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NATIONAL  
LIBRARY OF  
LITHUANIA



**PROJECT "LIBRARIES FOR INNOVATION"**

**LIBRARIES' STAFF OPINION SURVEY**

**2011**

*(Instrument 1)*

**THE CLIENT:** Martynas Mazvydas National Library of Lithuania

**CLIENT CONTACT PERSONS:** Ugne Lipeikaite  
Renata Sadunishvili

**THE CONTRACTOR:** Social Information Centre (SIC)

**PROJECT MANAGER:** Jurgita Verikiene

**REPORT PREPARED BY:** Viktorija Jonikova, Kristijonas Vaicekauskas

**RESEARCH TEAM:** Data Department Manager: Marius Butkevicius  
Interviewers Department Manager: Jurgita Radzeviciene  
Data file administration: Giedre Blonskiene

**CONTACTS:** SIC, Upes str. 21, LT-08128 Vilnius, Lithuania  
tel. (5) 205 45 12, fax. (5) 205 45 01, e-mail:  
viktorija.jonikova@sic.lt

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# 1. Libraries' Staff Survey in the Project Context

When initiating the project "Libraries for Innovation", such main direct goals were set:

- ✓ To provide the Lithuanian population a possibility to use computers and the Internet free of charge in any public library in the country.
- ✓ To ensure the availability of information sources for all social groups.

The main goals of the research are related to technical provision for public libraries and ensuring the ability of all social groups of population to use it. The main goals have indirect derivative goals which are as important:

- ✓ Expanding the communication boundaries of Lithuanian population.
- ✓ Expanding the social and cultural capital of local communities.
- ✓ Reducing social disjuncture of the population in the rural areas, the elderly, groups of social risk and the disabled.
- ✓ Developing informational abilities of Lithuanian population.
- ✓ Developing the competences of librarians to provide professional help to visitors to of technology acquirement by organizing special training programs.
- ✓ Enhancing the perception of a public library as a cultural, information and technology center.

During the libraries' staff survey, the following data was collected:

- ✓ Public Internet access provision and usage in the public libraries.
- ✓ The skills and competences of the libraries' staff to use the computer and the Internet.
- ✓ The evaluation of services provided in the libraries and the imagery qualities.

The research data is related with such Project supervision indicators (supervision indicators, for which the information during the research was at least partly collected by the libraries' staff, is printed in blue):

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

### 1A. The number of librarians/ sub-divisions/ departments providing PIA<sup>1</sup>

1B. The number of computers intended for PIA

1C. The number of hours of public Internet access for users

1D. The usage rate of computerized work-stations intended for PIA

1E. The number of PIA users

1F. The number of PIA work-stations for 1000 citizens

1G. The number of librarians providing the free of charge Internet access through a wireless connection

## 2. Improved skills and motivation of the library staff to use IT

### 2A. Improved knowledge and skills of the librarians to use IT

### 2B. Improved library advocacy and public relation skills

### 2C. Improved knowledge and skills of the librarians to use the Internet resources and electronic services

### 2D. Improved knowledge and skills of the librarians to serve users with special needs

### 2E. The number of librarians having user training and consulting experience

2F. The number of trained librarians

### 2G. The number of hours intended for the librarian IT training

## 3. Improved skills of public library visitors to use IT

3A. Improved knowledge and skills of public Internet access users to use IT

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<sup>1</sup> PIA – public Internet access

- 3B. Varied public Internet access usage practice
- 3C. The number of citizens trained to use IT
- 3D. The number of hours intended for citizen IT training
- 4. Improved access for the specific groups and hard to reach social groups**
  - 4A. The percentage of users who do not have an alternative Internet access
  - 4B. The experience of hard to reach groups**
  - 4C. Activities, for which the users are using the public Internet access in the libraries the most often**
  - 4D. The existence of programs or other mechanisms to involve hard to reach groups**
- 5. Improved advocacy of libraries**
  - 5A. The reputation, public understanding and profile of the library**
  - 5B. Expanded mission and the areas of competence of the library**
  - 5C. Increased number of library visitors (visits)
- 6. Increased local, regional and national library financial support**
  - 6A. Library funding
  - 6B. Public Internet access funding
- 7. Increased social benefit for individuals and communities through IT**
  - 7A. The benefit received by users and its perception
  - 7B. Librarians' perception of the public Internet access provided benefit to the community**
  - 7C. Stakeholders' perception of the public Internet access benefit
- 8. Increased supply and usage of relevant content**
  - 8A. The number of libraries having an Internet webpage
  - 8B. New contents and services in the library**
  - 8C. Increased scope of local content in the Internet
- 9. Innovations emerged in the library network**
  - 9A. Examples of innovations emerged in the libraries due to the Project
- 10. Enhanced help to the librarians**
  - 10A. Improved technical maintenance in the libraries**
  - 10B. Improved methodical help to the librarians**

## **2. Research Methodology**

Methodological research implementation guidelines, technical report of the survey conduction and the descriptions of data analysis principles are presented further in the report.

### **2.1. The Survey Method**

The survey was conducted as an Internet survey. In other words, it was carried out by sending an e-mail to a member of a library including a link to the questionnaire. The libraries' staff who participated in the survey fulfilled the questionnaire individually and without the help of the interviewer.

### **2.2. Target Group**

During the research, libraries' staff having the following characteristics was surveyed:

1. Members of staff who serve or will be serving the public Internet access visitors.
2. Members of staff who participated or will be participating in trainings related with public Internet access operations.

The Client provided the list of librarians having these characteristics to the Contractor.

## **2.3. Sample Size and Sampling**

According to the Client requirements for the survey, it was intended to survey 600 librarians. The same number of libraries' staff was surveyed during the researches conducted in 2008-2010.

The respondents for the survey were recruited from the Client list (1273 records in total) by using a random number generator. While conducting the survey of the libraries' staff, such sampling principles were followed:

1. The sampling was conducted following regional distribution representative for the general population.
2. Surveying one member of staff from one library.

## **2.4. The Research Instrument**

While conducting the survey, the standardized questionnaire provided by the Client was used (Instrument 1).

## **2.5. Technical Report of the Survey Conduction**

The survey was started on 20<sup>th</sup> September, 2011. It was finished on 7<sup>th</sup> October, 2011 (an additional weekend was needed to collect the last questionnaires).

During the research, 620 members of libraries' staff were interviewed. All librarians were interviewed in the form of the online questionnaire.

## **2.6. Data Analysis**

While analyzing the respondents' answers to the questions, general distribution of the answers is presented in the report. Answer distribution according various respondent characteristics is provided in a separate Appendix (Excel).

In presented graphical illustrations, the statistically significant differences are highlighted only for the results of the research of 2011. Green squares denote positive changes (increase of significance) during the 2011 in comparison to 2010; red squares denote negative changes (decrease of significance).

Statistically significant differences were calculated using the statistical data processing program SPSS. The variables were cross tabulated. Then, by using the  $\chi^2$  criterion, it was being inspected, whether statistical significant relation between the variables (the significance coefficient p is not greater than 0.05) existed. If a statistically significant relation existed, then it was being inspected in which cells (by using function "Adjusted Residuals").

## **2.7. Statistical Data Bias**

When evaluating the results, it is necessary to pay attention to statistical bias. It occurs due to the fact that respondent sampling is done. This bias is calculated mathematically.

The table below presents the biases when there is a different number of respondents and the distribution of answers.

The biggest statistical bias while considering the answers of all respondents (600 people) is equal to  $\pm 3,3\%$  (when the confidence level equals to 95%).

In the table below, the biases are calculated for the general population of 1849 elements.

| Sample size | Distribution of answers |       |       |       |       |       |       |       |       |      |
|-------------|-------------------------|-------|-------|-------|-------|-------|-------|-------|-------|------|
|             | 50                      | 45/55 | 40/60 | 35/65 | 30/70 | 25/75 | 20/80 | 15/85 | 10/90 | 5/95 |
| <b>10</b>   | 30.9                    | 30.8  | 30.3  | 29.5  | 28.3  | 26.8  | 24.7  | 22.1  | 18.6  | 13.5 |
| <b>30</b>   | 17.8                    | 17.7  | 17.4  | 16.9  | 16.3  | 15.4  | 14.2  | 12.7  | 10.7  | 7.7  |
| <b>50</b>   | 13.7                    | 13.6  | 13.4  | 13    | 12.5  | 11.8  | 10.9  | 9.8   | 8.2   | 6    |
| <b>75</b>   | 11.1                    | 11    | 10.9  | 10.6  | 10.2  | 9.6   | 8.9   | 7.9   | 6.7   | 4.8  |
| <b>100</b>  | 9.5                     | 9.5   | 9.3   | 9.1   | 8.7   | 8.3   | 7.6   | 6.8   | 5.7   | 4.2  |
| <b>150</b>  | 7.7                     | 7.6   | 7.5   | 7.3   | 7     | 6.6   | 6.1   | 5.5   | 4.6   | 3.3  |
| <b>200</b>  | 6.6                     | 6.5   | 6.4   | 6.2   | 6     | 5.7   | 5.2   | 4.7   | 3.9   | 2.9  |
| <b>300</b>  | 5.2                     | 5.2   | 5.1   | 4.9   | 4.8   | 4.5   | 4.1   | 3.7   | 3.1   | 2.3  |
| <b>400</b>  | 4.3                     | 4.3   | 4.3   | 4.1   | 4     | 3.8   | 3.5   | 3.1   | 2.6   | 1.9  |
| <b>500</b>  | 3.7                     | 3.7   | 3.7   | 3.6   | 3.4   | 3.2   | 3     | 2.7   | 2.3   | 1.6  |
| <b>600</b>  | 3.3                     | 3.3   | 3.2   | 3.1   | 3     | 2.9   | 2.6   | 2.4   | 2     | 1.4  |

Example: Suppose that 600 respondents were asked, if they use a computer in the library. Suppose that 36% of them told that they do use a computer at work. It means that with the probability of 95% we can allege that  $36\% \pm 3,1\%$  of the libraries' staff use computer at work.

### 3. Summary of the Research Results

#### **Public Internet Access in Libraries**

##### **Libraries providing public Internet access and the fulfillment of the need for this service**

97% of the libraries that participated in the survey are providing public Internet access. In comparison to the data of the research of 2010, the number of public libraries having public Internet access increased by 8 percentage points (further noted as "p.p."). During the Project implementation period, the number of libraries having public Internet access was constantly increasing (2011:97%, 2008:63%).

*In both urban and rural areas, the vast majority of libraries have public Internet access (99% and 97%, respectively). During the Project implementation period, the development of public Internet access was more active in rural areas (2011:97%, 2008:52%) than in urban areas (2011:99%, 2008:88%).*

The number of public Internet access workstations is still not sufficient during the working days: 86% of the libraries' staff surveyed state that there are queues by public Internet access in their libraries. However, in comparison to 2010, the share of libraries where queues are almost always present decreased (from 18% to 12%).

Until 2010, the share of libraries where queues are always present generally did not change (2010:18%, 2008:15%). Queues by public Internet access during the weekends were mentioned by 36% of the libraries' staff surveyed. In comparison to the research data from the previous study, their share did not change.

*In urban libraries, the lack of public Internet access workstations is felt slightly less during specific hours on weekends.*

##### **Technical maintenance of public Internet access**

The most often it is the IT specialist from a central library (91%) who provides technical service to public Internet access computers in the library. A small share of libraries are using the services of companies hired (7%) or take care of the public Internet access themselves (13%).

The nature of the technical maintenance of public Internet access, in comparison to the situation in 2010, changed only due to the fact that more libraries (by 3 p.p.) started using the services of the IT specialist from the central library. The share of libraries using the services of an IT specialist from a central library was increasing constantly during the four years (2011:91%, 2008:85%).

89% of the libraries' staff, who are working with public Internet access, are satisfied with the technical maintenance. No major changes in the evaluation of the quality of IT maintenance, in comparison to the previous years, were recorded. Only the share of libraries' staff unsatisfied with the technical maintenance of public Internet access slightly increased (by 5 p.p.). No major changes in the evaluation of IT services were recorded during the period from the beginning of the Project implementation either.

*The share of libraries' staff unsatisfied with the technical maintenance of IT increased more in rural libraries than in the urban ones. The most active work on increasing the Internet speed, according to the libraries' staff, were done until 2010 (2010:27%, 2008:15%).*

Libraries' staff is more satisfied (71%) than unsatisfied (22%) with the Internet speed in libraries and, in comparison to the research results of 2010, the number of the satisfied with the Internet speed did not change.

*Satisfaction/ dissatisfaction with Internet speed does not differ in urban and rural libraries.*

##### **Methodical help while providing the services of public Internet access**

While providing services of public Internet access, most often the libraries' staff consults the employees of the central library (83%) or uses the methodical material (78%). In comparison to the situation of 2010, the usage of methodical means and consultations did not change. During the Project implementation period it was noticed that consulting the staff from the central library and using work managers and guidelines did not change, however, the usage of material for user training and consulting increased significantly (2011:78%, 2008:55%).

91% of the libraries' staff interviewed does not feel the lack of methodical material. In comparison to 2010, the situation country-wise did not change drastically. While comparing to the beginning of the Project implementation (2008), the share of libraries' staff who evaluated methodical help as insufficient was diminishing gradually (2011:9%, 2008:16%).

*Positive changes in the evaluation of the sufficiency of methodical help during the last year were recorded only in urban areas: 9 p.p. more librarians evaluated the accessibility of methodical help as fully sufficient and the situation in rural areas remained unchanged. During the last four years, the availability of methodical help was evaluated as insufficient by a smaller and smaller share of urban libraries (2011:8%, 2008:19%). Meanwhile, the situation in rural areas remained unchanged (2011:9%, 2008:10%).*

## **The Benefit of Public Internet Access to Local Community**

Public Internet access benefit to local community mentioned by libraries' staff the most often includes improving the communication with friends and relatives (80%), enriching leisure time (67%), getting help while performing activities related to studies (55%) or current affairs (43%).

In the opinion of libraries' staff, public Internet access users use the public Internet access in libraries for communication (95%), for searching for leisure or cultural information (49%), work (48%) and use Internet resources for economical activity (47%).

Meanwhile, the libraries' staff is encouraging to use public Internet access for economical activity (55%), e-government services (52%) and looking for health (49%) or education related information (43%).

While comparing the data with the results of the research of 2010, it was noted that the purposes of using public Internet access mainly did not change during the year. However, the encouragement to use Internet resources changed. Encouragement to use e-government services (by 30 p.p.), health related information (by 18 p.p) and education information (by 17 p.p.) increased the most. Encouragement to use the following search opportunities, however, dropped the most: electronic means of communication (by 56 p.p.), work search (by 20 p.p) and culture, leisure information (7 p.p.).

In comparison to 2009, the users of public Internet access used various Internet resources more and more often. Meanwhile, the strategies to encourage libraries' staff to use these resources were changing irregularly (it is very difficult to generalize or distinguish a single tendency of changes).

*Changes in encouragement to use various public Internet access sources are recorded in both urban and rural libraries.*

## **The Abilities and Skills of Libraries' Staff while Providing the Public**

### **Internet Access**

#### **Computer usage and other basic IT skills**

All members of libraries' staff (99%) working with public Internet access are using computers. In comparison to the situation in 2010, in 2011 there were 6 p.p. more of the libraries' staff that used computers at work. From the beginning of project implementation, the share of libraries' staff using the computers was growing constantly (2011:99%, 2008:78%).

*The share of libraries' staff using the computer at work does not differ in urban and rural libraries.*

The vast majority of libraries' staff (96%) tends to evaluate the basic computer usage skills as sufficient. During the last year, the skills of libraries' staff to use the computer increased by 9 p.p. The skills of libraries' staff to use the computer were improving during the entire Project implementation period (2011:96%, 2008:76% of respondents believed they had sufficient skills).

*The share of urban libraries staff evaluating their skills as fully sufficient is much greater than that of rural librarians (50% and 28%, respectively). During the last year, this share was growing much faster in urban rather than in rural areas (by 18 p.p. and 9 p.p., respectively). The growing evaluation of the sufficiency*

*of skills in urban areas was recorded from the very beginning of the Project implementation and in rural areas only from 2009.*

Among all computer usage skills, the strongest ones are general computer usage skills (using the mouse, typing) (99%) and the skills of sending an e-mail with an attachment (98%). The skills of using computer programs (85%) and eliminating technical issues (83%) were evaluated much worse. During the last year, the evaluation of all basic computer usage skills increased significantly. The skills of using the main computer programs were improved the most (by 10 p.p.). Basic computer usage skills were improving steadily during all the four years of Project implementation (9 – 27 p.p.).

*The evaluation of all basic computer usage skills improved in both urban and rural libraries during the last one year.*

### **The skills of using the Internet and Internet resources**

95% of the libraries' staff states that they have sufficient Internet usage skills. In comparison to the situation in 2010, the evaluation of these skills increased dramatically (by 8 p.p.). When analyzing the changes in the evaluations of the skills of libraries' staff to use Internet resources during the entire Project implementation period, it was noted that a bigger increase in the evaluation of skills was recorded during the later years of the Project implementation (2010-2011m.) (2011:95%, 2009:75%).

*The evaluation of skills increased in both urban and rural libraries. However, a greater share of urban libraries' staff, rather than rural librarians, considers Internet usage skills as fully sufficient.*

After the Internet usage skills have been detailed, it can be seen that the most positively evaluated skills are the skills of Internet usage for general purposes (99% of libraries' staff is considering them to be fully sufficient or sufficient) or the skills of using the Internet search engines (98%). Meanwhile, the skills that are evaluated the worst included using file exchange programs (39%) and creating an Internet website (24%).

During 2011, in comparison to 2010, Internet usage skills of the libraries' staff were strengthening in all areas. The evaluation of skills of participating in chats and forums (the evaluation of these skills as sufficient increased by 11 p.p.) and the skills of file exchange programs and Internet website creation (by 7 p.p. each) increased the most.

The evaluation of all Internet usage skills was increasing gradually during the entire Project implementation period. A slower and less constant growth was recorded only when evaluating the skills of using online databases and creating Internet websites.

*The same as evaluating the Internet usage skills in general, particular Internet usage skills gained were evaluated better by more urban, rather than rural, libraries' staff.*

The most often libraries' staff used search engines to look for information and sent e-mails with attachments (99% each) individually. They posted messages in chats, news groups or Internet discussion forums slightly less often (69%). Libraries' staff noted that they used the file exchange programs (29%) and created Internet websites (17%) the least often.

During the last year, the share of librarians who posted messages in chat forums, news groups or Internet discussion forums (10 p.p.) or created an Internet website (8 p.p) grew significantly. The share of libraries' staff that sent emails with attachments independently (by 6 p.p) or used search engines (by 3 p.p) increased as well.

The share of libraries' staff that used Internet in different ways individually was growing through the entire Project implementation period. Eliminating computer viruses and uninstalling unnecessary programs could be considered as exceptions as performing these activities did not change.

*Libraries' staff working in urban areas tends to clean their computers regarding viruses, uninstall unnecessary programs, find, download and independently install computer software or create Internet websites much more often. Meanwhile, librarians working in rural areas use search engines, send e-mails with attachments and participate in chats more often.*

The greatest knowledge regarding the opportunities to find various information online, to use the provided services and the strongest skills to consult visitors the libraries' staff has regarding the opportunity to communicate via online means (76%), search for work online (76%) or search for culture, community, leisure (74%) or health (70%) information. Libraries' staff has low knowledge of the Internet content creation. 8% of libraries' staff is aware of it and feel that they are able to consult others regarding this subject.

*There are more urban libraries' staff who know, have the skills and are able to consult others regarding the services provided by e-government (by 12 p.p. more), culture-leisure information (by 8 p.p.) or the search of health related information (by 7 p.p.).*

During the last year, the knowledge and skills of libraries' staff to consult others regarding the resources for economical activity (15 p.p.), the opportunities to communicate via electronic means (14 p.p.), the search of health information (13 p.p.), the search of cultural, community, leisure information (10 p.p.) and the search of education information (10 p.p.) strengthened.

During the period from the beginning of the Project implementation, the knowledge and skills of libraries' staff to consult others regarding the usage of all Internet resources (except for the ability to consult on the creation of online contents) were increasing constantly.

### **Awareness of Internet novelties and their usage skills**

The most well known Internet novelties are Wikipedia (known by 98% of libraries' staff), video sharing systems (96%) and blogs (94%). Respectively, 39%, 45% and 44% of the surveyed know how to use these novelties. Respectively, 51%, 34% and 31% of libraries' staff could also teach others to use these programs.

Other novelties (Library 2.0, Flickr, Web 2.0, RSS, Del.icio.us) are known by the vast majority of employees (approximately by 76- 88% of them), however, not a lot of librarians (approximately 12-20%) could help others use them.

*General tendencies in comparing the knowledge regarding Internet novelties, the ability to use them and consult others between urban and rural libraries mainly do not differ. However, the most novelties (except Wikipedia and Youtube) are known by a greater share of urban libraries' staff, rather than rural librarians.*

During the last year, the knowledge of libraries' staff regarding all Internet novelties increased. The mostly improved skills of the libraries' staff include blog related consultations (improved by 14 p.p.), RSS news readers (improved by 11 p.p.), Youtube (improved by 10 p.p.), Del.icio.us (improved by 10 p.p.), Flickr (improved by 9 p.p.) and Web 2.0 technology (improved by 9 p.p.). From the beginning of Project implementation, the knowledge and skills of libraries' staff to consult others regarding all Internet novelties improved. The most immense positive changes in the ability to consult were recorded during the last year of Project implementation.

56% of the libraries' staff indicated that their Internet usage skills are not sufficient. In comparison to 2010, this share diminished substantially (by 13 p.p.). The decrease in the share of libraries' staff who evaluated their Internet usage skills as insufficient was recorded from 2009 (2011:56%, 2009:76%).

*Urban librarians evaluated the skills of Internet novelties usage better than rural librarians (53% and 42% of libraries' staff, respectively, consider their skills sufficient or fully sufficient). During the last year, a slightly greater progress in improving Internet usage skills was reached in rural libraries.*

### **Knowledge about the threats related to Internet usage and skills to fight them**

Most of the libraries' staff (approximately 94%) indicated that they are knowledgeable about the threats online. Libraries' staff are slightly better informed about the revelation of data posing threat to the safety of a person or wealth (78% of libraries' staff stated they had sufficient knowledge), threats regarding virtual acquaintanceship (77%), offensive comments, harassment or sneering online (78%). The share of those who believe having sufficient amount of knowledge increased grew substantially during the last year (by 7-26 p.p. depending on the threat).

*The knowledge of urban libraries' staff regarding the threats posed by Internet is slightly greater than that of the rural libraries' staff. On the other hand, the improvement in urban areas was noticed from 2008 and in rural areas – only from 2009.*

The vast majority (82-93%, depending on the threat) of libraries' staff also believes having sufficient skills to avoid threats posed by Internet. The biggest share of librarians believe they have sufficient skills to avoid threats related to the revelation of data posing threat to the safety of a person or wealth (93%); offensive comments, harassment or sneering online (91%) and virtual acquaintanceship (89%). The skills of avoiding Internet threats improved during the year.

*In urban areas, there are much more of the libraries' staff who is evaluating their skills as fully sufficient. The skills to avoid threats were developing in both urban and rural areas.*

Internet users the most often approach asking for help regarding the revelation of data of identity posing threat to the safety of a person or wealth (78% of the libraries' staff indicated that they were approached due to this threat) and computer protection from viruses (78%). Public Internet access users approach libraries' staff regarding sexual harassment and usage of under-ages (37%) or psychological dependency (37%) slightly less often.

*Urban libraries' staff is approached more often due to the revelation of data of identity posing threat to the safety of a person or wealth, the threat of sexual harassment and usage of under-ages and psychological dependency more often. Meanwhile, rural residents approach librarians due to the threats regarding virtual acquaintanceships.*

In comparison to the situation in 2010, the number requests for help from users increased. Approaches regarding the revelation of data of identity posing threat to the safety of a person or wealth (increased by 20 p.p.), virtual acquaintanceship (21 p.p.) or computer threats (19 p.p.) are slightly more frequent.

## **Initiatives while Attracting New Visitors/ Public Internet Access Users**

### **Initiatives on a library level**

92% of libraries' staff stated that services of information technologies were provided in their library in 2011 for the representatives of the groups at social disjuncture (the disabled, the retired, rural residents, the unemployed, children from families at social risk or children whose parents left to work abroad). In most of the libraries (89%), the promotions of visitor attraction or encouragement to use public Internet access were organized for these groups as well.

The services of information technologies trainings were organized more often. 65% of libraries organized these trainings 3 times or more. Visitor attraction promotions were organized 3 times or more during the last year in 36% of the libraries.

*Various trainings and promotions were organized much more often in urban libraries rather than in rural ones.*

In comparison to the previous year, the trainings of information technologies increased (by 21%). Promotions to attract/ encourage visitors to use public Internet access, however, did not increase during the last year. In comparison to the beginning of Project implementation, promotions to attract/ encourage visitors to use public Internet access (at least once: 2011:89%, 2008:63%) and the trainings of information technologies (at least once: 2011:91%, 2008:63%) were organized more often.

The most popular means by which public Internet access is encouraged to be used by all libraries' visitors included oral encouragement individually (86%), advertisements (67%) and trainings (65). Slightly less often the encouragement is done by posters (32%), leaflets (25%) or open days (19%).

*Trainings and contests are organized and advertisements and posters are advertised more in urban libraries.*

In 2011, in comparison to 2010, the number of trainings jumped (by 30 p.p.). Advertisements (7 p.p.), posters (7 p.p.) were advertised and contests were organized (4 p.p.) slightly more often as well. During the period from the beginning of the Project implementation, in order to attract new public Internet access users, the usage of open days (2011:19%, 2008:32%) and leaflets (2011:25%, 2008:61%) was diminishing constantly, but the number of trainings (2011:65%, 2008:27%) and posters (2011:41%, 2008:27%) increased.

*In urban libraries, no major changes happened. The greatest changes were recorded in rural libraries – the number of trainings increased (36 p.p.), advertisements (10 p.p.) and posters (8 p.p.) were advertised more often.*

The vast majority of libraries' staff (90%) indicated that new services or actions encouraged by the Project were initiated in their libraries. Libraries' staff, who were encouraged by the Project actions, the most often encouraged the visitors to use public or commercial electronic services (64%), organized educational events for community members (34%), organized charity events and sharing various goodies (28%).

*There are no differences in new actions/ services initiated by the Project between urban and rural libraries.*

## Personal initiatives while teaching and consulting others to use the computer and Internet

89% of libraries' staff contributed to training public Internet access users to use the computer and the Internet. The most often they contributed to leading (67%) and organizing the trainings (59%). During the last year, the share of libraries' staff contributing to these activities increased significantly (by 28 p.p. and 15 p.p., respectively). During the last four years, the share of libraries' staff who contributed to the organization and conduction of trainings was growing constantly (organized: 2011:59%, 2008:34%; conducted: 2011:67%, 2008:19%).

*During the last year, more urban libraries' staff indicated that they conducted trainings or some part of trainings. Moreover, the share of rural librarians who contributed to the organization and conduction of trainings increased significantly.*

Almost all of the libraries' staff believes (96%) that they have sufficient skills to help visitors. Every third librarian believes that he/ she has fully sufficient skills (36%).

*There is a bigger share of urban libraries staff believing they have sufficient skills than that of rural libraries' staff.*

In comparison to the data from the previous researches, more libraries' staff started evaluating their skills of helping people as fully sufficient (10 p.p.). The evaluation of provision of help while using computer and Internet was increasing gradually from the beginning of the Project implementation (the skills were evaluated as sufficient: 2011:96%, 2008: 72%).

*In urban libraries, the share of libraries' staff who evaluated their skills as sufficient grew slightly faster than in rural libraries.*

All librarians consult visitors regarding public Internet access every day and the most often they do it 1-3 times a day (65%). These tendencies did not change during the last few years.

*Urban librarians consult visitors more often during the day than rural libraries' staff.*

## Public relation skills and related personal initiatives

87% of the libraries' staff believes that the skills of publicizing the libraries' services to the public are more or less sufficient. Meanwhile, the skills of communication with the media and government representatives were regarded as sufficient by 66% of the interviewed. During the last year, the evaluation of the public relations skills of libraries' staff did not change. During the Project implementation period, the evaluation of libraries' staff to publicize libraries' services increased slightly (2011:87%, 2010:75%), however, the evaluation of skills to communicate with government and media representatives diminished (2011:66%, 2008:76%).

89% of the librarians stated that they performed publication activities at least once. The most often it is articles that are written to regional press (63%), public speeches said (57%) or communication organized through the media (52%).

*Urban librarians stated slightly more often that they wrote articles to national press and prepared the material for an Internet website. Rural libraries' staff indicated that they wrote articles to regional press, asked government institutions or business entities for support more often.*

During the last year, slightly more of libraries' staff (7 p.p.) indicated that they prepared some material for an Internet website independently. During the Project implementation period, the share of libraries' staff who communicated with the media, politicians and who wrote articles to national press individually was diminishing gradually. On the other hand, during the last years of Project implementation there was more libraries' staff who wrote articles to local press and who prepared material to Internet websites.

*The share of librarians who prepared material for an Internet website individually during the last year was growing only in rural libraries and urban libraries' staff did not change their behavior practice. During the last four years, in urban libraries, there were more libraries' staff who spoke in public and communicated with the media and in rural libraries the share of librarians who communicated with politicians diminished.*

The libraries' staff evaluated their skills to suggestively introduce a library or deliver a message (76%), influence other people in order to gain benefit for the library (64%) and to start and sustain relations with partners (67%) the most positively. The most negatively evaluated skills are the leadership skills (53%) or ability to approach government, business or other institutions asking for support (38%).

During the last year, the share of librarians believing that the following skills are insufficient increased: to start and sustain relations with partners, to influence other people in order to gain benefit for the library or to ask government, business or other institutions for support.

*The share of librarians believing that their skills of publicizing are insufficient grew in rural libraries and the situation in urban areas did not change.*

## **Partnerships established and their benefit for libraries**

Slightly more than a half of libraries' staff (58%) indicated that they established partnerships with other organizations. The most often the partnerships are established with non-governmental organizations (40%) or government institutions (35%). The least libraries have established connections with business entities (9%). During the last year, the profile of the partnerships established did not change country wise.

*Slightly more urban libraries have established partnership connections with government institutions and rural libraries – with non-governmental institutions.*

The partnership between government institutions collaborating with libraries the most often is expressed by interceding for libraries, supporting the libraries' side when asking for the opinion of a particular institution (68%), advertising libraries' services, recommending visiting them (57%), organizing events in libraries (48%) or providing some particular resources for them (46%).

Business companies, while collaborating with libraries, the most often provide libraries with funds (66%) or other material resources (57%). In need, they support libraries' interests (49%), advertise libraries' services and are encouraging to visit them (32%).

While communicating with libraries, non-governmental organizations support the library, when they are asked for their opinion (74%), advertise libraries' services, are encouraging to visit them (68%) or organize events in libraries (64%) the most often.

*Organizations cooperating with libraries organize various events, help establishing connections with important people (governmental institutions and non-governmental organizations) in urban libraries more often than in rural ones. The partnerships in rural libraries are more characterized by material or financial support and the support of libraries' position in various situations.*

During the last year, governmental institutions strengthened the support for libraries (20 p.p.), advertising (22 p.p.) or support by resources (16 p.p.). Business entities increased financial (42 p.p.) and material support (35 p.p.). Non-governmental organizations strengthened the support for libraries (20 p.p.), advertising (21 p.p) and material support (13 p.p.).

*The scope of partnerships grew in rural libraries and did not change substantially in urban libraries.*

## **PIA Usage by the Representatives of Specific Groups**

### **The frequency of library visits by specific groups**

It is the rural residents (72% of the libraries' staff indicated that rural residents visited the library every day or a few times per week), children from families at social risk (65%), the unemployed (55%) and the retired (45%) that are visiting libraries the most often.

The disabled (13% of the libraries' staff indicated that the disabled visited the library every day or a few times per week) and children whose parents left to work to foreign countries (22%) visit the libraries less often. Nevertheless, the latter group is the most difficult to identify for the librarians.

*In rural libraries, the libraries' staff serves all research groups less often, except for the disabled.*

During the last year, in the opinion of libraries' staff, the biggest drop in the frequency of visits was regarding the visits of the disabled. The frequency of visits of the retired, rural residents, the unemployed and children from families at social risk diminished as well. During the project implementation period, no especially visible changes in tendencies of the residents attributed to socially disjunctured groups visiting libraries were recorded.

## Services used by the representatives of specific groups

Library services that are used the most often used include book dispense, reading periodical press and using public Internet access. The most active users of these services are the most frequent library visitor groups: the retired (89%, 88% and 65%, respectively), rural residents (85%, 83% and 77%, respectively) and the unemployed (85%, 85% and 77%, respectively).

According to the data of the research of the libraries' staff, the service of dispensing other publications are more often used by rural residents, rather than any other visitor groups. The services of watching video recordings or listening to audio recordings are more often used by rural residents and by children from families at social risk. Rural residents and the unemployed use the online information databases more often. Children considered belonging to groups at social disjuncture play computer games more often, in comparison to other groups.

*In urban libraries, the disabled, the retired and children whose parents left to work abroad are using the service of public Internet access. More of the disabled and the retired in urban libraries have participated in computer literacy courses as well. In rural libraries, the retired watch video material and the children from families at social risk are interested in reading periodical press more often.*

In comparison to the situation in 2010, in 2011, much more of the disabled, rural residents, the unemployed and the retired took computer literacy courses (8 p.p., 19 p.p., 27 p.p. and 25 p.p., respectively). During the last year, rural residents used the service of viewing video recordings more often (7 p.p.). Children from families at social risk and children whose parents left to work abroad played computer games in libraries more often (12 p.p. and 8 p.p., respectively).

During the last year, in urban libraries, more of the retired and of the unemployed attended computer literacy courses than in 2010. Children considered to belong to both groups of social disjuncture read periodical press less often. Children from families at social risk started playing computer games in the libraries even more often during the last year.

In rural libraries, during the last year, all resident groups considered as belonging to resident groups at social disjuncture attended the computer literacy courses more often. Rural residents used the services of the dispense of other publications and viewing video material more often and children played computer games in rural libraries even more often than in 2010.

During the Project implementation period, the representatives of all socially disjunctured groups used public Internet access and attended computer literacy courses more often. Children played computer games more and more often.

*During the last year, children included into both groups of high risks were reading periodic press less often. In rural libraries, the share of rural librarians using the services of taking other publications or viewing video recordings increased.*

## The initiatives of libraries' staff while attracting and training the representatives of specific groups

The most often it were the IT consulting services that were provided for all analyzed resident groups. Rural residents formed a user group for which various promotions and trainings were organized more often than for other resident groups (68% of libraries' staff indicated that they organized promotions of attraction/ encouragement to use public Internet access, 67% of them organized trainings on how to use IT and 72% of them provided the services of IT consulting for rural residents).

The lowest number of various promotions and trainings are intended for the disabled and children whose parents left to work abroad (respectively, 10% and 6% of libraries' staff stated that they had organized promotions on how to use public Internet access, 14% and 4% of the staff provided IT training services and 20% and 11% of the staff provided IT consulting services for these groups).

*In urban libraries, there were more means and trainings organized for the disabled, the retired and the unemployed. Meanwhile, in rural libraries more of this was organized for rural residents.*

In 2011, in comparison to the number of trainings and consultations in 2010, there were more various promotions and trainings organized for rural residents (by 14 p.p. more), the disabled (by 5 p.p.), the retired (11 p.p.) and the unemployed (7 p.p.). During the last year, there were more of the training services organized; the disabled (5 p.p.), the retired (9 p.p.) and rural residents (8 p.p.) were consulted more often on IT usage. From the beginning of the Project implementation, the number of promotions and

IT trainings intended for all socially disjunctured adult groups were growing steadily. The number of promotions and trainings intended for children mainly did not change.

*During the last year in urban libraries, no major changes occurred. In rural libraries, the number of means intended for all adult groups belonging to groups at social disjuncture increased. However, less promotions and IT training services were organized for children whose parents left to work abroad.*

### **The abilities of the libraries' staff to serve users with special needs**

77% of libraries' staff considered their skills to serve users having special needs as insufficient. In comparison to the assessment in 2010, the evaluation of skills of serving people having special needs did not change. The skills of libraries' staff to serve users having special needs were improving steadily from 2009 (skills were evaluated as sufficient: 2011:24%, 2010: 21%, 2009:16%).

*Urban libraries' staff evaluate their skills to serve users having special needs better.*

## **Services Provided by Libraries and the Library Image**

### **The evaluation of change in service provision in the libraries**

During the year of 2011, in the opinion of most of the libraries' staff, the provision of some services improved. However, the provision of other services did not change or even worsened.

Most of the libraries' staff claimed that during the year of 2011 the quality (56% of libraries' staff believes so) and the variety (55%) of events organized by libraries improved as well as the opportunity to get a piece of advice or some help from the staff (56%) and the general atmosphere in libraries (51%). The smallest share of libraries' staff agreed that the following improved: variety of periodical press (15%), the renewal of the assortment of books (14%) and the variety of other publications (CD, DVD) (7%).

Considering this as the evaluation of changes of the service provision by libraries during last year and current year, it was noted that significantly more of evaluations were related to the variety and quality of events organized. There are significantly less evaluations titled as "improved" regarding the quantity and quality of IT and computer software.

During entire Project implementation period, the share of libraries' staff who believed that services provided in libraries improved during the year was diminishing every year (except for the quality and quantity of events – these changes varied). On the other hand, the share of libraries' staff who believed that the quality of a particular service worsened was growing only while evaluating the choice of books, press and other publications.

*The evaluation of services provided by libraries generally does not differ between urban and rural libraries – the positive and negative changes in provision of all services were evaluated similarly.*

### **The image of library in the eyes of the libraries' staff**

Most often, library is associated to positive imagery qualities: good atmosphere (99% of libraries' staff believes this statement is suitable), libraries' staff is a good help to the visitors (98%), they are cheerful and polite (98%) and of high qualification (95%).

*More of urban libraries' staff associated the library with the centre of the community life. Among rural librarians, there are more of them believing that library was a fashionable place to spend time, a place to communicate with other people, with friends or a place more intended for the youth where it is fun to spend time.*

In comparison to the research data of 2010, library is associated to provision of the latest equipment (8 p.p.), introduction of novelties (5 p.p.), highly qualified staff (5 p.p.), various services provided (4 p.p.) and modernity (4 p.p.) more and more often.

During the entire Project implementation period, the share of libraries' staff who agreed that library is a modern place equipped with the latest equipment intended more for youth where various services are provided was growing constantly.

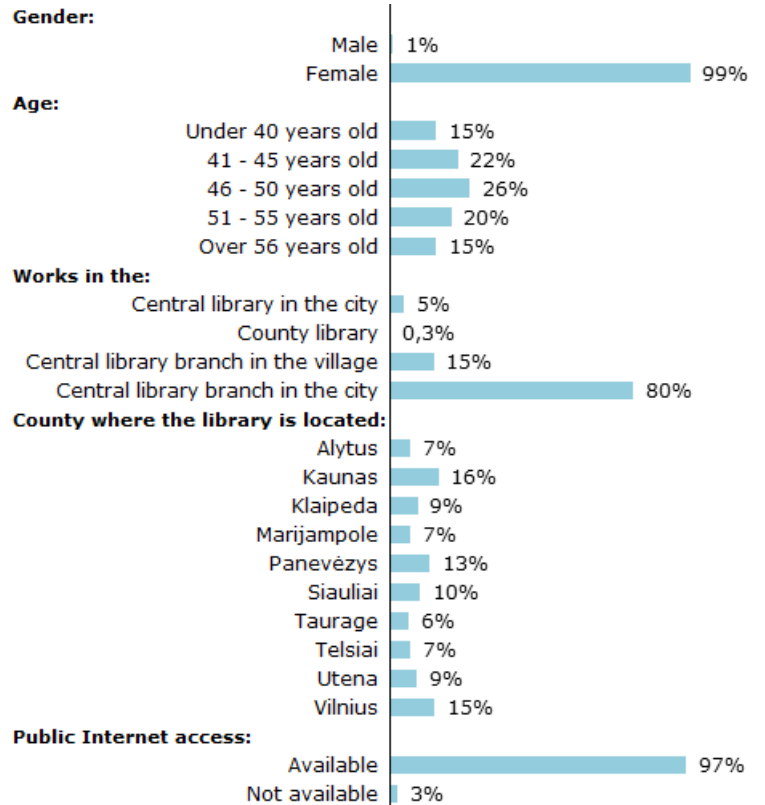
*The perception of library as a community centre strengthened among urban librarians.*

## 4. Characteristics of Libraries' Staff, who Participated in the Survey

The vast majority of libraries' staff interviewed are women. The average age of librarians is 48 years old.

80% of the librarians interviewed work in rural branches of central libraries, every fifth (20%) member of libraries' staff interviewed works in urban libraries (central library or its branch).

The overwhelming majority (97%) of the libraries' staff interviewed work in libraries providing the services of public Internet access.



