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MARTYNAS
MAZVYDAS
NATIONAL
LIBRARY OF
LITHUANIA



PROJECT "LIBRARIES FOR INNOVATION" THE SURVEY OF PUBLIC INTERNET ACCESS USERS

2012

(Instrument 4)

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1. The Survey of PIA Users¹ 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 survey of PIA users, data on the peculiarities on computer and Internet usage (places of usage, frequency, goals) were collected. During the research, information about which libraries’ services are used by the PIA users and how they evaluate the quality of services provided by the libraries; what are the purposes of using PIA in the library; what the respondents know and how they evaluate the projects intended for PIA establishment.

The research data is related with such Project supervision indicators (supervision indicators, for which the information during the research was at least partly collected during the research with public Internet access users, 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 PIA²
- 1B. The number of computers intended for PIA
- 1C. The number of hours of public Internet access for users
- 1D. The usage rate of computerized work-stations intended for PIA
- 1E. The number of PIA users
- 1F. The number of PIA work-stations for 1000 citizens
- 1G. The number of librarians providing the free of charge Internet access through a wireless connection

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

- 2A. Improved knowledge and skills of the librarians to use IT
- 2B. Improved library advocacy and public relation skills
- 2C. Improved knowledge and skills of the librarians to use the Internet resources and electronic services
- 2D. Improved knowledge and skills of the librarians to serve users with special needs
- 2E. The number of librarians having user training and consulting experience
- 2F. The number of trained librarians

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**

¹ PIA users (here and further on in the report) denotes public Internet access users

² PIA – public Internet access

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

2. Research Methodology

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

2.1. The Survey Method

The survey of PIA users was conducted as a direct interview or by an online questionnaire by interviewing the respondent in the library. Library visitors who came to libraries to use PIA were offered to answer the research questions online. During the research in libraries, an interviewer of the Contractor was always present who would encourage PIA users to participate in the research and would help to answer the research questions, if necessary.

2.2. Target Group

The research target group is the users of PIA in libraries of 15-74 years old.

2.3. Sample Size and Sampling

It was foreseen to interview 2000 PIA users during the research. 2024 PIA users were actually interviewed.

The recruitment of PIA users was conducted in two stages:

1. The selection of libraries whose PIA users will be interviewed.
2. PIA user recruitment in libraries.

While selecting the libraries for the research, the following steps were taken:

- Libraries which provide the PIA service were chosen from the Clients' database of Lithuanian public libraries
- Based on the methodology of an analogous research conducted before and the recommendations of the Client, the number of initial sampling points was chosen, which means the library number in the entire country where the survey was going to be conducted. The number of initial sampling points was chosen based on the practices of representative interviews in the entire country.
- The number of libraries and the number of respondents in the libraries in different regions of the country was calculated based on the methodology of the previously conducted research and the recommendations of the Client and the distribution of residents of age 15-74 in the country.
- Intended libraries in particular territory units were chosen from a database by using the generator of random numbers.
- The proportion of urban and rural libraries was determined by the Client (50% urban libraries and 50% rural libraries). In other words, random quota sampling was applied when choosing libraries.

PIA users were chosen for the research in the following order – every second PIA user was interviewed in urban libraries and every user was interviewed in rural libraries.

While conducting the research, due to the objective reasons, some libraries chosen before were replaced by other libraries. The libraries were replaced in the following cases:

- a) The libraries' staff or consultants informed that there will be no Internet connection available in the library chosen because of technical problems.
- b) The libraries' staff or consultants informed that the employees of the libraries chosen are sick or on holiday, therefore, the branch would be closed.
- c) The libraries' staff or consultants informed that the library chosen will be under reconstruction during the research period.
- d) The researches informed about an insufficient flow of PIA users (there are not many of PIA users and they do not do repeatedly visit the library).
- e) The researches informed that PIA is used only by children in the chosen library or the library is children's library.

2.4. Technical Report of the Survey Conduction

The survey was conducted 75 interviewers.

The survey was started on 9th December, 2011. It was planned to be finished on 9th January, 2012. It was finished on 13th January, 2012.

- the research was not conducted in a chosen library, because the attempts to contact libraries' staff failed (no one picked up the phone)1
- the research was not conducted in a chosen library, because the member of the libraries' staff was ill/ on holiday3
- the research was not conducted in a chosen library, because the library was under reconstruction3
- the research in a chosen library was conducted partly due to the small flow of PIA users4
- the research in a chosen library was not conducted due to the small flow of PIA users8
- the research in a chosen library was not conducted, because it was a children's library4

- the research in a chosen library was not conducted, because there was no Internet connection available in the library during the research7
- the number of libraries where the research was conducted208
- the total number of libraries visited during the research238
- the total number of PIA users interviewed2024

The libraries where the PIA survey was conducted (by indicating the number of PIA users interviewed in respective libraries ("N")):

No.	Library name	Branch name	N
1	The public library of the municipality of Akmene region	The main library	5
2	The public library of the municipality of Alytus region	The main library	10
3	The public library of the municipality of Alytus region	Alove branch	4
4	The public library of the municipality of Alytus region	Daugai branch	2
5	The public library of the municipality of Alytus region	Geniai branch	8
6	The public library of the municipality of Alytus region	Pivasiunai branch	11
7	The public library of the municipality of Alytus region	Simnas branch	7
8	The public library of Liudvika and Stanislovas Didziuliai of of the municipality of Anyksciai region	The main library	16
9	The public library of Liudvika and Stanislovas Didziuliai of of the municipality of Anyksciai region	Azuozeriai branch	14
10	The public library of Liudvika and Stanislovas Didziuliai of of the municipality of Anyksciai region	Svedasai branch	10
11	The public library of Liudvika and Stanislovas Didziuliai of of the municipality of Anyksciai region	Troskunai branch	6
12	The public library of Liudvika and Stanislovas Didziuliai of of the municipality of Anyksciai region	Viesintai branch	8
13	The public library of the municipality of Birzai	The main library	9
14	The public library of the municipality of Birzai	Vabalninkas urban branch	11
15	The public library of the municipality of Ignalina	The main library	10
16	The public library of the municipality of Jonava The public library of	The main library	16
17	The public library of the municipality of Jonava	Children's Literature Department	8
18	The public library of J. Avyzius of the municipality of Joniskis	The main library	10
19	The public library of J. Avyzius of the municipality of Joniskis	Zagare branch	14
20	The public library of J. Avyzius of the municipality of Joniskis	Skaistgirys branch	10
21	The public library of the municipality of Jurbarkas	The main library	10
22	The public library of the municipality of Jurbarkas	Simkaiciai branch	9
23	The public library of the municipality of Jurbarkas	Girdziai branch	5
24	The public library of the municipality of Kaisiadorys	The main library	10
25	The public library of the municipality of Kaisiadorys	Antakalnis branch	9
26	The public library of the municipality of Kaisiadorys	Pravieniskes branch	15
27	The public library of the municipality of Kaisiadorys	Stasiunai branch	10
28	The public library of the municipality of Kaisiadorys	Ziezmariai branch	4
29	The public library of the municipality of Kaunas	The main library	6
30	The public library of the municipality of Kaunas	Rokai branch	9
31	The public library of the municipality of Kaunas	Zapyskis branch	8

32	The public library of the municipality of Kaunas	Ezerelis branch	10
33	The public library of the municipality of Kaunas	Raudondvaris branch	27
34	The public library of the municipality of Kaunas	Lapes library	14
35	The public library of the municipality of Kaunas	Piliuona library	8
36	The public library of M. Dauksa of the municipality of Kedainiai public library	Branch "Jaunyste"	8
37	The public library of M. Dauksa of the municipality of Kedainiai public library	Labunava branch	10
38	The public library of M. Dauksa of the municipality of Kedainiai public library	Nociunai branch	6
39	The public library of M. Dauksa of the municipality of Kedainiai public library	Vilainiai branch	6
40	The public library of Zemaite of the municipality of Kelme	The main library	8
41	The public library of Zemaite of the municipality of Kelme	Tytuvenai urban branch	8
42	The public library of Zemaite of the municipality of Kelme	Uzventis urban branch	8
43	The public library of Zemaite of the municipality of Kelme	ruralSaukenai rural branch	10
44	The public library of J. Lankutis of the municipality of Klaipeda	The main library	10
45	The public library of J. Lankutis of the municipality of Klaipeda	Agluonenai branch	10
46	The public library of J. Lankutis of the municipality of Klaipeda	Dovilai branch	10
47	The public library of J. Lankutis of the municipality of Klaipeda	Priekule branch	14
48	The public library of J. Lankutis of the municipality of Klaipeda	Slengiai branch	10
49	The public library of M. Valancius of the municipality of Kretinga	The main library	13
50	The public library of M. Valancius of the municipality of Kretinga	Budriai branch	11
51	The public library of M. Valancius of the municipality of Kretinga	Jokubavas branch	4
52	The public library of M. Valancius of the municipality of Kretinga	Kartena branch	18
53	The public library of M. Valancius of the municipality of Kretinga	Rudaiciai branch	10
54	The public library of M. Valancius of the municipality of Kretinga	Vydmantai branch	4
55	The public library of the municipality of Kupiskis	The main library	12
56	The public library of the municipality of Kupiskis	ruralNoriunai rural branch	9
57	The public library of the municipality of Kupiskis	ruralSkapiskis rural branch	9
58	The public library of the municipality of Lazdijai	The main library	16
59	The public library of the municipality of Lazdijai	Seirijai subdivision	8
60	The public library of the municipality of Lazdijai	Veisiejai urban subdivision	12
61	The public library of P. Kriauciunas of the municipality of Marijampole	The main library	10
62	The public library of P. Kriauciunas of the municipality of Marijampole	Igliaukas branch	8
63	The public library of P. Kriauciunas of the municipality of Marijampole	Liudvinavas branch	8
64	The public library of P. Kriauciunas of the municipality of Marijampole	Mokolai branch	8
65	The public library of the municipality of Mazeikiai	The main library	12
66	The public library of the municipality of Mazeikiai	Auksudis branch	9
67	The public library of the municipality of Mazeikiai	Naftininkai branch	8
68	The public library of the municipality of Moletai	The main library	16
69	The public library of the municipality of Moletai	Inturke branch	8
70	The public library of J. Paukstelis of the municipality of Pakruojis	The main library	8
71	The public library of J. Paukstelis of the municipality of Pakruojis	Linkuva urban branch	9
72	The public library of J. Paukstelis of the municipality of Pakruojis	Pasvitinis ruralrural branch	7
73	The public library of the municipality of Panevezys	The main library	13

74	The public library of the municipality of Panevezys	Dembava branch	6
75	The public library of the municipality of Panevezys	Liudyne branch	8
76	The public library of the municipality of Panevezys	Mieziskiai branch	9
77	The public library of the municipality of Panevezys	Ramygala branch	14
78	The public library of the municipality of Panevezys	Velzys branch	6
79	The public library of M. Katiliskis of the municipality of Pasvalys	The main library	12
80	The public library of M. Katiliskis of the municipality of Pasvalys	Joniskelis branch	14
81	The public library of M. Katiliskis of the municipality of Pasvalys	Pumpenai branch	6
82	The public library of the municipality of Plunge	The main library	12
83	The public library of the municipality of Plunge	ruralAledziai rural branch	8
84	The public library of the municipality of Prienai	Balbieriskis branch	8
85	The public library of the municipality of Prienai	Jieznas ruralrural branch	7
86	The public library of the municipality of Prienai	Stakliskes ruralrural branch	6
87	The public library of the municipality of Radviliskis	The main library	10
88	The public library of the municipality of Radviliskis	Baisogala library	8
89	The public library of the municipality of Radviliskis	Sidabravas ruralrural library	8
90	The public library of the municipality of Raseiniai	The main library	12
91	The public library of the municipality of Raseiniai	Nemaksciai library	10
92	The public library of the municipality of Raseiniai	Vidukle library	8
93	The public library of Juozas Keliuotis of the municipality of Rokiskis	The main library	12
94	The public library of Juozas Keliuotis of the municipality of Rokiskis	Juodup town branch	8
95	The public library of Juozas Keliuotis of the municipality of Rokiskis	Obeliai urban branch	6
96	The public library of Juozas Keliuotis of the municipality of Rokiskis	Pandelis urban branch	9
97	The public library of Juozas Keliuotis of the municipality of Rokiskis	Panemunelis branch	9
98	The public library of the municipality of Sakiai	The main library	10
99	The public library of the municipality of Siauliai	Gruzdziai branch	12
100	The public library of the municipality of Siauliai	Kursenai urban library	6
101	The public library of the municipality of Siauliai	Meskuociai branch	10
102	The public library of the municipality of Siauliai	The main library	10
103	The public library of the municipality of Siauliai	Laukuva ruralrural branch	9
104	The public library of F. Bajoraitis of the municipality of Silute	The main library	8
105	The public library of F. Bajoraitis of the municipality of Silute	Rusne branch	12
106	The public library of F. Bajoraitis of the municipality of Silute	Kintai branch	10
107	The public library of F. Bajoraitis of the municipality of Silute	Zemaiciu Naumiestis subdivision	10
108	The public library of F. Bajoraitis of the municipality of Silute	Saugai branch	10
109	The public library of F. Bajoraitis of the municipality of Silute	Trakسدziai branch	10
110	The public library of the municipality of Svencionys	The main library	8
111	The public library of the municipality of Svencionys	Mezioneliai ruralrural branch	6
112	The public library of the municipality of Svencionys	Svencioneliai urban branch	8
113	The public library of Birute Baltrusaityte of the municipality of Taurage	The main library	9
114	The public library of Birute Baltrusaityte of the municipality of Taurage	ruralMazonai rural branch	8
115	The public library of Karolina Praniauskaite of the municipality of Telsiai	The main library	11

116	The public library of Karolina Praniauskaite of the municipality of Telsiai	Degaiciai ruralrural branch	8
117	The public library of Karolina Praniauskaite of the municipality of Telsiai	Rainiai ruralrural branch	2
118	The public library of Karolina Praniauskaite of the municipality of Telsiai	Telsiai urban branch No. 2	11
119	The public library of Karolina Praniauskaite of the municipality of Telsiai	Luoke ruralrural branch	10
120	The public library of the municipality of Trakai	Lentvaris urban branch	24
121	The public library of V. Slaitas of the municipality of Ukmerge	The main library	19
122	The public library of V. Slaitas of the municipality of Ukmerge	Baleliai ruralrural branch	7
123	The public library of V. Slaitas of the municipality of Ukmerge	Dainava ruralrural branch	10
124	The public library of V. Slaitas of the municipality of Ukmerge	Deltuva ruralrural branch	7
125	The public library of A. and M. Miskiniai of the municipality of Utena	The main library	32
126	The public library of A. and M. Miskiniai of the municipality of Utena	Daugailiai branch	11
127	The public library of A. and M. Miskiniai of the municipality of Utena	Leliunai branch	15
128	The public library of A. and M. Miskiniai of the municipality of Utena	Radeikiai branch	3
129	The public library of A. and M. Miskiniai of the municipality of Utena	Uzpaliai branch	8
130	The public library of A. and M. Miskiniai of the municipality of Utena	Vaikutenai library	5
131	The public library of A. and M. Miskiniai of the municipality of Utena	Smėlis urban branch	4
132	The public library of the municipality of Varena	The main library	10
133	The public library of the municipality of Varena	Matuizai branch	8
134	The public library of the municipality of Varena	Merkine branch	2
135	The public library of the municipality of Varena	Valkininkai branch	8
136	The public library of the municipality of Vilkaviskis	The main library	10
137	The public library of the municipality of Vilnius	The main library	8
138	The public library of the municipality of Vilnius	Marijampolis ruralrural branch	6
139	The public library of the municipality of Vilnius	ruralGlitiskiai rural branch	4
140	The public library of the municipality of Vilnius	Lavoriskiai ruralrural branch	10
141	The public library of the municipality of Vilnius	Parudamina ruralrural branch	8
142	The public library of the municipality of Vilnius	Pikeliskes ruralrural branch	5
143	The public library of the municipality of Vilnius	Skaidiskes ruralrural branch	2
144	The public library of the municipality of Vilnius	Vaidotai ruralrural branch	10
145	The public library of the municipality of Vilnius	Zujunai ruralrural branch	17
146	The public library of the municipality of Vilnius	Nemencine library	14
147	The public library of the municipality of Vilnius	Azulauke rural branch	6
148	The public library of the municipality of Vilnius	Kabiskes rural branch	5
149	The public library of the municipality of Vilnius	Kalveliai rural branch	24
150	The public library of the municipality of Vilnius	Medininkai rural branch	10
151	The public library of the municipality of Vilnius	Paberze rural branch	5
152	The public library of the municipality of Vilnius	Suzionys rural branch	7
153	The public library of the municipality of Vilnius	Valciunai rural branch	7
154	The public library of the municipality of Zarasai	kaimo	17
155	The public library of the municipality of Zarasai	Imbradas branch	8
156	The public library of the municipality of Zarasai	Hospital branch	5

157	The public library of the municipality of Druskininkai	Urban branch	6
158	The public library of the municipality of Kalvarija	The main library	9
159	The public library of the municipality of Kalvarija	Jungenai branch	12
160	The public library of the municipality of Kalvarija	Juseviciai branch	10
161	The public library of the municipality of Kazlu Ruda	The main library	6
162	The public library of the municipality of Pagegiai	The main library	8
163	The public library of the municipality of Pagegiai	Vilkyskiai branch	8
164	The public library of the municipality of Palanga town	The main library	38
165	The public library of the municipality of Palanga town	"Gintaras"	13
166	The public library of the municipality of Palanga town	Sventoji library	11
167	The central library of the municipality of Vilnius city	The library of music and art	12
168	The central library of the municipality of Vilnius city	Antakalnis library	24
169	The central library of the municipality of Vilnius city	Gerosios Vilties library	14
170	The central library of the municipality of Vilnius city	Justiniskes library	9
171	The central library of the municipality of Vilnius city	Karoliniskes library	11
172	The central library of the municipality of Vilnius city	Kalvariju library	13
173	The central library of the municipality of Vilnius city	Lazdynai library	17
174	The central library of the municipality of Vilnius city	Library "Saulute"	10
175	The central library of the municipality of Vilnius city	Tomas Zanas library	13
176	The central library of the municipality of Vilnius city	Library "Papartis"	3
177	The public library of J. Kuncinas of the municipality of Alytus	The main library	14
178	The public library of J. Kuncinas of the municipality of Alytus	Vidzgiris branch	11
179	The public library of V. Kudirka of the municipality of Kaunas	The main library	14
180	The public library of V. Kudirka of the municipality of Kaunas	The main library	6
181	The public library of V. Kudirka of the municipality of Kaunas	The main library	10
182	The public library of V. Kudirka of the municipality of Kaunas	Aleksotas subdivision	10
183	The public library of V. Kudirka of the municipality of Kaunas	Girstupio subdivision	15
184	The public library of V. Kudirka of the municipality of Kaunas	Kalneciai subdivision	4
185	The public library of V. Kudirka of the municipality of Kaunas	Neris subdivision	9
186	The public library of V. Kudirka of the municipality of Kaunas	Panemune subdivision	3
187	The public library of V. Kudirka of the municipality of Kaunas	Sauletekissubdivision	7
188	The public library of V. Kudirka of the municipality of Kaunas	Silainiai subdivision	10
189	The public library of V. Kudirka of the municipality of Kaunas	Zaliakalnis subdivision	8
190	The public library of the municipality of Klaipėda city	The main library	12
191	The public library of the municipality of Klaipėda city	"Kauno atžalyno" branch	8
192	The public library of the municipality of Klaipėda city	Ruoniukas branch	10
193	The public library of the municipality of Klaipėda city	Pempininkai branch	10
194	The public library of the municipality of Klaipėda city	Siauliai branch	8
195	The public library of the municipality of Panevezys city	Branch "Saltinelis"	15
196	The public library of the municipality of Panevezys city	Branch "Zidinys"	12
197	The public library of the municipality of Panevezys city	Nothern library	3
198	The public library of the municipality of Siauliai city	The main library	9
199	The public library of the municipality of Siauliai city	Varsa branch	2

200	The public library of the municipality of Siauliai city	Aidas branch	10
201	The public library of the municipality of Siauliai city	Lieporiai branch	9
202	The public library of the municipality of Siauliai city	Rekyva branch	6
203	The public library of the municipality of Siauliai city	Saule branch	6
204	The public library of A. Mickevicius of Vilnius region	The main library	7
205	The public library of Kaunas region	The main library	15
206	The public library of G. Petkevicaite – Bite of Panevezys region	The main library	14
207	The public library of P. Visinskis of siauliai region	The main library	14
		Total	204

2.5. The Research Instrument

While conducting the survey a standardized questionnaire provided by the Client was used (Instrument 4).

2.6. Ensuring Quality Control

The following means were used to ensure the quality of the research conduction and data:

- ✓ The interviewers were provided with a research guide, where the project was introduced, the importance of researches in a broad context, methodological principles of the research conduction were introduced, the explanations of more complicated terms and the contacts of people who were able to clear the uncertainties of the researchers were provided.
- ✓ Before the conduction of the research, the interviewers' trainings were organized.
- ✓ During the research conduction period, constant consultations were provided in terms of sampling and filling in the questionnaires by a free of charge telephone line of the Contractor.
- ✓ Data analytics audited the quality of collected data by using the possibilities provided by the SPSS program.

2.7. Data Analysis

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

Statistically significant differences 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 (distribution of answers) it did (by using function "Adjusted Residuals").

In graphical illustrations, the statistically significant changes are market only for the research results of 2012. Green circles denote positive significant changes (increase in value) during the year and red (or yellow) circles denote negative significant changes (decrease in value).

2.8. Statistical Data Bias

When evaluating the results, it is necessary to pay attention to statistical bias. It occurs due to the fact that respondent sampling is done. This bias is calculated mathematically. The table below presents the biases when there is a different number of respondents and the distribution of answers. The biggest statistical bias while considering the answers of all respondents (2000 people) is equal to $\pm 2,2\%$ (when the confidence level equals to 95%).

Sample size	Distribution of answers									
	50	45/55	40/60	35/65	30/70	25/75	20/80	15/85	10/90	5/95
50	13.9	13.8	13.6	13.2	12.7	12	11.1	9.9	8.3	6
75	11.3	11.3	11.1	10.8	10.4	9.8	9.1	8.1	6.8	4.9
100	9.8	9.8	9.6	9.3	9	8.5	7.8	7	5.9	4.3
150	8	8	7.8	7.6	7.3	6.9	6.4	5.7	4.8	3.5
200	6.9	6.9	6.8	6.6	6.4	6	5.5	4.9	4.2	3
300	5.7	5.6	5.5	5.4	5.2	4.9	4.5	4	3.4	2.5
400	4.9	4.9	4.8	4.7	4.5	4.2	3.9	3.5	2.9	2.1
500	4.4	4.4	4.3	4.2	4	3.8	3.5	3.1	2.6	1.9
600	4	4	3.9	3.8	3.7	3.5	3.2	2.9	2.4	1.7
700	3.7	3.7	3.6	3.5	3.4	3.2	3	2.6	2.2	1.6
800	3.5	3.4	3.4	3.3	3.2	3	2.8	2.5	2.1	1.5
900	3.3	3.2	3.2	3.1	3	2.8	2.6	2.3	2	1.4
1000	3.1	3.1	3	3	2.8	2.7	2.5	2.2	1.9	1.4
1100	3.0	2.9	2.9	2.8	2.7	2.6	2.4	2.1	1.8	1.3
1500	2.5	2.5	2.5	2.4	2.3	2.2	2.0	1.8	1.5	1.1
2000	2.2	2.2	2.2	2.1	2.0	1.9	1.8	1.6	1.3	1.0

Example: Suppose that 2000 PIA users were asked, if they had an opportunity to use the Internet somewhere else rather than in a library. Suppose that 36% of them told that they do not have such an opportunity. It means that $36\% \pm 2,1\%$ of PIA users do not have the opportunity to use the Internet in public library.

3. Summary of the Main Research Findings

Computer Usage

Ability to use the computer

Most (82%) of the PIA users have sufficient computer usage skills.

2011 vs. 2010: the share of PIA users believing that they have sufficient computer literacy skills increased (2011:82%, 2010:74%).

2008 - 2011: the share of PIA users who know how to use the computer did not change in the country.

Urban vs. rural: the skills of urban and rural PIA users to use the computer do not differ ("sufficient": U:81%; R:83%). During 2011, the share of adult PIA users who evaluated their computer literacy skills as sufficient increased slightly in both urban ("sufficient" 2011:71%, 2010:63%) and rural ("sufficient": 2011:77%, 2010:62%) areas. The abilities of the youth did not change significantly.

The youth/adults/PIA users of older age and the retired³: the youngest PIA users evaluated their computer literacy skills the best. The oldest PIA users and retired PIA users evaluated their computer usage skills the worst (the shares of respondents evaluating their skills as sufficient are: Y:93%, A:79%, R: 59%).

Groups at social risk: the retired and the disabled evaluated their computer usage skills the worst. The evaluation of computer usage skills of the unemployed is only slightly different from the other PIA users (R:53%, D:58%, U:75%).

PIA users vs. residents: the evaluation of computer usage skills of PIA users and residents who are using the computer do not differ ("sufficient": PIA:82%, R:80%).

The evaluation of information technologies' usage skills

PIA users have sufficient IT usage skills. Computer usage skills (e.g., using the mouse, typing, etc.) are rated as the best skills of all analyzed computer literacy skills. 91% of PIA users claimed them to be sufficient. 75% of the interviewed have sufficient skills to send e-mails with documents attached and 72% of users are able to use the main computer programs. PIA users find it more difficult to solve the main technical issues (68%).

2011 vs. 2010: in 2011, the evaluation of all IT usage skills of PIA users improved (a greater share of users referred them as fully sufficient).

2008 - 2011: no significant changes regarding the evaluation of computer usage were recorded.

The youth/adults/PIA users of older age and the retired: the youth evaluate the IT usage skills positively and very positively more often, meanwhile, PIA users over 55 years old tend to evaluate the IT usage skills as poor more often.

Groups at social risk: the retired and the disabled have worse IT usage skills.

PIA users vs. residents: residents evaluated all IT skills as fully sufficient slightly more often than PIA users.

The evaluation of particular IT usage skills

Most of the PIA users are able to individually perform the simplest computer functions, such as copying or moving text or documents (77% and 62%, respectively). The users stated rather often that they individually compressed (zipped) documents (50%), used arithmetic formulas in documents (49%) or connected and installed new devices (38%). Solving computer problems, connecting computers to one network or writing programs were more complicated actions, thus, the least share of PIA users performed them individually.

³ The terms used here and further on in the report: youth – PIA users under 25 years old, adults – PIA users of 25-55 years old and older and retired PIA users are PIA users over 55 years old.

2011 vs. 2010: the share of PIA users who individually achieved various goals related to computer usage increased.

2008 - 2011: when looking at the data of 2011, in the scope of the data of 2008-2011, the share of PIA users who could use the main arithmetic formulas individually increased the most (2011:49%, 2008:32%). Meanwhile, the ability to perform other computer usage related actions individually did not change.

Urban vs. rural: the skills of urban PIA users to use the computers individually are slightly better than those of rural areas.

The youth/adults/PIA users of older age and the retired: PIA users under 25 years old are able to perform most of the functions independently more often. The mentioned functions can be performed slightly less often by adults of 25-55 years old. The oldest individuals mentioned more often that they were not able to perform any of the mentioned functions individually (they are not able to perform a single action individually: Y:7%, A:19%, R:40%).

Groups at social risk: the retired and the disabled indicated more often that they had never performed many actions individually (P:47%, N:39%, B:22%).

Urban vs. rural: the abilities of PIA users to use the computer are slightly better in urban areas rather than in rural ones.

PIA users vs. residents: residents who are Internet users are better skilled in using the computer individually than the PIA users.

Where does one learn to use the computer?

The most often, PIA users learn to use the computer individually (51%), at secondary schools (42%) or by being helped by friends and acquaintances (37%). 29% of PIA users learnt to use the computer at special computer literacy courses.

2011 vs. 2010: there are more people who learnt to use the computer at special computer literacy courses among the PIA users interviewed in 2011 (2011:29%, 2010:24%).

Urban vs. rural: there are more people who learnt to use the computer at computer literacy courses among rural PIA users (U:21%; R:37%). During 2011, the number of PIA users who learnt to use the computer at specialized courses increased in rural libraries (2011:37%, 2010:27%).

The youth/adults/PIA users of older age and the retired: young PIA users learnt to use the computer at institutions of general education (Y:77%, A:19%, R:1%) or individually (J:57%, S:50%, V:34) more often. Both the youth and adult PIA users learnt to use the computer with the help of friends and relatives similarly frequently (Y:40%, A:37%, R:27%). PIA users over 25 years old learnt to use the computer at special computer literacy courses (Y:6%, A:42%, R:58%). PIA users of 25-74 years old indicated that they learnt to use the computer at work more often (Y:3%, A:19%, R:20%).

Groups at social risk: a greater share of the retired and every second disabled person learnt to use the computer at computer literacy courses. The retired attended these courses less often than PIA users determined by different socio-demographic characteristics (P:66%; N:55%; B:29%).

The most often, PIA users indicated that they attended computer literacy courses organized by a library (60%) or the employer (25%).

2011 vs. 2010: the number of PIA users who attended computer literacy courses organized by libraries did not increase (2011:60%, 2010:55%).

Urban vs. rural: the share of PIA users who attended computer literacy courses in libraries is much greater in rural areas than in urban ones (U:44%, R:68%).

Groups at social risk: in comparison to all PIA users, there are more people who became computer literate in libraries among the retired. The unemployed used these courses less often and the disabled used these courses similarly as other PIA users (R:74%, D:69%, U:48%).

PIA users vs. residents: there are more people among PIA users who attended computer literacy courses in libraries (PIA:60%, R:14%).

Internet Usage

Opportunities to use the Internet at home or at work

Almost every second PIA user has the opportunity to use the Internet in other places as well: 55% of PIA users have Internet access at home and every fifth one (19%) has it at work. 40% of PIA users do not have the possibility to use the Internet either at home or work.

2011 vs. 2010: in 2011, the share of PIA users who had Internet access at work diminished (2011:19%, 2008:23%).

2008-2011: during the entire period of Project implementation, the number of PIA users who had the opportunity to use the Internet at work was diminishing (2011:19%, 2008:31%).

Urban vs. rural: in urban libraries, there are more PIA users who do not have the opportunity to use the Internet neither at home nor at work than in rural libraries (U:47%, R:33%). Respectively, rural PIA users have the opportunity to use the Internet at work (U:15%, R:24%) or at home (U:48%, R:62%). In 2011, there were more urban PIA users who had the opportunity to use the Internet at work (2011:15%, 2010:20%). Meanwhile, in rural areas, according to the research data of 2011, PIA users have more opportunities to use the Internet at home (2011:62%, 2010:57%).

The youth/adults/PIA users of older age and the retired: the youth indicate more often that they have a computer connected to Internet at home more often (Y:59%, A:55%, R:38%). PIA users of 25-54 years old have the opportunity more often to use the Internet at work (Y:8%, A:32%, R:17%) or at home. Slightly more than a half of older PIA users and the retired do not have the opportunity to use the Internet neither at home nor at work (Y:38%, A:37%, R:54%).

Groups at social risk: all groups at social risk analyzed – the retired, the disabled and the unemployed – do not have the opportunity to use the Internet neither at work, nor at home much more often than other PIA users (R:66%, D:64%, U:69%).

PIA users vs. residents: residents have better opportunities to use the Internet either at home (PIA:55%, R:92%) or at work (PIA:19%, R:34%).

Opportunities to use Internet in libraries ONLY

22% of PIA users have the opportunity to use the Internet in libraries only.

2011 vs. 2010: in 2011, the share of PIA users who could use the Internet not in libraries only increased slightly (2011:78%, 2010:75%).

2008 - 2011: in the context of the entire Project implementation period, the share of PIA users having the opportunity to use the Internet in libraries only increased (2011:22%, 2008:16%).

The youth vs. adult PIA users: adult PIA users have the opportunity more often to use the Internet in libraries only (Y:12%, A:30%).

Urban vs. rural: there are slightly more people who can use the Internet in libraries only in urban areas, rather than in rural ones (U:25%, R:19%).

The youth/adults/PIA users of older age and the retired: PIA users over 55 years have the opportunity to use the Internet in the library only more often than younger PIA users (Y:12%, A:26%, R:42%).

Groups at social risk: the retired, the disabled and the unemployed have the opportunities to use the Internet in libraries only much more often than the other PIA user groups (R:48%, D:47%, U:47%).

Opportunities to use wireless Internet

44% of PIA users have the opportunity to use wireless Internet. More than one fourth of users (27%) have such an opportunity at home and one in six users (17%) has such an opportunity in other places (public spaces).

2011 vs. 2010: during the last year, the share of PIA users who do not have the opportunity to use wireless Internet increased (2011:53%, 2010:49%). In terms of those who have such an opportunity, there are less people who are able to use wireless Internet at work (2011:8%, 2010:12%), however, there are more of those able to use wireless Internet in public spaces (2011:17%, 2010:14%).

2008 - 2011: the share of PIA users who have the opportunity to use wireless Internet did not change significantly (2011:52%, 2008:49%).

Urban vs. rural: rural PIA users, in comparison to urban PIA users, have the opportunity to use wireless Internet at work (U:6%, R:10%) or at home (U:24%, R:31%) slightly more often.

The youth/adults/PIA users of older age and the retired: the youth has an opportunity to use wireless Internet at home slightly (Y:31%, A:27%, R:15%) or in other places (Y:21%, A:15%, R:14%), more often. Meanwhile, PIA users over 55 do not have the opportunity to use wireless Internet more often (Y:49%, A:54%, R:60%) or are not aware what wireless Internet is (Y:1%, A:3%, R:9%). Adult PIA users claimed more often that they had access to wireless Internet at work (Y:5%, A:13%, R:6%).

PIA users vs. residents: the opportunities of residents and PIA users to use wireless Internet are similar.

The reasons of using the Internet in libraries

Most of the PIA users (67%) indicated that they used the Internet in libraries, because this service was free of charge. One third of PIA users (35%) used the Internet in libraries, because they visited libraries in order to use other services of libraries. 27% of PIA users used the Internet in libraries, because library was a convenient place. Approximately one fifth of PIA users came to libraries for Internet due to the fact that they received help from libraries' staff (23%), had the opportunity to use the copying machine or printer (22%) or because they did not have access to Internet at home (20%).

2011 vs. 2010: during 2011, no Internet access at home (2011:20%, 2010:17%) and a convenient location of the library (2011:27%, 2010:23%) became a more relevant reason for PIA users to use the Internet in libraries.

2008 - 2011: PIA users indicated less often that they used the Internet in libraries only because they came to a library to use its other services (2011:35%, 2008:49%) or because they did not have Internet access at home (2011:20%, 2010:29%).

Urban vs. rural: it is more relevant for PIA users using the Internet in urban libraries to get a free of charge Internet and the fact that they can compensate having no Internet connection at home this way. For rural PIA users it is more important to have the opportunity to get some help from libraries' staff or other visitors, faster Internet and a strategically convenient location of the library.

The youth/adults/PIA users of older age and the retired: the youth indicated slightly more often that they used Internet in libraries, because it was free of charge (Y:72%, A:65%, R:56%), because they had the opportunity to visit the library due to a gap between lessons (Y:16%, A:9%, R:4%) or because they did not have the opportunity to connect to the Internet at home (Y:25%, A:14%, R:21%). Older PIA users use other services, not the PIA, in libraries more often (Y:26%, A:40%, R:54%). They also appreciate the opportunity to receive a piece of advice from the libraries' staff (Y:9%, A:33%, R:46%).

Groups at social risk: the help of libraries' staff and their advice is a more substantial reason for the retired and the disabled to use the Internet in libraries than for the other PIA user groups (R:52%, D:64%).

Using public Internet access in libraries

The greatest share (47%) of current PIA users are the ones who started using PIA in 2009 or earlier (30% of them started using PIA in 2008 or earlier). New PIA users (those who started using PIA in 2011) stand for approximately one fifth of all users (18%). 20% of current PIA users used PIA for the first time in 2010.

2008 - 2011: the biggest number of new PIA users were attracted in 2009 and 2010 (29% and 28%, respectively).

The youth vs. adult PIA users: adults make the bigger share of new PIA users (Y:15%, A:20%).

Urban vs. rural: new PIA users joined both urban and rural PIA users, however, more of them attended urban libraries (U:21%, R:14%).

The youth/ adults/PIA users of older age and the retired: younger and adult PIA users stated slightly more often that they used PIA in libraries for the first time in 2008 or earlier (Y:33%, A:30%, R:23%), meanwhile, PIA users over 55 years old claimed more often that they started using PIA in 2011 (Y:15%, A:18%, R:27%).

Groups at social risk: every third pensioner interviewed used the PIA in libraries for the first time in 2011 (R:33%, D:25%, U:15%).

The frequency of Internet usage in general

Most of the PIA users (86%) use the Internet on a daily basis or a few times per week. 14% of PIA users use the Internet less often.

2011 vs. 2010: in 2011, the number of passive⁴ Internet users slightly diminished (2011:14%, 2010:18%).

2008 - 2011: there were no major changes regarding the patterns of Internet usage by PIA users in 2008-2011 (Internet is used actively: 2011:52%, 2008:51%).

The youth vs. adult PIA users: the youth is using the Internet more actively ("actively" and "averagely actively": Y:93%, A:80%).

Urban vs. rural: rural PIA users use the Internet slightly more actively than urban PIA users (Internet is used actively: U:49%, R:55%).

The youth/ adults/PIA users of older age and the retired: a greater share of the youth are active Internet users (Y:61, A:48%, R:36%) and the share of passive Internet users is the biggest among PIA users over 55 years old (Y:7%, A:17%, R:27%).

Groups at social risk: the greatest share of passive Internet users is among the retired. The disabled and the unemployed use the Internet averagely actively (passive usage: R:35%, D:26%, U:20%).

PIA users vs. residents: the frequency of Internet usage in general does not differ between PIA users and residents (passive usage: PIA:14%, R:13%), however, residents are using the Internet slightly more active (active usage: PIA:52%, R:72%).

The frequency of using the Internet in libraries

Internet in libraries is used less often: 42% of PIA users use it averagely actively (a few times per week) and 45% of users use it passively (once a week or less often).

2011 vs. 2010: during the last year, Internet usage in libraries became more frequent. More PIA users started using the Internet in libraries at least a few times per week (2011:55%, 2010:48%).

Urban vs. rural: there are slightly more of passive PIA users in rural libraries (U:41%, R:48%).

The youth/ adults/PIA users of older age and the retired: younger PIA users use the Internet in libraries slightly more actively than older PIA users (Internet is used actively in libraries: Y:15%, A:12%, R:7%).

Groups at social risk: every second pensioner and a slightly smaller share of the disabled use the Internet in libraries passively. Internet usage frequency in libraries by the unemployed is slightly higher than that of all other PIA user groups altogether (passive usage: R:56%, D:42%, U:36%).

The evaluation of the usage of Internet resources

Among all the skills of using Internet resources, the skills of using the Internet for general purposes (87%) and using the online search engines (93%) are the most positively evaluated skills. More than half of PIA users have sufficient skills to communicate over the phone (70%), to participate in chats in

⁴In general, PIA users were grouped into a few groups according to the frequency of their Internet usage: active users (using the Internet on a daily basis), averagely active users (using the Internet a few times per week) and passive users (using the Internet once a week or less often).

different websites or forums (63%), to use file exchange programs (61%) or to use online databases (46%). The least of PIA users know how to create content of a website (32%).

2010 vs. 2011: the evaluation of all PIA user skills to use Internet resources improved, except for the user skills to create the contents of an Internet website (the evaluation of this skill worsened).

2008 - 2011: in the context of four years of Project implementation, no significant changes were recorded in terms of evaluating the skills of PIA users to use Internet resources.

Urban vs. rural: there are no major differences between the evaluation of the skills of using Internet resources by urban and rural PIA users. It is just that urban PIA users evaluated their skills of using the Internet for general purposes slightly more positively (sufficient skills: U:88%, R:85%) and rural PIA users evaluated their skills of using the Internet for telephone conversations more positively (U:67%, R:72%).

The youth/ adults/PIA users of older age and the retired: the youth has better Internet resource usage skills than the adult generation.

PIA users vs. residents: while comparing the abilities to use the Internet of PIA users and the society (Internet users), it was noted that PIA users believe that they had slightly better skills to create content for an Internet website (sufficient skills: PIA:32%, R:23%). Residents, in turn, evaluated their skills to use all the other Internet resources better.

Safe Usage of the Computer and Internet

Knowledge about safe computer and Internet usage

Slightly more than half of all PIA users (49% - 57%) have sufficient knowledge about various aspects of safe computer and Internet usage and would know how to protect themselves from them.

Users are the best informed regarding online threats to privacy and computer influence on health (57% each are aware of these threats and would know how to protect themselves from them). The worst knowledge is regarding the restrictions of illegal content. 49% of the surveyed know sufficiently about this subject, meanwhile, 15% of the surveyed do not know anything about it.

2011 vs. 2010: the awareness of PIA users regarding online threats and the abilities to avoid them increased in all areas from 2010.

The youth/ adults/PIA users of older age and the retired: younger PIA users are better informed about safe computer and Internet usage than adult PIA users.

Urban vs. rural: the level of information about safe usage of the computer and Internet is similar between PIA users in urban and rural areas.

PIA users vs. residents: PIA users have sufficient knowledge regarding the restrictions of illegal content (PIA:49%, R:35%) and online privacy (PIA:57%, R:52%) slightly more often than residents. However, less residents, in comparison to PIA users, have no knowledge regarding computer influence on health (PIA:8%, R:5%) and other online threats (PIA:10%, R:7%).

Information sources regarding safe computer usage

The main sources of information regarding safe computer and Internet usage include Internet (45%), colleagues and friends (44%) and libraries' staff (42%). The sources that were mentioned the least often included IT specialists (12%), books (9%) and children (7%).

2011 vs. 2010: in comparison to 2010, media was mentioned as an information source regarding safe Internet usage more often in 2011(2011:36%, 2010:31%). The information sources that were mentioned less often included acquaintances (2011:44%, 2010:51%), children (2011:7%, 2010:9%), books (2011:9%, 2010:12%), IT specialists (2011:12%, 2010:17%) and personal experience (2011:23%, 2010:27%).

Urban vs. rural: libraries' staff is a more frequently used source of information by rural PIA users rather than urban users (U:26%, R:59%).

The youth/ adults/PIA users of older age and the retired: younger users find out about safe Internet usage from acquaintances (Y:51%, A:41%, R:29%), Internet (Y:53%, A:43%, R:26%) or base their behavior on personal experience (Y:25%, A:23%, R:16%). The information sources for adult users

include libraries' staff (Y:31%, A:47%, R:65%), computer literacy courses (Y:7%, A:23%, R:36%) and the media (Y:33%, A:39%, R:36%).

PIA users vs. residents: PIA users find out about safe Internet usage from libraries' staff (PIA:42%, R:4%), computer literacy courses (PIA:17%, R:9%) and books (PIA:9%, R:4%) more often than residents. Residents slightly more often find out about safe computer usage from acquaintances (PIA:44%, R:48%), children (PIA:7%, R:9%) and personal experience (PIA:23%, R:28%).

People who are asked for help regarding online threats

Most of the PIA users (70%) have encountered unsafe Internet usage. When facing Internet usage threats, PIA users mostly approach libraries' staff (20%), colleagues, friends or acquaintances (14%), IT specialists (11%) or family members (8%) for help.

2011 vs. 2010: during 2011, the share of PIA users who have never faced online threats increased (2011:30%, 2010:17%). However, there are fewer users who approach their relatives (2011:19%, 2010:14%) or specialists (2011:14%, 2010:11%) for help.

Urban vs. rural: when facing online threats, rural PIA users approach libraries' staff for help slightly more often than urban PIA users (U:5%, R:25%).

