved methodical help for librarians”

Comparing the results of the surveys of 2008-2010, certain changes in the structure of methodical help are noticed: gradually increases the importance of *material for training and consultation of the users*, and the other types of help remain almost unchanging. (Diagram 17)

There is no division between country and city in the model providing methodical-consulting help for librarians.

Diagram 17. Which methodical, consulting help can You receive while rendering public internet services in library? Comparison of 2008-2010



Evaluations of methodical consulting help

In the survey of 2010, methodical help for the service of public internet access was indicated by the librarians as sufficient. (Diagram 18) Evaluations of methodical help, as well as evaluations of technical maintenance, in the planes of both time and space (city – country), are high and stable. (Diagrams 19-20)

Diagram 18. Is the accessible methodical help sufficient or insufficient to You?

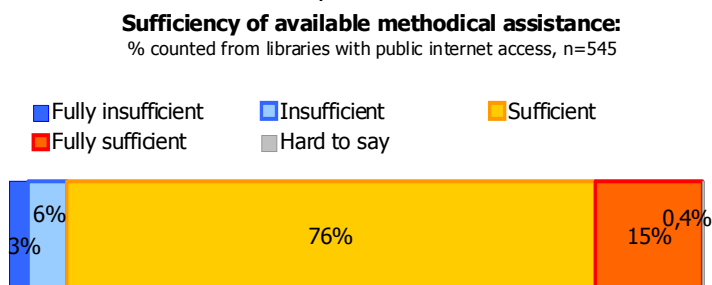
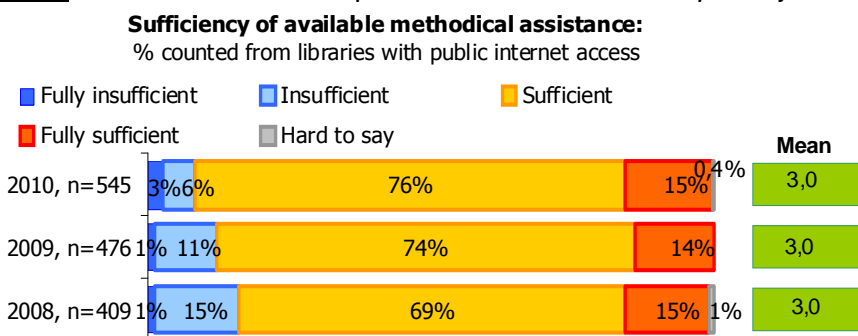
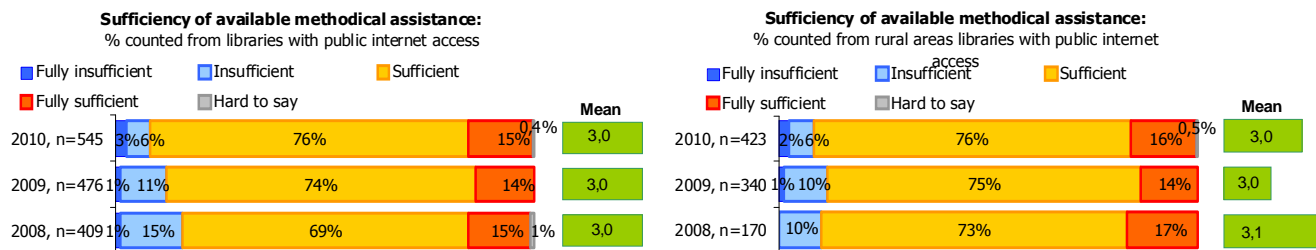


Diagram 19. Is the accessible methodical help sufficient or insufficient to You? Comparison of 2008-2010



*averages from 1 – “fully insufficient” to 4 – “fully sufficient”.





Diagram 20. Is the accessible methodical help sufficient or insufficient to You? Comparison of 2008-2010 of country localities



*averages from 1 – “fully insufficient” to 4 – “fully sufficient”.

3. The benefit given to the community by libraries and public internet access

This part analyzes the opinion of librarians about the benefit of public internet points given to local community.

-  **While analyzing the research results of 2008-2009, the increased satisfaction of librarians with the “new” (IT based) library base and services, and constantly widening gap from the “traditional” library are observed.**
-  The greatest positive improvement of library services – the possibility to receive help on internet (51% indicated improvement of this area). The biggest negative changes are noticed while evaluating the material basis related with the „traditional“ Mission of library – renewal of books' assortment, variety of periodical press and other publications (CD, DVD).
-  In the perspective of time (2009-2010), the evaluations of benefit to community are increased nearly in all areas. In the opinion of librarians, process is especially evident in the areas of communication with friends, search of work, health and e-government.
-  In 2010, librarians were especially active in promoting means of communication, search of work on internet, search of cultural information and economic activity on internet. These areas (according to librarians) also are the most popular among users of public internet access.

3.1 Evaluation of changes of services rendered by the library and material base

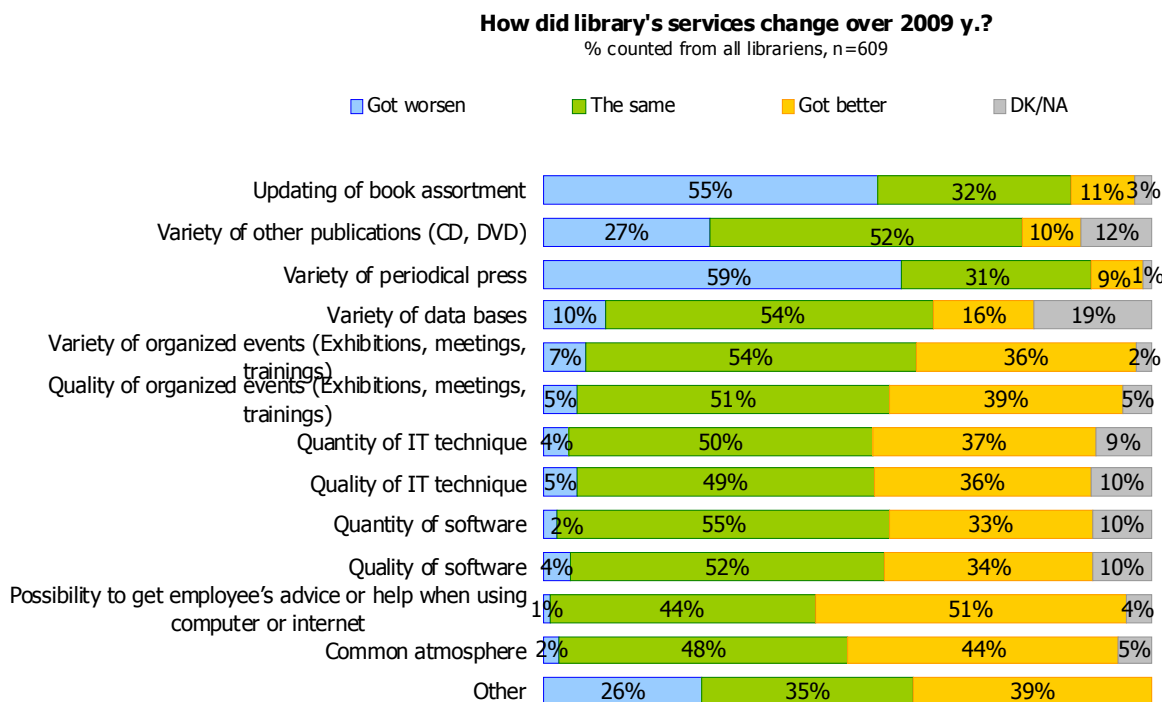
According to the data of the survey of 2010, the greatest improvement of the evaluation of library services (evaluation was given to the changes of 2009) – the possibility to receive help on internet (51% indicated improvement of this area). Rather favorable evaluations in the survey of librarians are given to the quality of exhibitions and meetings (39% of favorable evaluations), trainings (39% of favorable evaluations), abundance of IT technique and software (36% of favorable evaluations) and quality (37% of favorable evaluations), the general atmosphere (44% of favorable evaluations). The biggest negative changes (evaluations of the area became worse) are related with the “traditional” mission of the library – assortment of books (55% of negative evaluations), variety of periodical press (59% of negative evaluations) and other publications (variety of CD, DVD - 27% of negative evaluations).⁵ (Diagram 21)

Evaluations of services and material quality (except for the previously mentioned negative areas) are more favorable in country localities than in branch offices of city. “Repletion” of technical basis and services

⁵ In the evaluation of initial situation this area was evaluated especially favorably.

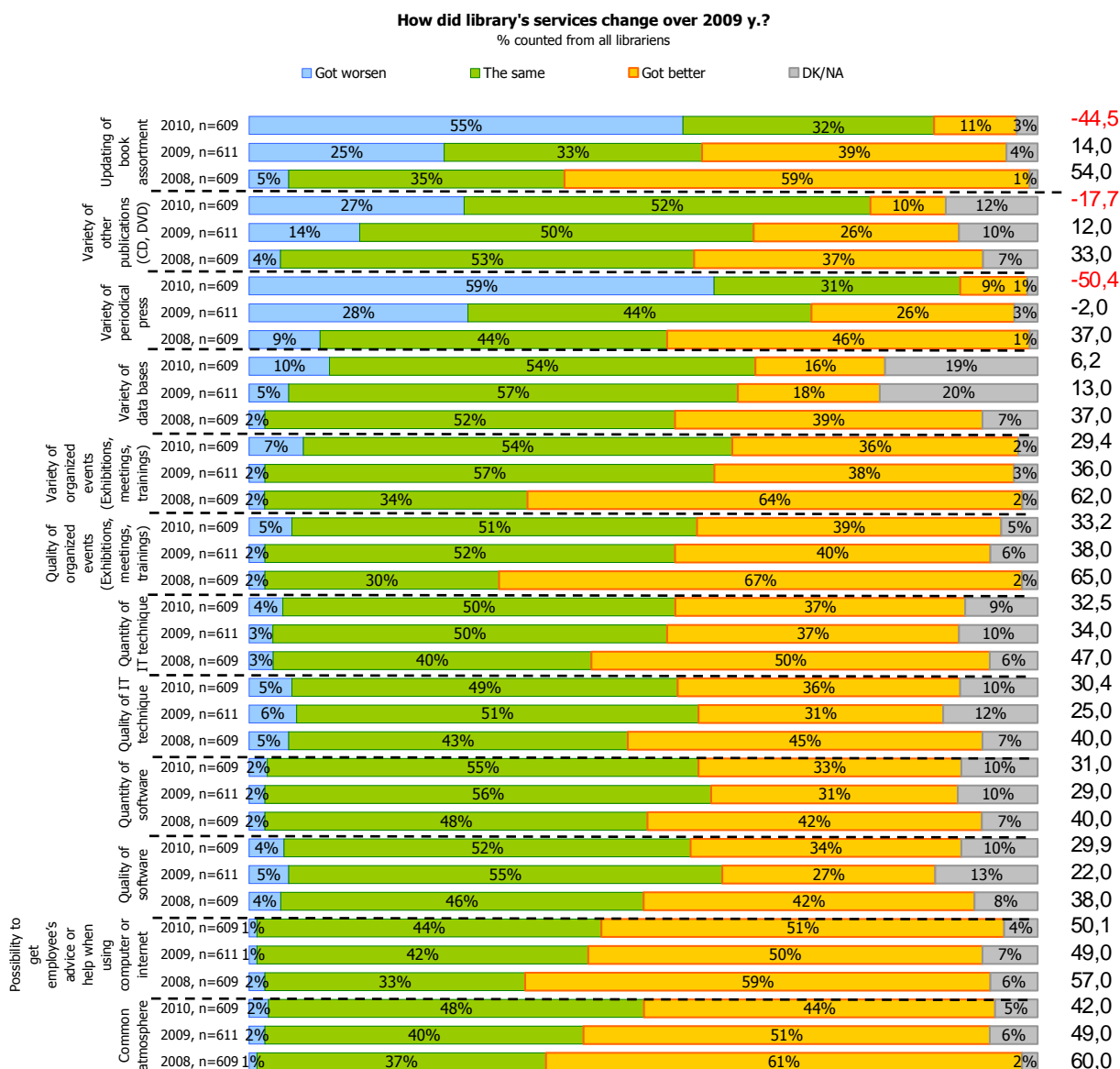
related to IT is being noticed in branch offices of city (statistically significantly more often are the evaluations “unchanged”).

Diagram 21. In your opinion, did the rendering of the services (that I will mention) in your library got worsen, stayed the same or got better during 2009 y.?



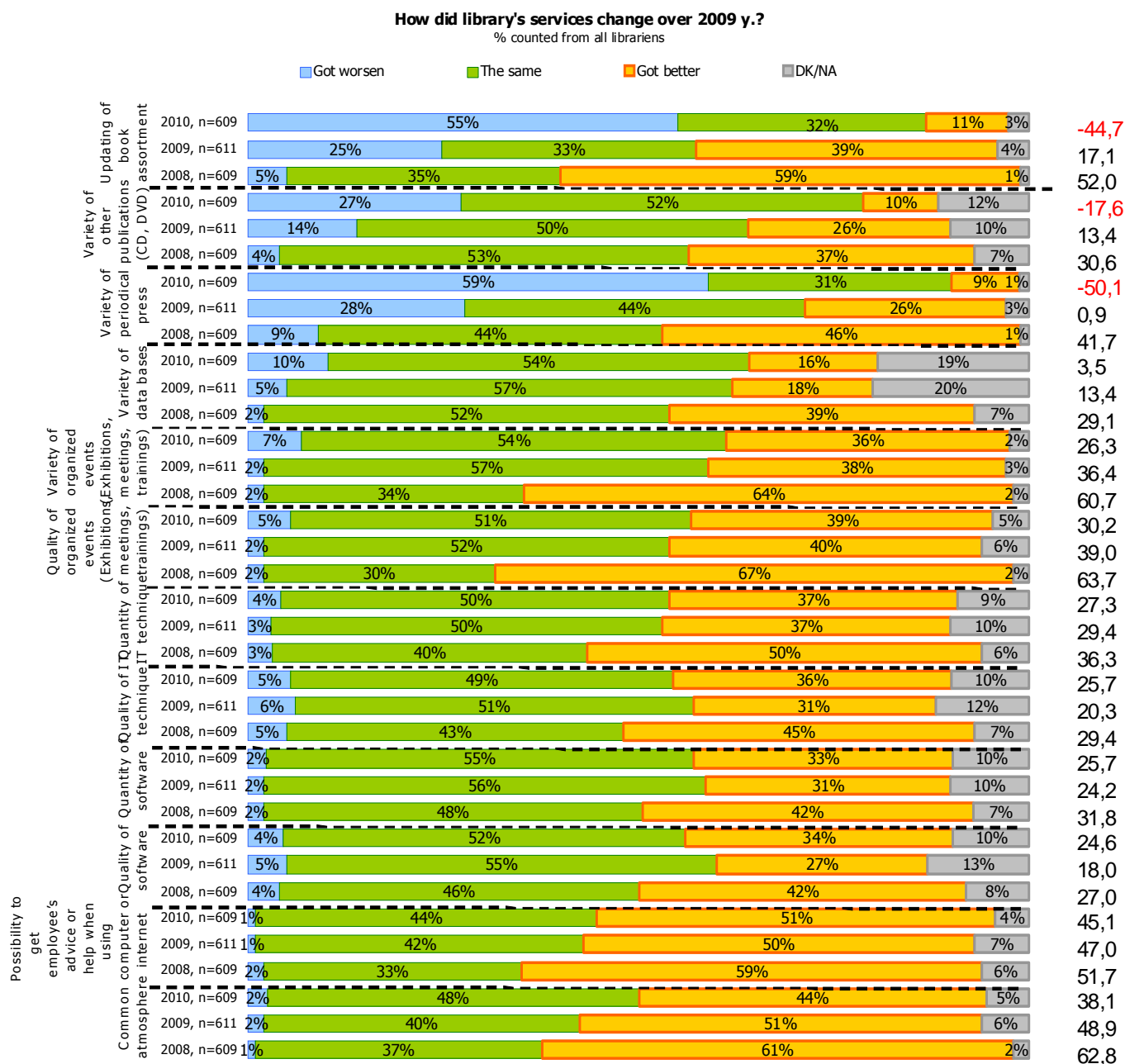
While analyzing the evaluations of 2008-2010, the most significant changes are observed in 2010. In the period of 2008-2009, the balance of evaluations of all areas remains positive, whereas, noticeable decline of evaluations in the areas of renewal of periodic publications, books and other publications (CD, DVD) is seen in the research of 2010. (Diagram 22) These problematic areas are directly (and mostly) dependant on financing of the government, thus, they are mostly impacted by economic situation of the country. Evaluations of the situation in country branch offices do not differ from general evaluations. (Diagrams 22-23)

Diagram 22. In your opinion, did the rendering of the services (that I will mention) in your library got worsen, stayed the same or got better during 2009 y.? Comparison of 2008-2010



*The right column is the balance of evaluations (difference of positive and negative evaluations)

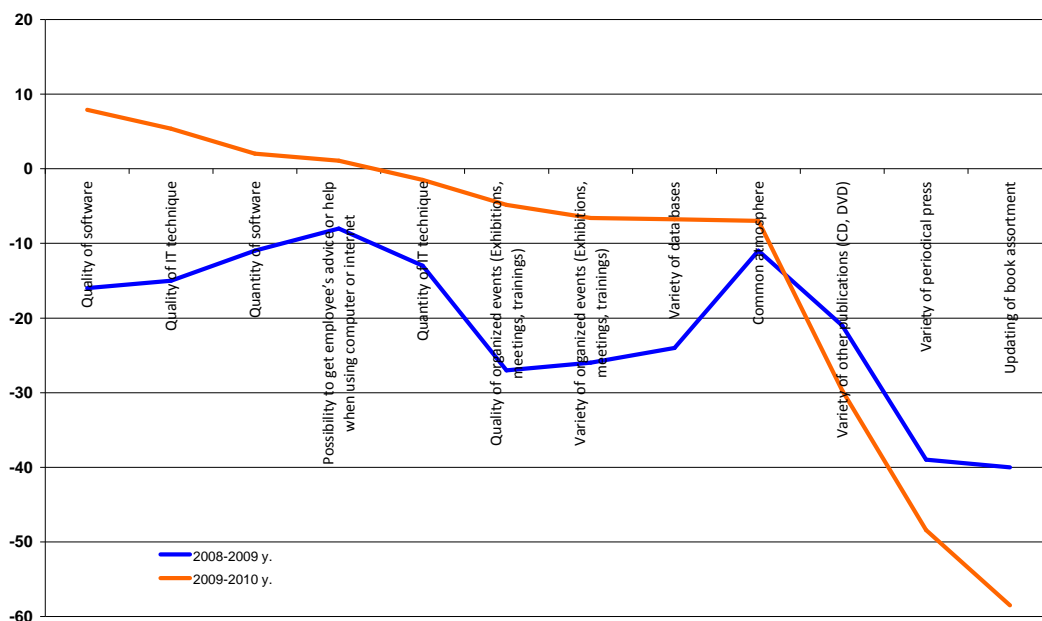
Diagram 23. In your opinion, did the rendering of the services (that I will mention) in your library got worsen, stayed the same or got better during 2009 y.? Comparison of 2008-2010 of country localities



*The right column is the balance of evaluations (difference of positive and negative evaluations)

The analysis of balances of positive-negative evaluations allows observing changes of evaluations; however, it is difficult to compare the differences of the periods 2008-2009 and 2009-2010. Derivative value - *outstanding balance of evaluations* – is employed for observation of the dynamics of these evaluations. As compared with the evaluations of 2008-2009, the *outstanding balance*⁶ of evaluations of 2009-2010, in most of the cases were more favorable (except for the already described areas of renewal of books, periodicals and other publications). This means increased satisfaction of librarians with the base and services of the “new” library and widening gap from the “traditional” library. (Diagram 24)

Diagram 24. Outstanding balance of evaluations of services and material base

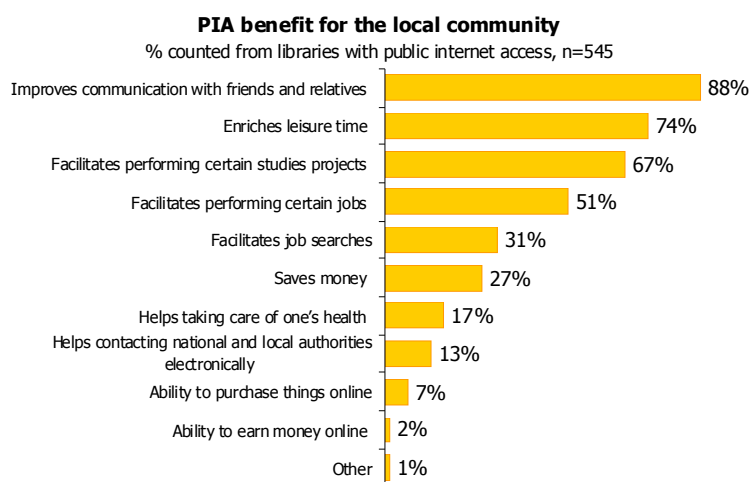


⁶ The difference of balance of evaluations of previous and the researched period. Negative outstanding balance means reduction of evaluation points, and positive – increase of evaluation points. Read more in the section 1.2 "Methodological notes"

3.2 Librarians perception of the benefit given to community by public internet access

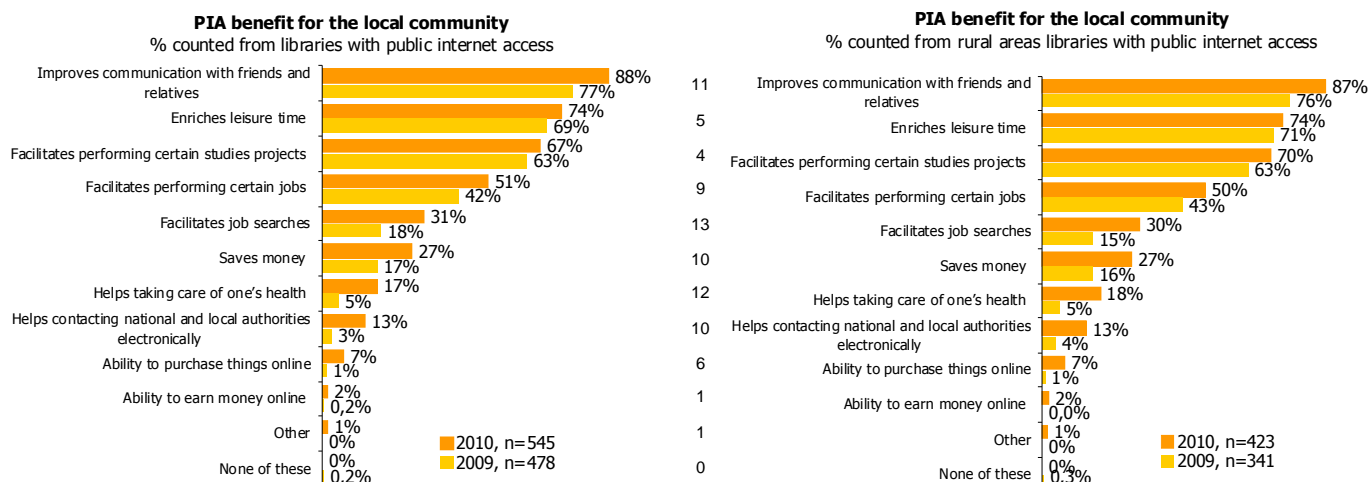
According to the research data of 2010, in the opinion of librarians, the main benefits to local communities⁷ of public internet accesses are the following: improved communication with friends, relatives is 88%, enrichment of leisure time is 74%, help in doing works related with learning or studies - 67% (the later statistically significantly more often was mentioned by younger librarians). Possibilities to earn or buy on internet were rated the lowest (2% and 7% accordingly). (Diagram 25)

Diagram 25. How in your opinion the public internet access provided by the library is beneficial for the local community?



