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MARTYNAS  
MAZVYDAS  
NATIONAL  
LIBRARY OF  
LITHUANIA



## **PROJECT "LIBRARIES FOR INNOVATION"**

### **Project Monitoring Indicators SUMMARY REPORT 2008-2011**

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

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

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## Content

1. Introduction .....	4
2. The Goals of the Project and the Supervision of Achievements.....	4
2.1. The Goals of the Project.....	4
2.2. The Researches of the Project.....	5
2.2.1. The Survey of Lithuanian Residents.....	5
2.2.2. The Survey of the Children in Lithuania .....	5
2.2.3. The Survey of PIA Users in Libraries .....	6
2.2.4. The Survey of Libraries' Staff .....	7
2.2.5. The Survey of Libraries' Directors .....	8
2.2.6. The Survey of the Residents of Municipalities .....	8
2.2.7. Factual Survey of Libraries' Representatives.....	9
2.2.8. Qualitative Research of Libraries' Staff and other Interested Groups.....	10
2.2.9. Qualitative Research with the Representatives of PIA Users Including Children and the Representatives of Hard to Reach Groups .....	11
2.3. Monitoring Indicators of the Project Outcomes.....	13
3. The Generalized Evaluation of the Implementation of the Project Tasks and Monitoring Indicators .....	15
4. Detailed Evaluation of the Implementation of the Project Tasks and Monitoring Indicators .....	24
4.1. Statistical Data Bias .....	24
4.2. The Opportunities of Users to Use the Computer and Internet .....	25
4.2.1. 1A. The Number of Libraries/ Branches/ Subdivisions Providing PIA .....	25
4.2.2. 1B. The Number of Computers Intended for PIA .....	28
4.2.3. 1C. The Number of Hours of PIA for Users.....	30
4.2.4. 1D. The Usage of Computerized Workstations Intended for PIA .....	33
4.2.5. 1E. The Number of PIA Users .....	38
4.2.6. 1F. The number of PIA Work-Stations for 1000 Citizens .....	45
4.2.7. 1G. The Number of Librarians Providing the Free of Charge Internet Access through a Wireless Connection.....	46
4.3. 2. The Skills and Motivation of Libraries' Staff to Use IT .....	48
4.3.1. 2A. Knowledge and Skills of the Librarians to Use IT .....	48
4.3.2. 2B. Library Advocacy and Public Relation Skills of Libraries' Staff .....	56
4.3.3. 2C. The Skills of Libraries' Staff to Use Online Resources and Online Services.....	64
4.3.4. 2D. The Knowledge and Skills of Libraries' Staff to Serve Users Having Special Needs ...	72
4.3.5. 2E. The Number of Librarians Having User Training and Consulting Experience .....	76
4.3.6. 2F. The Number of Trained Librarians .....	78
4.3.7. 2G. The Number of Hours Intended for the IT Trainings of Librarians.....	80
4.3.8. 2H. Improved Knowledge and Skills of Libraries' Staff to Use the Internet Safely .....	82
4.4. 3. The Skills of Public Libraries' Visitors to Use IT .....	85
4.4.1. 3A. The Knowledge and Skills of PIA Users to Use IT .....	85
4.4.2. 3B. The Practice of PIA Usage.....	93
4.4.3. 3C. The number of residents trained to use IT .....	109
4.4.4. 3D. The number of hours intended for IT trainings of residents.....	110

4.4.5.	3E. Improved knowledge and skills of users to use the Internet safely .....	112
4.5.	4. PIA Access to Specific, Hard to Reach Social Groups .....	116
4.5.1.	4A. The Percentage of Users Who Do not Have an Alternative Internet Access .....	116
4.5.2.	4B. The Experience of Hard to Reach Groups .....	120
4.5.3.	4C. Activities for which the Users are Using the PIA in Libraries the Most Often .....	124
4.5.4.	4D. The Existence of Programs or Other Mechanisms to Attract Hard to reach Target Groups .....	137
4.6.	Advocacy of Libraries.....	141
4.6.1.	5A. The Reputation, Public Perception and the Profile of the Library .....	141
4.6.2.	5B. The Mission of the Library and the Areas of Its Competence .....	152
4.6.3.	5C. Increased Number of Libraries' Visitors (Visits) .....	170
4.7.	6. Increased Local, Regional and National Financial Support for Libraries .....	174
4.7.1.	6A. Library Funding .....	174
4.7.2.	6B. PIA Funding .....	176
4.8.	7. Social and Economic Benefit for Individuals and the Community through IT .....	177
4.8.1.	7A. The Benefit Received by Users and Its Perception.....	177
4.8.2.	7B. The Perception of the Libraries' Staff regarding the Benefit Provided by PIA to the Community .....	180
4.8.3.	7C. The Perception of Other Groups Interested regarding the PIA Benefit.....	181
4.9.	8. Supply and Usage of Relevant Content.....	182
4.9.1.	8A. The Number of Libraries Having Internet Websites .....	182
4.9.2.	8B. New Content and Services in Libraries .....	184
4.9.3.	8C. Increased Scope of Local Content Online .....	198
4.10.	9. Innovations Emerged in the Network of Libraries.....	199
4.10.1.	9A. Examples of Innovations that Emerged in Libraries due to the Project.....	199
4.11.	10. Help Provided to Libraries' Staff.....	199
4.11.1.	10A. Technical Maintenance of Libraries.....	199
4.11.2.	10B. Methodical Help to Libraries' Staff.....	203
5.	Summary of the Achievements of Project Activities .....	208
6.	The Lists of Tables and Charts .....	210
6.1.	The List of Tables.....	210
6.2.	The List of Charts.....	214

# 1. Introduction

The project was conducted according to the contract No TR-661 made on 27<sup>th</sup> July, 2011, between Martynas Mazvydas National Library of Lithuania (the Client) and JSC "Social Information Center" (the main Partner) and JSC "Europos tyrimai" (the Contractor). Based on this contract, Martynas Mazvydas National Library of Lithuania is provided with the services of final evaluation of the progress of the project "Libraries for Innovation".

In the summary report of the evaluation of the progress of the impact of the project "Libraries for Innovation", generalized integral results of all researches are presented. The generalized results are compared among different target groups of the researches of 2008-2011 and are presented according to the Project impact evaluation indicators.

## 2. The Goals of the Project and the Supervision of Achievements

### 2.1. The Goals of the Project

When initiating the project "Libraries for Innovation", the following 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 citizen groups.

The main goals of the research that are related to technical provision for public libraries and ensuring the ability of all social groups of population to use it 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 exclusion 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 libraries' staff to provide professional help to visitors to acquire technologies by organizing special training programs
- ✓ Enhancing the perception of a public library as a cultural, information and technology center.

Bearing in mind the provided context of the Project implementation, the general goals of services provided corresponding to general tasks named in the technical assignment were distinguished.

The **main goal of the Project** (of the services of social researches) is *to evaluate the changes in libraries and the society during the implementation of the project "Libraries for Innovation"*.

The contractor, in turn, concretized the tasks of the Client:

- ✓ To evaluate the current situation defined by the tasks and indicators of the Project
- ✓ To evaluate the change of the indicators of the Project and other situation indicators during the period from the initial evaluation of the situation
- ✓ To formulate the base for further (longitude) researches of impact evaluation
- ✓ To collect factual information about Internet usage and related trainings in libraries
- ✓ To prepare educational material and to train libraries' staff the basics of online surveying

The above general tasks of the Project are directly related to the monitoring indicators of the Project implementation encompass all aspects and stages of the Project implementation.

## **2.2. The Researches of the Project**

### **2.2.1. The Survey of Lithuanian Residents**

#### Research target group

Lithuanian residents of 15-74 years old.

#### The survey method

The survey of Lithuanian residents was carried out by using the methodology of face-to-face interview in respondents' home.

#### Sample size

2008: it was planned to interview 1500 Lithuanian residents during the research. 1536 residents were actually interviewed.

2009: it was planned to interview 1500 Lithuanian residents during the research. 1555 residents were actually interviewed.

2010: it was planned to interview 1500 Lithuanian residents during the research. 1518 residents were actually interviewed.

2011: it was planned to interview 1500 Lithuanian residents during the research. 1536 residents were actually interviewed.

#### The research instrument

While conducting the survey, the standardized questionnaire provided by the Client was used (Instrument 3).

#### The dates of data collection

The research of 2008: the survey was started on 29<sup>th</sup> May, 2008. It was finished on 3<sup>rd</sup> June, 2008.

The research of 2009: the survey was started on 1<sup>st</sup> October, 2009. It was finished on 20<sup>th</sup> October, 2009.  
The research of 2010: the survey was started on 1<sup>st</sup> September, 2010. It was finished on 22<sup>nd</sup> September, 2010.

The research of 2011: the survey was started on 30<sup>th</sup> September, 2011. It was finished on 3<sup>rd</sup> November, 2011.

#### Research conductors

2008 – JSC RAIT

2009 – JSC TNS Gallup

2010 – JSC RAIT

2011 – JSC Social Information Center

### **2.2.2. The Survey of the Children in Lithuania**

#### Research target group

Children of 12-14 years old.

#### The survey method

The main survey of children was carried out by using the methodology of face-to-face interview in respondents' home.

#### Sample size

2008: it was planned to interview 600 children during the research. 608 children were actually interviewed.

2009: it was planned to interview 600 children during the research. 609 children were actually interviewed.

2010: it was planned to interview 600 children during the research. 600 children were actually interviewed.

2011: it was planned to interview 600 children during the research. 608 children were actually interviewed.

#### The research instrument

While conducting the survey, the standardized questionnaire provided by the Client was used (Instrument 11).

#### The dates of data collection

The research of 2008: the survey was started on 20<sup>th</sup> May, 2008. It was finished on 27<sup>th</sup> May, 2008.

The research of 2009: the survey was started on 15<sup>th</sup> October, 2009. It was finished on 3<sup>rd</sup> November, 2009.

The research of 2010: the survey was started on 22<sup>nd</sup> November, 2010. It was finished on 26<sup>th</sup> November, 2010.

The research of 2011: the survey was started on 26<sup>th</sup> September, 2011. It was finished on 17<sup>th</sup> October, 2011.

#### Research conductors

2008 – JSC RAIT

2009 – JSC TNS Gallup

2010 – JSC RAIT

2011 – JSC Social Information Center

## **2.2.3. The Survey of PIA Users in Libraries**

#### Research target group

PIA users in libraries of 15-74 years old.

#### 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. Libraries' visitors who came to libraries to use PIA were offered to answer the research questions online.

#### Sample size

2008: it was planned to interview 1040 PIA users during the research. 1246 PIA users were actually interviewed.

2009: it was planned to interview 1000 PIA users during the research. 1091 users were actually interviewed.

2010: it was planned to interview 2000 PIA users during the research. 2028 users were actually interviewed.

2011: it was planned to interview 2000 PIA users during the research. 2024 users were actually interviewed.

#### The research instrument

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

### The dates of data collection

The research of 2008: the survey was started on 9<sup>th</sup> May, 2008. It was finished on 26<sup>th</sup> June, 2008.

The research of 2009: the survey was started on 23<sup>rd</sup> November, 2009. It was finished on 23<sup>rd</sup> December, 2009.

The research of 2010: the survey was started on 22<sup>nd</sup> November, 2010. It was finished on 15<sup>th</sup> December, 2010.

The research of 2011: the survey was started on 9<sup>th</sup> December, 2011. It was finished on 13<sup>th</sup> January, 2012.

### Research conductors

2008 – JSC RAIT

2009 – JSC TNS Gallup

2010 – JSC RAIT

2011 – JSC Social Information Center

## **2.2.4. The Survey of Libraries' Staff**

### Research target group

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

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

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

### The survey method

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

### Sample size

2008: it was planned to interview 600 members of libraries' staff during the research. 609 librarians were actually interviewed.

2009: it was planned to interview 600 members of libraries' staff during the research. 611 librarians were actually interviewed.

2010: it was planned to interview 600 members of libraries' staff during the research. 609 librarians were actually interviewed.

2011: it was planned to interview 600 members of libraries' staff during the research. 620 librarians were actually interviewed.

### The research instrument

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

### The dates of data collection

The research of 2008: the survey was started on 8<sup>th</sup> May, 2008. It was finished on 19<sup>th</sup> May, 2008.

The research of 2009: the survey was started on 7<sup>th</sup> September, 2009. It was finished on 21<sup>st</sup> September, 2009.

The research of 2010: the survey was started on 1<sup>st</sup> September, 2010. It was finished on 22<sup>nd</sup> September, 2010.

The research of 2011: the survey was started on 20<sup>th</sup> September, 2011. It was finished on 7<sup>th</sup> October, 2011.

### Research conductors

2008 – JSC RAIT

2009 – JSC TNS Gallup

2010 – JSC RAIT

2011 - JSC Social Information Center

## 2.2.5. The Survey of Libraries' Directors

### Research target group

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

### The survey method

The survey of libraries' directors was conducted online. Personal invitations to participate in the survey were sent to all libraries' directors by e-mails. The goals of the project "Libraries for Innovation", information about the survey conduction period and instructions of making an online survey were presented in the invitations.

### Sample size

2008: it was planned to interview 65 libraries' directors during the research. 65 libraries' directors were actually interviewed.

2009: it was planned to interview 65 libraries' directors during the research. 65 libraries' directors were actually interviewed.

2010: it was planned to interview 65 libraries' directors during the research. 65 libraries' directors were actually interviewed.

2011: it was planned to interview 65 libraries' directors during the research. 65 libraries' directors were actually interviewed.

### The research instrument

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

### The dates of data collection

The research of 2008: the survey was started on 7<sup>th</sup> May, 2008. It was finished on 20<sup>th</sup> May, 2008.

The research of 2009: the survey was started on 21<sup>st</sup> September, 2009. It was finished on 5<sup>th</sup> October, 2009.

The research of 2010: the survey was started on 5<sup>th</sup> September, 2010. It was finished on 17<sup>th</sup> September, 2010.

The research of 2011: the survey was started on 20<sup>th</sup> September, 2011. It was finished on 5<sup>th</sup> October, 2011.

### Research conductors

2008 – JSC RAIT

2009 – JSC TNS Gallup

2010 – JSC RAIT

2011 – JSC Social Information Center

## 2.2.6. The Survey of the Residents of Municipalities

### Research target group

Residents of age 15-74 of five Lithuanian regions' municipalities (Kedainiai, Kupiskis, Prienai, Ukmerge and Silale).

### The survey method

The municipality residents' survey was conducted by using the method of a direct interview at respondent's home using the CAPI (*computer assisted personal interview*) technology.

### Sample size

2008: it was planned to interview 2000 of residents of municipalities during the research. 2020 of residents of municipalities were actually interviewed.

2009: it was planned to interview 2000 of residents of municipalities during the research. 2018 of residents of municipalities were actually interviewed.

2010: it was planned to interview 2000 of residents of municipalities during the research. 2023 of residents of municipalities were actually interviewed.

2011: it was planned to interview 2000 of residents of municipalities during the research. 2005 of residents of municipalities were actually interviewed.

#### The research instrument

While conducting the survey, the standardized questionnaire provided by the Client was used (Instrument 13).

#### The dates of data collection

The research of 2008: the survey was started on 19<sup>th</sup> January, 2009. It was finished on 2<sup>nd</sup> February, 2009.

The research of 2009: the survey was started on 4<sup>th</sup> January, 2010. It was finished on 29<sup>th</sup> January, 2010.  
The research of 2010: the survey was started on 10<sup>th</sup> February, 2011. It was finished on 21<sup>st</sup> February, 2011.

The research of 2011: the survey was started on 25<sup>th</sup> January, 2012. It was finished on 20<sup>th</sup> February, 2012.

#### Research conductors

2008 – JSC RAIT

2009 – JSC TNS Gallup

2010 – JSC RAIT

2011 - JSC Social Information Center

## **2.2.7. Factual Survey of Libraries' Representatives**

#### Research target group

The libraries participating in the project "Libraries for Innovation". The list of libraries including the contact information was provided to the Contractor by the Client.

#### The survey method

The initial survey of libraries' representatives was conducted online. Personal invitations to participate in the survey were sent by e-mail to all librarians indicated by the Client. The tasks of the research, information about the survey conduction period, factual information for which the data is advisable to get before fulfilling the survey and the instructions how to fulfill the survey online were introduced in the invitations.

#### Sample size

2008: it was planned to interview 1217 libraries' representatives during the research. 1225 libraries' representatives were actually interviewed.

2009: it was planned to interview 1272 libraries' representatives during the research. 1248 libraries' representatives were actually interviewed.

2010: it was planned to interview 1272 libraries' representatives during the research. 1287 libraries' representatives were actually interviewed.

2011: it was planned to interview 1276 libraries' representatives during the research. 1276 libraries' representatives were actually interviewed.

#### The research instrument

While conducting the survey, the standardized questionnaire provided by the Client was used (Instrument 12).

#### The dates of data collection

The research of 2008: the survey was started on 13<sup>th</sup> May, 2008. It was finished on 19<sup>th</sup> June, 2008.  
 The research of 2009: the survey was started on 2<sup>nd</sup> February, 2010. It was finished on 28<sup>th</sup> February, 2010.  
 The research of 2010: the survey was started on 1<sup>st</sup> February, 2011. It was finished on 28<sup>th</sup> March, 2011.  
 The research of 2011: the survey was started on 1<sup>st</sup> February, 2012. It was finished on 28<sup>th</sup> February, 2012.

#### Research conductors

2008 – JSC RAIT  
 2009 – JSC TNS Gallup  
 2010 – JSC RAIT  
 2011 – JSC Social Information Center

## **2.2.8. Qualitative Research of Libraries' Staff and other Interested Groups<sup>1</sup>**

#### The survey method

The research was based on two main qualitative research methodologies:

- ✓ In-depth interviews (IDs) – face-to-face interviews with respondents. One representative of an interested group participated in one interview. Interviews were carried out at the workplaces of the respondents
- ✓ Focused group discussions (FGDs) – 10 members of libraries' staff or libraries' directors participated in each FGD

#### Research target group

Target groups of the research of qualitative study with the libraries' staff and other interested parties included:

- ✓ Experts of different levels (national and municipalities' experts) who are involved in libraries' activities – representatives of national and local government and other internal or external experts.
- ✓ Libraries' directors.
- ✓ The staff of urban public libraries or their rural branches who are already working or planning to work with PIA.

For the recruitment of libraries' directors and staff, the Client provided lists of contacts that were used during recruitment.

#### The recruitment of the representatives of the target groups

Considering the requirements of the Client, the respondents to the discussions were selected in the following ways:

2008: by inviting respondents from all Lithuanian counties to FGDs with libraries' staff and directors and recruiting 2 participants per county and 1 participant from urban and rural library each. The Client provided a list of experts.

2009: by inviting respondents from 4 Lithuanian counties to FGDs with libraries' staff (Marijampole, Panevezys, Siauliai and Utena) and by achieving the 60/40 rural/ urban distribution. Libraries' directors were invited to discussions from various Lithuanian counties. The Client provided a list of experts.

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<sup>1</sup> Further on in the report, it is referred to as qualitative researches with libraries' staff.

2010: by inviting respondents from 4 Lithuanian counties to FGDs with libraries' staff (Marijampole, Panevezys, Siauliai and Utena) and by achieving the 60/40 rural/ urban distribution and by inviting the respondents to the FGDs with libraries' directors from all Lithuanian counties. The Client provided a list of experts.

2011: by inviting respondents from 8 Lithuanian counties to FGDs with libraries' staff and directors (Telsiai, Siauliai, Taurage, Kaunas, Panevezys, Marijampole, Alytus and Utena) and by achieving the 50/50 rural/ urban distribution. The Client provided a list of experts.

#### The research instrument

While conducting the survey, standardized discussion guides provided by the Client were used (Instrument 5, Instrument 6 and Instrument 7).

#### Technical characteristics of the group discussions and interviews conducted

The research of 2008 included 8 in-depth interviews with experts, 2 focussed group discussions with libraries' staff and 2 focussed group discussions with libraries' directors.

The research of 2009 included 8 in-depth interviews with experts, 2 focussed group discussions with libraries' staff and 3 focussed group discussions with libraries' directors.

The research of 2010 included 8 in-depth interviews with experts, 2 focussed group discussions with libraries' staff and 2 focussed group discussions with libraries' directors.

The research of 2011 included 8 structured in-depth interviews with experts, 2 focused group discussions with libraries' staff and 2 focused group discussions with libraries' directors.

#### The dates of data collection

The research of 2008: discussions and interviews started to be conducted in June, 2008, and finished in July, 2008.

The research of 2009: discussions and interviews started to be conducted on 9<sup>th</sup> September, 2009, and finished on 8<sup>th</sup> October, 2009.

The research of 2010: discussions and interviews started to be conducted in September, 2010, finished in October, 2010.

The research of 2011: discussions and interviews started to be conducted on 12<sup>th</sup> September, 2011, and finished on 7<sup>th</sup> October, 2011.

#### Research conductors

2008 – JSC RAIT

2009 – JSC TNS Gallup

2010 – JSC RAIT

2011 - JSC Social Information Center

## **2.2.9. Qualitative Research with the Representatives of PIA Users Including Children and the Representatives of Hard to Reach Groups<sup>2</sup>**

#### The survey method

Two main methods of qualitative research were used:

- ✓ In-depth interviews (ID) – face-to-face interviews with 1-2 respondents selected according to specific sampling criteria using the method of random sampling.

<sup>2</sup> Further on in the report, it is referred to as qualitative researches with PIA users.

- ✓ Focused group discussions (FGD) – 4-8 respondents – PIA users – participated in each FGD, selected according to specific sampling criteria using the method of random sampling.

#### Research target group

The target group of the qualitative research – PIA in libraries – included:

- ✓ Seniors
- ✓ Rural residents
- ✓ The unemployed
- ✓ Children of 12-14 years old from families at social risk
- ✓ Children of 12-14 years old whose parents (one or both of them) have left for work abroad
- ✓ The disabled

#### The recruitment of the representatives of the target groups

Respondents meeting the above mentioned characteristics were selected by applying targeted sampling. Respondents were selected to participate in focussed groups proportionately according to age, gender and the place of residence (these criteria were combined together).

Group discussions and interviews were conducted in accordance with the Client requirements to survey PIA users in 8 Lithuanian counties.

While defining the recruitment points of the place of residence, the following recruitment criteria were applied:

- ✓ Maximum 2 respondents were recruited from one recruitment point.
- ✓ There was a distribution of respondents from rural/ urban areas (in 2008-2010: 60/40 and in 2011: 50/50, respectively).

#### The research instrument

While conducting the survey, standardized discussion guides provided by the Client and updated by the Contractor were used (Instrument 8, Instrument 9 and Instrument 10).

#### Technical characteristics of discussions and interviews conducted

During the research of 2008, PIA users of 4 counties were interviewed (Utena, Taurage, Siauliai and Alytus). The following was conducted: 12 in-depth interviews with the disabled and the unemployed, 10 FGDs with seniors, rural residents, children from families at social risk and whose parents left to work abroad.

During the research of 2009, PIA users of 4 counties were interviewed (Marijampole, Panevezys, Siauliai and Utena). The following was conducted: 10 in-depth interviews with the disabled and the unemployed, 13 FGDs with seniors, rural residents, children from families at social risk and whose parents left to work abroad.

During the research of 2010, PIA users of 4 counties were interviewed (Alytus, Taurage, Kaunas and Siauliai). The following was conducted: 8 in-depth interviews with the disabled, 10 FGD FGDs with seniors, rural residents, children from families at social risk and whose parents left to work abroad.

During the research of 2011, PIA users of 8 counties were interviewed (Marijampole, Alytus, Panevezys, Kaunas, Telsiai, Siauliai, Taurage and Utena). The following was conducted: 8 in-depth interviews with the disabled, 10 FGD with seniors, rural residents, children from families at social risk and whose parents left to work abroad.

#### The dates of data collection

The research of 2008: discussions and interviews started to be conducted in June, 2008, and were finished in July, 2008.

The research of 2009: discussions and interviews started to be conducted on 9<sup>th</sup> December, 2009, and were finished on 8<sup>th</sup> January, 2009.

The research of 2010: discussions and interviews started to be conducted in December, 2010, and were finished in February, 2011.

The research of 2011: discussions and interviews started to be conducted on 21<sup>st</sup> November, 2011, and finished on 13<sup>th</sup> January, 2012.

#### Research conductors

2008 – JSC RAIT

2009 – JSC TNS Gallup

2010 – JSC RAIT

2011 – JSC Social Information Center

## 2.3. Monitoring Indicators of the Project Outcomes

The indicators measuring the achievements of the Project "Libraries for Innovation" help to evaluate the outcomes of the Project – the achievements, results and the impact. Desired outcomes can be presented in the scheme below:

<b>PROJEKTO PASEKMĖS</b> <b>Pasiekimai - Rezultatai - Poveikis</b>		
<ul style="list-style-type: none"> <li>- įdiegta įranga</li> <li>- apmokyti darbuotojai</li> <li>- apmokyti gyventojai</li> <li>- įvykdytos skatinimo akcijos</li> </ul>	<ul style="list-style-type: none"> <li>- išaugę gyventojų gebėjimai naudotis IT</li> <li>- pakitęs prieigos naudojimo pobūdis</li> <li>- pakitęs prieigos vartotojų sociodemografinis paveikslas</li> </ul>	<ul style="list-style-type: none"> <li>- projekto įtakoti socialiniai ir ekonominiai pokyčiai žmonių gyvenime</li> </ul>

The evaluation of Project progress is ensured by measuring the following monitoring indicators:

### **1. Improved access to users and their possibilities to use the computer and the Internet**

- 1A. The number of librarians/ sub-divisions/ departments providing PIA
- 1B. The number of computers intended for PIA
- 1C. The number of hours of PIA for users
- 1D. The usage rate of computerized work-stations intended for PIA
- 1E. The number of PIA users
- 1F. The number of PIA work-stations for 1000 citizens
- 1G. The number of librarians providing the free of charge Internet access through a wireless connection

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

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

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

- 3A. Improved knowledge and skills of PIA users to use IT
- 3B. Changed PIA usage practice
- 3C. The number of citizens trained to use IT
- 3D. The number of hours intended for citizen IT training
- 3E. Improved knowledge and skills of users to use Internet safely

**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 PIA 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. PIA 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 PIA provided benefit to the community
- 7C. Stakeholders' perception of the PIA 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

The changes of monitoring indicators are measured by evaluating the changes in the behaviour and attitudes of the following target groups:

- Libraries' staff who are working or are going to be working with PIA (PIA)
- The directors of public libraries of Lithuania
- The users of PIA in libraries who also belong to the below hard to reach target groups:
  - The disabled
  - The retired
  - Rural residents
  - The unemployed
  - Children from families at social risk
  - Children whose parents left to work abroad
- Lithuanian residents (children of age 12-14 years, adults of age of 15-74)
- The representatives of interested groups (government representatives, representatives of professional organizations of libraries or external experts).

### 3. The Generalized Evaluation of the Implementation of the Project Tasks and Monitoring Indicators

We suggest starting the generalized evaluation of the Project tasks and monitoring indicators with a graphical illustration. Project tasks and the monitoring indicators expanding these tasks are presented in the table below and, according to the level of achievement<sup>3</sup>, are marked in a corresponding color:

- **Green color** denotes that progress was achieved in the implementation of the Project task and/ or the monitoring indicator.
- **Grey color** denotes a situation when significant changes were not recorded.
- **Red color** denotes that the implementation of the Project task and/ or the supervision indicator had no progress.

Table 1. The summary of the Project tasks and monitoring indicators

Project task	Monitoring Indicators
<b>1. To provide the residents with the possibilities to use computers and the Internet, especially in those areas, where those possibilities are limited or there are no such opportunities at all<sup>1</sup></b>	1A. The number of librarians/ sub-divisions/ departments providing PIA
	1B. The number of computers intended for PIA
	1C. The number of hours of PIA 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
<b>2. To strengthen the skills and motivation of libraries' staff' to use computers and Internet and to integrate the possibilities provided by these means to the work of libraries</b>	2A. Improved knowledge and skills of the librarians to use IT
	2B. Improved library advocacy and public relation skills
	2C. Improved knowledge and skills of the librarians to use the Internet resources and electronic services
	2D. Improved knowledge and skills of the librarians to serve users with special needs
	2E. The number of librarians having user training and consulting experience
	2F. The number of trained librarians
	2G. The number of trained librarians
	2H. Improved knowledge and skills of the librarians to use Internet safely

<sup>3</sup> The changes were evaluated based on the method of statistical significance. If this was not possible, it was evaluated based on the expert evaluation by the Contractor. Both methods are extensively presented in Chapter 4 "Detailed Evaluation of the Implementation of the Project Tasks and Monitoring Indicators".

<b>3. To improve the skills of public libraries' visitors to use computers and the Internet</b>	3A. Improved knowledge and skills of PIA users to use IT
	3B. Changed PIA usage practice
	3C. The number of citizens trained to use IT
	3D. The number of hours intended for citizen IT training
	3E. Improved knowledge and skills of users to use Internet safely
<b>4. To improve the access, possibilities and understanding of the hard to reach social groups of the opportunities to use computers and Internet</b>	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 PIA in the libraries the most often
	4D. The existence of programs or other mechanisms to involve hard to reach groups
<b>5. To strengthen the representation of libraries (and the need for libraries and PIA in them for the residents respectively)</b>	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)
<b>6. To strengthen the possibilities of libraries to ensure local, regional and national funding and receive financial support from sponsors</b>	6A. Library funding
	6B. PIA funding
<b>7. To improve the residents' perception of the social and economical benefit provided by PIA in libraries and to increase this benefit at the same time</b>	7A. The benefit received by users and its perception
	7B. Librarians' perception of the PIA provided benefit to the community
	7C. Stakeholders' perception of the PIA benefit
<b>8. To expand the supply and usage of relevant digital content in libraries</b>	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
<b>9. To encourage innovations in the network of libraries</b>	9A. Examples of innovations emerged in the libraries due to the Project
<b>10. To create or expand the mechanisms of constant help to the libraries' staff</b>	10A. Improved technical maintenance in the libraries
	10B. Improved methodical help to the librarians

A generalized description of the achievements of each Project task and/ or monitor indicator is provided further on in the report.

## 1. The Opportunities of Users to Use the Computer and Internet

**Project task:** improved access and opportunities to use the computer and Internet.

**Result achieved:** the access and opportunities to use the computer and Internet improved.

The results of the researches conducted indicate that factual technical expansion of the PIA service was actively<sup>4</sup> implemented in 2008-2011:

- ⇒ 1A: The share of librarians/ sub-divisions/ departments providing PIA increased significantly (2011: 93%), especially in rural areas (+45%) (2011: 93% in rural areas and 96% in urban areas).
- ⇒ 1B: The number of computerized PIA workstations increased significantly (in 2011 - 6.183: 4.341 in rural areas and 1.842 in urban areas), especially in rural areas (+140%) (2011: 4.341 in rural areas and 1.842 in urban areas).
- ⇒ 1C: The number of PIA hours for users (+58%) increased significantly (2011: 43.004), especially in rural areas (+71%) (2011: 33.191 in rural areas and 9.813 in urban areas).
- ⇒ 1D: The number of users per one PIA workstation did not change in 2008-2011 (70 → 64), the number of users per one PIA workstation increased in urban areas (16 → 23) and did not change in rural areas (3 → 5). The queues by PIA during the working days not only did not diminish, but even increased (+8%) (2011: 86%).
- ⇒ 1E: The number of registered PIA users doubled during the Project implementation period (+108%) (2011: 397.741), especially in rural areas (+172%) (2011: 175.387 in rural areas and 222.354 in urban areas).
- ⇒ 1F: The number of PIA workstations for 1000 residents increased (0,81 → 1,90), especially in rural areas (1,65 → 4,00).
- ⇒ 1G: The opportunities to use free of charge wireless Internet connection in public libraries were improved dramatically during the Project implementation period (+48%) (2011: 60%).

All the above confirms improved opportunities of users to use computers and the Internet in libraries.

## 2. The Skills and Motivation of the Library Staff to Use IT

**Project task:** increased skills and motivation of the libraries' staff to use IT.

**Result achieved:** increased skills and motivation of the libraries' staff to use IT.

While analyzing the achievements of the monitoring indicators related to this Project task, the following achievements of the Project can be indicated:

- ⇒ 2A: When comparing 2008 and 2011, the knowledge and skills of urban and rural librarians to use IT improved (+20%) and made 96% in 2011 (98% in urban areas and 96% in rural areas).
- ⇒ 2A: During the Project implementation period, conscious motivation of the libraries' staff to learn to use modern technologies and opportunities provided by them emerged. In 2008-2009, the motivation of the libraries' staff was of a forced nature and associated with the stress of losing the job. Meanwhile, according to the data of the researches of 2010-2011, the motivation of the libraries' staff was based on an inner desire to improve and learn and it was encouraged by the educational activities and programs of the Project.

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<sup>4</sup> The changes are presented in percentages indicating the difference between the results of 2008 and 2011. + and - indicate an increase or decrease, respectively.

- ⇒ 2B: We can generally evaluate the skills of advocating the services provided by libraries as unchanged. When looking into it in a more in-depth way, we can see that the skills of introducing the services to the community were evaluated slightly better in 2011 than in 2008 (+8%). In 2011, 87% of the libraries' staff evaluated the skills of publicizing libraries' services as sufficient. Meanwhile, the skills of communicating with the representatives of the government or the media were evaluated worse (-10%) in 2011 than in 2008. In 2011, these skills were evaluated as sufficient by 66% of libraries' staff. Moreover, to publicize the services, usually traditional, out of date and not the most effective means are used that reach only current libraries' visitors, but are ineffective to reach new users.
- ⇒ 2C: We can evaluate the skills of the libraries' staff to use the online resources as improved, in comparison to 2008 and 2011 (+17%). Although most of the libraries' staff believed having strong (sufficient) skills to use online resources during the entire Project implementation period (2008: 78% and 2011: 95%), the share of libraries' staff evaluating their skills as sufficient increased during the Project implementation period (+17%). Evaluating in general, rural libraries' staff made a greater improvement (+23%) while improving their skills to use the Internet during the Project implementation period (2008-2011). In 2011, 94% of rural libraries' staff and 98% of urban libraries' staff evaluated their skills to use online resources as sufficient.
- ⇒ 2D: The vast majority of libraries' staff (2011: 76%) does not believe having sufficient knowledge and skills to serve users having special needs. From the beginning of the Project implementation, the number of libraries' staff believing that they had sufficient knowledge and skills to serve users having special needs decreased (-10%). Although, due to the initiatives of the Project, libraries' staff were organized trainings about serving users having special needs, these skills were evaluated as improved only in theoretical terms and they were forgotten when the time passed and they were not used in practice.
- ⇒ 2E: All librarians have experience of consulting PIA users who work in libraries providing the PIA service (2011: 99%). It is worth noting that nearly all members of libraries' staff participating in the Project claimed that they had such experience during the first year of the Project implementation (2008: 95%). Meanwhile, the share of libraries' staff who contributed to the trainings or the organization of projects at least once was growing consistently (+51%) and made 89% in 2011.
- ⇒ 2F-2G: Both the number of the libraries' staff who attended IT trainings (+162%) and the number of hours intended for these trainings (+94%) increased, especially in urban areas (+130%) in 2008-2011.
- ⇒ 2H: Although the knowledge regarding safe Internet usage in 2010 was evaluated as sufficiently strong, they strengthened even more during 2011 (+23%). In 2011, 85% of libraries' staff evaluated these skills as sufficient.

In summary, it can be noted that most of the skills of the libraries' staff were improving gradually during the Project implementation period. Nevertheless, the skills requiring special abilities (publication, advocacy skills or the skills of serving users having special needs) generally did not change during the Project implementation. An assumption can be made that the following is still needed today to develop these skills: (1) practice and situations where libraries' staff could adapt theoretical knowledge, (2) deliberate motivation of the libraries' staff related to the areas of responsibility and competence, and (3) psychological knowledge and preparation.

### 3. The Skills of the Visitors of Public Libraries to Use IT

**Project task:** improved IT usage skills of the visitors of public libraries.

**Result achieved:** IT usage skills of the visitors of public libraries improved.

Summarizing the changes of practice of the usage of computers and Internet by PIA users in libraries, the following generalizations can be made:

- ⇒ 3A: In general, it can be claimed that, during the entire Project implementation period, the vast majority of PIA users, independently from where they use PIA – urban or rural libraries, evaluated their skills to use information technologies as sufficient (2011: 91%). In terms of the computer literacy skills of the socially excluded groups of the Project (the retired, the disabled and the unemployed), it was noticed that the unemployed evaluated their skills to use information

technologies the best (2011: 91%) and the disabled (2011: 80%) and the retired (2011: 82%) – the worst. However, the retired in particular made the greatest progress in developing their skills to use information technologies during the Project implementation period (+39%). A similar situation was recorded among different age groups. The oldest PIA users evaluated their skills to use information technologies the worst (2011: 83%). The youth and PIA users of average age (25-55 years old) using PIA in libraries evaluated their skills to use computers similarly positively (2011: 93% and 91%, respectively). In other words, the vast majority of these users believed having sufficient computer usage skills.

- ⇒ 3B: The PIA usage practice in libraries changed. When the Project was about to finish, library was considered to be the main Internet usage place by every second PIA user (in both rural (2011: 48%) and urban (2011: 59%) areas). In terms of the experience of the socially excluded groups of the Project, it was noticed that a much greater share of socially excluded people, in comparison to other PIA user groups, considered the library to be the main Internet usage place<sup>5</sup>. Regarding the age differences, library was the main Internet usage place while analyzing PIA usage practice according to the age of the users, for older PIA users (2011: 65%), rather than those of average or younger age whose practice of Internet usage in libraries as in the main place of Internet usage (2011: 55% and 50%, respectively) meets general tendencies of all PIA users (2011: 54%).
- ⇒ 3B: During the Project implementation period, PIA usage practice changed the most through a more versatile PIA usage which, in turn, was influenced by a continuous improvement of the skills of PIA users to use IT, the activities of the project "Libraries for Innovation", changing tendencies of the development of IT and a broader perception of PIA users of the benefits provided by PIA and the opportunities of their application. The most significant change that occurred during the Project implementation period in four years was the changed practice of PIA usage by seniors. In 2008-2010, the research representatives described seniors as being shy in using PIA and as one of the most sensitive groups regarding IT. Meanwhile, in 2011, seniors were evaluated as active PIA users who eagerly used and learnt to use both IT and PIA.
- ⇒ 3C-3D: During the Project implementation period, the number of residents who participated in IT trainings increased dramatically (+481%) (2011: 40 400). At the same time, the number of hours intended for the trainings of residents increased as well (+945%) (2011: 128 670).
- ⇒ 3E: In 2010, every other PIA user claimed to have known how to use the Internet safely (49%). Meanwhile, in a year – in 2011, the share of users knowing how to use the Internet safely slightly increased (+4%) and made 53%.

Thus, in summary, it can be claimed that the practice of PIA usage in public libraries changed and the skills of PIA users to use the computers and Internet improved.

#### 4. PIA to Specific, Hard to reach Target Groups

**Project task:** improved PIA to specific, hard to reach target groups.

**Result achieved:** the opportunities of PIA access to specific, hard to reach target groups improved.

- ⇒ 4A: During the Project implementation period, the share of PIA users having the opportunity to use the Internet in the library only basically did not change (+6%) and made 22% in 2011. Meanwhile, the share of users in urban libraries being able to use the Internet in the libraries only, doubled in urban libraries during the Project implementation period (+13%) and made 22% in 2011. The most often, library was the only place for Internet usage to older or retired PIA users (2011: 42%). The least of such users are among the youth using PIA in libraries (2011: 12%).
- ⇒ 4B: During one year, every tenth resident of the country visited a library (2011: 8%). PIA in libraries was used by not a lot of the retired and the disabled of the country (2011: 2%), meanwhile, the share of the unemployed visiting libraries (2011: 7%) met the average of the country (2011: 8%). However, it is important to note that socially excluded PIA users did not have alternatives of Internet usage more often than other PIA users. Nearly every second retired,

<sup>5</sup> In 2011, 83% of the unemployed, 78% of the disabled and 76% of the retired PIA users used the Internet in libraries the most often. Meanwhile, the general share of PIA users considering the library to be the main Internet usage place is 54%.

unemployed or disabled PIA user considered library to be the only place where they could use the Internet free of charge.

- ⇒ 4B: Libraries satisfy the needs of the specific hard to reach target groups by creating a favourable social environment. Evaluating the data of the researches of 2008-2011, it can be claimed that this function of libraries was enhancing during the Project implementation period and it was influenced by the efforts of the libraries (events, exhibitions and other activities organized), activities organized due to the project "Libraries for Innovation" and the reduction of the cultural centres, especially in rural areas. During the entire period of the implementation of the project "Libraries for Innovation", libraries satisfied the needs of the disabled the worst. Although in the beginning of the Project some novelties intended for the satisfaction of the specific needs of the disabled were implemented, however, these means were evaluated during the researches as insufficient to ensure the satisfaction of the needs of the disabled.
- ⇒ 4C: Users use PIA in libraries mostly for spending their free time, looking for culture information, for communication purposes, also, for performing various activities related to work and commerce. PIA usage in libraries for studies and education was decreasing gradually when comparing 2008 and 2011 (-17%) (urban: -18%, rural: -16%) and made 65% in 2011. In terms of the usage of PIA for studies and education by socially excluded groups, it also decreased, but only among the disabled and the unemployed (-15% and -8%, respectively)<sup>6</sup>. Meanwhile, the usage of the PIA by the retired for studies and education increased (+18%) and made 47% in 2011. In the age groups, the usage of Internet by PIA users for studies and education was decreasing steadily (-17%) and made 65% in 2011 (in 2011, 77% among the youth and 59% and 44% among people of average age and the retired, respectively). The usage of PIA for looking for health related information increased during the Project implementation period (+5%) and made 66% in 2011 (urban: 62%, rural: 70%, the youth: 54%, people of average age and the retired: 74% and 79%, respectively), but remained lower, in comparison to Internet usage in libraries for previously mentioned purposes. PIA is used the least often for the services of e-government (2011: urban: 44%, rural: 47%, the youth: 40%, people of average age: 54%, people of older age 35%). The usage of the e-government services decreased slightly during the Project implementation period (-6%) and made 45% in 2011.
- ⇒ 4D: During every year of the Project implementation, there were more and more events organized to attract more representatives of hard to reach groups (+37%). In 2011, 77% of libraries' staff claimed to have organized at least one event to attract/ encourage hard to reach target groups to use PIA. Very similar tendencies were recorded when analyzing the information regarding the organization of the IT trainings for hard to reach target groups. The share of libraries who provided at least one training on IT during the current year to hard to reach target groups was increasing gradually (+42%). In 2011, 74% of the libraries' staff indicated that they provided at least one IT training to hard to reach target groups.
- ⇒ 4D: Most of the activities and promotions intended to attract the representatives of hard to reach target groups were implemented due to the project "Libraries for Innovation", which, in turn, encouraged the libraries to organize activities and promotions intended for these groups. However, independent activities and promotions of libraries still lack continuity and systematics. Libraries paid the most attention to attract children and seniors and satisfy their needs. However, PIA users could not name activities and promotions intended to attract disabled people and rural residents.

In general, it can be claimed that although various promotions to attract hard to reach target groups are organized in libraries, there are not many socially excluded people in libraries in the context of all Lithuanian population. An assumption can be made that passive attendance of libraries and PIA usage by the representatives of these groups is determined by (1) insufficiently systematic and not continuous nature of the activities created by libraries and (2) insufficient motivation and need of the representatives of the hard to reach target groups to visit libraries and use the services offered. Meanwhile, in terms of the socially excluded PIA users, it was noticed that libraries served the most to PIA users of older age and seniors to whom, in comparison to other socially excluded PIA users, library was the only PIA usage place more often.

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<sup>6</sup> 2011: 41% of the disabled and 53% of unemployed PIA users indicated that they used PIA for the purposes of studies and education.

## 5. The Advocacy of Libraries

**Project task:** improved reputation, public perception and profile of the library.

**Result achieved:** reputation, public perception and profile of the library improved.

- ⇒ 5A: Libraries' staff and directors perceive libraries positively at maximum. High evaluation of the reputation of the library did not change during the entire Project implementation period. In 2008, 95% of libraries' staff and managers and, in 2011, 95% of libraries' staff and 97% of managers perceived the library positively. Residents and children perceived libraries not as positively as the libraries' staff, however, it was noticed that, during the Project implementation period, the perception of libraries in the Lithuanian society at large improved slightly (+6%) and made 66% in 2011. Most of the PIA users (2011: 89%) attributed positive qualities to libraries. The opinion of this target group regarding libraries during the Project implementation period (2008-2011) also improved (+11%). The opinion of PIA users in rural libraries regarding libraries was also better than that of PIA users in urban libraries. Although this tendency was recorded during the entire Project implementation period, it was noticed that, during the last year of the Project implementation, the distinction between the evaluation by urban and rural PIA users diminished significantly. During the first year of the Project implementation (2008), 70% of urban and 85% of rural PIA users had a positive opinion about libraries. Meanwhile, during the last year of the Project implementation (2011), such opinion was shared by 86% of urban and 93% of rural PIA users.
- ⇒ 5A: A more positive evaluation of the library was influenced by the computers and Internet established in libraries, improved service, a wider range of services provided, events organized in libraries more frequently and the renovation of libraries' premises. Regarding the positive evaluation of the library, it was noticed that favorable evaluation of the library is especially obvious in rural areas (2011: rural: 73%, urban: 62%) where the number of the providers of the services of the public sector diminished and the library became the main community and cultural center in most of the cases.
- ⇒ 5B: During the Project implementation period, the perception of the mission of the library expanded. In the beginning of the Project implementation (2008), the main mission of the library was related to encouragement to read. Starting with 2009, the mission of the library was perceived as multifunctional and of a complex nature: to provide information (free of charge Internet, expanded opportunities to look for information online) and to encourage the spirit of community, ensure social integration of separate social groups (to provide favorable social environment to the community members, especially to the representatives of socially excluded groups at social risk). In 2010-2011, such perception of the mission of the library was complemented by the educational mission – to educate and train the community members. While comparing the perception of the mission of the library in the beginning of the Project implementation and in its end, an important nuance emerged – in 2011, the mission of the library was started to be related to novelties, their provision, encouragement and training.
- ⇒ 5C: The number of visitors in urban and rural libraries was growing regularly each year. During the last year of the Project implementation (2011), in both urban and rural libraries, the visitor flows were bigger by approximately one fourth (+25%) in comparison to the first year of the Project implementation (2008).

Generally, the reputation of the library is improving among the target groups which are directly related to libraries: staff, directors and PIA users. Meanwhile, the perception of the library among the residents and children – the target group where the potential of libraries' visitors lies – is improving insignificantly. It all means that the advocacy of the innovative services provided in libraries to the external environment – to the public – should be enhanced much more.

## 6. Local, Regional and National Funding of Libraries

**Project task:** increased local, regional and national funding of libraries.

**Result achieved:** local, regional and national funding of libraries basically did not change.

- ⇒ 6A: Funding of libraries was changing irregularly during the Project implementation period. While analyzing the change of the funding provided to libraries each year and comparing it to the

previous year, it was noticed that the budget of more than half of libraries was increased during the first year (2008) (the funding of 57% of libraries was increased) and the second year (2009) (the funding of 55% of libraries was increased) of the Project implementation. In 2010 and 2011, funding was decreased in more of the libraries, in comparison to the one in 2009 and 2010 (in 2010, the funding was decreased in 74% of libraries and, in 2011, it was decreased in 58% of the libraries).

- ⇒ 6B: The funding intended for PIA increased the most in 2009 (2008: 35% → 2009: 63%). Meanwhile, in 2010-2011, PIA funding was not changed to most of the libraries (2010: 42%, 2011: 51%) and the funding of the PIA of nearly every fifth public library was increased (2010: 35%, 2011: 26%).

Considering the data of the qualitative researches, it can be stated that the reduced funding of libraries in 2009 influenced the traditional services of the libraries the most: the funds of books were not renewed and some periodicals were given up. Meanwhile, stable funding of and attention to PIA were evaluated as the main reason which determined the remaining popularity of libraries among the visitors and in such a way counterbalanced limited funding of traditional services.

## 7. Social and Economic Benefit to Individuals and the Community through IT

**Project task:** social and economic benefit provided by PIA to individuals and communities is perceived.

**Result achieved:** social and economic benefit provided by PIA to individuals and communities is perceived.

- ⇒ 7A: In the opinion of PIA users, the usage of PIA in libraries provide more social, rather than economic, benefit. Users get twice as much of social (e.g., 2011: 35%) than economic benefit (2011: 16%) when using PIA. This tendency did not change during the entire Project implementation period among any or the target groups. In 2011, 33 % of urban PIA users indicated that they received social benefit and 15% of urban PIA users indicated that they received economic benefit. Respectively, 38% of rural PIA users claimed to have received social benefit and 16% of rural PIA users received economic benefit. 34% of the youth received social and 15% - economic benefit. 35% of adult PIA users received received social and 18% - economic benefit. 39% of older PIA users received social and 11% - economic benefit.
- ⇒ 7B: In the opinion of the libraries' staff, the members of the local communities receive both social and economic benefit when using PIA, however, social benefit provided when using PIA is evaluated as greater than economic benefit (2011: 43% and 17%, respectively). The tendency of this opinion did not change during the entire Project implementation period and it is common among the staff of both urban (2011: 41% and 19%) and rural (2011: 44% and 16%) libraries.
- ⇒ 7C: In the opinion of the libraries' directors, the social benefit provided by PIA to the community is greater than the economic one. Such opinion of directors regarding the social and economic benefit received by local communities while using PIA does not differ depending on whether the user uses the Internet in urban or rural libraries. In 2011, 43% of urban directors indicated that communities received social and 15% indicated that they received economic benefit. Respectively, 43% of rural directors indicated that communities received social and 16% of rural directors indicated that communities received economic benefit. The perception of the benefit provided by PIA did not change among the directors during the entire Project implementation period.