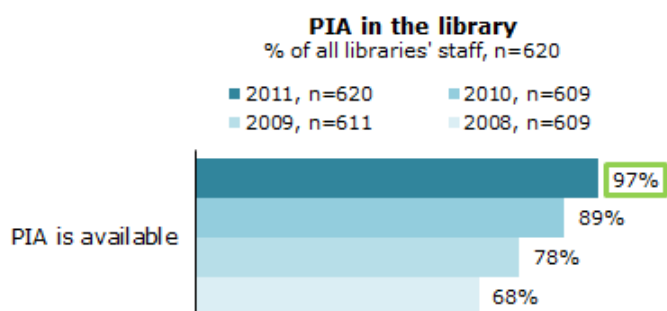
|                             | N   | %   |
|-----------------------------|-----|-----|
| Senior librarian            | 337 | 54  |
| Librarian                   | 109 | 18  |
| Branch manager              | 107 | 17  |
| Manager                     | 39  | 6   |
| Department manager          | 13  | 2   |
| Senior bibliographer        | 6   | 1   |
| Senior methodologist        | 2   | 0,3 |
| Senior specialist           | 1   | 0,2 |
| Methodologist               | 1   | 0,2 |
| Automated system specialist | 1   | 0,2 |
| Tutor                       | 1   | 0,2 |
| RIAP coordinator            | 1   | 0,2 |
| Vice-director               | 1   | 0,2 |
| Total :                     | 620 | 100 |

The best participants of the survey were libraries' staff (72%). A lot of libraries' staff (24%) having higher positions (146 library branch directors, 2 – library department managers, etc.) participated in the survey as well.

A detailed extract of the specialties of the librarians, who participated in the survey, is presented in the table on the left.

## 5. Public Internet Access in Libraries

### 5.1. Libraries, which Provide Public Internet Access, and the Fulfillment of the Need for this Service



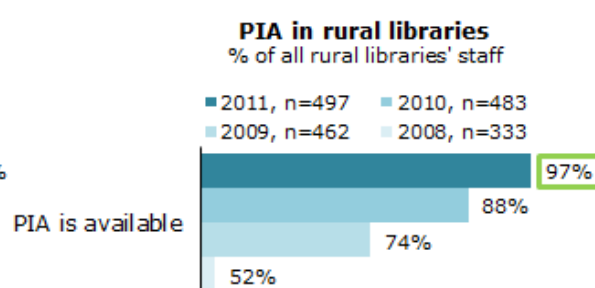
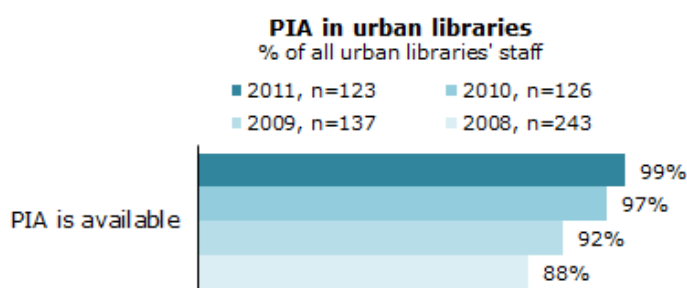
In September, 2011, almost all of the libraries (97%), whose employees participated in the survey, provided public Internet access.

Public Internet access was provided in all central and county libraries that participated in the survey. During the survey, only 1% of urban central library branches and 3% of rural branches of central library had public Internet access during the survey.

While comparing the numbers of libraries' staff working in libraries providing public Internet access in the studies of 2010 and 2011, we may note that in the research of 2011 there were 8% more of librarians, who participated in the study, working directly with public Internet access. It only confirms the further expansion of development of public Internet access workstations.

During the Project implementation period, the number of libraries having public Internet access was growing constantly.

During the last years of Project implementation, the development of public Internet access in urban and rural libraries equaled – in both urban and rural areas, the vast majority of librarians had public Internet access (99% and 97%, respectively). During the year of 2010, an intense expansion of public Internet access was recorded in rural areas – during one year, the number of libraries having public Internet access increased from 88% to 97%. Public Internet access development in urban areas was very slow during the last year – public Internet access was established in only 3% of urban libraries. The development of public Internet access during the entire Project implementation period was more intense in rural areas. Although in 2008 only half of rural libraries had Internet access, during the last year, the share of libraries having public Internet access equaled to that one in urban areas.

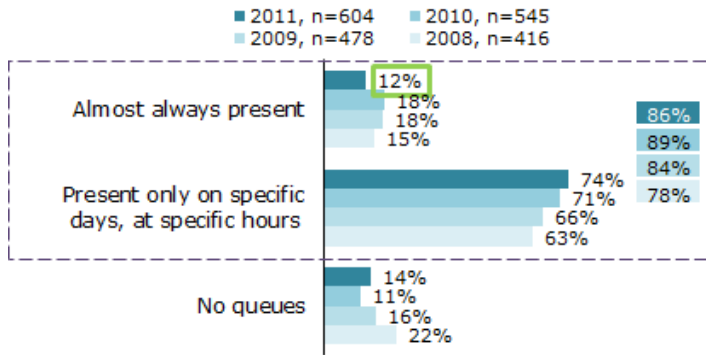


- Despite an obvious expansion of public Internet access in both urban and rural areas, the shortage of public Internet access workstations is still felt –

<sup>1</sup> It is important to note that this data regarding public Internet access provision in libraries is not factual data indicating the real distribution of public Internet access in the country. It is data about the situation in libraries at which libraries' staff who participated in the survey were employed.

While evaluating the capabilities of libraries' visitors to use public Internet access in libraries during the working days, it can be stated that the number of public Internet access workstations is not sufficient during the working days. During the working days, there are no queues at public Internet access workstations in only 14% of libraries. In most of the libraries (74%) the need for public Internet access is satisfied only partially – there are queues by the access, however, this is more during the peak hours (on particular days at particular hours). There are constant queues in almost every tenth (12%) library.

**Queues by PIA during working days**  
% of libraries' staff, whose libraries have PIA

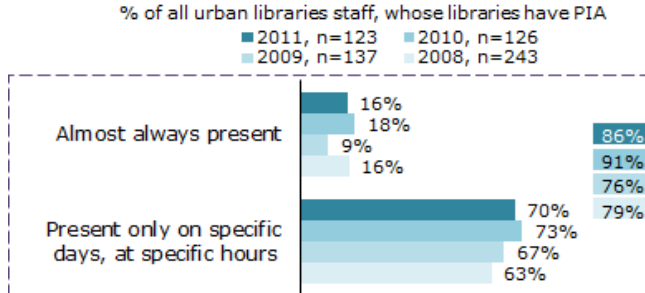


Although the number of public Internet access workstations was being constantly increased from 2008 on, it still does not satisfy the demand of users. According to the libraries' staff, generally the queues by public Internet access workstations did not diminish during the working days. However, we can note that the share of libraries where the queues are almost always present decreased (from 18% in 2010 to 12% in 2011). The fact that the queues by the public Internet access are not diminishing while actively developing the creation of public Internet access let us make an assumption that the need of users to

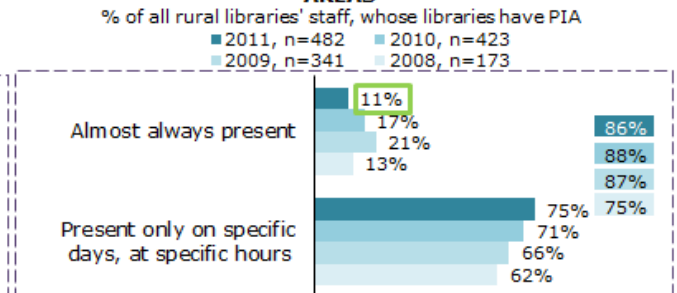
use public Internet access in public libraries is not becoming lesser. Bearing in mind the general purposes of the Project, it is good, as the visitors perceive the benefit of public Internet access and the visiting rate of libraries is not decreasing. When analyzing the change of the queues by public Internet access during the working days during the period from the Project implementation period, it was noted that there were less libraries where queues were never present and the share of libraries where queues were present on particular hours/ particular days increased.

Even though the results of the research show that the queues by public Internet access in rural and urban libraries during the working days are generally very similar, some differences between public Internet access usage in urban and rural areas were noted: in urban areas, there were more of highly occupied libraries where, as 16% of the librarians state (respectively, 11% in rural areas), the queues are almost always present) and in rural areas there are more libraries where the flows of users form queues by public Internet access only during particular hours (75% of librarians in rural areas and 70% of librarians in the urban areas).

**Queues by PIA during working days: URBAN AREAS**  
% of all urban libraries' staff, whose libraries have PIA



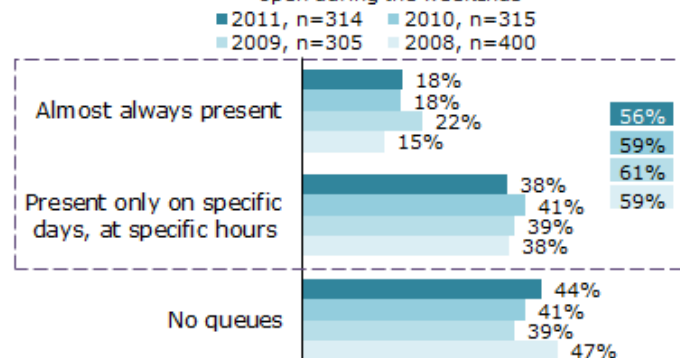
**Queues by PIA during working days: RURAL AREAS**  
% of all rural libraries' staff, whose libraries have PIA



- Queues by public Internet access during the weekends slightly decreased in urban libraries -

**Queues by PIA during the weekends**

% of all libraries' staff, whose libraries have PIA and are open during the weekends



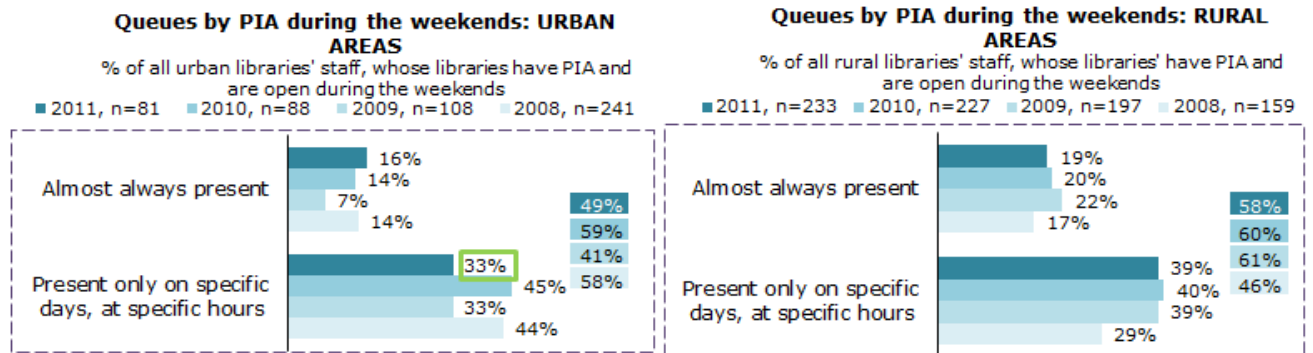
During the weekends, the demand for public Internet access is much lower: there are no queues by public Internet access in 44% of the libraries and in 38% of the libraries the queues are present only on particular days or at particular hours. In 18% of the libraries, queues by public Internet access are always present, even during the weekends.

While generally evaluating the satisfaction of the demand of public Internet access during the weekends in 2010 and in 2011, it is noted that there were no changes – the queues have not either diminished or increased. The situation mainly did not change during the Project

implementation period either. Having in mind that quite a lot of new public Internet access workstations were created during the last year, the fact that queues by public Internet access are not becoming smaller during the weekends assure once again that the demand for public Internet access is growing.

While comparing the satisfaction of the demand for public Internet access workstations in urban and rural libraries, the situation in urban areas is slightly better – bigger or smaller queues during the weekends are present in 49% urban and 58% of rural libraries.

While analyzing the changes of queue formation in libraries during the last few years, it can be stated that no vital changes happened. We can only draw your attention to the fact that the number of urban libraries where queues by public Internet access were recorded only during a particular time during the weekends decreased (from 45% in 2010 to 33% in 2011).



## 5.2. Technical Maintenance of Public Internet Access

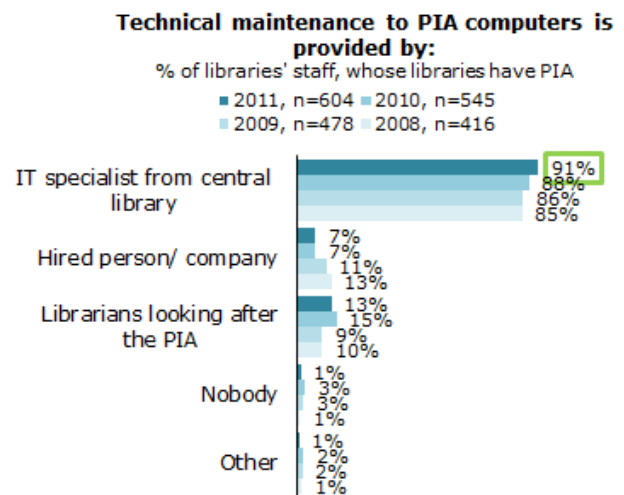
- Less and less of rural libraries are taking care of PIA themselves or hire private subjects for this reason -

Common practices of technical service of public Internet access workstations is that they are being taken care of by the IT specialists from central libraries – 91% of libraries are using the services of an IT specialist from a central library. Nevertheless, a small share of libraries are using the services of companies hired (7%) or take care of the public Internet access themselves (13%).

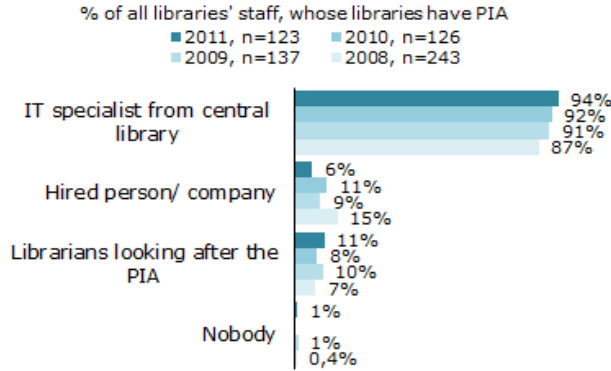
The vast majority of central or county libraries are only using the services of their own IT specialists. External IT services or internal resources to deal with IT matters are used by central libraries branches (both in rural or urban areas) more often.

The only change in means of technical service of public Internet access in 2011 (in comparison to the situation in 2010) was that more libraries started using the services of the IT specialist in the library. This tendency was noticed from the beginning of the Project implementation period. Meanwhile, the share of librarians who hired a person or a company for technical maintenance of computers was reducing constantly.

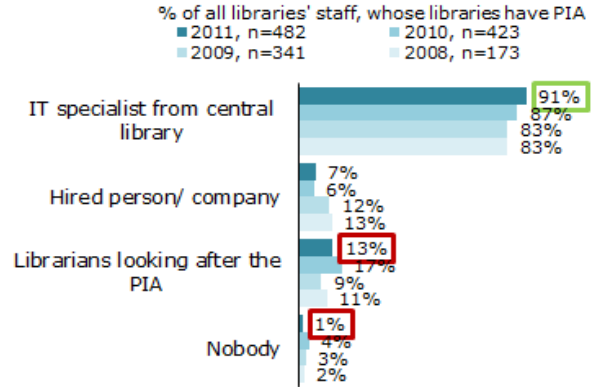
There are no differences of the technical service of public Internet access in urban and rural libraries – the vast majority of all libraries are being serviced by the IT specialist from the central library. During the last year, only one change related to the technical service of public Internet access was recorded in rural libraries – the IT specialists from the central library started providing service to even more of the rural libraries, therefore, it is tendentious that less and less of rural librarians have to take care of the public Internet access themselves or hire a private person or a company. During four years of Project implementation in both urban and rural areas, the share of libraries the computers of which were maintained by the IT specialists of the central library was growing constantly.



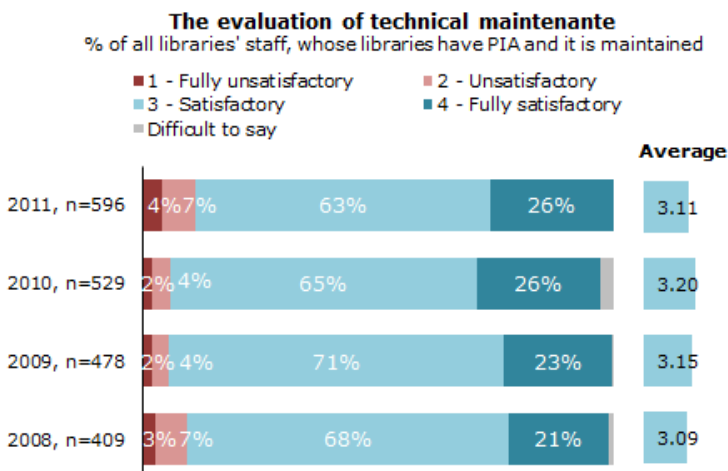
**Technical maintenance to PIA is provided by: URBAN AREAS**



**Technical maintenance to PIA is provided by: RURAL AREAS**



- The quality of PIA technical service satisfies the majority of the librarians -



Librarians working with public Internet access evaluate that there are no major problems related to the technical service of public Internet access. The vast majority of librarians (89%) are happy with the technical service they receive.

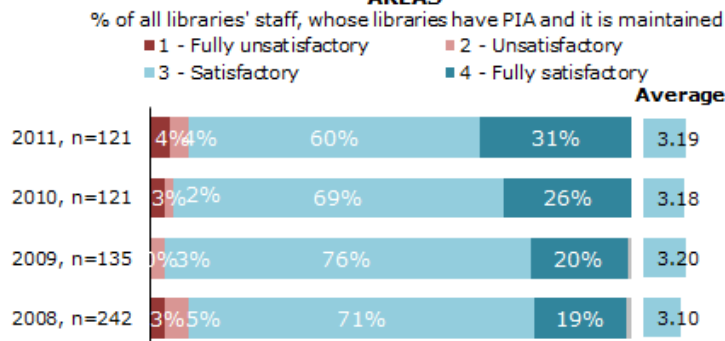
Considering who provides the technical service in the library, there is no difference in satisfaction with the quality of technical service.

No major changes related to the evaluation of the quality of the IT services were recorded during 2010 either. Technical service of public Internet access neither improved, nor worsened. The attention should probably be paid only to the fact that that during this year, there were slightly more single cases of individual librarians being unsatisfied with the technical service of public Internet access (in 2010, 6% of librarians interviewed evaluated the quality of technical service as fully unsatisfactory/ unsatisfactory and in 2011 there were 11% of such members of libraries' staff). No major changes in the evaluation of the quality of public Internet access were recorded during the entire Project implementation period.

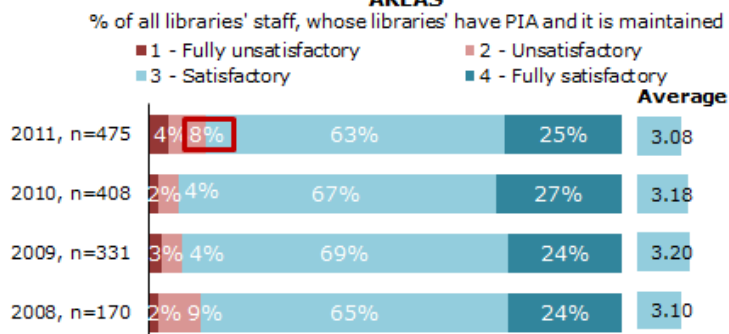
No major changes related to the evaluation of the quality of the IT services were recorded during 2010 either. Technical service of public Internet access neither

There are slightly more of the unsatisfied with the quality of public Internet access in rural libraries (12% of rural librarians and 8% of urban librarians are unsatisfied with technical service). No vital changes in the evaluation of public Internet access during the last year were noted either in urban or in rural libraries. We can only note that more of the unsatisfied with the technical service of public Internet access emerged in rural areas. During the Project implementation period, the share of urban libraries' staff who evaluated the quality of technical maintenance as fully sufficient increased slightly. The evaluations of rural libraries staff did not change.

**The evaluation of technical maintenance: URBAN AREAS**

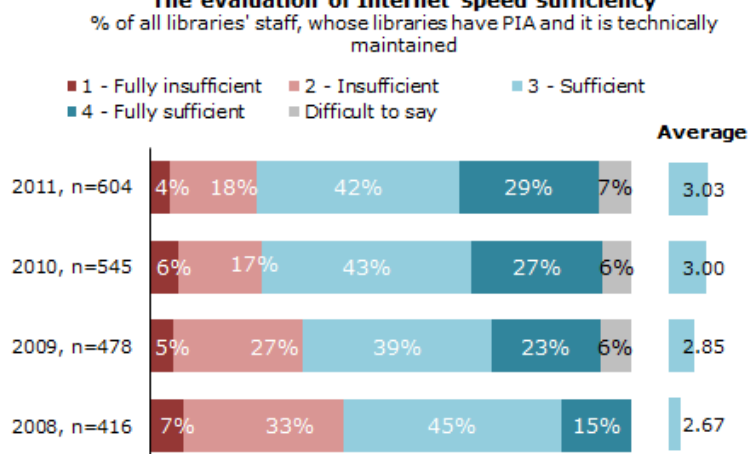


### The evaluation of technical maintenance: RURAL AREAS



- Three out of four librarians are satisfied with the Internet speed in the libraries and this did not change during the year -

### The evaluation of Internet speed sufficiency

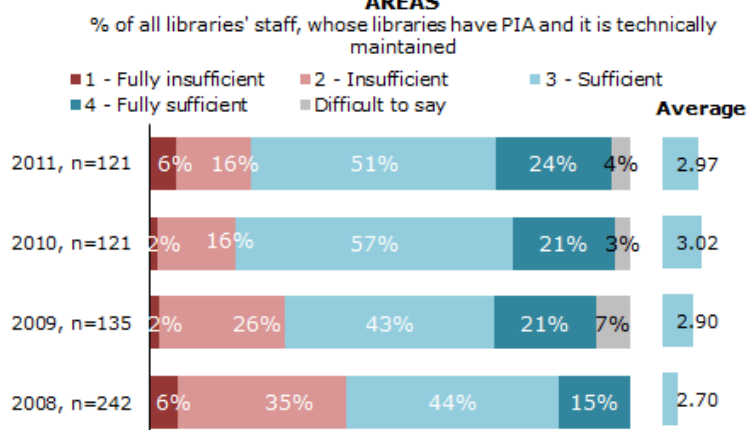


While evaluating the technical parameters of Internet provided in libraries and considering Internet speed in particular, it can be generally stated that most of the librarians are more happy with the Internet speed in the libraries (71% of libraries' staff believes that Internet speed is sufficient), rather than unsatisfied (22% of librarians believe that Internet speed is insufficient).

It is noted that the most active works in increasing the Internet speed in the context of the whole Project were carried out until 2010 inclusive, when the number of members of libraries' staff satisfied with Internet speed was steadily growing each year. Referring to the situation of 2011, we can state that during the last year the situation became more stable. In other words, the share of libraries' staff satisfied with Internet speed remained the same (70% of librarians in 2010 and 71% of librarians in 2011).

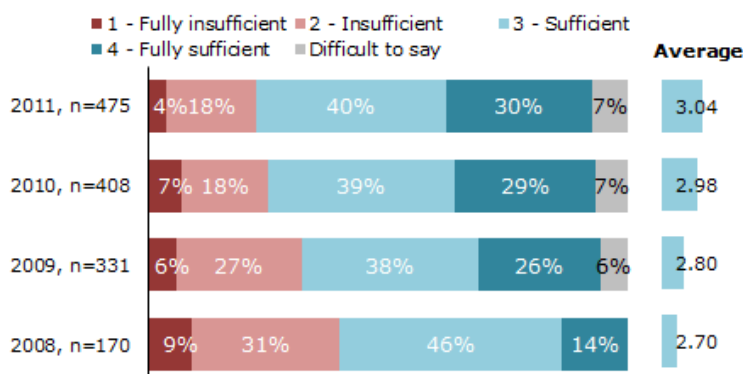
The sufficiency of Internet speed and its evaluation in urban and rural libraries does not differ: 22% of employees from urban libraries and the same percentage of rural libraries are not satisfied with Internet speed. Approximately 70-75% of employees are satisfied with Internet speed in urban or rural libraries.

### The evaluation of Internet speed sufficiency: URBAN AREAS



### The evaluation of Internet speed sufficiency: RURAL AREAS

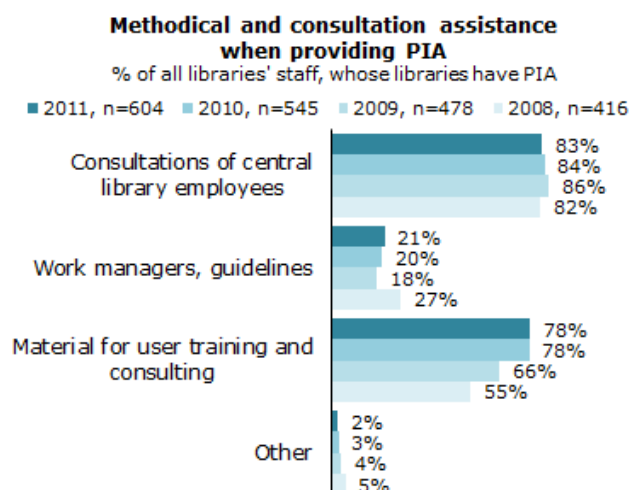
% of all libraries' staff, whose libraries have PIA and it is technically maintained



The evaluation of Internet speed sufficiency did not change during the last year neither in urban, nor in rural libraries.

## 5.3. Methodical Help while Providing the Services of Public Internet Access

- No changes in using methodical material for providing the PIA service was noted -



Two main sources of information can be distinguished for librarians to learn or improve public Internet access provision to visitors. They are consulting library employees and methodical material for training and consulting users. While providing the service of public Internet access, most of the librarians are using both (83% of librarians consult with library employees, 78% of librarians use information provided in the material for user training and consulting).

Means that are used the least include work managers, guidelines (21%).

2% of the librarians interviewed chose "other" methodical help or help regarding consulting that is available for them. Some of the libraries' staff indicated that they were trained about the service of

public Internet access viešos during specialized courses/ trainings. Some of them stated that they used the information available in library funds, consulted his/ her colleagues or friends, looking for information individually online, self-educating or using the services of distant learning.

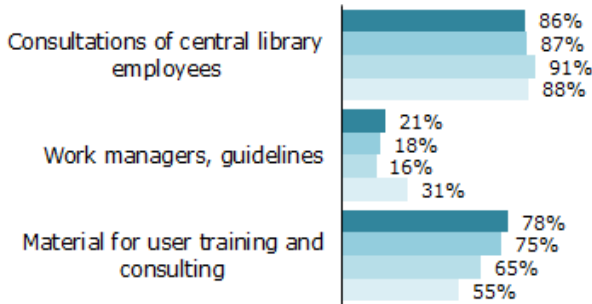
While analyzing the changes that occurred during four years of the topic discussed that happened during the period of the research, it was noted that the usage of methodical means by librarians or providing consultations regarding the usage of public Internet access did not change, except that the usage of material for user training and consulting grew in 2008-2010.

Analogous tendencies in using methodical means are spotted in both urban and rural libraries. In general, these tendencies did not change neither in urban, nor in rural libraries. It was only noted that slightly less of the employees from urban libraries used the material for user training and consulting less in 2011.

**Methodical and consultation assistance while providing PIA: RURAL AREAS**

% of all libraries' staff, whose libraries have PIA

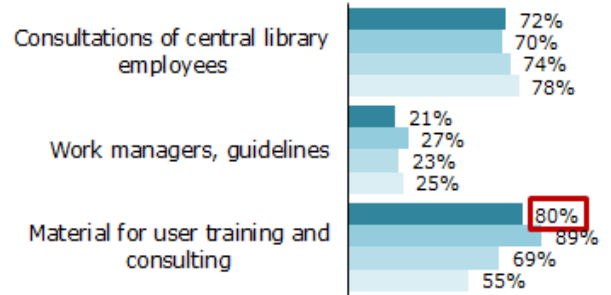
■ 2011, n=482 ■ 2010, n=423 ■ 2009, n=341 ■ 2008, n=173



**Methodical and consultation assistance while providing PIA: URBAN AREAS**

% of all libraries' staff, whose libraries have PIA

■ 2011, n=123 ■ 2010, n=126 ■ 2009, n=137 ■ 2008, n=243

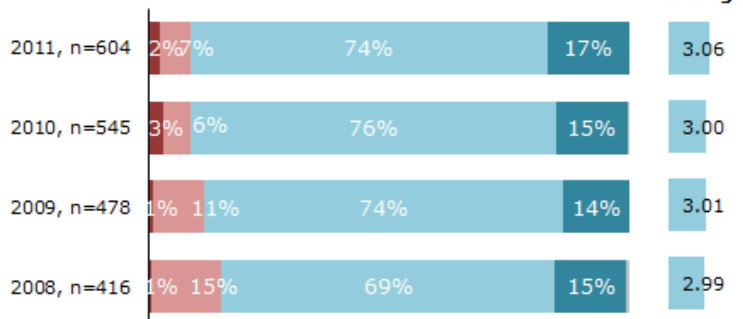


- The methodical help for the provision of PIA is sufficient -

**The evaluation of the sufficiency of methodical help**

% of all libraries' staff, whose libraries have PIA and it is technically maintained

■ 1 - Fully insufficient ■ 2 - Insufficient ■ 3 - Sufficient  
■ 4 - Fully sufficient ■ Difficult to say



Most of the librarians (91%) do not feel the shortage of methodical material while providing public Internet access. Only a small share of libraries' staff (9%) feels the shortage of methodical help.

We would like to draw your attention to the fact that the information collected during the previous research indicated that higher expectations related to methodical help were expressed by younger members of libraries' staff (under 45 years old) and older librarians (over 51 years old) slightly more often noted that there was sufficient amount of methodical means while providing public Internet access. Meanwhile, in 2011, there is no

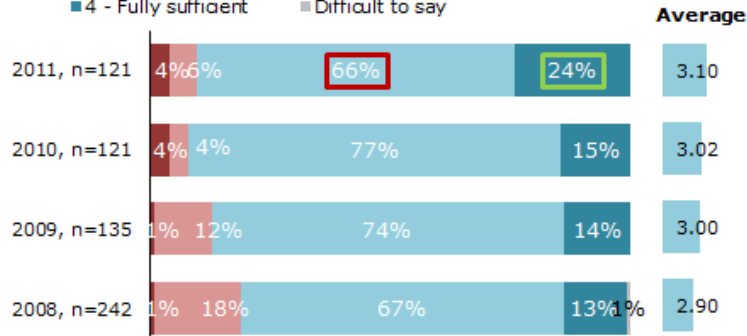
more such a difference between the two – methodical means are considered to be sufficient by library employees of all age groups. In comparison to 2008, the share of libraries' staff who evaluated methodical help as insufficient diminished.

During the last year, positive changes in evaluating the sufficiency of methodical help were recorded in urban libraries. In 2010, only 15% of urban libraries' staff evaluated the sufficiency of methodical help as fully sufficient and there are already 24% of such libraries' staff in 2011.

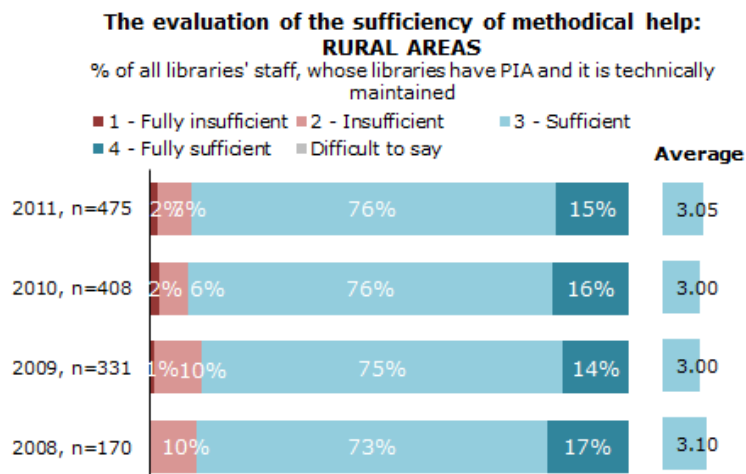
**The evaluation of the sufficiency of methodical help: URBAN AREAS**

% of all libraries' staff, whose libraries have PIA and it is technically maintained

■ 1 - Fully insufficient ■ 2 - Insufficient ■ 3 - Sufficient  
■ 4 - Fully sufficient ■ Difficult to say



There is no change regarding the staff of rural libraries evaluating the sufficiency of methodical help during the last year.



## 6. Benefit Provided by the Public Internet Access to the Local Community

- In the opinion of the staff, public Internet access provides twice as much of social benefit, rather than economical one -

If we divided the benefits provided by the public Internet access to the community in two bigger generalized benefit categories – social and economical – the generalized opinion of librarians could be expressed as follows: public Internet access provides both social and economic benefit to its users.

In this context, social benefit provided to the community refers to expanding the communication horizons and enriching the leisure time (diminishing social disjunction among residents who previously did not have an access to the Internet) and help while taking care of health or performing activities related to studies. Economical benefit refers to Internet usage only to perform purposeful and relevant activities (searching for work or dealing with financial).

If, for a reason of comparison, we expressed the ratio of benefit (from the libraries' staff point of view) in numbers, we would have such **benefit ratio – 43% : 21% (social benefit : economical benefit).**<sup>2</sup>

The most libraries' staff refers more intensive communication (80%) and more varied leisure time (67%) as an undeniable benefit of public Internet access to the community. Public Internet access, in the opinion of members of libraries' staff, helps a lot in performing the activities related to studies (55%) or current affairs (43%). The opportunity to sell or earn money online, to contact the government or to take care of one's help online is considered to be useful for the community only by a small share of librarians.

Although the evaluation of almost all the benefits provided by public Internet access in 2011, in comparison to 2010, decreased, we would not encourage to consider this as a major change in the perception of the diminished benefit of public Internet access. The evaluation of the benefit provided by public Internet access to the community matches the evaluation level of 2009.

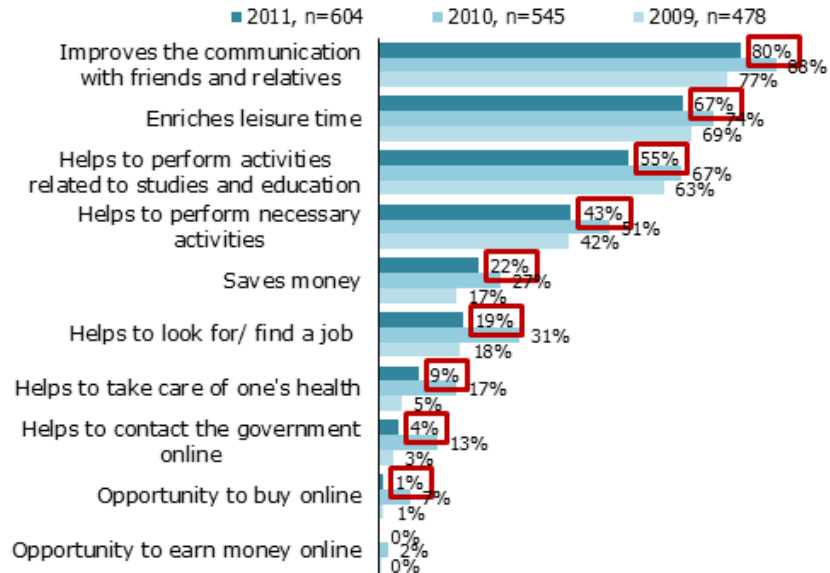
<sup>2</sup> In question groups which research the benefit of public Internet access to local community, in order to In <sup>2</sup> In question groups which research the benefit of public Internet access to local community, in order to make the generalizations and comparisons more simple, the derivative number is provided in the report. It shows the general percentage of social/economical benefit. The **sequency of calculation** is the following: (1) the percentage expressions of particular benefits are added, (2) the percentage expressions of particular benefit are divided by the number of opportunities of a particular benefit.

**Social benefit** – electronical means of communication, cultural, community and leisure information, educational information and studies, health information and services of electronic government.

**Economical benefit** – help while fulfilling the relevant tasks, work search, saving money and the opportunities to buy/ earn money in the Internet.

### PIA benefit provided to local community

% of all libraries' staff whose libraries have PIA



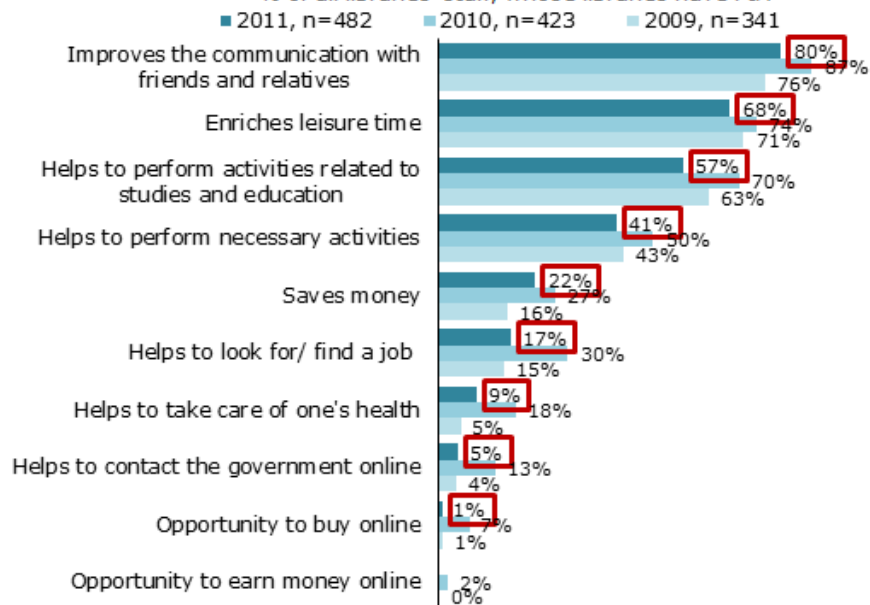
While comparing how the benefit of public Internet access is perceived by urban and rural libraries' staff, it can be stated that, in the opinion of the staff, public Internet access provides the same benefit to urban librarians as it does to rural ones. The opinions change slightly only while evaluating the benefit of searching for work online. This service seems beneficial slightly more often to urban libraries' staff, rather than to rural librarians (25% and 17%, respectively).

During the last year, the opinion of urban libraries' staff regarding the benefit of public Internet access changed when considering the benefit for leisure time and saving money. In 2011, these services were seen as useful by slightly less of the libraries' staff.

The evaluation of libraries' staff of the benefits provided by public Internet access slightly went down during the last year. However, they match the level of evaluation of 2009.

### PIA benefit provided to local community: RURAL AREAS

% of all libraries' staff, whose libraries have PIA



- The encouragement priorities of using the PIA resources are well balanced and strategically right -

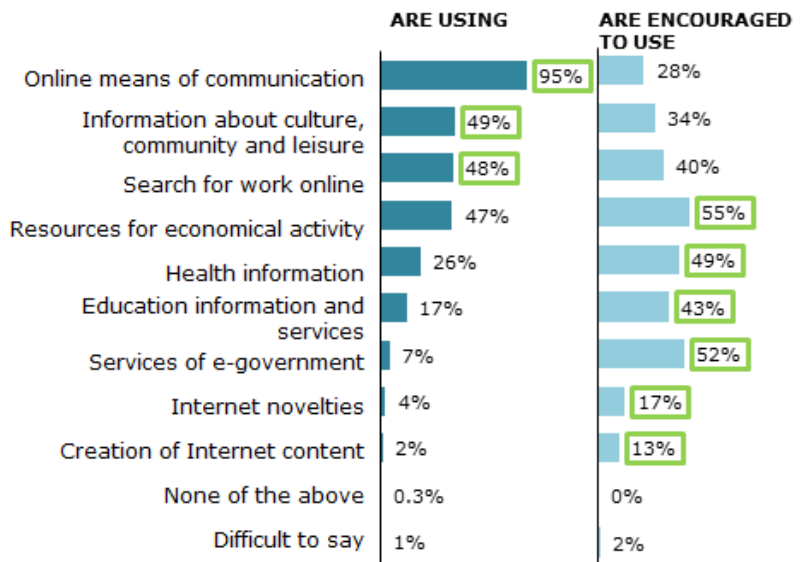
Nearly all (95%) users of public Internet access in libraries use the Internet for communication via e-mails, participation in forums or chats online. Half less (47%) of the libraries' staff have an opinion that in libraries people are looking for leisure, cultural information (they are interested in information regarding events and are reading information in news portals) (49%), searching for work (48%) or are using the Internet for economical activities (fulfilling online declarations, using e-banking, etc.) (47%).

As the libraries' staff refers, public Internet access users use various Internet novelties (4%) or Internet content creation (2%) the least often.