In the perspective of time (2009-2010) the evaluations of benefit of public internet access to community are increased nearly in all areas. The process is especially evident in the areas of communication with friends, search of work, health and e-government. Evaluations of country branch offices do not differ from general tendencies. Diagram 26)

Diagram 26. How in your opinion the public internet access provided by the library is beneficial for the local community? Comparison of 2009-2010



* the change of 2009-2010 is provided alongside (the difference between the results of the research of 2009 and 2010)

⁷ Impact 7. "Increased social benefit to individuals and communities via IT" Control index 7B. "Librarians' understanding of benefit given by libraries to the community"

3.3 Supply, usage and promotion of internet content

According to the data of the newest research of 2010, library visitors at the places of public internet accesses most often use the following services:⁸ electronic communication means - 95%, search of work on internet - 48%, cultural, social and leisure information - 54%, internet resources for economic activities - 43% (more often accented by younger librarians), education information and services - 18%, electronic government services - 6% (more often accented by younger librarians), health information - 7%, internet innovations - 5%. (Diagram 27)

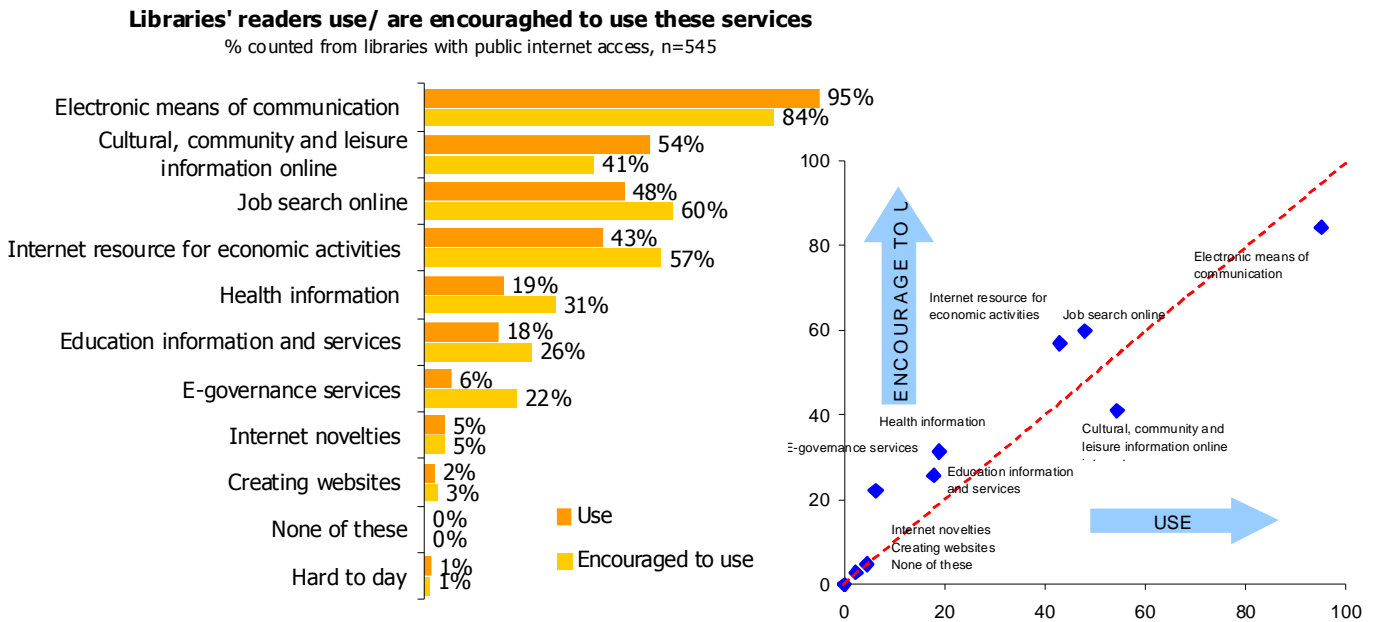
Library visitors are mostly promoted to use the following services: search of work on internet – 60%, electronic means of communication - 84%, internet resources for economic activities - 57%. Most rarely users of public internet accesses are promoted to use internet innovations, creation of content, possibilities to earn on internet.

While generalizing the popularity of internet resources and promotion to use them, three basic groups can be distinguished under the proportion “usage – promoted”:

- “Area of users” – these internet resources are used by people even without additional promotion. This includes electronic communication and the search of leisure, cultural information.
- “The area of supplier” – internet resources which are promoted most actively though they do not necessarily coincide with popularity. This includes search of work on internet, internet resources for economic activities and e-government services (the differences of “usage – promoted” of the later are particularly substantial, 22% - promotes, 6% - uses).
- “Nobody’s area” – unpopular and not promoted internet resources. This includes creation of contents, possibility to earn on internet, internet innovations. It is possible that these areas are unpopular and poorly promoted due to their conditional complexity and need of special knowledge. (Diagram 27)

⁸ Impact 8. “Increased supply and using of relevant content” control index 8B. “New content and services at library”

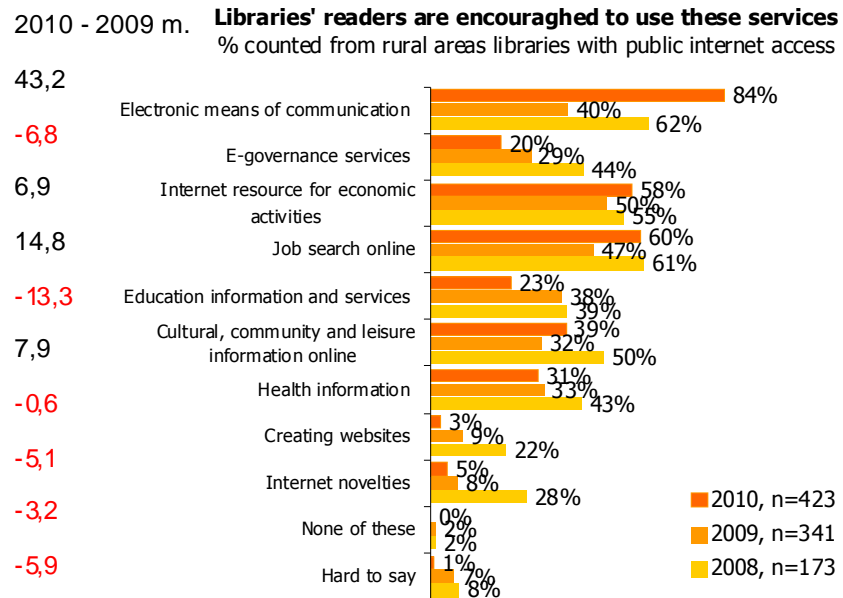
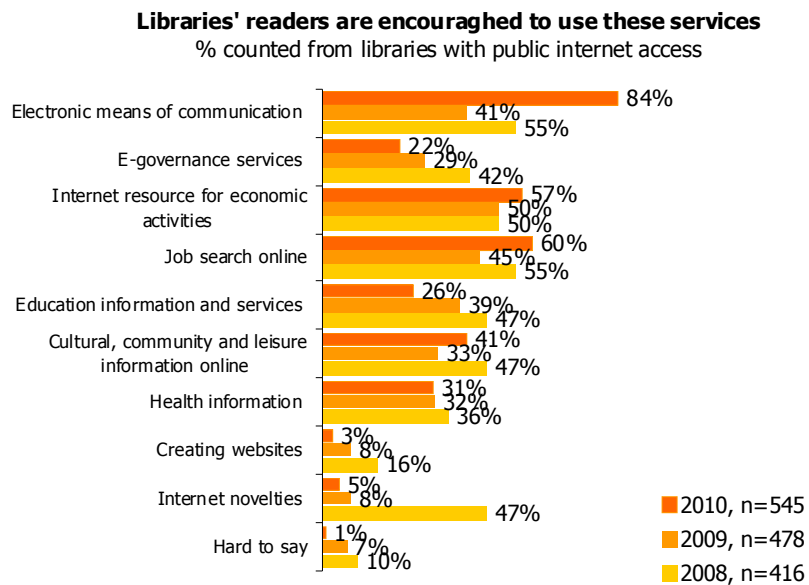
Diagram 27. Are the visitors able and are encouraged to use the following services in the library you are working?



In 2010, as compared with the research data of 2009⁹, the greatest increase is observed in the promotion of using communication means, search of work on internet, search of cultural information and economic activity on internet. Least promotion is intended for search and using of information related with education. (Diagrams 28-29)

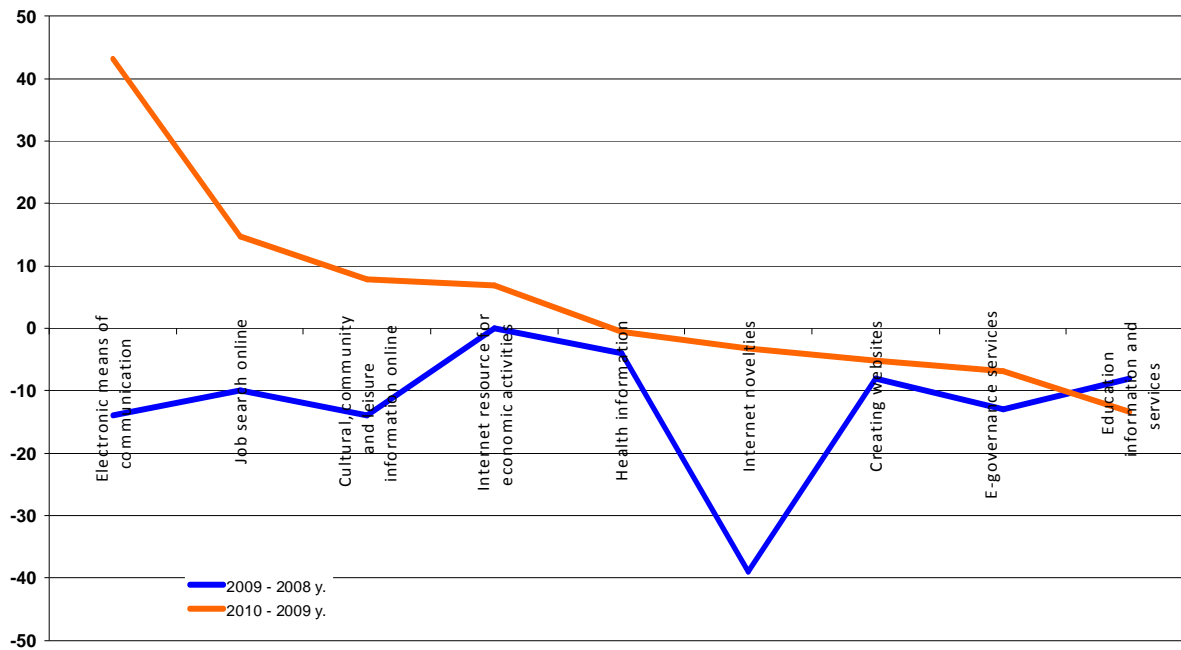
⁹ The structure of the question was changed in 2009, thus, only the data of the research of 2009-2010 is suitable for comparison.

Diagram 28. Are the visitors encouraged, trained to use the following services in the library you are working? *Comparison of 2009-2010*



* the change (difference) of 2009-2010 is provided alongside

Diagram 29. Are the visitors encouraged, trained to use the following services in the library you are working? *Outstanding balance of evaluations*



4. Integration of specific and difficult of approach social groups

The section explores the promotion of specific and social exclusion groups to use public internet access in libraries.¹⁰

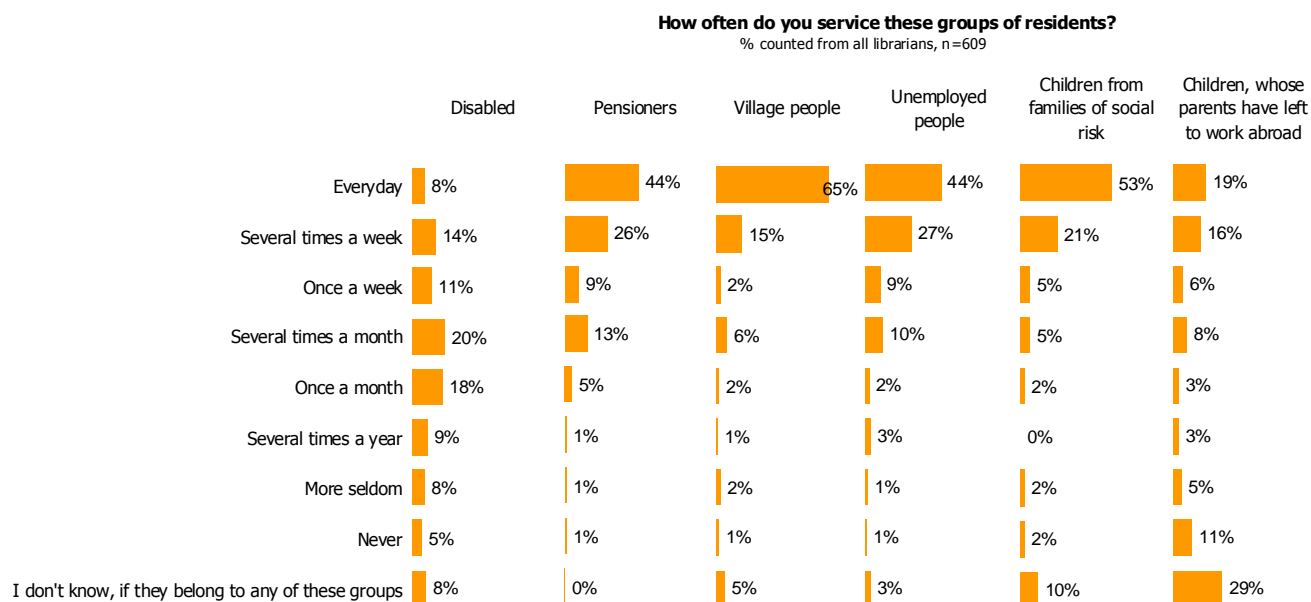
🌸 According to the results of 2010, as compared with previous researches, two main groups were distinguished to which the means of promoting usage of internet technologies were directed: villagers (increase by 10-11 percentage points) and retirees (increase by 10-19 percentage points).

4.1 Improved access for specific groups, social groups that are difficult to access

4.1.1 Frequency of service to social groups which are difficult to access

Libraries are an important center of social integration. Most libraries service retirees, villagers, unemployed, children from families of social risk at least several times a week and more often. Most rarely librarians render services to the disabled. (Diagram 30)

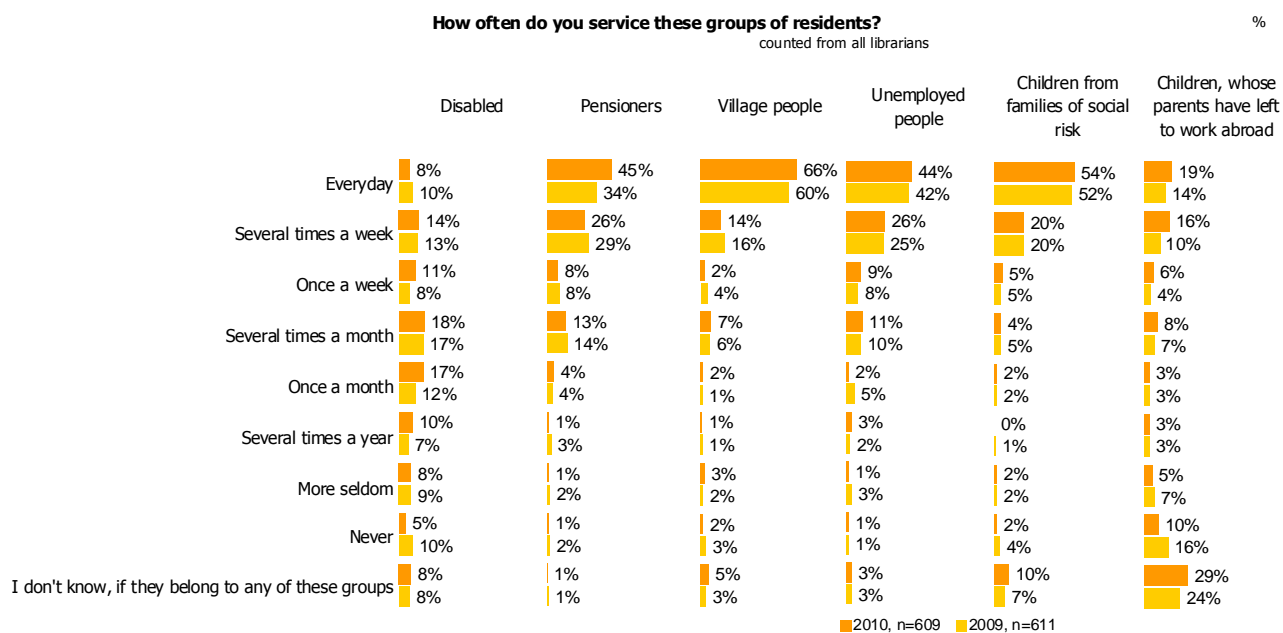
Diagram 30. How often do you service following groups of residents?



¹⁰ Impact 4. "Improved access for specific groups, social groups that are difficult to access"

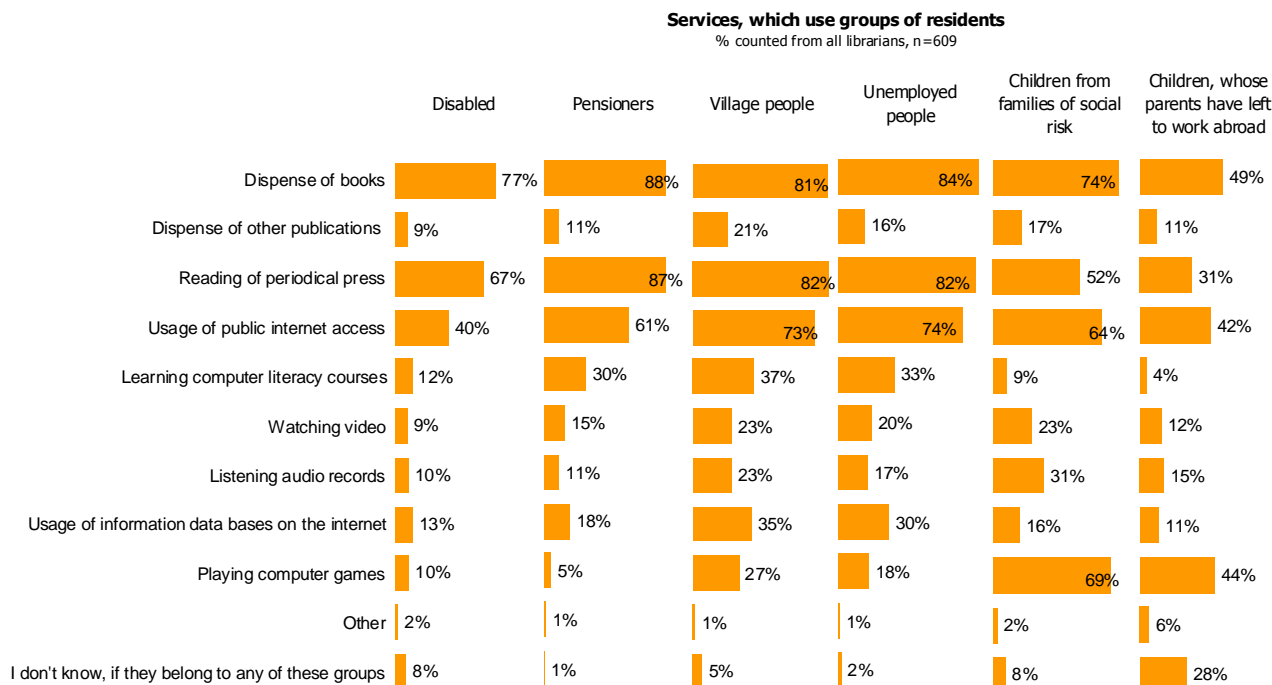
The rate of service objective groups remained rather stable in 2009-2010.¹¹ (Diagram 31)

Diagram 31. How often do you service following groups of residents?? Comparison of 2009-2010



The basic services offered to less socially active groups and groups of social risk include issuing of books, possibility to read periodical press and public internet access. Popularity of services, as well as the periodicity of visits of the aforesaid groups, in 2009-2010¹² remained almost unchanged. (Diagrams 32-33)

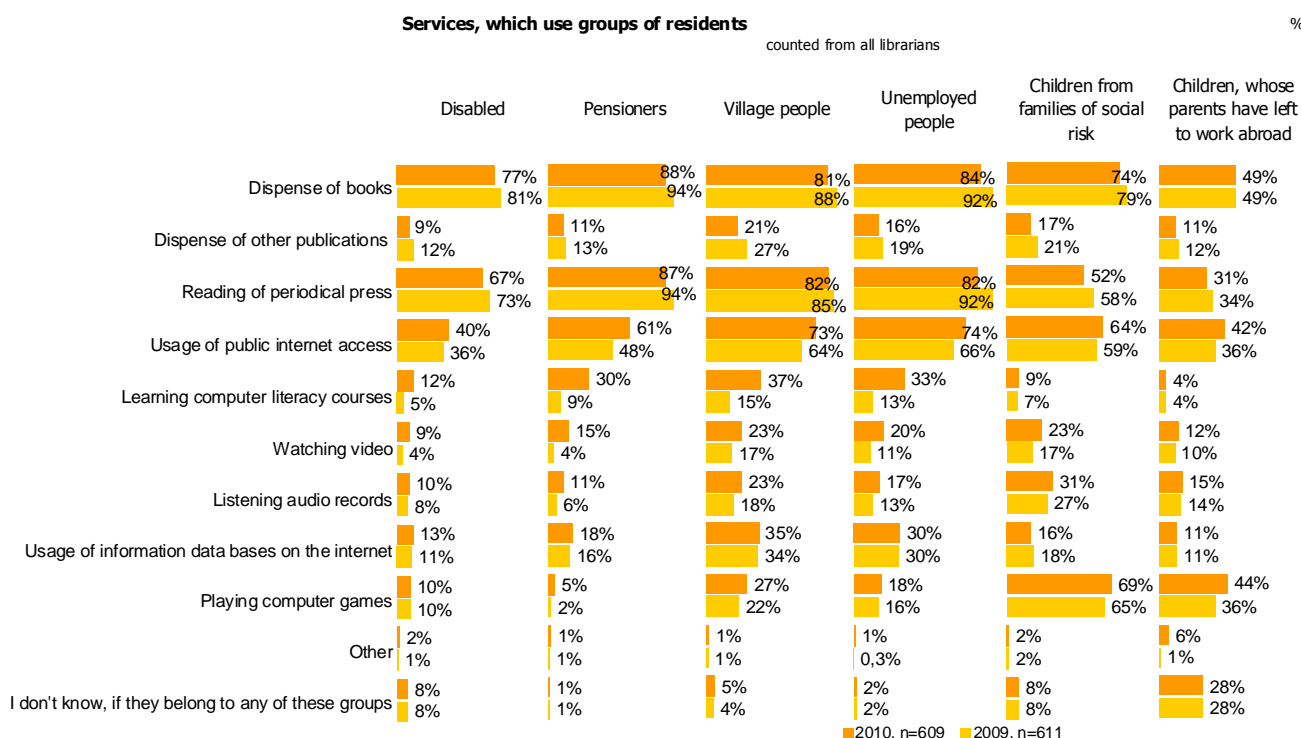
Diagram 32. Do the following groups of residents use the services of Your library?