Summarizing the benefit provided by PIA in libraries, it can be stated that the vast majority of the benefit provided by PIA to individuals and the community is social benefit, e.g., enriching leisure time, improving communication with friends and relatives and help when performing the tasks related to studies and work.

## 8. The Supply and Usage of Relevant Content

**Project task:** increased supply and usage of relevant content.

**Result achieved:** supply and usage of relevant content increased.

- ⇒ 8A: Only a small share of rural libraries (2011: 8%) and many more urban libraries (2011: 37%) have individual and self-administered websites. During the entire Project implementation period

(2008-2011), the share of rural libraries having individual websites mainly did not change (+1%). The share of urban libraries having individual websites increased very slightly (+10%).

- ⇒ 8B: The awareness of the opportunity to use free of charge Internet in public libraries was increasing gradually among the Lithuanian residents during the entire Project implementation period (+22%). The awareness of the opportunity to use free of charge Internet in public libraries mainly did not differ between urban and rural residents (2011: 82% and 84%, respectively). The youth was informed the best about the opportunity to use free of charge Internet among all age groups (2011: 93%) and older or retired residents were informed the least (2011: 74%).
- ⇒ 8C: The main consistent changes implemented in websites during the Project implementation period included the renewal of content of websites and the creation of new columns and greater interactivity of the websites. Also, a tendency can be noticed that cooperation between libraries and the providers of services and the institutions from the public sector intensified when exchanging news, links and information about events in their websites. PIA users, in turn, evaluated websites of libraries as a required channel for communication, however, most of them did not visit libraries' websites or visited them rarely.
- ⇒ 8C: It is worth mentioning that some libraries participated in the project organized in 2011 by "Libraries for Innovation" which was called "The Encouragement of the Cooperation between Libraries and Communities towards Creating Digital Content" during which libraries created a digital story (video film) together with representatives of the communities about a particular settlement/ person/ cultural value. Some libraries placed the digital content created during the Project implementation period in their websites. Also, a digital map of the stories was created: [www.grazitumano.lt](http://www.grazitumano.lt). The Project also enhanced closer cooperation of libraries and communities.

## 9. Innovations Emerged in Libraries due to the Project

**Project task:** PIA enhances innovations in the network of libraries.

**Result achieved:** there are innovations in libraries related to the Project.

- ⇒ 9A: In addition to improved computer base, the main innovations that were noticed by the research participants during the Project implementation period included computer literacy courses to libraries' visitors and staff, increased number of events organized, the service of returning the books at any time of the day, personal registration of the user, more active participation of the library in the publication and development of e-services of public sector.

## 10. Help to the Libraries' Staff

**Project task:** enhanced help to libraries' staff.

**Result achieved:** help to libraries' staff partly enhanced.

- ⇒ 10A: The opinion of libraries' staff regarding the technical support provided to libraries was very positive during the first year of Project implementation (2008: 89%) and basically did not change during the entire Project implementation period – in 2011, 89% of libraries' staff considered technical help provided to libraries as sufficient. The opinion of directors regarding the technical support provided to urban libraries was positive during the entire Project implementation period (2011: 98%) and technical maintenance of rural libraries was considered to have improved significantly during the Project implementation period (+19%) (2011: 94%).
- ⇒ 10A: According to the qualitative data of 2008-2011 with libraries' staff, directors evaluated technical support in libraries as insufficient during the entire Project implementation period (especially in rural libraries) mostly due to the insufficient number of IT specialists serving computers in libraries.
- ⇒ 10B: Most of the libraries' staff and directors evaluated methodical help as sufficient during the entire Project implementation period. During the last year of the Project implementation (2011), the numbers of libraries' staff and directors believing so increased by +10% and +11% in urban areas and by +1% and +27% in rural areas, respectively, and totaled to 90-91%. According to the data of the qualitative researches, the methodical help provided to libraries included various courses, trainings, for example, trainings on public relations, advocacy, andragogy and computer

literacy trainings, also, the material received during the trainings, text books, guidelines, video material, for example, various short films.

## 4. Detailed Evaluation of the Implementation of the Project Tasks and Monitoring Indicators

More detailed information regarding the achievements of Project monitoring indicators is provided further in the report.

The achievements of each Project monitoring indicator are evaluated by presenting:

- 1) Related graphical illustrations.
- 2) Tables presenting the numerical expressions of the indicators and evaluations of the changes that follow graphical illustrations.
- 3) Textual description/ analysis of the achievements of monitoring indicators.

In the tables evaluating Project monitoring indicators, number values and statistical significant variances are presented. Horizontal arrows (→, →, →) denote information regarding significant changes during respective years of Project implementation. Vertical arrows (↑, ↓) denote information about significant variances in the Project target groups (urban/ rural, the retired/ the disabled/ the unemployed, young/ adult/ older and retired PIA users).

Significant variances are determined, when there is a chance, by using statistical tools to evaluate significant differences. When there is no such opportunity, based on the evaluation by experts of the Contractor (for example, while evaluating the change of PIA workstations per 1000 residents among different target groups during the Project implementation period). Evaluation by experts is performed while using the knowledge, long-term experience in sociological studies and the competence of the specialists-experts of the Contractor. In the cases of expert evaluation, information about the evaluation by experts of chance is provided by the relevant tables.

Arrows denoting significant variances of the monitoring indicators of the Project are of different colors according to the direction of the change: grey color (→) indicates insignificant changes/ a situation which has generally not changed; green color (→, ↑) denotes positive changes of the Project monitoring indicators during the Project implementation years (→) or while evaluating the variances of the monitoring indicators in different target groups (↑); red color (→, ↓) denotes negative changes of the Project monitoring indicators during the Project implementation years (→) or while evaluating the variances of the monitoring indicators in different target groups (↓).

### 4.1. 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 (1100 people) is equal to  $\pm 3.0\%$  (when the confidence level equals to 95%).

Table 2. Statistical bias

Sample size	The 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

<b>800</b>	3.5	3.4	3.4	3.3	3.2	3	2.8	2.5	2.1	1.5
<b>900</b>	3.3	3.2	3.2	3.1	3	2.8	2.6	2.3	2	1.4
<b>1000</b>	3.1	3.1	3	3	2.8	2.7	2.5	2.2	1.9	1.4
<b>1100</b>	3.0	2.9	2.9	2.8	2.7	2.6	2.4	2.1	1.8	1.3
<b>1500</b>	2.5	2.5	2.5	2.4	2.3	2.2	2.0	1.8	1.5	1.1

*Example:* Suppose that 1100 respondents were asked, if they used a computer in libraries. Suppose that 36% of them told that they did use a computer in libraries. It means that with the probability of 95% we can allege that  $36\% \pm 2.8\%$  of residents used computer in libraries. Meanwhile, if 100 residents answered the question if they used computers in libraries and 36% of them confirmed that they used a computer, it means that the computers are used by  $36\% \pm 9.3\%$  of residents having a 95% probability.

## 4.2. The Opportunities of Users to Use the Computer and Internet

### 4.2.1. 1A. The Number of Libraries/ Branches/ Subdivisions Providing PIA

**Aimed meaning of the supervision indicator:** more libraries/ branches/ subdivisions provide PIA

**Achieved meaning of the indicator:** PIA is provided by nearly all libraries/ branches/ subdivisions participating in the Project.

#### ANALYSIS OF QUANTITATIVE RESEARCH

During the researches of Project Impact evaluation, information about the number of libraries/ branches/ subdivisions providing PIA was collected in two quantitative researches: (1) entire factual survey of the representatives of libraries participating in the Project, and (2) the representative survey of libraries' staff who are working with or will be working with PIA according to the training program planned due to the Project<sup>7</sup>.

Bearing in mind that only libraries participating in the Project took part in the Project evaluation researches, the information provided regarding the number of libraries/ branches/ subdivisions providing PIA does not run for the status of the final information about all public libraries operating in Lithuania.

Based on the data of the factual library survey, it can be stated that during the first year of Project implementation (2008) PIA was provided by every second (48%) rural library and three out of four (78%) urban libraries. The fastest growth in the number of libraries providing PIA was recorded during the second year (2009) of the Project implementation. During this year, PIA was started to be provided by nearly all urban libraries (95%) and a significant growth in the share of libraries providing PIA was recorded in rural areas (in the end of 2009, PIA was provided by 83% of rural libraries). During the later years of Project implementation, the share of libraries providing PIA generally did not change (as this service had been provided by most of the urban libraries since the second year of Project implementation) and a more significant stage of the expansion of libraries providing PIA in rural areas took place during the last year of Project implementation (2011).

During the last year of Project implementation, the shares of urban and rural libraries providing PIA became nearly equal: PIA was provided by 93% rural and 96% urban libraries.

While evaluating in general the dynamics of libraries providing PIA in urban and rural areas, it can be stated that the Project influenced a bigger quantitative and qualitative change in terms of enabling libraries to provide the service of PIA in rural libraries. During the Project implementation period, PIA was started to be provided by 20 per cent more of urban libraries and by twice as much of rural libraries.

<sup>7</sup> The Client provided the Contractor the lists of libraries and libraries' staff in cases of both of the researches.

Chart 1. The share of libraries/ branches/ subdivisions providing PIA (factual survey)

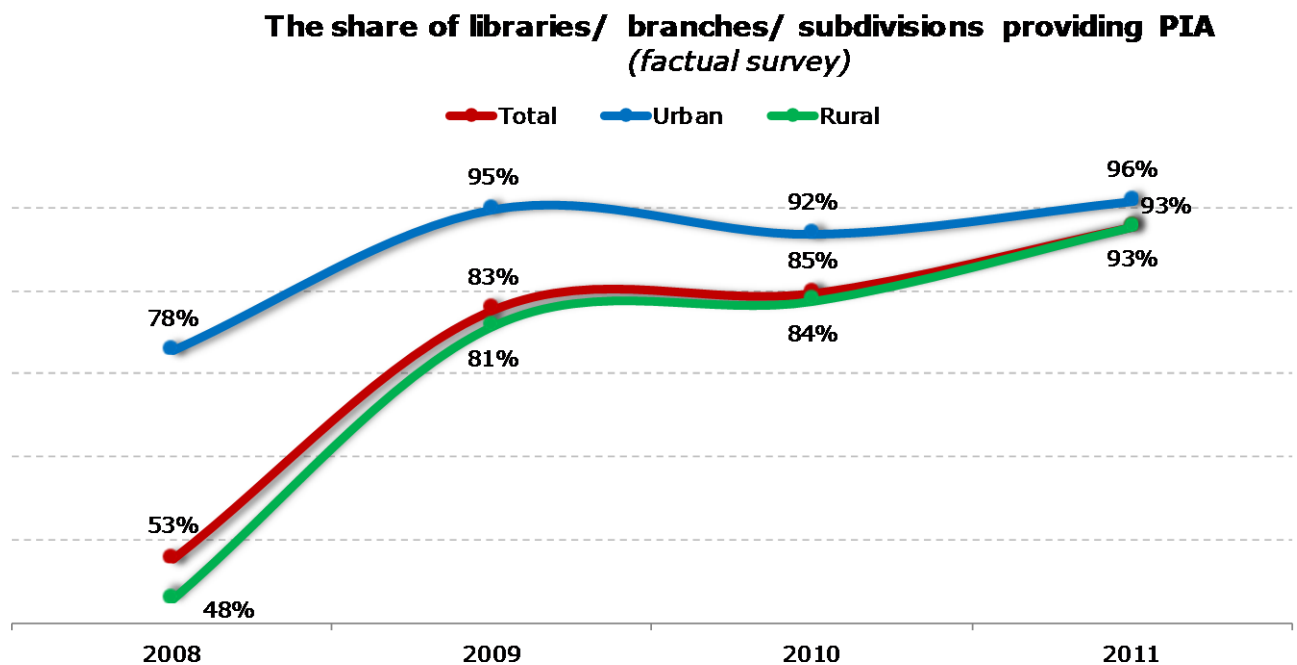


Table 3. The share of libraries/ branches/ subdivisions providing PIA (factual survey)

Monitoring indicator: <b>1A. The number of libraries/ branches/ subdivisions providing PIA</b>							
Instrument: <i>factual survey</i>							
Result: the share of branches / subdivisions that provide the service of PIA							
	2008	→	2009	→	2010	→	2011
Total	53%	→	83%	→	85%	→	93%
Urban	78%↑	→	95%↑	→	92%↑	→	96%
Rural	48%↓	→	81%↓	→	84%↓	→	93%
	2008	→	2011				
Total	53%	→	93%				+40%
Urban	78%↑	→	96%				+18%
Rural	48%↓	→	93%				+45%
Outcome (2008-2011): more libraries/ branches/ subdivisions are providing PIA							

The tendencies emerged from the data collected during factual survey of libraries' representatives basically meet the data of the representative survey of libraries' staff who participated in the Project<sup>8</sup>.

During the first year of Project implementation, every second rural librarian (52%) and most of urban librarians (88%) were employed in libraries providing the service of PIA. Although general share of librarians working in libraries providing PIA was gradually growing during all years of Project implementation, the dynamics of this growth should be analyzed separately for urban and rural libraries. The share of urban librarians who are employed in libraries providing the service of PIA changed relatively slightly during the Project implementation period (due to a greater progress while providing this service during the first year of Project implementation) (from 88% in 2008 to 99% in 2011). The change in the share of rural libraries' staff working in libraries providing PIA was much more significant (from 52% in 2008 to 97% in 2011). The growth of the share of libraries' staff providing PIA in rural areas, according to the data from the survey of the libraries' staff, was present during all the Project implementation period.

<sup>8</sup> The data of factual (entire) survey of libraries' staff is considered to be more reliable to record the achievements of this indicator than the data of the survey of the representative survey of the libraries' staff. If the data collected during the factual survey of the libraries' staff was considered to be final (with minimal statistical bias), then the data of the representative survey of libraries' staff is probabilistic (when analyzing the data of these researches, the greatest statistical bias is  $\pm 3.3\%$ ).

A slighter bigger growth of the provision of the service was recorded during the second year (2009) of Project implementation.

During the last year of Project implementation (2011), nearly all urban and rural librarians (99% of urban and 97% of rural libraries' staff) were working in libraries providing PIA.

Summarizing the Project impact in urban and rural areas in terms of giving libraries the opportunity to provide the service of PIA, it may be claimed that a bigger Project impact was recorded in rural libraries. During the period of Project implementation, PIA was started to be provided by nearly twice as much rural libraries and by one tenth more of urban libraries.

Chart 2. The share of libraries/ branches/ subdivisions providing PIA (the survey of libraries' staff)

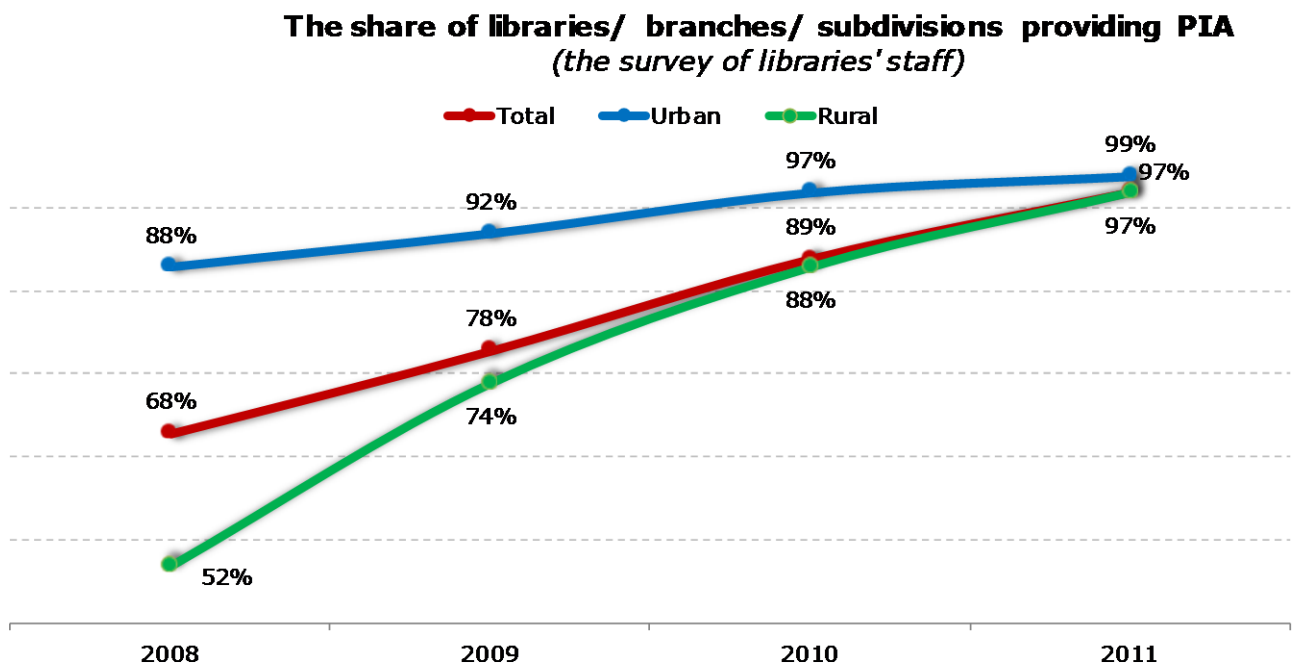


Table 4. The share of libraries/ branches/ subdivisions providing PIA (the survey of libraries' staff)

Monitoring indicator: <b>1A. The number of libraries/ branches/ subdivisions providing PIA</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the share of branches/ subdivisions that are providing the service of PIA							
	2008	→	2009	→	2010	→	2011
Total	68%	→	78%	→	89%	→	97%
Urban	88%↑	→	92%↑	→	97%↑	→	99%
Rural	52%↓	→	74%↓	→	88%↓	→	97%
	2008	→			2011		
Total	68%	→			97%	+29%	
Urban	88%↑	→			99%	+11%	
Rural	52%↓	→			97%	+45%	
Outcome (2008-2011): nearly all librarians whose libraries were participating in the Project are working in libraries providing PIA							

## 4.2.2. 1B. The Number of Computers Intended for PIA

**Aimed meaning of the supervision indicator:** there are more computers provided for PIA.

**Achieved meaning of the indicator:** more computers were provided for PIA.

### ANALYSIS OF QUANTITATIVE RESEARCH

While evaluating the Project Impact, direct information about the number of computers intended for providing PIA and its dynamics was collected during the continuous survey of the representative of libraries participating in the Project. Indirect information confirming the achievements of this Project monitoring indicator (plans for creating new (additional) PIA workstations) was collected during the continuous survey of libraries' directors.

Based on the data collected during the factual continuous survey of libraries participating in the project, it may be stated that twice as much workstations intended for PIA were created in public libraries during the Project implementation period, in comparison to the number of workstations before Project implementation. In 2008, in libraries in the country there were 2 738 workstations intended for PIA. Meanwhile, in 2011, there were 6183 of such workstations. The most of public Internet workstations were created in libraries during the second year of Project implementation (2009).

The creation of new PIA workstations was developing similarly in urban and rural areas. Nevertheless, it is important to emphasize that the creation of new PIA workstations in rural areas was much more intense (according to the data of the factual survey of 2011 regarding Project evaluation, there were twice as much workstations created for PIA in rural libraries than in urban libraries). Relatively the most workstations for PIA were created in both urban and rural libraries during the second year of Project implementation (2009).

Chart 3. The number of computers intended for PIA (factual survey)

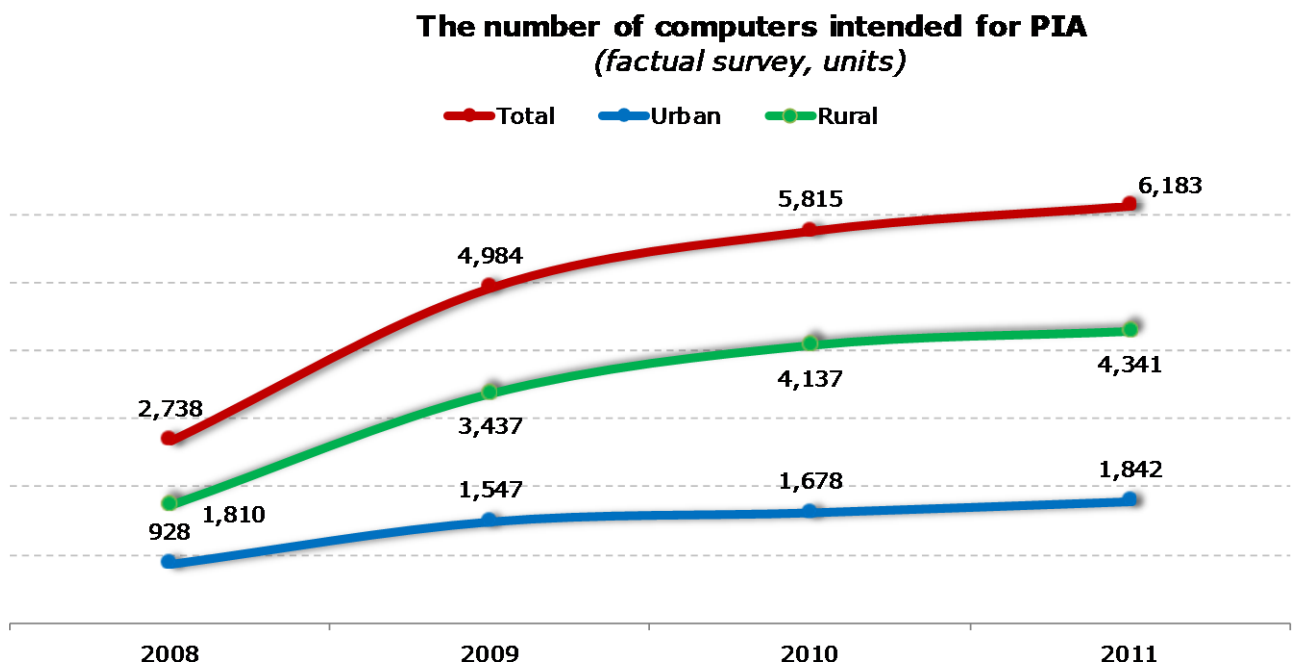
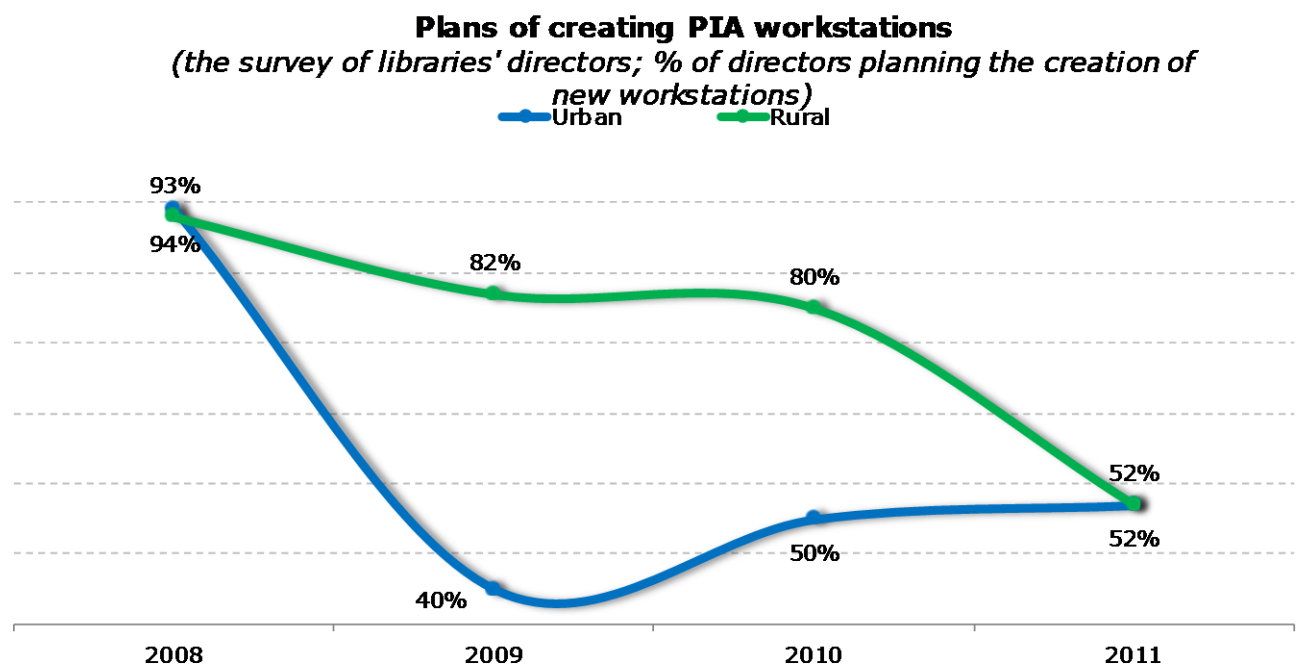


Table 5. The number of computers intended for PIA (factual survey)

Monitoring indicator: <b>1B. The number of computers intended for PIA</b>							
Instrument: <i>factual survey</i>							
Result: the number of workstations (units) for PIA							
	2008	→	2009	→	2010	→	2011
Total	2738	→	4984	→	5815	→	6183
	100%	→	182%	→	212%	→	226%
Urban	928	→	1547	→	1678	→	1842
	100%	→	167%	→	181%	→	199%
Rural	1810	→	3437	→	4137	→	4341
	100%	→	190%	→	229%	→	240%
	<b>2008</b>		<b>→</b>		<b>2011</b>		
Total	100%		→		226%		+126%
Urban	100%		→		199%		+99%
Rural	100%		→		240%		+140%
<b>Outcome (2008-2011): there were significantly more workstations created for PIA<sup>9</sup></b>							

New (additional) workstations intended for PIA in the beginning of Project implementation were planned to be created by the most of libraries' directors in the branches of both urban and rural libraries. During the second year of Project implementation (having in mind the workstations that had been created), the plans of libraries' directors to create new workstations for PIA changed rather significantly: new workstations were planned to be created in urban branches only by 40% libraries' directors and in rural areas – by 82% of libraries' directors. During the third year of Project implementation (2010), the plans of creating new PIA workstations basically did not change. During the last year of Project implementation, the plans for creating new workstations of PIA became very similar in urban and rural libraries: 52% of libraries' directors were intending to further create new PIA workstations in both urban and rural libraries. In any case, greater plans to create more workstations for PIA were related to rural libraries.

Chart 4. The plans of creating new PIA workstations (the survey of libraries' directors)



<sup>9</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor.

Table 6. The plans to create new PIA workstations (the survey of libraries' directors)

Monitoring indicator: <b>1B. The number of computers intended for PIA</b>							
Instrument: <i>the survey of libraries' directors</i>							
Result: the share of directors who intend to create additional (new) PIA workstations							
	<b>2008</b>	<b>→</b>	<b>2009</b>	<b>→</b>	<b>2010</b>	<b>→</b>	<b>2011</b>
Urban	94%	→	40%↓	→	50%↓	→	52%
Rural	93%	→	82%↑	→	80%↑	→	52%
	<b>2008</b>		<b>→</b>	<b>2011</b>			
Urban	94%		→	52%			
Rural	93%		→	52%			

### 4.2.3. 1C. The Number of Hours of PIA for Users

**Aimed meaning of the supervision indicator:** the number of hours of PIA for users is increasing.

**Achieved meaning of the indicator:** the number of hours of PIA for users increased.

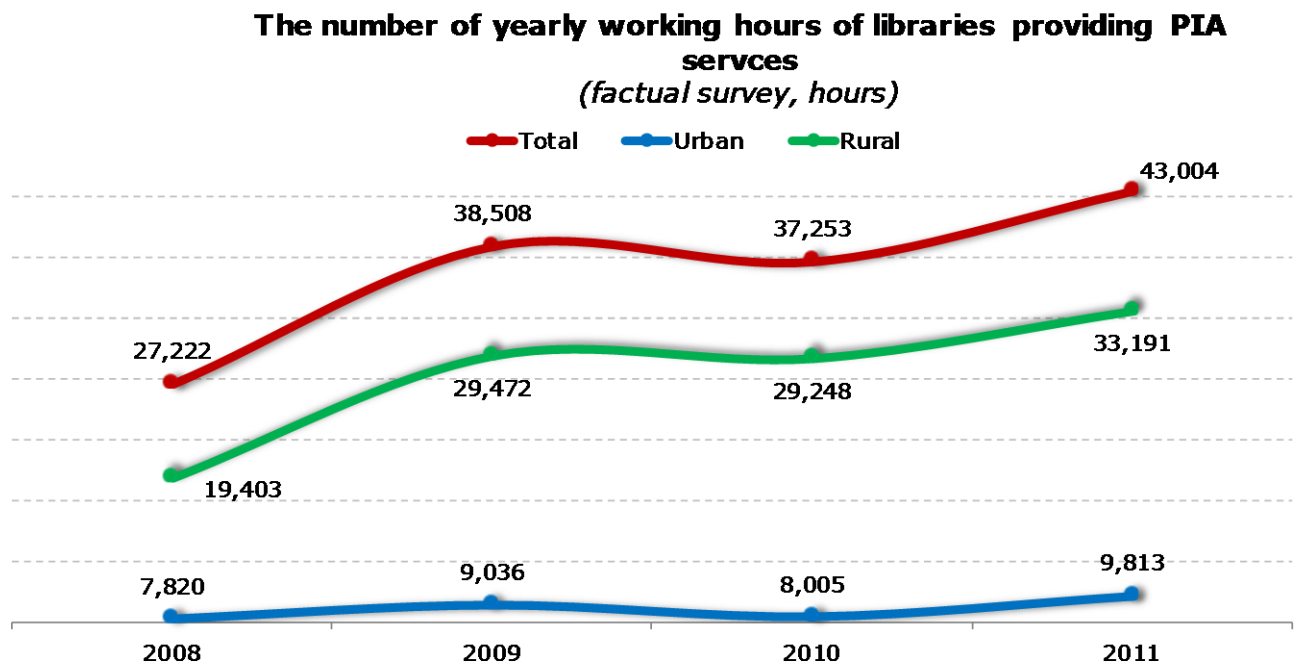
#### ANALYSIS OF QUANTITATIVE RESEARCH

The achievements of Project monitoring indicator related to the dynamics of the change of the number of hours of PIA for users are based on the information collected during the factual survey of libraries' representatives about the dynamics of the change of the absolute number of working hours and the average number of working hours per week in libraries providing PIA.

When the number of libraries' branches providing the service of PIA increased significantly, the number of hours per week of PIA for users increased significantly as well. On the other hand, the dynamics of the change of working hours of libraries providing PIA reflect the dynamics of the growth of the number of libraries' branches providing PIA: the most significant growth in the number of libraries' working hours in libraries providing PIA was recorded during the second and the fourth year of Project implementation. During the entire Project implementation period, the number of working hours of libraries providing PIA increased by one and a half times (from 27 222 hours in 2008 to 43 004 hours in 2011).

The dynamics of the absolute numbers of working hours of libraries providing PIA in urban and rural areas have to be analyzed considering how many visitors can be accepted during one working hour in urban and rural libraries. It is obvious that urban libraries can serve many more visitors during one working hour than rural libraries.

Chart 5. The number of yearly working hours of libraries providing PIA (factual survey)



This assumption is confirmed by a significant difference in the working hours between urban and rural libraries. During the first year of Project implementation, the number of working hours of rural libraries was nearly 2.5 times bigger than that of urban libraries and, during the last year of Project implementation, this difference became even more dramatic (up to nearly 3.5 times)<sup>10</sup>.

The working hours of urban libraries providing PIA did not change as significantly as that of rural libraries. During the last year of Project implementation (in comparison to the first year of Project implementation), the number of working hours in urban libraries providing PIA increased only by one fourth. The number of working hours in rural libraries providing PIA increased by 1.7 times. The number of working hours in libraries providing PIA increased the most during the second and the last year of Project implementation.

Table 7. The number of PIA hours for residents according to the place of residence (factual survey)

Monitoring indicator: <b>1C. The Number of PIA Hours for Users</b>							
Instrument: <i>factual survey</i>							
Result: the number of working hours of libraries providing the service of PIA (hours)							
	2008	→	2009	→	2010	→	2011
Total	27222	→	38508	→	37253	→	43004
	100%	→	142%	→	134%	→	158%
Urban	7820	→	9036	→	8005	→	9813
	100%	→	116%	→	103%	→	126%
Rural	19403	→	29472	→	29248	→	33191
	100%	→	152%	→	151%	→	171%
	2008	→			2011		
Total	100%	→			158%	+58%	
Urban	100%	→			126%	+26%	
Rural	100%	→			171%	+71%	
Outcome (2008-2011): the number of working hours of libraries providing PIA increased <sup>11</sup>							

<sup>10</sup> In the further chapters of the report, the justness of the assumption will be grounded by the comparison of the number of users per one PIA workstation in urban and rural areas.

<sup>11</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor.

Another aspect related to the number of hours of using PIA is the change of the average weekly number of working hours of libraries. Although this data collected during the factual survey of libraries' representatives do not provide direct information about the dynamics of the number of working hours for libraries' visitors, nevertheless, it expands the area of the interpretation of this information regarding the socio-economic actualities in the country during the Project implementation period.

In a graphical illustration provided further on in the report it can be seen that the average weekly number of working hours of libraries providing PIA in 2009-2011, in comparison to 2008, decreased significantly. Due to difficult economical situation in the country in 2009-2010, the working hours of some of the libraries were diminished, some of the libraries' branches were closed or closed for some period of time. The facts mentioned are more relevant to rural libraries. The working hours of urban libraries were not diminished as severely. During the last year of Project implementation, the average number of weekly working hours of urban libraries slightly increased again and it can be generally considered as unchanged during the entire Project implementation period. The average number of working hours of rural libraries providing PIA remained much lower than in 2008 (a comparison: in 2008, the average number of working hours of a rural library providing PIA was 40 hours and, in 2011, it was only 34 hours).

Chart 6. The change of the average number of weekly working hours of libraries providing PIA (factual survey)

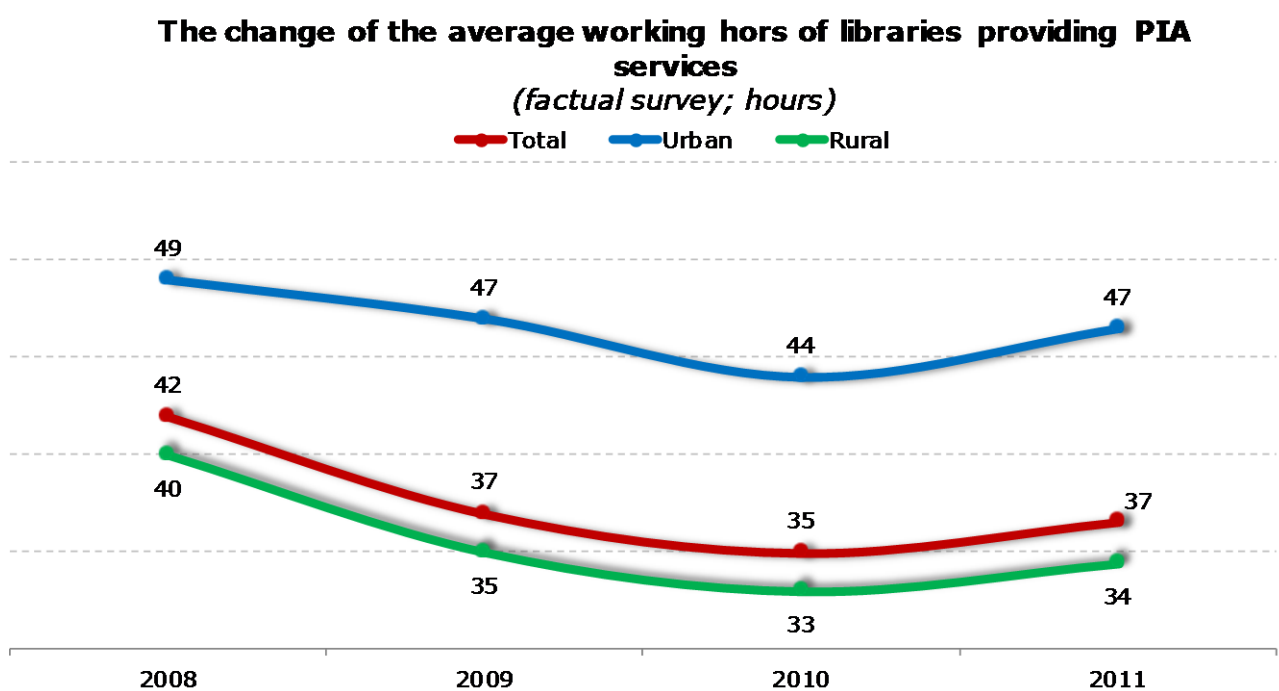


Table 8. The average weekly working hours of libraries' providing PIA(factual survey)

Monitoring indicator <sup>12</sup> : <b>1C. The Number of PIA Hours for Users</b>							
Instrument: <i>factual survey</i>							
Result: the average weekly number of working hours of libraries providing the service of PIA (hours)							
	2008	→	2009	→	2010	→	2011
Total	42	→	37	→	35	→	37
Urban	49↑	→	47↑	→	44↑	→	47↑
Rural	40↓	→	35↓	→	33↓	→	34↓
	2008		→	2011			
Total	42		→	37			
Urban	49↑		→	47↑			
Rural	40↓		→	34↓			

<sup>12</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor

#### 4.2.4. 1D. The Usage of Computerized Workstations Intended for PIA

**Aimed meaning of the supervision indicator:** the usage of workstations intended for PIA is changing.

**Achieved meaning of the indicator:** the usage of workstations intended for PIA is increasing<sup>13</sup>.

##### *ANALYSIS OF QUANTITATIVE RESEARCH*

#### **The number of users for one workstation of PIA**

Data illustrating the usage of the workstations computerized directly for PIA was not collected during the researches of Project impact evaluation. Therefore, in order to illustrate the usage of PIA workstations by users in a numerical information, two derivative indicators were calculated using the information collected during the factual survey of libraries' representatives: (1) the number of PIA users for one PIA workstation and (2) the number of PIA users per one hour of providing PIA.

While analyzing the dynamics of the number of PIA users per PIA workstation, it was recorded that the greatest number of PIA users used one PIA workstation during the first year of the Project implementation: in the country, at an average there were 70 users per one workstation and in urban libraries – even 137 registered users of PIA. During the second year of Project implementation, after the number of libraries providing PIA increased and new workstations were created in libraries which were providing PIA, the need to use PIA was highly satisfied. In 2009, there were "only" 42 users per one PIA workstation and, in urban libraries, the number of users per one PIA workstation became twice as lower: from 137 to 66 users per workstation.

During the third year of Project implementation (2010), while further slowly increasing (although not as actively as during the second year of Project implementation) the number of libraries providing PIA and/or the number of workstations intended for PIA in them and while performing an active informational campaign about the opportunity in public libraries to use free of charge PIA and the opportunities and advantages of Internet usage, the need to use PIA (and, respectively, the number of users per one workstation) started to slowly increase again. During the last year of Project implementation (2011), a steadily growing need for using a workstation intended for PIA was recorded. In 2011, one PIA workstation was generally used by 64 users of the country. In urban libraries, one workstation was used by 121 registered users and one workstation in rural libraries was used by 40 of registered users.

The dynamics of the number of public Internet users per one PIA workstation in rural libraries is slightly different. During the entire Project implementation period, average number of users per one workstation changed only a little. A slightly greater growth of the number of users per one workstation was recorded only during the last year of Project implementation (2011). The average number of users per one workstation increased from 26 users in 2010 to 40 users in 2011. In any case, the usage of one PIA workstation in 2011 in rural libraries is much lower (by 3 times) rather than in urban libraries.

While analyzing this data, we suggest taking into account that the number of users per one PIA workstation is calculated by using the number of PIA users who are registered in libraries. While analyzing the dynamics of this indicator, we cannot eliminate the possibility of a changing practice of PIA registration which could have also determined the changes of the "official" number of PIA users.

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<sup>13</sup> Although individual derivative indicators (the number of PIA users per one PIA workstation and the number of PIA users per one hour of PIA usage) do not indicate much progress, however, the general tendency of the changes of these indicators remained positive during the entire Project implementation period which means that the number of registered PIA users increased more than the number of PIA workstations. Based on this, a conclusion can be formulated claiming that the usage of computerized PIA workstations was increasing.

Chart 7. The number of PIA users per one PIA workstation (factual survey)

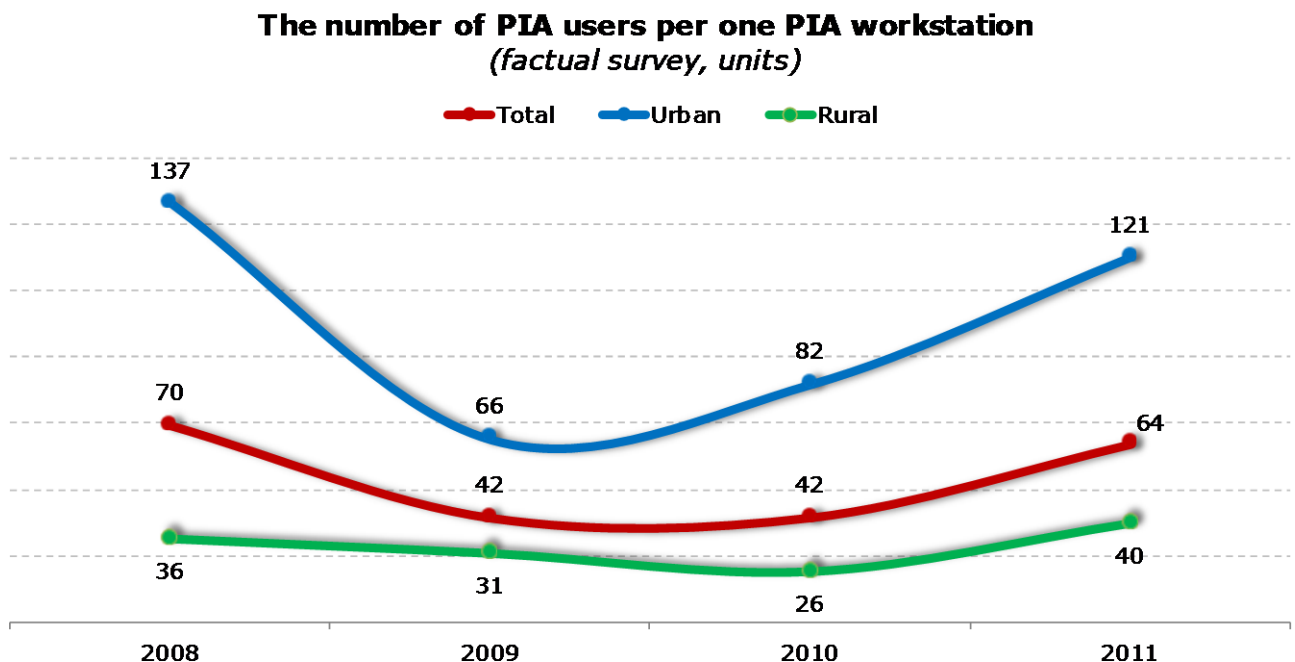


Table 9. The number of users using one PIA workstation (factual survey)

Monitoring indicator: <b>1D. The usage of computerized workstations intended for PIA</b>							
Instrument: <i>factual survey</i>							
Result: 1 The number of users per one PIA workstation (units) <sup>14</sup>							
	2008	→	2009	→	2010	→	2011
Total	70	→	42	→	42	→	64
Urban	137↑	→	66↑	→	82↑	→	121↑
Rural	36↓	→	31↓	→	26↓	→	40↓
	2008		→	2011			
Total	70		→	64			
Urban	137↑		→	121↑			
Rural	36↓		→	40↓			
Outcome (2008-2011): the number of users per one PIA workstation has not changed <sup>15</sup>							

### The number of users per one hour of PIA usage

Analogous tendencies regarding higher usage of one PIA workstation in urban libraries were recorded while analyzing the size and dynamics of another derivative indicator – the number of users using a PIA workstation per one hour. Both during the first year (2008) and the last year (2011) of Project implementation, one PIA workstation had 5 times more users per one hour in urban libraries than in rural ones.

Another repeating tendency was recorded which testified active works of creating PIA workstations during the second year (2009) of Project implementation. In 2009, "only" 11 users were using one PIA workstation per one hour. In rural libraries, the dynamics of the number of users using a PIA workstation per one hour did not change significantly during the Project implementation period and it fluctuated from 3 users in 2008 to 5 users in 2011.

<sup>14</sup> The number of users per one PIA workstation was calculated by dividing the number of registered users of PIA by the number of computers intended for PIA.

<sup>15</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor

Chart 8. The number of PIA users per one hour of usage of a PIA workstation (factual survey)

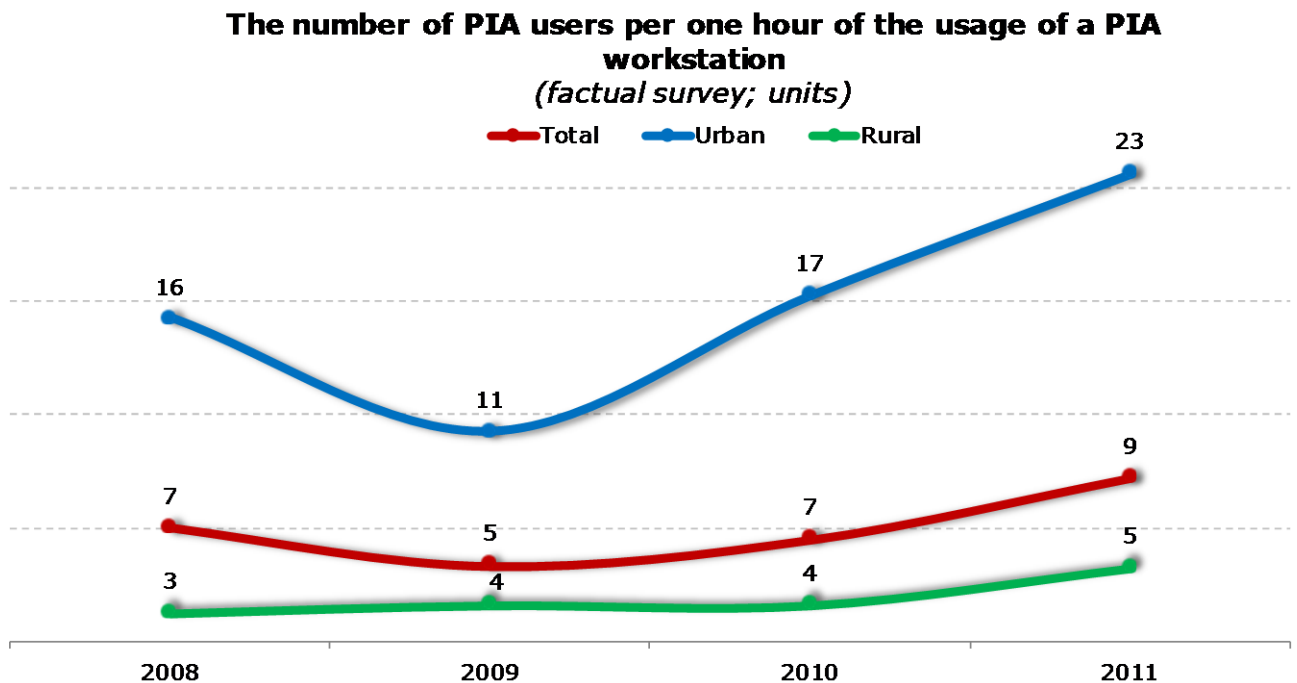


Table 10. The number of PIA users per one hour of usage of a PIA workstation (factual survey)

Monitoring indicator: <b>1D. The usage of computerized workstations intended for PIA</b>							
Instrument: <i>factual survey</i>							
Result: 1 the number of users using a PIA workstation per one hour (units) <sup>16</sup>							
	2008	→	2009	→	2010	→	2011
Total	7	→	5	→	7	→	9
Urban	16↑	→	11↑	→	17↑	→	23↑
Rural	3↓	→	4↓	→	4↓	→	5↓
	2008		→	2011			
Total	7		→	9			
Urban	16↑		→	23↑			
Rural	3↓		→	5↓			
Outcome (2008-2011): the number of users using a PIA per hour increased in urban areas and did not change in rural areas <sup>17</sup>							

### Queues at PIA workstations

The usage of computerized workstations intended for PIA can be indirectly illustrated by the information provided by libraries' staff about the queues at PIA workstations.