Libraries' staff is encouraging to use public Internet access the most for economical activity (55%), the services of e-government (52%), to look for health (49%) or education (43%) related information. It is worth paying attention to the fact that the job of libraries' staff while encouraging users to use one or another type of public Internet access service is very well balanced – the members of libraries' staff are encouraging to use the popular opportunities provided by the public Internet access slightly less (communication, cultural-leisure information, etc.) and prioritize the aspects that are relevant country-wise: e-government services, the resources of economic activity, etc.

**Visitors are using/ are encouraged to use the following services in libraries**

% of all libraries' staff, whose libraries have PIA, n=604

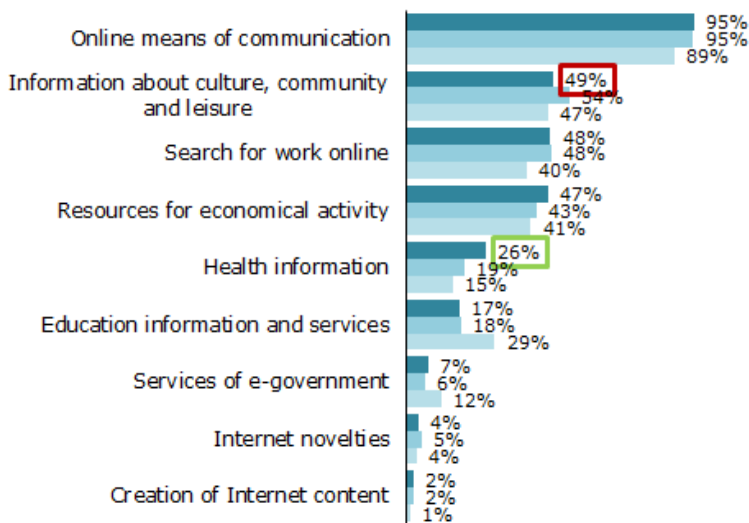


- In the opinion of the staff, the purposes of the PIA users in libraries remained unchanged -

**Areas of information which are used by PIA users the most often**

% of all libraries' staff, whose libraries have PIA

■ 2011, n=604 ■ 2010, n=545 ■ 2009, n=478

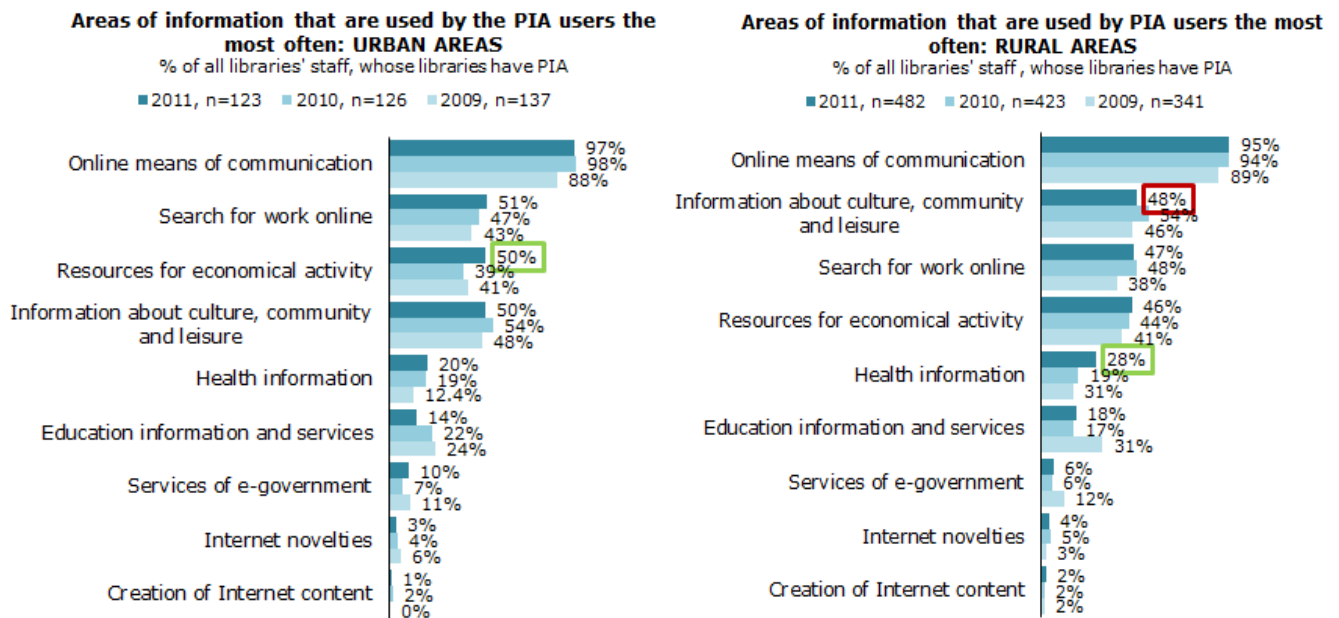


The purposes of the usage of public Internet access mainly did not change during the year. We can only draw your attention to the fact that, in the opinion of libraries' staff, more users started using Internet resources looking for health related information (19% of librarians thought so in 2010 and 26% of libraries' staff – in 2011). In the opinion of the libraries' staff, public Internet access in the libraries, however, was less used for looking for cultural and leisure related information (54% of libraries' staff believed so in 2010 and 49% of librarians in 2011).

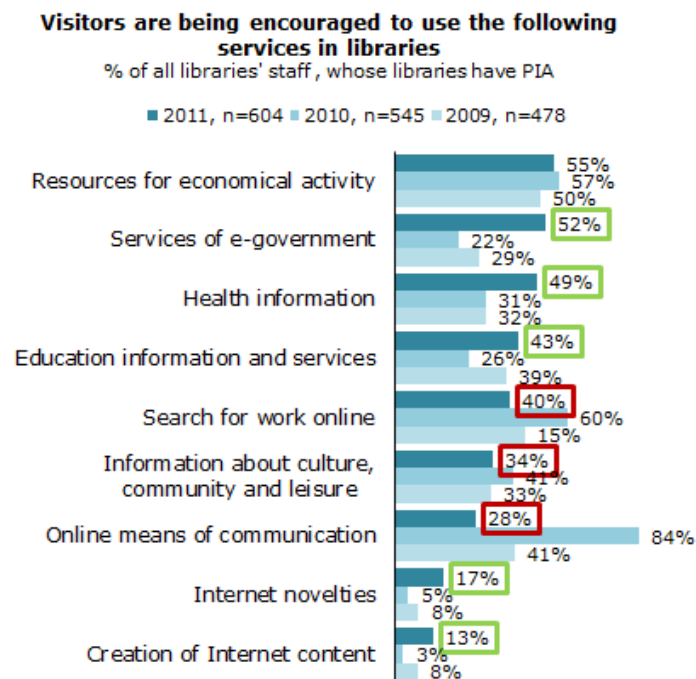
The purposes of public Internet access usage generally do not differ in urban and rural libraries either. Rural residents, based on the opinion of the libraries' staff, only slightly more often use Internet resources for looking for health related information (20% of urban and 28% of rural libraries' staff has such an opinion).

Although the usage of almost all Internet resources was growing in a small pace in 2009, however, during the last year, there were no substantial changes in using public Internet access in libraries that would change the tendencies of using public Internet access dramatically. However, it was noted that, in the opinion of urban libraries' staff, during the last year, the users started using Internet resources in the library for economical benefit more often and, in the opinion of rural libraries' staff, the users using public

Internet access started looking for health related information slightly more often and less often for cultural and leisure information.



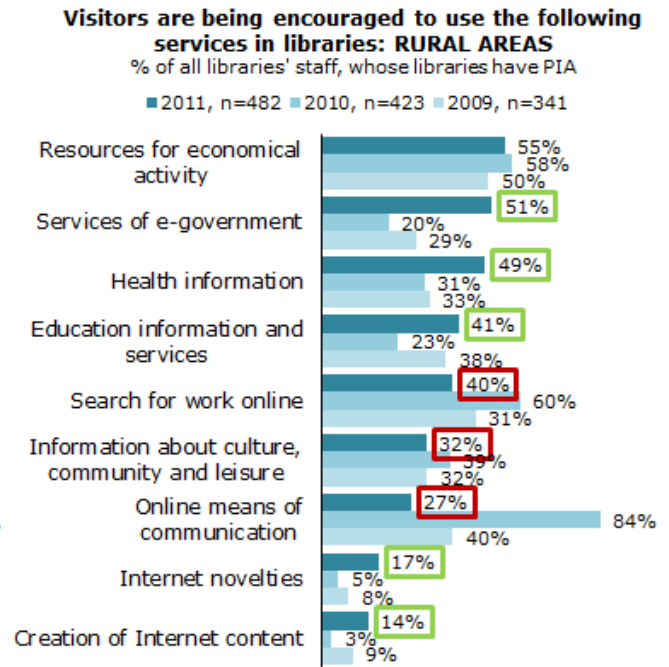
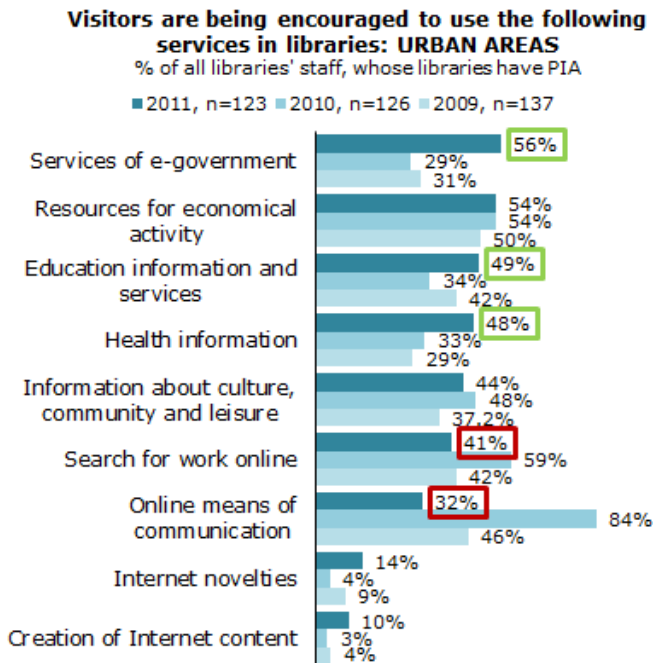
- The strategy of encouraging the usage of PIA resources changed dramatically. The priorities shifted from social to economical benefits -



The strategy of encouraging the users to use public Internet access resources changed substantially during the year. User encouragement to use the e-government services doubled (from 22% in 2010 to 52% in 2011). Health information (from 31% in 2010 to 49% in 2011), education information (from 26% in 2010 to 43% in 2011), Internet novelties or Internet content creation are also being encouraged to be used much more often.

On the other hand, user encouragement to use electronic means of communication was diminished substantially (from 84% in 2010 to 28% in 2011). Libraries' staff slightly less often encouraged others to use the opportunities for job search or to look for cultural-leisure related information. The encouragement of users from 2009 to use various Internet resources was changing irregularly, it depended on which areas were paid more attention during a particular year. We are not able to distinguish a single tendency of change.

Substantial changes in encouraging using various public Internet access resources in libraries were recorded in both urban and rural libraries. In both types of libraries the staff is encouraging the users to use the services of e-government, resources for economical activity, health and education information. The encouragement of using these resources during the last year increased dramatically in all libraries. Respectively, in both urban and rural libraries, the encouragement to use the Internet helps to communicate, look for work or cultural-leisure information.

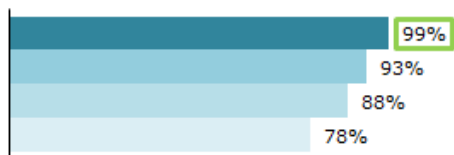


## 7. The Abilities and Skills of Libraries' Staff while Providing the Public Internet Access

### 7.1. Computer Usage and Other Basic IT Skills

**Uses the computer in the library**  
% of all libraries' staff

■ 2011, n=620 ■ 2010, n=609  
■ 2009, n=611 ■ 2008, n=609



The usage of computers at work by libraries' staff is gradually becoming an unavoidable part of the skills of a librarian, but not an indicator showing exceptional abilities.

In the beginning of project "Libraries for innovation" implementation, there were only three out of four members of libraries' staff who were using computers in libraries. During the Project implementation period, the number of librarians using computers at work was always growing and reached the maximum in 2011. In other words, even 99% of the librarians

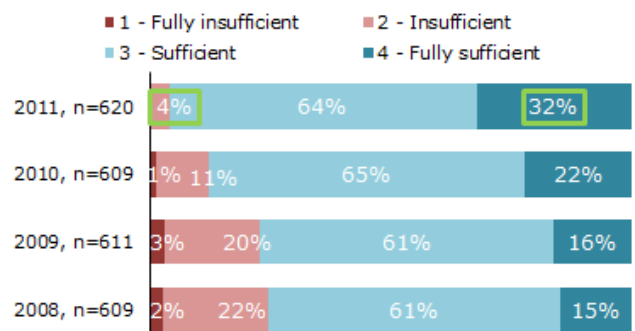
who participated in the survey (or 100% of libraries' staff working in libraries having Internet access) indicated that they used computers for their daily tasks. The attention should be drawn to the fact that computer is used by employees of various ages (both younger and older), despite the location of their job (in the city (100%) or in a rural area (98%)).

- The skills of libraries' staff to use the computer are improving all the time-

The vast majority (96%) of libraries' staff tend to evaluate the basic computer usage skills as more or less sufficient. Only 4% of librarians state that they lack computer usage skills.

It was noticed that during the research period or the year 2010-2011, the computer usage skills of libraries' staff improved significantly. In 2010, during the research, 87% of libraries' staff stated they had sufficient computer usage skills and in 2011, it is already 96% of libraries' staff who participated in the survey that had sufficient computer usage skills. The skills of libraries' staff

**The evaluation of computer usage skills**  
% of all libraries' staff



to use the computer were improving during the entire Project implementation period and an especially significant improvement of the skills was recorded during the last year.

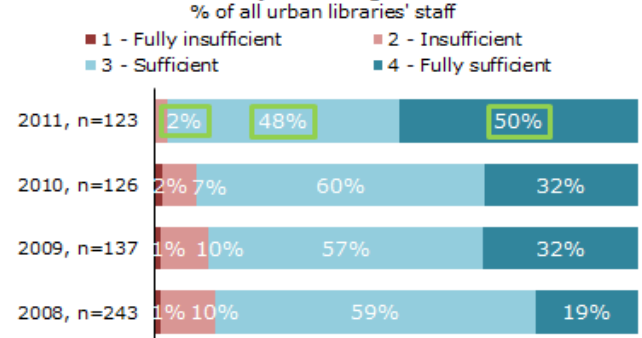
The skills of libraries' staff to use the computer depend on the age of librarians (the younger they are, the better they evaluate their skills) and on the location of the library (urban libraries' staff evaluates the computer usage skills better than rural librarians).

### - Computer usage skills of urban libraries' staff are more developed -

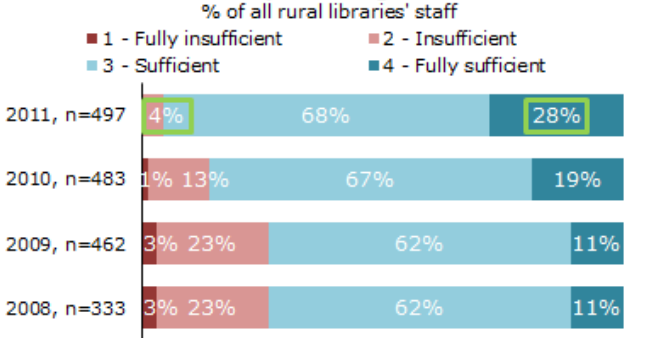
During the last year, the computer usage skills of both urban and rural libraries' staff improved. A year ago, every third urban librarian stated he had fully sufficient computer usage skills (33%) and in 2011 already every second member of libraries' staff (50%) had fully sufficient computer usage skills. The share of rural librarians having fully sufficient computer usage skills increased from 19% to 28%. The computer usage skills of libraries' staff were growing in urban areas from the beginning of the Project implementation. Meanwhile, in rural areas, the growth of computer usage skills was only recorded from 2009 onwards.

We would like to draw your attention to the difference of quality of computer usage skills between urban and rural librarians. 50% of urban libraries' staff and almost half less (28%) of rural librarians have fully sufficient computer usage skills.

**The evaluation of computer usage skills: URBAN AREAS**

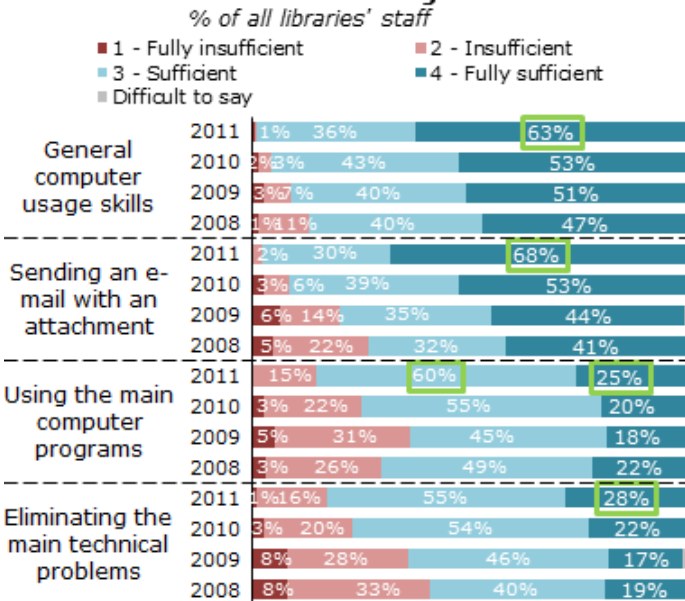


**The evaluation of computer usage skills: RURAL AREAS**



### - The vast majority of libraries' staff has sufficient computer usage skills -

**The evaluation of IT usage skills**



\* 2011 (n=620), 2010 (n=609), 2009 (n=611), 2008 (n=609)

While analyzing the basic computer usage skills of libraries' staff, we see that the strongest are the general computer usage skills (using the mouse and typing) (99%) and the skills of sending an e-mail with an attachment (98%).

Only 15% of libraries' staff feels the shortage of skills using the main computer programs (Word, Excel, PowerPoint). A similar share of libraries' staff (17%) would not feel confident, if there was a necessity to deal with technical problems ("sleeping computer", "printer which is stuck", etc.). In any case, we can state that libraries' staff has sufficient skills of both using the computer programs and eliminating technical problems (85% and 83%, respectively).

Computer usage skills between urban and rural libraries' staff mainly do not differ any more, although urban librarians tend to evaluate their skills better (as fully sufficient). Only one tendency regarding the evaluation of computer usage skills is noted - libraries' staff over 51 years old more often claimed having insufficient

skills of using computer programs, solving technical issues or sending an email with an attachment.

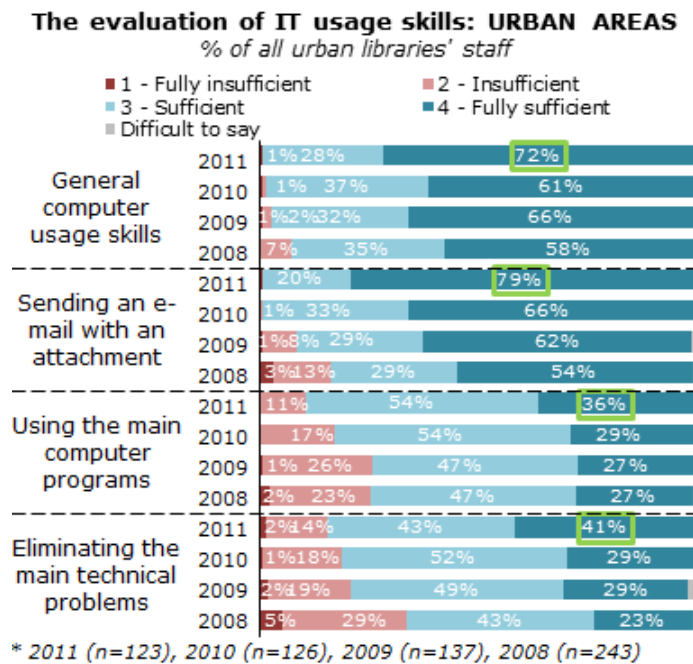
During the last year, the evaluation of all computer usage skills improved significantly. The research findings revealed that the skills of using the main computer programs were improved the most (by 10 percentage points). The evaluation of the following skills as sufficient increased by 6 p.p. – the skills to send an e-mail with an attachment and eliminate technical problems. The evaluation of the basic computer usage skills of libraries’ staff was growing steadily during the entire Project implementation period.

- The mostly improved skills of urban libraries’ staff were eliminating technical problems and of rural librarians – the skills of using computer programs -

Did the computer usage skills of libraries’ staff improve the same in urban and rural areas?

While evaluating generally, it may be noticed that the evaluation of all basic computer usage skills improved in both urban and rural libraries during the year.

During the last year, the employees of urban libraries improved the skills of eliminating the main technical issues the most (by 13 p.p.). The skills of using the main computer programs improved as well (by 7 p.p.). General computer usage skills and the skills of sending an email with an attachment were evaluated as sufficient by most of the urban libraries’ staff already in 2010.

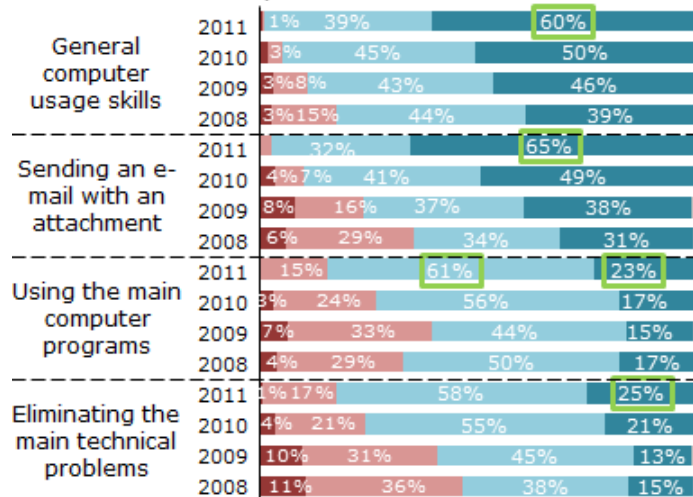


During the last year, rural libraries’ staff improved the skills of using the main computer programs the most (by 11 p.p.). The skills of sending an e-mail with an attachment and eliminating technical problems improved significantly (by 7 p.p.) as well.

### The evaluation of IT usage skills: RURAL AREAS

% of all rural libraries' staff

■ 1 - Fully insufficient      ■ 2 - Insufficient  
 ■ 3 - Sufficient              ■ 4 - Fully sufficient  
 ■ Difficult to say



\* 2011 (n=497), 2010 (n=483), 2009 (n=462), 2008 (n=333)

- The knowledge how to use computer programs is the skills that should be paid attention at (more in rural libraries) -

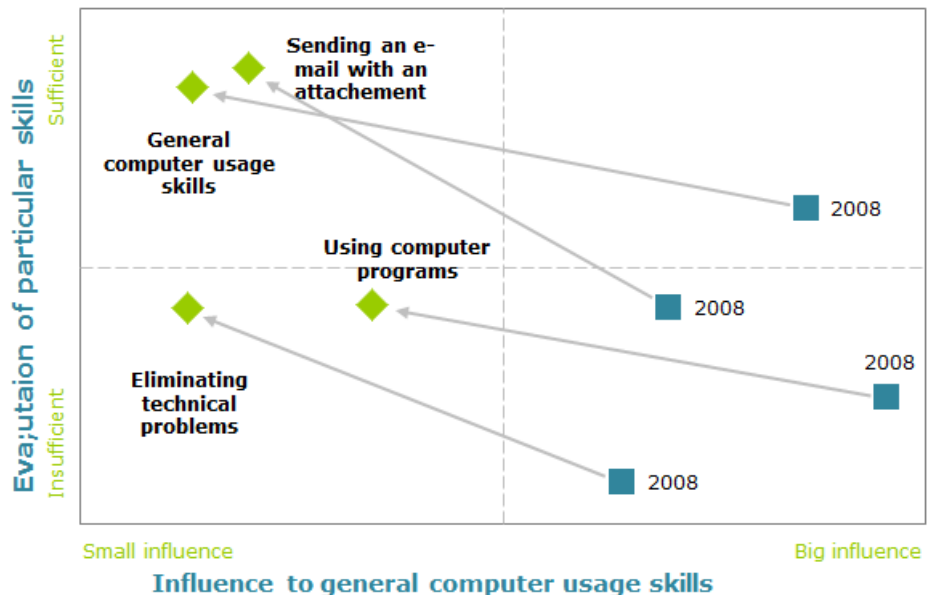
Which one of the outspread basic computer usage skills have the most impact on the general evaluation of the computer usage skills of a librarian?

The matrix on the right presents the correlation between the general evaluation of the computer usage skills and the evaluation of the specific skills of the usage of information technologies<sup>3</sup>.

The matrix shows that, during the last year, the general computer usage skills and the skills of sending an e-mail with a document attached were evaluated as sufficient by a greater share of libraries' staff.

The impact of these skills on the general evaluation of computer usage skills is not huge. The skills of libraries' staff of eliminating technical problems and using computer programs were, however, evaluated as insufficient by a bigger share of librarians. The lack of skills to eliminate technical problems does not have a big influence on the opinion of libraries' staff regarding their general computer usage skills. The level of the ability to use computer programs influences the evaluation of general computer usage skills much more.

While comparing the current situation with the one at the beginning of the Project implementation (2008), we note positive changes in the evaluation of all skills. Also, the influence of these skills on evaluating



<sup>3</sup> To calculate the dependance of two variables Pearson correlation coefficient is used. The value of correlation coefficient can change from 0 to 1. The correlation coefficient shows how the two variables are interrelated. 1 means the greatest dependance (both qualities are evaluated as identical), and 0 means that the qualities are not interrelated (the evaluation of one quality does not have any influence on the evaluation of another quality).

general computer usage skills diminished substantially (the better the skills are evaluated, the less influence they have on the general evaluation).

## 7.2. The Internet and Internet Resources' Usage Skills

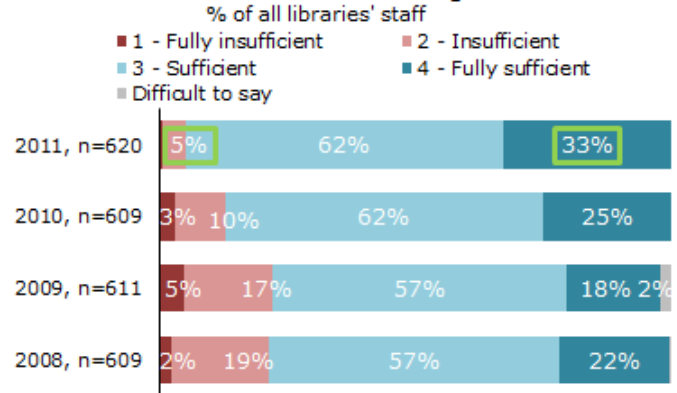
- The vast majority of libraries' staff has sufficient Internet usage skills as well -

Almost all (95%) libraries' staff have sufficient Internet usage skills.

Younger members of libraries' staff (under 45 years old) slightly more often state having better (fully sufficient) Internet usage skills.

Looking from the perspective of the entire Project implementation period, computer usage skills have been improving consistently from 2009. Internet usage skills were improved the most in 2010 and 2011. During the last year, the share of libraries' staff evaluating their Internet usage skills as sufficient increased from 87% to 95%.

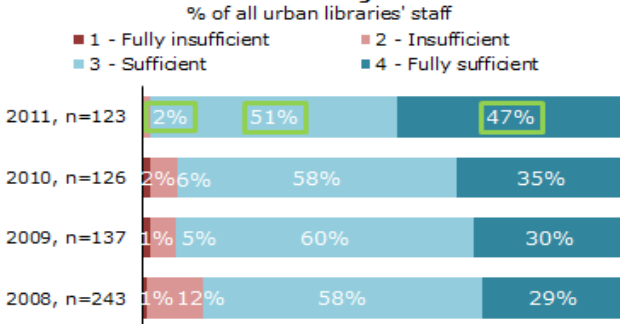
**The evaluation of Internet usage skills**



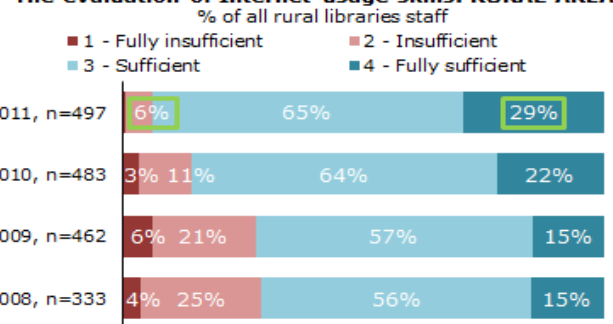
The Internet resources management skills of urban libraries' staff are stronger than the skills of rural librarians, the same as general computer usage skills. A significantly greater share of libraries' staff in urban areas can evaluate their Internet resources usage skills as fully sufficient.

During the last year, Internet usage skills were developed by both urban and rural libraries' staff. In rural libraries, the evaluation of general Internet resources skills slightly increased as sufficient. Meanwhile, urban librarians, who had relatively well developed Internet usage skills in 2010, improved them even more in 2011 (more libraries' staff evaluate Internet usage skills as fully sufficient). Positive changes of Internet usage were recorded from 2009 were recorded in both urban and rural areas.

**The evaluation of Internet usage skills: URBAN AREAS**



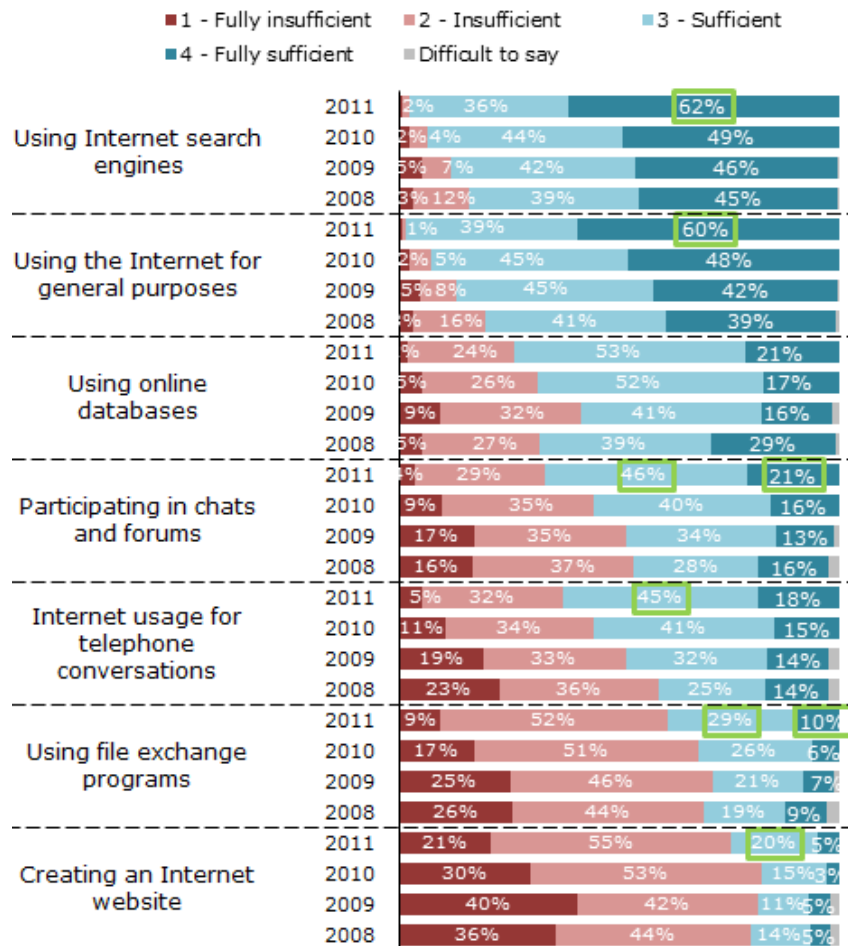
**The evaluation of Internet usage skills: RURAL AREAS**



- The less specific knowledge is required, the higher the evaluation of the skills -

The least problematic Internet usage for libraries' staff is using the Internet for general purposes (to check e-mails, surf news portals, etc.) (99% of libraries' staff believes that they have sufficient or fully sufficient skills) and for using online search engines offered (98%).

**The evaluation of skills of using Internet resources**  
% of all libraries' staff



\* 2011 (n=620), 2010 (n=609), 2009 (n=611), 2008 (n=609)

was slightly strengthened (by 7 p.p.). More librarians are evaluating the skills of file exchange programs and Internet website creation skills as sufficient. The evaluation of all Internet usage skills was increasing gradually during the entire Project implementation period. A slower and less constant growth was recorded only when evaluating the skills of using online databases and creating Internet websites.

Analogous tendencies in evaluating Internet resource usage skills are noticed in both urban and rural areas. The most positively evaluated skills are the skills of Internet usage for general purposes and the skills of using search engines. The worst evaluated skills include file exchange skills and Internet website creation skills.

- A similar share of urban and rural libraries' staff has sufficient Internet usage skills. However, the skills of urban libraries' staff are much more well established (fully sufficient) -

Even though during the last year the Internet usage skills increased dramatically in both urban and rural areas, it is noted that Internet usage skills of urban libraries' staff are far better established. For example, 76% of urban libraries' staff evaluated their skills of using online Internet engines as fully sufficient, while only 58% of rural libraries' staff evaluated their skills so. 36% of urban librarians evaluated their skills to use Internet database as fully sufficient, meanwhile, only 18% of rural librarians evaluated the respective skills as fully sufficient. Besides the evaluation of mentioned fully sufficient skills, a relatively great difference in evaluation was recorded in the cases of using the Internet for telephone conversations (16 p.p.) or for general purposes (14 p.p.).

The second Internet resources group is more problematic. Every third member of libraries' staff believes he/ she does not have sufficient skills to use these resources. It includes using online databases (74%), participating in online chats, forums (67%) and using Internet for telephone conversations (63%).

The most problematic aspects of Internet usage are using file exchange programs (39%) and the creation of Internet website (24%).

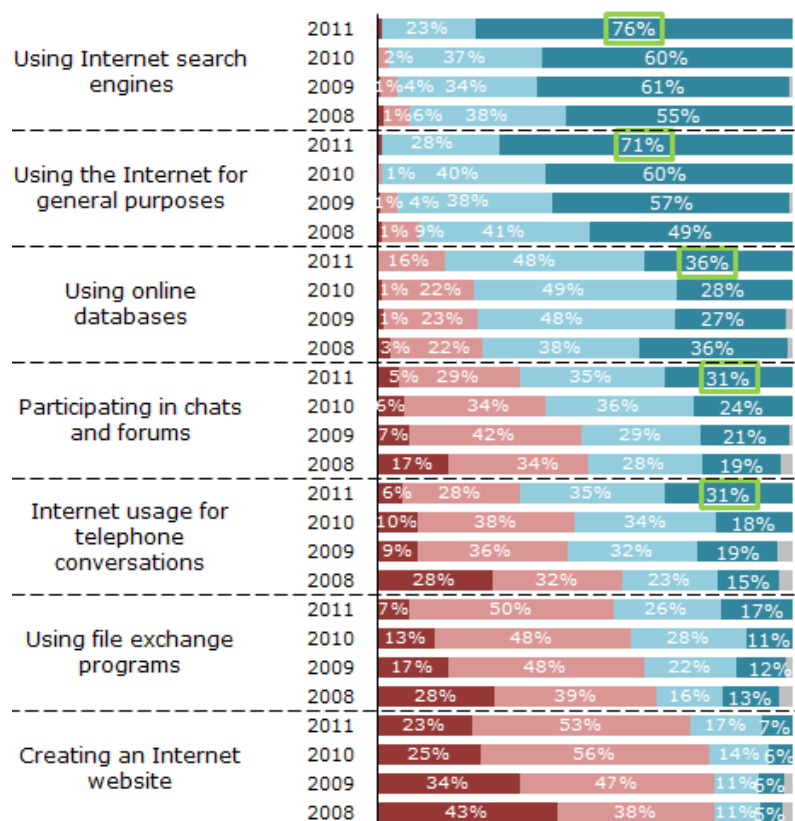
Older members of libraries' staff (over 51 years old) are lacking almost all Internet usage skills slightly more often (except for Internet usage for general purposes and using search engines).

During the last year, evaluating country-wise, all skills of Internet usage were developed significantly. The following skills grew in evaluation as sufficient the most (11 p.p.) - libraries' staff participation in chats and forums. The good point is that the application of the most problematic Internet usage skills

### The evaluation of skills of using Internet resources: URBAN AREAS

% of all urban libraries' staff

■ 1 - Fully insufficient   ■ 2 - Insufficient   ■ 3 - Sufficient  
■ 4 - Fully sufficient   ■ Difficult to say

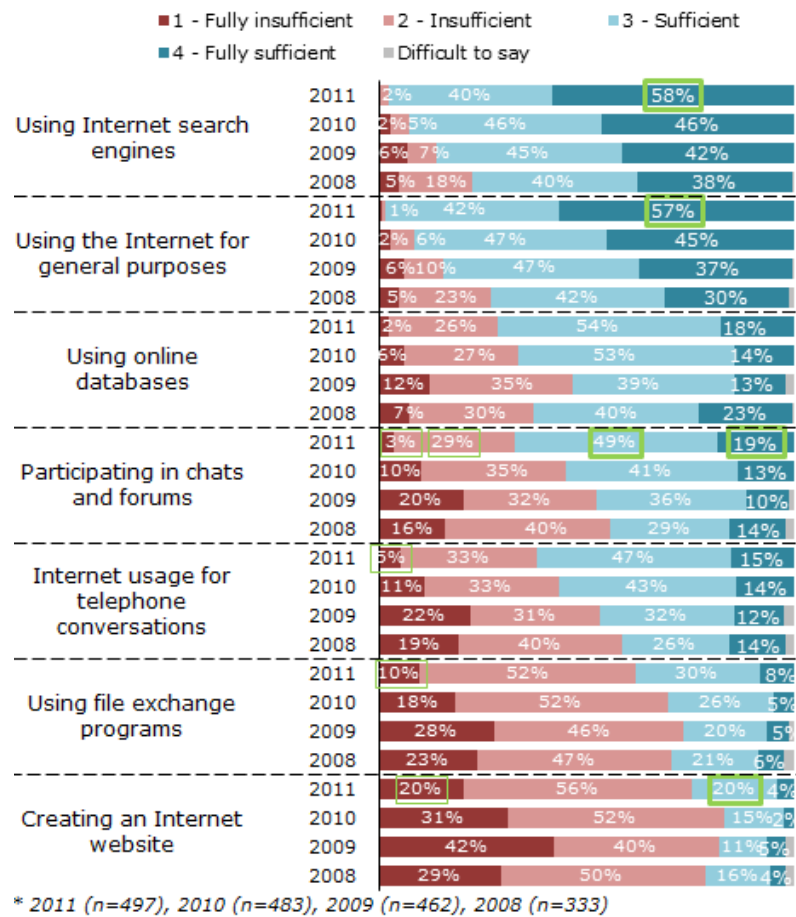


\* 2011 (n=123), 2010 (n=126), 2009 (n=137), 2008 (n=243)

During the last year, it was mostly urban libraries' staff who strengthened the skills of Internet usage for telephone conversations (the evaluation of these skills as sufficient increased by 14 p.p.). We would like to draw your attention to the fact that urban libraries' staff made a great progress, while developing their skills of file exchange programs and Internet website creation, in comparison to other skills (the evaluation of these skills as sufficient increased by 4 p.p.). Rural libraries' staff, while developing these skills, made a slightly greater progress (the evaluation of these skills as sufficient increased by approximately 7-8 p.p.).

Rural libraries' staff, in turn, improved the skills of participating in chats and forums the most (the evaluation of these skills as sufficient increased by 12 p.p.).

