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MARTYNAS
MAZVYDAS
NATIONAL
LIBRARY OF
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PROJECT "LIBRARIES FOR INNOVATION"

LIBRARIE'S DIRECTORS OPINION SURVEY

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(Instrument 2)

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Libraries' Directors 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, factual information regarding current number of public Internet access workstations and branches providing public Internet access and the forecasted change of them and also regarding plans of computer renewal in libraries' branches was collected. Directors were asked what the creation of public Internet access workstations depends on and what determines, if public Internet access is provided or not provided in a library or its branch. The same as libraries' staff, directors were asked to indicate what is the benefit public Internet access provides to local community, in their opinion; what services are used the most often by libraries' visitors; which services are planned to be strengthened and which services, in their opinion, will be the most widely used by visitors in the future. Directors were also asked to evaluate the skills of libraries' staff working in libraries they are managing regarding the usage of information technologies and Internet resources and the sufficiency of technical maintenance and methodical help while providing public Internet access services. In the end of the survey, directors were asked to evaluate the imagery qualities related to libraries.

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 PIA¹

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

¹ PIA – public Internet access

- 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
 - 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**

1. 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.

1.1. The Survey Method

The library's directors survey was conducted online. In other words, an e-mail with the link to the survey was sent to the directors by e-mail. Directors, who participated in the survey, fulfilled the survey independently, without the help of an interviewer. Some respondents were interviewed by telephone.

1.2. Target Group

The target group of the survey is the directors of the libraries. The list of libraries' directors including the contact information was provided to the Contractor by the Client.

1.3. Sample Size and Sampling

According to the Client requirements for the survey, it was intended to survey 65 libraries' directors in total.

During the research, the method of entire sampling was applied.

1.4. The Research Instrument

While conducting the survey, the standardized questionnaire provided by the Client was used (Instrument 2).

1.5. Technical Report of the Survey Conduction

The survey was started on 20th September, 2011. It was planned to finish on 4th October, 2011. It was finished on 5th October, 2011. During the research, 65 libraries' directors were surveyed. 54 directors were surveyed online (CAWI) and 11 directors were interviewed by telephone (CATI).

1.6. Data Analysis

While analyzing the respondents' answers to the questions, two types of answer distribution are presented: general and calculated according particular characteristics of respondents.

During the research, the general population was surveyed, therefore, all differences in libraries' directors' answers are statistically significant (the bias equal to 0). Bearing in mind the latter, the comparison of groups and the evaluation of changes become more problematic, because it is rather difficult to identify the answers of how many directors determine the significant differences.

The statistically significant differences among other groups analyzed (the libraries' staff and the libraries' directors or the libraries' directors having different characteristics) were calculated using the statistical data processing program SPSS. The variables were cross tabulated. Then, by using the χ^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. Summary of the Research Results

The Analysis of the Current Situation and Future Perspectives

Public Internet access development plans

In half of the urban libraries, the development of public Internet access is still present. 52% of libraries' directors stated that in the central library or its branches it is being planned to increase the number of public Internet access workstations during the next two years. Internet access development is not planned in the rest of urban libraries (48%).

In rural libraries, the plans for public Internet access reflect the situation present in urban branches. Here, also 52% of libraries' directors are planning to increase the number of public Internet access workstations during the next two years. Meanwhile, the other half of them are planning not to change the current number of workstations.

When comparing 2010 vs. 2011, in parallel to the previous year, new public Internet access workstations were planned to be created in urban libraries by 80% of their directors. Last year, the number of directors not planning the development of public Internet access workstations in rural areas tripled (13% in 2010 and 46% in 2011).

2008-2011: the analysis of the change during the four years of Project implementation shows that the largest development of public Internet access was planned in 2008 – in the beginning of the Project implementation. During the further years of Project implementation, more and more libraries' directors indicated that they would be creating additional public Internet access workstations, but they were not sure of the particular number.

IN GENERAL:

- The establishment of public Internet access was finished in 38% of the libraries (they are not planning to establish new access workstations neither in urban, nor in rural libraries).
- Intense development of the number of public Internet access workstations in both urban and rural areas is planned in 32% of the libraries.
- Intense development of public Internet access workstations in urban areas only is planned by 20% of the urban libraries' directors and by 9% of rural libraries' directors.

Factors determining the development of public Internet access

The creation of additional (new) public Internet workstations in libraries is mostly determined by finance and the restrictions of currently held premises.

URBAN LIBRARIES²: 74% of libraries' directors referred to financial resources as to one of the most important factors determining the creation of public Internet access workstations in urban areas, 60% of libraries' directors referred to the costs of time and money and 68% of libraries' directors referred to the limitations of space.

RURAL LIBRARIES: the creation of public Internet access workstations in rural areas is slightly less limited (in comparison to urban areas) by small areas (60%), financial resources available (54%) and the costs of time and financial resources required to maintain public Internet access workstations (57%).

URBAN vs. RURAL: in urban libraries, in the opinion of managers, a slightly more important factor restricting the creation of new public Internet access workstations is the intention to create wireless Internet access (18% in urban areas and 5% in rural areas) (further on in the report denoted as "U" and "R").

2010 vs. 2011: considering how the evaluation of factors influencing the creation of workstations in the libraries changed, it was noted that the importance of human resources decreased in urban branches during the last year (5% in 2010 and 14% in 2011) as well as the importance of financial resources while planning the expansion of public Internet access workstations in rural libraries (71% in 2010 and 54% in 2011).

² The information about the differences in results about urban and rural libraries is provided in the cases when the distribution of answers was noticed. If the information about the distribution of results in urban/ rural areas is not provided, thus, there are no differences in answers.

During entire Project implementation period, the main factors influencing the creation of additional/ new public Internet access workstations mainly remained the same: limitations of space, financial resources and the time and financial expenses of its maintenance. However, it was noted that insufficient Internet speed is considered as an obstacle for creating additional PIA workstations in urban libraries less and less often and in rural libraries the same applies to the limitations of space. Directors of urban libraries, in turn, stated more and more often that the establishment of new public Internet access workstations was stopped due to the expenses of the maintenance of the newly established workstations.

Plans to change computers of public Internet access workstations

More than half of the libraries' directors indicated that they were not intending to renew the computers in the public Internet access workstations (U: 62%; R: 71%).

Computers were slightly more often planned to be renewed in the libraries where public Internet access workstations were still planned to be created. Computers will be renewed in 47% of urban and in 33% of rural libraries, in which public Internet access development is planned. Computers will be renewed in 30% of urban and in 25% of rural libraries, in which public Internet access expansion is not planned anymore.

2008-2011: from the beginning of Project implementation, the renewal of computers was being implemented gradually. If a great share of directors were planning to change computers in workstations in 2008, then the number of such directors decreased to a minimum in 2011.

The decision of directors to renew the computers is mostly determined by financial resources and expenses. It is more important in urban (71%), rather than rural libraries (54%).

2010 vs. 2011: in comparison to 2010, the influence of financial expenses and the time required for maintaining public Internet access workstations decreased while making a decision to renew computers (U: by 12 p.p., R: by 13 p.p.). In urban branches, the influence of financial resources, however, slightly increased (by 9 p.p.).

2008-2011: during the Project implementation period, a small, however, constant decrease of the importance of the costs required to maintain public Internet access workstations was noticed, as it was decided to renew the computers in public Internet access workstations.

The changes in the number of branches providing public Internet access

The number of 83% central libraries and urban branches providing public Internet access did not change. Meanwhile, 42% of libraries' directors having rural branches reported an increase in this number – the service of public Internet access was started to be offered by 78 branches.

2010 vs. 2011: in comparison to the previous year, a decreasing growth in the number of branches that started providing public Internet access was recorded.

2008-2011: when considering the change in the number of branches providing public Internet access in the long-term perspective (4 years), the most dramatic increase in branches in both urban and rural areas was recorded in 2008-2009.

Reasons why the services of public Internet access are not provided

In the opinion of directors, Internet access is not provided in libraries probably due to the same two reasons: insufficient financial resources and limited space in libraries (limitations of space were indicated by 20% of directors, 11% of directors indicated the lack of financial resources and another 11% of directors indicated the lack of resources to pay for Internet connection).

2010 vs. 2011: during the researched year, the number of libraries' directors who believed that public Internet access workstation are not created in libraries due to the lack of space and required equipment in libraries (31% in 2010 and 20% in 2011) or due to libraries' inability to buy the required equipment (22% in 2010 and 11% in 2011) decreased.

2008-2011: when the number of branches providing the service of public Internet access was growing, the relevance of all factors influencing that the service of public Internet access is not provided was decreasing.

The change of library's and public Internet access budgets during 2010

During 2010, the funding of libraries and public Internet access diminished. More than half of the directors (58%) indicated a decrease in the general budget, meanwhile, 26% of directors reported a cut budget intended for public Internet access.

22% of directors claimed that the budget in their libraries remains the same. Budget intended for public Internet access did not change in half or the libraries (51%) administered by libraries' directors. A similar share of libraries' directors recorded an increase of both general budget and the one intended for public Internet access (20% and 23%, respectively).

The Usage and Relevance of Libraries' Services

The most popular services provided by the libraries

In the opinion of directors, the most popular services provided by libraries include Internet, the dispense of books and reading periodical press.

In urban libraries, two most popular services were distinguished: Internet (92%) and the dispense of books (88%). In the opinion of directors, in rural libraries, the most popular service is Internet (92%).

Directors regarded computer literacy courses (U: 28%; R: 29%) as one of the most popular services in both urban and rural libraries. In rural libraries, in the opinion of directors, computer games are played substantially more often than in urban branches (U: 9%; R: 25%).

The dispense of other publications, watching video recordings and listening to audio recordings are not popular neither in urban, nor in rural libraries.

2010 vs. 2011: during the research year, in the opinion of directors, interest in computer literacy courses increased (U: change of 11 p.p., R: change of 5 p.p.), however, there was a significant decrease in the interest in the service of reading periodical press (U: change of 16 p.p., R: change of 12 p.p.).

2008-2011: in urban libraries, in the opinion of directors, the interest in access to information databases online decreased the most (change of 26 p.p.), meanwhile, the popularity of computer literacy courses was growing constantly (change of 22 p.p.). The popularity of other services, during the Project implementation period, in the opinion of directors, mainly did not change. In rural branches, from the directors' point of view, the relevance of computer literacy courses increased as well (change of 9 p.p.), but visitors were using the service of reading periodical press less and less (change of 17 p.p.).

The most popular services in the future

The most popular service in future libraries, in the opinion of directors, will be free of charge Internet (U: 80%; R: 90%). Two main traditional services of libraries will remain among the most popular: the dispense of books (U: 78%; R: 83%) and reading periodical press (U: 45%; R: 65%).

Services which are planned to be enhanced

Service which will receive the most investments in all libraries is computer literacy courses (58% in each urban and rural areas). In rural libraries, it is still being planned to invest in the service of book dispense (U: 57%; R: 65%) and creating new public Internet access workstations (U: 40%; R: 56%). In urban libraries, where public Internet access was established earlier, it is planned to strengthen the service of information search in online databases (U: 55%; R: 21%). Directors of rural libraries are also planning a more intense enhancement of the service of reading periodical press (U: 23%; R: 48%). Meanwhile, directors of urban branches are planning to pay more attention to the dispense of other publications (U: 28%; R: 17%).

2010 vs. 2011: while comparing the plans of directors, which are related to the enhancement of services during the last and previous year, it was noted that more and more attention in urban libraries is expected to be paid to the service of the book dispense (46% in 2010 and 57% in 2011) and free of charge Internet (28% in 2010 and 40% in 2011). At the same time, the plans of directors to enhance the dispense of other publications (40% in 2010 and 28% in 2011) and computer literacy courses (72% in 2010 and 58% in 2011) decreased.

In rural libraries, it is also being planned to strengthen the service of book dispense (45% in 2010 and 65% in 2011).

2008-2011: during the entire period of Project implementation, in urban branches, the intentions of directors to enhance the service of book dispense increased (change of 19 p.p.), however, the attention was constantly diminishing for the enhancement of the service of the access of the online information databases. The most of libraries' directors intended strengthening computer literacy courses in urban libraries in 2009-2010. The intentions to enhance the service of the free of charge Internet in urban libraries were diminishing from the beginning of the Project implementation. In rural areas, libraries' directors were intending to strengthen the service of reading periodical press less and less (change of 26 p.p.). However, the number of directors planning to encourage the services of online databases or the

dispense of other publications is decreasing. The most of the directors were intending to enhance the service of the free of charge Internet in rural libraries during 2008-2009.

The Usage and Encouragement to Use the Internet Resources and the Benefit Provided to the Local Community

Services used by the public Internet access visitors

The most often, in the opinion of libraries' directors, public Internet access is used by its visitors for communication (94%). Visitors also use the Internet quite often to find cultural, community and leisure information (68%). All other areas of information are used much less often by users. Every other manager believes that visitors are using Internet resources for economical activity (48%) and less than one fifth of directors believe that public Internet access visitors are using education information (17%), online work search (15%), services of e-government (14%), Internet novelties (12%) or are looking for health related information (11%).

IN GENERAL: public Internet access visitors, in the opinion of directors, are using the social opportunities of Internet resources slightly more often, rather than economical ones (the usage ratio is 34%:26% (social: economical)).

Services which the public Internet access visitors are encouraged to use

Public Internet access visitors, in the opinion of directors, the most often are encouraged to use Internet resources in libraries for communication (69%), economical activity (66%) and the services of e-government (65%). Directors state that visitors are encouraged to use education (46%), cultural or leisure information (43%), health information (26%) or to use Internet resources for job search (34%) much less often. In the opinion of directors, in libraries it is almost not encouraged to use Internet novelties (14%) and to create Internet content (8%).

IN GENERAL: visitors of public Internet access, in the opinion of directors, are more encouraged to use economical sources of information online (the ratio of encouragement – 34%:56% (social: economical)). This tendency has not changed since 2008.

2010 vs. 2011: while comparing the intensity of encouragement to use various Internet resources during the last and previous year, directors noted that slightly more libraries' staff encouraged visitors to use the services of e-government, look for education, cultural and leisure information online and to take an interest in online novelties. Slightly less often, in the opinion of directors, visitors were encouraged to use Internet resources for economical activity and job search during the last year.

2008-2011: while analyzing which services, in the opinion of directors, visitors were encouraged to use in libraries during the Project implementation period, it was noted that, according to directors, during the first year of the Project implementation, it was encouraged very actively to use absolutely all Internet opportunities. In 2009, the intensity of the encouragement diminished immensely and it was more or less adapted to the relevant needs/ strategic purposes during 2010 and 2011.

The benefit of public Internet access to the local community

The most useful to the local community are the Internet resources include the opportunities of communication and enriched leisure time and the help while learning and studying.

In urban communities, the more relevant Internet usage opportunity in the community is related to studies (U: 58%; R: 31%). For rural community, Internet is more important due to expanded opportunities of communication (U: 77%; R: 85%) and ways to spend leisure time (U: 72%; R: 83%).

Also, in urban areas, public Internet access often helps to perform necessary activities (U: 49%; R: 37%).

In the opinion of directors, other Internet opportunities are less useful to the communities.

IN GENERAL: directors tend to evaluate the benefits provided by Internet to urban and rural communities similarly. The most useful opportunities provided to the society are social (the ratios of benefits: urban: 43%:15%, rural: 44%:16% (social : economical)).

2010 vs. 2011: while comparing the influence of public Internet access during the last and previous year, directors noted that, from one point of view, the benefit for the quality of spending leisure time increased (urban: by 10 p.p., rural: by 19 p.p.) and for performing relevant activities (urban: by 14 p.p., rural: by 8 p.p.). However, at the same time, especially in rural areas, Internet importance while performing

activities related to learning and studies (47% in 2010 and 31% in 2011) and while looking for work (18% in 2010 and 8% in 2011) diminished.

2008-2011: when analyzing the change in opinion of directors regarding the benefit provided by public Internet access during the entire Project implementation period, it was noted that although no major changes in evaluating the benefits were recorded, slightly more of directors started believing that Internet helped to perform the necessary activities and enriched leisure time. However, less and less of directors believed that the opportunity to use the Internet in libraries helped to perform tasks related to learning and studies.

Means to encourage public Internet access

Public Internet access encouragement, in the opinion of directors, the most often is present during the trainings (86%), while communicating in person (83%) and when using advertisements (74%). Approximately half of the directors indicated that they advertised public Internet access through posters (54%) and leaflets (52%).

Advertising means of public Internet access requiring higher involvement of the libraries' staff (special seminars and contests) are being used rarely (14%).

2010 vs. 2011: in comparison to the previous year, the popularity of all means intended for advertising public Internet access and encouraging its usage did not change dramatically, except for encouragement by personal means (69% in 2010 and 83% in 2011).

2008-2011: during the first year of Project implementation, leaflets, advertisements, posters open days and special seminars were used much more often to attract people to use public Internet access than during the last years of project implementation. During the latter years of Project implementation, the role of trainings as the means encouraging usage increased dramatically.

The Abilities and Skills of the Libraries' Staff to Provide the Services of Public Internet Access

Libraries' directors evaluated most of the skills that libraries serving public Internet access should have as sufficient. This includes both using the computer and the Internet and publicizing these services and their opportunities to the public.

However, two areas of the capabilities of the libraries staff distinguish whose management, in the opinion of directors, is rather insufficient. It includes the knowledge how to serve users having special needs and the management of Internet novelties.

URBAN vs. RURAL: another tendency of evaluation of skills was noted as well. Directors tend to evaluate the skills of urban libraries' staff slightly better than their colleagues in rural areas (total evaluations of fully sufficient and sufficient evaluations are presented below):

- Internet resources (U: 94%; R: 83%)
- Communication with the media and government representatives (U: 83%; R: 62%)
- Publicizing the services provided to the public (U: 80%; R: 59%)
- The skills of serving users having special needs (U: 46%; R: 25%)
- Internet novelties (U: 46%; R: 29%)

Libraries' directors vs. libraries' staff: the evaluation of the skills of libraries' staff by libraries' directors and libraries' staff match in general, however, it was noted that directors evaluated the skills of urban libraries' staff to communicate with the media and government slightly better than the staff themselves. Meanwhile, the staff from rural libraries evaluated nearly all skills of theirs while providing public Internet access better than directors.

2010 vs. 2011: during the last year, in the opinion of directors, almost all abilities and skills of libraries' staff strengthened even more.