In general, it can be claimed that queues were present at PIA workstations during the entire Project implementation period. While analyzing the formation of queues at PIA workstations during working days country-wise, it was noticed that, despite the fact that, during the second year of Project implementation, active works of the development of PIA and the creation of PIA workstations were performed, 84% of the libraries' staff claimed that there were queues in their libraries during the working days. In 2010, even 91% of urban libraries' staff and 88% of rural librarians claimed that there were queues in their libraries at PIA workstations during the working days. During the last year of Project implementation (2011),

<sup>16</sup> The number per one hour of the usage of a PIA workstation is calculated by dividing the number of registered PIA users by the number of working hours of libraries providing PIA.

<sup>17</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor.

queues at PIA workstations during the working days were present in the vast majority (86%) or urban and rural libraries.

There can be a few assumptions explaining why the queues at PIA workstations were not diminishing even after the creation of more PIA workstations. On the one hand, it can be explained by a growing need of libraries' visitors to use PIA (recording both a greater number of registered users and a more frequent Internet usage by previously registered users). On the other hand, the statement of the presence of the queue without having the information regarding the size of the queue cannot be considered as sufficient indicator of a growing or diminishing usage of PIA workstation.

Chart 9. Queues at PIA workstations during the working days (the survey of the libraries' staff)

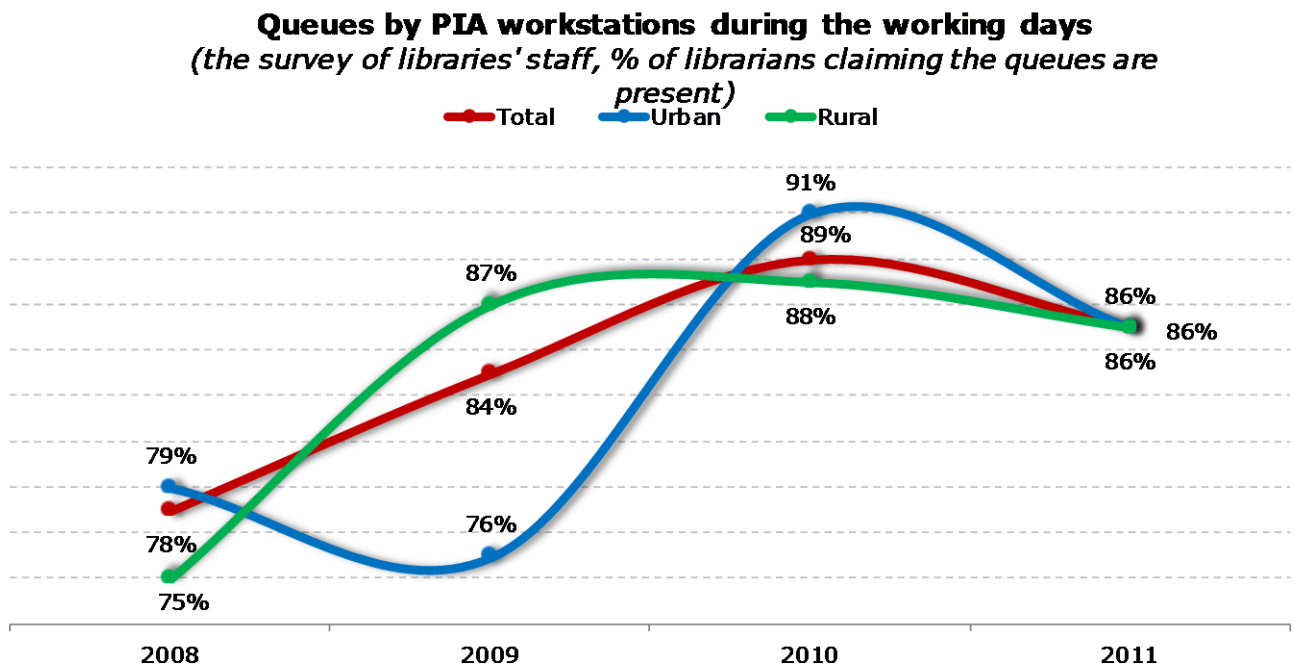


Table 11. Queues at PIA workstations during the working days (the survey of the libraries' staff)

Monitoring indicator: <b>1D. The usage of computerized workstations intended for PIA</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the share of libraries' staff claiming that queues are present in their libraries during the working days							
	2008	→	2009	→	2010	→	2011
Total	78%	→	84%	→	89%	→	86%
Urban	79%	→	76%↑	→	91%	→	86%
Rural	75%	→	87%↓	→	88%	→	86%
	2008		→	2011			
Total	78%		→	86%		+8%	
Urban	79%		→	86%		+7%	
Rural	75%		→	86%		+11%	
<b>Outcome (2008-2011): queues at PIA did not diminish during the working days</b>							

Queues at PIA workstations are present during the weekends as well. In fact, a smaller share of libraries' staff whose libraries are open during the weekends testify their existence during the weekends. Queues at PIA workstations form during the weekends in a number of libraries that is by one third smaller than it is during the working days.

During the second year of Project implementation (2009), when more PIA workstations were established, queues at the workstations significantly diminished (only 41% of libraries' staff claimed that queues were present at PIA workstations during the weekends in urban libraries). However, in 2010, queues at PIA

workstations during the weekends were present as much as during the first year of Project implementation.

During the last year of Project implementation, a slightly better situation was recorded in urban libraries. Queues at PIA workstations were recorded in every second urban library (49%) and in 58% of rural libraries.

Chart 10. Queues at PIA workstations during the weekends (the survey of the libraries' staff)

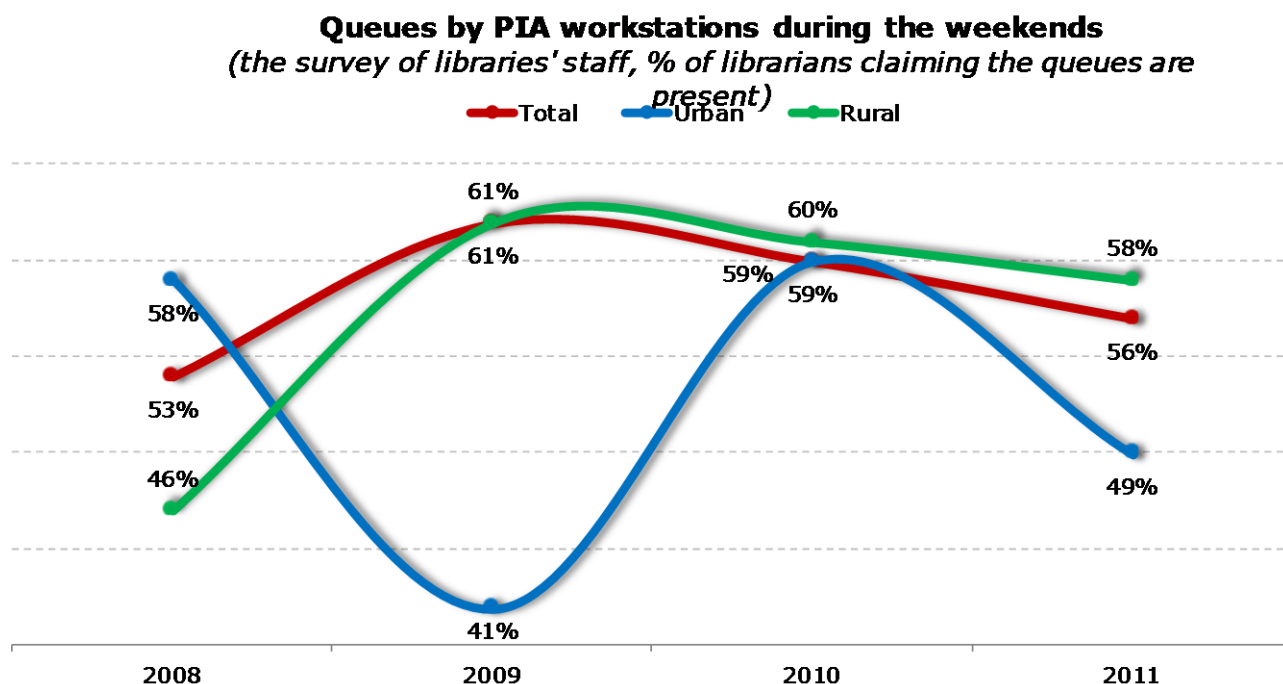


Table 12. Queues at PIA workstations during the weekends (the survey of the libraries' staff)

Monitoring indicator: <b>1D. The usage of computerized workstations intended for PIA</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the share of libraries' staff claiming that queues are present in their libraries during the weekends							
	2008	→	2009	→	2010	→	2011
Total	53%	→	61%	→	59%	→	56%
Urban	58%↑	→	41%↑	→	59%	→	49%
Rural	46%↓	→	61%↓	→	60%	→	58%
	2008		→	2011			
Total	53%		→	56%		+3%	
Urban	58%		→	49%		+9%	
Rural	46%		→	58%		+12%	
Outcome (2008-2011): queues by PIA country-wise did not diminish during the weekends and they increased in rural areas							

## 4.2.5. 1E. The Number of PIA Users

**Aimed meaning of the supervision indicator:** the total number of PIA users is growing.

**Achieved meaning of the indicator:** the total number of PIA users increased.

### ANALYSIS OF QUANTITATIVE RESEARCH

#### The number of registered users

When evaluating the information collected during the continuous factual survey of libraries' representatives regarding the number of registered Internet access users and the dynamics of this number, we need to pay attention to the fact that every fourth (25%) library did not have this information during the first year of Project implementation. During the second year of Project implementation, 13% of libraries participating in the Project could not provide information about the number of registered users. During the last year of Project implementation, there were 9% of such libraries and during the last year – 6% of libraries. Therefore, the numbers of registered users in public libraries presented below are inaccurate (especially for 2008-2009) and it is likely that they are actually higher than provided below.

While analyzing the dynamics of the numbers of PIA users in the country in general during entire Project implementation period, it can be stated that the number of registered users was growing all the time. The greatest number of registered users in the country was recorded in 2011 and, in comparison to the number of PIA users in the end of 2008, it can be claimed that the number of registered users of PIA doubled (from 191 412 users in 2008 to 397 471 users in 2011).

In urban areas, the growth of the number of PIA users during entire Project implementation period was more moderate. From the beginning of the Project implementation period, the number of PIA users increased by 75%. In rural areas, meanwhile, the growth of the number of PIA users was impressive: from 64 432 users in 2008 to 175 387 users in 2011. During entire period of Project implementation, the number of registered PIA users increased in rural libraries by 172% (it nearly tripled).

While comparing the numbers of registered PIA users in urban and rural libraries during each year of Project implementation, it was noticed that, in the beginning of the Project implementation, there were more of registered Internet users in urban libraries. During the second year, the numbers of urban and rural registered Internet access users became equal. From 2010, there were more of registered PIA users in urban libraries again.

Chart 11. The number of registered PIA users (factual survey)

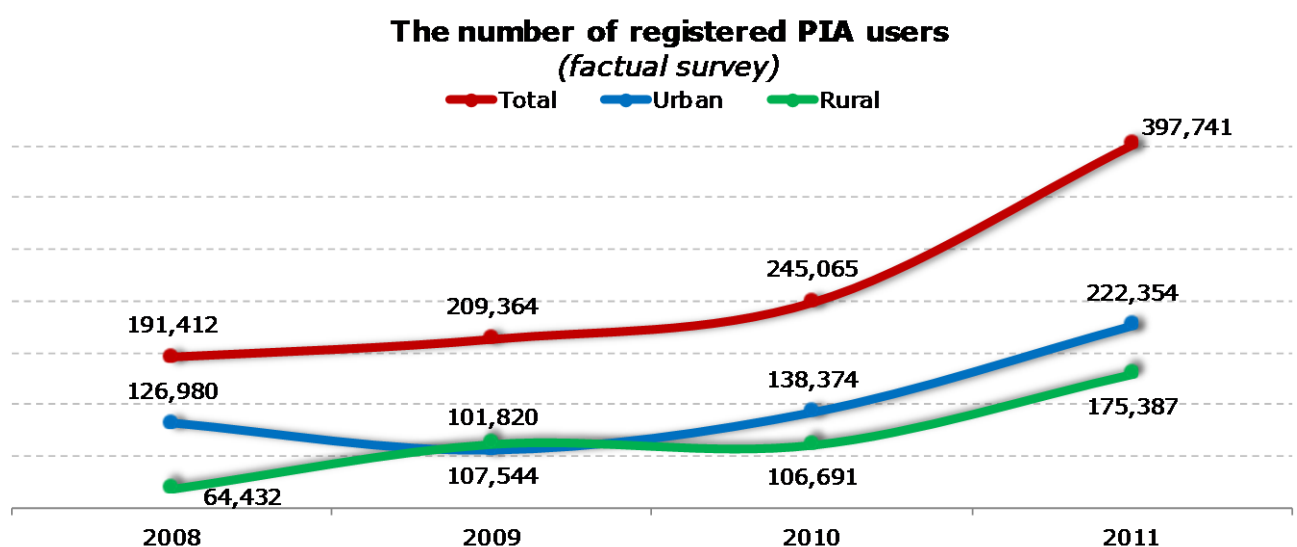


Table 13. The number of registered PIA users (factual survey)

Monitoring indicator: <b>1E. The number of PIA users</b> <sup>18</sup>							
Instrument: <i>factual survey</i>							
Result: the number of registered PIA users (units)							
	<b>2008</b>	→	<b>2009</b>	→	<b>2010</b>	→	<b>2011</b>
Total	191412 <i>100%</i>	→	209364 <i>109%</i>	→	245065 <i>128%</i>	→	397741 <i>208%</i>
Urban	126980 <i>100%</i>	→	101820 <i>80%</i>	→	138374 <i>109%</i>	→	222354 <i>175%</i>
Rural	64432 <i>100%</i>	→	107544 <i>167%</i>	→	106691 <i>166%</i>	→	175387 <i>272%</i>
	<b>2008</b>	→		→	<b>2011</b>		
Total	<i>100%</i>	→		→	<i>208%</i>		<i>+108%</i>
Urban	<i>100%</i>	→		→	<i>175%</i>		<i>+75%</i>
Rural	<i>100%</i>	→		→	<i>272%</i>		<i>+172%</i>
<b>Outcome (2008-2011): the number of registered PIA users increased<sup>19</sup></b>							

Information about the average number of registered PIA users in each library also reveals interesting tendencies when analyzing the dynamics of the numbers of PIA users.

Despite the fact that a significant growth in the number of registered PIA users was recorded in both urban and rural libraries during the entire Project implementation period, the average number of users in each library generally did not change either country-wise, or in rural libraries during the Project implementation period. Only during the second year of Project implementation (2009) a more significant (decreased) number of PIA users was recorded in urban libraries.

Bearing in mind the above, it may be assumed that the total number of registered users is increasing not so much due to the attraction of new PIA users to libraries which had already been providing this service, but more due to attraction of new users in libraries where PIA was started being provided as a new service. Based on that, we can claim that libraries should pay more attention to the publication of PIA service in order to attract new visitors, especially to those libraries where the service of PIA is not new.

<sup>18</sup> Data regarding registered public Internet access users is provided considering the libraries having such data available.

<sup>19</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor

Chart 12. The average number of registered PIA users in libraries (factual survey)

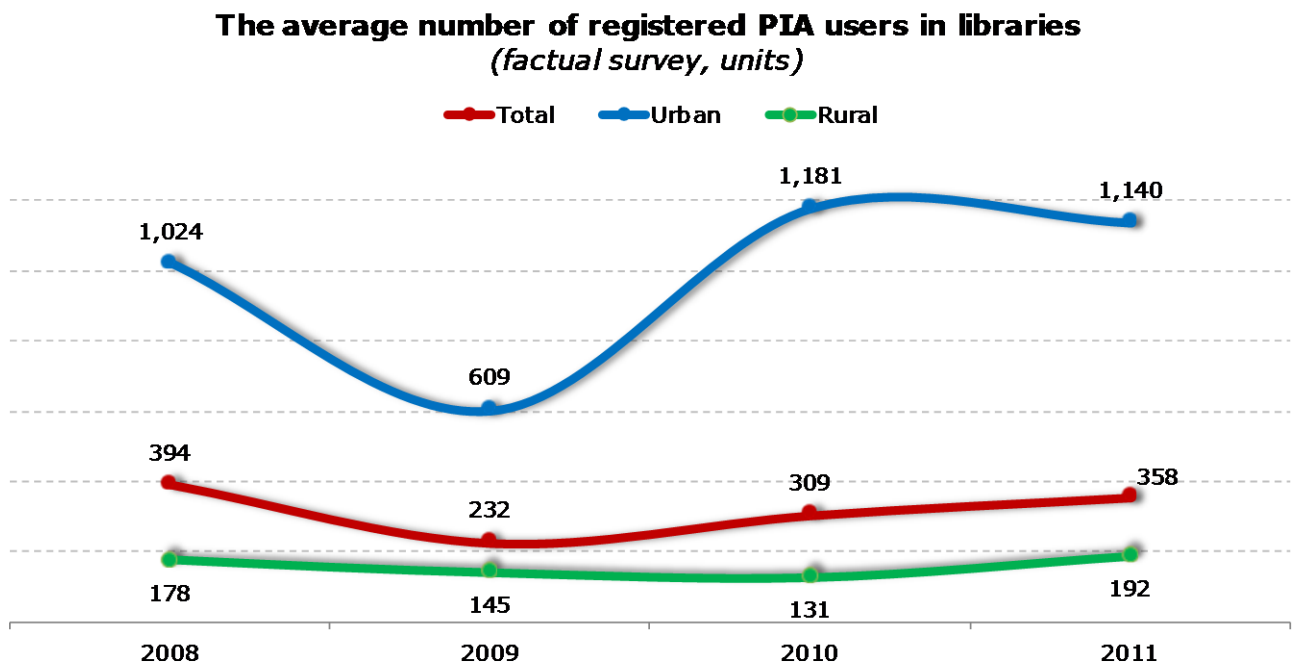


Table 14. The average number of registered PIA users in libraries (factual survey)

Monitoring indicator: <b>1E. The number of PIA users</b> <sup>20</sup>							
Instrument: <i>factual survey</i>							
Result: average number of registered users in a library (units)							
	2008	→	2009	→	2010	→	2011
Total	394	→	232	→	309	→	358
	100%	→	59%	→	78%	→	91%
Urban	1024	→	609	→	1181	→	1140
	100%	→	60%	→	115%	→	111%
Rural	178	→	145	→	131	→	192
	100%	→	82%	→	74%	→	108%
	2008	→			2011		
Total	100%	→			91%	-9%	
Urban	100%	→			111%	+11%	
Rural	100%	→			108%	+8%	
Outcome (2008-2011): vidutinis registruotų vartotojų skaičius vienoje bibliotekoje nepakito <sup>21</sup>							

### The first usage of PIA in a library (residents)

While investigating the dynamics of the number of users using PIA in public libraries during the Project implementation period, the change of the number of users registered in libraries can virtually be illustrated by data about where residents used PIA in libraries for the first time. In other words, during which year libraries managed to attract the most of the new PIA users.

In general, it can be claimed that approximately 10% of residents using PIA in libraries every year are new users of this service. In other words, they used PIA in libraries for the first time during the current year. The rest users of PIA (residents) were users who started using this service earlier than during the current year. The most of new PIA users (residents) came to libraries to use this service during the second year of Project implementation (2009). In 2009, new PIA users (residents) made 17% of all users.

<sup>20</sup> Data regarding registered Internet access users is provided considering the libraries having such data available.

<sup>21</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor.

While analyzing how urban and rural libraries managed to attract new PIA users, it was noticed that a similar share of residents came to libraries during the first (2008) and the third (2010) year of Project implementation. However, urban and rural libraries had different experiences during the second (2009) and the last (2011) year of Project implementation. In 2009, more residents were attracted to urban libraries, rather than in rural ones. In 2011, on the contrary, more residents were attracted by rural libraries.

Chart 13. The first usage of PIA in the library according to the place of residence (the survey of residents)

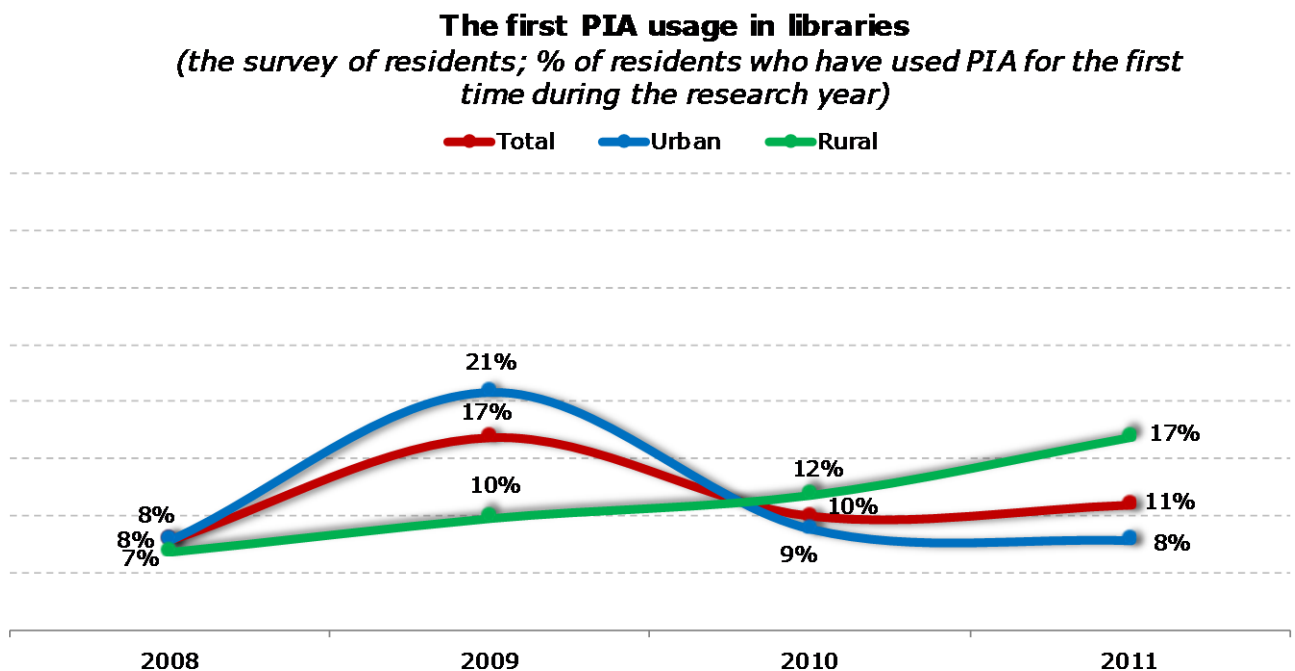


Table 15. The first usage of PIA in the library according to the place of residence (the survey of residents)

Monitoring indicator: <b>1E. The number of PIA users</b>							
Instrument: <i>residents' survey</i>							
Result: the share of residents who used PIA in a library for the first time during a particular year (%)							
	2008	→	2009	→	2010	→	2011
Total	8%	→	17%	→	10%	→	11%
Urban	8%	→	21%↑	→	9%	→	8%↓
Rural	7%	→	10%↓	→	12%	→	17%↑
	2008		→	2011			
Total	8%		→	11%		+3%	
Urban	8%		→	8%↓		+0%	
Rural	7%		→	17%↑		+10%	

The youth got interested in PIA the most during the second year of Project implementation (2009). In 2009, one fifth (22%) of all young users of PIA in libraries were the users who started using it in 2009. During other years of Project implementation, libraries did not succeed in attracting as much of new young PIA users.

An interesting situation was recorded while analyzing during which year libraries succeeded in attracting the most of PIA users of older age and the retired. During the first year of Project implementation, it was nearly impossible to attract new users of older age to libraries. Meanwhile, during the last two years (2010-2011), every fifth user of PIA of an older age was a new user. In other words, he or she started using this service during the current year.

Chart 14. The first usage of PIA in the library according to the age groups (the survey of residents)

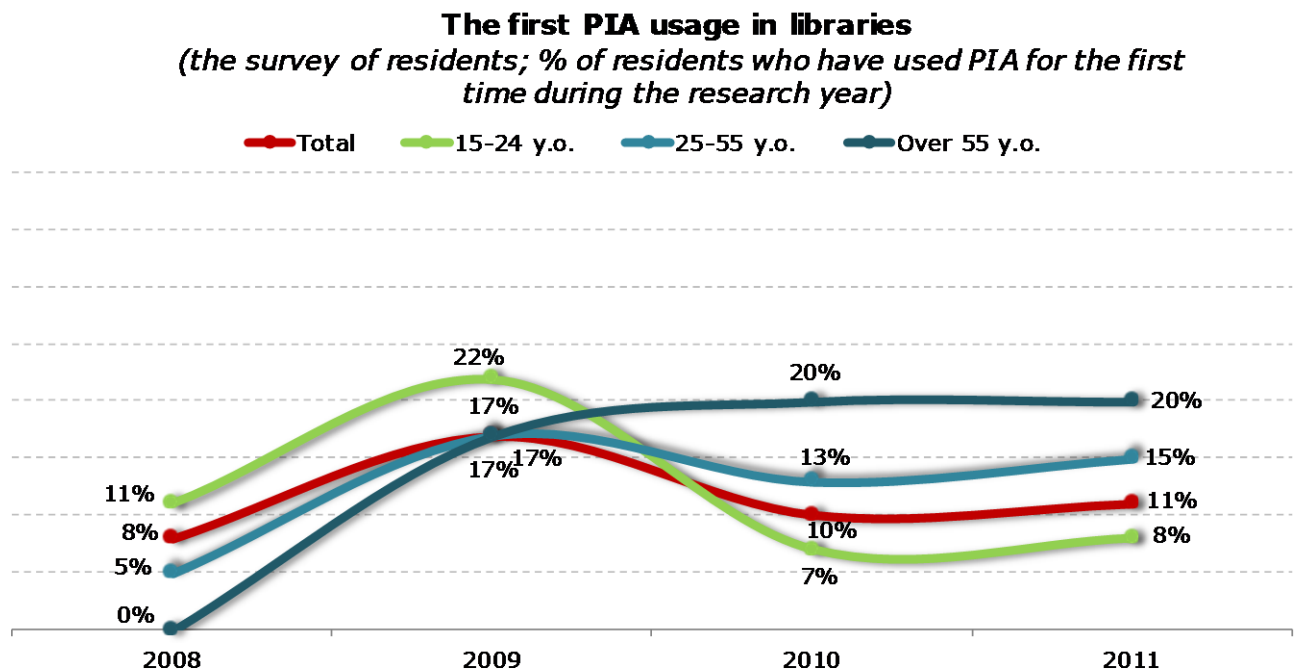


Table 16. The first usage of PIA in the library according to the age groups (the survey of residents)

Monitoring indicator: <b>1E. The number of PIA users</b>							
Instrument: <i>residents' survey</i>							
Result: the share of residents who used PIA in a library for the first time during a particular year (%)							
	2008	→	2009	→	2010	→	2011
Total	8%	→	17%	→	10%	→	11%
15-24 y.o.	11%↑	→	22%	→	7%↓	→	8%↓
25-55 y.o.	5%	→	17%	→	13%	→	15%
55+ y.o.	0%↓	→	17%	→	20%↑	→	20%↑
	2008	→		→	2011		
Total	8%	→		→	11%		+3%
15-24 y.o.	11%↑	→		→	8%↓		-3%
25-55 y.o.	5%	→		→	15%		+10%
55+ y.o.	0%↓	→		→	20%↑		+20%

### The first usage of PIA in a library (PIA users)

Information regarding how many new PIA users were attracted by public libraries during the current year was analogously collected during the researches of PIA users as well.

In 2009-2010, the share of new users among all PIA users in libraries (who started using the service during the current year) was the biggest. In 2009, new users made 36% of all users and in 2010 – 34% of all users. During the last year of Project implementation (2011), new users made one fifth (21%) of all users who used PIA in libraries. The dynamics of the share of new users among all users of this service was very similar in urban and rural libraries (no difference regarding the attraction of new users in urban and rural libraries was recorded). However, it was noticed that the rotation of PIA users was present earlier in urban libraries. In other words, in 2009-2011, new users in urban libraries made a greater share of all PIA users than in rural libraries (where the circle of users is more stable).

Chart 15. The first usage of PIA in the library according to the place of residence (the survey of PIA users)

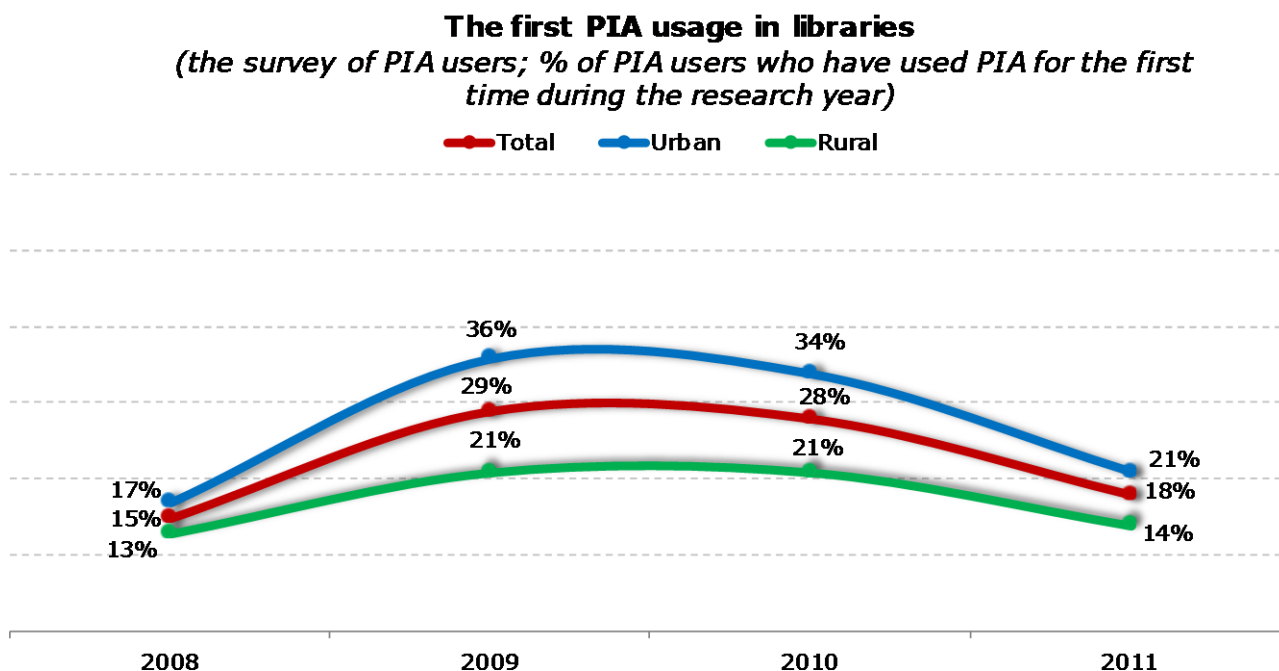


Table 17. The first usage of PIA in the library according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>1E. The number of PIA users</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users who used PIA in the library during a particular year (%)							
	2008	→	2009	→	2010	→	2011
Total	15%	→	29%	→	28%	→	18%
Urban	17%	→	36%↑	→	34%↑	→	21%↑
Rural	13%	→	21%↓	→	21%↓	→	14%↓
	2008	→			2011		
Total	15%	→			18%	+3%	
Urban	17%	→			21%↑	+4%	
Rural	13%	→			14%↓	+1%	

While analyzing during which year socially excluded users used PIA for the first time, it was recorded that, in comparison to the users who were not considered as socially excluded, the rotation of socially excluded users was bigger. For example, in 2010, the share of new users among all PIA users was 28%. During the same year, the share of new retired users among all the retired who were using PIA made 62%.

The greatest rotation – the change of new users – during all the years of Project implementation is the most common among the retired. Libraries succeeded in attracting the most of the new retired PIA users during the third year of Project implementation (2010). The rotation of the disabled who were using PIA in libraries was lower than that of the retired. However, it was also noticed that the most of the socially excluded users of PIA were also attracted to libraries during the third year of Project implementation (2010). The dynamics of the interest of the unemployed in PIA met more the dynamics of the first usage of PIA by users who were not considered to be socially excluded. The greatest share of new unemployed PIA users among all the unemployed who used PIA during the current year for the first time was in 2009-2010 (46% and 41%, respectively).

Chart 16. The first usage of PIA in the library according to research target groups (the survey of PIA users)

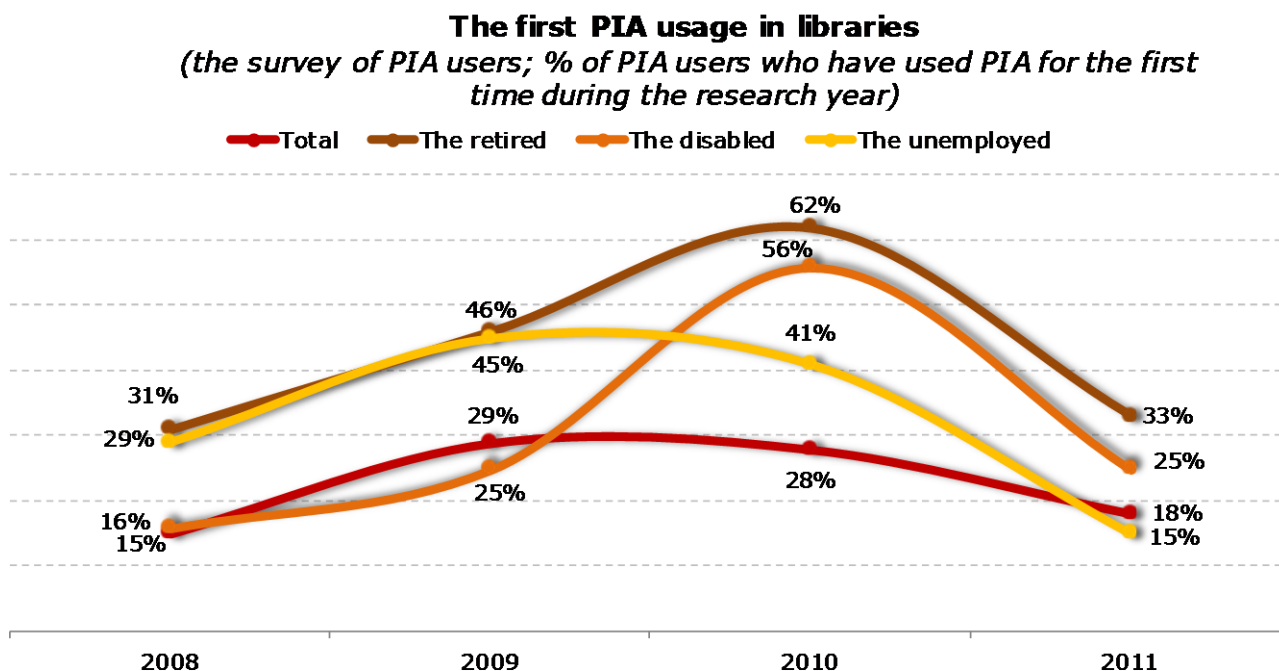


Table 18. The first usage of PIA in the library according to research target groups (the survey of PIA users)

Monitoring indicator: <b>1E. The number of PIA users</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users who used PIA in the library during a particular year (%)							
	2008	→	2009	→	2010	→	2011
Total	15%	→	29%	→	28%	→	18%
The retired	31%↑	→	46%↑	→	62%↑	→	33%↑
The disabled	16%↓	→	25%↓	→	56%	→	25%
The unemployed	29%	→	45%↑	→	41%↓	→	15%↓
	2008	→			2011		
Total	15%	→			18%		+3%
The retired	31%↑	→			33%↑		+2%
The disabled	16%↓	→			9%		-7%
The unemployed	29%	→			15%↓		-14%

The dynamics of using PIA in libraries during the current year by users of older age or the retired reflects the above mentioned dynamics of using PIA for the first time by the retired. The dynamics of using PIA during the current year by the youth meets the dynamics of all Internet access users. It was only noticed that the share of new young PIA users among all the youth using PIA is the smallest. In other words, the rotation of young PIA users in libraries was smaller than that of all the users in general.

Chart 17. The first usage of PIA in the library according to the age groups (the survey of PIA users)

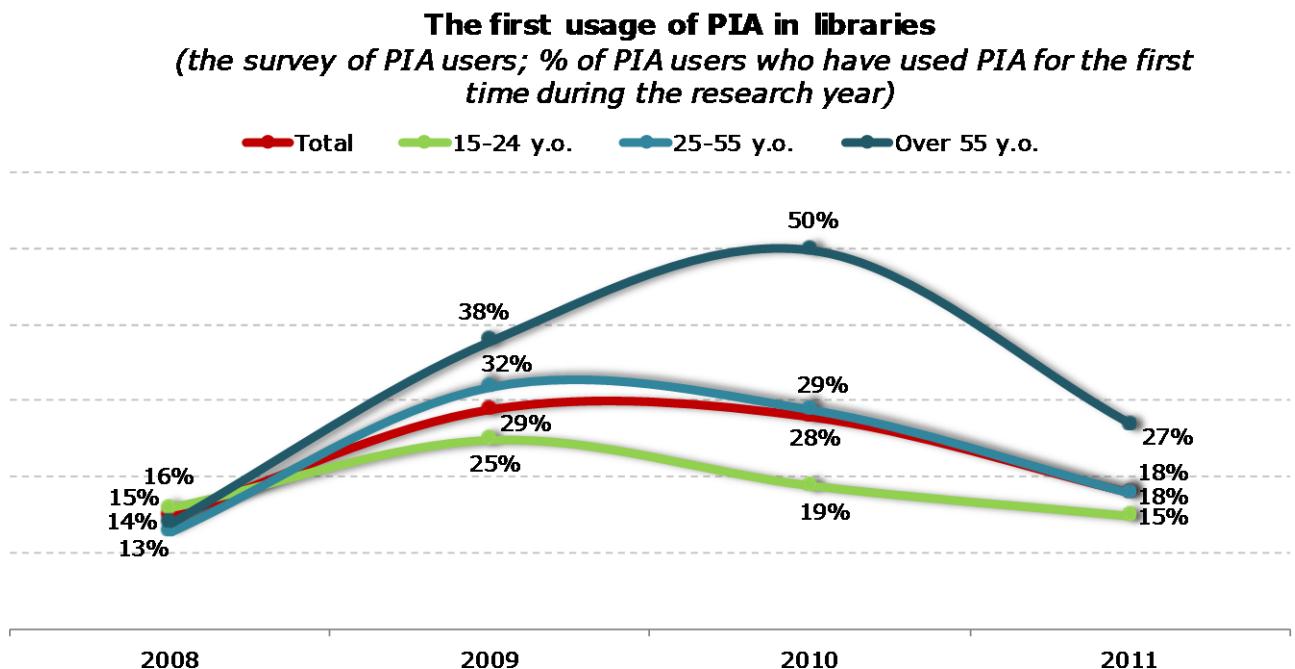


Table 19. The first usage of PIA in the library according to the age groups (the survey of PIA users)

Monitoring indicator: <b>1E. The number of PIA users</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users who used PIA in the library during a particular year (%)							
	2008	→	2009	→	2010	→	2011
Total	15%	→	29%	→	28%	→	18%
15-24 y.o.	16%	→	25%↓	→	19%↓	→	15%↓
25-55 y.o.	13%	→	32%	→	29%	→	18%
55+ y.o.	14%	→	38%↑	→	50%↑	→	27%↑
	2008	→	2011				
Total	15%	→	18%				+3%
15-24 y.o.	16%	→	15%↓				-1%
25-55 y.o.	13%	→	18%				+5%
55+ y.o.	14%	→	27%↑				+13%

#### 4.2.6. 1F. The number of PIA Work-Stations for 1000 Citizens

**Aimed meaning of the supervision indicator:** the number of PIA work-stations for 1000 citizens is increasing.

**Achieved meaning of the indicator:** the number of PIA work-stations for 1000 citizens increased.

##### ANALYSIS OF QUANTITATIVE RESEARCH

The number of PIA work-stations for 1000 citizens was increasing steadily during the entire Project implementation period. In 2008, there was 0.81 PIA workstations per 1000 citizens in the country. In 2011, 1000 citizens in the country had 1,9 of PIA workstation. Especially high "density" of PIA workstations per 1000 residents was recorded in rural areas. In these areas, the number of PIA workstations per 1000 residents grew from 1.65 workstations in 2008 to 4 workstations in 2011. In 2011, as a comparison, there were only 0.84 PIA workstations per 1000 residents in urban areas.

Chart 18. The number of PIA workstations for 1000 residents (factual survey)

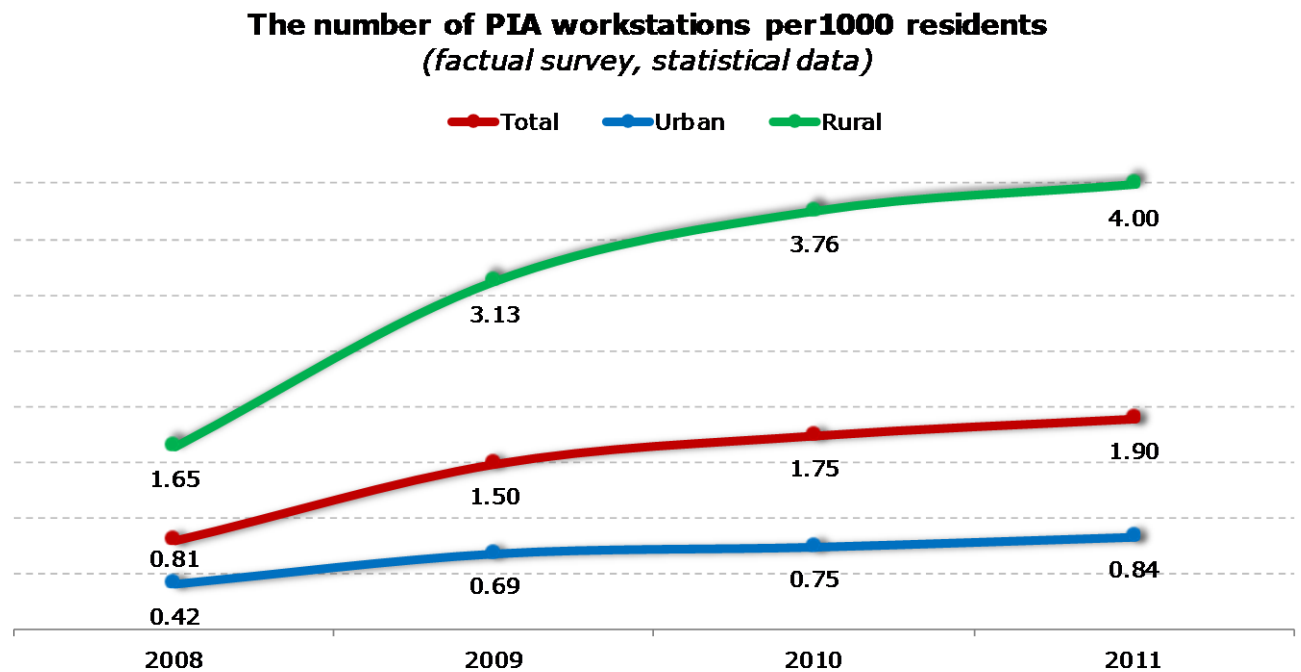


Table 20. The number of PIA workstations for 1000 residents (factual survey)

Monitoring indicator: <b>1F. The number of PIA work-stations for 1000 citizens</b> <sup>22</sup>							
Instrument: <i>factual survey and statistical data</i>							
Result: the number of PIA work-stations for 1000 citizens (vnt.)							
	2008	→	2009	→	2010	→	2011
Total	0,81	→	1,50	→	1,75	→	1,90
Urban	0,42↓	→	0,69↓	→	0,75↓	→	0,84↓
Rural	1,65↑	→	3,13↑	→	3,76↑	→	4,00↑
	2008			→	2011		
Total	0,81			→	1,90		
Urban	0,42↓			→	0,84↓		
Rural	1,65↑			→	4,00↑		
Outcome (2008-2011): the number of PIA workstations for 1000 residents grew <sup>23</sup>							

#### 4.2.7. 1G. The Number of Librarians Providing the Free of Charge Internet Access through a Wireless Connection

**Aimed meaning of the supervision indicator:** the number of librarians providing the free of charge Internet access through a wireless connection is increasing.

**Achieved meaning of the indicator:** the number of librarians providing the free of charge Internet access through a wireless connection increased.

##### ANALYSIS OF QUANTITATIVE RESEARCH

The opportunities to use free of charge wireless connection in public libraries were significantly improved during the Project implementation period. During the first year of Project implementation, only 12% of libraries taking part in the Project could offer such an opportunity. During the last year of Project

<sup>22</sup> The number of PIA workstations per 1000 residents was calculated based on the data provided by the Department of Statistics regarding the number of residents in the country/ city/ village in respective year.

<sup>23</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor.

implementation (2011), free of charge wireless Internet could be used already in 60% of libraries participating in the Project.

Free of charge wireless access was available in a greater share of urban libraries during the entire Project implementation period. However, while considering the dynamics of the establishment of this service in general in urban and rural libraries during the entire Project implementation period, it was noticed that the free of charge Internet was established gradually equally in both urban and rural libraries. The opportunities to use free of charge Internet were expanded the most during the second year of Project implementation (2009). The share of libraries having such an opportunity increased from 12% in 2008 to 46% in 2009. In 2010-2011, wireless Internet in libraries was being established at a much slower pace.

During the last year of Project implementation (2011), free of charge Internet was available in 77% of urban libraries and in 56% of rural libraries.

Chart 19. The share of libraries providing PIA through wireless connection (factual survey)

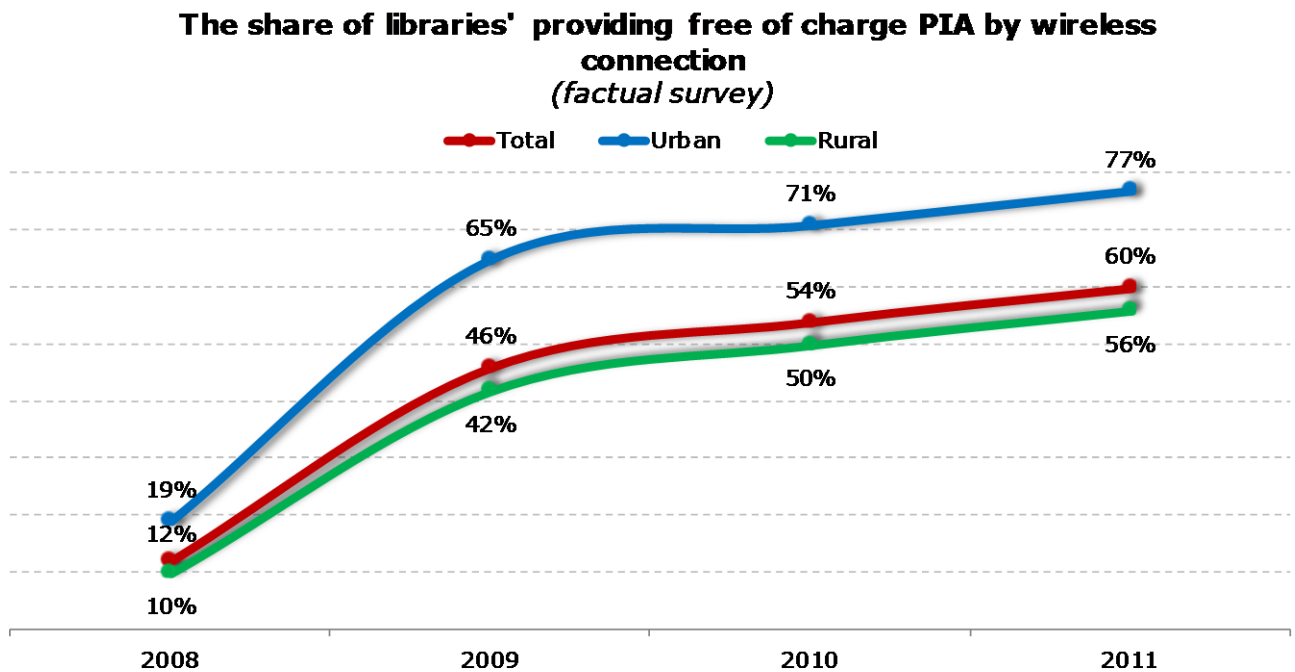


Table 21. The share of libraries providing PIA through wireless connection (factual survey)

Monitoring indicator: <b>1G. The number of librarians providing the free of charge Internet access through a wireless connection</b>								
Instrument: <i>factual survey</i>								
Result: the share of libraries providing free of charge wireless Internet								
	2008	→	2009	→	2010	→	2011	
Total	12%	→	46%	→	54%	→	60%	
Urban	19%	→	65%↑	→	71%↑	→	77%↑	
Rural	10%	→	42%↓	→	50%↓	→	56%↓	
	2008	→					2011	
Total	12%	→					60%	+48%
Urban	19%	→					77%↑	+58%
Rural	10%	→					56%↓	+46%
Outcome (2008-2011): the number of librarians providing the free of charge Internet access through a wireless connection increased								

## 4.3. 2. The Skills and Motivation of Libraries' Staff to Use IT

### 4.3.1. 2A. Knowledge and Skills of the Librarians to Use IT

**Aimed meaning of the supervision indicator:** improved knowledge and skills of the librarians to use IT.

**Achieved meaning of the indicator:** the IT usage skills of libraries' staff improved.

#### ANALYSIS OF QUANTITATIVE RESEARCH

Information about the evaluation of the IT usage skills of libraries' staff during the Project impact evaluation researches was collected during two researches: (1) by asking libraries' staff about their skills to use informational technologies and (2) by asking libraries' directors to evaluate the skills of the libraries' staff.

