



MARTYNAS MAŽVYDAS NATIONAL
LIBRARY OF LITHUANIA



RIGHT WAY TO FIND THE ANSWER



Bibliotekos pažangai

Library's Directors Opinion Survey *(Instrument 2)*

THE CLIENT:

Martynas Mazvydas National Library of Lithuania

THE CONTRACTOR:

UAB "RAIT"

Naugarduko g. 68B, Vilnius

Tel: +370 5 2691247

Fax: +370 5 2691248

Email: info@rait.lt

REPORT PREPARED BY:

Project manager: Gintaras Sumskas

Assistant: Lina Matonytė

Vilnius
2010 m.

CONTENT

i. List of diagrams	3
ii. Summary	5
1. Introduction of the survey	10
1.1 Survey of libraries' directors	10
1.1.1 Aims and objectives	10
1.1.2 Indices of impact measurement	10
1.1.3 Survey methods	11
1.2 Methodological comments	11
1.3 Demographic characteristics of the respondents	13
2. Material base and support to libraries	14
2.1 Budget and funding	14
2.2 Assessment of the changes of the services provided by the libraries and their material base	15
2.3 Aid to librarians	18
2.3.1 <i>Assessment of the quality of technical maintenance</i>	18
2.3.2 <i>Assessment of the quality of methodical aid</i>	21
3. Expansion of public internet access in libraries	23
3.1 Changes in numbers of public internet access points	23
3.2 Planned expansion of public internet access	24
3.3 Preconditions for expansion of public internet access	27
3.4 Obstacles in providing the services of public internet access	28
3.5 The plans to renew the computer equipment of public internet access points	30
4. Most popular services of libraries and activity prospects	33
4.1 Most popular services provided by the libraries. Current situation	33
4.2 Most popular services provided by the libraries. Supported areas	34
4.3 Most popular services provided by the libraries. Future prognosis	36
4.4 Popularity and popularization of services	38
5. Supply and benefit of internet contents to the community	40
5.1 The opinion of libraries' directors of the benefit of public internet access to the community	40
5.2 Supply, use and promotion of internet contents	41
6. General skills, representation and image of the librarians	44
6.1 General skills of the librarians	44
6.2 Library representation and public relations skills of librarians	47
6.2.1 General assessment of library representation skills	47
6.2.2 Ways of popularization of public internet access	48
6.2.3 Relations with social partners	49
6.3 Image of libraries	52
7. Generalisation of the results	55
Appendix A. Survey questionnaire	57

i. List of diagrams

Figure1. Demographic characteristics of surveyed libraries' directors.....	13
Figure 2. Please indicate whether the budget of your library has increased, decreased or remained the same in 2009?.....	14
Figure 3. Please indicate whether the budget of your library has increased, decreased or remained the same in 2009? <i>Comparison of year 2008-1010</i>	15
Figure 4. Has the provision of indicated services or the material base worsened, remained unchanged or improved in your managed library in 2009?	15
Figure 5. Has the provision of indicated services or the material base worsened, remained unchanged or improved in your managed library in 2009? ? <i>Comparison of year 2008-1010</i>	17
Figure 6. Balance of assessment of the services and material base.	17
Figure 7. Is the quality of technical maintenance of public internet access satisfactory or not satisfactory?18	
Figure 8. Is the quality of technical maintenance of public internet access satisfactory or not satisfactory? <i>Comparison of year 2008-1010</i>	21
Figure 9. Is the quality of technical maintenance of public internet access satisfactory or not satisfactory?21	
Figure 10. Is the quality of technical maintenance of public internet access satisfactory or not satisfactory? <i>Comparison of year 2008-1010</i>	22
Figure 11. Has the number of places providing public internet access increased, decreased or remained the same during last year? Central libraries and town branches	23
Figure 12. Has the number of places providing public internet access increased, decreased or remained the same during last year? Rural branches.....	24
Figure 13. Has the number of places providing public internet access increased, decreased or remained the same during last year? <i>Comparison of year 2008-1010</i>	24
Figure 14. Is there a plan to establish additional (new) public internet access points in your managed central library and/or its branches in towns in the next two years?	24
Figure 15. Is there a plan to establish additional (new) public internet access points in your managed village library branches in the next two years?.....	25
Figure 16. Is there a plan to establish additional (new) public internet access points in the rural and town branches of your managed library in the next two years? <i>Comparison of the situation of the year 2008 – 2010</i>	26
Figure 17. Please indicate the main factors that determine your libraries' capacities or plans to create additional (new) jobs of public internet access.....	27
Figure 18. Please indicate the main factors that determine your libraries' capacities or plans to create additional (new) jobs of public internet access. <i>Comparison of year 2008-1010</i>	28
Figure 19. The main factors that determine that a library or a branch is not providing the services of public internet access.....	29
Figure 20. The main factors that determine that a library or a branch is not providing the services of public internet access. <i>Comparison of year 2008-1010</i>	29
Figure 21. Is there a plan to replace the computers in current (existing) public internet access points in the next two years?.....	30
Figure 22. Is there a plan to replace the computers in current (existing) public internet access points in the next two years? <i>Comparison of year 2008-1010</i>	31
Figure 23. Please indicate the main factor that determines your capacities to renew (replace) the public internet access points.....	31
Figure 24. Please indicate the main factor that determines your capacities to renew (replace) the public internet access points. <i>Comparison of year 2008-1010</i>	32
Figure 25. Which of the below services provided in your library are in your opinion most popular?	33
Figure 26. Which of the below services provided in your library are in your opinion most popular? <i>Comparison of year 2008-1010</i>	34

Figure 27. Please indicate priority areas of the services provided by your library, which are intended to be strengthened in the nearest future.....	34
Figure 28. Please indicate priority areas of the services provided by your library, which are intended to be strengthened in the nearest future. <i>Comparison of year 2008-1010</i>	36
Figure 29. Which of the below services provided by your library will in your opinion be most popular?	37
Figure 30. Which of the below services provided by your library will in your opinion be most popular? <i>Comparison of year 2008-1010</i>	37
Figure 31. Promoted areas of libraries' activity.....	38
Figure 32. Most popular and promoted areas of libraries' activity (present-promotion-future).....	39
Figure 33. How is the public internet access provided by your library beneficial to local community?	41
Figure 34. How is the public internet access provided by your library beneficial to local community? <i>Comparison of the year 2009 – 2010</i>	41
Figure 35. Which of the following fields of information are most often used by the users of public internet access?	42
Figure 36. Which of the following information areas are the public internet access users taught and encouraged to use? <i>Comparison of the year 2009 – 2010</i>	43
Figure 37. Please assess the knowledge and skills of library employees.....	44
Figure 38. Please assess the knowledge and skills of library employees. <i>Comparison of year 2008-1010</i> ...	46
Figure 39. How do you assess your library representation skills?.....	47
Figure 40. Which of the following have you performed independently at least once?	48
Figure 41. Which of the following did you use in your work to advertise public internet access and encourage the people to use it?.....	48
Figure 42. Which of the following did you use in your work to advertise public internet access and encourage the people to use it? <i>Comparison of the year 2009 – 2010</i>	49
Figure 43. Have you established the partnership with other organisations when representing your library? If yes, what organisations?	49
Figure 44. In what ways do your partners most often contribute to the activity of the library? State institutions.	49
Figure 45. In what ways do your partners most often contribute to the activity of the library? Business companies.....	50
Figure 46. In what ways do your partners most often contribute to the activity of the library? NGOs.....	50
Figure 47. Support areas coordinated by social partners. NGOs, business, and state institutions.	51
Figure 48. Image of libraries	53
Figure 49. Image of libraries. <i>Comparison of the year 2008 – 2010</i>	54

ii. Summary

Survey of Libraries' Directors

The survey of the opinion of libraries' directors (instrument 2) is a constituent part of assessing the impact of the Project "Libraries for Innovation" implemented by the Ministry of Culture of the Republic of Lithuania, Martynas Mažvydas National Library of Lithuania, and Bill & Melinda Gates Foundation. The survey of 2010 is the second assessment of Project impact (in 2008, the analysis of initial situation was carried out and in 2009, the first Project impact assessment was conducted).

Aims and objectives

The main aim of the survey is to survey the opinion of libraries' directors on the use of modern technologies in the libraries.

Target group

The directors of the libraries participating in the Project "Libraries for Innovation".

Survey sample

65 representatives of the target group (libraries' directors). All representatives of the general set were surveyed (continuous selection).

Material base and support to libraries

Budget and funding

The last survey of 2010 revealed negative trends of funding the libraries and public internet access points in them. According to the data of the survey of libraries' directors, general library budgets in 2009 decreased in most cases (74%). The funding of public internet access was less affected. The cuts in the budget were mentioned by 35% of surveyed directors; 18% said that the budget increased and 42% reported that the budget remained unchanged. In the period of 2008-2010, the trends of budget formation are very clear: both general and public internet access budgets were considerably cut. However, in the perspective of three years general and public internet access budgets changed differently. Prior to 2008, funding for public internet access was being increased and it was drastically reduced in 2009 (according to the data of the 2010 survey). The cuts of the general budget have started earlier (in the survey of 2008, the reduction was mentioned by 6% and in 2009 – by 22% of the respondents), and last year (2009) was especially painful.

Assessment of the changes of the services provided by the libraries and their material base

The survey (2010) revealed dual tendencies: weakening of the "traditional" library base and growth of the "modern" (IT and contents) base. According to the data of the survey of 2010, the worst effect was on the renewal of book selection (78% of negative responses), variety of other publications (40% of negative responses), and variety of periodicals (66% of negative responses). The largest positive changes are seen in internet and IT (abundance and quality of computer hardware and software, online support) and cultural and educative activity (organised events, exhibitions, training) in related areas. Very positive assessment was that of availability of support by the means of internet (88% of positive responses), abundance of IT hardware and software (83% and 77% of positive responses), and the quality of IT hardware and software (75% and 68% of positive responses respectively).

Comparing the data of the surveys of 2008 and 2010, one can see that negative trends of renewal of the selection of books and periodicals are already seen in 2009, but the deepest "pit" of assessments was documented in the survey of 2010 (the respondents assessed the year 2009).

Aid to librarians

Assessment of the quality of technical maintenance

The majority of libraries' directors are satisfied with the quality of technical maintenance of hardware. The results of the survey of 2010 indicated that the majority of directors are satisfied with technical maintenance of public access computers – 94% (satisfied – 72%, completely satisfied - 22%). In rural branches, quality assessment is slightly lower – 89% of satisfied respondents. The assessment of the maintenance quality has consistently improved in the period of 2008-2010 in rural branches (in 2008 – 75%, in 2009 – 85%, in 2010 – 89% of respondents satisfied with the services). In town branches, the situation has little changed, as during the initial survey (in 2008), technical maintenance was positively assessed by 93% of respondents.

Assessment of the quality of methodical aid

The quality of methodical aid in towns is higher than the one in rural branches, but the difference of assessment is gradually decreasing. In the survey of 2010, the directors of libraries in rural areas assessed the methodical aid for servicing public internet access on the average lower (80% of satisfied respondents) than the ones of town libraries (92%). Gradual improvement of the quality of methodical aid can be observed in rural branches (from 63% in 2008 to 80% of positive responses in 2010). The “start” position (initial assessment in 2008) in central libraries and town branches was also higher, therefore, the changes in assessment of quality are not prominent (in 2009 and 2010 the assessment was identical).

Expansion of public internet access in libraries

Changes in numbers of public internet access points

The expansion of public internet access is more intensive in rural libraries than in central ones and town branches. According to the data of 2010, the statistics of the branches providing public internet access in central libraries and town branches is positive and relatively little changing (71% of the directors said that the number of branches in towns has not changed). The number of branches with public internet access has increased by 17%. The dynamics of establishing public internet access points in rural branches is especially intense. Even 53% of the directors said that the number of branches providing the services of public internet access has increased in their coordinated institutions.

Different trends of public internet access development in towns and rural areas can be determined by different initial situation. The lack of public internet access points can still be felt in rural branches, whereas town branches were already relatively “saturated” several years ago.

Planned expansion of public internet access

The plans for expansion of public internet access points correspond to the tendencies of the recent years: planned expansion in rural branches is much more rapid than in central libraries and town branches. The total increase in the number of access points is estimated to be 50% in town branches and 80% in rural branches.

Viewing the prognoses for public internet access expansion in towns and rural areas in 2008-2010, it can be stated that it supports the discussed argument of “saturation” of towns. The plans for public internet access expansion in villages are more ambitious.

Preconditions for expansion of public internet access points

Appropriate space and funding remain the most important conditions of establishing public internet access points. According to the data of the survey of 2010, the main preconditions for expansion of public internet access points are the space (more relevant to rural branches) and the funds for establishing and further maintenance.

The hierarchy of preconditions for expansion of public internet access points has not changed in the period of 2008-2010. The only prominent thing is the improvement of staff resources. In the survey of 2008, when assessing the preparation of rural branches for the expansion of public internet access points, the problem of staff was mentioned by 22% of respondents, and in 2010 – 11%.

Obstacles in providing the services of public internet access

The main obstacles of expansion of public internet access points mentioned in the survey of 2010 are directly or indirectly related to material-financial resources: 31% - the lack of appropriate premises, 22% - the lack of equipment, 11% - the lack of telecommunication infrastructure, 12% - the lack of funds to pay for the connection. The comparison of the surveys of 2008 and 2010 indicated that the problems have not essentially changed, but they are being gradually solved (the number of public internet access points is rapidly growing).

The plans to renew the computer equipment of public internet access points

According to the data of the survey of 2010, the replacement of computers is planned by 40% of town libraries and 44% of rural libraries. When analysing the data of the surveys of 2008 and 2010, one can see the continuous decrease of the number of computers to be replaced (from 96% in 2008 to 40% in 2010 in town branches). This process is natural, because many branches with public internet access points have already renewed the computers several years ago. Taking into account rapid development of computer software and its growing consumption of computer resources as well as the wear and tear of intensely used equipment, an increase in the need of IT equipment can be expected in several years from now.

Just like with establishing new public internet access points, the main precondition for renewal of computer equipment is material resources.

Most popular services and activity prospects of libraries

Most popular services provided by the libraries. Current situation

The internet in libraries is rapidly gaining popularity and can compete with reading books and periodicals in rural branches. According to the data of the survey of 2010, the “traditional” mission of libraries – lending books – has been superseded by the possibility to use the internet (the ratio of book lending and internet use in 2010 was 92% and 97% in towns and 70% and 91% in villages; and in 2008, 89% and 91% in towns and 88% and 76% in villages). Reading periodicals remains among the top three popular functions of the libraries (in 2010, 74% in towns and 75% in villages). Beside the “top three” services, the possibility to learn computer literacy is also important (in 2010, 17% in towns and 24% in villages; in 2009, 12% in towns and 8% in villages; and in 2008, 6% in towns and 20% in villages).

Analysing the assessment of most popular services of libraries in 2008-2010, it can be seen that the popularity of internet in rural areas was growing slightly slower. In 2008, according to popularity the internet was already the top service in towns, whereas in the villages, it still was at the same level as reading books and periodicals. Since 2009, the tendencies of internet development in towns and villages have become more similar. The survey of 2010 revealed a negative “side” effect of new technologies: internet is superseding the reading of books and periodicals in rural branches (computer games are also very popular here). This phenomenon is not characteristic to town branches: the popularity of internet here is equal to the popularity of common services of libraries.

Most popular services provided by the libraries. Supported areas

According to the data of the survey of 2010, the fields of activity to be developed were different in rural and town branches. Town branches emphasized the courses of computer literacy (72%, meanwhile in the villages – 64%) and the use of information databases (51%, meanwhile in the villages just 27%). What concerns the future priorities of rural libraries, the main emphasis was on the possibility to use internet free of charge (51%, meanwhile in towns – 28%). The rural branches also emphasized the possibility to read periodicals. The data of the surveys of 2008-2010 show an interesting tendency: the intention to promote internet use is decreasing both in the towns and villages (from 55% in 2008 to 28% in 2010 in towns; and from 67% in 2008 to 51% in 2010 in villages). It can mean that this service is already well established among other fields of library activity and does not require additional promotion.

Popularity and popularization of services

When analysing the statistics of the services that are currently most popular, potentially most popular in the future and the statistics of promoted services, several priority fields of activity can be distinguished (according to the fields that are to be funded). These are the courses of computer literacy, the use of internet databases, and lending other publications. Unfortunately, a certain contradiction between the fields to be funded and the expected popular services in the future is obvious: the libraries' directors do not “see” these services among the most popular services of libraries in the future.

Supply and benefit of internet contents to the community

Supply, use and promotion of internet contents

The most popular benefit of internet is improved communication. According to the data of the survey of 2010, at public internet access points in libraries the visitors mostly use the following services: electronic and communication means – 98%, internet resources for economic activity – 60%, cultural, community and leisure information – 57%, job search online – 31%.

Libraries' visitors are most encouraged to use the following services: internet resources for economic activity – 83%, electronic communication means – 71%, services of e-government – 57%.

The visitors are least often encouraged to use internet innovation and creating internet contents.

In the perspective of time, in 2008-2010, the decrease in promotion of the use of e-government services (in 2008, promotion was mentioned by 71% and in 2010 – 57% of librarians), job search online and educational and cultural information online can be seen.

To sum up the popularity of internet resources and the promotion of their use, three main groups can be distinguished:

“users' area” - internet resources used by the people without additional promotion. These are electronic communication and search for leisure and cultural information;

“suppliers' area” - internet resources that are most actively promoted, but not necessarily are most popular. These are job search online, health information, internet resources for economic activity and e-government services (the difference between the promotion and the use of the latter is especially prominent: 57% of librarians mentioned the promotion, but they said that 14% of visitors were using e-government resources);

“nobody's area” - not popular and not promoted internet resources. These are creating internet contents and the possibility to earn online, internet novelties. These areas are probably not popular and not promoted due to their relative complexity and the demand for special knowledge.

General skills, representation and image of the librarians

General skills of the librarians

In 2010, the directors gave the highest evaluation to general computer skills (94% of favourable responses) and the skills of the use of internet resources (93% of favourable responses). The weak sides of the librarians are servicing the special needs visitors (55%) and internet novelties (40% of favourable responses).

In the opinion of the directors, the knowledge and skills of the employees of town libraries are better in all areas, but comparing the assessment of the period of 2008-2010, the gap is gradually decreasing (especially when assessing general skills of computer use and the use of internet resources). Two fields: servicing the special needs visitors and application of internet novelties fall significantly behind other fields. The directors believe that this lack of knowledge is especially prominent in rural branches.

Library representation and public relations skills

According to the data of the survey of 2010, the directors positively assess their general representation skills. The assessment of the defence of interests and lobbyism is more self-critical (inadequate skills to impact other people to gain benefit to the library were mentioned by 18% of the directors and the ability to apply to authorities for support – by 15% of the directors). Having in mind the position of the respondents, the assessment of the ability to gather a team and lead it were unexpected, as almost a fifth (15%) of the respondents recognized their skills as inadequate.

The directors of libraries are active in public activities. According to the data of the survey of 2010, 94% of the respondents have communicated with the media, 88% have written an article about library's activity for local press, 83% have given a public speech and applied to authorities, and 82% have communicated with politicians. The weak areas of public and representation activity of the directors are the articles in national press (45% have published) and the search for support in the business sector (45%).

Ways of popularization of public internet access

The training have become one of the most important ways of popularizing public internet access in libraries. According to the data of the survey of 2010, when advertising public internet access and promoting its use, the directors used the training – 85%, advertisements – 80%, direct spoken suggestions – 69%, and posters – 52%. Special workshops were least organised for popularizing public internet access – 12%. Comparing the results of the surveys of 2008-2010, the growth of the significance of training as one of the means to promote internet access use can be seen. In the survey of 2009, the training was distinguished by 71% of respondents, and in 2010 – 85% of respondents.

Relations with social partners

Libraries' directors are actively cooperating with social partners. Different from librarians, only half of who have established social relations with the partners, the absolute majority of the directors (97%) have established partnership relations with other organisations. The main partners of libraries are NGOs (85% of contacts) and state institutions (80% of contacts). 42% of libraries' directors maintain relations with business structures. The benefits of social partnership can be clearly differentiated into material (most support is received from business) and non-material (supporting the ideas, organising events, establishing relations).

Image of libraries

In the period of 2008-2010, the majority of components of libraries' image are assessed positively and the tendencies are almost unchanging.

In the opinion of the directors, the strongest side of the libraries is their staff: the employees of the libraries are highly qualified, they provide good assistance to the visitors, are joyful and polite.

General environment, openness, democracy and versatility are assessed very favourably: the libraries have good atmosphere, they are intended for everyone willing to visit, they provide a lot of services.

The respondents believe that the libraries are the centres of attraction: popular, fashionable place to spend time, the centre of community life, the place for communication.

During the surveyed period, the perception of image is very stable, but in some areas the changes in assessment are noticed in 2008-2010. During the comparative period of three years, the libraries have been defined as popular, fashionable, fun places. In 2010, one negative vector of image assessment can be noticed: introduction of novelties. In the survey of 2009, the directors assessed this field more favourably than in the survey of 2008, but in 2010, the introduction of novelties was assessed even worse than in 2008.

1. Introduction of the survey

1.1 Survey of libraries' directors

The survey of the opinion of libraries' directors (instrument 2) is a constituent part of assessing the impact of the Project "Libraries for Innovation" implemented by the Ministry of Culture of the Republic of Lithuania, Martynas Mažvydas National Library of Lithuania, and Bill & Melinda Gates Foundation. The survey of 2010 is the second assessment of Project impact (in 2008, the analysis of initial situation was carried out and in 2009, the first Project impact assessment was conducted).

1.1.1 Aims and objectives

The main aim of the two surveys is to survey the opinion of libraries' directors on the use of modern technologies in the libraries:

- To discuss technological knowledge and skills of staff;
- To analyse the possibilities of library representation and public relations;
- To discuss the image, reputation, and perception of the mission of libraries from the point of view of libraries' employees;
- To assess the volume and contents of new IT-based services of libraries;
- To assess the benefit of innovations obtained due to the Project;
- To assess the level of technical maintenance;
- To discuss the perception of benefit of libraries to the community;
- To compare quantitatively comparable indices with the results of previous surveys.