The youth/ adults/PIA users of older age and the retired: when facing online threats, PIA users over 25 years old approach libraries' staff for help more often than the youth (Y:11%, A:23%, R:37%) and they less often approach acquaintances (Y:21%, A:11%, R:3%). **PIA users vs. residents:** when facing online threats, PIA users approach libraries' staff (PIA:20%, R:1%) for help more often and acquaintances (PIA:14%, R:26%), relatives (PIA:8%, R:14%), children (PIA:2%, R:4%) or IT specialists (PIA:11%, R:19%) – less often than residents.

The Purposes of Using the Internet

The most often PIA users use the Internet for leisure and culture related purposes (use constantly:74%), work related purposes (60%) and for enriching their communication online (77%). Internet is used less often for studies, education and health related purposes (use constantly, respectively: 33% and 32%). Internet is used for e-government purposes (19%) the least often.

The most frequently Internet is used for writing e-mails, surfing news portals, checking leisure and culture related information, posting or looking for information regarding events, participating in social networks or looking information regarding goods and services.

2011 vs. 2010: in comparison to 2010, in 2011, the share of PIA users constantly using the Internet for all purposes mentioned grew. However, at the same time, there were more PIA users who did not use Internet for the purposes of studies and education (do not use: 2011:35%, 2010:30%) and for the services of e-government (in the narrow and broader sense) (respectively, 2011:55% and 26%, 2010:48% and 20%).

2008 - 2011: during the last three years of Project implementation (2009-2011), the share of PIA users who did not use Internet for studies and education (do not use: 2011:35%, 2009:21%) and e-government (in the narrow and broader sense) (respectively, 2011: 55% and 26%, 2009:44% and 16%) grew.

Urban vs. rural: the Internet usage purposes of urban and rural PIA users do not differ.

The youth/ adults/PIA users of older age and the retired: more of the youth use the Internet for communication (use it constantly: Y:85%, A:73%, R:62%) or for studying (Y:40%, A:28%, R:18%). More of PIA users of 25-55 years old use the Internet for work (use constantly: Y:50%, A:73%, R:52%) or e-government related purposes (Y:15%, A:25%, R:15%). Seniors use Internet for health related purposes more often than the representatives of other groups (Y:19%, A:41%, R:48%). The representatives of all age groups use the Internet similarly actively for looking for cultural information or for spending leisure time (use constantly: Y:75%, A:74%, R:72%).

PIA users vs. residents: the tendencies of Internet usage purposes by PIA users and residents mainly do not differ, only the Internet usage activeness differs. PIA users use the Internet regularly for work and commercial (PIA:60%, R:55%) or education purposes (PIA:33%, R:22%) more often as well as for leisure (PIA:74%, R:70%) and health (PIA:32%, R:28%) related purposes. Residents use Internet resources more actively for communication, keeping in touch (use constantly: PIA:77%, R:82%) and using the services of e-government (do not use: PIA:55%, R:46%).

The Benefit of PIA in Libraries

PIA usage in libraries by PIA users provides social benefit the most often (77%⁵ of all answers): to most PIA users it enriches their leisure time (70%) and improves communication with friends and relatives (46%). For another third of PIA users Internet helps to perform necessary activities (33%) or to do tasks related to studies (27%).

Economical PIA benefit was mentioned in 23% of the answers. While using the Internet, 29% of PIA users saved money, 13% of users purchased goods or services, 9% of users found a job, 5% of users earned money and the same number of the interviewed increased their income.

In terms of Internet help while saving money, PIA users claimed the most often that PIA is primarily useful due to the fact that it is free of charge (16%).

2011 vs. 2010: during the last year, PIA users mentioned all benefits less often.

2008 – 2010: it was noticed that in 2011 the frequency of mentioning most of the benefits went back to the level of 2009. Long term tendencies did not emerge.

Urban vs. rural: rural residents noticed more often that Internet enriched their leisure time (U:65%, R:75%), improved communication (U:43%, R:48%) and helped to take care of one's health (U:20%, R:27%). Meanwhile, PIA users living in urban areas used the Internet for finding a job more often (U:13%, R:6%).

The youth/ adults/PIA users of older age and the retired: PIA users over 55 years old claimed slightly more often that Internet enriched their leisure time (Y:64%, A:72%, R:81%) and helped to take care of their health (Y:10%, A:30%, R:47%). Internet help while studying is slightly more relevant to younger people (Y:45%, A:15%, R:7%) and PIA users of 25-55 years old claim that they found a job using the Internet slightly more often (Y:7%, A:13%, R:3%).

Services Provided by Libraries

Services used by PIA users

In addition to using the Internet and other information technologies related services, PIA users often read books (74%), periodical press (56%), use information databases (30%), review video material or listen to audio recordings (29% each) in libraries.

Urban vs. rural: in rural libraries, the more often used services include the dispense of books, watching video recordings, listening to audio recordings, using online information databases and playing computer games.

The youth/ adults/PIA users of older age and the retired: the most popular services provided by libraries are the same among the PIA users of different ages and they reflect general tendencies of the country. However, youth PIA users listen to audio recordings (Y:37%, A:23%, R:22%) and play computer games (Y:35%, A:14%, R:11%) in libraries more often than older PIA users. PIA users of 25-55 years old use information databases online more often than others (Y:26%, A:34%, R:29%) and individuals over 55 years use the service of book dispense (Y:66%, A:73%, R:83%), the opportunity to use periodical press (Y:30%, A:73%, R:87%) and attend computer literacy courses (Y:10%, A:28%, R:43%) more often.

Groups at social risk: retired and disabled PIA users attend computer literacy courses in libraries (R:50%, D:38%, U:19%) and read periodical press (R:89%, D:75%, U:64%) more than other groups. The vast majority of the retired also use the service of book dispense (P:84%). Two thirds of the unemployed read periodical press (64%).

PIA users vs. residents: in comparison to residents, PIA users use the service of book dispense less often (PIA:71% R:93%), however, they are more active users of all the other services provided by libraries.

The evaluation of public Internet access quality

The vast majority of PIA users evaluate the quality of PIA positively. The most positively evaluated aspects are the helpfulness of the staff and computer technologies (evaluations "good" or "very good"

⁵ **The sequence of calculation:** 1) a total number – the sum of smaller benefits – is found for social and economical benefit; 2) The share of these sums in comparison to the general number of choices (5551) is calculated in percentage

were given by 96% and 95% of people). Employee qualification, opening hours (93% each) and the opportunity to work without being interrupted (91%) were evaluated positively as well. Internet speed (89%) and software (88%) were evaluated slightly worse, however, in general, still positively.

If public Internet access was charged, only every third (37%) current PIA user would keep on using it. Slightly less than half (21%) of those who would agree to pay for using PIA would pay up to 1Lt per hour.

2011 vs. 2010: during the last year, the evaluation of almost all aspects related to the provision of the PIA service improved. The mostly improved quality evaluations were regarding opening hours (2011:41%, 2010:29%), the opportunity to work without being interrupted (2011:38%, 2010:30%), helpfulness of the staff (2011:56%, 2010:49%) and Internet speed (2011:32%, 2010:26%).

2008 – 2011: during the Project implementation period, the evaluation of information technologies including computer equipment (very high quality: 2011:36%, 2008:18%), software (2011:28%, 2008:14%) and Internet speed (2011:32%, 2008:18%) was constantly improving.

Urban vs. rural: rural PIA users evaluated the quality of all services better than urban PIA users, except the opportunity to work independently without being interrupted and using one's own digital devices.

The youth/ adults/PIA users of older age and the retired: younger PIA users tend to evaluate the quality of most of the PIA services provided worse than older PIA users (poor and very poor quality: Y:4%-11%, A:1%-7%, R:0%-5%).

Communication with Libraries Staff

Using the help of libraries staff

Most of the PIA users (82%) have asked for the help or consultations of the libraries' staff. Every fifth PIA user consulted the libraries' staff all the time or very often (22%). 18% of PIA users have not asked for the help of libraries' staff ever.

2011 vs. 2010: in 2011, the share of users who approached libraries' staff for help rarely or never increased (respectively, 2011:26% and 18%, 2010:18% and 12%).

2008 – 2011: in 2009-2010, a growth in the share of PIA users who used the consultations in libraries was recorded, however, the number of users who were consulted in 2011 diminished.

Urban vs. rural: the help of libraries' staff is more often required by rural PIA users ("often" U:11%, R:23%; "never" U:23%, R:13%).

The youth/ adults/PIA users of older age and the retired: PIA users over 25 years old approach libraries' staff for help much more often. The youth either do not approach libraries' staff for help at all or approach them rarely (never: Y:28%, A:13%, R:3%; often Y:6%, A:23%, R:32%).

Groups at social risk: the retired and the disabled approach libraries' staff for help much more often than other PIA groups. The unemployed do not distinguish from all other groups in this aspect ("often" R:40%, D:33%, U:12%; "always" R:19%, D:17%, U:4%).

Satisfaction with the help of libraries' staff

The vast majority of PIA users (96%) are satisfied with the help provided by libraries' staff and their consultations.

2011 vs. 2010: during the year, there were more PIA users who were "fully satisfied" with the help provided by libraries' staff (2011:59%, 2010:49%), however, there were less of the "satisfied" with it (2011:37%, 2010:43%).

2008 – 2011: during the last year, a tendency was discovered that the general share of PIA users who were satisfied or fully satisfied was growing (2011:96%, 2010:92%, 2009:91%, 2008:91%). **Urban vs. rural:** similar tendencies were noticed while comparing the satisfaction of urban and rural PIA users regarding the help provided by libraries' staff. Rural PIA users are more often "fully satisfied" with this help (U:52%, R:65%) and urban PIA users are "satisfied" with it (U:44%, R:32%).

The youth/ adults/PIA users of older age and the retired: retired PIA users and those of the oldest age are the most satisfied with the quality of the services provided by libraries' staff (fully satisfied: Y:47%, A:62%, R:79%).

The Awareness and Evaluation of "Libraries for Innovation"

The awareness of "Libraries for Innovation"

When PIA users were spontaneously asked what projects intended for the establishment of PIA they knew, 21% of PIA users mentioned "Libraries for Innovation". However, when asking directly whether they knew project "Libraries for Innovation", the vast majority of PIA users (78%) indicated that they knew this Project.

2011 vs. 2010: during the year, the awareness of the project "Libraries for Innovation" did not change among the PIA users.

2008 – 2011: during the first three years of the implementation of the project "Libraries for Innovation", its awareness was growing fast, but it stopped in 2011 (2011:78%, 2010:80%, 2009:64%, 2008:35%).

Urban vs. rural: Project awareness among the rural PIA users is greater than that among the urban PIA users (U:73%; R:83%).

PIA users vs. residents: PIA users are more aware of the Project than the residents (PIA:78%, R:30%).

The evaluation of project "Libraries for Innovation"

The vast majority of PIA users who have heard of the Project (88%) evaluated it favorably.

Urban vs. rural: Project is evaluated positively both among urban and rural PIA users (U:86%; R:90%).

The youth/ adults/PIA users of older age and the retired: PIA users over 25 years old evaluate the project "Libraries for Innovation" more favorably than the youth (favorably: Y:84%, A:91%, R:91%).

Groups at social risk: the retired and the disabled evaluate the Project favorably more often than the unemployed or other PIA users (R:93%; D:93%; U:88%).

PIA users vs. residents: the way PIA users and residents evaluate the Project mainly does not differ (however, only a smaller share of residents was actually able to evaluate the Project).

Library Image

Spontaneously PIA users associated library to books, literature and various publications (70%), the source of information, knowledge, studies and education (50%), computers, Internet and e-mails (46%).

While evaluating the qualities attributed to the library, PIA users the most often also perceive the library as a modern place with a good atmosphere providing a wide range of services and where it is fun to spend time. In the opinion of PIA users, highly qualified and complaisant staff who are always willing to help are employed in libraries.

2011 vs. 2010: during the last year, the association of library with a fashionable and modern place provided with the latest equipment increased. Moreover, more and more users believe that cheerful and polite staff works in libraries that are highly qualified and are good helpers to visitors. The perception of the library as a place intended for all and providing a lot of various services strengthened as well.

2008 – 2011: during the Project implementation period, the perception of a library as a fashionable and modern place where it is fun to spend time increased as well. Library is also more often being related to a place provided with the latest equipment where novelties are introduced constantly and where various services are provided. The evaluation of libraries' staff did not change significantly. The vast majority of employees are evaluated positively.

Urban vs. rural: PIA users interviewed in rural areas perceive the library much more positively than those in urban areas according all criteria, except for the evaluation of employee qualification that was evaluated equally positively in both urban and rural areas.

Summarizing the evaluation of the library's image, it can be noticed that the perception of libraries in the eyes of PIA users is positive (89% of PIA users evaluated 9-13 library's qualities positively). Only 3% of PIA users have a more frequent negative feedback regarding libraries.

2011 vs. 2010: library image in the eyes of PIA users improved even more during the year (2011:89%, 2010:86%).

2008 – 2011: library image has been improving since the beginning of the Project implementation (2011:89%, 2010:86%, 2009:85%, 2008:78%).

Urban vs. rural: although library image is positive among all PIA user groups, rural PIA users have a slightly more positive attitude towards libraries (U:86%; R:93%).

The youth/ adults/PIA users of older age and the retired: the opinion of PIA users over 25 years old regarding libraries is more positive than that of the youth (Y:83%; A:94%, R:97%).

PIA users vs. residents: in comparison to residents, PIA users have a more positive attitude towards the library (PIA:89%; R:64%).

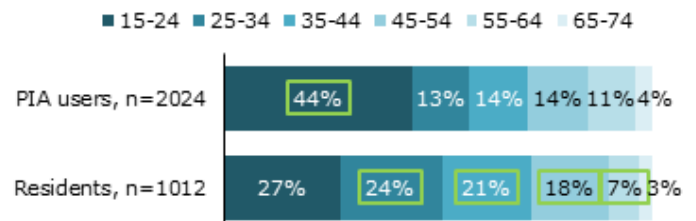
4. The Profiles of Typical Internet Users in the Society and in the Library

4.1. The Profile of a Typical Internet User in the Library and the Society

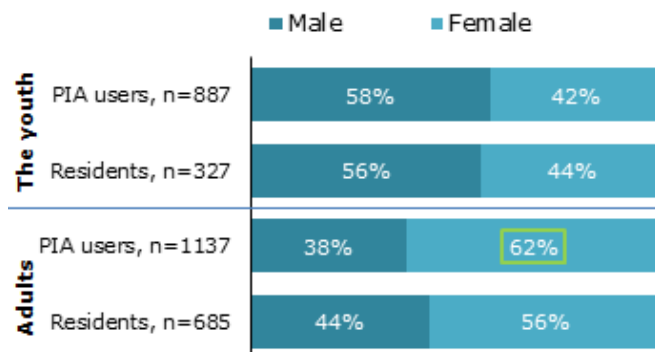
The report of PIA users' peculiarities of using the computer and the Internet starts with the comparison of typical profiles of Internet users' in the society and in the library.

Age. While analyzing the data collected, it was noted that slightly less than every second PIA user (44%) is youth of age 15-24 years old. Meanwhile, the share of the youth in the representative sample of the residents is proportionate to the general distribution of residents according to the age. In other words, it is not as big (27%).

Typical image of an Internet user - age
% of the interviewed who are using the Internet



Typical image of an Internet user - gender
% of the interviewed who are using the Internet

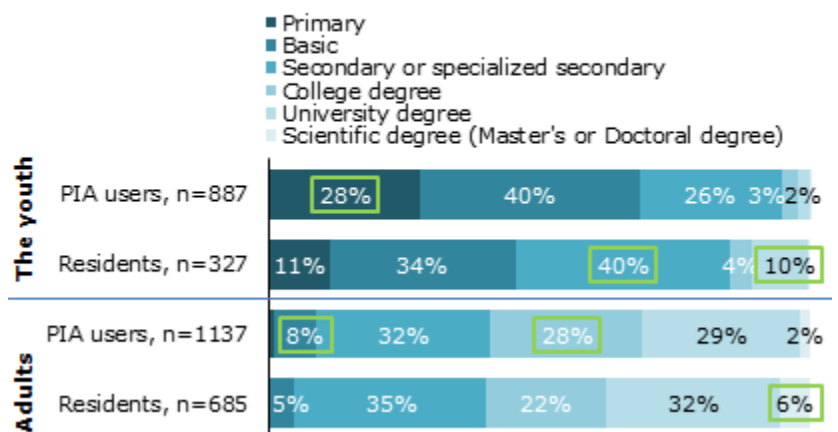


Residents of the older age are the most passive Internet users in both libraries and other places.

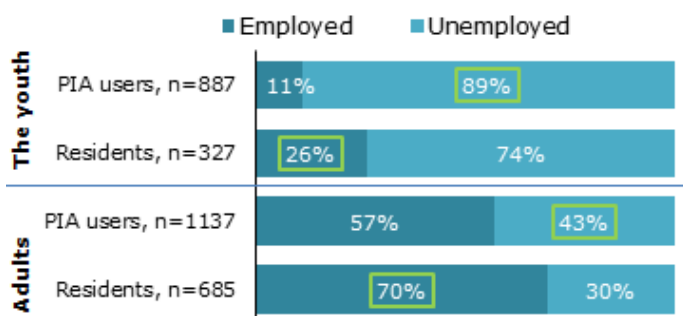
Gender. There are no differences in gender between the youth using the Internet in libraries and other places (at home, at work, etc.). However, it was noted that there are slightly more of female Internet users among adult Internet users in libraries, rather than among residents using the Internet elsewhere (the share of females: among the older PIA users - 62%, among residents of older age - 56%).

Education. Individuals using the Internet in libraries are slightly less educated than those using the Internet elsewhere. A greater share of the youth using the Internet in libraries has primary or basic education (young PIA users: 68%, young residents: 45%) and a lesser share has a secondary or higher than secondary education (young PIA users: 32%, young residents: 55%). Adults using the Internet in libraries have primary education pradinj (adult PIA users: 8%, adult residents: 5%) or college degree (adult PIA users: 28%, adult residents: 22%) more often and they have a master's or doctoral degree (adult PIA users: 2%, adult residents: 6%) less often. However, in general, the education differences are less noticeable among the adults rather than among the youth.

Typical image of an Internet user - education
% of the interviewed who are using the Internet



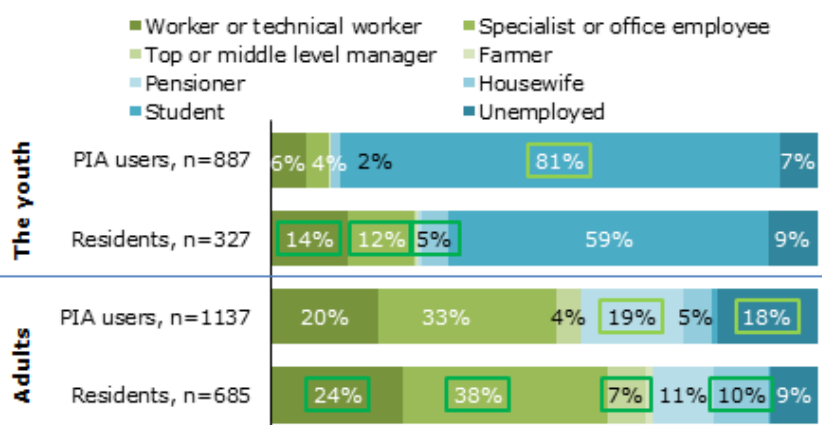
Typical image of an Internet user - employment
% of the interviewed who are using the Internet



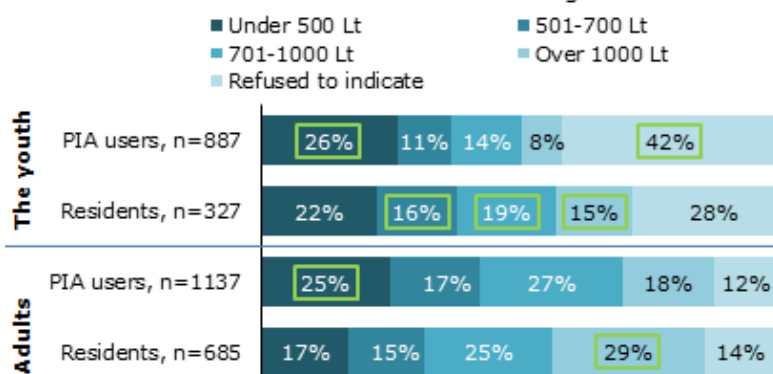
Occupation. Public Internet access in libraries is used by unemployed youth and adults slightly more often.

Occupation profile. The main occupation of the youth is studying, therefore, the occupation profile of the youth who use the Internet in the library or those who use it elsewhere differs only by the fact that the youth using the Internet in other places has a job more often (young PIA users: 10%, young residents: 27%). When evaluating the occupation profile of adult Internet users, it was noted that public Internet access is used in libraries by the unemployed (adult PIA users: 18%, older residents: 9%) and the retired (adult PIA users: 19%, adult residents: 11%) more often. There are more workers, technical workers (adult PIA users: 20%, adult residents: 24%), specialists, office employees (adult PIA users: 33%, adult residents: 38%) and top and middle level managers (adult PIA users: 4%, adult residents: 7%) among people using the Internet in other places.

Typical image of an Internet user - occupation
% of the interviewed who are using the Internet



Typical image of an Internet user - income
% of the interviewed who are using the Internet



Income. Residents having lower income (under 500Lt of monthly income per family member) (both young and older) use the Internet in libraries more often. There are less residents⁶ of the country using the Internet in libraries who are receiving the highest income (over 1000Lt of monthly income per family member).

⁶ While analyzing further in the report the data collected during the research based on the the average monthly income per family member of the respondents, the following terms were used: low income is income under 500Lt per month per family member, average income is income from 501 to 1000Lt per month per family member and the highest income is income over 1000Lt per month per family member.

SUMMARY. Public Internet access is actively used by younger residents (15-24 years old) of the country and the activeness of residents of other age groups while using the Internet in libraries is not greater than the one in the entire country.

The analysis of socio-demographic characteristics of Internet users in libraries and other places indicates that there are no major differences among these two groups. A greater share of the youth using the Internet in other places has got a university degree and is employed. In the adult group, it is obvious that Internet is used in libraries more often by residents from groups at social risk: the unemployed, the retired, those having lower income and lower education.

4.2. The Profile of a Typical PIA User in the Library and the Society

While comparing typical PIA users in urban and rural libraries, the following tendencies were noticed:

- In urban libraries, a PIA user can perform all actions related to the usage of the computer or Internet independently. Among the PIA users in rural areas, there are more of those who are not able to perform a single action related to computer or Internet usage independently.
- In urban libraries, a PIA user learnt to use the computer at educational institutions or independently more often. In rural libraries, a PIA user learnt to use the computer in special computer literacy courses more often.
- In urban libraries, a PIA user does not have the opportunity to use the Internet neither at home nor at work more often. A rural PIA user has the opportunity to use the Internet at home or at work more often.
- In urban libraries, a PIA user indicates more often that he or she has the opportunity to use the Internet in library only. A rural PIA user indicates more often that he or she has the opportunity to use the Internet not in the library only.
- PIA users of urban libraries use the Internet in libraries more often because it is free of charge and because they do not have the opportunity to connect to the Internet at home. Rural PIA users use the Internet in libraries more often due to the opportunity to receive help and a piece of advice from the libraries' staff and faster Internet speed.
- The main source of information regarding safe computer and Internet usage for urban PIA users is friends, relatives and acquaintances and for rural PIA users it is libraries' staff.
- An urban PIA user used the Internet more often for finding a job and a rural PIA user notices more often that Internet enriched his or her leisure time, improved communication and helped to take care of one's health.
- An urban PIA user evaluates all aspects related to the provision of PIA slightly worse than a rural PIA user.
- An urban PIA user approaches libraries' staff for help less often and usually is satisfied with the work of libraries' staff, however, the level of satisfaction is not as high as the one of a typical rural PIA user. Rural PIA user consults libraries' staff more often and he or she is fully satisfied with the help of librarians.
- An urban PIA user is less informed about the project "Libraries for Innovation" and, respectively, evaluates it slightly worse. A rural PIA user is aware of the project "Libraries for Innovation" more often and evaluates it better than a typical urban PIA user.
- An urban PIA user perceives the library positively, however, not as positively as a typical rural PIA user.

5. Computer Usage

5.1. Computer Usage Skills

- Most PIA users have sufficient computer usage skills -

Most of the PIA users of 15-74 years old have sufficient computer usage skills. Only slightly less than every fifth PIA user (18%) believes that his or her skills to use the computer are insufficient.

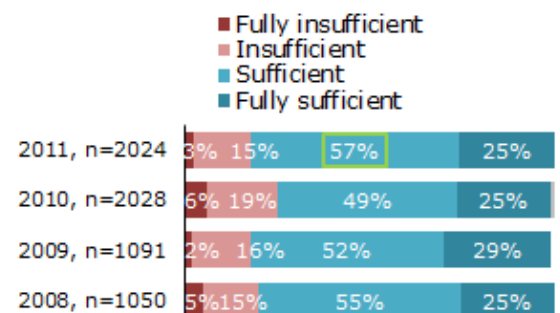
Computer literacy skills of PIA users depend the most on the age and Internet access availability at home. The youth have the best computer usage skills more often. Meanwhile, adult and retired PIA users evaluate their skills to use the computer as insufficient more often⁷. PIA users who do not have Internet access at home also have worse computer usage skills.

PIA users belonging to groups of social disjuncture (the retired, the disabled and the unemployed) claim more often that they have insufficient computer usage skills.

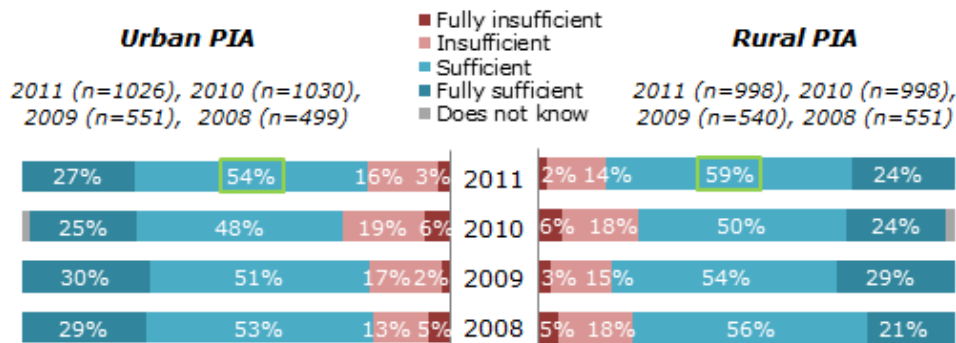
In 2011, there were more PIA users who believed that they had sufficient computer literacy skills.

In 2011, computer usage skills of PIA users improved in both urban and rural areas during the last year.

The evaluation of computer literacy
% of all the interviewed



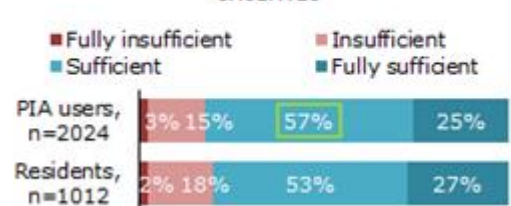
The evaluation of computer literacy
% of the residents of the target groups



While comparing the results of PIA users' survey with the data of the survey of Lithuanian residents, we should note that more than one fourth of Lithuanian residents generally do not use computers having Internet access. The share of residents who are not using the Internet would distort the information drastically in this comparison. Therefore, here and in further comparisons we will be providing data of Internet users only.

While comparing the evaluation of computer literacy of residents using the Internet and PIA users it was recorded that the general computer literacy of residents and PIA users does not differ significantly.

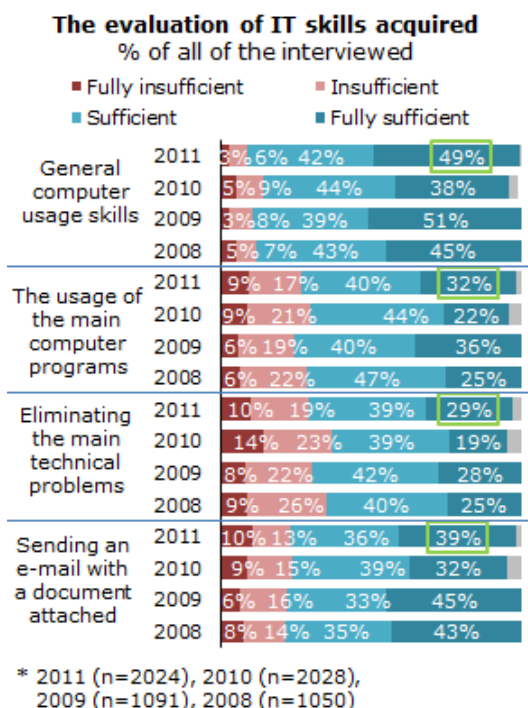
The evaluation of computer literacy
% of the interviewed who are using the Internet



⁷ Further on in the report, the data collected during the research will be analyzed based on grouping all PIA users into three age groups: the youth/ young (15-24 years old) PIA users, adult (25-54 years old) PIA users and older and retired (over 54 years old) PIA users.

5.2. The Evaluation of Particular IT Usage Skills

- Although most of the PIA users evaluated their IT usage skills as sufficient, residents using the Internet in other places evaluated their IT usage skills better -

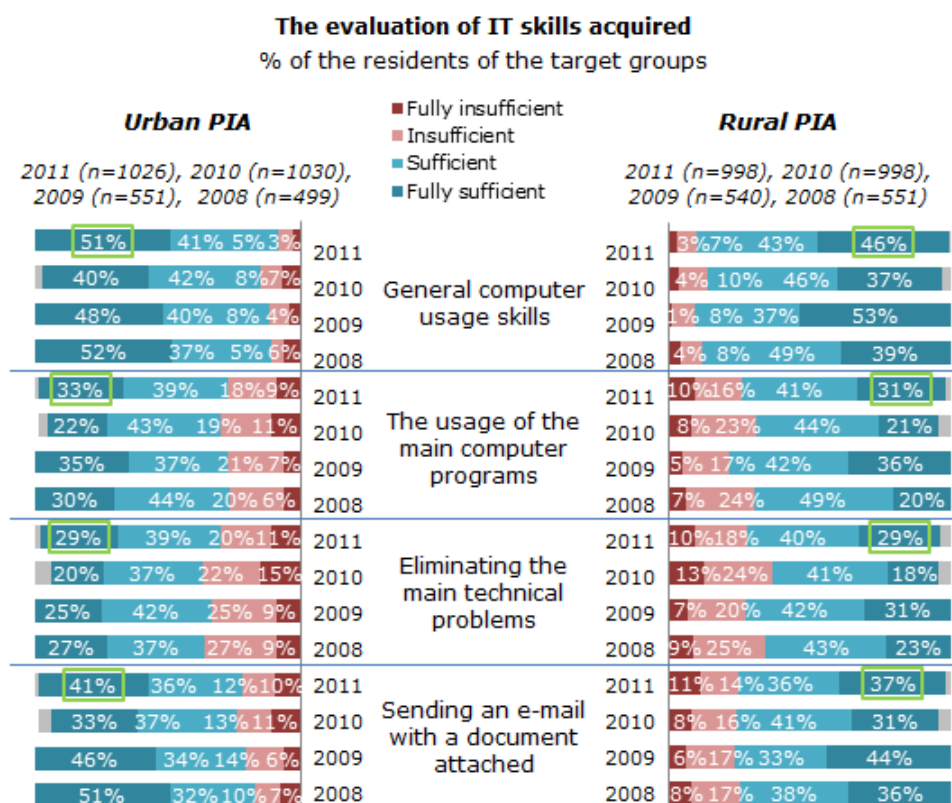


Most of the PIA users have sufficient IT usage skills. The most positively evaluated skills among all computer literacy skills analyzed are the general computer usage skills (for example, using the mouse, typing, etc.). 91% of PIA users referred them as sufficient. 75% of the surveyed have sufficient skills to send e-mails with documents attached and 72% of users are able to use the main computer programs. PIA users find it more difficult to solve the main technical problems (68%).

While comparing the IT usage skills of the PIA users (the youth, adults and older and retired people), it was noted that the youth have better IT usage skills more often. Meanwhile, PIA users over 54 years old have poorer IT usage skills. Office employees, specialists, people having the opportunity to use the Internet not in libraries only also have greater IT usage skills. The disabled have poorer IT usage skills.

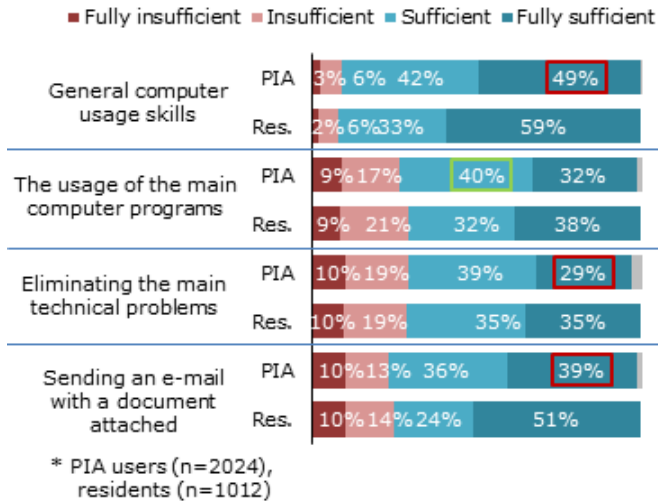
In 2011, all IT usage skills of PIA users improved (a greater share of users referred to them as fully sufficient). However, in terms of the change of IT usage skills during the period of 2008-2011, no significant changes in the evaluation of computer usage skills were noticed.

There were no major differences recorded between the evaluation of IT usage skills of urban and rural PIA users'. In both urban and rural areas, more users evaluated the computer usage skills as sufficient in 2011.



The evaluation of IT skills acquired

% of the interviewed who are using the Internet



documents attached is a rather well mastered skill and has a significant positive influence to the general evaluation of computer usage skills. General computer usage skills are sufficient, however, they do not add value to the general computer usage skills.

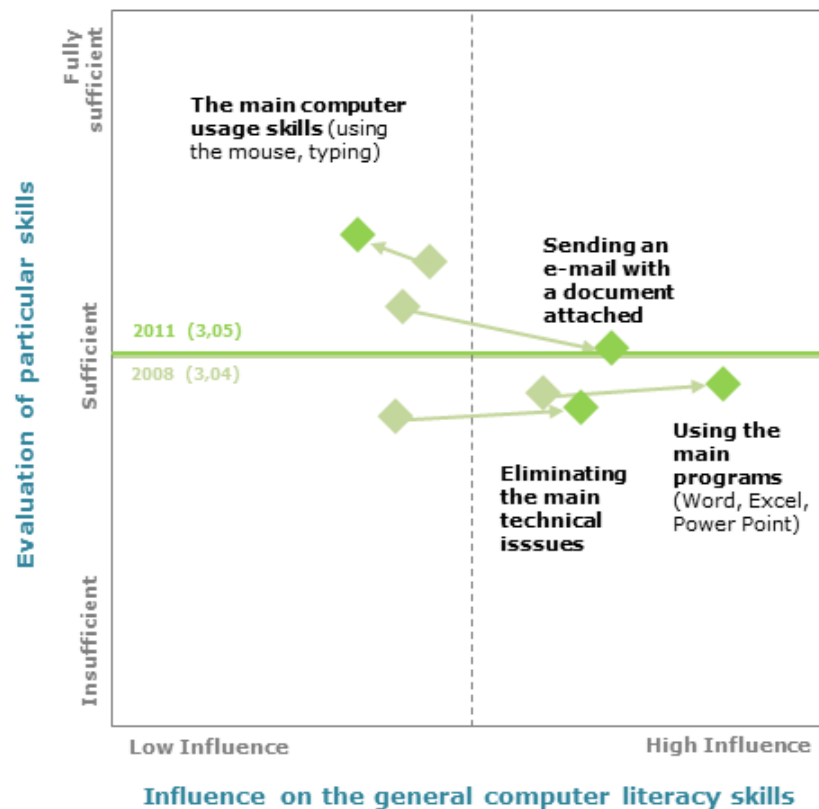
While comparing the influence of the evaluation of particular IT usage skills to the evaluation of computer literacy in the beginning and in the end of the Project implementation, the skills of sending an e-mail with a document attached and the elimination of the main technical issues changed from being unimportant to vital in terms of the evaluation of general computer literacy. Meanwhile, the minimal influence of the main computer usage skills on the evaluation of the general computer usage skills diminished even more. The influence of the usage of the main programs was important before and it even grew in its importance. The general mean of the evaluation of computer literacy did not change during the years (2008: 3,04; 2011: 3,05, where 1- fully insufficient skills and 4 - fully sufficient skills).

While comparing the evaluation of IT usage skills among all Lithuanian Internet users and PIA users, it was noted that residents evaluate all IT usage skills as fully sufficient more often.

In order to evaluate the influence the evaluation of particular IT usage skills is making to the evaluation of the computer literacy of PIA users, we are presenting the matrix of the evaluation of computer literacy skills further on in the report⁸.

General evaluation of the computer literacy of PIA users is mostly determined by the evaluation of the skills of using computer programs and eliminating the main technical problems. However, in comparison to the evaluation of other IT usage skills, these skills are more often evaluated as insufficient and, likely, mostly determine the worse evaluation of general computer usage skills. Sending e-mails with

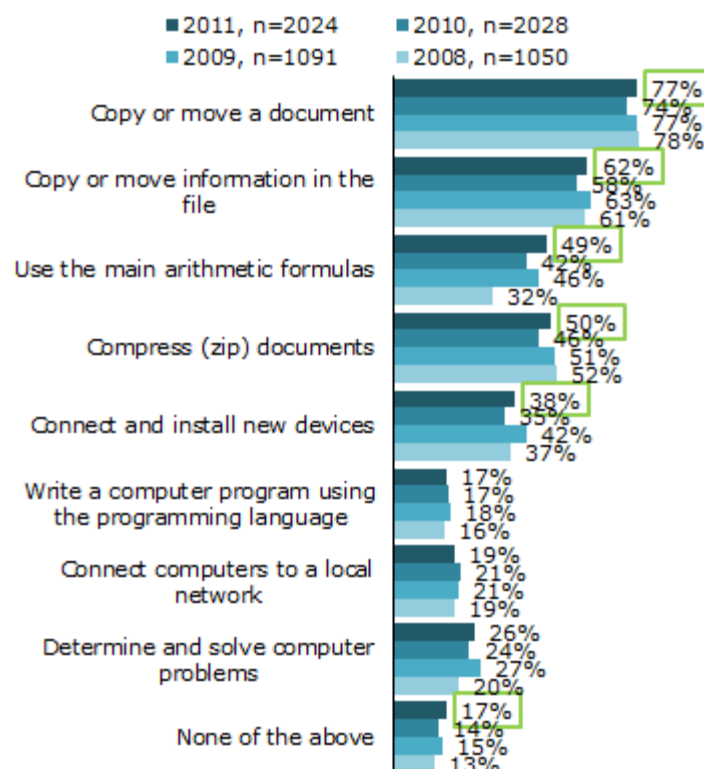
⁸ Spearman correlation coefficient is used to calculate the dependency of two variables. The meaning of the correlation coefficient may vary from 0 to 1. The correlation coefficient shows, how the two variables are interrelated. 1 notes the greatest dependence (both qualities are evaluated identically), and 0 means that the qualities are independent (evaluation of one quality does not have any impact on the evaluation of other quality).



- PIA users have mastered "copy-paste" functions the best. Programming and the implementation of technical solutions are the worst mastered skills -

Most of the PIA users are able to independently perform the simplest computer functions, such as copying or moving documents or text (77% and 62%, respectively). Every second PIA user claimed that he or she

Which of the following actions can be performed individually?
% of all of the interviewed



independently compressed (zipped) documents (50%) and used the main arithmetical formulas in documents (49%). 38% of users independently connected or installed new devices. Eliminating computer problems, connecting computers to a common network or writing programs are more sophisticated actions, so they have been performed by the least PIA users.

In general, 83% of PIA users have performed at least of the analyzed actions related to computer usage.

The ability to independently perform most of the actions indicated heavily depends on the age of PIA users. PIA users under 25 are able to independently perform most of the functions more often. Adult PIA users of age 25-54 years old are able to perform most of the functions less often and the oldest individuals claimed more often that they were not able to perform any of the mentioned functions more often.

The retired and the disabled indicated more often that they have not individually performed most of the actions mentioned.

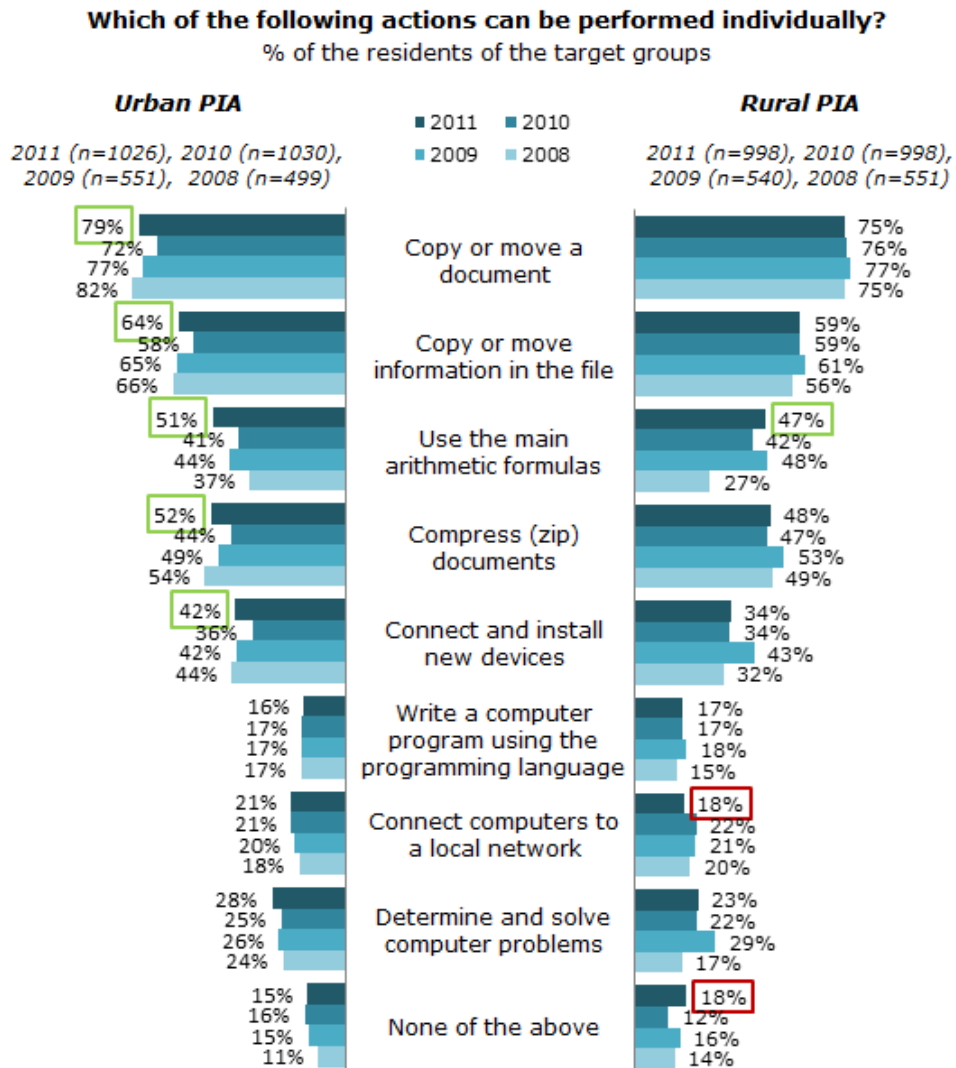
The skills of using the computer of workers, housewives and the unemployed are also slightly worse than those of PIA users.

While comparing the data of 2011 with the results of the research of 2010, it was noticed that there are statistically significantly more PIA users who individually performed various actions related to computer usage: copying or moving a document or information in the document, using the main arithmetic formulas, printing documents, connecting and installing new devices.

