



LIBRARIES FOR INNOVATION:
CHANGES IN LIBRARIES AND SOCIETY
Impact evaluation study report for 2010

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Impact evaluation study report for 2010

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Libraries for Innovation

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Lithuanian Ministry of Culture

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Summary

Sociological surveys conducted at the time of implementing the project “Libraries for Innovation” revealed the following important changes and trends taken place in libraries and society during 2010:

- **An essential leap in involving the residents into the computer literacy training took place – the number of libraries that organized the training of residents increased by one fifth, whereas the number of librarians who arranged it – more than doubled.** In 2010, the training of residents was organized by 56 percent of libraries, as compared to 34 percent in 2009. In 2010, the training of residents was arranged by 39 percent of librarians, whereas in 2009 - by 15 percent accordingly.
- **The number of users who attended training on the public internet access organized by libraries has increased considerably.** In 2010, 55 percent of the public internet users advanced their knowledge in computer literacy and Internet resources during courses, and did that namely in the library. In 2009, this share constituted 27 percent. More often computer literacy courses organized by public libraries were attended by the respondents over 55 years old and pensioners.
- **Libraries attracted nearly a third of new users.** In 2010, public internet access in libraries was used for the first time by 28 percent of users. 25 percent of new users were attracted in 2009.
- **The perception of public internet access users of the benefits provided by the internet access in libraries has grown.** Significant changes were recorded in the field of quality improvement in leisure (in 2010 – 80 percent, 2009– 72 percent), communication with friends and fellow-men (in 2010 – 69 percent, 2009 – 57 percent) and assistance in earning money on the internet (in 2010 – 15 percent, 2009 – 7 percent).
- **The number of public internet access venues has increased by more than one tenth in the libraries, and their penetration reached 90 percent.** The majority of public internet access venues were installed in rural libraries, of which the public internet access was available in 88 percent of libraries in 2010, and 74 percent in 2009. The average number of libraries providing the public internet access in rural areas was 90 percent in 2010, as compared to 78 percent in 2009.
- **Resident awareness on the public internet access reached three fourths.** In 2010, 72 percent of residents were aware of the possibility to use the public internet access in the library, as compared to 69 percent in 2009. Of this number 28 percent of the respondents used the public internet access in libraries.
- **The role of librarians as consultants, especially in rural areas, has strengthened.** In 2010, the number of the public internet access users who asked the librarian for assistance regularly and frequently increased up to 29 percent, as compared to 23 percent in 2009. Libraries were most often or frequently contacted by 39 percent of rural users, and by 19 percent of urban users. Most frequently consultation or help was requested by residents over 55 years of age and pensioners.
- **Evaluations of the public internet access users referring to an “innovative” library remain favourable.** The most positive evaluations were given to a general atmosphere in the library (57 percent of positive evaluations); the possibility to get advice and assistance from librarians while using a computer and the internet (59 percent); plenitude and quality of computer hardware (44 percent); plenitude of software applications (44 percent) and its quality (43 percent); diversity and quality of the events organized (44 percent).
- **The “traditional” activity of libraries received a poorer evaluation.** The fields evaluated the worst by the public internet access users – renewal of the assortment of books and periodicals (32 percent and 28 percent accordingly).



Introduction

From the very beginning of implementation of the project “Libraries for Innovation” in 2008, large scale opinion surveys of residents, public internet access users in libraries, experts, library managers and librarians were conducted annually what enabled to determine the social changes occurring at the time of the project. The findings received were compared with those of 2008, when a study of the initial situation was made.

This is already the third such type publication presenting generalized results of the social survey data.

Based on these studies the changes in society are evaluated, as well as information is obtained how many Lithuanian residents and why they use the public internet access in public libraries; what user groups most often do that; what distinguishes them the most from other internet users; what are the purposes the public internet access is used in the libraries for; how the use of the internet in libraries differs from its use in other places; how the users perceive the benefits provided by the public internet access.

During this survey great attention was paid to the evaluation of skills in the use of information technologies by socially vulnerable society members, disabled, rural residents, and senior people.

The data collected and analyzed help not only reveal changes in the use of the internet in society and libraries, but also to plan follow-up activities of the project in a better way.

The data collected during 2008-2011 allow concluding that a modern library could be qualified not only as a cultural institution open to everybody, but also as a drive for progress in society.

Currently, it is possible to use the internet access in nearly all public libraries which has become an additional centre of attraction to visitors. Thus, libraries participate in the creation of an information society friendly to all social groups. Information and literature resources in available libraries, as well as equipment and public spaces are open to residents, whereas qualified specialists are familiar with the local community people and know their needs, thus assist them willingly.

The development of free public internet access venues in Lithuanian libraries is an important step in bringing people together, as well as making the country's libraries attractive and convenient gathering centres to local communities, facilitating their daily life, providing them with the possibilities to receive and to share information, to look for a job, to communicate, or simply, to lead a more interesting life.



About the project
"Libraries for Innovation"

About the project "Libraries for Innovation" 09

Commenced in 2008 the project "Libraries for Innovation" is implemented by Martynas Mažvydas National Library of Lithuania together with the Ministry of Culture of the Republic of Lithuania. It is financed by Bill and Melinda Gates Foundation, the Lithuanian Government, also co-funded by municipalities and Microsoft Company which has donated the newest software.

Over 1,200 public libraries and approximately 2,000 librarians participate in the project. The project is expected to be finished in June 2012.

Towards a progressive society

The essence of the project "Libraries for Innovation" consists in the strengthening of capacities of public libraries; provision of opportunities for Lithuanian residents to use the internet; the opening up of new possibilities of communication and information technologies.

The most important mission of the project is to reduce the digital divide, and at the same time, social exclusion by paying special attention to people having no possibilities to use this information channel and source. Therefore by encouraging the use of the public internet access special attention is devoted to rural residents, senior people, disabled and other socially vulnerable groups.

Project activities

Funds designated for the project are used for the purchase of computer hardware, connection of libraries to the internet or the improvement of communication quality, organization of technical assistance, training of librarians, giving publicity to the free internet access, attraction of residents, as well as evaluation of the impact made by the project.

Seeking to attract more adults and senior people, special workshops and campaigns are organized where electronic services that may be easily adapted to daily life are introduced: electronic filing of tax returns, e-banking, job search, distance learning, health services, etc. Residents who do not know how to use a computer are taught the computer literacy and internet basics.

Efforts are also put to radically enhance IT competence of public library employees and to help them become active encouragers and assistants of the local community by mastering the possibilities of IT.

Project results

Computers and the internet

It has been achieved in recent years that Lithuanian residents may use the internet services practically in all public libraries located in different cities, towns, and villages of Lithuania.

Thus, it could be reasonably claimed that currently the internet has become an inseparable part of the services provided by the public library to residents.

During 2008-2010, new hardware intended for the provision of the public internet access services was supplied and installed in 1,144 public libraries out of 1,200 participating in the project.

THE MAP OF INTERNET ACCESS VENUES IS EXPANDING

DURING THE IMPLEMENTATION OF THE PROJECT "LIBRARIES FOR INNOVATION" PUBLIC INTERNET ACCESS VENUES ARE INSTALLED IN LIBRARIES WHERE IT HAS NOT EXISTED BEFORE. MEANWHILE IN THE LIBRARIES ALREADY EQUIPPED WITH THE PUBLIC INTERNET ACCESS IT IS FURTHER EXPANDED AND UPGRADED.

In 2010, the internet access was installed or improved in 137 rural libraries, which enabled residents to use all possibilities offered by the internet and electronic services.

Besides, 524 stationary computers, 179 laptop computers, 179 wireless access devices, 178 multifunctional devices and other equipment, such as ID card readers, were installed in rural branches of 179 public libraries.

Besides, users of the public internet access may use e-authority services in public libraries. Residents who visited libraries in 2011 and had chip ID cards could participate electronically in the population census held in March.

Improvement of library employee skills

During 2010, seeking to enhance the capacities and motivation of library employees to use computers and the internet, 785 libraries took part in the computer literacy trainings held in rural branches of public libraries; 713 librarians participated in the continued education programme by improving their computer literacy skills. Also, special training was arranged for the specialists of 65 public libraries seeking to provide them with knowledge on OS Windows 7 and server maintenance.

Since the beginning of implementation of the project over 3,000 participants have attended courses organized for librarians. In total, approximately 1,500 libraries attended 3-7 thematic courses - starting with the basic computer literacy skills and internet resources, and finishing with more sophisticated technologies used in Web 2.0, public relations, adult training in libraries, and information management in the English language.

Resident training

Computer literacy courses help librarians provide consulting assistance to residents on issues relating to the use of the internet and computers in a qualified manner.



COMPUTER LITERACY COURSES AT
KALVARIJA MUNICIPALITY PUBLIC
LIBRARY

THE INTERNET – PRACTICALLY IN ALL LIBRARIES

LITHUANIAN RESIDENTS MAY USE THE INTERNET SERVICES PRACTICALLY IN ALL PUBLIC LIBRARIES, THEREFORE IT MAY BE REASONABLY CLAIMED THAT CURRENTLY THE INTERNET HAS BECOME AN INSEPARABLE PART OF THE SERVICES PROVIDED TO RESIDENTS BY THE PUBLIC LIBRARY.