During the first year of the Project implementation, most of the libraries' staff (76%) evaluated their computer literacy skills as sufficient. During the second year of Project implementation (2009), the evaluation of computer literacy of libraries' staff did not change, however, a significant improvement of these skills, according to libraries' staff, was recorded in 2010-2011. In 2010, 87% of libraries' staff participating in the Project referred to their computer literacy skills as sufficient. In 2011, there were 96% of libraries' staff considering their skills as sufficient.

Nearly during the entire Project implementation period, the general evaluation of computer literacy skills basically did not change between urban and rural libraries' staff. The second year of Project implementation (2009) can be considered as an only exception when, in comparison to the first year of Project implementation (2008), urban libraries' staff considered their skills to be far more advanced than rural libraries' staff did.

This difference in evaluation is illustrated by the data of a qualitative research with the libraries' staff. According to the data of 2009, weaker IT usage skills of rural libraries' staff were grounded by limited opportunities of libraries' staff to improve due to a number of rural libraries' staff which was too low. Often one rural librarian was responsible for the provision of all libraries' services, therefore, he or she had respectively less opportunities to improve independently (*"In rural libraries, one member of staff is working and he or she neither can or knows how to do everything"- libraries' directors, 2009*). According to the qualitative research of 2010 with libraries' staff, limited number of libraries' staff in rural libraries was further preventing rural libraries' staff from having enough time for individual development. However, limited opportunities to receive timely help when having issues encouraged rural librarians to look for answers independently and, in turn, contributed to developing IT usage skills (*"Of course, the libraries' staff were improving, but, in rural areas, sometimes the librarian knows less than a visitor <...> In the village, it's difficult to be on your own, in the center we all gather, we discuss and consider things and in the village librarian is helpless on her own" - libraries' staff, 2009*). Considering the data of the qualitative studies of both years, it can be claimed that the improvement of the skills of rural libraries' staff was influenced not by the change of actual working conditions (the number of rural libraries' staff was considered as too low in 2009 and 2010), but by a changing mentality of libraries' staff while working with information technologies and due to computer literacy courses organized due to the Project.

When the Project was going towards the end (2011), nearly all librarians participating in the Project and working with PIA evaluated their computer literacy skills as sufficient. 96% of rural and 98% of urban libraries' staff evaluated their computer literacy skills as sufficient.

Chart 20. The evaluation of the computer literacy skills of the libraries' staff (the survey of libraries' staff)

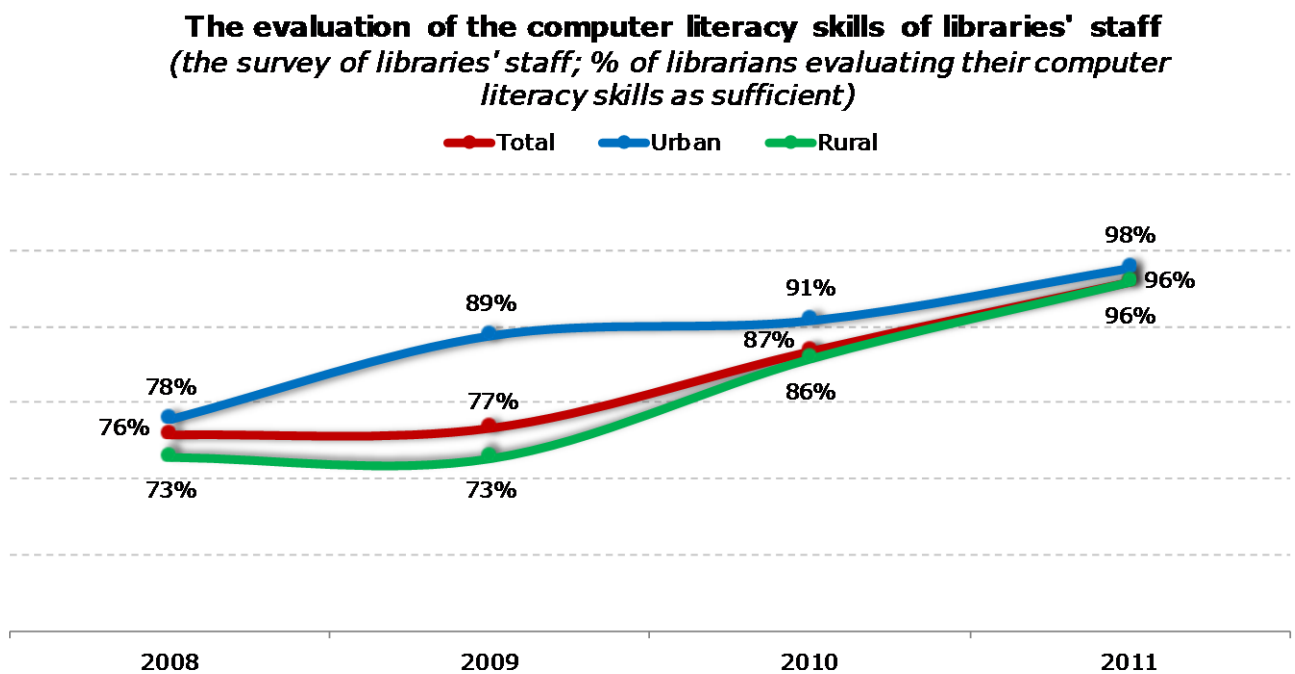


Table 22. The evaluation of the computer literacy skills of the libraries' staff (the survey of libraries' staff)

Monitoring indicator: <b>2A. The skills and motivation of libraries' staff to use IT</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the evaluation of the computer literacy of libraries' staff <sup>24</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	76%	→	77%	→	87%	→	96%
Urban	78%	→	89%↑	→	91%	→	98%
Rural	73%	→	73%↓	→	86%	→	96%
	2008		→	2011			
Total	76%		→	96%		+20%	
Urban	78%		→	98%		+20%	
Rural	73%		→	96%		+23%	
<b>Outcome (2008-2011): the evaluation of computer literacy of libraries' staff improved</b>							

An interesting aspect of the evaluation of the computer literacy skills of libraries' staff was revealed by analyzing how their skills were evaluated by libraries' directors (especially how the directors evaluated the skills of urban and rural libraries' staff).

During the first year of Project implementation (2008), most of the directors tended to evaluate the computer literacy skills of urban libraries' staff as significantly more advanced than the skills of rural libraries' staff. Only 39% of directors believed that rural libraries' staff had sufficient computer literacy skills. Nearly twice as much library's directors believed that urban libraries' staff had sufficient computer literacy skills (77%).

Although computer literacy skills of urban libraries' staff were considered more advanced by libraries' directors than those of rural librarians during the entire Project implementation period, during the last year of Project implementation, all directors evaluated the skills of all libraries' staff (both urban and rural) as sufficient. The greatest improvement while developing computer literacy skills of the libraries' staff, in the opinion of libraries' directors, took place during the second year of Project implementation (2009). In summary, it can be claimed that the improvement of rural libraries' staff while developing their computer usage skills, in the opinion of libraries' directors, is greater than that of urban librarians.

<sup>24</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

Chart 21. The evaluation of the computer literacy skills of the libraries' staff (the survey of libraries' directors)

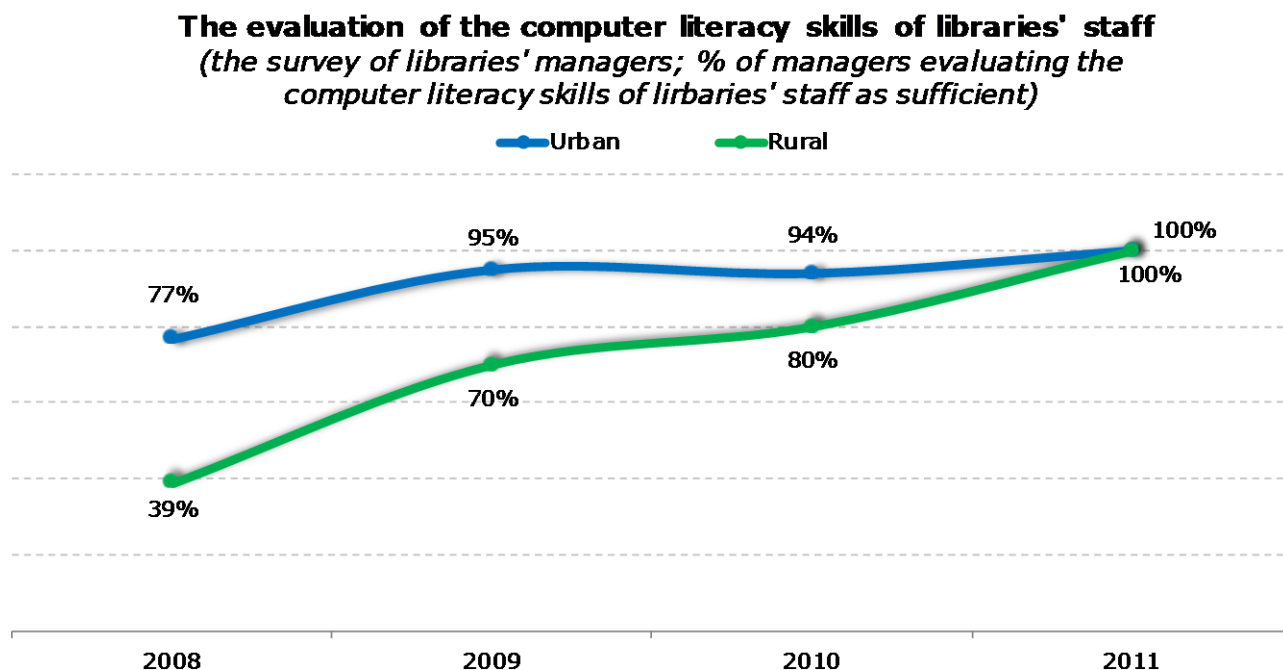


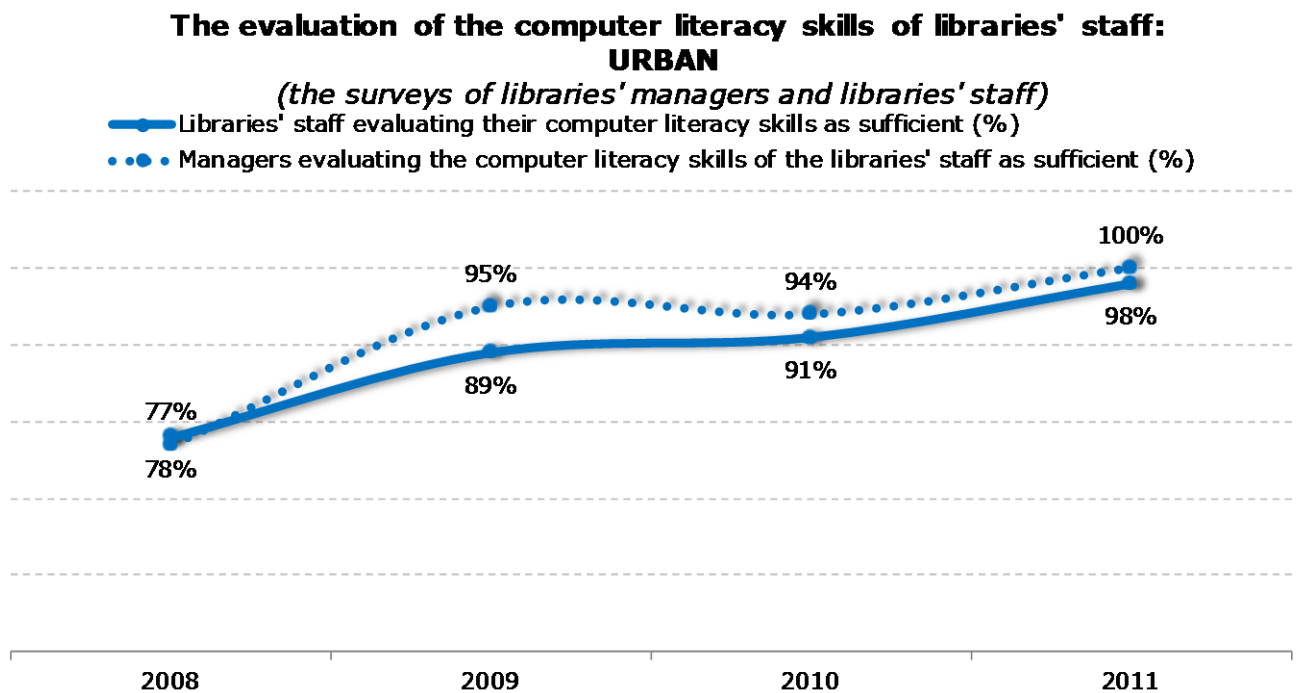
Table 23. The evaluation of the computer literacy skills of the libraries' staff (the survey of libraries' directors)

Monitoring indicator: <b>2A. The skills and motivation of libraries' staff to use IT</b>							
Instrument: <i>the survey of libraries' directors</i>							
Result: the evaluation of the computer literacy of libraries' staff <sup>25</sup> (%)							
	2008	→	2009	→	2010	→	2011
Urban	77%↑	→	95%↑	→	94%↑	→	100%
Rural	39%↓	→	70%↓	→	80%↓	→	100%
	2008	→			→	2011	
Urban	77%↑	→			→	100%	+23%
Rural	39%↓	→			→	100%	+61%
<b>Outcome (2008-2011): the evaluation of computer literacy of libraries' staff improved</b>							

While comparing the opinion of the libraries' staff and libraries' directors about the skills of libraries' staff to use computers, it was noticed that self-evaluation of urban libraries' staff regarding the skills to use computers during the entire period of Project implementation met the evaluation of these skills by libraries' directors (the second year of Project implementation (2009) can be considered as exception when directors considered the skills of urban libraries' staff to be better in comparison to the self-evaluation or urban libraries' staff).

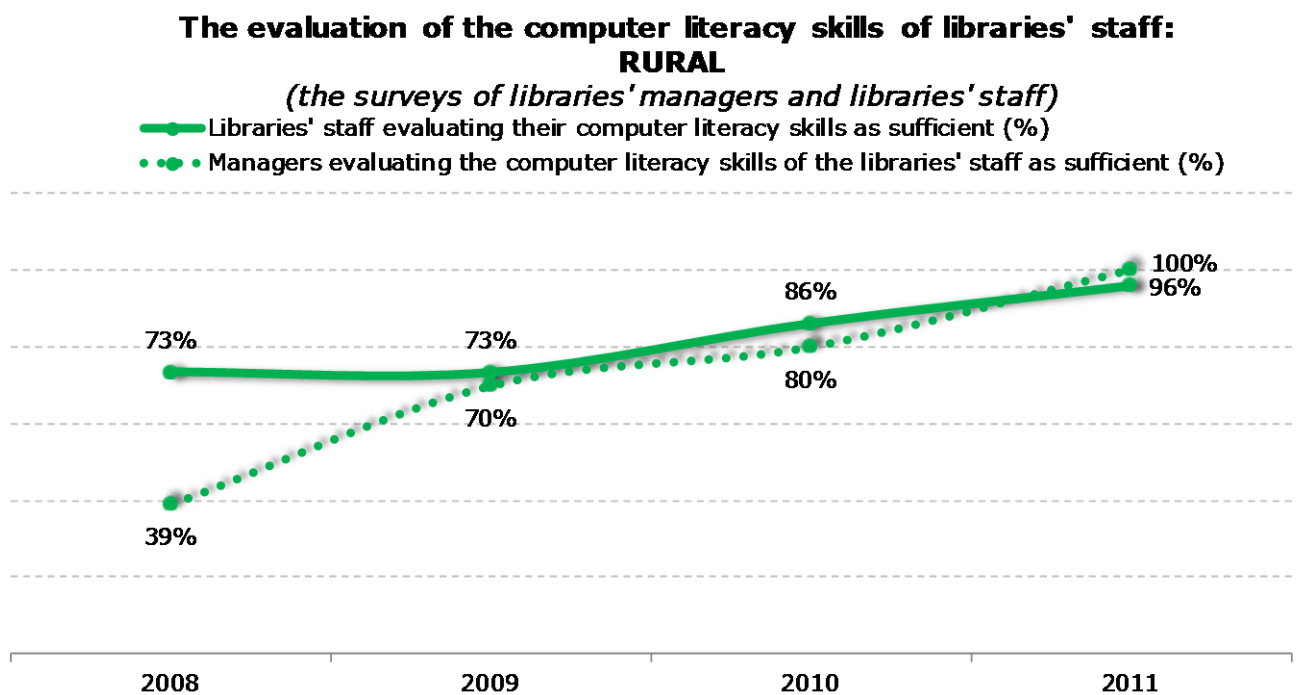
<sup>25</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

Chart 22. The evaluation of computer literacy of the urban libraries' staff (the survey of libraries' directors)



While evaluating the computer usage skills or rural libraries' staff, the evaluation of the skills by libraries' staff and by libraries' directors differed. The most differences in evaluations were recorded during the first year of Project implementation (2008) when libraries' staff evaluated their computer usage skills as good as urban libraries' staff did, but a greater share of libraries' directors evaluated the computer usage skills of rural libraries' staff rather skeptically – as insufficient.

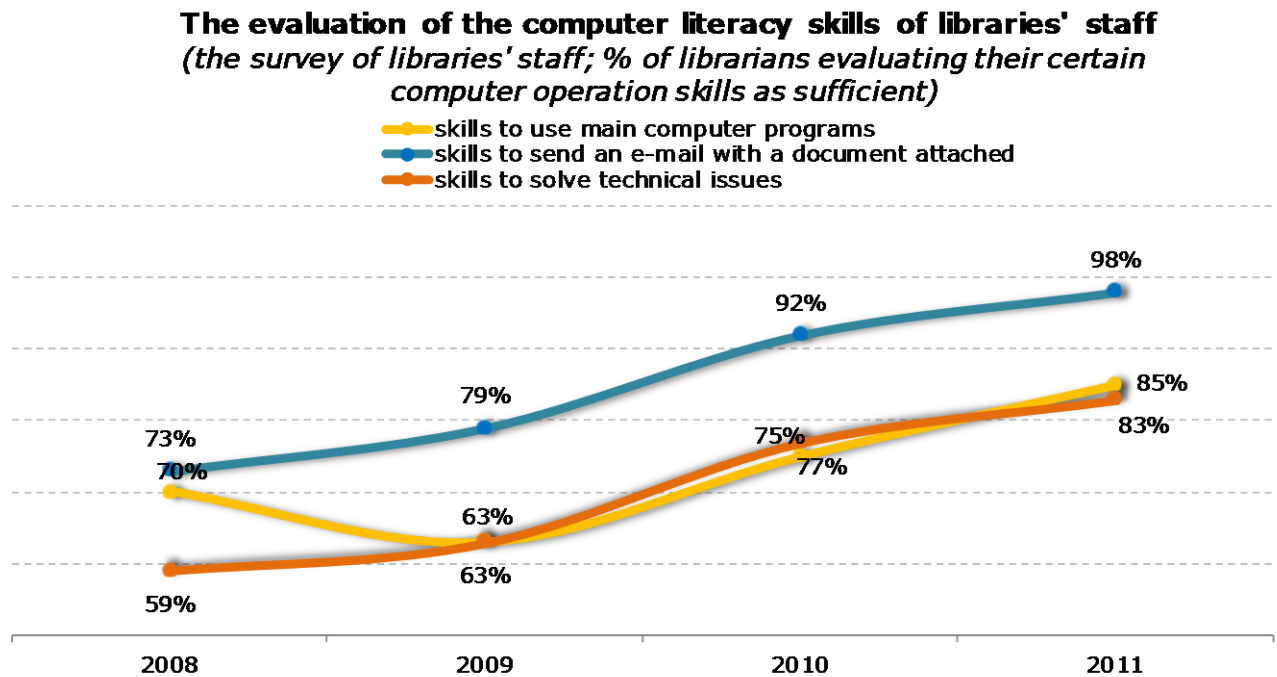
Chart 23. The evaluation of computer literacy of the rural libraries' staff (the survey of libraries' directors)



While evaluating the achievements of using the computers in more detail, libraries' staff were offered to evaluate the skills of (1) using the main computer programs, (2) of sending emails with documents attached and (3) solve simple technical problems. Generalizing the evaluation of the skills of all these computer usage skills, it was noticed that all the skills to use the computers were evaluated better by urban libraries' staff rather than rural ones.

While comparing the evaluation of these skills, it was noticed that, during the last year of Project implementation, the vast majority of libraries' staff (98% in 2011) evaluated the skills of sending an e-mail with a document attached as sufficient. A slightly smaller share of librarians had sufficient skills of using the main computer programs (85% in 2011) and solving the main technical problems (83% in 2011). All the skills mentioned were growing gradually during the entire Project implementation period, except for the skills of using the main computer programs which were evaluated slightly worse in 2009 (70% in 2008 → 63% in 2009).

Chart 24. Computer usage skills of libraries' staff (the survey of libraries' staff)



In the beginning of the Project implementation, 67% of rural and 74% of urban libraries' staff were considering that they had sufficient skills to use the main computer programs. During the second year of Project implementation, the evaluation of these skills by urban libraries' staff did not change and rural libraries' staff, probably after evaluating their abilities more objectively, started evaluating their skills to use the main computer programs slightly worse (60%). During the third and the last year of the Project implementation (2010-2011), the evaluation of the libraries' staff to use the main computer programs was increasing in both urban and rural areas and in the end of 2011 84% of rural and 89% of urban libraries' staff evaluated their skills to use the main computer programs as sufficient.

Chart 25. The evaluation of the skills of libraries' staff to use the main computer programs (the survey of libraries' staff)

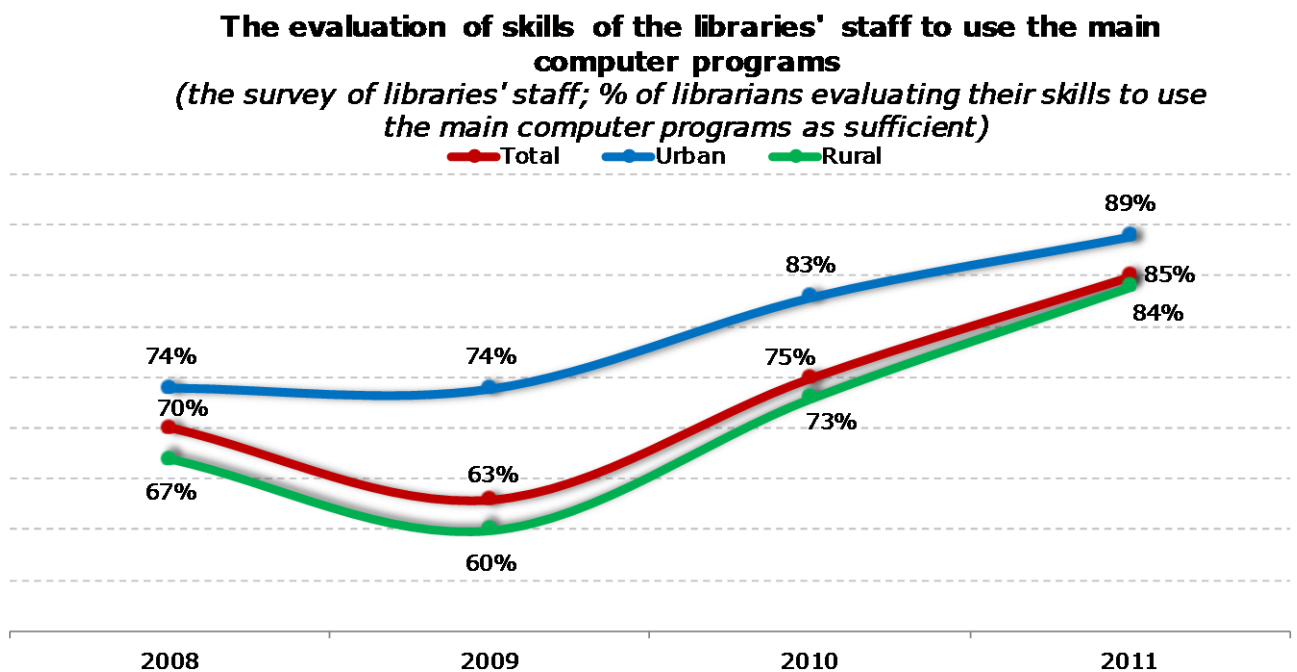


Table 24. The evaluation of the skills of libraries' staff to use the main computer programs (the survey of libraries' staff)

Monitoring indicator: <b>2A. The skills and motivation of libraries' staff to use IT</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the evaluation of the skills of using the main computer programs by libraries' staff <sup>26</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	70%	→	63%	→	75%	→	85%
Urban	74%	→	74%	↑	83%	→	89%
Rural	67%	→	60%	↓	73%	→	84%
	2008		→	2011			
Total	70%		→	85%		+15%	
Urban	74%		→	89%		+15%	
Rural	67%		→	84%		+17%	
Outcome (2008-2011): the evaluation of the skills of using computer programs increased							

A greater share of libraries' staff evaluated the abilities to send e-mails with documents attached as sufficient, rather than the abilities to use the main computer programs. As it has been mentioned, nearly during the entire Project implementation period, urban libraries' staff evaluated the skills of sending an e-mail with a document attached better than rural libraries' staff. Only during the last year of Project implementation (2011), the share of urban and rural libraries' staff evaluating these skills as sufficient equaled: nearly all urban (99%) and rural (97%) libraries' staff evaluated their skills to send an e-mail with a document attached as sufficient. While evaluating the progress of libraries' staff in general while developing these skills during the entire Project implementation period, it was noticed that the progress of rural libraries' staff was greater than that of urban libraries' staff who had more advanced initial skills in the beginning of Project implementation.

<sup>26</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

Chart 26. The evaluation of the skills of libraries' staff to send an e-mail with a document attached (the survey of libraries' staff)

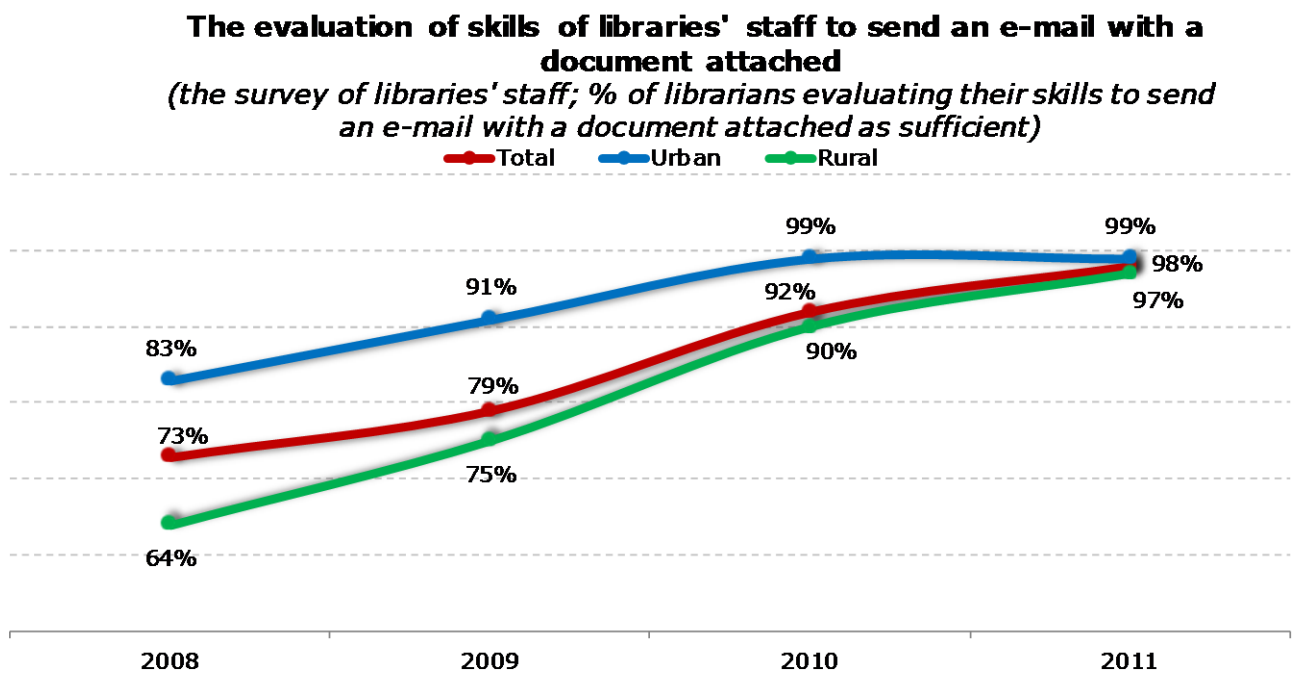


Table 25. The evaluation of the skills of libraries' staff to send an e-mail with a document attached (the survey of libraries' staff)

Monitoring indicator: <b>2A. The skills and motivation of libraries' staff to use IT</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the evaluation of skills of sending an e-mail with a document attached <sup>27</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	73%	→	79%	→	92%	→	98%
Urban	83%↑	→	91%↑	→	99%↑	→	99%
Rural	64%↓	→	75%↓	→	90%↓	→	97%
	2008			→	2011		
Total	73%			→	98%		
Urban	83%↑			→	99%		
Rural	64%↓			→	97%		
<b>Outcome (2008-2011): the evaluation of skills of sending an e-mail with a document attached improved</b>							

Very similar tendencies reveal regarding the evaluation of the skills of libraries' staff to solve technical problems. More of urban libraries' staff evaluated these skills as sufficient during the first and second year of Project implementation (2008-2009). An especially big gap between the evaluation of these skills by urban and rural libraries' staff was recorded during the second year of Project implementation (2009) when a substantially larger share of urban libraries' staff made a significant improvement during the first year of Project implementation and started evaluating their skills of solving the main technical problems as sufficient. During the last two years of Project implementation (2010-2011), the evaluation of urban and rural libraries' staff nearly equaled and, in the end of Project implementation, 82% of rural and 85% of urban libraries' staff believed that they had sufficient skills to solve simple technical problems.

<sup>27</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

Chart 27. The evaluation of the skills of libraries' staff to solve technical problems (the survey of libraries' staff)

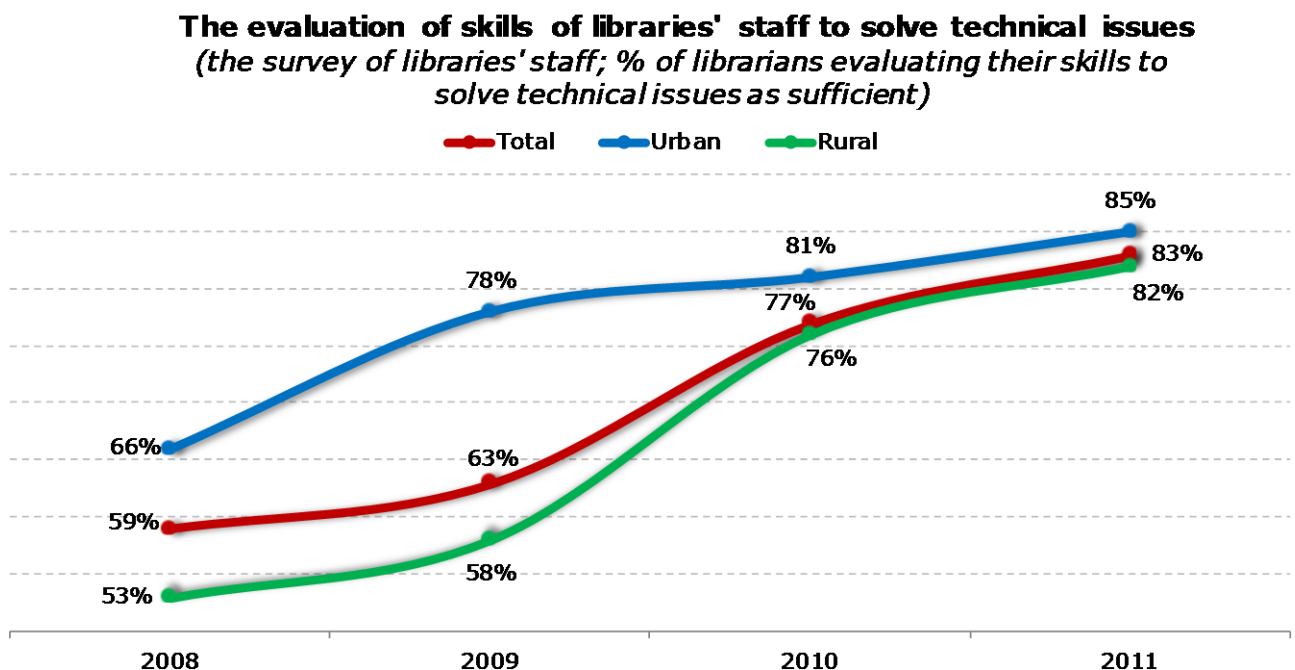


Table 26. The evaluation of the skills of libraries' staff to solve technical problems (the survey of libraries' staff)

Monitoring indicator: <b>2A. The skills and motivation of libraries' staff to use IT</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the evaluation of skills of solving the main technical issues <sup>28</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	59%	→	63%	→	77%	→	83%
Urban	66%↑	→	78%↑	→	81%	→	85%
Rural	53%↓	→	58%↓	→	76%	→	82%
	2008		→	2011			
Total	59%		→	83%		+24%	
Urban	66%↑		→	85%		+19%	
Rural	53%↓		→	82%		+29%	
Outcome (2008-2011): techninių problemų sprendimo įgūdžių vertinimas pagerėjo							

## THE ANALYSIS OF QUALITATIVE RESEARCH

### The Results of the Qualitative Researches of 2008<sup>29</sup>-2011

While comparing the data of the qualitative studies of 2008-2011 with libraries' staff, a significant change was recorded which took place during the Project implementation. It was the changed perception of information technologies as a tool for work. In 2008, the qualitative research with libraries' staff revealed that libraries' staff were afraid of information technologies, they were too shy to use it and they related information technologies more with a service rather than a tool for work. During the Project

<sup>28</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

<sup>29</sup> As separate researches on Project impact evaluation were organized in different stages and each stage encompassed the period of two calendar years, in the research report, the following references are made: a reference is made to the research of 2008 when discussing the research that took place in 2008-2009, a reference is made to the research of 2009 when discussing the research that took place in 2009-2010, reference is made to the research of 2010 when discussing the research that took place in 2010-2011 and a reference is made to the research of 2011 when discussing the research that took place in 2011-2012.

implementation, this perception was changing and, according to the data of a qualitative research of 2011 with the libraries' staff, information technologies were perceived as an integral part of libraries' work – as a tool for work (*"We can't do it differently, we are doing everything using them", "If there were no information technologies, everything would stop at work", "It sometimes happens in summer when there is thunderstorm and the electricity disappears, so we can't work and we don't have what to do then. We even dispense books using the computer". – Libraries' staff, 2011*).

The evaluation of the information technologies usage skills of the libraries' staff, according to the data of qualitative researches of 2008-2011 with the libraries' staff, remained consistent during the entire Project implementation period. These skills of libraries' staff were evaluated as improving and enhancing by the target groups of both the qualitative study with libraries' staff and the PIA users. Another change was recorded: in the beginning of Project implementation (according to the data of the qualitative research with the libraries' staff in 2008), the improvement of these skills was related to the initiative of librarians and their individual improvement (*"I am working in a rural branch. All programs are not available for us, we improve while working, we learn ourselves when we face things when working" – libraires' staff, 2008*) and, during the Project implementation period, computer literacy courses were indicated as the main factor influencing the improvement of skills of libraries' staff (*"Yes, the skills [IT usge skills] were changing, improving, trainings were taking place and these were the most intensive trainings", "We improved in everything: Word, Excel, etc. It was sort of revision of those..." – libraries' directors, 2011*)

Meanwhile, the evaluation of the information technologies' usage skills of libraries' staff remained positive during the entire Project implementation period by all<sup>30</sup> representatives of the target groups of PIA users. During all the Project implementation period, these skills of libraries' staff were considered as improving. A more significant improvement of the competence of libraries' staff was recorded in 2010. Bearing in mind that during the entire Project implementation period the skills of libraries' staff to use information technologies were evaluated as meeting the needs of most of the libraries' visitors by the representatives of the target groups and the skills of the PIA users were also evaluated by the representatives of target groups as improving, it can be claimed that the skills of libraries' staff to use information technologies were improving during the entire Project period, did not lag behind from novelties introduced in libraries and remained sufficient while serving most of the libraries' visitors.

During the Project, the motivation and factors encouraging the libraries' staff to use and learn to use information technologies: passive motivation transformed into a conscious and active motivation. According to the data of the research of 2008-2009 with libraries' staff, the motivation of librarians was related to the stress of losing the job. Meanwhile, according to the research data of 2010-2011, inner desire of the libraries' staff to improve and learn was growing gradually and, according to the research representatives, it was encouraged by the educational activities and programs of the Project.

According to the data of the researches of 2008-2011 with the libraries' staff, it can be claimed that the desire to learn English remained relevant during the entire period of the implementation of the project "Libraries for Innovation". As the services provided by libraries and the competencies and functions of libraries' staff were changing, this need was only increasing.

### 4.3.2. 2B. Library Advocacy and Public Relation Skills of Libraries' Staff

**Aimed meaning of the supervision indicator:** improved library advocacy and public relations skills of libraries' staff.

**Achieved meaning of the indicator:** library advocacy and public relations skills of libraries' staff basically did not change.

#### ANALYSIS OF QUANTITATIVE RESEARCH

##### The skills of publicizing libraries' services to the community

Most of the librarians who took part in the Project considered that they had sufficient public relations skills. However, looking at the improvement of these skills during the entire Project implementation period, it was noticed that only a small share of libraries' staff improved their current public relations skills. In 2008, 79% of libraries' staff believed that they had sufficient public relations skills and in 2011 the share such librarians increased only to 87%.

<sup>30</sup> All target groups of PIA users interviewed during the qualitative research are included: seniors, children from families at social risk and whose parents left to work abroad, the unemployed, rural residents and the disabled.

The evaluation of public relations skills of urban and rural libraries did not differ during the entire Project implementation period. Therefore, both the progress of urban and rural libraries' staff, when considering the improvement of the public relations' skills, is not immense. Only 12% more of urban libraries' staff and only 9% of rural librarians started considering these skills as sufficient. While analyzing the evaluation of these skills, the greatest progress was recorded in 2010 among the rural libraries' staff (+7%) which remained unchanged during the last year of the Project implementation (2011). Such slowdown in the progress in 2011 can also be related to a more critical and realistic self-evaluation of the skills of the libraries' staff to publicize which emerged after the trainings organized by the Project for the libraries' staff on publication.

Chart 28. The evaluation of the public relations skills of the libraries' staff (the survey of libraries' staff)

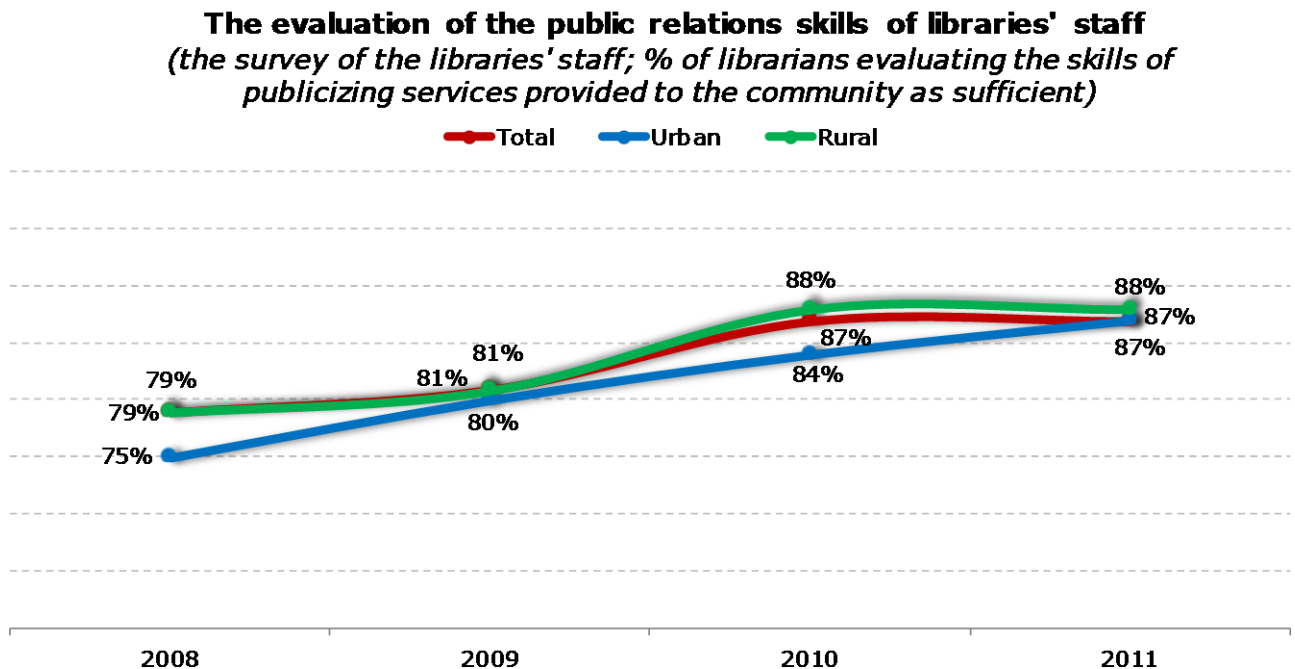


Table 27. The evaluation of the public relations skills of the libraries' staff (the survey of libraries' staff)

Monitoring indicator: <b>2B. Library advocacy and public relation skills of libraries' staff</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the evaluation of the skills of publicizing libraries' services to the community <sup>31</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	79%	→	81%	→	87%	→	87%
Urban	75%	→	80%	→	84%	→	87%
Rural	79%	→	81%	→	88%	→	88%
	2008	→	2011				
Total	79%	→	87%				+8%
Urban	75%	→	87%				+12%
Rural	79%	→	88%				+9%
<b>Outcome (2008-2011): the skills of publicising libraries' services to the community improved</b>							

The same as evaluating the information technologies' usage skills, libraries' directors were also asked to evaluate the public relations' skills of libraries' staff.

The evaluations of the public relations' skills of libraries' staff mentioned by libraries' directors revealed a lot of interesting information: 1) the public relations' skills of urban librarians were evaluated by directors better during the entire Project implementation period than the respective abilities or rural librarians, 2) most of the directors did not record immense progress in the development of public relations' skills of librarians at any point of the entire Project implementation period. Nevertheless, the number of directors

<sup>31</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

believing that the public relations' skills of urban libraries staff became sufficient, in comparison to the beginning of the Project implementation period, increased by 23%. The number of directors thinking that the public relations' skills of rural libraries' staff became sufficient, in comparison to the beginning of the Project implementation, increased less – by 15%.

Chart 29. The evaluation of the public relations skills of the libraries' staff (the survey of libraries' directors)

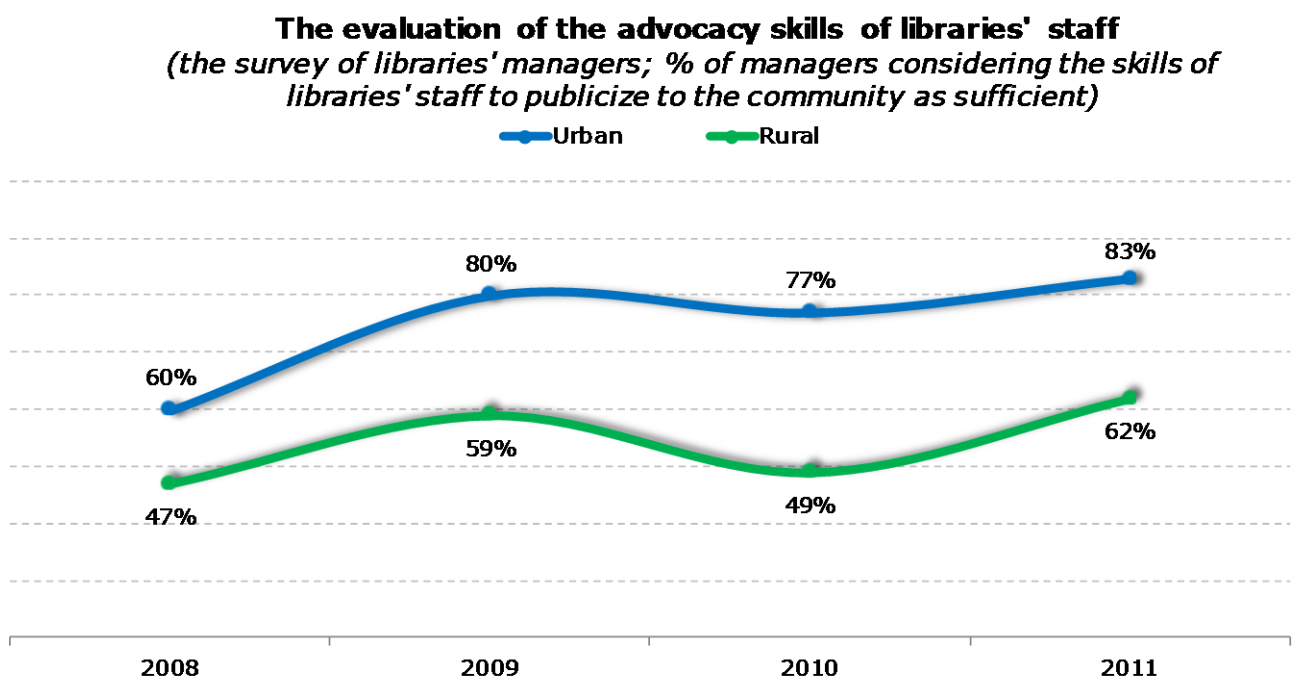


Table 28. The evaluation of the public relations skills of the libraries' staff (the survey of libraries' directors)

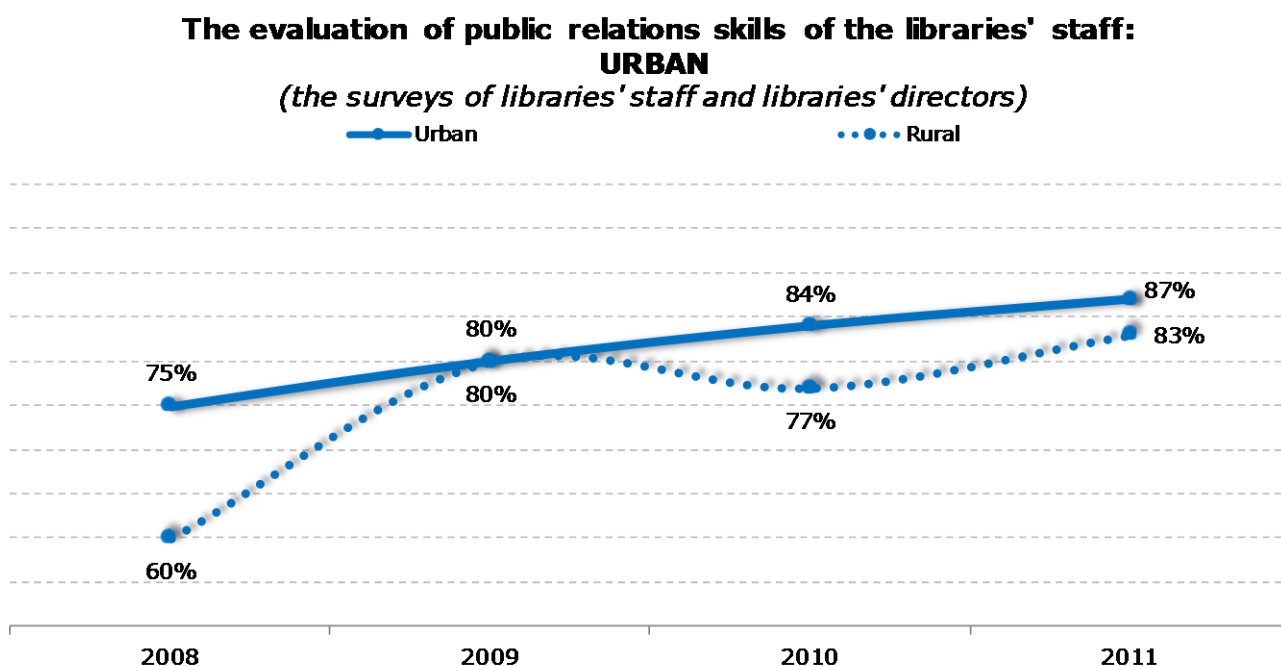
Monitoring indicator: <b>2B. Library advocacy and public relation skills of libraries' staff</b>							
Instrument: <i>the survey of libraries' directors</i>							
Result: the evaluation of the skills of libraries' staff to publicize libraries' services to the public <sup>32</sup> (%)							
	2008	→	2009	→	2010	→	2011
Urban	60%↑	→	80%↑	→	77%↑	→	83%↑
Rural	47%↓	→	59%↓	→	49%↓	→	62%↓
	2008		→	2011			
Urban	60%↑		→	83%↑		+23%	
Rural	47%↓		→	62%↓		+15%	
Outcome (2008-2011): the evaluation of the skills of libraries' staff to publicize libraries' services to the public improved							

While comparing how libraries' staff and directors evaluated the skills of publicizing libraries' services to the public during the Project implementation period, significant differences in these evaluations were recorded.