These changes were mainly influenced by growing abilities of urban PIA users to independently perform the mentioned actions. In 2011, rural PIA users independently used arithmetic formulas more often than in 2010 (2011: 47%, 2010: 42%). On another hand, the share of rural PIA users who claimed that they would not be able to perform any of the mentioned actions independently increased (2011: 18%, 2010: 12%). In general, we can state that at the present moment the abilities of PIA users to use the computer are slightly better in urban areas, rather than in rural areas.

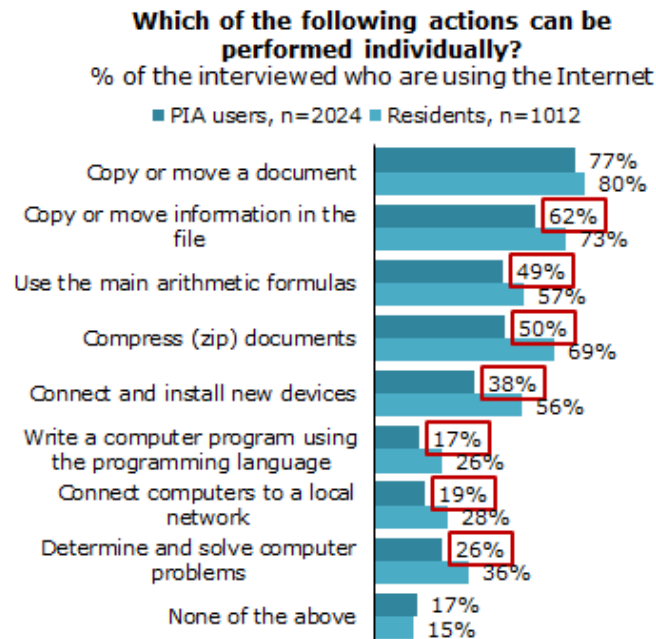
- From the beginning of Project implementation, the ability of PIA users to independently perform almost all computer related actions did not change -

Looking at the data of 2011 in the context of the data of 2008-2011, the share of PIA users who are able to independently use the main arithmetical formulas increased the most. Meanwhile, the ability to independently perform other computer related actions did not change.



- Residents who are using the Internet are more skilled in independently using the computer than PIA users -

Slightly less of PIA users are able to independently perform various actions related to Internet usage than the residents who are using the Internet.



5.3. Where does One Learn to Use the Computer?

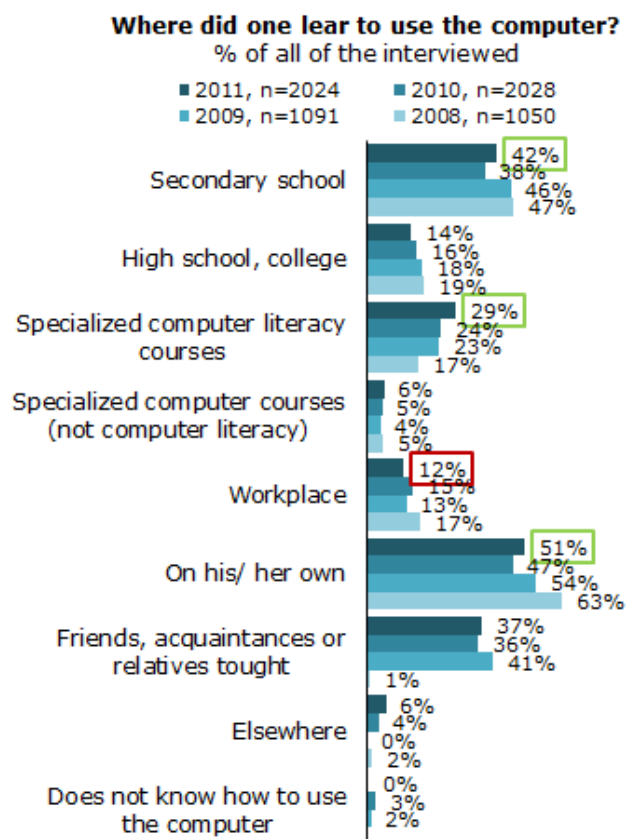
- The share of PIA users who learnt to use the computer in specialized computer literacy courses is constantly growing from the beginning of the Project implementation (especially in rural areas) -

PIA users more often indicated that they learnt to use the computer independently (51%), at a secondary school (42%) or with the help of friends, relatives and acquaintances (37%).

Almost every third PIA user (29%) learnt to use the computer at specialized computer literacy courses. 14% of users learnt to use the computer in college or university and another 12% of users developed these skills at work.

Young PIA users learnt to use the computer in education institutions, independently or with the help of friends and relatives more often. Individuals over 25 years old and the disabled learnt to use the computer in specialized computer literacy courses. PIA users who have Internet access at home and are active Internet users learnt to use the computer independently, at work or while studying in college or university more often.

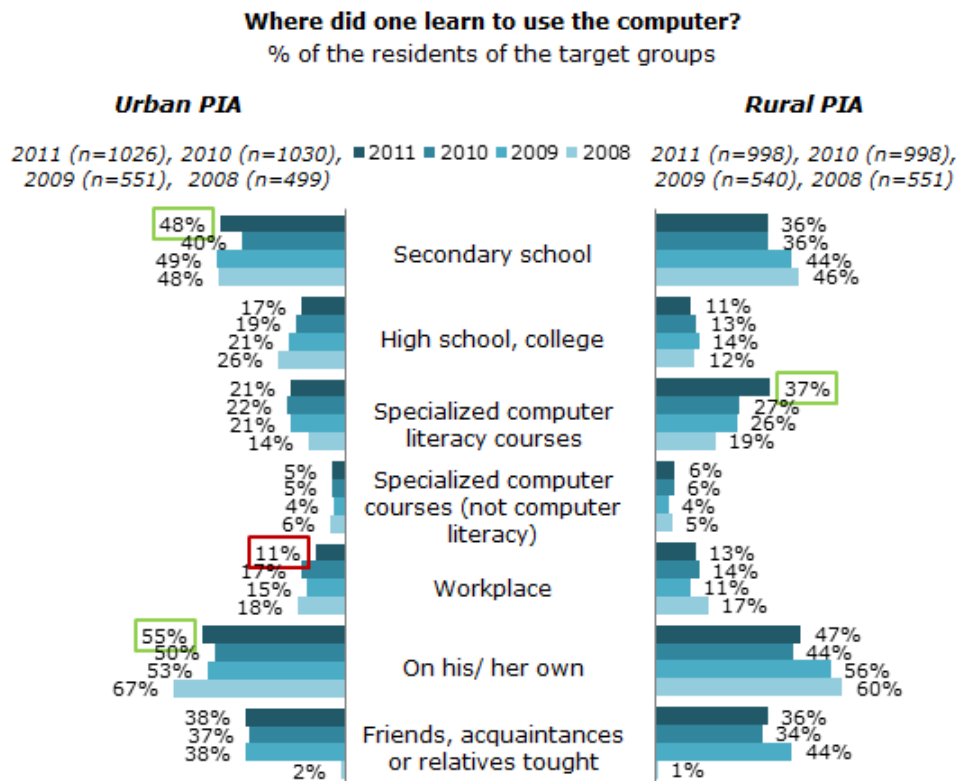
During the four years of Project implementation, the number of PIA users who developed their computer literacy skills in special computer literacy courses increased. Meanwhile, there were less people who developed their computer literacy skills



independently or at work. The share of individuals who learnt to use the computer in the education institutions decreased as well.

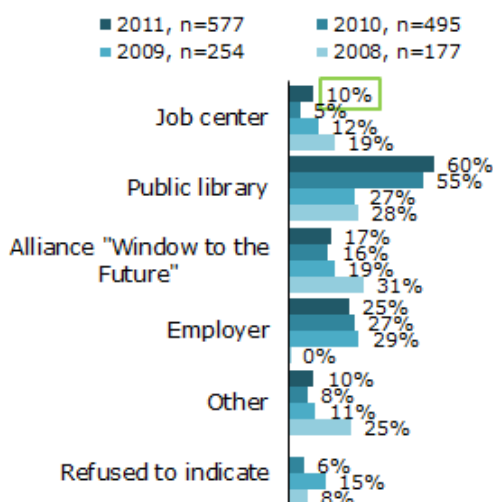
Special computer literacy courses are becoming more and more popular especially among rural PIA users. Meanwhile, in urban areas, in comparison to the data of 2010, the share of people who learnt to use the computer independently or at a secondary school increased, however, the skills mentioned are being developed at work less and less often (an assumption can be made that these changes were determined by a greater share of young PIA users in the sample of the research of 2011. Youth made 22% of all users in the sample of the research of 2010 and in 2011 they made 27% of all users).

Urban PIA users learnt to use the computer independently or at a secondary school, in college or university more often than rural PIA users. Meanwhile, rural residents developed their computer literacy skills in special computer literacy courses more often.



- From the beginning of the Project, the share of PIA users who learnt to use the computer in specialized courses organized by libraries doubled -

Computer literacy courses were organized by:
% of all the interviewed who learnt to use the computer at computer literacy courses



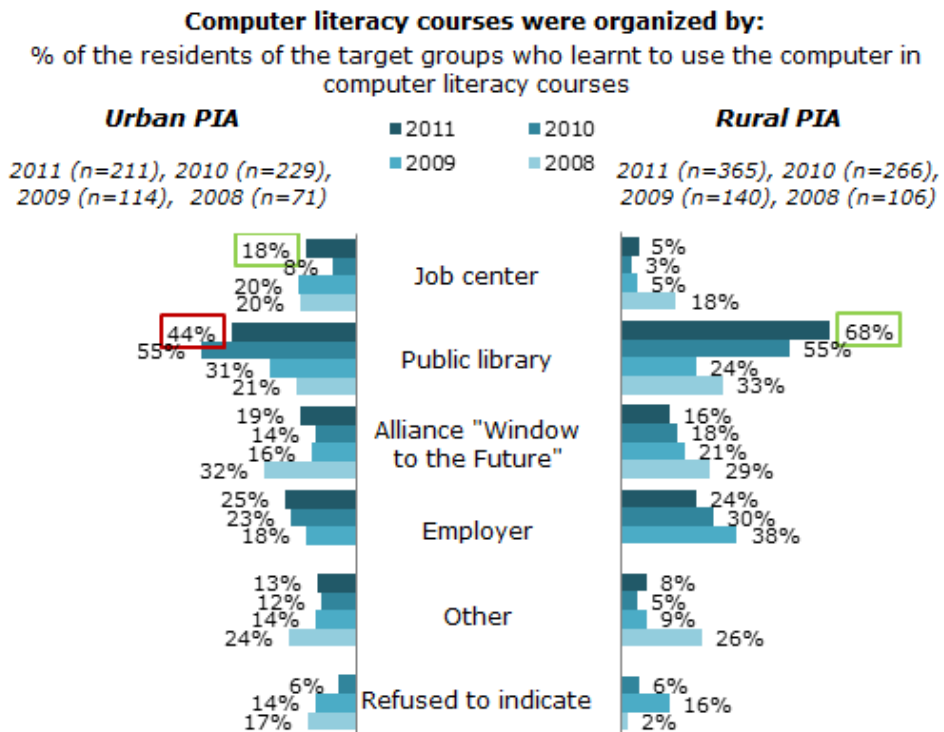
Most PIA users who learnt to use the computer at specialized courses attended computer literacy courses organized by public libraries (60%). 25% of these users developed their computer literacy skills at courses organized by their employer and every sixth (17%) user attended the courses organized by the "Window to the Future" alliance. 10% of users having such experience learnt to use the computer in a job center.

10% of users indicated other places where they are learning to use the computer. These places include various courses organized by community centers, wards, the organization of the disabled, psychological help and consulting centers, European Union, "Libraries for Innovation", RIAP, special groups and lessons at education institutions.

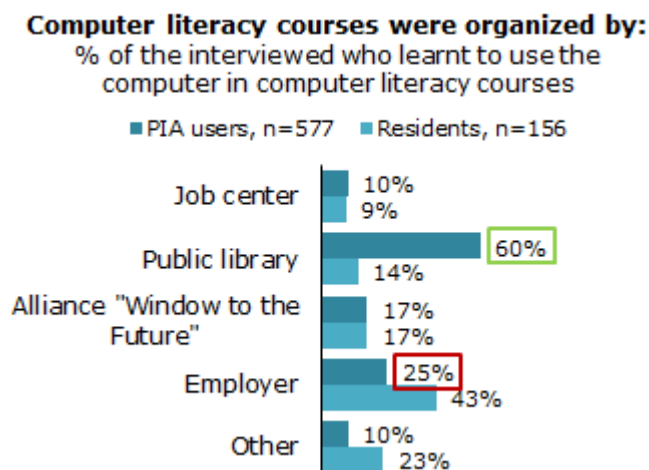
In comparison to 2010, there were more PIA users in 2011 who attended computer literacy courses organized by the job center. Meanwhile, during the entire Project implementation period, the share of people who attended computer literacy courses organized by libraries increased significantly, however, less and less PIA users indicated that they attended the courses organized by the "Window to the Future" alliance or their employer.

Urban residents indicated more often that they learnt to use the computer in courses organized by a job center (U: 18%, R: 5%), meanwhile, rural PIA users participated in computer literacy courses organized by libraries more often (U: 44%, R: 68%).

In comparison to 2010, urban PIA users indicated more often in 2011 that they developed their computer literacy skills in the courses organized by a job center. The share of PIA users who attended computer literacy courses organized by libraries shrank in urban areas, but increased in rural areas.



In comparison to all Lithuanian residents who are using the Internet, PIA users learnt to use the computer in libraries (PIA: 60%, R: 14%) more often and they did it much less often in their workplace (PIA: 25%, R: 43%).



6. Internet Usage

6.1. Opportunities to Use the Internet

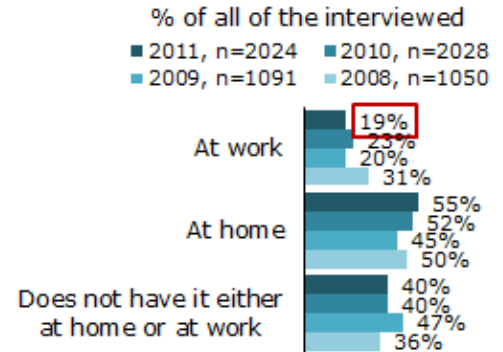
- More than half of PIA users have the opportunity to use the Internet in other places as well -

More than half of the PIA users have the opportunity to use the Internet in other places as well. 55% of PIA users have Internet access at home and every fifth (19%) PIA user has Internet access at work. 40% of PIA users do not have the opportunity to use the Internet neither at home, nor at work.

While analyzing the abilities of PIA users to use the Internet according to their socio-demographic characteristics, it was noticed that:

- Female PIA users have the opportunity to use the Internet elsewhere more often. Males using PIA in libraries more often do not have the opportunity to use the Internet elsewhere.
- The opportunity to use the Internet at work or at home depends on the situation of the PIA user in the job market as well. It is natural that the employed, especially those having a university degree, have the opportunity to use the Internet at work more often. The unemployed (especially the retired and the disabled) do not have the opportunity to use the Internet either at home or at work.
- The youth indicated more often that they had a computer connected to Internet at home. PIA users of 25-54 years old had the opportunity more often to use the Internet at work or at home. Slightly more than half of older and retired PIA users do not have the opportunity to use the Internet neither at home, nor at work.

Having a computer connected to Internet

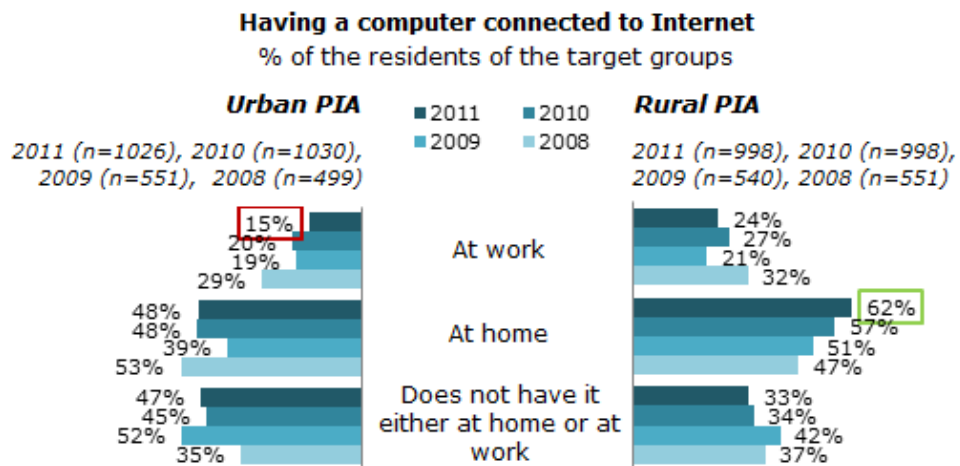


in 2011, there were slightly less PIA users who had a computer with Internet access at work (2011: 19%, 2010: 23%).

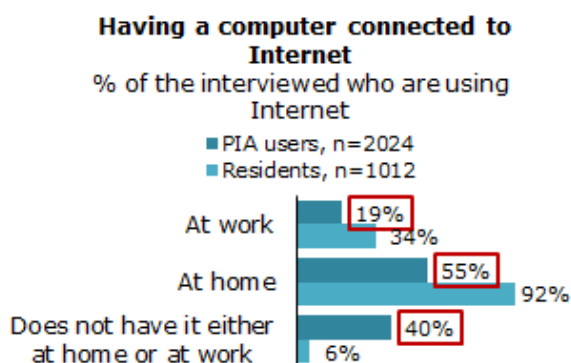
- PIA is used more in urban areas, because people do not have Internet access at home. In rural areas (we can assume), library attracts users not only by the opportunity to use PIA, but also as a center attracting the community -

A rather interesting situation was noticed when not the urban (where there is greater Internet penetration), but rural PIA users had greater opportunities to use the Internet at home. In urban libraries, there are more of PIA users who do not have the opportunity to use the Internet either at home, or at work.

During the project implementation period, there were less of PIA users who had a computer with Internet access at work. Meanwhile, in rural areas, there were more of PIA users who had the opportunity to use the Internet at home.

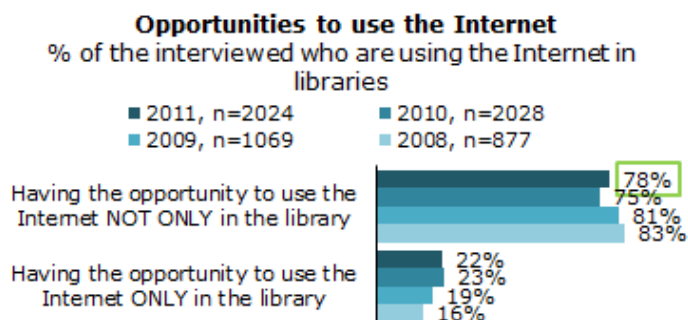


- Residents have the opportunity to use the Internet at home or at work much more often than PIA users -



Another obvious consistent pattern is revealed while comparing the opportunities of residents and PIA users to use the Internet at home or at work. Residents using the Internet have the opportunities to use the Internet both at work and at home much more often than the PIA users. This data confirms the goal of the project "Libraries for Innovation" to reduce social disjuncture of socially and economically more vulnerable resident groups.

- Library is the only opportunity to use the Internet for every fifth PIA user. Relatively slightly more of such users are among the urban adult PIA users -



Most (78%) of the PIA users have or would have the opportunity to use the Internet not in the library only. 40% of PIA users do not have the opportunity to use the Internet either at work or at home, however, the opportunity to use the Internet in the library is not the only solution. It is likely that these PIA users have the opportunity to use the Internet in friends' or relatives' home, in community and cultural centers, education institutions, cafes or places with Wifi access.

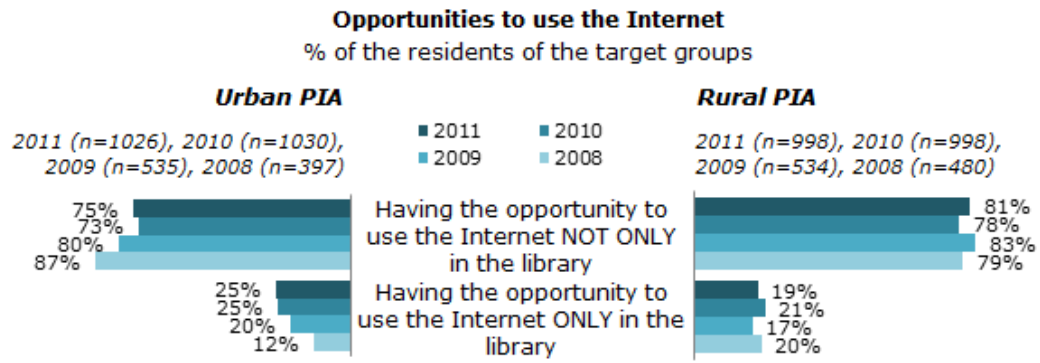
Approximately every fifth (22%) PIA user has the opportunity to use the Internet in the library only.

Younger PIA users (15-24 years old) have greater opportunities and PIA users of the oldest age have the least opportunities to use the Internet not only in libraries. PIA users with low income, the retired, the disabled and the unemployed have the opportunities to use the Internet in libraries only more often.

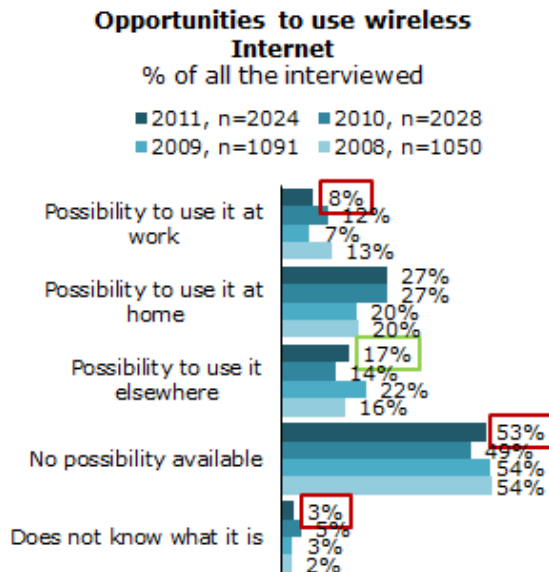
In 2011, there were more of PIA users who had the opportunity to use the Internet not only in the library. In the context of the entire Project implementation period, the share of PIA users having the opportunity to use the Internet in libraries only slightly increased.

During the four years of Project implementation, the share of PIA users who had the opportunity to use the Internet in libraries only increased in urban libraries. In rural libraries, in comparison to urban users,

slightly more PIA users had the opportunity to use the Internet not in the libraries only. This tendency was rather stable during the period of 2008-2011.



6.2. Opportunities to Use Wireless Internet



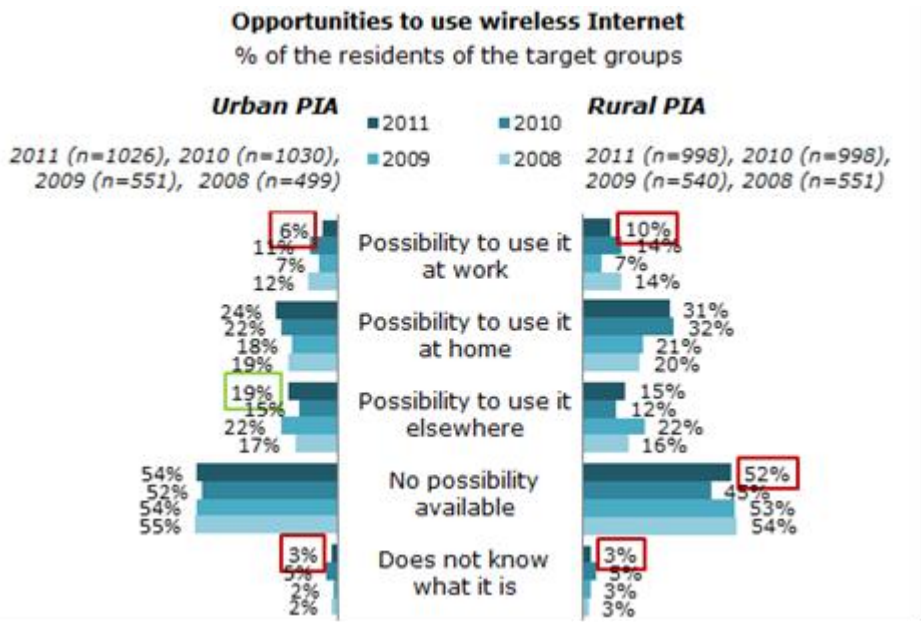
44% of PIA users have the opportunity to use wireless Internet. More than one fourth of the users (27%) have such an opportunity at home and one in six users (17%) has such an opportunity elsewhere (in public spaces).

In 2011, there were less of PIA users who had the opportunity to use wireless Internet. In terms of those who had such an opportunity, there are less people able to use wireless Internet at work, however, there are more users who are able to use wireless Internet in public spaces.

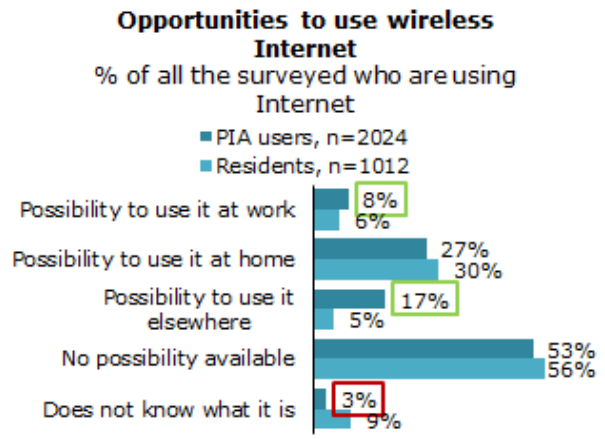
Opportunities to use wireless Internet are mostly related to the income of PIA users. PIA users receiving the highest income have such an opportunity both at home and at work more often. Those having the opportunity to use wireless Internet access at work more often include PIA users of 45-54 years old, people having a university degree, managers, specialists and office workers.

While comparing the opportunity to use wireless Internet among PIA user groups of different age, it was noticed that the youth have the opportunity more often to use wireless Internet at home or elsewhere. Meanwhile, PIA users over 55 do not have the opportunity to use wireless Internet more often or they are not aware what wireless Internet is. Adult PIA users claimed more often that they had wireless Internet connection at work.

Rural PIA users, in comparison to urban residents, have the opportunity to use wireless Internet both at home or at work. However, in 2011, the share of PIA users having none of these opportunities increased in rural areas. Urban PIA users can more often use wireless Internet elsewhere and the share of such users, in comparison to 2010, increased. On the other hand, the lesser opportunities to use wireless Internet at work are recorded in both urban and rural areas.



While comparing the opportunities of residents and PIA users to use wireless Internet, it was noticed that PIA users have slightly better opportunities to use wireless Internet. Greater opportunities of PIA users to use wireless Internet in other places were determined by the fact that approximately every other PIA user is of age of 15-24 and there are a lot of schoolchildren and students among them who can use wireless Internet at school.



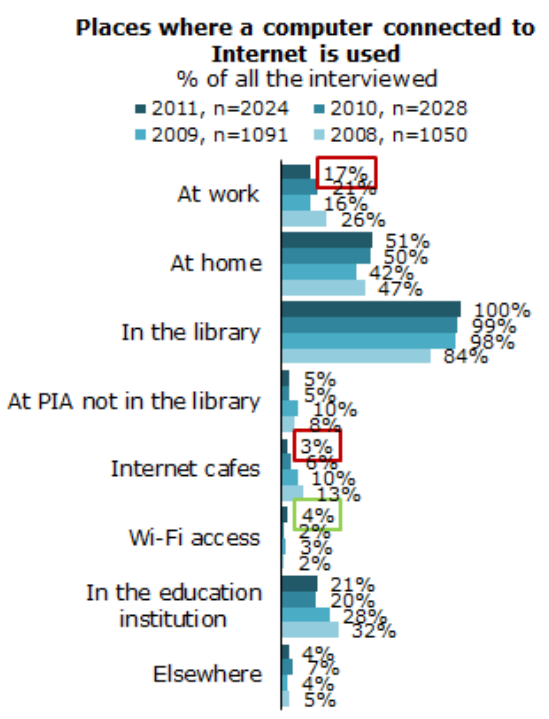
6.3. Places of Internet Usage

6.3.1. Places where Internet is Used

In addition to the library, every second PIA user (51%) uses the Internet at home. One fifth of the interviewed (21%) used the Internet in the education institution and 17% of the interviewed used it at work. A small share of PIA users used the Internet at PIA points not in the library (5%), at WiFi access points (4%) or Internet cafes (3%). 4% of PIA users indicated that they used the Internet at friends', relatives' or acquaintances'.

While comparing the data of the research of 2011 and 2010, it was noted that there were less PIA users who used Internet at work and Internet cafes, however, there were slightly more of PIA users who used the Internet at WiFi access points.

While comparing the places where the Internet is used by urban and rural PIA users, it was noticed that urban PIA users have the opportunity to use the Internet at home and at work less often than the rural PIA users. However, urban PIA users visit Internet cafes or use PIA not in libraries slightly more often than rural PIA users.

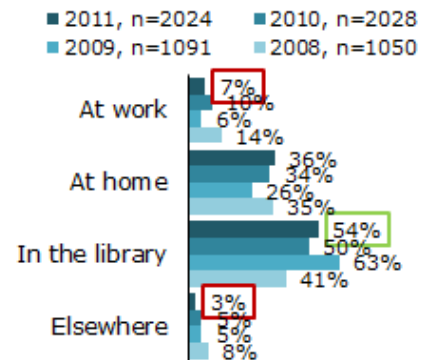


6.3.2. The Place where Internet is Used the Most Often

- More than half of PIA users are regular Internet users in libraries -

54% of PIA users use the Internet in libraries the most often. These PIA users could be called regular Internet users in libraries. Every third PIA user (36%) is an occasional PIA user who uses the Internet at home the most often, however, sometimes comes to the library to use it as well. 7% of PIA users use the Internet at work the most often.

A place where the computer connected to Internet is used the most often
% of all the interviewed



Internet is used at work the most often by PIA users who are at the most economically active age (25-55 years old), the employed and those having the highest income. Internet is used at home by the youth more often. Library is the main Internet usage place for male PIA users, individuals over 55 years old, workers, the retired, the unemployed and housewives more often.

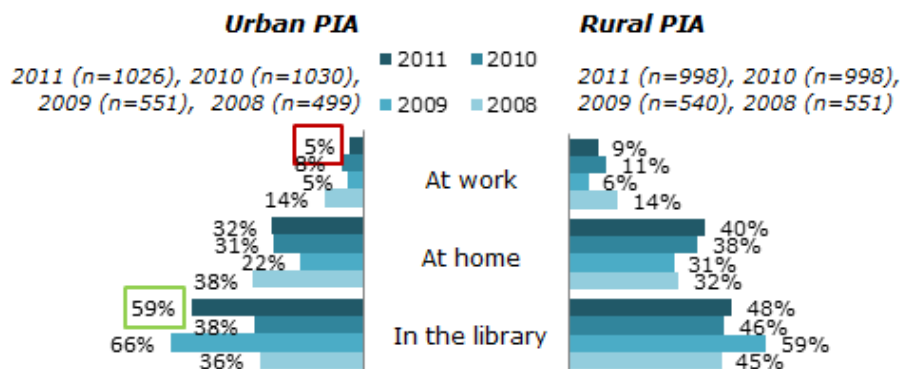
While analyzing change of places indicated by PIA users as the main ones for Internet usage during 2011, it was noted that slightly more of PIA users indicated library as the main place during the last year, however, there are less of PIA users claiming that they used the Internet at work the most often.

While comparing the share of PIA users who indicated library as the main place of Internet usage during the first (2008) and the last year (2011) of Project implementation, it was noticed that there were more PIA users who considered library to be the main place of Internet usage (from 41% to 54%). There was no particular group of users that distinguished by any socio-demographic characteristics (gender, age, etc.) who indicated library as the main place of Internet usage.

- Urban PIA users indicated library as the main place of Internet usage more often than those from rural areas -

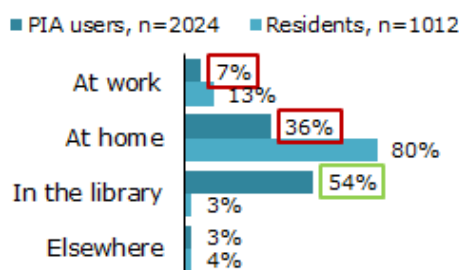
PIA users in urban libraries indicated library as the main place of Internet usage slightly more often and home or work less often than PIA users living in rural areas. In comparison to the situation of 2010, in urban areas, the distinction of the library as the main place to use Internet by PIA users strengthened. However, there were less of PIA users who used the Internet at work the most often. The share of PIA users indicating that home was the main place of Internet usage grew during 2009-2011 in rural areas.

A place where the computer connected to Internet is used the most often
% of the residents of the target groups



While comparing the places where Internet is used the most frequently by residents and PIA users, it is obvious that PIA users indicated library as the main place significantly more often. Residents, respectively, claimed much more often that home was the place where they used the Internet the most often.

A place where a computer connected to Internet is used the most often
% of all the interviewed



6.4. The Reasons of Using the Internet in Libraries

- The main factor attracting people to the Internet in libraries is the fact that the service is free of charge. The attractiveness of this factor is not changing -

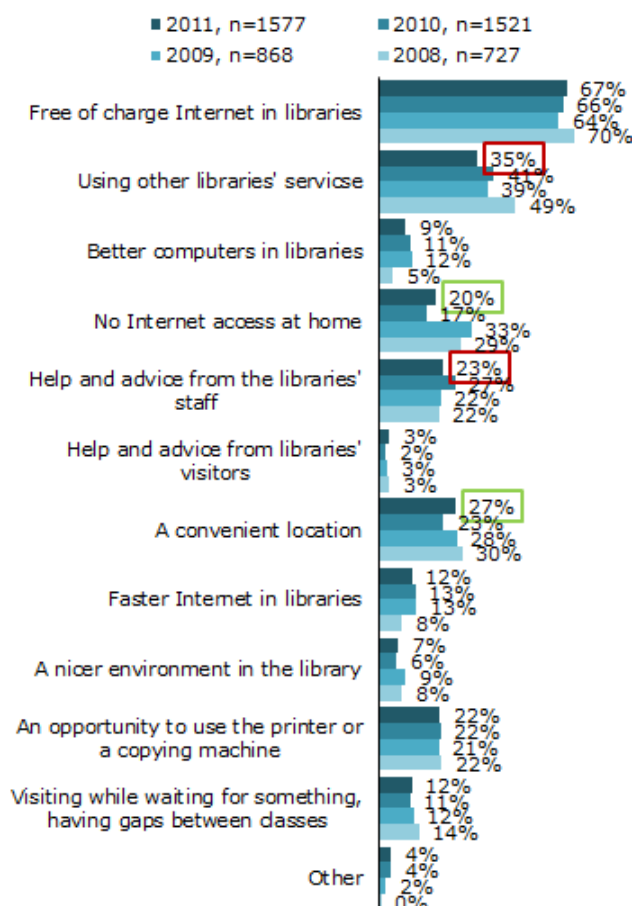
The most PIA users having Internet access outside libraries indicated that they used the Internet in libraries, because it was free of charge (67%). 35% of PIA users used the Internet in libraries, because they come there to use other libraries' services. For approximately one fourth (27%) of PIA users library is a convenient place to use the Internet. A similar share of PIA users come to libraries to use the Internet, because they also get help from the libraries' staff (23%), there is a possibility to use the copying machine or printer (22%) or because they do not have access to Internet at home (20%).

The retired, office workers and managers are using the Internet in libraries slightly more often than others when they come to libraries to use other services. Pensioners and office workers find the help of libraries' staff important as well. Due to this reason, the disabled and workers visit libraries as well and the unemployed indicated more often that they used the Internet in libraries, because they did not have Internet access at home.

During 2011, having no possibility to use the Internet at home and convenient location of the library became slightly more important reasons to use Internet in libraries. While analyzing the reasons of using the Internet in libraries during the entire Project implementation period, it was noticed that Internet is used less often only because people come to use other libraries' services or do not have Internet access at home.

When comparing the reasons indicated by adults and the oldest generations of PIA users to use the Internet in libraries, it was recorded that the youth finds the following aspects more important: the Internet is free of charge, it compensates having no Internet access at home and it is very convenient to use Internet when having gaps in between lessons. These distinctions of the youth lets us assume that the younger generation – temporary PIA users – will be using the Internet in libraries as long as they will be studying, using the literature available in libraries and as long as they will not have Internet access at home or at work.

The main reasons to use Internet in libraries
% of the interviewed who can use the Internet not only in the library

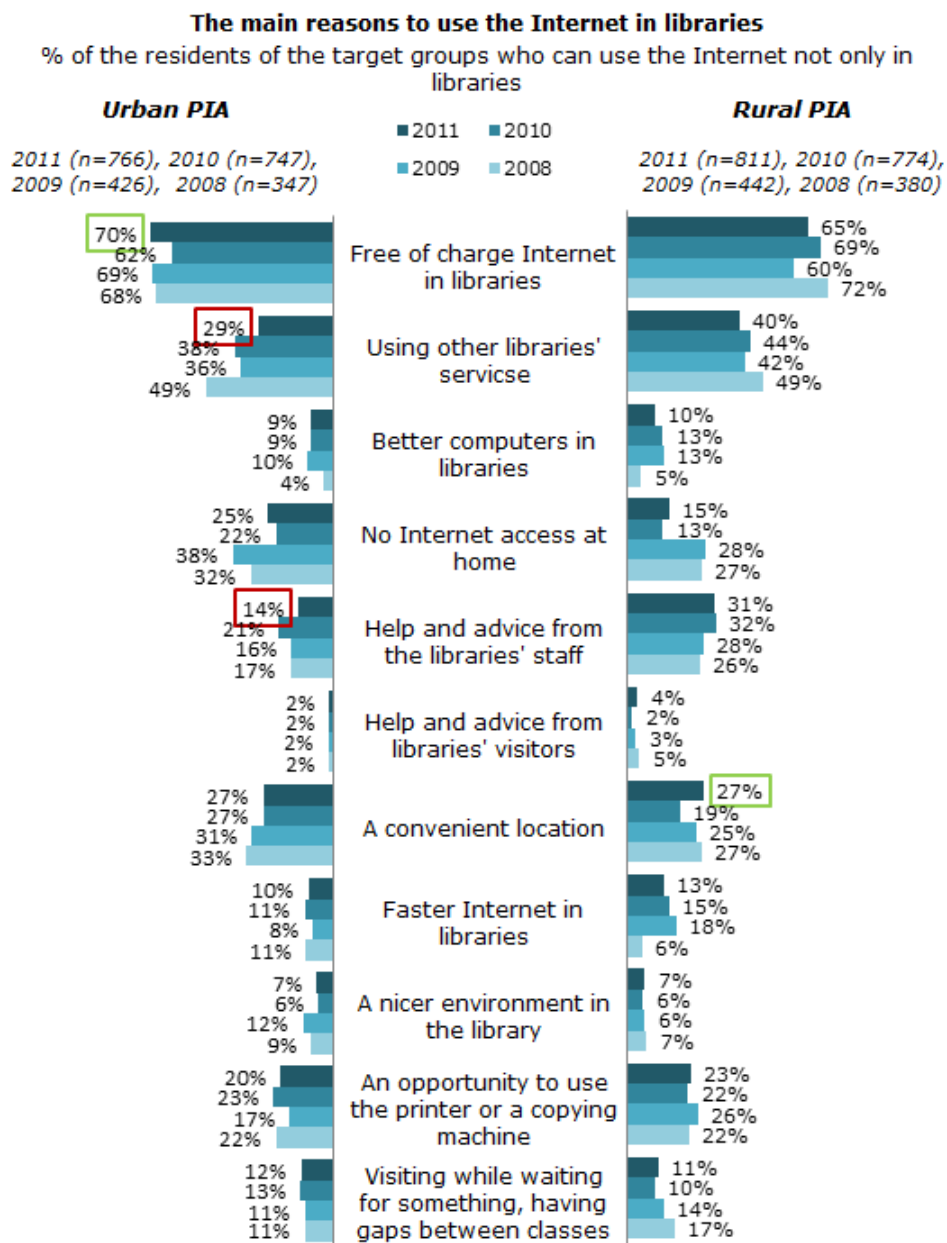


Adult PIA users (both 25-55 years old and those over 55 years old) distinguish by different needs. It is not only the Internet, but also other libraries' services that they are using more often. They also appreciate the opportunity to get a piece of advice from libraries staff more than the youth.

While analyzing the reasons of Internet usage in libraries according where the PIA user is located – urban or rural areas – the following distinctions were recorded:

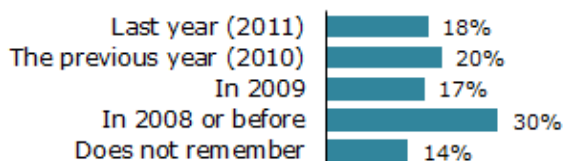
- Urban PIA users find it more relevant that the Internet is free of charge and that they can compensate not having it at home.
- Rural PIA users find it more important to get some help from libraries' staff or other visitors, faster Internet and strategically convenient location of the library.

In comparison to 2010, in 2011, it was more relevant for urban PIA users to get free of charge Internet access, but there are less people from urban areas who are attracted by the possibility to get a piece of advice from a librarian or who are using other services in addition to Internet as well. Rural PIA users, in comparison to the data of the research of 2010, indicated slightly more often that a convenient location of the library is one of the reasons why they were using the Internet in libraries.



6.5. When was the PIA Used in the Library for the First Time?

When did one first use PIA in the library?
% of all the interviewed, n=2024



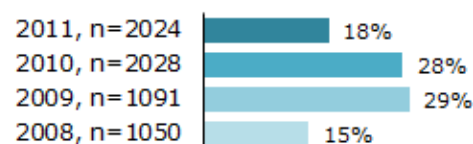
The vast majority (47%) of the current PIA users are people who started using PIA in 2009 or earlier (30% of them started using PIA in 2008 or earlier). New PIA users (those who started using PIA only in 2011) stand for approximately one fifth of all users (18%). 20% of current PIA users started using PIA in 2010. Only one third of the retired (33%) used the PIA for the first time in 2011. Also, more PIA users were attracted both in 2011 and in 2010 who could use the Internet in libraries only and whose

computer literacy was insufficient.

Younger PIA users claimed more often that they used PIA in libraries for the first time in 2008 or earlier. Meanwhile, PIA users of over 55 years old stated more often that they started using PIA in 2011.

Most of the new PIA visitors (considering the period from the beginning of the implementation of the project "Libraries for Innovation") were attracted in 2009 and 2010 (29% and 28%, respectively).

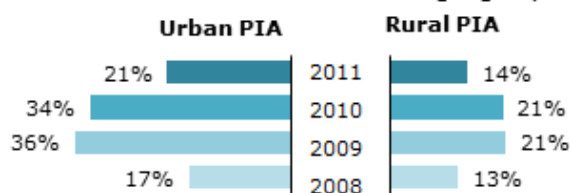
Using PIA in the library for the first time during the current research year
% of all the interviewed



- The pace of attracting new PIA users is slowing down -

Urban libraries received slightly more of new PIA users in 2011. This tendency was noticed from 2009. However, in 2011, both urban and rural libraries attracted less users than in 2010. In general, it was noticed that during the Project implementation in 2009-2011, the increment of new PIA users was slowing down and this tendency was recorded in both urban and rural areas.