1.1.2 Indices of impact measurement

In the survey of *libraries' directors*, the following indices of impact measurement will be surveyed:

2. Improved skills and motivation of the employees to use information technology:
2A. Improved librarians' knowledge and skills of information technology use
2B. Improved librarians' skills of representation and public relations P
2C. Improved librarians' knowledge and skills of internet resources and e-services
2D. Improved librarians' knowledge and skills of servicing special needs users
4. Improved access to specific groups and hard-to-reach social groups:
4D. Existence of programmes and other mechanisms to involve hard-to-reach groups
5. Improved representation of libraries
5A. Reputation, public perception and profile of a library
5B. Expanded mission and competence areas of libraries
6. Improved local, regional and national funding of libraries:
6A. Funding allocated to libraries
6B. Funding allocated to public internet access
7. Higher social benefit to individuals and communities through IT:
7B. The perception of libraries' employees of the benefit of public internet access to the community
8. Improved supply and use of relevant contents:
8B. New contents and services in a library
8C. Increased volume of local contents online
9. Innovation in the library network:
9A. Examples of innovation in libraries that occurred due to the Project
10. Better aid to the librarians:
10A. Improved technical maintenance in libraries

1.1.3 Survey methods

Target group

General set – the directors of the libraries participating in the Project “Libraries for Innovation”.

Survey sample

65 representatives of the target group (continuous survey).

Selection

Continuous selection (all directors of the libraries participating in the Project).

Data collection method

Questionnaire filled online (self filled).

The survey had several stages:

- In the first stage, selected respondents were sent an invitation to participate in the survey (the letter of the coordinators of “Libraries for Innovation” and the invitation of the survey conductor);
- In the second stage, the respondents who failed to reply were contacted by phone and asked to fill in the questionnaire at a convenient time online or reply to the questions on the phone.

* The stage of selection specification is not distinguished due to the specifics of the survey (small sample and continuous selection).

In case of invalid e-mails, the interview will be conducted by phone.

Quality control

The surveys conducted by RAIT, UAB meet the requirements of ESOMAR.

Work control is implemented in all stages of the survey:

- data collection;
- data entering (the survey was conducted using the programmed questionnaire, which ensures 100% entry control);
- data encryption (the survey was conducted using the programmed questionnaire, which ensures 100% encryption and routing control).

1.2 Methodological comments

For more convenient interpreting of assessment scales and comparison in time, derivative values were used:

- **Scale balance** allows comparing the assessments more objectively. The balance is calculated by subtracting negative responses from the positive ones using conventional weights. Balance = (COMPLETELY

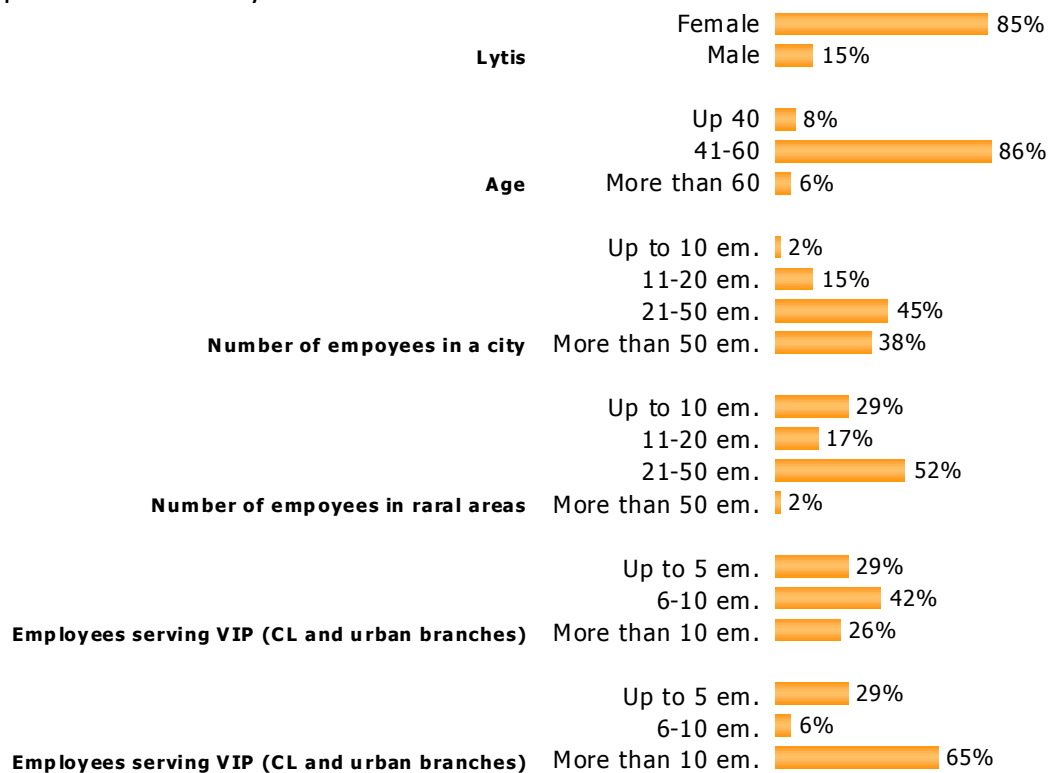
$ADEQUATE + ADEQUATE*1/2) - (COMPLETELY INADEQUATE + INADEQUATE*1/2)$. Theoretically, the balance can be the value from -100 to +100. It is the difference between positive and negative responses in percentage of the compared part. A balance of Likert scale can gain the values from -100, when all respondents select the most negative response variant, up to +100, when all of them select the most positive response variant. If the number of positive and negative responses is equal, the balance will be 0. If the balance is -10, it means that there were 10% more negative responses than positive.

- **Assessment balance.** The index widely used in bookkeeping and international trading (payment balance). In the survey, the balance of the assessment of the more recent year was attributed to debit, and the assessment balance of the earlier year (loaned) was attributed to credit. Positive balance means that the assessment of the indicated period is higher than that of the previous period, and negative balance means that the assessment has worsened in comparison to the previous period (0 would mean that there was no change between the compared periods).

1.3 Demographic characteristics of the respondents

In total, 65 respondents were surveyed. The mean of the age of the respondents is 51.

Figure1. Demographic characteristics of surveyed libraries' directors



2. Material base and support to libraries

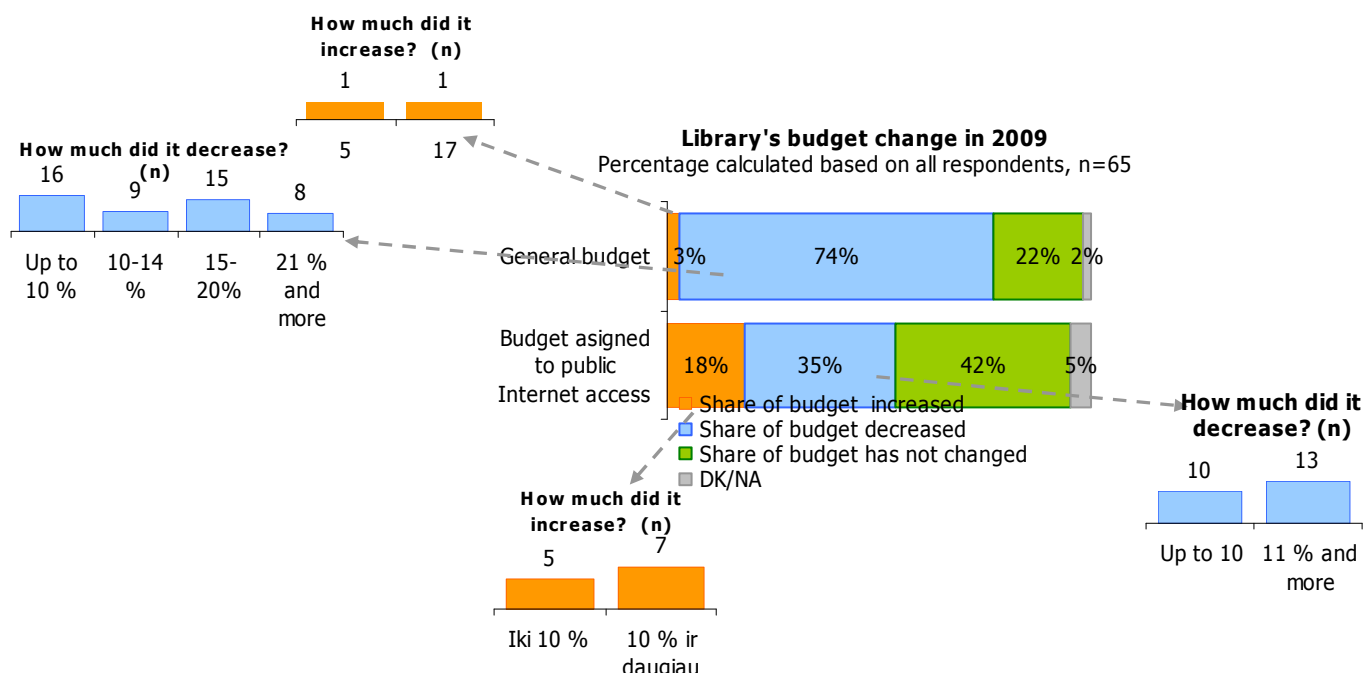
🌸 In the period of 2008-2010, the trends of budget formation are very clear: both general and public internet access budgets were considerably cut. In the perspective of three years, general and public internet access budgets changed differently. Prior to 2008, funding for public internet access was being increased and it was drastically reduced in 2009 (according to the data of the 2010 survey). The cuts of the general budget have started earlier.

2.1 Budget and funding

According to the data of the survey of libraries' directors of 2010, general library budgets in most cases (74%) have decreased in 2009. The decrease of budget is quite significant: in 16 cases the budget was reduced by less than 10%, in 9 cases – by 10-14%, in 15 cases – by 15-20%, in 8 cases by more than 21%, 2 respondents said that the budget had increased (5% and 17%). 22% of the directors said that the general budget remained unchanged.

Funding of public internet access was less affected. Budget cuts were mentioned by 35% of surveyed directors; 18% of them said that the budget had increased and 42% said that the budget had not changed (Figure 2).

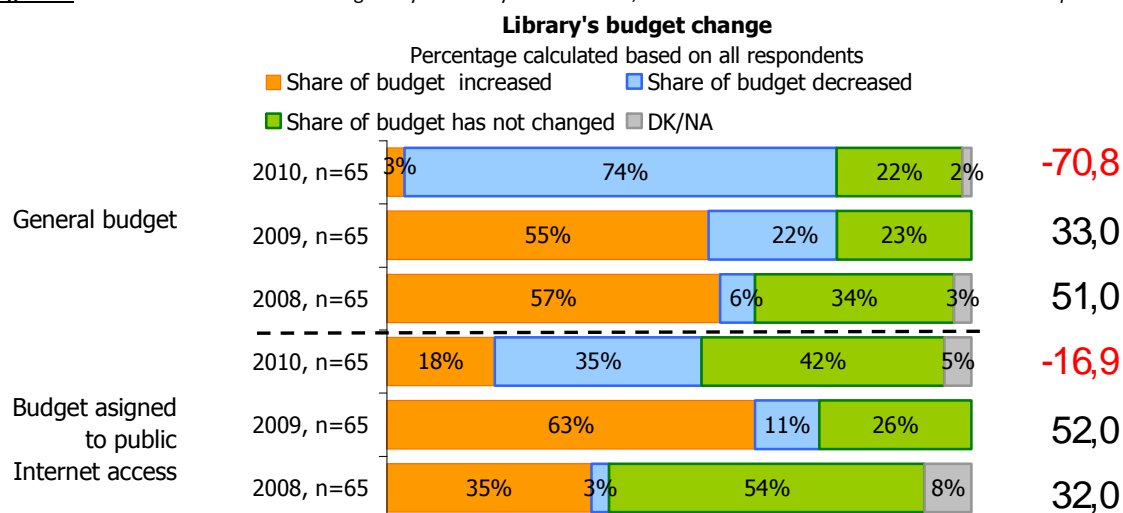
Figure 2. Please indicate whether the budget of your library has increased, decreased or remained the same in 2009?



In the period of 2008-2010, the trends of budget formation are very clear: both general and public internet access budgets were considerably cut. However, in the perspective of three years, general and public internet access budgets changed differently. Prior to 2008, funding for public internet access was being

increased and it was drastically reduced in 2009 (according to the data of the 2010 survey). The cuts of the general budget have started earlier (in the survey of 2008, the reduction was mentioned by 6% and in 2009 – by 22% of the respondents), and last year (2009) was especially painful. (Figure 3)

Figure 3. Please indicate whether the budget of your library has increased, decreased or remained the same in 2009? *Comparison of year 2008-2010*



*The balance of “increased” and “decreased” is presented in the column.

2.2 Assessment of the changes of the services provided by the libraries and their material base

According to the data of the survey of 2010, during the period, the worst effect was on the situation of “traditional” library activities: the renewal of book selection (78% of negative responses), variety of other publications (40% of negative responses), and variety of periodicals (66% of negative responses).

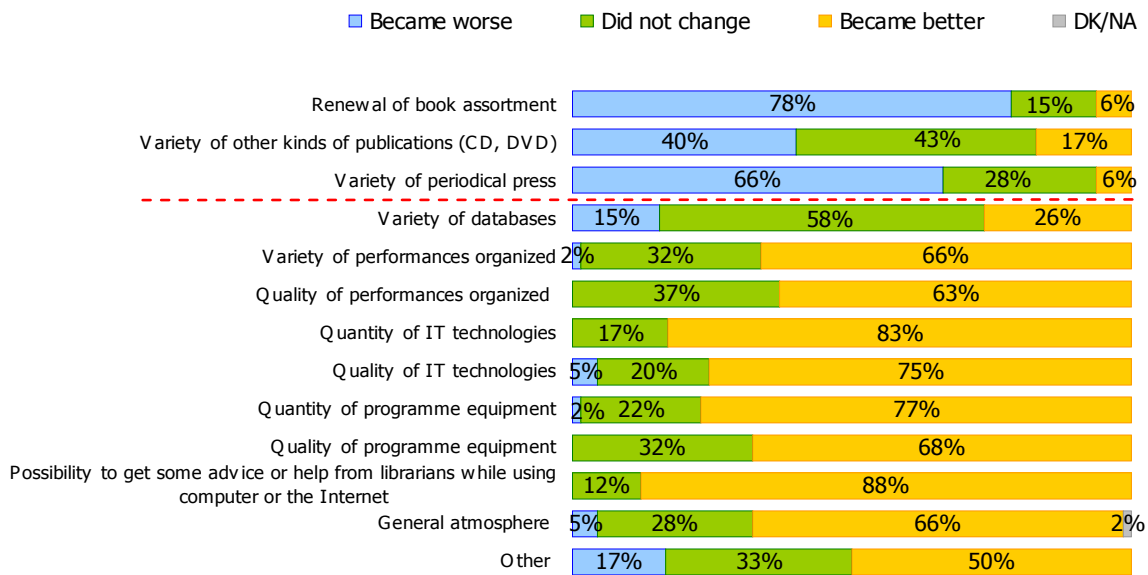
The largest positive changes are seen in internet and IT (abundance and quality of computer hardware and software, online support) and cultural and educative activity (organised events, exhibitions, training) in related areas. Very positive assessment was that of availability of support by the means of internet (88% of positive responses), abundance of IT hardware and software (83% and 77% of positive responses), and the quality of IT hardware and software (75% and 68% of positive responses respectively).

Cultural and educative activity of libraries is also very well assessed: the variety of organised events (66% of positive responses) and the quality of the events (63% of positive responses). (Figure 4)

Figure 4. Has the provision of indicated services or the material base worsened, remained unchanged or improved in your managed library in 2009?

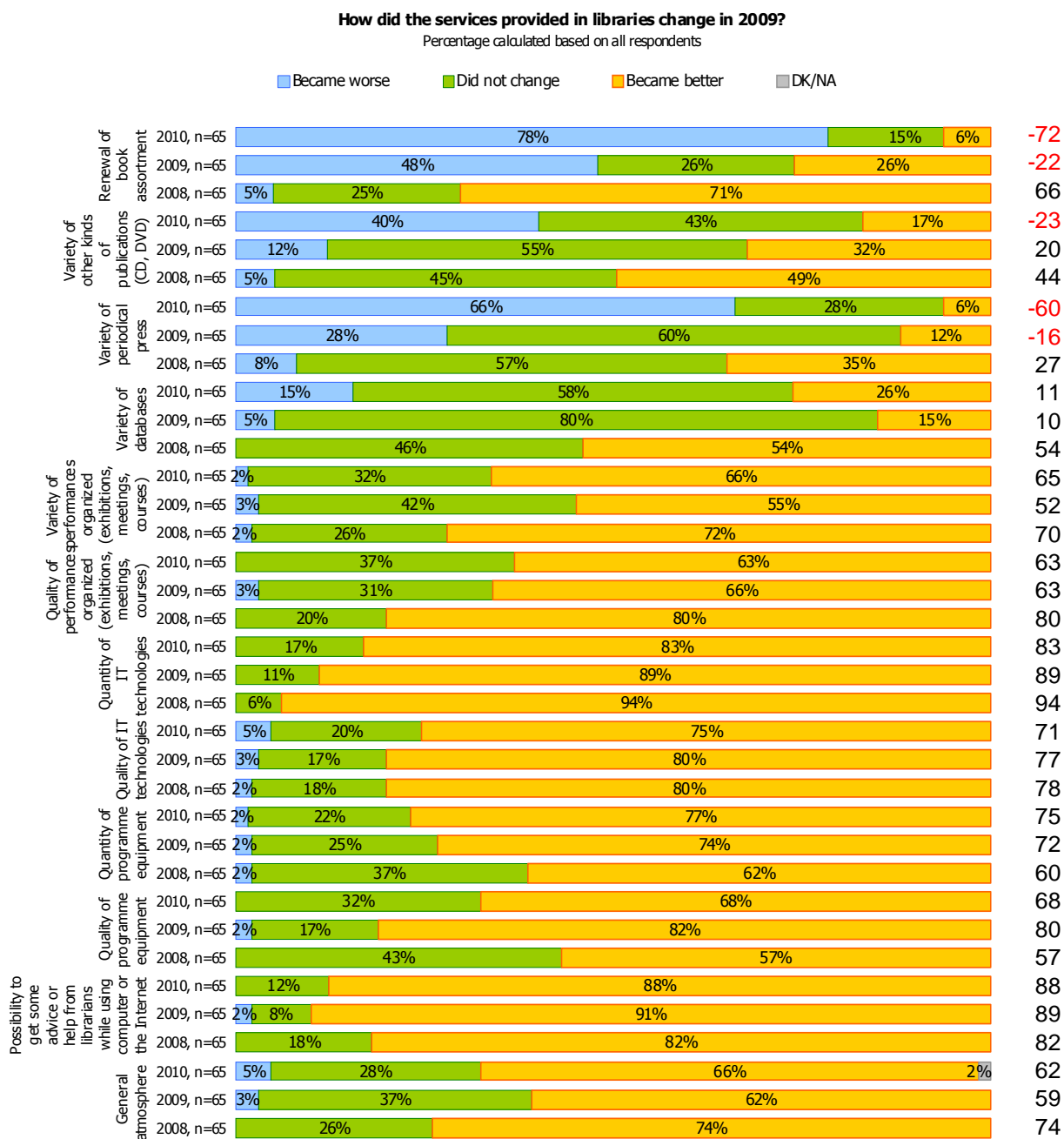
How did the services provided in libraries change in 2009?

Percentage calculated based on all respondents, n=65



Comparing the data of the surveys of 2008 and 2010, one can see that negative trends of renewal of the selection of books and periodicals are already seen in 2009, but the deepest "pit" of assessments was documented in the survey of 2010 (the respondents assessed the year 2009). (Figure 5)

Figure 5. Has the provision of indicated services or the material base worsened, remained unchanged or improved in your managed library in 2009? ?
Comparison of year 2008-2010

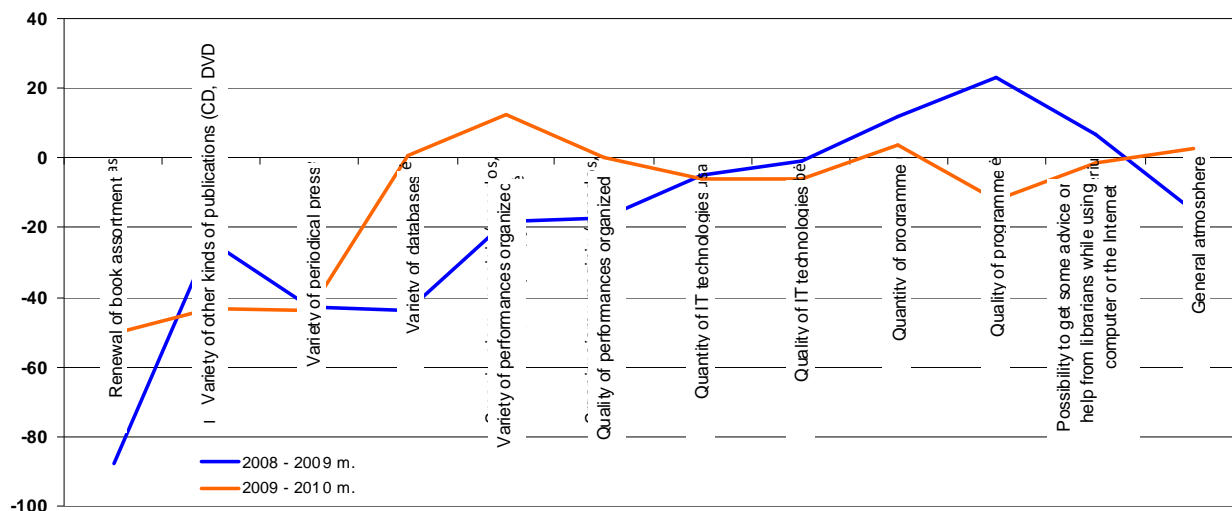


*The balance of positive and negative responses is presented in the column; the balance = (positive responses – negative responses).