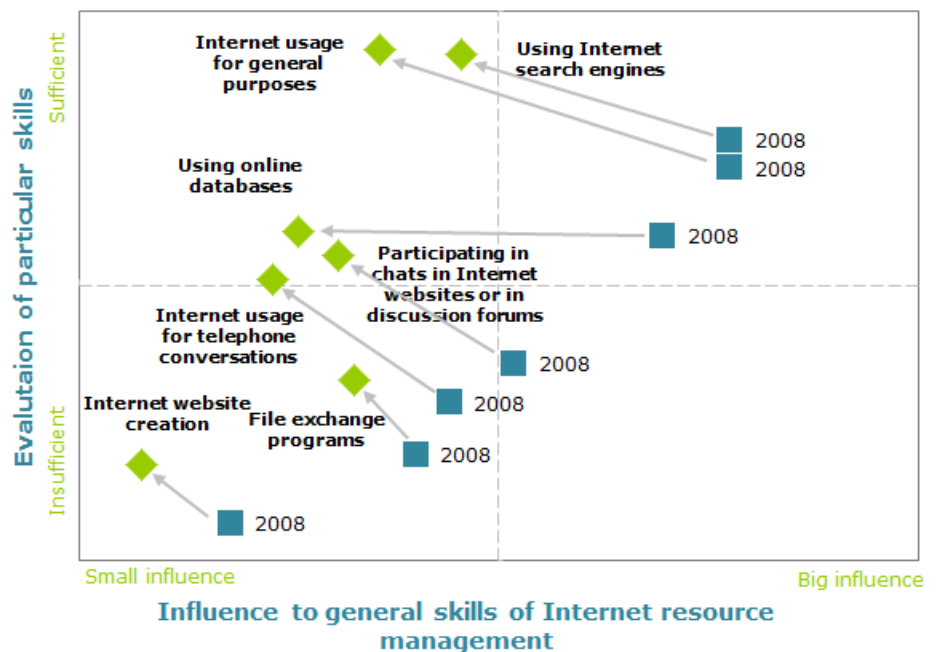
**The evaluation of skills of using Internet resources:  
RURAL AREAS**  
% of all rural libraries' staff



- The skills of using the file exchange programs and participating in chats that are evaluated slightly worse, but they have more impact on Internet usage skills -

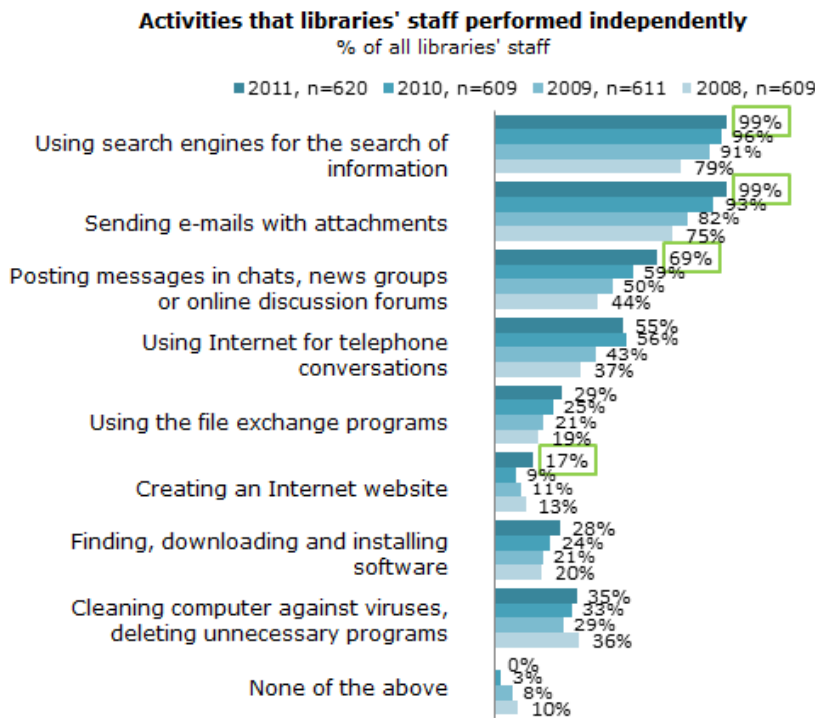
While considering which specific Internet resource management skills do the greatest impact on the general evaluation of Internet resource usage, we see that the usage of search engines and Internet usage for general purposes are the aspects having a big impact on the general evaluation. However, as they are evaluated positively, we can consider them to be not problematic.

An opposite situation is regarding the evaluation of Internet website creation skills. On the one hand, libraries' staff has minimal skills of website creation. On the other hand, this aspect does not have a negative impact on the general evaluation of using Internet resources. The skills of using Internet resources. The skills of using file exchange programs and participating in chats are the skills that libraries' staff should strengthen. Currently these skills are evaluated as average, but they have a rather significant impact on the general evaluation.



In comparison to 2008, it was noted that the evaluation of nearly all Internet usage skills improved as well as the impact on the general evaluation of the skills to manage Internet resources improved. Only the skills of the usage of online databases did not grow. On the other hand, the influence of this skill to the general evaluation decreased significantly.

- Individual activity is related to sufficient skills to perform the activity



Looking more carefully to what the libraries' staff did independently while using Internet resources, we noted a tendency that the usage of particular Internet resources independently was related to the management of skills required for particular activity. That is why the vast majority of libraries' staff used search engines to look for information, sent e-mails with attachments independently (in other words, they more often performed those activities whose skills are the most well established). And vice versa – most of the libraries' staff did not have the skills to create an Internet website and only every fifth member of libraries' staff had created an Internet website independently.

Analyzing country-wise, during the last year, libraries' staff used search engines to find information and sent e-mails with attachments

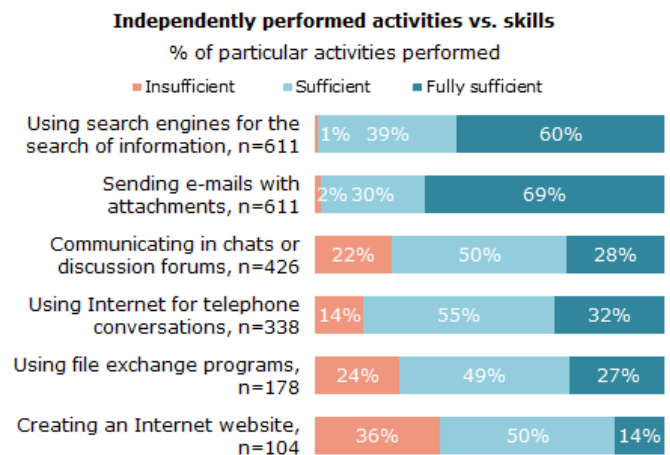
independently even more often (now these activities were performed individually by all libraries' staff in the country). More libraries' staff started posting messages in chats, news groups or online discussion forums. Excellent news is that the share of libraries' staff that created an Internet website independently doubled (from 9% in 2010 to 17% in 2011). There is no single aspect of working with Internet that would be performed by fewer members of libraries' during the last year rather than in 2010.

The share of libraries' staff who used Internet in different ways individually was growing through the entire Project implementation period. Eliminating computer viruses and uninstalling unnecessary programs could be considered as exceptions as performing these activities did not change.

It was noted that Internet is used independently by younger (under 45 years old) members of libraries' staff.

Another interesting tendency was noted. Some libraries' staff whose skills were insufficient or not present at all started performing some particular activities independently. For example, 36% of the libraries' staff who created an Internet website indicated that they did not have sufficient skills for this activity.

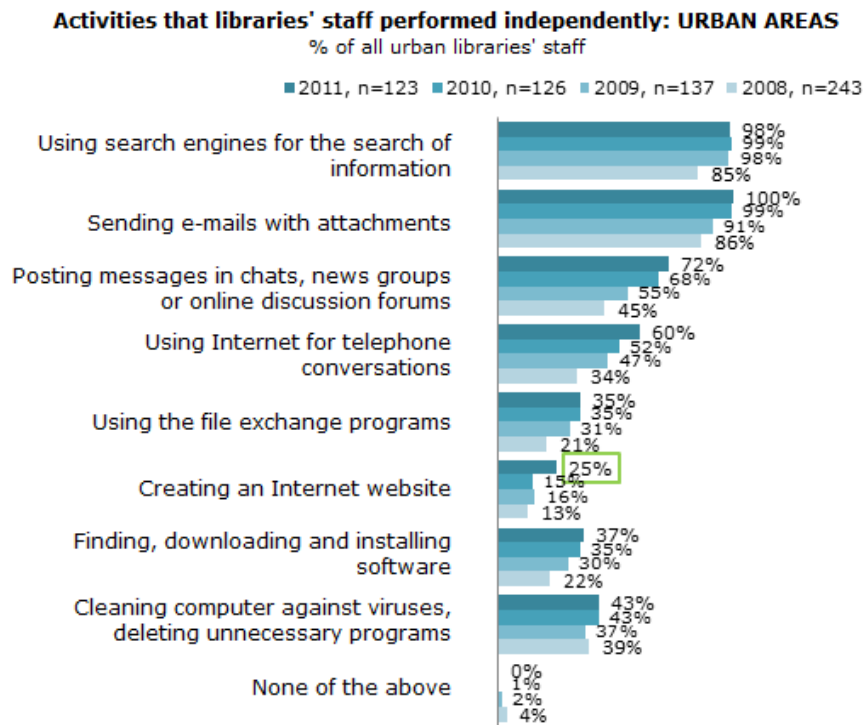
22% of libraries' staff, without having the required skills, were posting messages in chats and participated in discussion forums, 24% of the libraries' staff was using file exchange programs and 14% of libraries' staff was using the possibility to have telephone conversations online.



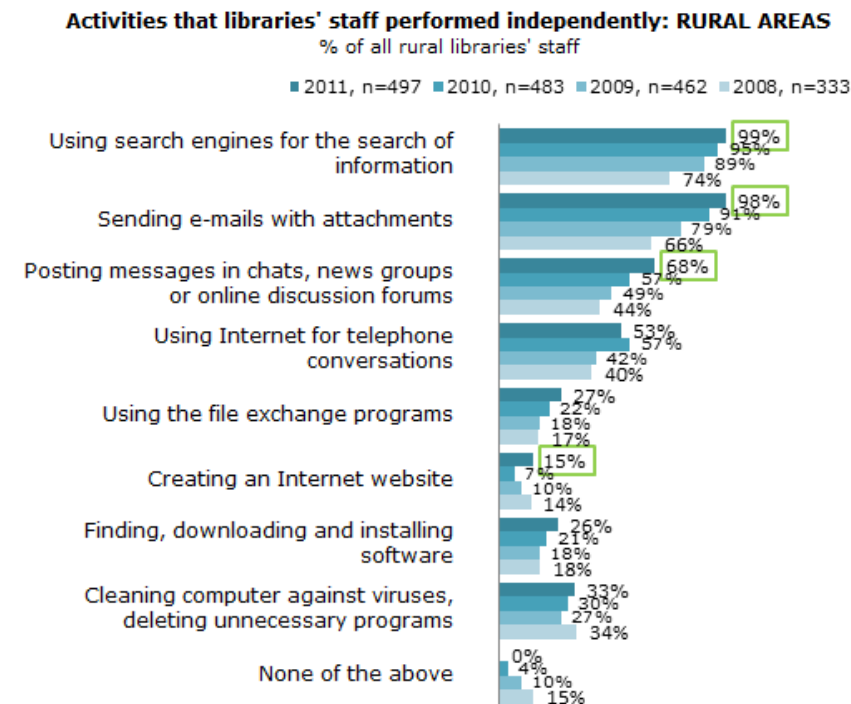
- Urban libraries' staff independently performed Internet activities requiring specific skills more often-

While comparing the practices of urban and rural libraries' staff to use Internet resources independently, it was noted that urban librarians perform all activities investigated (except for using search engines, sending e-mails with attachments and participating in chats) much more often than the rural libraries' staff. For example, urban libraries' staff cleaned their computers against viruses, uninstalled unnecessary programs, downloaded and independently installed software and created Internet websites much more often.

While analyzing the main changes related to working with Internet during the last year, we can state that only the number of those who created Internet websites independently was bigger than that of 2010.



Employees of rural libraries, in turn, independently used search engines for looking for information, sent e-mails with attachments, participated in chats or forums and created Internet websites significantly more often than in 2010.



## - The skills of libraries' staff to help others to use most of the Internet possibilities strengthened during the last year -

Most of the libraries' staff is aware about the opportunities to find different information online and to use the services provided.

In the context of the last years of the implementation of the project "Libraries for Innovation", it is not only important that the libraries' staff knew about Internet resources and how to use them, but it is also important that they could consult others and teach library visitors how to use them. Hence, the libraries' staff has the strongest skills and abilities to consult others regarding the opportunity to communicate by electronic means (76%), search for work online (76%), look for cultural, community, leisure (74%) or health related (70%) information. However, the knowledge of libraries' staff regarding the creation of Internet content is very low – only 8% of the libraries' staff feels confident in consulting others regarding it.

Only every second member of the libraries' staff is able to consult others regarding the services of e-government, Internet resources for economical activity or search for education relate information.

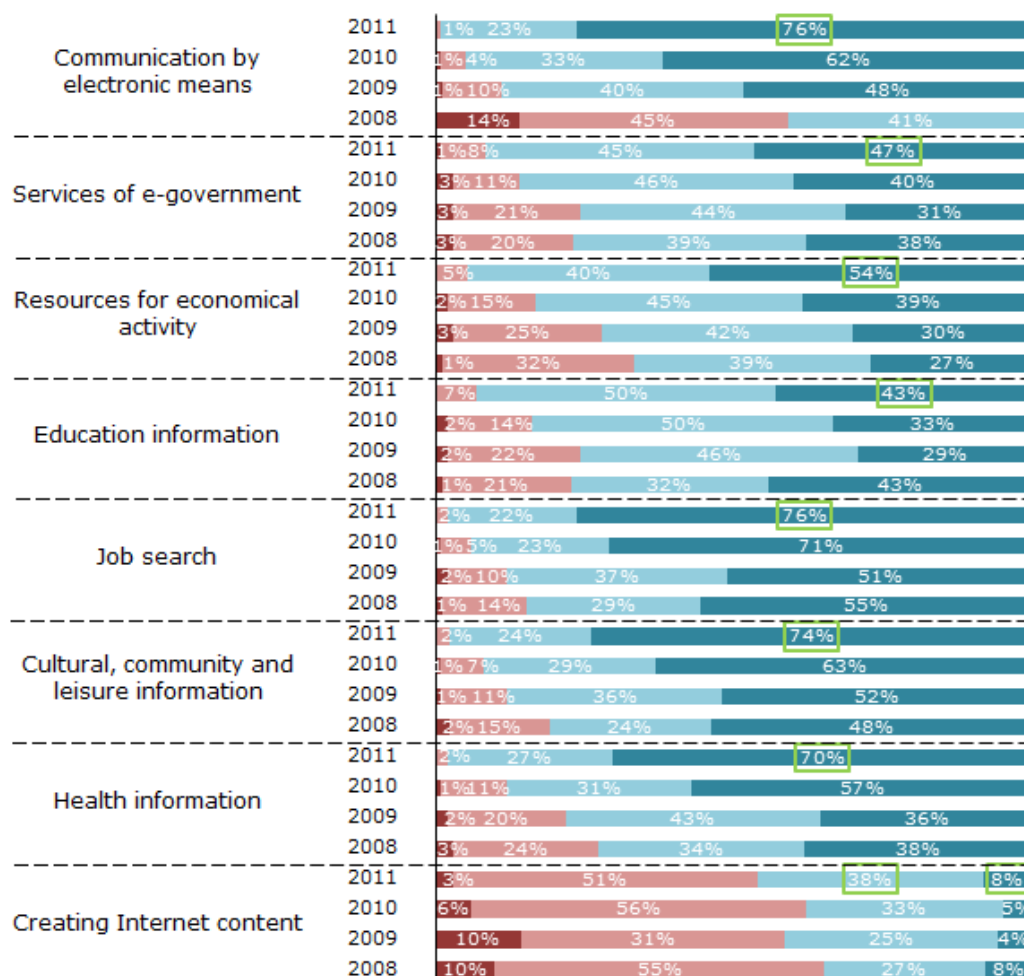
During the last year, the knowledge of libraries' staff regarding the consultations about Internet resources for economical activity (15 p.p.), the opportunities of communication using electronic means (14 p.p.), the search of health related information (13 p.p.), culture, community or leisure information (10 p.p.) and health related information (10 p.p.) expanded significantly.

From the beginning of the Project implementation, the knowledge and skills of libraries' staff to consult others regarding the usage of all Internet resources (except for the ability to consult on the creation of online contents) were increasing constantly.

## The level of knowledge of Internet resources and their possibilities

% of all libraries' staff

- I do not know what it is
- I know what it is, but I do not know how to use it
- I know it and am able to use it, but insufficiently to consult and train others
- I know it and am able to use it sufficiently to consult and train others



\* 2011 (n=620), 2010 (n=609), 2009 (n=611), 2008 (n=609)

Analogous tendencies regarding knowledge, skills and the ability to consult others are noticed in urban and rural libraries. The most libraries' staff would be able to consult others regarding the opportunities of communication, job search, looking for cultural-leisure or health related information. The least of them, however, could consult others in terms of Internet content creation.

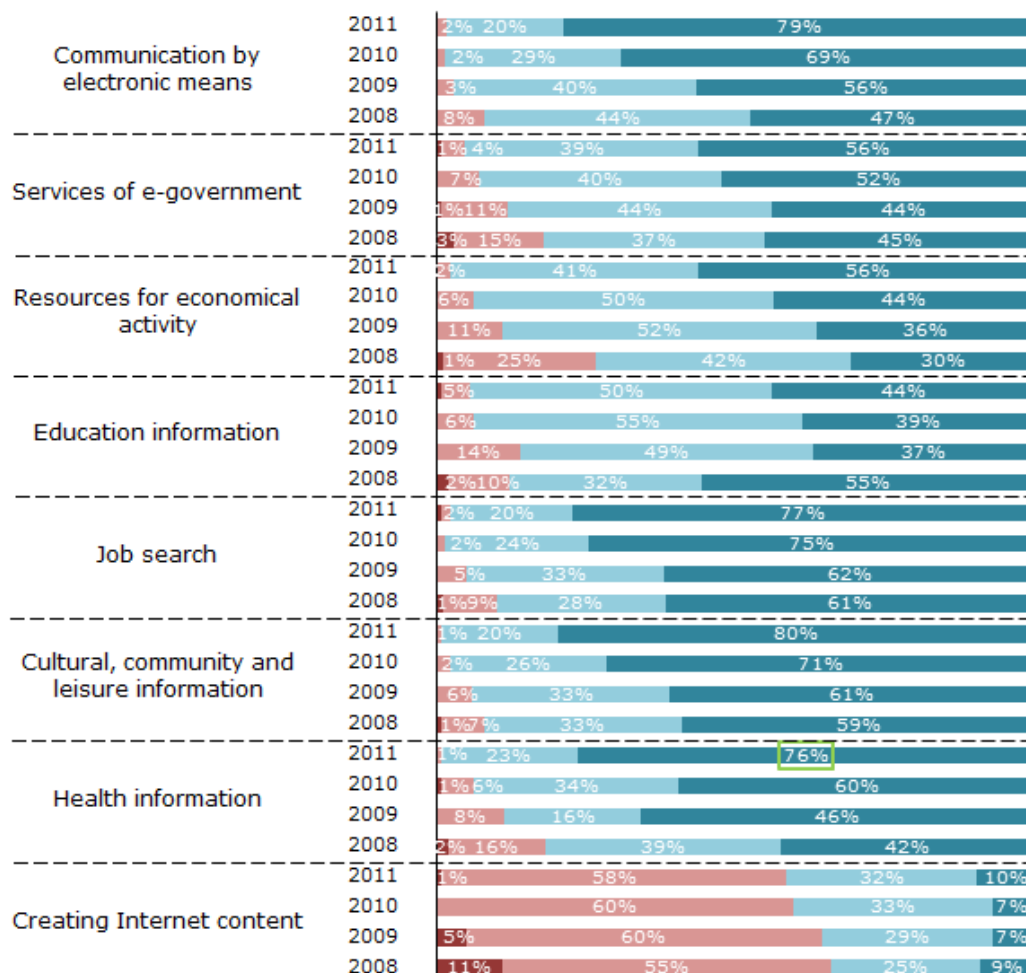
Nevertheless, while comparing the consulting skills of libraries' staff working urban and rural libraries, it was noted that in urban libraries more of the libraries' staff are aware of, have skills and are able to consult others in terms of the services provided by e-government (by 12 p.p. more librarians), the search of culture-leisure (by 8 p.p. more) or health information (by 7 p.p. more). Abilities to consult on the possibilities to use other Internet resources do not differ between urban and rural libraries' staff.

During the last year, urban libraries' staff strengthened their skills of consulting others on looking for health related information (16 p.p.), using Internet resources for economical activity (12 p.p.), communication by electronic means (16 p.p.) and the search of culture-leisure information (9 p.p.) the most. The ability to consult others regarding the usage of the services of e-government, the search for education information or a job and the creation of Internet content generally did not change during last year.

## The level of knowledge of Internet resources and their possibilities: URBAN AREAS

% of all urban libraries' staff

- I do not know what it is
- I know what it is, but I do not know how to use it
- I know it and am able to use it, but insufficiently to consult and train others
- I know it and am able to use it sufficiently to consult and train others



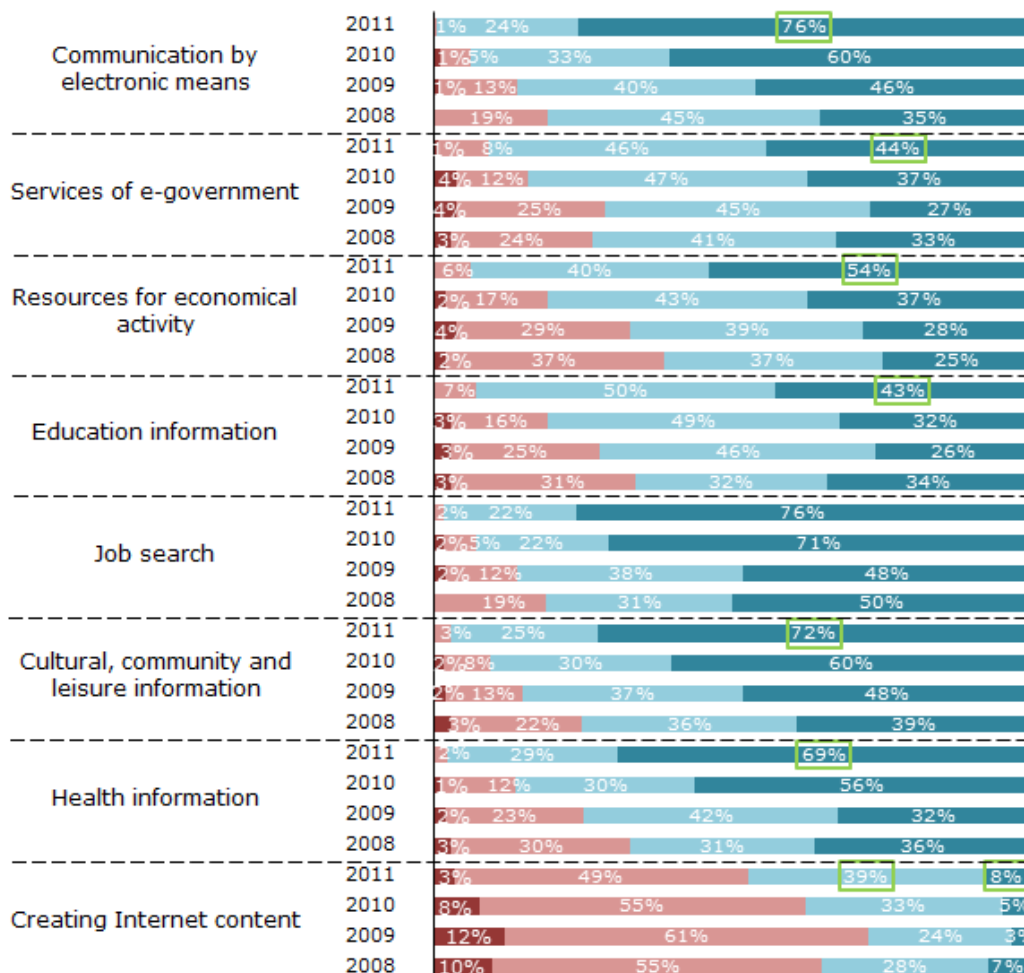
\* 2011 (n=123), 2010 (n=126), 2009 (n=137), 2008 (n=243)

During the last year, rural libraries' staff improved the skills of using and consulting others on communication while using electronic means (16 p.p.), the usage of Internet resources for economical activity (17 p.p.) and the search for health (13 p.p.), education (11 p.p.) or culture-leisure related (12 p.p.) information the most.

## The level of knowledge of Internet resources and their possibilities: RURAL AREAS

% of all rural libraries' staff

- I do not know what it is
- I know what it is, but I do not know how to use it
- I know it and am able to use it, but insufficiently to consult and train others
- I know it and am able to use it sufficiently to consult and train others



\* 2011 (n=497), 2010 (n=483), 2009 (n=462), 2008 (n=333)

### 7.3. The Awareness of Internet Novelties and the Skills of their Usage

- Knowledge and consulting abilities on Internet novelties increased significantly -

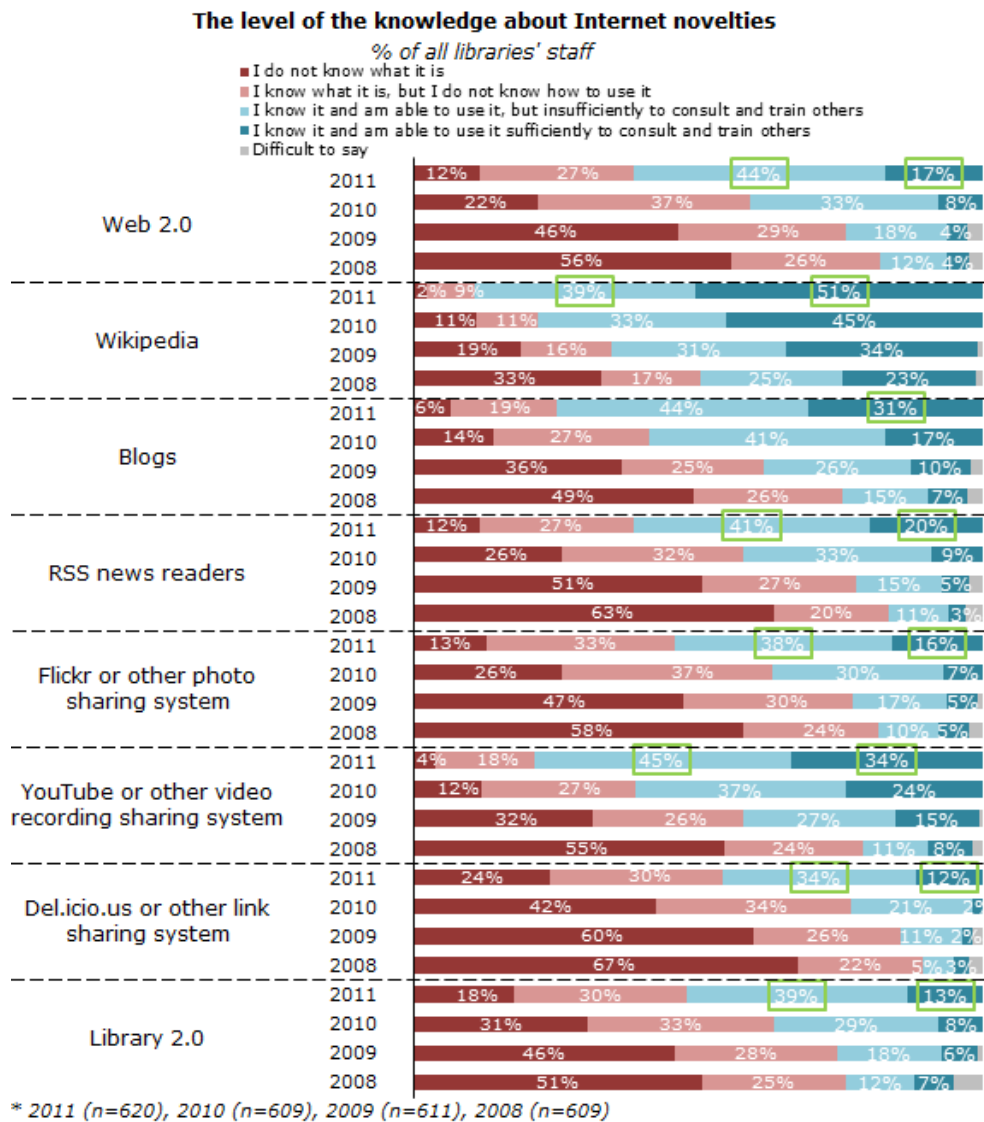
It is possible to distinguish three Internet novelties known by almost all of the libraries' staff: Wikipedia (it is known by 98% of the libraries' staff), Youtube or other video sharing system (96%) and blogs (94%). All other Internet novelties are also well known to most of the libraries' staff (to approximately 76-88% of members of libraries' staff).

During the last year, not only the awareness of Del.icio.us system grew (by 19 p.p.), but also the knowledge of libraries' staff regarding all the programs and systems (knowledge about the RSS news reader increased by 14 p.p., about Flickr and other similar systems – by 13 p.p., about Library 2.0 – by 12 p.p., etc.) expanded as well.

From the beginning of Project implementation, the knowledge and skills of libraries's staff to consult others regarding all Internet novelties improved. The most immense positive changes in the ability to consult were recorded during the last year of Project implementation.

The strongest skills of consulting on Internet novelties are related to Wikipedia (51% of the libraries' staff are able to consult others regarding this service). Only every third member of libraries' staff could consult others on using blogs and Youtube (31% and 34%, respectively). Only approximately 12-20% of the libraries' staff would be able to consult others on using all the other Internet novelties.

During the last year, the most improved skill of the libraries' staff regarding consulting others was consultations on blogs (14 p.p.), RSS news readers (11 p.p.), Youtube (10 p.p.), Del.icio.us (10 p.p.), Flickr (9 p.p.) and Web 2.0 (9 p.p.).



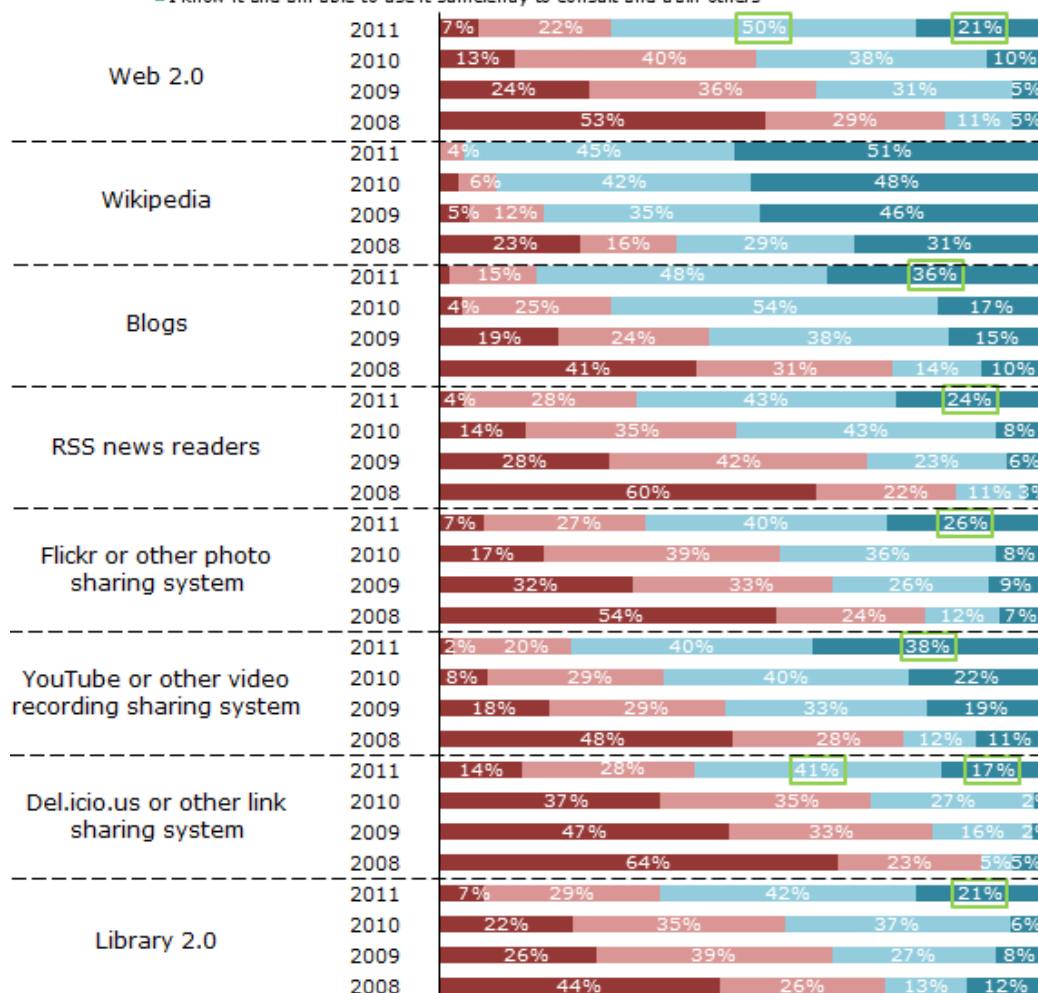
The level of knowledge of Internet novelties, the ability to use them independently and consult others in urban and rural libraries generally does not differ. It was only noted that the urban libraries' staff, the same as regarding other skills, are one step ahead. In other words, there is a greater share of urban librarians who are aware of the most Internet novelties (except Wikipedia or Youtube). In this context, better knowledge of Library 2.0, Del.icio.us or RSS are distinguished among urban libraries' staff.

As a summary, we can state that although the vast majority of urban libraries' staff has greater or lesser knowledge regarding Internet novelties, only a small share of them (except for the case of Wikipedia) feel confident in consulting others regarding these programs. Also, we would like to draw your attention to the fact that the confidence of the libraries' staff to consult others on all Internet novelties increased significantly during the last year.

## The level of the knowledge about Internet novelties: URBAN AREAS

% of all urban libraries' staff

- I do not know what it is
- I know what it is, but I do not know how to use it
- I know it and am able to use it, but insufficiently to consult and train others
- I know it and am able to use it sufficiently to consult and train others



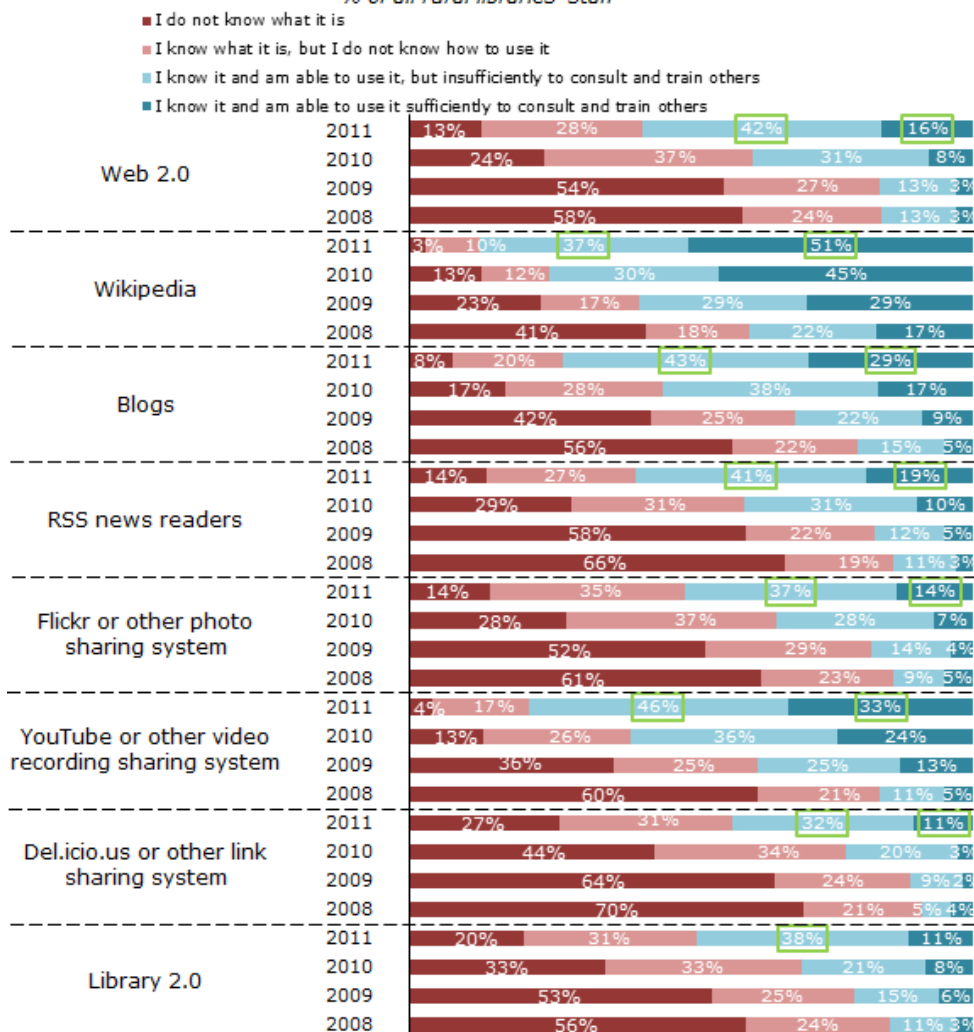
\* 2011 (n=123), 2010 (n=126), 2009 (n=137), 2008 (n=243)

During the last year, in rural libraries, the knowledge of the libraries' staff regarding all Internet novelties expanded significantly and an especially big improvement in knowledge is recorded in the cases of Del.icio.us (16 p.p.) and Library 2.0 programs.

During the year, the knowledge of the libraries' staff grew not only regarding Internet novelties, but also in terms of the ability to consult others about them. The core changes in consulting were recorded in the cases of blogs (increased by 12 p.p.). The ability to consult regarding RSS (9 p.p.), Youtube (9 p.p.), Del.icio.us (8 p.p.) or Web 2.0 (8 p.p.) developed as well.

### The level of the knowledge about Internet novelties: RURAL AREAS

% of all rural libraries' staff

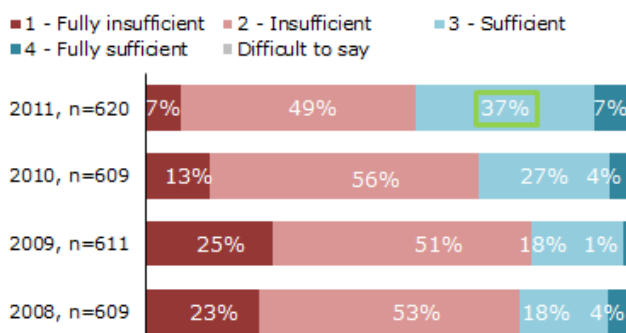


\* 2011 (n=497), 2010 (n=483), 2009 (n=462), 2008 (n=333)

### - The skills of using Internet novelties are growing steadily -

#### The evaluation of Internet novelties' usage skills

% of all libraries' staff



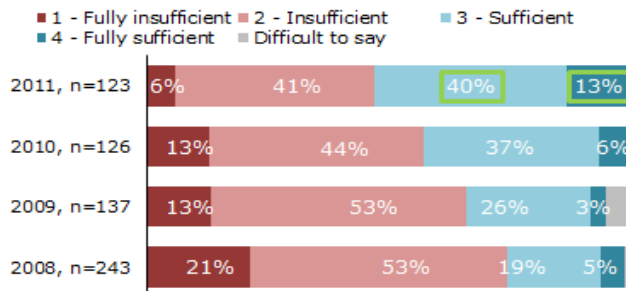
Despite the fact that the last researches of the project "Libraries for Innovation" indicated that the knowledge of libraries' staff regarding Internet novelties was growing steadily, most of the librarians are aware of the novelties and quite a lot of them know how to use them, still, only 44% of the libraries' staff believes that they have sufficient skills of using Internet novelties. Looking from another point of view and bearing in mind the change in evaluation of the skills of using Internet novelties during the last year, a positive tendency is recorded. The share of libraries' staff considering these skills as sufficient increased significantly (from 31% in 2010 to 44% in 2011). During the

Project implementation, a gradual increase of the evaluation of the skills of using Internet novelties was recorded. An especially significant improvement of these skills was recorded from 2010 onwards.

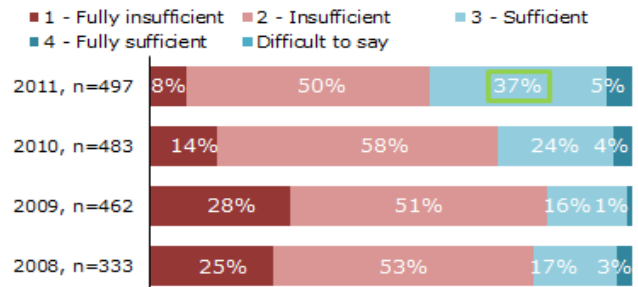
In urban libraries, there are more libraries' staff who consider their skills of using Internet novelties as sufficient (in urban libraries, there are 53% of such employees and 42% of them in rural libraries). Moreover, more of urban libraries' staff has fully sufficient skills of using Internet novelties (13%), rather than rural libraries' staff (5%).

During the last year, the evaluation of skills of using Internet novelties increased in both urban and rural libraries. It is in fact that during the last year a slightly greater achievement while improving Internet usage skills was reached in rural libraries. On the other hand, the improved evaluation of the skills of the usage of Internet novelties was recorded in urban libraries from the very beginning of the Project implementation and in rural libraries – only from 2009.