Using PIA in the library for the first time during the current research year
% of the residents of the target groups



*2011 (n=1026), 2010 (n=1030), 2009 (n=551), 2008 (n=499)

*2011 (n=998), 2010 (n=998), 2009 (n=540), 2008 (n=551)

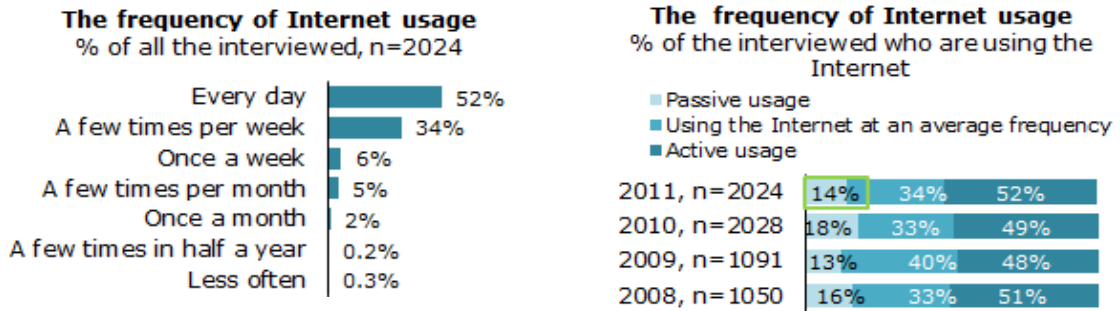
6.6. The Frequency of Internet Usage

6.6.1. General Internet Usage Frequency

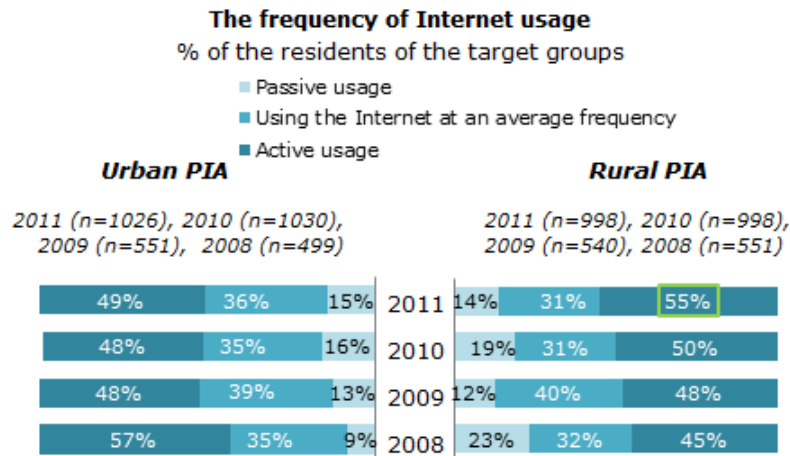
In general, PIA users are using the Internet rather actively. The vast majority of them use the Internet every day or a few times per week. Only 14% of PIA users use the Internet less often.

While grouping the PIA users into a few groups according to the frequency of their Internet usage, we can state that half of the PIA users are active Internet users (they use the Internet on a daily basis), 34% of PIA users use the Internet averagely actively and only 14% of PIA users use the Internet passively – once a week or more rarely. In comparison to the research data of 2010, there were slightly less of passive Internet users during 2011. However, while comparing the change during all the four years of the Project implementation, no significant changes were recorded.

The frequency of Internet usage by PIA users mostly depends on the age and occupation of users. A greater share of the youth are active Internet users. The greatest share of passive Internet users is among PIA users over 55 years old. The employed or those studying use the Internet more actively.

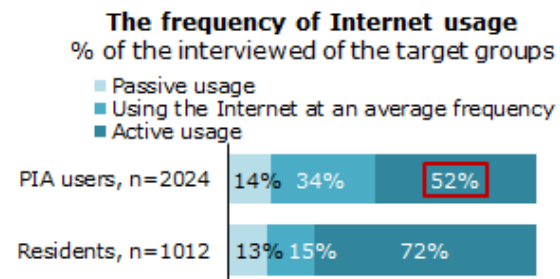


In 2011, PIA users in urban areas used the Internet slightly more actively than urban PIA users. It was determined by the growth, which started in 2008, of the share of the rural PIA users actively using the Internet. Meanwhile, during the entire period of the Project implementation in urban areas, there were slightly more passive PIA users.



- Internet is used more actively by the residents -

PIA users do not use the Internet as actively as residents. Internet is actively used by 72% of residents who are using the Internet (in comparison to 52% of PIA users). There are more users using the Internet at an average frequency among PIA users rather than among residents.



6.6.2. The Frequency of Internet Usage in Libraries

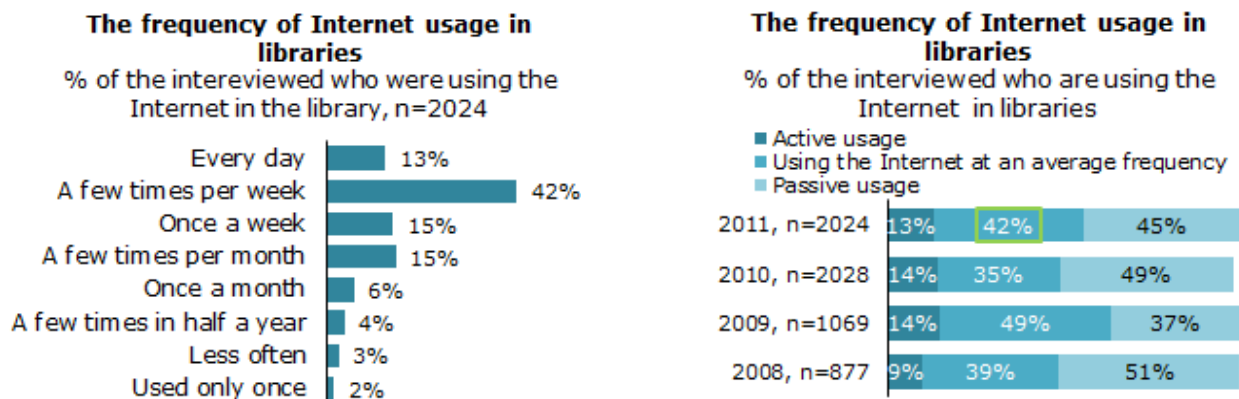
- PIA users use the Internet in libraries more passively -

Only 13% of PIA users use the Internet in libraries every day. Two out of five (42%) PIA users use the Internet in libraries a few times per week. A similar share of PIA users used the Internet in libraries once a week and a few times per month (15% each). Approximately one sixth (15%) of PIA users used the Internet less often.

After grouping the PIA users into larger groups, we can state that PIA users are characterized by Internet usage which is averagely frequent (42%) (a few times per week) or passive (45%) (once a week or less

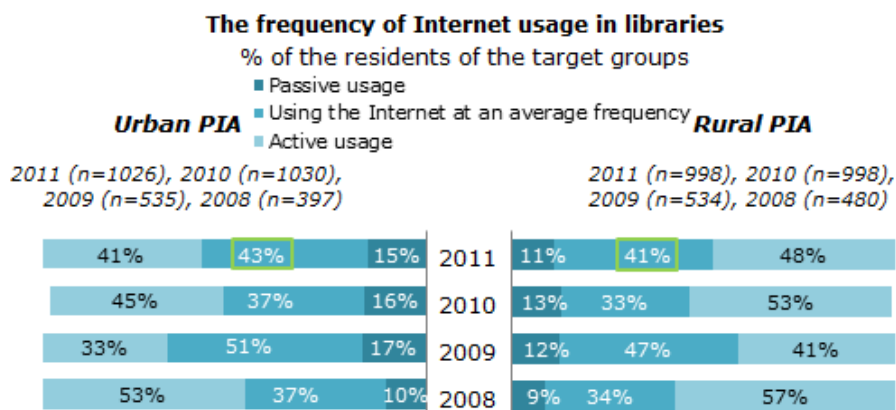
often). In 2011, Internet usage in libraries became more frequent. More PIA users started using the Internet once a week.

Two different groups of PIA users are using the Internet in libraries more passively: people receiving the highest disposable income or the oldest PIA users – the retired. We would like to draw your attention to the fact that Internet is used slightly more actively by male users, youth of 15-24 years old, students and the unemployed.

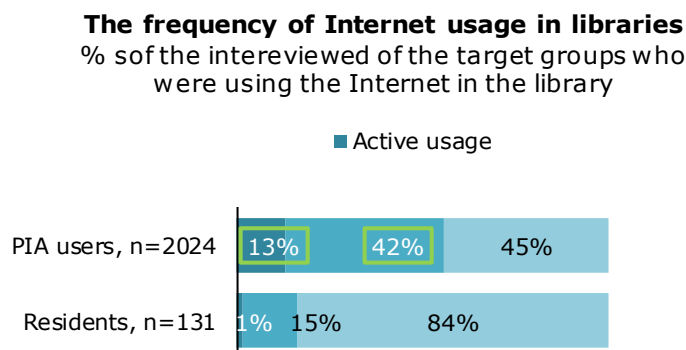


- Internet usage in libraries became more frequent in both urban and rural areas -

The frequency of Internet usage generally does not differ in urban and rural libraries, nevertheless, in both types of the libraries, in comparison to 2010, Internet usage became more active due to the growing group of PIA users using the Internet at an average frequency. In any case, we are not able to discuss equal tendencies of growing activeness of Internet usage during the Project implementation period.

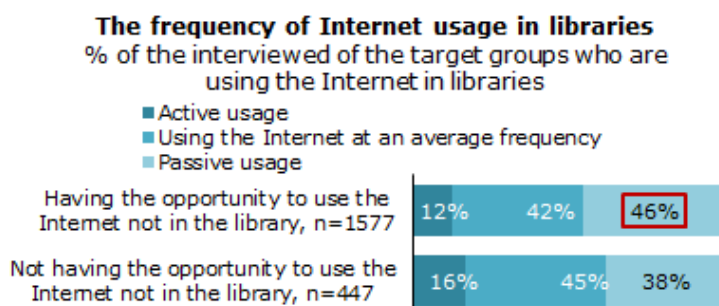


As one might have expected, PIA users use the Internet in libraries much more often than the residents. Younger PIA users use the Internet in libraries slightly more often (there are less passive Internet users among them).



- People having the opportunity to use the Internet not only in the library are more passive Internet users in libraries -

While checking the assumption, if PIA users who have the ability to use the Internet not only in libraries use the Internet in libraries more passively, we can state that the assumption was confirmed – those having the opportunity to use the Internet not in the library only visited libraries less often in order to use the Internet than individuals who did not have such opportunity.



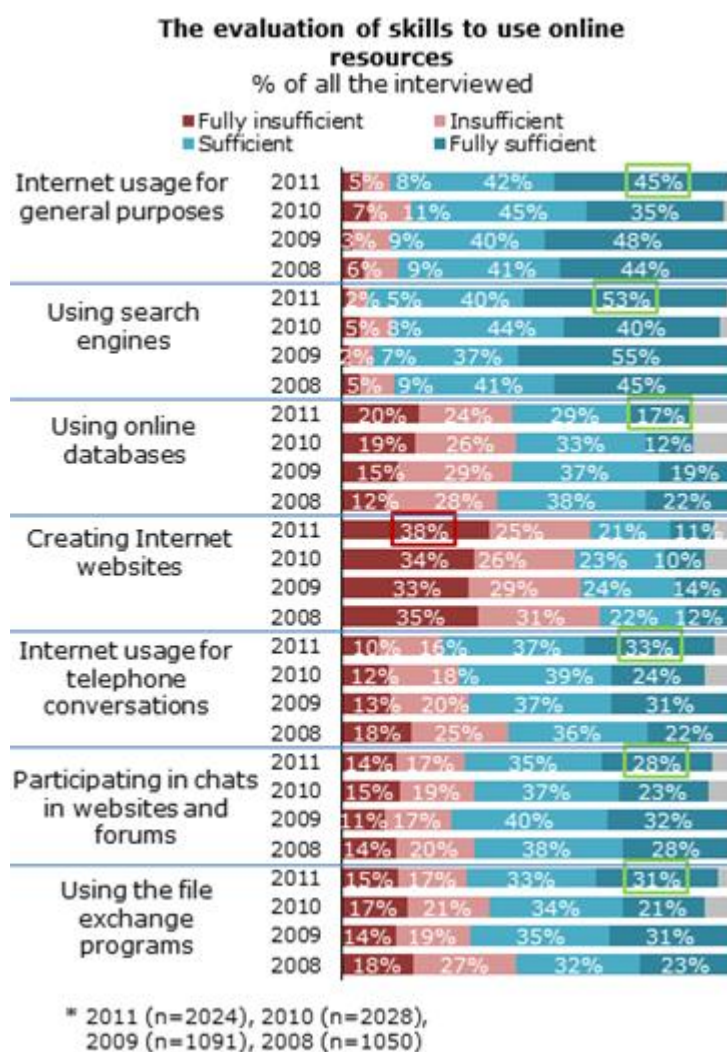
6.7. The Evaluation of Skills of Using the Online Resources

- PIA users know how to use the Internet the best for general purposes and when using search engines -

The most positively evaluated skills among the skills of using the online resources are the skills of using Internet for general purposes (87%) or using online search engines (93%). More than half of all PIA users have sufficient skills to communicate online or on the phone (70%), to participate in chats in Internet websites or forums (63%), to use file exchange programs (61%) or to use online databases (46%). The least of PIA users know how to create the contents of an Internet website (32%).

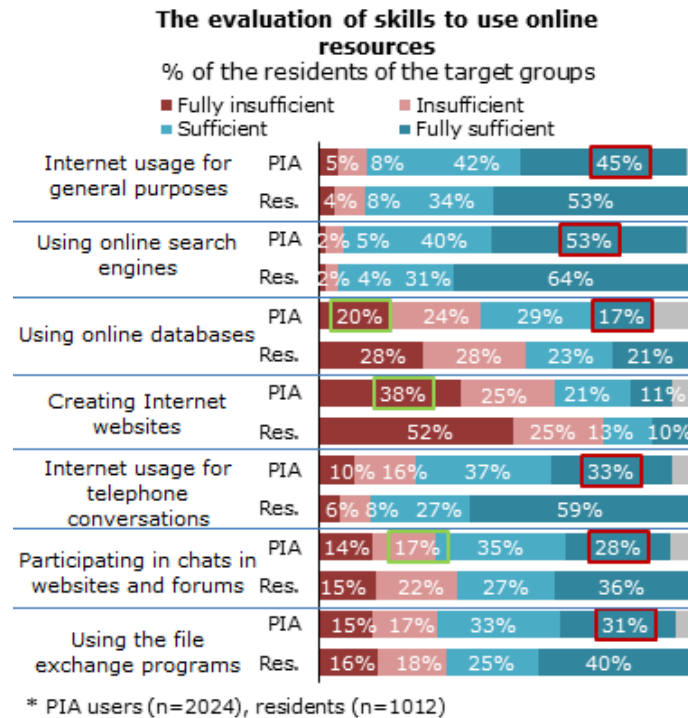
In comparison to 2010, in 2011, the evaluation of abilities of all PIA users to use Internet resources increased, except for the user skills to create the contents for an Internet website (the evaluation of these skills worsened).

In the context of four years of project implementation, no significant changes while evaluating the skills of PIA users to use online resources were recorded.



- Residents evaluate their skills to use online resources better than the PIA users -

While comparing the Internet usage skills of PIA users and the public at large who are using the Internet, it was noticed that PIA believe having slightly better skills to create the content of an Internet website. Residents, in turn, evaluated their skills to use all the other online resources better.



There are no major differences in the evaluations of the skills of using online resources between urban and rural PIA users. In comparison to the data from the research of 2010, in both urban and rural areas in 2011, the evaluation of skills of nearly all PIA users to use online resources improved during the last year. Only the evaluation of skills necessary to create an Internet website did not change (it slightly worsened in rural areas).

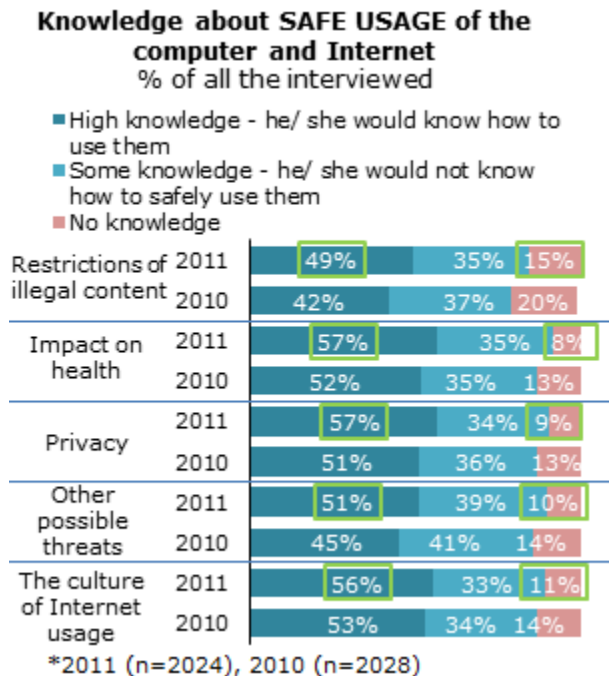
6.8. Knowledge about Safe Usage of the Computer and Internet

- Most of the PIA users are aware of safe Internet usage, however, only slightly more than half of PIA users would know how to safely use it -

After summarizing the research results, we can claim that slightly more than every second PIA user knows and, if needed, would know how to protect himself or herself against a threat. Users are the best informed about Internet threats to privacy and the influence of the computer to health (57% each are aware of it and would know how to protect against it). Relatively the worst knowledge recorded is regarding the restrictions of illegal content. 49% of the surveyed are sufficiently aware of this area. Meanwhile, there are 15% of the surveyed who do not know anything about it.

The most well informed people regarding safe computer and Internet usage include males, PIA users of 15-34 years old, people having a college degree, managers, specialists, schoolchildren or students and active Internet users. Older residents (over 55 years old) and passive Internet users are more often not aware about safe Internet usage at all.

While comparing the level of information of PIA users regarding safe usage of the computer and Internet and the ability to protect from threats among groups of different age, it was noticed that younger users were



more knowledgeable in all areas. The share of people who were not aware at all about safe computer and Internet usage is smaller in the group of the interviewed of the age of 25-55 rather than in the group of older and retired PIA users.

The knowledge of Internet users regarding safe computer and Internet usage improved in all areas from 2010. There are more users who have sufficient knowledge to safely use the computer and Internet. At the same time, there are less PIA users who are not aware about online threats at all.

The level of information of the Internet users regarding safe computer and Internet usage does not depend on the place where they are located. The level of information of urban and rural Internet users is the same.

However, while comparing the change of the level of information in 2011 between urban and rural PIA users, significant distinctions were recorded. In 2011, the knowledge of urban PIA users increased significantly in all areas. Meanwhile, in rural areas, there were more only of those PIA users who were sufficiently informed regarding the online privacy problem and there were less respondents who were not at all aware of the issues regarding privacy and impact on health.

Knowledge about SAFE USAGE of the computer and Internet

% of the target groups of PIA users

Urban PIA ■ High knowledge - he/ she would know how to use them
 ■ Some knowledge - he/ she would not know how to safely use them **Rural PIA**
 ■ No knowledge

2011 (n=1026), 2010 (n=1030)

2011 (n=998), 2010 (n=998)

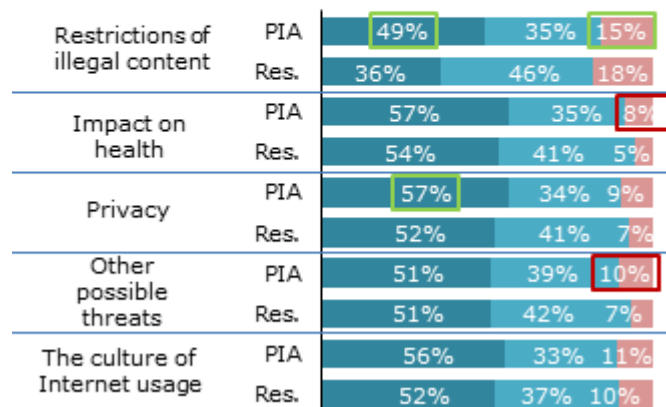


While comparing the knowledge of PIA users and all Lithuanian residents regarding safe behavior in the online environment, it was noticed that slightly more of PIA users have sufficient knowledge in the areas of the restrictions of illegal online content and privacy than residents. However, slightly more of PIA users than residents have not heard anything about the computer impact on health and other online threats.

Knowledge about SAFE USAGE of the computer and Internet

% of the target groups of the interviewed

■ High knowledge - he/ she would know how to use them
 ■ Some knowledge - he/ she would not know how to safely use them
 ■ No knowledge

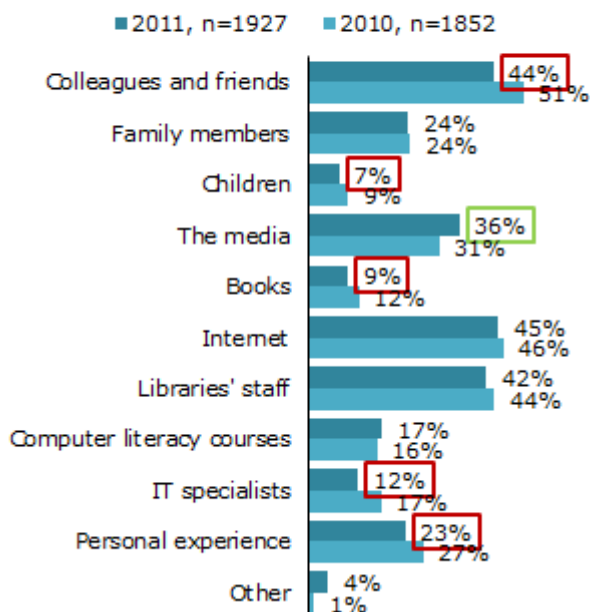


*PIA (n=2024), residents (n=1012)

- The main sources of information regarding safe computer usage are friends, Internet and libraries' staff -

Information sources about safe usage of the computer and Internet

% of the interviewed who are aware of safe usage



The main sources of information about safe computer and Internet usage include Internet (45%), colleagues and friends (44%) and libraries' staff (42%). Every third user (36%) claimed to have found out about these threats from the media. 24% of PIA users stated that the main source of information regarding safe Internet usage was family members and 23% of PIA users knew it from personal experience.

The least of PIA users received this information from IT specialists (12%), books (9%) or children (7%).

Males receive information regarding safe computer and Internet usage from Internet and personal experience more often. Females receive this information from the media, family members and computer literacy courses. The youth indicated that they received this information from friends, Internet and personal experience, users of 25-55 years old- from children, the media, libraries' staff and computer literacy courses and seniors - from children, libraries' staff and computer literacy courses. PIA users who do not have Internet at home and who are attending libraries indicated more often that their information sources were the libraries' staff.

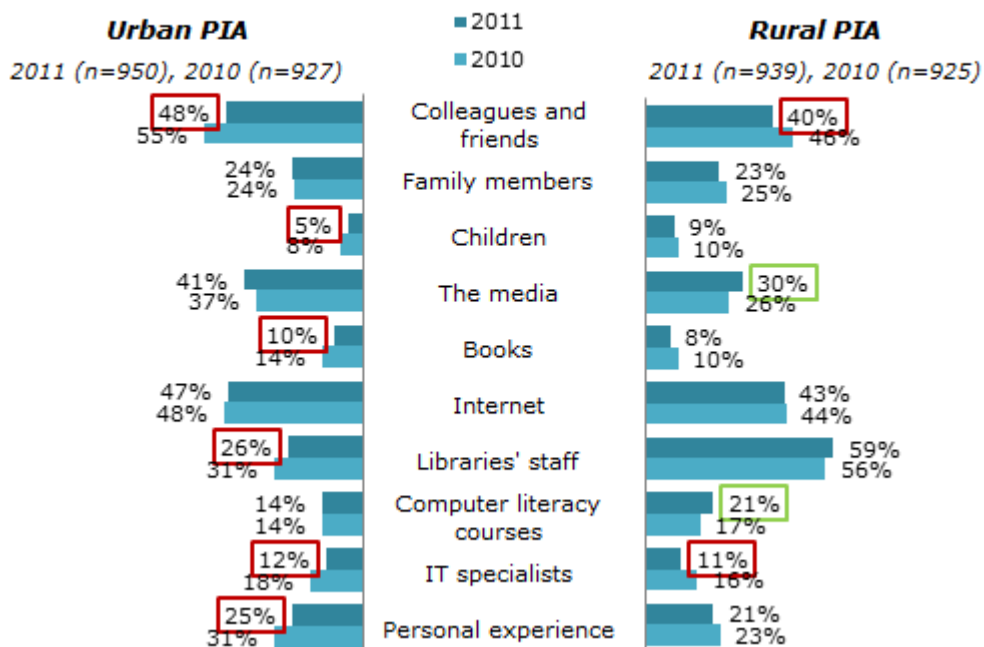
While comparing the data of the research of 2011 and 2010, it was recorded that the role of the media as an information source emerged. In addition, fewer users indicated that they received information on safe usage from acquaintances, children, books, IT specialists or personal experience.

The main sources of information regarding safe computer and Internet usage generally do not differ between urban and rural residents. The main difference is that urban residents considered libraries' staff as the main source of information.

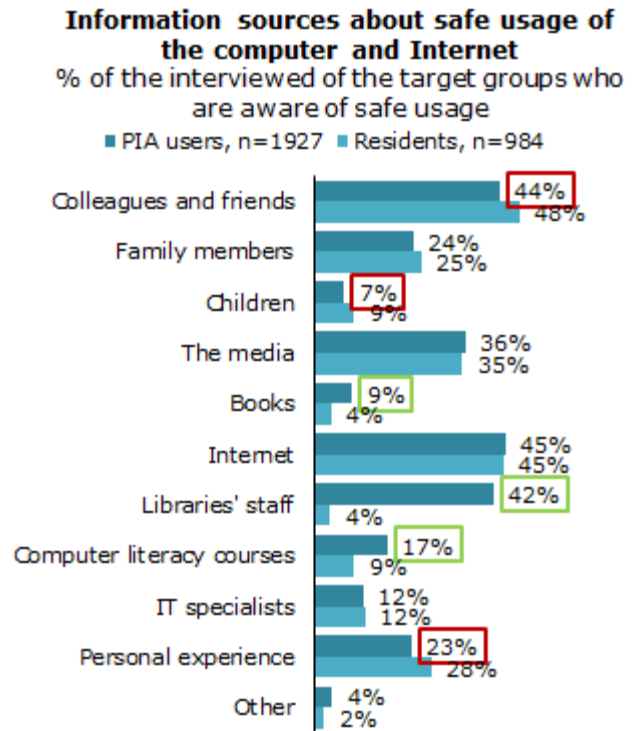
The tendencies of change of the information sources on safe computer and Internet usage between urban and rural Internet users meet the tendencies in the entire country. However, in 2011, in rural areas, the role of the media and computer literacy courses, as the source of information about safe computer and Internet usage, strengthened.

Information sources about safe usage of the computer and Internet

% of the interviewed of the target groups



Information sources from which PIA users and residents using the Internet receive news regarding safe computer and Internet usage differ. One of the main sources of such information for PIA users includes libraries' staff. PIA users receive information about safe computer and Internet usage in computer literacy courses or from books more often than the residents. Meanwhile, residents find out about safe computer and Internet usage from acquaintances, children and personal experience.



- Most of PIA users have faced online threats. In such cases, libraries' staff, friends or IT specialists were approached more often

Most of Internet users (70%) have faced unsafe Internet usage. When facing online threats, the vast majority of PIA users approached libraries' staff for help. Another 14% of Internet users firstly approach colleagues, friends and acquaintances for help. 11% of Internet users approach IT specialists, 8% - family members and 7% try to solve the problems by themselves. In such cases, almost nobody is looking for information in books (1%) and very rarely (1%) approach children for this information (2%).

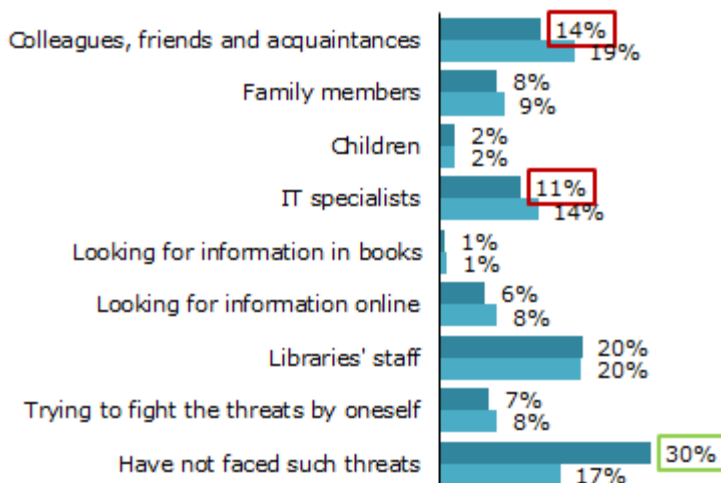
in 2011, the share of PIA users who faced threats regarding safe computer and Internet usage diminished significantly.

Despite the fact that information sources regarding threats are different among PIA users of different ages, the places where the users are looking for information mainly do not differ. It was only noted that the youth approach friends, relatives and family members or look for information online slightly more often, PIA users of 25-55 years old approach libraries or IT staff for help more often and seniors find libraries' staff the major source of help when facing threats regarding safe computer or Internet usage.

Who would be approached first when facing an online threat?

% of all the interviewed

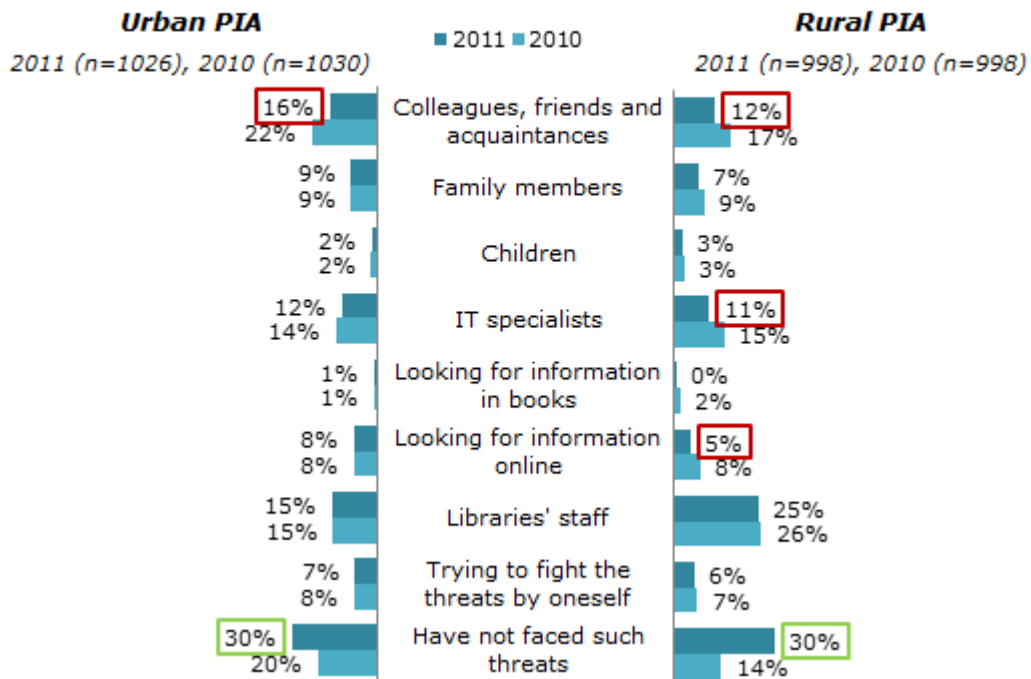
■ 2011, n=2024 ■ 2010, n=2028



The behavior of urban and rural Internet users does not differ from the common country tendencies. Most of the users have faced safe Internet usage threats and the vast majority of users firstly approached libraries' staff or acquaintances in such cases. During 2010-2011, in both urban and rural areas, the share of PIA users who faced threats regarding safe computer and Internet usage diminished. The share of PIA users who, in case of facing these threats, firstly approached friends or acquaintances diminished as well. In rural areas, the share of users who firstly approached IT specialists or looked for information online in case of safe Internet usage decreased as well.

Who would be approached first when facing an online threat?

% of the interviewed of the target groups

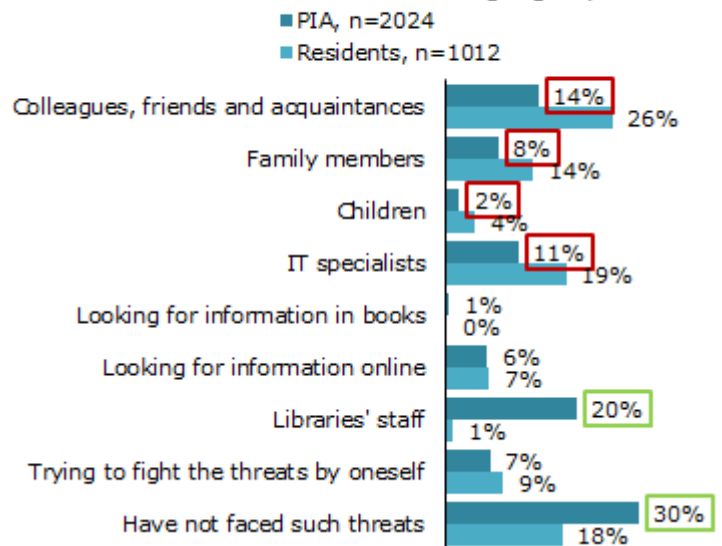


While comparing who the PIA users and residents firstly approach for help when facing a computer or an online threat, we noticed that PIA users approach libraries' staff for help more often than the residents and they approach acquaintances, family members, children of IT specialists less often. When residents face these problems, they firstly try to solve them with friends, colleagues, family members and IT specialists.

We can also draw your attention to the fact that a substantially bigger share of PIA users, in comparison to residents using the Internet, indicated that they have not faced threats while using the computer or Internet.

Who would be approached first when facing an online threat?

% of the interviewed of the target groups



7. The Purposes of Internet Usage

PIA users use the Internet for various purposes, however, during the research, the attention was paid to six major areas of Internet usage: (1) work and commercial purposes, (2) communication, (3) leisure and culture, (4) studies and education, (5) health and (6) e-government. Three categories of the usage frequency of the areas mentioned above were explored: regular usage (uses the Internet constantly), occasional usage (has used once or a few times) and no usage at all.

- Internet usage for all three purposes is starting to become of a regular nature -

While analyzing the data regarding Internet usage for all generalized areas of purposes⁹, regular usage, occasional usage or non usage were calculated.

The most often, PIA users use the Internet for leisure and culture and work related purposes and for enriching their leisure time. Approximately 9 out of 10 users used the Internet for these purposes at least once. Internet usage for communication and leisure or culture related purposes is more regular. In other words, a greater share of users uses the Internet for these purposes (use regularly: for work and commercial purposes – 60%, for communication and keeping in touch – 77% and for leisure and culture – 74%).

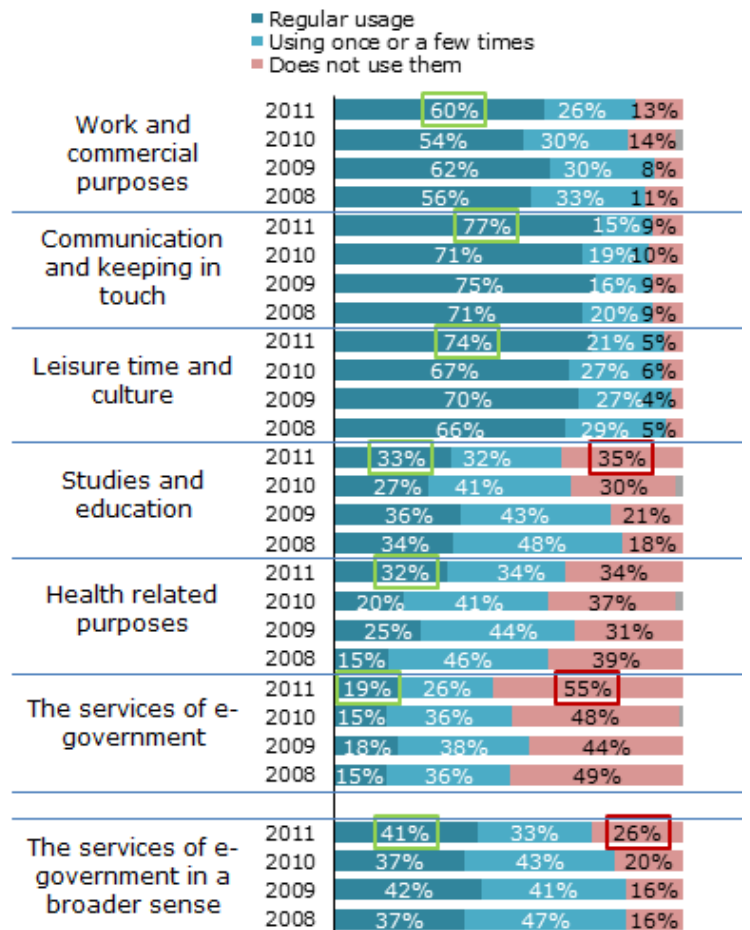
Internet is used for the purposes of studies and education and health slightly less often. Two thirds of users (65% and 66%, respectively) have used Internet for these purposes and every third user uses PIA for these purposes all the time (33% and 32%, respectively). Internet is used for the e-government services the least often.

Internet usage for the purposes of e-government was analyzed in a broader spectrum – in addition to communication with public institutions, there is the search of job offers or employees, registration at health institutions, looking for information regarding studies, registering for studies and using libraries' catalogues. 74% of PIA users have used at least one of the purposes of these joint e-government services and slightly more than half of these PIA users used these services regularly.

In general, Internet is used for most of the analyzed purposes by respondents having Internet access not in the library only, more active Internet users (using the Internet on a daily basis) and PIA users having better computer literacy skills. It shows that more active Internet users apply their computer literacy experience while using PIA, thus, they use the Internet more actively for various purposes as PIA users.

In comparison to 2010, the share of PIA users who regularly used Internet for all purposes mentioned increased. However, at the same time, there were more of PIA users who did not use Internet for the purposes of studies and education and e-government (in the narrow and a broader sense) services.

The usage of various online resources
% of all the interviewed



* 2011 (n=2024), 2010 (n=2028), 2009 (n=1091), 2008 (n=1050)

⁹ A person, who claimed that they used at least one of the purposes (e.g., leisure time) of the group regularly, were considered as those who used the whole group of purposes regularly. If a person did not use any purpose, he/ she was attributed to the group of those not using the Internet for corresponding purposes. If the respondent has used at least one of the purposes of the group, but none of them was used regularly, the respondent was considered as the one who used the group of purposes occasionally.

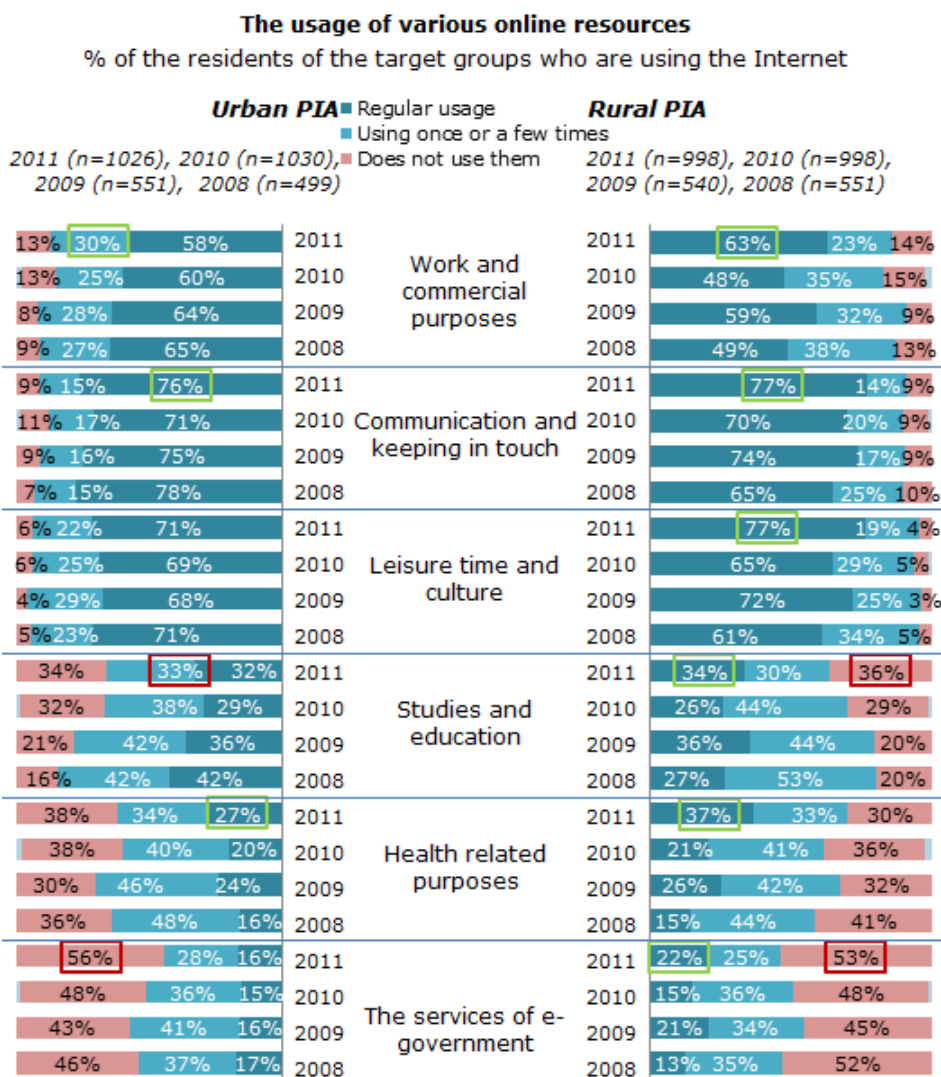
The growth of the share of the users who do not use the latter online resources was recorded during Project implementation in 2009 -2011 as well.

While analyzing Internet usage for various purposes among different age groups, it was noticed that the needs of Internet usage by the youth, adults and PIA users of older age or the retired ones differ. The youth use the Internet for communicating or studying more often. PIA users of 25-55 years old use the Internet for work, health or e-government related purposes. Seniors use the Internet for health related purposes more often than the representatives of other groups. Representatives of all groups use the Internet for looking for information or spending leisure time at a similar frequency.

- Internet usage for various purposes in rural areas is slowly becoming of a regular nature -

The most influence on the changes was made by the fact that Internet was started to be used for all purposes more frequently. In other words, the share of PIA users using the Internet for all purposes regularly increased. In urban areas, only the share of users using the Internet regularly for health and communication purposes increased. Meanwhile, the share of those using the Internet for the purposes of studies and education or e-government services occasionally diminished. The latter tendency was also recorded among rural PIA users.

Due to changes mentioned, the distinction between urban and rural PIA users using the Internet for various purposes vanished. In rural areas, work, leisure, health and e-government related services are being used slightly more often.



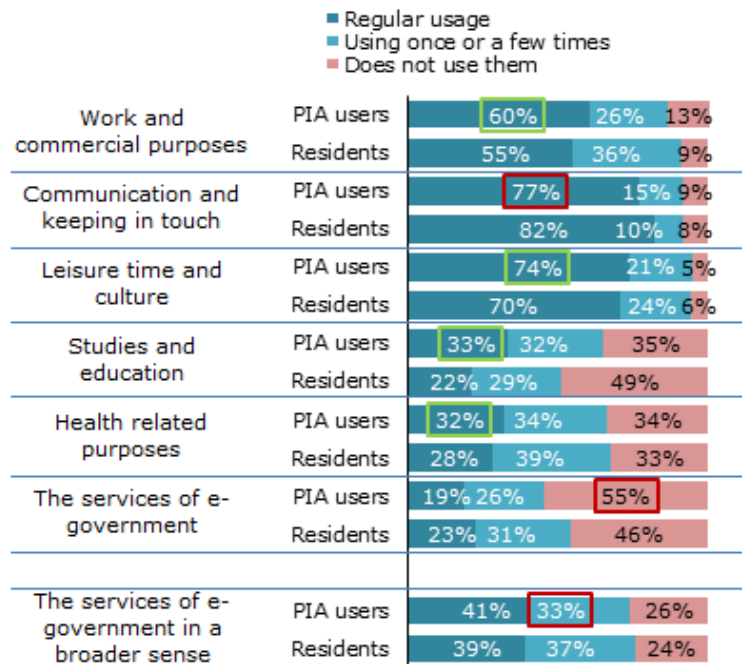
- In comparison to residents, the usage of various online resources by PIA users is more of a regular nature -

Internet usage tendencies of PIA users and residents using the Internet are similar. The most often, both groups of the interviewed used the Internet for work, communication or leisure related purposes. The representatives of the analyzed groups used the Internet for studying, taking care of their health or for using the e-government services the least often.