¹¹ The question was added in 2009, thus only the period of 2009-2010 is being compared.

¹² Only the period of 2009-2010 is compared as the formulation of the question was changed in 2009. Form 2009, the formulation "...Does your library provide..." was replaced with the formulation: "What service are used in your library by....".

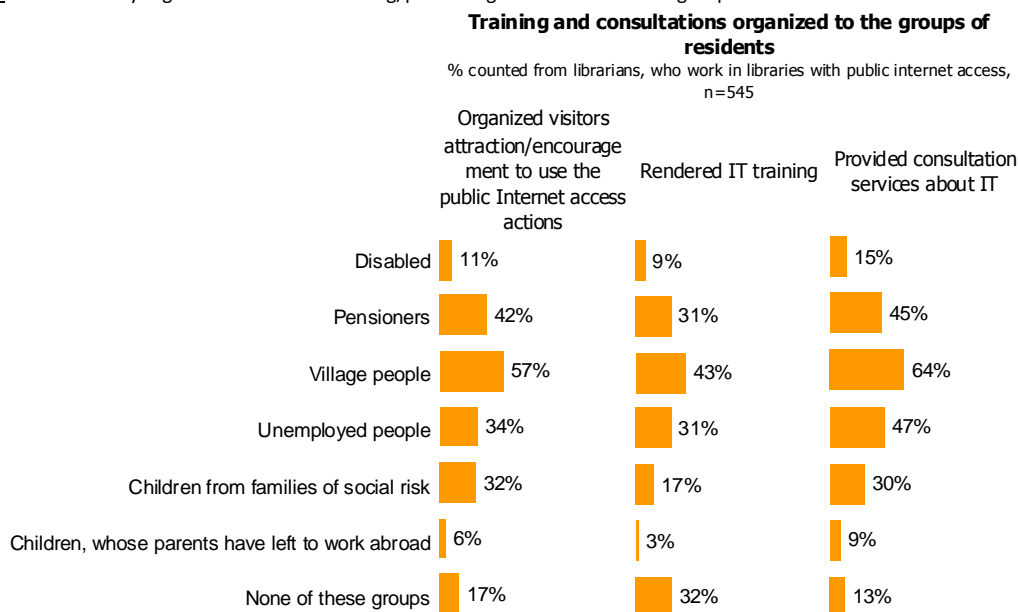
Diagram 33. Do the following groups of residents use the services of Your library? *Comparison of 2009-2010*



4.1.2 Programs and mechanisms for involving groups which are difficult to access

According to the data of 2010, public actions of popularizing internet accesses organized by librarians were mostly directed to the following groups of residents: retirees, villagers, unemployed.¹³ Actions of attracting residents were more oriented to villagers, IT trainings and consultations - villagers, retirees and unemployed. (Diagram 34)

Diagram 34. Did Your library organize actions of attracting/promoting visitors to the listed groups in 2009?



¹³ Control index 4D. "Existence of programs and other mechanisms for involving groups that are difficult to access"








In 2010, as compared with the results of previous researches, two main groups were distinguished, to which the following promotion means were directed: villagers (increase by 10-11 percentage points) and retirees (increase by 10-19 percentage points). (Diagram 35)

Diagram 35. Did your library organize actions of attracting/promoting visitors to the listed groups in 2009? Comparison of 2008-2010



5. Library workers' abilities and motivation to use informational technologies

This section explores librarians' knowledge, abilities and motivation to use in their work and promote the visitors to use information technologies.¹⁴

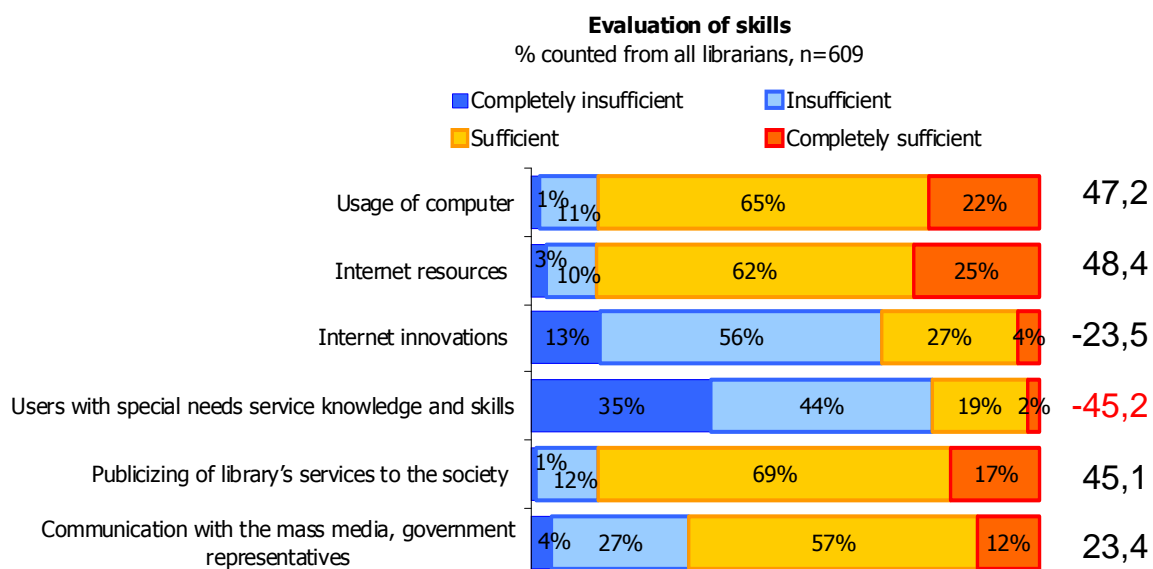
-  **Problematic areas of librarians' knowledge and skills remain unchanged in 2008-2009. This includes service to user with special needs and internet innovations.**
-  Abilities of using IT requiring basic knowledge are sufficient and gradually increasing in the period of 2008-2010, whereas, IT abilities requiring deeper knowledge are rather weak and making little progress.
-  During the year 2009, librarians' knowledge on internet resources and possibilities of consultation increased almost in all areas, especially in the areas of health information, search of work, e-government. Smallest progress – in the area of creating internet content.
-  There showed up an interesting tendency: as the knowledge on internet innovations increase every year, “expert” knowledge (knows insomuch that one is able to consult others in many spheres) is “frozen” during the whole period of researches.
-  Knowledge and preparation for prevention of virtual acquaintances and loss of personal information are the lowest, thus, require additional attention. The protection of personal information should be especially emphasized, since this area is more important in respect of the number of real cases;
-  Psychological dependence is regarded as best known and controlled area, because the knowledge of this are is more “static” and universal, and the problem easier recognizable.
-  Threats to computer are especially important and real, however, their solution is the most complex (requiring special qualification) since, in contrast to psychological dependence, threats to computers are more specific and dynamic.

5.1 General skills of librarians

In the survey of 2010, skills of publicizing library services, general computer skills and skills of using internet resources are evaluated by the librarians the highest. Weak sides of the librarians – service to users with special needs and internet innovations. (Diagram 36)

¹⁴ Impact 2. “Increased abilities and motivation of library workers to use information technologies”

Diagram 36. How can You evaluate Your skills?



*the column provides balance of evaluations

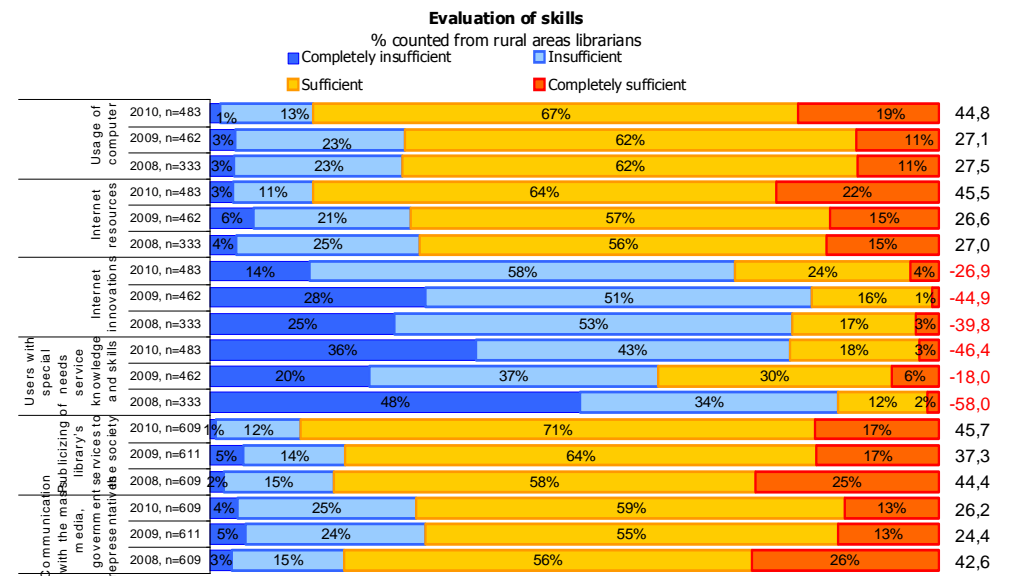
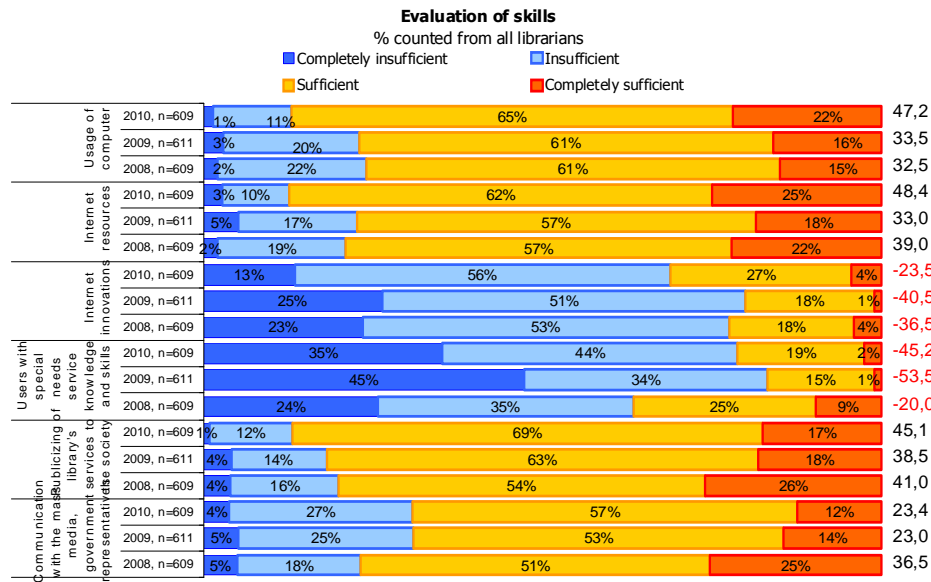
In 2008-2010, constant improvement of skills is observed in many areas, though, the skills of internet innovations and service to visitors of special needs are rated low (21% and 31 % of favorable evolutions of one's skills, respectively).

However, the progress of improvement of skills is noticeable even in the areas of internet innovations and service to residents with special needs. According to the data of 2010, 31% of the respondents rated the abilities of internet innovations as sufficient or completely sufficient (in 2009, this group made up 19%). Positive changes are also observed in the service to visitors with special needs (in 2009, 16% of the respondents positively rated their knowledge and abilities, and in 2010 - 21% of the respondents).¹⁵ (Diagram 37)

In respect of the skills of using internet, skills of advertising internet services and public relations, and skills of computer literacy, knowledge of computer innovations, younger respondents and respondents of central city libraries rate themselves better. While comparing the answers of respondents in village localities and city, it is noticed that the evaluations of skills in most spheres do not differ. Librarians of country localities fall behind more visibly only in the area of internet innovations.

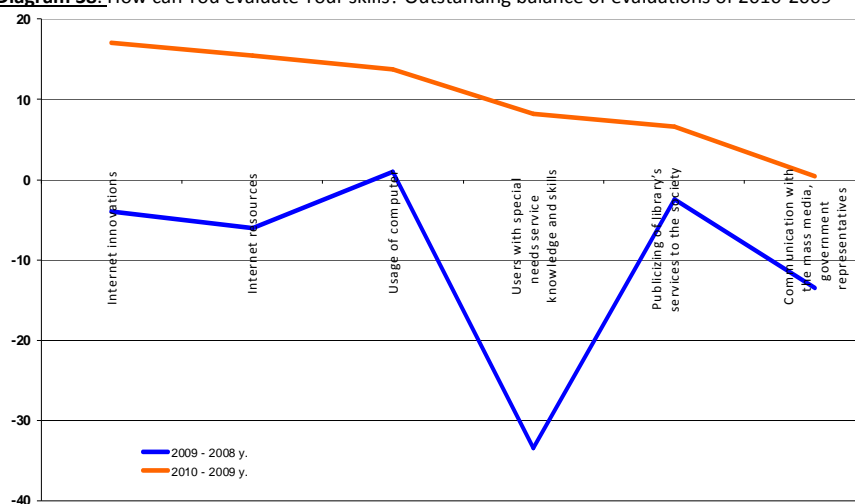
¹⁵ Control index 2D. "Improved librarians' knowledge and skills of servicing users with special needs"

Diagram 37. How can you evaluate your skills? Comparison of 2008-2010



While comparing the periods 2008-2009 and 2009-2010, the later is observed for qualitative progress in all areas of using IT. Smallest progress was in the area of communicating with press, and the biggest - in the area of internet innovations (the evaluations of 2009 and 2010 did not change).¹⁶ (Diagram 38)

Diagram 38. How can You evaluate Your skills? Outstanding balance of evaluations of 2010-2009



5.2 Skills of using informational technologies

According to the research data of 2010, librarians give best evaluations to the following skills of using IT: general skills of using computer (96% of positive evaluations), using of search systems (89% of positive evaluations), using of basic internet services (89% of positive evaluations), sending of e-mail letter with added document (94% of positive evaluations).¹⁷ Least known areas – using of file sharing programs (32% of positive evaluations) and creation of website (18% of positive evaluations). (Diagram 39)

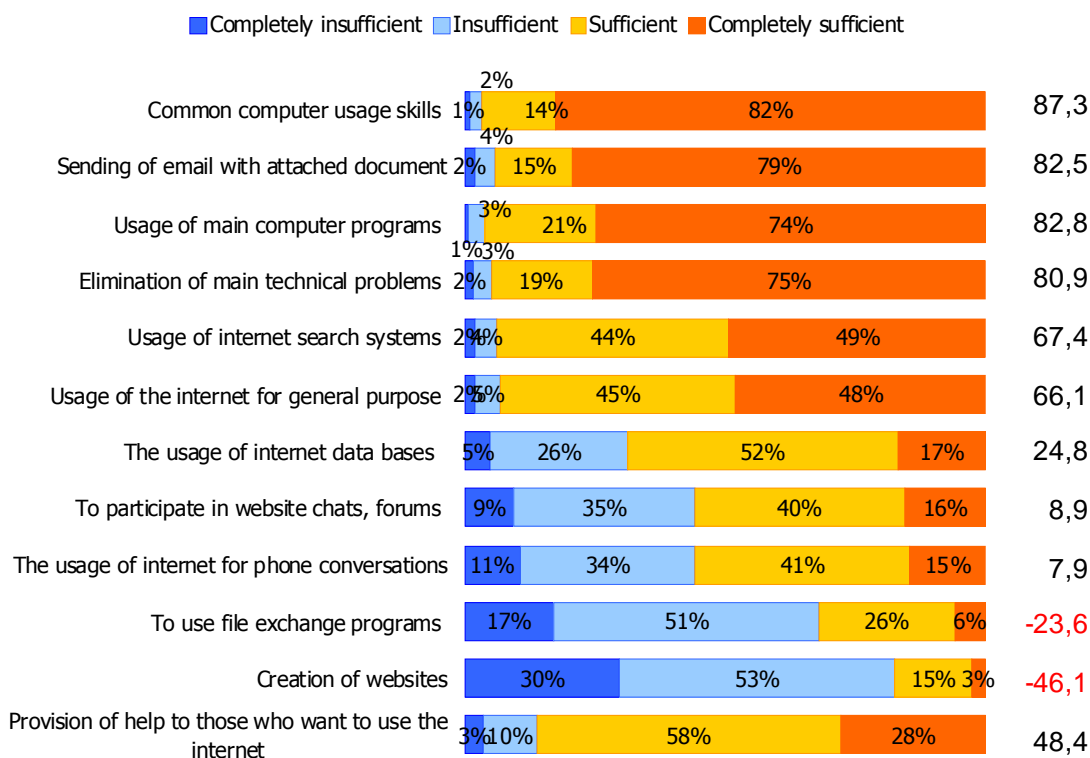
Computer skills of younger librarians and librarians of city branch offices are on the average better. In respect of frequency of using computers and internet and level of knowledge, librarians of city branch offices are leading.

¹⁶ Evaluations of the aforesaid area are negative. Positive outstanding balance of evaluations shows only positive shift of evaluations as compared with the previous period.

¹⁷ Control index 2A. "Improved librarians' knowledge and skills of using information technologies"

Diagram 39. How can You evaluate Your skills of using information technologies?

Evaluation of IT usage skills
% counted from all librarians, n=609

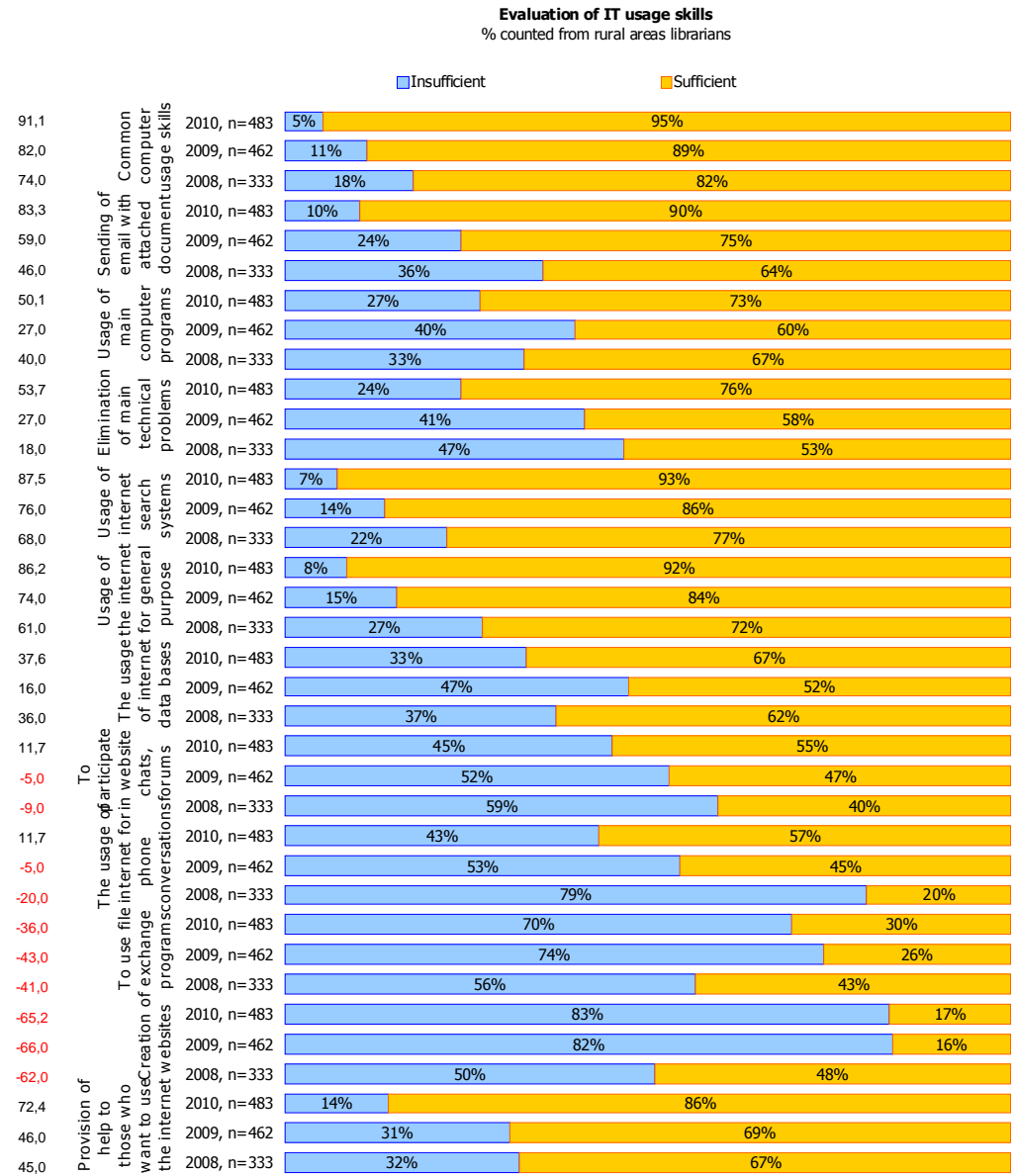
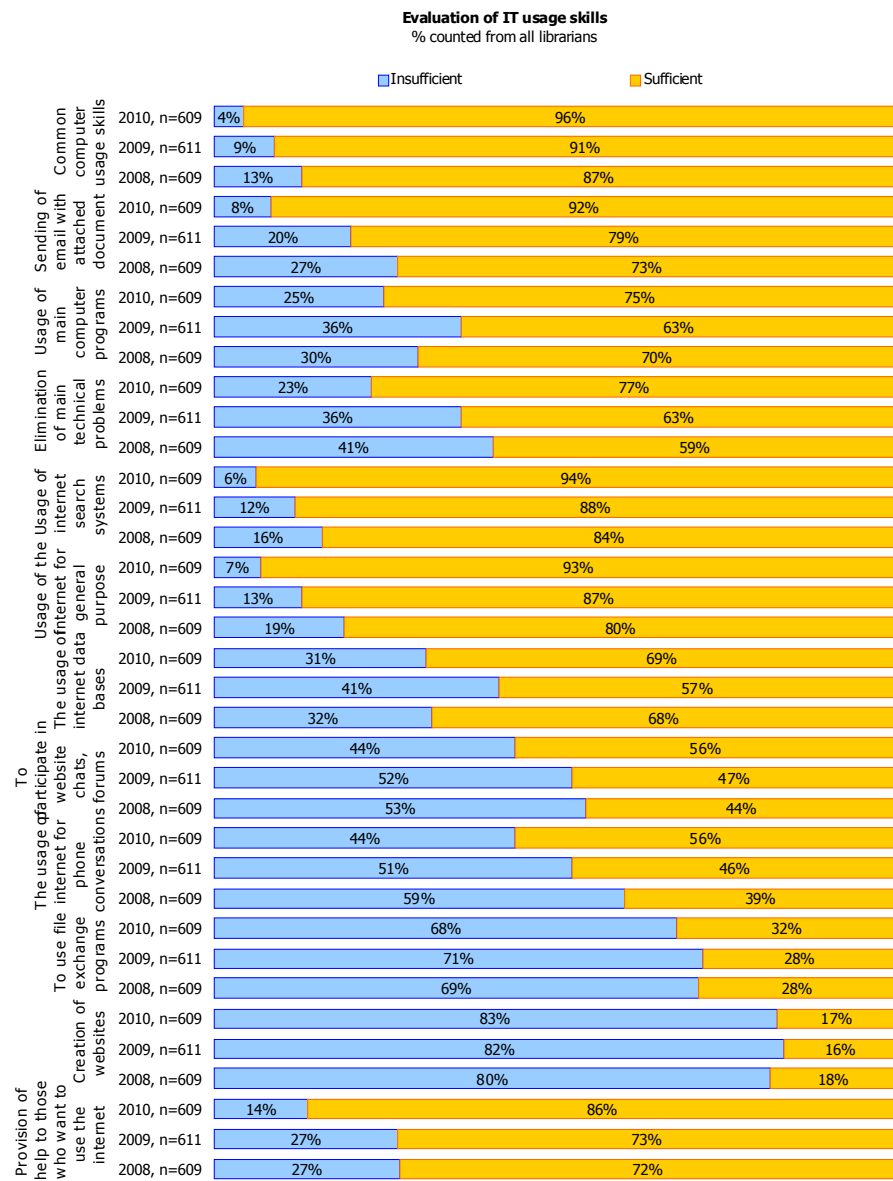