COMMUNITY TRAININGS AT TRAKAI
DISTRICT MUNICIPAL PUBLIC
LIBRARY



During the period from 2008 to 2010 individual or group training was provided to 25 thousand of residents and library visitors, and over 200 thousand consultations on the internet use issues were provided by public libraries.

Resident outreach campaigns

With an aim to improve understanding of the possibilities offered by the use of computers and the internet, residents were invited to participate in special outreach campaigns during which the visitors were familiarized with the internet, its possibilities and benefits provided.

For example, an outreach campaign “The Internet for your Garden” was organized for senior people seeking to encourage them to use the public internet access and librarians’ assistance in libraries. Over 12 thousand senior age people took part in this campaign. For more information about this campaign, please visit the website at: <http://www.esenjoras.lt>. In total, 8 resident outreach campaigns were organized throughout 2010.

Project benefit

The project already now helps a number of people who have not had any possibilities to use the internet before. This is especially relevant for the people residing in rural areas for their education, also looking for a job, posting different advertisements, communicating with relatives abroad free of charge, or using various e-services.

Meanwhile for the blind and vision-impaired, as well as socially vulnerable people, the project "Libraries for Innovation" may become an important support and possibility to integrate into a full-rounded public life.

Apart from reducing the aforementioned digital divide and social exclusion at the same time, the project "Libraries for Innovation" creates the following added value and benefits:

- Public libraries are equipped with the most modern hardware and software equipment that may be used by residents having no other possibilities to use the high-speed internet.
- IT competence of public library employees is enhanced essentially: librarians become active encouragers and assistants to local communities by helping them to master the possibilities offered by information technologies.
- During the training and outreach campaigns residents, especially seniors, also residents of the rural areas, become more active internet users – the internet helps them communicate free of charge, find out different information, pay their bills, as well as file tax returns in a simpler way.
- The supply and use of the digital content resources is considerably expanded in the library.
- Innovations, such as installation of the wireless internet access venues, are promoted in the library network. This novelty is especially appreciated – it ensures the possibility to use one's own laptop computer, what is very convenient, as it is possible to upload the necessary information directly into the computer.

To sum it up, it may be claimed that the use of services provided in modern libraries promotes a stronger involvement into the community life and social activeness. Meanwhile the role of libraries as of a social centre, community gathering place, has gradually strengthened. With the help of modern means one can get access to different services and information irrespective of social or economic status, and residential place – a major city or a village.

The use of technologies acquires a new meaning in the consciousness of users themselves – the internet and associated services are clearly perceived as the instruments changing the quality of life. Apart from social benefits, the internet in the library provides an economic benefit – first of all it saves time and money.

Project impact studies

Special attention in the project "Libraries for Innovation" is devoted to the impact evaluation that is carried out using the very same methodology every year. The goal is to disclose the impact of the project "Libraries for Innovation" on the people who are in the focus of these activities.

The main impact evaluation tools - social surveys - are conducted in the following stages:

- 2008 – a survey of the initial situation conducted before the implementation of the project.
- 2009 – the 1st impact evaluation focused on urban libraries on which the project activities were concentrated the most during that year.
- 2010 – the 2nd impact evaluation focused on rural libraries on which the project activities were concentrated the most during that year.
- 2011 – the final impact evaluation.

The data obtained are compared annually with those of the initial survey conducted in 2008. The findings of the surveys are also used for further planning of the project activities or updating of the planned ones.

This is the third such type publication containing the generalized survey data obtained at the end of 2010 and the beginning of 2011. Representative surveys (qualitative method), in-depths interview and focus group surveys (qualitative method) were carried out by the market analysis and research group RAIT.

To assess the change, 1,518 adult Lithuanian residents (15-74), 600 children (12-14), 2,028 library public internet access users, 630 library employees and over 2,000 residents in the regions (five municipalities of Lithuania) have been surveyed. Additional data were collected by focused discussion groups with socially vulnerable internet access users, as well as during interviews with the experts.

Comprehensive data of the survey are available on the website at: <http://www.bibliotekospazangai.lt/ImpactAssessment>



EVENT FOR CHILDREN AT THE
ELEKTRĖNAI MUNICIPAL PUBLIC
LIBRARY



Society and the internet

Society and the internet 15

Based on the results of the public opinion polls, the use of computers and the internet has increased annually, whereas the number of non-users has consistently decreased. In 2010, at least six residents out of ten used the internet. Meanwhile the number of non-users dropped to 33 percent in 2010 (33 percent and 38 percent in 2009 and 2008, accordingly).

The use of the internet at home has grown the most, and at work – dropped considerably. This was probably affected by the impaired economic indicators during recent years, when unemployment and employee emigration abroad increased.

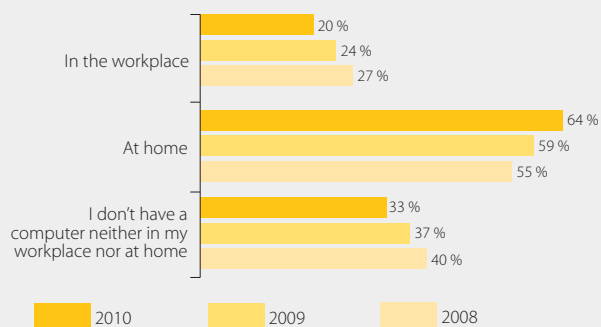
Apart from work and home, in 2010 the internet was quite widely used in educational establishments (13 percent) and libraries (12 percent).



COMMUNITY TRAININGS AT ŠIAULIAI CITY MUNICIPALITY PUBLIC LIBRARY

Has a computer that is connected to the Internet

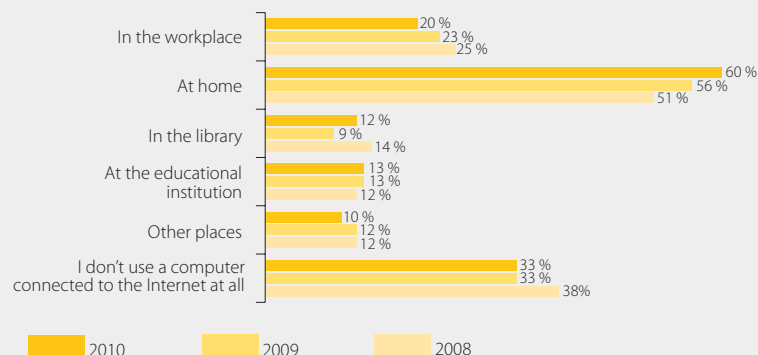
% calculated from all respondents



Note: Respondents were allowed to choose multiple responses
Source: RAIT, Survey of Lithuanian residents, 2010

Places where computer connected to the Internet is being used

% calculated from all respondents



Note: Respondents were allowed to choose multiple responses
Source: RAIT, Survey of Lithuanian residents, 2010

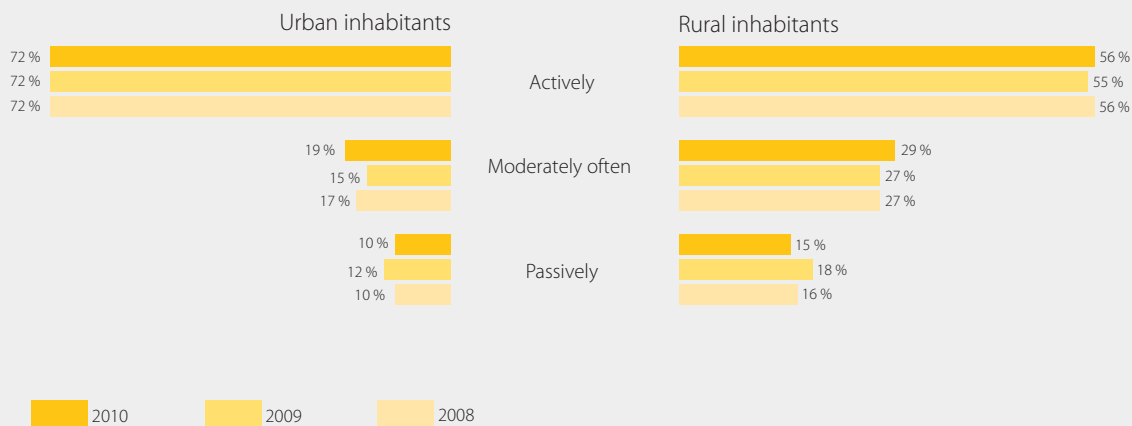
Differences between rural and urban areas are disappearing

The comparison of rural and urban residents in terms of internet use demonstrated a faster and consistent growth of the internet penetration: 72 percent of urban residents used it at home in 2010 as compared to 69 percent in 2009, and 60 percent in 2008. Meanwhile, the rural penetration was slower: 48 percent of rural residents used the internet at home in 2010, 38 percent in 2009, and 42 percent in 2008.