Comparing the dynamics of assessment in the surveys of 2008-2009 and 2009-2010, qualitative leaps of assessment in several areas can be noticed. In the survey of 2009 (assessment of the year 2008), a significant increase of software assessment, and in 2010 (assessment of the year 2009), the increase of positive assessment of the quality of organised events and training can be noticed.¹ (Figure 6)

Figure 6. Balance of assessment of the services and material base.

¹ Positive values of the balance indicate higher assessment of the analysed period in comparison to the previous period, negative values indicate negative dynamics of assessment, and 0 means unchanged tendencies.



2.3 Aid to librarians

2.3.1 Assessment of the quality of technical maintenance

The results of the survey of 2010 indicated that the majority of directors are satisfied with technical maintenance of public access computers – 94% (satisfied – 72%, completely satisfied - 22%). In rural branches, quality assessment is slightly lower - 89% of satisfied respondents. (Figure 7)

The assessment of the maintenance quality has consistently improved in the period of 2008-2010 in rural branches (in 2008 – 75%, in 2009 – 85%, in 2010 – 89% of respondents satisfied with the services). In town branches, the situation has little changed, as during the initial survey (in 2008), technical maintenance was positively assessed by 93% of respondents. (Figure 8)

Figure 7. Is the quality of technical maintenance of public internet access satisfactory or not satisfactory?

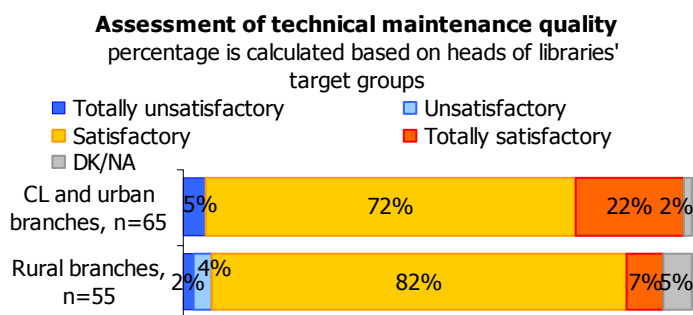
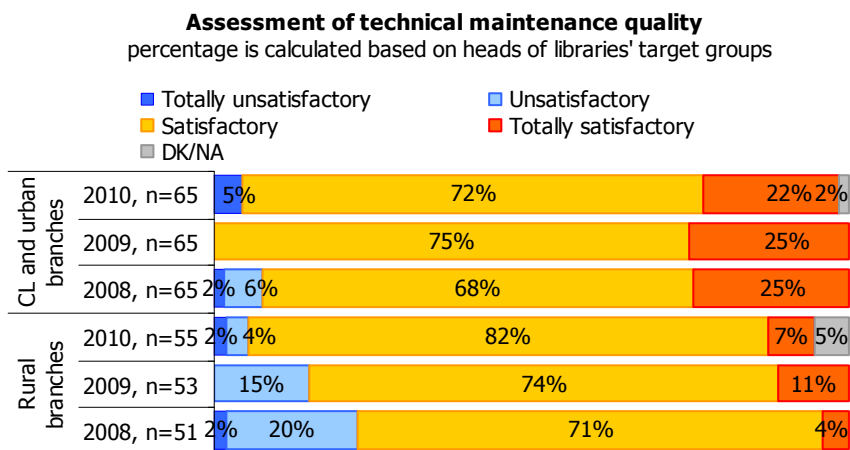


Figure 8. Is the quality of technical maintenance of public internet access satisfactory or not satisfactory? Comparison of year 2008-2010



2.3.2 Assessment of the quality of methodical aid

In the survey of 2010, the directors of libraries in rural areas assessed the methodical aid for servicing public internet access on the average lower (80% of satisfied respondents) than the ones of town libraries (92%). (Figure 9)

Just like with technical maintenance, gradual improvement of the quality of methodical aid can be observed in rural branches (from 63% in 2008 to 80% of positive responses in 2010). The “start” position (initial situation assessment in 2008) in central libraries and town branches was also higher, therefore, the changes in assessment of quality are not prominent (in 2009 and 2010 the assessment was identical). (Figure 10)

Figure 9. Is the quality of technical maintenance of public internet access satisfactory or not satisfactory?

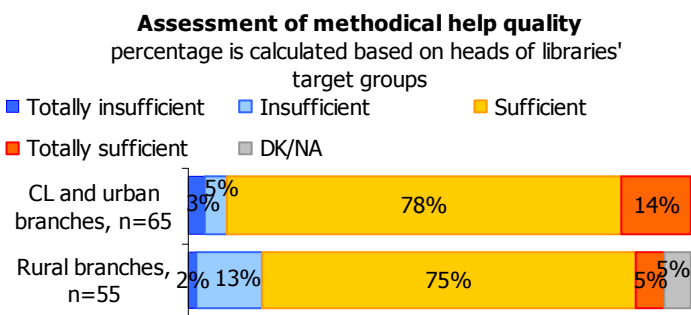
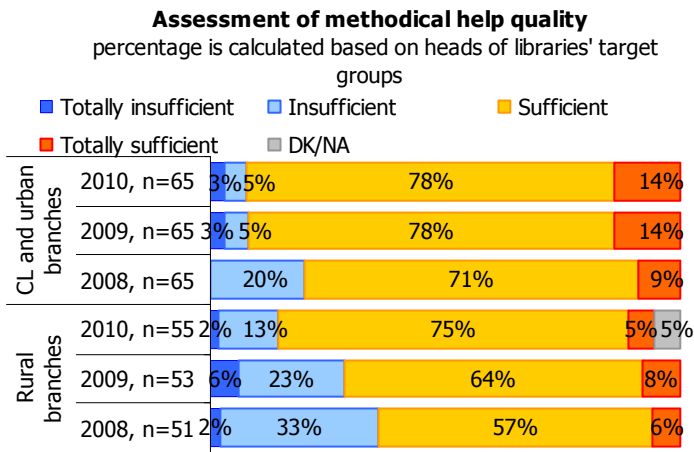


Figure 10. Is the quality of technical maintenance of public internet access satisfactory or not satisfactory? Comparison of year 2008-1010



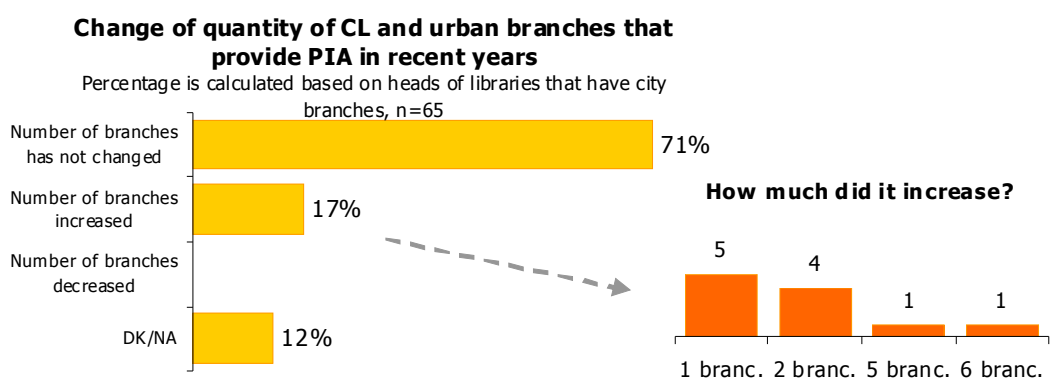
3. Expansion of public internet access in libraries

🌸 The expansion and plans of expansion of public internet access points correspond to the tendencies of the recent years: both actual and planned expansion in rural branches is much more rapid than in central libraries and town branches. The total increase in the number of access points is estimated to be 50% in town branches and 80% in rural branches.

3.1 Changes in numbers of public internet access points

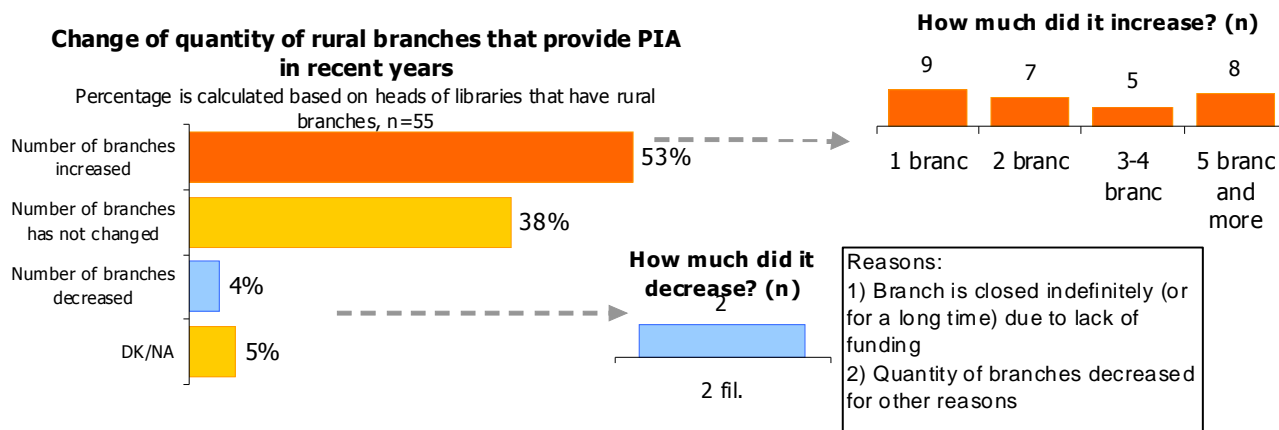
According to the data of 2010, the statistics of the branches providing public internet access in central libraries and town branches is positive and relatively little changing (71% of the directors said that the number of branches in towns has not changed). The number of branches with public internet access has increased by 17%. (5 respondents documented 1 new branch, 4 respondents – 2 branch, 1 respondent – 5 branches, and 1 respondent – 6 new branches). (Figure 11).

Figure 11. Has the number of places providing public internet access increased, decreased or remained the same during last year? Central libraries and town branches



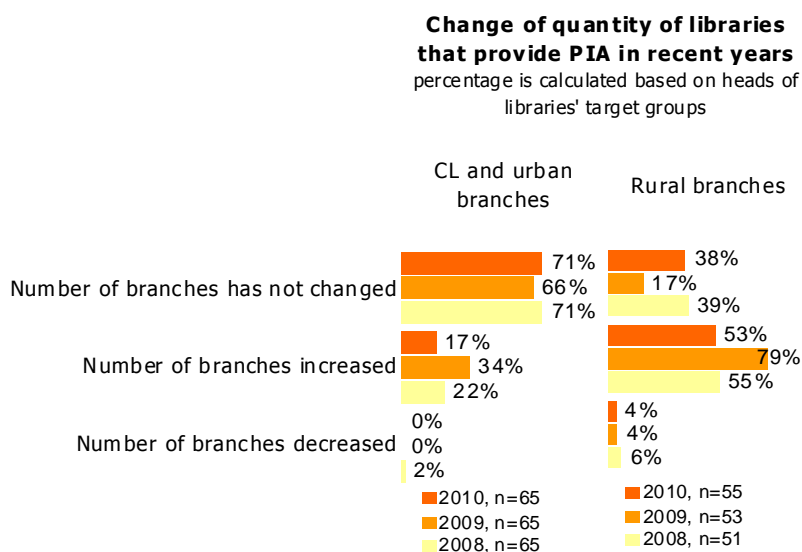
The dynamics of establishing public internet access points in rural branches is especially intense. Even 53% of the directors said that the number of branches providing the services of public internet access has increased in their coordinated institutions (In 9 cases, 1 branch providing the services of public internet access was added, in 7 cases – 2, in 5 cases – 3-4, and in 8 cases, 5 or more branches of public internet access were established). (Figure 12)

Figure 12. Has the number of places providing public internet access increased, decreased or remained the same during last year? Rural branches



Different trends of public internet access development in towns and rural areas can be determined by different initial situation. The lack of public internet access points can still be felt in rural branches, whereas town branches were already relatively “saturated” several years ago. (Figure 13)

Figure 13. Has the number of places providing public internet access increased, decreased or remained the same during last year? Comparison of year 2008-2010



3.2 Planned expansion of public internet access

The expansion of public internet access points correspond to the tendencies of the recent years: planned expansion in rural branches is much more rapid than in central libraries and town branches. The total increase in the number of access points is estimated to be 50% in town branches and 80% in rural branches. (Figures 14-15)

Figure 14. Is there a plan to establish additional (new) public internet access points in your managed central library and/or its branches in towns in the next two years?

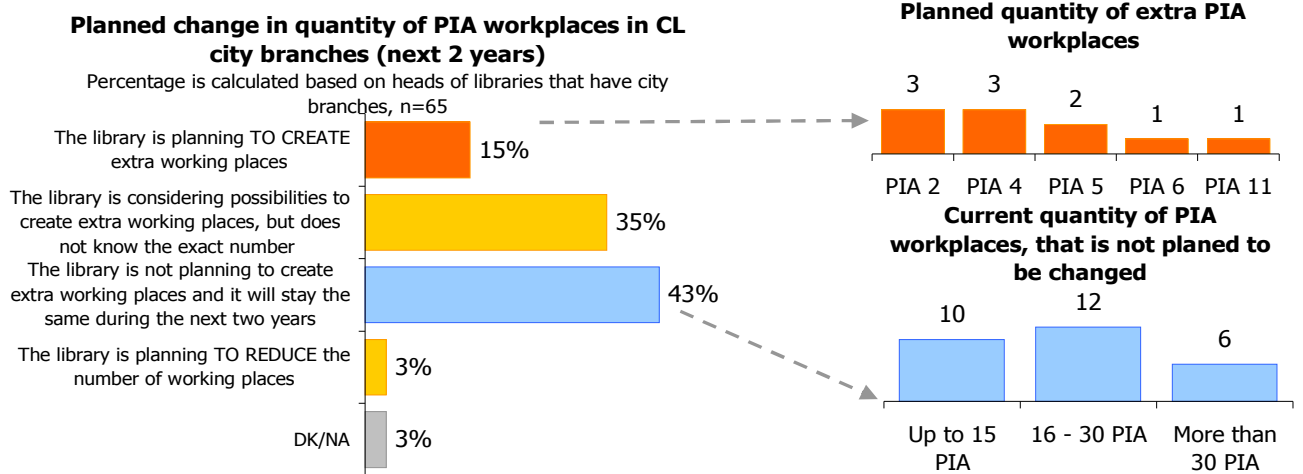
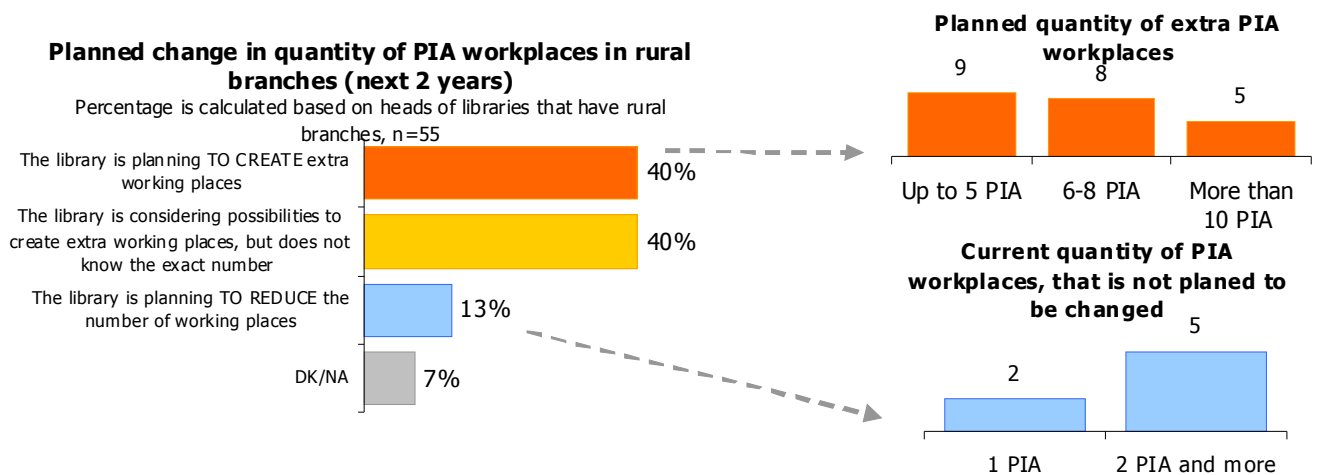


Figure 15. Is there a plan to establish additional (new) public internet access points in your managed village library branches in the next two years?

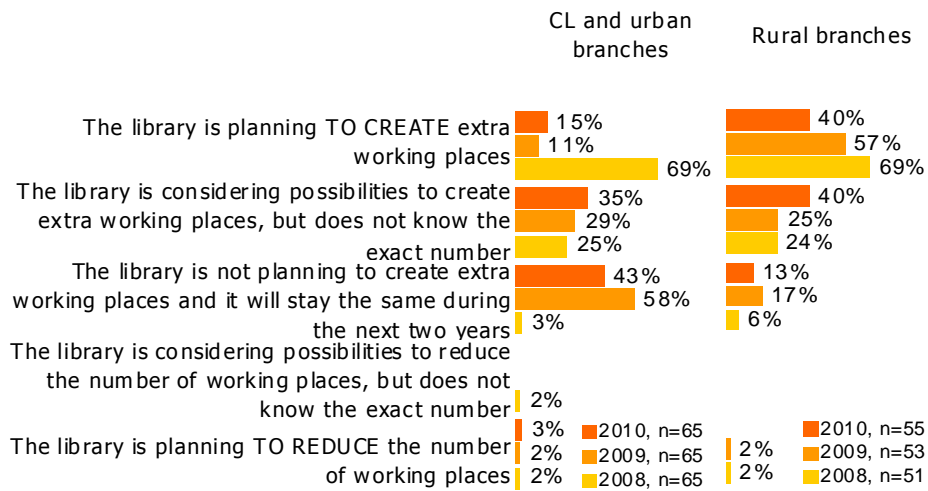


Viewing the prognoses for public internet access expansion in towns and rural areas in 2008-2010, it can be stated that it supports the discussed argument of “saturation” of towns. The plans for public internet access expansion in villages are more ambitious. (Figure 16)

Figure 16. Is there a plan to establish additional (new) public internet access points in the rural and town branches of your managed library in the next two years? Comparison of the situation of the year 2008 – 2010

Planned change in quantity of PIA workplaces (next 2 years)

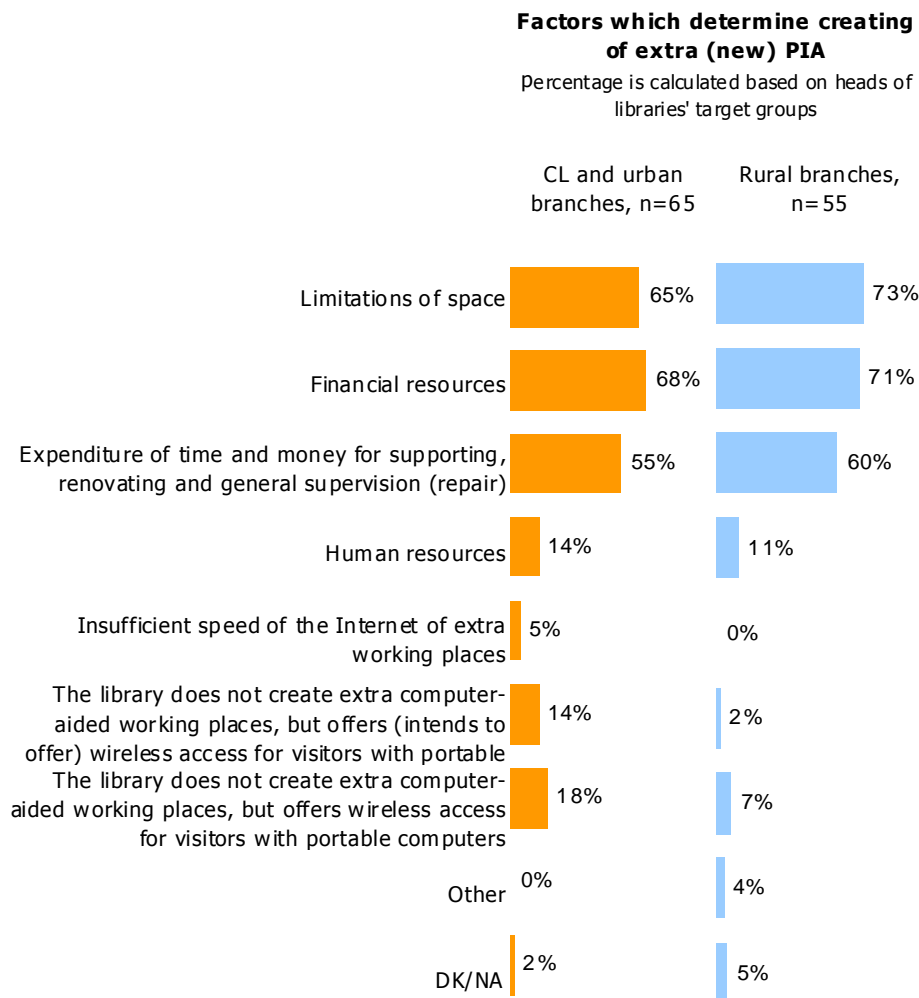
Percentage is calculated based on heads of libraries' target groups



3.3 Preconditions for expansion of public internet access points

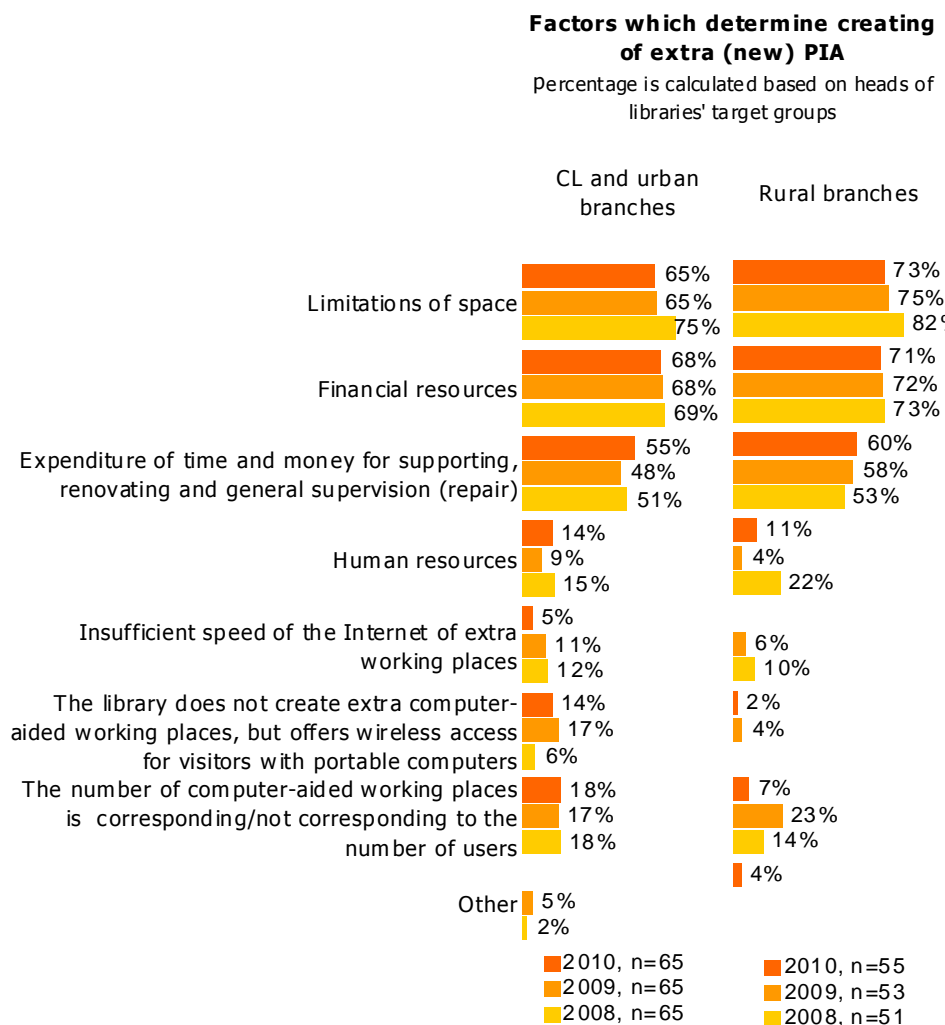
According to the data of the survey of 2010, the main preconditions for expansion of public internet access points are the space (more relevant to rural branches) and the funds for establishing and further maintenance. (Figure 17)

Figure 17. Please indicate the main factors that determine your libraries' capacities or plans to create additional (new) jobs of public internet access.