However, PIA users used the Internet more often for work and commercial and education purposes and also for purposes related to leisure time and health. Residents use online resources more frequently for communication and keeping in touch and for using the e-government services.

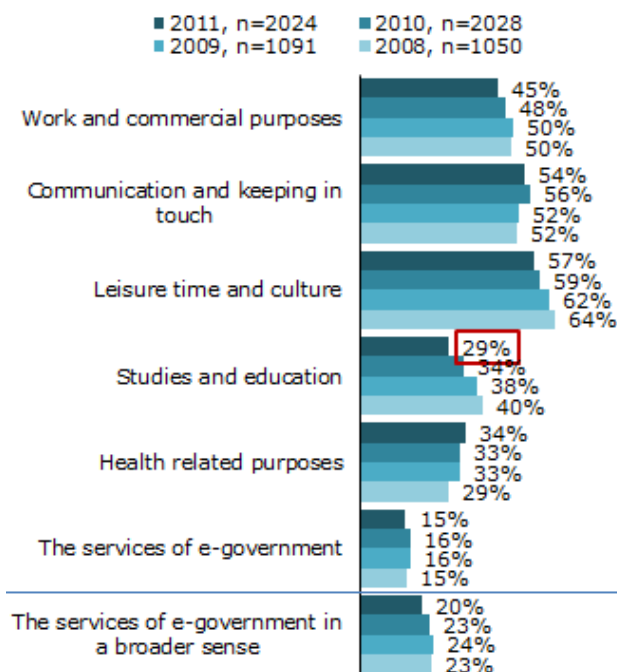
Summarizing the tendencies of Internet usage for various purposes, average percentage of Internet usage for various purposes, an average¹⁰ percentage of Internet usage for various purposes was calculated. Bearing in mind that generalized sections of areas include a few particular purposes, the calculation of a summarized average lets us evaluate the impact of each of the purposes on the entire area.

The usage of various online resources
% of all the interviewed



* PIA users (n=2024), residents (n=1012)

The usage of various online resources
% of all the interviewed



While analyzing the data according to this principle, Internet usage for leisure/ culture (57%), communication (54%) and work/ commercial (45%) purposes distinguishes by a more frequent usage. Internet usage for education (29%), health (34%) or e-government (15%) purposes is the least prevalent among PIA users.

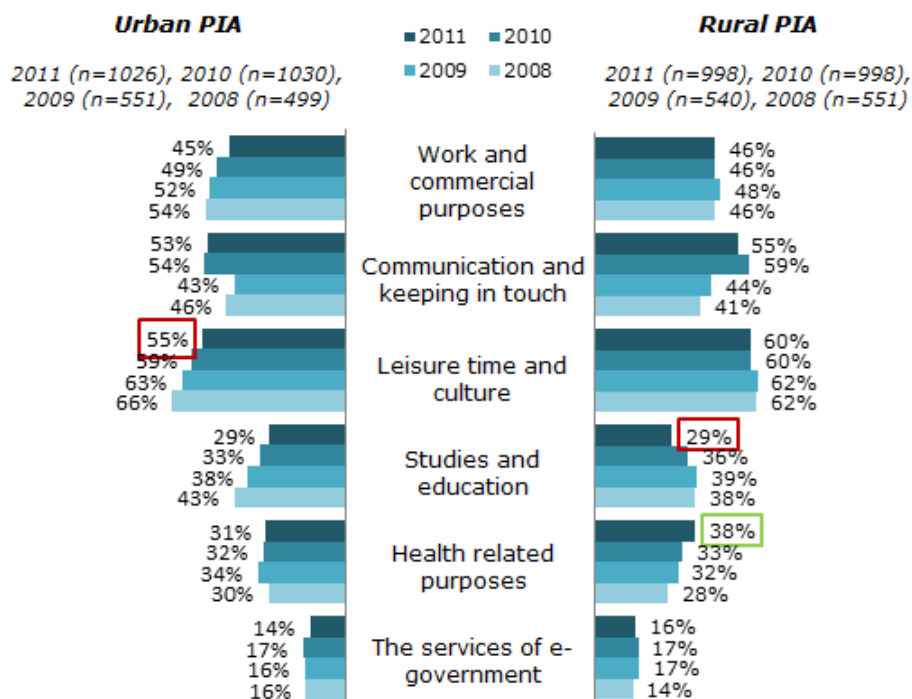
In the perspective of 2008-2011, we can see that Internet usage for work/ commercial (2011:45%, 2008:50%), education (2011:29%, 2008:40%) purposes or for enriching leisure time (2011:57%, 2008:64%) slightly decreased, but the share of those using the Internet for health related purposes (2011:34%, 2008:29%) is slowly increasing.

While comparing the data between urban and rural PIA users, it was noted that rural PIA users use the Internet for leisure and health related purposes. In urban areas, in comparison to the previous year, there were slightly less Internet users who used it in order to enrich leisure time. Meanwhile, in rural areas, there were more PIA users who used the Internet for leisure related purposes, but the share of those using the Internet for studies and education diminished.

¹⁰ Average usage for particular purposes of the block was calculated by adding the usage (regularly or occasionally) of each purpose of the block and by dividing the sum by the number of purposes

The usage of various online resources

% of the residents of the target groups

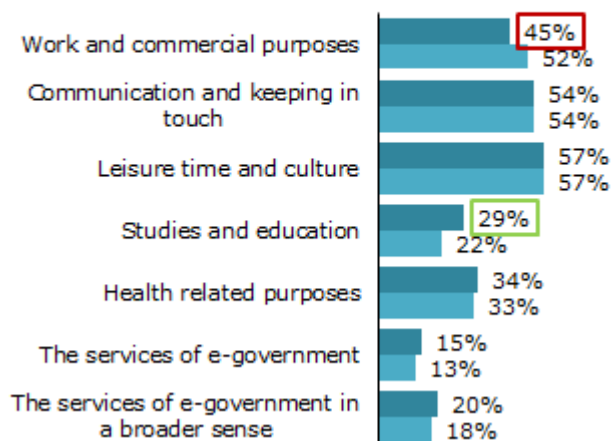


While comparing the generalized usage of Internet for various purposes by PIA users and residents, no differences were noticed. The generalized usage of Internet for various purposes of both PIA users and residents is similar. Only PIA users use the Internet for work and commercial purposes slightly less often than the residents and use it for studies and education slightly more often.

The usage of various online resources

% of the interviewed who are using the Internet

■ PIA users, n=2024 ■ Residents, n=1012



Further on in the report, the purposes of Internet usage are analyzed by dividing them into smaller categories.

7.1. Leisure and Culture

- The nature of Internet usage for the enrichment of leisure time virtually did not change during 2008-2011 -

In terms of Internet usage for leisure and culture purposes, the most popular online activity among the PIA users is reading newspapers, news portals or magazines (78%).

A relatively big share of the surveyed play online games, download films, pictures or music (62%), look for culture and leisure related information (58%), look for or post information about events, perform community activities (58%) or listen to the radio or watch television (53%). The least of PIA users use the Internet for digital cultural heritage (virtual exhibitions, museums, pieces of art, digital libraries' collections, etc.) (33%).

Females, users of older age, the employed and people receiving the highest income read news, look for culture related information, use digital cultural heritage online or use the Internet for community purposes more often. Meanwhile, males and the youngest users use the Internet for listening to the radio, watching television, playing games, downloading films, pictures and music more often.

In comparison to the data of the research of 2010, there were less of PIA users who read online news, listened to the radio, watched online television, looked for leisure and culture related information or used digital cultural heritage. However, the share of PIA users who regularly played or downloaded games, pictures, films or music and regularly posted or were looking for information about events increased.

Internet usage for leisure and culture

% of all of the interviewed

- Uses it regularly
- Used it once or a few times
- Have not used it ever

Activity	User Group	2011	2010	2009	2008
Reading newspapers, news portals and magazines online	PIA users	50%	28%	21%	
	Residents	62%	21%	17%	
Listening to an online radio or watching TV online	PIA users	23%	30%	47%	
	Residents	25%	29%	45%	
Playing or downloading games, pictures, films or music	PIA users	37%	25%	38%	
	Residents	44%	23%	32%	
Community activities and looking for or posting information regarding events	PIA users	24%	34%	42%	
	Residents	20%	32%	49%	
Looking for other culture or leisure related information	PIA users	24%	34%	42%	
	Residents	27%	37%	36%	
Using digitalized cultural heritage	PIA users	12%	21%	68%	
	Residents	5%	17%	78%	

* PIA users (n=2024)
residents (n=1012)

Internet usage for leisure and culture

% of all of the interviewed

- Uses it regularly
- Used it once or a few times
- Have not used it ever

Activity	Year	2011	2010	2009	2008
Reading newspapers, news portals and magazines online	2011	50%	28%	21%	
	2010	49%	32%	17%	
	2009	47%	34%	19%	
	2008	42%	42%	16%	
Listening to an online radio or watching TV online	2011	23%	30%	47%	
	2010	22%	36%	40%	
	2009	19%	35%	46%	
	2008	19%	36%	45%	
Playing or downloading games, pictures, films or music	2011	37%	25%	38%	
	2010	29%	31%	37%	
	2009	35%	29%	36%	
	2008	30%	36%	34%	
Community activities and looking for or posting information regarding events	2011	24%	34%	42%	
	2010	20%	37%	39%	
	2009	23%	42%	35%	
	2008	25%	42%	32%	
Looking for other culture or leisure related information	2011	24%	34%	42%	
	2010	23%	42%	32%	
	2009	25%	45%	30%	
	2008	25%	45%	30%	
Using digitalized cultural heritage	2011	12%	21%	68%	
	2010	11%	24%	59%	
	2009	10%	31%	59%	
	2008	12%	30%	58%	

* 2011 (n=2024), 2010 (n=2028),
2009 (n=1091), 2008 (n=1050)

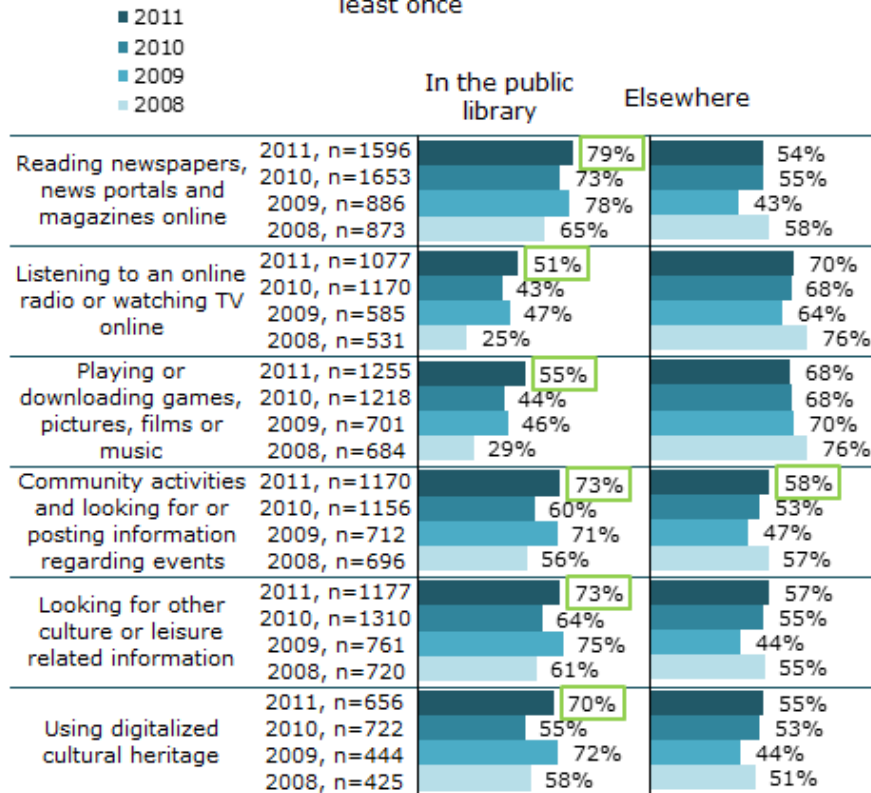
Residents read newspapers, news portals and magazines online, play games, download films, music, pictures or look for culture and leisure related information more frequently than the PIA users. PIA users, in turn, post or look for information about events and use the digital cultural heritage more often than residents.

PIA users use the Internet for leisure related purposes in libraries more often, but watching television or listening to the radio online and downloading different information is an exception. PIA users do the latter while using the Internet in other places.

In comparison to the data of the research of 2010, there are more PIA users using the Internet in public libraries for all leisure and culture related purposes. The share of PIA users spending free time by using the Internet in libraries increased during the entire period of Project implementation as well.

The place where the Internet is used the most often for leisure and culture related purposes

% of the interviewed who have used a particular activity at least once



7.2. Work and Commercial Purposes

- In 2011, Internet usage by PIA users for work and commercial purposes diminished slightly -

While using the Internet for work and commercial purposes, PIA users are usually looking for information regarding goods and services. 66% of PIA users have looked for this information online at least once.

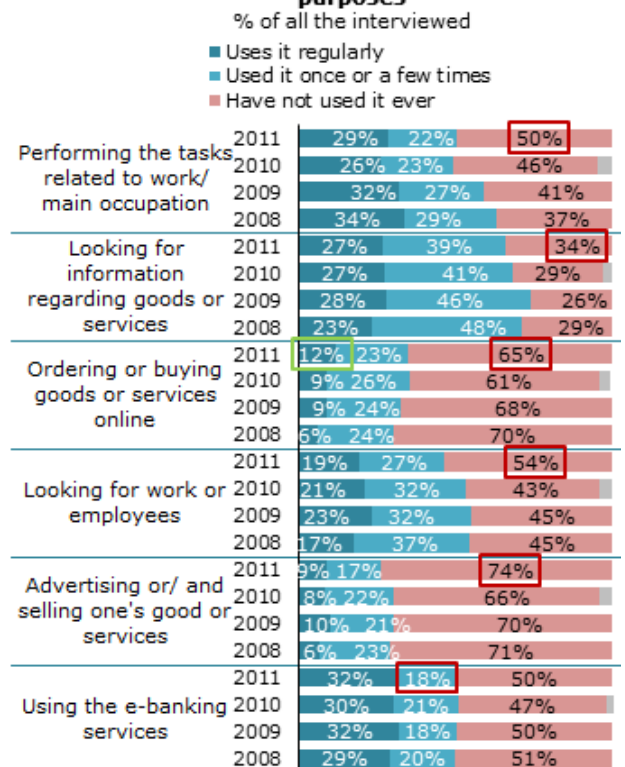
Every second PIA users have used the Internet for performing the tasks related to work or major occupation and used the services of e-banking (50% each) and looked for work or employees (46%). Moreover, PIA users using online banking are commonly using this service on a regular basis.

The least common activities among PIA users include selling one's goods or services (26%) or purchasing them (35%).

People of age 25-54 commonly use the Internet for work and commercial purposes slightly more often.

In comparison to the data of 2010, there were slightly less people in 2011 who used the Internet for nearly all work and commercial purposes.

Internet usage for work and commercial purposes

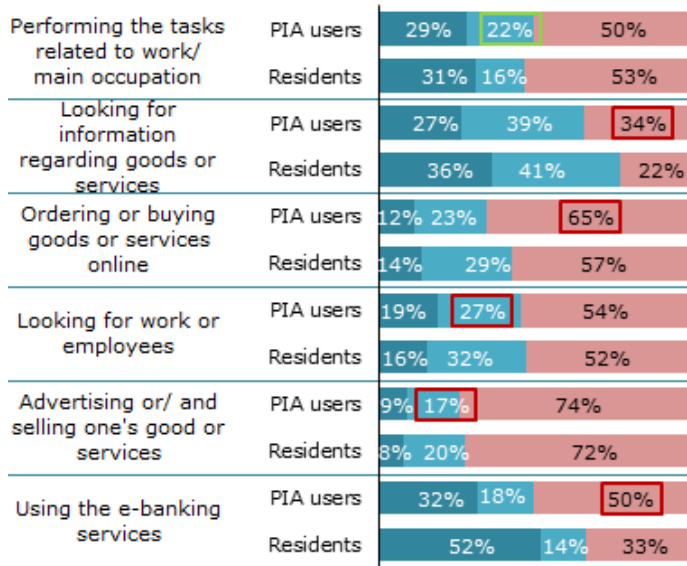


* 2011 (n=2024), 2010 (n=2028), 2009 (n=1091), 2008 (n=1050)

Internet usage for work and commercial purposes

% of all the interviewed

- Uses it regularly
- Used it once or a few times
- Have not used it ever



* PIA users (n=2024)
residents (n=1012)

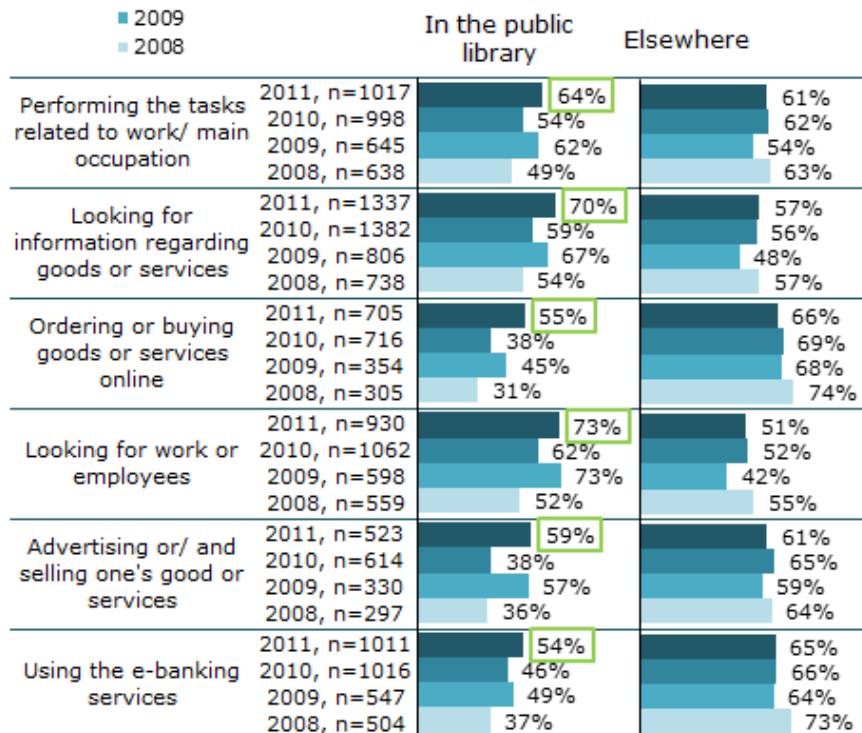
When comparing the Internet usage of PIA users and residents for work and commercial purposes, it was noticed that residents are using all activities more often than the PIA users, except for activities that are work related.

Although Internet is used for work or commercial purposes in other places rather often as well, still, a slightly greater share of PIA users uses the Internet for the analyzed purposes in libraries and, in comparison to 2010, there is a tendency that this share will be growing. Only the use of e-banking and ordering goods or services online could be considered as exceptions, nonetheless, there are more and more PIA users using the Internet in libraries for these purposes as well.

The place where the Internet is used for work and commercial purposes the most often

% of the interviewed who have used a particular service at least once

- 2011
- 2010
- 2009
- 2008



7.3. Communication and Keeping in Touch

- While communicating, PIA users participate in social networks more often, but they participate in forums less often -

Most of the PIA users usually write e-mails (83%) while communicating online.

Nearly two out of three users have used online telephony or have participated in social networks (62% and 65%, respectively). 39% of PIA users have communicated in discussion forums or e-conferences.

The least of PIA users perform online activities requiring greater skills – creating blogs or Internet websites.

In general, Internet is used for communication and keeping in touch more by younger users and schoolchildren.

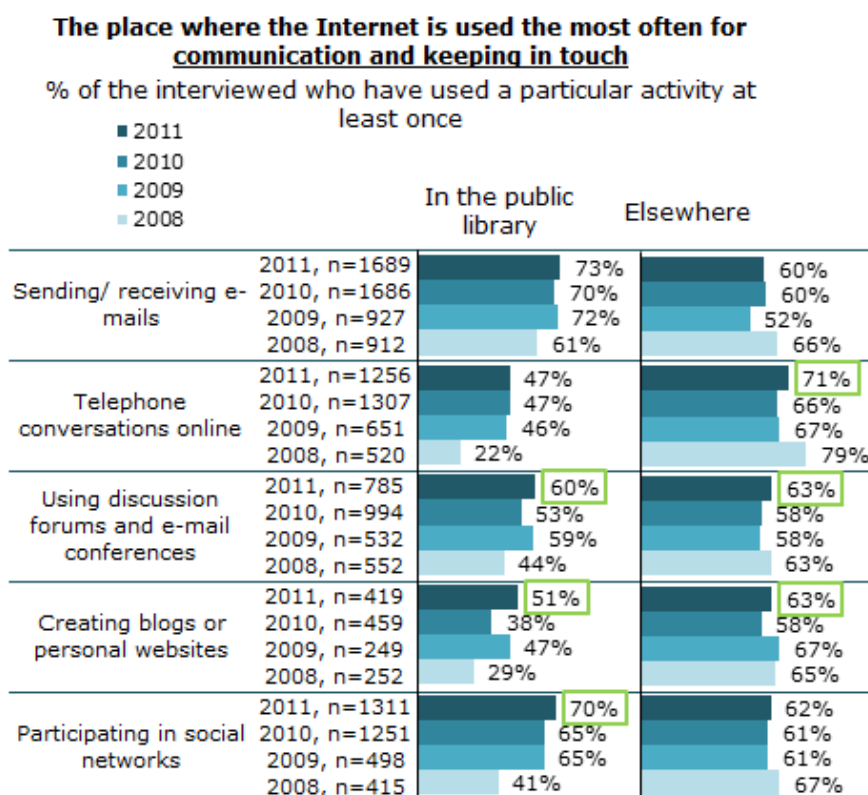
In comparison to 2010, there were slightly less of PIA users who used online telephony, participated in discussion forums or created Internet websites. Meanwhile, active participation in social networks is becoming more and more popular. Looking at the changes that took place from the beginning of the Project implementation, a more active communication over online telephony and participation in social networks is recorded.

Online telephony is used slightly more often by those having education which is higher than secondary, those receiving monthly disposable income over 500 Lt per family member, specialists, office employees and rural residents.

Meanwhile, students take part in online social networks more actively.

While comparing the changes in online communication of PIA users and residents, the tendencies, in principle, are the same. The only exceptions are that the residents are much more active in using online telephony and PIA users are slightly more active when using all other means of online communication.

While using the Internet in libraries, PIA users send e-mails and participate in social networks more often than in other places. When communicating online elsewhere, PIA users use the online telephony, participate in forums or create blogs more often. When analyzing the changes that took place during one year, in libraries, users participate in forums or social networks and create online blogs more often.



7.4. Studies and Education

- Internet usage for the purposes of studies and education in libraries is reducing -

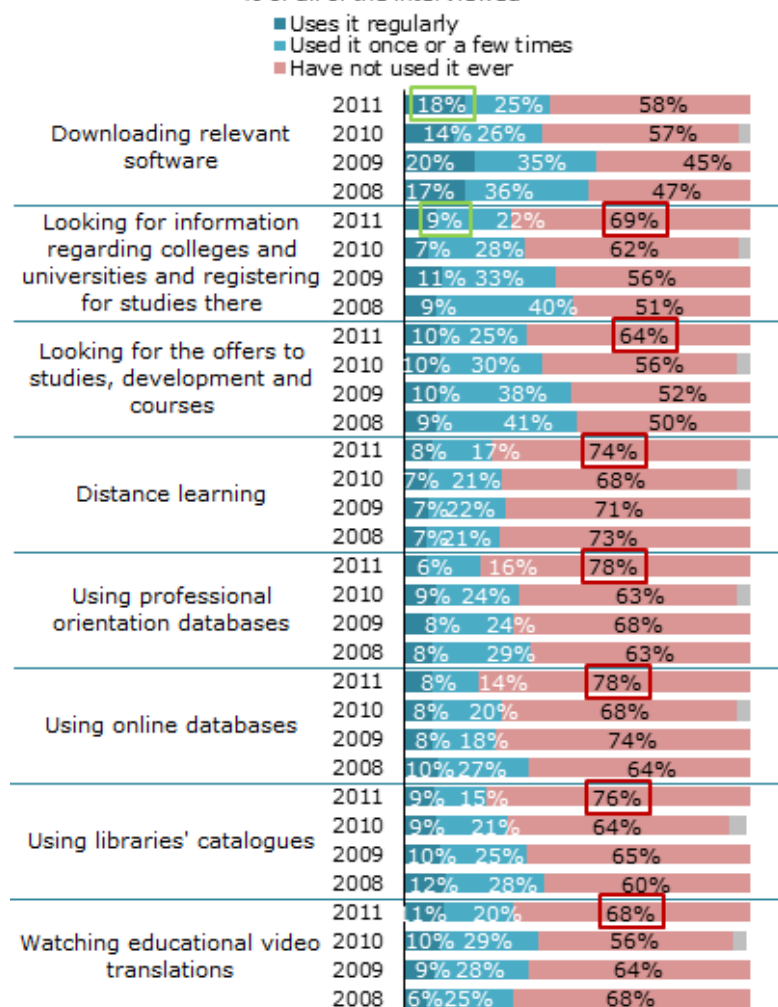
In terms of Internet usage for studying and education, PIA users use the Internet for downloading the required software (42%), looking for training programs (36%), watching educational video broadcasts (32%) or looking for information about or are registering to colleges and universities (31%) the most often.

Other purposes regarding studies and education are used less often. 26% of PIA users are doing the distance learning or have tried doing it and approximately one fifth of the interviewed used libraries' catalogues (24%) and the databases of professional orientation (22%) or online databases (22%).

The socio-demographic characteristics of users using the Internet for various purposes are different:

- ➔ The youngest PIA users (under 24 years old) use the Internet for downloading software for learning, are registering for studies and are looking for information about it and do distant more often;
- ➔ Specialists or office employees more often are using the libraries' catalogues, are using the Internet for increasing their qualification (using the databases of professional orientation), are looking for offers for informal learning, education opportunities or courses online, are using online databases and are watching video broadcasts.

Internet usage for the purposes of studies and education
% of all of the interviewed



* 2011 (n=2024), 2010 (n=2028), 2009 (n=1091), 2008 (n=1050)

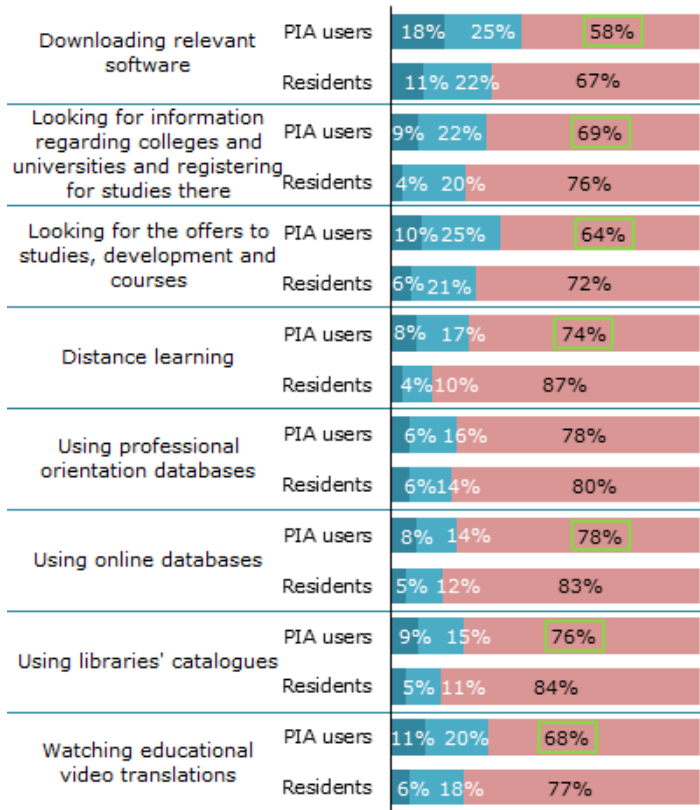
While comparing the data of 2011 with the data of 2010, we noticed that the Internet usage by PIA users for all purposes of education and learning diminished. The more frequent Internet usage in libraries is recorded only in terms of downloading software required for studying.

Internet usage in libraries for education purposes was gradually diminishing during the entire Project implementation period.

Internet usage for the purposes of studies and education

% of all of the interviewed

- Uses it regularly
- Used it once or a few times
- Have not used it ever



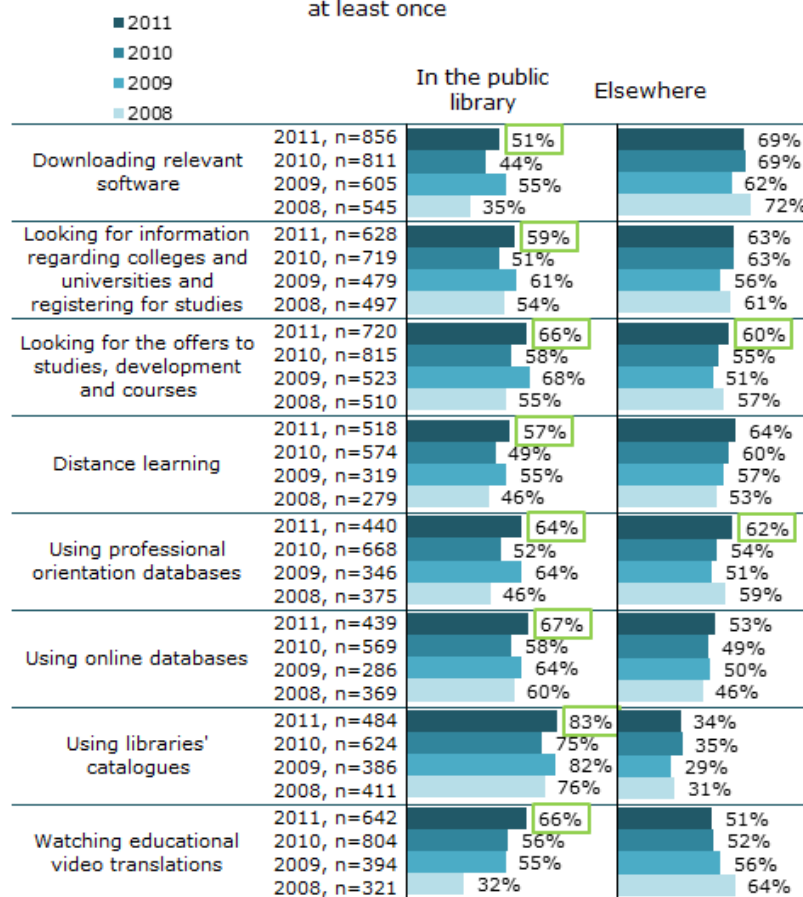
* PIA users (n=2024) residents (n=1012)

While comparing Internet usage for education purposes by residents and PIA users, the latter use the Internet for education purposes more frequently. As it has been mentioned in the generalized analysis of the purposes, this difference was determined by more active Internet usage for analyzed purposes in the group of adults. In other words, adult PIA users in particular use the Internet for studies and education more often than adult residents.

Out of the libraries, PIA users use the Internet for downloading software and doing distance learning. Both in libraries and other places, people search for information regarding colleges and universities, are registering for studies and are using the databases of professional orientation at a similar frequency. Meanwhile, in libraries, people are looking for offers to study and improve, are watching educational video broadcasts or are using libraries' catalogues more often than in other places.

In comparison to 2011, the shares of people using the Internet in libraries for the purposes of studies and education increased (the usage of Internet for all studies and education related purposes increased by 8% at average).

The place where the Internet is used the most often for the purposes of studies and education
 % of all of the interviewed who have performed a particular activity at least once



7.5. Health

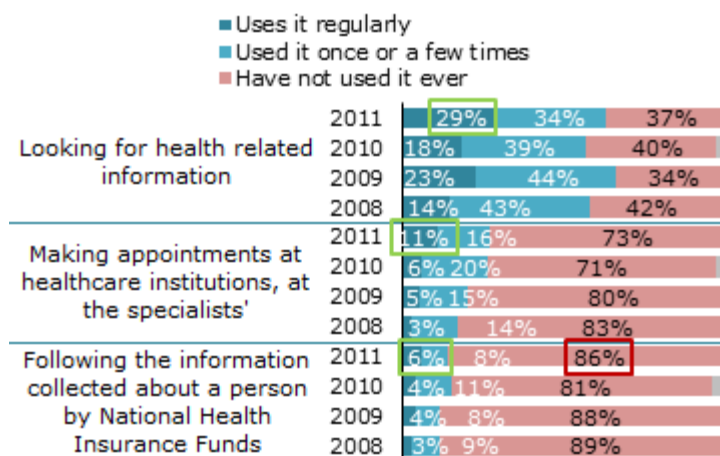
- PIA users are looking for information regarding health online more and more often -

In terms of Internet usage for health related purposes, PIA users look for health related information online (63%). Internet is used slightly less for registering for appointments at healthcare institutions (27%) or for following the information gathered by National Health Insurance Fund (14%).

While analyzing the answers of the users of different socio-demographic characteristics, it was noticed that Internet is used for health related purposes more often by females, users of over 35 years old and specialists or office employees.

During the 2010-2011, there were more of PIA users, who used the Internet regularly for looking for health related information (2011:29%, 2010:18%) or who were making appointments at healthcare institutions or at healthcare specialists (2011:11%, 2010:6%).

Internet usage for health related purposes
 % of all of the interviewed

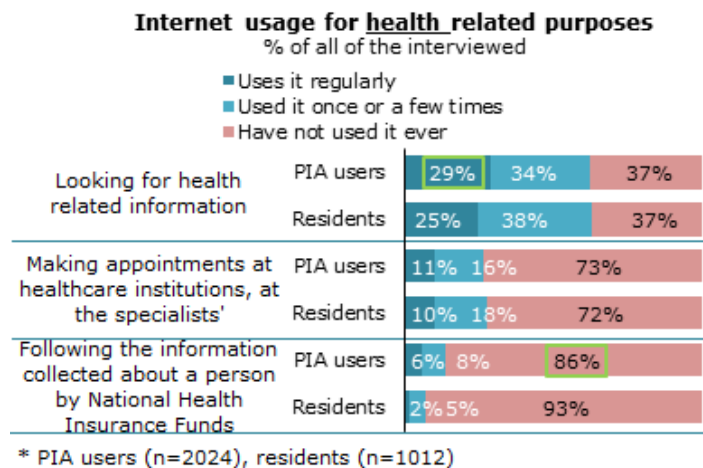


* 2011 (n=2024), 2010 (n=2028), 2009 (n=1091), 2008 (n=1050)

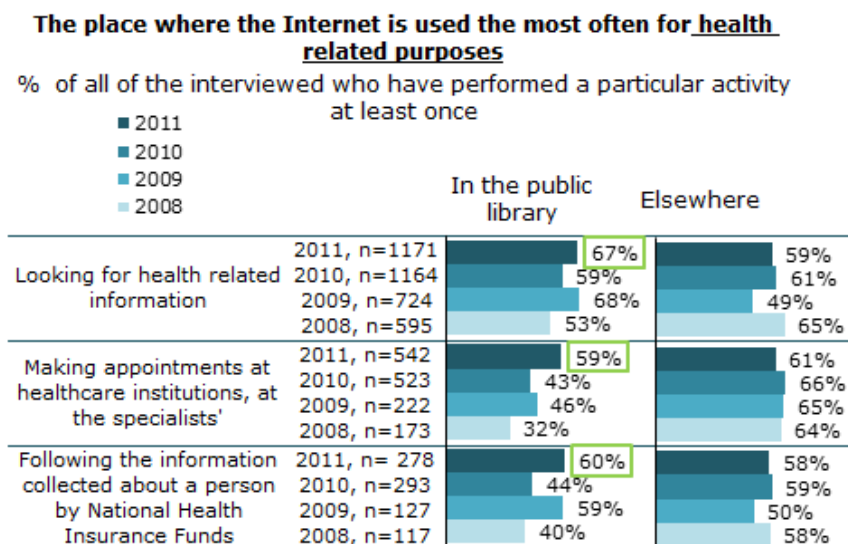
However, there were less people who used the opportunity to at least once follow the information gathered by National Health Insurance Fund (regularly use the opportunity to follow information about oneself gathered by the National Health Insurance fund: 2011:6%, 2010:4%; have never used such an opportunity: 2011:86%, 2010:81%).

During the period from the beginning of the Project implementation, the most visible is the increased share of PIA users who are regularly looking for health related information in libraries.

Internet usage by residents and PIA users for health related purposes by residents and PIA users is similar, only PIA users look for health related information slightly more often, but they are following the information gathered by National Health Insurance Fund less often.



PIA users are registering for appointments at healthcare institutions (in libraries: 59%, elsewhere: 61%) and are following the information gathered by National Health Insurance Fund (in libraries: 60%, elsewhere: 58%) in both public libraries and other places. While using the Internet in libraries, the PIA users are looking for health related information (in libraries: 67%, elsewhere: 59%) slightly more often than using the Internet in other places. In comparison to 2010, the share of PIA users using the Internet in libraries for all health related purposes grew (looking for health related information: 2011:67%, 2010:59%, registering for appointments at healthcare institutions, at specialists': 2011:59%, 2010:43%, following the information gathered by the National Health Insurance Fund: 2011:60%, 2010:44%). This share was growing steadily during the entire Project implementation period (looking for health related information: 2011:67%, 2008:53%; registering for appointments at healthcare institutions, at specialists': 2011:59%, 2008:32%; following the information gathered by the National Health Insurance Fund: 2011:60%, 2008:40%).



7.6. The Services of E-government

- The usage of e-government services remains minimal -

The services of e-government are used the least often from all the analyzed opportunities provided by the Internet. Slightly more of PIA users have looked for information regarding vehicles or have registered them (26%), have filled in the declarations of income or wealth online (24%) or have provided applications for social benefits and compensations or looked for information related to it (19%).

Approximately one in six PIA user has ordered personal documents (14%) or have made a declaration of the place of residence (16%) online.

Approximately 8%-6% of PIA users have ordered birth, marriage or divorce certificates, have introduced notices to Police or provided applications for construction.

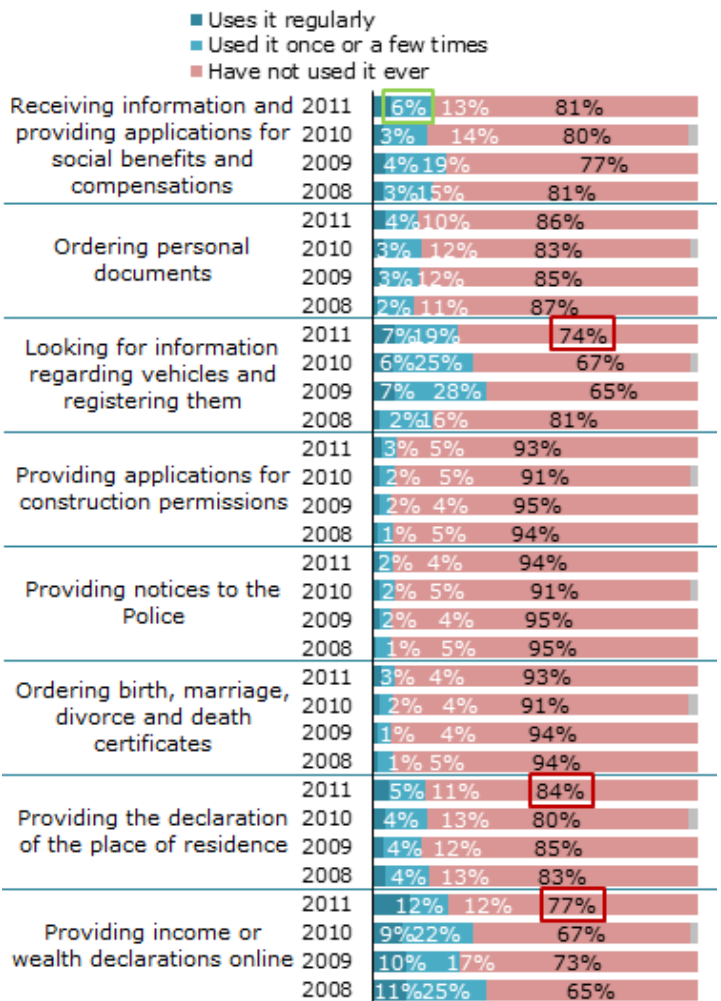
The purposes of e-government usage by PIA users having different socio-demographic characteristics are often different:

- PIA users of 25-34 years old and the unemployed apply online for social benefits and compensations more often.
- People receiving higher disposable income order documents online more often.
- Males are more often looking for information regarding vehicles or are registering them, providing applications for construction or are sending notices to the Police.
- Specialists and office employees declare their place of residence online more often.
- Online wealth declarations are more often provided by PIA users of 25-54 years old, people having a university degree, PIA users receiving the highest disposable income, specialists, office employees and managers.

In comparison to 2010, there were less PIA users who used the Internet for looking for information regarding vehicles or registering them or providing the declarations of the place of residence or income/wealth.

The usage of e-government services generally did not change during the Project implementation period. The attention may only be drawn to the fact that slightly less of PIA users indicated that they provided online income or wealth declarations, looked for information about vehicles or declared them.

Internet usage for using the services of e-government
% of all of the interviewed

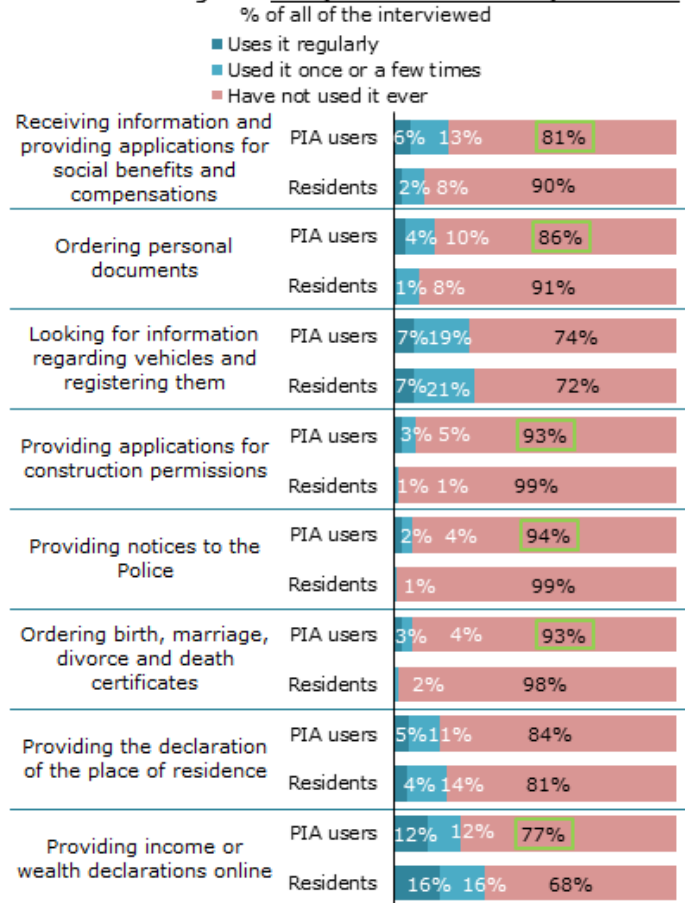


* 2011 (n=2024), 2010 (n=2028), 2009 (n=1091), 2008 (n=1050)

- Residents are using the e-government services even less often -

Although, in comparison to using the Internet for other purposes, PIA users are using the e-government services the least often, residents using the Internet are using these services even more rarely. Exceptional cases include the registration of vehicles and providing the declarations of the place of residence. These services are both used rarely by both PIA users and residents.