The digital divide between urban and rural areas, although slowly, is gradually declining. It may be expected that under favourable economic conditions this divide will continue to decrease in the future.

The frequency of Internet usage

% calculated from target groups of respondents



Note: actively = daily, moderately often = once or twice per week, passively = less than once in a week

Source: RAIT, Survey of Lithuanian residents, 2010

The levels of internet usage in libraries in rural and urban areas are quite similar and consistent. Here is one essential difference, though, between the public internet access users in libraries – the rural people more often claimed libraries to be the only one place accessible for using the internet.

Internet usage skills

Based on the 2008-2010 survey data, the internet usage skills are already developed and change little. Approximately 70 percent of the active internet users use the internet on a daily basis, and roughly 25 percent – at least once a week. The remaining share uses the internet several times a month or more seldom.

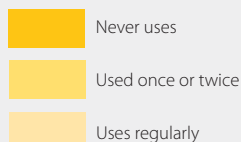
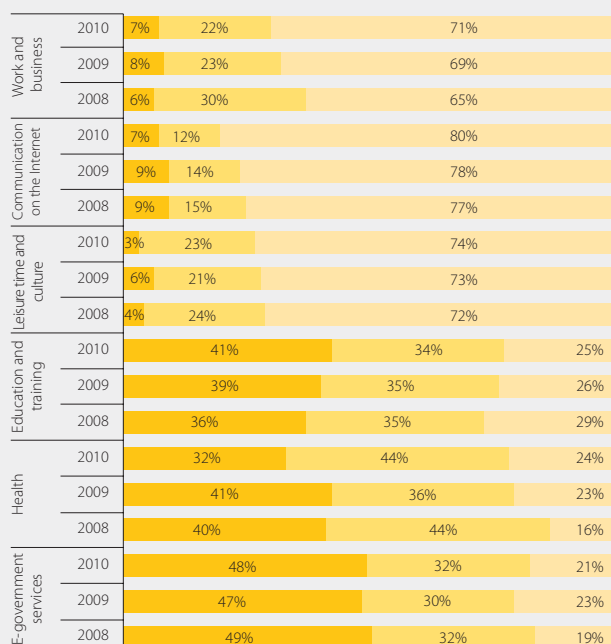
The trends in what residents do on the internet remain steady. The internet is most widely used for e-mail (70 percent), internet telephony (60 percent), e-banking (44 percent), and in the fields directly related with their job (43 percent). Also, activities associated with social networks (36 percent) and e-trade (33 percent) have become more popular.

Of somewhat less popular fields among the respondents of society at large mention should be made of health, learning and education, and e-authority tools.

In general, it may be claimed that the public internet usage skills in librar-

Internet usage during 2008-2010

% calculated from respondents using the Internet



Source: RAIT, Survey of Lithuanian residents, 2010

Helped to find a job

Darius, 34, worker, Rukla:

Two years ago I did not have a job. Using the internet services in the public library I was able to contact a labour exchange and to find out more about job vacancies. I received the necessary information for my employment. Currently, I have a job. I am very grateful for the possibility to use the internet.

Expands the opportunities of hobbies

Vytautas, 61, amateur photographer, Trakai District:

I learned how to upload my pictures into a computer, to print articles, and to send them to a local editorial office. I also created my e-mail account, learnt how to find information on the topics of interest to me on the internet.

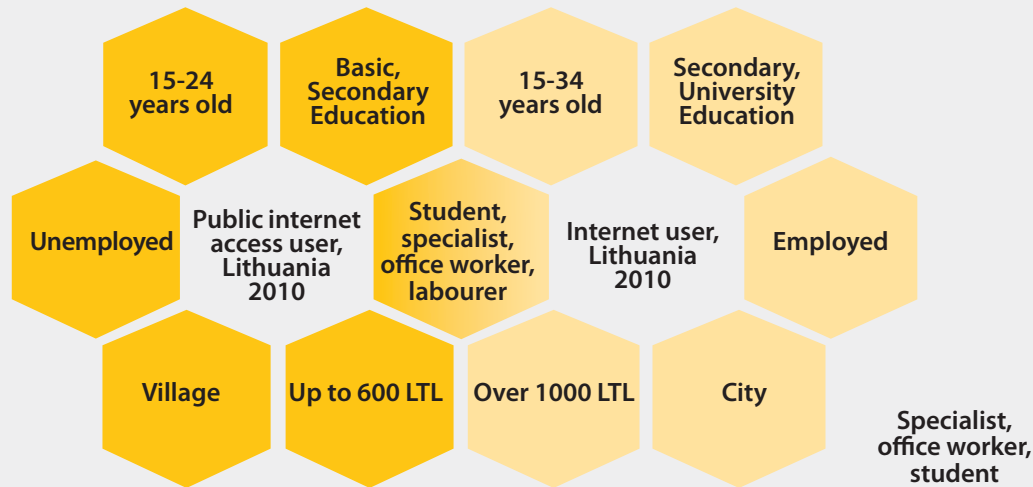
ies differ little from the general average of the country. Library visitors mostly used the internet, like society at large, in the fields of communication, leisure, and culture. Contrary to the general survey of residents, the internet in libraries was more actively used for education and learning purposes

What is the portrait of the internet user?

A typical portrait of the Lithuanian internet user is quite definite and integral. This is an individual within the age group of 15-34, holding a secondary or higher education degree, resident of a major city, employed (or a student, schoolchild preparing for the labour market), a professional or white-collar worker.

It is harder to define a portrait of the public internet access user. This is a young – 15-24 year old individual, holding a primary or basic education, more often a rural resident falling within the lowest group of income (only up to LTL 600 per family member). There are quite a few unemployed persons among the public internet access users (schoolchildren are also attributed to this group), therefore it is harder to define their social status and occupation. Quite a big share, however, is constituted by active labour market participants – professionals, white-collar, and blue-collar workers.

Tendencies. A sociological portrait of Internet access users in public libraries and Lithuanian population using the Internet



Source: RAIT, Survey of public internet access users in libraries, 2010

What do children do on the internet?

During 2008-2010 the most popular leisure activities of children (within the age group of 12-14) practically did not change: children spent the most of their time with friends, used the internet, watched the TV, engaged in sports, and read books. The only difference noticed during the last survey – the use of the internet has become the most popular leisure form by pushing friends to the side.

Leisure spending habits of rural and urban children practically have not changed in this respect.

Such trends are quite understandable – the internet penetration both, in urban and rural areas, has increased annually and approaches the maximum limit. Moreover, the absolute majority of the children surveyed noted that they had a possibility to use the internet at home, at school or in other places, for example, in libraries or at friends.

Children who used the public internet access in libraries evaluated the quality of services provided by librarians especially positively. Apart from the possibility to use the internet, children most favourably assessed the helpfulness of librarians, appreciated their knowledge and consulting on the issues of concern to them. In 2010, as many as 92 percent of children declared their favourable attitude towards librarians.

When evaluating the benefits provided by public internet access in libraries children mostly emphasized and acknowledged the development of their social skills and competence. The following most important benefits were distinguished: the possibility to spend leisure in an interesting way (82 percent); improved cooperation with fellow-men and friends (62 percent); and help in doing homework (55 percent).