**The evaluation of Internet novelties' usage skills: URBAN AREAS** % of all urban libraries' staff



**The evaluation of Internet novelties' usage skills: RURAL AREAS** % of all rural libraries' staff



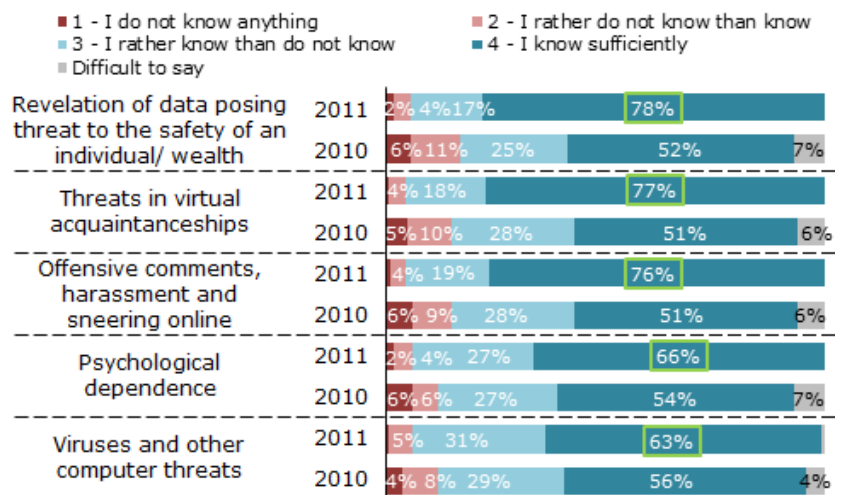
## 7.4. Knowledge about the Threats Related to Internet Usage and Skills to Fight them

- Libraries' staff has sufficient knowledge regarding the threats while using the Internet. This knowledge increased significantly during the last year -

Most of the libraries' staff, in their opinion, has sufficient knowledge related to threats while using the Internet. Only approximately 6% of the libraries' staff stated that they had insufficient knowledge regarding the online threats. Only less than 2% of libraries' staff claimed that they did not know anything about these threats. It was noted that during the last year there was a significant jump in libraries' staff knowledge of the possible threats while using the Internet.

Besides the online threats mentioned in the research, a few members of the libraries' staff expressed their personal opinion what threats are posed when using the Internet: "Internet usage damages eye-sight", "Trade and business online is not safe", "The youth find the feeling of freedom online which is difficult to find in reality", "When something goes wrong while playing, computer games evoke and encourage anger of the players".

**The evaluation of knowledge of Internet threats** % of all libraries' staff

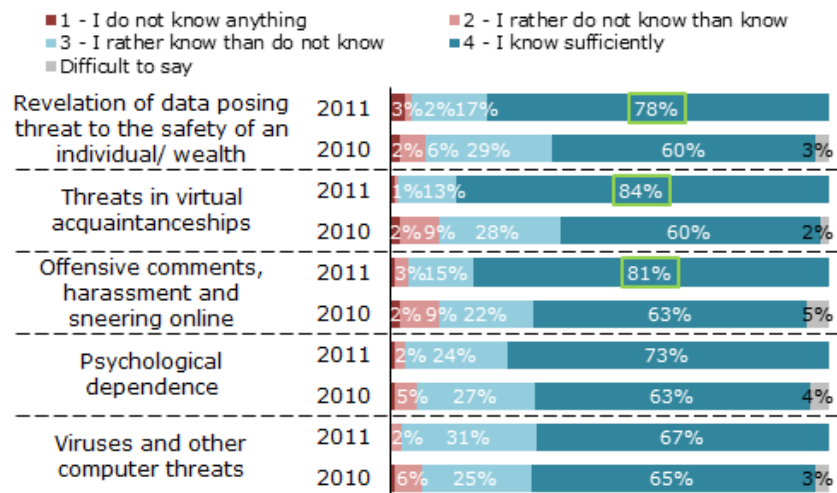


\* 2011 (n=620), 2010 (n=609)

While comparing the knowledge of the libraries' staff working in urban and rural libraries regarding the threats posed by Internet usage, it was noted that the knowledge of online threats of urban libraries' staff are slightly wider than that of rural libraries' staff. We could only consider the knowledge regarding revelation of data posing threat to the safety of a person or wealth as an exception. Urban and rural libraries staff are equally aware of this threat.

Libraries' staff working in both urban and rural libraries is slightly more informed regarding the revelation of data posing threat to the safety of a person or wealth, threats related to virtual acquaintanceships, offensive comments, harassment or sneering online. During the last year, the knowledge of these threats of urban libraries' staff improved even more.

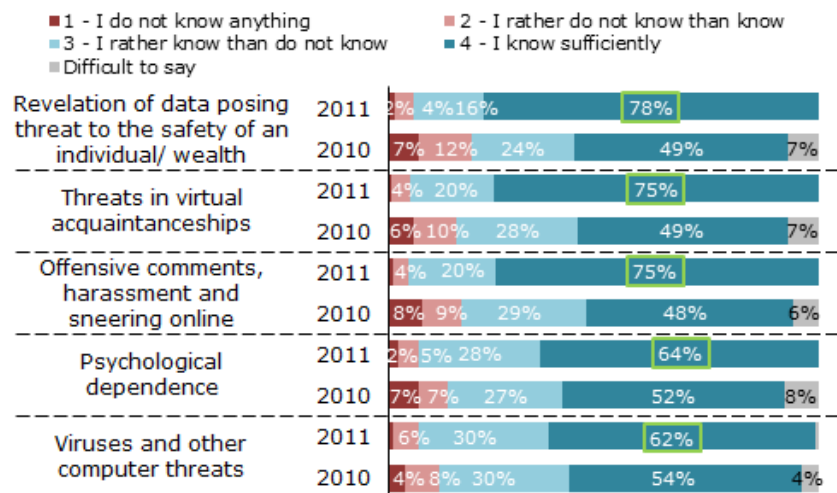
**The evaluation of knowledge of Internet threats: URBAN AREAS**  
% of all urban libraries' staff



\* 2011 (n=123), 2010 (n=126)

During the period of the research, rural libraries' staff improved their knowledge regarding all threats posed by Internet.

**The evaluation of knowledge of Internet threats: RURAL AREAS**  
% of all rural libraries' staff



\* 2011 (n=497), 2010 (n=483)

- Libraries' staff has sufficient skills to avoid the threats posed by Internet usage. These skills improved significantly during the last year -

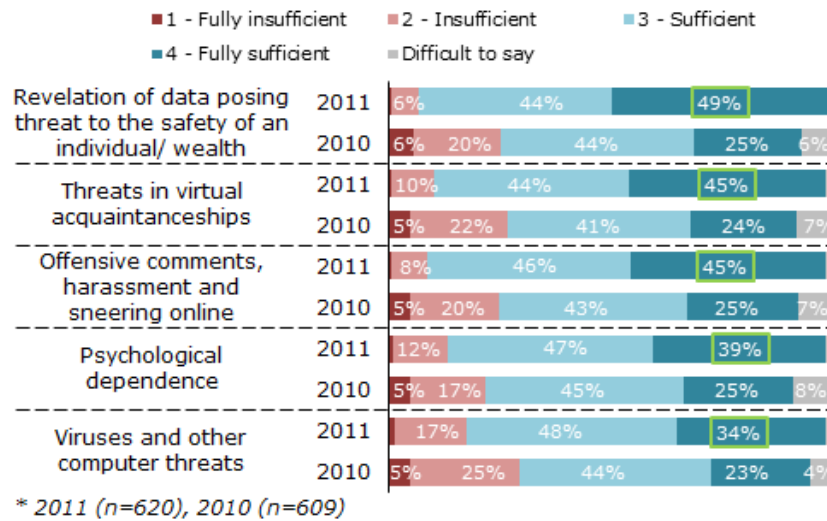
During the research, the libraries' staff was asked to indicate how they evaluate their skills to avoid threats related to Internet usage.

The evaluations of libraries' staff revealed that the vast majority of them believe having sufficient skills to avoid Internet usage threats. Only 7% of the libraries' staff believes that they lack the ability to avoid threats related to the revelation of data posing threat to the safety of a person or wealth. 9% of libraries' staff has doubts regarding their abilities to avoid offensive comments, harassment or sneering online. For

a slightly greater part of libraries' staff (18%), in the context of threats researched, lack of specific knowledge helping to avoid computer threats (viruses, etc.).

During the last year, the evaluation of the abilities of libraries' staff to avoid the threats while using the Internet increased.

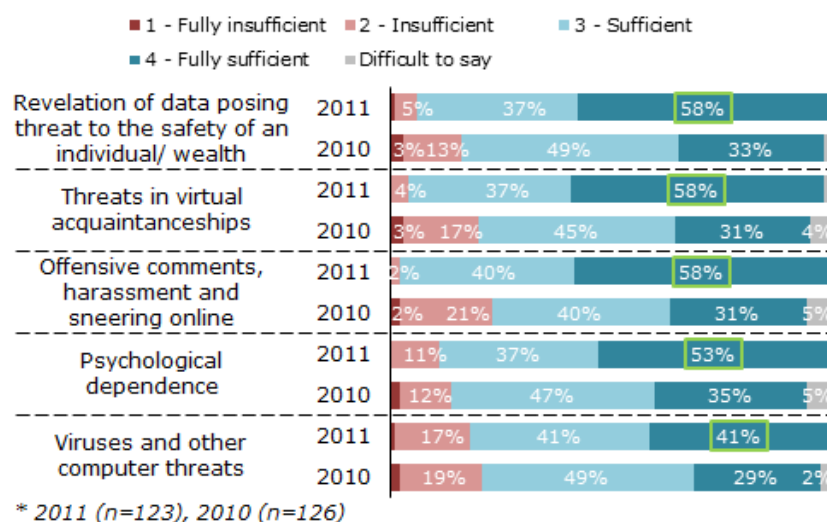
**The evaluation of skills to avoid Internet threats**  
% of all libraries' staff



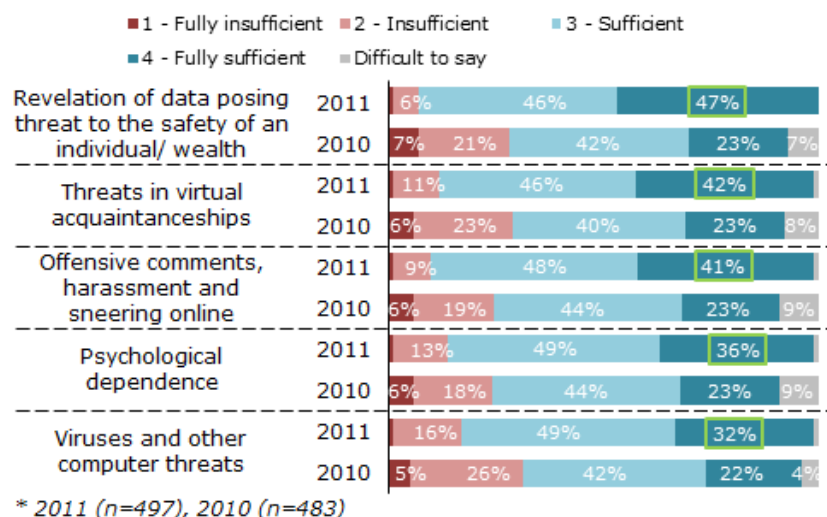
The self-evaluation of urban and rural libraries' staff regarding avoiding threats while using the Internet slightly differs. There is much more libraries' staff in urban areas who evaluate their skills as fully sufficient.

During the last year, the abilities to avoid threats while using the Internet improved in both urban and rural areas.

**The evaluation of skills to avoid Internet threats: URBAN AREAS**  
% of all urban libraries' staff



**The evaluation of skills to avoid Internet threats: RURAL AREAS**  
 % of all rural libraries' staff

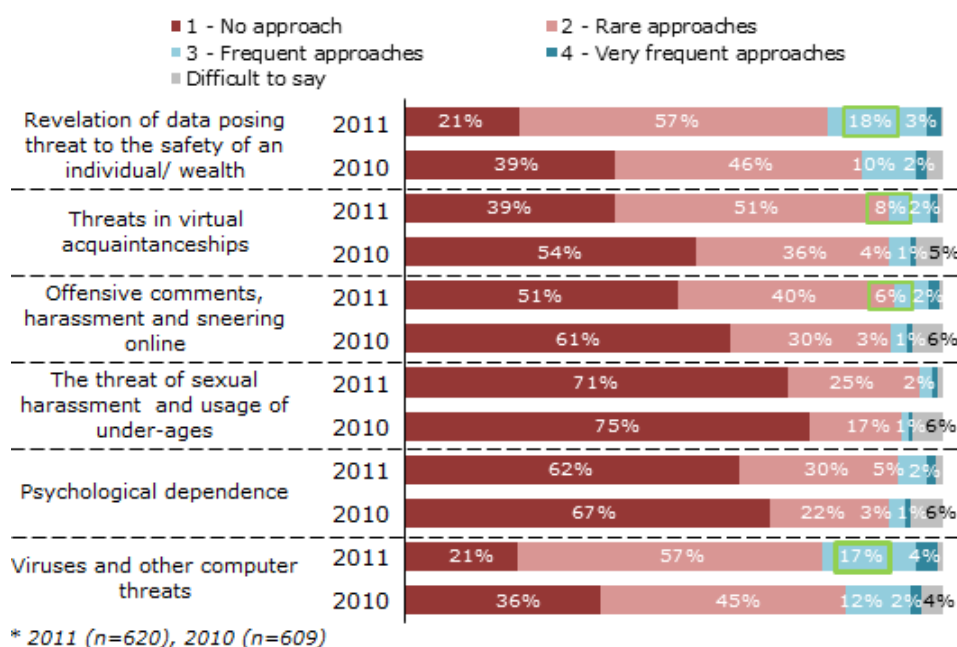


- The number of user requests for help to deal with Internet threats is growing –

According to the libraries' staff, Internet users ask for help regarding revelation of data posing threat to the safety of a person or wealth (78% of librarians indicated that they were approached regarding this threat) and computer protection against viruses (78%) the most often. Much more rarely public Internet users approach libraries' staff regarding the sexual harassment and usage of under-ages (37%) or psychological dependency (37%).

While analyzing how the frequency of requests intended for the librarians asking for help to avoid Internet related threats changed between 2010 and 2011, it was noted that the requests from users asking to help avoid Internet related threats is increasing more and more. The libraries' staff is being approached more often regarding revelation of data and identity posing threat to the safety of a person or wealth (20 p.p.), the threats of online acquaintanceship (21 p.p.) or regarding the computer threats (19 p.p.).

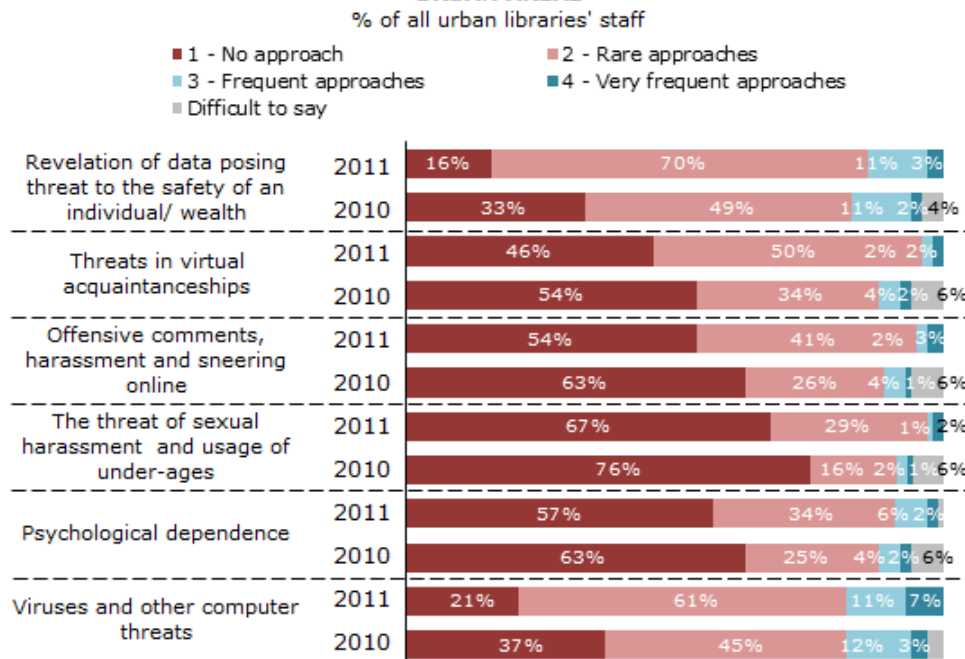
**The frequency of libraries' visitors approaching after facing Internet threats**  
 % of all libraries' staff



The tendencies in terms of threats for which the libraries' staff help is requested are very similar in urban and rural libraries. However, it was recorded that the urban residents approach the libraries' staff regarding revelation of data and identity posing threat to the safety of a person or wealth, the threat of sexual harassment and usage of under-ages and psychological dependency more often and rural residents approach librarians regarding the threats of virtual acquaintanceships more often.

Although during the last year the libraries' staff were more often approached for help regarding all Internet usage threats researched, still, regarding revelation of data posing threat to the safety of a person or wealth (22 p.p.) and computer protection against viruses (19 p.p.) were the reasons for approaching the libraries' staff slightly more often, rather than in terms of other threats.

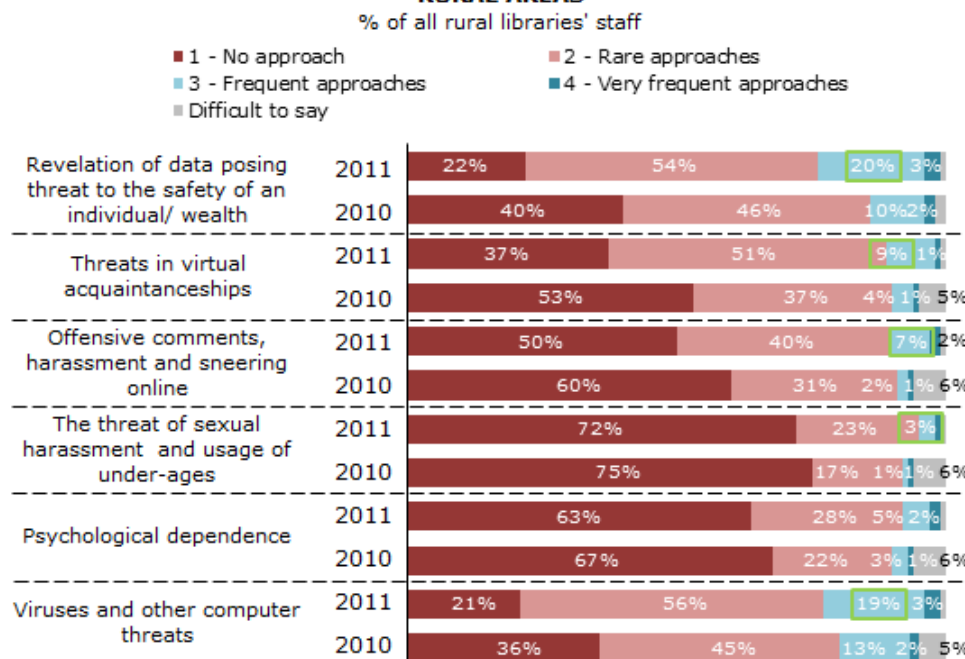
**The frequency of libraries' visitors approaching after facing Internet threats: URBAN AREAS**



\* 2011 (n=123), 2010 (n=126)

During the last year, in rural libraries, the number of requests for help regarding any threat increased significantly. Approaches for help in terms of the threat of sexual harassment and usage of under-ages and psychological dependency were slightly less common than regarding other threats.

**The frequency of libraries' visitors approaching after facing Internet threats: RURAL AREAS**



\* 2011 (n=497), 2010 (n=483)

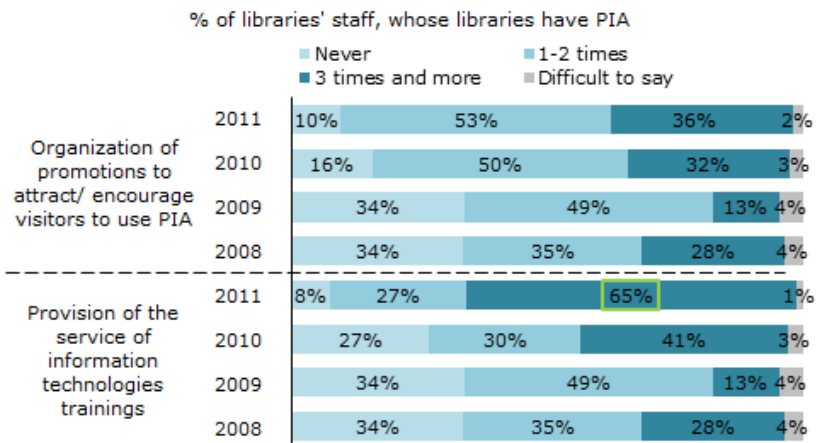
## 8. Initiatives while Attracting New Public Internet Access users

### 8.1. Initiatives at the Library Level

- During the last year, the number of trainings on information grew substantially –

During the last year, even 92% of the libraries provided the services of trainings on information technologies to visitors. In the vast majority of libraries (89%), the promotions for visitor attraction/ encouragement to use public Internet were also organized. The services of trainings on information technologies were organized more often. 65% of the libraries organized these trainings 3 times and more and, respectively, the attraction promotions were organized 3 and more times during the last year in 36% of the libraries. In comparison to the previous year, the number of promotions intended to attract visitors or encourage them to use public Internet access did not increase during last year. However,

**The quantity of promotions organized to attract/ encourage visitors to use PIA and the number of information technologies trainings provided**



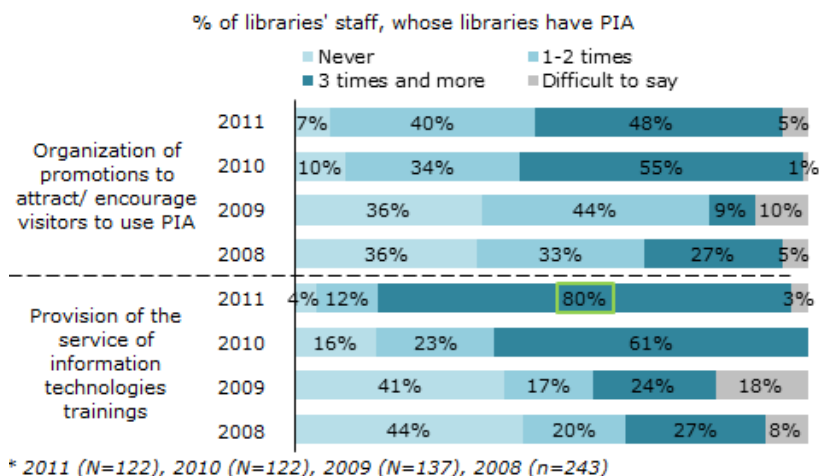
\* 2011 (N=604), 2010 (N=545), 2009 (N=478), 2008 (n=416)

the number of trainings on information technologies increased significantly. In 2010, these trainings were organized in 71% of the libraries and already in 92% of the libraries during the last year. It was also noticed that in libraries that had organized these trainings earlier, organized more trainings on information technologies last year than the year before. In comparison to the beginning of Project implementation, promotions to attract/ encourage visitors to use public Internet access and the trainings of information technologies were organized more often.

- Although trainings and promotions are organized in almost all of the libraries, they are organized in urban libraries much more often

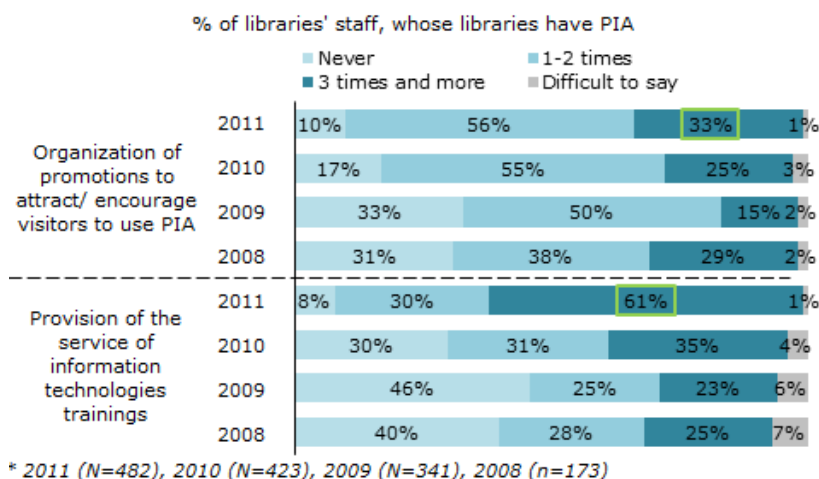
During the last year, visitor promotions regarding visitor attraction/ encouragement to use public Internet access were organized in 88% of urban and in 89% of rural libraries. 92% of urban and 91% of rural libraries provided the services of trainings on information technologies. Nevertheless, in urban libraries, various trainings and promotions were organized much more often than in rural libraries. Promotions encouraging to use public Internet access were organized 3 times and more during the last year by 48% urban and 33% rural libraries. The services of trainings on information technologies were provided 3 times and more during the last year by 80% urban and 61% rural libraries. In 2011, in urban libraries there were much more services of trainings on information technologies provided than the year before. The number of promotions encouraging visitors to use public Internet access, in comparison to the previous year, however, mainly did not change.

**The quantity of promotions organized to attract/ encourage visitors to use PIA and the number of information technologies trainings provided:  
URBAN AREAS**



During the last year, rural libraries increased the frequency of promotions regarding the trainings on information technologies and the attraction of visitors to use public Internet access. The change in the number of the trainings on information technologies, in comparison to 2010, is much higher than the one of the attraction promotions.

**The quantity of promotions organized to attract/ encourage visitors to use PIA and the number of information technologies trainings provided:  
RURAL AREAS**



- Trainings, together with advertisements and personal encouragement, have become the core means when encouraging the usage of public Internet access –

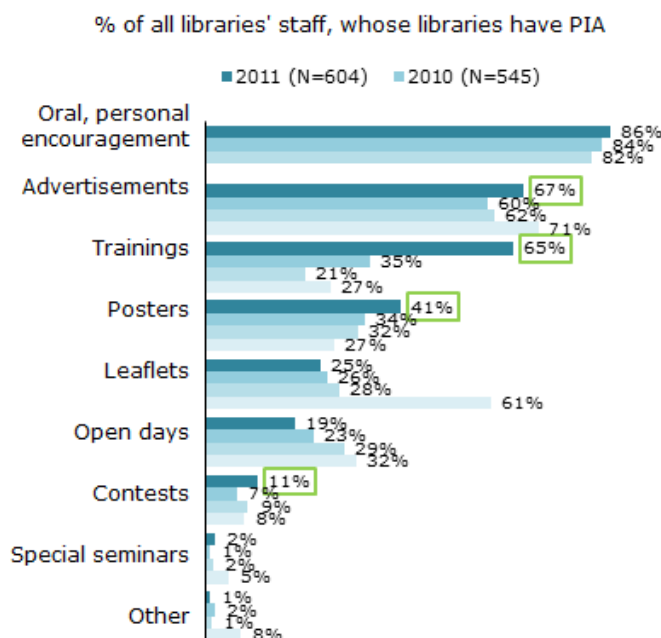
The vast majority of the libraries' staff (86%), while striving to encourage the visitor to use public Internet access, does that by approaching the visitor personally.

The group of passive visitor attraction means is widely used as well. Advertisements are posted in 67% of libraries, posters – in 41% of the libraries and leaflets are distributed in 25% of the libraries.

19% of the libraries organize open days, 65% of libraries organize trainings and 11% of libraries organize contests or special seminars (2%).

One librarian referred to each of the other means of how public Internet access is encouraged to be used in their library: "We are encouraging public Internet access usage during the events", "We have a blog in Facebook", "We are encouraging on the phone", "We are putting the information in the city website", "We are organizing lessons on developing the skills of information technologies", "I am helping them during the free of work hours", "You don't need to encourage children".

### Means advertising PIA and encouraging to use it



While analyzing the changes that happened during the year, the biggest news is regarding choosing the means encouraging to use public Internet access. The number of trainings doubled (from 35% in 2010 to 65% in 2011). Even though not so intensively, but advertisements and posters were posted and contests were organized slightly more often.

Looking from another perspective, in urban libraries, for attraction of visitors to use public Internet access, leaflets are used and trainings are organized less often.

During the period from the beginning of the Project implementation, in order to attract new public Internet access users, the open days and the usage of leaflets was diminishing constantly, but the number of trainings and posters increased.

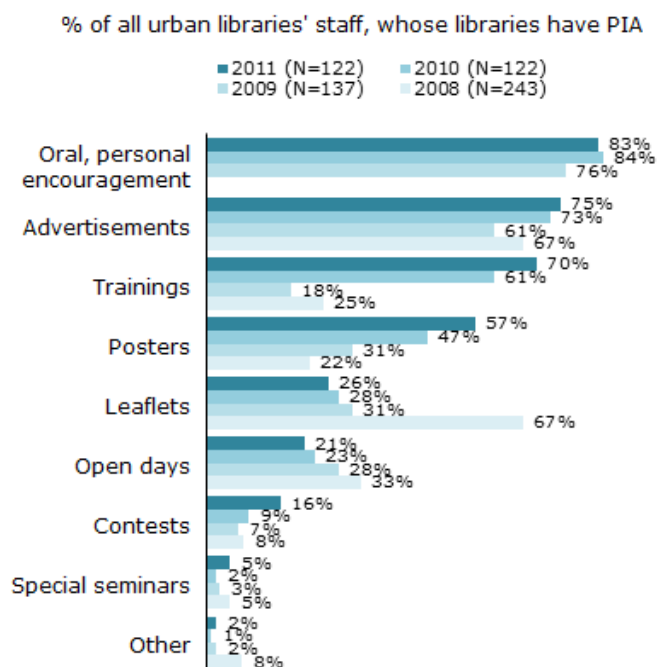
### - More intense initiatives encouraging visitors to use public Internet access are recorded in rural libraries -

The means used to encourage public Internet access usage in urban and rural libraries generally do not differ. Trainings are organized, advertisements and posters are posted and contests are organized in urban libraries slightly more often.

During the last year, no major changes were recorded in urban libraries regarding choosing the means encouraging to use public Internet access.

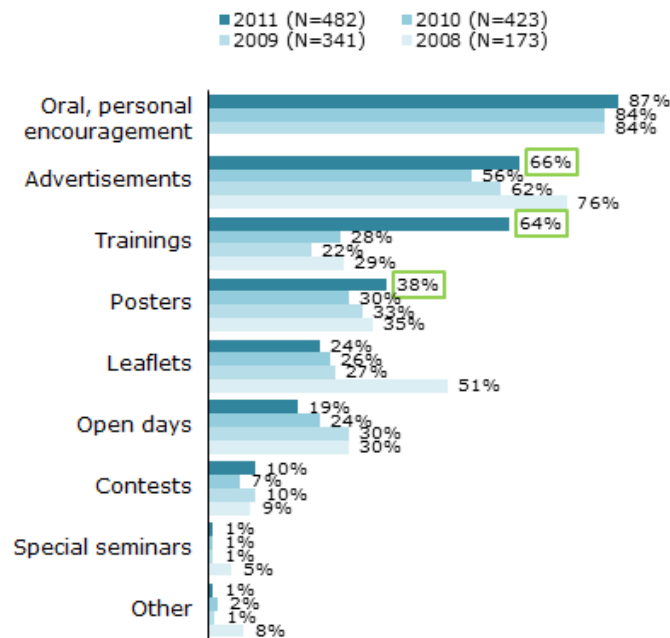
In rural libraries, however, the number of trainings almost doubled (from 28% in 2010 to 64% in 2011). Advertisements and posters are posted more often as well.

### Means advertising PIA and encouraging to use it: URBAN AREAS



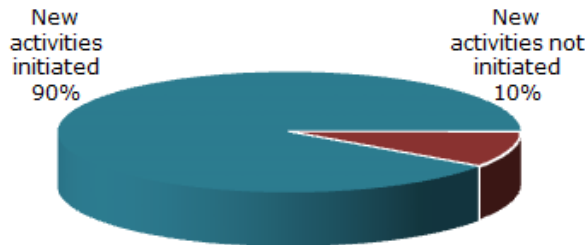
**Means advertising PIA and encouraging to use it: RURAL AREAS**

% of all rural libraries' staff, whose libraries have PIA



- Project "Libraries for Innovation" encouraged new activities in most of the libraries -

**New services/ activities initiated by the Project**  
% of all libraries' staff, N=620



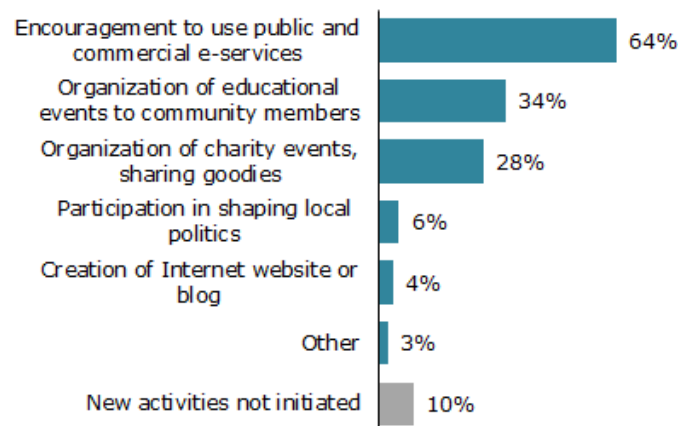
During the research of 2011, when the implementation of the project "Libraries for Innovation" is heading towards the end, the libraries' staff were asked a new question regarding what new services or activities (excluding public Internet access and computer literacy trainings) they initiated in libraries during this one last year encouraged by the Project actions (trainings, promotions, etc.).

The vast majority of the libraries' staff (90%) indicated that new services or actions initiated by the Project took

place in their libraries. New actions or services were initiated in 93% of urban libraries and in 90% of rural libraries.

In most of the libraries (64%), libraries' staff, driven by the Project activities, encouraged the visitors to use public or commercial online services (including mediation in online population census). In every third library (34%), educational events to the members of the community were organized during which there were lectures provided, practical activities organized for the enhancement of children-parents relationship, etc. 28% of libraries' staff noted that charitable events and sharing various goodies (books, teaching materials, toys, etc.) were organized in their libraries. 6% of the libraries, encouraged by the Project, participated in the formation of local politics and 4% of libraries created a website or an online blog on some sort of topic.

**New services/ activities initiated by the Project**  
% of all libraries' staff, N=620



Some of the libraries' staff indicated other activities or services organization of which in their libraries was encouraged by the actions performed due to the project "Libraries for Innovation":

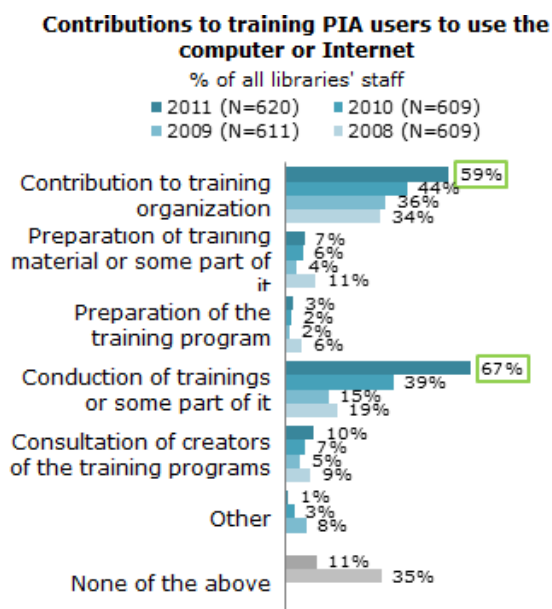
- Creating digital stories (4 members of libraries' staff)
- Participating in various promotions (2 members of libraries' staff)

- Joint activities with the community health bureau of the region were organized (2 members of libraries' staff)
- "A stand to overcome the unemployment was created" (1 member of libraries' staff)
- "We organized the day of Europe intended for volunteering" (1 member of libraries' staff)
- "Volunteers were bringing books from libraries to the homes of readers who were unable to come to libraries themselves" (1 member of libraries' staff)
- Trainings on safe behavior online were organized (1 member of libraries' staff)
- A librarian participated in computer literacy courses (1 member of libraries' staff)
- "We participated in all promotions that were broadcasted live" (1 member of libraries' staff)
- "Together with the Project people there were organized some afternoon meetings" (1 member of libraries' staff)
- "We encouraged to be interested in trainings organized by "Libraries for Innovation" (1 member of libraries' staff).

There are no differences in the terms of the actions/ services initiated by the Project between urban and rural libraries.

## 8.2. Personal Initiatives while Teaching and Consulting on Computer and Internet Usage

- Almost all personal initiatives are related to the activity of training organization or conduction -



The vast majority of libraries' staff (89%) contributed to the trainings of public Internet access users to use the computer and the Internet. Personal initiatives of almost all libraries' staff relate to the organization of trainings for public Internet access users (59%) or the conduction of them (67%).

While analyzing the changes that happened during the year, it was noted that more and more members of libraries' staff got involved into the training activities of public Internet access users. The share of libraries' staff claiming that they conducted the user trainings (or a part of them) themselves or contributed to organization of such trainings increased.

During the last four years, the share of libraries' staff who contributed to the organization and conduction of trainings was growing constantly.

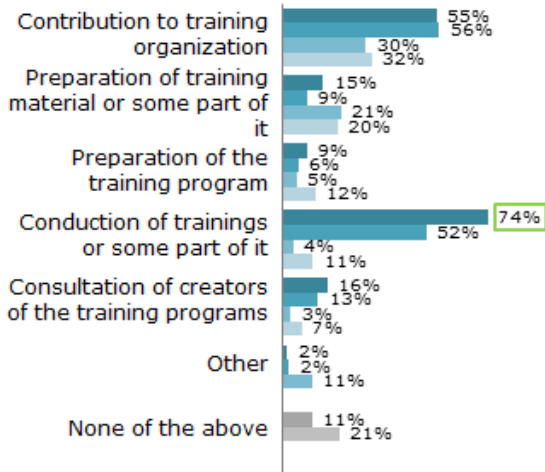
Analogous tendencies are noticed in urban and rural libraries. Urban libraries' staff is preparing the material for trainings or the training program or consults other people

arranging the program (training programs or material are more prepared by younger (under 45 years old) libraries' staff) more often. Rural libraries' staff more often contributes to the organization of trainings.

During the last year, more of urban libraries' staff indicated that they conducted trainings or a part of them and among rural libraries' staff the number of librarians who contributed to the organization of trainings and who conducted trainings increased significantly.

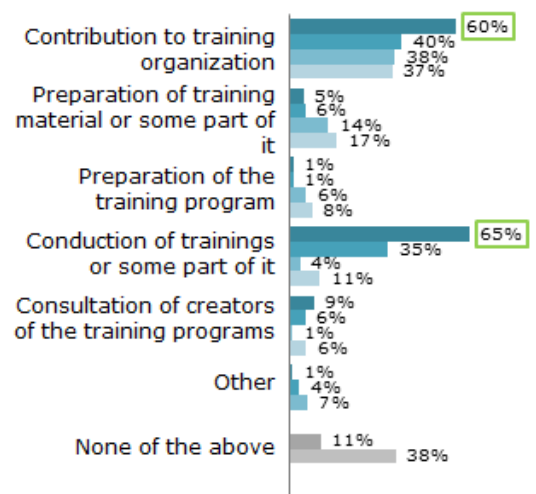
**Contributions to training PIA users to use the computer or Internet: URBAN AREAS**

% of all urban libraries' staff  
 ■ 2011 (N=123) ■ 2010 (N=126)  
 ■ 2009 (N=149) ■ 2008 (N=276)



**Contributions to training PIA users to use the computer or Internet: RURAL AREAS**

% of all rural libraries' staff  
 ■ 2011 (N=497) ■ 2010 (N=483)  
 ■ 2009 (N=462) ■ 2008 (N=333)



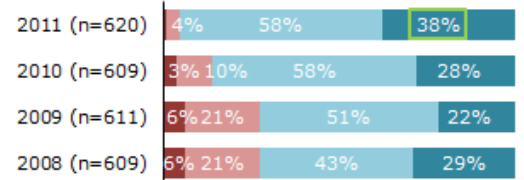
- Almost all members of libraries' staff have sufficient skills of providing help and are constantly improving them. The growth of these skills in urban areas is faster -

Almost all librarians (96%) believe that they have sufficient skills to help visitors to use the computer and Internet. However, slightly more than every third librarian (38%) believes that his/ her skills to provide help to people intending to use the Internet are fully sufficient.

**The evaluation of skills of helping people willing to use the Internet**

% of all libraries' staff

■ 1 - Fully insufficient ■ 2 - Insufficient  
 ■ 3 - Sufficient ■ 4 - Fully sufficient



While analyzing the changes that happened during 2011, positive tendencies were recorded. More of the libraries' staff started evaluating their skills of helping other people as fully sufficient (from 28% in 2010 to 38% in 2011).