While comparing the changes of the skills of rural libraries' staff, the analysis of the directors' opinion indicates that the skills of libraries' staff that were supposed to strengthen the most included the computer usage skills (80% in 2010 and 100%³ in 2011) and the skills of Internet novelties (15% in 2010

³The totals of evaluations of "fully sufficient" and "sufficient" are presented

and 29% in 2011), the skills of serving users having special needs (13% in 2010 and 25% in 2011) and the skills of publicizing the services provided by libraries to the public (49% in 2010 and 62% in 2011).

2008-2011: the abilities and skills of libraries' staff to provide the service of public Internet access, in the opinion of directors, were improving gradually during the entire Project implementation period. Slightly better changes in skills were noticed when considering the evaluation of skills of rural libraries' staff.

The Skills of Libraries' Directors to Advocate Libraries

The greatest share of libraries' staff claimed that they communicated independently with the media (91%), politicians (88%), approached government institutions for support (88%), spoke in public (83%) or wrote an article regarding the activities of libraries to local press (74%) at least once. Such activities as preparing the material for an Internet website (58%) or approaching business entities for support (49%) were indicated less often. However, only one third of directors had ever written an article regarding the activities of libraries to the national press.

2010 vs. 2011: while comparing the situation of 2011 with the situation of 2010, there are less directors who had written an article regarding the activities of libraries to local (82% in 2010 and 74% in 2011) or national press (45% in 2010 and 34% in 2011) and had arranged material for an Internet website (71% in 2010 and 58% in 2011).

The evaluation of public relations skills. Directors evaluated all the skills required for successful advocacy of a library in the same way. The worstly evaluated skill was the skill of approaching government institutions, business entities or other institutions for support (18% of directors indicated this skill as insufficient).

The Evaluation of the Sufficiency of Methodical Help and Technical Maintenance

Most of the directors believed that methodical help is sufficient in both urban and rural libraries (U: 90%; R: 91%). Directors tend to evaluate the sufficiency of methodical help in all libraries as sufficient (U: 78%; R: 79%), rather than fully sufficient.

2010 vs. 2011: during the last year, the sufficiency of methodical help in urban branches did not change. Meanwhile, in rural branches it was increasing every year from 2008, and, in comparison to 2010, increased by 11 p.p.

2008-2011: the evaluation of the sufficiency of methodical help in urban branches has not changed since 2009. The evaluation of the sufficiency of methodical help for the staff of rural branches changed slightly each year, nevertheless, it is constantly improving.

Technical maintenance while serving public Internet access computers, in the opinion of directors, is sufficient in almost all urban and rural libraries (U: 99%; R: 94%). Actually, in both urban and rural libraries, directors tend to evaluate the technical maintenance of computers as satisfactory (U: 82%; R: 79%), rather than fully satisfactory.

2010 vs. 2011: during the last year, the evaluation of the quality of the provision of technical maintenance did not change in urban branches and, in the opinion of directors, slightly increased in rural branches.

2008-2011: the evaluation of the quality of the technical maintenance by directors in urban branches did not change since 2008 and, in rural branches, in the opinion of directors, the quality of technical maintenance has slightly increased since the first years of the Project implementation.

The Evaluation of Change in Services Provided and the Material Base

Directors relate the biggest positive changes of the year 2010 to improved help of libraries' staff (91%) and the variety of events organized (82%).

The quality of IT (66%), the quantity of software (52%), the quality of software (52%) and events organized (65%), improved general atmosphere in libraries (63%) which all increased in 2010 were evaluated positively as well.

The renewal of the assortment of books and periodical press in 2010 were evaluated the most poorly (54% of directors noted a decrease in the assortment of books and 38% of directors recorded a fall in the assortment of periodical press). The support for database and other periodicals in 2010 is evaluated as unchanged more often (80% and 57%, respectively).

2010 vs. 2011: during the last year, significantly fewer directors evaluated all technical aspects – the quantity and quality of IT and software – related to the provision of public Internet access as improved. However, during the last year, many more directors evaluated the variety of events organized as significantly improved than during the previous year.

2008-2011: while analyzing the evaluation of changes in services and the material base during the entire Project implementation period, it was noticed that gradual improvement in general, in the opinion of directors, was recorded only in the variety of events organized. However, in terms of the IT affluence, the quality of software, the renewal of books, periodical press, online databases and other publications, the situation was less and less often evaluated as “improving”.

Libraries’ Partnerships with Other Organizations

89% of libraries’ directors have partnerships with governmental institutions, 85% of the directors – with NGOs and 63% of the directors – with business entities.

2010 vs. 2011: from 2010, there are significantly more directors who established relationships with governmental institutions (80% in 2010 and 89% in 2011) and business entities (42% in 2010 and 63% in 2011).

Areas supported by partners. Social help is mostly provided by NGOs through organizing events in libraries (91%), backing libraries (71%), advertizing libraries’ services and recommending visiting them (65%). Meanwhile, business entities are more important partners economically. They provide libraries with resources (59%) and funds (68%). Government institutions contribute to libraries’ activities by helping them to establish connections with powerful people (38%).

2010 vs. 2011: during the last year, the support of all partners while organizing events in libraries (especially the help of business entities – a change of 19 p.p.). The role of business entities as economic helpers increased (37% in 2010 and 68% in 2011) and governmental institutions started advertising the activities of libraries more (38% in 2010 and 52% in 2011).

The Usage of the Research Data of the Project “Libraries for Innovation” Impact Assessment

The vast majority of directors used the data of Project impact evaluation at least once. 97% of libraries’ directors used the data for public advocacy of libraries and 88% - for the management of libraries. The research data was the most useful while communicating with politicians (89%) and the media (83%), while speaking in public (87%), while asking for help from governmental institutions (78%), improving current services (88%), discussing the changes required with the staff (84%) or planning the budget (82%).

More than half of the directors claimed that they used the reports of public Internet access users, residents, libraries’ directors and staff as well as the research summary.

The Image of the Library from Directors’ Point of View

The opinion of directors regarding libraries is very positive. The vast majority of libraries’ directors attributed all of the most positive meanings of the image to libraries. Library is a popular place intended for everyone where it is fun to spend time, which has good atmosphere and where one can communicate with other people. Novelties are constantly being introduced in libraries, they are also provided with the latest equipment. Library is the centre of the community life where a lot of various services are provided and where highly qualified, cheerful and helpful staff is employed.

2010 vs. 2011: in comparison to the evaluation of the image of the library in 2010, during the last year, library is more often regarded as a fashionable place (66% in 2010 and 77% in 2011). During the entire Project implementation period, the library image, in the opinion of directors, was improving gradually.

3. Characteristics of Libraries' Directors, who Participated in the Survey

The vast majority of libraries' directors interviewed were women.

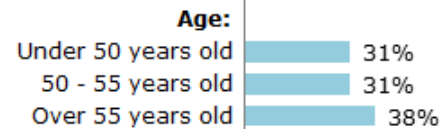
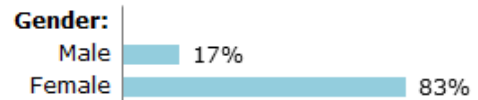
The average age of libraries' directors is 52 years old.

33 employees on an average work in central libraries or their urban branches. In total, there are 2142 employees working in central libraries and their divisions. It makes 75% of all libraries' staff in the country.

In rural branches, one library director manages 14 employees on an average. In total, there are 711 employees working in rural branches. It makes 25% of all libraries' staff in the country.

524 members of staff directly serve public Internet access workstations in libraries and their urban branches. It constitutes 24% of all libraries' staff in the country. Meanwhile, in rural branches there are 500 employees directly and they constitute 70% of employees from rural divisions.

The most of central libraries are located in Kaunas, Klaipeda and Siauliai counties (8-10 central libraries each), the least – in Alytus and Taurage counties (4 central libraries each).



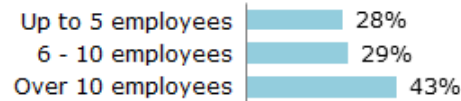
The number of employees in the central library and/ or its urban divisions



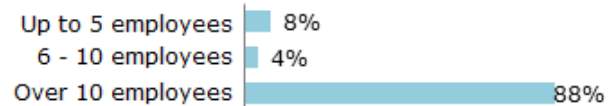
The number of employees in rural branches of the library



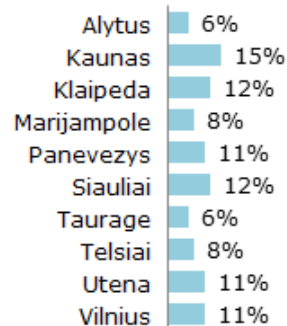
The number of employees directly serving PIA in a central library and/ or its urban divisions



The number of urban employees directly serving PIA in rural branches (n=52)



County where the central library is located



4. The Analysis of the Current Situation and Future Perspectives

4.1. Public Internet Access Development Plans

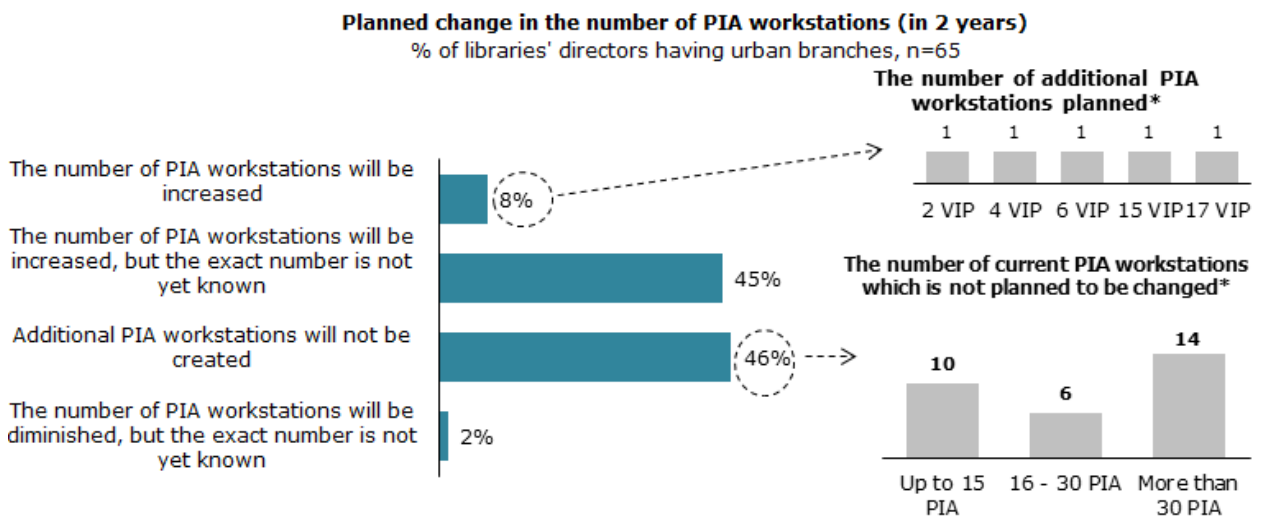
- Although the Project is going towards its end, public Internet access in urban libraries is still planned -

During the next two years, in central libraries and their urban branches, the number of public Internet access workstations is planned to be increased by every second library director (53%). The vast majority of these libraries' directors could not name specific scopes of these developments (45%). Meanwhile, the ones who indicated the scope of this development mentioned that from 2 to 17 additional public Internet access workstations will be created during the next two years.

46% of libraries' directors are planning not to change the current number of public Internet access workstations in central libraries and their urban branches. One central library and its urban branches (where Internet expansion is not planned) on an average have 52 Internet access workstations. However, in general, the numbers of Internet access workstations in these libraries are not equivalent, but vary from 5 to 182 workstations.

Reduction of public Internet access workstations is only planned in one central library (in Ukmerge) and/or its urban divisions.

Libraries' directors managing more employees are planning to increase the number of public Internet access workstations slightly more often.



* the number of directors who answered the question (n)

- The expansion of public Internet access in rural branches equals to the expansion in central libraries and urban branches -

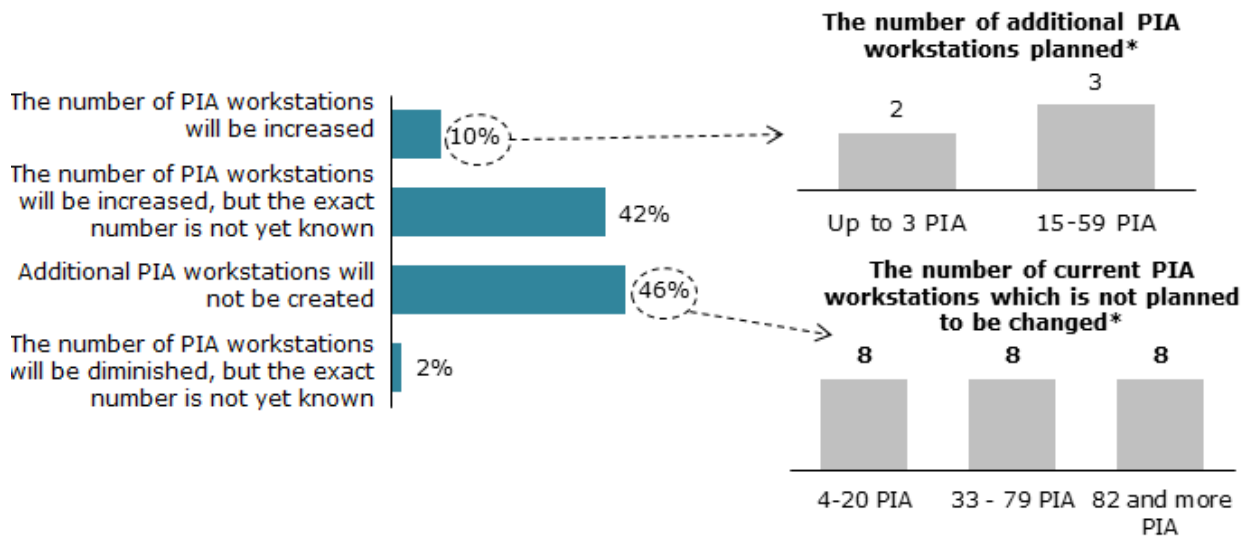
In rural branches, the situation regarding the expansion of public Internet access is very similar to the situation in central libraries and urban branches. In rural libraries, new Internet access workstations are planned to be created by 52% of directors interviewed. After summing up, 8% of the directors are planning to create 100 public Internet access workstations. Meanwhile, 42% of directors could not indicate a particular scope of the expansion.

46% of libraries' directors managing rural divisions stated that they were not planning to change the number of public Internet access workstations during the next two years. In these libraries, the current number of public Internet access workstations varies from 4 to 182.

It is only the rural libraries in Taurage county where the number of public Internet access workstations will be reduced.

Planned change in the number of PIA workstations (in 2 years)

% of libraries' directors having rural branches, n=52



In comparison to the situation in 2010, in 2011, the plans of libraries' directors to increase the number of public Internet access workstations in urban libraries almost did not change (50% in 2010 and 53% in 2011). Meanwhile, in rural branches, the expansion of public Internet access has slowed (the number of those planning to expand public Internet access diminished by 28 p.p.)

The analysis of the change in the number of PIA workstations during the four years of project implementation shows that the biggest development of public Internet access was planned in 2008 – in the beginning of the Project implementation. During the further years of Project implementation, more and more libraries' directors indicated that they would be creating additional public Internet access workstations, but they were not sure of the particular number.

Planned change in the number of PIA workstations (in 2 years)

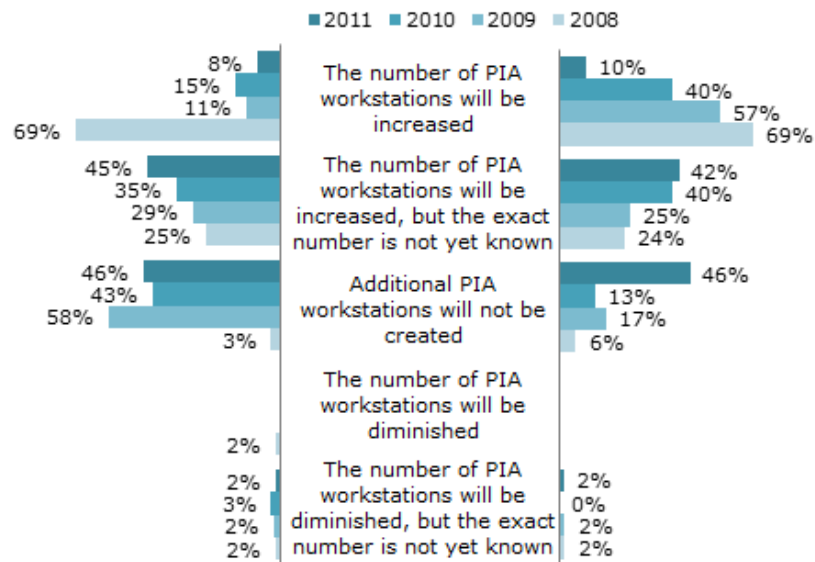
% of libraries' directors of target groups

Central library and urban branches

(2011, n=65, 2010, n=65, 2009, n=65 and 2008, n=65)

Rural branches

(2011, n=52, 2010, n=55, 2009, n=53 and 2008, n=51)



According to the intentions to create extra public Internet access workstations, Lithuanian libraries can be grouped into 4 groups:

- **Full development:** public Internet access workstations will be created in central libraries and their urban branches and rural branches.
- **Development in urban branches only:** extra public Internet access workstations will be created in the urban branches only, but not in rural libraries (directors who do not have branches in rural areas are included into this segment).

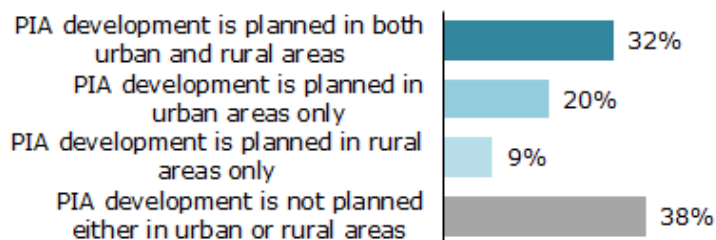
- **Development in rural branches only:** extra public Internet access workstations will be created in the rural branches only, but not in urban libraries.

- **Public Internet access workstations development is not planned anymore:** public Internet access workstations will not be created either in urban areas, or in rural branches (directors (2 people) who were planning to reduce the number of public Internet access workstations are included into this segment).

- Public Internet access expansion is not planned in more than one third of all libraries -

In more than one third of Lithuanian libraries, public Internet access development finished and additional public Internet access workstations are not planned anymore (38%). Approximately two out of three directors stated that the development of public Internet access was still present and more than half of libraries' directors were planning to establish new public Internet access workstations in both urban and rural libraries.