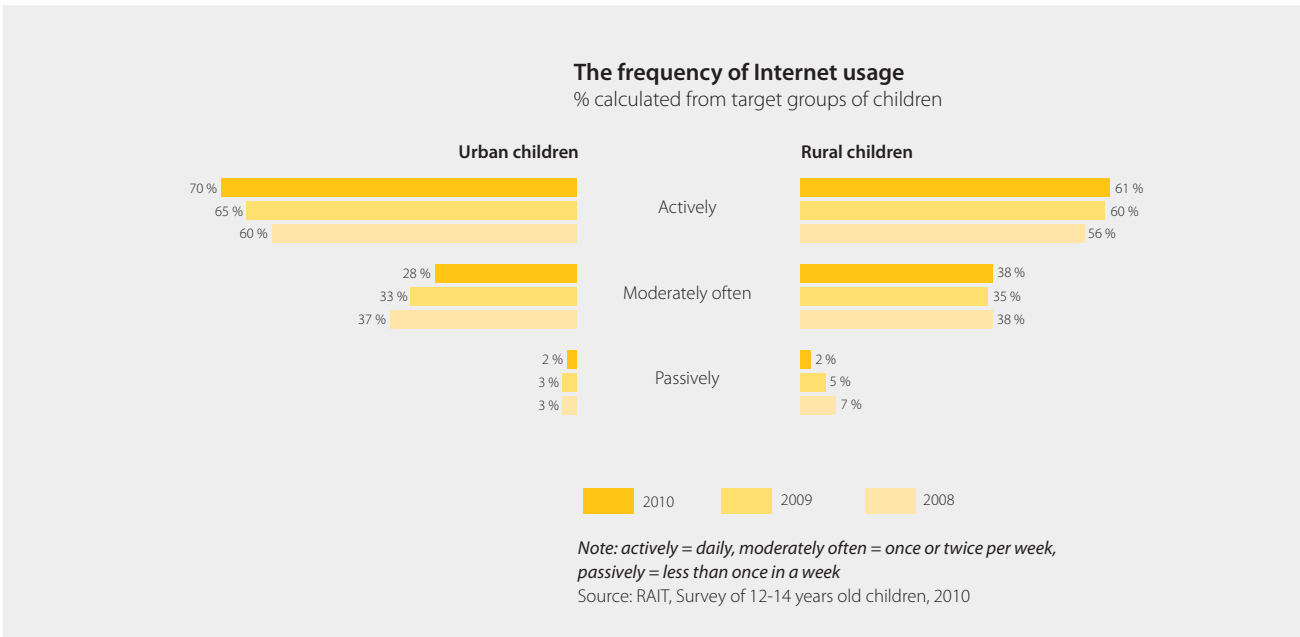
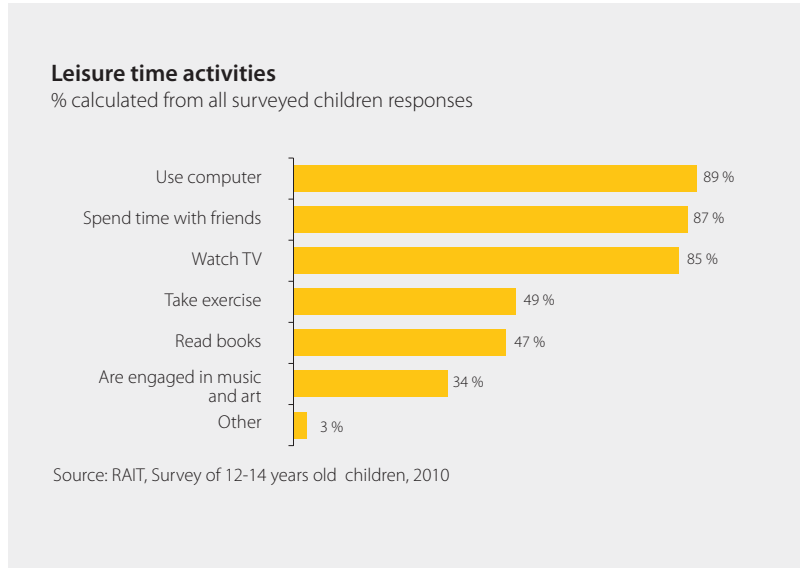
A big share of the children surveyed also used a computer for activities not

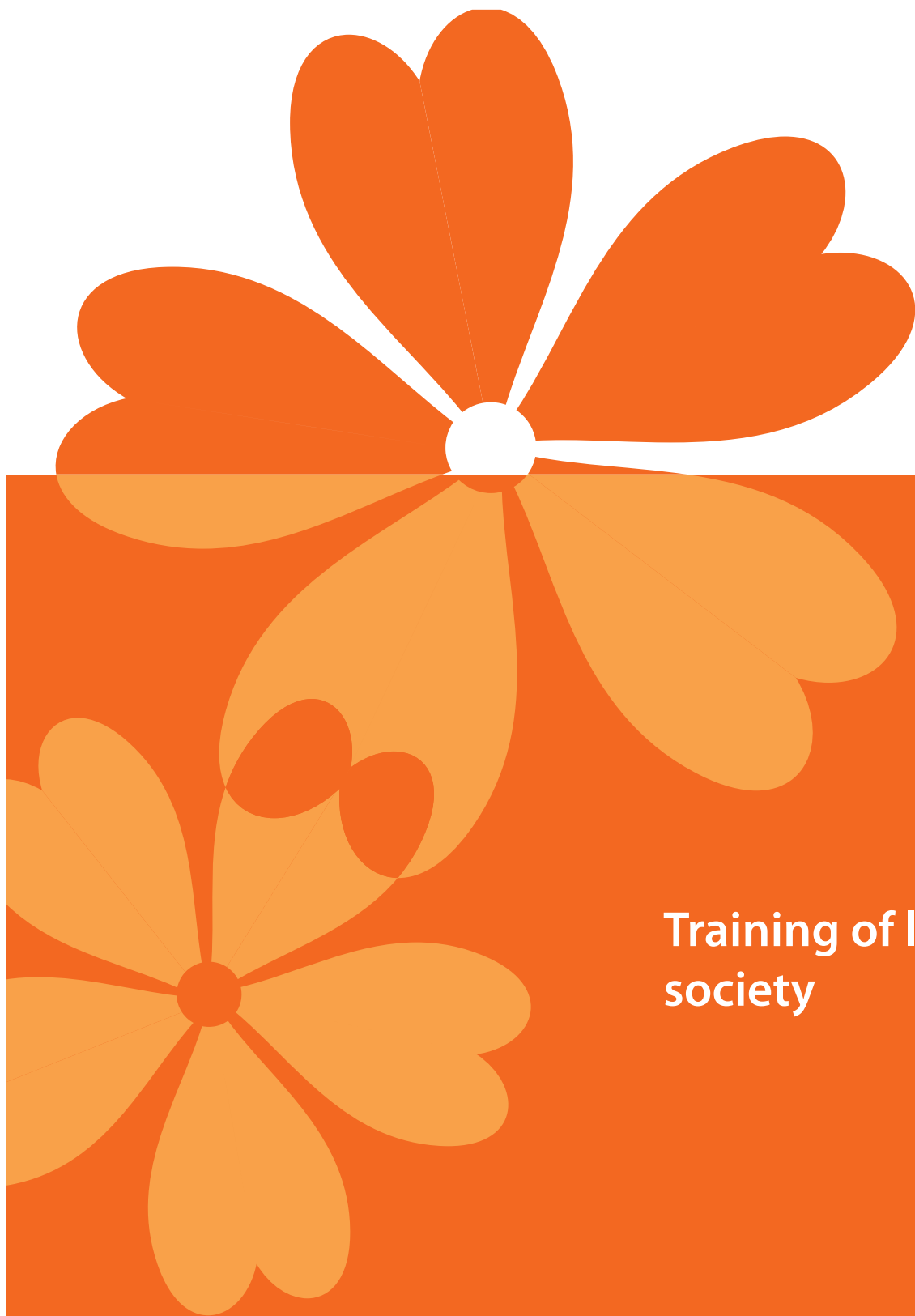


MODERNIZED PAGĖGIAI MUNICIPALITY PUBLIC LIBRARY

associated with the internet: played games, wrote texts, drew pictures or engaged in programming.

Data of the survey proved that library attendance is determined not only by its traditional activities - to borrow books. For children, the possibility to use the public internet access has become a stable source of attraction.





Training of librarians and society

The internet in libraries helps in studies

Evelina, 10, pupil, Šilutė District:

Our family is big – 7 people. My parents do not earn enough to buy a computer and have the internet. I was very sad and regretful when our neighbours' children had computers at home, and we – didn't. However, we got lucky too when new computers were brought to our library and the internet was installed. Now, me, my sister and brothers visit the library and browse the internet quite often. We do our homework, write topics, and do some other things. We find interesting games on the internet and play them eagerly. We also find new friends and communicate with them. Owing to the internet I had the possibility to participate in the academic competition "The Academy of Knowledgeable Pupils". I became a member of this academy and received a diploma in proof of that. This is my luck. Had I not had the library and the internet, I would have not attained this achievement of mine."

An important part of the project "Libraries for Innovation" is the training of librarians who service the public internet access and society in information technologies. Library employees who provide service to the public internet access are furnished with all instructional and educational materials, and are organized computer and IT literacy courses.

Having gained sufficient competence librarians become qualified specialists who actively consult and advise residents on the use of computers and the internet.

Computer literacy

More than half of the country's respondents assessed their computer literacy competence as average. In the residents' opinion, they have enough competence to work with a computer or to browse the internet. This attitude has remained stable since 2008.

Their competence was evaluated the best by schoolchildren, students, and employed persons residing in bigger cities. The income of these persons (or families) may be attributed to the higher than average level.

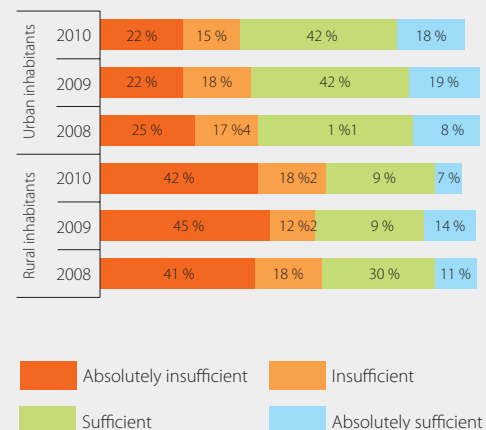
The rural and regional residents evaluated their knowledge poorer than urban residents. Only 36 percent of the respondents evaluated their computer literacy competence as sufficient. Meanwhile this indicator reached 60 percent among the urban residents.