The hierarchy of preconditions for expansion of public internet access points has not changed in the period of 2008-2010. The only prominent thing is the improvement of staff resources. In the survey of 2008, when assessing the preparation of rural branches for the expansion of public internet access points, the problem of staff was mentioned by 22% of respondents, and in 2010 – 11%. (Figure 18)

Figure 18. Please indicate the main factors that determine your libraries' capacities or plans to create additional (new) jobs of public internet access. Comparison of year 2008-2010



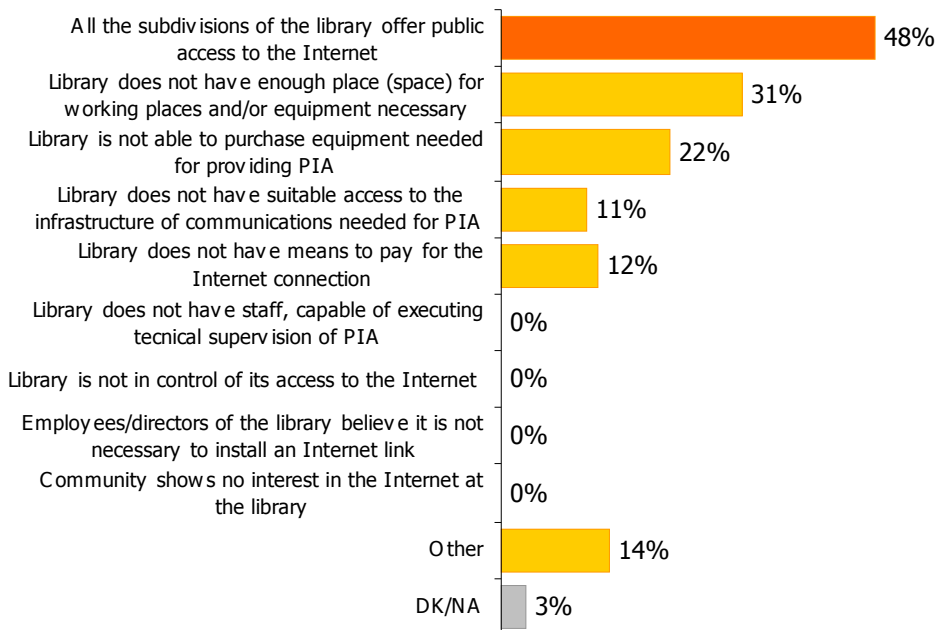
3.4 Obstacles in providing the services of public internet access

The main obstacles of expansion of public internet access points mentioned in the survey of 2010 are directly or indirectly related to material-financial resources: 31% - the lack of appropriate premises, 22% - the lack of equipment, 11% - the lack of telecommunication infrastructure, 12% - the lack of funds to pay for the connection. (Figure 19)

Figure 19. The main factors that determine that a library or a branch is not providing the services of public internet access.

Main factors determining that VIP services are not provided

Percentage calculated based on all respondents, n=65

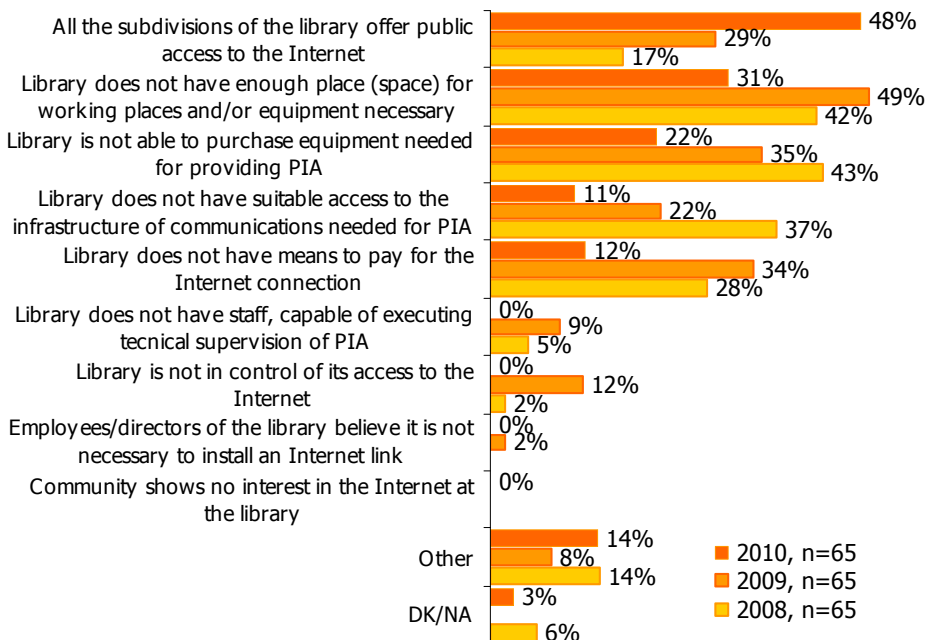


The comparison of the surveys of 2008 and 2010 indicated that the problems have not essentially changed, but they are being gradually solved (the number of public internet access points is rapidly growing).

Figure 20. The main factors that determine that a library or a branch is not providing the services of public internet access. Comparison of year 2008-2010

Main factors determining that VIP services are not provided

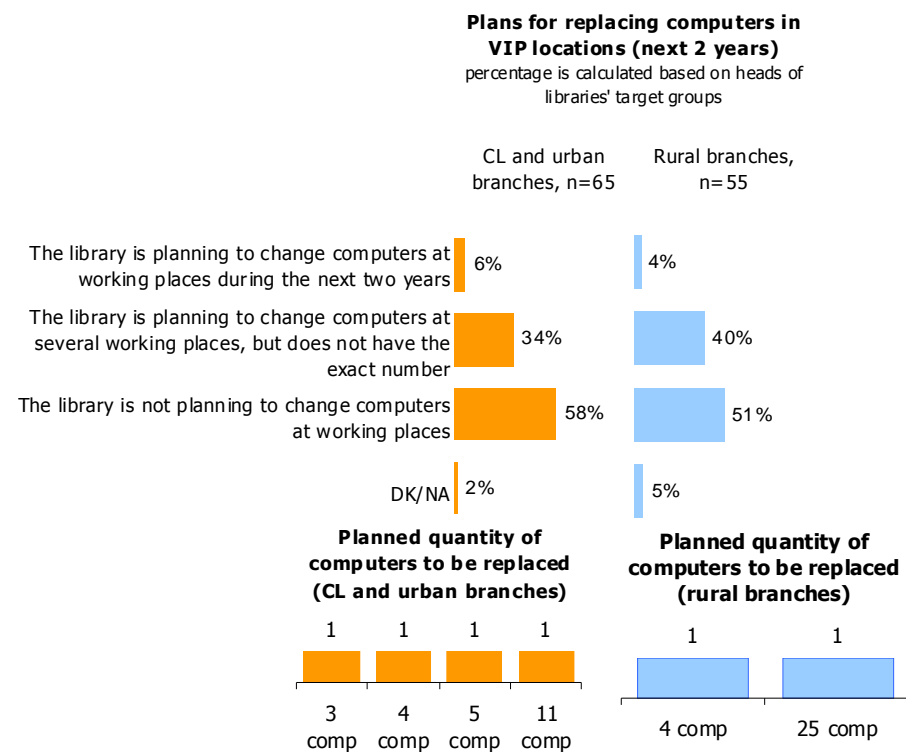
Percentage calculated based on all respondents, n=65



3.5 The plans to renew the computer equipment of public internet access points

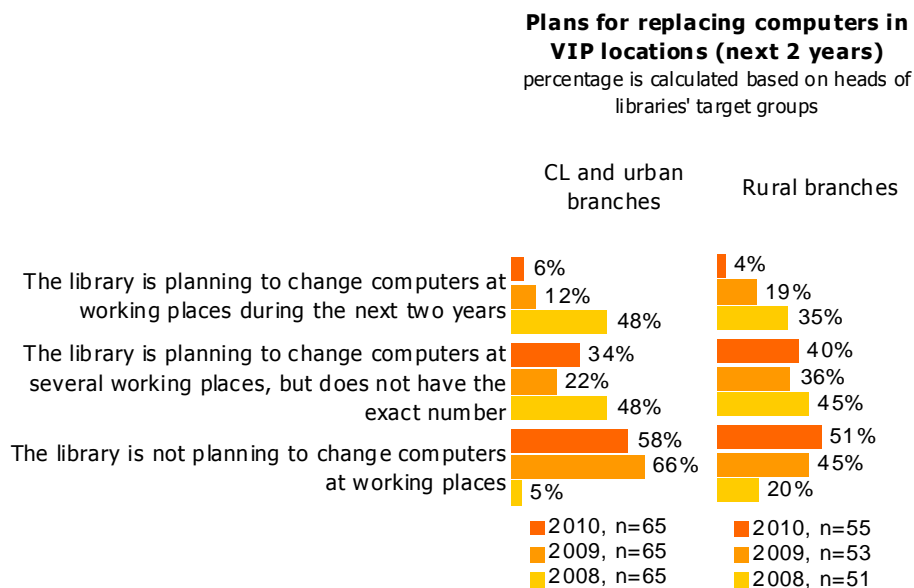
According to the data of the survey of 2010, the replacement of computers is planned by 40% of town libraries and 44% of rural libraries. (Figure 21)

Figure 21. Is there a plan to replace the computers in current (existing) public internet access points in the next two years?



When analysing the data of the surveys of 2008 and 2010, one can see the continuous decrease of the number of computers to be replaced (from 96% in 2008 to 40% in 2010 in town branches). This process is natural, because many branches with public internet access points have already renewed the computers several years ago. Taking into account rapid development of computer software and its growing consumption of computer resources as well as the wear and tear of intensely used equipment, an increase in the need of IT equipment can be expected in several years from now. (Figure 22)

Figure 22. Is there a plan to replace the computers in current (existing) public internet access points in the next two years? *Comparison of year 2008-1010*



Just like with establishing new public internet access points, the main precondition for renewal of computer equipment is material resources. (Figures 23-24)

Figure 23. Please indicate the main factor that determines your capacities to renew (replace) the public internet access points.

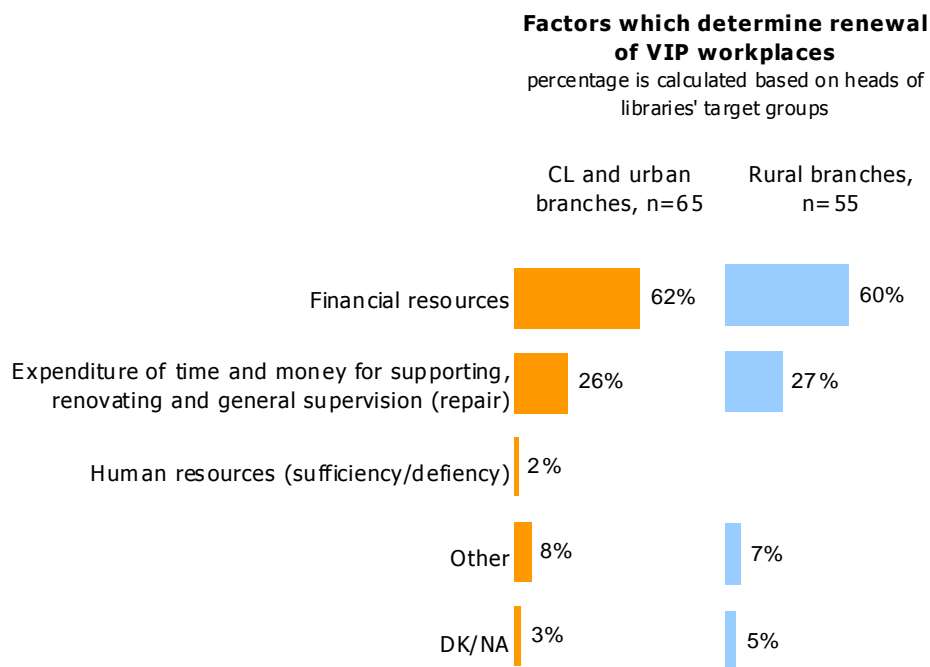
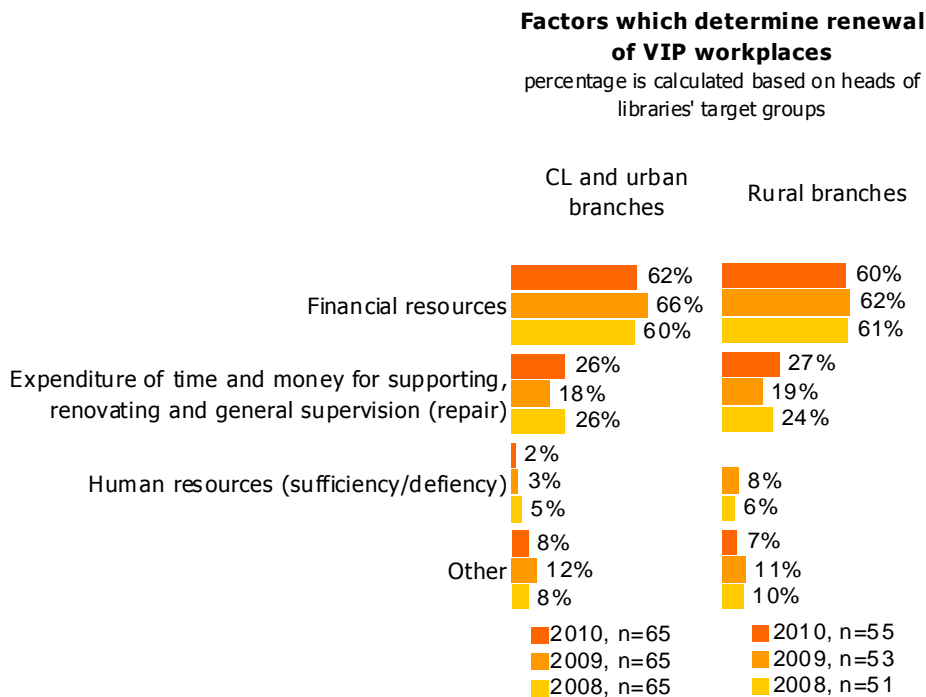


Figure 24. Please indicate the main factor that determines your capacities to renew (replace) the public internet access points. *Comparison of year 2008-1010*



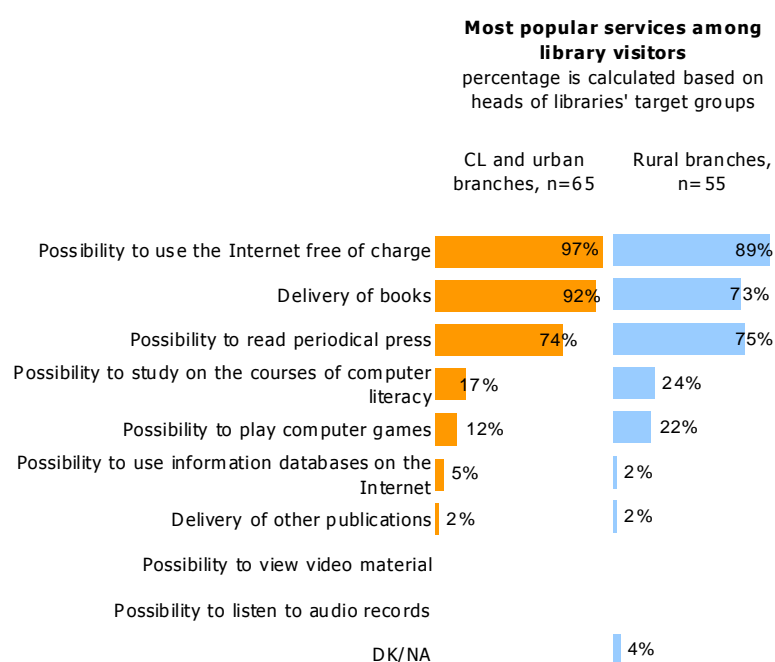
4. Most popular services of libraries and activity prospects

- ✿ The “traditional” mission of libraries – lending books – has been superseded by their offered possibility to use the internet. Reading periodicals remains among the top three popular functions of the libraries. Beside the “top three” services, the possibility to learn computer literacy is also important.
- ✿ The survey of 2010 revealed a negative “side” effect of new technologies: internet is superseding the reading of books and periodicals in rural branches (computer games are also very popular here). This phenomenon is not characteristic to town branches: the popularity of internet here is equal to the popularity of common services of libraries.

4. Most popular services provided by the libraries. Current situation

According to the data of the survey of 2010, the “traditional” mission of libraries – lending books – has been superseded by the possibility to use the internet (the ratio of book lending and internet use in 2010 was 92% and 97% in towns and 70% and 91% in villages; and in 2008, 89% and 91% in towns and 88% and 76% in villages). Reading periodicals remains among the top three popular functions of the libraries (in 2010, 74% in towns and 75% in villages). Beside the “top three” services, the possibility to learn computer literacy is also important (in 2010, 17% in towns and 24% in villages; in 2009, 12% in towns and 8% in villages; and in 2008, 6% in towns and 20% in villages). In rural branches, computer games are especially popular (22%). (Figure 25)

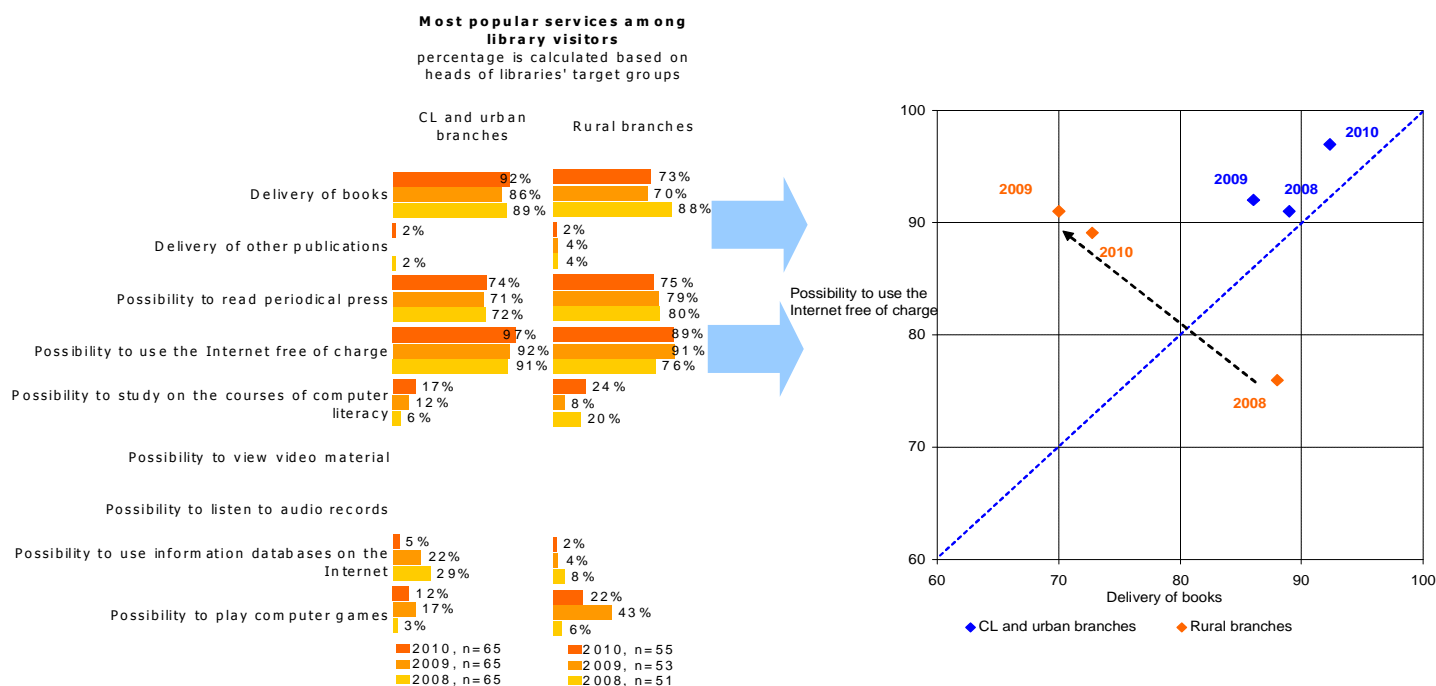
Figure 25. Which of the below services provided in your library are in your opinion most popular?