Urban libraries' staff evaluated their public relations' skills slightly better than libraries' directors did during entire Project implementation period (except for 2009). The opinions of urban libraries' staff and their directors differed significantly while evaluating the public relations' skills of libraries' staff during the first year of Project implementation (2008). 60% of libraries' directors and many more of urban libraries' staff (75%) had an opinion that the public relations' skills of urban libraries' staff were sufficient.

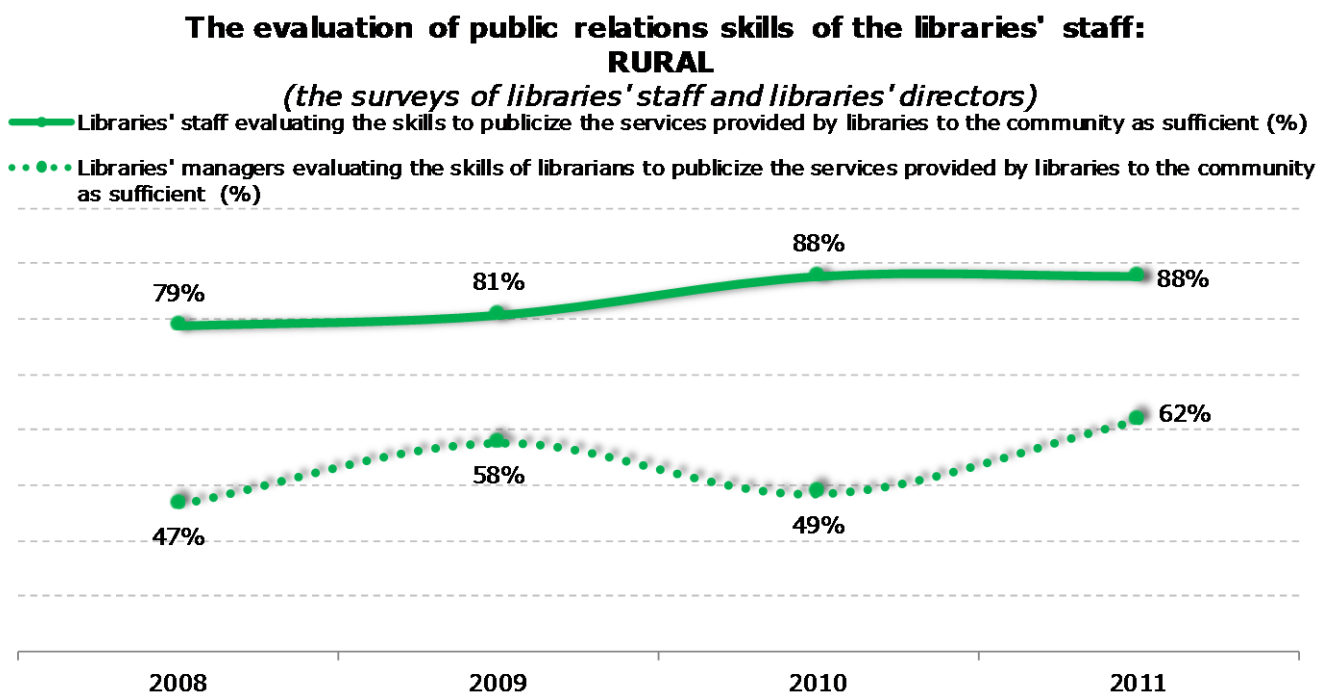
<sup>32</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

Chart 30. The evaluation of the public relations skills of the urban libraries' staff (the survey of libraries' directors and staff)



The opinions of libraries' directors and staff differed even more while evaluating the public relations' skills of rural residents. Despite the fact that rural librarians evaluated their public relations' skills as good as urban libraries' staff, the evaluations of libraries' directors were much worse. Only every second library director believed that rural libraries' staff have sufficient public relations' skills. Nevertheless, during the last year of Project implementation (2011), slightly more directors evaluated the public relations' skills of rural libraries' staff as sufficient.

Chart 31. The evaluation of the public relations skills of the rural libraries' staff (the survey of libraries' directors and staff)



**The skills of libraries' staff to communicate with the media and government representatives**

Another skill related to the public relations' skills of libraries' staff which was evaluated during the researches by both libraries' staff and directors was the evaluation of the advocacy skills of libraries' staff

– how libraries' staff or their directors evaluated the abilities of librarians to communicate with the media and government representatives while representing libraries' interests.

Although during the first year of Project implementation (2008) libraries' staff evaluated the public relations and advocacy skills similarly, during the later years of Project implementation, the evaluation of these skills differed. Libraries' staff evaluated the public relations' skills positively during the entire Project implementation period (some of the librarians even improved these skills). Meanwhile, the evaluation of the advocacy skills (especially during the second year of Project implementation (2009)) was lower. In other words, this skill was considered as sufficient by a smaller share of libraries' staff.

Another interesting tendency uncommon among the evaluation of other skills is that slightly more of rural librarians evaluated their advocacy skills as sufficient (although statistically it was not significant) in comparison than urban librarians. Libraries' staff had more doubts about their advocacy skills in 2009-2010 when a smaller share of urban libraries' staff started evaluating these skills as sufficient. Similar tendencies of "doubts" regarding the advocacy skills acquired were recorded among rural libraries' staff, although they were less expressed than those of rural libraries' staff. Meanwhile, in terms of the difference in the evaluation of advocacy skills of urban and rural libraries' staff, the qualitative research of 2009-2010 with libraries' staff revealed that the evaluation of the advocacy skills of rural libraries' staff generally did not differ from that of urban libraries' staff. However, it was occasionally indicated that rural libraries kept in touch more with the local government and wards: library in the rural areas performed the advisory service in the local government bodies and were appreciated by all the community. In such a way, it can be claimed that a more positive evaluation of the skills of libraries' staff to advocate was influenced by a closer relation between libraries and local government.

During the last year of Project implementation (2011), the evaluation of the advocacy skills of urban and rural libraries' staff equaled, however, it is important to note that, in comparison to the first year of the Project implementation, there were less of rural libraries' staff evaluating their advocacy skills as sufficient. The evaluation of these skills by urban libraries' staff generally did not change between the first and the last year of Project implementation.

Chart 32. The evaluation of the advocacy skills of the libraries' staff (the survey of libraries' staff)

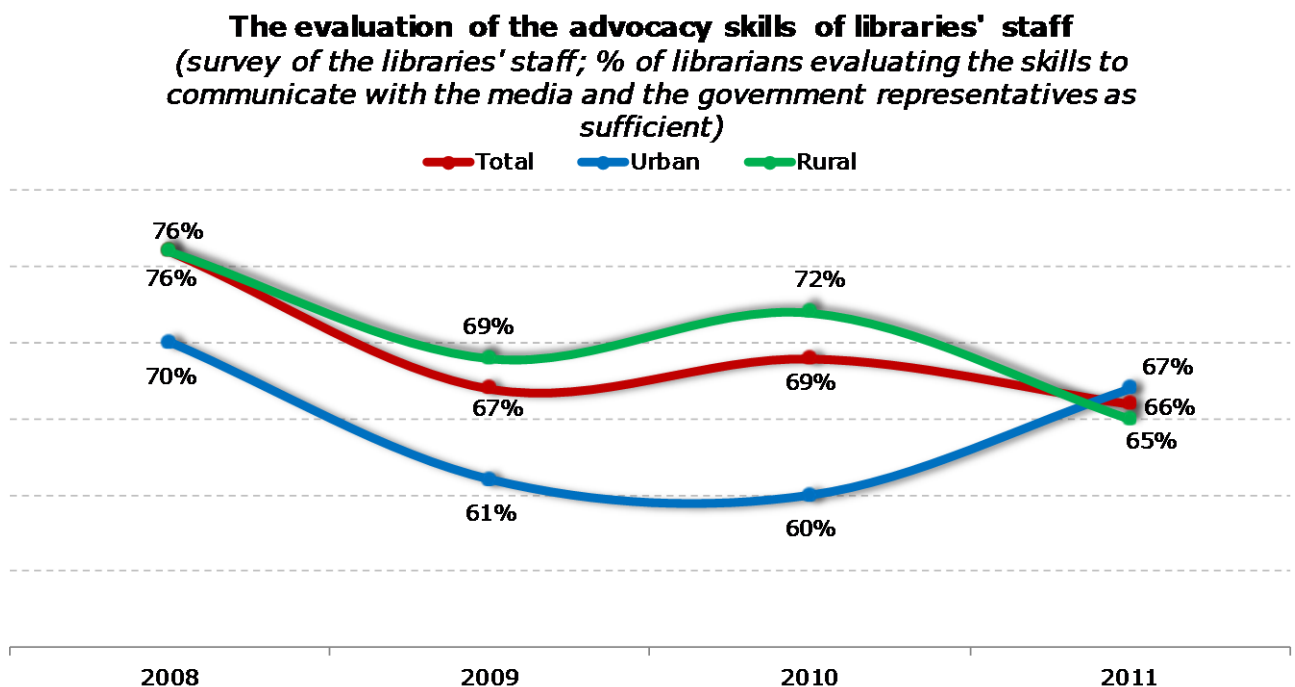


Table 29. The evaluation of the advocacy skills of the libraries' staff (the survey of libraries' staff)

Monitoring indicator: <b>Library advocacy and public relation skills of libraries' staff</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the evaluation of the skills to communicate with the media and government representatives <sup>33</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	76%	→	67%	→	69%	→	66%
Urban	70%	→	61%	→	60%↓	→	67%
Rural	76%	→	69%	→	72%↑	→	65%
	2008	→	2011				
Total	76%	→	66%				-10%
Urban	70%	→	67%				-3%
Rural	76%	→	65%				-11%
Outcome (2008-2011): the evaluation of the skills to communicate with the media and government representatives did not improve							

Directors, analogously as in the case of evaluating the public relations' skills, while evaluating the skills of libraries' staff to communicate with the media and government representatives, evaluated the skills to advocate the interests of libraries of urban libraries' staff significantly better than those of rural libraries' staff. It can also be noted that the evaluation of the advocacy skills of urban libraries' staff remained high and stable during the entire Project implementation period. While evaluating the respective skills of the rural libraries' staff, the evaluation of 2009 distinguished in particular. In 2008, 43% of directors and in 2010 – 44% of directors evaluated the skills of rural libraries' staff as sufficient. In 2009, the advocacy skills of rural libraries' staff were evaluated as sufficient by already 60% of libraries' directors.

While summarizing the evaluation of the advocacy skills of the libraries' staff by libraries' directors, it was noted that the percentage of urban and rural libraries' directors evaluating the skills of libraries' staff to cooperate with the media and government representatives as sufficient did not change significantly during the entire Project implementation period. These skills of the libraries' staff were evaluated as sufficient by 74% of urban and 43% of rural libraries' directors in 2008 and by 77% of urban and 44% of rural libraries' directors in 2011. On the other hand, the significantly diminished percentage of directors evaluating these skills favourably in 2010 could have been influenced by a more critical attitude of libraries' directors after the trainings organized to directors in 2010 due to the Project.

While evaluating in general the skills of libraries' staff expressed by libraries' directors, it was noticed that, in the opinion of directors, neither urban, nor rural libraries' staff did make a significant progress in developing their abilities related to these skills during the entire Project implementation period.

<sup>33</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

Chart 33. The evaluation of the advocacy skills of the libraries' staff (the survey of libraries' directors)

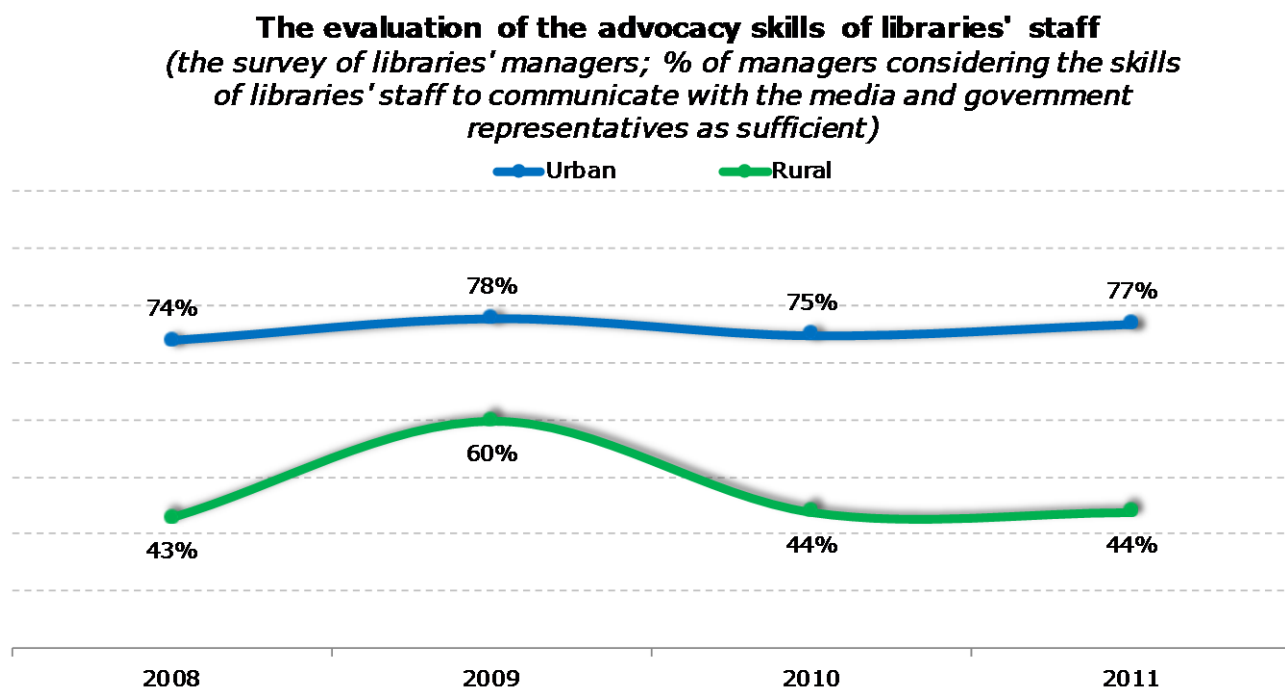


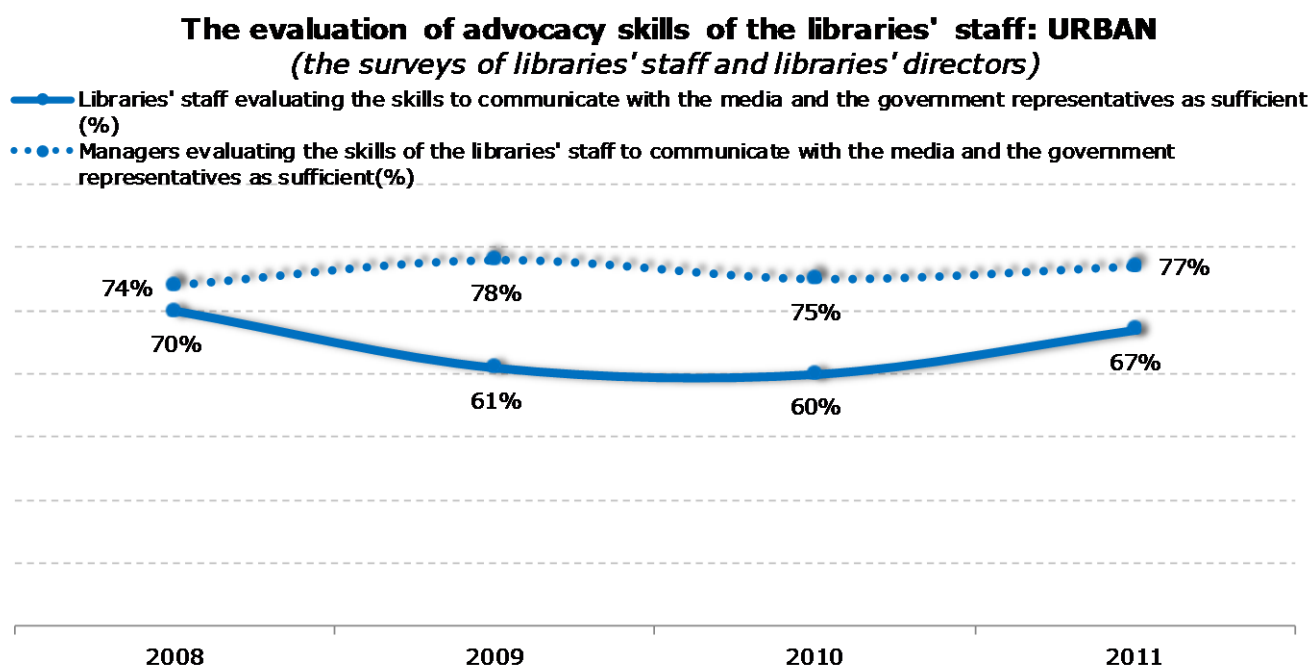
Table 30. The evaluation of the advocacy skills of the libraries' staff (the survey of libraries' directors)

Monitoring indicator: <b>Library advocacy and public relation skills of libraries' staff</b>							
Instrument: <i>the survey of libraries' directors</i>							
Result: the evaluation of the skills to communicate with the media and government representatives <sup>34</sup> (%)							
	2008	→	2009	→	2010	→	2011
Urban	74%↑	→	78%↑	→	75%↑	→	77%↑
Rural	43%↓	→	60%↓	→	44%↓	→	44%↓
	2008	→		→	2011		
Urban	74%↑	→		→	77%↑		+3%
Rural	43%↓	→		→	44%↓		+1%
Outcome (2008-2011): the evaluation of the skills to communicate with the media and government representatives did not change							

While analyzing the evaluation of the advocacy skills of libraries' staff expressed by the librarians and their directors, it was noticed that managers, while evaluating these skills, had a much more positive opinion regarding the skills of libraries' staff to advocate libraries than the libraries' staff about themselves.

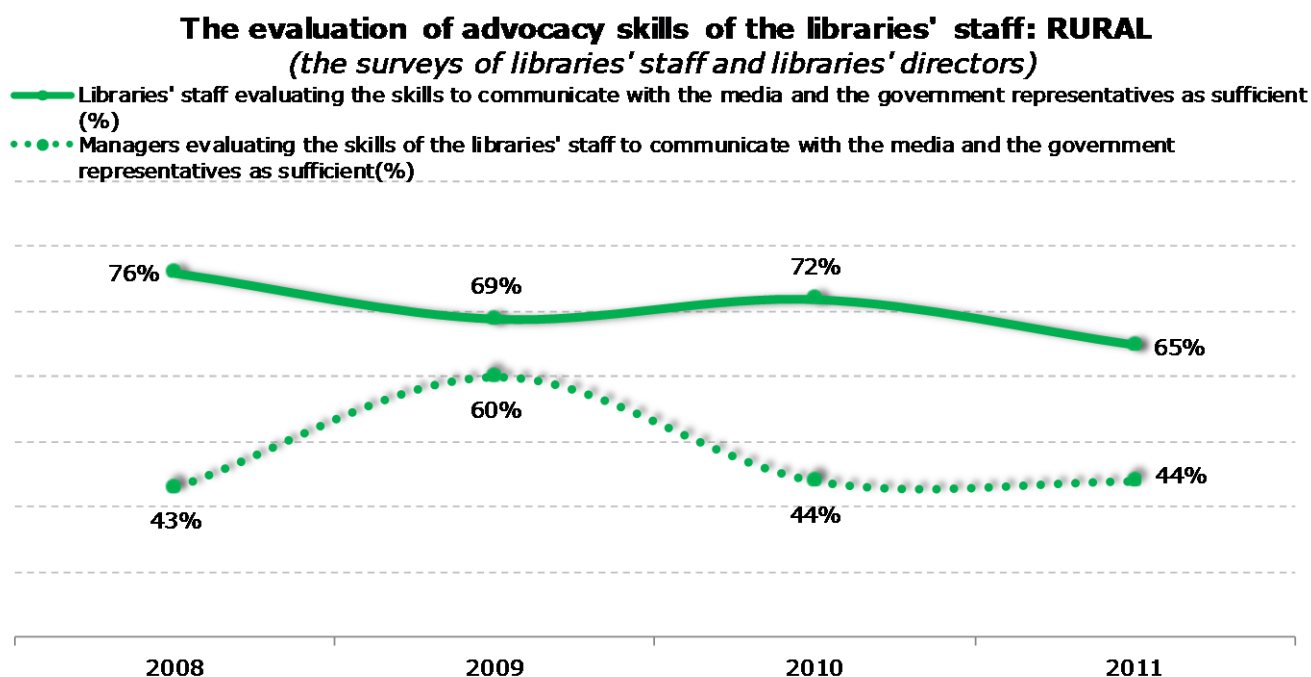
<sup>34</sup>Total values of "fully sufficient skills" and "sufficient skills" are provided.

Chart 34. The evaluation of the advocacy skills of the urban libraries' staff (the survey of libraries' staff and directors)



In the case of the evaluation of the skills of rural libraries' staff, an opposite situation was recorded. Rural librarians evaluated their skills to communicate with the media and government representatives while advocating libraries' interests much better than libraries' directors.

Chart 35. The evaluation of the advocacy skills of the rural libraries' staff (the survey of libraries' staff and directors)



THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

**The comparison of the qualitative research of 2008-2011**

While analyzing the evaluation of the advocacy and public relations' skills of libraries' staff during the entire Project implementation period, some changes and tendencies can be distinguished.

During the Project implementation, the perception of advocacy was changing. According to the data of the qualitative research of 2008 with libraries' staff, libraries' staff perceived advocacy as a onetime activity, but not like a sequence of actions, and related it to the presentation of new services. During the Project implementation period, the perception of advocacy changed. According to the data of the qualitative research of 2011 with libraries' staff, libraries' staff started perceiving advocacy as a complex activity encompassing all libraries' services.

During the four years, the perception of the *importance* of advocacy by libraries' staff changed as well. In the beginning of Project implementation (according to the data of the qualitative research of 2008 with libraries' staff), the dominant opinion among the libraries' staff was that library naturally was a value in the community and that it did not have to be publicized or advertised. When the Project progressed, this perception gradually changed and, according to the data of a qualitative research of 2011 with libraries' staff, advocacy was already perceived and admitted as an important activity of libraries.

According to the data of the qualitative researches with libraries' staff, during the entire Project implementation period, experts<sup>35</sup> evaluated the advocacy activities of libraries as insufficient, erratic, lacking continuity and strategy and the publication methods used by librarians (communication means, such as, advertisements in libraries, public stands; the contents of the promotions organized) were considered to be traditional and old-fashioned. In other words, they were considered as intended for attracting current libraries' visitors, however, as not efficient in attracting new users (*"The retorics and communication of the libraries' staff doesn't go in tune with the public at large, the media and even with the changed functions of libraries. Communication has been very weak so far" – expert from the Presidential Palace, 2011; "They are organizing promotions, but the quality of them... it's a different subject" – expert from the Presidential Palace, 2011*).

According to the data of the qualitative studies of 2008-2011 with PIA users, the main communication channels used by libraries during the entire Project implementation period were based on word of mouth communication (a librarian to the visitors, the visitors to other visitors) and also on information and advertisements in libraries and public stands. Nevertheless, bearing in mind the previous opinion of the representatives of the public Internet users from the hard to reach target groups during the qualitative research of 2011 with PIA users, it can be assumed that libraries' staff started communicating more actively with the representatives of the local government and radio while publicizing the events organized in libraries.

### 4.3.3. 2C. The Skills of Libraries' Staff to Use Online Resources and Online Services

**Aimed meaning of the supervision indicator:** improved skills of libraries' staff to use online resources and e-services.

**Achieved meaning of the indicator:** skills of libraries' staff to use online resources and e-services improved.

#### ANALYSIS OF QUANTITATIVE RESEARCH

While investigating the improvement of libraries' staff in using online resources and e-services, during the quantitative researches, libraries' staff were asked to evaluate both the generalized Internet usage skills and the detailed skills of using particular online services: using online search engines, online databases, participating in online chats, forums, using Internet for telephone conversations, using file exchange programs, creating Internet websites or using Internet novelties. In a joint report evaluating the progress of libraries' staff to use online resources, the progress is evaluated according to two criteria: (1) general usage of online resources and (2) using online novelties.

#### The skills of using online resources

Although, during the first year of Project implementation (2008), a smaller share of libraries' staff (78%) evaluated the usage of online resources as sufficient, in comparison to the last year of Project implementation (95%), it is important to note that, during the entire Project implementation period, most of the libraries' staff considered that they had well-established (sufficient) Internet usage skills. The

<sup>35</sup> One of the target groups in qualitative research with libraries' staff was experts of different level (national and municipalities' experts) who are involved in libraries' activities – representatives of national and local government and other internal or external experts.

greatest improvement while developing the Internet usage skills, according to the libraries' staff, was recorded in 2010-2011.

Urban and rural libraries' staff evaluated their Internet usage skills differently during different stages of Project implementation. During the first year of Project implementation (2008-2009), a substantially smaller share of rural libraries' staff (71%) evaluated their Internet usage skills as sufficient. During the same period, most of the urban libraries' staff (87%-90%) evaluated their skills of using online resources as sufficient. During the third year of Project implementation (2010), rural libraries' staff, while improving their skills of Internet usage, made a significant improvement (from 71% in 2009 to 86% in 2010) and the gap between urban and rural libraries' staff regarding the evaluation of the skills to use online resources started diminishing slowly. When the Project was heading towards the end (2011), the vast majority of both urban (98%) and rural (94%) libraries' staff evaluated the Internet usage skills as sufficient.

Meanwhile, the qualitative researches of 2008-2010 with libraries' staff revealed that the difference in the evaluation of the skills of using online resources of urban and rural libraries' staff was caused by a limited number of libraries' staff in rural libraries and, consequently, by limited opportunities for an independent development of rural libraries' staff. According to the data of the qualitative research of 2010, the skills of rural libraries' staff to use online resources were influenced by the trainings, special courses by banks/State Tax Inspectorate and ongoing consultations organized due to the Project and the daily experience of libraries' staff.

While evaluating in general, rural libraries' staff made a greater progress in developing their skills to use the Internet during the Project implementation period (the number of those evaluating their skills as sufficient increased by 23% and only 11% of urban libraries' staff improved their respective Internet usage skills).

Chart 36. The evaluation of the skills of the libraries' staff to use online resources (the survey of libraries' staff)

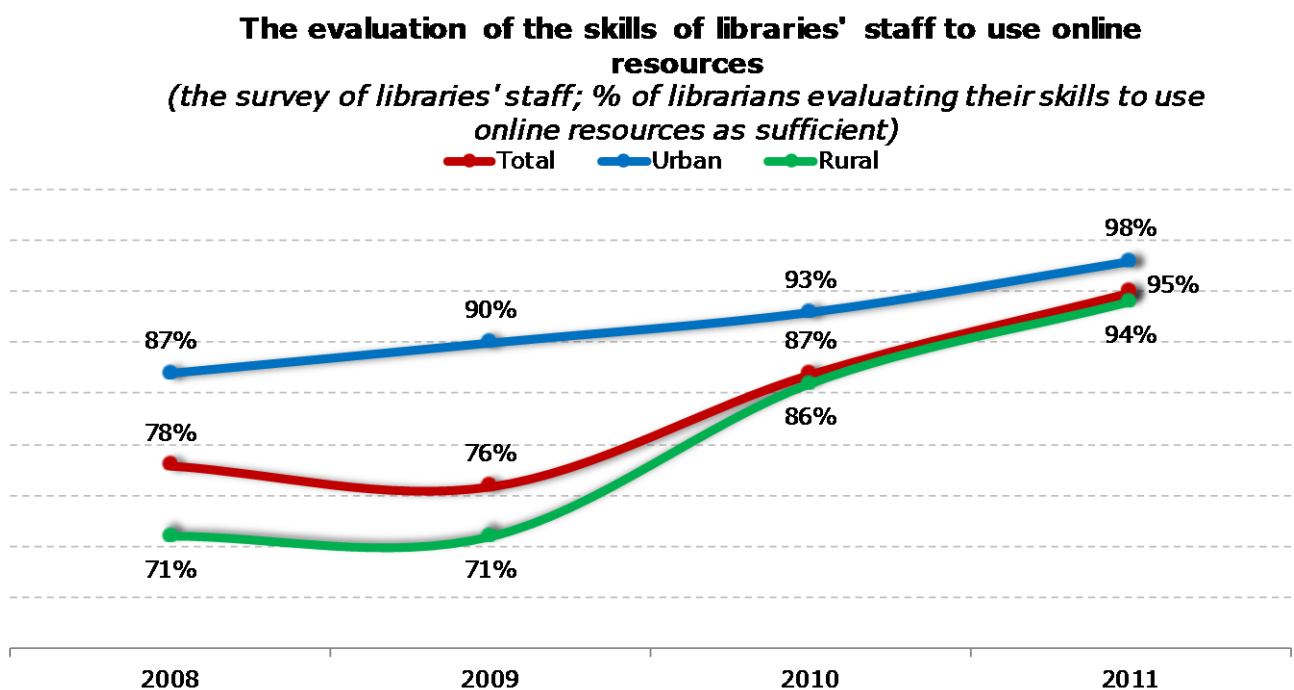
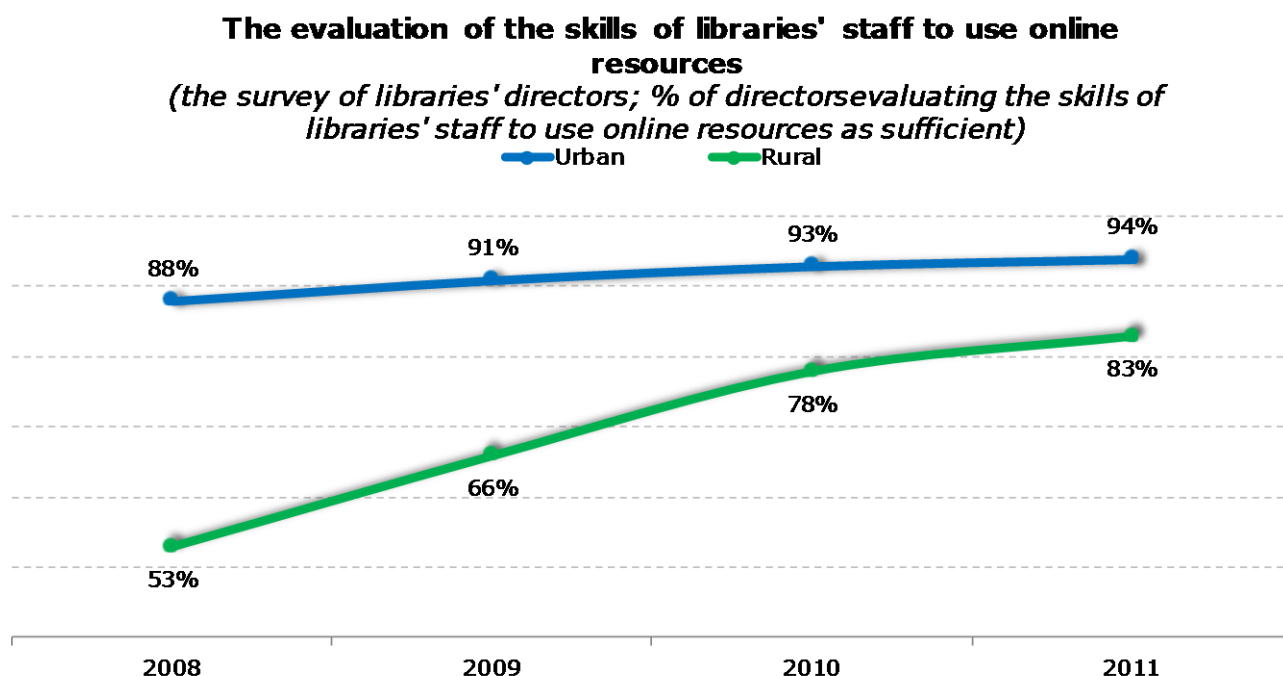


Table 31. The evaluation of the skills of the libraries' staff to use online resources (the survey of libraries' staff)

Monitoring indicator: <b>2C. The skills of libraries' staff to use online resources</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the evaluation of the skills to use online resources <sup>36</sup> (%)							
	2008	→	2009	→	2010	→	2011
Urban	78%	→	76%	→	87%	→	95%
Urban	87%↑	→	90%↑	→	93%↑	→	98%
Rural	71%↓	→	71%↓	→	86%↓	→	94%
	2008	→		→	2011		
Rural	78%	→		→	95%		+17%
Urban	87%↑	→		→	98%		+11%
Rural	71%↓	→		→	94%		+23%
<b>Outcome (2008-2011): the evaluation of the skills of using online resources improved</b>							

While evaluating the skills of libraries' staff to use the Internet, libraries' directors evaluated the skills of urban libraries' staff more favorably than those of rural librarians. Although the advantage of urban libraries' staff against rural librarians while using the Internet, in the opinion of directors, was recorded during the entire Project implementation period, it is important to note that, from the directors' point of view, during the four years of Project implementation, rural libraries' staff made a significant improvement when mastering Internet usage skills. In 2008, only every second (53%) director evaluated the Internet usage skills of rural libraries as sufficient. In 2011, even 83% of directors believed that the Internet usage skills of rural libraries' staff were sufficient.

Chart 37. The evaluation of the skills of the libraries' staff to use online resources (the survey of libraries' directors)



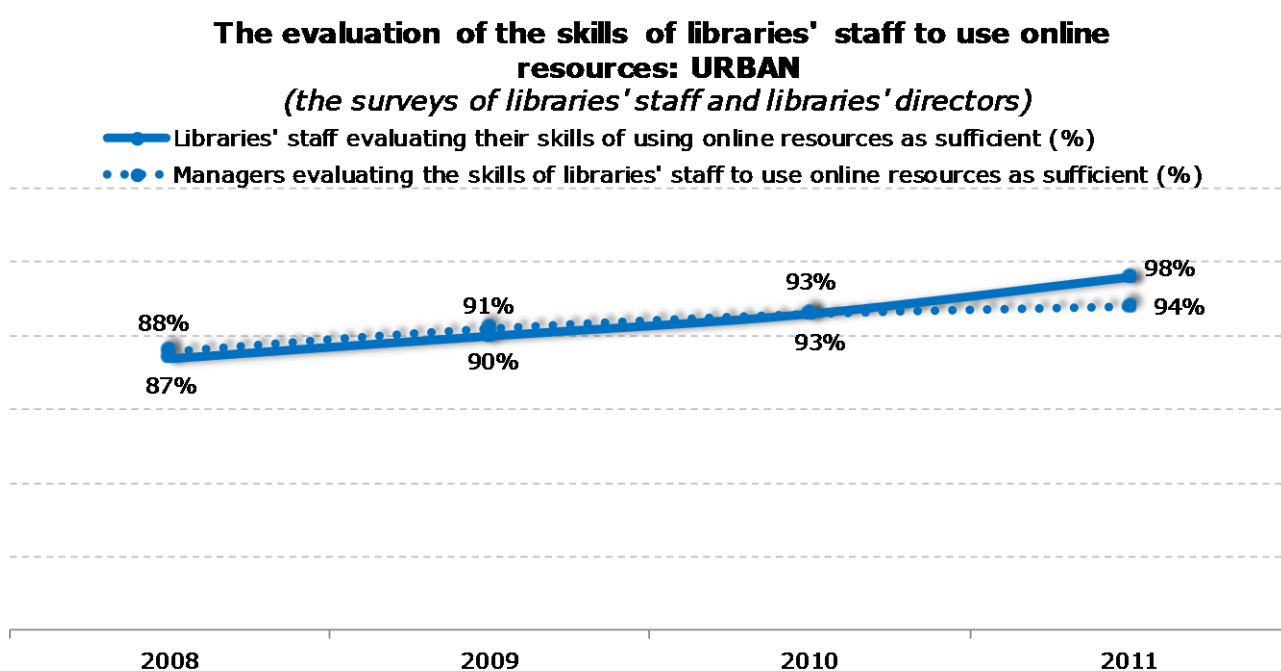
<sup>36</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

Table 32. The evaluation of the skills of the libraries' staff to use online resources (the survey of libraries' directors)

Monitoring indicator: <b>2C. The skills of libraries' staff to use online resources</b>							
Instrument: <i>survey of libraries' directors</i>							
Result: the evaluation of the skills of libraries' staff to use online resources <sup>37</sup> (%)							
	2008	→	2009	→	2010	→	2011
Urban	88%↑	→	91%↑	→	93%↑	→	94%↑
Rural	53%↓	→	66%↓	→	78%↓	→	83%↓
	2008		→	2011			
Urban	88%↑		→	94%↑		+6%	
Rural	53%↓		→	83%↓		+30%	
<b>Outcome (2008-2011): the evaluation of the skills of using online resources improved</b>							

While comparing how the skills of using online resources were evaluated by urban libraries' staff and their directors, it was noticed that the opinions of libraries' staff and directors evaluating this aspect coincided.

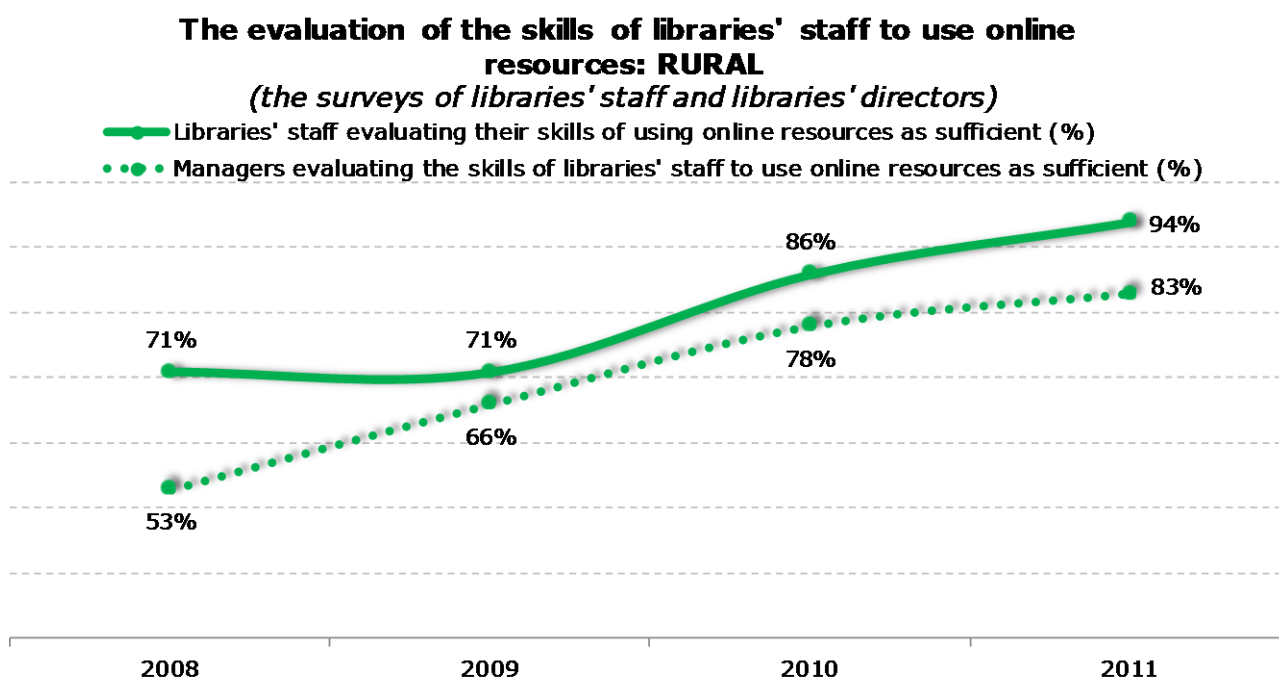
Chart 38. The evaluation of the skills of the urban libraries' staff to use online resources (the survey of libraries' staff and directors)



Meanwhile, the opinion of rural libraries' staff regarding the skills to use online resources was better than that of their directors. These opinions especially differed during the first year of the Project implementation (2008) when the skills to use online resources by rural residents were evaluated as sufficient by every second (53%) director and nearly three out of four (71%) rural librarians. During the later years of Project implementation, the opinions of rural libraries' staff and their directors differentiated due to a slightly slower growing share of directors who believed that the Internet usage skills of libraries' staff were sufficient.

<sup>37</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

Chart 39. The evaluation of the skills of the rural libraries' staff to use online resources (the survey of libraries' staff and directors)



#### The abilities to use Internet novelties

The skills of using Internet novelties, according to the evaluation of the libraries' staff, are much less mastered than the general Internet usage skills.

When the Project started (2008), only 20% of rural and 24% of urban libraries' staff evaluated the skills of using Internet novelties as sufficient. However, when the Project progressed, an equal development of these skills was recorded in both urban and rural libraries. Actually, a significantly greater share of urban libraries' staff could report sufficient skills of using Internet novelties starting from the second year of Project implementation. It may be explained by the fact that urban libraries' staff mastered the peculiarities of the Internet usage slightly faster than rural librarians. It is also likely that it was related to the Project activities which were introduced to the libraries' staff a year earlier.

While evaluating the progress of libraries' staff to use Internet novelties, it can be stated that urban libraries' staff improved slightly more (from the beginning of Project implementation, there were (by one third (29%)) more urban libraries' staff who evaluated the skills of using Internet novelties as sufficient (in comparison to a respective share of 22% of rural libraries' staff)).

It can also be claimed that these skills could be developed after the Project is finished as well, because during the last year of Project implementation (2011), only every other urban librarian (53%) and 42% of rural libraries' staff could refer to Internet novelties' usage skills as sufficient.

Chart 40. The evaluation of the skills of the libraries' staff to use Internet novelties (the survey of libraries' staff)

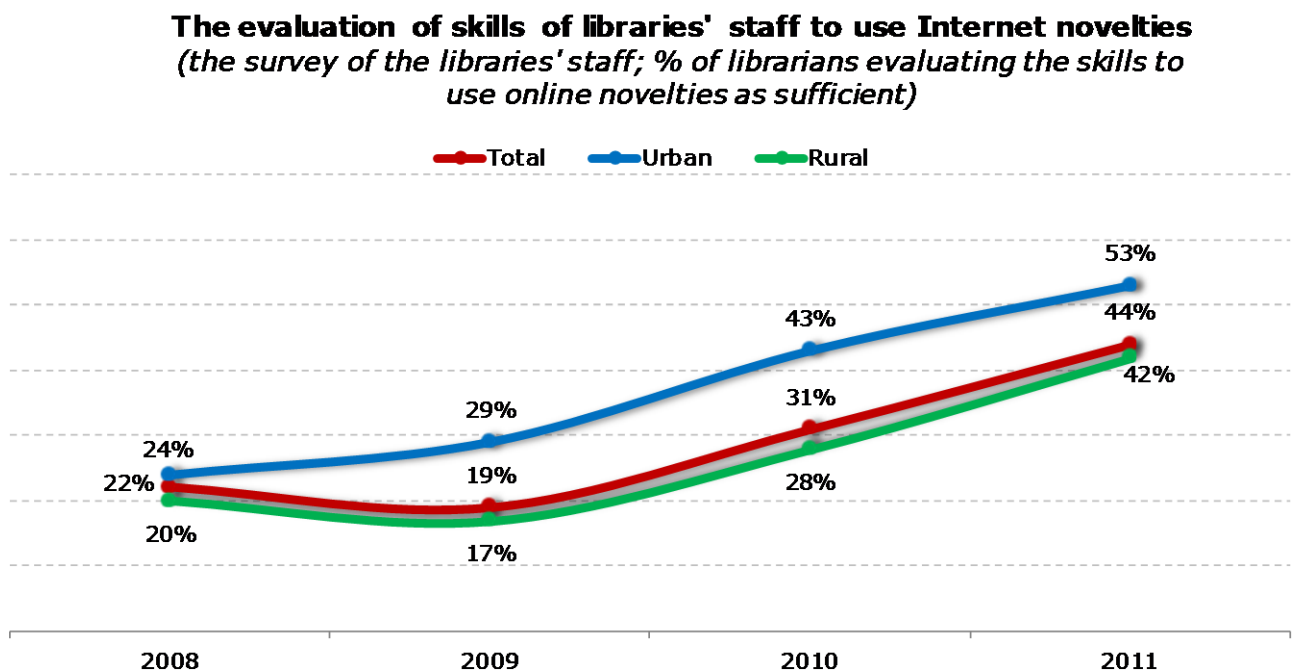


Table 33. The evaluation of the skills of the libraries' staff to use Internet novelties (the survey of libraries' staff)

Monitoring indicator: <b>2C. The skills of libraries' staff to use online resources</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the evaluation of the skills of libraries' staff to use Internet novelties <sup>38</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	22%	→	19%	→	31%	→	44%
Urban	24%	→	29%↑	→	43%↑	→	53%↑
Rural	20%	→	17%↓	→	28%↓	→	42%↓
	2008		→	2011			
Total	22%		→	44%		+22%	
Urban	24%		→	53%↑		+29%	
Rural	20%		→	42%↓		+22%	
Outcome (2008-2011): the evaluation of the skills of using Internet novelties improved							

While analyzing the opinion of directors regarding the share of libraries' staff having sufficient skills to use Internet novelties and how it changed in urban and rural areas during the Project implementation period, a repeating tendency of directors considering the skills of urban libraries' staff to be more advanced was recorded. In the beginning of the Project, only 8% of directors believed that rural libraries' staff had sufficient Internet usage skills and, when the Project was heading towards the end, the share of directors having this opinion increased only to 29%. A bigger progress while mastering Internet novelties, in the opinion of libraries' directors, was made by rural libraries' staff only during the last year of Project implementation (the share of directors who believed that rural librarians had sufficient skills to use Internet novelties increased 15% in 2010 to 29% in 2011).

The improvement of urban libraries' staff during the Project implementation to use the Internet novelties, in the opinion of libraries' directors, was greater (the number of directors believing that urban libraries' staff have sufficient skills to use Internet novelties increased by 26% during the entire Project implementation period). Moreover, mastering Internet novelties by urban libraries' staff, in the opinion of directors, was even during the entire Project implementation period.