* Balance of evaluations

In the perspective of 2008-2010, the hierarchy of skills of using IT does not change, though, the improvement of evaluations is observed almost in all areas. Positive changes are especially substantial while evaluating basic skills of IT technologies: using of search systems (in 2008 the evaluation balance¹⁸ was 68, 2009 - 76, 2010 - 86), sending of e-mail letter with added file (in 2008 the evaluation balance was 46, 2009 - 59, 2010 - 83), removing of technical problems (in 2008 the evaluation balance was 18, 2009—27, 2010 – 53). (Diagram 40)

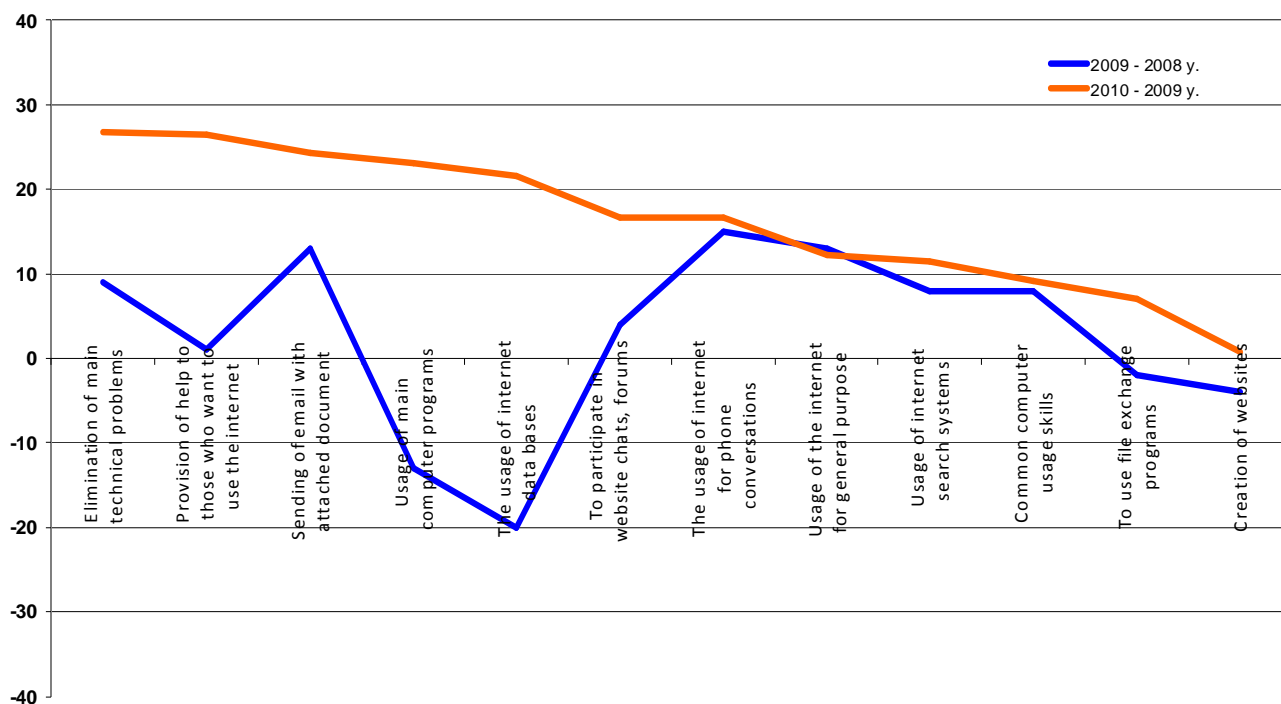
¹⁸ Ratio of positive and negative evaluations. Read more in the section 1.2 "Methodological notes"

Diagram 40. How can You evaluate Your skills of using information technologies? *Comparison of 2008-2010*



Outstanding balance of evaluations during the both comparative periods in most of the areas is positive (except the “hole” in the areas of using computer programs and online data bases that was recorded in the research of 2008). This shows positive and stable dynamics of increase. Least changing areas in 2008-2009 and 2009-2010 include creating of websites and using of file sharing programs. The greatest positive shift of 2010 is observed in the area of using online data bases. (Diagram 41)

Diagram 41. How can you evaluate the skills of using information technologies? Outstanding balance of evaluations of 2010-2009 and 2009-2008



Knowledge and skills of librarians’ internet resources and e-services

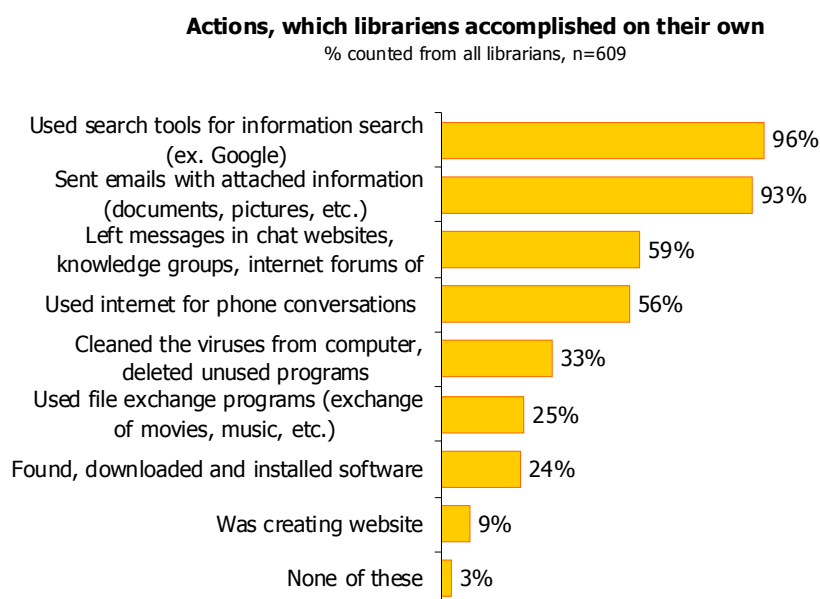
The section analyzes IT knowledge and skills of the librarians: general evaluation of one’s skills, ability to perform certain actions independently, ability to consult on various questions related to using IT and internet.¹⁹

5.3.1 Librarians ability to use internet resources independently

According to the research data of 2010, the most popular ways of practical applying of internet by librarians include search with specialized tools (e.g. “Google”) and sending of letters with added information (these actions were made independently by 96% and 93% of the librarians). Least popular are more complex actions: creation of website, downloading and installation of new software, using of file sharing programs. (Diagram 42)

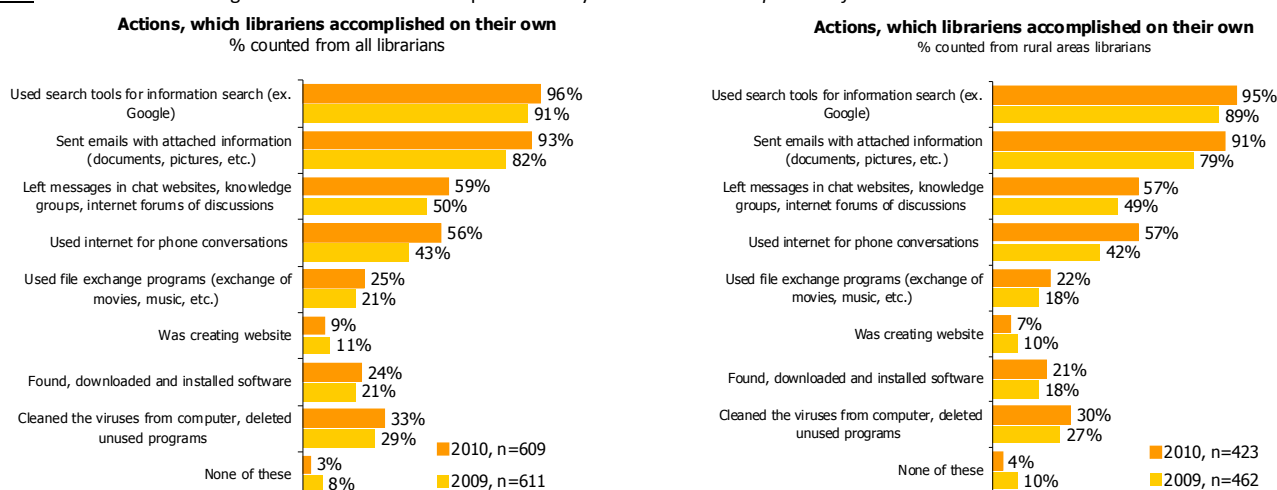
¹⁹ Control index 2C. „Improved knowledge and skills of librarians’ resources and e-services

Diagram 42. Which of the following actions was at least once performed by the librarians?



In 2008-2010, the abilities of applying internet technologies (search, e-mail) increased. The increase of IT telephone line popularity (more noticeable in village localities) is especially outstanding. (Diagram 43)

Diagram 43. Which of the following actions was at least once performed by the librarians? Comparison of 2009-2010

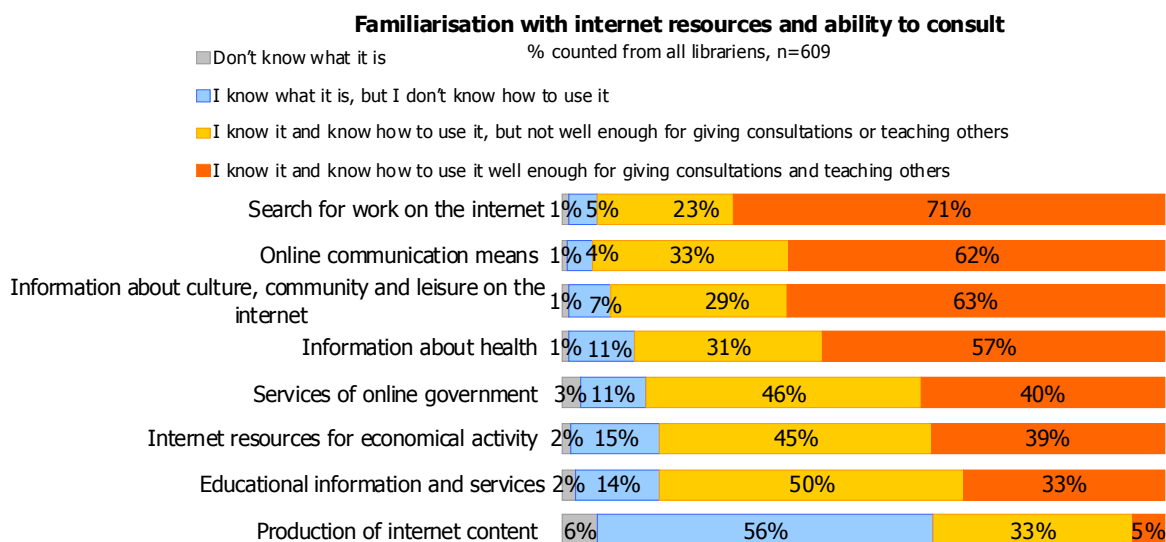


While comparing answers in socio-demographic groups, the same tendencies are observed: younger librarians and librarians of cities are more independent IT users. Skills of workers in branch offices of country get closer to the general average, though, if compared with the skills of city librarians, they still fall behind with their knowledge and abilities. This is especially obvious in abilities to perform more complex tasks: To create web pages, install and remove programs, delete computer viruses and unused programs. Representatives of the libraries in village localities led only in one sphere – using of IT telephone line.

5.3.2 IT skills of librarians and ability to consult visitors

Librarians are sufficiently familiarized with internet resources and possibilities: search of work on internet (knows and can use, though insufficiently to consult others – 23%, knows and can use sufficiently to consult and teach others – 71%), electronics means of communication (knows and can use, though insufficiently to consult others – 33%, knows and can use sufficiently to consult and teach others 62%), services of e-government (knows and can use, though insufficiently to consult others – 46%, knows and can use sufficiently to consult and teach others – 40%), internet resources for economic activities (knows and can use, though insufficiently to consult others – 45%, knows and can use sufficiently to consult and teach others – 39%), education information and services (knows and can use, though insufficiently to consult others – 50%, knows and can use sufficiently to consult and teach others – 33%), cultural, communal and leisure information (knows and can use, though insufficiently to consult others – 29%, knows and can use sufficiently to consult and teach others – 63%), health information (knows and can use, though insufficiently to consult others – 31%, knows and can use sufficiently to consult and teach others – 57%), creation of internet content (knows and can use, though insufficiently to consult others – 33%, knows and can use sufficiently to consult and teach others – 5%). (Diagram 44)

Diagram 44. How much are You familiar with the following internet resources, provided possibilities?

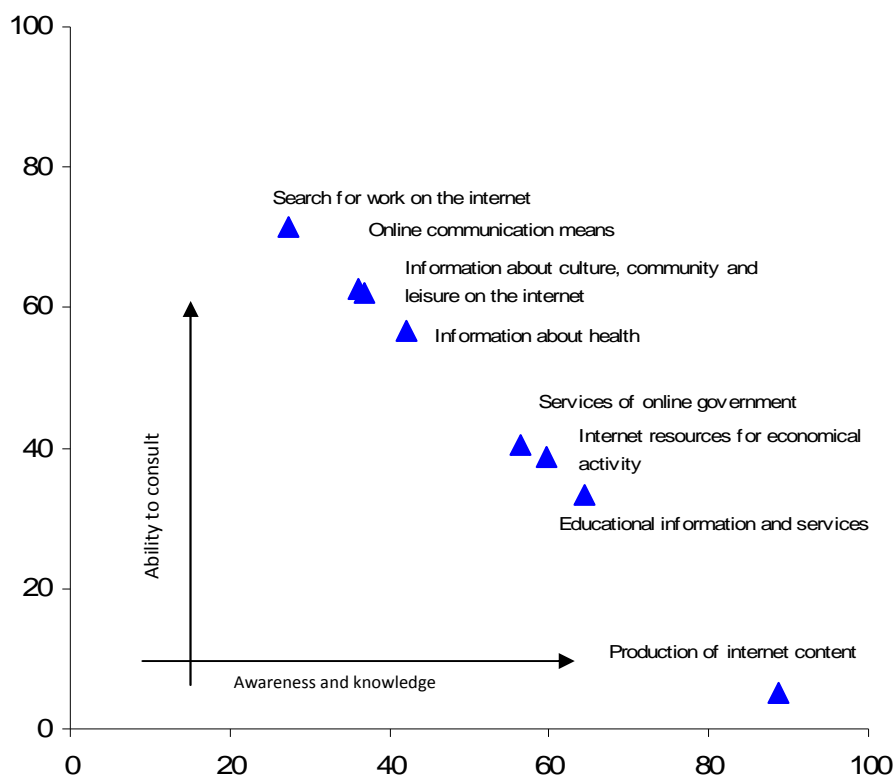


Theoretical (knowledge of the sphere and ability to use independently) knowledge of the librarians almost in all spheres is very high. A problematic area is the creation of internet content, where 56% of the respondents are unprepared to work independently and 6% even do not know such area. Best known areas in which librarians feel rather safely (can consult others) include search of work on internet, using of

electronic communication means, search of cultural, social and leisure information, and health information.

(Diagram 45)

Diagram 45. Web resources and possibilities. Knowledge and ability to give the benefit of one’s knowledge



*“Recognition and knowledge” is the sum percentage expressions of those who know the area but are incapable to use it and those who are able to use it, though insufficiently to consult others.

According to the research data of 2010, librarians’ knowledge on internet resources and possibilities of consulting increased almost in all areas (especially in the areas of health information, search of work, e-government).

In the perspective of 2008-2010, the smallest progress is noticed in the area of creating internet content. Stable increase is noticeable in some of the spheres (electronic communication means, cultural, social and leisure information, internet resources for economic activity) (outstanding balances are positive and in periods 2008-2009 and 2009-2010). Evaluations of IT skills of village librarians do not differ from general tendencies. (Diagrams 46-47)

Diagram 46. How well are you familiar with the following internet resources and opportunities? *Comparison of 2008-2010*

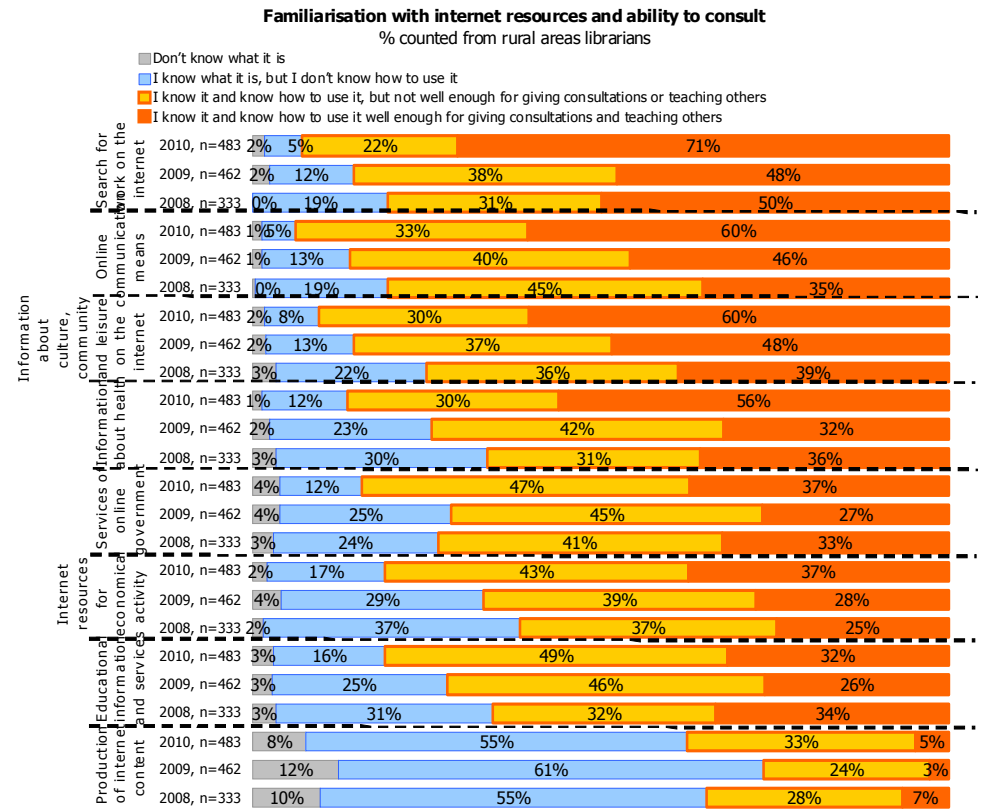
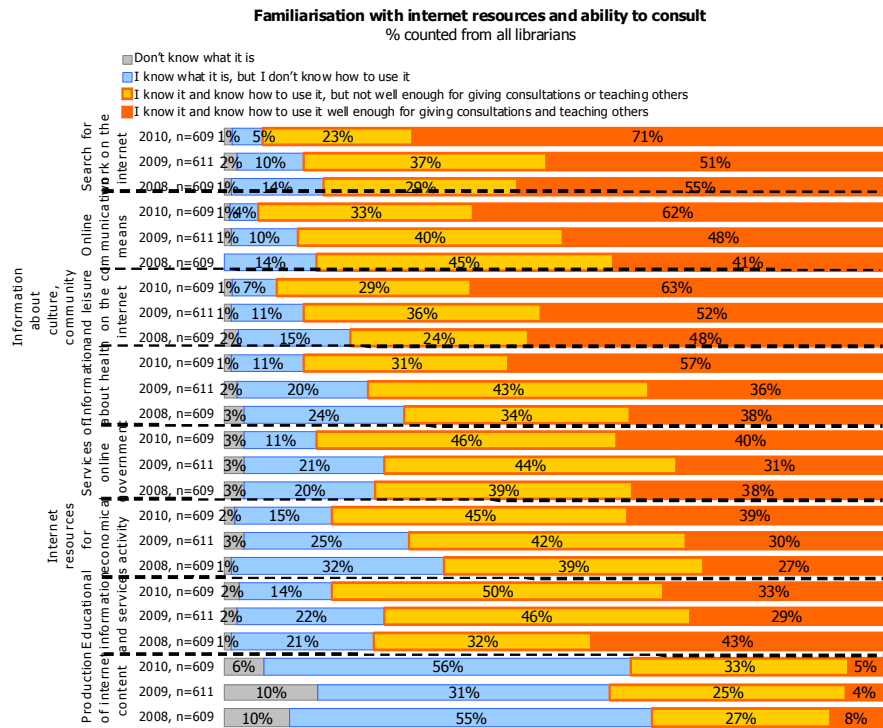
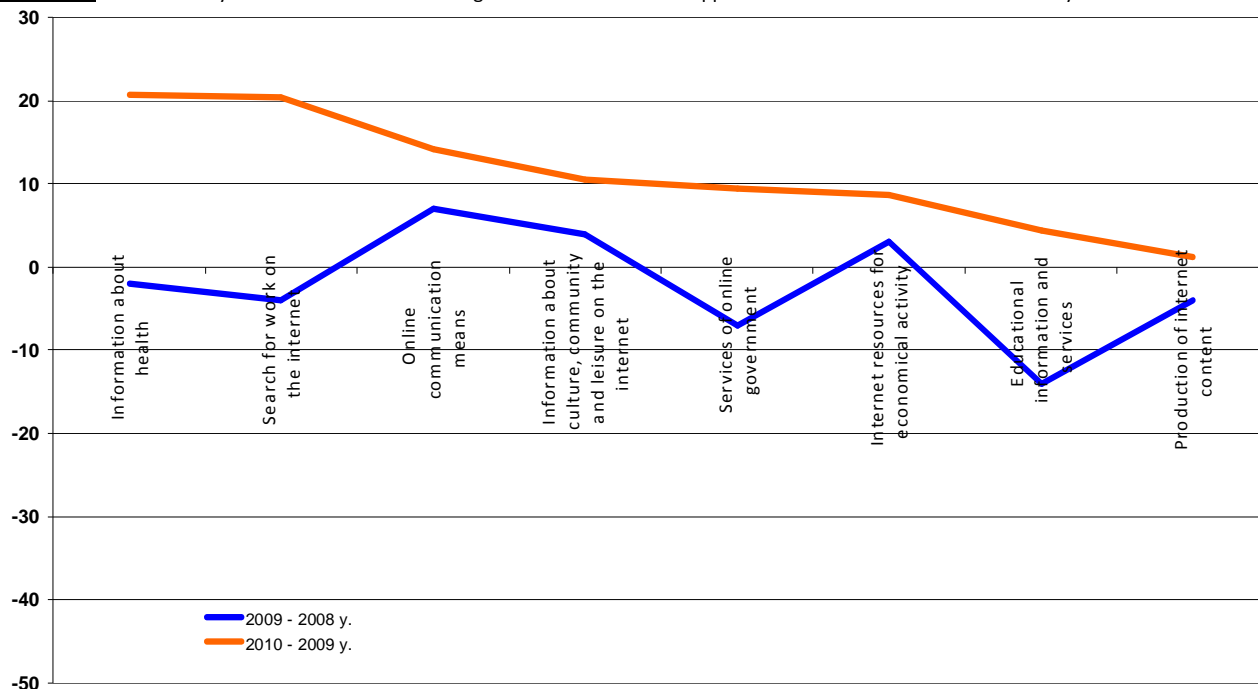