Analysing the assessment of most popular services of libraries in 2008-2010, it can be seen that the popularity of internet in rural areas was growing slightly slower. In 2008, according to popularity the

internet was already the top service in towns, whereas in the villages, it still was at the same level as reading books and periodicals. Since 2009, the tendencies of internet development in towns and villages have become more similar. The survey of 2010 revealed a negative “side” effect of new technologies: internet is superseding the reading of books and periodicals in rural branches (computer games are also very popular here). This phenomenon is not characteristic to town branches: the popularity of internet here is equal to the popularity of common services of libraries (win-win situation²). (Figure 26)

Figure 26. Which of the below services provided in your library are in your opinion most popular? Comparison of year 2008-2010



4.2 Most popular services provided by the libraries. Supported areas

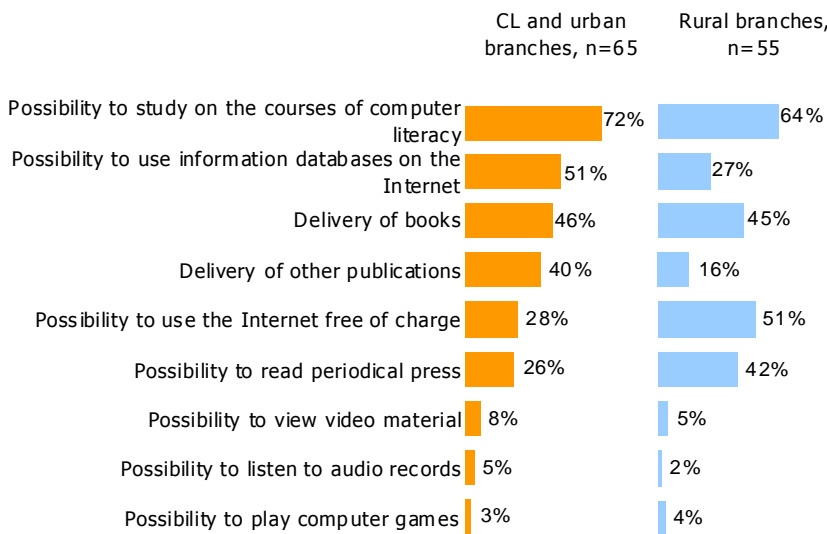
According to the data of the survey of 2010, the fields of activity to be developed were different in rural and town branches. Town branches emphasized the courses of computer literacy (72%, meanwhile in the villages – 64%) and the use of information databases (51%, meanwhile in the villages just 27%). What concerns the future priorities of rural libraries, the main emphasis was on the possibility to use internet free of charge (51%, meanwhile in towns – 28%). The rural branches also emphasized the possibility to read periodicals. (Figure 27)

Figure 27. Please indicate priority areas of the services provided by your library, which are intended to be strengthened in the nearest future.

² In strategic solutions of game theory the term 'win-win' is used, which means that the solution or situation is beneficial to both parties.

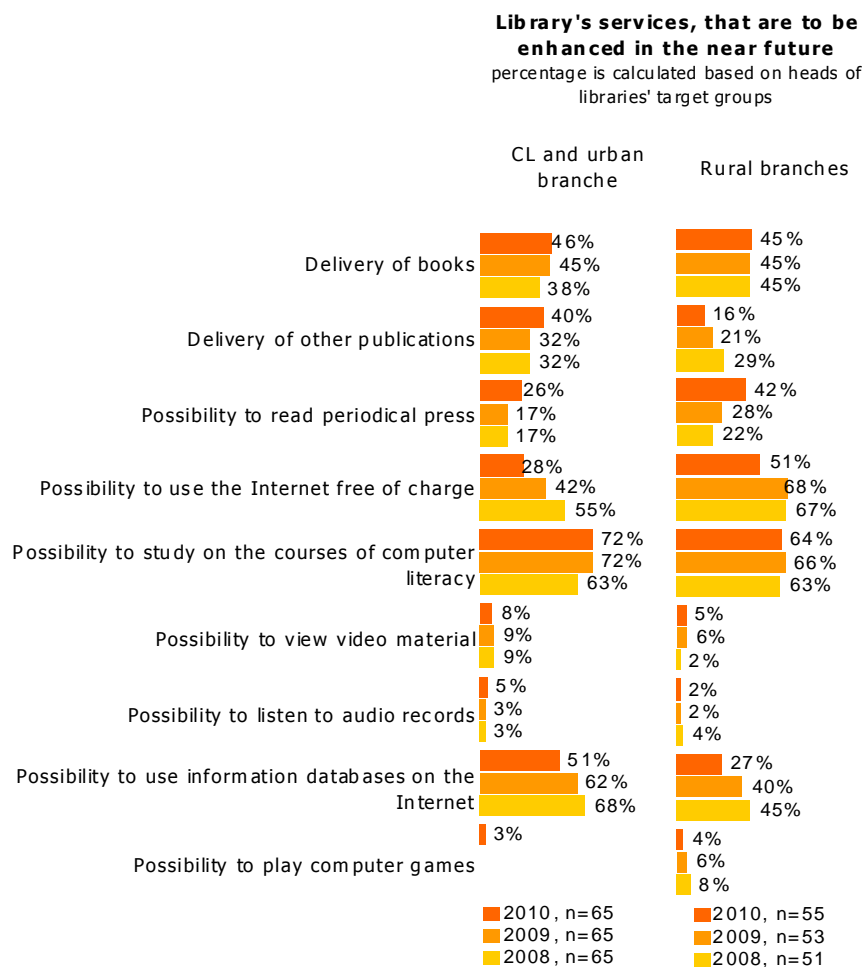
Library's services, that are to be enhanced in the near future

percentage is calculated based on heads of libraries' target groups



The data of the surveys of 2008-2010 show an interesting tendency: the intention to promote internet use is decreasing both in the towns and villages (from 55% in 2008 to 28% in 2010 in towns; and from 67% in 2008 to 51% in 2010 in villages). It can mean that this service is already well established among other fields of library activity and does not require additional promotion. (Figure 28)

Figure 28. Please indicate priority areas of the services provided by your library, which are intended to be strengthened in the nearest future. *Comparison of year 2008-1010*



4.3 Most popular services provided by the libraries. Future prognosis

In the opinion of the directors, the popularity of libraries' services in the future should correspond to the present situation. The popular areas in the nearest future should be the internet, book lending, and reading periodicals. (Figure 29)

Figure 29. Which of the below services provided by your library will in your opinion be most popular?

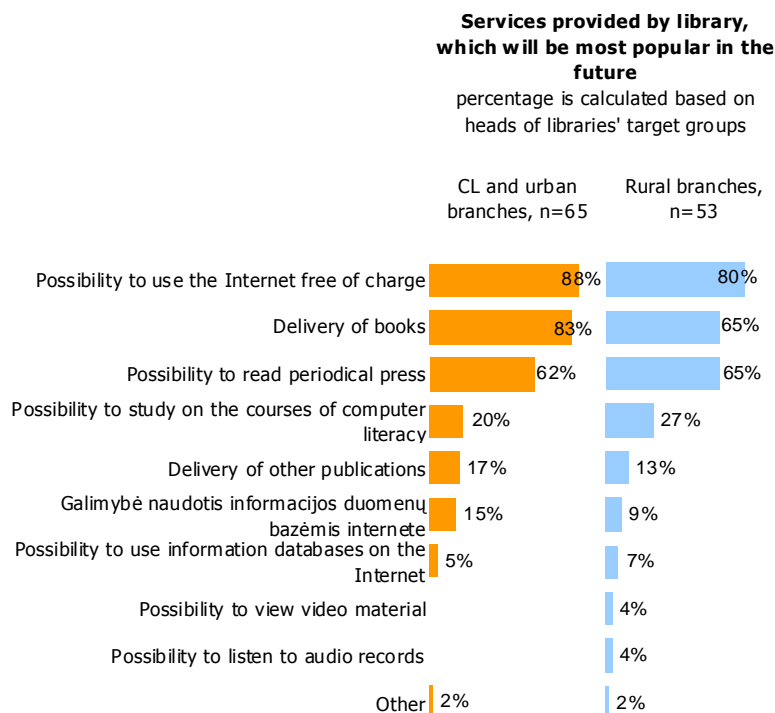
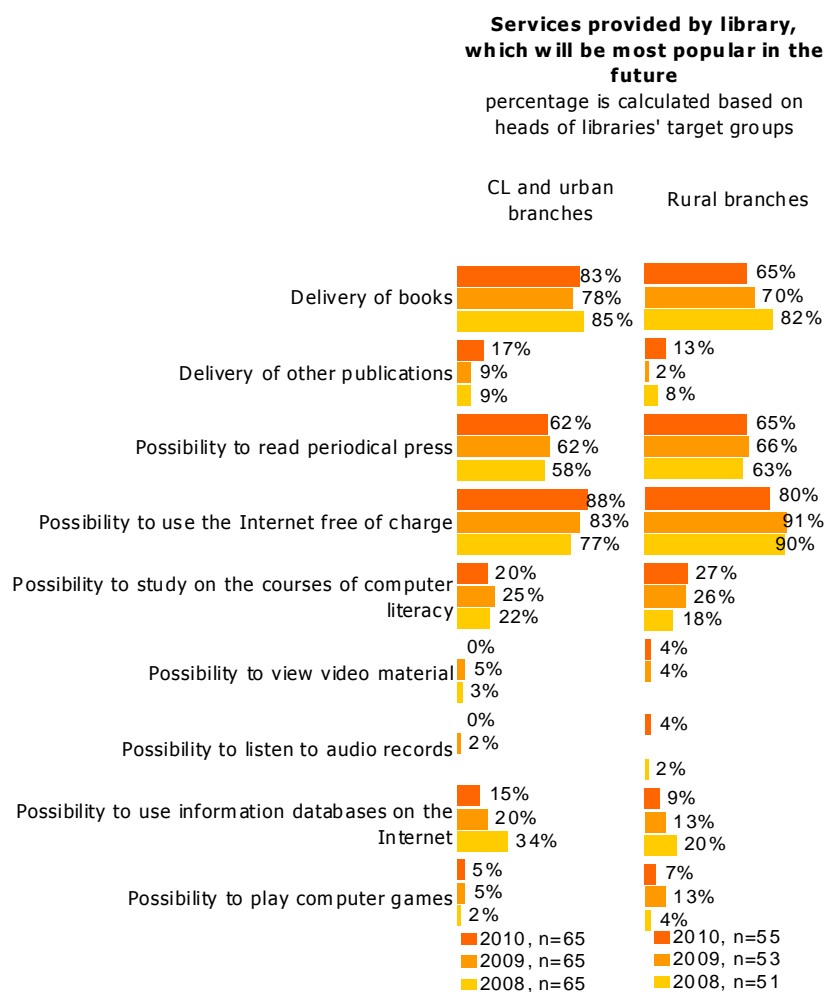


Figure 30. Which of the below services provided by your library will in your opinion be most popular? *Comparison of year 2008-2010*



4.4 Popularity and popularization of services

When analysing the statistics of the services that are currently most popular, potentially most popular in the future and the statistics of promoted services, several priority fields of activity can be distinguished (according to the fields that are to be funded). These are the courses of computer literacy, the use of internet databases, and lending other publications. Unfortunately, a certain contradiction between the fields to be funded and the expected popular services in the future is obvious: the libraries' directors do not “see” these services among the most popular services of libraries in the future. (Figures 31-32)

Figure 31. Promoted areas of libraries' activity

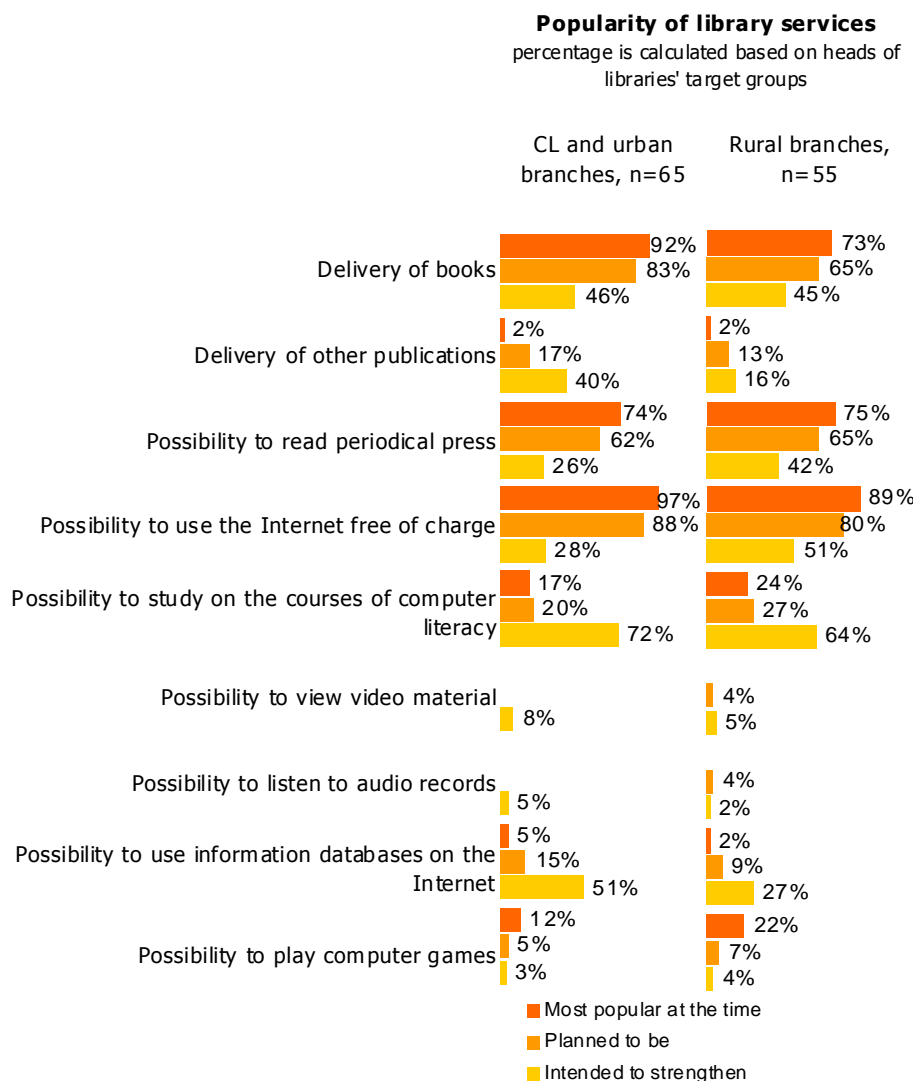
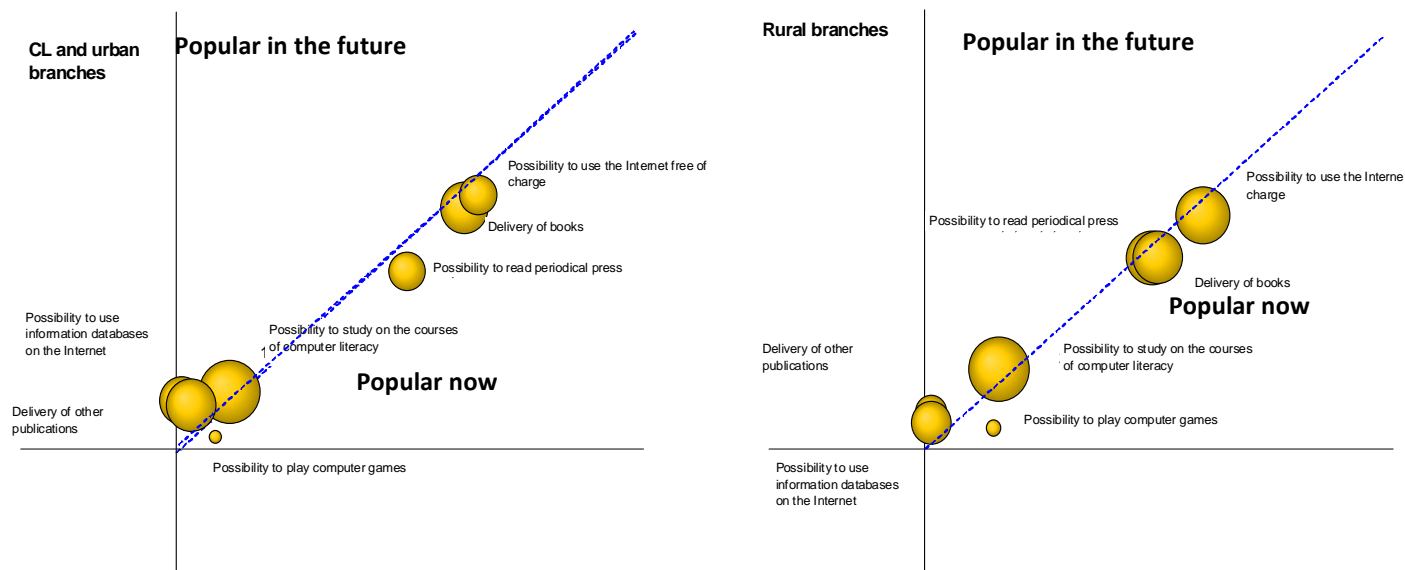


Figure 32. Most popular and promoted areas of libraries' activity (present-promotion-future).



* Legend. (Analysing the perception map). The chart is based on the assessment of present, expected and supported popularity of libraries' activities (see Figure 31). The horizontal axis (X) indicates the present popularity of the fields of activity, and the vertical one (Y) – the prognosis of activities' popularity. The size of circles represents the volume of promoting the activity. E.g. computer games are not promoted, currently not very popular (probably due to the restrictions) and will probably be less popular in the future.

5. Supply and benefit of internet contents to the community

- 🌸 To sum up the popularity of internet resources and the promotion of their use, three main groups can be distinguished:
- 🌸 “users' area” - internet resources used by the people without additional promotion. These are electronic communication and search for leisure and cultural information;
 - 🌸 “suppliers' area” - internet resources that are most actively promoted, but not necessarily are most popular. These are job search online, health information, internet resources for economic activity and e-government services (the difference between the promotion and the use of the latter is especially prominent);
 - 🌸 “nobody's area” - not popular and not promoted internet resources. These are creating internet contents and the possibility to earn online, internet novelties. These areas are probably not popular and not promoted due to their relative complexity and the demand for special knowledge.

5.1 *The opinion of libraries' directors of the benefit of public internet access to the community*

According to the data of the survey of the libraries' directors of 2010, the main benefits of public internet access to local communities are the following³: improved communication with friends and relatives (according to the data of the survey of 2010, 73% in villages and 75% in towns, and in 2009, 83% in villages and 71% in towns), leisure enrichment (according to the data of the survey of 2010, 64% in villages and 62% in towns, and in 2009, 62% in villages and 62% in towns), help in performing tasks related to school or studies (according to the data of the survey of 2010, 47% in villages and 63% in towns, and in 2009, 55% in villages and 69% in towns). (Figure 33)

³ Impact 7. “Increased social benefit to individuals and communities through IT”. Supervision index 7B. “Librarians' perception of the benefit of public internet access to the community”.

Figure 33. How is the public internet access provided by your library beneficial to local community?