Upon the shift of an increasing number of authority services into the electronic space, residents frequently do not use them, what also becomes an economic problem. Therefore libraries participating in the project "Libraries for Innovation" actively encourage residents, especially those groups which did not use the internet for some reasons before, to use the new services.

During recent years the role of librarians in the training of residents to work with a computer and to use the internet has strengthened: 12 percent of Lithuanian residents indicated that they gained necessary competence in the courses organized by public libraries. Meanwhile in 2008 and 2009 this indicator was twice as low (6 and 4 percent, accordingly).

Evaluation of computer literacy

% calculated from all respondents



Source: RAIT, Survey of Lithuanian residents, 2010

Competence of librarians

Seeking to enhance the capacities and motivation of library employees servicing the public internet access computer literacy training is held. Librarians successfully use the competence acquired for consulting the residents on different issues relating to the use of computers and the internet.

Training is also organized for the library IT specialists who bear the responsibility to maintain the expanded infrastructure of the public access computer and library systems.

Based on the studies conducted the competence of librarians servicing the public internet access is very high in practically all fields. Among the fields where librarians feel quite firm and may consult other people mention should be made of the job search on the internet, use of electronic communication tools, search for cultural, community and leisure information, or information on health.

Also, librarians are very well familiar with the use of the virtual encyclopedia Wikipedia, video sharing site YouTube and blogs. There are problem areas, though, where librarians fall short of their competence. Most often these are the areas related with the updating of the internet content, also Web 2.0, RSS, Library 2.0, sharing of the resources on the use of pictures and internet links.

Studies show that technological capacities of librarians servicing the public internet access in the urban and rural areas have become even, what establishes the conditions for the provision of quality services in the entire network of public libraries.

During 2008-2010, the satisfaction with librarians' help by library visitors under 25 years of age increased considerably. In 2008, the share of the satisfied ones hardly constituted 2 percent, in 2009 – 5 percent, meanwhile in 2010 this indicator shot up to 40 percent.

Educating society in the use of IT

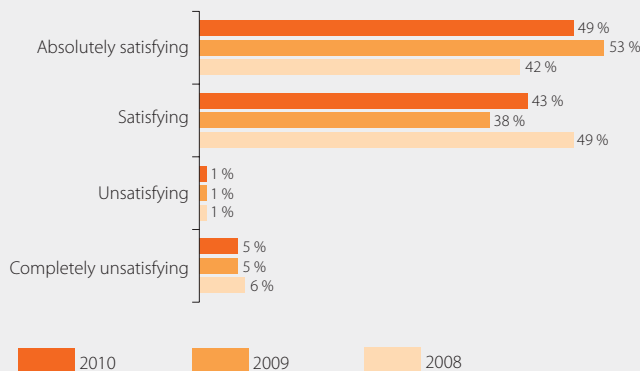
After advancing their qualification during training, the librarians servicing the public internet access convey their knowledge to residents while consulting them on the issues relating to IT use. Based on the findings of the survey of librarians, every second (56 percent) public library organized IT training to residents in 2010.



LIBRARIANS TRAININGS AT PANEVĖŽYS COUNTY G. PETKEVIČAITĖ-BITĖ PUBLIC LIBRARY

Satisfaction with librarian-provided help, consultation

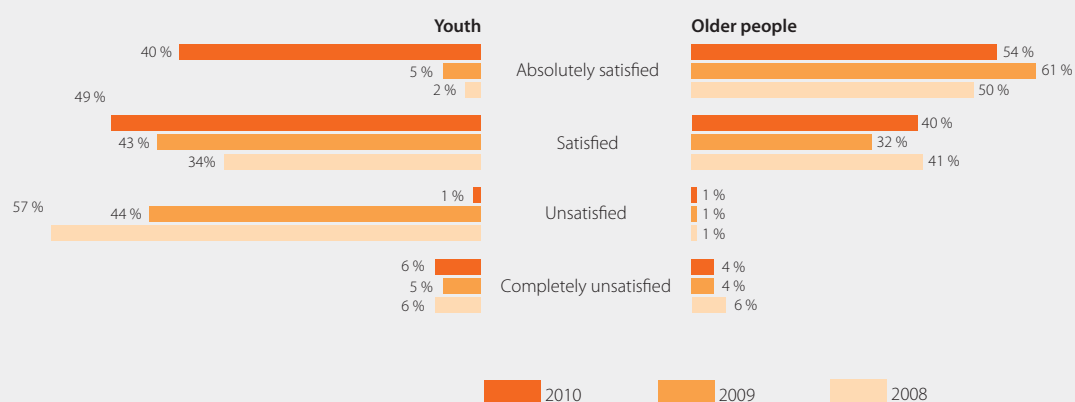
% calculated from respondents who had consulted the librarian or asked for advice



Source: RAIT, Survey of Lithuanian residents, 2010

Satisfaction with librarian-provided help, consultation

% calculated from respondents who had consulted the librarian or asked for advice



Source: RAIT, Survey of public Internet access users in libraries, 2010

Great progress in IT training was achieved in 2010 by training local community members in libraries. This is backed up by statistical data – in 2010, the training for residents was organized by 39 percent of librarians servicing the public internet access (15 percent – in 2009).

Residents also more often use the opportunity to advance their computer literacy skills. In 2010, public internet access visitors used the possibility to attend computer literacy courses twice more often than in 2009 (in 2010 – 41 percent, in 2009 – 18 percent).

Based on the survey data, in 2010 47 percent of the respondents learnt how to use a computer independently, 38 percent – at schools, 36 percent – were trained by friends, acquaintances or relatives, 24 percent – in special computer literacy courses.

In libraries with public internet access venues visitors somewhat more often, as compared to the participants of resident surveys, learnt how to use a computer in special computer literacy courses (24 percent of library visitors and 12 percent of residents), yet they less seldom learnt how to work with a computer independently (47 percent of library visitors and 63 percent of residents).

In 2010, more than half (55 percent) of library visitors who have learnt how to use a computer in specialized courses indicated that the courses were organized by a public library.

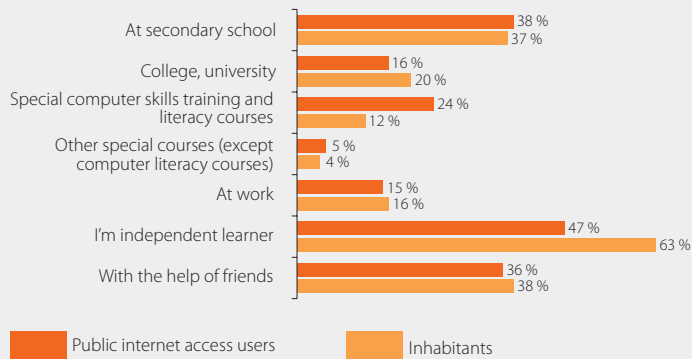
Computer literacy courses organized in public libraries were more often attended by the respondents over 55 years old and pensioners.



COMPUTER LITERACY COURSES
AT SMĚLYNÉ LIBRARY (PANEVĚŽYS
CITY MUNICIPALITY)

Where did the respondents learn to use computer

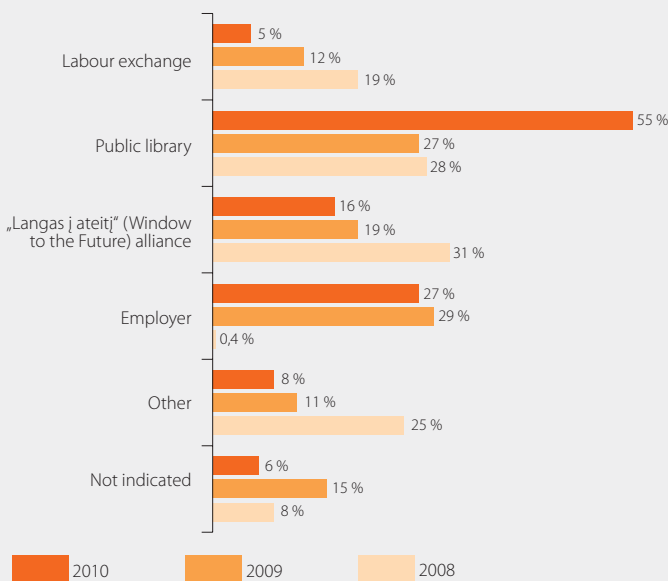
% calculated from target groups of respondents



Source: RAIT, Survey of public Internet access users in libraries, 2010

Computer skills training and literacy courses organiser

% calculated from respondents, who had attended computer literacy courses



Source: RAIT, Survey of public Internet access users in libraries, 2010

Knowledge will be useful in the future

Sandra, 17, 12th form pupil, Radviliškis District:

I am very glad I could attend the basic computer literacy course after the completion whereof I was issued a certificate. I participated in the training organized by libraries; found out information about rare vegetables – this knowledge will be handy on my small farm. Besides, I learnt how to write my curriculum vitae – this will also be helpful in the future.