Diagram 47. How well are you familiar with the following internet resources and opportunities? 2010–2009 and 2009–2008 year evaluation *saldo*

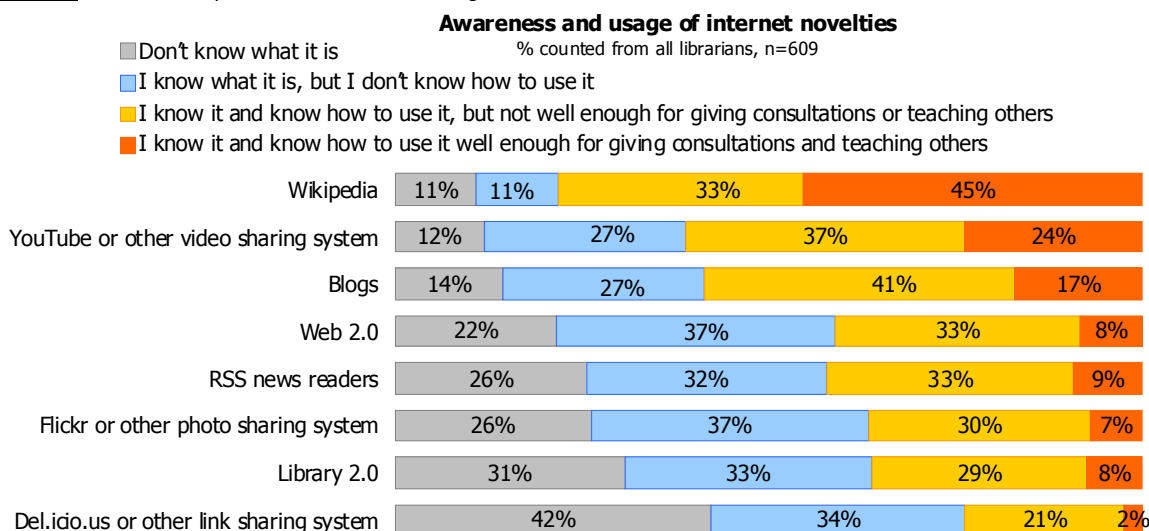


*based on the “knows and can give consultations” category

5.3.3 Librarians’ knowledge on internet innovations and ability to consult visitors

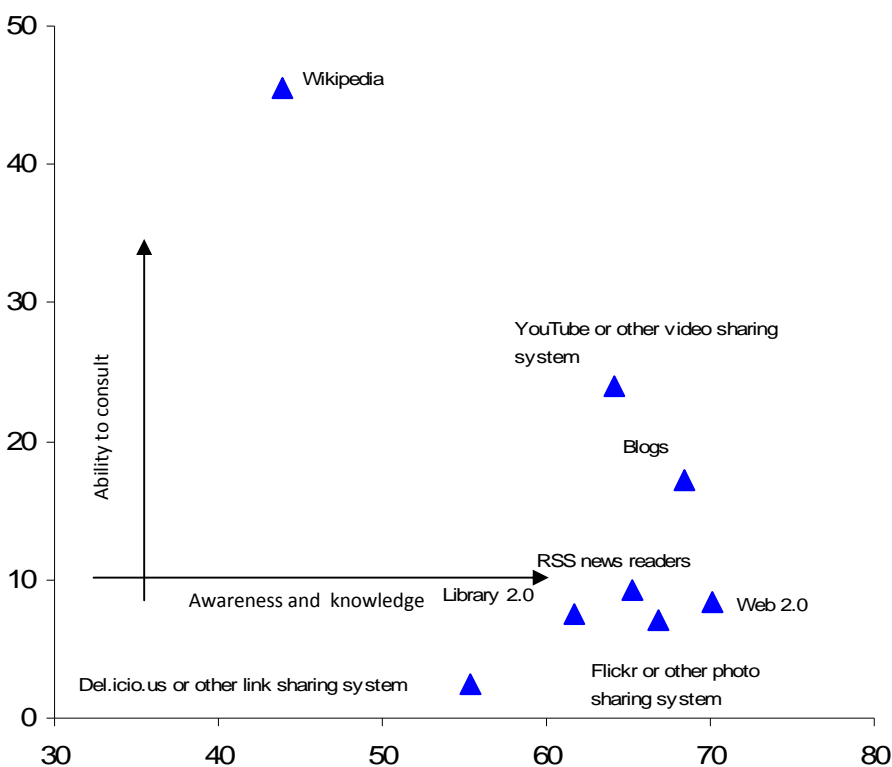
Based on the 2010 survey data, knowledge of librarians in the area of internet innovations are less than the general IT knowledge and skills previously discusses: Web 2.0 (know and can use, but insufficiently for consulting others: 37%, know and can use sufficiently well to consult and train others: 33%), Wikipedia (know and can use, but insufficiently for consulting others: 33%, know and can use sufficiently well to consult and train others: 45%), BLOGs (know and can use, but insufficiently for consulting others: 41%, know and can use sufficiently well to consult and train others: 17%), RSS news feeds (know and can use, but insufficiently for consulting others: 33%, know and can use sufficiently well to consult and train others: 9%), Flickr or other photo sharing application (know and can use, but insufficiently for consulting others: 30%, know and can use sufficiently well to consult and train others: 7%), Youtube (know and can use, but insufficiently for consulting others: 37%, know and can use sufficiently well to consult and train others: 24%), Del.icious (know and can use, but insufficiently for consulting others: 21%, know and can use sufficiently well to consult and train others: 2%), Library 2.0 (know and can use, but insufficiently for consulting others: 29%, know and can use sufficiently well to consult and train others: 8%). (Diagram 48)

Diagram 48. How much are you familiar with the following internet novelties?



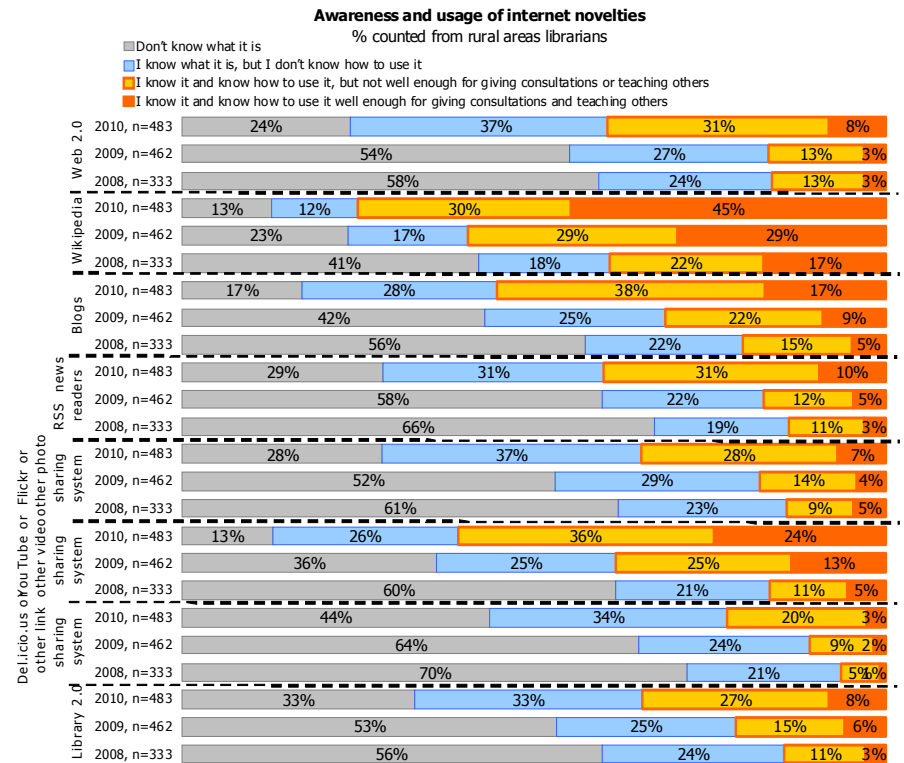
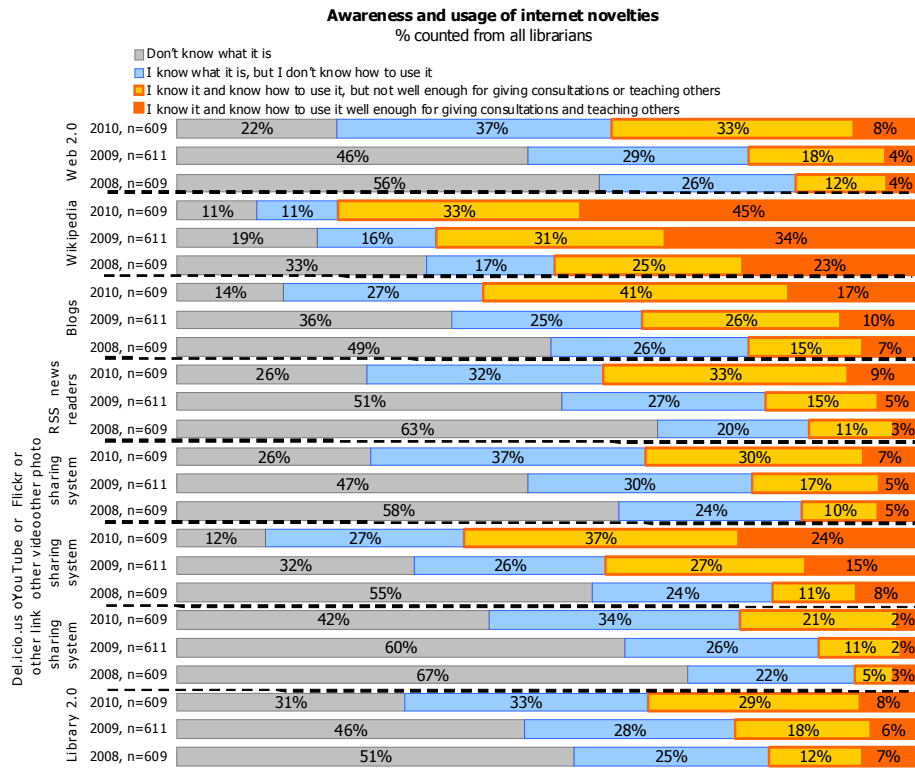
Differently from the evaluation of the general internet knowledge (chapter 5.3.2), the knowledge of internet novelties and ability to consult the users is insufficient. Web 2.0, RSS, Library 2.0, photos and internet link sharing resource use can only be consulted by less than 10% librarians. (Diagram 49)

Diagram 49. The internet novelties. knowledge and ability to pass the knowledge.



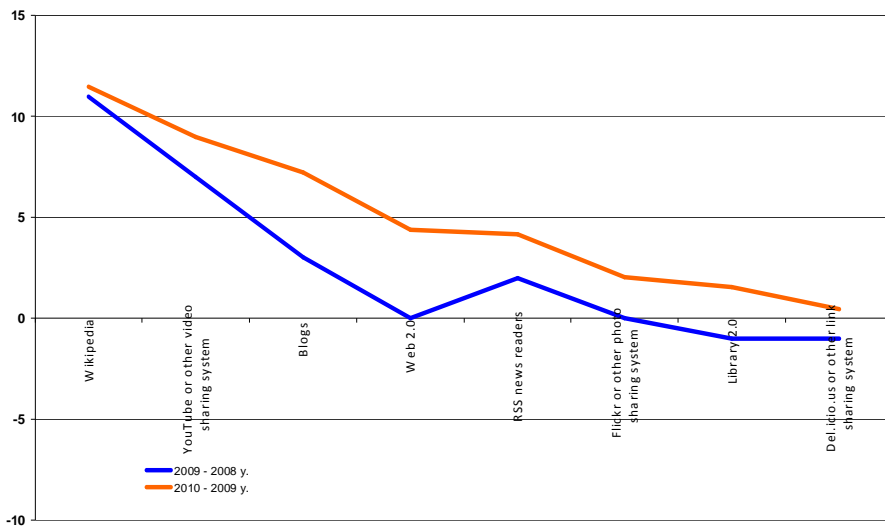
Substantial increase of familiarity with internet novelties (particularly in the areas of WIKI, BLOG, record sharing) is noticed in the perspective of 2008-2010. Smaller changes of knowledge are in familiarity with link sharing and Library 2.0. Evaluations of internet novelties of country branches librarians do not differ from general tendencies. (50 diagrama).

Diagram 50. How much are you familiar with the following internet novelties? *Comparison of 2008-2010*



Knowledge evaluation *saldo* has revealed an interesting tendency. As the knowledge on internet innovations increase every year, “expert” knowledge (knows enough to be able to consult others in many areas) is “frozen” during the whole survey period. Growth is noticed in several areas only: in using of Wikipedia, Youtube and BLOGs. Changes in other areas are minimal (close to 0). (Diagram 51)

Diagram 51. How much are you familiar with the following internet novelties? 2010–2009 and 2009–2008 year evaluation *saldo*



*based on the “knows and can give consultations” category

5.4 Knowledge about online threats

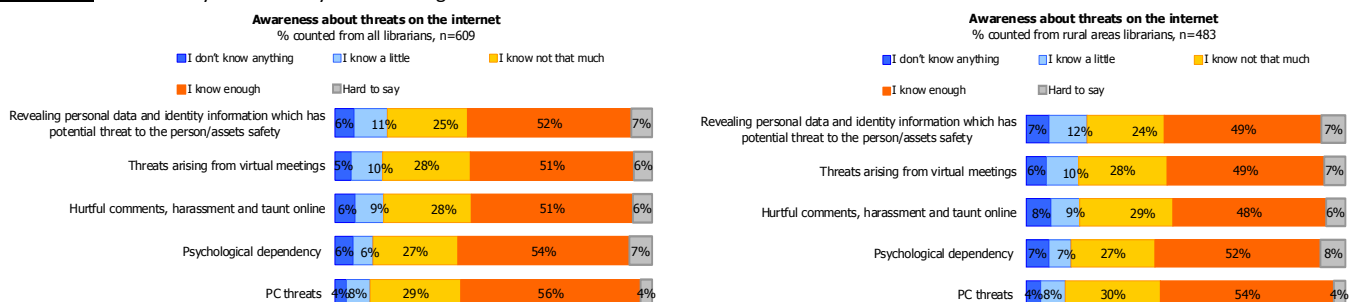
This area of knowledge and skill only included in the 2010 year survey, thus there will be no comparison with previous years provided.

Librarians information level in connection with threats arising from the use of internet is considerably high. Evaluation of the knowledge of the country branch librarians is only slightly lower and does not differ considerably from the general level of evaluation.

The librarians evaluate their knowledge in regards with PC threats better and threats for the personal data safety slightly worse. (Diagram 52)

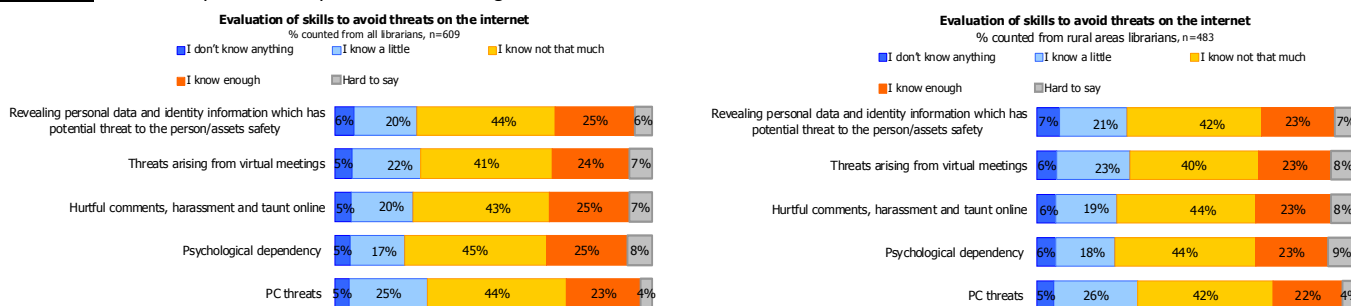
The knowledge of each area in connection with online threats is directly connected with the age of the respondents: younger respondents estimate their knowledge to be better.

Diagram 52. How would you evaluate your knowledge about these threats in connection with the use of internet?



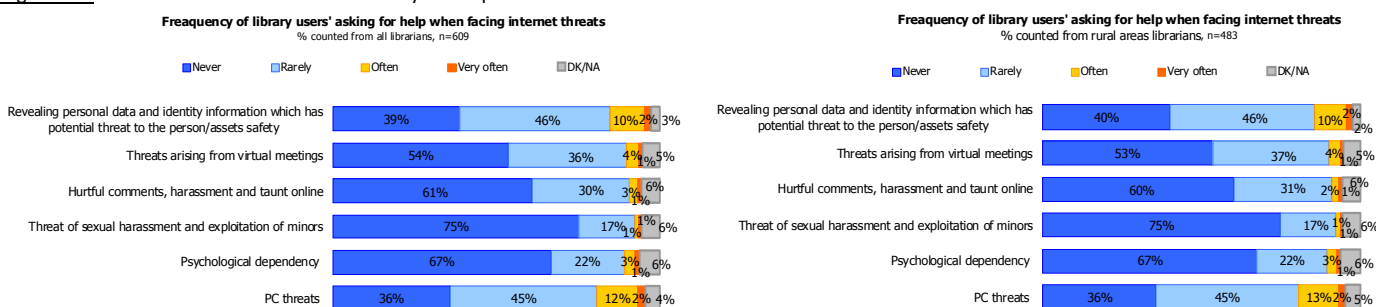
Abilities of prevention of internet related threats were rated by librarians lower than knowledge on sources of threats. The abilities to protect themselves from threats to computers were rated by the respondents the lowest (30% of the respondents rated their knowledge as insufficient and completely insufficient). While evaluating the knowledge of librarians servicing public internet accesses of country branches, there are no statistically significant qualitative differences between them and general evaluations. (Diagram 53) While comparing demographic groups, the importance of age factor (the evaluations of skills of younger respondents are higher) is also observed. Knowledge of city and country workers differs in some categories. City librarians rate their abilities in the areas of prevention of person’s data loss and psychological dependence better.

Diagram 53. How would you evaluate your skills of avoiding threats in connection with the use of internet?



“In real life” librarians usually confront with threats to computer and dangers of revealing personal information. While comparing real threats, the division between country and city disappears: the percentage of applications regarding negative impact of the internet is very similar. (Diagram 54) Other demographic factors are also insignificant.

Diagram 54. How often have the users asked for your help in face of such online threats?

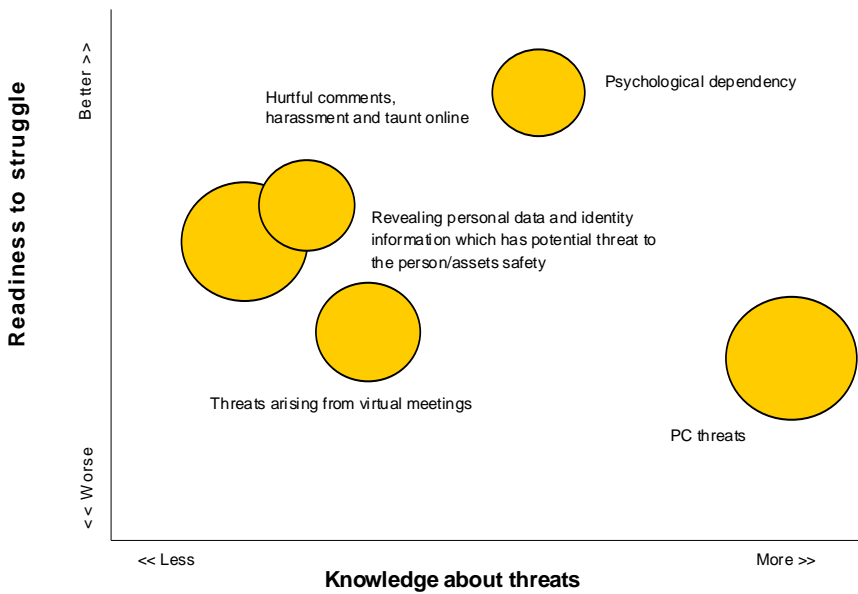


Summarizing the dimensions “knows – experienced – solved” several basic tendencies can be distinguished:

- Both knowledge and preparation to fight the dangers of virtual acquaintances and loss of personal information are the lowest, thus, require additional attention. The protection of personal information should be especially emphasized, since this area is more important according to the number of real cases;

- Psychological dependence is regarded as best known and controlled area. This is normal as the knowledge of this area are more “statistical” and universal, and the problem is easier recognizable;²⁰,
- Threats to computer are especially important and real, however, their solution is the most complex (special qualification is needed) since in contrast to psychological dependence threats to computers are specific and dynamic. One can forecast that in future the knowledge on general danger shall remain high and preparation for danger prevention shall remain low in this are. (Diagram 55)

Diagram 55. Knowledge, real confrontation and threat prevention preparation: the perception map.











* Size of the spheres is relational to the real threat (percent of librarians which have mentioned having been addressed about such threats).

²⁰ One can presume that the symptoms of dependence for years 2000, 2005, 2010 or any other should not differ, as well as TV or internet-dependence.

6. Representation and image

The chapter covers library representation, librarian PR skills and library image in 2008 – 2010 m. ²¹

-  The weakest areas of library representation are leadership and ability to address social partners for support. Only each second library-representing respondent has formed partnerships with other organizations. Central libraries are leading in the area of social partnership.
-  The main partners of libraries are non-governmental organizations and governmental institutions. Only each sixth branch office that is partnership cultivates relations with business structures.
-  **The trainings are one of the most important tools of popularization of the public internet access.** The trainings were indicated by 21% of respondents in 2009 and by 35% in 2010.
-  The survey of librarians observes in the area of IT trainings as one of means of promoting public internet access a huge gap between central branch offices and country, where trainings takes place twice as rarely (30% of country branch offices and 60% of central branch offices organized training 2 or more times).
-  **Evaluation of the library image is very positive and remains almost unchanged: the evaluation tendencies have barely changed in three years of evaluation.**
-  The strong point of the libraries is its staff, and the weak point is its appeal for youth.
-  The role of library as social interaction point is stressed in country libraries , and the novelty and material base of the library is of the most importance in city libraries.
-  Compared to previous surveys, library equipment and appeal for youth in 2010 received better evaluation.