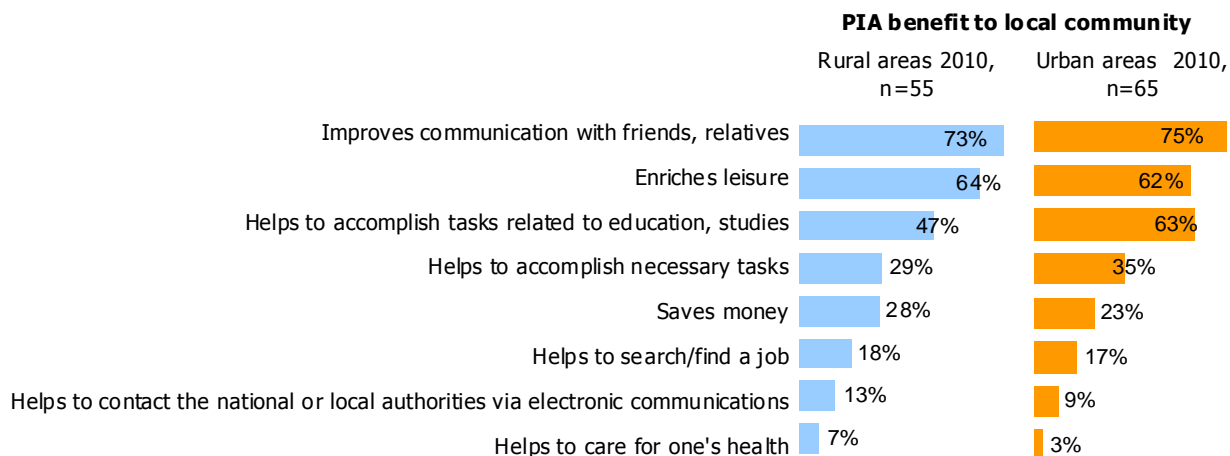
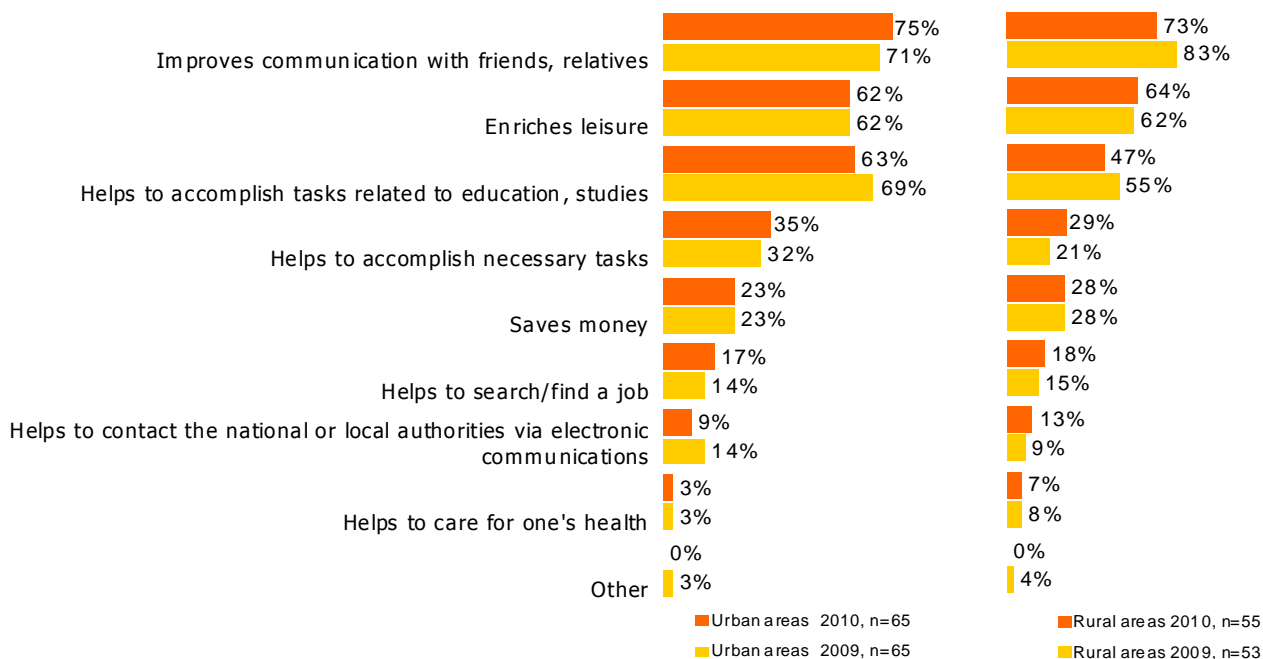


Figure 34. How is the public internet access provided by your library beneficial to local community? Comparison of the year 2009 – 2010



5.2 Supply, use and promotion of internet contents

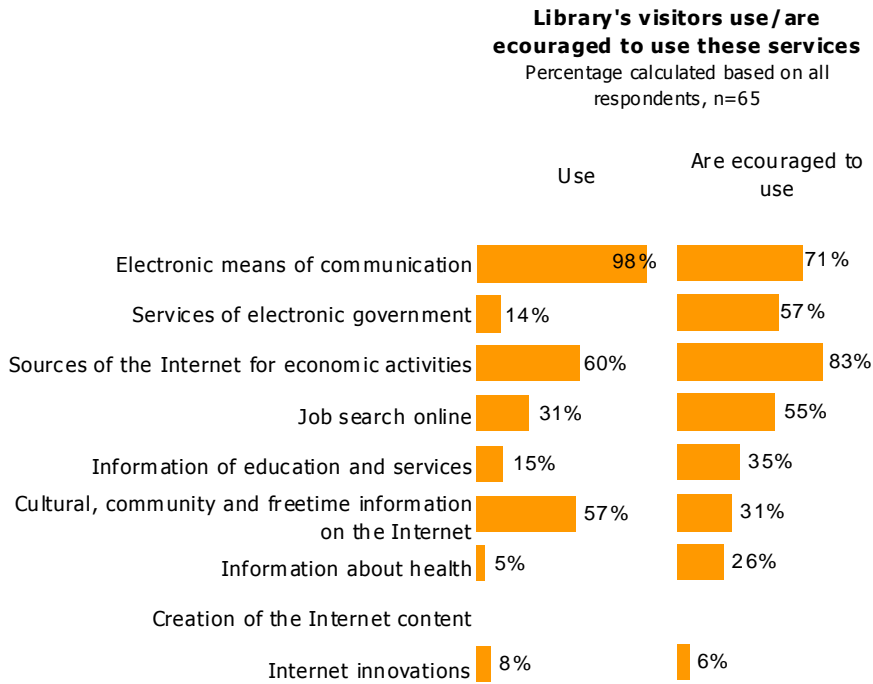
According to the data of the survey of 2010, at public internet access points in libraries the visitors mostly use the following services:⁴ electronic and communication means – 98%, internet resources for economic activity – 60%, cultural, community and leisure information – 57%, job search online – 31%.

Libraries' visitors are most encouraged to use the following services: internet resources for economic activity – 83%, electronic communication means – 71%, services of e-government – 57%.

The visitors are least often encouraged to use internet innovation and creating internet contents. (Figure 35)

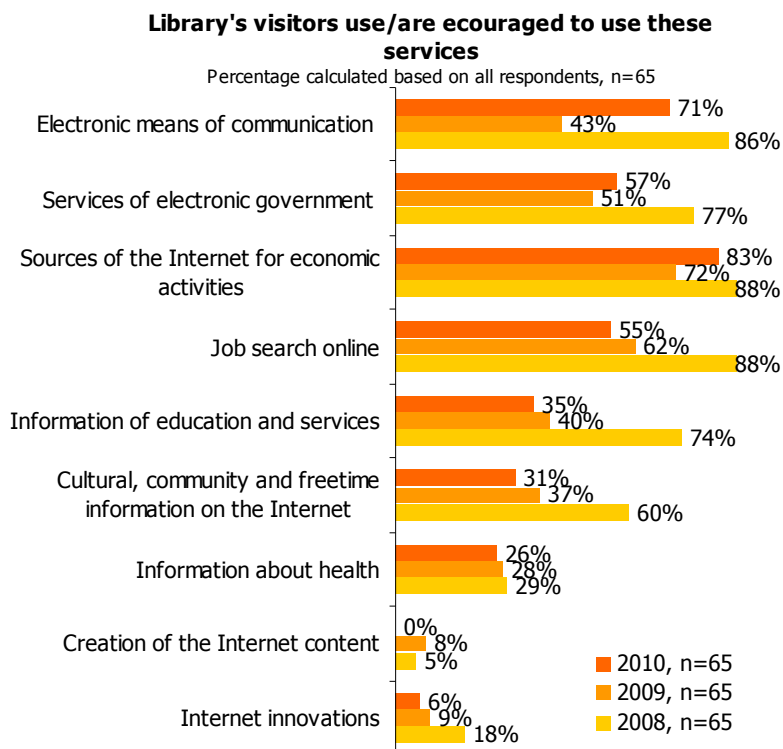
⁴ Impact 8. "Increased supply and consumption of relevant contents". Supervision index 8B. "New contents and services in the library".

Figure 35. Which of the following fields of information are most often used by the users of public internet access?



In the perspective of time, in 2008-2010, the decrease in promotion of the use of e-government services, job search online and educational and cultural information online can be seen. (Figure 36)

Figure 36. Which of the following information areas are the public internet access users taught and encouraged to use? Comparison of the year 2009 – 2010



To sum up the popularity of internet resources and the promotion of their use, three main groups can be distinguished:

- “users' area” - internet resources used by the people without additional promotion. These are electronic communication and search for leisure and cultural information;
- “suppliers' area” - internet resources that are most actively promoted, but not necessarily are most popular. These are job search online, health information, internet resources for economic activity and e-government services (the difference between the promotion and the use of the latter is especially prominent: 57% of librarians mentioned the promotion, but they said that 14% of visitors were using e-government resources);
- “nobody's area” - not popular and not promoted internet resources. These are creating internet contents and the possibility to earn online, internet novelties. These areas are probably not popular and not promoted due to their relative complexity and the demand for special knowledge.

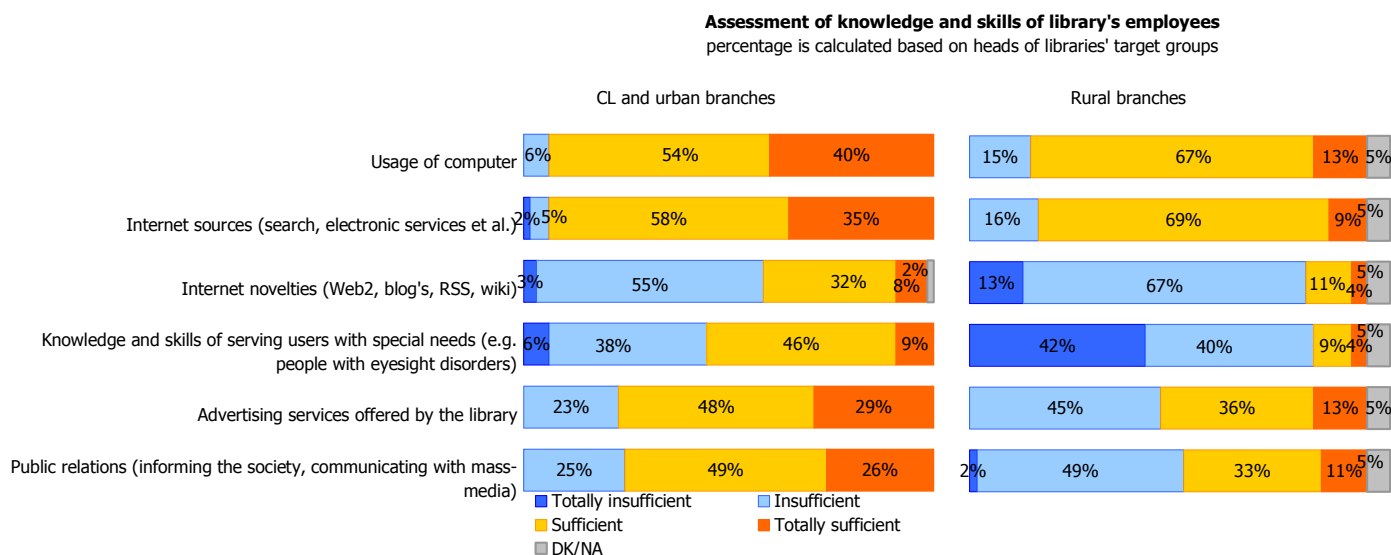
6. General skills, representation and image of the librarians

- ✿ The knowledge and skills of the employees of town libraries are better in all areas, but comparing the assessment of the period of 2008-2010, the gap is gradually decreasing. Two fields: servicing the special needs visitors and application of internet novelties fall significantly behind other fields. The directors believe that this lack of knowledge is especially prominent in rural branches.
- ✿ The majority of the directors have established partnership relations with other organisations. The main partners of libraries are non-governmental organisations (NGOs) and state institutions. 42% of libraries' directors maintain relations with business structures. The benefits of social partnership can be clearly differentiated into material (most support is received from business) and non-material (supporting the ideas, organising events, establishing relations).

6.1 General skills of the librarians

2010, the directors gave the highest evaluation to general computer skills (94% of favourable responses) and the skills of the use of internet resources (93% of favourable responses). The weak sides of the librarians are servicing the special needs visitors (55%) and internet novelties (40% of favourable responses). (Figure 37)

Figure 37. Please assess the knowledge and skills of library employees.

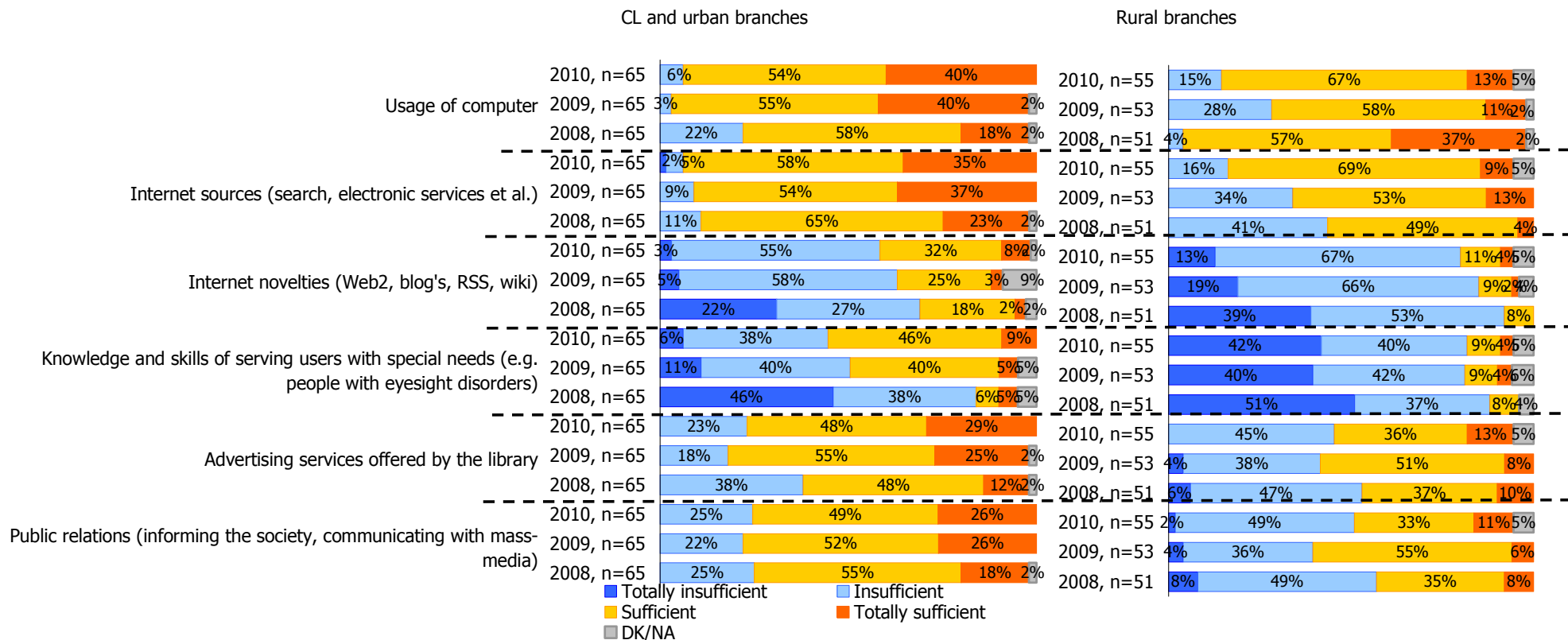


In the opinion of the directors, the knowledge and skills of the employees of town libraries are better in all areas, but comparing the assessment of the period of 2008-2010, the gap is gradually decreasing (especially when assessing general skills of computer use and the use of internet resources). Two fields:

servicing the special needs visitors and application of internet novelties fall significantly behind other fields. The directors believe that this lack of knowledge is especially prominent in rural branches. (Figure 38)

Figure 38. Please assess the knowledge and skills of library employees. Comparison of year 2008-2010

Assessment of knowledge and skills of library's employees
percentage is calculated based on heads of libraries' target groups



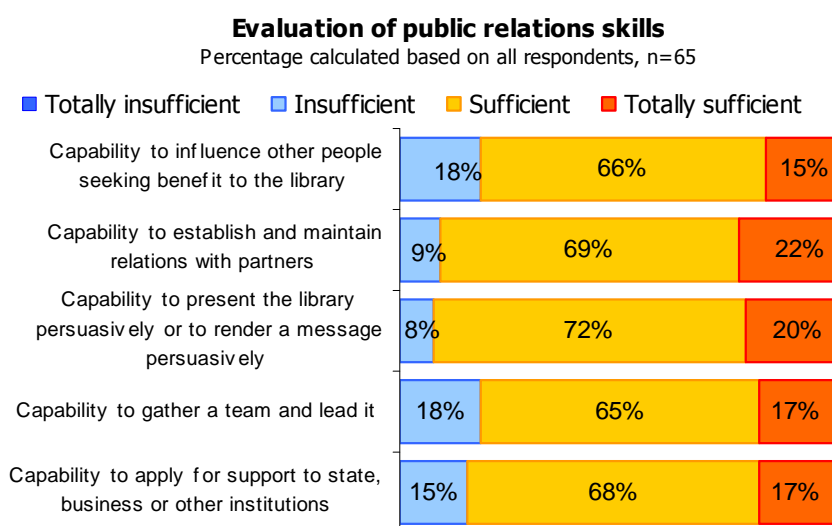
6.2 Library representation and public relations skills of librarians

This section is intended to discuss the skills of library representation and public relations.⁵

6.2.1 General assessment of library representation skills

According to the data of the survey of 2010, the directors positively assess their general representation skills. The assessment of the defence of interests and lobbyism is more self-critical (inadequate skills to impact other people to gain benefit to the library were mentioned by 18% of the directors and the ability to apply to authorities for support – by 15% of the directors). Having in mind the position of the respondents, the assessment of the ability to gather a team and lead it were unexpected, as almost a fifth (15%) of the respondents recognized their skills as inadequate. (Figure 39)

Figure 39. How do you assess your library representation skills?

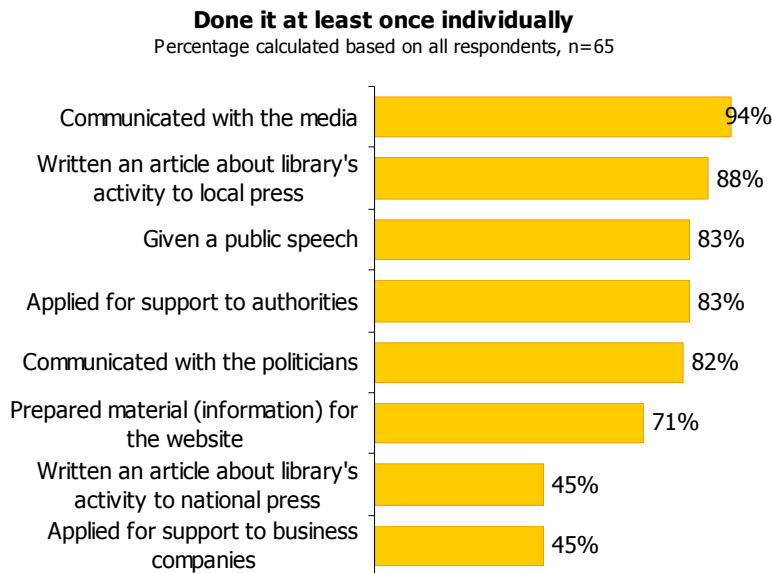


The directors of libraries are active in public activities. According to the data of the survey of 2010, 94% of the respondents have communicated with the media, 88% have written an article about library's activity for local press, 83% have given a public speech and applied to authorities, and 82% have communicated with politicians.

The weak areas of public and representation activity of the directors are the articles in national press (45% have published) and the search for support in the business sector (45%).(Figure 40)

⁵ Supervision index 2B. "Improved librarians' representation and public relations skills"

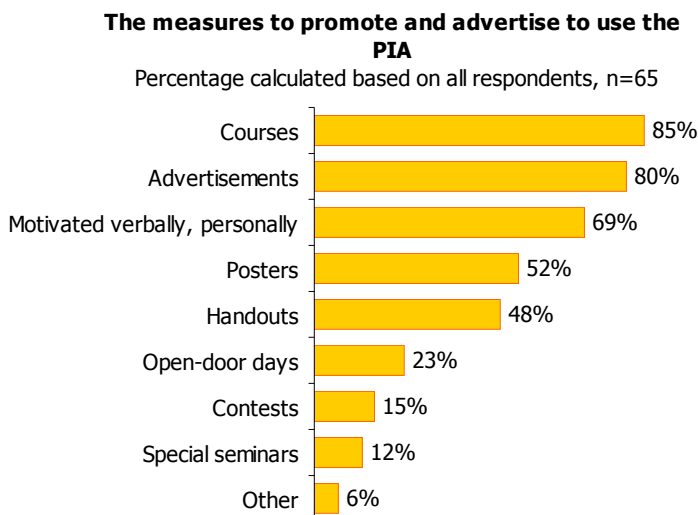
Figure 40. Which of the following have you performed independently at least once?



6.2.2 Ways of popularization of public internet access

According to the data of the survey of 2010, when advertising public internet access and promoting its use, the directors used the training – 85%, advertisements – 80%, direct spoken suggestions – 69%, and posters – 52%. Special workshops were least organised for popularizing public internet access – 12%. (Figure 41)

Figure 41. Which of the following did you use in your work to advertise public internet access and encourage the people to use it?