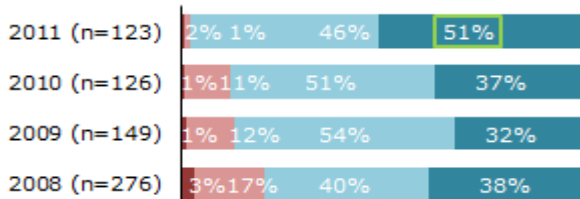
The evaluation of provision of help while using computer and Internet was increasing gradually from the beginning of the Project implementation.

Positive tendencies are slightly more expressed in urban libraries. In urban areas, already every second member of libraries' staff (51%) believes in having fully sufficient skills to consult visitors regarding computer and Internet usage (in rural areas, there are only 34% of such librarians). During the last year, the skills of libraries' staff to consult others strengthened in both urban and rural areas, however, this tendency is stronger in urban areas.

**The evaluation of skills of helping people willing to use the Internet: URBAN AREAS**

% of all urban libraries' staff

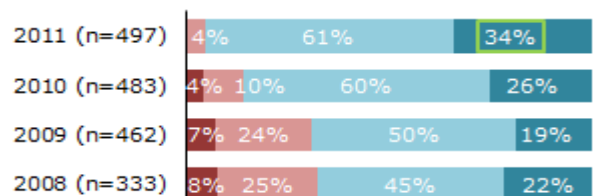
■ 1 - Fully insufficient ■ 2 - Insufficient  
 ■ 3 - Sufficient ■ 4 - Fully sufficient



**The evaluation of skills of helping people willing to use the Internet: RURAL AREAS**

% of all rural libraries' staff

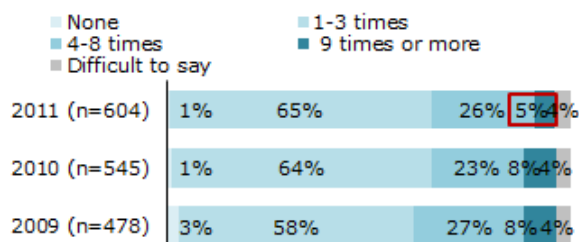
■ 1 - Fully insufficient ■ 2 - Insufficient  
 ■ 3 - Sufficient ■ 4 - Fully sufficient



- Urban libraries' staff consults visitors regarding PIA every day much more often than their colleagues in rural areas -

**The number of times per day on average PIA users are consulted**

% of all libraries' staff, whose libraries have PIA



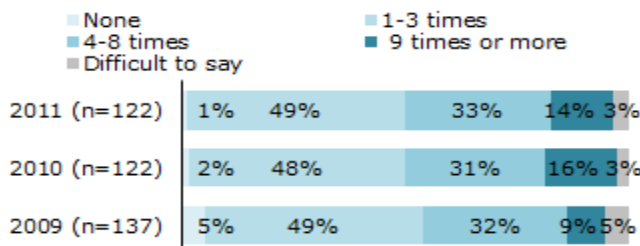
All members of libraries' staff, who are working with public Internet access, consult visitors every day. The consulting activity, based on the frequency of consultations, is not very intense. A bigger share of libraries' staff (65%) do that 1-3 times per day, 26% of librarians - 4-8 times per day and 5% of libraries' staff - 9 and more times per day. We may assume that it is influenced not only by the lack of initiative of the libraries' staff, but more by constant and rarely changing circle of public Internet access visitors (especially in rural libraries).

The practices of consulting public Internet access visitors did not change during a few years.

While comparing the practices of consulting public Internet access visitors in urban and rural libraries, it was noted that urban libraries' staff, due to a more varied, numerous and not so much constant circle of visitors, consult the visitors more often during the day than their colleagues in rural areas, who consult a constant circle of visitors (for example, 14% of urban and 3% of rural libraries' staff consult libraries' visitors 9 times or more during the day). These tendencies did not change during the year.

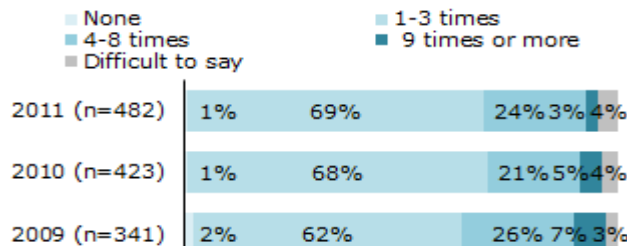
**The number of times per day on average PIA users are consulted: URBAN AREAS**

% of all libraries' staff, whose libraries have PIA



**The number of times per day on average PIA users are consulted: RURAL AREAS**

% of all libraries' staff, whose libraries have PIA



### 8.3. The Skills of Publicizing and Related Personal Initiatives

- Publicizing skills of most of the libraries' staff are superficial -

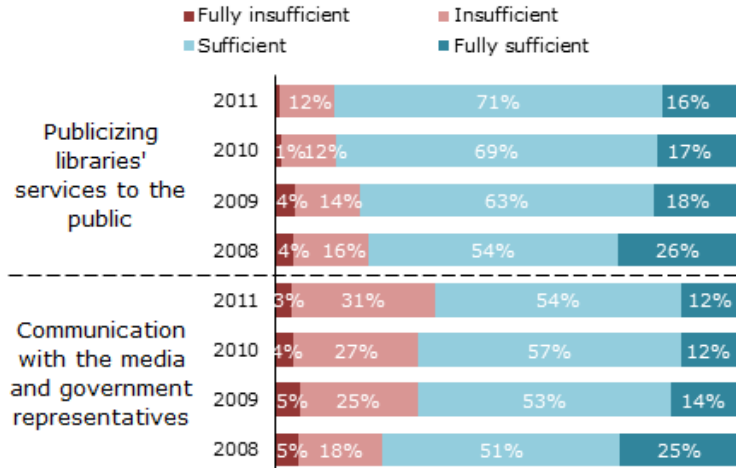
Libraries' staff evaluates the skills of publicizing services provided by libraries to the public rather well. Even 87% of the libraries' staff believes that these skills are more or less sufficient. Considering this, we should also evaluate, if all the members of the libraries' staff perceive the term "publication to the community" the same way and if they had publication experience. Despite the fact that the vast majority of the libraries' staff believe that they have sufficient skills of publicizing library's services to the public, only 16% of libraries' staff believe that their skills are fully sufficient in this area.

Libraries' staff evaluates their skills of communicating with the media and government representatives much worse. 66% of the libraries' staff believes that they have more or less sufficient skills and only 12% of librarians believe that they have fully sufficient skills of communicating with the media.

Younger libraries' staff (under 45 years old) tends to evaluate their skills of communicating with the media as fully sufficient more often.

The evaluation of the public relation skills of the libraries' staff did not change. During the Project implementation period, the evaluation of libraries' staff to publicize libraries' services increased slightly (2011:87%, 2010:75%), however, the evaluation of skills to communicate with government and media representatives diminished.

**The evaluation of public relations skills**  
% of all libraries' staff

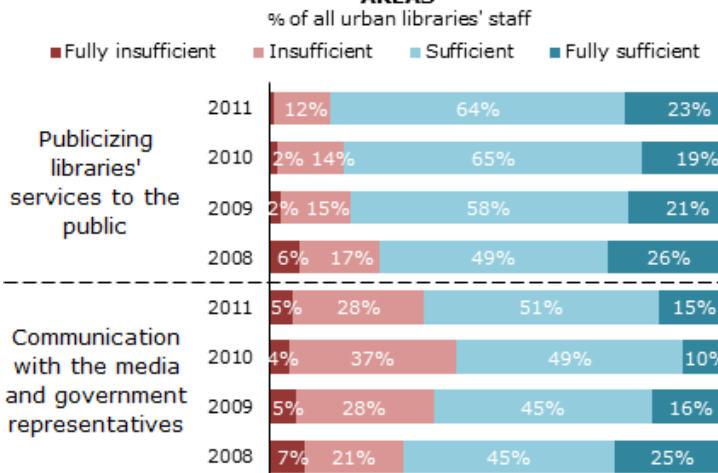


\* 2011 (N=620), 2010 (N=609), 2009 (N=611), 2008 (N=609)

When comparing how urban and rural libraries' staff evaluates their skills of publicizing, it was noted that no major differences exist. We would only like to draw your attention to the fact that there are slightly more urban librarians who consider their skills of publicizing library's services to the public to be fully sufficient.

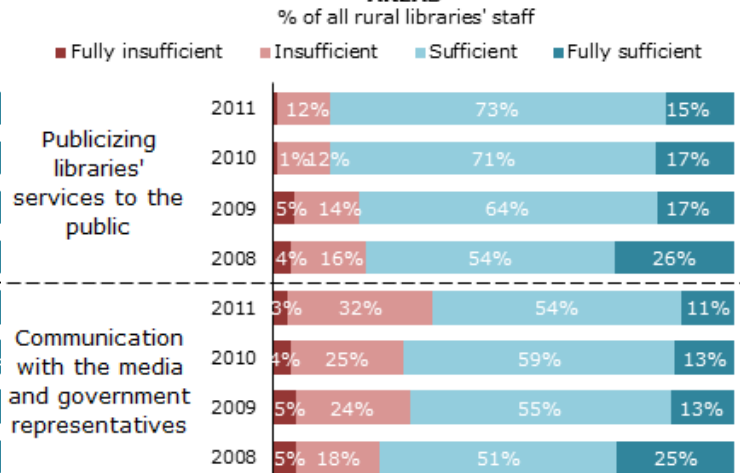
During the year of the research, the evaluation of public relation skills did not change neither in urban, nor in rural libraries. The changes in the evaluation of the publication skills in urban and rural areas during the Project implementation period match the main tendencies, except for the fact that in urban areas the skills of libraries' staff to communicate with the media and government representatives did not change.

**The evaluation of public relations skills: URBAN AREAS**  
% of all urban libraries' staff



\* 2011 (n=123), 2010 (n=126), 2009 (n=137), 2008 (n=243)

**The evaluation of public relations skills: RURAL AREAS**  
% of all rural libraries' staff



\* 2011 (n=497), 2010 (n=483), 2009 (n=462), 2008 (n=333)

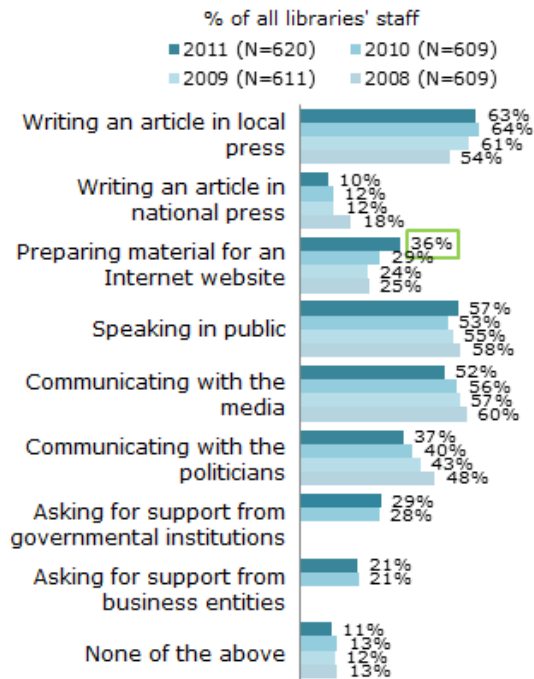
- Libraries' services are the most often publicized in articles written, are communicated through media and public speeches -

Most of the libraries' staff (89%) indicated that they performed publicizing activities of one or another kind at least once. The most often it was articles written in regional press (63%), public speeches (57%), and communication with the media (52%).

37% of the libraries indicated that they communicated with the politicians and 36% of librarians prepared material for an Internet website. Articles in national press were written the least often (10%).

29% of libraries' staff asked for support from government institutions. Every fifth member of the libraries' staff (21%) looked for support when contacting business entities.

**Independently performed activities at least once**



From the start of the Project implementation, there were no big changes in librarians performing library advocacy activities independently. Looking from a very generalized point of view, there are slightly more libraries' staff writing to the local press and preparing the material for the Internet website, however, during the Project implementation period, there were less of those writing articles to national press and communicating with the media or politicians.

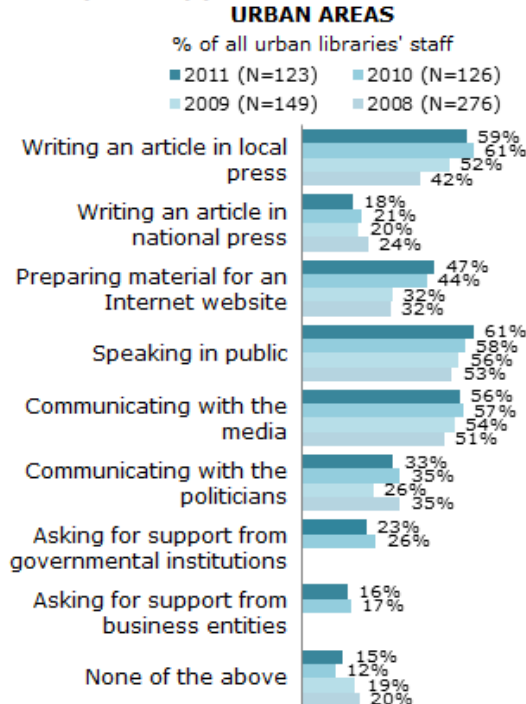
No major changes happened during the year of 2011 either. Only slightly more of libraries' staff indicated that they prepared material for the Internet website independently slightly more often.

During the Project implementation period, the share of libraries' staff who communicated with the media, politicians and who wrote articles to national press individually was diminishing gradually. On the other hand, during the last years of Project implementation there was more libraries' staff who wrote articles to local press and who prepared material to Internet websites.

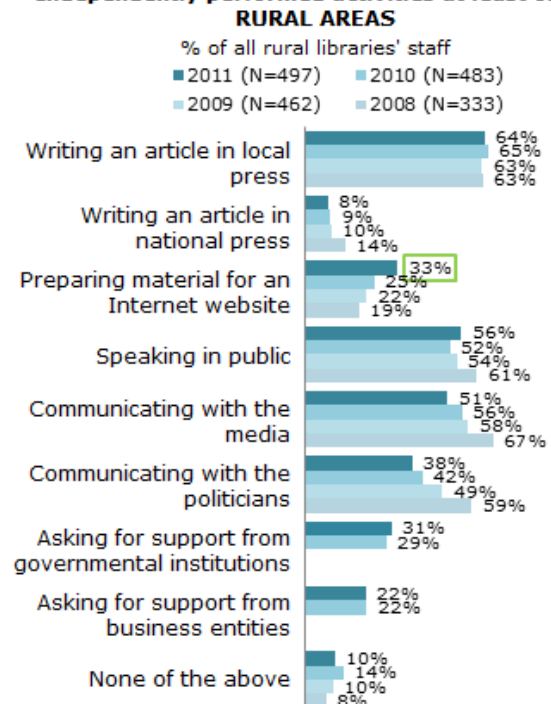
Urban libraries' staff indicated that they wrote articles to national press and prepared material for the Internet website slightly more often than their colleagues in rural areas. Rural librarians, in turn, indicated that they wrote articles to regional press and approached government institutions and business entities for support slightly more often.

During the last year, urban libraries' staff did not change their practice related to advocacy libraries. Rural librarians stated that they prepared material for the Internet website slightly more often than in 2010. Differently from rural areas, during the four years in urban areas there were more librarians who spoke in public or communicated with the media. In rural areas, the decreased number in libraries' staff who communicated with politicians was recorded.

**Independently performed activities at least once: URBAN AREAS**



**Independently performed activities at least once: RURAL AREAS**



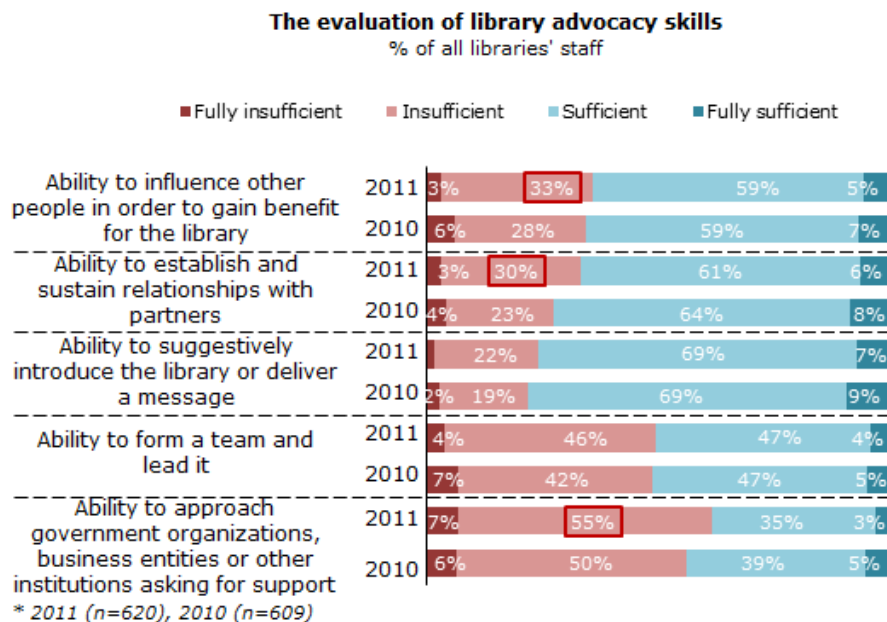
- During the year of 2011, no positive changes regarding strengthening advocacy skills happened -

During the research, members of libraries' staff were also asked to evaluate libraries' advocacy skills which include the ability to influence other people or establish and sustain relationships with partners in order to gain benefit for the library, the ability to suggestively introduce a library or deliver a message, the ability to collect a team and lead it and the ability to ask for help to government, business or other institutions.

In general, it was noticed that the libraries' staff tend to evaluate almost all of their skills as rather superficial. In other words, only a small share of the employees (not more than 7%) evaluated one or another skill of library advocacy as fully sufficient.

Conditionally, the most positively evaluated advocacy skills of libraries' staff include the ability to suggestively introduce the library or deliver a message (76%). Slightly less of the libraries' staff believe that they have sufficient knowledge in influencing other people while looking for the benefit to the library (64%) or when establishing and sustaining the relationships with partners (67%). The most doubtful are the leadership skills (53%) or abilities to ask for help from government, business or other institutions (38%).

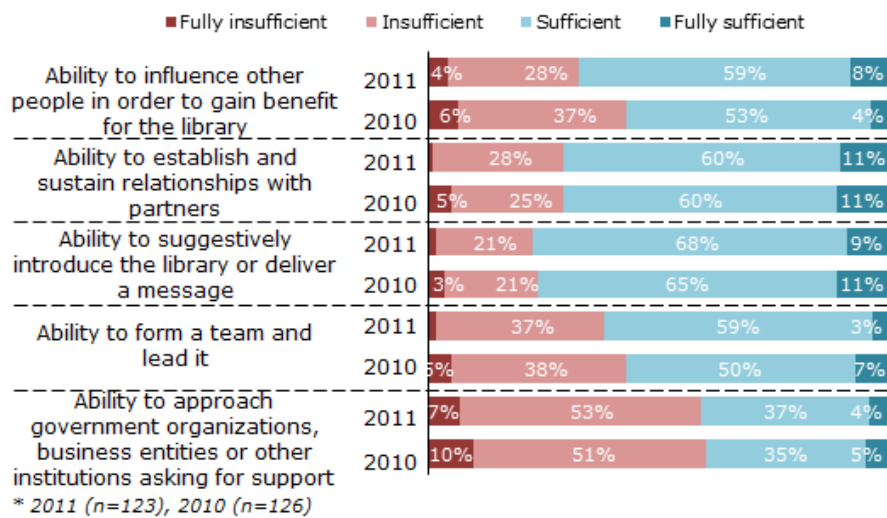
During the last year, no positive changes regarding strengthening the abilities of libraries to advocate their libraries happened. On the contrary, the opinion of libraries' staff that the following abilities of them are insufficient: to establish and sustain relationships with partners, to influence other people while looking for benefit for the library or to approach government, business or other institutions for support.



General tendencies of abilities of urban and rural libraries' staff to represent libraries reflect general tendencies of the country. It was also noticed that, as opposed to evaluation of other skills, urban libraries' staff are not more superior in terms of advocacy skills. Only one skill was distinguished which urban libraries' staff evaluates significantly better than their rural colleagues – the ability to form a team and lead it.

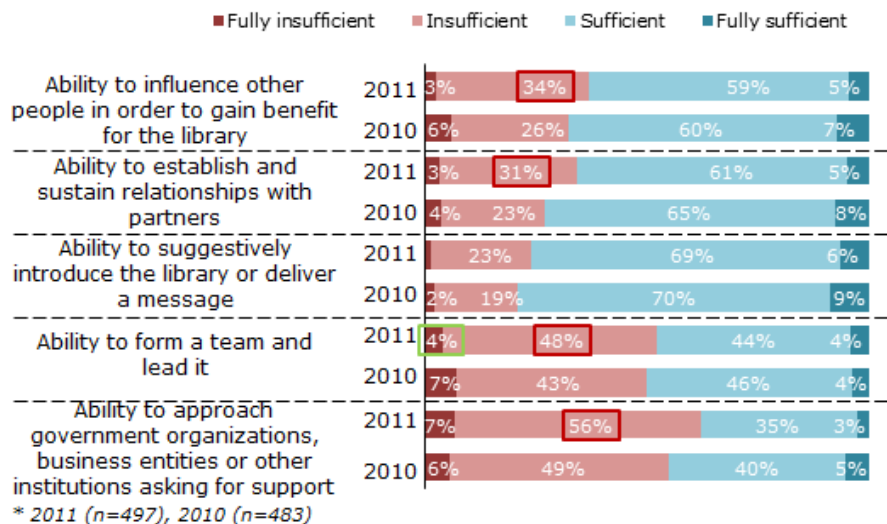
During the last year, while improving the skills of urban libraries' staff to represent their libraries, no major changes happened. Positive tendencies were recorded only in the case of one skill – during the last year, urban libraries' staff started evaluating their skills to influence other people in order to gain benefit for the library better (by 10 p.p.).

**The evaluation of library advocacy skills: URBAN AREAS**  
% of all urban libraries' staff



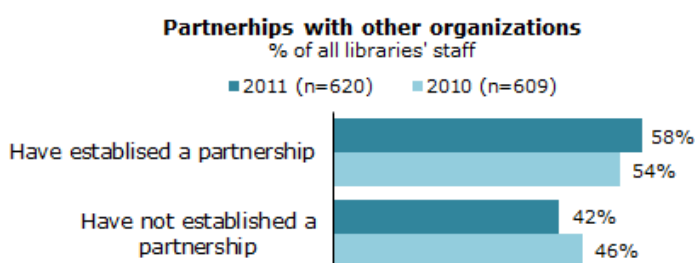
The situation is sadder in rural libraries. During the last year, the evaluation of most of the advocacy skills as sufficient diminished in most of the rural libraries. The evaluations of the following abilities as sufficient diminished: to ask for support decreased by 7 p.p., to establish and sustain the relationship with partners decreased by 6 p.p.; to influence other people in order to gain benefit for the library decreased by 5 p.p.

**The evaluation of library advocacy skills: RURAL AREAS**  
% of all rural libraries' staff



## 8.4. Partnerships Established and their Benefit for the Libraries

- The number of external partners of libraries did not change during the year -

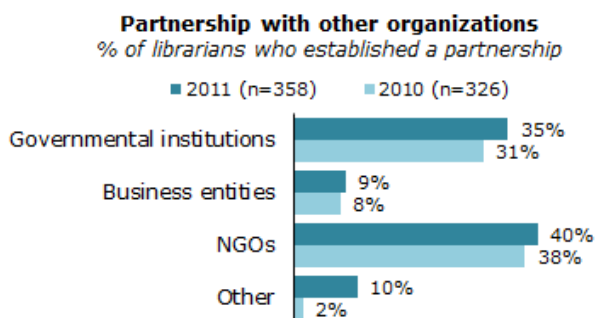
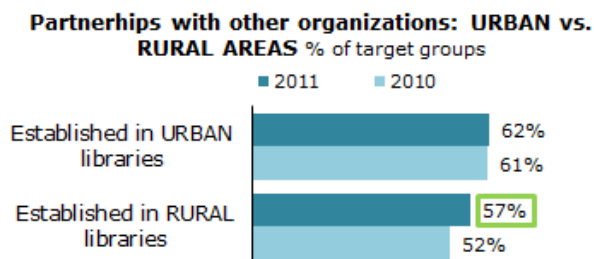


Slightly more than a half of libraries' staff (58%) indicated that while representing the library they established relationships with other organizations. Data is sufficiently optimistic, however, it makes us doubt, if this is the actual number of libraries' staff who personally contributed to establishing partnerships or is it

their library that in general established partnerships with various external organizations.

While considering the situation country wise, the research data shows that there was no major movement forward in establishing various partnerships.

When comparing the practices of partnership establishment in urban and rural libraries, it was recorded that slightly more or urban libraries' staff (62%), rather than rural librarians (57%), indicated that they or their libraries established partnerships with other organizations. However, it is rural libraries in particular that established more partnerships during the last year than they had in 2010.



The most often, libraries establish partnerships with non-governmental organizations (40%) or governmental institutions (35%). Only 9% of the libraries established relations with business entities. Unfortunately, the research data does not provide information why so few partnerships were established with business entities. Is it because the libraries' staff themselves approach businesses less often or is it because business representatives do not agree/ are not interested in sustaining partnerships with libraries.

While establishing partnerships with government institutions, the libraries' staff approaches education institutions (schools, gymnasiums, and kinder gardens), local governmental institutions (municipalities, wards), cultural home/ centers, etc., the most often. Relations with business entities are mostly narrowed to cooperation with local businessmen, and while cooperating with non-governmental organizations the libraries cooperate with various communities and sodalities.

During the last year, the profile of partnerships established country wise did not change.

A detailed list of institutions/ companies/ organizations that the libraries' staff who participated in the survey/ represented libraries established partnerships with is presented below<sup>4</sup>:

- Partnerships that were established with governmental institutions (the percentage of the particular target group is presented in the brackets) include: schools, gymnasiums (56%), local wards (52%), culture homes or centers (19%), kinder gardens (17%), municipalities (9%), other libraries (6%), communities (3%), education institutions (3%), museums (2%), Regional job centre (1%), Social services center, Social support center (1%), organizations of the disabled, Day centre for the disabled (1%), police (1%), church (1%), post office (1%), leisure centre (1%), The Ministry of Culture (1%), children's day centre (0,5%), Farmers' consulting office (0,5%), The Ministry of Agriculture (0,5%), business information centre (0,5%), regional press editorial offices (0,5%), regional park directorate (0,5%), college (0,5%), "Caritas" (0,5%), Regional Health Insurance Fund (0,5%), The Board of Statistics (0,5%), border pike (0,5%), rest home (0,5%), agricultural partnership (0,5%), The Department of the Control of Drugs, Tobacco and Alcohol (0,5%), House of National sodalities (0,5%), RIAP2 (0,5%), parliament members (0,5%) and day centre (0,5%).
- Partnerships that were established with business entities (the percentage of the particular target group is presented in the brackets) include: local businessmen (23%), farmers (13%), agricultural partnership (8%), bread bakery (4%), veterinarian clinic (2%), estate owners (2%), "Molupis" (2%), "Bajoru zuvis" (2%), "Namuva" (2%), "Dainer" (2%), "Junda" (2%), "Alausa" (2%), "Salda" (2%), individual company of D. Kutkiene (2%), "Azuozeriu sodai" (2%), apiary of G. Cibas (2%), "Rudile" (2%), "FM group world" (2%), "Svirkanta" (2%), individual company of R. Stakeniene (2%), mill of Kriaunai (2%), "Silvydas" (2%), individual company of Kalniene (2%), "Talismanas" (2%), agro tourism estate of Stasys and Birute Narosaiciai (2%), "Girios" (2%), "Ledna" (2%), "Maltosa" (2%), "Plateliu azuolas" (2%), "Plunges baldai" (2%), "Rovada" (2%),

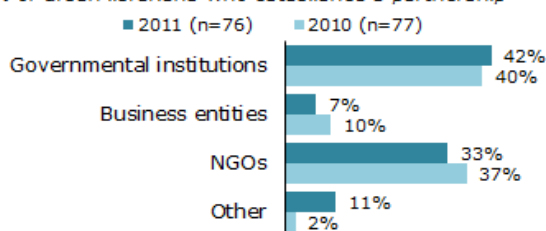
<sup>4</sup> The names of institutions, companies and organizations provided are not edited, as well as their attribution to governmental institutions, business entities or non-governmental organizations.

"Kiaukliai" (2%), "Lasu duona" (2%), "Rumida" (2%), "Eniru" (2%), "Statybu baze" (2%), Drasutaiciai (2%), "Vilkijos duona" (2%), individual company of A. Paulauskiene (2%), "Siminta" (2%), "Gelgaudiskio gelzbetonis" (2%), "Juodgiris" (2%), "Vitresa" (2%), "Valtralita" (2%), individual company of Varankeviciai (2%), "Varta" (2%) and Public Institution Alanta School of Technology and Business (2%).

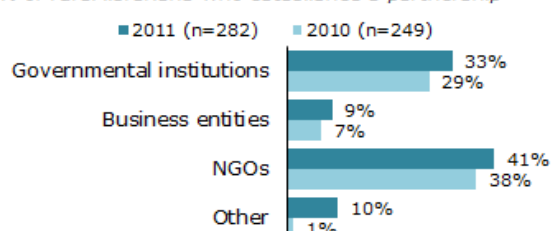
- Partnerships that were established with non-governmental organizations (the percentage of the particular target group is presented in the brackets) include: communities (71%), schools, gymnasiums (9%), youth centers and clubs (5%), church (4%), culture or leisure centers (4%), "Literatu klubas" (4%), the organizations and day centers of the disabled (3%), women fellowships and clubs (2%), kinder gardens (2%), children day centers (2%), local wards (2%), "Caritas" (2%), local non-governmental organizations (2%), local action group- (1%), the fellowship of fellow-countryman (1%), "Senjoru klubas" (1%), club of the elderly (1%), the Union of Artists (1%), the Union of Farmers (1%), organization (1%), training centers (1%), union "Lietuvai pagrazinti" (1%), museums (0,4%), other libraries (0,4%), municipalities (0,4%), education institutions (0,4%), leisure centers (0,4%), estate owners (0,4%), family support centres (0,4%), organization of shooters (0,4%), scouts (0,4%), sodality "Anyksciu krasto rubikieciu bendrija" (0,4%), association "Varputenu bendruomene" (0,4%), union "Teviskes pastoge" (0,4%), day centres (0,4%), Dovilai club "Sidabrine gija" (0,4%), union "Saulute" (0,4%), union "Teviske" (0,4%), "Kauno kartu namai" (0,4%), travelers club "Terra incognita" (0,4%), club "Atrandu save" (0,4%), Curonian Cultural Union (0,4%), professional unions (0,4%), pension (0,4%), Lithuanian Union of Red Cross (0,4%), Lithuanian Union of Samaritans (0,4%), the Union of Lithuanian Populist Peasants (0,4%), Schoolchildren home (0,4%), Lithuanian library for the blind (0,4%), Women activity center of Pakalnai (0,4%), club "Sveikas gyvenimas" (0,4%), union of Vilitiskiai (0,4%), union from Gelgaudiskis "Bociai" (0,4%), monastery of Krikstenai for women (0,4%), Fold Department of Dzukija (0,4%), union "Alausas" (0,4%), Primary Healthcare Institution of Pasvalys (0,4%).

Slightly more of urban libraries established partnerships with governmental institutions and rural libraries – with non-governmental organizations. The tendencies of supporting partnerships did not change neither in urban, nor in rural libraries during the year.

**Partnership with other organizations: URBAN AREAS**  
% of urban librarians who established a partnership



**Partnership with other organizations: RURAL AREAS**  
% of rural librarians who established a partnership



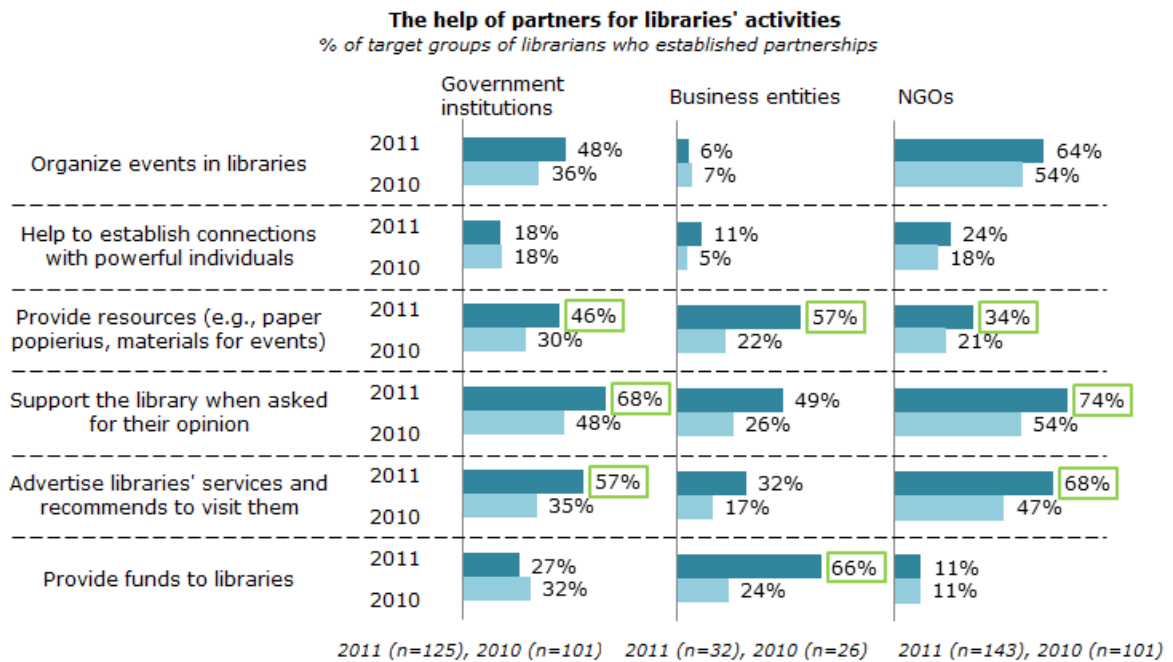
## - Rural libraries are more characterized by partnerships based on material and financial benefits -

Partnerships with governmental institutions the most often are characterized by the support of libraries, backing their side when a particular institution is asking for an opinion (68%) or the advertisement of libraries' services and recommendations to visit them (57%). Slightly less than half of the libraries' staff (48%) indicated that the representatives from governmental institutions organize events in libraries or provide some resources (paper, materials for the events, etc.) (46%). 27% of the libraries staff indicates that governmental institutions had provided funds to their libraries. During the last year, support of libraries, recommendation of their services or support by resources from governmental institutions strengthened slightly more.

Business entities, while cooperating with libraries, the most often provide libraries with financial funds (66%) or other material resources (57%). Every second member of libraries' staff (49%) indicates that these companies, if needed, support libraries' interests. Every third librarian (32%) states that business companies advertise libraries' services and encourage visiting them. Financial and material support from business entities with which libraries established partnerships increased during the last year even more.

Non-governmental organizations, when cooperating with libraries, in the opinion of libraries' staff, usually support the library when they are asked for their opinion (74%), advertise libraries' services, encourage

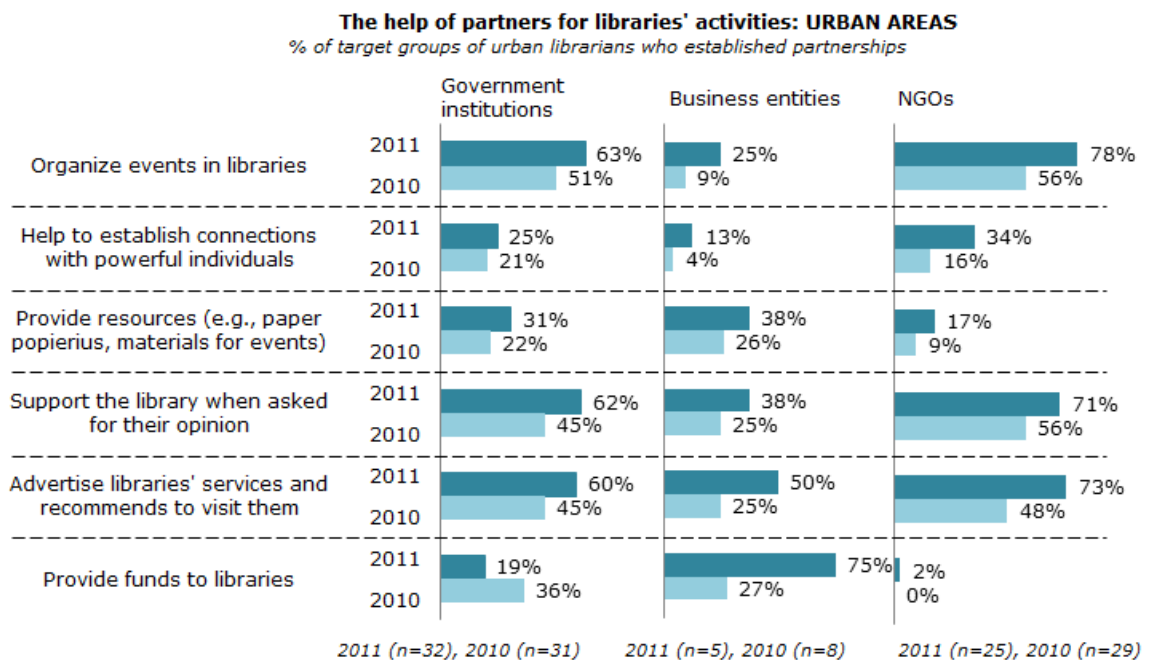
visiting them (68%) or organize events in libraries (64%). During the last year, according to the libraries' staff, the moral support (support, advertising) and material support by resources from non-governmental organizations strengthened even more.



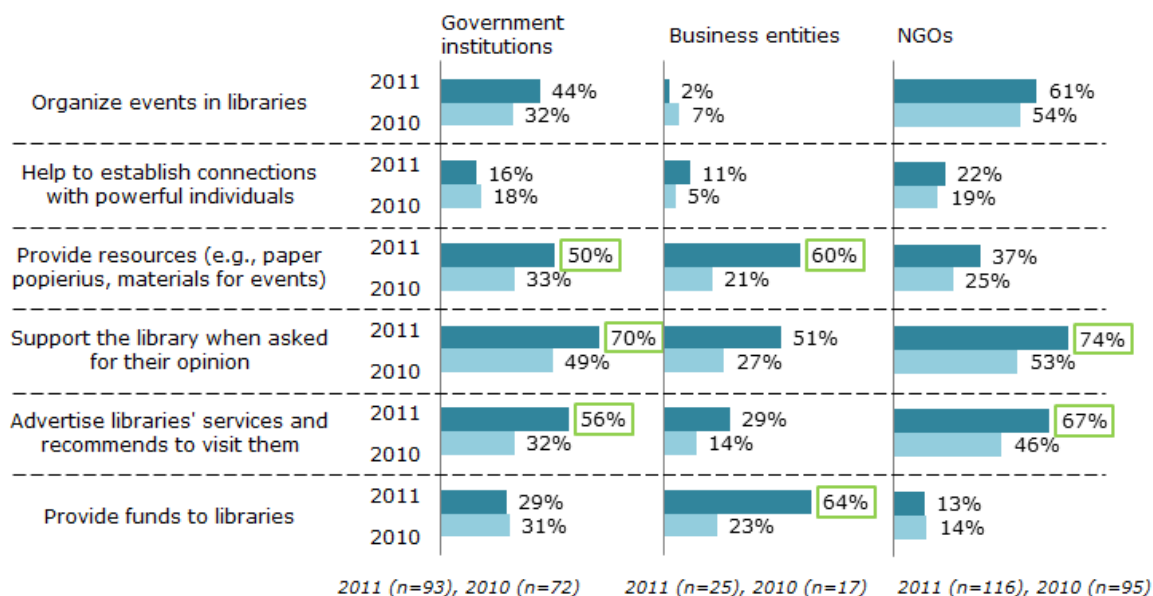
Although the nature of partnerships with external organizations is the same in urban and rural libraries, however, a few different tendencies were recorded:

- In urban libraries, partner organizations organize various events and help to establish connections with powerful (governmental institutions and non-governmental organizations) people more often than in rural libraries.
- Partnerships between rural libraries and other organizations are more characterized by material and financial support and simply the support of libraries' position in various situations.

The profile of partnerships in urban libraries did not change dramatically during the last year.



**The help of partners for libraries' activities: RURAL AREAS**  
 % of target groups of rural librarians who established partnerships



While cooperating with governmental institutions, rural libraries receive material support in the form of resources and moral support more often (support and the advertisement of libraries' services). Business entities supporting partnerships with rural libraries provided more material and financial support to rural libraries and the non-governmental organizations are supporting the libraries' positions more and are encouraging the residents to use libraries' services.