PIA development segments
% of all libraries' directors, n=65



4.2. Factors Determining the Development of Public Internet Access Workstations

- Finance and premises available are the main factors determining the expansion of public Internet access workstations –

In central libraries, their urban divisions or rural divisions, the development of public Internet access workstations is mostly determined by financial indicators (resources, financial expenses and the costs of time spent maintaining public Internet access workstations) and space limitations. For those who are not planning public Internet access development, these factors are less important than for those planning the expansion.

While comparing the situation in urban and rural areas, the more important factors in urban libraries determining the creation of extra public Internet access workstations are financial resources (urban: 74%, rural: 54%) and intentions to establish wireless Internet access (urban: 18%, rural: 5%) (the latter factor determines the specific need of urban libraries' visitors).

Among other factors determining public Internet access, it was mentioned that currently the buildings of central libraries are being reconstructed or new public Internet access workstations are simply not being planned in rural libraries (there is no demand anymore).

Factors determining the establishment of additional (new) PIA workstations

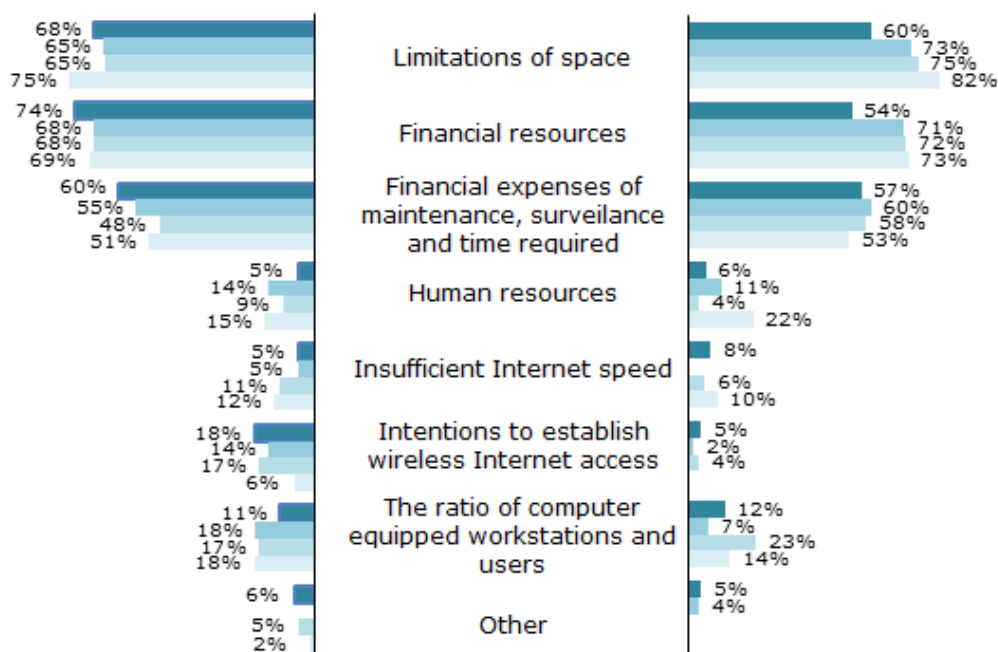
% of libraries' directors of target groups

Central library and urban branches

(2011, n=65, 2010, n=65, 2009, n=65 and 2008, n=65)

Rural branches

(2011, n=52, 2010, n=55, 2009, n=53 and 2008, n=51)



Libraries' directors, who are planning the development of public Internet access workstations only in urban branches, in order to satisfy the demand for public Internet access, are providing or intending to provide wireless Internet access with laptops for visitors more often. They also indicated more often that they were being put off the development in rural branches by the lack of personnel, insufficient Internet speed and the mismatch in computerized workstations and the number of users.

Libraries' directors managing rural libraries having under 30 employees noted that resources of personnel and the ratio of computer equipped workstations and the number of users have an impact on the creation of additional public Internet access workstations. The same applies to libraries where there are not many members of PIA staff. Central libraries and urban divisions having 6-10 PIA employees indicated more often that the library is not creating additional workstations, but, in order to satisfy the demand for public Internet access, is providing or is planning to provide wireless access to users having laptops.

Directors who were not planning to increase the number of public Internet access workstations indicated the ratio of computer equipped workstations and the number of users as a determining factor to create or not to create additional public Internet access workstations more often.

In comparison to the situation in 2010, during this year, the importance of financial resources in determining the development public Internet access workstations in rural areas decreased (by 17 p.p.) and so did the importance of human resources in urban libraries (by 9 p.p.).

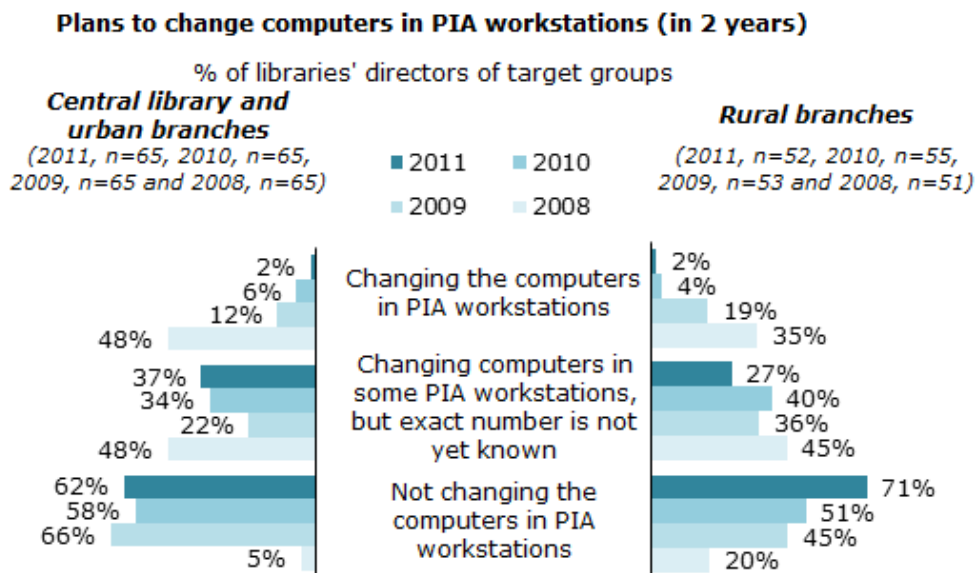
During entire Project implementation period, the main factors influencing the creation of additional/ new public Internet access workstations mainly remained the same: limitations of space, financial resources and the time and financial expenses of it maintenance. However, it was noted that insufficient Internet speed is considered as an obstacle for creating additional PIA workstations in urban libraries less and less often and in rural libraries the same applies to the limitations of space. Directors of urban libraries, in turn, stated more and more often that the establishment of new public Internet access workstations was stopped due to the expenses for the maintenance of the newly established workstations.

4.3. Plans of Changing Computers in Public Internet Access Workstations

- More than half of libraries' directors are not planning to change the computers -

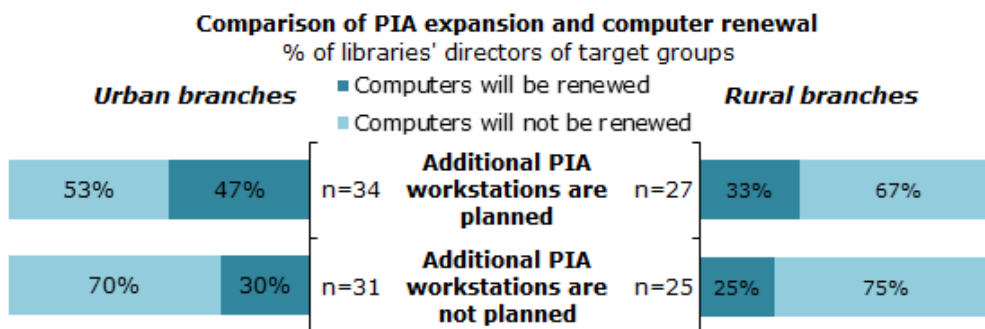
During the next two years, more than half of the directors were not intending to change public Internet access computers.

In urban libraries, public Internet access computers were planned to be changed by 39% of directors. In rural branches, computer renewal was planned less often (29%). The vast majority of directors intending to renew the computers were not yet aware how many computers would be renewed.



From the beginning of the Project implementation, computers were being renewed steadily. Every year less and less directors were planning to change computers in public Internet access workstations. In comparison to the situation in 2010, in the perspective of the next two years, the share of directors planning computer renewal in rural branches diminished by 15 p.p.

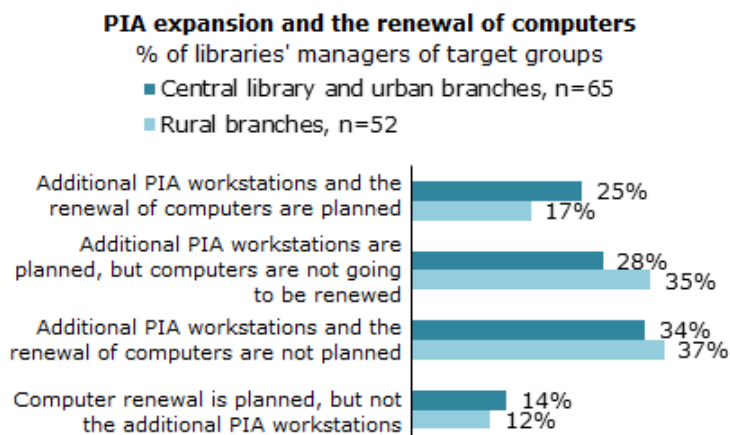
Almost every other director, who was planning to establish new public Internet access workstations in central libraries and their urban branches, was also planning to renew software (47%). Meanwhile, rural libraries' directors planning the development (33%) were also planning to renew computers.



Directors, who were not planning to develop public Internet access, were intending to renew software more rarely (approximately one third of urban libraries' directors and every fourth director in urban branches).

In both urban and rural branches, the most often it is not being planned either to create new public Internet access workstations, or renew the software (34% and 37%, respectively). As it has been mentioned before, in the vast majority of libraries, the planned public Internet access workstations had already been established and software, if necessary, was renewed at the same time.

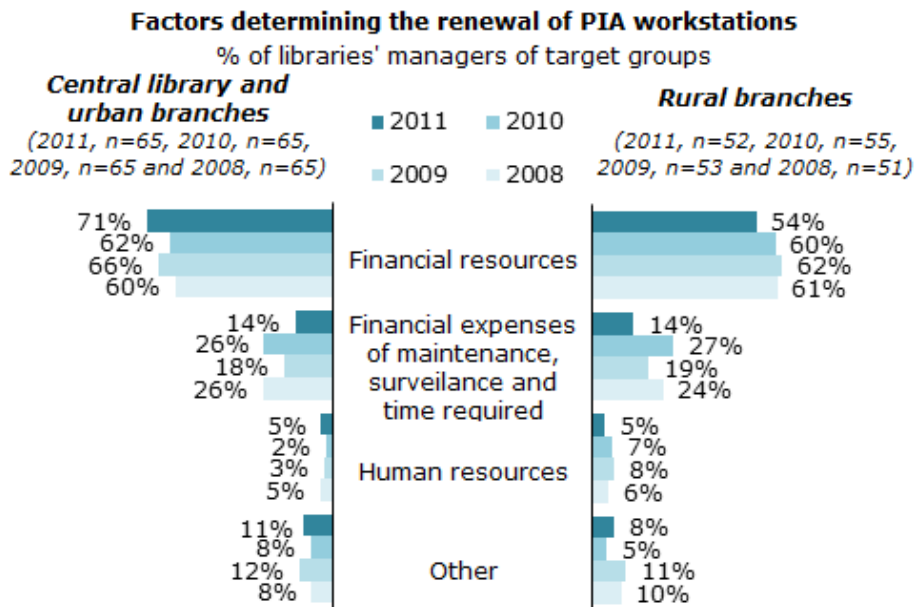
One fourth of directors were planning to both create additional public Internet access workstations and renew the computers in urban libraries. Meanwhile,



35% of libraries' directors were planning to establish extra public Internet access workstations; however, they were not planning to renew the computers.

4.4. The Most Important Factors Determining the Computer Renewal

- Computer renewal plans mostly depend on the finances available -



Financial resources (urban: 71% and 54%: rural) and the costs of time for maintaining public Internet access workstations (urban and rural each: 14%) have vital impact on the decision of computer renewal.

From factors determining the renewal of public Internet access workstations, directors distinguished the lack of premises, project support and the needs of visitors.

In comparison to the situation in 2010, during the last year, the influence of financial resources and costs of time for maintaining public Internet access workstations while

making the decisions to renew the computers diminished (in both urban and rural libraries). In central libraries and their urban branches the lack of financial resources slightly increased (by 9 p.p.).

During the Project implementation period, a small, however, constant decrease of the importance of the costs required to maintain public Internet access workstations was noticed, as it was decided to renew the computers in public Internet access workstations.

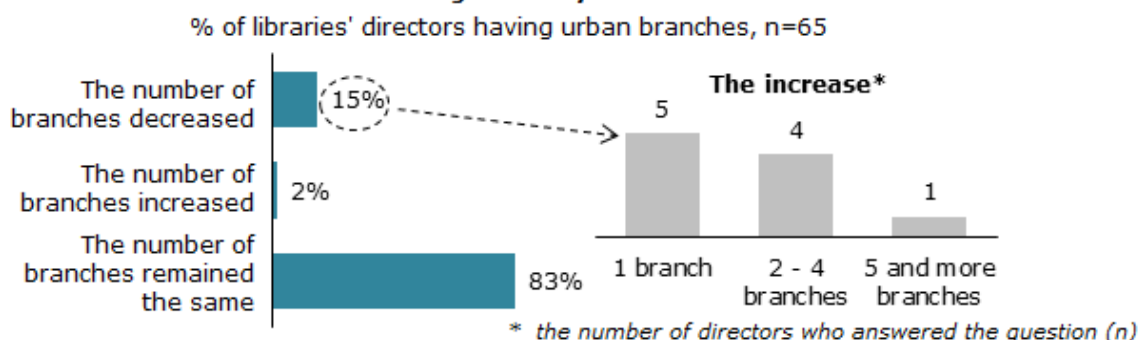
4.5. The Number of Branches Providing Public Internet Access

The number of most central libraries and urban branches providing public Internet access did not change during the year (83%). However, in the remaining share of central libraries, the number of urban branches providing public Internet access increased (15%).

During the last year, a total of 26 new branches providing public Internet access were opened in urban areas. Most often, the number of one library's branches providing public Internet access increased by 1-4 libraries.

Libraries' directors managing more employees indicated an increase in the number of the branches more often.

The change of the number of central libraries and urban branches providing PIA during the last year



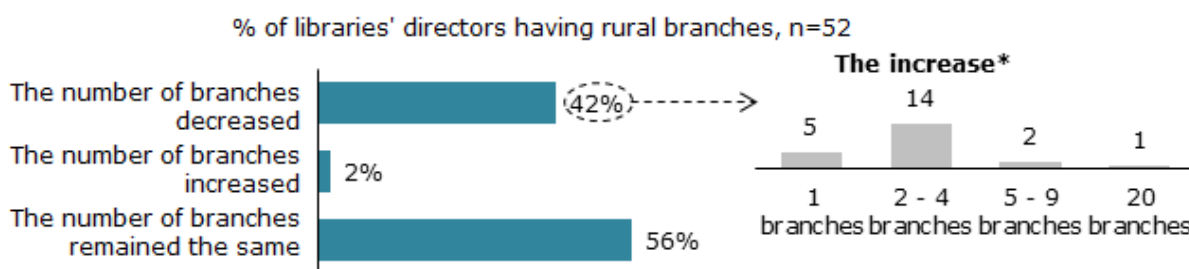
- In urban branches, public Internet access is going towards the end. In rural areas, however, the penetration of public Internet access is continuing -

In rural areas, a greater increase in the number of libraries' branches having public Internet access was recorded. 42% of libraries' directors having rural branches stated that the number of rural branches increased.

In total, during the last year, 78 rural branches started providing the services of public Internet access and it is three times more than in urban areas. Usually, one central library expanded by 2-4 rural branches providing public Internet access.

The increase of rural branches having public Internet access was mentioned more often by directors managing more employees serving public Internet access.

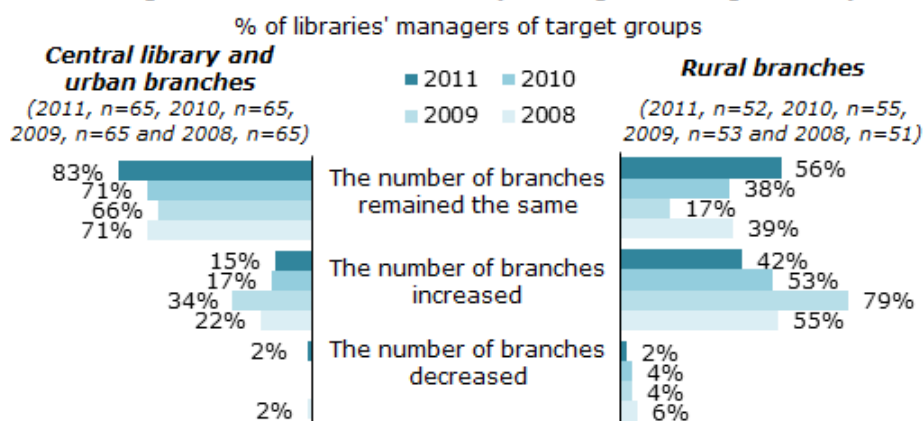
The change of the number of rural libraries providing PIA during the last year



* the number of directors who answered the question (n)

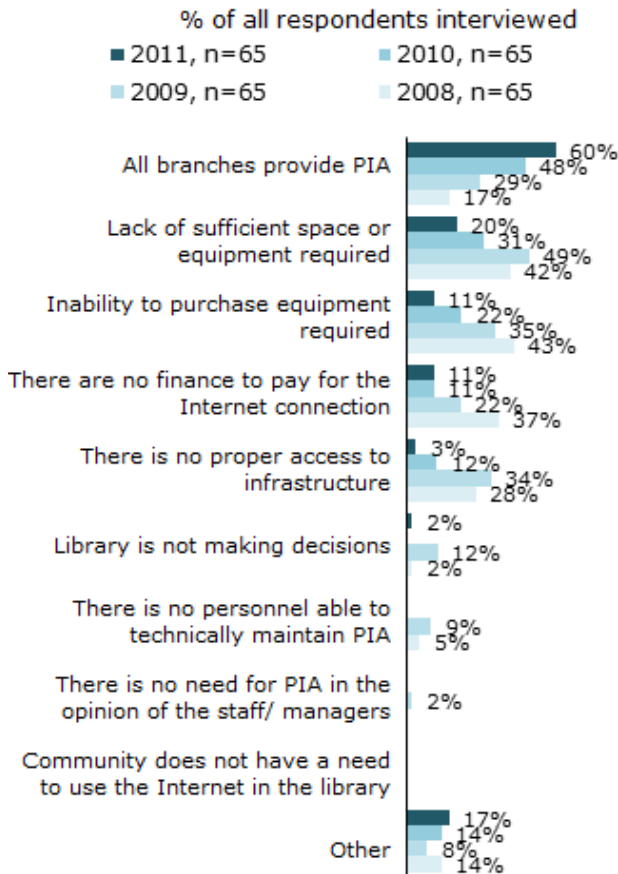
When considering the change in the number of branches providing public Internet access in the long-term perspective (4 years), the most dramatic increase of branches in both urban and rural areas was recorded in 2008-2009. However, the growth of the number of branches, which started providing the service of public Internet access, slowed down during the last two years. This tendency was recorded both in central libraries and their branches in urban areas and in branches in rural areas.