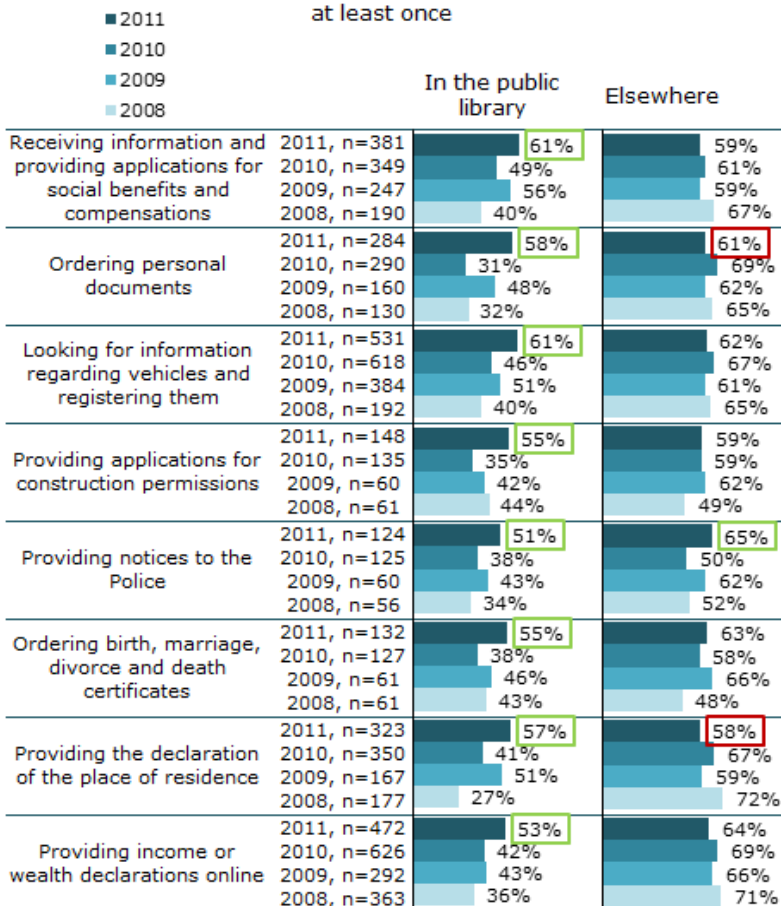
Internet usage for using the services of e-government



* PIA users (n=2024), residents (n=1012)

The place where the Internet is used the most often for using the services of e-government

% of all of the interviewed who have performed a particular activity at least once



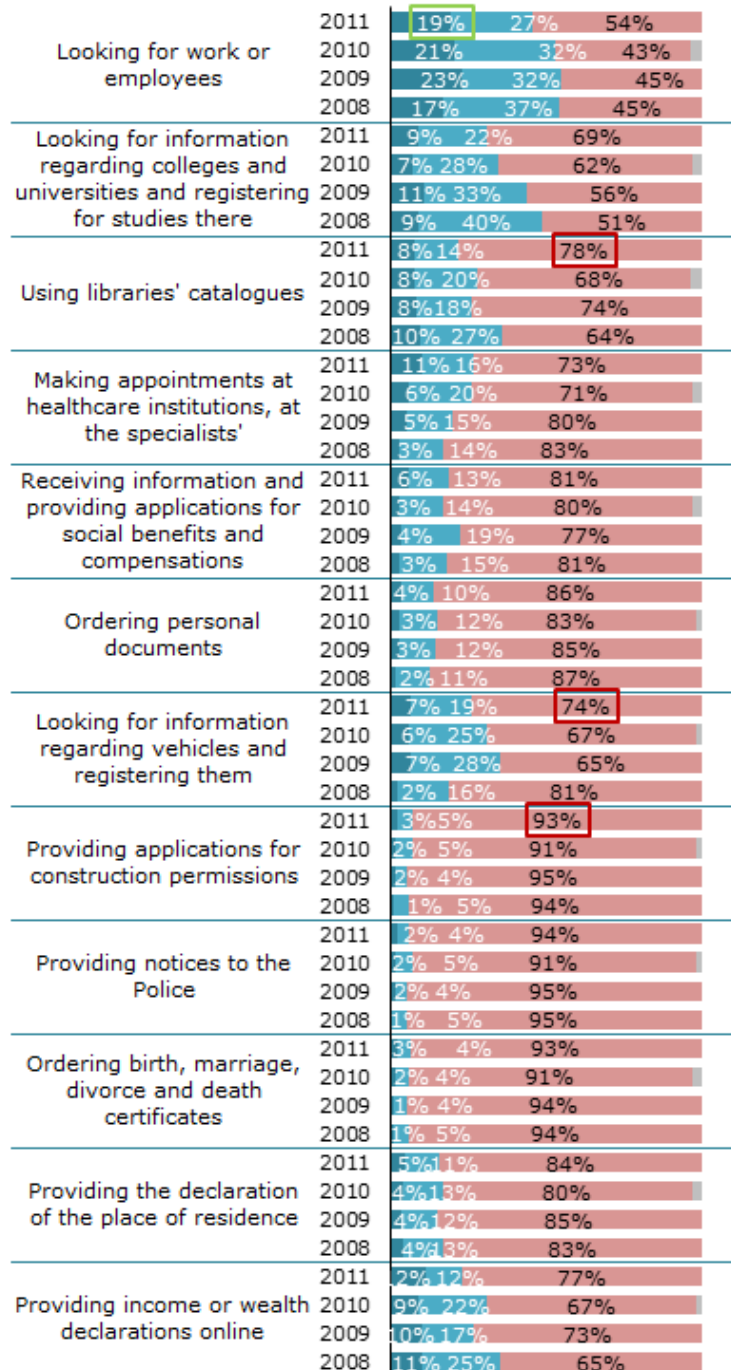
PIA users use the Internet for using the e-government services at the same frequency in both libraries and other places. Notices to the Police and online declarations of income or wealth are provided more often in other places. In comparison to the situation in 2010, the usage of all e-government services by PIA users in public libraries increased in 2011.

While analyzing Internet usage for e-government services in the broader sense, the situation is slightly different. After expanding the list of the purposes of e-government by the search of employees, registering at healthcare institutions, looking for information regarding studies or registering for studies and using libraries' catalogues, the share of PIA users using the services of e-government in a broader context increases to 74%. The most often, Internet is used for e-government purposes in a broader sense for job search (46%) or for registering to colleges and universities (31%). PIA users are looking for information about vehicles, register them (26%), provide income or wealth declarations (24%) and are using libraries' catalogues (22%) rather often. From all e-government purposes, in the broader sense, the most rarely used purposes include providing notices to the Police, sending applications for construction permissions and ordering various certificates.

Using the Internet in order to use the services of e-government

% of all of the interviewed

- Uses it regularly
- Used it once or a few times
- Have not used it ever



* 2011 (n=2024), 2010 (n=2028), 2009 (n=1091), 2008 (n=1050)

7.7. The Usage of Public Services

- During the last three months, public services were used by every third PIA user and during the last year – by two out of five PIA users -

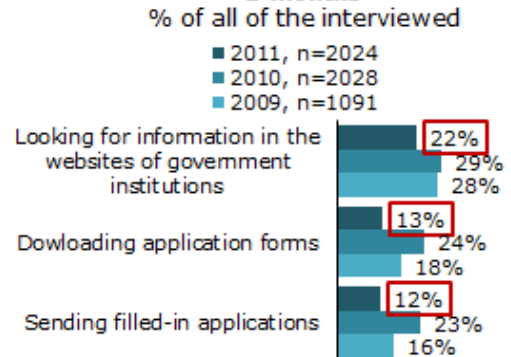
During the last three months, approximately one third of PIA users (31%) used public services. The most often (22%) people were looking for information in the websites of government institutions. 13% of users downloaded document forms and another 12% of users filled them in and submitted them.

Public services are more often used by the PIA users receiving the highest income, managers, specialists and office employees, people having Internet access at home or at work, active Internet users and individuals having better computer usage skills.

While comparing the usage of public services during the period of the last 3 years among the groups of PIA users of different ages, it was noticed that PIA users of 25-55 years old used all public services more often than younger PIA users. The youth, meanwhile, used these services less often.

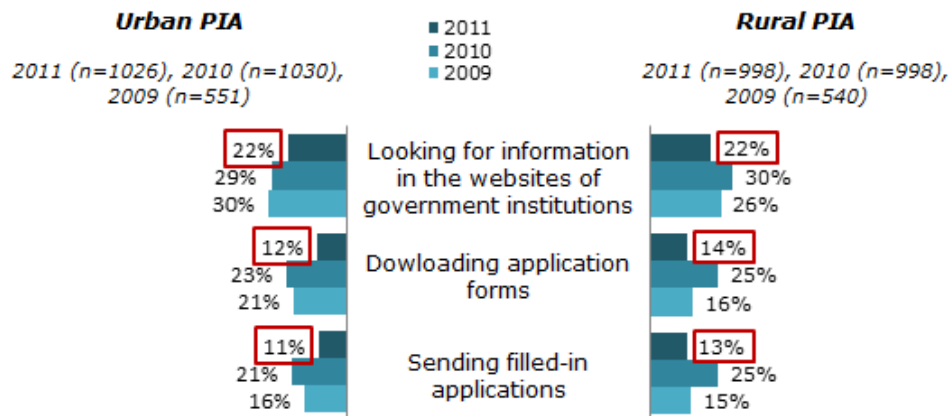
The usage of public services does not differ between urban and rural PIA users.

The usage of public services during the last 3 months



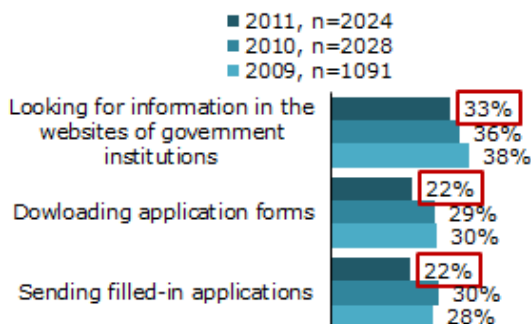
The usage of public services during the last 3 months

% of the residents of the target groups



The usage of public services during the last 12 months

% of all of the interviewed

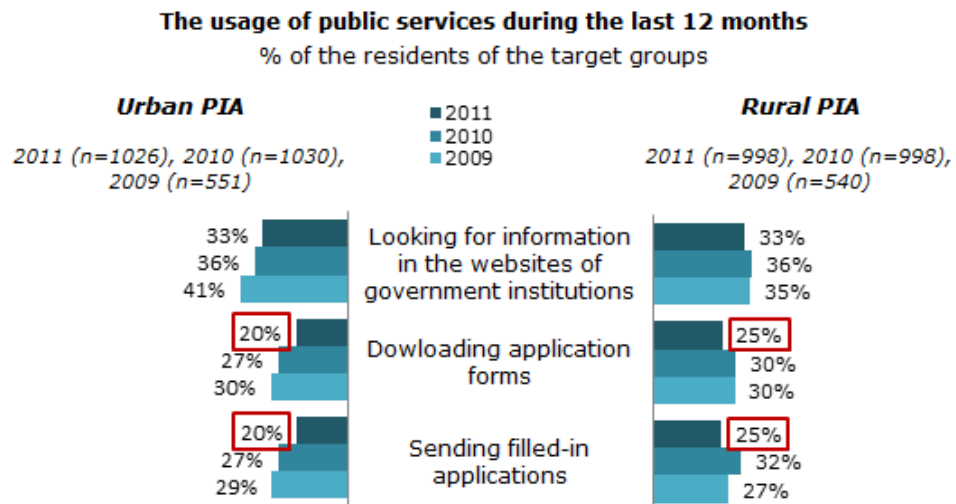


During the last year, there were more of PIA users who used public services. Two out of five PIA users have used at least one of the analyzed services. The most often, they were looking for information in the portals of government institutions (33%). 22% of PIA users downloaded document forms, the same number of PIA users filled them in and submitted them.

During the last year, public services were used more often by users of 25-54 years old, PIA users receiving the highest income, managers, specialists and office employees, people having Internet access not in libraries only and active Internet users. Document forms were downloaded and filled in by rural PIA users more often.

In comparison to the research data of 2009 and 2010, in 2011, the usage public services diminished both in the range of the last three months and one year. This decline reflects in the behavior of both rural (during the last 12 months, document forms were

downloaded: 2011:25%, 2010:30%; document forms were filled in and sent: 2011:25%, 2010:32%) and urban (during the last 12 months, document forms were downloaded: 2011:20%, 2010:27%; document forms were filled in and sent: 2011:20%, 2010:27%) PIA users.



7.8. The Purposes Internet Usage in Libraries

While comparing Internet usage of PIA users and residents, the latter are using the Internet for all purposes not only in the library, but other places as well (at home, at work, etc.). Internet is used for various purposes in libraries only by a small share of the residents. Internet usage in libraries by PIA users is much more intense (they use the Internet in libraries for most of the purposes).

- Internet usage purposes are similar among PIA users of different age -

Both the adult PIA users and the youth usually use the Internet in libraries for the same purposes: sending e-mails, reading newspapers or news portals, looking for or posting information regarding goods or services or events or are interested in culture and leisure related information.

However, there also are some differences between the purposes of Internet usage in libraries by the youth and adult PIA users. One of the most common Internet usage purposes of PIA users is the search of health related information. Meanwhile, one of the most prevalent purposes of using the Internet in libraries is downloading films, music or games.

While analyzing all the purposes of Internet usage in libraries of PIA users of different age, we can distinguish the following major differences:

- ➔ Younger PIA users use the Internet in libraries for the purposes of education and studies. Moreover, they play computer games, download required information (films, music, etc.), participate in social networks and discussion forums, are watching TV or listening to the radio online more often than the adult PIA users.
- ➔ PIA users of 25-55 years old use the Internet for work and commercial purposes and e-government services more often than the representatives of other age groups. Also, they look for or post information about events, use online databases or databases of professional orientation slightly more often than PIA users who are younger or older than they.

PIA users over 55 years old use the Internet for health related purposes more often than those younger than they.

8. Public Internet Access

8.1. The Evaluation of the Quality of Public Internet Access

- The evaluation of the quality of PIA services is improving -

The vast majority of PIA users evaluate the quality of the PIA services positively. The most positively evaluated aspects are the helpfulness of the libraries' staff and computer technologies (96% and 95% evaluated it positively or very positively). The evaluations of employee qualification, opening hours (93% each), the opportunity to work without being interrupted (91%) are also positive. Internet speed (89%) and software (88%) were evaluated worse, however, still positively in general. Less positive feedback was received regarding the opportunity to use one's own digital means (60%), however it is probably mostly determined by a great share of PIA users who were not able to evaluate this service (36%), rather than a negative evaluation of this service. 94% of the PIA users who were able to rank this service evaluated it positively or very positively.

Females, people over 45 years old, PIA users having a higher education, specialists, office employees or the retired evaluated nearly all PIA services provide in libraries better than others.

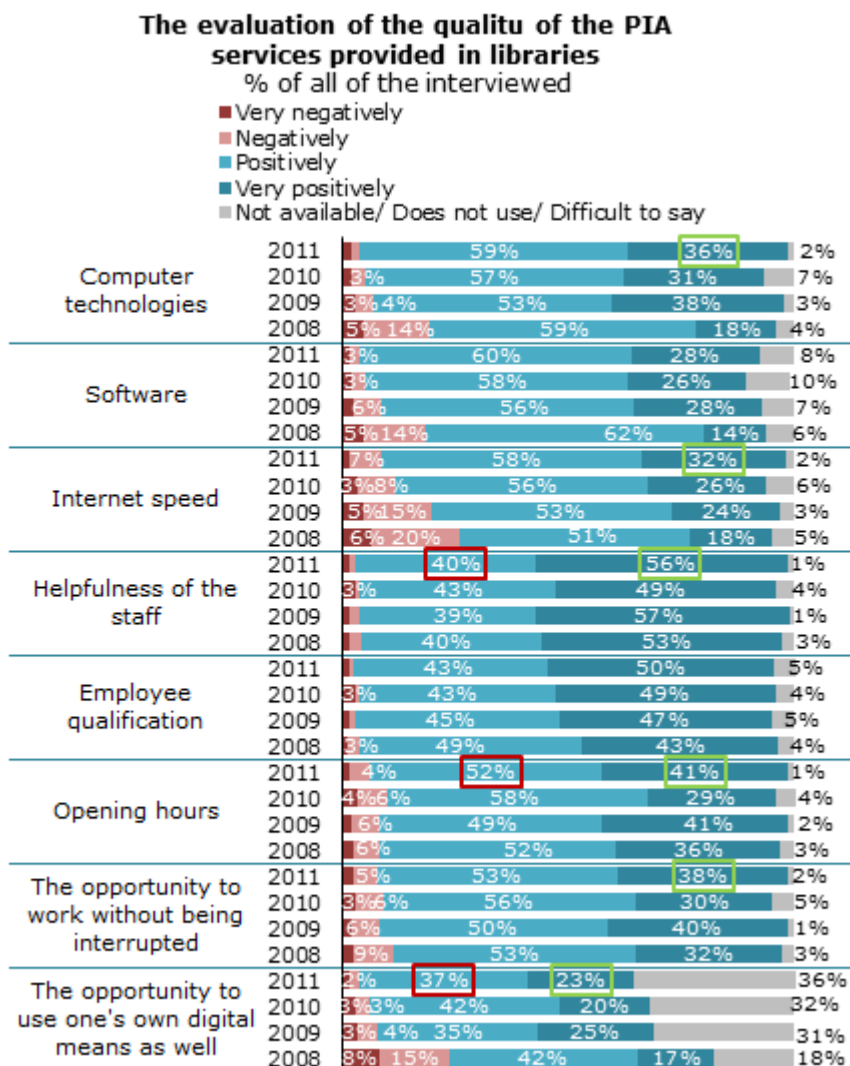
While analyzing the differences in satisfaction with the quality of PIA services provided in libraries among PIA users of different ages, it was noticed that young PIA users (15-24 years old) tend to evaluate the quality of most of the PIA services worse than adult PIA users.

In comparison to 2011, the evaluation of almost all services related to PIA improved. In 2011, the more positively evaluated aspects included computer technologies, Internet speed, helpfulness of the staff, opening hours of libraries and the opportunity to work without being interrupted and to be allowed to use one's own digital means.

During the Project implementation period, the evaluation of information technologies – computer technologies, software and Internet speed – was improving.

Rural PIA users evaluated all PIA services better than the urban ones, except for the opportunity to work without being interrupted and to use one's own digital means.

In both urban and rural areas, in 2011, the share of users who evaluated the following aspects extremely positively increased: Internet speed, helpfulness and qualification of the staff, libraries' opening hours and the ability to work without being interrupted. However, while evaluating in general, more positive evaluations were recorded in urban areas. The share of PIA users who evaluated all factors extremely positively was growing (computer equipment: 2011:31%, 2010:24%; software: 2011:24%, 2010:20%;

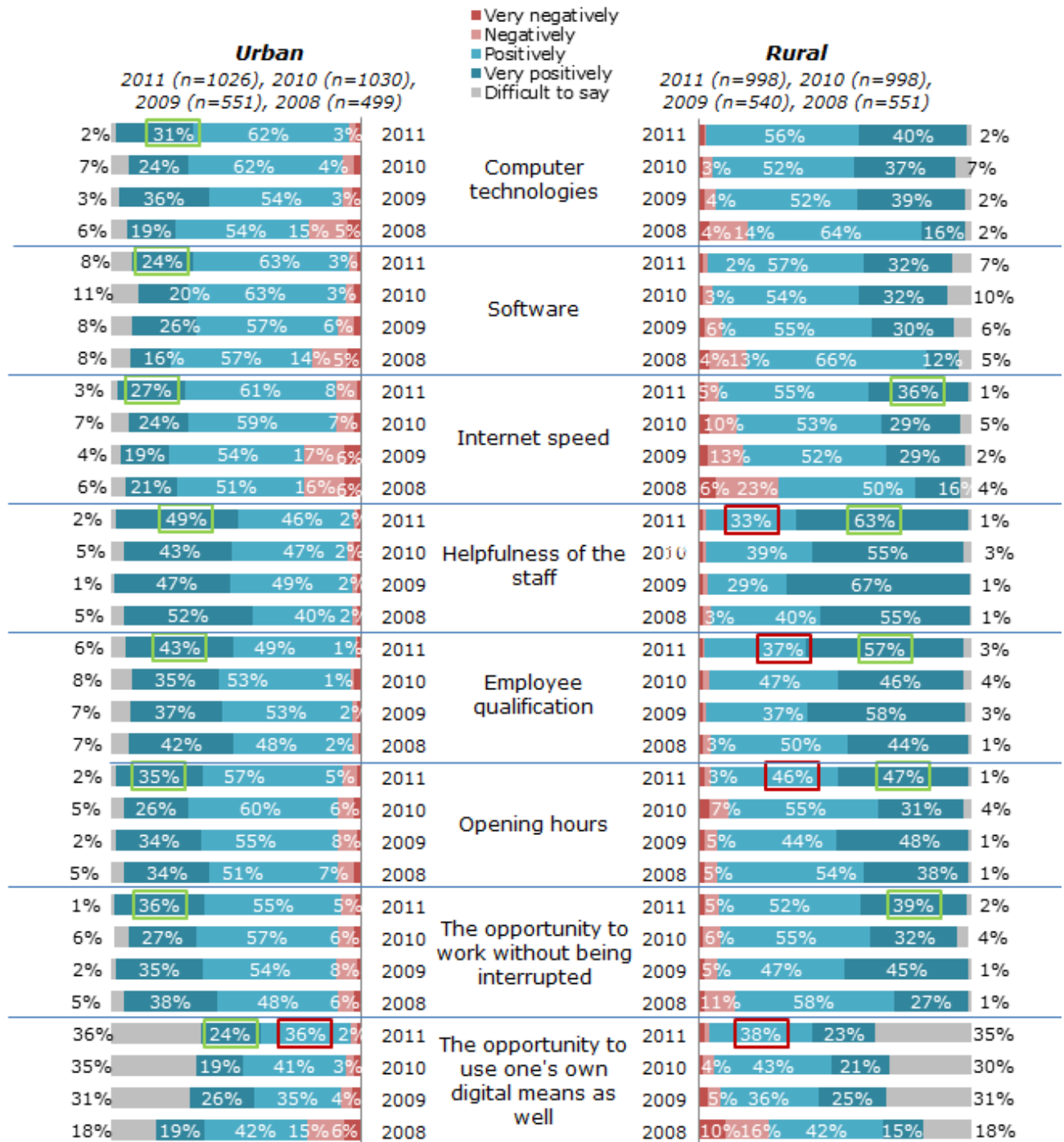


*2011, n=2024, 2010, n=2028, 2009, n=1091, 2008, n=1050

Internet speed: 2011:27%, 2010:24%; the helpfulness of staff: 49%, 2010:43%; qualification of the staff: 2011:43%, 2010:35%; opening hours: 2011:35%, 2010:26%; the opportunity to work without being interrupted: 2011:36%, 2010:27%; the opportunity to use digital means of one's own: 2011:24%, 2010:19%).

The evaluation of the quality of the PIA services provided in libraries

% of PIA users of target groups



8.2. The Benefit Provided by PIA in Libraries

The benefits of PIA provided to local community can be grouped into two generalized categories of benefits – social and economical.

- The main benefit provided by PIA in libraries is social. It did not change during the entire Project implementation period -

Social benefit provided by PIA makes 77% of all answers and the economical benefit constitutes 23% of all answers. Thus, the social benefit of PIA was mentioned 3,4 times more often than the economical¹¹. While analyzing in more detail, we can state that PIA usage in libraries enriches the leisure time (70%) and improves communication with friends and relatives (46%) the most often.

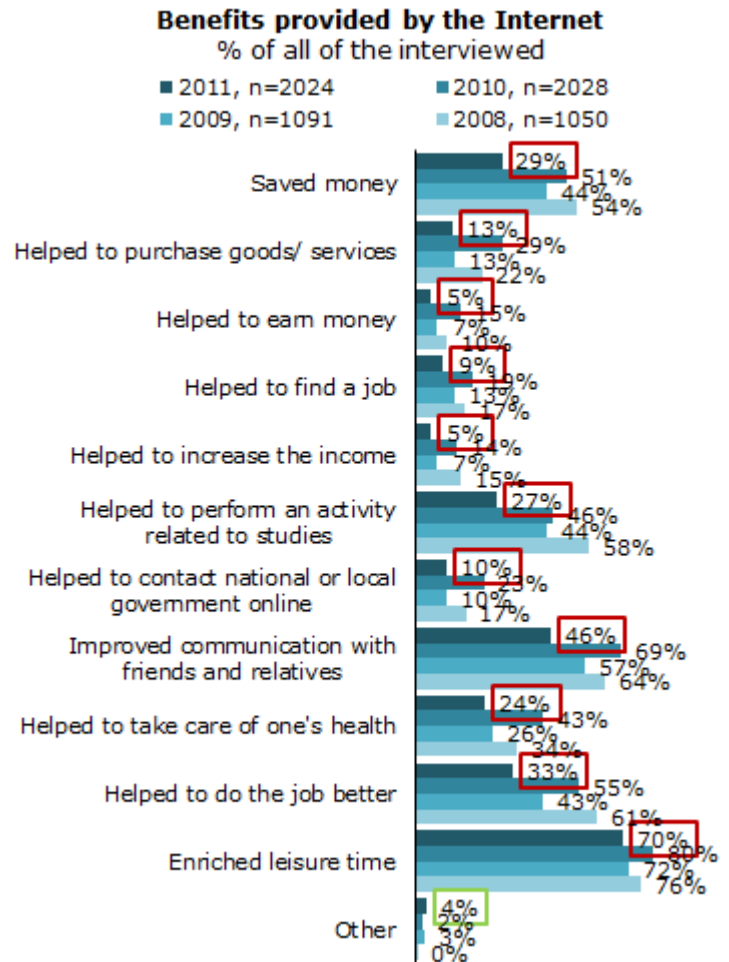
PIA helped 33% of the users to do their job better and PIA helped 27% of the users to perform activities related to studies. Due to PIA, 29% of users saved money. One fourth of the users found PIA useful when taking care of one's health (24%). Internet in libraries helped 13% of the users to purchase goods or services. Another one tenth of users claimed that PIA helped them to contact national government (10%) or find a job (9%). PIA helped to earn money only to 5% of the users.

Other PIA benefits mentioned by PIA users included finding the right information, saving time, the opportunity to use the Internet somewhere else rather than at home or to solve other problems.

Only 8 PIA users (0,4%) indicated that PIA in libraries did not provide them with any benefit.

PIA user groups characterized by different socio-demographic characteristics experience different benefits provided by Internet in libraries:

- ➔ The oldest users (55 – 74 years old) stated more often that the Internet enriched their leisure time.
- ➔ Improved communication with relatives and friends is mostly felt by users who are using the Internet in libraries actively or at an average frequency and rural residents.
- ➔ People having college or university degree and active Internet users mentioned more often that Internet helped them to save money.
- ➔ Internet helped to earn money or increase income to males and PIA users who are the best aware how to use the computer.



¹¹ **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

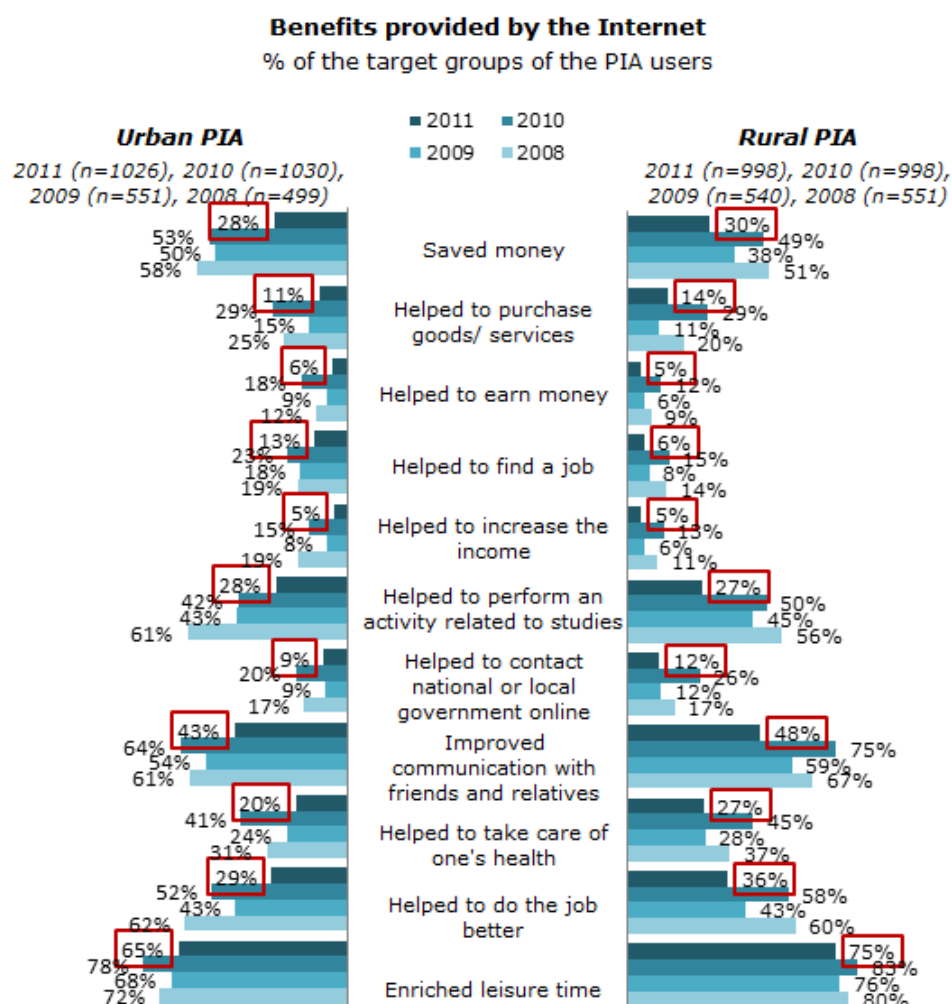
The ratio of benefits/ the percentage is found by performing the following calculations: 1) the total number of smaller benefits making each benefit is calculated; 2) the interrelation of these sums/ a percentage is from be total number of choices (5551) is calculated.

- ➔ Users of age 15-24 years old (especially those still studying), people who are able to use the Internet in libraries only, active Internet users and individuals having sufficient computer literacy courses claimed more often that Internet helped them while studying.
- ➔ Females, managers, specialists, office employees, users having a university degree and higher income, active Internet users and PIA users having good computer literacy skills claimed more often that Internet helped to do their job better.
- ➔ Internet helped females, PIA users over 35 years old, individuals having a college or university degree, specialists and office employees, the retired, the disabled, housewives and people who can use the Internet in libraries only, passive Internet users and those lacking computer usage skills to take care of one's health.
- ➔ Goods or services were purchased online by people of 25-34 years old, the employed and active Internet users more often.
- ➔ Males, people of 25-34 years old, users having a college degree, urban residents and active Internet users who are able to use the Internet in libraries only claimed more often that Internet helped them to find a job.
- ➔ National or local government was more often contacted by males, people having a university degree, people having the highest disposable income and specialists or office workers.

While comparing the change during 2008-2011, it was noticed that users mentioned all the benefits less often than in 2010. The frequency of mentioning most of the benefits meets the level of 2009 and long term tendencies did not emerge.

While comparing the benefits provided by Internet that were named by urban and rural residents, it is worth paying attention to the fact that rural residents noticed more often that Internet enriched their leisure time, improved communication and helped to take care of one's health. Meanwhile, while using the Internet urban PIA users found a job more often.

The changes that took place during the Project implementation period in urban and rural areas are similar: both social and economical benefits were mentioned less often in 2011, in comparison to the data of 2008.



- The most often perceived PIA benefit is financial (the ability to use Internet access free of charge) -

While discussing the Internet help to save money in particular, PIA users were asked to spontaneously indicate situations when Internet usage in libraries helped them to save money or to avoid mistakes.

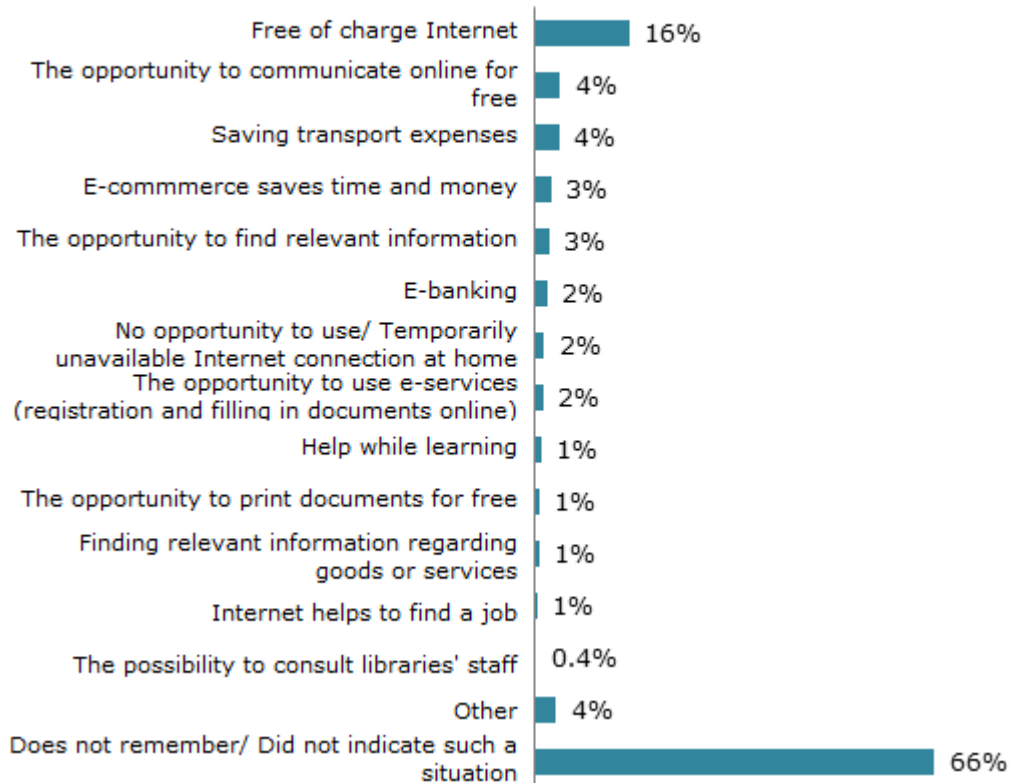
The most commonly PIA users indicated free of charge Internet (16%) as a PIA benefit. The opportunities to communicate for free online and to save the transport expenses (4% each), to use the services of e-commerce and to find information (3% each) help to save money as well. All other activities were indicated by less than 2% of users.

Moreover, some of the PIA users were able to indicate particular areas where they are saving money: the opportunity to get the required information, providing documents in one go helps to save time, communication online reduces telephone expenses, Internet usage saves electricity and the fact in general that one does not need to have a computer or Internet at home.

In general, various situations when Internet usage in libraries helped the users to save money or avoid expenses were indicated by one third (34%) of users. Two thirds (66%) of users did not remember such a situation or were not able to indicate one.

How Internet usage in libraries helped to save money or to avoid expenses?

% of all of the interviewed, n=2024



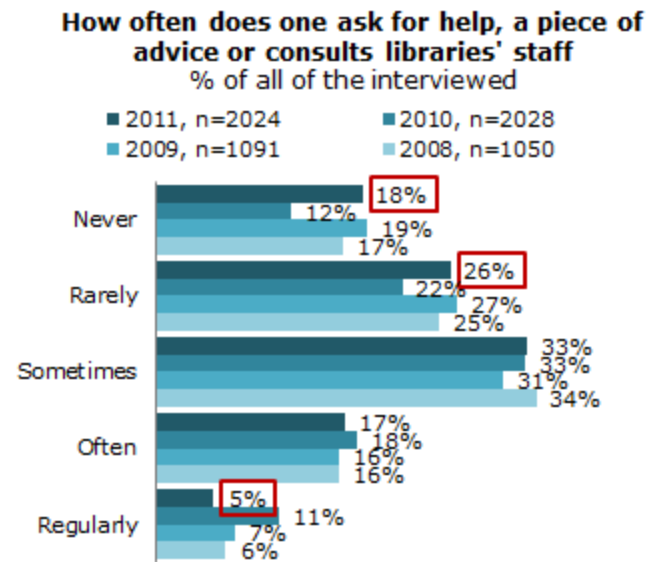
8.3. Cooperation with Libraries' Staff

- In 2011, PIA users consulted libraries' staff less often than in 2010-

Most of the PIA users (82%) have approached libraries' staff for help or a consultation. Slightly more than every fifth PIA user consulted libraries' staff on a regular basis or often (22%).

Females, PIA users over 35 years old, individuals having a university degree, people having average income, specialists or office employees, the retired, the disabled, rural residents, the interviewed who are able to use the Internet in libraries only and people having insufficient computer literacy skills communicated more often with libraries' staff.

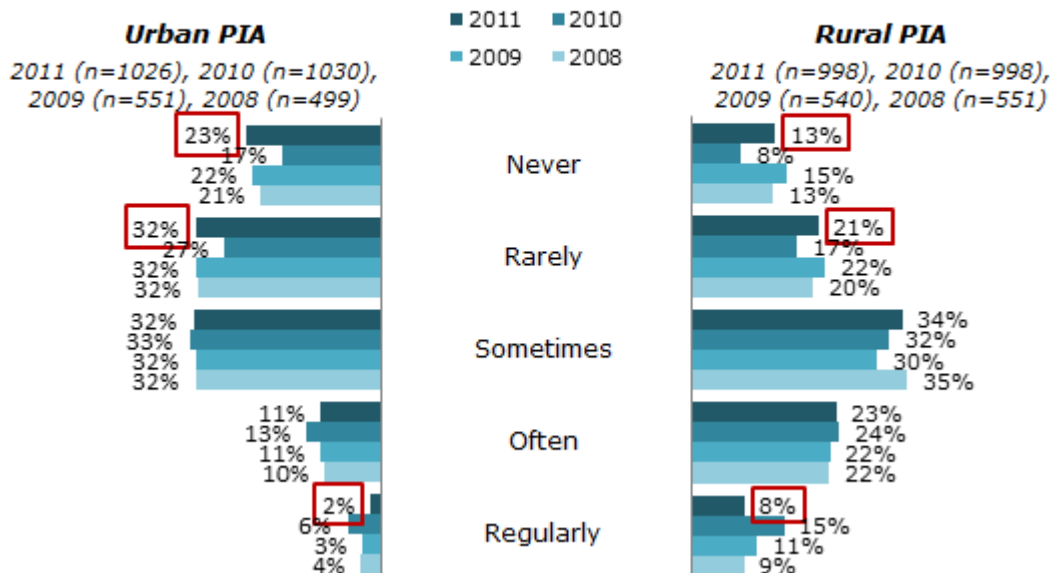
While analyzing how often PIA users of different approach libraries' staff for help, it was recorded that young PIA users consulted libraries' staff less often than representatives of the other age groups. Meanwhile, seniors approach libraries' staff the most often (they more often indicated that they consulted libraries' staff often or regularly).



Although in 2008-2010 the share of PIA users who often or regularly consulted libraries' staff increased, the share of PIA users using the help of libraries' staff regularly diminished (2011:5%, 2010:11%) and the share of PIA users who approached libraries' staff for help rarely or never at all increased (2011:44%, 2010:34%).

Urban PIA users consulted libraries' staff less often. It may be influenced by bigger visitor flows, lifestyle that is characterized by a greater anonymity and, in turn, not a very close relation with the librarian. Meanwhile, in rural areas, not only a greater share of PIA users is consulting libraries' staff, but they are also doing that more often. In comparison to 2010, in both urban and rural areas, there were less residents who consulted libraries' staff regularly and there were more of those who had never approached librarians. In rural areas, the share of PIA users who actively consulted libraries' staff diminished more dramatically than in urban areas.

How often does one ask for help, a piece of advice or consults libraries' staff
% of PIA users of target groups



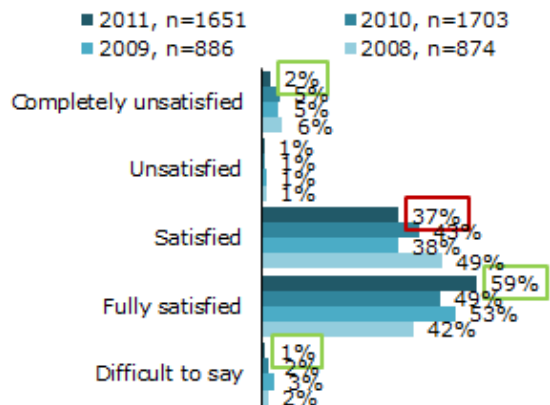
While analyzing the frequency of consulting libraries' staff by urban and rural PIA users in different age categories, we see that both the urban youth and urban adult PIA users approach libraries' staff for help less often.

- The satisfaction with the help of the libraries' staff increased even more during 2010-2011 -

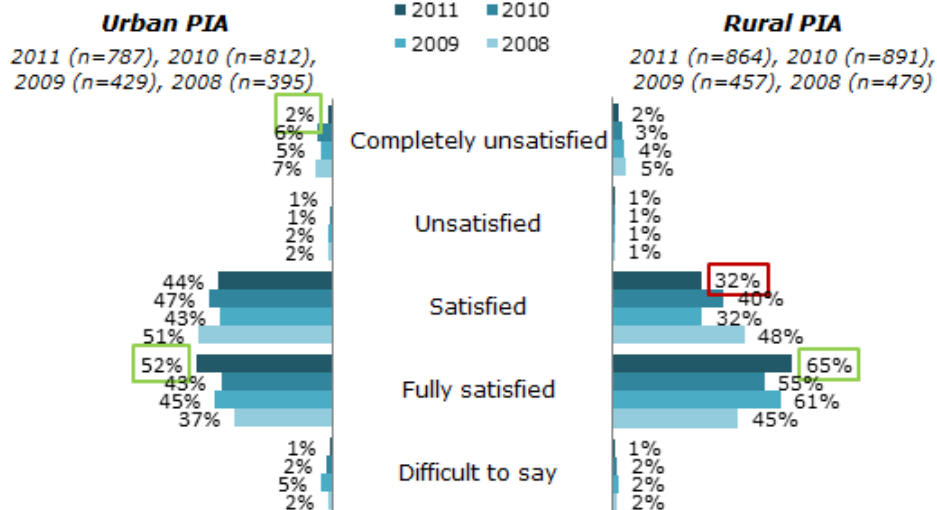
The vast majority of PIA users (96%) are satisfied with the help of the libraries' staff. During 2010-2011, there were more people who referred their help as fully sufficient.

The youth and PIA users having sufficient PIA skills evaluated the help of libraries' staff as satisfactory. Meanwhile, the oldest PIA users (over 44 years old), specialists, office workers or the retired, the disabled and PIA users having insufficient computer literacy skills evaluated the help of libraries' staff as fully satisfactory.

Satisfaction with the help and consultations provided by the libraries' staff
 % of the interviewed who have approached a librarian for help or a piece of advice



Satisfaction with the help and consultations provided by the libraries' staff
 % of the interviewed of the target groups who have approached a librarian for help or a piece of advice



While comparing the satisfaction of urban and rural PIA users with the help provided by libraries' staff while using PIA, rural PIA users believed more often that they were fully satisfied with employee consultations. Urban PIA users are also usually happy with the work of libraries' staff, however, the level of their satisfaction is not as high as that of the PIA users.

During the Project implementation period, the number of PIA users fully satisfied with the work of libraries' staff was increasing in both urban and rural areas.

8.4. Potential Charge for the PIA in Libraries

- Only every third PIA user would agree to pay for Internet in libraries -

If PIA was charged for in libraries, one third of PIA users (33%) would stop using it. Nearly another one third (30%) of PIA users could not name the sum that they would be willing to pay for Internet in the library.