<sup>38</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

Chart 41. The evaluation of the skills of the libraries' staff to use Internet novelties (the survey of libraries' directors)

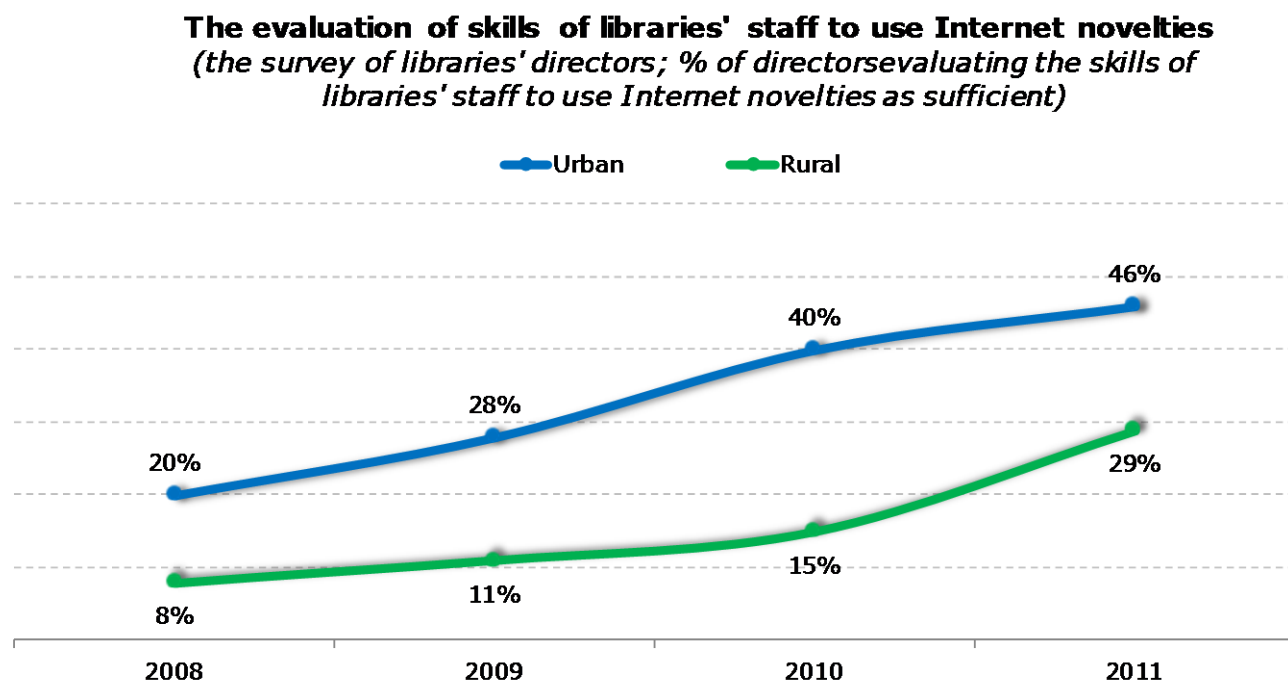


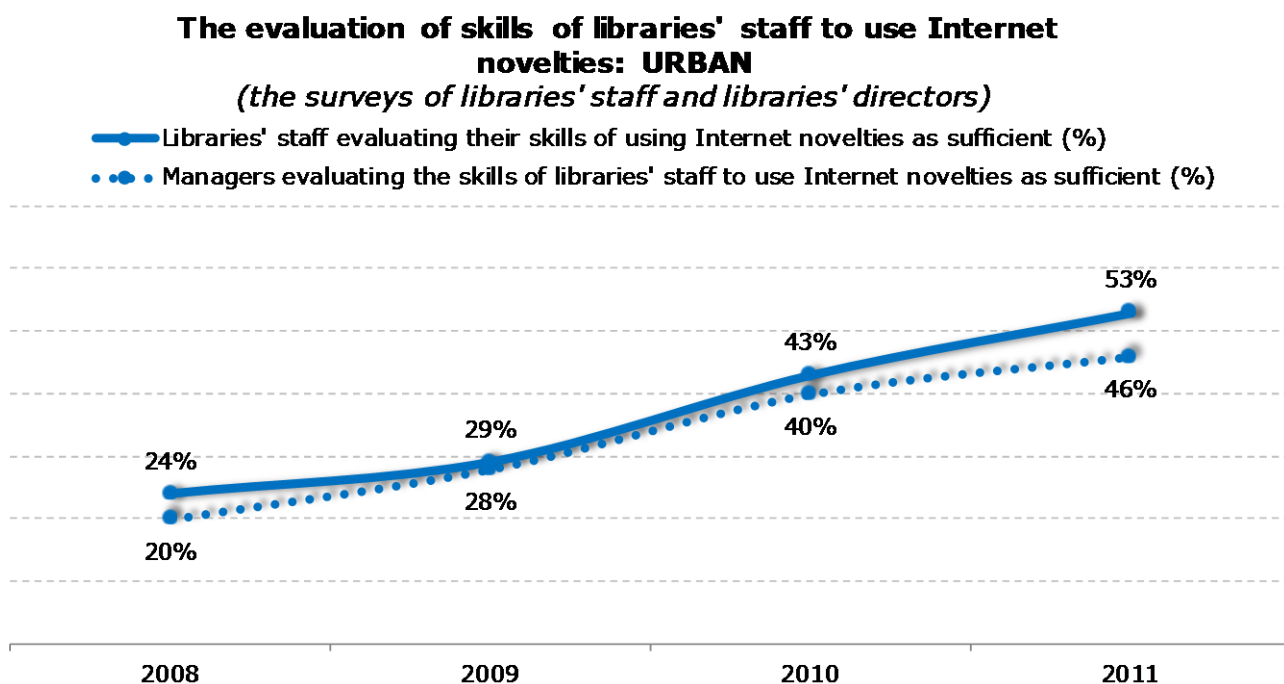
Table 34. The evaluation of the skills of the libraries' staff to use Internet novelties (the survey of libraries' directors)

Monitoring indicator: <b>2C. The skills of libraries' staff to use online resources</b>							
Instrument: <i>survey of libraries' directors</i>							
Result: the evaluation of the skills of libraries' staff to use Internet novelties <sup>39</sup> (%)							
	2008	→	2009	→	2010	→	2011
Urban	20%↑	→	28%↑	→	40%↑	→	46%↑
Rural	8%↓	→	11%↓	→	15%↓	→	29%↓
	2008		→	2011			
Urban	20%↑		→	46%↑		+26%	
Rural	8%↓		→	29%↓		+21%	
<b>Outcome (2008-2011): the evaluation of the skills of using Internet novelties of libraries' staff improved</b>							

While comparing how the skills of using Internet novelties were evaluated by libraries' directors and staff, it was noticed that, in the case of evaluating the skills of urban librarians, the evaluations by libraries' staff and directors generally did not differ.

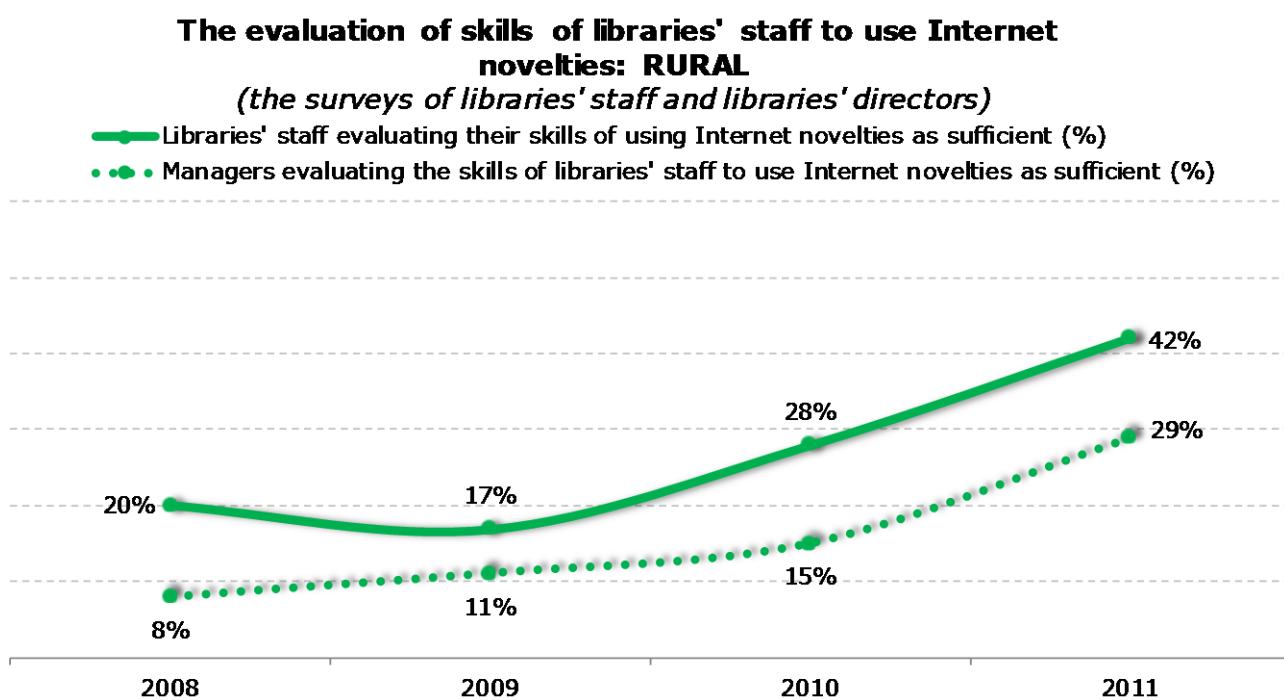
<sup>39</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

Chart 42. The evaluation of the skills of the urban libraries' staff to use Internet novelties (the survey of libraries' staff and directors)



However, the opinion of rural libraries' staff regarding their skills to use Internet novelties was better than respective evaluations of directors. In the end of the Project implementation (2011), 42% of rural libraries' staff and only 29% of directors believed that rural librarians had sufficient skills to use Internet novelties.

Chart 43. The evaluation of the skills of the rural libraries' staff to use Internet novelties (the survey of libraries' staff and directors)



#### ANALYSIS OF THE RESULTS OF QUALITATIVE RESEARCH

##### **The results of the qualitative research of 2009<sup>40</sup>-2011**

When comparing the data of qualitative studies with libraries' staff conducted in different year, it can be noted that there were no significant changes in the evaluation of the skills of using online resources. During the entire Project implementation period, libraries' staff, libraries' directors and the experts<sup>41</sup> evaluated these skills positively as constantly improving and enhancing. Meanwhile, the lack of the English language knowledge was indicated during the entire Project implementation period as an important factor preventing libraries' staff from using more varied online resources ("*The English language is a barrier for us, we don't understand a thing in English*" – libraries' staff, 2008; "*We have a problem – especially with foreign languages ...*", "*Librarians need to know English and another foreign language badly*" – directors, 2011).

#### **4.3.4. 2D. The Knowledge and Skills of Libraries' Staff to Serve Users Having Special Needs**

**Aimed meaning of the supervision indicator:** improved knowledge and skills of the libraries' staff to serve users with special needs.

**Achieved meaning of the indicator:** knowledge and skills of the libraries' staff to serve users with special needs generally did not change.

#### ANALYSIS OF QUANTITATIVE RESEARCH

The vast majority of libraries' staff did not believe that they had sufficient skills to serve users having special needs. Moreover, from the beginning of the Project implementation, actually, there were less librarians believing that they had sufficient knowledge and skills to serve users having special needs. In 2008, 34% of libraries' staff believed that they had sufficient knowledge and skills to serve users having special needs and in 2011 the share of such employees diminished to 24%.

Urban libraries' staff evaluated their knowledge and skills to serve users having special needs better. For example, during the second year of Project implementation, 25% of urban and only 13% of rural libraries' staff believed that they had sufficient knowledge and skills to serve users with special needs. During the second and the third year of Project implementation (2009-2010), the shares of urban and rural libraries' staff who believed that they had sufficient knowledge and skills to serve users with special needs equaled.

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<sup>40</sup> There is no data regarding the abilities of libraries' staff to use online resources and e-services in the report of 2008 with libraries' staff and other interested parties.

<sup>41</sup> One of the target groups in qualitative research with libraries' staff was experts of different level (national and municipalities' experts) who are involved in libraries' activities – representatives of national and local government and other internal or external experts.

Chart 44. The evaluation of the knowledge and skills of the libraries' staff to serve users having special needs (the survey of libraries' staff)

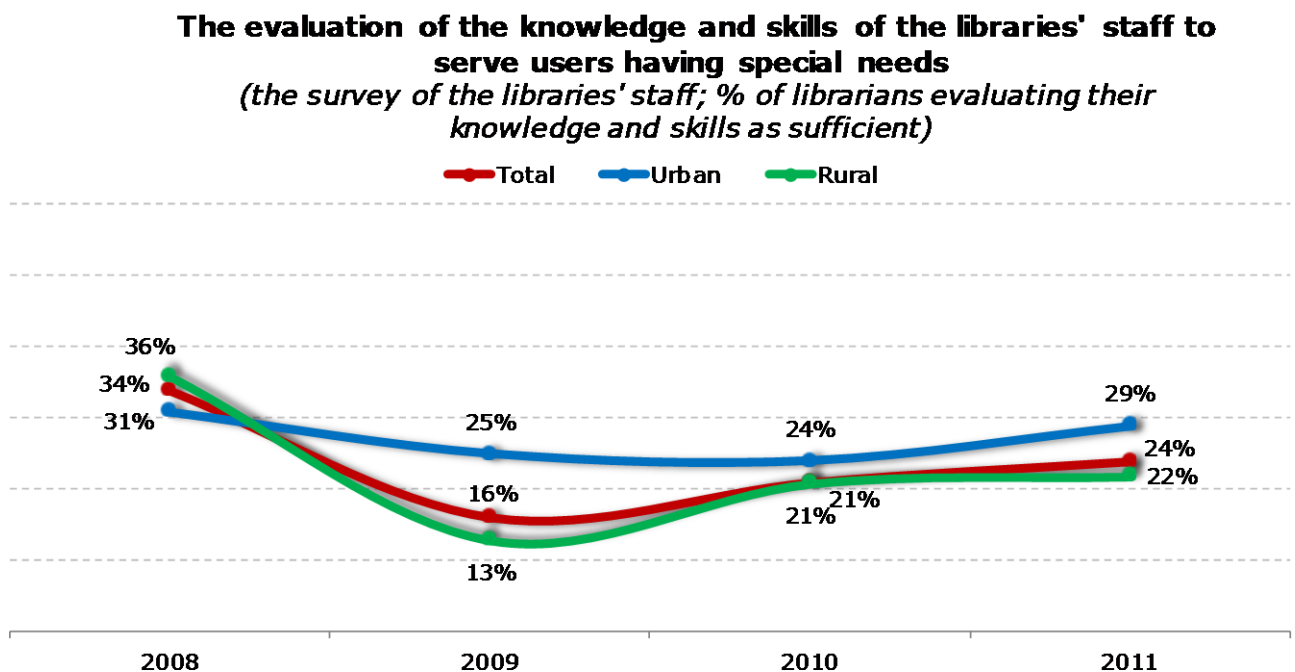


Table 35. The evaluation of the knowledge and skills of the libraries' staff to serve users having special needs (the survey of libraries' staff)

Monitoring indicator: <b>2D. The knowledge and skills of libraries' staff to serve users having special skills</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the evaluation of the knowledge and skills to serve users having special needs <sup>42</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	34%	→	16%	→	21%	→	24%
Urban	31%	→	25%	↑	24%	→	29%
Rural	36%	→	13%	↓	21%	→	22%
	2008		→	2011			
Total	34%		→	24%		-10%	
Urban	31%		→	29%		-2%	
Rural	36%		→	22%		-14%	
<b>Outcome (2008-2011): the evaluation of the knowledge and skills to serve users having special needs did not improve</b>							

The opinion of directors regarding the knowledge and skills of libraries' staff was different. Although only a small share of directors believed during the entire Project implementation period that rural libraries' staff had sufficient skills mentioned, the opinion of libraries' directors regarding the knowledge and skills of urban libraries' staff to serve users with special needs was significantly more positive. Only a small share of directors (11%) believed in 2008 that the knowledge and skills of urban librarians to serve users having special needs were sufficient. During the second and third year of Project implementation (2009-2010), their opinion changed dramatically. In 2009-2010, nearly every second director believed that the skills of urban libraries' staff to serve users with special needs were sufficient.

Meanwhile, according to the data of the qualitative researches with librarians' staff, there were no significant differences in the evaluations of directors between the knowledge and skills of urban and rural libraries' staff to serve users with special needs. Only according to the qualitative data of 2010, it was occasionally mentioned that these skills of libraries' staff were more of a theoretical nature, especially in rural areas (*"In rural libraries, we don't even have audio books and what shall we do, if there are people*

<sup>42</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

who would like to listen to them? I am not even talking about special equipment and providing service to them. I don't think we are ready to serve people having disabilities" – libraries' staff, 2010). Bearing in mind the data of the researches of 2010 and 2011, it can be claimed that such difference in evaluation was determined by different supply of equipment intended for the disabled in urban and rural areas and a lower number of disabled visitors in rural libraries.

Chart 45. The evaluation of the knowledge and skills of the libraries' staff to serve users having special needs (the survey of libraries' directors)

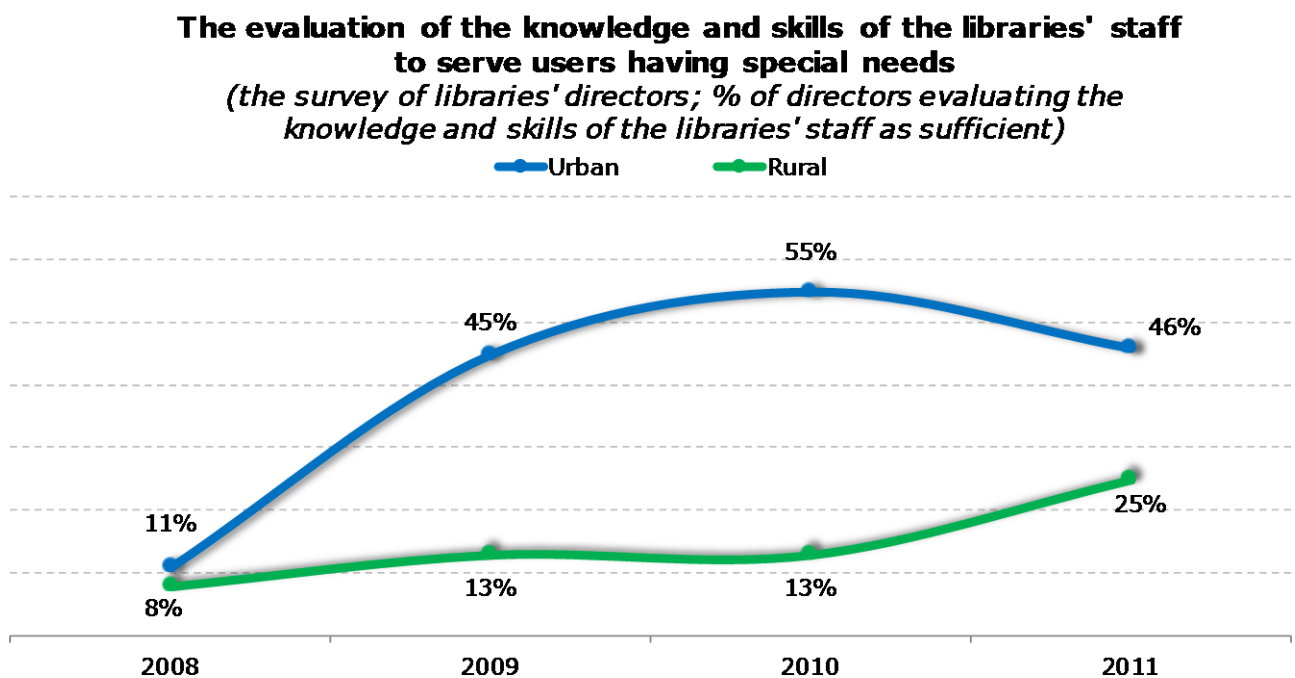


Table 36. The evaluation of the knowledge and skills of the libraries' staff to serve users having special needs (the survey of libraries' directors)

Monitoring indicator: <b>2D. The knowledge and skills of libraries' staff to serve users having special skills</b>							
Instrument: <i>the survey of libraries' directors</i>							
Result: the evaluation of the knowledge and skills to serve users having special needs <sup>43</sup> (%)							
	2008	→	2009	→	2010	→	2011
Urban	11%	→	45%↑	→	55%	→	46%
Rural	8%	→	13%↓	→	13%	→	25%
	2008		→	2011			
Urban	11%		→	46%		+35%	
Rural	8%		→	25%		+17%	
Outcome (2008-2011): the evaluation of the knowledge and skills to serve users having special needs improved							

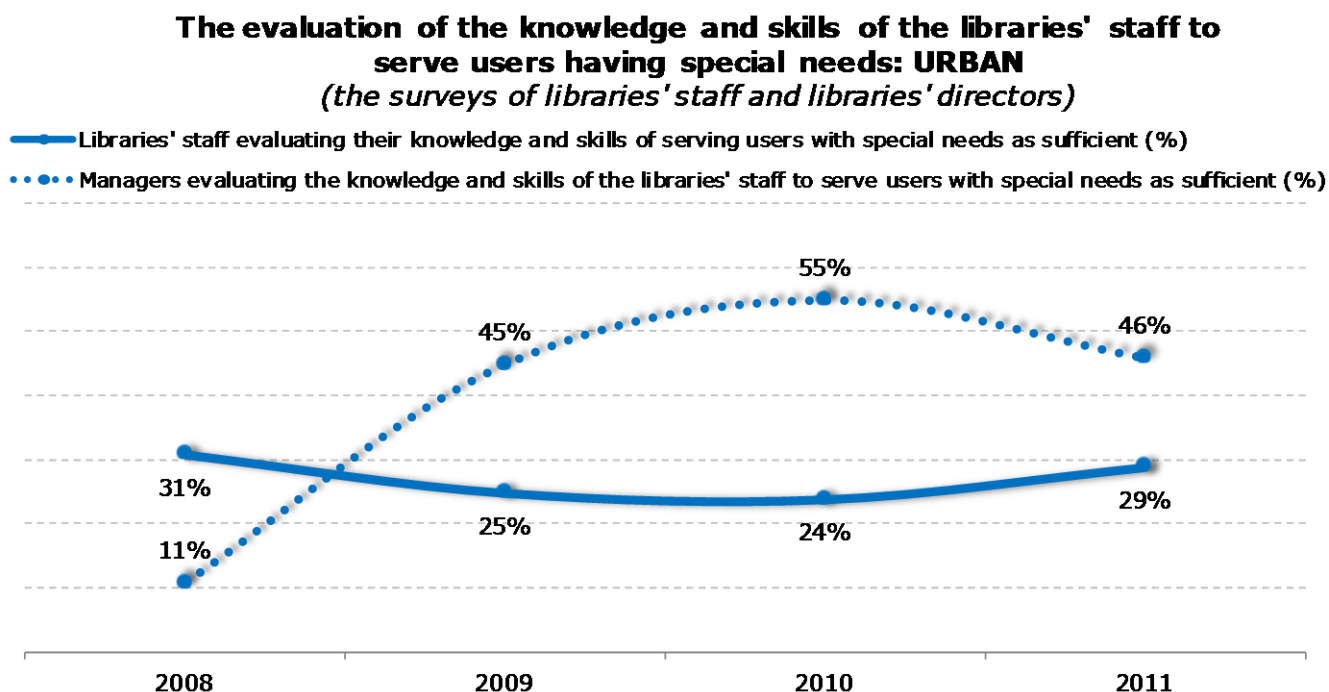
While comparing the evaluation of directors and librarians in terms of the knowledge and skills of the libraries' staff to serve users having special needs, it was noticed that directors tended to over-estimate these skills of urban libraries' staff. In other words, they evaluated these skills better than the libraries' staff. During the first year of Project implementation (2008), the share of libraries' staff who believed that they had sufficient knowledge and skills to serve users having special needs was greater than that of libraries' directors. During the later years of Project implementation, these evaluations changed. From 2009, the share of directors believing that urban libraries' staff had sufficient knowledge and skills to serve users having special needs was approximately twice as bigger as the one of urban libraries' staff. Meanwhile, there was no qualitative data from the qualitative studies of 2008-2010 regarding the

<sup>43</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

differences in evaluations by libraries' directors and libraries' staff. Nevertheless, according to the data of 2011, directors evaluated the skills of libraries' staff to serve users having special needs also more optimistically than librarians themselves (in both urban and rural areas). An assumption can be made that more optimistic evaluation was related to the fact that their evaluation was more hypothetical – if the problem did not reach them directly, directors tended to evaluate the skills of libraries' staff positively.

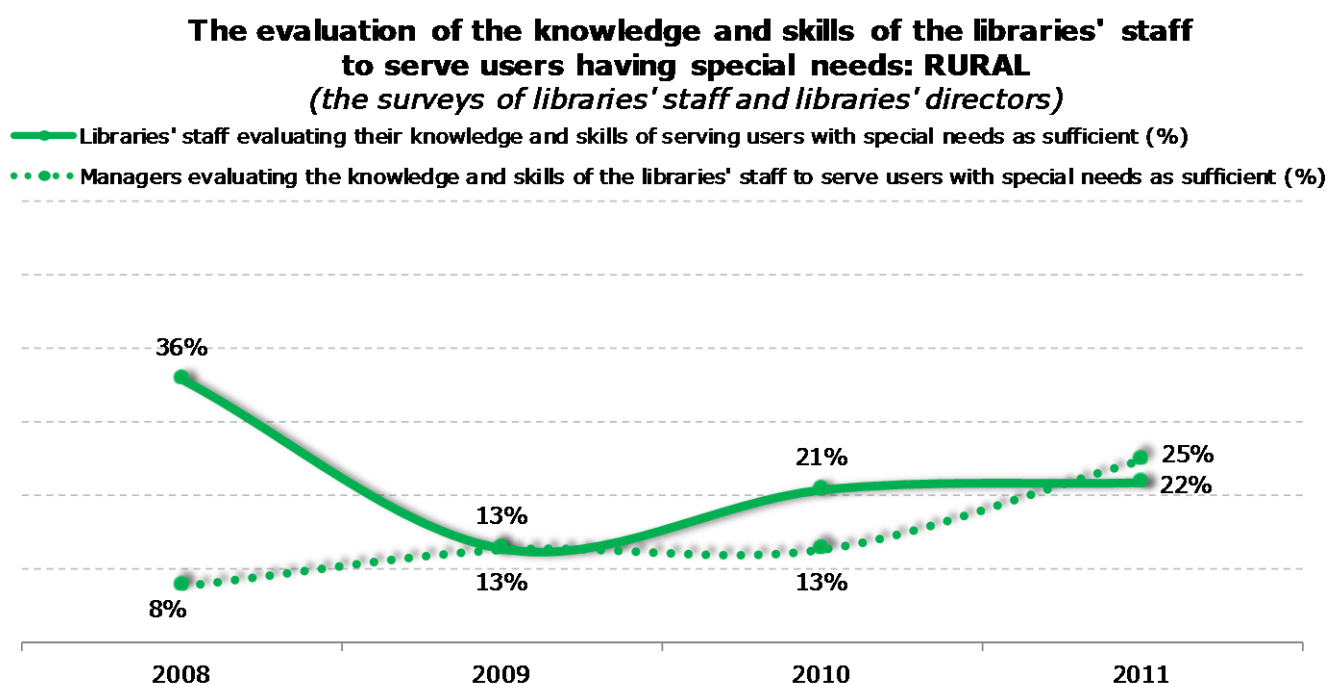
During 2009, a significantly increased positive evaluation of the skills of libraries' staff to serve users having special needs was determined by equipment adapted for the disabled established in urban libraries and by trainings organized for libraries' staff. Meanwhile, the evaluation of the libraries' staff, in terms of their abilities to serve users having special needs, according to the data of the qualitative researches of 2008-2011, remained consistent. Libraries' staff (in both urban and rural areas) evaluated their abilities more realistically by indicating that their knowledge are more of a theoretical nature and that they did not change during the four years of Project implementation.

Chart 46. The evaluation of the knowledge and skills of the urban libraries' staff to serve users having special needs (the survey of libraries' staff and directors)



During the first year of Project implementation (2008), while comparing the evaluations of the knowledge and skills of rural libraries' staff to serve users with special needs by directors and rural librarians, the situation was similar to the one with urban libraries' staff. The share of rural libraries' staff believing that they had sufficient knowledge and skills to serve users having special needs was greater than that of directors. During the later years of Project implementation, the share of directors evaluating the knowledge and skills of rural libraries' staff to serve users with special needs as sufficient diminished significantly and it basically did not differ from the self-evaluation of the rural librarians.

Chart 47. The evaluation of the knowledge and skills of the rural libraries' staff to serve users having special needs (the survey of libraries' staff and directors)



#### ANALYSIS OF THE RESULTS OF QUALITATIVE RESEARCH

##### **The comparison of the results of the qualitative research of 2008-2011**

The evaluation of the skills of serving users having special needs remained similar during the entire Project implementation period. Although libraries' staff were organized trainings about serving users having special needs due to the Project initiative, however, according to the qualitative researches with the libraries' staff, these skills were improving only in theoretical level and when time passed by they were forgotten, as they were not used in practice.

### **4.3.5. 2E. The Number of Librarians Having User Training and Consulting Experience**

**Aimed meaning of the supervision indicator:** increased number of librarians having user training and consulting experience.

**Achieved meaning of the indicator:** the number of librarians having user training and consulting experience increased.

#### ANALYSIS OF QUANTITATIVE RESEARCH

The vast majority of both urban and rural libraries' staff working with PIA claimed that they had experience of consulting PIA users. Attention can be drawn to the fact that nearly all librarians participating in the Project claimed to have had such experience during the first year of Project implementation (2008).

Chart 48. The share of libraries' staff having experience of consulting PIA users (the survey of libraries' staff)

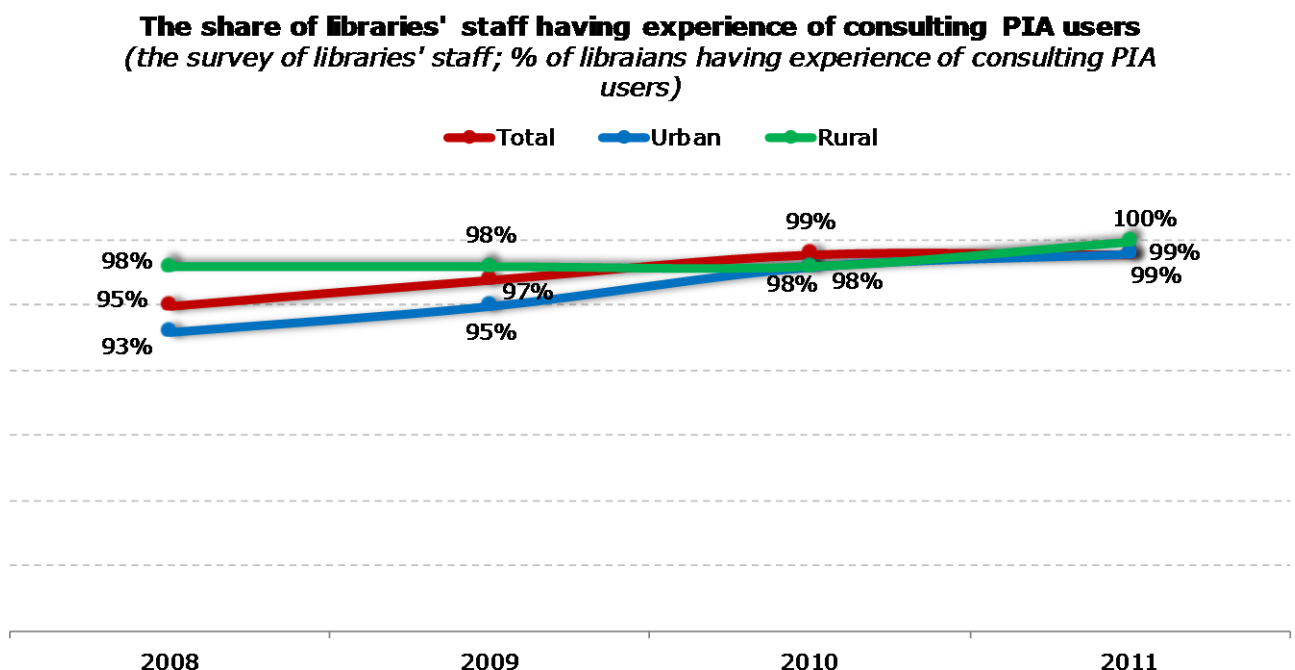


Table 37. The share of libraries' staff having experience of consulting PIA users (the survey of libraries' staff)

Monitoring indicator: <b>2E. The share of libraries' staff having training and consulting experience</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: libraries' staff having experience of consulting PIA users <sup>44</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total <sup>45</sup>	95%	→	97%	→	99%	→	99%
Urban	93%	→	95%	→	98%	→	99%
Rural	98%	→	98%	→	98%	→	100%
	2008		→	2011			
Total	95%		→	99%			+4%
Urban	93%		→	99%			+6%
Rural	98%		→	100%			+2%
<b>Outcome (2008-2011): the share of libraries' staff having experience of consulting PIA users increased</b>							

The story of the experience of libraries' staff is slightly different in terms of organizing or contributing to the organization of teaching programs and projects. From the beginning of the Project implementation, the share of those who contributed to the organization of trainings or projects at least once was increasing gradually. In 2008, 38% of librarians who took part in the Project had such experience and, when the Project was heading toward the end, most of the libraries' staff (89%) had such experience.

The experience of urban and rural libraries' staff to organize or contribute to the organization of training programs or projects basically did not differ. Only the year of 2010 can be distinguished when many more of urban libraries' staff (79%) contributed to the organization of the trainings or projects (in comparison to the share of 62% of rural libraries' staff).

<sup>44</sup> The numbers provided consider only those libraries where PIA is provided.

<sup>45</sup> The values are calculated while analyzing the results of the question "How often do you consult PIA users regarding various questions?"

Chart 49. The share of libraries' staff having experience of the organization of trainings (the survey of libraries' staff)

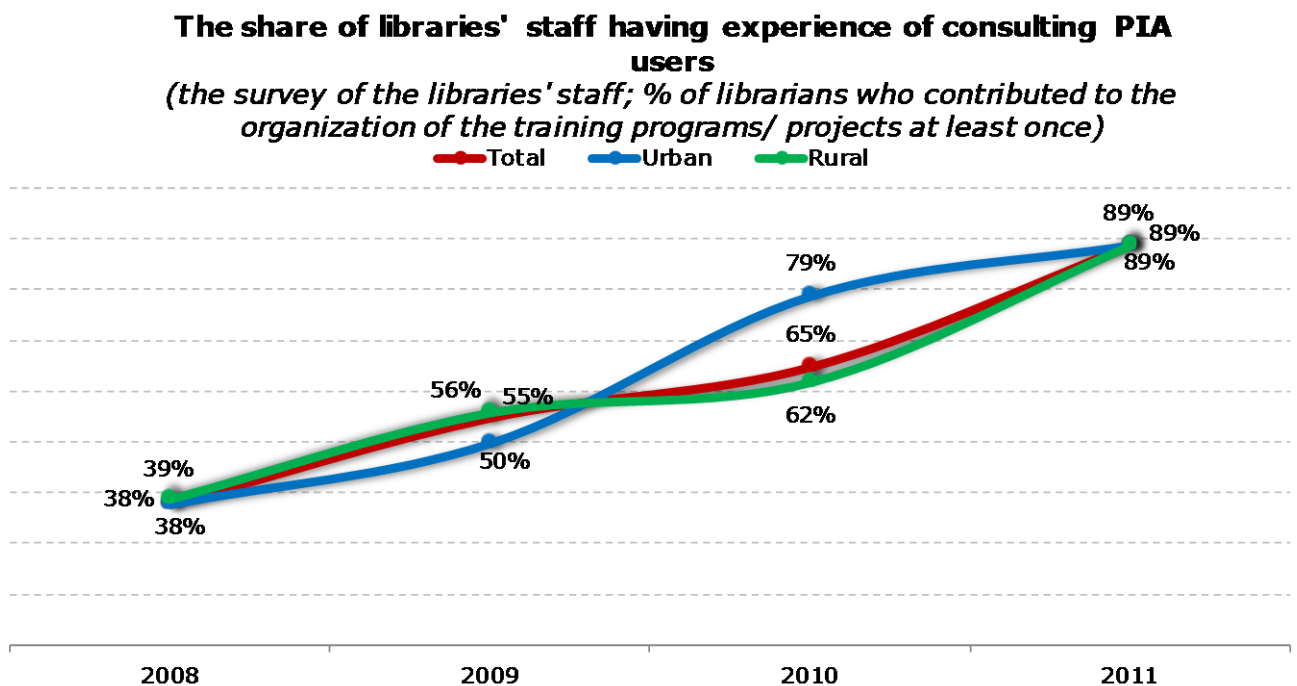


Table 38. The share of libraries' staff having experience of the organization of trainings (the survey of libraries' staff)

Monitoring indicator: <b>2E. The share of libraries' staff having training and consulting experience</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: libraries' staff who contributed to the organization of training programs (projects) at least once <sup>46</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	38%	→	55%	→	65%	→	89%
Urban	38%	→	50%	→	79%↑	→	89%
Rural	39%	→	56%	→	62%↓	→	89%
	2008		→	2011			
Total	38%		→	89%		+51%	
Urban	38%		→	89%		+51%	
Rural	39%		→	89%		+50%	
Outcome (2008-2011): the share of libraries' staff who contributed to the organization of trainings at least once increased							

#### 4.3.6. 2F. The Number of Trained Librarians

**Aimed meaning of the supervision indicator:** increased number of trained libraries' staff.

**Achieved meaning of the indicator:** the number of trained libraries' staff increased.

##### ANALYSIS OF QUANTITATIVE RESEARCH

The number of libraries' staff who participated in the trainings regarding how to use information technologies was growing gradually during the entire period of Project implementation. In 2011, in

<sup>46</sup> A derivative value is provided. The percentage provided indicates how many members of the libraries' staff have contributed to at least one of the following activities: (1) "I have contributed to the organization of the trainings", (2) "I have prepared the material (or some of it) for the trainings", (3) "I have prepared a training program", (4) "I have led the trainings (or some of it)", (5) "I have consulted the people preparing training programs".

comparison to the first year of Project implementation (2008), the number of trained librarians increased by 2.5 times.

During the first year of Project implementation, there was a similar number of urban (560) and rural (501) librarians who participated in the trainings on the usage of information technologies. During the second year of Project implementation (2009), more attention was paid to the trainings of urban libraries' staff (889 of urban and 586 of rural libraries' staff were trained during this year). During the third and fourth year of Project implementation (2010-2011), more rural libraries' staff was trained.

Chart 50. The number of trained libraries' staff (factual survey)

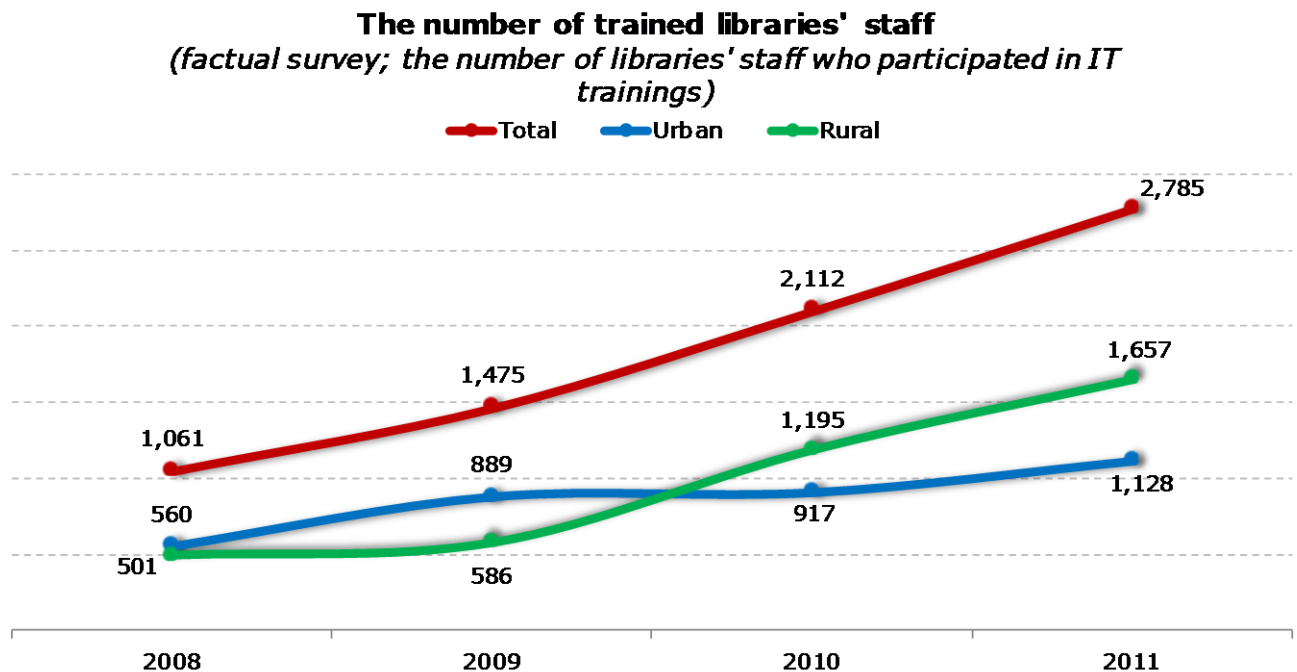


Table 39. The number of trained libraries' staff (factual survey)

Monitoring indicator: <b>2F. The number of trained libraries' staff</b> <sup>47</sup>							
Instrument: <i>factual survey</i>							
Result: the number of libraries' staff who participated in IT trainings							
	2008	→	2009	→	2010	→	2011
Total	1061	→	1475	→	2112	→	2785
	100%	→	140%	→	199%	→	262%
Urban	560	→	889	→	917	→	1128
	100%	→	159%	→	164%	→	201%
Rural	501	→	586	→	1195	→	1657
	100%	→	117%	→	239%	→	331%
	<b>2008</b>	→		→	<b>2011</b>		
Total	100%	→		→	262%		+162%
Urban	100%	→		→	201%		+101%
Rural	100%	→		→	331%		+231%
Outcome (2008-2011): the number of libraries' staff who participated in IT trainings increased <sup>48</sup>							

<sup>47</sup> In the graphical illustration and in the table, the number of trained librarians each year is presented (these are not cumulative amounts).

<sup>48</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor.

### 4.3.7. 2G. The Number of Hours Intended for the IT Trainings of Librarians

**Aimed meaning of the supervision indicator:** increased number of hours intended for the IT trainings of librarians.

**Achieved meaning of the indicator:** the number of hours intended for the IT trainings of librarians increased.

#### ANALYSIS OF QUANTITATIVE RESEARCH

In total, during the entire Project implementation period, 170 412 hours were devoted to the trainings of the libraries' staff regarding using information technologies. More than half (65%, 111 096 hours) of all training hours were intended for the trainings of rural libraries' staff and 35% of training hours (59 136 hours) were intended for training urban libraries' staff to use information technologies.

The most trainings for libraries' staff to use information technologies were conducted in 2009 and 2010. The most hours for the information technologies' trainings for urban libraries' staff were devoted during the second year of Project implementation (2009) and for rural libraries' staff – during the third year of Project implementation.

Chart 51. The number of hours intended for the IT trainings of the libraries' staff (factual survey)

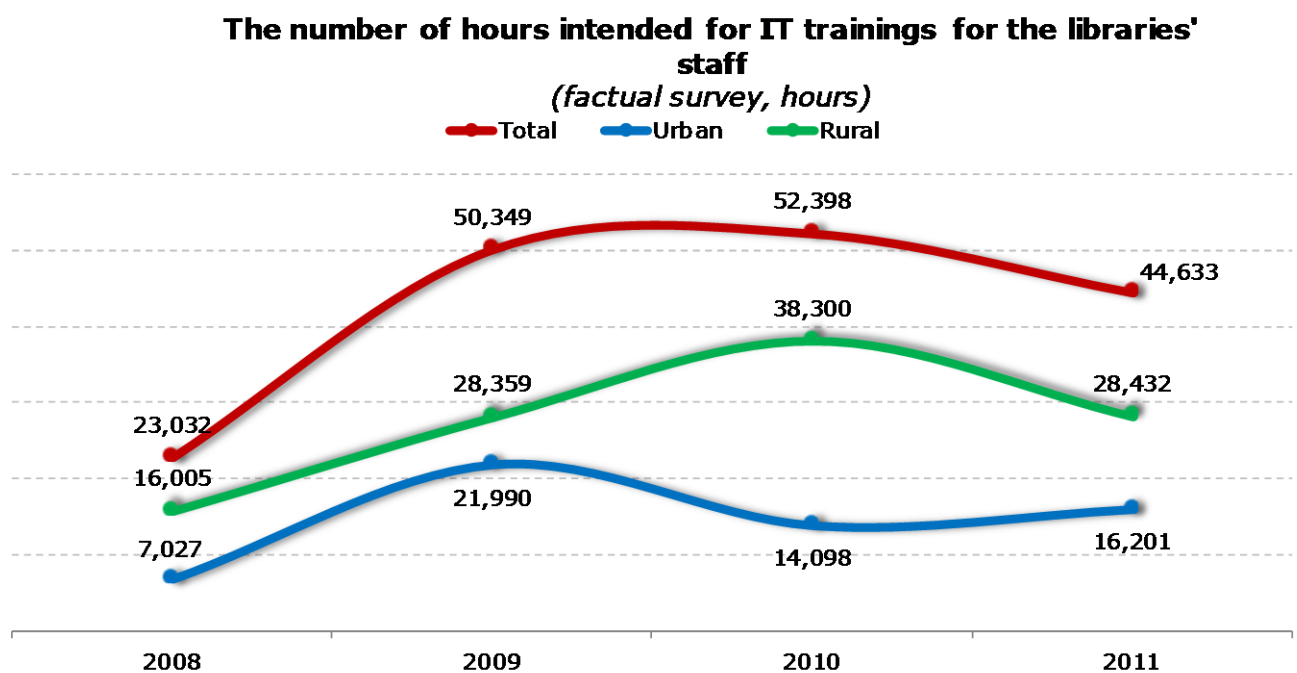


Table 40. The number of hours intended for the IT trainings of the libraries' staff (factual survey)

Monitoring indicator: <b>2G. The number of hours intended for the IT trainings of the libraries' staff</b> <sup>49</sup>							
Instrument: <i>factual survey</i>							
Result: the number of hours intended for the IT trainings of the libraries' staff (hours)							
	<b>2008</b>	<b>→</b>	<b>2009</b>	<b>→</b>	<b>2010</b>	<b>→</b>	<b>2011</b>
Total	23032 <i>100%</i>	→ →	50349 <i>219%</i>	→ →	52398 <i>228%</i>	→ →	44633 <i>194%</i>
Urban	7027 <i>100%</i>	→ →	21990 <i>313%</i>	→ →	14098 <i>201%</i>	→ →	16201 <i>230%</i>
Rural	16005 <i>100%</i>	→ →	28359 <i>177%</i>	→ →	38300 <i>239%</i>	→ →	28432 <i>178%</i>
	<b>2008</b>	<b>→</b>		<b>→</b>	<b>2011</b>		
Total	<i>100%</i>	→		→	<i>194%</i>		<i>+94%</i>
Urban	<i>100%</i>	→		→	<i>230%</i>		<i>+130%</i>
Rural	<i>100%</i>	→		→	<i>178%</i>		<i>+78%</i>
Outcome (2008-2011): the number of hours intended for the IT trainings of the libraries' staff increased <sup>50</sup>							

Additional information regarding the trainings for librarians on how to use information technologies was provided by the information on how many hours of trainings were devoted to training one member of the staff.

It was recorded that the most trainings for one member of the staff were devoted during the second year of Project implementation (2009) - 34 hours of trainings. It is also important to note that, during the first three years of Project implementation (2008-2010), one member of rural libraries' staff was devoted more hours for trainings than for respective trainings of urban staff. Based on these tendencies recorded, it can be assumed that the trainings of urban libraries' staff took place in bigger groups.

In this context, the last year of Project implementation (2011) distinguishes. In 2011, the average number of training hours devoted to one urban and rural member of the staff became equal.

<sup>49</sup> In the graphical illustration and in the table, the number of hours devoted to the trainings of the libraries' staff each year is presented (these are not cumulative amounts).

<sup>50</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor.

Chart 52. The average number of hours for training one member of libraries' staff (factual survey)

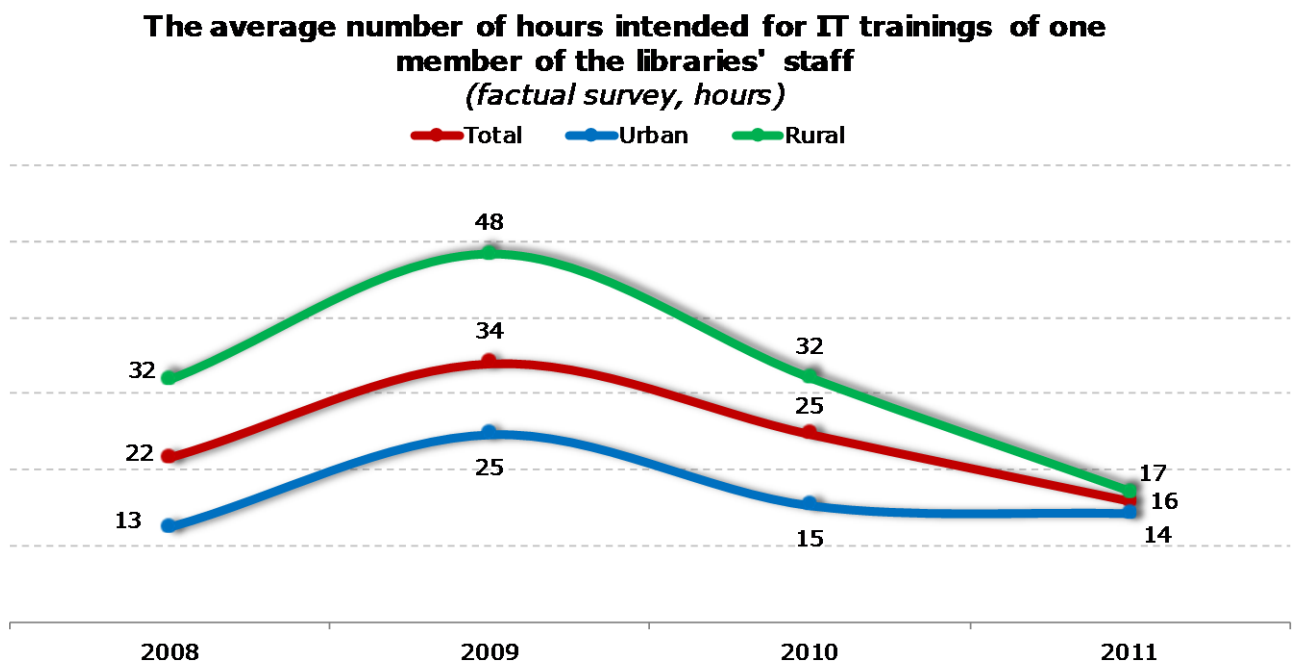


Table 41. The average number of hours for training one member of libraries' staff (factual survey)

Monitoring indicator: <b>2G. The number of hours intended for the IT trainings of the libraries' staff</b>							
Instrument: <i>factual survey</i>							
Result: the average number of hours intended for the IT trainings per one member of staff (hours) <sup>51</sup>							
	2008	→	2009	→	2010	→	2011
Total	22	→	34	→	25	→	16
Urban	13↓	→	25↓	→	15↓	→	14
Rural	32↑	→	48↑	→	32↑	→	17
	2008		→	2011			
Total	22		→ <sup>52</sup>	16			
Urban	13↓		→	14			
Rural	32↑		→	17			

#### 4.3.8. 2H. Improved Knowledge and Skills of Libraries' Staff to Use the Internet Safely

**Aimed meaning of the supervision indicator:** improved knowledge and skills of libraries' staff to use the Internet safely.