The internet expanded my outlook

Vytautas, 70, pensioner, Kretinga:

Computers and the internet have broadened my outlook. This was possible owing to the computers in the library and courses organized by the librarians Rima and Asta. This is very handy for me, as a pensioner: my leisure has become more interesting. Now, I may communicate by e-mail with my friends. I also make financial and commercial transactions; read newspapers, and other press on the internet. I save more interesting articles, pictures into a USB memory stick and then move them to a CD. Then I create folders on different topics: medicine, stories, famous people, photographs, or newspapers.



Public internet access in libraries

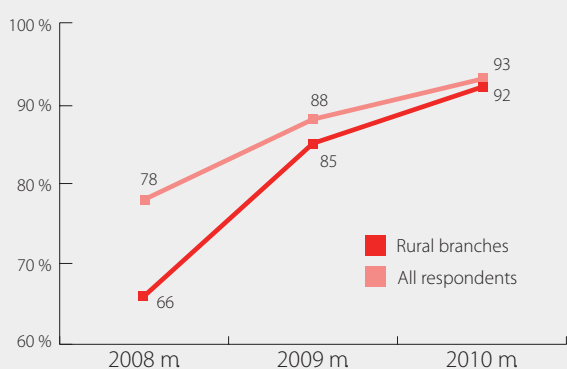
26 Public internet access in libraries

Installation of the public internet access venues in Lithuanian public libraries was commenced in 1995, yet the biggest changes took place in 2008, after starting the implementation of the project "Libraries for Innovation". Currently, Lithuanian residents may use the internet services in approximately 90 percent of public libraries open in different cities, towns and villages. After the commencement of the project in 2008 the public internet access venues were available only in every second library (52 percent).

In 2008-2010, the use of computers in the work of librarians servicing the public internet access has grown fast and consistently. It is noteworthy that in 2010 the use of computers in rural subsidiaries and the number of public internet access venues reached the general level of the country - 92 percent and 88 percent.

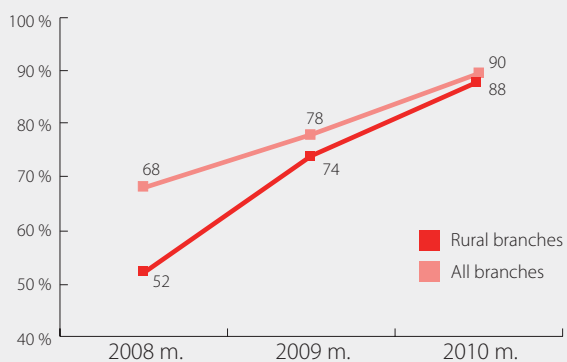
During 2008-2010, the number of public internet access in rural areas was growing at a steady rate – 10 percent annually.

The usage of computer in the library by public access to the Internet serving librarians



Source: RAIT, Librarians survey, 2010

Public Internet access provided to library visitors



Source: RAIT, Librarians survey, 2010

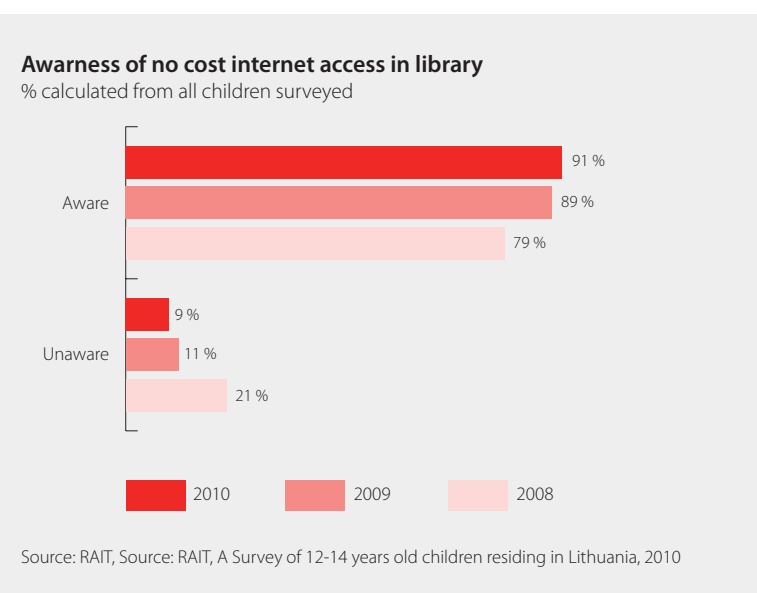
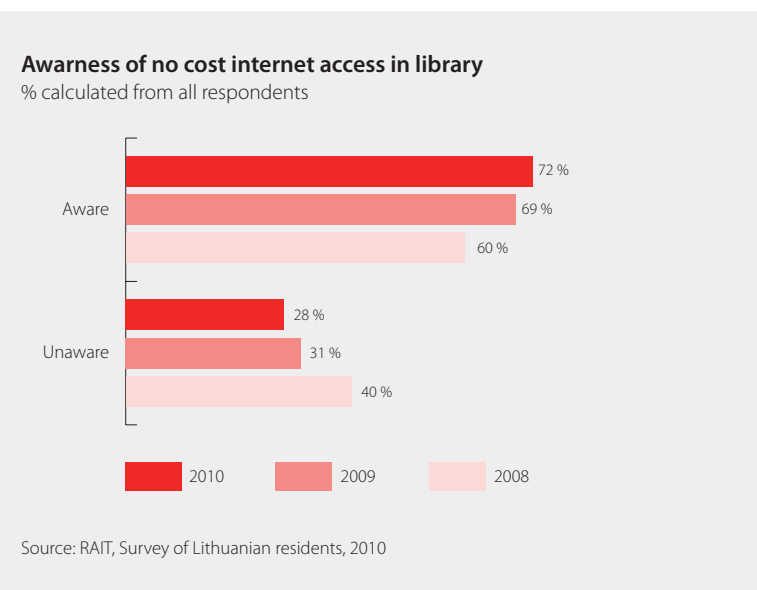
DIFFERENCES BETWEEN THE INTERNET ACCESS LEVELS IN REGIONAL PUBLIC LIBRARIES ARE RAPIDLY DECLINING

91 PERCENT OF MUNICIPAL PUBLIC LIBRARIES HAVE THE INTERNET ACCESS IN ALYTUS, PANEVĖŽYS AND TAURAGĖ COUNTIES, 92 PERCENT – IN KAUNAS COUNTY, 69 PERCENT – IN MARIJAMPOLĖ, AND 81 PERCENT – IN ŠIAULIAI AND VILNIUS COUNTIES. OTHER REGIONS ARE CONSIDERABLY SURPASSED BY KLAIPĖDA COUNTY WHERE 98 PERCENT OF PUBLIC LIBRARIES HAVE THE INTERNET ACCESS, WHEREAS THE NUMBER OF SUCH LIBRARIES IN UTENA COUNTY WAS 94 PERCENT.

Although currently the urban areas still surpass the rural areas in terms of the number of public internet access (this indicator is 97 percent in the city), it is very probable that these positions will become even during the upcoming years.

Awareness of the public internet access

In 2010, 72 percent of residents were aware of the public internet access. This indicator has been constantly growing (60 percent in 2008, 69 percent - in 2009). The public internet access in libraries was used by 28 percent of the respondents. In this respect, public internet access users both, in rural and city libraries, used the internet similarly actively. It is noteworthy that nine out of ten children were aware of the public internet access in libraries. This indicator has grown by one tenth from 2008 to 2010.



Warning of the internet threats

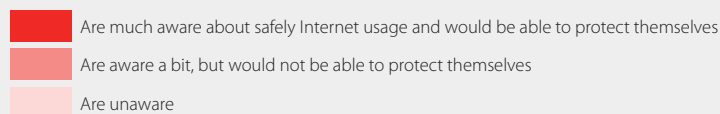
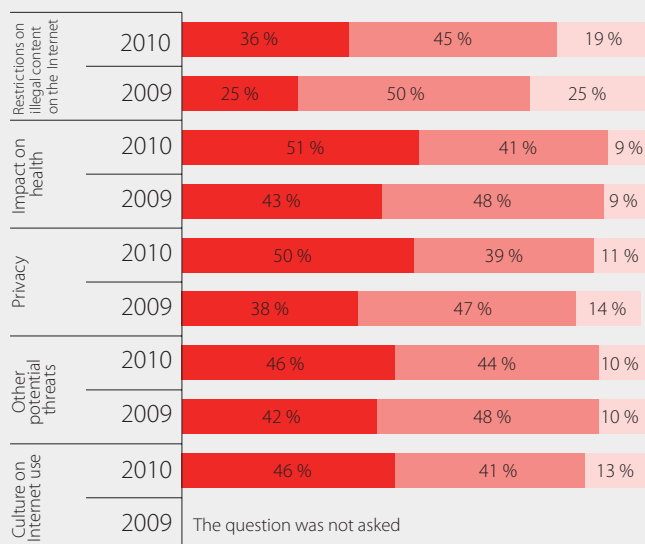
In 2010, in addition public libraries started an educational initiative on cautious use of the internet intended for the beginner internet users, school-children, and their parents.