6.1 Librarians' skills of representation and public relations

The chapter covers library representation and PR skills. ²²

6.1.1 General evaluations of library representation skills

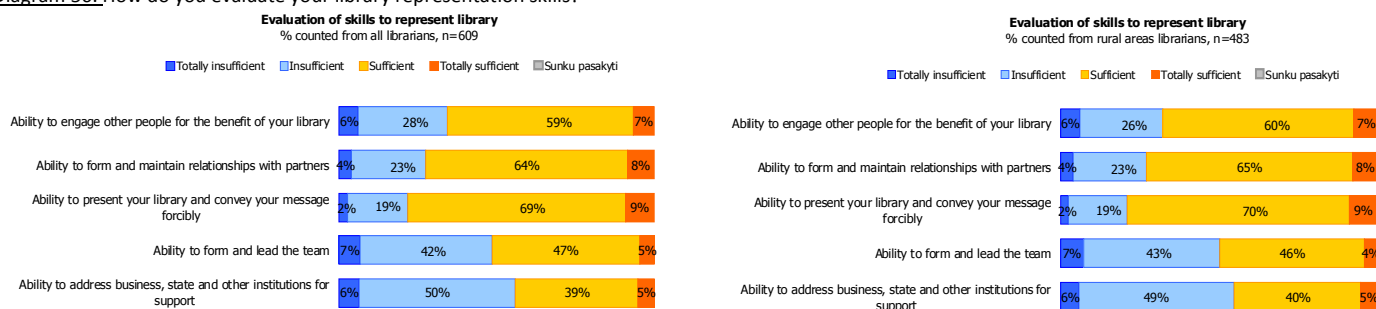
According to the research data of 2010, general representations skills by the librarians are evaluated rather favorably (ability to introduce the library and render a message in a forceful manner - 78%, ability to affiliate and cultivate relations with partners – 76% positive evaluations). More problematic spheres include the ability to organize a team and lead and the ability to apply for support to governmental and

²¹ Impact 5. Improved library representation

²² Control index 2B. Improved librarians' skills of representation and PR

business institutions. The results of self evaluation of representation by librarians of country branch offices do not differ from general tendencies. (Diagram 56)

Diagram 56. How do you evaluate your library representation skills?

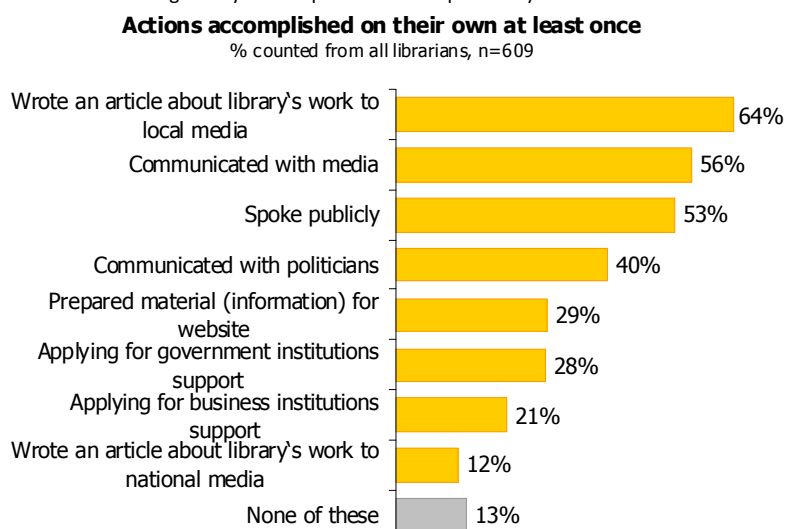


6.1.2 Ways of representing libraries and popularizing the services

Librarians are rather active in public activities. According to the research data of 2010, 54% of the respondents wrote for the local press an article on activities of the library, 56% of the respondents communicated with media, 53% talked publicly, 40% communicated with politicians. (Diagram 57)

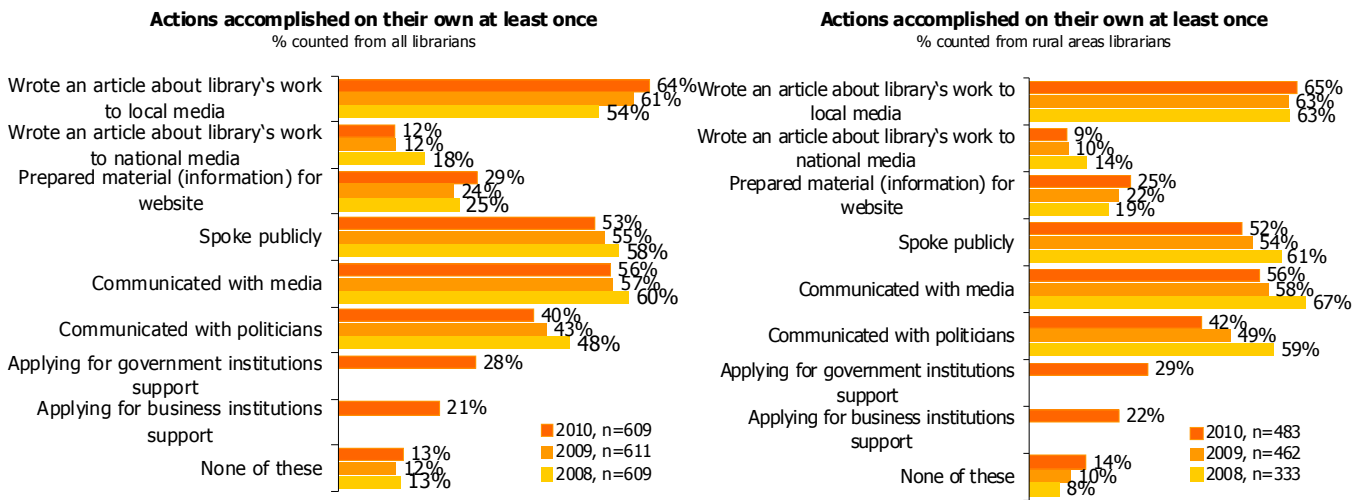
Younger respondents and respondents of city libraries are more active in the area of publicizing activities (in particular, in the area of publicizing via national media and websites).

Diagram 57. Which of the following have you ever performed independently?



While comparing respondents' actions related to publicizing of activities in the perspective of time (survey data of 2008-2010), increase is noticed in activity of writing articles to local press (+3% as compared with the survey results of 2009) and preparing material for website (+5% as compared with the survey results of 2009). (Diagram 58)

Diagram 58. Which of the following have you ever performed independently? Comparison of 2008-2010



6.1.3 Events of promoting public internet access

According to the research data of 2010, during the year 2009 most branch offices of libraries (50%) organized 1-2 events of promoting public internet access. One third of branch offices (30%) organized such events 3 or more times.

IT trainings were organized more intensively, though not so widely (27% of branch offices had no trainings): 41% had such trainings 3 or more times a year, 30% - 1 or 2 times. (Diagram 59)

The research of librarians observes in the sphere of IT trainings huge gap between central branch offices and country, where trainings takes place twice as rarely (30% of country branch offices and 60% of central branch offices organized training 2 or more times).

Diagram 59. How often has your library branch organized events aimed at encouraging the users to use public internet access and provided IT training/consultation services in 2009?

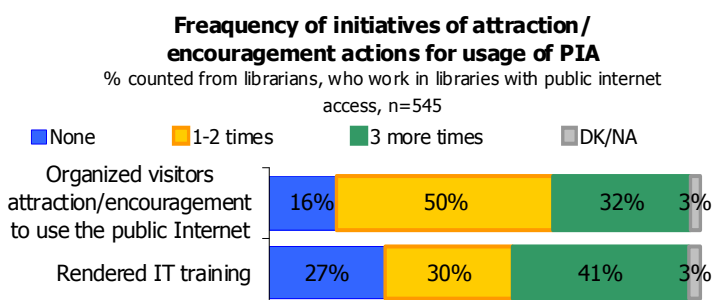
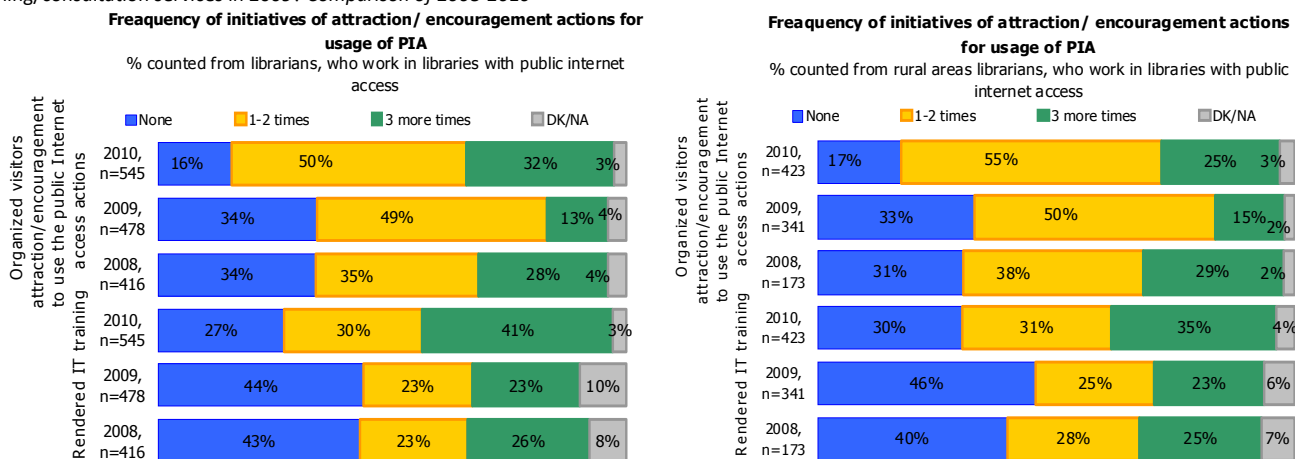


Diagram 60. How often has your library branch organized events aimed at encouraging the users to use public internet access and provided IT training/consultation services in 2009? *Comparison of 2008-2010*



Survey of 2010 indicates that the means used the most often to promote public internet access and encouraging people to use public internet access by the librarians were, accordingly, direct verbal encouragement 84%, notifications 60%, and fliers 26% and trainings 35%. Special seminars for promoting public internet access was the least used option (1%). (Diagram 61) Comparing results from 2008 and 2010 surveys, increase in trainings as means for encouraging people to use public internet access is observed. The trainings were indicated by 21% of respondents in 2009 and by 35% in 2010. (Diagram 62)

Diagram 61. Which from the listed below have you used in your work to promote public internet access and encourage people to use it?

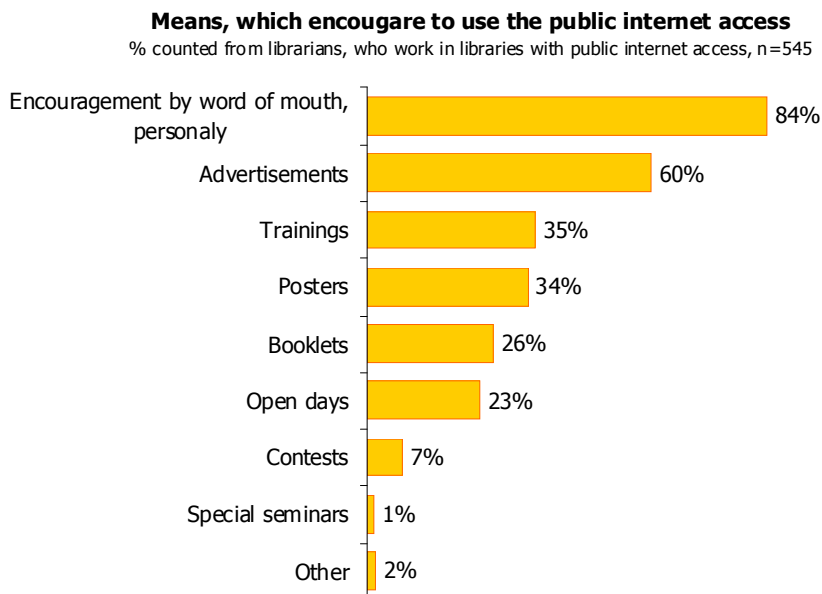
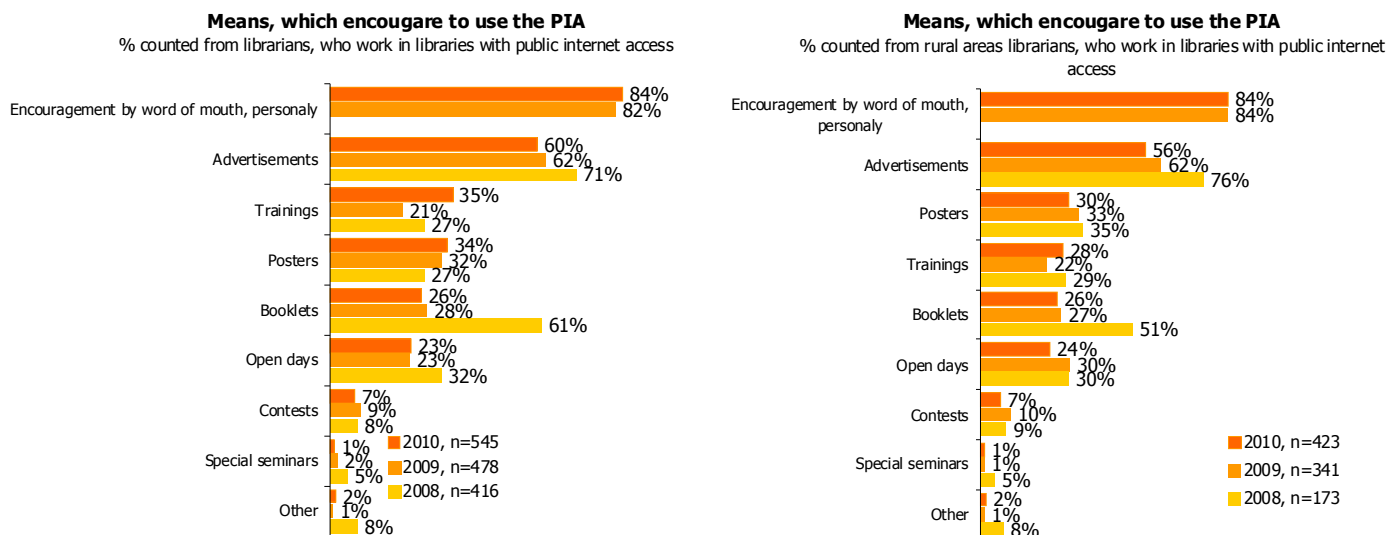


Diagram 62. Which from the listed below have you used in your work to promote public internet access and encourage people to use it? *Comparison of 2009-2010*



6.1.4 Representation of libraries via training of visitors

The role of librarians as consultants remains particularly important and rather steady during 2009-2010.²³ At least once a day visitors of public internet access are consulted by 95% of respondents. Average rate of consulting is 1-3 times a day (64% of cases). No differences are observed between consultations in city and country libraries (Diagrams 63 – 64)

Diagram 63. How often do you have to consult the users of the public internet access on various issues?

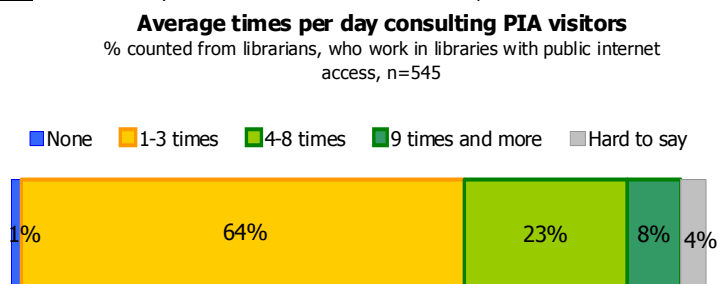
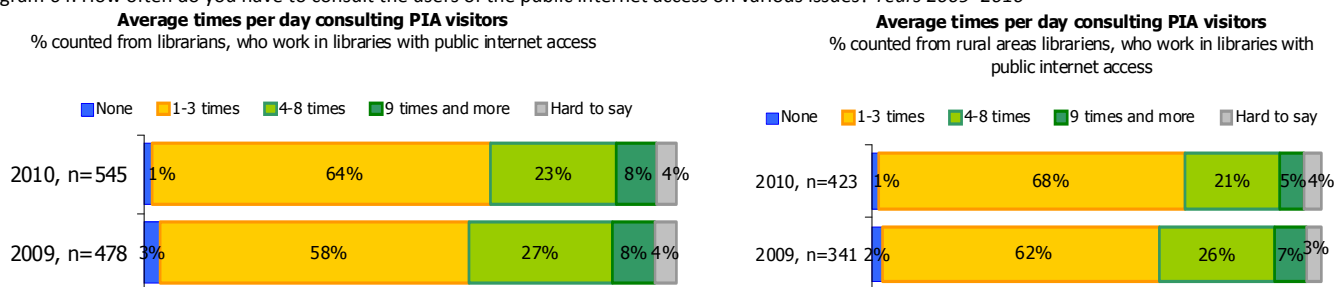
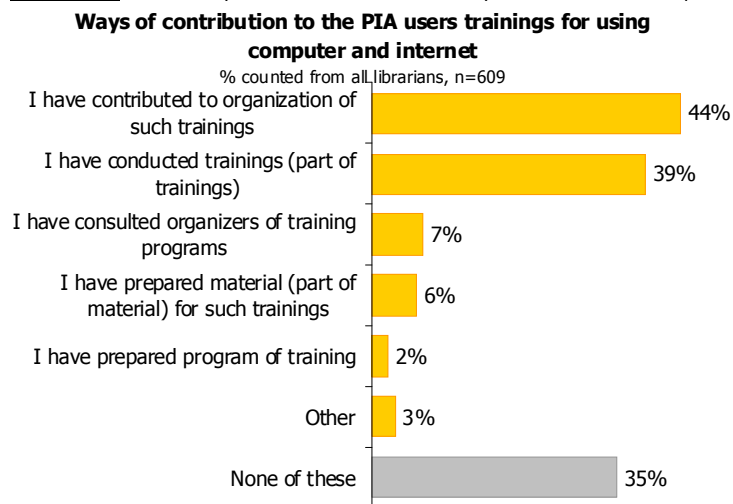


Diagram 64. How often do you have to consult the users of the public internet access on various issues? Years 2009–2010



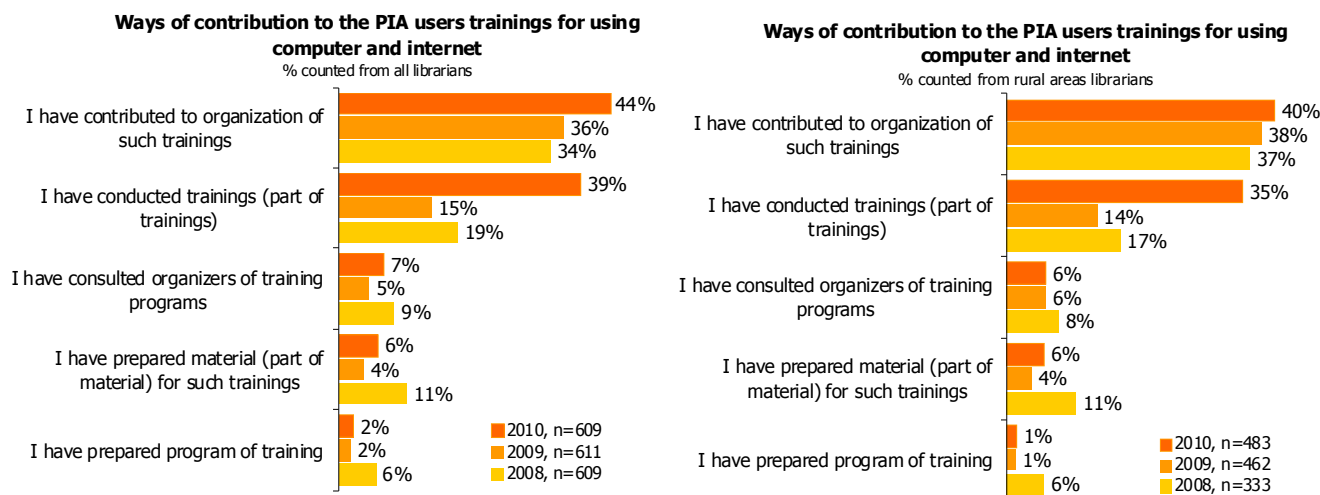
Most librarians contribute actively to training programs and projects aimed at library visitors. Data from 2010 indicates that 44% respondents have contributed to organization of trainings, 39% provided trainings (or part thereof), 6% prepared training materials (or part thereof), 7% consulted organizers of training programs, 2% prepared training programs. Substantial increase of participation of librarians in planning of trainings – 39% (15% in 2009) is observed in 2010. (Diagrams 65-65)

Diagram 65. In which ways from the listed below have you contributed to the public internet access user trainings to use PC and internet?



²³ Control index 2E. Number of librarians with user training/consultation skills

Diagram 66. In which ways from the listed below have you contributed to the public intern access user trainings to use PC and internet? *Comparison of 2008-2010*



6.1.5 Relations with social partners

Relations with social partners are undoubtedly a problematic area. According to the research data of 2010, partnership with other organizations is made only by every second respondent representing libraries (54%). The situation with engaging partnerships in the country is identical with the general tendencies: only 52% of respondents have entered into relationship with other organizations. (Diagrams 67-68) Central libraries are leading in the sphere of social partnership.

The main partners of libraries are non-governmental organizations and governmental institutions. Only each sixth branch office that is partnership cultivates relations with business structures.

Diagram 67. Have you entered into any partnerships with organizations while representing your library, and with which, if yes?

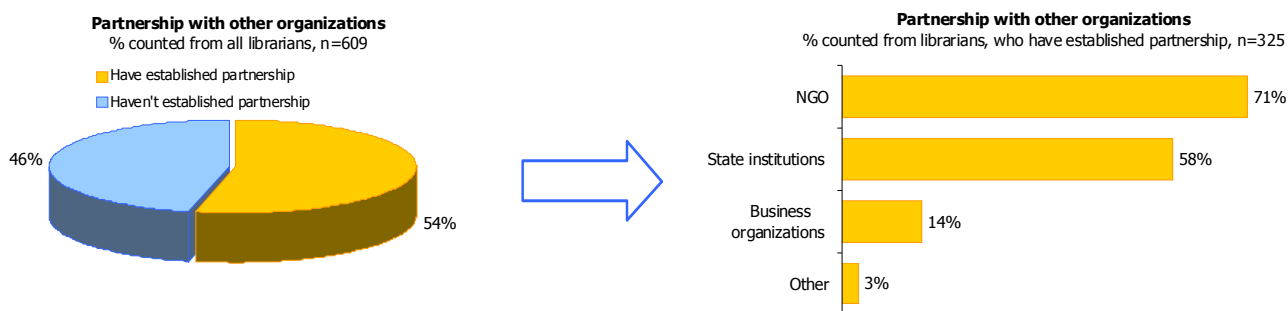
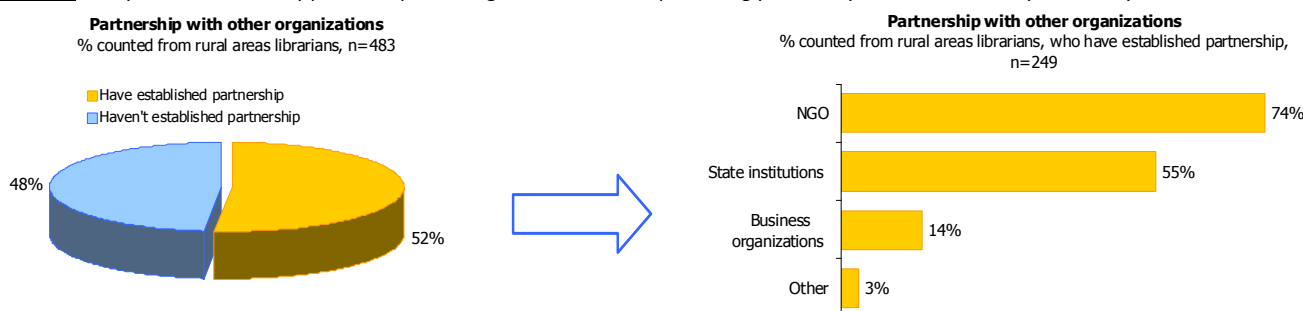


Diagram 68. Have you entered into any partnerships with organizations while representing your library, and with which, if yes? *Country branches:*



Based on the research results, the benefits given by partnership can be differentiated to material (monetary funds, other material resources – most support is received from business) and immaterial ones (support of ideas, organization of events, affiliating of contacts – most support comes from non-governmental organizations and governmental sector). (Diagrams 69-71)

Material support of state institutions was indicated by 33% librarians; support of non-governmental organization was 27%, and that of business organization was 63%.