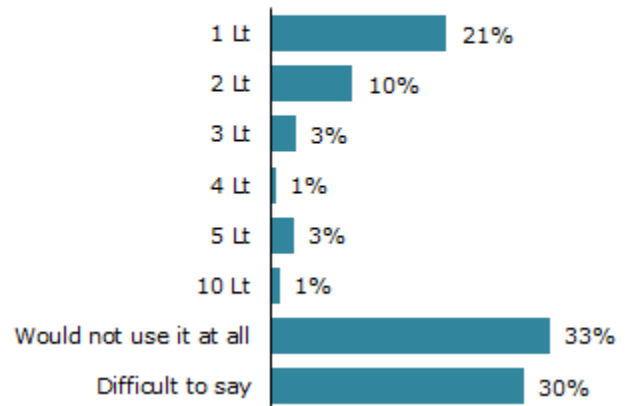
One fifth of the current PIA users (21%) would agree to pay not more than 1Lt for per hour for this service of Internet usage. 10% of users would pay 2Lt. 8% of PIA users would agree to pay 3Lt or more.

While analyzing the results in different groups distinguished according to different socio-demographic characteristics, no major differences were noted. Only slightly more of users of age 25-34 living in urban areas would agree to pay 1-2Lt per hour. Charging PIA would equally diminish PIA usage in all social groups.

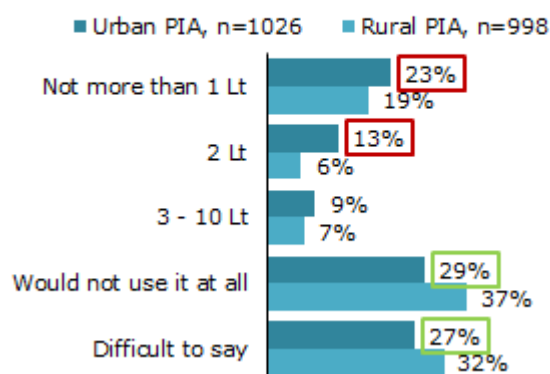
While comparing the sums which PIA users of different age agreed to pay for using PIA per hour, it was noticed that older and retired PIA users would stop using this service, if it was charged, more often than younger PIA users. Meanwhile, PIA users under 25 agreed slightly more often to pay more than 2 Lt per hour of PIA usage in the library.

If PIA was charged, 36% of urban PIA users would agree to pay 1-2Lt per hour. In rural areas, fewer users (25%) would agree to pay this sum and a greater share of PIA users would not use the PIA at all.

Sum that the respondents would agree to pay for PIA usage in libraries per hour
% of all of the interviewed, n=2024



Sum that the respondents would agree to pay for PIA usage in libraries per hour
% of PIA users of target groups



9. Services Provided by Libraries

9.1. Libraries' Services Used by PIA Users

- The vast majority of PIA users are using other services apart from the Internet -

The vast majority of PIA users are using the free of charge Internet in libraries. However, people usually use a few services in the library at once. 8% of PIA users are attending libraries for the free of charge Internet solely.

Apart from free of charge Internet, traditional libraries' services are popular as well: 71% of PIA users are using the dispense of books, 56% of PIA users are using periodical press and another 15% of users are using the service of the dispense of other publications. One third of PIA users use online databases (30%), review video material or listen to audio recordings (29% each) in libraries. One fifth of PIA users play computer games (23%) and are improving in computer literacy courses (22%) in libraries.

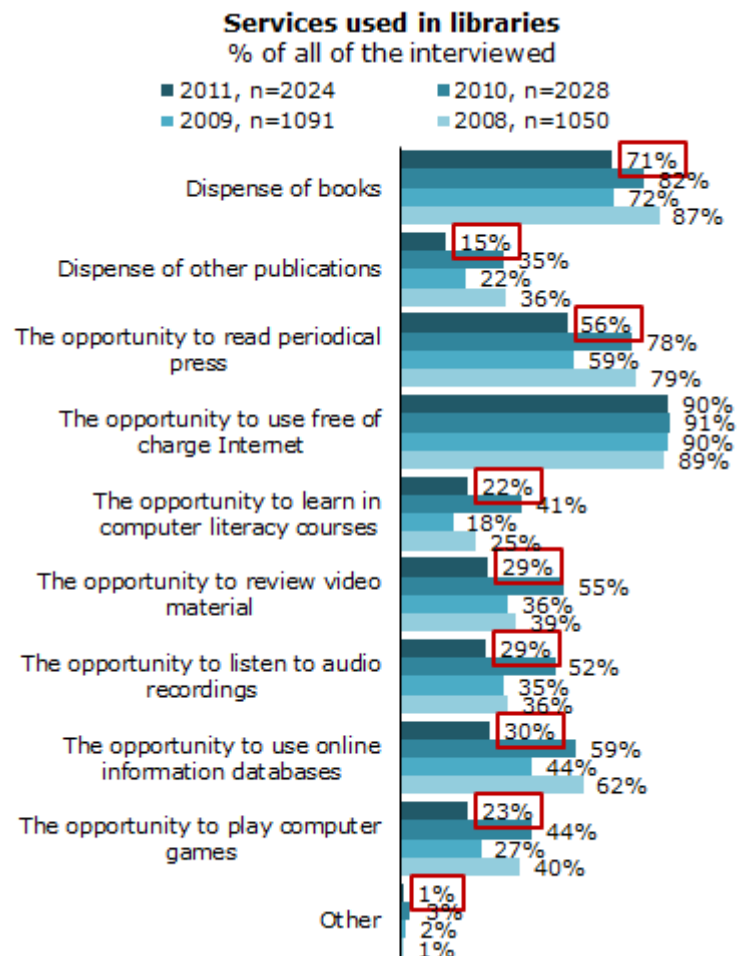
Other libraries services that PIA users used include using the copying and scanning services, participating in exhibitions organized by libraries and other events or the exchange of books.

The research data shows that the usage of all services of libraries reduced significantly in 2011, except for using the free of charge Internet access. While analyzing the usage of different libraries' services among the PIA users characterized by different traits, the following tendencies were noticed:

- ➔ The youngest users, active and averagely active Internet users and PIA users having good computer literacy skills listen to audio recordings, watch video recordings and play computer games in libraries more often than others.
- ➔ Females, the retired, people having a university degree, people having insufficient computer literacy knowledge use the opportunities to attend computer literacy courses as well as reading periodical press more often.
- ➔ The dispense of books and other publications is more often used by females, people having a university degree, specialists and office employees, PIA users who have Internet access at home or at work and active PIA users.
- ➔ The employed, specialists and office employees use the information databases more often.

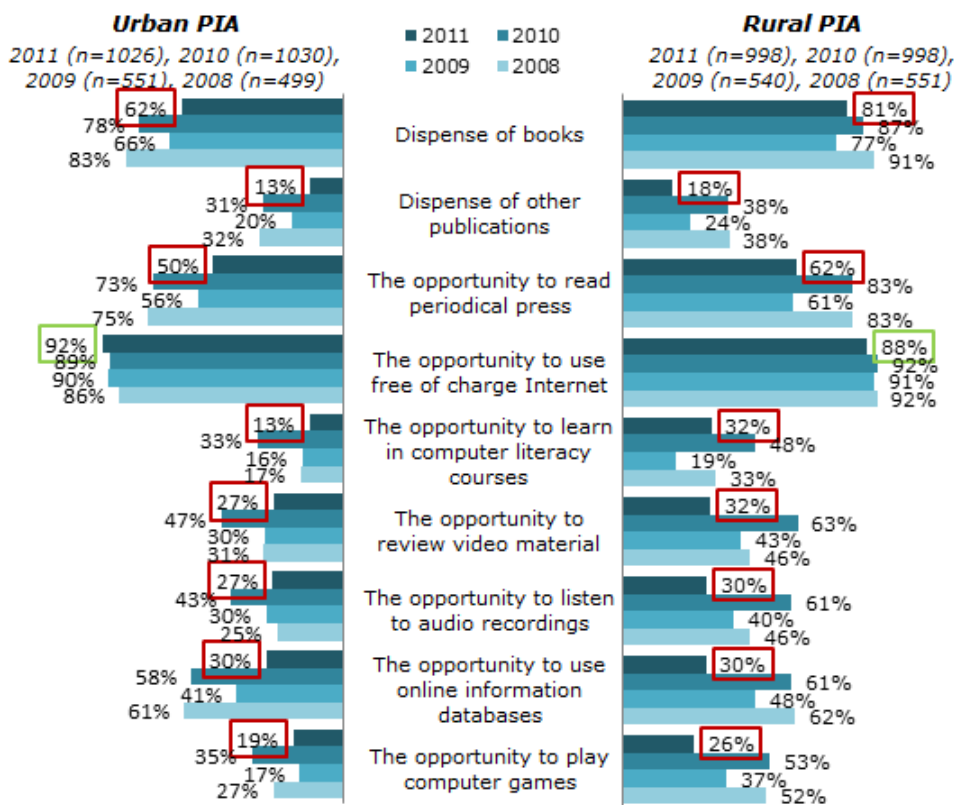
Although in general the most popular services provided by libraries are the same among PIA users of different age and it reflects the general tendencies in the country, nevertheless, it was noted that young PIA users listen to audio recordings and play computer games more often than adult PIA users. PIA users of 25-55 years old use online databases more often than others. Individuals of over 55 years old use the service of book dispense more often. PIA users over 25 years old use the services of periodical press and dispense of other publications and the opportunity to attend computer literacy courses more often than the youth.

Rural residents use most of the services provided by libraries more often than urban PIA users. In rural areas, people use the dispense of books, watch video recordings, listen to audio recordings, use online information databases and play computer games more often.



Services used in libraries

% of PIA users of target groups



9.2. Programs and Services Used "Today"

- The usage of all services, except for the Internet and e-mail, diminished -

During the research, it was analyzed that PIA services are used by PIA users during the day of the interview.

During the research, the vast majority of PIA users either used or were intending to the Internet in the library (94%). 65% of users went to the library to use the e-mail in particular.

25% of PIA users were intending to consult a librarian and 6% were planning to consult other libraries' users.

Except for the services directly related to the Internet, it is quite popular among PIA users to use the printer (31%) and scanner (12%). One fifth of the PIA users interviewed came to the library to use online manuals or dictionaries (18%). 15% of users came to collect information and 9% of users came to use libraries catalogues. Office programs were used or were intended to be used by 12% of users. Another 8% of PIA users used computer learning means.

Only 1% of users came to use the means intended for the disabled.

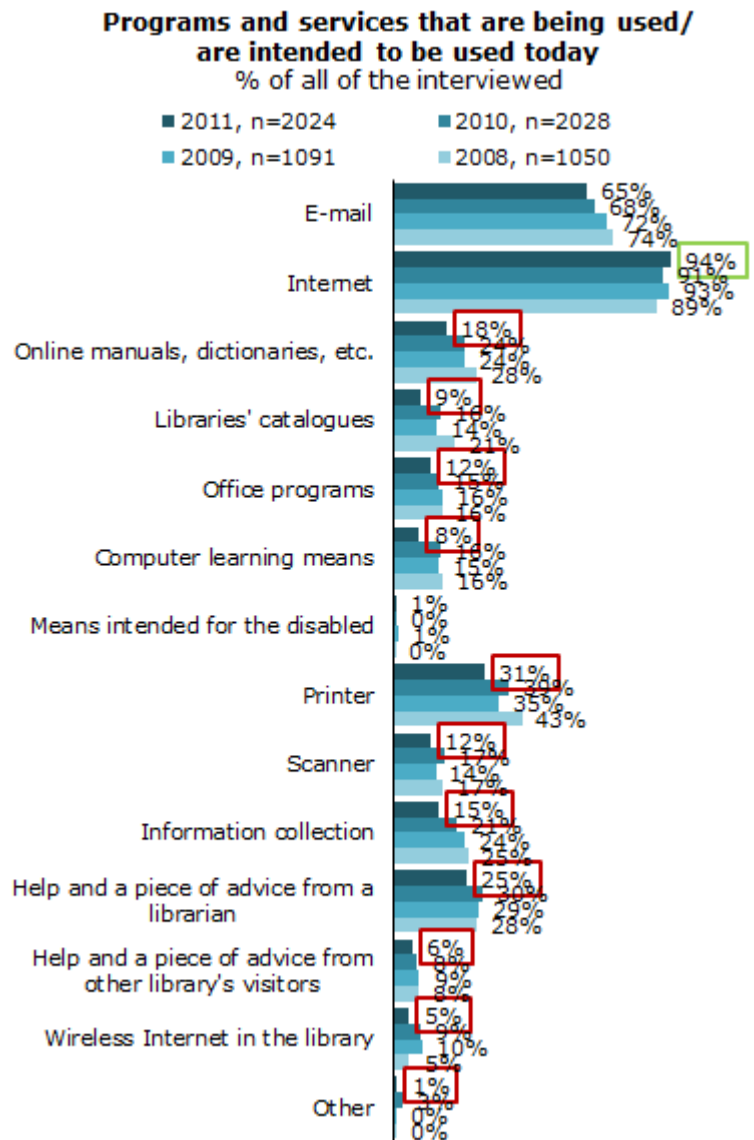
Other services included computer games, using Skype or online banking.

Adult PIA users (over 45 years old), people receiving average income, the retired and the disabled intended to use the help of libraries' staff in the libraries more often. Meanwhile, e-mail, libraries' catalogues, various programs, printer or scanner and the collection of information was used or was intended to use more often by PIA users receiving the highest income, specialists or office employees, active Internet users, those having the ability to use the Internet at home or at work, people having good computer usage skills.

While analyzing the intentions to use various PIA services among different age groups, it was noticed that the youth intend to use online manuals and dictionaries more often than older PIA users. PIA users of 25-55 years old indicated slightly more often that they planned to use libraries' catalogues, Microsoft Office programs, printing or scanning services. Meanwhile, the oldest PIA users intended to use a piece of advice or some help of libraries' staff or libraries' visitors more often than younger individuals..

In comparison to 2010, there were slightly less users who were intending to use all services in 2011, except for Internet. The share of users who were intending to use the Internet slightly increased.

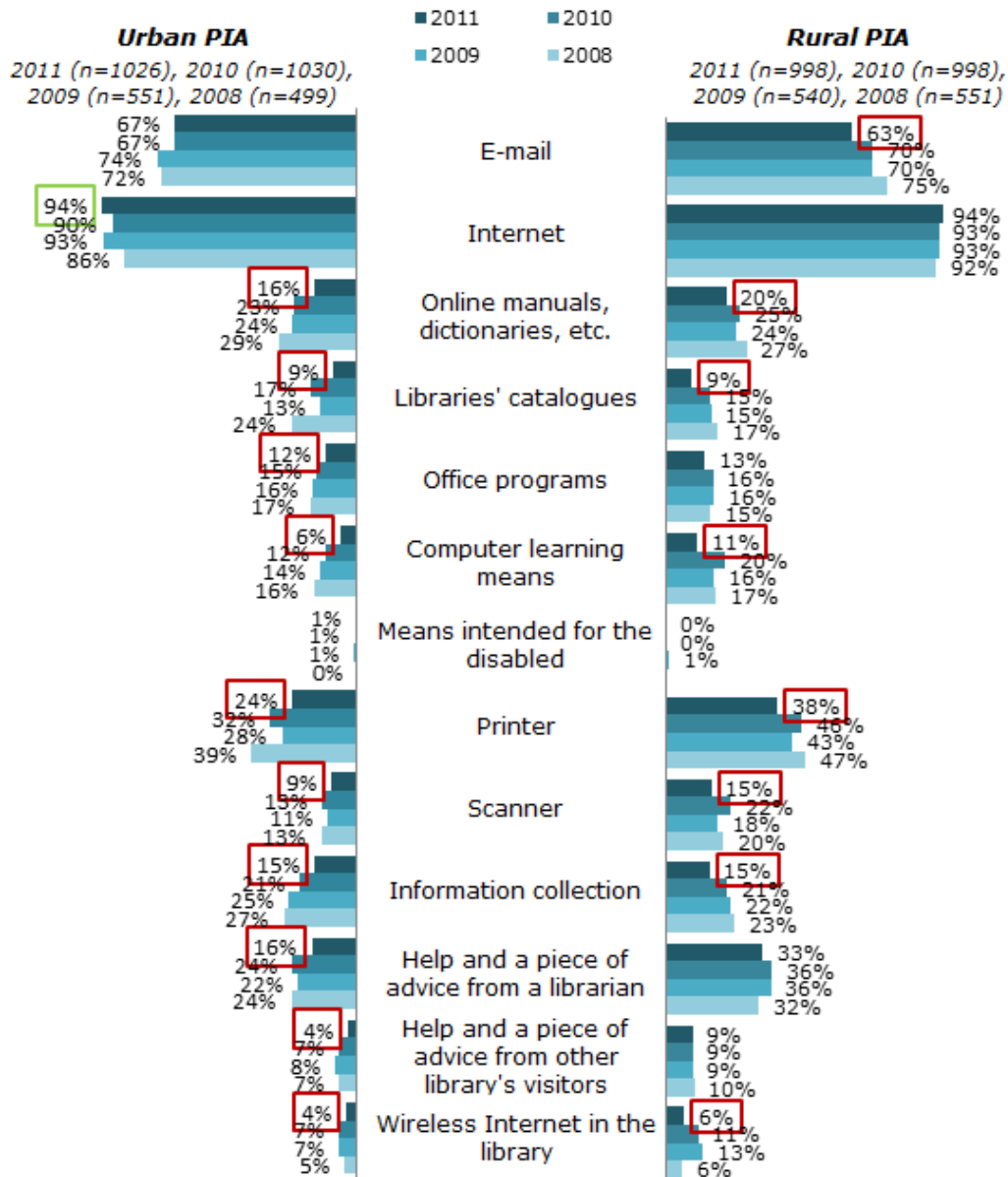
During the four years of Project implementation, each year the share of the following users was diminishing: PIA users intending to use e-mail, online manuals or dictionaries and the collection of information, libraries' catalogues or the printer. Only the share of users intending to use the Internet during the day of the research did not shrink.



The usage of PIA services by PIA users during the research slightly differed in urban and rural areas. Rural PIA users used printers, scanners, wireless Internet, online manuals and dictionaries and approached libraries' staff for help more often. In both urban and rural areas in 2010-2011, the usage of nearly all services diminished. In rural areas, only the Internet usage and getting a piece of advice from libraries' staff or other users did not change. In urban areas, the usage of e-mail did not change and Internet usage.

Programs and services that are being used/ are intended to be used today

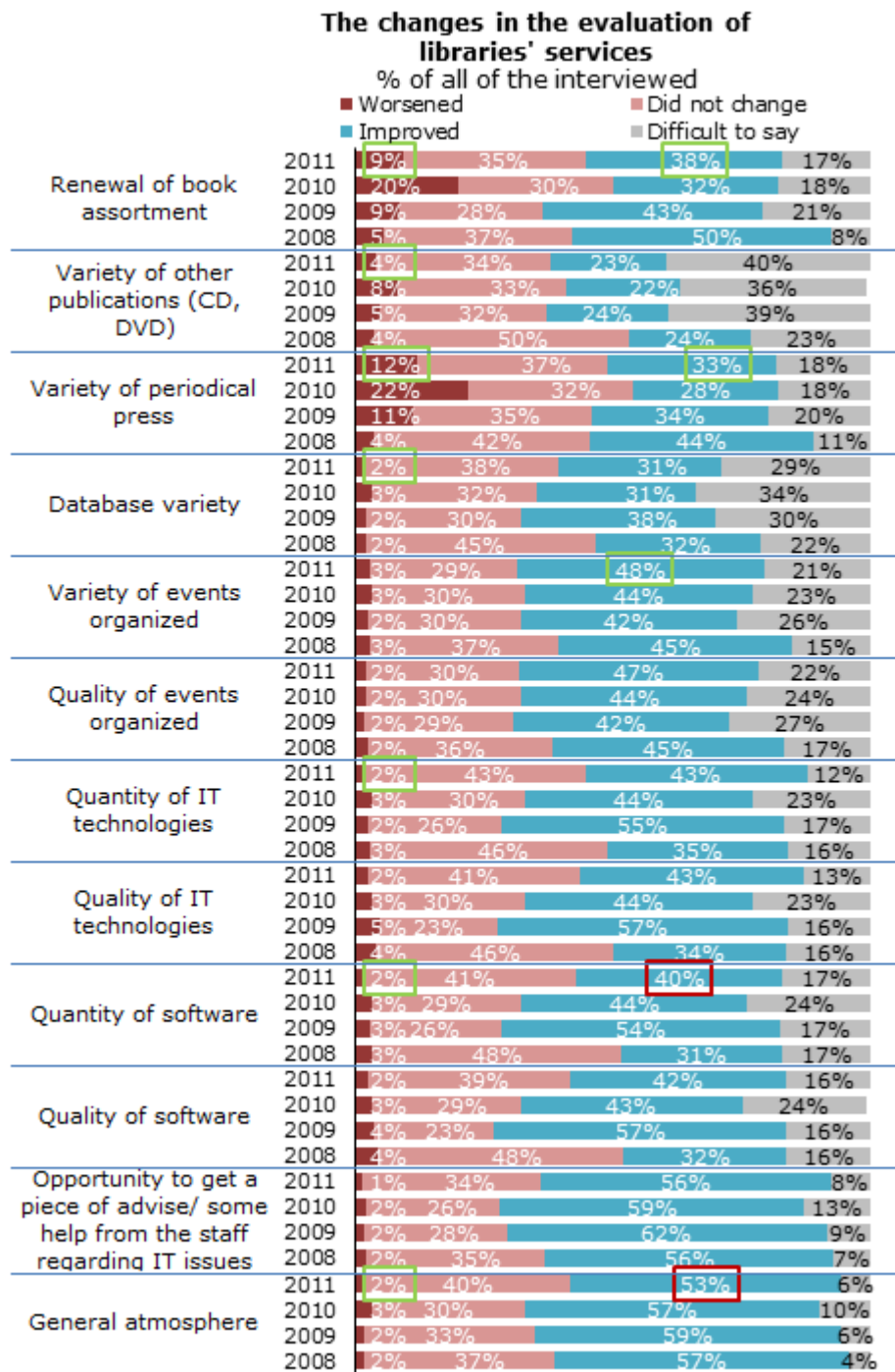
% of PIA users of target groups



9.3. The Evaluation of Change of Service Provision or the Material Base

- Only single PIA users see negative change in the services provided by libraries –

Only a few of the interviewed referred to negative changes regarding the services provided by libraries or the material base. The share of people sharing this opinion decreased even more in 2011.



*2011 (n=2024), 2010 (n=2028), 2009 (n=1091), 2008 (n=1050)

The most often, PIA users noticed the improvement in the competency of the staff providing the services (the opportunity to get a piece of advice from a librarian) (56%), the general atmosphere (53%) and the variety (48%) and quality (47%) of events organized.

43% of PIA users believe that the quantity and quality of computer technologies improved during the last year. A similar share of the interviewed spotted a positive change in the quality (42%) and quantity (40%) of software.

38% of PIA users believed that the renewal of book assortment improved. 33% of PIA users believed that the variety of periodical press improved.

The least of positive changes were recorded regarding the variety of databases (31%) and the choice of other publications (23%). However, a big share of users could not evaluate these services at all.

The opinion of PIA users characterized by different traits while evaluating the change of the quality of the services provided differs slightly:

- ➔ People of age 45-54, individuals having a university degree, specialists and office employees mentioned the improved variety of other publications more often.
- ➔ The variety and quality of events organized was considered as improved by PIA users of 45-54 years old.
- ➔ Users of the oldest age referred to the opportunity to get a piece of advice or some help from libraries staff as improved more often.
- ➔ It was the youngest PIA users who indicated more often that the quantity of the software improved.
- ➔ General atmosphere was considered improved more often by the oldest people, by those having a university degree, specialists and office employees, managers or the retired.
- ➔ The youth mentioned slightly more often that the services provided were poorer. Meanwhile, PIA users of 25-55 years old claimed slightly more often that the quantity and quality of databases, IT technologies and software did not change during the last year. Senior PIA users mentioned that the variety of periodical press worsened slightly more often than younger PIA users, however, they evaluated positively the changes related to the variety and quality of events organized in libraries, the opportunity to receive a piece of advice from libraries' staff and the general atmosphere in libraries.

In comparison to 2010, the share of users who claimed that the following aspects improved in 2011 grew: the renewal of the assortment of books, the variety of periodical press and the variety of events organized. There were fewer people who believed that the renewal of the assortment of books, the variety of other publications, the variety of databases and the affluence of computer technologies worsened. There were also less of those who believed that the affluence of software and the general atmosphere worsened during the year.

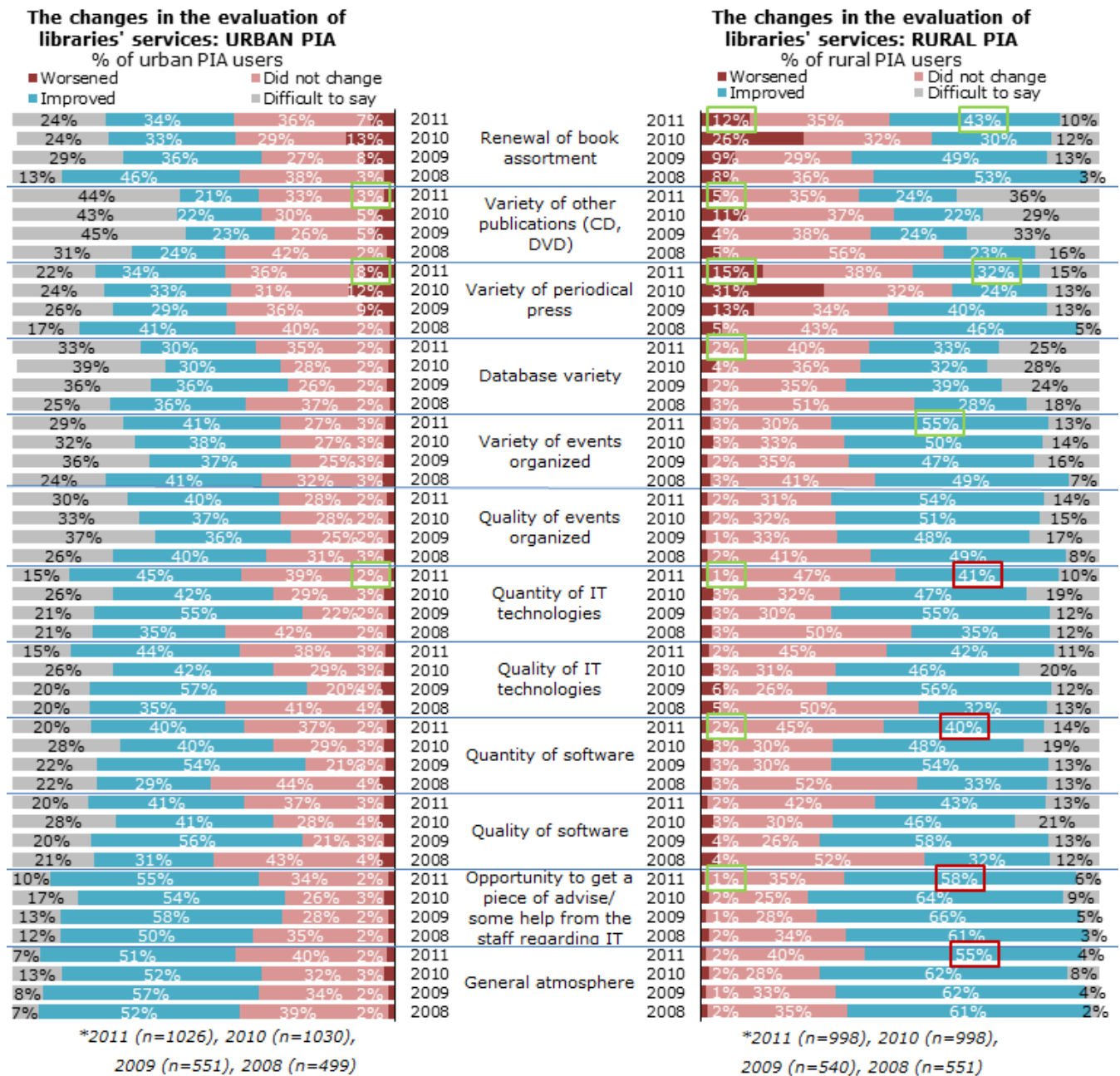
In 2009-2011, each year there were three times as less PIA users who noticed positive changes in the PIA material base (computer technologies, software, the quality and variety of databases). On the other hand, there are not more of those who believed that these aspects of PIA provision worsened.

In both urban and rural areas, positive changes in the provision of PIA related services and in the variety of periodical press were noticed equally often. However, according to other aspects, there were differences recorded between the urban and rural PIA users regarding the evaluation of the provision of the PIA related services and the material base. In rural areas, more PIA users indicated that the general atmosphere in the library, the renewal of the assortment of books, the variety of periodical press, the variety and quality of the events organized and the opportunity to get a piece of advice from librarians improved. Meanwhile, during the last year in urban areas, users were unable to express their opinion regarding the change of evaluation of all analyzed services provided by libraries, therefore, general positive evaluation of the change regarding services and the material base in urban areas is much lower.

In comparison to 2010, the major changes in 2011 were recorded in rural areas. Rural PIA users indicated more often that the renewal of the assortment of books, the variety of periodical press and the variety of events organized improved. However, they noticed the improvement of computer technologies, the

affluence of software, the opportunity to receive a piece of advice or some help regarding IT issues or the general atmosphere less often.

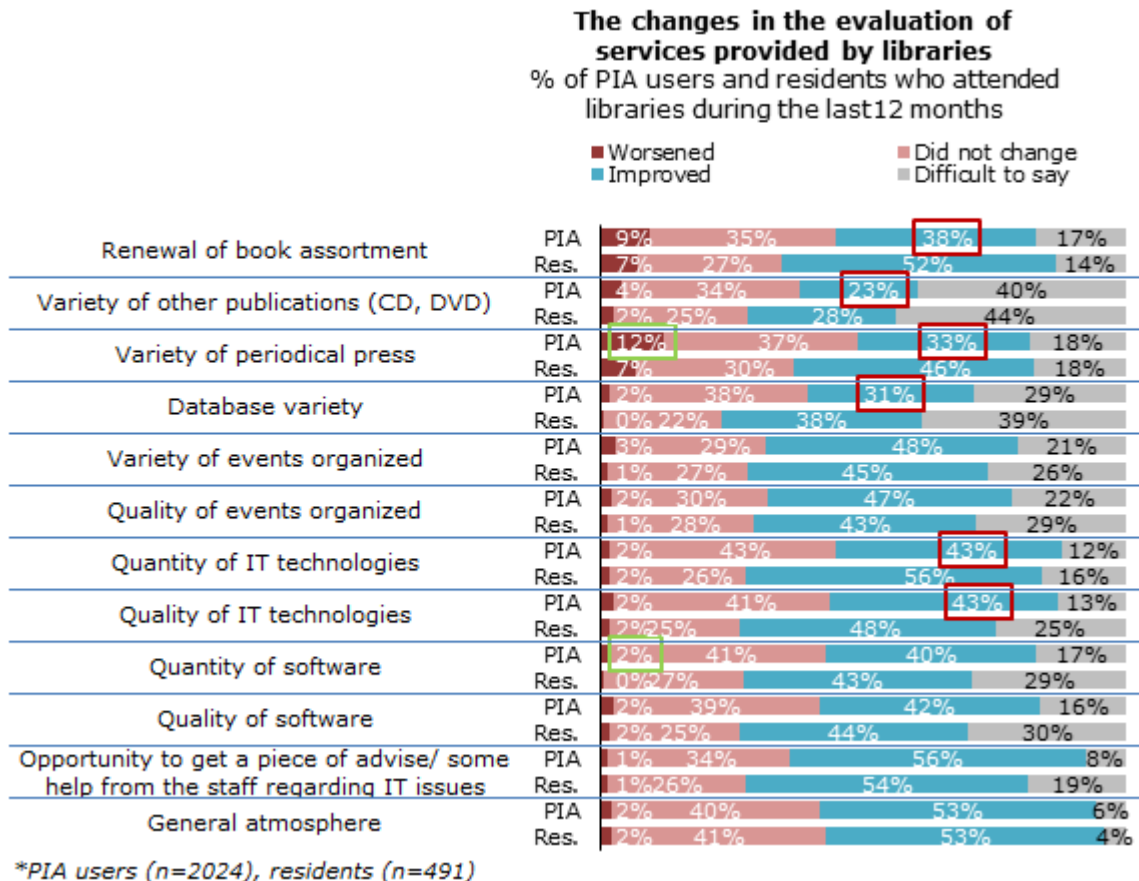
In both rural and urban areas in 2011, fewer users than in 2010 indicated that the variety of other publications, periodical press and computer technologies worsened. There were also less PIA users who believed that the renewal of the assortment of books, the variety of the databases, the affluence of software and the opportunity to get a piece of advice or some help regarding IT issues from the staff worsened.



While comparing the change of the evaluation of the services provided by libraries or the material base between PIA users and residents who visited libraries during the last year, it was noticed that the opinion of the residents regarding the traditional services of libraries, the variety of databases, the quality and variety of the events organized and the affluence and the quality of computer technologies is better (people evaluated these aspects as improved more often).

It is important to note that PIA users expressed their opinion regarding traditional services provided by libraries, databases or organized events less often. It is highly likely that they are using these services in

libraries less often, therefore, are unable to evaluate their change. We may assume that the difference of the evaluation of these services between residents and PIA users is determined by usage peculiarities. While analyzing the answers only of the users who provided their evaluations, no major differences between the opinions of PIA users and residents regarding the evaluation of the variety of other publications, the quality of organized events and the general atmosphere were recorded.



10. Information about Projects Intended for the Establishment of PIA

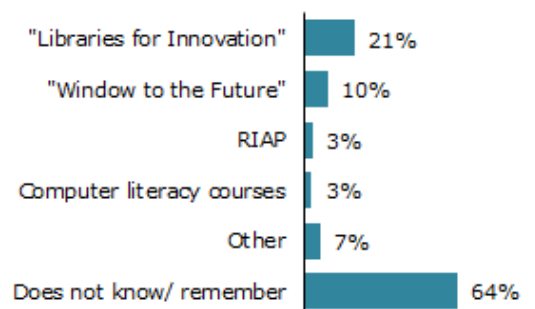
10.1. The Awareness of the Projects

After being asked what projects or programs intended for the establishment of PIA and intended to develop the computer literacy of the society they knew, greater share of PIA users could not name none of the projects (64%) the most often.

21% of PIA users mentioned that they have heard of the project "Libraries for Innovation". PIA users knew about the project "Window to the Future" slightly less often (10%). 3% of the interviewed remembered that they had heard of the program "Free of charge rural Internet access points (RIAP)" and another 5% of the users indicated that they had heard of the computer literacy courses.

While mentioning other projects, PIA users mentioned that they heard of the following programs: "E-citizen", "E-academy", "Rain" and "Friendly Internet". Moreover, ECDL (European Computer Driving License) courses, courses organized by the job center, computer

The awareness of projects intended for the establishment of PIA and for the development of the computer literacy of the society
% of all of the interviewed, n=2024



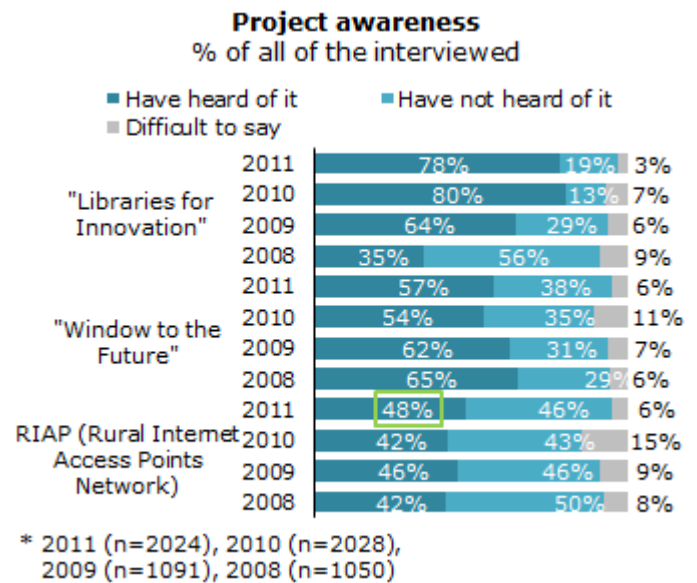
literacy courses for seniors, distance learning, the promotion programs of public libraries, the renewal of computer technologies, etc. were mentioned.

- The awareness of the project "Libraries for Innovation" is high among the PIA users -

After providing the names of three projects intended for PIA and for developing computer literacy of the society and asking, if the users have heard of these projects, 78% of PIA users claimed that they had heard of the project "Libraries for Innovation".

During the Project implementation period, its awareness doubled and at the present moment "Libraries for Innovation" is the most well known project by PIA users. However, during the last year, the share of the users who had heard of the Project did not change.

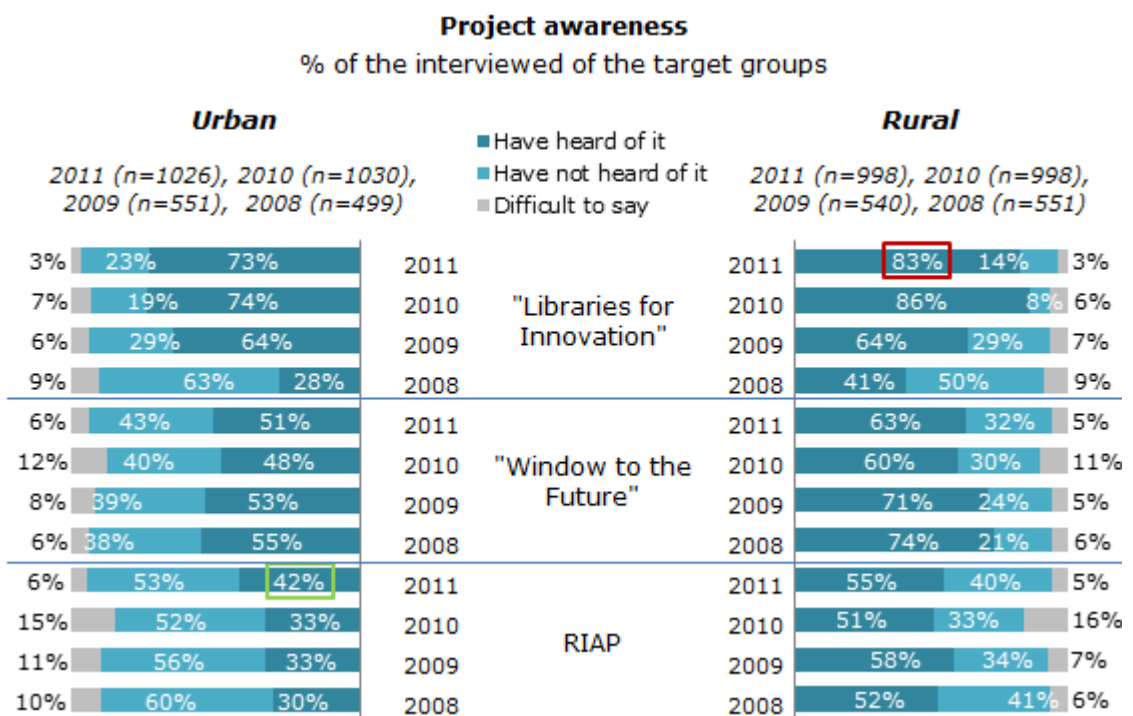
Project "Window to the Future" was known by slightly less than two thirds (57%) of the users. Half of PIA users (48%) had heard of RIAP. When time was passing by, the awareness of these two projects was changing only slightly.



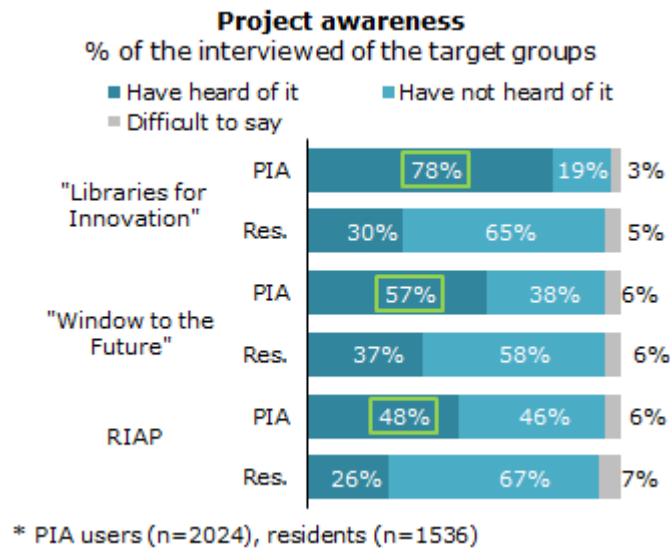
PIA users having Internet access at home or at work, active Internet users and people having better computer usage skills heard of the projects intended to establish PIA and to develop the computer literacy of the society more often.

PIA users of 25-55 years old have heard of the projects "Window to the Future" and RIAP slightly more often than the youth or seniors. The awareness of the project "Libraries for Innovation" is similar among PIA users of different age groups.

When comparing the awareness of the project between urban and rural PIA users, it can be seen that all three projects are more known in rural areas. However, in 2011, the awareness of RIAP increased in urban areas. In rural areas, the awareness of the project "Libraries for Innovation" slightly diminished.



PIA users knew about all the projects intended for the establishment of PIA better than the residents. In the group of residents, the differences of project awareness are not as sharp as in the group of PIA users. PIA users distinguish by the awareness of the project "Libraries for Innovation" in particular.



10.2. Information Sources about the Projects

- Advertisements in libraries remain the main source of information regarding the project "Libraries for Innovation" -

Most of the users found out about all projects analyzed from advertisements in libraries (from 61% to 74%).

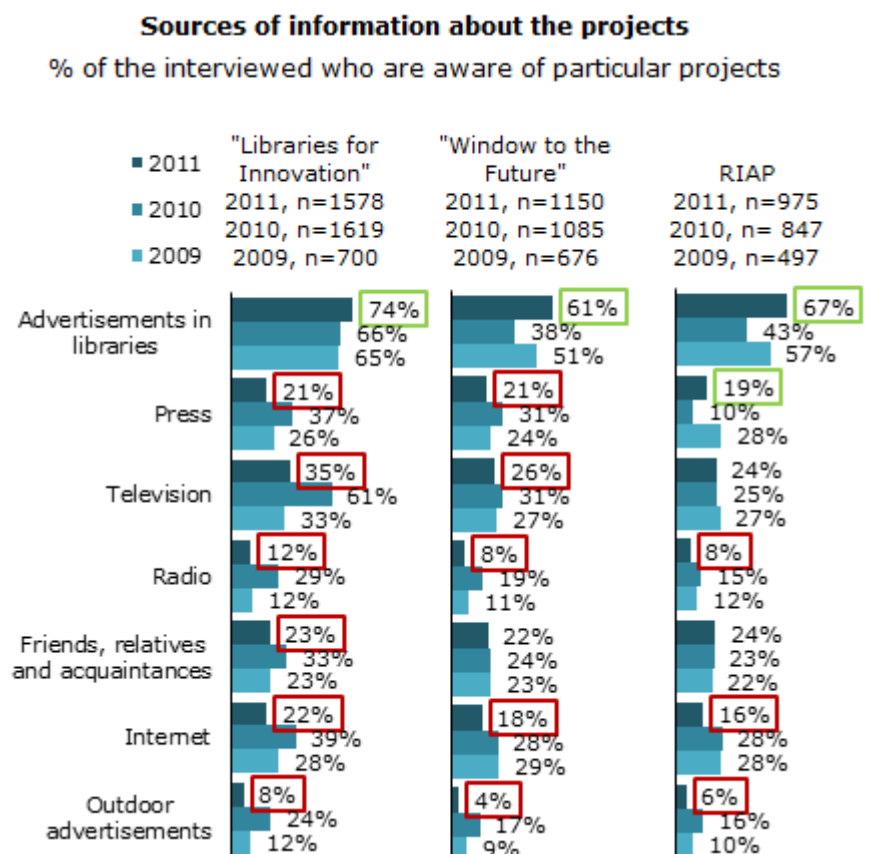
Approximately one third of PIA users noticed the information regarding the projects on the television (from 24% to 35%).

Around one fifth of PIA users (from 16% to 24%) found out about the PIA projects from press or friends, relatives or acquaintances or the Internet.

The least information regarding analyzed projects was received by PIA users from the radio or the outside advertisements (not more than 12%).