## 9. The Public Internet Access Usage by Special Groups

One of the project "Libraries for Innovation" goals is to attract adults, people of older age, rural residents, the disabled and other people of socially vulnerable groups (the unemployed, children from families at social risk and children whose parents left to work abroad) to public libraries. That is why the experience of the mentioned specific groups will be reviewed separately and in this report as well.

### 9.1. The Frequency of Library Visits by Special Groups

- It is the most difficult to identify the disabled, children from families at social risk and children whose parents had emigrated. It is especially complicated in urban areas -

The evaluation of the experience of special groups in libraries is rather complicated and not very precise, because it is difficult to identify the representatives of most of the actual groups without having a more proximate contact with the visitor.

Let us say, without having additional information we are able to identify only those disabled persons who have external traits of disability. How to identify those who do not have an externally visible disability? 9% of libraries' staff stated that they are not able to identify, if the visitor belongs to the category of the disabled.

The retired are mostly likely determined by subjectively identifying the age of the visitor. Although most of the libraries' staff identify the retired quite easily (only 1% of libraries' staff could not identify the retired), we should not forget that the attribution of visitors to the group of the retired is based on the subjective factor the most often.

The identification of the unemployed is possible only when having a personal contact with the visitor. Nevertheless, the identification of the unemployed is not a big problem to libraries' staff and only 2% of them stated that they did not know who of the visitors were unemployed. The question how the

unemployed are identified in urban libraries arises. (5% of urban libraries' staff claimed that they were not able to identify, if the visitor is unemployed).

The identification of children from families at social risk is only possible while evaluating the child externally or while having a personal contact with the child. However, it is not always possible (9% of libraries' staff is not able to identify which children belong to the group of social risk). The more problematic identification of children from families at social risk is in urban areas (13% of the urban libraries' staff are not able to identify these children), rather than in rural areas (8% of libraries' staff, respectively).

The most difficult it is to identify children whose parents left to work to other countries. Slightly more than every fifth member of libraries' staff (22%) does not have such information regarding children visiting their libraries. In urban areas, these children can not be identified by even 35% of the libraries' staff, in rural areas – by 19% of the librarians.

The identification problem of all groups is more relevant in urban areas where the flows of visitors are bigger and the librarian's contact with the visitor is not as proximate.

## - During the last year, the flow of groups at social risk was recorded to be decreased -

While discussing the peculiarities of the frequency of library visits of these groups, we noted that, in the opinion of libraries' staff, rural residents (72% of the libraries' staff indicated that rural residents visit the library every day or a few times per week), children from families at social risk (65%), the unemployed (55%) and the retired (54%) visit the libraries the most often. We would like to draw your attention to the fact that the libraries' staff identifies the representatives of all these groups the easiest.

The disabled (13% of the libraries' staff indicate that the disabled visit the library every day or a few times per week) and children whose parents left to work abroad (22%) visit the libraries less often (we are suggesting to evaluate this information critically and bear in mind the problem of complicated identification of these visitors).

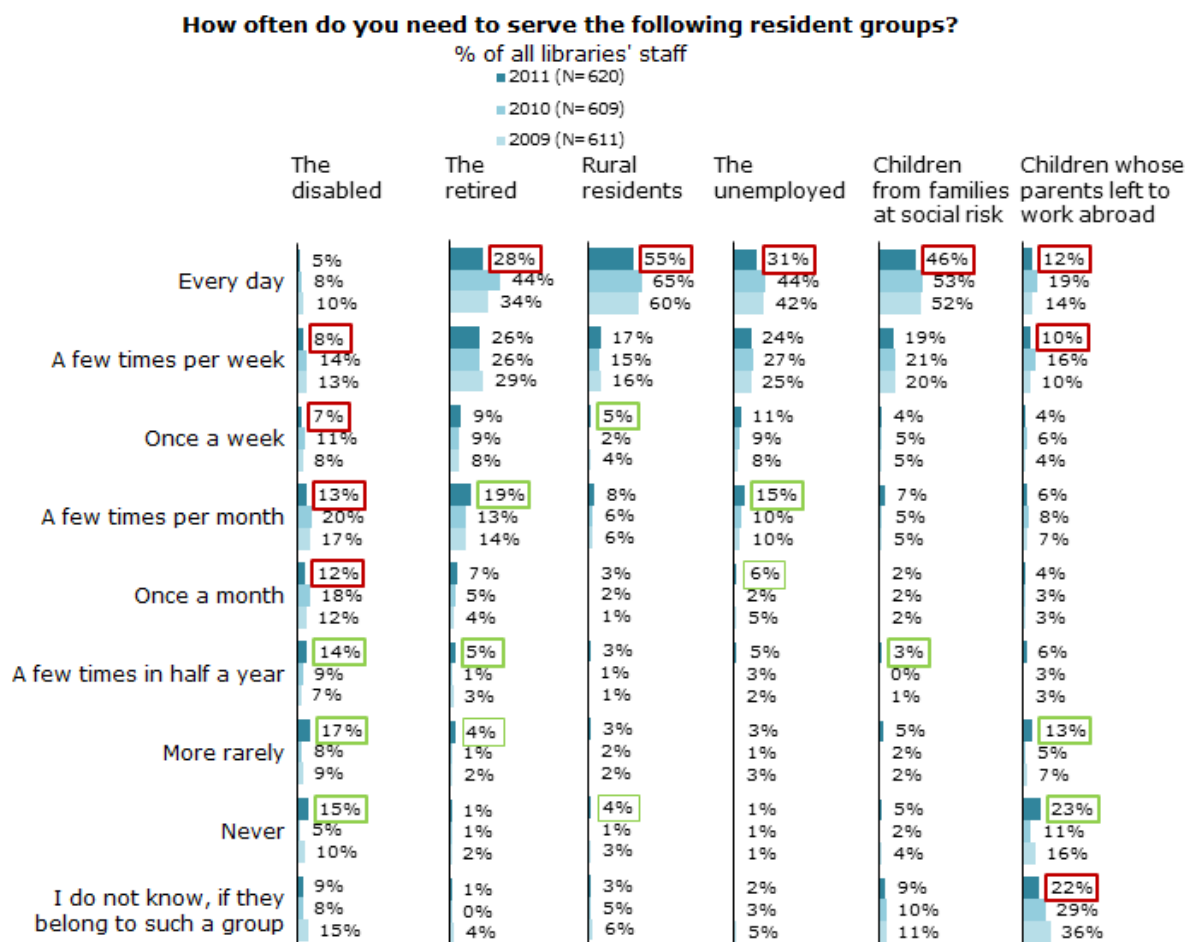
When generalizing the frequency of visits of the representatives of special groups, we can distinguish two types of users:

- ✓ The "library inhabitant" – a person who visits the library every day or a few times per week. Such a visitor satisfies his/ her needs for communication, socializing and information. The most often "libraries inhabitants" are rural residents (library is the centre of community and culture) (72%), children from families at social risk (library is a peaceful lee, warmth and shelter) (65%), the unemployed (library is a more varied leisure time and free of charge Internet and press) (55%) and the retired (54%) (library for them is a source of both information and communication). The least often "libraries inhabitants" are children whose parents left to work to other countries (24%).
- ✓ The "book reader" – a visitor of the library who visits the library less often or rather often and (we assume) is using the most popular service of libraries – the dispense of books. Such a visitor tends not to associate the library with a centre for communication or community gatherings. The most of these "book readers" are among the disabled (63%), the retired (46%) and the unemployed (40%). There are 33% of them among children whose parents left to work abroad and the smallest amount of them is among rural residents (22%).

Interesting tendencies regarding the change of frequency of libraries' visits by residents belonging to groups at social disjuncture were recorded during the last year:

- ✓ The frequency of the disabled visiting libraries shrank the most. As the libraries' staff say, there are less of the disabled who are visiting libraries from a few times per week to once a month. However, the share of the disabled who visit libraries a few times in half a year or less frequently increased. Also, as the libraries' staff refer, there are more of the disabled known this year who do not visit libraries ever.
- ✓ In the opinion of the libraries' staff, the frequency of the library visits of the retired, rural residents and children from families at social risk diminished as well, but not as dramatically. The main characteristics of such lowered frequency are the diminished daily visits to libraries. While discussing about the children whose parents left to work to other countries, the libraries' staff also claim that the visits to the library by these groups on a

daily basis or a few times per week reduced. However, there are many more children who visit libraries less than a few times in half a year.

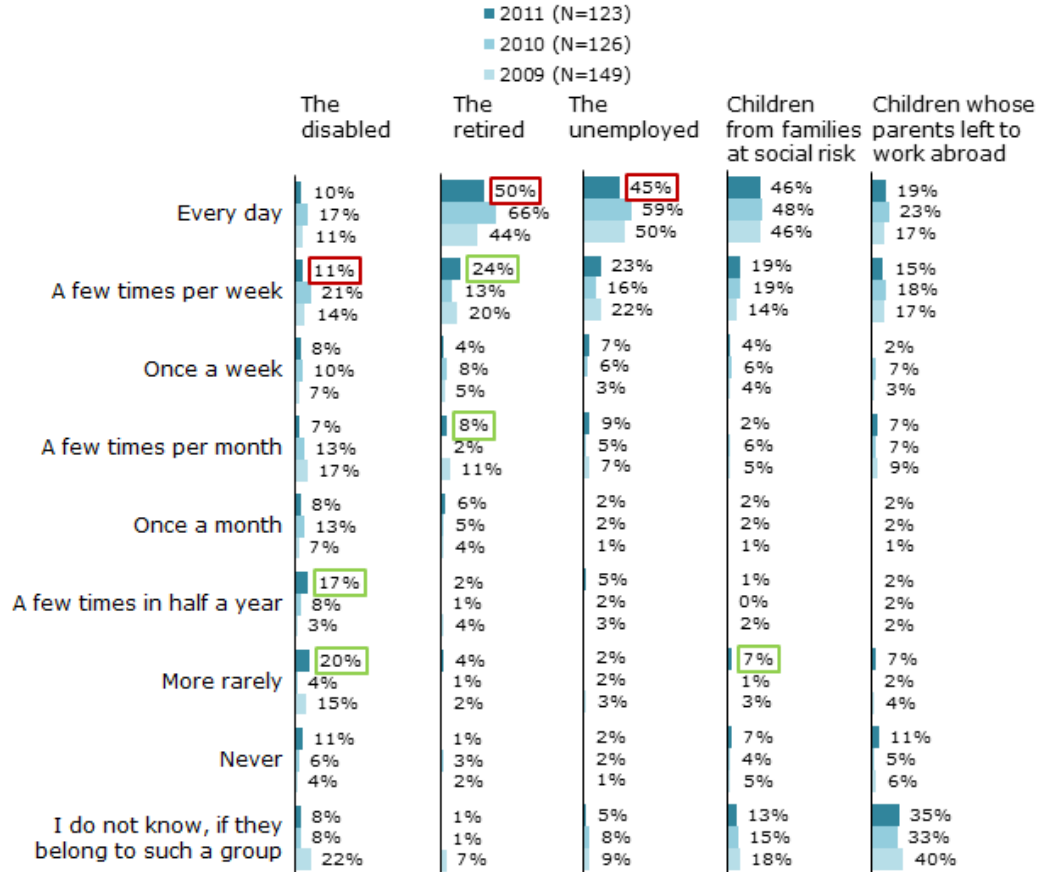


During the project implementation period, no especially visible changes in tendencies of the residents attributed to socially disjunctured groups visiting libraries were recorded.

While analyzing the data collected we also see that the disabled, the unemployed and the retired have to be served in urban libraries more often. In rural libraries, less often than in urban libraries, the libraries' staff has to serve all groups researched, except for the disabled. During the last year, urban libraries' staff noticed a lower frequency of the visits of the disabled and reduced number of visits of the retired and the unemployed on a daily basis.

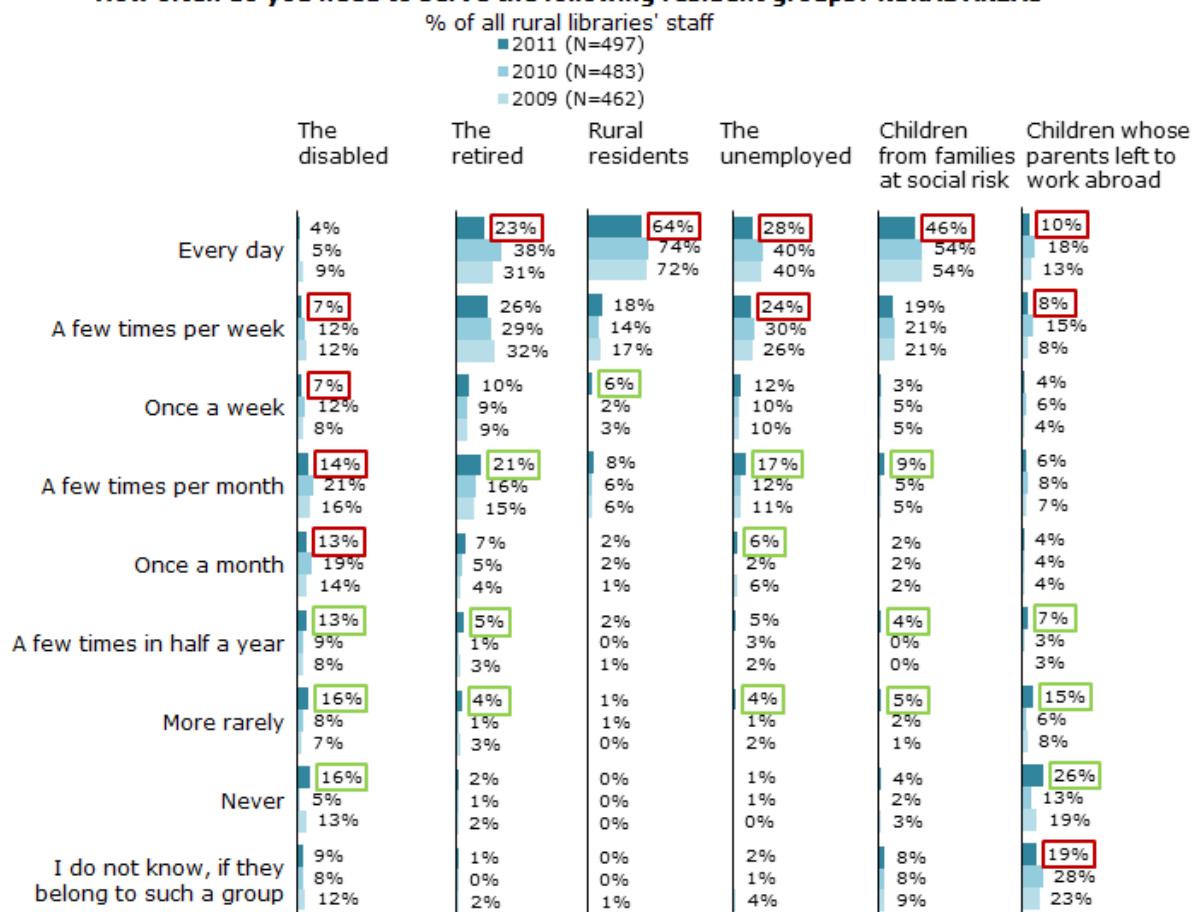
### How often do you need to serve the following resident groups? URBAN AREAS

% of all urban libraries' staff



In rural libraries, the tendencies of changes in frequency of visits of visitors from groups at social disjuncture coincide with the tendencies in the country. The retired started visiting libraries significantly less often and all other groups of social disjuncture reduced their daily visits to libraries as well.

## How often do you need to serve the following resident groups? RURAL AREAS



## 9.2. Services Used by the Representatives of Special Groups

- The most popular services include the dispense of books, reading periodical press and public Internet access -

The dispense of books is not only one of the main services provided by the library, but also a service, which, in the opinion of the libraries' staff, is used the most often by the representatives of specific groups. The representatives of all groups researched, as the libraries' staff refer, also read periodical press in libraries often. The retired (88%), rural residents (83%) and the unemployed (85%) read periodical press as often as they use the service of the book dispense (89%, 85% and 85%, respectively). These visitor groups visit the libraries often, thus, it explains frequent reading of periodical press. Regarding the disabled, the frequency of their visits to libraries is much less frequent, therefore, they read periodical press less often (64%).

The third service often used by visitors is public Internet access. Among all the adults researched, rural residents, the retired and the unemployed are using the public Internet access more often. Meanwhile, children whose parents left to work abroad and the disabled are using this service less often (due to less frequent visits to libraries). Computer literacy courses related to public Internet access were attended more by the most active public Internet access users (rural residents, the retired and the unemployed).

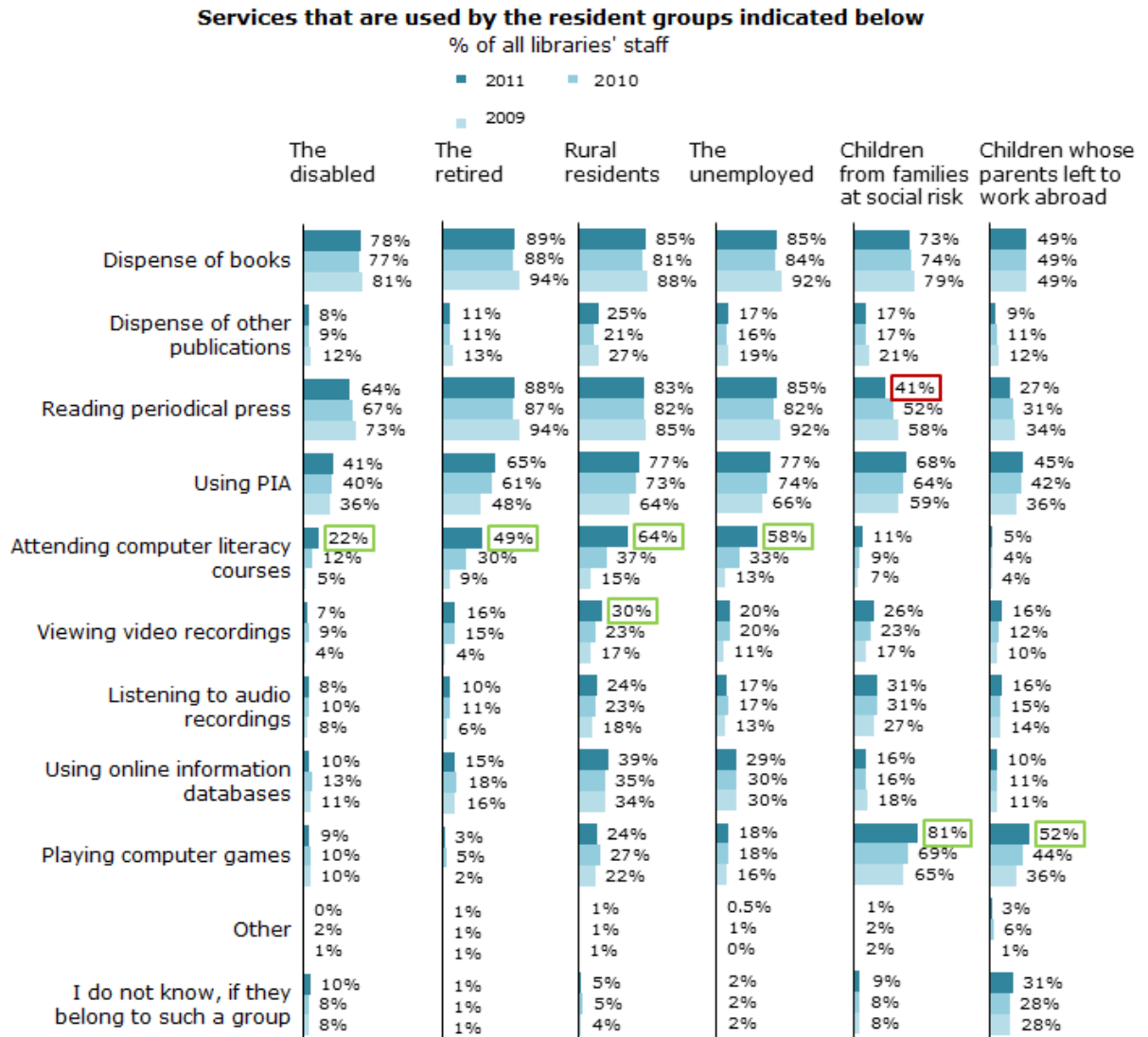
The service of dispensing other books is mostly used by rural residents. The services of watching video recordings and listening to audio recordings are used by rural residents and children from families at social risk more often. Rural residents and the unemployed are using online information databases more often than the representatives of other groups. Children from groups of social disjuncture play computer games in libraries more often.

In terms of children, the libraries' staff notes a more frequent usage of all services provided by children from families at social risk. This could be explained by the lack of welcoming environment (drunk,

aggressive, etc. parents) or technical conditions (homeless, they do not have a computer, etc.) at home. Looking at the other side of the coin, as it has already been mentioned, children whose parents left to work abroad are more difficult to identify (thus, the services they are using are difficult to determine as well).

While analyzing the change in libraries' services used by people who are considered to be at social disjuncture, it was noted that, according to the libraries' staff, many more of the disabled, rural residents, the unemployed and the retired participated in computer literacy courses in 2011, rather than in 2010. During the last year, rural residents used the service of viewing video recordings more often and the children attributed to both groups at risk played computer games in libraries more often.

During the Project implementation period, the representatives of all socially disjunctured groups used public Internet access and attended computer literacy courses more often. Children played computer games more and more often.



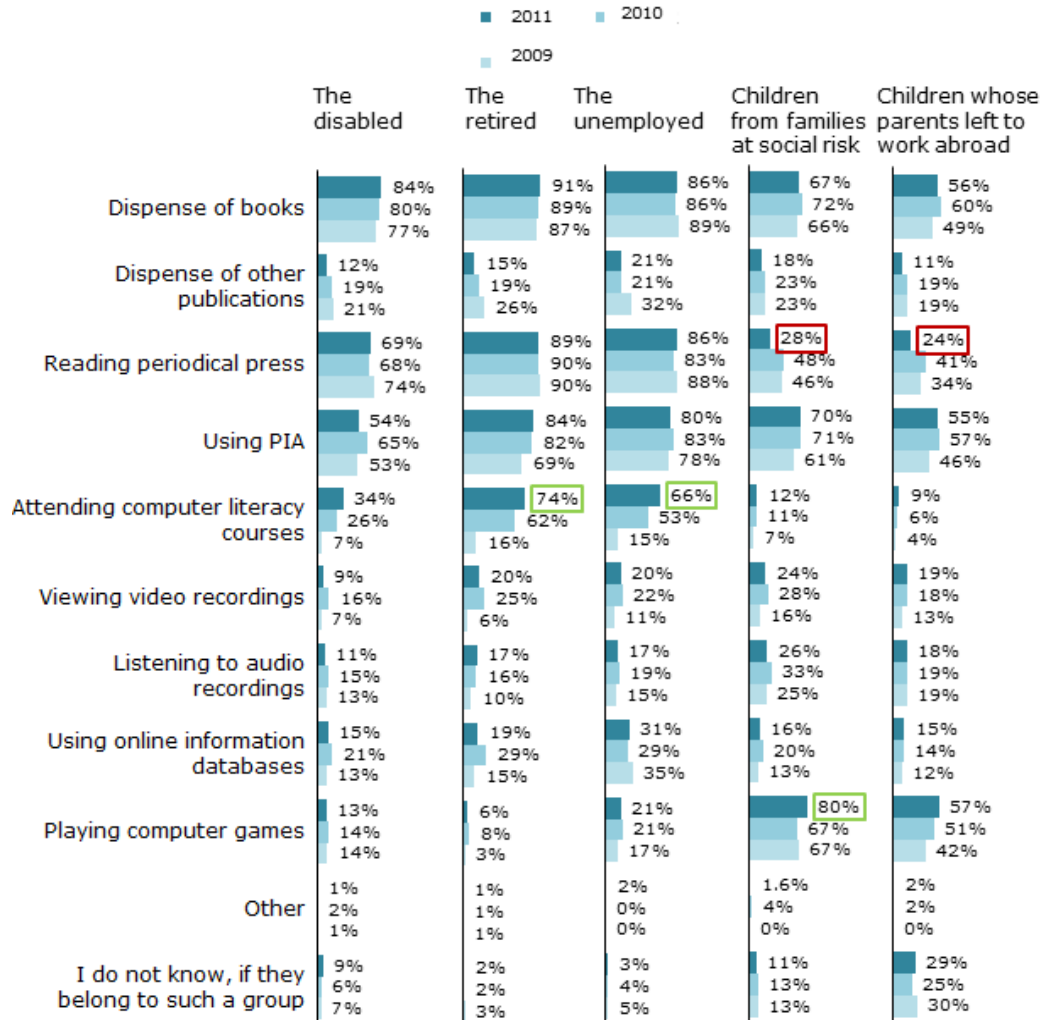
Does the usage of libraries' services differ among the residents attributed to groups of social disjuncture in urban and rural libraries? We can generally state that it does not differ. However, we would like to note a few smaller, less vital differences. In urban libraries, based on the information provided by the libraries' staff, the disabled, the retired and children whose parents left to work abroad use the service of public Internet access slightly more often. More of the disabled and the retired participated in computer literacy courses in urban libraries. In rural libraries, the retired view video recordings more often and children from families at social risk are interested in periodical press more often.

During the last year, in urban libraries there were more of the retired and the unemployed who attended computer literacy courses than in 2010. Children attributed to both groups of social disjuncture read

periodical press less often. Children from families at social risk started playing computer games in libraries even more often.

**Services that are used by the resident groups indicated below: URBAN AREAS**

% of all urban libraries' staff

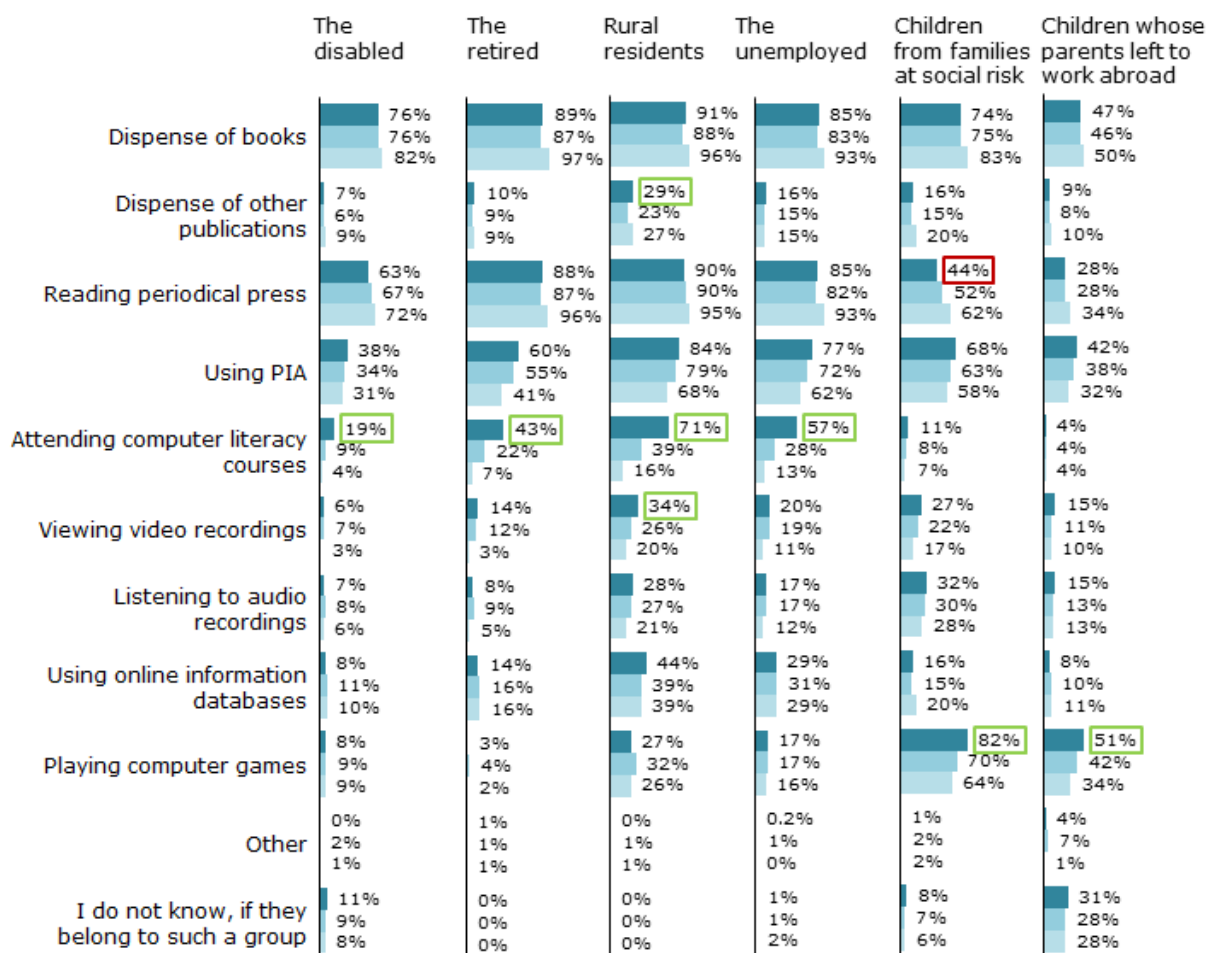


In rural libraries, all groups considered being at social disjuncture ones, attended computer literacy courses more often during the last year. Rural residents used the services of dispensing other publications or reviewing video recordings. Children played computer games in rural libraries more often than they did in 2010.

### Services that are used by the resident groups indicated below: RURAL AREAS

% of all rural libraries' staff

■ 2011 ■ 2010 ■ 2009



### 9.3. The Initiatives of the Librarians while Attracting and Training the Representatives of Special Groups

- In 2011, there were more means encouraging to use public Internet access for all groups -

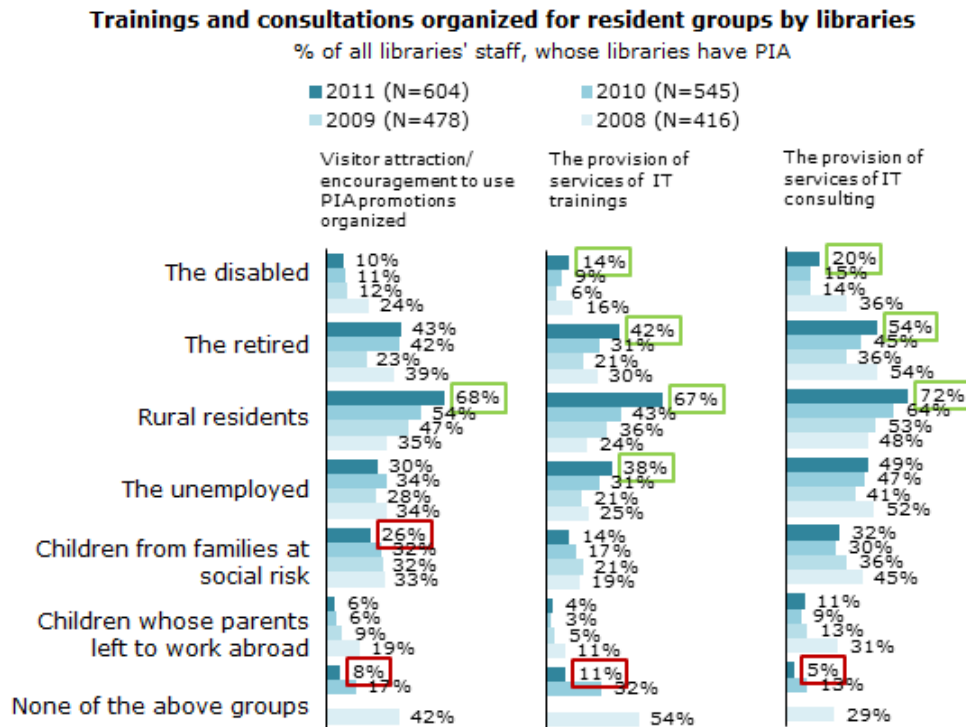
Rural residents – a group of users for which, in the eyes of libraries' staff, various promotions and trainings are organized more often than for other groups of residents (68% of libraries' staff indicated that they organized promotions of attraction/ encouragement to use the public Internet access for rural residents; 67% of libraries' staff noted that their library organized IT trainings intended for rural residents; 72% of libraries' staff indicated that they provided IT consulting services for rural residents). On the one hand, this group is the most numerous group having special needs. On the other hand, rural residents are one of the most active visitors of libraries.

As 43% of the libraries' staff claim, promotions intended to encourage to use public Internet access were organized for the retired, in 30% of libraries these promotions were organized for the unemployed and in 26% of the libraries – for children from families at social risk.

In the opinion of the libraries' staff, the least of various promotions or trainings were devoted to the disabled and children whose parents left to work abroad. There were less means intended for these groups, however, the groups themselves are rather difficult to identify and not as numerous. For example,

the promotions to attract/ encourage the disabled to use public Internet access were organized in 10% of the libraries and to attract/ encourage children whose parents left to work – in 6% of the libraries.

As the libraries' staff refer to the IT usage, the groups researched were consulted slightly more often than they got trainings or promotions organized for them. However, bearing in mind the differences in practices between trainings and promotions organized for them. However, bearing in mind the differences in practices between trainings and promotions organized and daily computer usage, this frequency is not sufficiently high. Most likely, it is determined by the specifics of the researched groups and the frequency of visits to libraries. For example, residents who visit the libraries more often are consulted more often. Meanwhile, residents visiting the libraries the least often – the disabled or the children whose parents left to work abroad and who are the most difficult to identify – were consulted significantly less often.



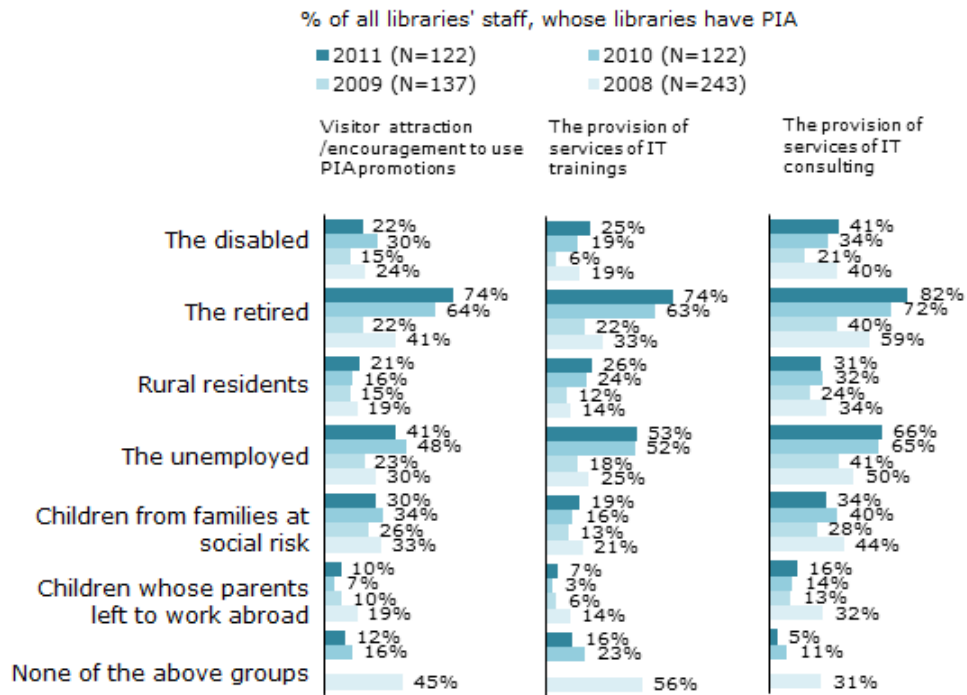
In 2011, in comparison to the number of trainings or consultations organized for specific groups in 2010, there were more promotions and trainings organized for rural residents. During the last year, there were more IT training services organized for the disabled, the retired and the unemployed. The disabled, the retired and rural residents were more often consulted regarding IT.

From the beginning of the Project implementation, the number of promotions and IT trainings intended for all socially disjunctured adult groups were growing steadily. The number of promotions and trainings intended for children mainly did not change.

The tendencies in urban and rural libraries regarding the organization of means encouraging to use public Internet access in libraries are very similar. The most means are organized for those groups that are the most numerous and less for the ones which are more difficult to identify, visit the libraries less and have smaller need for IT trainings. However, it was noted that in urban libraries there were more means and trainings organized for the disabled, the retired and the unemployed and in rural libraries – for rural residents. The organization of means for children attributed to both groups of social disjuncture does not differ in urban and rural libraries.

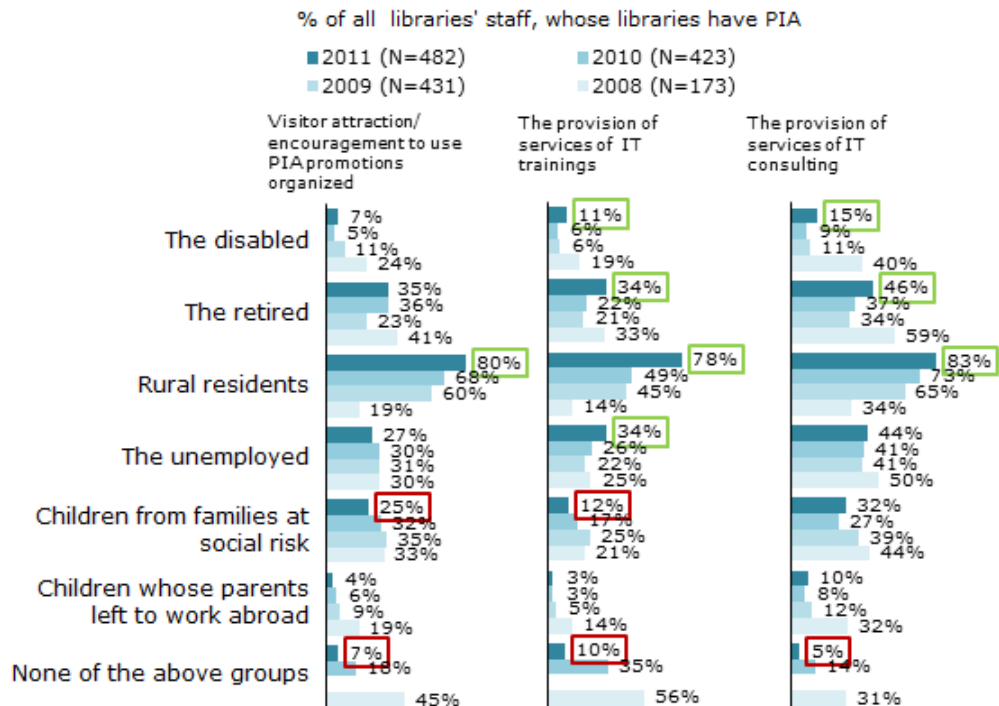
During the last year, in urban libraries, no major changes occurred in the organization of trainings and the provision of IT consultations.

### Trainings and consultations organized for resident groups by libraries: URBAN AREAS



During the last year in rural libraries, substantially important changes happened. The number of means intended for all adult groups at social disjuncture increased. However, there were less promotions and IT trainings for children whose parents left to work abroad.

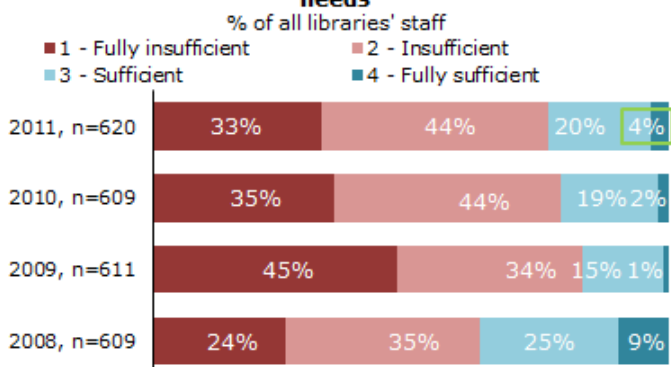
### Trainings and consultations organized for resident groups by libraries: RURAL AREAS



## 9.4. The Abilities of the Librarians to Serve Users with Special Needs

- Libraries' staff is still lacking the skills to serve users having special needs -

### The evaluation of skills of serving people having special needs



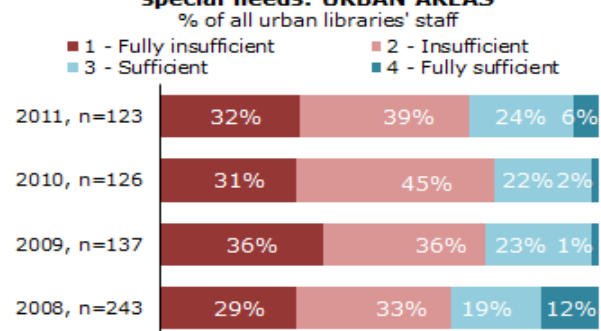
Libraries' staff feels a great lack of knowledge and skills in terms of serving users with special needs (for example, people having problems with eyesight or hearing). Only 24% of the libraries' staff indicated that they indeed had such knowledge – greater or lesser.