The change in the number of branches providing PIA during the last year



4.6. The Reasons why Public Internet Access Services are not Provided

The most important factors determining that the service of PIA is not provided



shortly.

Both during the last year and during the period of 2008-2011, while the number of branches providing public Internet access was growing, there were less and less factors determining the relevance of the fact that the service of public Internet access is not provided. Nevertheless, financial resources, the limitations of space and the lack of equipment required remain as the most vital problems.

4.7. The Change of Libraries' and Public Internet Access Budgets during 2010

- In 2010, the financial support was reduced in more than half of the libraries -

During 2010, the financial support for libraries and public Internet access diminished. More than half of libraries' directors (58%) claimed that the general budget was reduced. Meanwhile, every fourth director (26%) stated that the budget intended for public Internet access was cut. The general budget decreased by 11% on an average, meanwhile, the financial support for public Internet access decreased by 9% on an average.

22% of directors stated that the level of the general budget remained the same. Budgets intended for the public Internet access did not change in half of the libraries administered by libraries' directors. A similar share of directors noted an increase of both the general budget and the one intended for public Internet access (20% and 23%, respectively). General library funding grew by 7% on an average and the one intended for public Internet access grew by 6%.

According to more than a half of libraries' directors (60%), public Internet access is provided in all libraries' divisions which they are administering and additional public Internet access workstations are created in some of these libraries. However, in the remaining libraries, public Internet access is only established.

The most often, the services of public Internet access are not provided due to financial reasons (22%) (there are no funds available to pay for the Internet connection or there is no possibility to purchase equipment required) or due to the lack of space and equipment required (20%).

3% of libraries' directors mentioned that they did not have appropriate access to infrastructure and 2% of the directors indicated that they did not have the freedom to make their decisions.

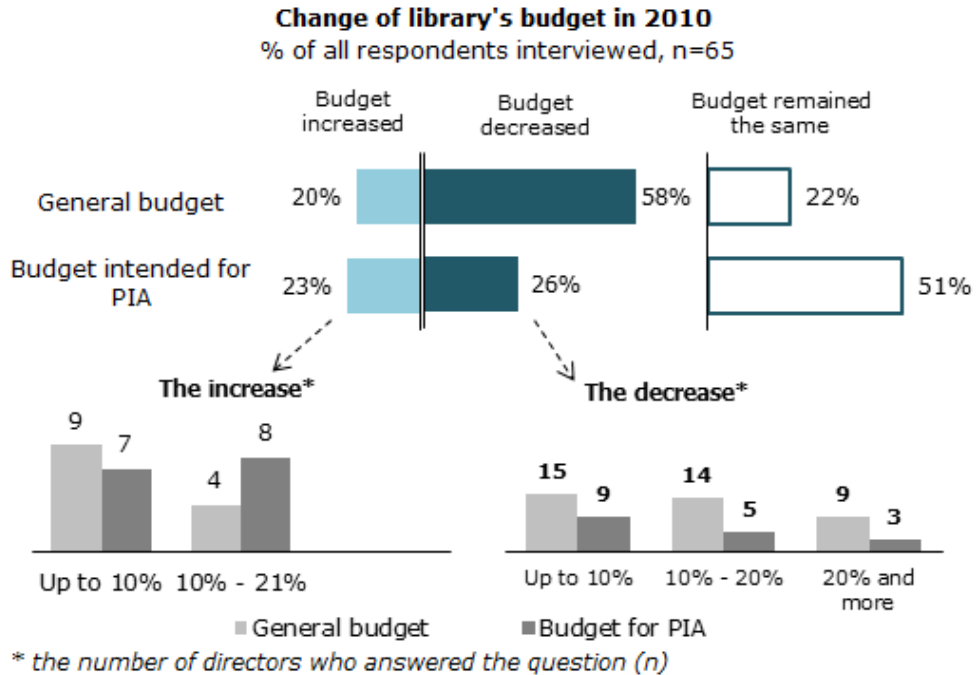
However, none of the libraries' directors - neither during the four years of Project implementation, nor during the last year - mentioned that there was no demand for public Internet access from the community.

"Other" factors included the following:

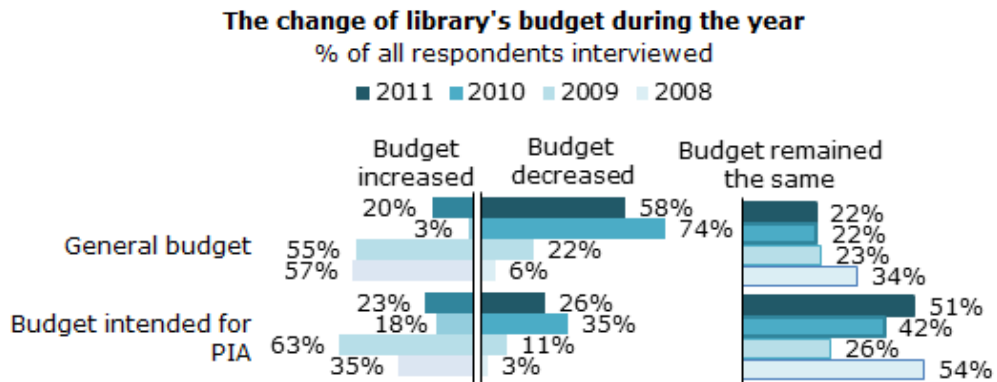
- Library does not have appropriate premises (they are old or not heated appropriately).
- The branches that are being planned to be closed do not have public Internet access.
- Branches are included into the Project, thus, public Internet access will be provided in them

In libraries administered by directors, in which the financial support for public Internet access increased, the renewal of computer equipment in both urban and rural branches during the next two years is planned slightly more often.

Directors administering libraries for which the general budget was reduced, however, for which the financial support for public Internet access increased, were more often planning the expansion of public Internet access in rural branches only.



While comparing the budget changes of last year with the previous years, we can note that public Internet access funding grew by almost half from 2007 to 2009. However, the pace of growth slowed in 2009 substantially. The decrease in public Internet funding continued in 2010, however, in a smaller scale. Meanwhile, reduction in libraries' general budgets started already in 2008 and was the most prominent in 2009. During the year of 2010, the situation improved slightly and 17 p.p. more directors indicated the growth of the general budget.



5. The Most Popular Activities of the Libraries and Activities to be Strengthened in the Future

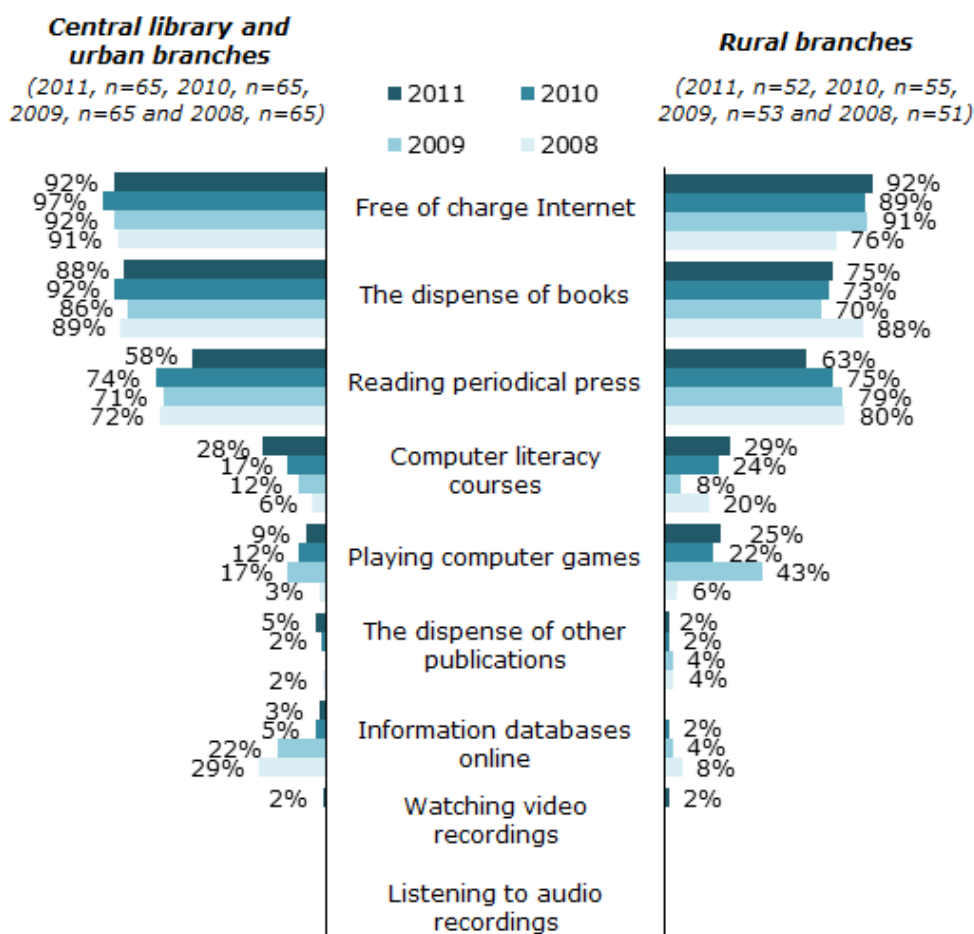
5.1. The Most Popular Services Provided by Public Libraries

- The dominant service among the most popular services provided by libraries is free of charge Internet -

The most popular services in both urban and rural libraries, in the opinion of directors, are free of charge Internet, the dispense of books and reading periodical press. Free of charge Internet is equally popular in urban and rural areas (92% each). Meanwhile, in the opinion of directors, the service of book dispense is more popular in urban areas (urban: 88%, rural: 75%) and reading periodical press receives more attention in rural areas (urban: 58%, rural: 66%). A similar share of directors mentioned computer literacy courses (urban branches: 28%, rural branches: 29%) as one of the most popular services in both urban and rural libraries. In rural libraries, one more service which was rather popular was distinguished – playing computer games (25%) the main users of which are children.

The services of dispensing other publications, access to online databases, reviewing video recordings or listening to audio recordings, in the opinion of directors, are not popular in public libraries.

The most popular services provided to libraries' visitors
% of libraries' managers of target groups



- Reading of books in rural libraries is replaced by Internet usage -

In comparison to the popularity of services provided by libraries in 2010, during the last year, in the opinion of directors, the popularity of computer literacy courses in urban branches increased the most (by 11 p.p.). At the same time, a rather substantial decrease in the importance of reading periodical press was recorded (by 16 p.p.). Overlooking the changes in the popularity of services during the last four years, the interest in accessing online information databases dropped the most (by 26 p.p. during the last

four years). During the Project implementation period, the popularity of other services practically did not change.

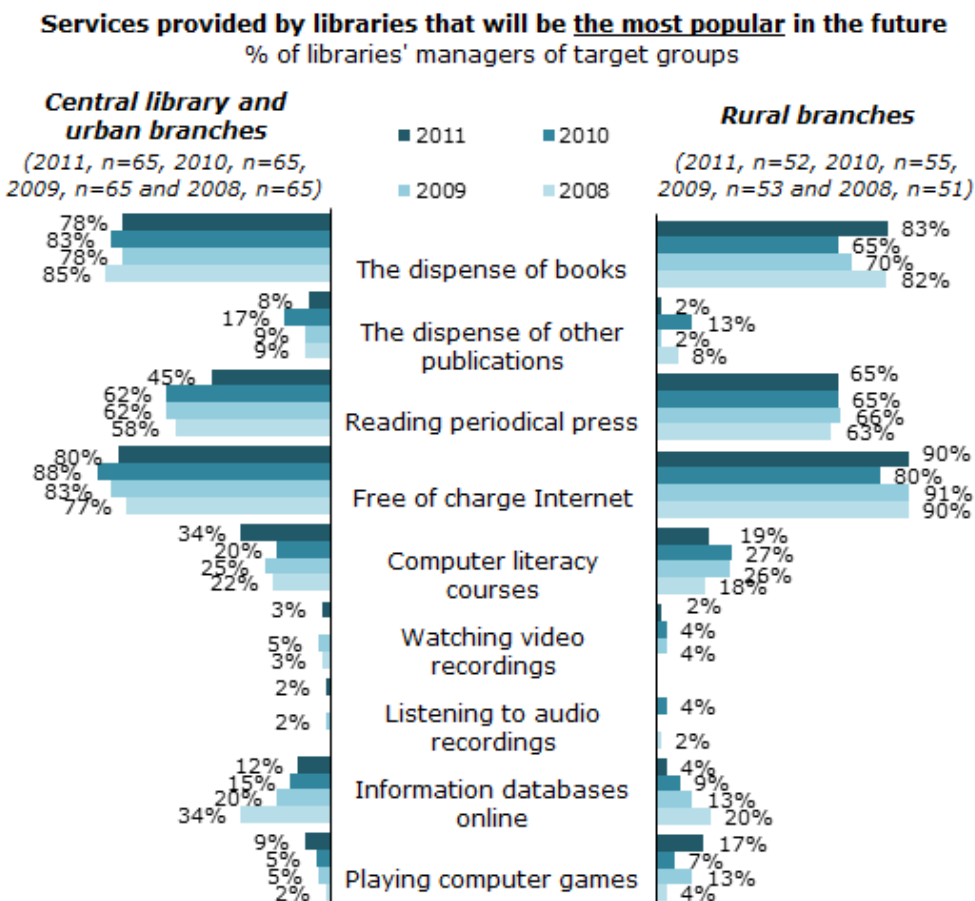
Discussing the change in popularity of services provided in rural branches, a similar tendency as in urban branches was noted. During the last year, the relevance of computer literacy courses increased (by 9 p.p.). Visitors started showing less and less interest in reading periodical press and, in comparison to the previous year, the popularity of this service decreased by 12 p.p. and, in comparison to 2008, by 17 p.p. The service of book dispense was more popular in rural branches than the free of charge Internet in 2008, then the interest in this service decreased by 18 p.p. in 2009 and now it is slowly regaining its relevance. In urban branches, during entire four years, the services of book dispense and the free of charge Internet remained as popular (89 and 91% in 2008; 88% and 92% in 2011, respectively).

5.2. The Services of Public Libraries which will be the Most Popular in the Future

- Free of charge Internet, the dispense of books and reading periodical press will remain the most popular services provided by libraries in the future -

In the opinion of directors, the list of the most popular services of libraries will not change in the nearest future. Free of charge Internet, the dispense of books and reading periodical press will remain the most popular services.

A tendency was noticed that directors in urban libraries are forecasting the popularity of computer literacy courses slightly more often than in rural libraries (urban: 34%, rural: 19%). Meanwhile, the popularity of reading periodical press is forecasted to increase in rural branches slightly more often than in urban areas (urban: 45%, rural: 65%).



- In urban branches, the popularity of traditional libraries' services is decreasing gradually -

In comparison to the forecasts of the previous year, during the last year, the popularity of the dispense of books and other publications, reading periodical press and using free of charge Internet was forecasted slightly less often in urban branches. Also, the number of directors believing that the popularity of the dispense of other publications and computer literacy courses will increase in rural branches in the future diminished.

There are more directors forecasting a growing popularity of computer literacy courses in urban branches (by 14 p.p.). During last year, there were also more of libraries' directors administering rural libraries who believed that there should be more visitors of public libraries who would be using the service of book dispense (by 18 p.p.), free of charge Internet (by 10 p.p.) and who would be playing computer games in public libraries (by 10 p.p.) in the future.

During the four years of Project implementation, particular tendencies related to the forecasted popularity of libraries' services emerged. Until 2011, in urban branches, the number of directors claiming that the service of the free of charge Internet would be popular in the future was increasing. However, during the last year, a decline in the number of directors sharing this belief was recorded. Also, in urban areas, the number of those forecasting an increase of the popularity of online information databases was decreasing and the number of those claiming that playing computer games in libraries would become popular was slightly growing.

Meanwhile, during 2008-2010, in rural branches, directors stated more and more often that the computer literacy courses would become more popular. However, during the last year, there was a smaller share of directors who agreed to this. The same as in urban areas, directors managing rural branches were more skeptical regarding the future prospects of online information databases.