Diagram 69. In which ways do your partners add to the library activities the most often? *State institutions*.

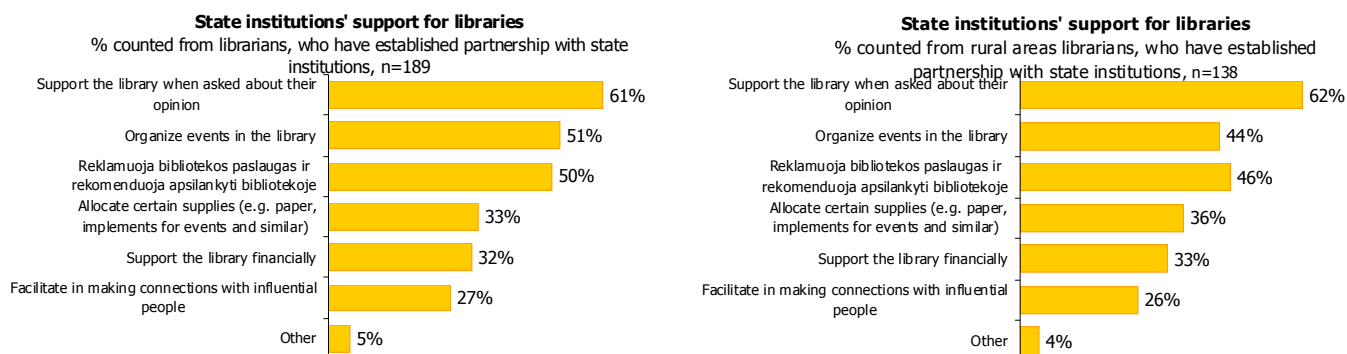


Diagram 70. In which ways do your partners add to the library activities the most often? *Business organizations*.

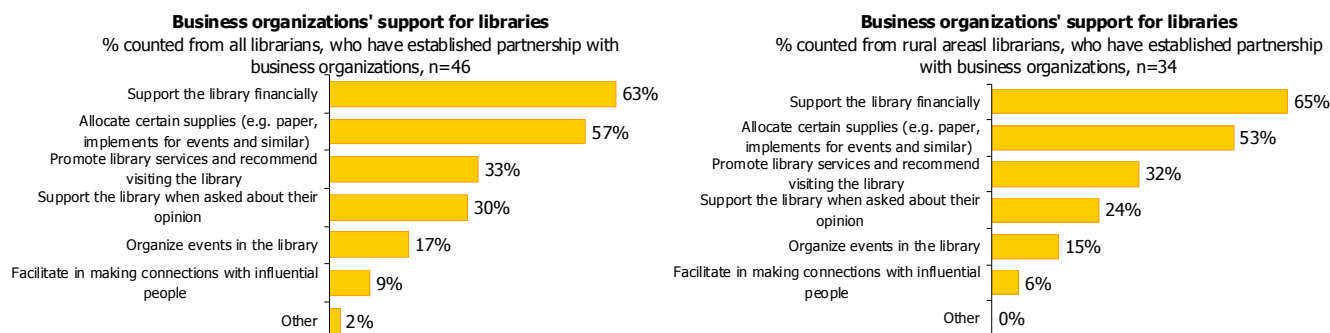
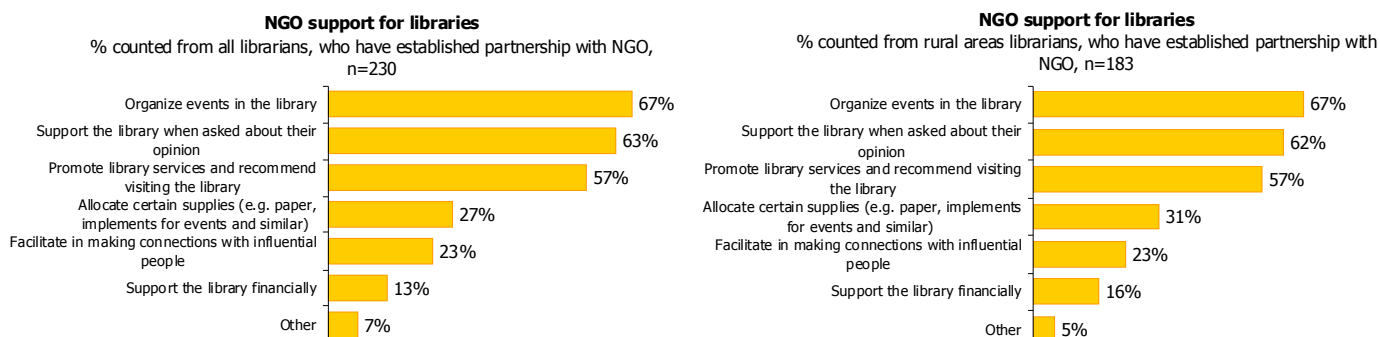


Diagram 71. In which ways do your partners add to the library activities the most often? *Non-governmental organizations*.



6.2 Library image

Library image²⁴ is a difficult category to evaluate by the opposites *positive – negative*, as the absolute majority of feedback is positive. The evaluations should be treated as a sort of rating of certain positive features (positive evaluations fluctuate from 75% to 99%).

In the opinion of librarians, the most important part of libraries – the personnel: libraries employ workers of high qualification; librarians are good helpers to the visitors, librarians are cheerful and polite.

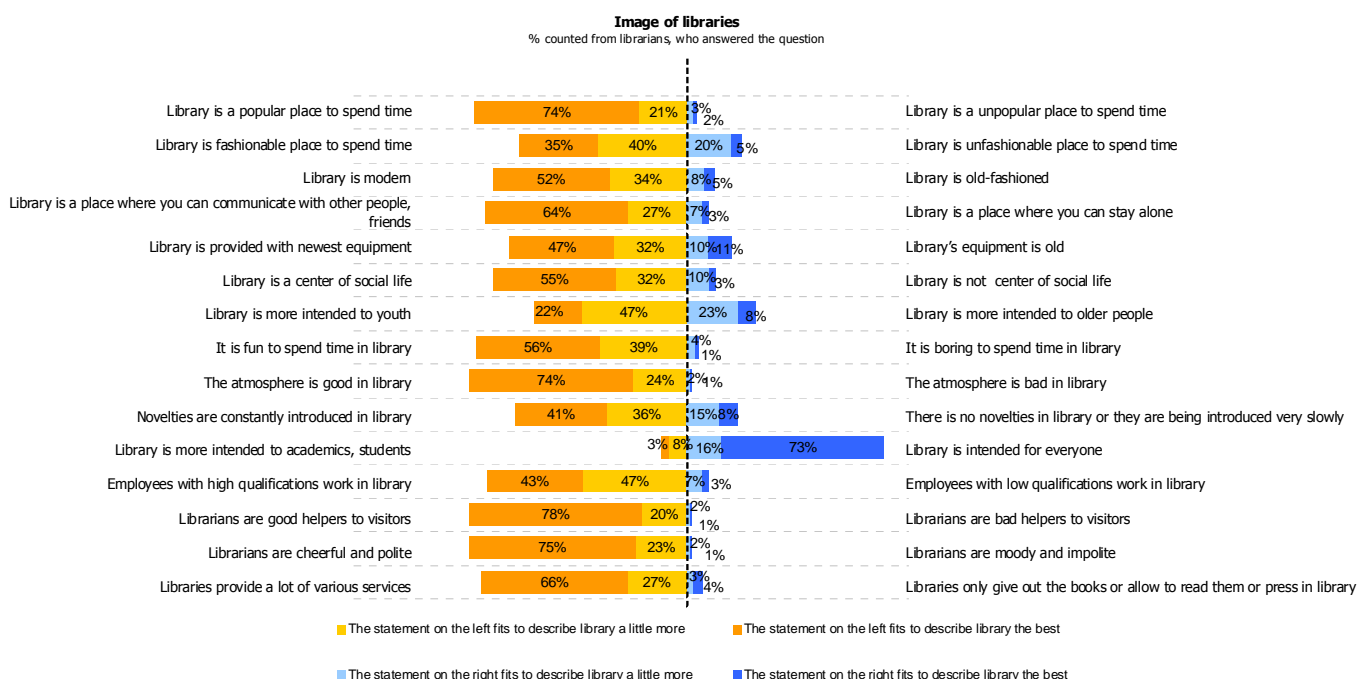
Extremely positive evaluation is given to the general environment, openness, democracy and versatility: the atmosphere in library is good, library is open for all willing, library renders many services.

Respondents think that libraries are attraction centers for people: it is a popular place to spend free time, centre of community life, a place for communication.

Respondents emphasize the conservativeness of libraries: not very fashionable (25%), more intended to older people (31%).

The infrastructure of libraries, technical equipment and rendered services are evaluated the worst: the equipment at library is old and outdated, no novelties are introduced at library or they are introduced very slowly. (Diagram 72)

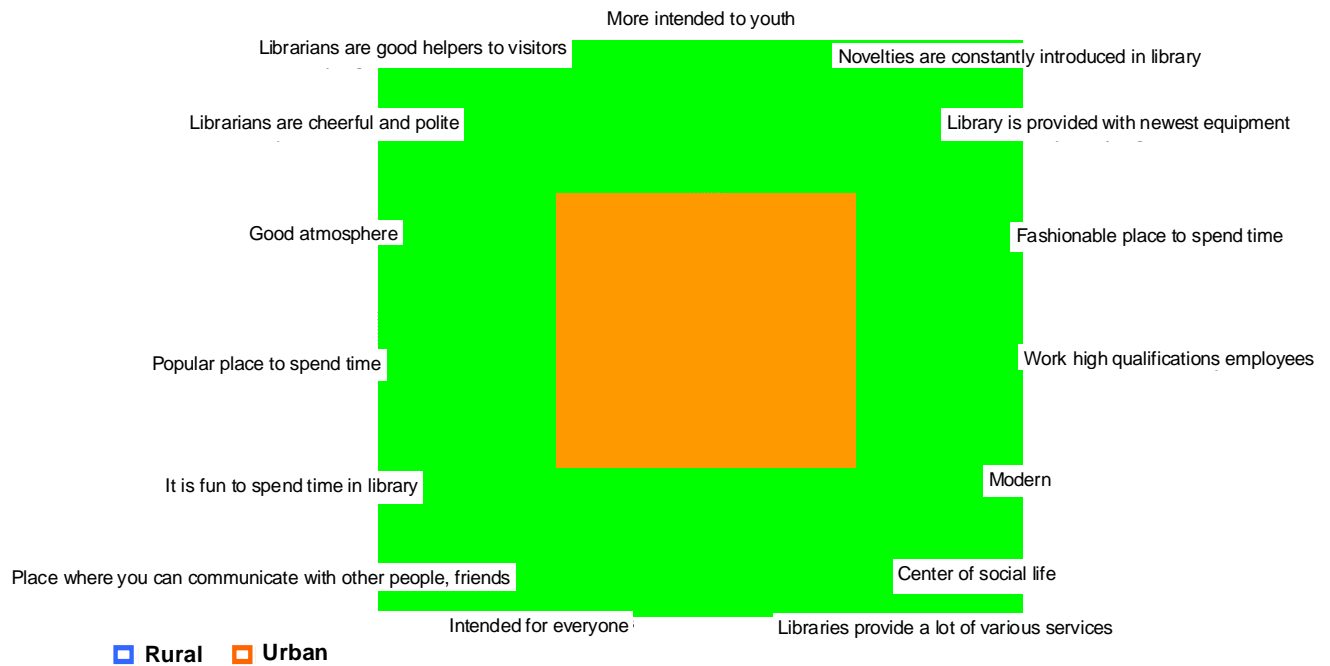
Diagram 72. Image of libraries



²⁴ Control index 5A. Reputation, public perception and profile of the library

The image of libraries by respondents of country and city is seen differently. In the country, library is more often consider to the center of social life, fashionable place and suitable for meetings. Respondents of city emphasize more the modernity and quality of services: innovations, the newest equipment, qualification of workers. (Diagram 73)

Diagram 73. Image of libraries. Compared opinions of town and country librarians.



* Legend: Curves represent the general index of evaluation (from left to right for evaluation of certain features). Pink area represents the right part of the semantic differential scale (more negative feedback), and the green area represents the left part of the scale (positive feedback).

Even though the understanding of libraries' image during the whole researched period is very stable, changes of evaluations are observed in some of the areas during the year 2008-2010. During the comparative period of three years, libraries are defined as more up-to-date, more modern (the newest equipment) and more intended to youth. (Diagrams 74-75)

Diagram 74. Image of libraries. Comparison of 2008-2010

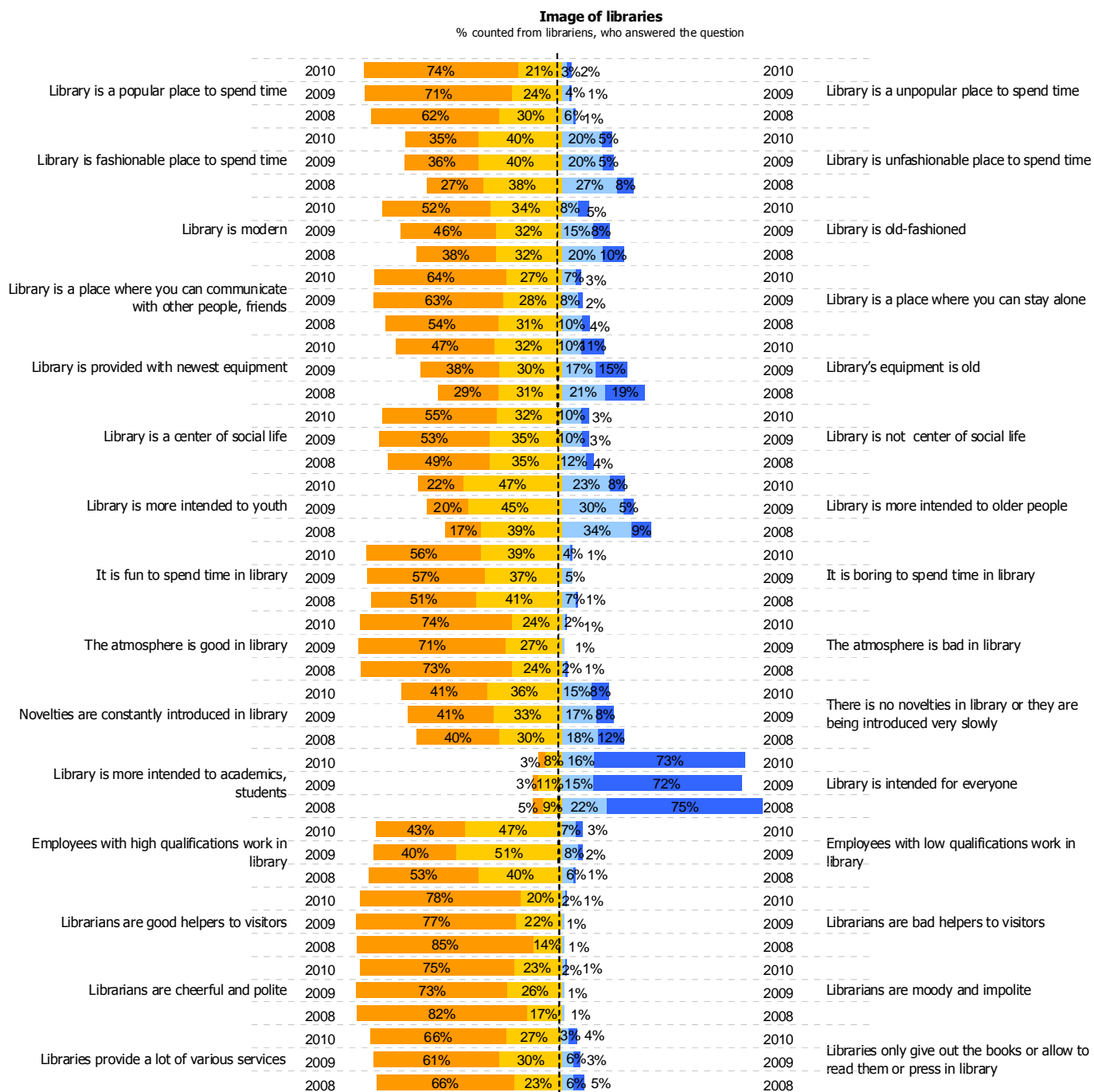
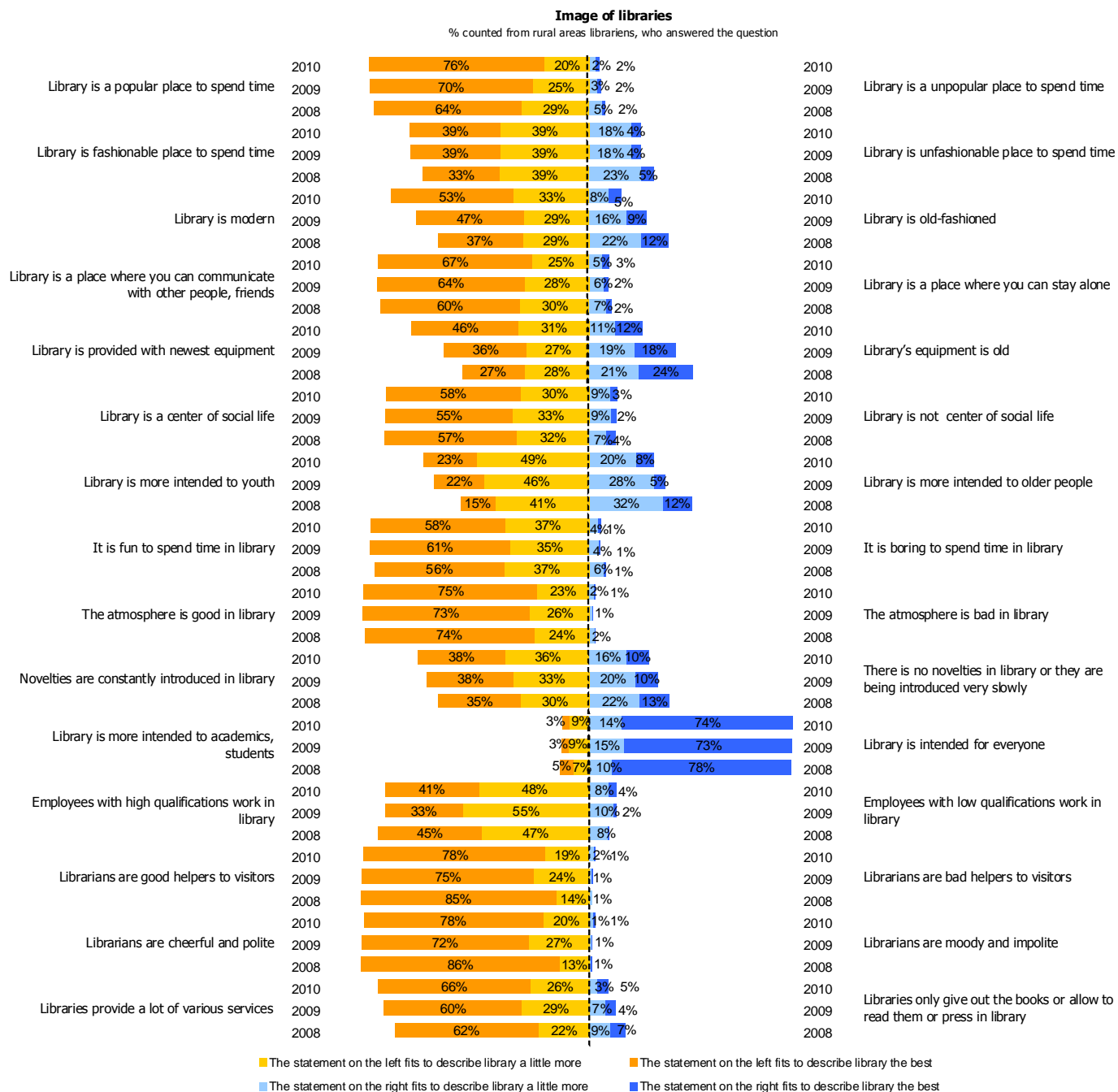


Diagram 75. Image of libraries. Comparison of 2008-2010 (Country branches)



7. Results summary

Research model provides much quantitative information based upon which the provisions for the further analysis can be developed.

Development of PC usage and public internet access in libraries: gap between city and country is becoming smaller.

Based on librarians survey in years 2008 to 2010 the PC usage in librarian's work has increased rapidly and sequentially. In 2010 PC usage in country subsidiaries has reached the general state level. 92% of country librarians use PC (the state level being 93%).

Public internet access points in country in year 2010 have also reached the mean state level (88% in country subsidiaries, mean country level 89%). In 2008 – 2010 the development of public internet access points in libraries has reach annual 10%. In the country the level of library subsidiaries providing public internet access services has reached 12 – 14% . Currently the cities are still ahead of the country libraries by the number of the public internet access points (97% in the cities), however should the development rate remain the same, the positions of both city and country will equal in a year (together with 100% internet coverage in the libraries participating in the project).

Employment of the public internet access in libraries. Rates of development and popularity match.

The rate of library users using the public internet services in years 2008 to 2010 has remained practically the same: ca. 15 - 18% of the subsidiaries surveyed are constantly facing queues of users waiting for public internet access. The flows of public internet access users on weekends are redistributed by decreasing number of users, only visiting libraries after work or during study time. However even after the decrease of "working" users the public internet access points are not always readily accessed: the same 18% of subsidiaries still incur the constant queues of users waiting for access.

Bearing in mind the rapid development of the public internet access points, the index of the employment (queue rate) of the public internet access points,, which remains almost the same, indicates that the increasing number of public access points in libraries only just maintains *status quo*, however the accessibility remains of the same quality: the users are to wait in queues in almost each fifth subsidiary participating in the project.

Help for librarians. Technological self-sufficiency increases.

Slight changes in the area of IT management took place in 2008-2010. The number of public internet access points serviced by hired persons has decreased and the number of librarians servicing the public internet access has gradually increased (2009 survey data shows that technical access to the public internet access

points was serviced by 9% from the interviewed librarians, and this number has increased to 15% in year 2010). Analogous tendencies are observed in country branch offices.

The “new content” is evaluated very positively; however the technological development alters the traditional function of the libraries.

When analyzing the 2008–2010 survey results, the increased satisfaction of the librarians with the “new” (IT-based) library base and services is observed and the gap from the “traditional” library ever increases both in the sense of popularity and support. The largest positive shift in 2010 was the ability to get support online (51% from the interviewees have indicated improvement in this area). The largest negative change is observed in the material base in connection with the “traditional” library mission: renewing the assortment of books, variety of periodicals and other publications (CD, DVD).

Knowledge and skills of the librarians. The general IT skills are sufficient, however the librarians are still behind the novelties of the internet. IT knowledge is extremely dynamic and fast aging. Constant studies are required for maintaining the level of knowledge.