During the year 2011, in comparison to the evaluations in 2010, the skills of serving users having special needs mainly did not change. According to the data of the study carried out in 2010, 79% of the libraries' staff claimed they did not have such skills. Meanwhile, during the research of 2011, 77% of the libraries' staff claimed that they lacked of these skills. The

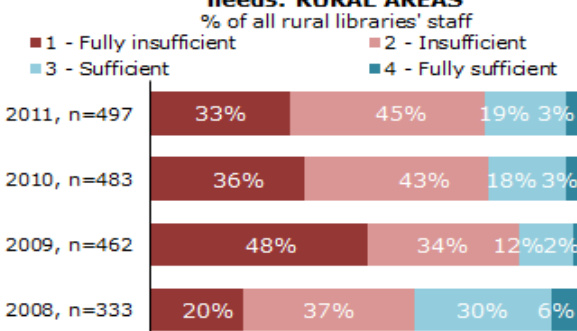
skills of libraries' staff to serve users having special needs were improving steadily from 2009.

The evaluation of skills of serving users having special needs is similar in urban and rural libraries. However, in urban libraries, slightly more libraries' staff claimed that they had sufficient skills to serve people having special needs (30% of urban libraries' staff and 22% of rural libraries' staff had sufficient skills). The evaluation of skills of serving people having special needs did not change neither in urban, nor in rural libraries during the year.

### The evaluation of skills of serving people having special needs: URBAN AREAS



### The evaluation of skills of serving people with special needs: RURAL AREAS



## 10. The Services Provided by the Libraries and the Library Image

In the last part of the report we are going to discuss the changes in the evaluation of libraries' staff of the services provided in libraries and how libraries' staff subjectively perceives the library, its purpose in the contemporary society and the role of librarians in libraries.

### 10.1. The Evaluation of Change of Library Services

- The most positively evaluated changes are those of event organization and the worst evaluated changes include the ones regarding the supply of books, publications and periodical press -

During the last year, in the opinion of libraries' staff, the variety and the quality of events organized, the opportunity to get a piece of advice or some help from libraries' staff and the general atmosphere in the library improved the most (slightly more than every second member of libraries' staff believes so). The least improvement is recorded in everything that is related to libraries' funds: the assortment of books and the variety of periodical press and other publications (CD, DVD). The quantity of IT and software improved in the eyes of every fourth librarian. While evaluating the changes in service provision in libraries during the last year, it was noted that the most often the most worsened situation is regarding the renewal of the assortment of books and periodical press.

Considering how libraries' staff evaluated the changes of service provision in libraries during the previous year and during last year, it was noted that much more of the "improved" evaluations were regarding the quality and quantity of events organized. During the last year, there were less of the "improved" evaluations regarding the quantity and quality of IT and software.

The evaluation of the services provided in libraries mainly does not differ in urban and rural libraries. Positive and negative changes in providing all services are evaluated similarly.

The same as in all Lithuania, the worst evaluations in urban and rural libraries (the situation improved the least) go to the choice and renewal of books, publications, periodical press and databases. The biggest improvement in both urban and rural libraries the staff see regarding the quality and quantity of the events organized, the ability to receive a piece of advice or to get help from the staff and regarding the general atmosphere in the library.

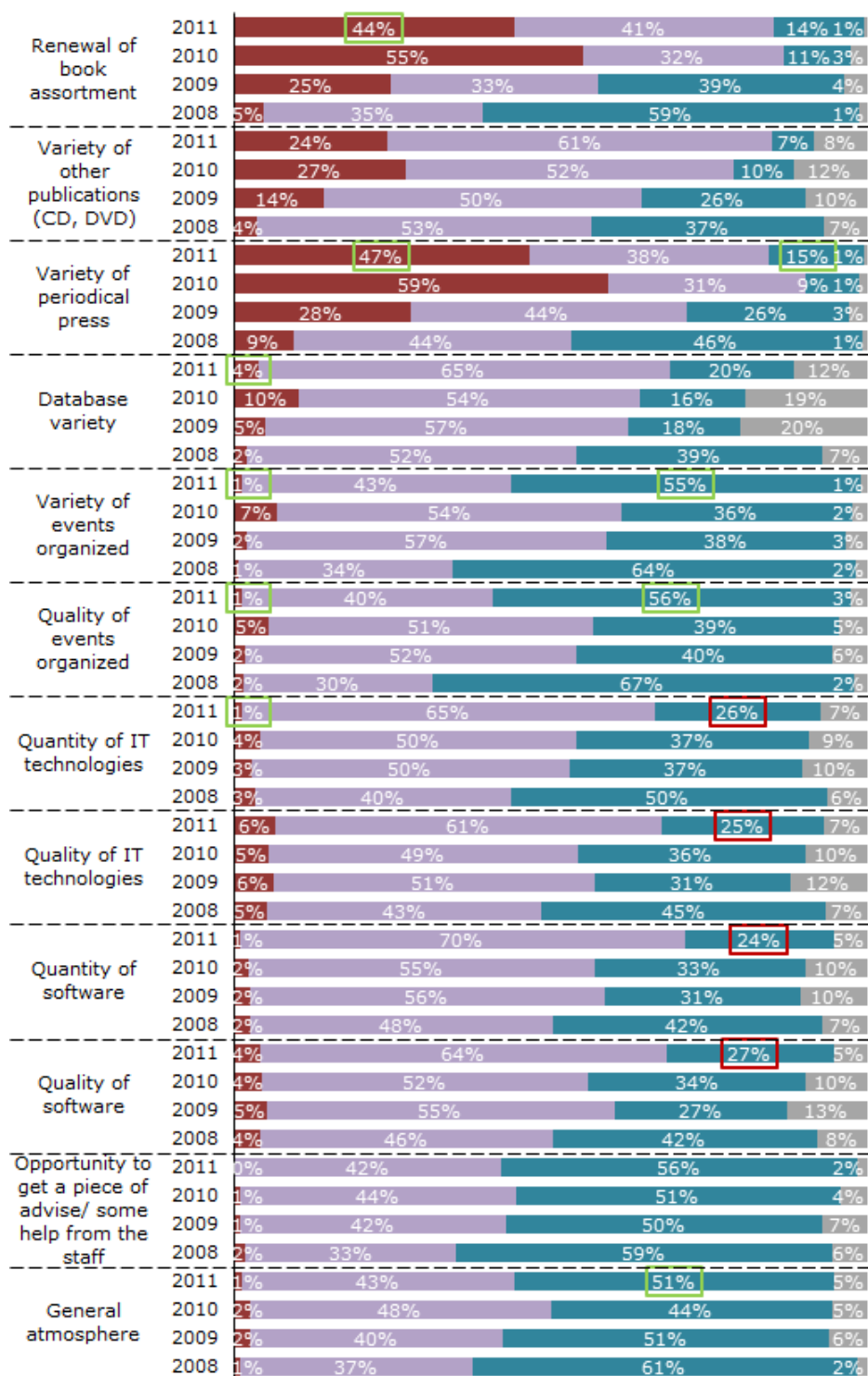
The attention could be paid to the fact that urban libraries' staff evaluated the improvement of the quality and quantity of IT and software substantially less than often than in 2010. It may be related to the fact that the works of public Internet access development of renewal in urban libraries were not taking place (or were not intense) during the last year. No major changes in evaluating the changes regarding IT and software in rural libraries were recorded.

During entire Project implementation period, the share of libraries' staff who believed that services provided in libraries improved during the year was diminishing every year (except for the quality and quantity of events – these changes varied). On the other hand, the share of libraries' staff who believed that the quality of a particular service worsened was growing only while evaluating the choice of books, press and other publications.

### The change of services provided in libraries

% of all libraries' staff

■ 1 - Worsened ■ 2 - Did not change ■ 3 - Improved ■ Difficult to say

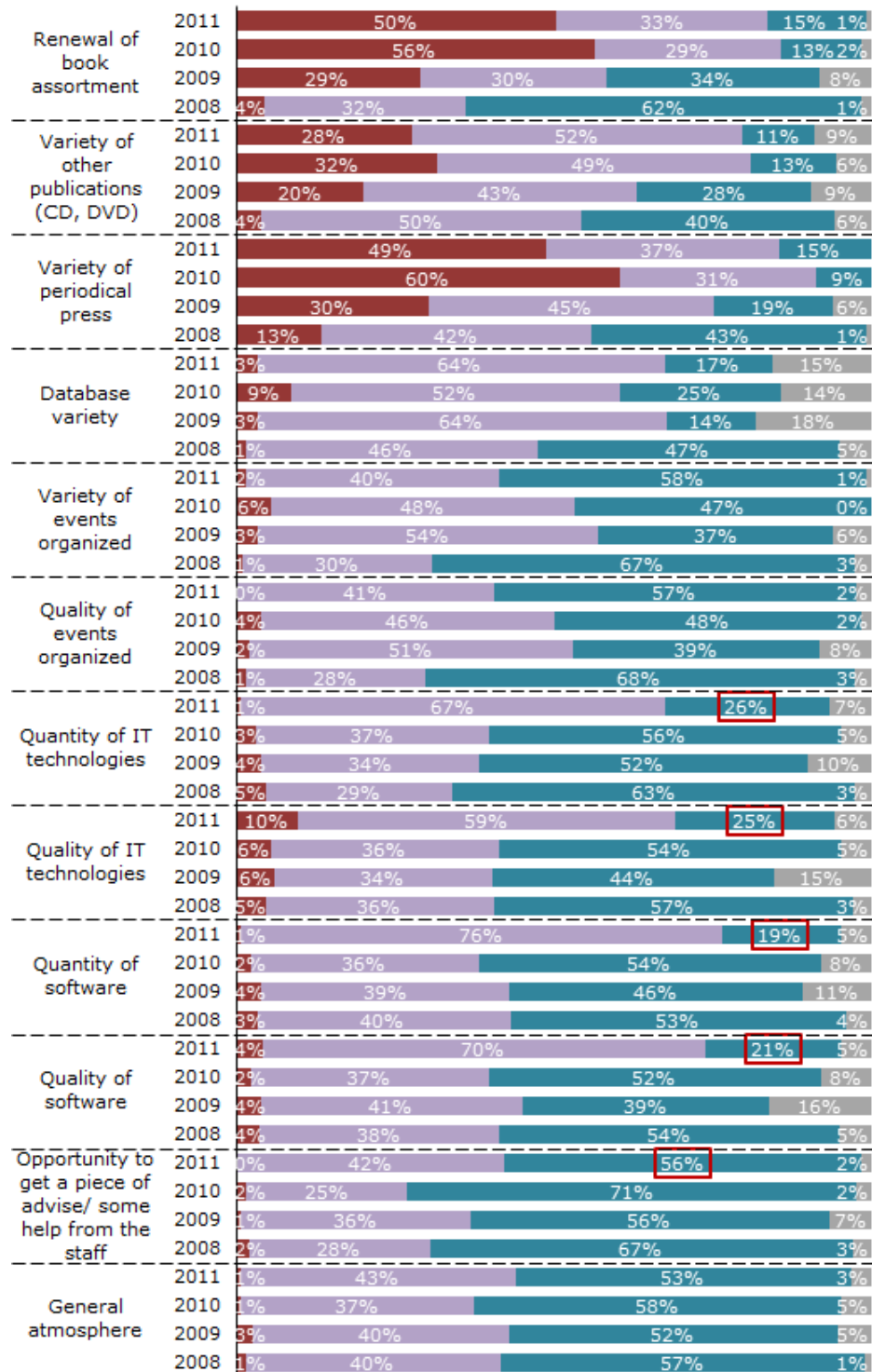


\* 2011 (n=620), 2010 (n=609), 2009 (n=611), 2008 (n=609)

### The change of services provided in libraries: URBAN AREAS

% of all urban libraries' staff

■ 1 - Worsened ■ 2 - Did not change ■ 3 - Improved ■ Difficult to say

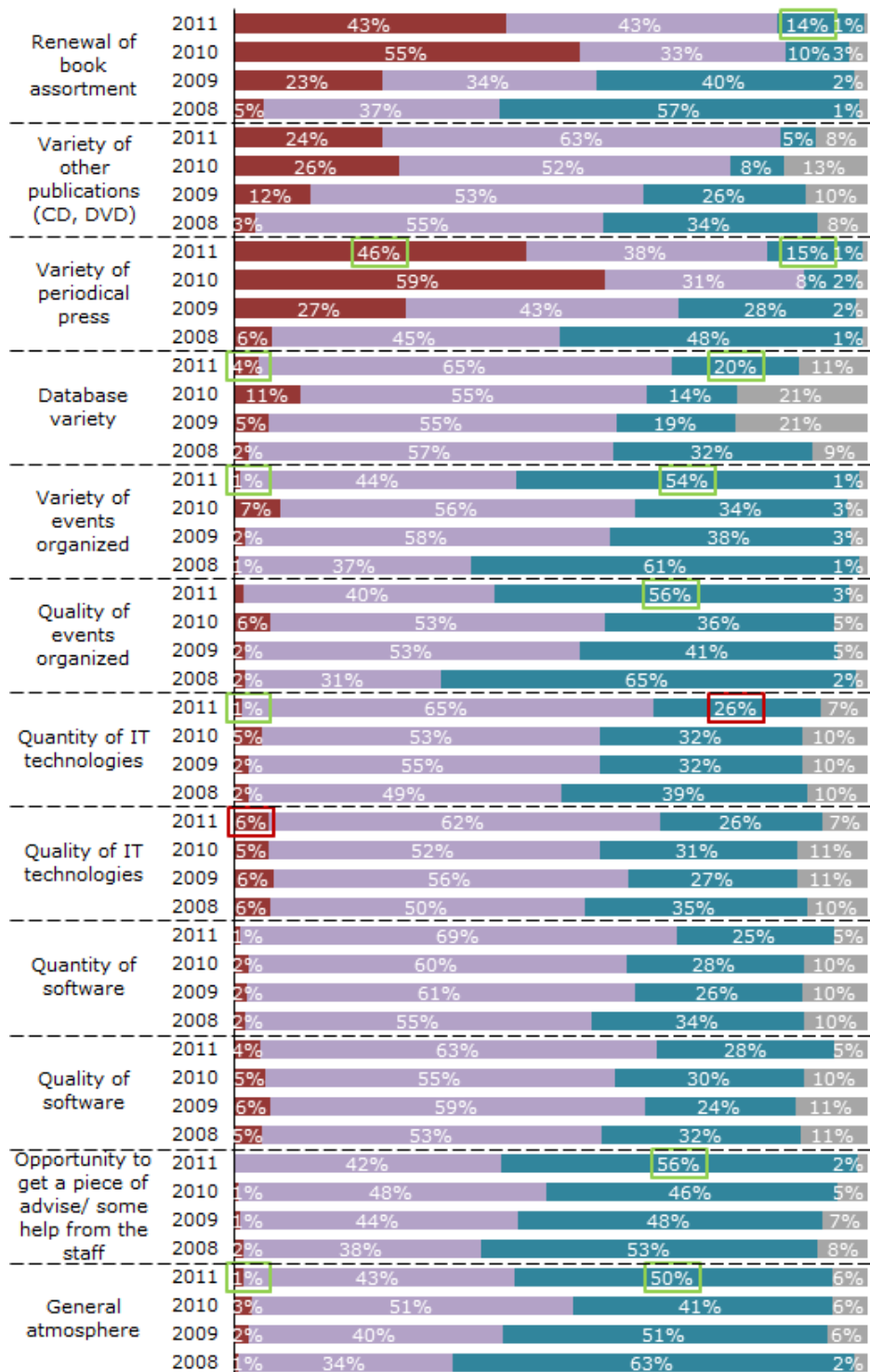


\* 2011 (n=123), 2010 (n=126), 2009 (n=149), 2008 (n=276)

### The change of services provided in libraries: RURAL AREAS

% of all rural libraries' staff

■ 1 - Worsened ■ 2 - Did not change ■ 3 - Improved ■ Difficult to say



\* 2011 (n=497), 2010 (n=483), 2009 (n=462), 2008 (n=333)

## **10.2. The Library Image in the Eyes of the Libraries' Staff**

- Public Internet access and related services are the factor shaping a positive image of libraries -

Libraries' staff perceives the library very positively. In their opinion, it is a popular place to socialize and spend a good time. There is a good atmosphere in libraries and they can be considered as the centre of the community life. Slightly less of libraries' staff could refer to a library as a fashionable and modern place.

Most of the staff agrees that libraries provide a number of various services, however, the opinions of libraries' staff differ more while evaluating novelties and equipment. Three out of four librarians tend to agree to the fact that novelties are being constantly introduced in libraries and that they are equipped with the latest equipment. Every fourth member of libraries' staff tends to have doubts regarding the quantity of novelties and the newness of the equipment. It is interesting that a few years ago it was rural libraries' staff who did not tend to relate libraries with novelties and urban librarians had no doubts regarding the novelties in libraries. In the end of the Project implementation, the distinction between these two opinions regarding the libraries and technological novelties disappeared.

According to the libraries' staff, libraries' services are intended to the visitors of different profiles. Libraries' staff tends not to limit the services provided by libraries to the interests of students and people from the academic circle only. Considering the age groups for which the libraries' services are intended more, libraries' staff tend to think slightly more often that library is a place intended for the youth (70%), although one third of librarians (30%) believe the opposite and indicate that library is intended more for people of older age. The opinion for visitors of what age the libraries' services are intended depends on the age of libraries' staff. The younger the member of libraries' staff, the more often he/ she believes that library is intended for the youth. The older the librarian, the more often he/ she states that it is the older people who the libraries' services are intended for. A similar tendency is noted regarding the place where the libraries' staff is working. Rural libraries' staff tends to believe more often that library is intended for people of older age, meanwhile, urban libraries' staff think that it is more devoted to the youth.

In general, while analyzing the perception of the library by urban and rural libraries' staff, a few differences were noted. Slightly more of urban libraries' staff relate the library with the centre of the community life and there are more librarians among the rural staff believing that library is a fashionable place to spend time, communicate with other people, friends, that library is more intended for youth and that it is fun to spend time there.

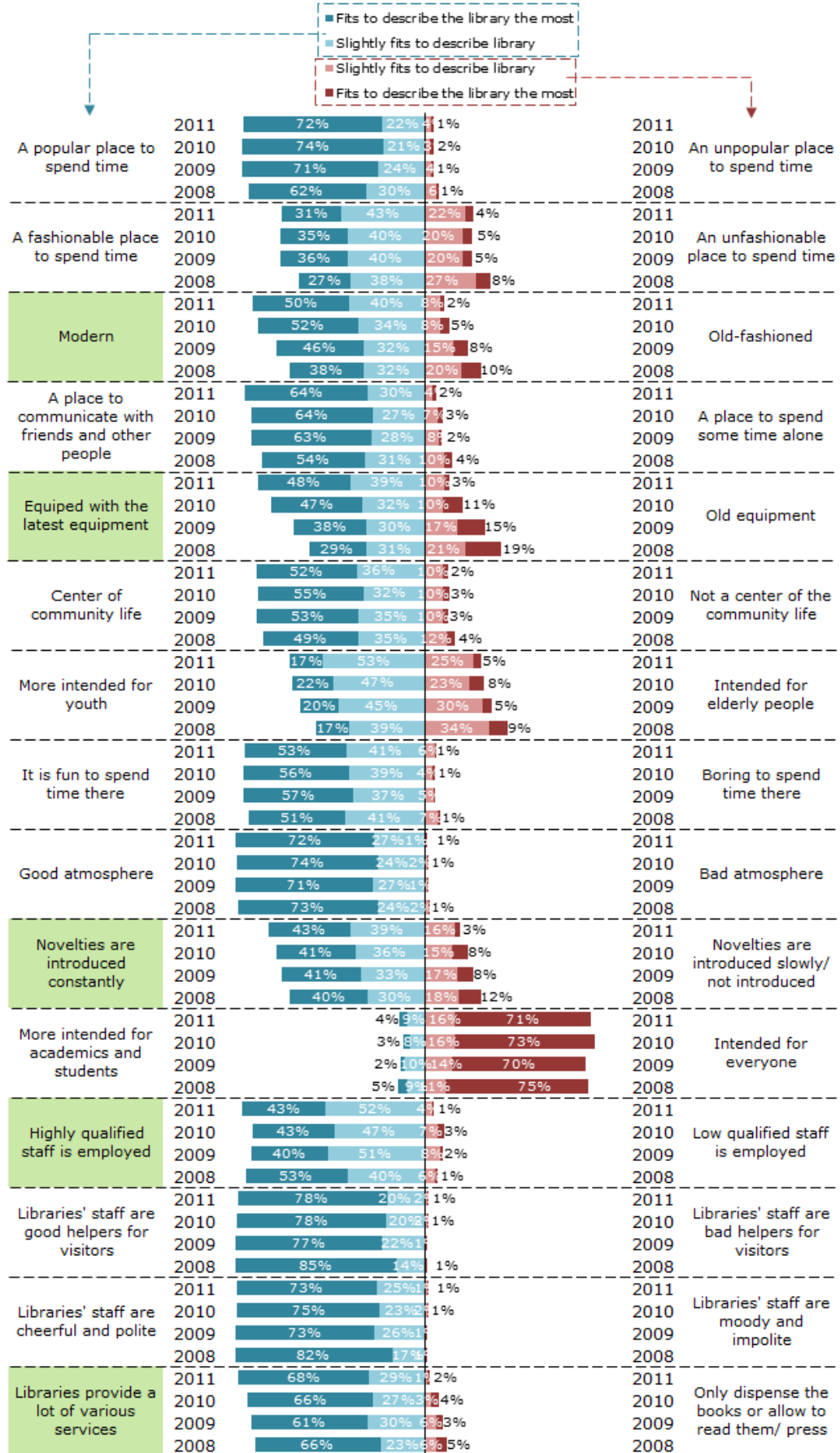
While evaluating their own image, libraries' staff tends to see themselves as cheerful and polite employees who are always ready to help visitors (there are more members of libraries' staff in rural libraries believing that librarians are good help to visitors).

During the last year, the perception of libraries' staff regarding their workplace improved slightly. Positive changes in perception are firstly associated to changes in technologies. Even more libraries' staff sees the library as modern institution provided with the latest equipment and constantly introducing novelties where highly qualified staff is employed. The library itself is not limited to traditional services, it provides a lot of new services. Analogous positive tendencies in library perception are recorded among rural libraries' staff. During the last year, the perception of the library as a community centre strengthened among urban libraries' staff.

During the entire Project implementation period, the share of libraries' staff who agreed that library is a modern place equipped with the latest equipment intended more for youth where various services are provided was growing constantly.

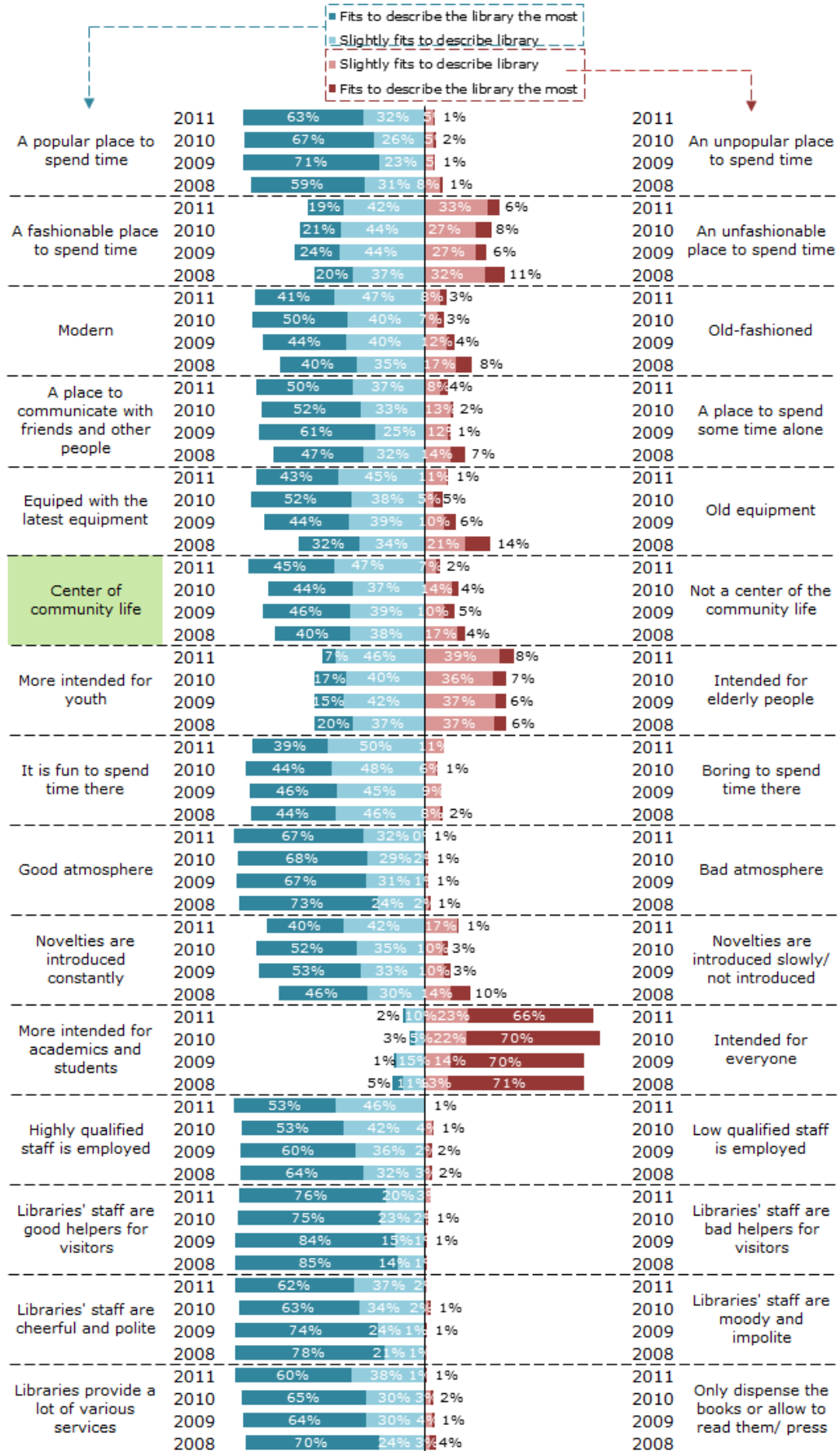
### Imagery qualities of library

% of all libraries' staff who answered



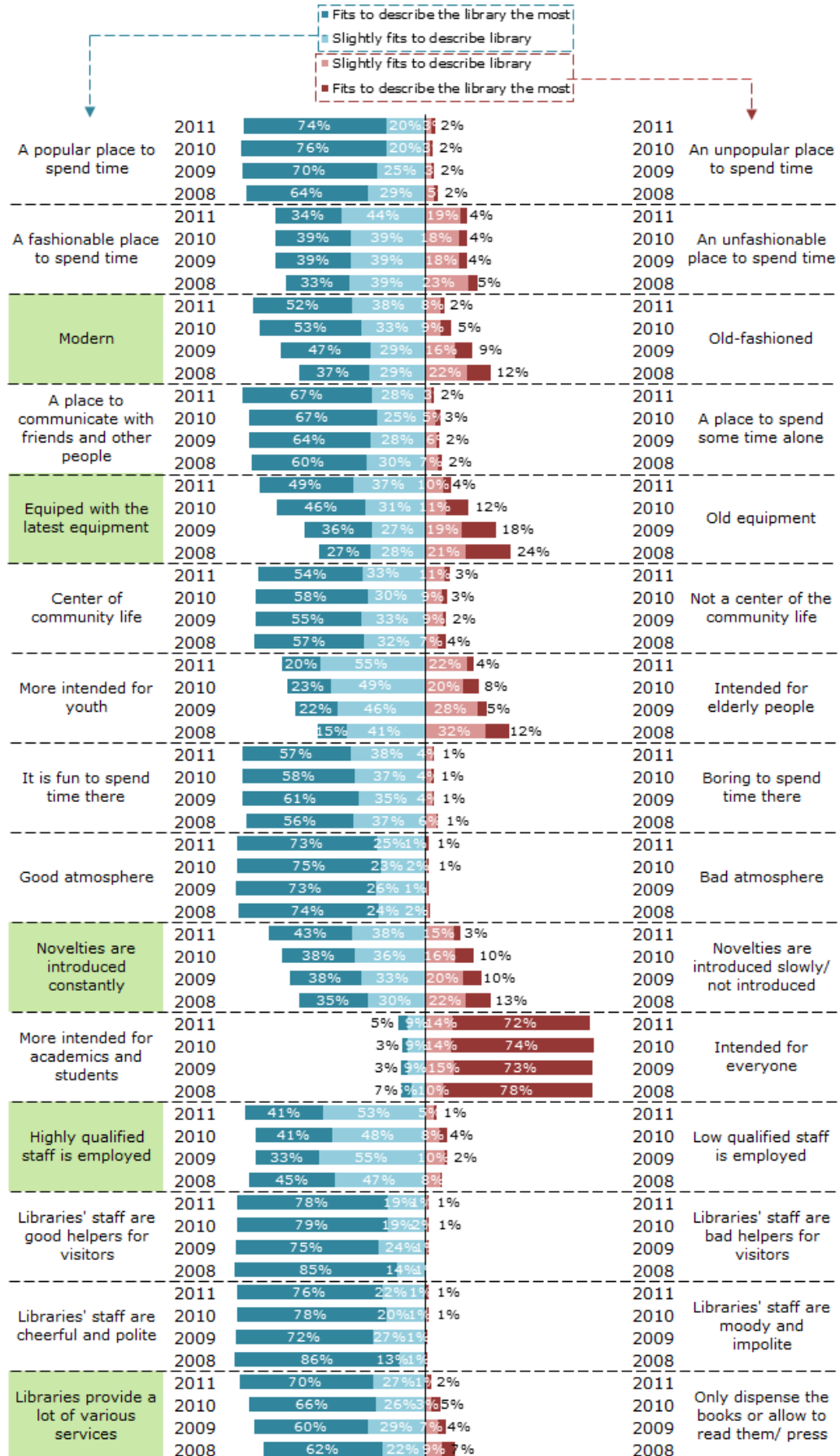
### Imagery qualities of library: URBAN AREAS

% of all urban libraries' staff, who answered



### Imagery qualities of library: RURAL AREAS

% of all rural libraries' staff who answered




## 11. Conclusions and Recommendations

### ***The penetration of public Internet access and the fulfillment of the need for it***

Research data confirms that the plans of the project “Libraries for Innovation” for public Internet access were achieved. All (almost all) libraries, where public Internet access development was planned, already have public Internet access established. During the last years of Project implementation, an intensive expansion of public Internet access workstations was recorded in rural areas.

Despite the fact that public Internet access workstations are established in almost all planned libraries and that the number of public Internet access workstations, in comparison to the previous year, increased, the number of visitors wanting to use public Internet access is not decreasing. The queues by public Internet access workstations generally remain the same in both urban and rural areas and during both working days and weekends. The only assumption which could explain the fact that the visitor queues are not diminishing is that the visitors objectively perceive the benefit of using public Internet access, thus, the demand for using this service is not decreasing. It seems that the following influenced a lot as well – during the last year in libraries, there were a lot of various promotions and trainings organized to encourage the usage of public Internet access; and the increased user abilities and competencies encouraged them even more to experience the advantages provided by public Internet access. We can not omit the possibility that public Internet access users are sharing this positive experience with their relatives and acquaintances and, thus, are expanding the circle of those who are willing to use public Internet access.


 the demand for public Internet access is greater than current opportunities (even after the establishment of public Internet access is finished)

### ***Technical and methodical help while providing the services of public Internet access***

It is slowly being shifted to centralized technical service of public Internet access in all libraries. Most of the urban public Internet access workstations were maintained by IT specialists from the central library already during the previous year. During the last year, the load of technical supervision was decreased for rural libraries’ staff as well. Current technical maintenance ensured by the IT specialists from the central library satisfies most of the libraries’ staff.

During the last year, Internet speed generally was not improved. Every fourth library would like to have speedier Internet which would better satisfy the needs of the library and their visitors.

Libraries’ staff does not feel the lack of methodical information regarding how to provide the service of public Internet access. The most often, when there is a need, they get consulted by colleagues from the central library or refer to the material intended for user training and consulting.

 most of the libraries’ staff is happy with the centralized public Internet access maintenance and does not feel the lack of methodical help while providing this service

## ***The benefit of public Internet access***

If we divided all the benefits provided by the public Internet access into two groups – social and economical – we would notice a tendency that the public Internet access users more often use the Internet resources providing social rather than economical benefit. On the other hand, the usage of Internet opportunities can be shaped by informing about new Internet novelties that are unheard of, by actualizing their benefit to users and by training the users to use them independently. In terms of shaping the direction of the benefit, we are delighted that libraries' staff is shaping the direction of this benefit very pragmatically and correctly. The usage of social benefits is encouraged less. Meanwhile, the encouragement to use economical benefits is more intense. In general, we can state that the priorities of encouragement to use public Internet access in libraries match the strategic priorities of the state, for example, it is aimed to attract as more citizens as possible to use the services of e-government.



the priorities of encouragement to use the resources of public Internet access are well balanced and strategically correct. Users are especially encouraged to use the economical benefits of public Internet access

## ***The knowledge and skills of libraries' staff***

If we looked at how the libraries' staff evaluate all their skills in general, we will see that the most positively evaluated skills are the ones that require less special knowledge and can be compensated from the general knowledge or the skills that seem to be easy to apply (especially when not having relevant experience). The more negatively evaluated skills are, vice versa, the ones that can not be applied using only one's general knowledge.

Thus, almost all members of libraries' staff are claiming to have sufficient general computer and Internet usage skills. Almost all libraries' staff also believes that they have sufficient skills to consult visitors regarding public Internet access. The vast majority of libraries' staff evaluates their skills of publicizing the services of libraries to the public well. However, only two out of three librarians think that they have sufficient skills of communicating with the media or politicians. The skills that are evaluated the most negatively include the ability to use Internet novelties and serve people having specific needs.

The "chain" of the skills of the libraries' staff is presented below (% of libraries' staff who believes that their skills are more or less sufficient are presented in the brackets):

USING THE COMPUTER (96%) → THE SKILLS OF HELPING OTHERS WISHING TO USE PUBLIC INTERNET ACCESS (96%) → USING INTERNET RESOURCES (95%) → PUBLICATION TO THE SOCIETY (87%) → COMMUNICATION WITH THE MEDIA AND POLITICIANS (66%) → ABILITY TO USE INTERNET NOVELTIES (44%) → SERVING USERS HAVING SPECIAL NEEDS (24%)

During the last years of Project implementation, progress in improvement of the skills of most of the libraries' staff was recorded. The evaluation of the sufficiency of the following skills increased significantly: computer and Internet usage, providing help to those who are willing to use public Internet access, the usage of Internet novelties and the ability to consult others regarding them. However, we would also like to draw your attention to the fact that the evaluation of the publication skills of the libraries' staff (representing libraries' services to the public, communicating to the media and politicians) did not improve and the evaluation of libraries' advocacy skills worsened (more members of the libraries' staff started having doubts regarding their abilities to approach governmental institutions or business entities for support, to establish and sustain relationships with them and influence people in order to gain benefit for the library). During the last year, the skills of the libraries' staff to serve visitors having special needs not improved.

Another general tendency in evaluating the skills of the libraries' staff was recorded. Almost all skills researched are evaluated better by urban libraries' staff, rather than rural librarians. Only when evaluating libraries' advocacy skills, urban libraries' staff does not have superiority against rural librarians.

A few remarks regarding each of the skills are presented below:

*Using the computer.* Computer has become an integral part of a librarian's daily life and a tool for work. It is being used by all members of libraries' staff whose libraries are providing the service of public Internet access. Basic computer usage skills are well mastered. However, the main problem related to computer usage is insufficient skills of using the programs (Word, Excel and PowerPoint) and inability to solve the main technical issues. The sufficiency of these skills is evaluated worse. Nevertheless, these skills influence the general evaluation of the computer usage skills of a librarian.

*Using Internet resources.* Almost all libraries' staff evaluates Internet resource usage skills as sufficient. However, they have actually mastered well Internet usage for general purposes and the usage of search engines (as these are the most often performed activities, the general Internet usage skills are evaluated positively). The skills of using all other Internet resources – participation in forums, telephone conversations, file exchange programs and Internet website creation – are not mastered very well.

Libraries' staff has a lot of knowledge regarding Internet resources, but not all of the libraries' staff could consult visitors regarding all the resources. The most of the libraries' staff have well established skills to consult visitors regarding the communication by electronic means, job search, search for leisure or health related information. However, only every second member of libraries' staff believes he/ she can consult others on using Internet resources for economical activity, looking for education information or using the services of e-government.

*The skills of using Internet novelties.* During the last few years, libraries' staff increased their knowledge significantly regarding various Internet novelties. However, only a few librarians could teach libraries' visitors how to use these novelties. The most well mastered novelties include Wikipedia, Youtube and blogs. These are the programs that libraries' staff are aware of and are able to consult others the best. Only approximately 12-20% of libraries' staff would be able to consult others how to use all the other Internet novelties (WEB 2.0, Library 2.0, RSS, Flickr, Del.icio.us and other).



libraries' staff, who are evaluating general computer and Internet usage skills well, should pay more attention to the development of skills requiring specific knowledge. Especially big attention should be paid to the development of advocacy skills (if there is relevant motivation) and (according to the need) the skills of serving users having specific needs. While developing the skills mentioned, more attention should be paid to the employees of rural libraries

### **Attracting Public Internet Access users**

In order to attract more public Internet access users, promotions and IT trainings to encourage the usage of public Internet access were organized in almost all libraries. The number of IT trainings increased significantly during the last year, especially in rural libraries.

Library visitors are encouraged to use public Internet accesses orally, communicating in a proximate manner the most often. However, posters advertising the service and advertisements informing about the promotions or trainings organized are posted in most of the libraries.

Most of the libraries' staff contributes to the encouragement to use public Internet access personally as well. The most often it is done by contributing to the organization of public Internet access usage or conducting trainings (or some part of them). Such personal input of libraries' staff in encouragement to use public Internet access intensified even more. We would like to draw your attention to the fact that there is more libraries' staff preparing training program or training materials among urban libraries' staff.



initiatives encouraging to use public Internet access intensified substantially during the last year in the level of both libraries and of libraries' staff personally

## ***Serving special groups***

One of the problems while collecting information from the libraries' staff regarding these groups was the problem of identification of group representatives. It is the most difficult for the librarians to identify children whose parents left to work abroad. Visitor identification problem is also more relevant in urban libraries where the relation between the member of staff and the visitor is not as proximate as it is in rural libraries.

Public libraries' staff has to serve the most affluent visitor groups at social disjuncture who are rural residents, the retired, the unemployed and children from families at social risk. The service of the disabled is less common due to the identification problems or health restrictions. Children whose parents left to work abroad are served less often, as this group is not so big, moreover, difficult to identify. Libraries' staff noted that the everyday flows of the representatives of the groups at social risk diminished during the last year.

The most often these resident groups are using the traditional services of libraries (dispense of books and reading periodical press). Periodical press is especially often read by users visiting the library the most often – rural residents, the retired and the unemployed. The third most popular service of libraries is public Internet access which is used the most often by the same groups of people visiting the libraries the most often. Almost all adults attributed to groups at social disjuncture participated in computer literacy courses more often and children played computer games in libraries more often during the last year. The choice of libraries' services in urban and rural libraries generally does not differ.

During the research year, the most of attraction means were devoted to the most affluent resident group or rural residents. The least events were organized to the disabled and children whose parents left to work abroad.



current target groups at social disjuncture (except for the disabled) are too big, therefore, it is rather difficult to determine the peculiarities of the frequency of their visits or services used (almost all current visitors of libraries could be attributed to these groups). On the other hand, the groups of the disabled and children are quite well defined. Nevertheless, libraries' staff has little information regarding them, thus, they are not being given particular attention.

## ***The evaluation of services provided in libraries***

During the last year, in the opinion of libraries staff, the quantity and the organization of events, the ability to get a piece of advice or some help from the staff and the general atmosphere in the libraries improved. However, the choice and renewal of libraries' funds (books, publications and periodical press) is still evaluated poorly. Every fourth member of libraries' staff believes that the quantity and quality of IT and software improved.

During the last year, urban libraries' staff considered the quantity and quality of IT and software improved much less often than in 2010. It may be due to the fact that the works related to the establishment of new public Internet access workstations or their renewal was not present during the last year (or these works were not intense). In rural libraries, no big changes in the evaluation of the quantity and variety of IT and software were noticed.



the changes in the organization of events, libraries' staff and general atmosphere were evaluated positively, however, the material base and the provision of books, press releases and etc. are still evaluated poorly

### ***The image of the library***

Public Internet access and the new opportunities for libraries emerging from it is undoubtedly a factor forming a very positive library image in the eyes of its employees. During the last year, even more of the libraries' staff sees the library as a modern institution provided with the latest equipment where the novelties are constantly being introduced and where highly qualified staff is employed. In general, libraries' staff perceives the library very positively in terms of all imagery qualities researched.



public Internet access and its related services is the factor having positive influence on image of libraries