Other information sources included work, school, ward, libraries' staff and advertisements on ballpoint.

A bigger share of users found out the project "Libraries for Innovation" than the other



projects due to the advertisements in libraries and the television.

In 2011, even more users indicated that they found out about these projects from advertisements in libraries. Meanwhile, the share of all the other information means diminished.

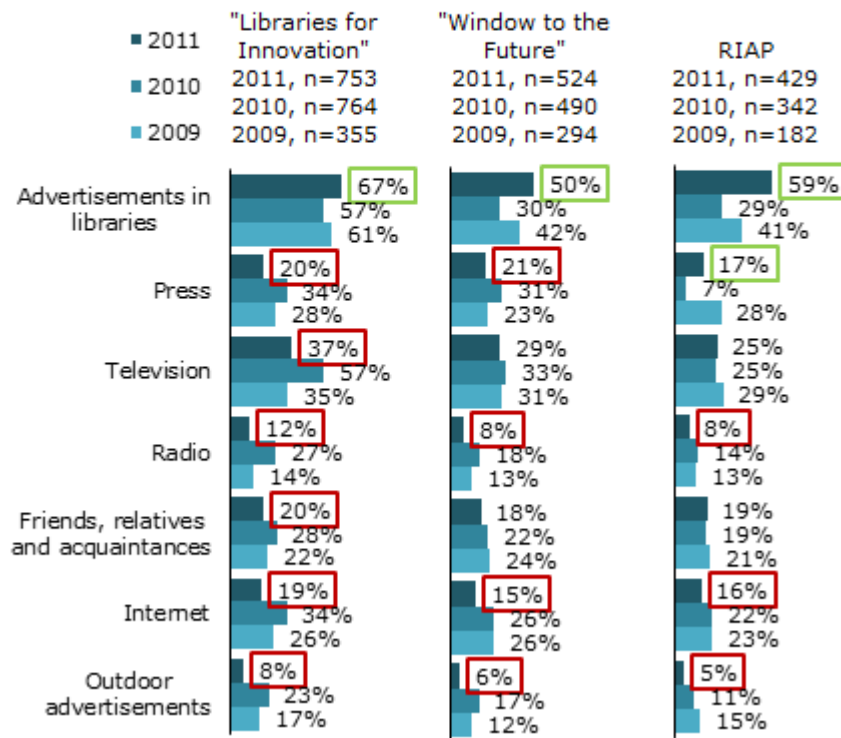
The information sources regarding the project "Libraries for Innovation" are different among users of different socio-demographic characteristics:

- ➔ Females, residents of 55–74 years old and the employed found out about the Project from the advertisements in libraries more often.
- ➔ Individuals having a university degree, specialists and office employees found out about the Project on the television more often.
- ➔ Females, PIA users of 25-34 years old, people having a university degree, specialists or office employees and the retired read about the Project in press more often.
- ➔ The youngest respondents (under 24 years old) claimed that they received information about the Project from friends or relatives more often.
- ➔ Radio introduced the Project to the interviewed of the age of 35-74, specialists or office employees and the retired more often.

Rural PIA users found out about all projects slightly more often from the advertisements in libraries, friends and relatives and the Internet. Meanwhile, in urban areas, television is a slightly more effective means of information regarding the projects. The changes that took place in urban and rural areas during the year meet general tendencies.

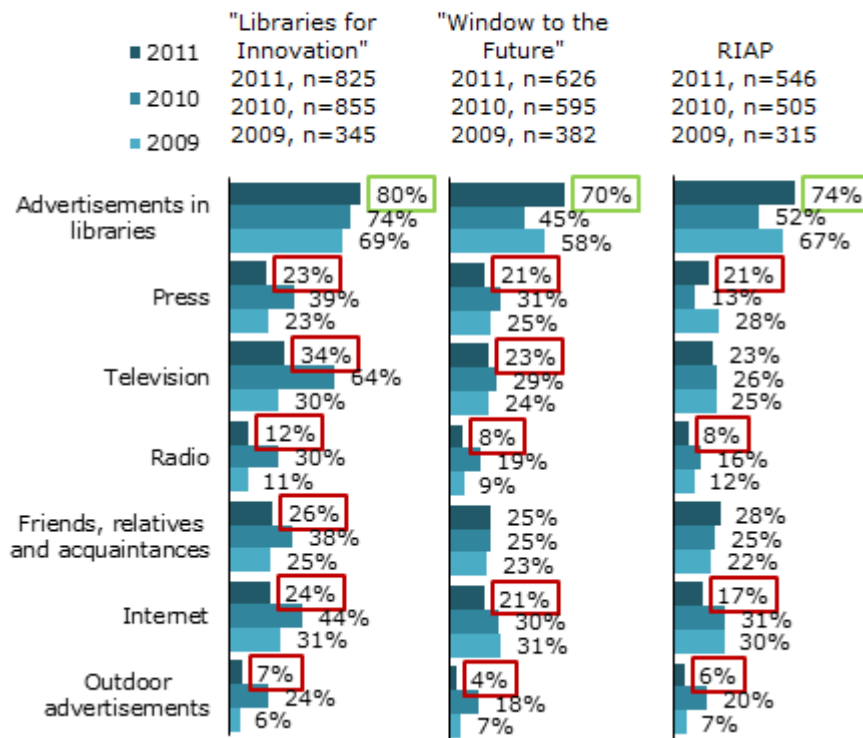
Sources of information about the projects: URBAN PIA

% of urban PIA users who are aware of the particular projects



Sources of information about the projects: RURAL PIA

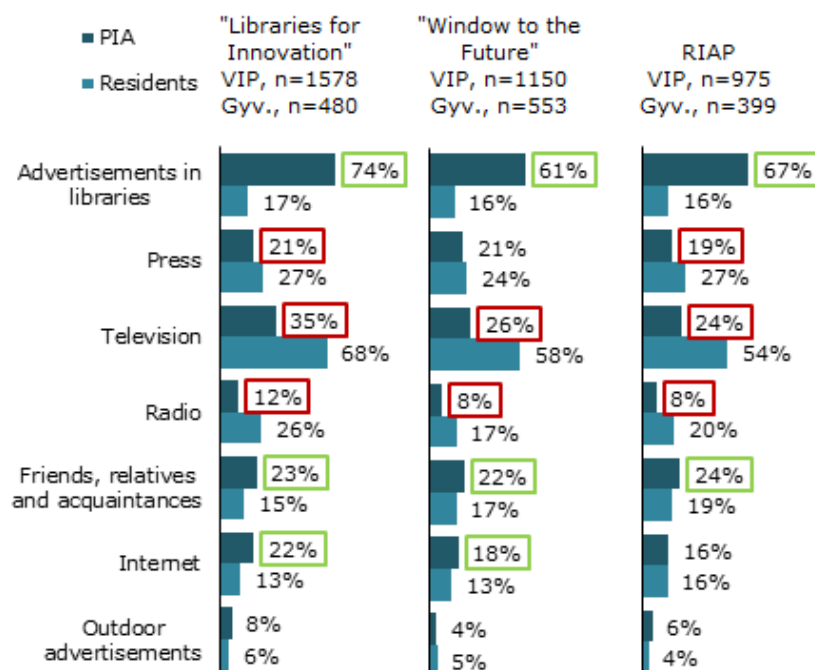
% of rural PIA users who are aware of the particular projects



In comparison to the residents who are using the Internet, PIA users found out about the projects much more often from advertisements in libraries, Internet or friends, relatives and acquaintances. Meanwhile, residents found out about the projects analyzed from the traditional means of mass media more often – television, radio or press. Thus, we can make an presumption that current libraries' visitors often become PIA users. Meanwhile, the information regarding the projects for the establishment of PIA and for the development of the computer literacy of the society reaches the public at large by the means of mass media (especially the television) the best.

Sources of information about the projects

% of the respondent of the target groups who are aware of particular projects



10.3. The Evaluation of the Project "Libraries for Innovation"

- Users evaluated the project "Libraries for Innovation" positively -

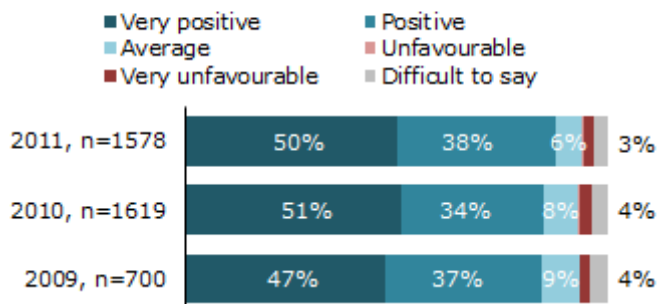
Most of the PIA users who have heard of the Project "Libraries for Innovation" (88%) evaluated it positively. PIA users having a university degree have a positive attitude towards this project slightly more often. The youth evaluate the project "Libraries for Innovation" negatively or neutrally only slightly more often than adult PIA users.

No major differences in the evaluation of the Project were recorded during 2009-2011.

While comparing the evaluation of the Project between urban and rural PIA users, it was noted that rural residents evaluated the Project slightly better.

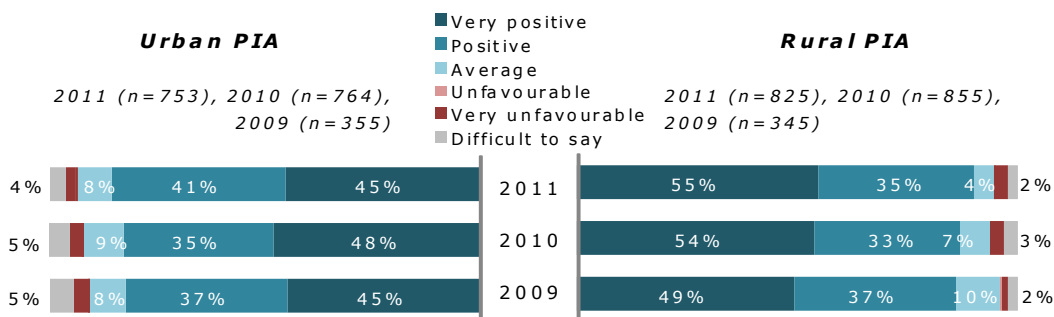
The evaluations of residents who have heard of the Project and the PIA users mainly do not differ (it was only noted that a slightly less share of residents were able to evaluate the project in general).

The evaluation of the project "Libraries for Innovation"
% of the interviewed who have heard of this project



The evaluation of the project "Libraries for Innovation"

% of the interviewed of the target groups who have heard of this project



10.4. The Usage of Services Provided due to the Projects

- The vast majority of PIA users are aware that they are using the Internet provided by the project "Libraries for Innovation" -

More than half of PIA users who are aware of the projects "Libraries for Innovation", "Window to the future" and RIAP used the services provided due to these projects themselves.

77% of the users are aware that their Internet usage in libraries is the service provided due to the project "Libraries for Innovation". The services of projects "Window to the Future" and RIAP were used by 45% and 65% of PIA users, respectively.

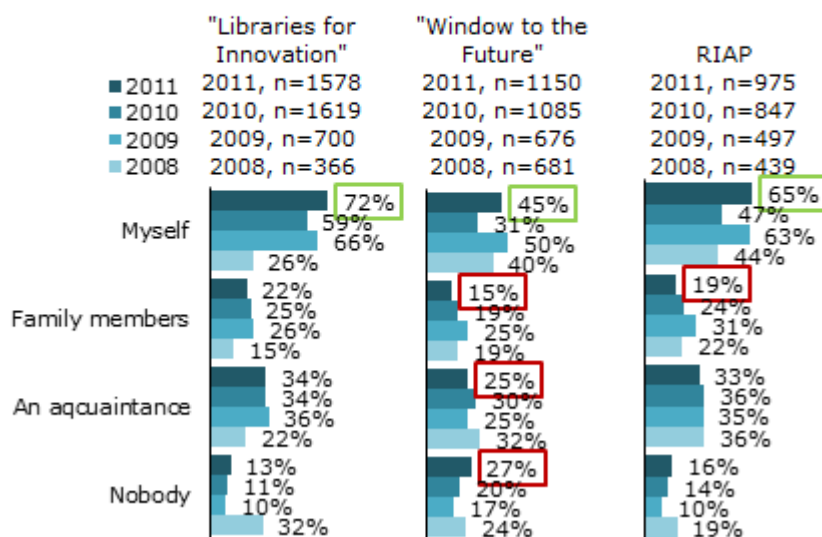
One third of PIA users have acquaintances who are using the services of free of charge Internet provided due to the projects.

The services of the project "Libraries for Innovation" were also used by the family members of one fifth of the users.

13% - 27% of the users are sure that neither they, nor their family members or acquaintances used the services of free of charge Internet offered due to the projects.

Have you used the free of charge Internet services provided due to the project?

% of the interviewed who are aware of particular projects



In 2011, the share of PIA users who indicated that they used the projects themselves increased slightly. However, there were fewer PIA users whose family members or acquaintances used the services of free of charge Internet provided by the projects "Window to the Future" or "RIAP". Also, there were slightly more of users who believed that the services of the project "Window to the Future" were neither used by themselves, nor by their family members or acquaintances.

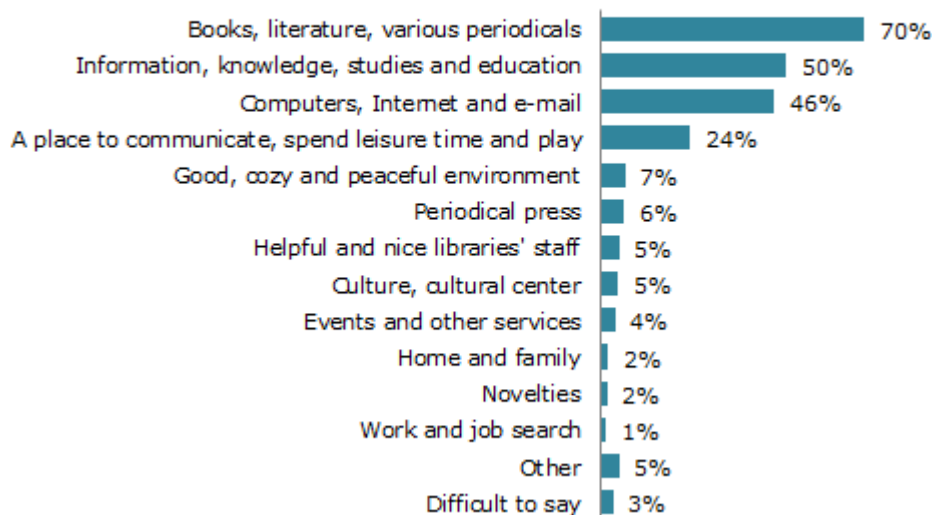
11. Library's Image

- PIA users usually associate library with books, information and the place to spend free time -

Spontaneously PIA users associate library with books, literature, various publications (70%), the source of information, knowledge, studies and education (50%), computers, Internet and e-mail (46%). One fourth of users relate library with positive, cozy and peaceful environment.

It is common that PIA users associate library to an even wider spectrum of characteristics. Associations related to the library vary from a strict image of the place intended for work, the storage of books and the sanctuary of knowledge to the associations of a cozy second home, childhood and juvenescence.

Associations of libraries
% of all of the interviewed, n=2024



When PIA users were provided with pairs of statements and were asked to indicate which statements define the library better, it was noticed that PIA users perceive the library very positively.

The most often, PIA users perceive the library as a modern place that has a good atmosphere and provides a wide range of services where it is fun to spend time. In library, in the opinion of PIA users, highly qualified and serviceable staff are employed who are always ready to help.

The opinions of users differentiated the most when evaluating, if the library was more a place to socialize with others or to spend time on one's own; if the library was a place intended more for youth or adults; if the library was intended more for academics or everyone.

- The image of the library is positive and it is improving all the time

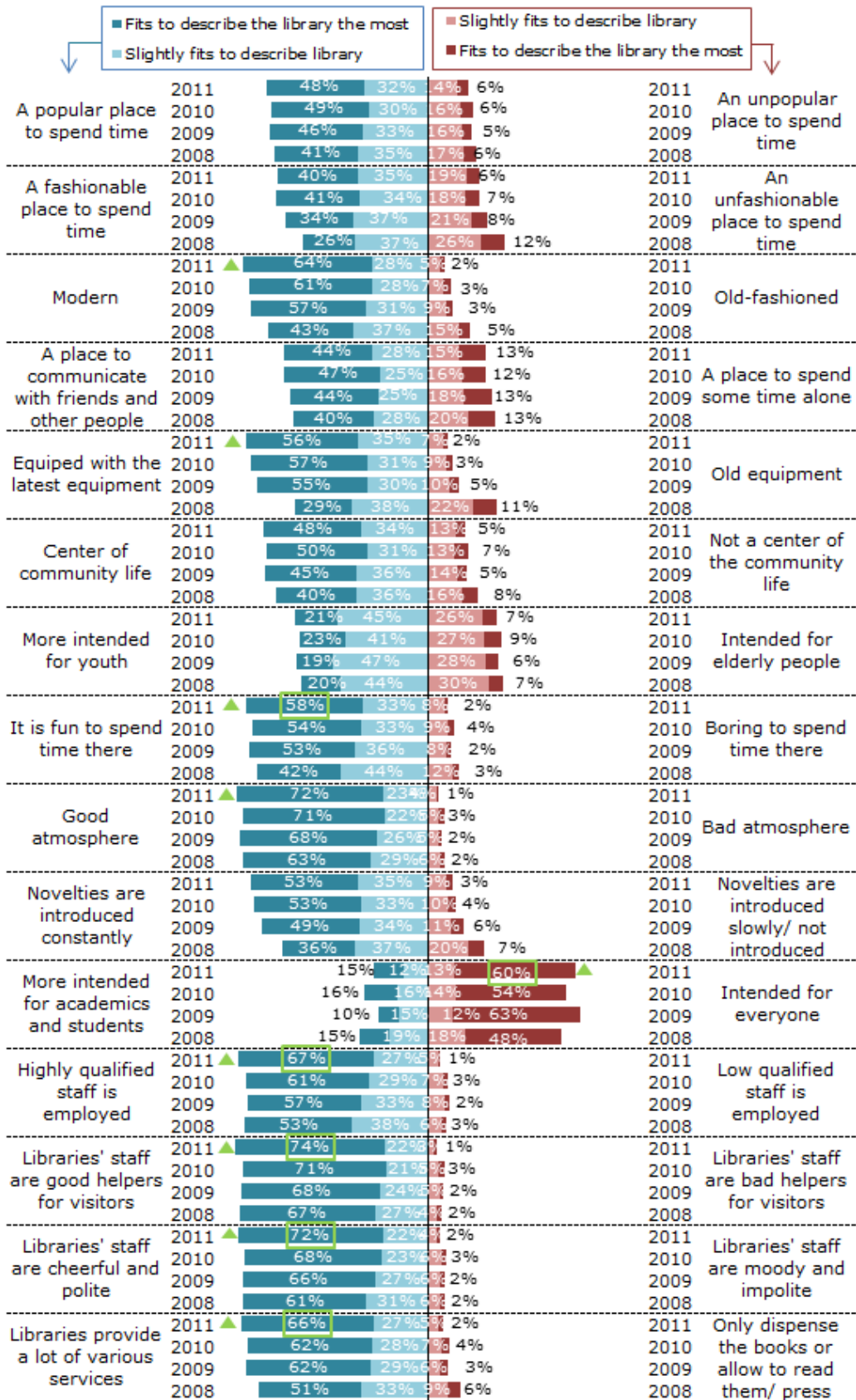
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In 2011, library was more and more often perceived as a modern place provided with the latest equipment. Furthermore, more and more people believed that cheerful and polite staff works in libraries that are highly qualified and are good helpers to visitors. The perception of the image of the library as a place intended for all and providing a lot of various services strengthened as well.

During the Project implementation period, the perception of the library as a fashionable and modern place where it is fun to spend time enhanced. Library is associated more and more often to the place provided with the latest equipment where novelties are being introduced regularly and where various services are provided. The perception of the library as a popular place where there is good atmosphere slightly enhanced as well.

Imagery qualities of library

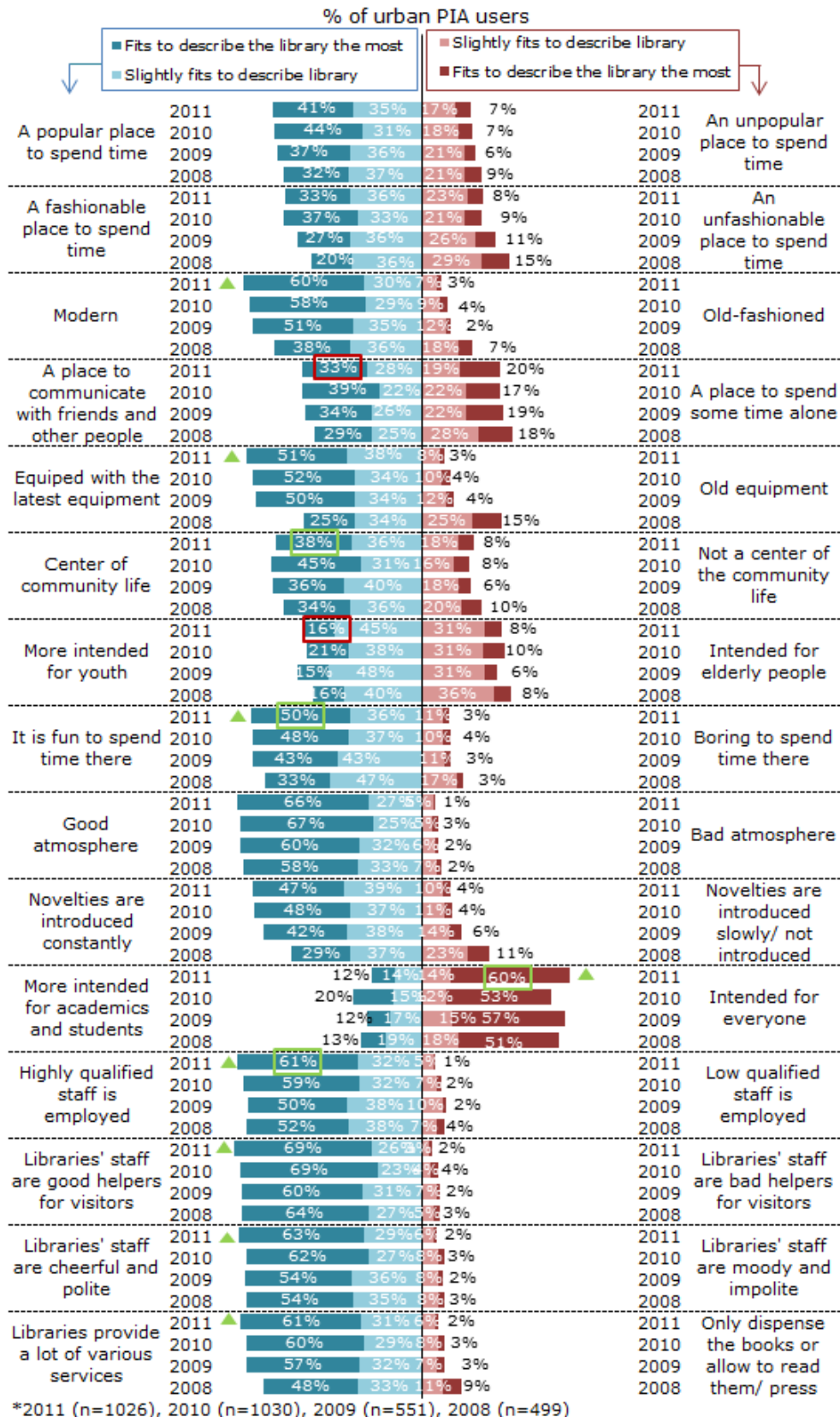
% of all of the interviewed



*2011 (n=2024), 2010 (n=2028), 2009 (n=1191), 2008 (n=1050)

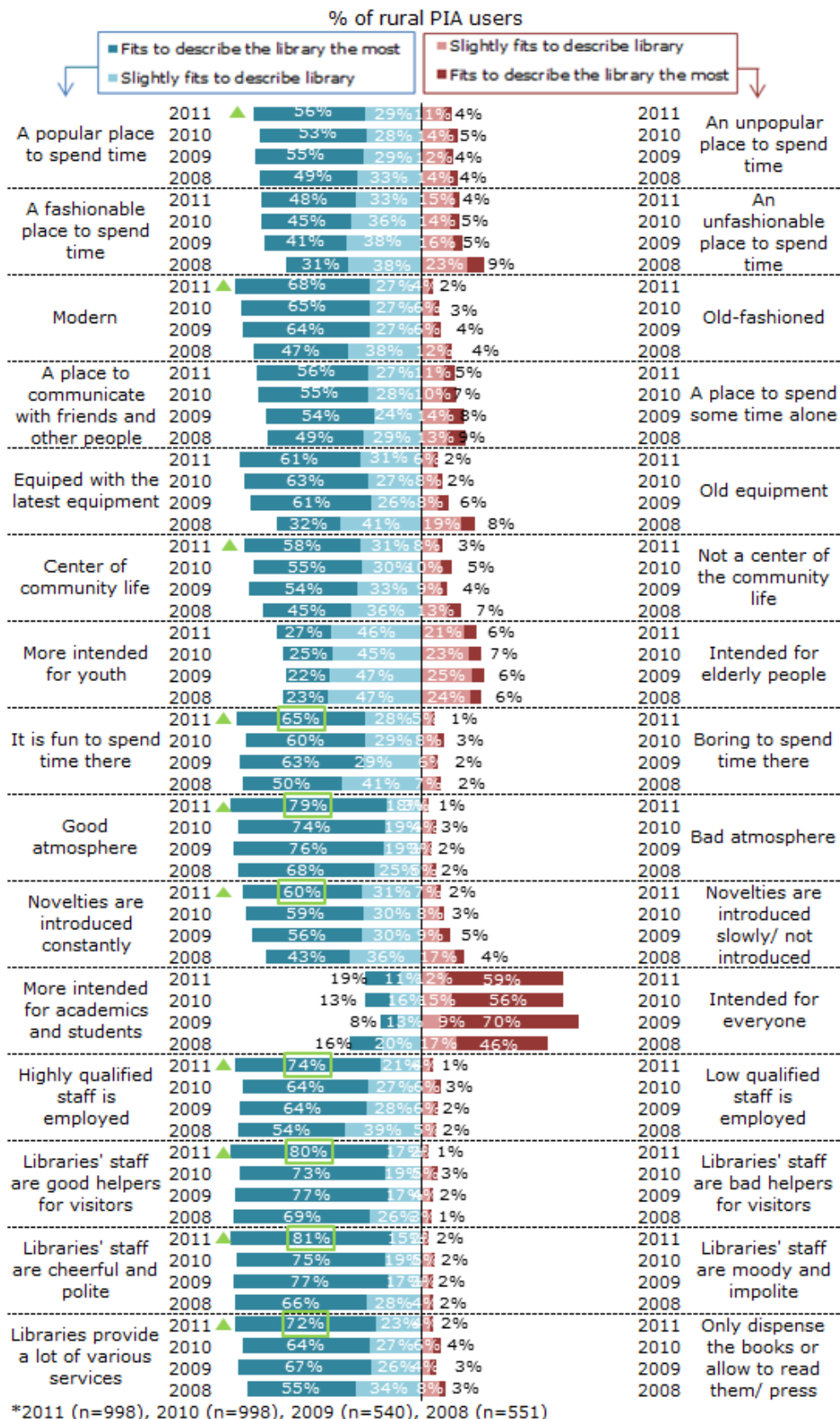
In 2011, in both urban and rural areas, there were more of PIA users who believed that library is a modern place providing a range of various services where it is fun to spend time and where highly qualified, cheerful, polite staff work who are always ready to help the visitor. In urban areas, there are also more of those who believe that library is a place provided with the latest equipment and intended for all. However, there are slightly fewer people who believe that library is a place intended to communicate with others.

Imagery qualities of library: URBAN PIA

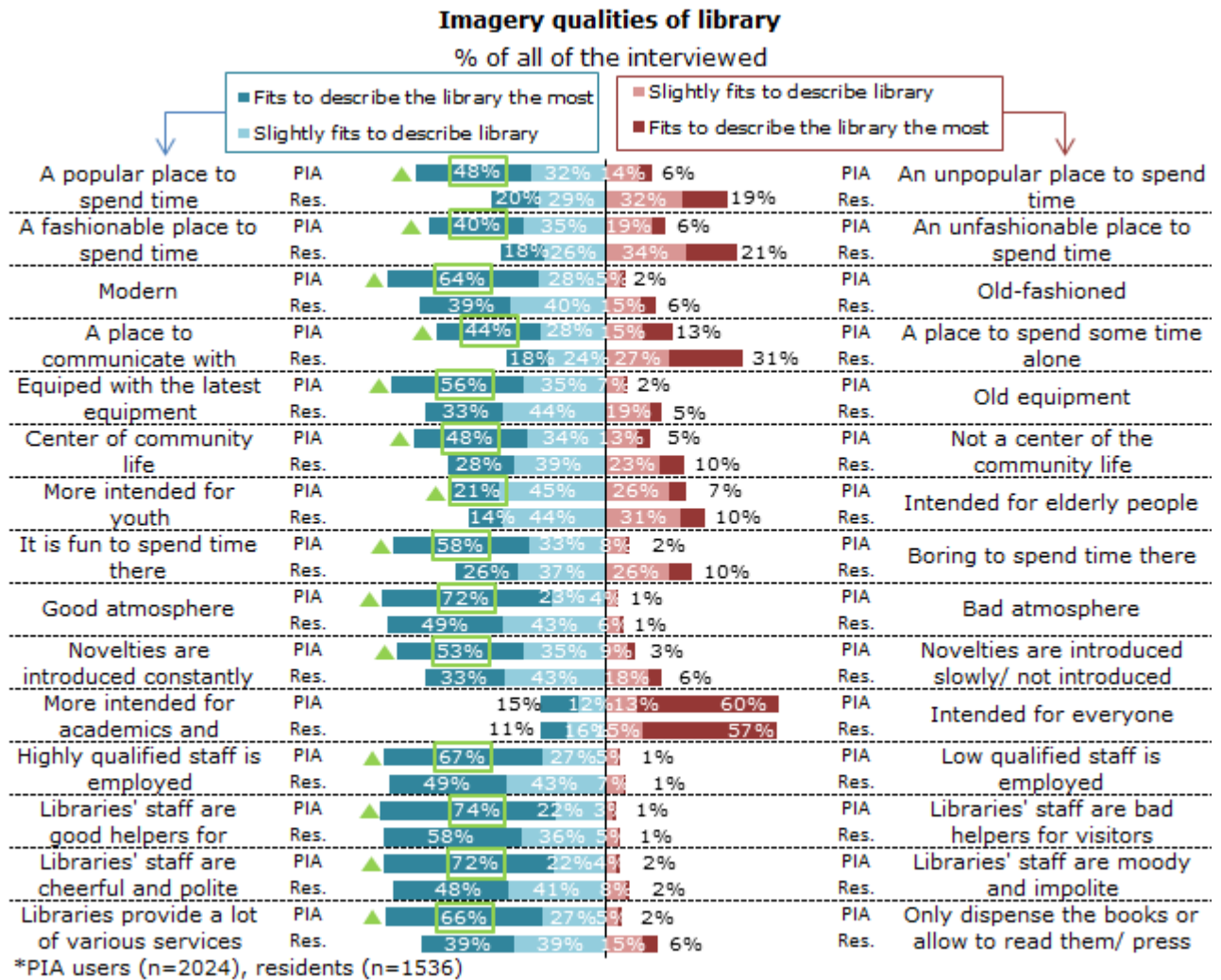


PIA users interviewed in rural areas perceive the library much more positively than in urban areas according to all criteria, except for the evaluation of the qualification which was evaluated equally positively in both urban and rural areas. In rural areas, as opposed to urban areas, the perception of the library as a popular and fun place to spend time, as a center of the community life, as a place where there is good atmosphere and where novelties are being introduced regularly strengthened in 2011.

Imagery qualities of library: RURAL PIA



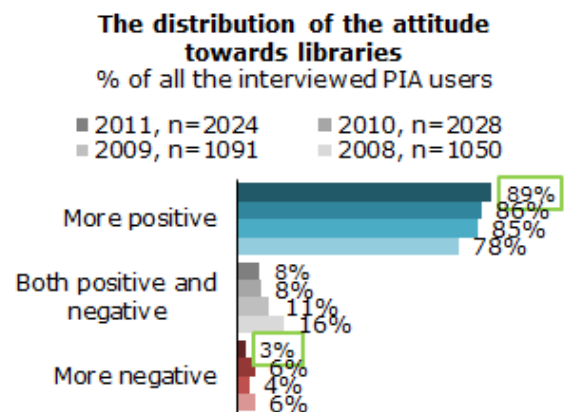
While comparing the qualities that residents and PIA users attributed to the library, it was recorded that PIA users perceive the library slightly less positively than the residents. The evaluation of the place intended for all does not differ significantly, though.



According to how often the PIA users attributed positive qualities to libraries, we can distinguish the following groups¹²:

- ➔ PIA users having a more positive attitude towards libraries.
- ➔ PIA users having a neutral attitude towards libraries (both positive and negative attitude is prevalent).
- ➔ PIA users having a more negative attitude towards libraries.

The vast majority of PIA users (89%) have a positive attitude towards libraries. Moreover, the share of users having a positive attitude towards libraries has been growing since 2008.



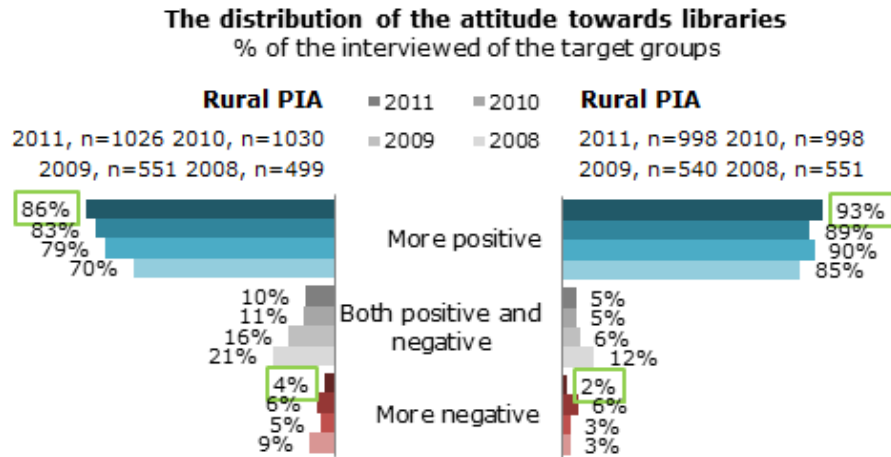
¹² The groups were distinguished while calculating how many times (out of 13 possible, excluding the evaluations of statements "Library is more intended for youth" and "Library is more intended for academics and students") the resident chose the positive side of the imagery quality while describing the library. PIA users having a more positive attitude towards libraries attributed 13-9 positive qualities. PIA users having a more neutral attitude towards libraries attributed 6-8 positive qualities. PIA users having a more negative attitude towards libraries attributed 5-0 positive qualities.

While analyzing the data among groups of PIA users of different ages, it was noticed that older (over 25 years old) users have a much more positive attitude towards libraries than the youth.

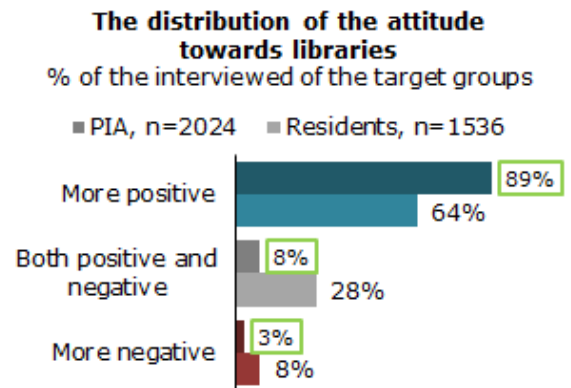
Meanwhile, the number of residents who have a neutral or negative attitude towards libraries is less than one tenth (8% and 3%, respectively) and the tendency of the people sharing this opinion is weakening.

Rural PIA users perceive the library positively more often than urban users. Meanwhile, there are more users who have a neutral attitude towards libraries among residents. The share of PIA users having a negative attitude towards libraries is the same both among urban and rural residents.

In comparison to 2010, in both rural and urban areas, changes in the positive perception of the library were recorded in 2011. Changes in the positive evaluation were present in urban and rural areas during the entire Project implementation period.



In comparison to the residents, PIA users have a positive attitude towards libraries much more often. There are more residents who have a more negative or both negative and positive attitude towards libraries. It might be determined by a closer relation between PIA users and the library (usage of library's services) or the influence of the PIA service to the general image of the library in particular.



12. Conclusions

Socio-demographic Differences between Internet Users in Libraries and in the General Public

There are no huge socio-demographical differences between PIA users and residents who are using the Internet. We would only like to draw your attention to the fact that the shares of the youth aged 15-24 and the unemployed are slightly bigger among the PIA users.

The distinction between these groups is the practice of Internet usage and abilities to use it. Naturally, there are more people among PIA users who do not have the opportunity to use the Internet either at home or at work among the PIA users. There are also more individuals among the PIA users who learnt to use the computer and the Internet in computer literacy courses organized by public libraries (residents usually gain this knowledge independently or with the help of the people from the close circle). The main place of the usage of computer and the Internet for PIA users is the library. They have a better opinion regarding the library than the residents and are better informed in general regarding the projects for public Internet access establishment.

Residents, in turn, tend to evaluate their skills of using the computer and the Internet better. There are substantially more active Internet users (using the Internet especially actively) among residents, rather than among PIA users.

Opportunities to Use the Computer and Internet

Almost every second PIA user uses the Internet in the library not because he or she does not have the opportunity to use it elsewhere (at home or at work), but because he or she can use other services provided by libraries as well or can spend a good time and socialize with people in the library.

Interesting tendencies were revealed while analyzing the opportunities of urban and rural PIA users to use the computer with Internet access at home. Rural PIA users, but not the urban ones, have greater opportunities to use a computer with Internet access at home. Based on the latter, we may assume that urban PIA users use the Internet in libraries mainly because they do not have such an opportunity at home and rural PIA users are attracted to libraries not solely by the opportunity to use the Internet, but also by the opportunity to socialize with the libraries' staff, acquaintances and like-minded people.

In general, only every fifth PIA user claims having the opportunity to use the Internet in the library. The opportunities to use the Internet not only in the library are mainly related to the age and place of residence of PIA users (urban/ rural). The younger the PIA user, the wider the spectrum of locations where he or she could be using the Internet (library is the only place to use the Internet only to every tenth younger and every third adult PIA user). On the other hand, urban PIA users of older age have even smaller opportunities to use the Internet in other places (there are almost twice as much of older PIA users who are able to use the Internet in the library only in urban areas than in rural areas).

The tendencies discussed generally did not change during the four years of Project implementation. We can note that the opportunities of rural PIA users to use the Internet at home are regularly slightly improving (the opportunities of urban PIA users are hardly changing).

Places Where People Learn Computer Literacy

Although most of the PIA users learnt to use the computer and the Internet themselves or at education institutions, every third PIA user gained primary skills of using the computer and the Internet in computer literacy courses. The share of PIA users who learnt to use the computer and the Internet in these courses was growing steadily from the beginning of Project implementation. It also needs to be noted that nearly twice as much rural PIA users learnt to use the computer and the Internet in computer literacy courses, in comparison to urban PIA users. The share of rural PIA users participating in computer literacy courses was growing all the time and the greatest activity of urban PIA users attending these courses was recording during the first years of the Project implementation.

The vast majority of computer literacy courses attended by PIA users were organized by public libraries. During the third and fourth year of Project implementation, the share of visitors of the courses organized by public libraries increased dramatically (it is especially visible in rural areas where the share of attendees of the courses during the latter years of Project implementation almost tripled).

The Activeness of Internet Usage

Half of PIA users are active Internet users using it on a daily basis or a few times per week. It has not changed from the beginning of the Project implementation. The frequency of general Internet usage does not differ in urban and rural areas, but it may be noted that Internet usage in rural areas grew slightly, but steadily during the four years of Project implementation. Internet usage intensity in urban areas did not change during this period. During the research, another easily predictable tendency was confirmed – younger PIA users are more active Internet users than older PIA users.

PIA users are using the Internet in libraries not as actively as in other places. Only slightly more than every tenth PIA user is an active Internet user in the library (every day or a few times per week). This tendency also has generally not changed. The activeness of Internet usage of urban and rural PIA users and younger and adult PIA users in libraries does not differ.

The Skills of Using a Computer or Internet

Most of the PIA users believe having sufficient computer usage skills. The most positively evaluated skills include the basic computer usage skills. The skills of elimination of technical problems are evaluated slightly worse. The evaluation of computer usage skills of PIA users did not change from the beginning of the Project implementation.

We can generally claim that most of the PIA users evaluated their Internet usage skills positively as well. Most of them know how to use the Internet for general purposes or how to use the search engines, however, much fewer PIA users would be able to create an Internet website, use online databases or to use file exchange programs. During the period from the beginning of the Project implementation, PIA users developed their skills of using the online telephony the most. The skills of Internet usage do not differ between urban and rural PIA users, however, younger PIA users evaluated their skills to use the Internet better than adult PIA users.

The Attraction of PIA Users

Nearly every fifth PIA user interviewed in 2011 started using PIA in libraries in 2011. However, in the Project implementation context, the most of new PIA users were attracted during the second and third year of the Project implementation. The greatest number of new younger PIA users came to libraries during the second year of Project implementation and the largest number of adult PIA users was attracted during the second and third year of the Project implementation. In total, based on the yearly data regarding new user attraction, there were more new adult PIA users attracted to libraries than the younger ones.

While analyzing that new PIA users were successfully attracted to urban and rural libraries, it was noted that the most new PIA users were attracted during the second and third year of the Project implementation in both urban and rural areas. More new PIA users (both of younger and older age) were attracted to urban libraries rather than in rural libraries.

Purposes of Internet Usage

The most of PIA users use the Internet in libraries for communication and leisure purposes. Quite a lot of PIA users, while using the Internet in a library, sort out job or commerce related issues. Substantially less of PIA users are using PIA for education and health purposes or for using the services of e-government. During the entire period of Project implementation, PIA usage for work, communication or leisure purposes did not change. PIA usage for education or e-government purposes diminished slightly and the usage of PIA for health purposes became more of a nature of a regular activity.

Both the adult PIA users and the youth are using the Internet in libraries for the same purposes the most often: writing e-mails, reading newspapers or news portals, looking for or posting information regarding

events and are interested in leisure or culture related information. However, there are some differences between the goals of Internet usage of the youth and the adult PIA users. One of the most common purposes of Internet usage by adult PIA users is the search for health related information. Meanwhile, the youth uses the Internet in libraries for communication and education purposes more often.

Benefit Provided by PIA

Internet usage provides more social benefit to PIA users (improving leisure time and communication), rather than it provides a financial one (saving, earning and increasing the sum of money). While using the Internet, adult PIA users spend their leisure time or are looking for health related information. The youth use the Internet for studies and education. The benefit provided by PIA to urban and rural users generally does not differ.

Library Image

During the Project implementation period, the perception of the library as a fashionable and a modern place where it is fun to spend time was steadily increasing. More and more often library is associated to a place provided with the latest equipment where novelties are being introduced constantly and where various services are provided. The perception of the library as a popular place where there is good atmosphere increased as well.

Rural PIA users perceive the library much more positively than users in urban areas according to all criteria, except for the evaluation of the employee qualifications. The latter was evaluated equally positively in urban and rural areas. In rural areas in 2011, as opposed to urban areas, the following perception of the library strengthened – library is a popular and fun place to spend time, it is a center for community life, it is a place where there is good atmosphere and novelties are being introduced constantly.

In summary, it may be stated that the vast majority of PIA users perceive the library positively. Moreover, the share of users having a positive attitude towards the library has been growing since 2008. Although adult PIA users perceive the library much more positively than the youth, the number of youngsters having a positive attitude towards libraries slightly increased in 2008-2011.