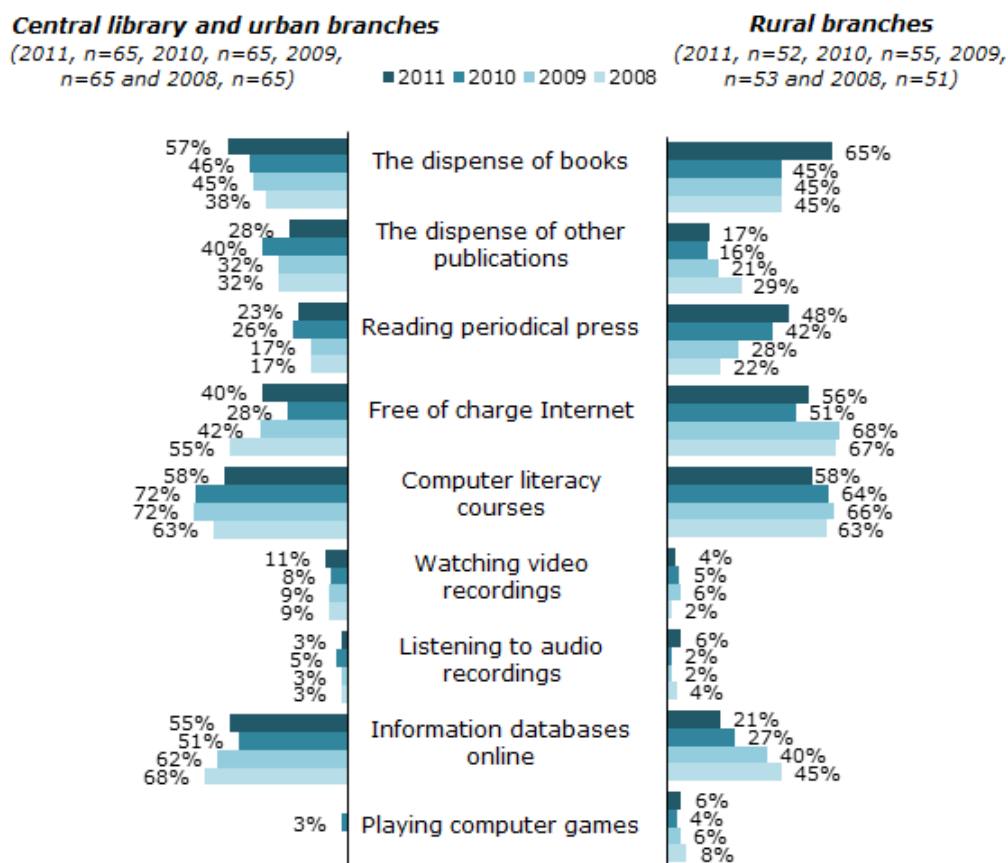
5.3. The Services of Public Libraries that are Planned to be Strengthened

- The most often libraries are planning to develop the service of computer literacy course provision -

While analyzing the services provided by public libraries that are planning to be strengthened in the near future, more than half of the directors in both urban and rural branches were planning to enhance the service of the computer literacy courses (58% each) and the dispense of books (57% and 65%, respectively). While evaluating other services, directors of urban and rural libraries prioritized different items.

In central libraries and their urban branches, in addition to the services mentioned, it is also being planned to pay quite a lot of attention to the development of online databases (55%) and the services of free of charge Internet (40%). Approximately every fourth director mentioned that he/ she was planning to enhance the dispense of other publications (28%) and the variety of periodical press (23%).

Services provided by libraries which are planned to be strengthened in the near future
 % of libraries' directors of target groups



It should be mentioned that such services as the dispense of other publications and the service of computer literacy courses were planned to be strengthened by directors of bigger libraries more often. The directors of smaller libraries noted that they wanted to develop the service of free of charge Internet more often.

Meanwhile, in rural libraries, directors were planning to intensively enhance the services of free of charge Internet (56%) and reading periodical press (48%). Slightly less attention would be paid to the development of online databases (21%) and the dispense of other publications (17%).

- In urban libraries, it is being planned to more actively enhance the services of computer literacy courses and the dispense of books -

In comparison to the previous year, in urban libraries, more and more attention is intended to be paid to the services of book dispense (by 13 p.p.) and free of charge Internet (by 12 p.p.). Meanwhile, the dispense of other publications (by 12 p.p.) and the service of computer literacy courses (by 14 p.p.) will be enhanced less frequently in the nearest future.

In rural branches, in comparison to the previous year, the attention to the enhancement of the service of book dispense skyrocketed (by 20 p.p.). However, the plans for enhancing other services were practically not changing.

During the entire period of Project implementation, in urban branches, the intentions of directors to enhance the service of book dispense increased (change of 19 p.p.), however, the attention was constantly diminishing for the enhancement of the service of the access of the online information databases. The most of libraries' directors intended strengthening computer literacy courses in urban libraries in 2009-2010. The intentions to enhance the service of the free of charge Internet in urban libraries were diminishing from the beginning of the Project implementation. In rural areas, libraries' directors were intending to strengthen the service of reading periodical press less and less (change of 26 p.p.). However, the number of directors planning to encourage the services of online databases or the dispense of other publications was decreasing. The most of the directors were intending to enhance the service of the free of charge Internet in rural libraries during 2008-2009.

5.4. The Comparison of the Popularity of Libraries' Services and Services Related Plans

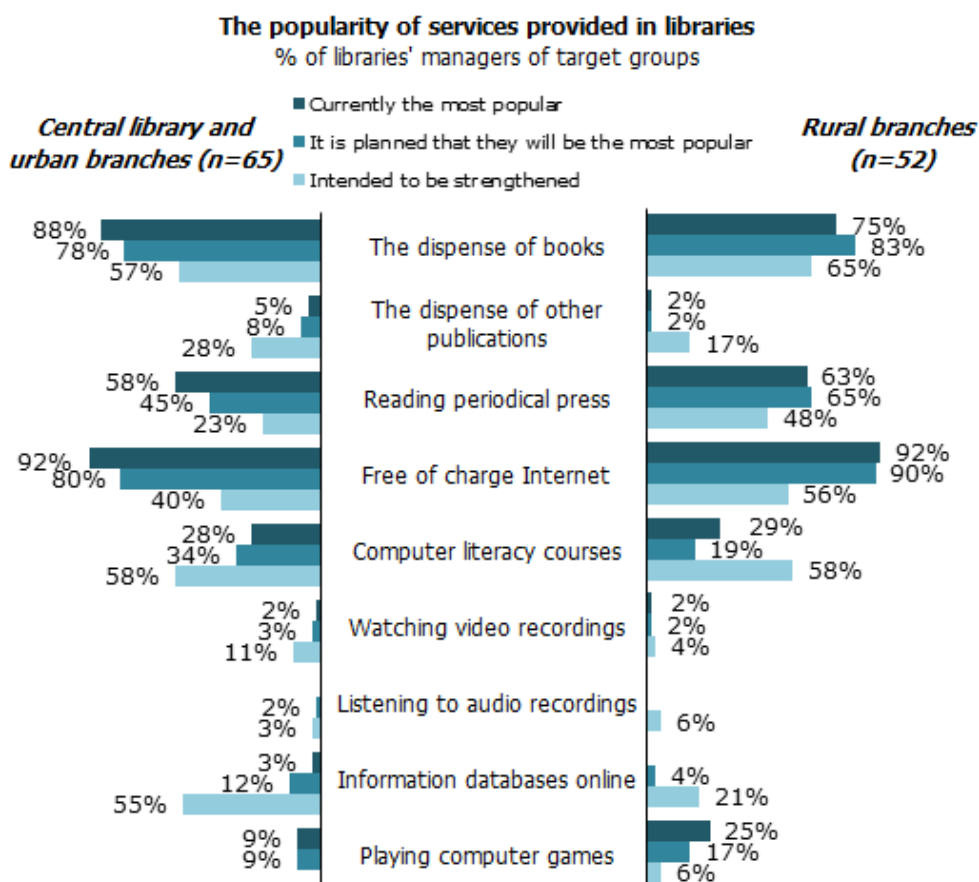
- Despite the service strengthening, their popularity is not going to change in the future -

While comparing the current popularity of libraries' services provided with the popularity expected in the near future, opinions of urban and rural libraries are divided on the question.

In the opinion of directors, the popularity of the most popular urban libraries' services (free of charge Internet, the dispense of books and reading periodical press) should be decreasing slightly. However, a bigger interest in services of urban libraries' services which are not currently so popular (online databases, computer literacy courses) is expected in the near future.

The situation is slightly different in rural libraries. Here, in the opinion of directors, interest in currently popular traditional services of libraries (the dispense of books and reading periodical press) is not going to diminish. Yet, the popularity of new services, such as computer literacy courses and computer games, might be decreasing.

Services which, in the opinion of libraries' directors, are going to be more popular in the future rarely overlap with the services to improvement of which directors are planning to pay the most attention (computer literacy courses in urban libraries is an exception).



6. Public Internet Access: Usage, Encouragement and the Benefit to the Community

6.1. The Benefit of Public Internet Access to the Community

Benefits provided by public Internet access to local community can be divided into two generalized benefit categories – social and economical⁴.

- The benefit of public Internet access provided to the community is more social -

While expressing the social and economical benefit provided by public Internet access in total percentages, we get the following ratios: U: 43% : 15%, R: 44% : 16%, respectively. That is why, in the opinion of libraries' directors, the benefit of public Internet access provided to libraries' visitors is more social than economical.

Libraries' directors believed that the biggest benefits provided by public Internet access to the community included improved communication with friends and relatives, enriching leisure time and performing activities related to learning and studying.

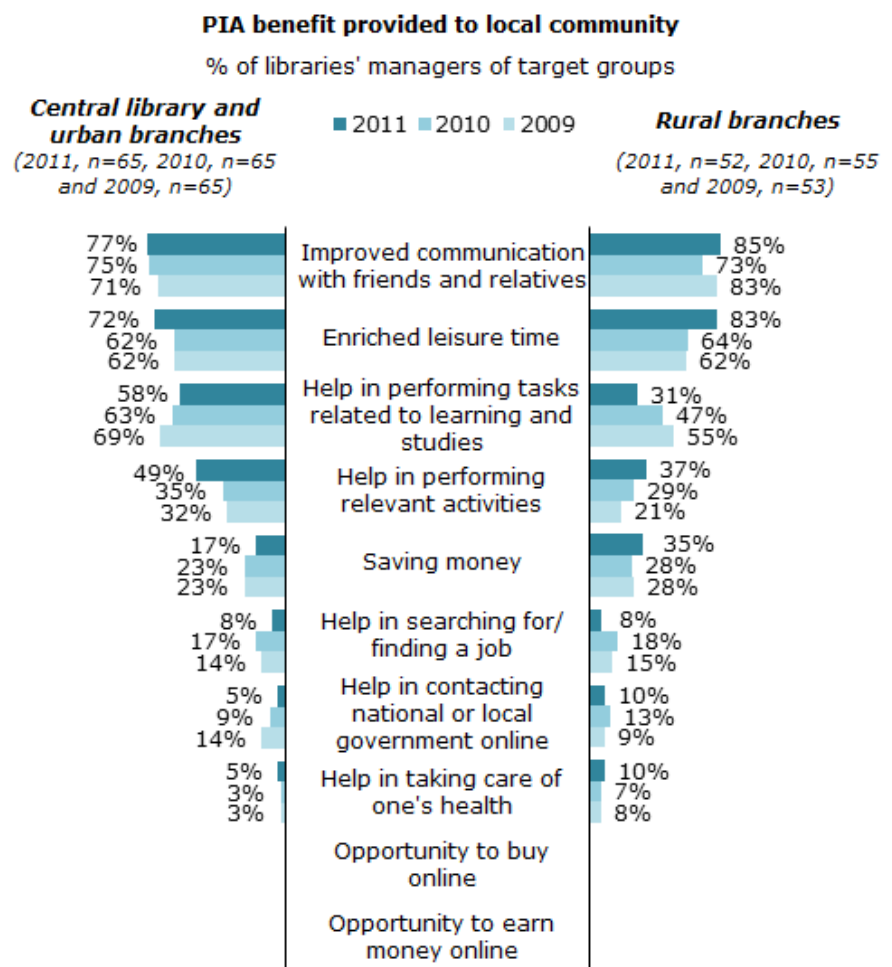
Public Internet access benefit provided is slightly less often related to help while performing relevant tasks or while saving money.

The opportunities to earn money online which emerged together with Internet access, in the opinion of libraries' directors, were not useful.

In smaller rural libraries, public Internet access was more often perceived as help in performing relevant tasks or tasks related to learning and studying or in taking care of one's health.

While comparing urban and rural libraries, help in performing relevant tasks or tasks related to learning and studying was emphasized slightly more often in urban libraries. Meanwhile, in rural libraries, the benefit of Internet distinguished more often was improved quality of resident communication, leisure time and saving money.

In comparison to the situation in 2010, the ratio of social and economical benefit in 2011 did not change significantly. However, it may be noted that the influence of public Internet access on the quality of spending leisure time (U: 10 p.p.; R: by 19 p.p.) and performing the necessary activities (U: by 14 p.p.;



⁴ In question groups which research the benefit of public Internet access to local community, in order to make the generalizations and comparisons simpler, the derivative number is provided in the report. It shows the general percentage of social/economical benefit. The **sequence 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.

R: by 8 p.p.) increased, but the benefit of Internet while performing activities related to learning or studying (U: by 6 p.p.; R: by 16 p.p) or while searching for a job (U: by 9 p.p.; R: by 10 p.p.) decreased during the last year.

When analyzing the change in opinion of directors regarding the benefit provided by public Internet access during the entire Project implementation period, it was noted that although no major changes in evaluating the benefits were recorded, slightly more of directors started believing that Internet helped to perform the necessary activities and enriched leisure time. However, less and less of directors believed that the opportunity to use the Internet in libraries helped to perform tasks related to learning and studies.

6.2. The Usage and Encouragement to Use Public Internet Access

- Communication is not only the most beneficial, but also the most commonly used opportunity provided by public Internet access -

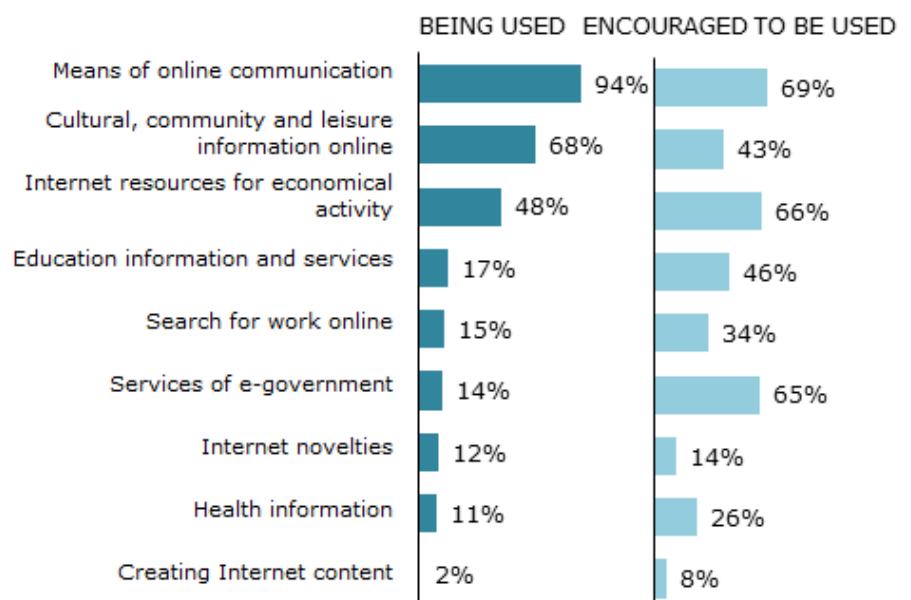
Almost all libraries' directors (94%) believe that public Internet access users used the Internet in libraries for communication. In the opinion of directors, Internet access was used by libraries' users for looking for cultural, community or leisure information (68%) or economical activity (48%) slightly less often.

- Libraries' visitors are using and are encouraged to use the social benefits equally as often, however, they are being encouraged to use economical activities almost twice as more often than they are actually using them -

Meanwhile, libraries' visitors are encouraged to use public Internet access services providing both social and economical benefit the most often: means of online communication (69%), Internet resources for economical activity (66%) and the services of e-government (65%). Libraries' directors indicated that they encouraged visitors to use cultural, community and leisure information or education or health information online slightly less often.

The least often, in the opinion of directors, libraries' visitors were interested in the service of creating Internet content for encouragement of which the least attention was paid.

Visitors are using/ are encouraged to use the following services (areas of information) in libraries
% of all respondents interviewed, n=65



In the opinion of directors, the encouragement was the most intense regarding the services that were already being used (means of online communication and Internet resources for economical activity). From the services that were used not so often, it was mostly being encouraged to use the services of e-government (in directors' opinion, they were used by 14% of users, and 65% of users were being encouraged to use them). Comparatively less attention was paid to the encouragement of using other services which were not so popular: searching for health education information (used: 17% vs. encouraged to use: 46%), search for work online (15% vs. 34%, respectively) or health information (11% vs. 26%, respectively).

Directors who were planning to increase the number of public Internet access workstations in urban branches indicated more often that libraries' visitors used the Internet for communication and were more

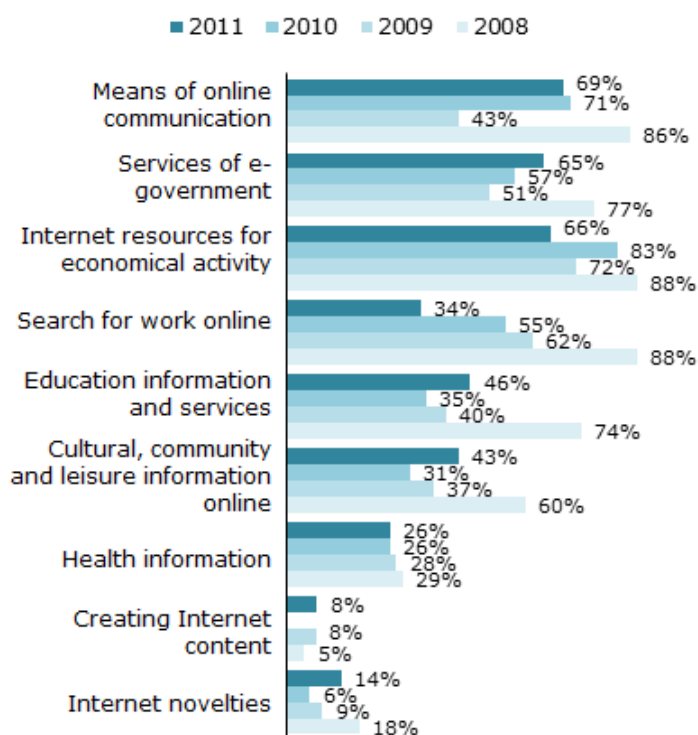
often encouraged to use Internet novelties. Meanwhile, directors administering rural libraries and planning to create new public Internet access workstations stated more often that visitors both actively used and were encouraged to search for work online.

While analyzing the ratio of the benefits provided by Internet (social vs. economical benefits) (34%:26%), we can see that, in the opinion of directors, libraries' visitors used the social benefits slightly more often than the economical ones and they were encouraged to use, in the opinion of directors, the economical benefits more (34%:56%).