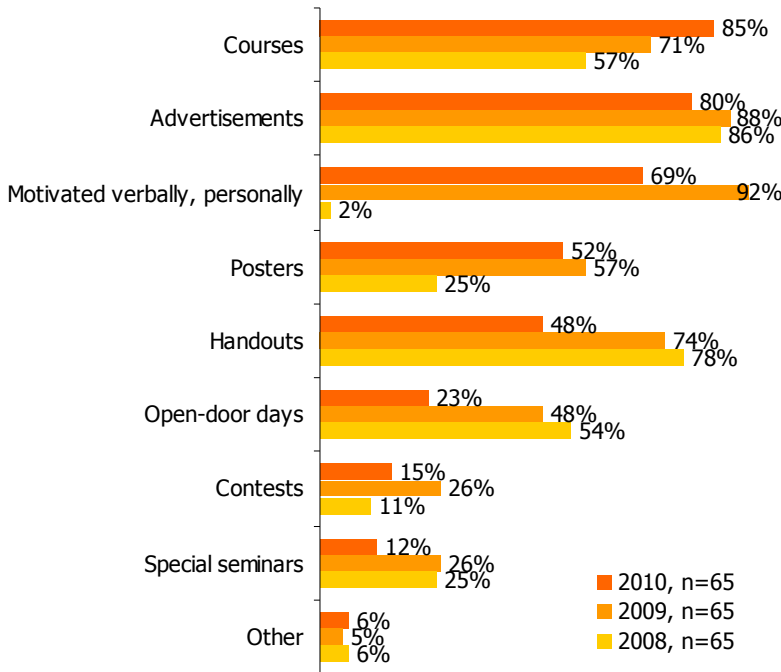


Comparing the results of the surveys of 2008-2010, the growth of the significance of training as one of the means to promote internet access use can be seen. In the survey of 2009, the training was distinguished by 71% of respondents, and in 2010 – 85% of respondents. (Figure 42)

Figure 42. Which of the following did you use in your work to advertise public internet access and encourage the people to use it? Comparison of the year 2009 – 2010

The measures to promote and advertise to use the PIA

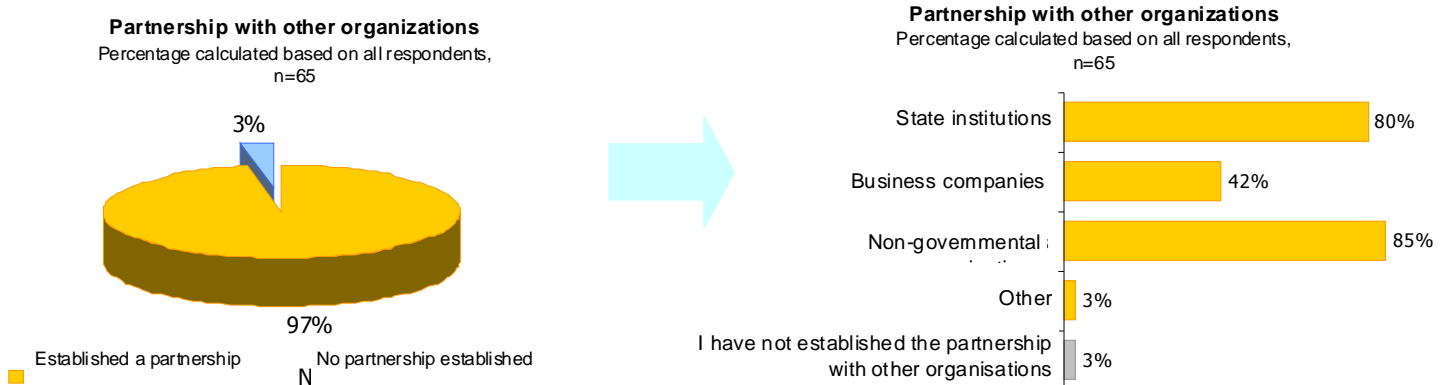
Percentage calculated based on all respondents, n=65



6.2.3 Relations with social partners

Different from librarians, only half of who have established social relations with the partners, the absolute majority of the directors (97%) have established partnership relations with other organisations. The main partners of libraries are NGOs (85% of contacts) and state institutions (80% of contacts). 42% of libraries' directors maintain relations with business structures. (Figure 43)

Figure 43. Have you established the partnership with other organisations when representing your library? If yes, what organisations?



The benefits of social partnership can be clearly differentiated into material (most support is received from business) and non-material (supporting the ideas, organising events, establishing relations). (Figures 44-47)

Figure 44. In what ways do your partners most often contribute to the activity of the library? State institutions.

Help of state institutions for the activities of libraries

Percentage is counted based on surveyed library heads, who have connections with national institutions, n=52

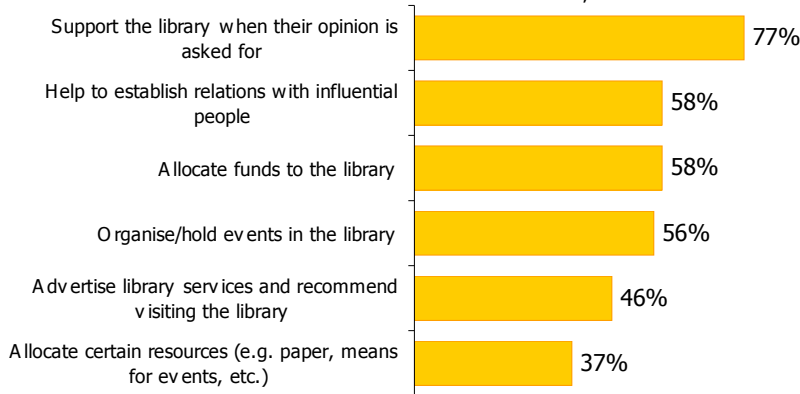


Figure 45. In what ways do your partners most often contribute to the activity of the library? Business companies.

Help of business companies for the activities of libraries

Percentage is counted based on surveyed library heads, who have connections with business companies, n=27

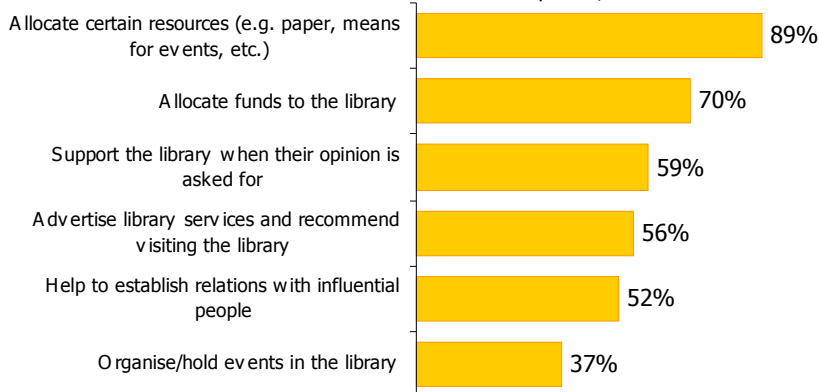


Figure 46. In what ways do your partners most often contribute to the activity of the library? NGOs.

Help of NGOs for the activities of libraries

Percentage is counted based on surveyed library heads, who have connections with NGOs, n=55

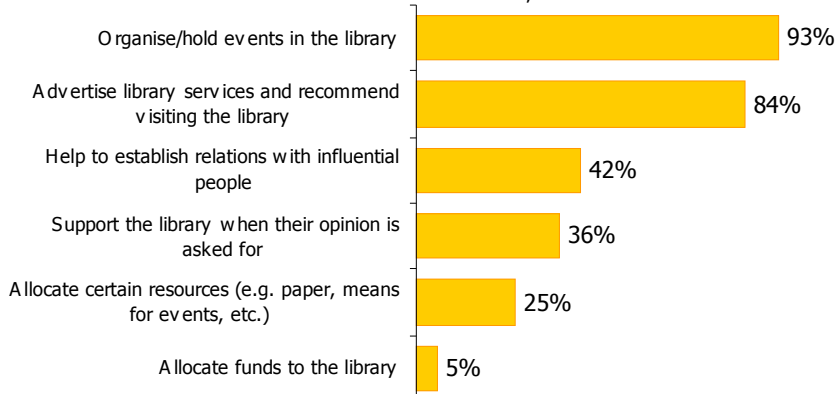
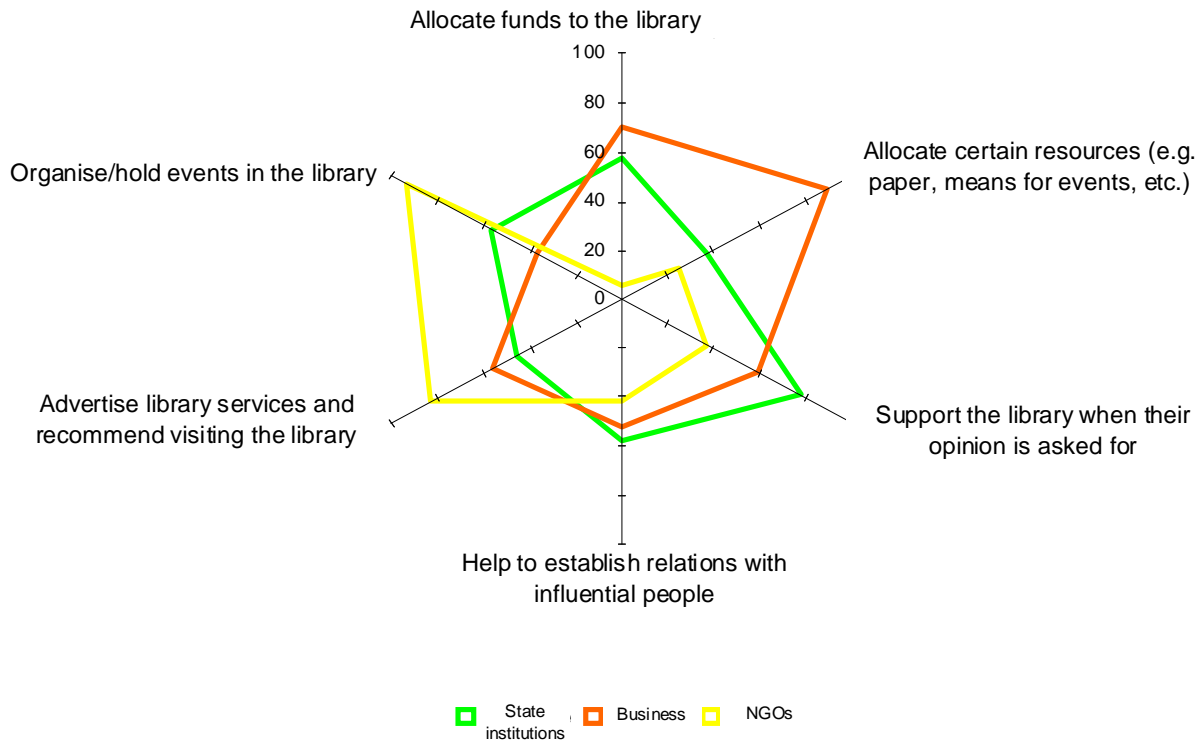


Figure 47. Support areas coordinated by social partners. NGOs, business, and state institutions.



6.3 Image of libraries

In assessing the image of libraries⁶, the absolute majority of areas are assessed positively.

Like in the previous surveys the directors believe that the strongest side of the libraries is their staff: the employees of the libraries are highly qualified, they provide good assistance to the visitors, are joyful and polite.

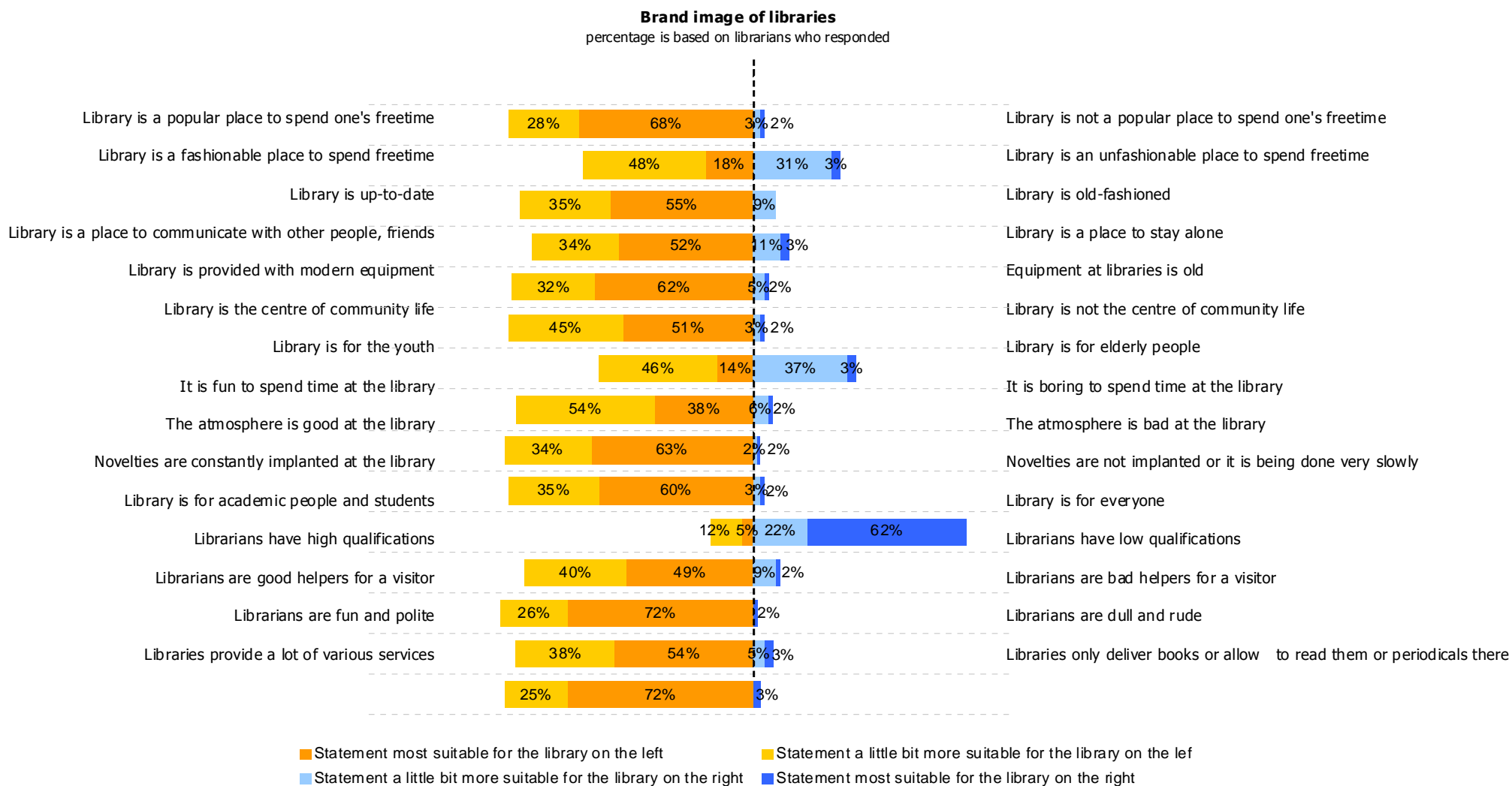
General environment, openness, democracy and versatility are assessed very favourably: the libraries have good atmosphere, they are intended for everyone willing to visit, they provide a lot of services.

The respondents believe that the libraries are the centres of attraction: polite, fashionable place to spend time, the centre of community life, the place for communication.

The conservatism of libraries is emphasized by accentuating that it is the place for senior people. (Figure 48)

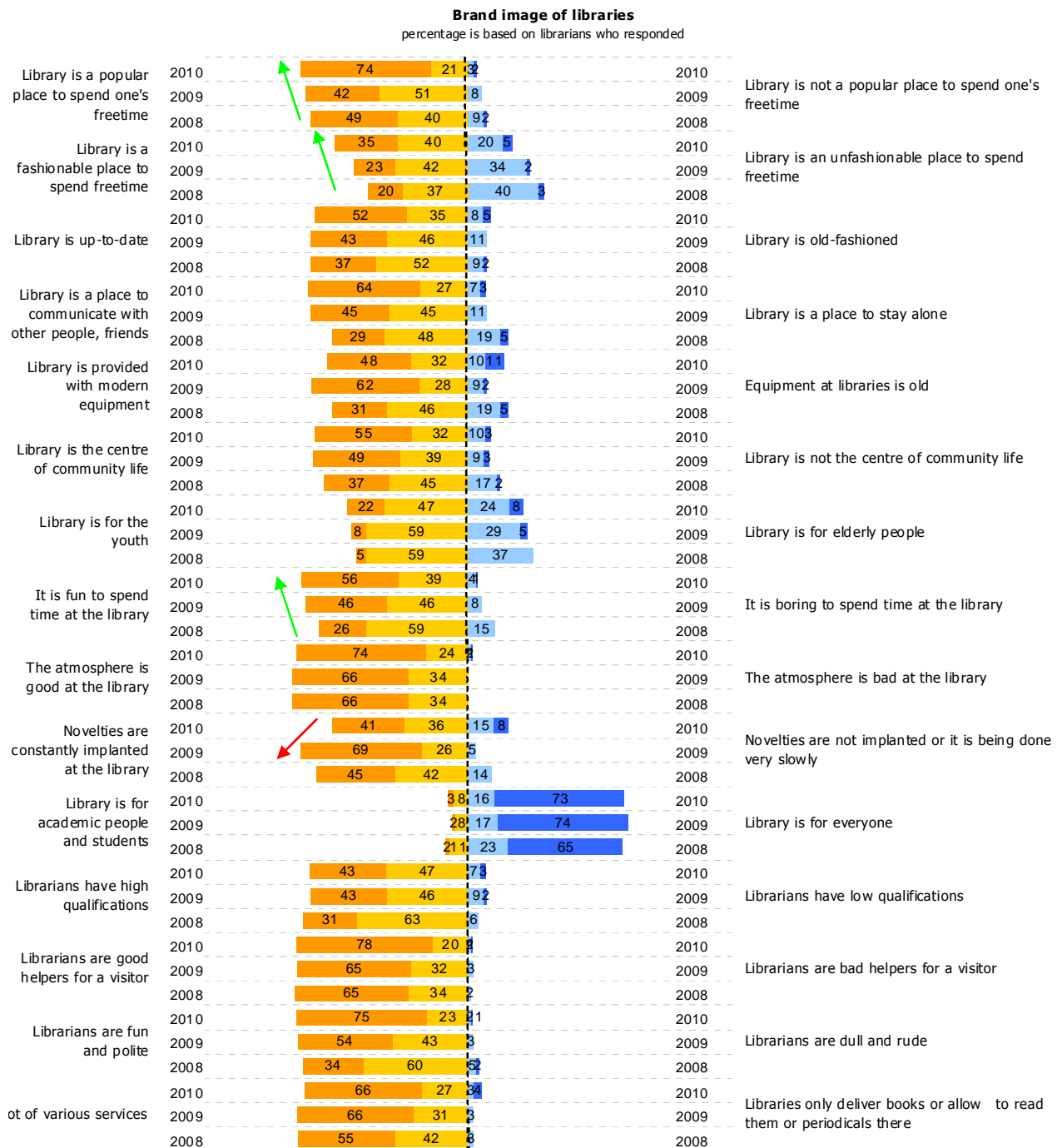
⁶ Supervision index 5A. "Library's reputation, public perception, and profile"

Figure 48. Image of libraries



During the surveyed period, the perception of image is very stable, but in some areas the changes in assessment are noticed in 2008-2010. During the comparative period of three years, the libraries have been defined as popular, fashionable, fun places. In 2010, one negative vector of image assessment can be noticed: introduction of novelties. In the survey of 2009, the directors assessed this field more favourably than in the survey of 2008, but in 2010, the introduction of novelties was assessed even worse than in 2008. (Figure 49)

Figure 49. Image of libraries. Comparison of the year 2008 – 2010



7. Generalisation of the results

The survey model provides a lot of quantitative information, which allows constructing certain assumptions for further analysis.

Budget. Gradual reduction of general funding and force majeure for public internet access points.

The financial situation for strengthening the libraries is very inauspicious. In the period of 2008-2010, general funding has decreased the most, but the budgets for expansion of public internet access have also suffered. However, general and public internet access funding was slightly different. According to the data of the surveys, the reduction of general budget is a long-term trend, which was already seen in the initial situation assessment in 2008. The reduction of public internet access funding in libraries in 2009 can be a direct result of economical recession.

Material situation and provision. Support to “traditional” areas is compensated by modern technologies and cultural events.

According to the data of the survey of 2010, the worst effect was on the “traditional” areas of libraries activities: the renewal of book selection, variety of other publications, and variety of periodicals, meanwhile the “new” positions (IT equipment and contents) of libraries have got much stronger. The largest positive changes are seen in internet and IT (abundance and quality of computer hardware and software, online support) and cultural and educative activity (organised events, exhibitions, training) in related areas.

Public internet access in libraries. Rapid expansion in villages; saturation in towns.

Both ongoing and planned expansion of public internet access points in rural branches is much more rapid than in central libraries and town branches. The total increase in the number of access points is estimated to be 50% in town branches and 80% in rural branches. Different trends of public internet access development in towns and rural areas can be determined by different initial situation. The lack of public internet access points can still be felt in rural branches, whereas town branches were already relatively “saturated” several years ago.

The mission. The symbiosis of modern technologies and traditional services in towns and superseding common services in villages.

“Traditional” mission of the libraries – lending books – is competing with the possibility to use the internet. The survey of 2010 revealed a negative “side” effect of new technologies: internet is superseding the

reading of books and periodicals in rural branches. This phenomenon is not characteristic to town branches: the popularity of internet here is equal to the popularity of common services of libraries. Additional analysis is necessary to explain these trends. It can be assumed that the decrease of popularity of reading books and periodicals is the result of different (and decreasing) material provision to rural and town branches (by books, renewal of publications), and the lack in the “traditional” field is compensated by modern technologies and contents (the towns and villages are equally provided with the latter!).

Most popular internet resources. Distinguished users', librarians' and nobody's areas.

“Users' area” internet resources (electronic communication and search for leisure and cultural information) are used by the people without additional promotion. These resources are most simple to use (advertised and easily accessible from any popular website) and they immediately provide obvious benefit (e-mail or online calls make the communication cheap and fast).

“Suppliers' area” - internet resources that are most actively promoted in libraries, but not necessarily are most popular. Job search online, health information, internet resources for economic activity and e-government services are more specific and “individualized” and therefore, it is hardly likely that their use will become a daily phenomenon (e.g. health information is not relevant to healthy internet users).

“Nobody's area” (creating internet contents and the possibility to earn online, internet novelties) - not popular and not promoted internet resources. These areas are probably not popular and not promoted due to their relative complexity and the demand for special knowledge.

Image. Favourable and inert.

Three major “supports” of the libraries' image are qualified staff, good general atmosphere and openness, and community attraction centre.

In the opinion of the directors surveyed in 2008-2010, the strongest side of the libraries is their staff (qualification, helpfulness, friendliness). General environment, openness, democracy and versatility are favourably assessed (the libraries have good atmosphere, they are intended for everyone willing to visit, they provide a lot of services). The respondents believe that the libraries are the centres of attraction (popular, fashionable place to spend time, the centre of community life, the place for communication). During the surveyed period of three years, these qualities of libraries' image have hardly changed. The only negative vector of image assessment seen in 2010 is the introduction of novelties. In the survey of 2009, the directors assessed this field more favourably than in the survey of 2008, but in 2010, the introduction of novelties was assessed even worse than in 2008.