**Achieved meaning of the indicator:** the knowledge and skills of libraries' staff to use the Internet safely improved<sup>53</sup>.

<sup>51</sup> Average number of hours devoted to the trainings of one member of the libraries' staff was calculated by dividing the number of hours intended for the trainings of the libraries' staff by the number of trained librarians.

<sup>52</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor.

<sup>53</sup> Information regarding the knowledge and skills of the libraries' staff to use the Internet safely was collected only during the Project evaluation studies of 2010 and 2011.

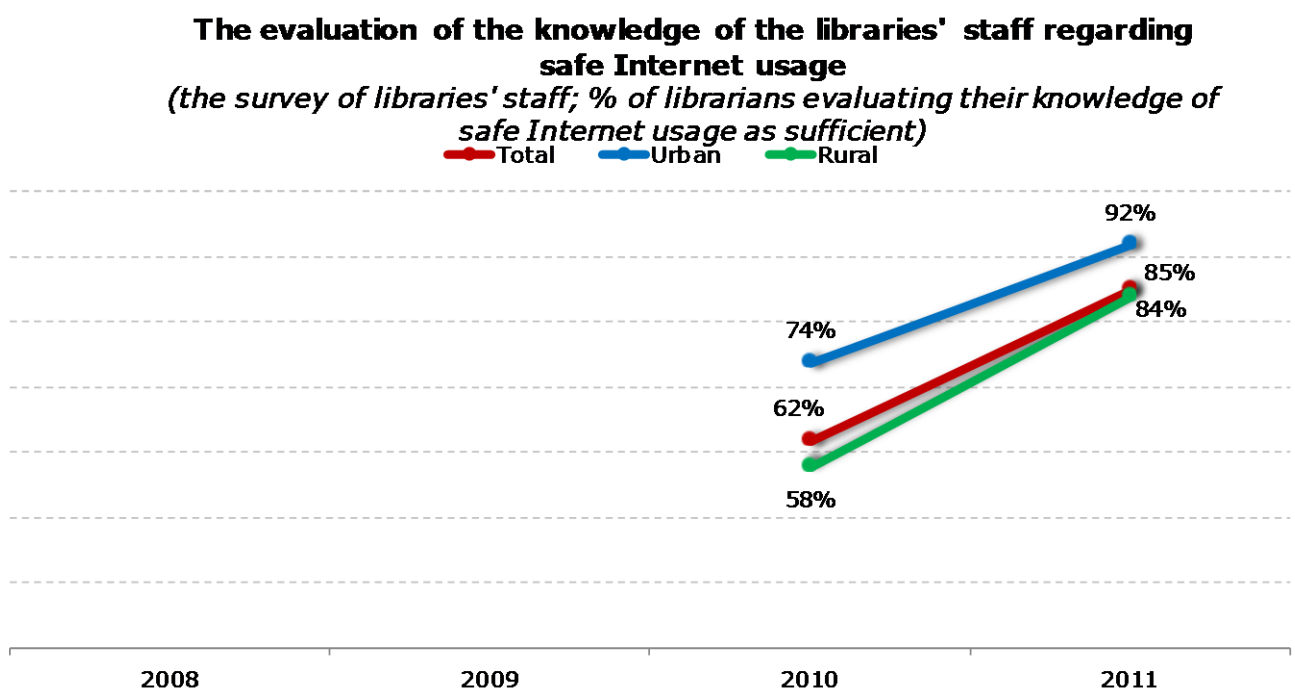
### ANALYSIS OF QUANTITATIVE RESEARCH

In 2010, 62% of libraries' staff participating in the Project believed that they had sufficient knowledge about safe Internet usage. There was more urban libraries' staff considering the knowledge about safe Internet usage sufficient (74%), rather than rural ones (58%).

In 2011, the knowledge of libraries' staff regarding safe Internet usage strengthened even more. In the end of 2011, approximately 85% of the libraries' staff in the country knew how to use Internet safely (84% of rural and 92% of urban librarians).

The improvement of these skills of libraries' staff is confirmed by qualitative studies. According to the data of the qualitative researches of 2010-2011 with libraries' staff, the skills of libraries' staff to use Internet safely were improving because of the trainings organized due to the Project "Libraries for Innovation". According to the research data, in 2011, both of the following improved: the knowledge of libraries' staff about the online threats and the skills to protect against them. During the qualitative researches, no differences in the evaluations of the skills of urban and rural libraries' staff were recorded.

*Chart 53. The evaluation of the knowledge of the libraries' staff regarding safe Internet usage (the survey of libraries' staff)*



*Table 42. The evaluation of the knowledge of the libraries' staff regarding safe Internet usage (the survey of libraries' staff)*

Monitoring indicator: <b>2H. The knowledge and skills of libraries' staff to use Internet safely</b>				
Instrument: <i>the survey of libraries' staff</i>				
Result: the evaluation of the knowledge of libraries' staff regarding safe Internet usage <sup>54</sup> (%)				
	<b>2010</b>	<b>→</b>	<b>2011</b>	
Total	62%	→	85%	+23%
Urban	74%	→	92%	+18%
Rural	58%	→	84%	+26%
Outcome (2010-2011): the knowledge of libraries' staff how to use Internet safely improved				

The skills of libraries' staff to use Internet safely were slightly weaker than the theoretical knowledge. In other words, more libraries' staff believed having sufficient knowledge about it, rather than skills.

<sup>54</sup> The number is calculated by indicating the share of libraries' staff who are aware of all threats related to the usage of Internet ("More aware than unaware of" or "Are sufficiently aware of").

In 2010, every other member of the libraries' staff (48%) believed having sufficient skills to use Internet safely. In 2010, urban libraries' staff evaluated their skills to use the Internet safely better (63%) than rural libraries' staff (43%).

During the last year of Project implementation (2011), both urban and rural libraries' staff, while developing the skills to use the Internet safely, made a huge improvement. In the end of 2011, three out of four librarians (72%) believed that they acquired safe Internet usage skills. It is also important to note that, during the last year of Project implementation, the evaluation of the skills of using the Internet safely by urban (76%) and rural (71%) libraries' staff equaled.

Chart 54. The evaluation of the skills of the libraries' staff to use Internet safely (the survey of the libraries' staff)

**The evaluation of the skills of the libraries' staff regarding safe Internet usage**  
(the survey of libraries' staff; % of librarians evaluating their safe Internet usage skills as sufficient)

—●— Total    —●— Urban    —●— Rural

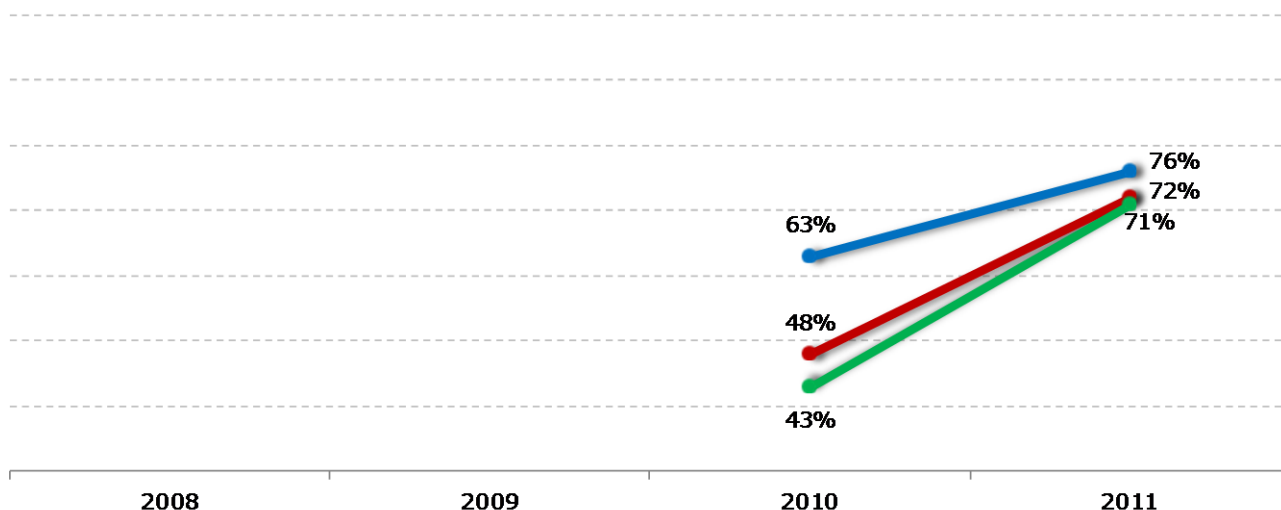


Table 43. The evaluation of the skills of the libraries' staff to use Internet safely (the survey of the libraries' staff)

Monitoring indicator: <b>2G. The knowledge and skills of libraries' staff to use Internet safely</b>				
Instrument: <i>the survey of libraries' staff</i>				
Result: the evaluation of the knowledge of libraries' staff regarding safe Internet usage <sup>55</sup> (%)				
	<b>2010</b>	<b>→</b>	<b>2011</b>	
Total	48%	→	72%	+24%
Urban	63%	→	76%	+13%
Rural	43%	→	71%	+28%
Outcome (2010-2011): the knowledge of libraries' staff how to use Internet safely improved				

#### ANALYSIS OF THE RESULTS OF QUALITATIVE RESEARCH

##### **The results of the qualitative research of 2010-2011**

Considering the data of the research with the libraries' staff in 2010, it can be claimed that the abilities of libraries' staff to use the Internet safely improved during the Project implementation period. According to the research data of 2010, libraries' staff spontaneously evaluated their abilities to use the Internet safely positively. However, they expressed doubts regarding their abilities when purposefully discussing particular threats and evaluated their skills as insufficient. During the research of 2011, libraries' staff expressed confidence in their knowledge and could indicate ways how to protect themselves from particular online threats.

<sup>55</sup> The number is calculated by indicating the share of libraries' staff who evaluated all skills of safe Internet usage as "sufficient" or "fully sufficient".

## 4.4. 3. The Skills of Public Libraries' Visitors to Use IT

### 4.4.1. 3A. The Knowledge and Skills of PIA Users to Use IT

**Aimed meaning of the supervision indicator:** improved IT knowledge and skills of PIA users.

**Achieved meaning of the indicator:** IT knowledge and skills of PIA users improved.

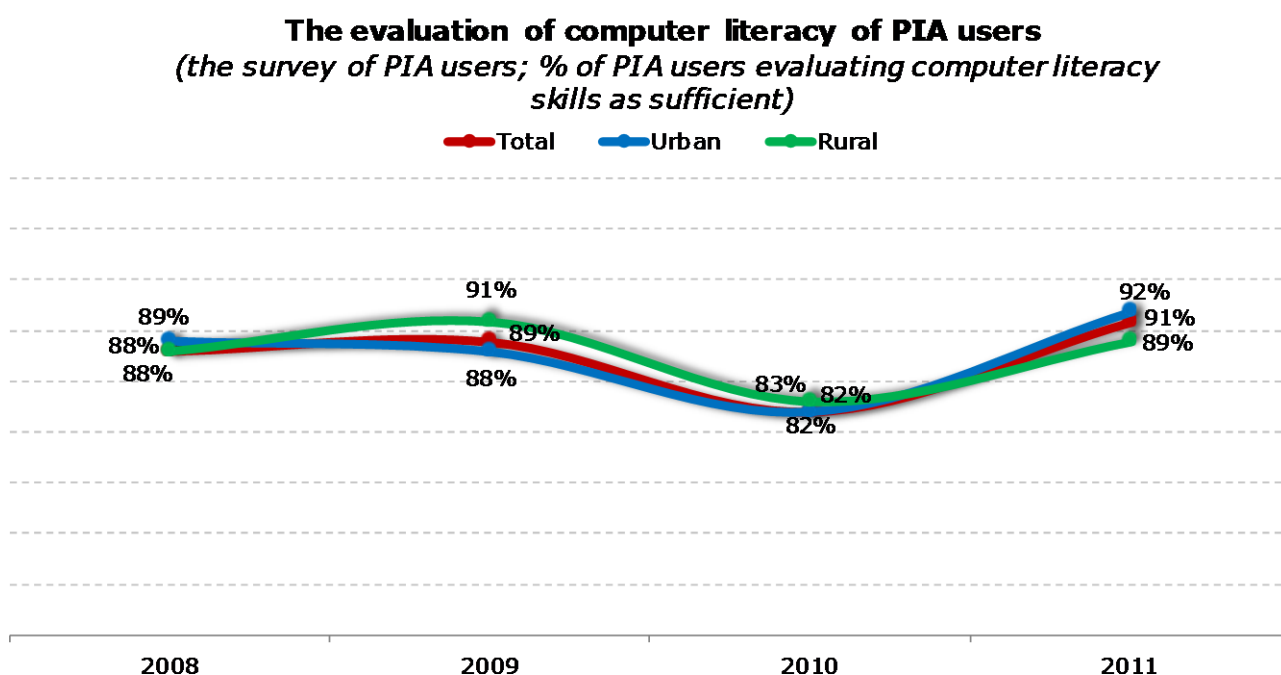
#### ANALYSIS OF QUANTITATIVE RESEARCH

##### The evaluation of computer literacy skills of PIA users

The vast majority of PIA users know how to use information technologies. In other words, most of them evaluate their computer literacy skills as sufficient.

It is important to note that when the Project started (2008) most of the PIA users evaluated their computer literacy skills as sufficient (88%). The evaluation of computer literacy skills of PIA users in urban and rural libraries did not differ.

*Chart 55. The evaluation of computer literacy skills of the libraries' staff according to the place of residence (the survey of PIA users)*



Despite the fact that during the third year of Project implementation (2010) the share of users evaluating their computer literacy skills as sufficient was recorded to diminish, in general, it can be claimed that during the entire Project implementation period the vast majority of PIA users, irrespectively of whether they used PIA in urban or rural libraries, evaluated their computer literacy skills as sufficient.

Table 44. The evaluation of computer literacy skills of the libraries' staff according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>3A. The knowledge and skills of PIA users to use IT</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users evaluating their computer literacy skills as sufficient <sup>56</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	88%	→	89%	→	82%	→	91%
Urban	89%	→	88%	→	82%	→	92%
Rural	88%	→	91%	→	83%	→	89%
	2008	→	2011				
Total	88%	→	91%				+3%
Urban	89%	→	92%				+3%
Rural	88%	→	89%				+1%
Outcome (2008-2011): the share of PIA users evaluating their computer literacy skills as sufficient increased <sup>57</sup>							

While investigating how socially excluded groups of the Project evaluated their computer usage skills (the retired, the disabled and the unemployed), it was noted that the unemployed believed that they had the best skills to use information technologies (the evaluation of their computer literacy skills generally did not differ from those of other PIA users from socially excluded groups) and the retired had the worst skills (this group of PIA users evaluated the computer usage skills worse than PIA users who are not considered to be socially excluded and worse than PIA users attributed to other socially excluded groups).

During the Project implementation period, while improving the skills of socially excluded PIA users to use information technologies, positive tendencies were recorded. The retired who had the worst skills made the greatest improvement in the development of the skills to use information technologies while performing the Project tasks. In 2008, only 43% of the retired who were using PIA evaluated their computer usage skills as sufficient and in 2011 the share of such libraries' staff increased up to 82%.

The disabled using PIA in libraries also improved their abilities to use computer technologies during the Project implementation period. The share of the disabled believing that they had sufficient computer usage skills increased from 64% in 2008 to 80% in 2011. The skills of the unemployed using PIA in libraries basically did not change during the Project implementation period, because, as it has been mentioned before, initial skills (2008) to use information technologies of most of the representatives of this group were sufficient.

<sup>56</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

<sup>57</sup> Although the variance of the data collected during the researches of 2010-2011 is not statistically significant, however, bearing in mind that the evaluation of computer literacy is very high, the achievements of the indicator are recorded as positive ("achieved").

Chart 56. The evaluation of computer literacy skills of the libraries' staff according to the target groups of the Project (the survey of PIA users)

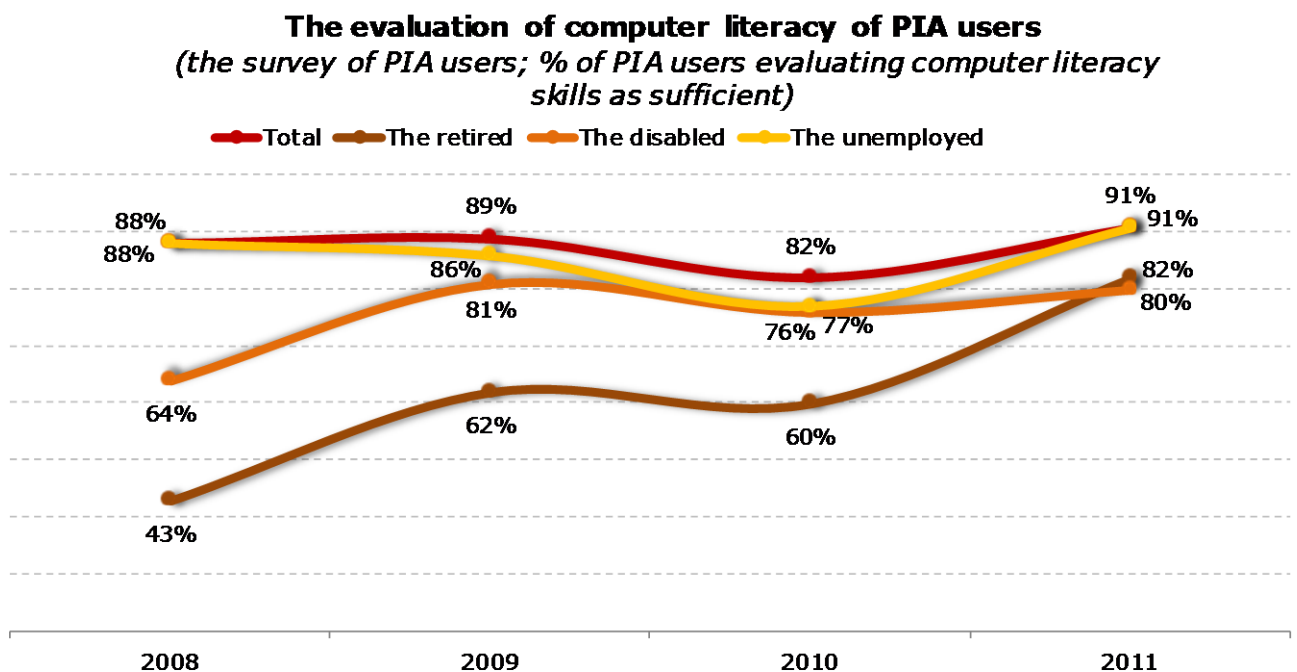


Table 45. The evaluation of computer literacy skills of the libraries' staff according to the target groups of the Project (the survey of PIA users)

Monitoring indicator: <b>3A. The knowledge and skills of PIA users to use IT</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users evaluating their computer literacy skills as sufficient <sup>58</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	88%	→	89%	→	82%	→	91%
The retired	43%	↓	62%	↓	60%	↓	82%
The disabled	64%	→	81%	↑	76%	↑	80%
The unemployed	88%	↑	86%	↑	77%	↑	91%
	2008		→	2011			
Total	88%		→	91%		+3%	
The retired	43%		↓	82%		+39%	
The disabled	64%		→	80%		+16%	
The unemployed	88%		↑	91%		+3%	
Outcome (2008-2011): the share of PIA users evaluating their computer literacy skills as sufficient increased <sup>59</sup>							

Worse skills of the retired PIA users to use the computers were recorded while researching the computer literacy skills in another aspect – the age of PIA users.

PIA users of the oldest age<sup>60</sup> evaluated their skills to use information technologies the worst. Young PIA users and adult PIA users of the average age (25-55) evaluated their computer usage skills similarly

<sup>58</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

<sup>59</sup> Although the change of the data collected during the researches of 2010-2011 is not statistically significant, considering that the evaluation of the computer literacy is very high, the achievements of the indicator are recorded as positive ("achieved").

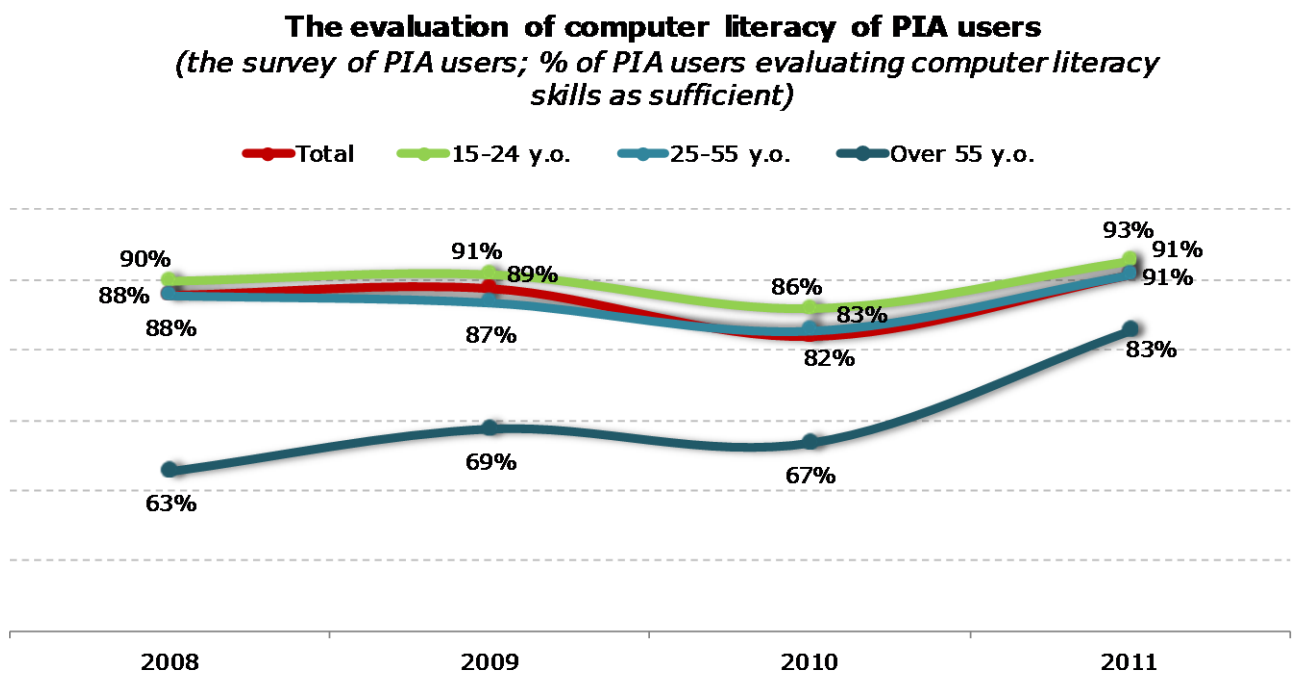
<sup>60</sup> The group of the PIA users of age 15-24 is referred to as "youth", PIA users of 25-55 years old are referred to as users of average age and PIA users over 55 years old are referred to as older/ oldest users in the report.

positively. In other words, the vast majority of these users believed that they had sufficient computer usage skills.

Meanwhile, the research data of qualitative researches revealed that the computer literacy skills of PIA users were enhancing during the Project implementation period and mostly due to computer literacy courses and together with the more varied/ frequent practice of computer or Internet usage (*"I went to the library to get books and the computers had been changed there. The librarian told me I'll have to start learning. This is how I started. Later I got interested in it myself"* – seniors, 2011).

While comparing computer literacy skills among different target groups, seniors and libraries' visitors of elderly age, according to the qualitative data from the researches with PIA users, were also considered as having weaker computer literacy skills. According to the research data of the qualitative study of 2009, such situation was mainly determined by a different experience while using information technologies and the computer. PIA users of 20-30 years old got to know the basic computer usage knowledge at school, PIA users of 30-55 years old faced the computers at work, at computer literacy courses or learnt to use the computer individually. Meanwhile, seniors and PIA users of elderly age had the least previous experience while working with information technologies and library was often the only place where seniors could use the computer. Worse computer literacy skills of seniors and elderly PIA users were also related to a slower pace of accepting and assimilating novelties, trainings and new knowledge.

Chart 57. The evaluation of computer literacy skills of the libraries' staff according to the age groups (the survey of PIA users)



During the Project implementation period, the computer usage skills of the youth and adult PIA users generally did not change (as they were already evaluated positively in the beginning of the Project implementation). However, PIA users of elderly age improved their computer usage skills during the Project implementation period. In 2008, 63% of the elderly PIA users believed that they had sufficient computer literacy skills and, when the Project was heading towards the end (2011), the share of such users grew up to 83%.

Table 46. The evaluation of computer literacy skills of the libraries' staff according to the age groups (the survey of PIA users)

Monitoring indicator: <b>3A. The knowledge and skills of PIA users to use IT</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users evaluating their computer literacy skills as sufficient <sup>61</sup> (%)							
	<b>2008</b>	<b>→</b>	<b>2009</b>	<b>→</b>	<b>2010</b>	<b>→</b>	<b>2011</b>
Total	88%	→	89%	→	82%	→	91%
15-24 y.o.	90%↑	→	91%↑	→	86%↑	→	93%↑
25-55 y.o.	88%↑	→	87%↑	→	83%↑	→	91%↑
55+ y.o.	63%↓	→	69%↓	→	67%↓	→	83%↓
	<b>2008</b>	<b>→</b>	<b>2011</b>				
Total	88%	→	91%				+3%
15-24 y.o.	90%↑	→	93%↑				+3%
25-55 y.o.	88%↑	→	91%↑				+3%
55+ y.o.	63%↓	→	83%↓				+20%
Outcome (2008-2011): the share of PIA users evaluating their computer literacy skills as sufficient increased <sup>62</sup>							

### The evaluation of skills of PIA users to use the Internet for general purposes<sup>63</sup>

The vast majority of PIA users have sufficient skills of using the Internet for general purposes. Although during the Project implementation period slight fluctuations of these skills were recorded, in general we can claim that no major changes in terms of evaluating the abilities of PIA users to use the Internet were recorded. In the beginning of the Project implementation, 85% of PIA users evaluated their Internet usage skills as sufficient and in 2011 there were 87% of them.

The evaluation of the skills to use the Internet by users in urban and rural libraries did not differ (the vast majority of both urban and rural PIA users have sufficient skills).

<sup>61</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

<sup>62</sup> Although the change of the data collected during the researches of 2010-2011 is not statistically significant, considering that the evaluation of the computer literacy is very high, the achievements of the indicator are recorded as positive ("achieved").

<sup>63</sup> Internet usage for general purposes, for example, checking e-mails, surfing general news portals, etc.

Chart 58. The evaluation of the skills of the PIA users to use the Internet for general purposes according to the place of residence (the survey of PIA users)

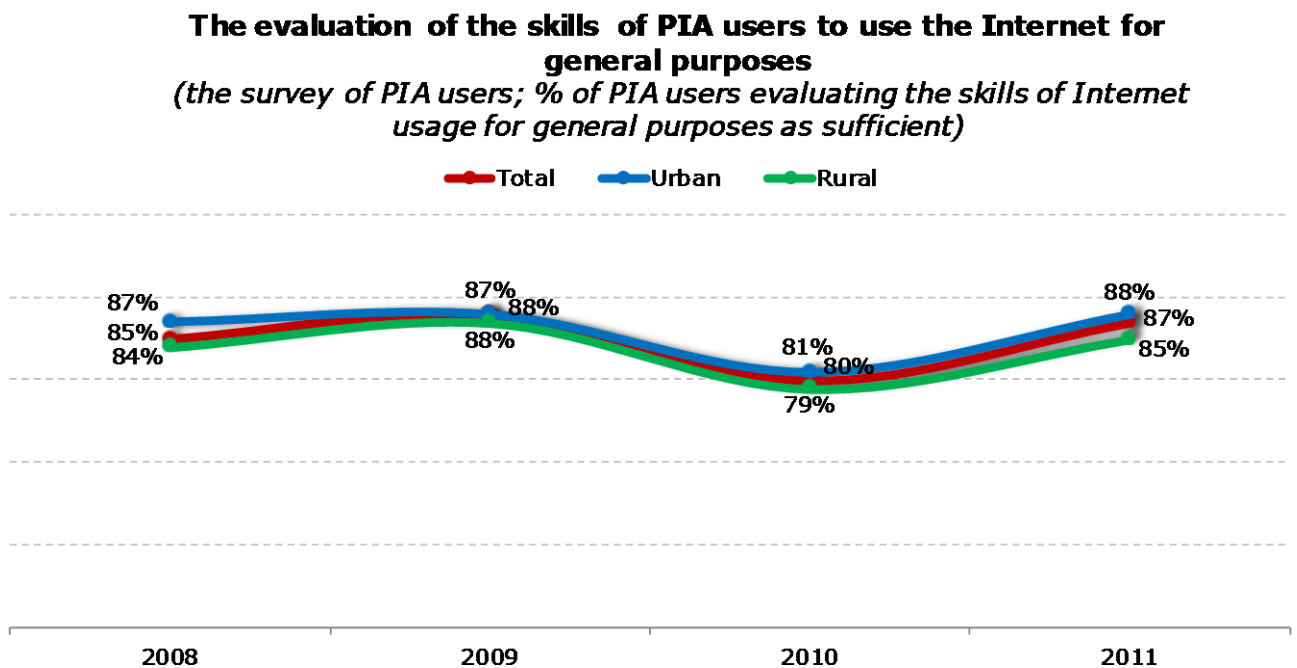


Table 47. The evaluation of the skills of the PIA users to use the Internet for general purposes according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the evaluation of the skills of PIA users to use the Internet for general purposes <sup>64</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	85%	→	88%	→	80%	→	87%
Urban	87%	→	88%	→	81%	→	88%
Rural	84%	→	87%	→	79%	→	85%
	2008		→	2011			
Total	85%		→	87%			+2%
Urban	87%		→	88%			+1%
Rural	84%		→	85%			+1%
Outcome (2008-2011): the evaluation of the skills of PIA users to use the Internet for general purposes improved <sup>65</sup>							

While comparing the skills of PIA users attributed to socially excluded groups to use the Internet to the skills of users who are not attributed to these groups, it was noticed that a slightly smaller share of users attributed to socially excluded groups evaluated their skills of using the Internet for general purposes as sufficient.

Although nearly during the entire Project implementation period the retired PIA users evaluated their skills to use the Internet in libraries the worst nearly during the entire Project implementation period, when the Project was heading towards the end, it was noticed that the skills of the retired PIA users increased significantly: from 29% of the retired evaluating their Internet usage skills as sufficient in 2008 to 74% of the retired evaluating their Internet usage skills as sufficient in 2011.

The share of the disabled who evaluated their Internet usage skills as sufficient increased as well during the Project implementation period, nevertheless, not as impressively as those of the retired: from 56% in

<sup>64</sup>Total values of "fully sufficient skills" and "sufficient skills" are provided.

<sup>65</sup>Although the general change of the data collected should be evaluated as unchanged, considering that most of the users evaluated this skill as sufficient, the achievements of the indicator are recorded as positive ("achieved").

2008 to 76% in 2011. The abilities of the unemployed to use the Internet, on the one hand, generally did not differ from other users attributed to socially excluded groups during the Project implementation period. On the other hand, their Internet usage skills generally did not change even during the Project implementation (as most of the unemployed had sufficient Internet usage skills in the beginning of the Project implementation).

In general, it can be noted that when evaluating the skills of PIA users to use the Internet there was generally no social exclusion. The skills of the retired, the disabled and the unemployed to use the Internet in libraries did not differ or differed only slightly, in comparison to all the skills of PIA users.

Chart 59. The evaluation of the skills of PIA users to use the Internet for general purposes according to the Project target groups (the survey of PIA users)

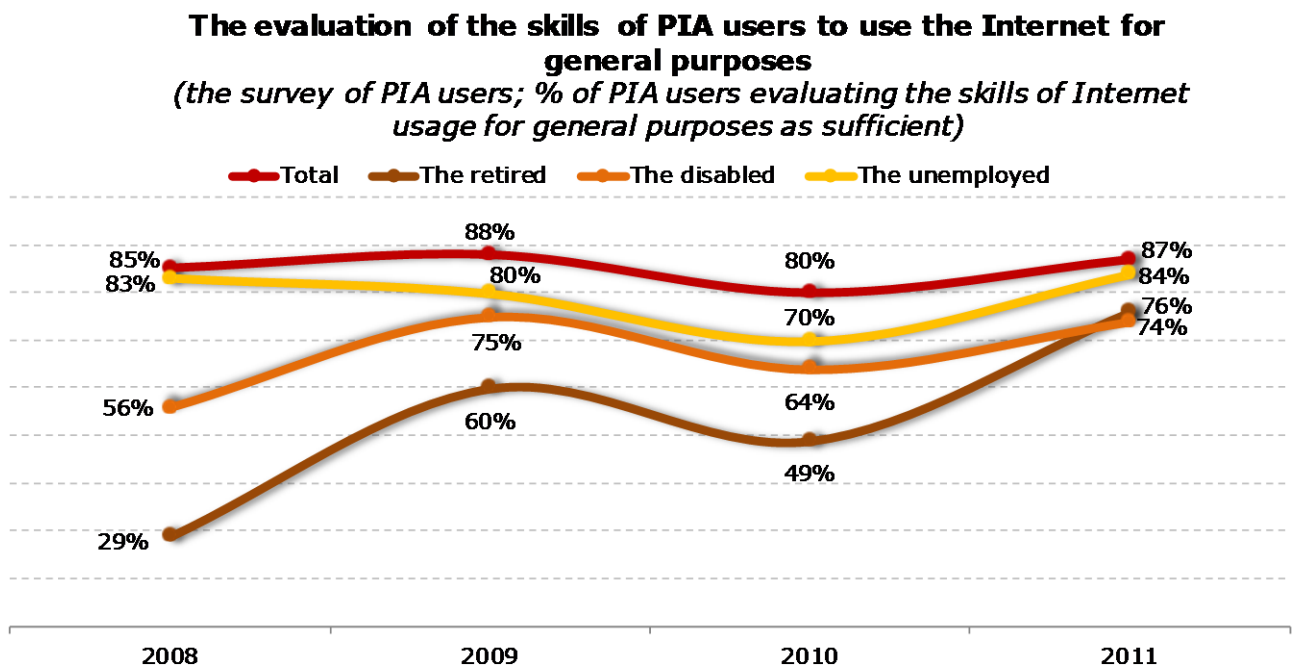


Table 48. The evaluation of the skills of PIA users to use the Internet for general purposes according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the evaluation of the skills of PIA users to use the Internet for general purposes <sup>66</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	85%	→	88%	→	80%	→	87%
The retired	29%↓	→	60%↓	→	49%↓	→	76%
The disabled	56%	→	75%	→	64%	→	74%↓
The unemployed	83%↑	→	80%↑	→	70%↑	→	84%↑
	2008		→	2011			
Total	85%		→	87%		+2%	
The retired	29%↓		→	76%		+47%	
The disabled	56%		→	74%↓		+18%	
The unemployed	83%↑		→	84%↑		+6%	
Outcome (2008-2011): the evaluation of the skills of PIA users to use the Internet for general purposes increased							

While analyzing the Internet usage skills of PIA users of different ages, it was noted that the skills of the older PIA users distinguished the most. There were fewer users having sufficient Internet usage skills

<sup>66</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

among the elderly, rather than among the youth or adult users. On the other hand, it is important to note that, during the Project implementation period, the share of older PIA users who evaluated their Internet usage skills as sufficient slightly increased as well: from 63% in 2008 to 75% in 2011.

The abilities to use the Internet by young PIA users in libraries, in turn, are slightly better than those of PIA users of an average age.

Chart 60. The evaluation of the skills of PIA users to use the Internet for general purposes according to the age groups (the survey of PIA users)

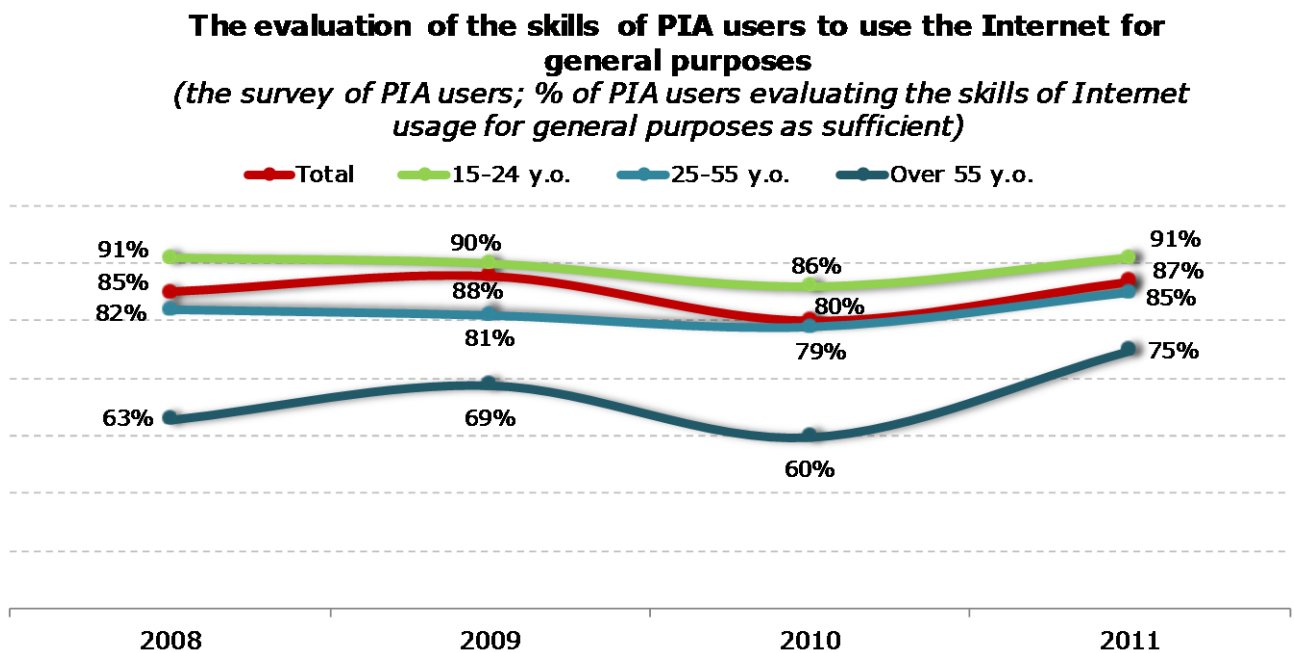


Table 49. The evaluation of the skills of PIA users to use the Internet for general purposes according to the age groups (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the evaluation of the skills of PIA users to use the Internet for general purposes <sup>67</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	85%	→	88%	→	80%	→	87%
15-24 y.o.	91%	↑	90%	→	86%	→	91%
25-55 y.o.	82%	→	81%	→	79%	→	85%
55+ y.o.	63%	↓	69%	↓	60%	↓	75%
	2008		→	2011			
Total	85%		→	87%		+2%	
15-24 y.o.	91%		↑	91%		+0%	
25-55 y.o.	82%		→	85%		+3%	
55+ y.o.	63%		↓	75%		+12%	
Outcome (2008-2011): the evaluation of the skills of PIA users to use the Internet for general purposes increased only among the users of older age and the retired							

#### ANALYSIS OF THE RESULTS OF QUALITATIVE RESEARCH

##### **The results of the qualitative research of 2008-2011**

According to the data of the qualitative research of 2008-2012 with PIA users, the skills of public libraries' visitors to use information technologies were evaluated by PIA users as improving every year. This tendency was common among all the research target groups. However, the most significant change was recorded in the target group of seniors. Their knowledge and skills to use information technologies

<sup>67</sup> Total values of "fully sufficient skills" and "sufficient skills" are provided.

enhanced the most during the four years. According to the research data of the qualitative studies of 2008-2009 with PIA users, PIA users, including seniors, evaluated the skills of seniors to use information technologies as weak. Starting with 2010, however, the skills of seniors were evaluated as stronger – seniors could perform more activities independently and their skills were evaluated as meeting their needs.

It can also be noted that during the Project implementation period, the motives of PIA users to learn changed during the four years. According to the research data of a qualitative research of 2008 with PIA users, the main motives for learning were of an obligatory nature and only the minority of the research representatives indicated that they were driven to learn by an inner desire and curiosity. In 2012, this motive became the major one (*"The desire to improve remains" – rural residents, 2011; "I'd like to learn something" – the unemployed, 2011; "An individual always wants some knowledge" – seniors, 2011*). The emotions associated to learning were changing accordingly as well. According to the data of the qualitative research of 2008 with PIA users, learning was related to negative emotions and stress. In 2012, a completely different training atmosphere was recorded and it was associated to positive emotions (fun, cheerful, interesting and safe).

#### **4.4.2. 3B. The Practice of PIA Usage**

**Aimed meaning of the supervision indicator:** [changed](#) practice of PIA usage.

**Achieved meaning of the indicator:** the practice of PIA usage [changed](#).

##### *ANALYSIS OF QUANTITATIVE RESEARCH*

#### **Library – a place where Internet is used the most often**

The analysis regarding what practices of PIA usage in libraries are common among PIA users starts with the analysis of the main place of Internet usage paying special attention to the users for whom library is the main Internet usage place.

During the first and second year of Project implementation (2008-2009), the share of users whose main Internet usage place was library changed (in 2008, the share of such users was 41% and in 2009 – 63%). During the last two years of the Project implementation (2010-2011), the share of users whose main Internet usage place was library remained more or less stable. When the Project was heading towards the end, every second PIA user considered the library to be the main Internet usage place.

Analogous tendencies of the dynamics of the share of PIA users who considered library to be the main place to use the Internet were recorded in rural libraries as well. During the last two years of the Project implementation (2010-2011), every other PIA user in rural libraries considered library to be the main Internet usage place.

The practices of Internet usage by urban PIA users were changing significantly during all the years of Project implementation. In 2009 and 2011, nearly twice as many PIA urban users considered library to be the main Internet usage place than in 2008 and 2010.

Chart 61. The share of PIA users who use the Internet in the library the most often according to the place of residence (the survey of PIA users)

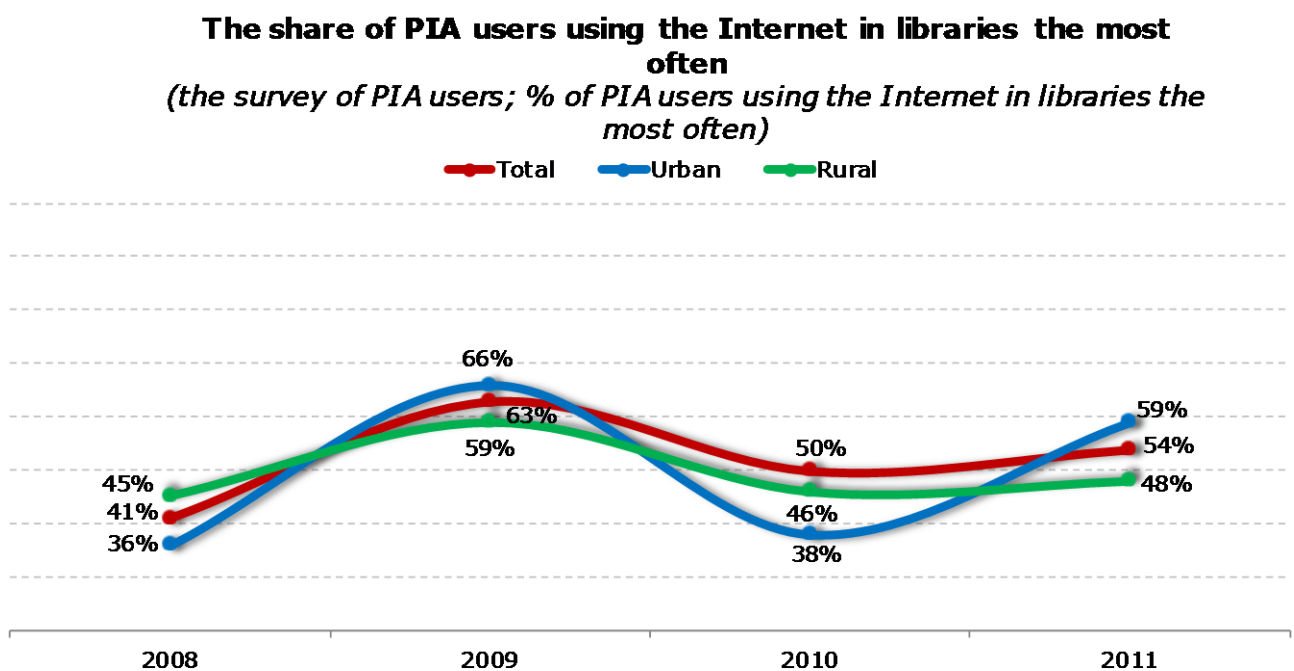


Table 50. The share of PIA users who use the Internet in the library the most often according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users using the Internet in the library the most often (%)							
	2008	→	2009	→	2010	→	2011
Total	41%	→	63%	→	50%	→	54%
Urban	36%↓	→	66%↑	→	38%↓	→	59%↑
Rural	45%↑	→	59%↓	→	46%↑	→	48%↓
	2008		→	2011			
Total	41%		→	54%			+13%
Urban	36%↓		→	59%↑			+23%
Rural	45%↑		→	48%↓			+3%
Outcome (2008-2011): in urban areas, the share of PIA users considering library to be the main place of Internet usage increased <sup>68</sup>							

The main tasks of the Project related to the reduction of social exclusion in the country when providing socially excluded people with the opportunity to use the Internet for free were confirmed by the information collected during the Project impact assessment studies regarding where the Internet is mostly used by socially excluded people (the retired, the disabled and the unemployed).

The research data confirms that library is the main place of Internet usage for a substantially greater share of socially excluded people, in comparison to other groups of PIA users. For example, in 2011, when the Project was heading towards the end, every second (54%) PIA user who was not socially excluded and 76% of the retired, 78% of the disabled and 83% of the unemployed considered library to be the main Internet usage place.

While comparing the Internet usage practices in libraries by people attributed to different socially excluded groups, it is impossible to distinguish an exclusion group for which the library was more

<sup>68</sup> Although the change of the data collected during the researches of 2010-2011 is not statistically significant, considering that the evaluation of the computer literacy is very high, the achievements of the indicator are recorded as positive ("achieved").

important and more often attended for Internet usage. The practice of Internet usage in the library is similar among all of them.

Chart 62. The share of PIA users who use the Internet in the library the most often according to the Project target groups (the survey of PIA users)

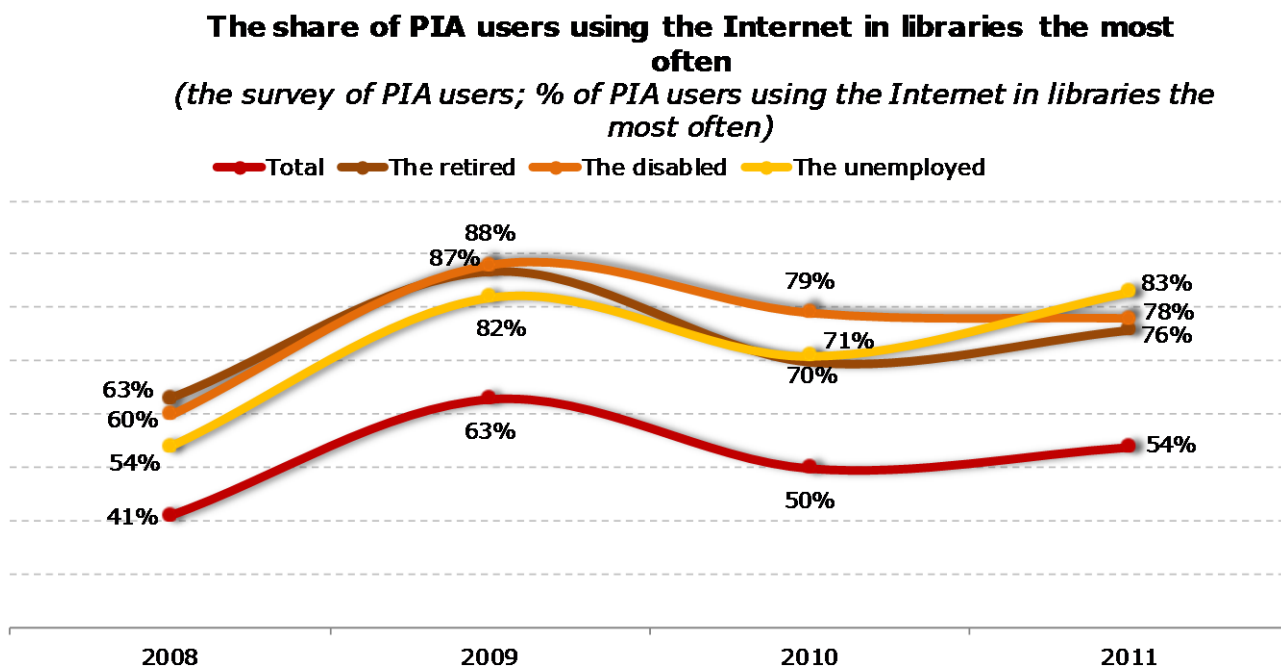


Table 51. The share of PIA users who use the Internet in the library the most often according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users using the Internet in the library the most often (%)							
	2008	→	2009	→	2010	→	2011
Total	41%	→	63%	→	50%	→	54%
The retired	63%	→	87%	→	70%	→	76%
The disabled	60%	→	88%	→	79%	→	78%
The unemployed	54%	→	82%	→	71%	→	83%
	2008	→			2011		
Total	41%	→			54%	+13%	
The retired	63%	→			76%	+13%	
The disabled	60%	→			78%	+18%	
The unemployed	54%	→			83%	+29%	
Outcome (2008-2011): the share of socially excluded PIA users who consider the library to be the main Internet usage place increased							

While analyzing the PIA usage practice in libraries according to the age of users, library is substantially more important to users of older age, rather than those of average or younger age. This tendency was recorded during the entire Project implementation period. When the Project was about to finish, library was considered as the main Internet usage place by 65% of PIA users of elderly age.