- The encouragement to economical benefits provided by public Internet access in libraries decreased -

Visitors are encouraged to use the following services (areas of information) in libraries

% of all respondents interviewed, n=65



When comparing the Internet resources that libraries' visitors were encouraged to use in 2010 and 2011, a tendency was noticed that the encouragement of the most services provided by public Internet access did not change or slightly increased. The biggest increase was regarding the encouragement of using cultural and leisure information (12 p.p.). However, as directors noted, the encouragement to use the services related to the economical benefit of public Internet access: using Internet resources for economical activity (17 p.p.) and search for work (21 p.p.) reduced significantly.

While comparing the ratio of encouragement to use social and economical benefits in 2010 (28%:65%) and in 2011 (34%:56%), we see that encouragement priorities were and are related more to economical benefits – benefits that are mastered less by users.

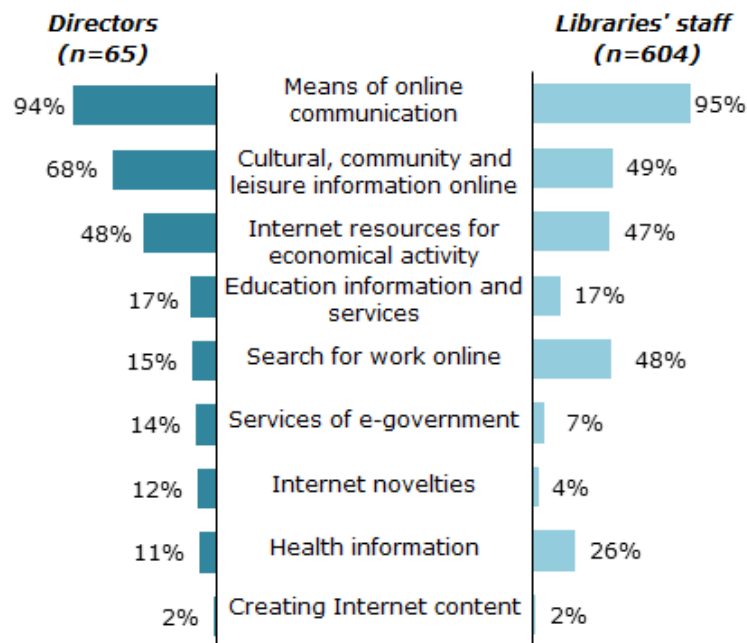
While analyzing which services, in the opinion of directors, visitors were encouraged to use in libraries during the Project implementation period, it was noted that, according to directors, during the first year of the Project implementation it was encouraged very actively to use absolutely all Internet opportunities. In 2009, the intensity of the encouragement diminished

immensely and the encouragement was more or less adapted to the relevant needs/ strategic purposes during 2010 and 2011.

Libraries' directors believe slightly more often than the libraries' staff that libraries' visitors used cultural, community and leisure information, Internet novelties, the services of e-government and Internet resources for economical activity. Meanwhile, libraries' staff noted more often that visitors were using the Internet for searching for work or health related information. In libraries' staff opinion, the usage of these services was encouraged to be used the most.

In libraries, visitors are using the following services

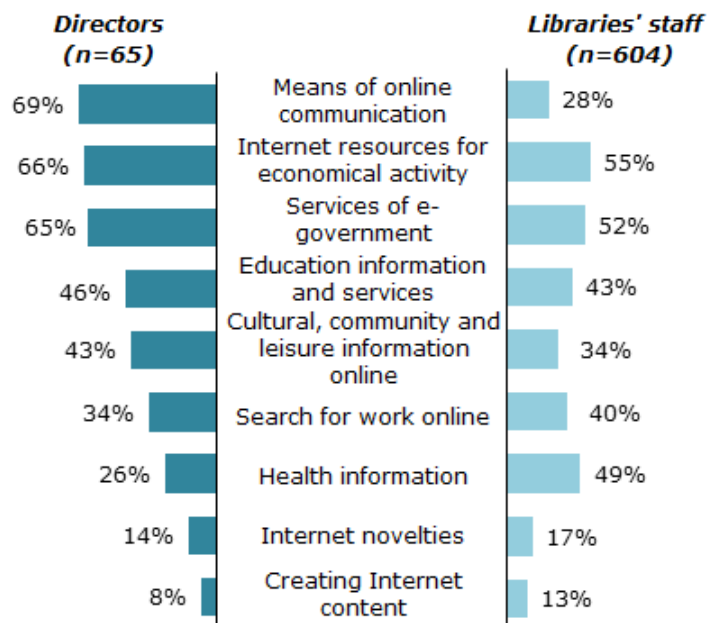
% of libraries' directors of target groups and libraries' staff



Opposite to the libraries' staff, the directors significantly more often indicated that the encouragement of communication using the online means was intense. They slightly more often stated that the usage of the following services was encouraged as well: services of e-government, Internet resources for economical activity and cultural, community and leisure information.

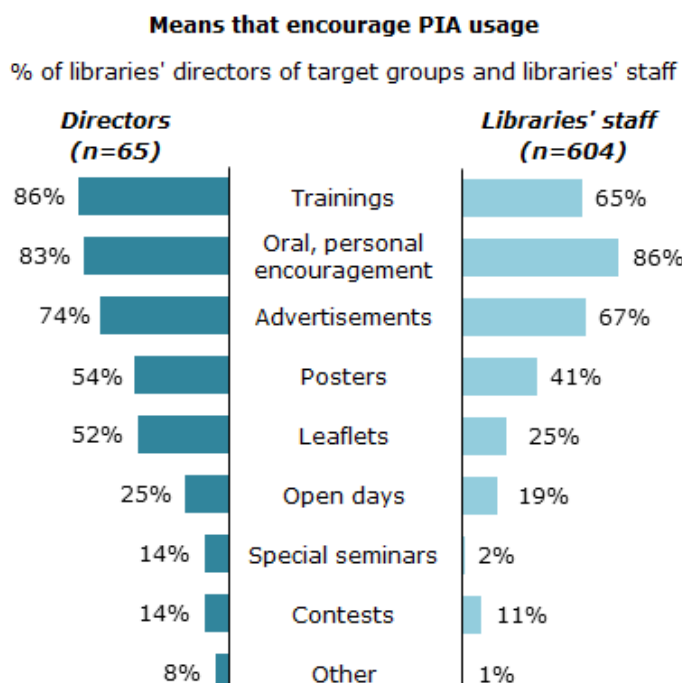
In libraries, visitors are encouraged to use the following services

% of libraries' directors of target groups and libraries' staff



6.3. The Means Encouraging to Use Public Internet Access

- The means encouraging public Internet access usage named by directors were used by libraries' staff less often -



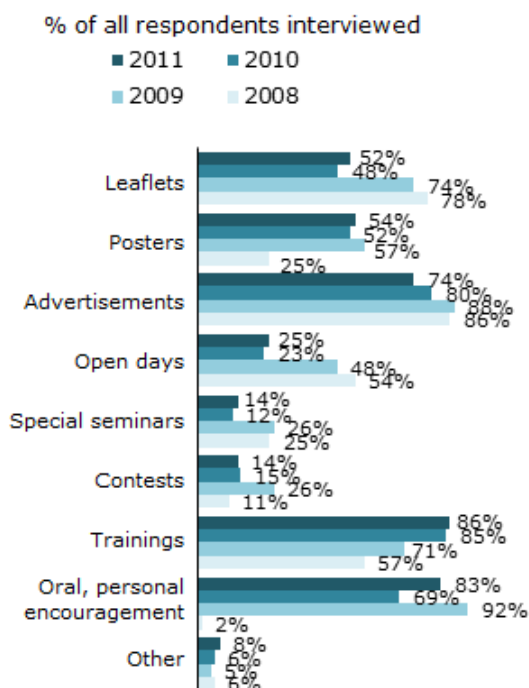
Public Internet access usage, in the opinion of directors, was encouraged during the trainings (86%), communicating in person (83%) and by using posters (74%) the most often. Approximately half of directors indicated that they advertised public Internet access by posters (54%) and leaflets (52%). One in four directors claimed that encouragement to use public Internet access was present during the open days. Meanwhile, special seminars and contests that require a greater involvement of libraries' staff were used slightly less often for advertising public Internet access (they were mentioned by 14 % of libraries' directors each).

As the libraries' staff refers, oral encouragement is the main and the most commonly used means to publicize and encourage to use the public Internet access workstations. However, in general, libraries' directors mentioned all the means of public Internet access encouragement more often (except for oral encouragement) than the libraries' staff.

In comparison to the previous year, the popularity of all means intended to advertise public Internet access and encourage to use it (except for oral encouragement) did not change. Directors indicated the encouragement by direct communication more often than in 2010 (by 14 p.p.).

During the first year of Project implementation, leaflets, advertisements, posters open days and special seminars were used much more often to attract people to use public Internet access than during the last years of Project implementation. During the latter years of Project implementation, the role of trainings as the means encouraging usage increased dramatically.

Means that advertise PIA and that encourage PIA usage



7. The Skills of Libraries' Staff and Methodical and Technical Help

7.1. The Abilities and Skills of Libraries' Staff to Provide Public Internet Access

- The best skills of libraries' staff are the skills of using the computer and Internet resources -

The development of public Internet access is closely related to the skills and knowledge of libraries' staff to use the opportunities of new technologies and Internet, to inform and consult visitors regarding them and to inform the society regarding the processes present in libraries. Of course, the skills mentioned are being developed gradually. Currently, libraries' staff, in the opinion of directors, knows how to use the computer and Internet resources the best. Not less than 94% of libraries' directors stated that urban libraries' staff had these skills and not less than 83% of directors claimed that rural libraries staff had mastered these skills well. These are the main skills that a member of a library's staff has to have in order to be able to serve a public Internet access user.

Slightly less often, as the directors claim, libraries' staff from urban and rural branches had sufficient skills of communicating with the media and government representatives (77%) or of publicizing the services provided by libraries to the community (83%). The respective skills of rural libraries' staff were evaluated worse (45% and 62%, respectively).

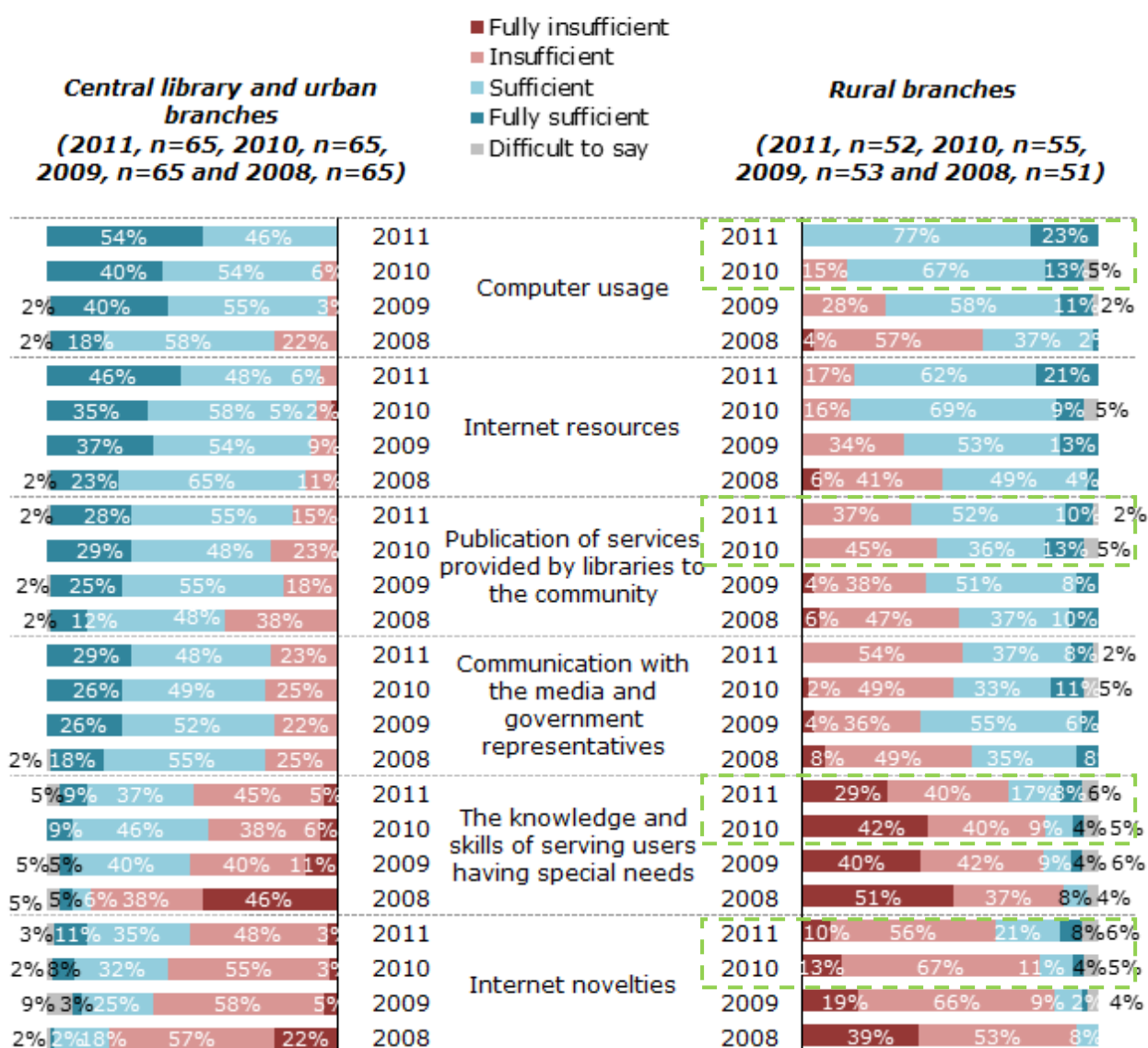
The most problematic areas are the abilities to use Internet novelties and to serve users having special needs. The latter skills were evaluated especially negatively in rural libraries. Even one third of directors evaluated them as fully insufficient. Meanwhile, there was 5% of libraries' staff who had such an attitude towards urban libraries' staff. Of course, these skills might be influenced by not only the lack of trainings, but also a limited application.

In general, all skills of urban libraries' staff were evaluated better than those of rural librarians. The fact that the Project was implemented in rural areas later could have resulted in a slightly worse competence of these libraries' staff. However, during the four years of Project implementation, the skills of rural libraries' staff related to public Internet access were improving constantly.

The directors of libraries where the development of public Internet access is not finished evaluated the skills of the staff to use Internet novelties and to serve users having special needs slightly worse.

The comparison of evaluation of the skills of libraries' staff

% of libraries' directors of target groups



During the last four years, libraries' staff started evaluating all skills of libraries' staff more positively and the greatest changes happened when evaluating the skills of the staff of rural branches. While comparing the situation in 2010 and in 2011, the knowledge and skills of the staff of urban libraries branches, in the opinion of directors, slightly improved. Meanwhile, the directors administering rural libraries stated that the following skills of rural libraries' staff improved significantly from the previous year: ability to use the computer (by 15 p.p.), Internet novelties (by 14 p.p.), to serve users having special needs (by 13 p.p.) and publicize the services of libraries to the society (by 13 p.p.).

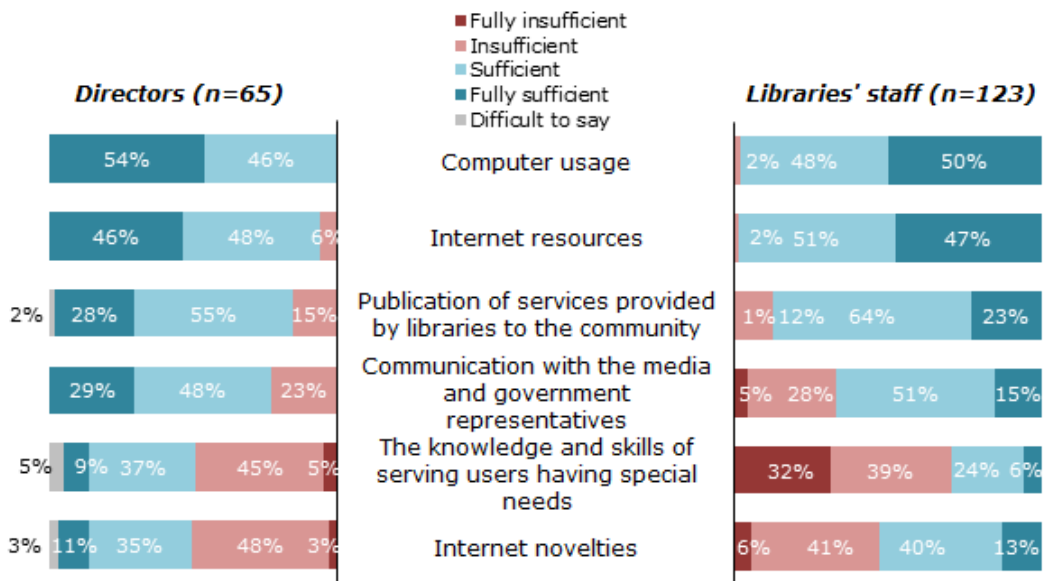
The abilities and skills of libraries' staff to provide the service of public Internet access, in the opinion of directors, were improving gradually during the entire Project implementation period. Slightly better changes in skills were noticed when considering the evaluation of skills of rural libraries' staff.

- Libraries' directors evaluated the skills of urban libraries' staff slightly more positively and the ones of rural libraries' staff – less favorably -

The difference in skills of urban and rural libraries' staff may be influenced by subjective evaluations that are being analyzed. When comparing how libraries' directors evaluated the skills of the staff and how the members of staff evaluated their skills themselves it turned out that the management tends to overestimate urban staff and quite often to underestimate rural librarians.