Appendix A. Survey questionnaire

Instrument 2. Questionnaire for the survey of the opinion of libraries' directors

- 1.1. Has it been planned to create extra (new) computer working places, in connection to the public access for Internet users at the CENTRAL LIBRARY AND/OR ON ITS BRANCHES IN THE CITY which is under your guidance, during the next two years? (ONE VARIANT OF AN ANSWER IS ON EACH COLUMN. IF IT SUITS YOU, WRITE IN A SUPPOSED NUMBER)**
- 1.2. Has it been planned to create extra (new) computer working places, in connection to the public access for Internet users on the RURAL BRANCHES of the library which is under your guidance, during the next two years? (ONE VARIANT OF AN ANSWER IS ON EACH COLUMN. IF IT SUITS YOU, WRITE IN A SUPPOSED NUMBER)**

	Statements	1.1 AT THE CENTRAL LIBRARY AND/OR ON ITS BRANCHES IN THE CITY	1.2 ON THE RURAL BRANCHES
1.	The library is planning TO CREATE extra working places with public Internet access during the next two years	(WRITE IN THE NUMBER OF EXTRA PLACES)	(WRITE IN THE NUMBER OF EXTRA PLACES)
2.	The library is considering possibilities to create extra working places with public Internet access during the next two years, but does not know the exact number at the moment	2	2
3.	The library is not planning to create extra working places with public Internet access and it will stay the same during the next two years	(WRITE IN THE NUMBER)	(WRITE IN THE NUMBER)
4.	The library is planning TO REDUCE the number of working places with public Internet access during the next two years	(WRITE IN THE NUMBER OF PLACES REDUCED)	(WRITE IN THE NUMBER OF PLACES REDUCED)
5.	The library is considering possibilities to reduce the number of working places with public Internet access during the next two years, but does not know the exact number at the moment	5	5

2.1. Please state three most important factors, which determine capacities or plans of THE CENTRAL LIBRARY AND/OR ITS BRANCHES IN THE CITY in creating extra (new) working places with public access. (SEVERAL VARIANTS OF AN ANSWER, BUT NOT MORE THAN 3, MARK ON THE COLUMN 2.1.)

2.2. Please state three most important factors, which determine capacities or plans of THE RURAL BRANCHES OF THE LIBRARY in creating extra (new) working places with public access. (SEVERAL VARIANTS OF AN ANSWER, BUT NOT MORE THAN 3, MARK ON THE COLUMN 2.2.)

	Statements	2.1 THE CENTRAL LIBRARY AND/OR ITS BRANCHES IN THE CITY	2.2 RURAL BRANCHES
1.	Limitations of space (premises, their condition)	1	1
2.	Financial resources	2	2
3.	Expenditure of time and money for supporting, renovating and general supervision (repair)	3	3
4.	Human resources (sufficiency/deficiency)	4	4
5.	Insufficient speed of the Internet of extra working places	5	5
6.	The library does not create extra computer-aided working places, but offers (intends to offer) wireless access for visitors with portable computers, trying to satisfy the need for public access	6	6
7.	The number of computer-aided working places is corresponding/not corresponding to the number of users	7	7
8.	Other (POINT OUT):		

3.1. Has it been planned to change computers at present (existing) working places of public access at the CENTRAL LIBRARY AND/OR ITS BRANCHES IN THE CITY during the next two years? Portable computers should also be counted in, if they are to be changed. (ONE VARIANT OF AN ANSWER ON THE COLUMN 3.1.. IF THE 1ST VARIANT IS CHOSEN, WRITE IN A SUITABLE NUMBER)

3.2. Has it been planned to change computers at present (existing) working places of public access at THE RURAL BRANCHES OF THE LIBRARY during the next two years? Portable computers should also be counted in, if they are to be changed. (ONE VARIANT OF AN ANSWER ON THE COLUMN 3.2.. IF THE 1ST VARIANT IS CHOSEN, WRITE IN A SUITABLE NUMBER)

	Statements	3.1 THE CENTRAL LIBRARY AND/OR ITS BRANCHES IN THE CITY	3.2 RURAL BRANCHES
1.	The library is planning to change computers at working places during the next two years. How many?	(WRITE IN THE NUMBER)	(WRITE IN THE NUMBER)
2.	The library is planning to change computers at several working places during the next two years, but does not have the exact number at the moment	2	2
3.	The library is not planning to change computers at working places during the next two years	3	3

4.1. Please state the major factor, which determines capacities of THE CENTRAL LIBRARY AND/OR ITS BRANCHES IN THE CITY to renovate (change) working places of public access (ONE VARIANT OF AN ANSWER, MARK ON THE COLUMN 4.1.)

4.2. Please state the major factor, which determines capacities of RURAL BRANCHES OF THE LIBRARY to renovate (change) working places of public access (ONE VARIANT OF AN ANSWER, MARK ON THE COLUMN 4.2.)

	Statements	4.1 CENTRAL LIBRARY AND/OR ITS BRANCHES IN THE CITY	4.2 RURAL BRANCHES
1.	Financial resources	1	1
2.	Expenditure of time and money for supporting, renovating and general supervision (repair)	2	2
3.	Human resources (sufficiency/deficiency)	3	3
4.	Other (POINT OUT):_	_____	_____

5.1. Has the number of your CENTRAL LIBRARY AND/OR ITS CITY BRANCHES, offering public Internet access, increased, decreased or has not changed during the recent years? (ONE VARIANT OF AN ANSWER ON THE COLUMN 5.1.. IF SUITABLE, WRITE IN A SUITABLE NUMBER)

5.2. Has the number of THE RURAL BRANCHES OF YOUR LIBRARY, offering public Internet access, increased, decreased or has not changed during the recent years? (ONE VARIANT OF AN ANSWER ON THE COLUMN 5.2.. IF SUITABLE, WRITE IN A SUITABLE NUMBER)

	Statements	5.1 AT THE CENTRAL LIBRARY AND/OR ITS BRANCHES IN THE CITY	5.2 AT THE RURAL BRANCHES
1.	Number of branches increased---→GO TO QUESTION 7	(WRITE IN THE NUMBER OF THE BRANCHES INCREASING)	(WRITE IN THE NUMBER OF THE BRANCHES INCREASING)
2.	Number of branches decreased --→GO TO QUESTION 6	(WRITE IN THE NUMBER OF THE BRANCHES DECREASING)	(WRITE IN THE NUMBER OF THE BRANCHES DECREASING)
2.	Number of branches has not changed ---→GO TO 7	0	0

6. Please state the main reason, why did it happen? (ONE VARIANT OF AN ANSWER)

1. The branch is closed because of renovation;
2. Public Internet access is not available because of technical damage (deterioration of equipment);
3. The branch is closed temporarily due to financial deficiency;
4. Public access to the Internet temporarily is not available due to financial deficiency;
5. The branch is closed for good (or for a long time period) due to financial deficiency;
6. Public access to the Internet is not available for good (or for a long time period) due to financial deficiency;
7. Number of branches decreased due to other reasons (POINT OUT WHAT EXACTLY) _____

7. Please tell us, about the changes in THE BUDGET of year 2009: increased, decreased or has not changed? (ONE VARIANT OF AN ANSWER ON EACH COLUMN. IF IT IS SUITABLE, WRITE IN A SUPPOSED NUMBER)

Type of budget	A. Share of budget in a year 2009 increased	B. Share of budget in a year 2009 decreased	C. Share of budget in a year 2009 has not changed
1. General budget	_____ per cent	_____ per cent	0
2. Budget assigned to public Internet access	_____ per cent	_____ per cent	0

8. Please state three most important factors, which determine that the library or the branch does not offer public access to the Internet. (SEVERAL VARIANTS OF AN ANSWER, BUT NOT MORE THAN 3)

0. All the subdivisions of the library offer public access to the Internet.
 1. Library does not have enough places (space) for working places and/or equipment necessary for providing public access to the Internet;
 2. Library is not able to purchase equipment needed (e.g. computers) for providing public access to the Internet;
 3. Library does not have suitable access to the infrastructure of communications (e.g. telephone lines, rent lines, cables and etc.) needed for public access to the Internet;
 4. Library does not have means to pay for the Internet connection;
 5. Library does not have staff, capable of executing technical supervision of public access to the Internet;
 6. Library is not in control of its access to the Internet (e.g. local / district, national suppliers / local, district authorities provide the Internet);
 7. Employees/directors of the library believe it is not necessary to install an Internet link;
 8. Community shows no interest in the Internet at the library;
 9. Other (POINT OUT): _____

B1-9.1. Please point out your opinion: how much is public access to the Internet at THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES useful for local community? Point out three major advantages of public access to the Internet. (SEVERAL VARIANTS OF AN ANSWER ON THE COLUMN 9.1, BUT NOT MORE THAN 3)

B1-9.2. Please point out your opinion: how much is public access to the Internet at THE RURAL BRANCHES OF THE LIBRARY useful for local community? Point out three major advantages of public access to the Internet. (SEVERAL VARIANTS OF AN ANSWER ON THE COLUMN 9.2, BUT NOT MORE THAN 3)

	Statements	9.1 THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES	9.2 RURAL BRANCHES
1.	Enriches leisure	1	1
2.	Improves communication with friends, relatives	2	2
3.	Helps to accomplish necessary tasks	3	3
4.	Helps to accomplish tasks related to education, studies	4	4
5.	Helps to contact the national or local authorities via electronic communications	5	5
6.	Helps to search/find a job	6	6
7.	Helps to care for one's health	7	7
8.	Saves money	8	8
9.	Possibility to buy on internet	9	9
10.	Possibility to earn money on internet	10	10
11.	None of these	11	11
12.	Other (POINT OUT): _____	12	12

10.1. Which of the three services enumerated below and offered at your library, in your opinion, are most popular among visitors of THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES at the moment? (MARK ANSWERS ON THE COLUMN 10.1., SEVERAL VARIANTS OF AN ANSWER ARE POSSIBLE, BUT NOT MORE THAN 3)

10.2. Which of the three services enumerated below and offered at your library, in your opinion, are most popular among visitors of RURAL BRANCHES OF THE LIBRARY at the moment? (MARK ANSWERS ON THE COLUMN 10.2., SEVERAL VARIANTS OF AN ANSWER ARE POSSIBLE, BUT NOT MORE THAN 3)

Services	10.1 THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES	10.2 RURAL BRANCHES
1. Delivery of books	1	1
2. Delivery of other publications (language learning programmes, CD, DVD, art publications, notes et al.)	2	2
3. Possibility to read periodical press	3	3
4. Possibility to use the Internet free of charge	4	4
5. Possibility to study on the courses of computer literacy	5	5
6. Possibility to view video material	6	6
7. Possibility to listen to audio records	7	7
8. Possibility to use information databases on the Internet	8	8
9. Possibility to play computer games	9	9
10. Other (POINT OUT): _____	10	10

11.1. Please point out three priority spheres of services offered at your CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES, you are planning to strengthen in the nearest future. (MARK THE ANSWERS ON THE COLUMN 11.1., SEVERAL VARIANTS ARE POSSIBLE, BUT NOT MORE THAN 3)

11.2. Please point out three priority spheres of services offered at RURAL BRANCHES OF THE LIBRARY, you are planning to strengthen in the nearest future. (MARK THE ANSWERS ON THE COLUMN 11.2., SEVERAL VARIANTS ARE POSSIBLE, BUT NOT MORE THAN 3)

	11.1 THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES	11.2 RURAL BRANCHES
1. Delivery of books	1	1
2. Delivery of other publications (language learning programmes, CD, DVD, art publications, notes et al.)	2	2
3. Possibility to read periodical press	3	3
4. Possibility to use the Internet free of charge	4	4
5. Possibility to study on the courses of computer literacy	5	5
6. Possibility to view video material	6	6
7. Possibility to listen to audio records	7	7
8. Possibility to use information databases on the Internet	8	8
9. Possibility to play computer games	9	9
10. Other (POINT OUT): _____	10	10

12.1. Which of the services enumerated below and offered at your library, in your opinion, will be most popular among visitors of THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES in the nearest future? (MARK THE ANSWERS ON THE COLUMN 12.1., SEVERAL VARIANTS ARE POSSIBLE, BUT NOT MORE THAN 3)

12.2. Which of the services enumerated below and offered at your library, in your opinion, will be most popular among visitors of RURAL BRANCHES OF THE LIBRARY in the nearest future? (MARK THE ANSWERS ON THE COLUMN 12.2., SEVERAL VARIANTS ARE POSSIBLE, BUT NOT MORE THAN 3)

	12.1 THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES	12.2 RURAL BRANCHES
1. Delivery of books	1	1
2. Delivery of other publications (language learning programmes, CD, DVD, art publications, notes et al.)	2	2
3. Possibility to read periodical press	3	3
4. Possibility to use the Internet free of charge	4	4
5. Possibility to study on the courses of computer literacy	5	5
6. Possibility to view video material	6	6
7. Possibility to listen to audio records	7	7
8. Possibility to use information databases on the Internet	8	8
9. Possibility to play computer games	9	9
10. Other (POINT OUT): _____	10	10

13. Has library services enumerated below and material basis, in your opinion, become worse, better or has not changed during the last year? (MARK EACH SERVICE, EACH LINE WITH ONE ANSWER. ROTATION OF STATEMENTS: READ THE STATEMENTS FROM THE BEGINNING FOR ONE RESPONDENT, FROM THE END - FOR ANOTHER ONE.)

Services	Became worse	Did not change	Became better
1. Renewal of book assortment	1	2	3
2. Variety of other kinds of publications (CD, DVD)	1	2	3
3. Variety of periodical press	1	2	3
4. Variety of databases	1	2	3
5. Variety of performances organized (exhibitions, meetings, courses)	1	2	3
6. Quality of performances organized (exhibitions, meetings, courses)	1	2	3
7. Quantity of IT technologies	1	2	3
8. Quality of IT technologies	1	2	3
9. Quantity of programme equipment	1	2	3
10. Quality of programme equipment	1	2	3
11. Possibility to get some advice or help from librarians while using computer or the Internet	1	2	3
12. General atmosphere	1	2	3
13. Other (point out) _____	1	2	3

14. Which of the mentioned fields of information were used most frequently by public internet access users?

Please indicate 3 fields that in your opinion, are used most frequently (MULTIPLE ANSWERS POSSIBLE, BUT NOT MORE THAN 3)

15. Which of those fields of information visitors of your supervised library are encouraged/instructed to use? (MULTIPLE ANSWERS POSSIBLE)

	B6-14. Offered	B6-15. Encouraged
1. Electronic means of communication	1	1
2. Services of electronic government	2	2
3. Sources of the Internet for economic activities	3	3
4. Job search online	4	4
5. Information of education and services	5	5
6. Cultural, community and free time information on the Internet	6	6
7. Information about health	7	7
8. Creation of the Internet content	8	8
9. Internet innovations	9	9
0. None of these	0	0
99. DK/NA	99	99

17. Evaluate the following knowledge and skills of the majority of employees working at THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES on the scale of 4, whereas 1 – totally insufficient, 4 – totally sufficient? (MARK EACH STATEMENT ON EACH LINE, ONE ANSWER EACH)

		Totally insufficient	Insufficient	Sufficient	Totally sufficient	N/N
1	Computer literacy (IT skills)	1	2	3	4	99
2	Internet sources (search, electronic services et al.)	1	2	3	4	99
3.	Internet novelties (Web2, blog's, RSS, wiki)	1	2	3	4	99
4	Knowledge and skills of serving users with special needs (e.g. people with eyesight disorders)	1	2	3	4	99
5	Advertising services offered by the library	1	2	3	4	99
6	Public relations (informing the society, communicating with mass-media)	1	2	3	4	99

18. Evaluate the following knowledge and skills of the majority of employees working on RURAL BRANCHES OF THE LIBRARY on the scale of 4, whereas 1 – totally insufficient, 4 – totally sufficient? (MARK EACH STATEMENT ON EACH LINE, ONE ANSWER EACH)

		Totally insufficient	Insufficient	Sufficient	Totally sufficient	N/N
1	Computer literacy (IT skills)	1	2	3	4	99
2	Internet sources (search, electronic services et al.)	1	2	3	4	99
3.	Internet novelties (Web2, blog's, RSS, wiki)	1	2	3	4	99
4	Knowlwdge and skills of serving users with special needs (e.g. people with eyesight disorders)	1	2	3	4	99
5	Advertising services offered by the library	1	2	3	4	99
6	Public relations (informing the society, communicating with mass-media)	1	2	3	4	99

19. Which of the means listed do you use at work to advertise public access to the Internet and to encourage people to use this access? (SEVERAL ANSWERS ARE POSSIBLE)

1. Handouts
2. Posters
3. Advertisements
4. Open-door days
5. Special seminars
6. Contests
7. Courses
8. Motivated verbally, personally
9. Other (WRITE IN) _____

20. In general, is quality of technical supervision to public access computers, provided at THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES, satisfactory or unsatisfactory? (ONE VARIANT OF AN ANSWER)

1. Totally unsatisfactory
2. Unsatisfactory
3. Satisfactory
4. Totally satisfactory
99. DK/NA

21.1. In general, is quality of technical supervision to public access computers, provided on RURAL BRANCHES OF THE LIBRARY, satisfactory or unsatisfactory? (ONE VARIANT OF AN ANSWER)

1. Totally unsatisfactory
2. Unsatisfactory
3. Satisfactory
4. Totally satisfactory
99. DK/NA

22. In general, is methodical help, available for your employees at THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES, sufficient or insufficient? (ONE VARIANT OF AN ANSWER)

1. Totally insufficient
2. Insufficient
3. Sufficient
4. Totally sufficient
99. DK/NA

22.1. In general, is methodical help, available for your employees on RURAL BRANCHES OF THE LIBRARY, sufficient or insufficient?

(ONE VARIANT OF AN ANSWER)

1. Totally insufficient
2. Insufficient
3. Sufficient
4. Totally sufficient
99. DK/NA

23. Which of the following have you performed independently at least once? (SEVERAL ANSWERS ARE POSSIBLE)

1. Written an article about library's activity to local press
2. Written an article about library's activity to national press
3. Prepared material (information) for the website
4. Given a public speech
5. Communicated with the media
6. Communicated with the politicians
7. Applied for support to authorities
8. Applied for support to business companies
9. None of the above

23a. How would you assess your library representation skills on the scale of 4, where 1 is completely inadequate and 4 is completely adequate? (PLEASE MARK ONE ANSWER IN EACH LINE FOR EACH STATEMENT)

		Totally insufficient	Insufficient	Sufficient	Totally sufficient
1	Capability to influence other people seeking benefit to the library	1	2	3	4
2	Capability to establish and maintain relations with partners	1	2	3	4
3	Capability to present the library persuasively or to render a message persuasively	1	2	3	4
4	Capability to gather a team and lead it	1	2	3	4
5	Capability to apply for support to state, business or other institutions	1	2	3	4

23b. Have you established the partnership with other organisations when representing your library? If yes, what organisations? (SEVERAL ANSWERS ARE POSSIBLE)

(SEVERAL ANSWERS ARE POSSIBLE)

0. I have not established the partnership with other organisations ---> question 24
1. State institutions (indicate which) _____
2. Business companies (indicate which) _____
3. Non-governmental organisations (indicate which) _____
4. Other (indicate) _____

23c. ONLY FOR THE DIRECTORS WHO HAVE ESTABLISHED THE PARTNERSHIP WITH OTHER ORGANISATIONS

23c. In what ways do your partners most often contribute to the activity of the library? (MARK THE ANSWERS IN A COLUMN)

		State institutions	Business companies	Non-governmental organisations
1	Organise/hold events in the library	1	1	1
2	Help to establish relations with influential people	2	2	2
3	Allocate certain resources (e.g. paper, means for events, etc.)	3	3	3
4	Support the library when their opinion is asked for	4	4	4
5	Advertise library services and recommend visiting the library	5	5	5
6	Allocate funds to the library	6	6	6

24. Which of the statements, out of listed pairs of statements, in your opinion, suits library as such, on the whole? (AN ANSWER FOR EACH LINE. ROTATION OF STATEMENTS: READ STATEMENTS FROM THE BEGINNING FOR ONE RESPONDENT, FROM THE END – TO ANOTHER ONE.)

	Statement most suitable for the library on the left	Statement a little bit more suitable for the library on the left	Statement a little bit more suitable for the library on the right	Statement most suitable for the library on the right	
Library is a popular place to spend one's free time	1	2	3	4	Library is not a popular place to spend one's free time
Library is a fashionable place to spend free time	1	2	3	4	Library is an unfashionable place to spend free time
Library is up-to-date	1	2	3	4	Library is old-fashioned
Library is a place to communicate with other people, friends	1	2	3	4	Library is a place to stay alone
Library is provided with modern equipment	1	2	3	4	Equipment at libraries is old
Library is the centre of community life	1	2	3	4	Library is not the centre of community life
Library is for the youth	1	2	3	4	Library is for elderly people
It is fun to spend time at the library	1	2	3	4	It is boring to spend time at the library
The atmosphere is good at the library	1	2	3	4	The atmosphere is bad at the library
Novelties are constantly implanted at the library	1	2	3	4	Novelties are not implanted or it is being done very slowly
Library is for academic people and students	1	2	3	4	Library is for everyone
Librarians have high qualifications	1	2	3	4	Librarians have low qualifications
Librarians are good helpers for a visitor	1	2	3	4	Librarians are bad helpers for a visitor
Librarians are fun and polite	1	2	3	4	Librarians are dull and rude
Libraries provide a lot of various services	1	2	3	4	Libraries only deliver books or allow to read them or periodicals there

Pabaigai keletas klausimų apie Jus

D1. Gender: 1. Female

2. Male

D2. Age (WRITE IN THE NUMBER): _____ year-old

D3. How many employees work at your CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES (POINT OUT THE NUMBER): _____

D4. How many employees work on THE RURAL BRANCHES OF THE LIBRARY (POINT OUT THE NUMBER): _____

D5. How many employees serve public access to the Internet directly? (POINT OUT THE NUMBER):

D5.1. _____ AT THE CENTRAL LIBRARY AND/OR ITS URBAN BRANCHES

D5.2. _____ ON THE RURAL BRANCHES OF THE LIBRARY

D6. In which municipality is the library located:

D7. In which district is the central library located:

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

Thank you for your answers!