Theoretical (knowledge of the area and ability to use independently) knowledge of the librarians almost in all areas is very high. Problematic area is creation of internet content, where 56% of the respondents are unprepared to work independently and 6% don't even know what to do in this area. Best known areas in which librarians feel rather safely (can consult others) include online job search, using of electronic communication means, search of cultural, social and leisure information, and health information.

Differently from the evaluation of the general internet knowledge, the knowledge of internet novelties and ability to consult the users is insufficient. Web 2.0, RSS, Library 2.0, photos and internet link sharing resource use can only be consulted by less than 10% librarians.

As the knowledge on internet innovations increase every year, “expert” knowledge (knows enough to be able to consult others in many areas) remains “frozen” during the whole period of research. Increase is noticed in several areas only: in using of “Wikipedia”, “Youtube” and BLOGs. Changes in other areas are minimal (close to 0).

Internet threats. Fairly well recognized, however the knowledge of how to prevent them remains insufficient.

Abilities of prevention of internet related threats were rated by librarians lower than knowledge on sources of threats. The abilities to protect themselves from threats to computers were rated by the respondents the lowest (30% of the respondents rated their knowledge as insufficient and completely insufficient).

Both knowledge and preparation to fight the dangers of virtual acquaintances and loss of personal information are the lowest, thus, require additional attention. The protection of personal information should be especially emphasized, since this area is more important according to the number of real cases.

Psychological dependence is regarded as best known and controlled area. Such threats are more static and universal, and the problems are easily recognized (various dependencies share similar features).

PC threats are real and of utmost importance (the majority of user claims address this issue specifically), however they are the most difficult to solve (special qualification is required). Differently from the psychological dependence, the PC threats are very specific and dynamic ones. One can forecast that in future the knowledge on general danger shall remain high and preparation for danger prevention shall remain low in this area.

Representation and social partners. The potential of the business sector is not used.

Based on the research results, the benefits given by partnership can be differentiated to material (monetary funds, other material resources – most support is received from business) and immaterial ones (support of ideas, organization of events, affiliating of contacts – most support comes from non-governmental organizations and governmental sector).

The main partners of libraries are non-governmental organizations and governmental institutions. Only each sixth branch office that is partnership cultivates relations with business structures.

The weakest areas of library representation are leadership and ability to address social partners for support. Only each second library-representing respondent has formed partnerships with other organizations. Central libraries are leading in the area of social partnership.

Targeted popularization events and popularization of library activities during user trainings is becoming ever more important.

According to the research data of 2010, during the year 2009 half of library branches (50%) organized 1-2 events of popularizing public internet access. One third of branch offices (30%) organized such events 3 or more times. IT trainings were organized more intensively, though not so widely (27% of branch offices had no trainings at all): 41% had such trainings 3 or more times a year, 30% - 1 or 2 times.

The trainings are one of the most important tools of popularization of the public internet access. The trainings were indicated by 21% of respondents in 2009 and by 35% in 2010. In the area of trainings a huge gap between central branch offices and country libraries, where trainings takes place twice as rarely (30% of country branch offices and 60% of central branch offices organized training 2 or more times), is observed.

Evaluation of the library image is very positive, it however remains almost unchanged: the evaluation tendencies have barely changed in three years of evaluation. Compared to previous surveys, library equipment and appeal for youth in 2010 received better evaluation.

In the opinion of library workers, the strongest point of the library is its staff (professional qualification, communication skills) and the weakest point is its appeal for youth. This feature has received better evaluation in 2010 (rate of “for all” answers increases proportionally). The newest survey has also revealed improved evaluation of the novelty of library equipment.

The role of library as social interaction point is stressed in country libraries , and the novelty and material base of the library is of the most importance in city libraries.

Appendix A. Questionnaire

Instrument 1. Questionnaire for the Librarians

LET'S TALK ABOUT THE INTERNET

1. Do you yourself use computer (-s) in library? (SINGLE ANSWER)

1. Yes 2. No

2. Is there any internet access for visitors currently in the library? (SINGLE ANSWER)

1. Yes
2. No -> SKIP TO QUESTION 19A

3. Who renders technical maintenance for the public internet access computers in your library (except guarantee service)? (MULTIPLE)

1. IT specialist from central library;
2. Hired person / company;
3. Librarians who look after the public internet access;
4. Nobody; -> SKIP TO QUESTION 5
5. Other (Specify) _____

4. Is the quality of rendered technical maintenance for the public internet access computers satisfactory or unsatisfactory? (SINGLE ANSWER)

1. Completely unsatisfactory 2. Unsatisfactory 3. Satisfactory 4. Completely satisfactory

5. What methodical, consultation assistance is available for you when rendering services of the public internet access in the library? (MULTIPLE)

1. Consultations of central library employees;
2. Work managers, guidelines;
3. Material for users' training and consulting;
4. Other (Specify) _____
5. None of methodical help is accessible -> SKIP TO QUESTION 7

6. Is available methodical assistance for you sufficient or insufficient? (SINGLE ANSWER)

1. Fully insufficient 2. Insufficient 3. Sufficient 4. Fully sufficient

7. Do the queues of those waiting to use the public Internet access workplaces form on an ordinary working day? (SINGLE ANSWER)

1. Yes, there are always queues independently from day or daytime;
2. Yes, the queues are only at the particular days or hours;
3. No, there are no queues.

8. Do the queues of those waiting to use the public Internet access workplaces form on weekends? (SINGLE ANSWER)

1. Yes, on weekends there are queues almost always independently from weekend's day or daytime
2. Yes, the queues are only at particular weekend's day or hour
3. Library doesn't work on weekends
4. No, there are no queues

9. Is the speed of the Internet sufficient to meet the needs of the visitors at present flow of visitors using the Internet in your library? (SINGLE ANSWER)

1. Fully insufficient; 2. Rather insufficient; 3. Rather sufficient; 4. Fully sufficient 5. Hard to say

10. How in your opinion the PUBLIC INTERNET ACCESS provided by the library is beneficial for the local community? Indicate 3 most important points in your opinion. (A FEW ANSWERS ARE POSSIBLE)

1. Enriches leisure time (entertainment, news, stories websites)
2. Improves communication with friends and relatives (email, chats, meeting websites)
3. Facilitates performing certain jobs (preparation of work-related reports, sending documents, scanning, text editing)
4. Facilitates performing certain studies projects (preparation of homework, papers, reports)
5. Helps contacting national and local authorities electronically (searching for contacts, sending e-queries)
6. Facilitates job searches
7. Helps taking care of one's health (finding information about medicinal products, doctors, registering with specialists)
8. Saves money (paying for utilities via e-banks, comparing prices in various shops)
9. Ability to purchase things online
10. Ability to earn money online (create own website and engage in commercial activities, sales of one's things)
11. None from the above
12. Other (indicate): _____

12. Which areas of the information listed below are used by the users of the public internet access the most often? Indicate the 3 most used areas. (MARK IN COLUMN B6-12. USED, SEVERAL ANSWERS ARE POSSIBLE)

13. Which areas of the information listed below are the readers in your library motivated and encouraged to use? (MARK IN COLUMN B6-13. ENCOURAGED, SEVERAL ANSWERS ARE POSSIBLE)

	B6-12 USED	B6-13 ENCOURAGED TO USE
1. Electronic means of communication (email, forums, internet chats)	1	1
2. E-governance services (services provided by municipality and central authorities, search for legal acts)	2	2
3. Internet resource for economic activities (e-declaration, e-bank, e-sales)	3	3
4. Job search online	4	4
5. Education information and services (remote studies, information about study opportunities, online encyclopedia, subscribed databases)	5	5
6. Cultural, community and leisure information online (websites, regional studies, event information, news portals)	6	6
7. Health information (e-registration with specialists, information about health, diseases, medicinal products, health services).	7	7
8. Creating websites (content management system knowledge, personal website creation tools)	8	8
9. Internet novelties (blogs, RSS, Flickr, Del.icio.us)	9	9
10. None of these	10	10
11. Hard to tell / I don't know	11	11

14. How often has your library branch organized events aimed at encouraging the users to use public internet access and provided IT training services in 2009? (SELECT ONE ANSWER IN EACH ROW)

	Not once	1-2 times	3 times and more	I don't know
1. Organized events aimed at encouraging the users to use public internet access (seminars, competitions, open doors days and similar)	1	2	3	4
2. Provided services of IT training (either in groups or individually)	1	2	3	4

14a. On average, how much times per day do you consult PIA visitors (by consulting we mean short consult near the computer)? (SINGLE ANSWER)

1. None
2. 1-3 times
3. 4-8 times
4. 9 times and more
5. Hard to say

15. Has your library organized visitors attraction/encouragement actions for the mentioned residents groups during 2009? (CODE IN COLUMN 15, MULTIPLE ANSWERS IN A COLUMN)

16. Has your library rendered IT training for the mentioned residents groups during 2009? (CODE IN COLUMN 16, MULTIPLE ANSWERS IN A COLUMN)

17. Has your library rendered IT consultation services for the mentioned residents groups during 2009? (CODE IN COLUMN 17, MULTIPLE ANSWERS IN A COLUMN)

	15. Organized visitors attraction/encouragement to use the public Internet access actions	16. Rendered IT training	17. Provided consultation services about IT
1. Disabled	1	1	1
2. Pensioners	2	2	2
3. Village people	3	3	3
4. Unemployed people	4	4	4
5. Children from families of social risk	5	5	5
6. Children, whose parents have left to work abroad	6	6	6

18. Which of named means do you use in your work to promote the public internet access and to encourage people to use it?
(MULTIPLE)

1. Booklets
2. Posters
3. Advertisements
4. Open days
5. Special seminars
6. Contests
7. Trainings
8. Encouragement by word of mouth, personally
9. Other (SPECIFY) _____

19a. How often do you service the groups of residents that I will name you? (CODE ANSWERS IN A PARTICULAR COLUMN, MULTIPLE ANSWERS IN ONE COLUMN)

	19a.1. Disabled	19a.2. Pensioners	19a.3. Village people	19a.4. Unemployed people	19a.5. Children from families of social risk	19a.6. Children, whose parents have left to work abroad
1. Everyday	1	1	1	1	1	1
2. Several times a week	2	2	2	2	2	2
3. Once a week	3	3	3	3	3	3
4. Several times a month	4	4	4	4	4	4
5. Once a month	5	5	5	5	5	5
6. Several times a year	6	6	6	6	6	6
7. More seldom	7	7	7	7	7	7
8. Never	8	8	8	8	8	8
9. I don't know, if they belong to any of these groups	9	9	9	9	9	9

19 What services in your library do these residents groups use? (CODE ANSWERS IN A PARTICULAR COLUMN, MULTIPLE ANSWERS IN ONE COLUMN)

	19.1. Disabled	19.2. Pensioners	19.3. Village people	19.4. Unemployed people	19.5. Children from families of social risk	19.6. Children, whose parents have left to work abroad
1. Dispense of books	1	1	1	1	1	1
2. Dispense of other publications (programs for language learning, CD, DVD, art publications, notes, etc.)	2	2	2	2	2	2
3. Reading of periodical press	3	3	3	3	3	3
4. Usage of public internet access	4	4	4	4	4	4
5. Learning computer literacy courses	5	5	5	5	5	5
6. Watching video	6	6	6	6	6	6
7. Listening audio records	7	7	7	7	7	7
8. Usage of information data bases on the internet	8	8	8	8	8	8
9. Playing computer games	9	9	9	9	9	9
10. Other (specify) _____	10	10	10	10	10	10
11. I don't know, if they belong to any of these groups	11	11	11	11	11	11

20. How would you evaluate your skills in 4 point scale, where 1 means completely insufficient, 4 – completely sufficient? (CODE FOR EVERY STATEMENT, SINGLE ANSWER IN A ROW)

		Completely insufficient	Insufficient	Sufficient	Completely sufficient
1	Usage of computer	1	2	3	4
2	Internet resources (search, online services and others)	1	2	3	4
3.	Internet innovations (Web2, blogs, RSS, wiki)	1	2	3	4
4.	Users with special needs (ex. Vision disorders) service knowledge and skills	1	2	3	4
5.	Publicizing of library's services to the society	1	2	3	4
6.	Communication with the mass media, government representatives	1	2	3	4

20a. How would you evaluate your knowledge about these threats in connection with the use of internet? Use the 4 grades scale, where 1 = I don't know anything, 4 = I know enough? (SELECT ONE ANSWER IN EACH ROW FOR EACH STATEMENT)

		I don't know anything	I know a little	I know not that much	I know enough	DK/NA
1	Revealing personal data and identity information which has potential threat to the person/assets safety (e.g. bank data, registration in websites, access codes, revealing personal ID code and similar)	1	2	3	4	99
2	Threats arising from virtual meetings	1	2	3	4	99
3	Hurtful comments, harassment and taunt online	1	2	3	4	99
4	Psychological dependency	1	2	3	4	99
5	PC threats (e.g. viruses)	1	2	3	4	99
6	Other (indicate): _____	1	2	3	4	99

20b. How would you evaluate your skills of avoiding threats in connection with the use of internet? Use the 4 grades scale, where 1 = Totally insufficient, 4 = Totally sufficient? (SELECT ONE ANSWER IN EACH ROW FOR EACH STATEMENT)

		Totally insufficient	Insufficient	Sufficient	Totally sufficient	DK/NA
1	Revealing personal data and identity information which has potential threat to the person/assets safety (e.g. bank data, registration in websites, access codes, revealing personal ID code and similar)	1	2	3	4	99
2	Threats arising from virtual meetings	1	2	3	4	99
3	Hurtful comments, harassment and taunt online	1	2	3	4	99
4	Psychological dependency	1	2	3	4	99
5	PC threats (e.g. viruses)	1	2	3	4	99
6	Other (indicate): _____	1	2	3	4	99

20c. How often have the users asked for your help in face of such online threats? Use the 4 grades scale, where 1 = Never, 4 = Very often? (SELECT ONE ANSWER IN EACH ROW FOR EACH STATEMENT)

		Never	Rarely	Often	Very often	DK/NA
1	Revealing personal data and identity information which has potential threat to the person/assets safety (e.g. bank data, registration in websites, access codes, revealing personal ID code and similar)	1	2	3	4	99
2	Threats arising from virtual meetings	1	2	3	4	99
3	Hurtful comments, harassment and taunt online	1	2	3	4	99
4	Threat of sexual harassment and exploitation of minors	1	2	3	4	99
5	Psychological dependency	1	2	3	4	99
6	PC threats (e.g. viruses)	1	2	3	4	99
7	Other (indicate): _____	1	2	3	4	99

22. Which from the below mentioned actions have you accomplished on your own at least once? (MULTIPLE)

1. Wrote an article about library's work to local media
2. Wrote an article about library's work to national media
3. Prepared material (information) for website
4. Spoke publicly
5. Communicated with media
6. Communicated with politicians
7. Applying for government institutions support
8. Applying for business institutions support
9. None of these

22a. How would you evaluate your library representation skills in the 4 grade scale, where 1 = totally insufficient, 4 = totally sufficient? (SELECT ONE ANSWER IN EACH ROW FOR EACH STATEMENT)

		Totally insufficient	Insufficient	Sufficient	Totally sufficient
1	Ability to engage other people for the benefit of your library	1	2	3	4
2	Ability to form and maintain relationships with partners	1	2	3	4
3	Ability to present your library and convey your message forcibly	1	2	3	4
4	Ability to form and lead the team	1	2	3	4
5	Ability to address business, state and other institutions for support	1	2	3	4

22b. Have you entered into any partnerships with organizations while representing your library, and with which, if yes? (A FEW ANSWERS ARE POSSIBLE)

0. I have not entered into any partnerships with other organizations ---> K24
1. Yes, with state institutions (indicate) _____
2. Yes, with business organizations (indicate) _____
3. Yes, with public organizations (indicate) _____
4. Other (indicate): _____

22 c. ONLY FOR THOSE LIBRARIANS WHO HAVE INTO PARTNERSHIPS WITH OTHER ORGANIZATIONS

22c. In which ways do your partners add to the library activities the most often? (INDICATE THE ANSWERS IN THE COLUMN)

		State institutions	Business organizations	Public organizations
1	Organize events in the library	1	2	3
2	Facilitate in making connections with influential people	1	2	3
3	Allocate certain supplies (e.g. paper, implements for events and similar)	1	2	3
4	Support the library when asked about their opinion	1	2	3
5	Promote library services and recommend visiting the library	1	2	3
6	Support the library financially	1	2	3

24. How would you evaluate your skills of information technologies' usage in the 4 point scale, where 1 means completely insufficient, 4 – completely sufficient? (CODE FOR EVERY STATEMENT, SINGLE ANSWER IN A ROW)

		Completely insufficient	Insufficient	Sufficient	Completely sufficient
1	Common computer usage skills (ex. usage of mouse, printing)	1	2	3	4
2	Usage of main computer programs (ex. Word, Excel, data bases, presentations)	1	2	3	4
3	Elimination of main technical problems (ex. Sleeping computer, Stuck printer)	1	2	3	4
4	Usage of the internet for general purpose (ex. E-mail, surfing in common news web sites)	1	2	3	4
5	Sending of email with attached document	1	2	3	4
6	Usage of internet search systems (ex. Google, Yahoo)	1	2	3	4
7	The usage of internet data bases (LITLEX, AIKOS, Aruodai, Lietuvos periodika etc.)	1	2	3	4
8	Provision of help to those who want to use the internet	1	2	3	4
9	Creation of websites	1	2	3	4
10	The usage of internet for phone conversations	1	2	3	4
11	To participate in website chats, forums (leave messages, start new discussions)	1	2	3	4
12	To use file exchange programs (exchange of movies, music, etc.)	1	2	3	4

25 Which of below named actions have you ever accomplished on your own? (CODE FOR EVERY SUITABLE STATEMENT)

1. I used search tools for information search (ex. Google)
2. I sent emails with attached information (documents, pictures, etc.)
3. I left messages in chat websites, knowledge groups, internet forums of discussions
4. I used internet for phone conversations
5. I used file exchange programs (exchange of movies, music, etc.)
6. I was creating website
7. I found, downloaded and installed software
8. I cleaned the viruses from computer, deleted unused programs
9. None of these

26. How well are you familiar with these internet resources, provided possibilities? (SINGLE ANSWER IN EVERY ROW)

	Don't know what it is	I know what it is, but I don't know how to use it	I know it and know how to use it, but not well enough for giving consultations or teaching others	I know it and know how to use it well enough for giving consultations and teaching others
1. Online communication means (email, internet telephony, forums)	1	2	3	4
2. Services of online government (services provided by municipalities and central government, search of legal acts).	1	2	3	4
3. Internet resources for economical activity (online declaration, e-banking, online marketing)	1	2	3	4
4. Search for work on the internet	1	2	3	4
5 Educational information and services (distance learning courses, information about education possibilities, online encyclopedias, subscribed data bases)	1	2	3	4
6. Information about culture, community and leisure on the internet (web sites, information about regional studies, information about events, news portals)	1	2	3	4
7. Information about health (online registration to specialists, information about health, illnesses, medicines, health services)	1	2	3	4
8. Production of internet content (knowledge of content management systems, tools for creation of personal websites)	1	2	3	4

27. How well are you familiar with these internet novelties? (SINGLE ANSWER IN EVERY ROW)

	Don't know what it is	I know what it is, but I don't know how to use it	I know it and know how to use it, but not well enough for giving consultations or teaching others	I know it and know how to use it well enough for giving consultations and teaching others
1. Web 2.0	1	2	3	4
2. Wikipedia	1	2	3	4
3. Blogs	1	2	3	4
4. RSS news readers	1	2	3	4
5 Flickr or other photo sharing system	1	2	3	4
6. YouTube or other video sharing system	1	2	3	4
7. Del.icio.us or other link sharing system	1	2	3	4
8. Library 2.0	1	2	3	4

28. Have you ever contributed to the public internet access users' trainings for using computer and internet in the ways that I will mention? (CODE EVERY SUITABLE STATEMENT)

1. I have contributed to organization of such trainings
2. I have prepared material (part of material) for such trainings
3. I have prepared program of training
4. I have conducted trainings (part of trainings)
5. I have consulted organizers of training programs
6. Other (SPECIFY) _____
7. None of these

29. In your opinion, did the rendering of the services (that I will mention) in your library got worsen, stayed the same or got better during 2009 y.? (CODE FOR EVERY SERVICE, ONE ANSWER IN EVERY ROW)

Services	Got worsen	The same	Got better	DK/NA
1 Updating of book assortment	1	2	3	4
2 Variety of other publications (CD, DVD)	1	2	3	4
3 Variety of periodical press	1	2	3	4
4 Variety of data bases	1	2	3	4
5 Variety of organized events (Exhibitions, meetings, trainings)	1	2	3	4
6 Quality of organized events (Exhibitions, meetings, trainings)	1	2	3	4
7 Quantity of IT technique	1	2	3	4
8 Quality of IT technique	1	2	3	4
9 Quantity of software	1	2	3	4
10 Quality of software	1	2	3	4
11 Possibility to get employee's advice or help when using computer or internet	1	2	3	4
12 Common atmosphere	1	2	3	4
13 Other (SPECIFY) _____	1	2	3	4

30. Which of the mentioned pairs of statement fits to describe library overall? (SINGLE ANSWER IN EVERY ROW)

	The statement on the left fits to describe library the best	The statement on the left fits to describe library a little more	The statement on the right fits to describe library a little more	The statement on the right fits to describe library the best	
Library is a popular place to spend time	1	2	3	4	Library is a unpopular place to spend time
Library is fashionable place to spend time	1	2	3	4	Library is unfashionable place to spend time
Library is modern	1	2	3	4	Library is old-fashioned
Library is a place where you can communicate with other people, friends	1	2	3	4	Library is a place where you can stay alone
Library is provided with newest equipment	1	2	3	4	Library's equipment is old
Library is a center of social life	1	2	3	4	Library is not center of social life
Library is more intended to youth	1	2	3	4	Library is more intended to older people
It is fun to spend time in library	1	2	3	4	It is boring to spend time in library
The atmosphere is good in library	1	2	3	4	The atmosphere is bad in library
Novelties are constantly introduced in library	1	2	3	4	There is no novelties in library or they are being introduced very slowly
Library is more intended to academics, students	1	2	3	4	Library is intended for everyone
Employees with high qualifications work in library	1	2	3	4	Employees with low qualifications work in library
Librarians are good helpers to visitors	1	2	3	4	Librarians are bad helpers to visitors
Librarians are cheerful and polite	1	2	3	4	Librarians are moody and impolite

Libraries provide a lot of various services	1	2	3	4	Libraries only give out the books or allow to read them or press in library
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A few questions about yourselves

D1. Your gender? 1. Female 2. Male

D2. Your age (SPECIFY NUMBER): _____ **Years**

D3. Your occupation (SPECIFY): _____

D4. You work: SINGLE ANSWER

1. In central library in the city
2. In region's library
3. In branch / structural subdivision of central library in the city
4. In branch / structural subdivision of central library in the village

D5. In which municipality is your library / branch where you work:

D6. In which region is library's branch where you work:

- | | |
|-----------------|--------------|
| 1. Alytaus | 6. Šiaulių |
| 2. Kauno | 7. Tauragės |
| 3. Klaipėdos | 8. Telšių |
| 4. Marijampolės | 9. Utenos |
| 5. Panevėžio | 10. Vilniaus |

Thank you for your time!

INTERVIEWERS' NAME, SURNAME _____ CODE _____

I confirm, that interview was conducted with a relevant respondent.

Signature of interviewer _____ Interview date _____

Thank you for your answers!