In public libraries residents may read books on safe internet use, as well as use educational materials on the internet. To this effect a special web hosting was created in 2010 (<http://www.bibliotekospazangai.lt/atsargusInternetete>).

This initiative was taken up with an aim to protect the internet users from possible threats on the internet. The importance of this problem is also substantiated by resident surveys – only every other resident claimed to have sufficient knowledge how to protect oneself against the internet threats.

Knowledge about safe internet usage

% calculated from respondents using the Internet



Source: RAIT, Survey of Lithuanian residents, 2010

The most relevant topics mentioned by the residents - restriction of illegal content on the internet and threats to privacy. Most often senior people contacted librarians for help.

Library visitors notice obvious benefits of the internet

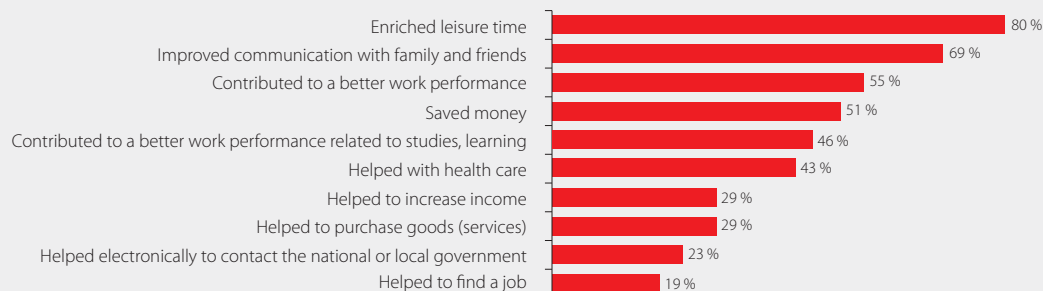
Based on the findings of the public internet access visitors, in 2010 the main social benefits indicated by the respondents were as follows: leisure time enrichment (80 percent), improved communication with fellow-men (69 percent), and help for better work performance (55 percent).



"BRAINSTORMING" AT NORTHERN LIBRARY (PANEVĖŽYS CITY MUNICIPALITY)

Benefits of the Internet provided in the library

% calculated from all respondents



Source: RAIT, Survey of public Internet access users in libraries, 2010

Internet communication helps lead a better life in the rural areas

Janina, 50, cultural worker, Jonava District:

I find information for the writing of projects, check my e-mail daily, and communicate through *Skype* with my daughter. The internet helped me a lot when I was looking for folk choirs able to give a concert in our place for the celebration of midsummer. I contacted Daumantai choir in Kėdainiai and Sadūnai choir in Zarasai. In rural areas, internet communication simply helps lead a better life, as it provides with the possibility to solve your problems directly. We get a lot of necessary materials and ideas from the *Google* search system. Viva the library - the internet in the rural areas!

During the period from 2008 to 2010, increasing appreciation of the benefits provided by the public internet access was noticeable in a number of areas. Significant changes were recorded in the improvement of leisure time quality (71 percent - in 2008, 72 percent - in 2009, 80 percent - in 2010), communication with friends and fellow-men, (56 percent - in 2008, 57 percent - in 2009, 69 percent - in 2010).

There are no essential differences in the evaluation of benefits provided by the public internet access between rural and urban communities.



LIBRARIANS TRAININGS AT PLUNGĖ DISTRICT MUNICIPAL PUBLIC LIBRARY



Innovative libraries

During surveys residents indicate that libraries are becoming innovative, because apart from traditional activities, IT-based services are also offered there. Residents especially appreciate the possibility to get advice or assistance from librarians at the time of using a computer or the internet. Visitors also favourably assess different events organized, as well as their high quality.

Thus, the library becomes not only a place to get knowledge, but also expands new possibilities of communication – to socialize, to inform, to share, to create and to have fun.

The image of libraries is getting established

In 2010, as compared with previous surveys, the equipment of libraries and their attractiveness to the youth was evaluated more favourably.

Besides, resident satisfaction with the public library services has considerably increased (from 67 percent of the satisfied residents in 2009, up to 77 percent in 2010). In 2010, based on municipal public opinion polls, libraries are the most often visited institutions (as compared with the houses of culture, leisure halls, museums, etc.) – 5 percent of the respondents come here at least once a week, whereas 12 percent – at least 1-2 times a month.

Society perceives the library as a modern institution furnishing with comprehensive information and tools to access it. Meanwhile emotionally the library is associated with a juvenescent, modernising, reasonable and smarter (as compared to last year) institution.

The main strength of libraries is the staff, its professional qualification and communication skills.

The role of the library as of a social attraction centre is emphasized in rural areas, whereas modernity and material facilities – in urban areas.

The public library is evaluated positively, as a modern progressive social centre that offer a number of services and occupations to residents. This is an excellent place for the receipt of knowledge, information, and spending leisure in a more purposeful and quality way.

The emergence of information technologies in rural libraries and their updating in urban libraries enhance the image of the library in society. The only one drawback that makes people unsatisfied with the library is fragmented and very minimum renewal of the books and press. Therefore, adequate combination of traditional and modern services with a high-level service quality becomes one of the most important guarantees of the image and long-term functioning of public libraries.

To sum it up, it may be claimed that the image of libraries has practically not changed – the visitors associated the library with the aggregate of the following aspects: printed publications, knowledge and education, social and cultural activities, newest technologies.

Meanwhile librarians are evaluated as high qualification librarians and great assistants to the visitor, high-spirited and polite.

Does not feel isolated from life in Lithuania

Ona, 72, former journalist, Druskininkai:

I grew up with a book and do not imagine the rest of my life without a book. Thanks to my destiny, that there is a nice library with even nicer librarians. The biggest reward for my love for the book – is the fact that I gained computer literacy skills in this library. This is as if the second “diploma” of the primary literacy school. Now, staying in Brussels, I do not feel isolated from the life in Lithuania – this is what I missed a lot before. I find out what is the most relevant for the entire Lithuania, and I even read the Druskonis, newspaper of my birth town, on the internet.

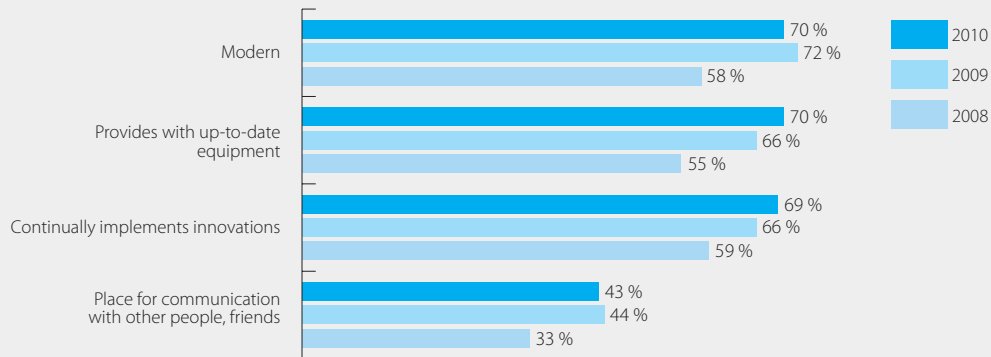
Found herself

Rita, Kupiškis District:

I will tell a story how the internet helped one girl to become a winner of the library campaign “Create a song for the star”. This was like a lightning bolt from a clear sky for some friends, acquaintances and teachers of Monica. And for her too – this was a striking surprise and joy. Few knew that Monica writes song lyrics. An announcement seen in the library encouraged the girl to open up and to sit down at the computer. She succeeded! As many as two songs written according to Monica’s lyrics were recognized the best. We strongly believe we will hear quite a few songs created according to Monica’s lyrics.

Modern features assigned to libraries. Comparison chart 2008-2010

% calculated from all respondents



Source: RAIT, Survey of Lithuanian residents, 2010

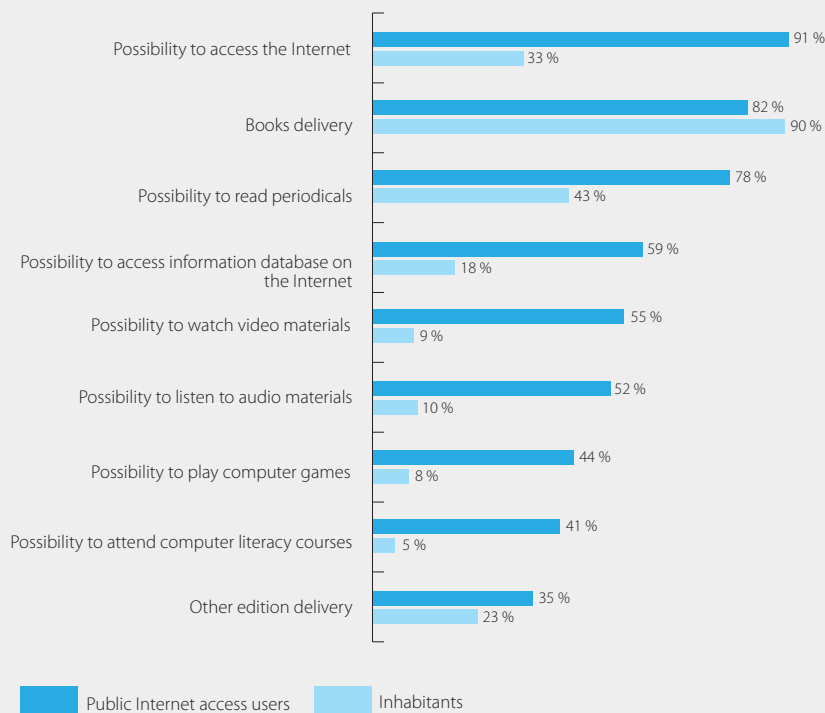
Between tradition and innovation

The economic decline has not bypassed the libraries too. The renewal of books has impaired, and the diversity of the periodical press and other publication has diminished. Therefore the introduction of information technologies and of the public internet access has become as a setoff not only to maintain, but also to attract bigger visitor flows in libraries.