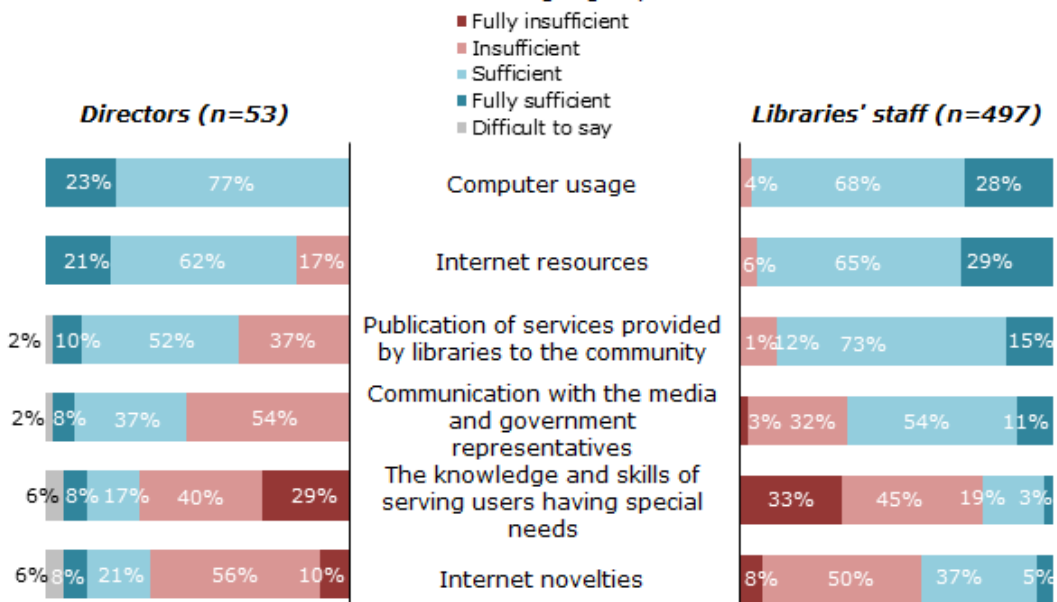
Staff of central libraries and their urban branches named their skills to communicate with the media and government representatives (by 10 p.p. more often) and to serve users with special needs (21 p.p.) as insufficient more often than their directors.

The comparison of evaluation of the skills of libraries' directors and staff in urban areas
 % of libraries' directors of target groups and libraries' staff



Meanwhile, the staff of rural libraries evaluated almost all skills analyzed more positively than the directors. The evaluations of skills regarding publicizing libraries' services to the society (this skill was evaluated as sufficient by libraries' staff 24 p.p. more often), communication with the media and government representatives (19 p.p.) and using Internet resources (11 p.p.) differ the most.

The comparison of evaluation of the skills of libraries' directors and staff in rural areas
 % of libraries' directors of target groups and libraries' staff

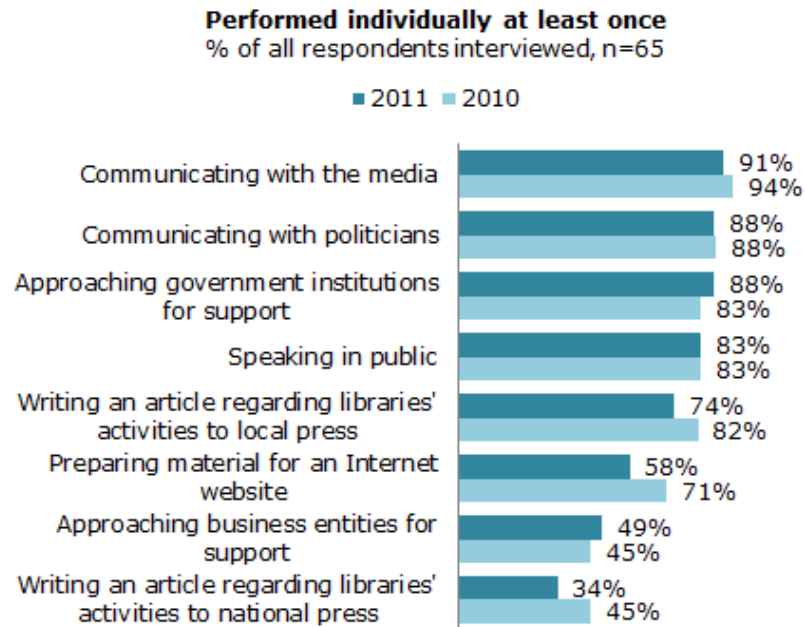


7.2. The Skills of Libraries' Directors to Advocate Libraries

- Directors planning the expansion of public Internet access workstations approach government institutions or business entities for support more often –

The vast majority of directors stated that they independently communicated with the media (91%) or politicians (88%), approached governmental institutions for support (88%), spoke in public (83%) or wrote an article regarding libraries' activities to local press (74%) at least once. The following activities were mentioned slightly less often: creating material for Internet content (58%) or approaching business entities for support (49%). However, only one third of directors wrote an article regarding libraries' activities to national press.

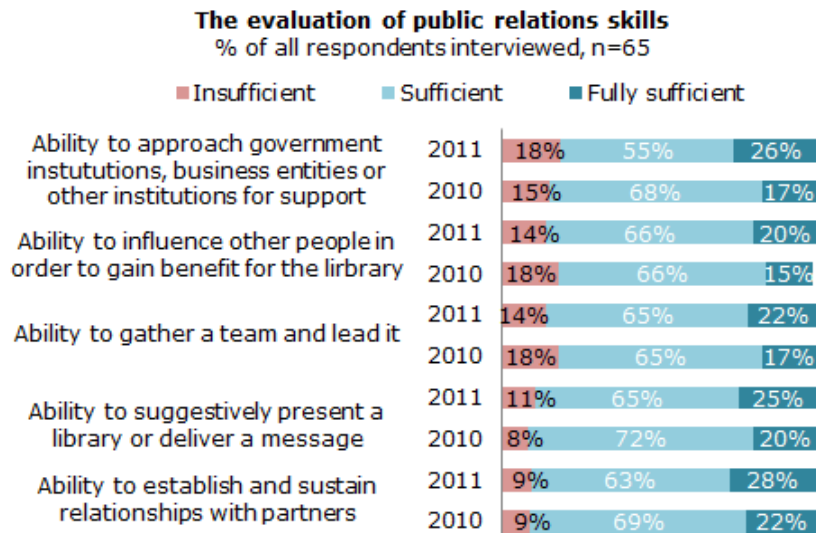
Directors administering bigger libraries mentioned slightly more often that they wrote an article regarding libraries' activities to national press and asked for support from business entities. Meanwhile, the directors who were planning to increase the number of public Internet access in their libraries tend to communicate with politicians or to approach both government institutions and business entities for support more.



While comparing the situation of 2011 with the situation of 2010, the number of directors who wrote an article about libraries' activities to local or national press or prepared material for an Internet website decreased.

When asked how directors evaluated their public relations skills, they evaluated all the skills required for successful advocacy of a library practically equally positively. The ability to approach business entities, government or other institutions was evaluated slightly worse (18% of directors indicated this skill as insufficient).

In comparison to 2010, the way how directors evaluated public relations skills mainly did not change, but slightly more of directors started evaluating their skills as fully sufficient.



8. Methodical Help while Providing the Services of Public Internet Access

8.1. The Sufficiency of Methodical Help

- The accessibility of methodical help during the Project implementation was constantly improving in rural libraries -

The vast majority of directors believed that both urban and rural libraries' staff had enough methodical help provided.

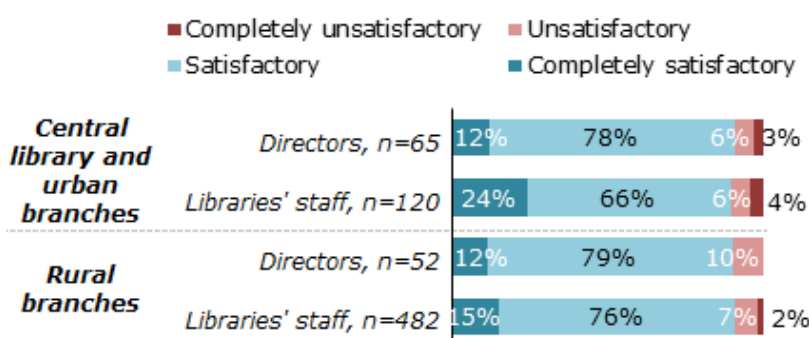
Opposite to evaluating the skills of libraries' staff, the evaluations of directors and staff regarding the sufficiency of help were rather similar.

The satisfaction of directors with the sufficiency of methodical help in urban libraries did not change during the last year. However, in comparison to 2008, it improved by 11 p.p. Meanwhile, in rural branches, the evaluation of the sufficiency of methodical help available for the staff was improving gradually

(in 2010-2011, a change of 11 p.p. was recorded; in 2008-2011, a change of 25 p.p. was recorded).

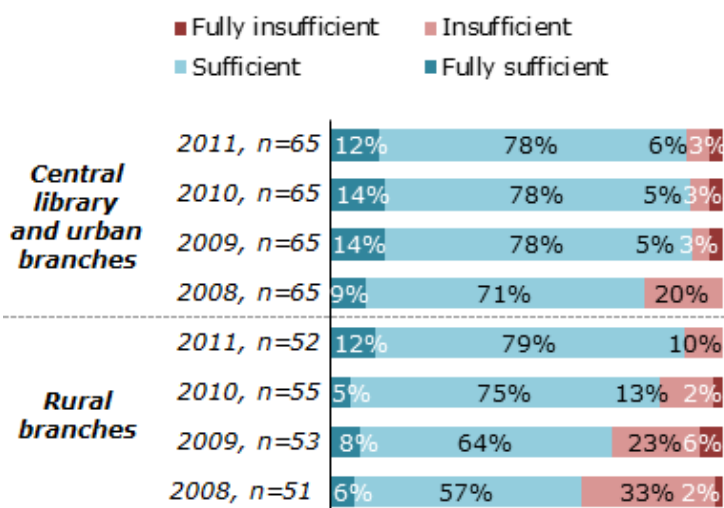
The comparison of sufficiency evaluation of methodical help for libraries' directors and staff

% of libraries' directors of target groups and libraries' staff



The sufficiency of methodical help available for the libraries' staff

% of libraries' directors of target groups



8.2. Technical Maintenance of Public Internet Access Workstations

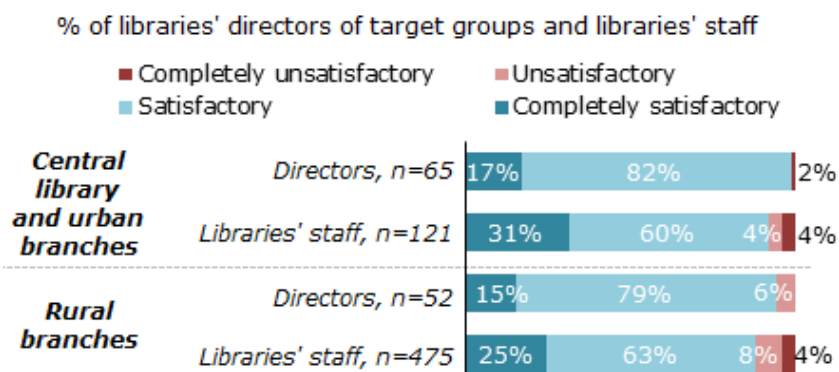
- Neither directors, nor libraries' staff in Lithuania has any reproach regarding technical maintenance -

Practically, there were no problems related to the technical maintenance of public Internet access in libraries. All directors stated that the maintenance quality was satisfactory.

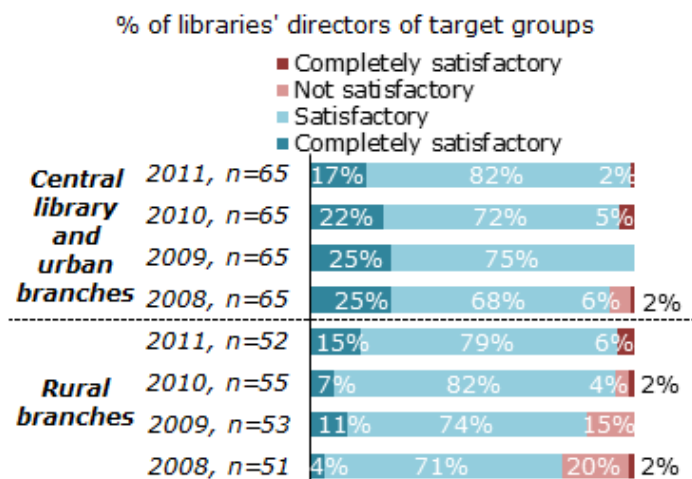
When comparing the evaluations of directors and staff, we see that libraries' staff tend to evaluate the quality of technical maintenance (regarding both urban and rural branches) slightly worse.

The evaluation of the quality of the technical maintenance by directors in urban branches did not change since 2008 and in rural branches, in the opinion of directors, the quality of technical maintenance slightly increased since the first years of the Project implementation.

The comparison of the evaluation of the technical maintenance by libraries' directors and staff



The evaluation of the quality of technical maintenance of PIA computers



9. The Services Provided by the Libraries and the Library Image

9.1. The Evaluation of Change of Services Provided and the Material Base

- During the last year, the progress of service provision and material base is slightly less than in 2009 -

While evaluating the changes in the provision of libraries' services or the material base during the previous year (2010), in the opinion of directors, most of the services provided by libraries or their material base improved. However, positive change was not recorded in all areas.

What improved the most is the quality of help from the staff and of consultations (91%) and the variety of events organized (82%). More than half of the directors mentioned the improvement of quality and quantity of other services related to the expansion of public Internet access (the affluence of IT (66%), the affluence and quality of software technologies (52% each)), the quality of events organized (65%) and the improvement of general atmosphere in the library (63%).

Meanwhile, the material base of traditional services of the library tends to experience the smallest positive change. The variety of other publications and periodical press and the renewal of the assortment of books, in the opinion of most directors, either worsened or did not change during 2010. The variety of databases was characterized by the lowest improvement. 80% of directors regarded it as unchanged.

Directors mentioned "other" (mostly improved) services/ material bases: library prestige and its relations to the community and computer literacy courses. It was also mentioned that the changes in service provision did not take place due to the lack of finance.

While comparing the yearly change of the evaluation of services or material base in 2010 and in 2011, the progress that took place during the last year was slightly less than the one that took place in 2009-2010. Most of the services or material bases were regarded by directors as unchanged (the affluence and quality of IT technologies and software, general atmosphere, the variety of periodical press, CDs, DVDs or databases and the renewal of the assortment of books).

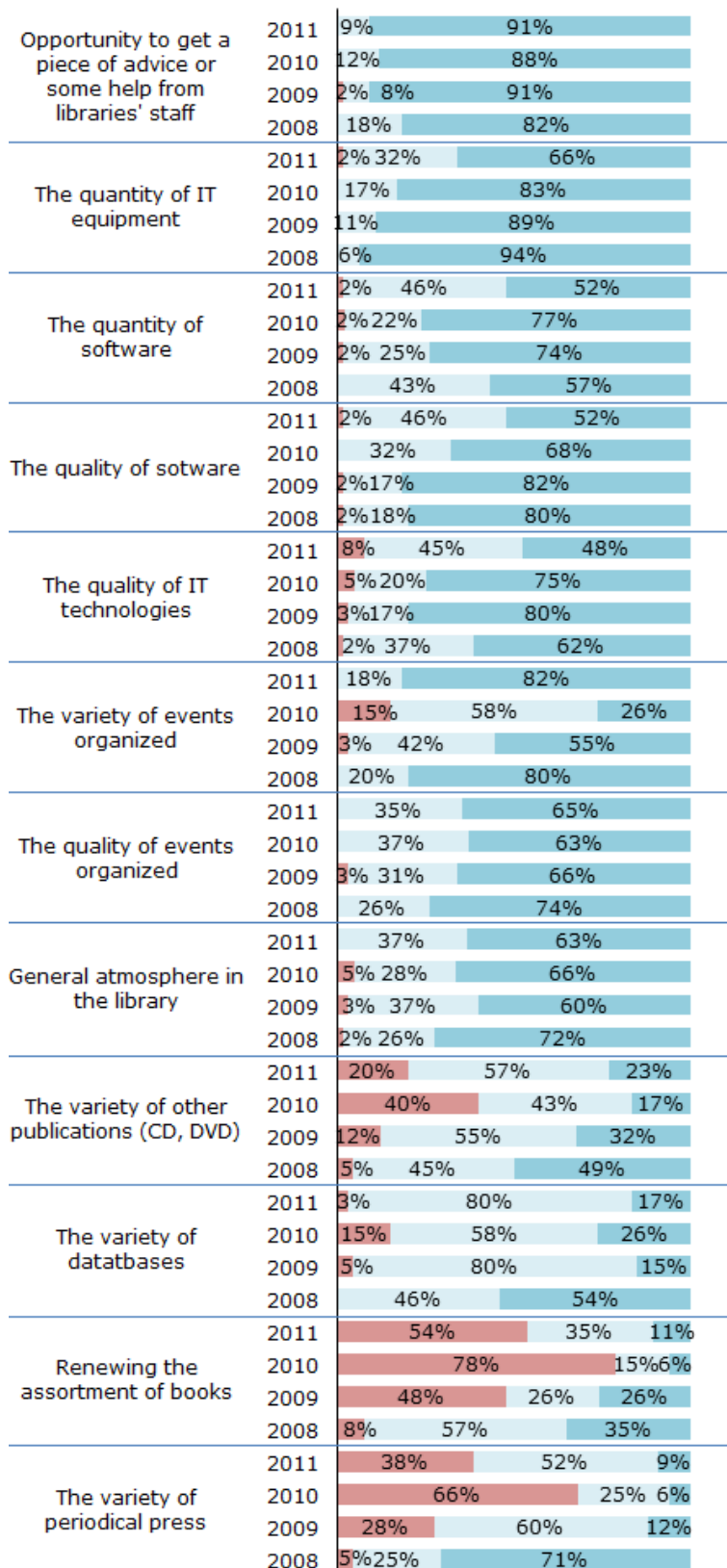
Of course, there were some exceptions. The variety of events organized was more often indicated as improved during 2010.

While analyzing the evaluation of changes in services and the material base during the entire Project implementation period, it was noticed that gradual improvement in general, in the opinion of directors, was recorded only in the variety of events organized. However, in terms of the IT affluence, the quality of software, the renewal of books, periodical press, online databases and other publications, the situation was less and less often evaluated as "improving".

Changes in libraries' services provided or its material base during the last year

% of all respondents interviewed, n=65

■ Worsened ■ Did not change ■ Improved



11. Library's Partnership with Other Organizations

- The vast majority of directors established partnerships with one or another organization -

Only two directors from all had not established a partnership with other organizations. Not less than 85% of directors were sustaining their relationships with government institutions and nongovernmental organizations. Meanwhile, there were two thirds of directors who had established partnerships with business entities.

In comparison to 2010, the number of directors who established relationships with government institutions (9 p.p.) and business entities (21 p.p.) increased.



- There are more and more cases of partnerships with private companies -



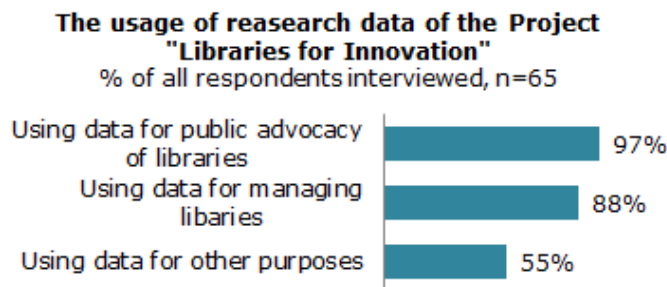
While discussing the areas receiving partner support, we can distinguish two supported areas: social and economical. Social help is mainly provided by nongovernmental organizations by organizing events in libraries (91%), supporting libraries when they are asked for their opinion (71%), by advertising libraries' services and providing recommendations to visit them (65%). Meanwhile, business entities contribute relatively less to the provision of social help, but they are important partners economically. They provide libraries with material resources (59%) and support them financially (68%). Government institutions, in comparison to other partners, contribute to the activities of libraries the most by helping to establish relationships with important people (38%), but they often help financially as well (providing resources (36%) and finance (40%)) and from a social perspective (organizing events (64%), supporting a library when they are asked for their opinion (55%), advertising a library and encouraging residents to visit it (52%)).

During the last year, the division of the areas of support slightly changed among partners. The support of all partners increased regarding the organization of events in libraries (especially the help of business entities, the change of 19 p.p.). Also, the role of business entities as economical helpers grew

immensely. In 2010, the main financial supporter of libraries was government institutions and during the last year libraries were supported economically the most by private companies (by 31 p.p.). When the support from government institutions to advertise the activities of libraries increased (governmental institutions started advertising libraries 14 p.p. more often), the support from nongovernmental organizations in this area decreased (by 10 p.p.). Looking at another side of the coin, the role of all partners while helping to establish relationships with important people slightly diminished.

10. The Usage of the Research Data of the Project “Libraries for Innovation” Impact Assessment

- The research data of Project impact evaluation is actively used for both public advocacy of libraries and libraries’ management -

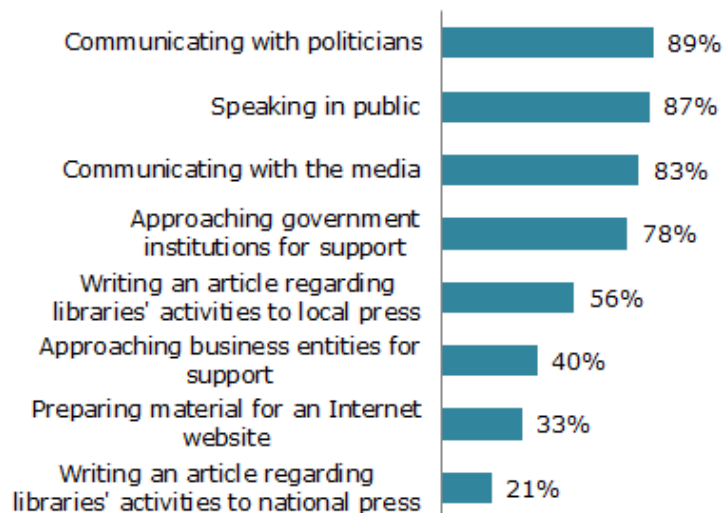


When the Project implementation is heading towards the end, project managers were given a new group of questions related to the usage of the research data of Project impact assessment evaluation. Only two managers stated that they did not use the Project impact evaluation research data for any purposes. 97% of libraries’ directors used this data for public advocacy of libraries and 88% of directors used it for managing libraries. Other purposes for which the research data from “Libraries for Innovation”

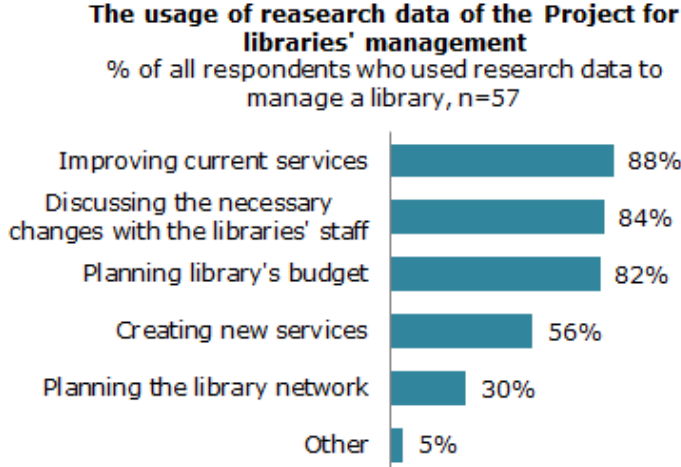
impact assessment included communication with the community, comparing the changes of the activities of own library with the research data, planning library’s activities and strategies for the next year, preparing activity reports, delivering Internet services, meeting the readers and organizing trainings.

Most of the directors who used the research data of Project impact assessment evaluation for public advocacy of libraries used the data while communicating with politicians (89%) and the media (83%), while speaking in public (87%) or approaching government institutions asking for support (78%). More than half of the directors stated that the research data helped in writing articles about libraries’ activities to the local press. 40% of directors claimed that they used this data when approaching business entities asking for help. Every third director used the Project data when preparing the material for an Internet website and every fifth director used the data for publicizing an article regarding libraries’ activities in national press.

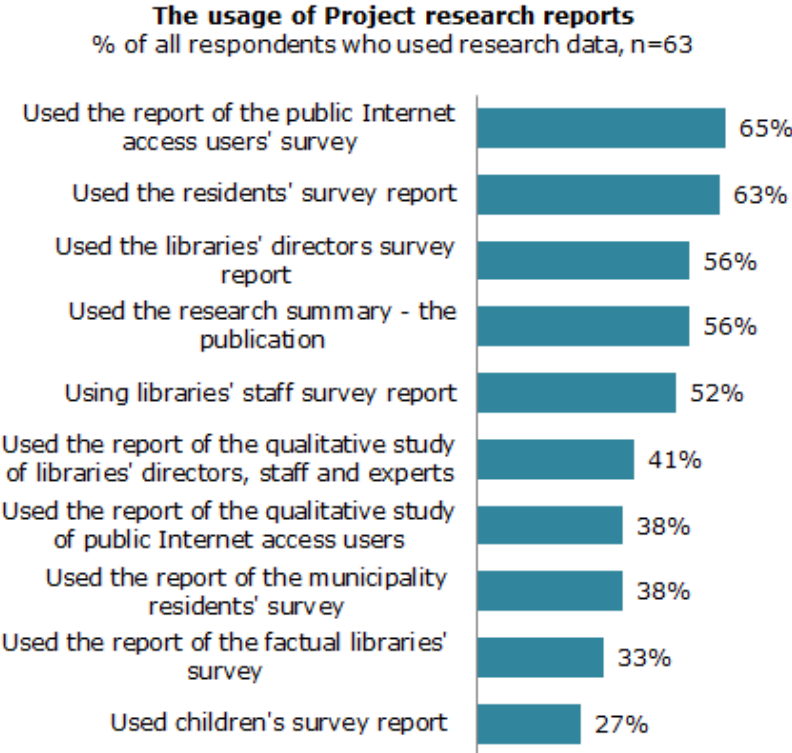
The usage of research data of the Project “Libraries for Innovation” for public advocacy of libraries
% of all respondents who used research data to advocate a library in public, n=63



In terms of using the research data of Project impact evaluation for the management of libraries, the most often the managers used the data for improving current services (88%), discussing the necessary changes with the employees (84%) and for budget planning (82%). Approximately every second director needed the research data while creating new services and 30% of directors used them for planning the libraries' network.



The most popular research reports used include the survey reports of public Internet access users (65%), residents (63%), libraries' directors (56%) and libraries' staff (52%) and the research summary (56%). Directors used the reports of qualitative research (approximately 41-38%) and the survey of residents of the municipality (38%) slightly less often. The least relevant are the factual report (33%) and the report of the children's survey (27%). This data reveals that one of the most important target groups of the libraries is public Internet access users.



11. The Image of the Library in the Opinion of Libraries' Directors

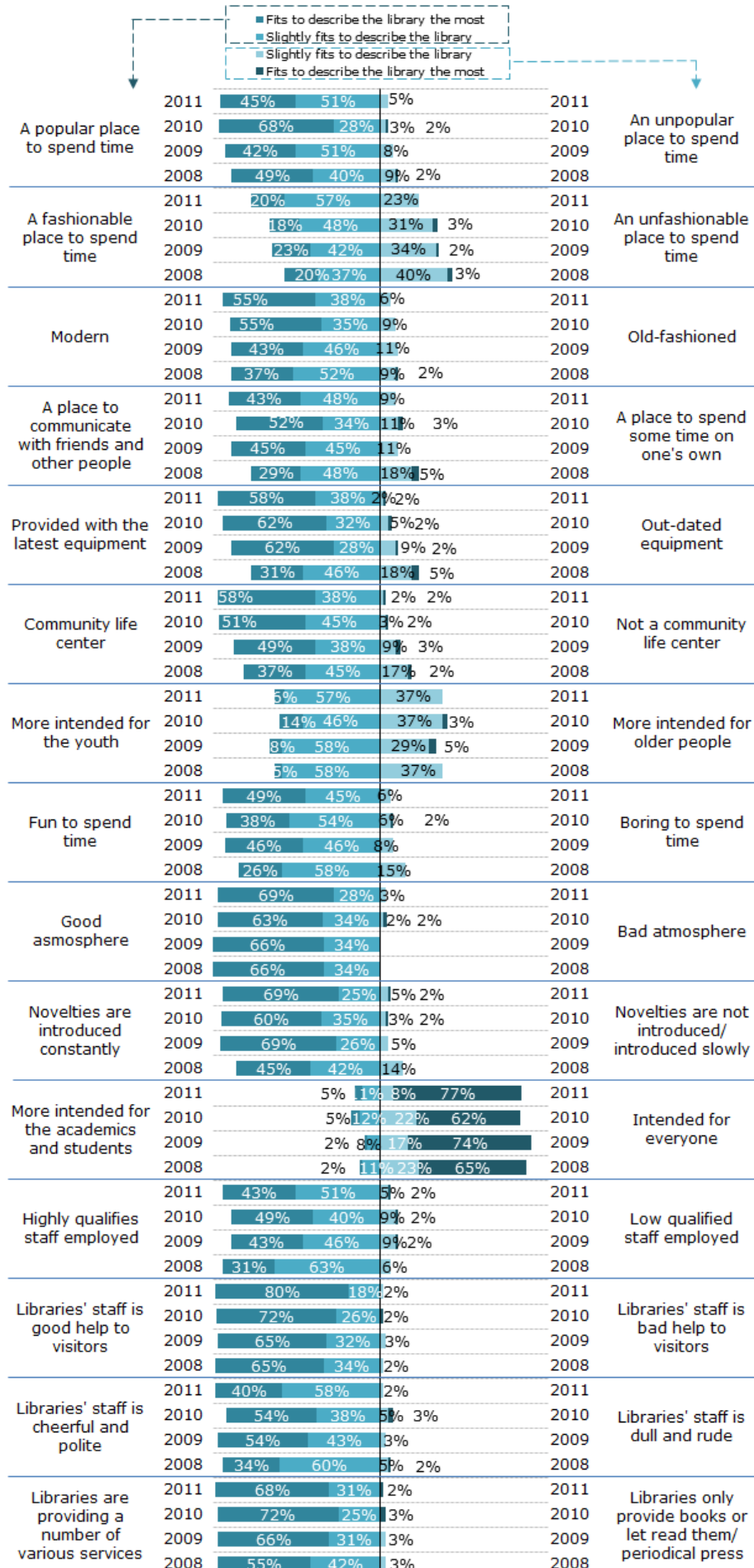
- Library is named as a modern place to spend time more and more often -

Library image, in the opinion of directors, is very positive. They stated that library was a popular place having a good atmosphere. It was a centre for community life, where one can communicate with other people and have a good time in general. Furthermore, the contemporary library is modern (not necessarily fashionable, though), equipped with the latest equipment and constantly introducing novelties. Finally, an excellent library's image is supported by qualified, cheerful, polite and always helpful staff.

From the perspective of directors, library is definitely not only a place for academics or students. The opinions of directors differ slightly more in attributing the library to the youth or to the people of older age (63% vs. 37%) only. Thus, we see that library does not limit to one social group – it is intended for the public at large.

In comparison to the evaluation of the library image in 2010, no major changes in perception occurred, except that library was referred to as a fashionable place more and more often. During the entire Project implementation period, the library image, in the opinion of directors, was improving gradually.

Imagery qualities of library
% of urban libraries' staff



12. Conclusions

All information gathered during the research can be divided into two parts: (1) factual information about actual changes in libraries administered by directors and (2) their opinion regarding the current situation and ongoing processes. Both while evaluating all collected factual information and analyzing subjective evaluations of directors we can generally state that the development and assimilation of Internet access is taking place smoothly.

The Analysis of the Current Situation and Future Perspectives

During the last year, in central libraries and their urban divisions and in rural libraries, most of the Internet access workstations that were planned during the previous years were established rather successfully, but public Internet access expansion did not stop. In the nearest future, it is being planned to increase the number of public Internet access workstations in both urban and rural libraries.

In general, slightly less than half of the libraries' directors in Lithuania were not planning to establish additional public Internet access workstations neither in rural, nor in urban libraries. Meanwhile, 52% of libraries' directors will be establishing extra public Internet access workstations.



public Internet access development is still present in both urban and rural areas

Computer renewal which is closely related to the development of public Internet access was planned less often during last year than was the creation of new Internet access workstations.

Commonly, public Internet access development is determined by financial reasons and the limitations of space. Quite a few directors are limiting the number of public Internet access workstations or are refusing them at all based on the current space available, financial resources or due to the fear of facing high costs after evaluating the opportunities to purchase required equipment and to pay for Internet connection. However, despite an intense expansion, the demand for public Internet access workstations is not fully satisfied either in urban, or in rural libraries.

The expansion of public Internet access is occurring despite the decrease in the general budget and the budget intended for public Internet access. Yet, financial situation, in comparison to 2010, is slightly improving.

The Most Popular Activity Areas of the Libraries and the Areas to be Enhanced in the Future

The expansion of public Internet access influences (actually, corrects) the list of the most popular services provided by libraries. During the last years, the free of charge Internet outperformed even the traditionally main services of libraries'. In the opinion of directors, it is more popular than the dispense of books or reading periodical press. The popularity of computer literacy courses is also growing in popularity. In rural libraries, it outperformed the popularity of computer games which are attracting the visitors of the youngest age to libraries the most.



by its popularity, the service of public Internet access are competing with traditional services provided by libraries (the dispense of books and periodical press offered)

The greatest investments planned by libraries' directors are directed towards the usage of Internet resources: organizing computer literacy courses, strengthening online databases and free of charge Internet. Traditional services are not forgotten either. In urban libraries, it is planned to enhance the dispense of books and periodical press. Nevertheless, despite the fact that most of the services provided by libraries will be strengthened, in most of the cases, such enhancement will not determine a greater popularity of services. This is because some services enhanced have an indirect impact on the popularity of other services – while providing financial support to computer literacy courses, general usage of computer and Internet opportunities is being promoted as well.

The Usage and Encouragement to Use the Public Internet Access and its Benefit to the Community

After classifying all benefits provided by public Internet access into economical and social benefits, it becomes more obvious that directors see greater social benefit to the community. In the opinion of directors, the ultimate benefit provided by Internet access is the improvement of communication with friends and relatives, spending leisure time and help while performing the activities related to learning and studies.



libraries' visitors use the resources providing social benefit more often and they are being encouraged to use economically beneficial services

A tendency shows that libraries' visitors the most often intentionally chose the activities providing social benefit (using the online means of communication). Meanwhile, in libraries, it is being encouraged more actively to use the activities which are useful not only socially, but also economically (Internet resources for economical activity, the services of e-government). Such encouragement is generally correct. It is likely that it will not only activate the usage of the services encouraged, but will also let the visitors to find other alternatives of Internet opportunities. However, Internet novelties and the creation of Internet content are slightly forgotten among the services encouraged. These services are used very rarely and they are not actively encouraged. Of course, before encouraging the usage of these services, a proper preparation of libraries' staff has to be ensured which currently is not sufficient.

The Skills of the Libraries' Staff and Methodical and Technical Help

In the opinion of directors, methodical help available for the libraries' staff is sufficient in both urban and rural libraries.



despite the affluence of methodical help available, the skills of the staff are to be developed

The most developed skills of libraries' staff include using the computer and Internet resources. A huge potential in all libraries' staff may be related to the abilities to serve users having special needs and the abilities to use Internet novelties. These skills have to be developed the most.

Rural libraries' staff are slightly behind in comparison to their colleagues in urban areas, although it is likely that it is the gap influenced by unequal Project process (in other words, the Project started in urban libraries first) which is already decreasing and should disappear after some time.

It was noticed that libraries' directors underevaluate the skills of rural libraries' staff when the members of staff themselves evaluate their skills as sufficient more often. A similar situation is recorded regarding the employees of central libraries and their urban divisions, where directors tend to evaluate the skills of staff better than the members of staff themselves. It is difficult to say, if such differences are determined by subjective evaluations of the management or it is the members of staff who perceive the requirements for their activities and skills differently.

While discussing the advocacy skills of libraries' directors, most of directors communicated with the media and politicians, approached various institutions and organizations for support or publicized the libraries' activities in various ways at least once. Often, the research data of Project impact assessment helps to both advocate the library or to manage it. The most often used reports include the report of public Internet access users, residents, libraries' directors and libraries' staff as well as the research data summary.

Libraries' directors evaluated most of their public relations skills as sufficient. The skill that is trusted the least is the ability to approach government or other institutions or business entities for support.

Libraries' Partnerships with Other Organizations

The vast majority of directors established partnerships with at least one governmental, nongovernmental or business organization/ institution and the scale of partnerships is only increasing. Especially, the growth is recorded in number of established relationships with business entities which often help libraries

financially. Libraries' partners provide both social help (especially NGOs) and economical support (especially private companies). Governmental institutions, in comparison to other partners, help the most in establishing relationships for libraries with powerful people and contribute substantially to the activities of libraries financially as well. Cooperation with other organizations is an important area of libraries' activities which has a positive impact on the quality and quantity of the provision of both traditional and new services.

The Services Provided by Libraries and the Image of the Library

In the opinion of directors, the quality of most of the services provided by the libraries slightly improved during last year. The quality of help provided by staff, the variety of events organized and the services related to public Internet access development improved the most. However, the material base of traditional libraries' services, such as the assortment of books and periodical press, in the opinion of directors, worsened. Nevertheless, it does not have negative impact on a very positive image of the library in the eyes of directors.