On the other side, a great part of the media and periodicals started to upload their content on the internet. Moreover, different virtual encyclopaedias and libraries are available on the world network whose users may get new knowledge and access to rare books.

Most commonly used library services

% calculated from target groups of respondents



Source: RAIT, Survey of public Internet access users in libraries, 2010

Open up wide possibilities to study, to work, to know and to travel

Eduardas, 37, specialist of philosophy and theology, Telšiai District:

I found a university and acquired a higher education diploma on the internet. I have created my CV and may send it expeditiously on the internet to a possible employer abroad or in Lithuania. In fact, this way I have already got a job several times, including my last, permanent job. It would have been incomparably harder to do this without the internet. With the help of the internet in the library a great number of books in all libraries of the world become available to me, what is very important for my job, hobbies, and relevant for writing a diploma paper. Using the internet in the library I may quickly contact my colleagues abroad – this also is very important for my job. Eventually, I am happy that with the help of the internet in the library I may have a virtual tour around the world, and, some of such trips do happen in real life afterwards. Owing to the internet I found a lot of old friends with whom the ties have been broken long time ago because we had to live in different countries. Now we are able to communicate again.

This way the public internet access in libraries is an excellent example how apart from the traditional activity of libraries – books exchange, additional, technology-based services may be rendered which are only to the benefit of the users.

Society outreach campaigns

In 2010, half of the libraries organized at least 1-2 campaigns for residents with an aim to promote the public internet access. A third of the subsidiaries organized three or more such campaigns.

During recent years libraries attracted 28 percent of new users – namely they used the public internet access in libraries for the first time in 2010. A great share of them was constituted by senior and pensionable age residents.

No encouragement to visit a library and to use the public internet access is necessary for the youth and children.

Meanwhile the situation with senior people is more complicated: most often they are not aware of the possibilities offered by the internet. They show little interest, what makes it quite difficult to motivate them. On the other side, those who are interested, most often use the internet for practical purposes, as a tool of help in searching for information or posting an advertisement.

It has been noticeable recently that librarians' assistance is most often sought by senior people whose children left the country, willing to create an e-box or to use the internet telephony (*Skype*). The number of residents requesting such assistance is gradually growing.



TRAININGS AT KLAIPĖDA COUNTY I. SIMONAITYTĖ PUBLIC LIBRARY



The social mission of
libraries is to help

The social mission of libraries is to help 35

During last years the social mission of the library has become even more noticeable and relevant, especially among residents from smaller towns and rural areas. Meanwhile the limits of perception of the informational and educational missions have expanded a lot. The majority of the survey respondents stressed that owing to modern technologies the receipt of necessary information has become much faster, simpler, and more convenient.

Evaluations of the public internet access visitors of the services associated with the "innovative" library remain positive. The most positive evaluations were given to a general atmosphere in the library (57 percent of positive evaluations); the possibility to get advice and assistance from librarians while using a computer and the internet (59 percent); plenitude and quality of computer hardware (44 percent); plenitude of software applications (44 percent) and its quality (43 percent); diversity and quality of the events organized (44 percent). Among the fields evaluated the worst by the public internet access users, mention should be made of the renewal of the assortment of books and periodicals (32 percent and 28 percent accordingly). Every fifth visitor (20 percent) thought that the assortment of books available in the library has impaired.

The library remains a cultural and social centre, especially in smaller communities. They help integrate different social groups into society, ensure equal possibilities for everybody, as well as put ideas in real life or learn ir-
respective of one's age.

No doubt that after the introduction of information technologies in libraries, the competence of librarians and their competence has shot upwards quite a lot.

Created a website in the library

Nerijus, Raseiniai:

Milašaičiai library employees prompted me to create a village website that has become popular not only among local residents but also among the people of Raseiniai District municipality. The library receives an increasing number of visitors who do not only read books or periodicals, but also use the possibilities offered by the internet more actively. We know that an optical cable will be installed in the village library soon. Then the communication quality and information transfer flow will be really *European* and *worldwide*.



VENTĖ LIBRARY - BRANCH (AKMENĖ DISTRICT)

Libraries reduce the digital divide

The penetration of modern services help enhance computer literacy and IT skills of library users, this way evidently reducing the digital divide in society, what is one of the most important project goals. This is also one of the key challenges defined in the digital agenda of the European Union¹. In the project "Libraries for Innovation" special attention is devoted to the people who have no other possibilities to use this information channel and source.

The expectations and needs of rural residents, senior, disabled and other socially vulnerable groups who participated in the survey are similar to the needs of other library visitors. Everybody indicated the internet to be a tool assisting them to communicate, to enrich their leisure time or to find necessary information.

The trend recorded in 2009-2010 that library is a peculiar help centre for socially vulnerable groups where they can stay together for a while and talk to one another has become more noticeable. This is also demonstrated by visitor surveys where the image of the library as of a community centre reducing the social exclusion has become stronger in society, especially in rural areas.

Helps the socially vulnerable groups to integrate

The possibilities to use different services in the urban library for people with physical and vision impairments have improved, however the public internet access for the representatives of this social group in rural areas is limited.

Individuals with mental disability visit libraries and use their services willingly. For them, communication with other visitors, assistance of librarians, encouragement in the processes of learning how to use information technologies are especially important. All this helps them join the social activity, accept and present oneself as full-fledged members of our society.

Honourable age library visitors need special attention and encouragement which they get upon coming to the library. Seniors stress that they are satisfied very much and are sincerely thankful to the library employees that the latter ones found ways to get their interest and to motivate them to learn how to use the internet, to communicate and to be heard.

The possibility to use the internet in the library ensures the occupancy of children from social risk families, as well as provides more meaningful ways of spending their leisure time. Besides, this socializes, shapes, and enhances their self-appraisal. Participants of the survey pointed out that it is important for the children from social risk families to know that they are welcome here. Therefore the role of librarians would not only be to help with the use of information technologies, but also to understand and to support, as well as to guide these children in the right direction.

Brought the family closer

Viktoras, 22, unemployed, and his sister Valentina, 5th form pupil, Varėna District:

Valentina: I do not have a phone. My parents do not have money to buy it, as we live only on my father's benefit. However, thanks to the internet I may communicate with my sister who lives in Norway. There she works, raises a son and does not come to visit us. I miss her a lot and frequently call her with the help of *Skype*. We could not attend her wedding, yet were able to see the pictures and the video together with all our family upon coming to the library. I sometimes bring my mother and father to talk with my sister and her family. I would like to visit her very much.

Viktoras: In spring I lost a job. I wrote a letter to my sister Violeta in Norway. We talked and she promised to look for a job. Shortly she sent me a message that I should come to see her and that I would be able to find a job according to my profession. I left in two days and worked in construction for two months. Thanks to my sister and the internet. Now I am back at home. I hope I will be able to go to Norway and make some money again.

Furnished with the knowledge how to live with disability

Piotras, Rokiškis District:

I have open tuberculosis and am under regular care of my doctor, also have appointments in an outpatient clinic. Due to their great occupancy, though, doctors do not give as much information about my disease as I find on the internet. Sincere thanks to these fellows who allow us, ordinary people of small villages, to use the internet services for free, and to the librarian, who gave me some training.

¹ Digital agenda of the European Union – is the European Commission's five-year plan for the development of information society.



**What should be done
in the year 2011?**

38 What should be done in the year 2011?

The project "Libraries for Innovation" is coming to an end. It will be finished in 2012. The major part of the works planned at the beginning of 2008 has been successfully accomplished. Only the planned activities relating to further development of the public internet access, continued training of librarians, resident consulting and outreach campaigns encouraging to visit libraries with public internet access venues, further development and fostering of the innovative library, also educating users how to use the internet safely have to be finalized smoothly.

According to the tasks defined for the project "Libraries for Innovation" the following will be implemented in 2012:

MAIN ACTIVITIES IN THE END OF 2010