The practices of using the Internet in libraries as in the main Internet usage place by young PIA users and those of average age met the general tendencies of all PIA users in the country.

Chart 63. The share of PIA users who use the Internet in the library the most often according to the age groups (the survey of PIA users)

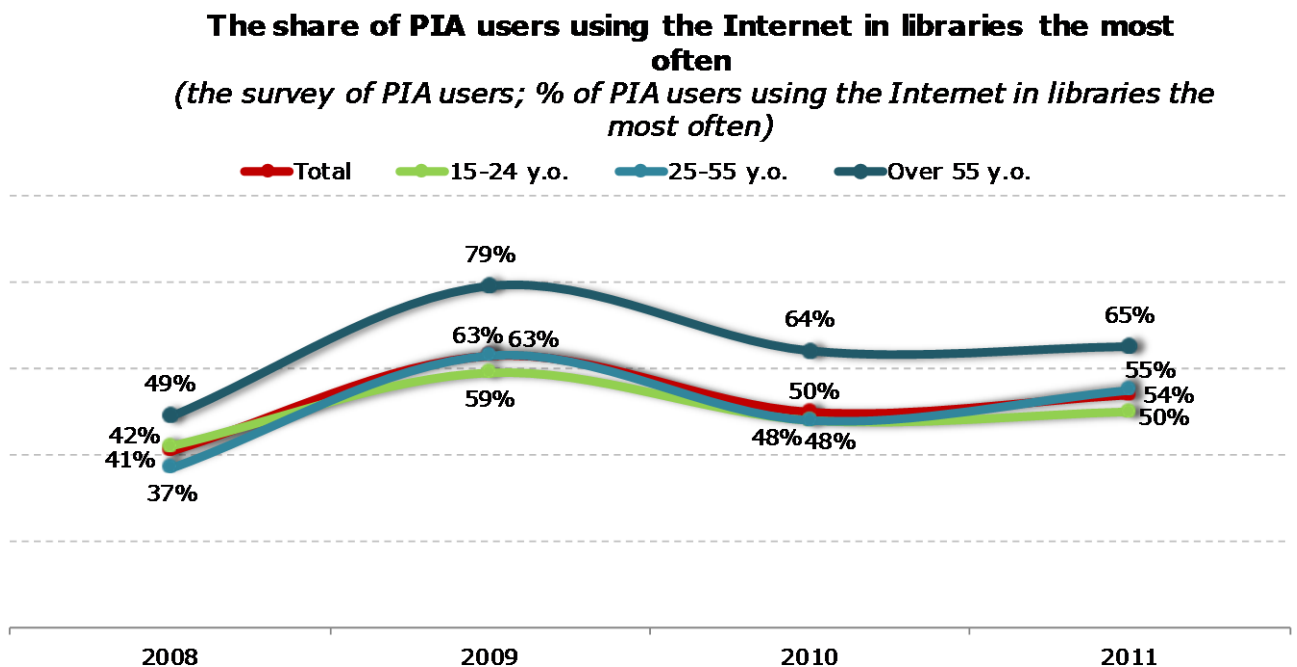


Table 52. The share of PIA users who use the Internet in the library the most often according to the age groups (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users using the Internet in the library the most often (%)							
	2008	→	2009	→	2010	→	2011
Total	41%	→	63%	→	50%	→	54%
15-24 y.o.	42%	→	59%	↓	48%	↓	50%
25-55 y.o.	37%	→	63%	↓	48%	↓	55%
55+ y.o.	49%	→	79%	↑	64%	↑	65%
	2008		→	2011			
Total	41%		→	54%			+13%
15-24 y.o.	42%		→	50%		↓	+8%
25-55 y.o.	37%		→	55%		↓	+7%
55+ y.o.	49%		→	65%		↑	+16%
Outcome (2008-2011): the share of older PIA users who consider the library to be the main Internet usage place increased							

### The reasons of using PIA in libraries

The reasons for using PIA in libraries is an additional factor indicating the practice of their PIA usage in libraries.

The two main factors indicated during the quantitative research which determined the usage of Internet in libraries of most of the users were (1) the fact that Internet can be used in libraries free of charge and (2) users used other services of libraries in addition to the Internet.

While analyzing the change of the importance of these reasons during the Project implementation period and in different target groups, it was noted that the fact that Internet in libraries was free of charge was distinguished as the main reason for Internet usage in libraries during the entire Project implementation period. The change of the frequency of indicating this reason was not the major one.

Slightly bigger, however, in general, not as important variances of indicating this reason were recorded between the urban and rural PIA users. Let us say, during the second and the last year of Project

implementation, this reason was indicated slightly more often by urban residents and during the last year of Project implementation – rural residents.

Chart 64. The share of PIA users who use the Internet the most often, because it is free of charge, according to the place of residence (the survey of PIA users)

**The share of PIA users using the Internet in libraries, because it is free of charge**  
*(the survey of PIA users; % of PIA users who have the opportunity to use Internet not in the library only and who use it in libraries, because it is free of charge)*

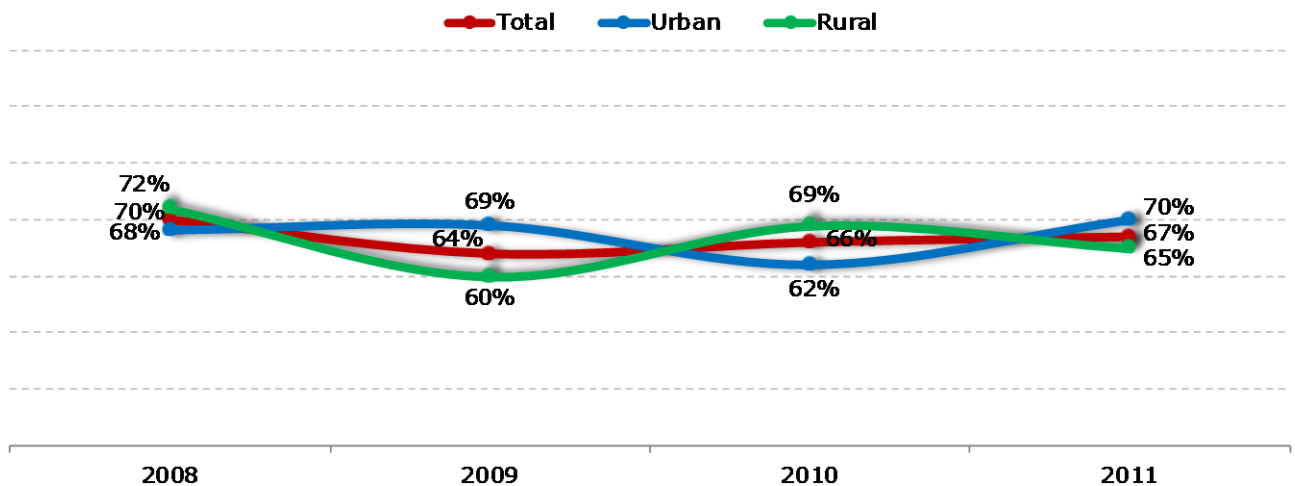


Table 53. The share of PIA users who use the Internet the most often, because it is free of charge, according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the reasons of PIA usage – free of charge Internet <sup>69</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	70%	→	64%	→	66%	→	67%
Urban	68%	→	69%↑	→	62%↓	→	70%↑
Rural	72%	→	60%↓	→	69%↑	→	65%↓
	2008	→			2011		
Total	70%	→			67%	-3%	
Urban	68%	→			70%↑	+2%	
Rural	72%	→			65%↓	-7%	
Outcome (2008-2011): the practice of PIA usage due to it being free of charge did not change							

The fact that Internet can be used free of charge in libraries during the first year of the Project implementation (it partly coincided with the economic crisis that started in the country which meant reduction of staff and high unemployment) was more relevant to the unemployed. Approximately, three out of four unemployed people indicated in 2008-2009 that free of charge Internet was the main reason to use the Internet in libraries.

In comparison to the opinion of other users, the opportunity to use the Internet free of charge was slightly more relevant to the retired. In 2009-2010, only slightly more than half of the retired who used the Internet in libraries and who had the opportunity to use it elsewhere indicated that they were using the Internet in libraries, because it was free of charge.

<sup>69</sup> The percentage is calculated from PIA users who have the opportunity to use the Internet not in the library only.

Chart 65. The share of PIA users who use the Internet the most often, because it is free of charge, according to the Project target groups (the survey of PIA users)

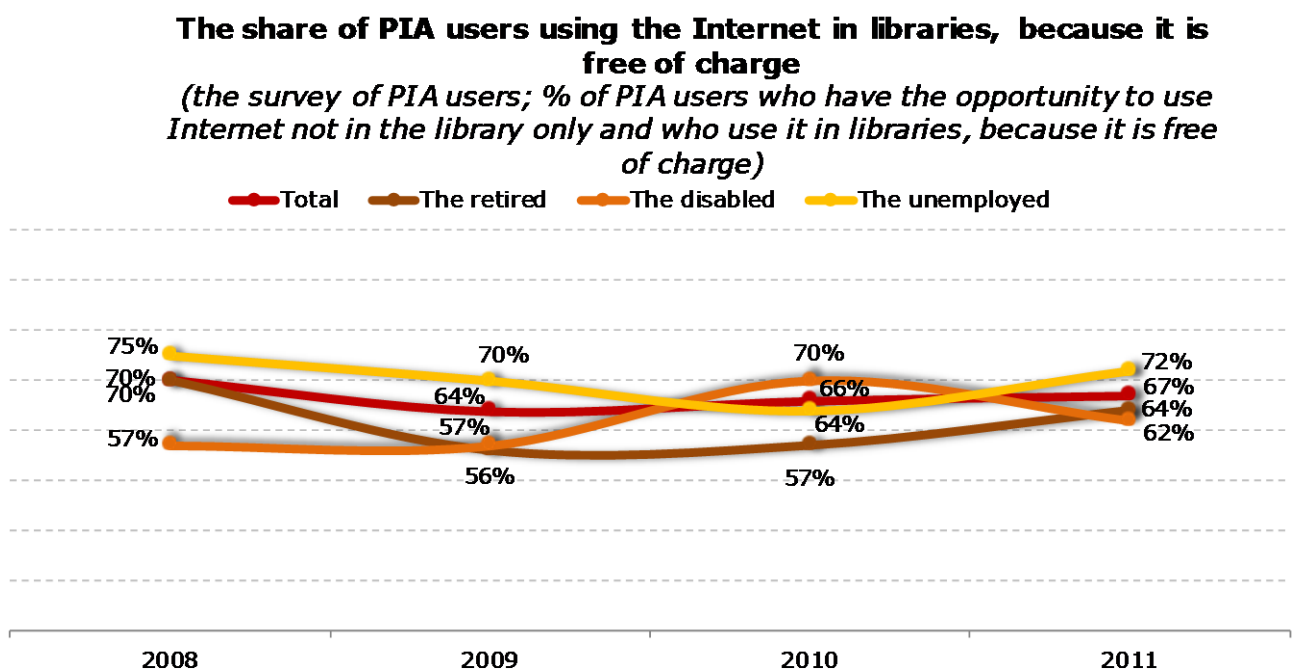


Table 54. The share of PIA users who use the Internet the most often, because it is free of charge, according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the reasons of PIA usage – free of charge Internet (%)							
	2008	→	2009	→	2010	→	2011
Total	70%	→	64%	→	66%	→	67%
The retired	70%	→	56%	→	57%	→	64%
The disabled	57%	→	57%	→	70%	→	62%
The unemployed	75%	→	70%	→	64%	→	72%
	<b>2008</b>			→	<b>2011</b>		
Total	70%			→	67%		
The retired	70%			→	64%		
The disabled	57%			→	62%		
The unemployed	75%			→	72%		
Outcome (2008-2011): the practice of PIA usage due to it being free of charge did not change							

A respective tendency – free of charge Internet was slightly less relevant to the retired than to other Internet users in libraries – was confirmed by the opinion of the users of older age or of the retired. The distinction of the reason of Internet usage in libraries by the youth and PIA users of average age due to it being free of charge did not differ from the opinion of all PIA users.

Chart 66. The share of PIA users who use the Internet the most often, because it is free of charge, according to the age groups (the survey of PIA users)

**The share of PIA users using the Internet in libraries, because it is free of charge**  
*(the survey of PIA users; % of PIA users who have the opportunity to use Internet not in the library only and who use it in libraries, because it is free of charge)*

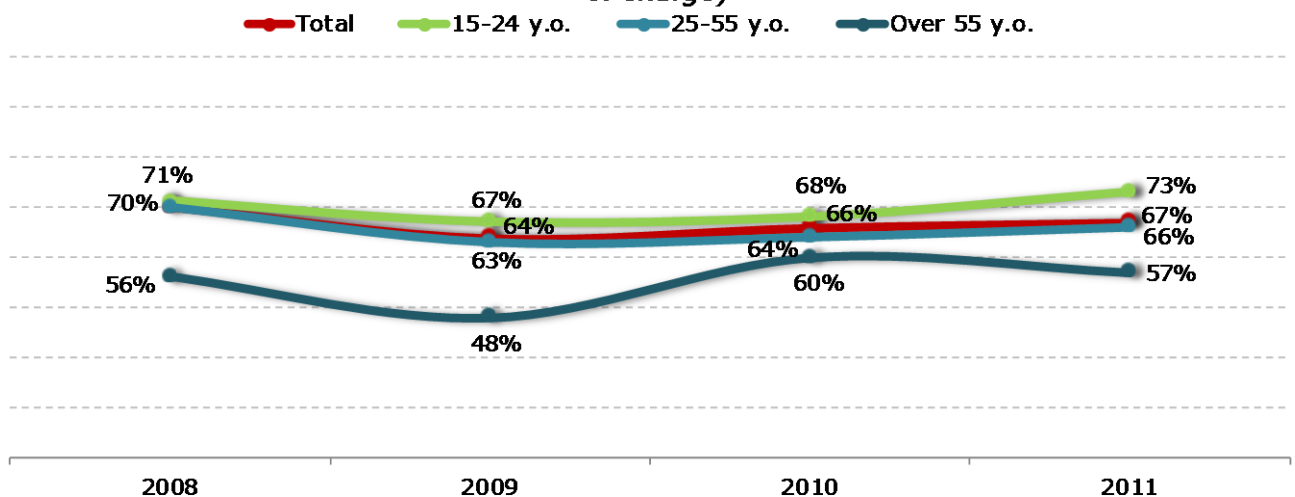


Table 55. The share of PIA users who use the Internet the most often, because it is free of charge, according to the age groups (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the reasons of PIA usage – free of charge Internet (%)							
	2008	→	2009	→	2010	→	2011
Total	70%	→	64%	→	66%	→	67%
15-24 y.o.	71%	→	67%↑	→	68%	→	73%↑
25-55 y.o.	70%	→	63%	→	64%	→	66%
55+ y.o.	56%	→	48%↓	→	60%	→	57%↓
	2008		→	2011			
Total	70%		→	67%		-3%	
15-24 y.o.	71%		→	73%↑		+2%	
25-55 y.o.	70%		→	66%		-4%	
55+ y.o.	56%		→	57%↓		+1%	
Outcome (2008-2011): the practice of PIA usage due to it being free of charge did not change							

There are less and less users who use the Internet in libraries only when coming to use other services of libraries. This tendency is evaluated positively, because it shows a growing pure share of the users of this service (PIA) who come to libraries not due to other services provided by libraries, but more due to the opportunity to use PIA. Let us say that during the first year of Project implementation (2008), even every second (49%) PIA user was using this service, because he or she was using other services provided by libraries. Meanwhile, during the last year of Project implementation (2011), the share of such users diminished to one third (35%).

There were more users who used the Internet in libraries, because they used other services of libraries' as well, in rural libraries. However, in both urban and rural libraries, the same tendency was recorded, which referred to a growing share of PIA users who were using the Internet in libraries, because they were using other services provided by libraries as well.

Chart 67. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the place of residence (the survey of PIA users)

**The share of PIA users using the Internet in libraries, because they are using other services of libraries' as well**  
(the survey of PIA users; % of PIA users who use the Internet in libraries, because they are using other services of libraries' as well)

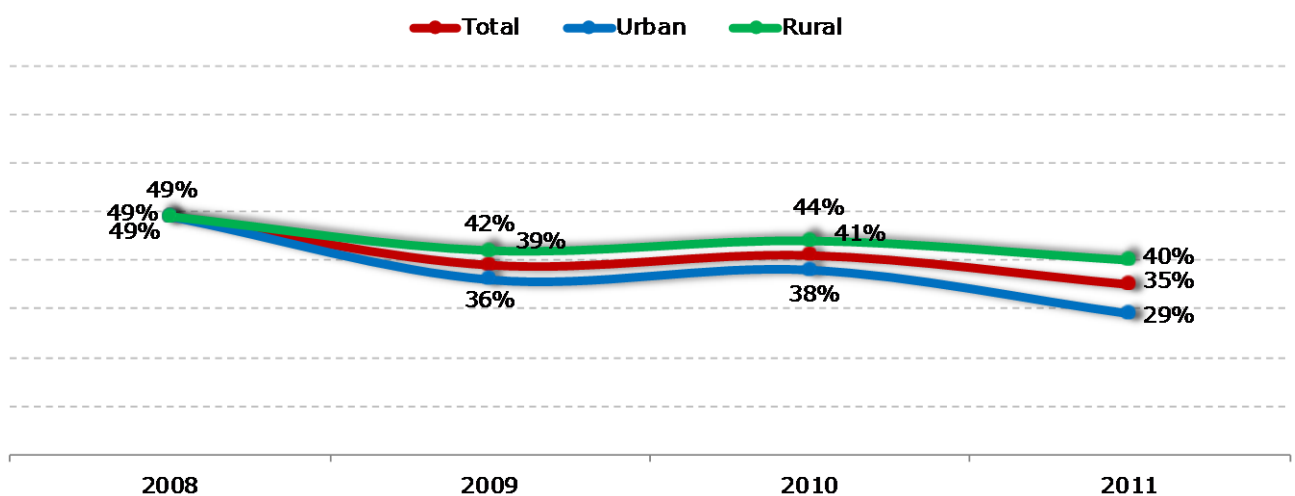


Table 56. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Reikšmė: the reasons of PIA usage – the usage of other services provided by libraries <sup>70</sup> (%)							
	2008	→	2009	→	2010	→	2011
Total	49%	→	39%	→	41%	→	35%
Urban	49%	→	36%	→	38%↓	→	29%↓
Rural	49%	→	42%	→	44%↑	→	40%↑
	2008		→	2011			
Total	49%		→	35%			-14%
Urban	49%		→	29%↓			-20%
Rural	49%		→	40%↑			-9%
Outcome (2008-2011): more and more PIA users come to libraries to use the Internet only							

The practice of Internet usage in libraries by the unemployed and the disabled in this aspect basically does not differ from all socially unexcluded PIA users. Opinion of the retired, when indicating the reasons for using free PIA in libraries, is slightly different. For example, in 2009-2010, only every third retired (32%-33%) who used the Internet in libraries claimed that he or she was using the Internet in libraries, because he or she was using other services of libraries as well. In 2011, the share of the retired having the same opinion nearly doubled (59%).

<sup>70</sup> The percentage is calculated from PIA users who have the opportunity to use the Internet not in the library only

Chart 68. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the Project target groups (the survey of PIA users)

**The share of PIA users using the Internet in libraries, because they are using other services of libraries' as well**  
(the survey of PIA users; % of PIA users who use the Internet in libraries, because they are using other services of libraries' as well)

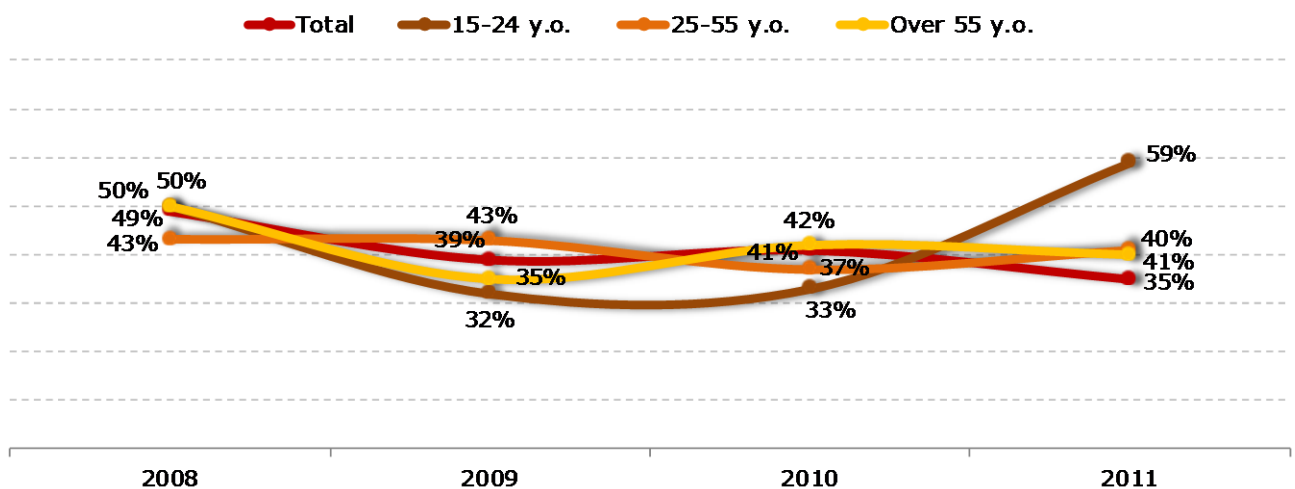


Table 57. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of the PIA users</i>							
Result: the reasons of PIA usage – the usage of other services provided by libraries (%)							
	2008	→	2009	→	2010	→	2011
Total	49%	→	39%	→	41%	→	35%
The retired	50%	→	32%	→	33%	→	59%↑
The disabled	43%	→	43%	→	37%	→	41%↓
The unemployed	50%	→	35%	→	42%	→	40%↓
	<b>2008</b>		<b>2009</b>		<b>2010</b>		<b>2011</b>
Total	49%	→	35%				-14%
The retired	50%	→	59%↑				+9%
The disabled	43%	→	41%↓				-2%
The unemployed	50%	→	40%↓				-10%
Outcome (2008-2011): the practice of the usage of Internet and other services of PIA users attributed to socially excluded groups did not change							

While analyzing the reasons of Internet usage according to the age of users, it was noticed that the greatest share (68%) of older people or the retired were the users of other services of libraries during the first year of Project implementation (2008). In 2009-2010, this reason for Internet usage was relevant to only 41% of people of older age and during the last year of Project implementation it re-gained slightly more relevance.

Chart 69. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the age groups (the survey of PIA users)

**The share of PIA users using the Internet in libraries, because they are using other services of libraries' as well**  
(the survey of PIA users; % of PIA users who use the Internet in libraries, because they are using other services of libraries' as well)

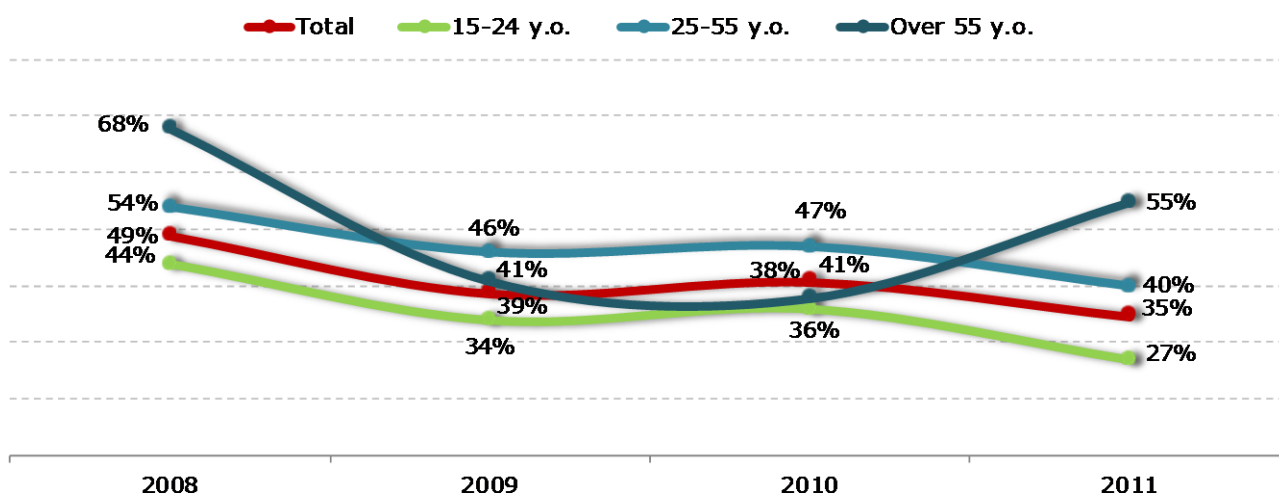


Table 58. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the age groups (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the reasons of PIA usage – the usage of other services provided by libraries (%)							
	2008	→	2009	→	2010	→	2011
Total	49%	→	39%	→	41%	→	35%
15-24 y.o.	44%↓	→	34%↓	→	36%↓	→	27%↓
25-55 y.o.	54%	→	46%↑	→	47%↑	→	40%
55+ y.o.	68%↑	→	41%	→	38%	→	55%↑
	2008		→	2011			
Total	49%		→	35%		-14%	
15-24 y.o.	44%↓		→	27%↓		-17%	
25-55 y.o.	54%		→	40%		-14%	
55+ y.o.	68%↑		→	55%↑		-13%	
<b>Outcome (2008-2011): more and more PIA users come to libraries to use the Internet only</b>							

### PIA users who use the Internet in libraries often (more often than once a week)

Every second person using the service of PIA in libraries is a frequent user of this service. In other words, he or she uses this service more often than once a week. No significant increase in the frequency of Internet usage in libraries was recorded during the Project implementation period. During the first year of the Project implementation (2008), 47% of users used the Internet in public libraries more often than once a week. During the last year of Project implementation (2011), there were 55% of such users. A slightly more active Internet usage in libraries (more users were using the Internet in libraries more than once a week) was recorded during the second year of Project implementation (2009).

The activeness of urban and rural PIA users using the Internet in libraries basically does not differ and it meets the general tendencies.

Chart 70. The share of PIA users who use the Internet more often than once a week, according to the place of residence (the survey of PIA users)

**The share of PIA users using the Internet in libraries more often than once a week**  
(the survey of PIA users; % of PIA users using the Internet in libraries more often than once a week)

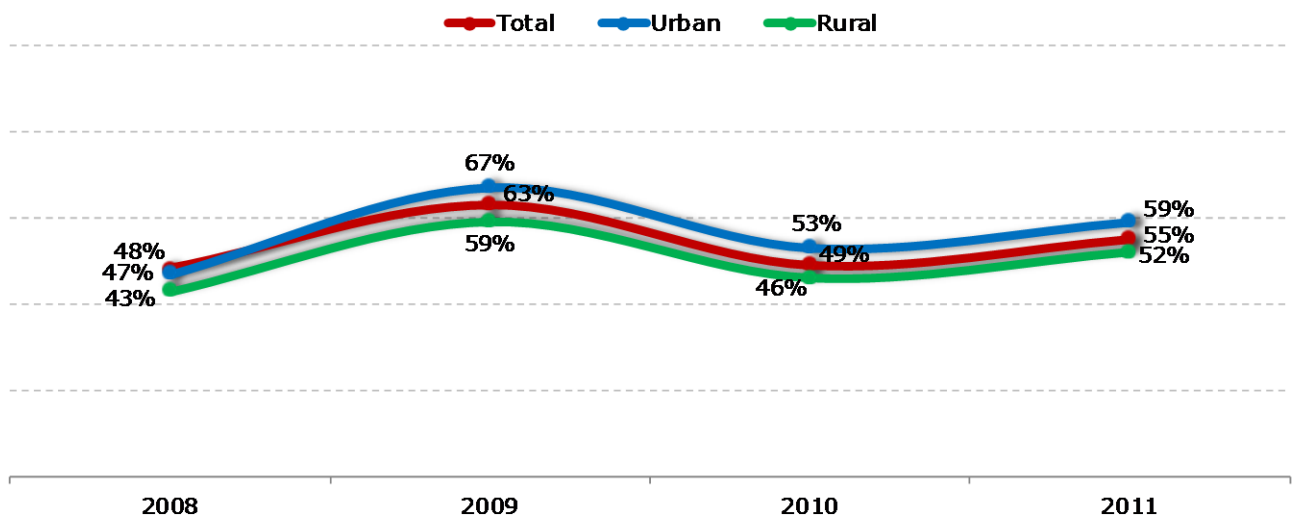


Table 59. The share of PIA users who use the Internet more often than once a week, according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>								
Instrument: <i>the survey of PIA users</i>								
Result: the share of PIA users using the Internet in libraries more often than once a week <sup>71</sup> (%)								
	2008	→	2009	→	2010	→	2011	
Total	48%	→	63%	→	49%	→	55%	
Urban	47%	→	67%	→	53%	→	59%	
Rural	43%	→	59%	→	46%	→	52%	
	2008	→					2011	
Total	48%	→					55%	+7%
Urban	47%	→					59%	+12%
Rural	43%	→					52%	+9%
Outcome (2008-2011): the share of PIA users using the Internet in libraries more often than once a week increased								

The share of users using the Internet more often than once a week among the unemployed and the disabled using the Internet in libraries generally does not differ from the frequency of Internet usage in libraries by other PIA users.

The retired, meanwhile, are not as active while using the Internet in libraries as the unemployed or the disabled. On the other hand, it is important to note that the frequency of Internet usage in libraries by the retired increased significantly during the Project implementation period. In the beginning of the Project implementation (2008), only 14% of the retired who used the Internet in libraries used it more than once a week. Meanwhile, during the last year of Project implementation (2011), 44% of the retired who used the Internet in libraries used it more than once a week.

While performing the Project activities, a greater share of the disabled started using the Internet in libraries. The share of the disabled using the Internet in libraries more than once a week doubled from 32% in 2008 to 64% in 2011.

<sup>71</sup> Total values of "Every day" and "A few times per week" are provided.

When the Project was heading towards the end, the share of users using the Internet more often than once a week in all socially excluded groups of PIA users basically does not differ, in comparison to the frequency of Internet usage by all PIA users.

Chart 71. The share of PIA users who use the Internet more often than once a week, according to the Project target groups (the survey of PIA users)

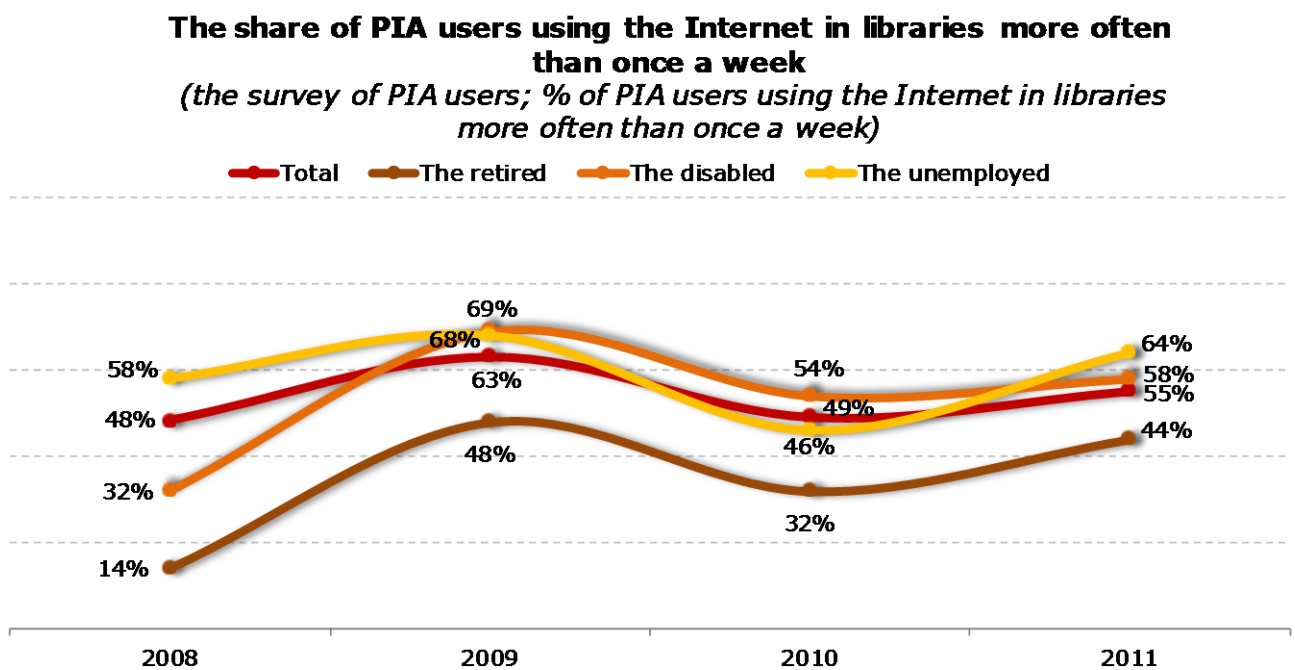


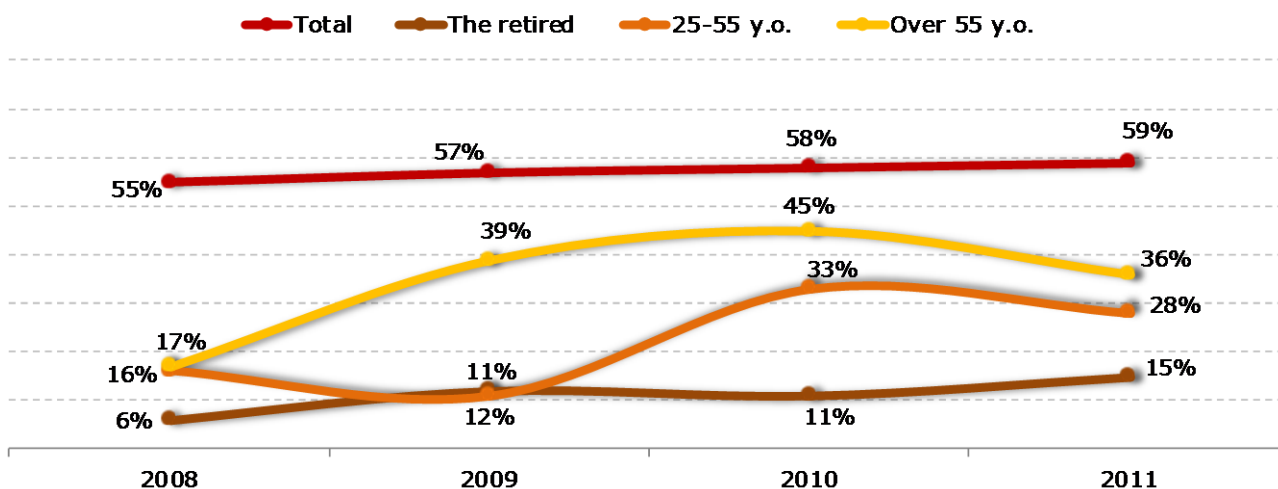
Table 60. The share of PIA users who use the Internet more often than once a week, according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users using the Internet in libraries more often than once a week (%)							
	2008	→	2009	→	2010	→	2011
Total	48%	→	63%	→	49%	→	55%
The retired	14%↓	→	48%↓	→	32%↓	→	44%↓
The disabled	32%	→	69%↑	→	54%↑	→	58%
The unemployed	58%↑	→	68%↑	→	46%	→	64%↑
	2008			→	2011		
Total	48%			→	55%		
The retired	14%↓			→	44%↓		
The disabled	32%			→	58%		
The unemployed	58%↑			→	64%↑		
Outcome (2008-2011): the share of PIA users using the Internet in libraries more often than once a week increased (except for the retired)							

Evaluating the frequency of Internet usage in the scope of all the residents in the country, irrespectively of the place of Internet usage, we noticed that the general share of residents who used the Internet more often than once a week remained stable during the Project implementation period (55% in 2008 → 59% in 2011). Meanwhile, the share of the representatives of hard to reach social groups who used the Internet more than once a week increased among the retired (+9%), the disabled (+12%) and the unemployed (+20%) from the beginning of the Project implementation.

Chart 72. The share of PIA users who use the Internet more often than once a week, according to the Project target groups (the survey of residents)

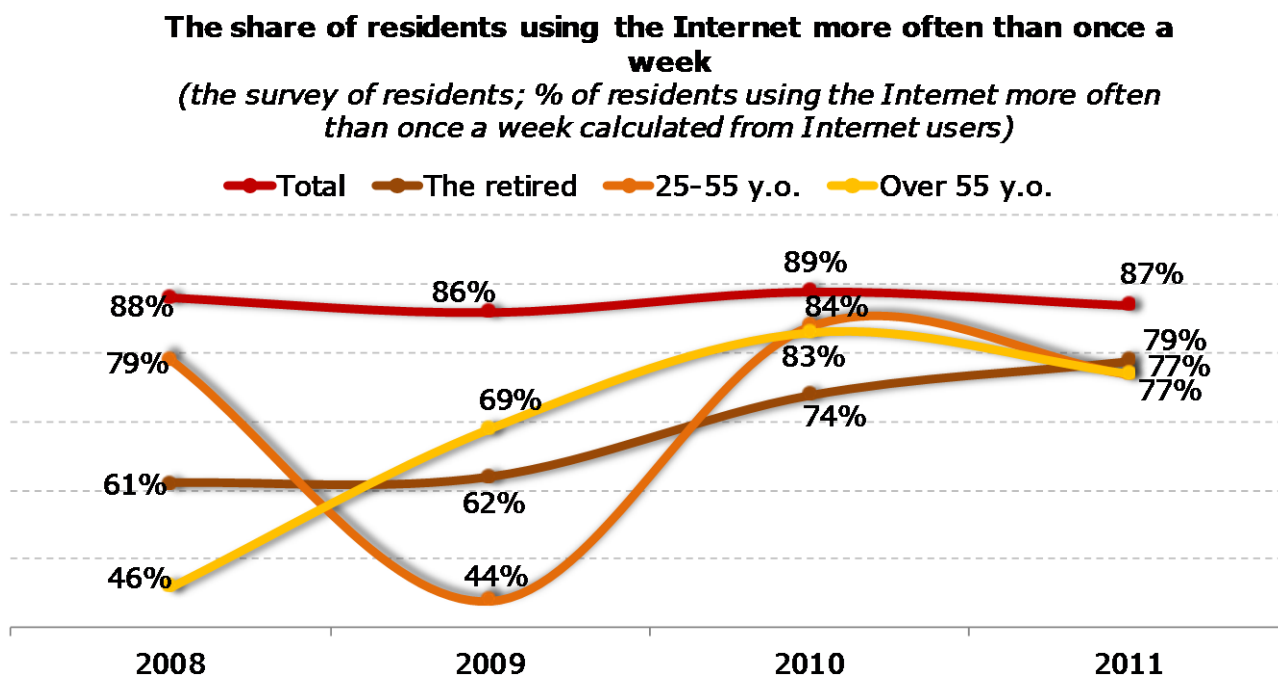
**The share of residents using the Internet more often than once a week**  
*(the survey of residents; % of residents using the Internet more often than once a week calculated from all the residents)*



When narrowing the research target group from all residents in the country to Internet users, irrespectively from the Internet usage place, similar tendencies were recorded – the general share remained stable (88% in 2008 → 87% in 2011). Meanwhile, the share of residents from hard to reach social groups who used the Internet more often than once a week changed from 2008 as follows: the share of those using the Internet more often than once a week increased among the retired and the unemployed (respectively, +18% and +31%) and, respectively, made 79% and 77% in 2011. Meanwhile, the share of the disabled using the Internet more often than once a week did not change significantly (79% in 2008 → 77% in 2011).

In comparison to PIA users who used the Internet in libraries more often than once a week, it was noticed that the general share of residents who were using the Internet more often than once a week was greater (87% in 2011) than the general share of PIA users using the Internet more often than once a week (55% in 2011).

Chart 73. The share of PIA users who use the Internet more often than once a week, according to the Project target groups (the survey of residents)



While analyzing frequent usage of PIA in libraries (more often than once a week), according to the age of PIA users, no significant differences among the users of different age groups were recorded in terms of the frequency of Internet usage in libraries. As it had been noticed before, there were slightly less of frequent Internet users in libraries among the PIA users of older age and slightly more of them – among young PIA users. Among the PIA users of all age groups, the greater share of frequent users (using it more often than once a week) in libraries was recorded during the second year of Project implementation (2009).

Chart 74. The share of PIA users who use the Internet more often than once a week, according to the age groups (the survey of PIA users)

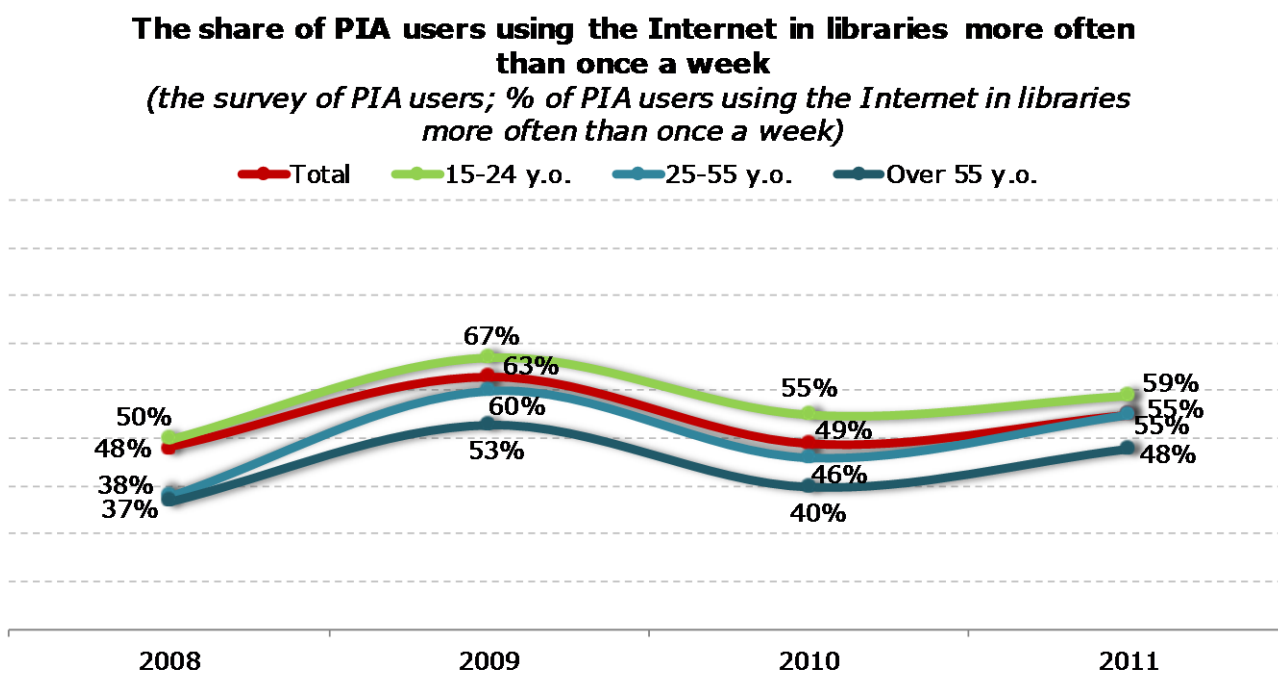
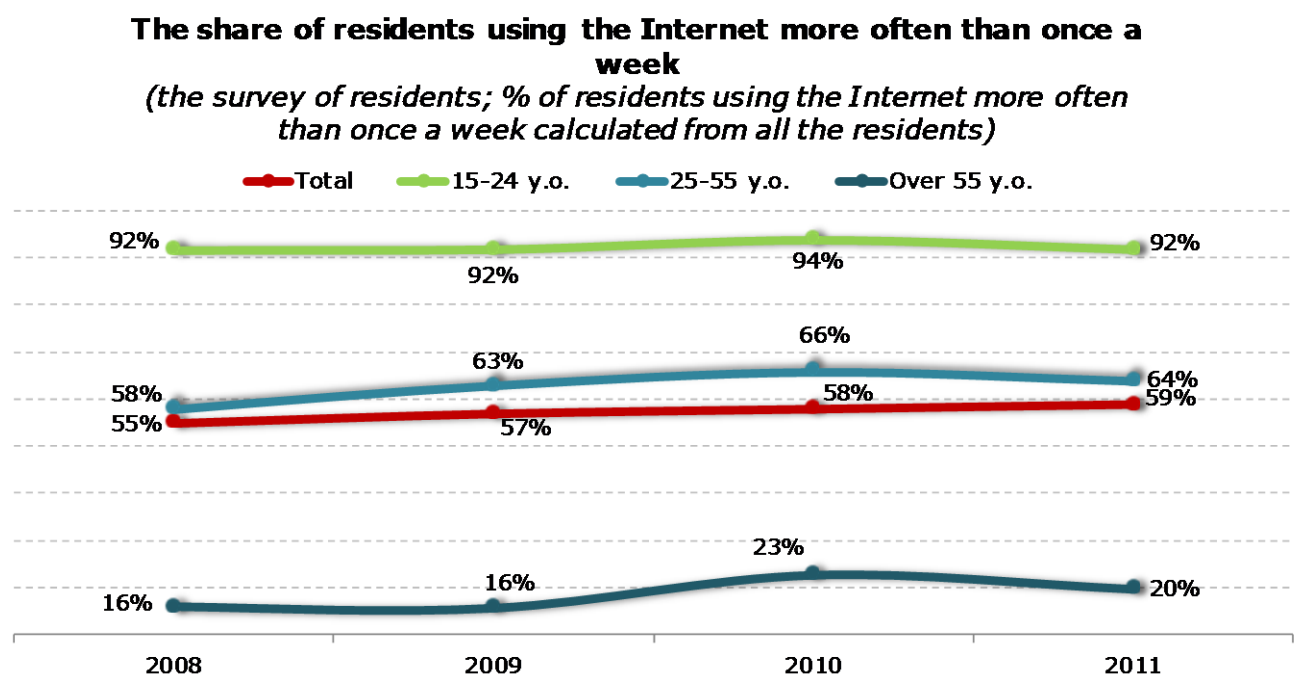


Table 61. The share of PIA users who use the Internet more often than once a week, according to the age groups (the survey of PIA users)

Monitoring indicator: <b>3B. The practice of PIA usage</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users using the Internet in libraries more often than once a week (%)							
	2008	→	2009	→	2010	→	2011
Total	48%	→	63%	→	49%	→	55%
15-24 y.o.	50%↑	→	67%↑	→	55%↑	→	59%↑
25-55 y.o.	38%↓	→	60%	→	46%	→	55%
55+ y.o.	37%↓	→	53%↓	→	40%↓	→	48%↓
	2008				2011		
Total	48%	→			55%		+7%
15-24 y.o.	50%↑	→			59%↑		+9%
25-55 y.o.	38%↓	→			55%		+17%
55+ y.o.	37%↓	→			48%↓		+11%
Outcome (2008-2011): the share of PIA users using the Internet in libraries more often than once a week increased							

The shares of residents using the Internet more often than once a week among different age groups basically remained stable during the entire Project implementation period. In comparison to 2008, the number of Internet users slightly increased among the people of average age – 25-55 y.o. (+6%), and among people over 55 y.o. (+4%) in 2011. It remained unchanged (0%) and high among the youth and people of 15-24 y.o. (92%). It is also worth noticing that the share of the youth who used the Internet more often than once a week was four times higher (92% in 2011) than that of people over 55 y.o. who used the Internet more often than once a week (20% in 2011). Meanwhile, the share of the latter group using the Internet more often than once a week was the least (2011: 20%): more than twice as less than the share of residents and people from other age groups using the Internet more often than once a week (59%).

Chart 75. The share of residents using the Internet more often than once a week, according to the age groups (the survey of residents)

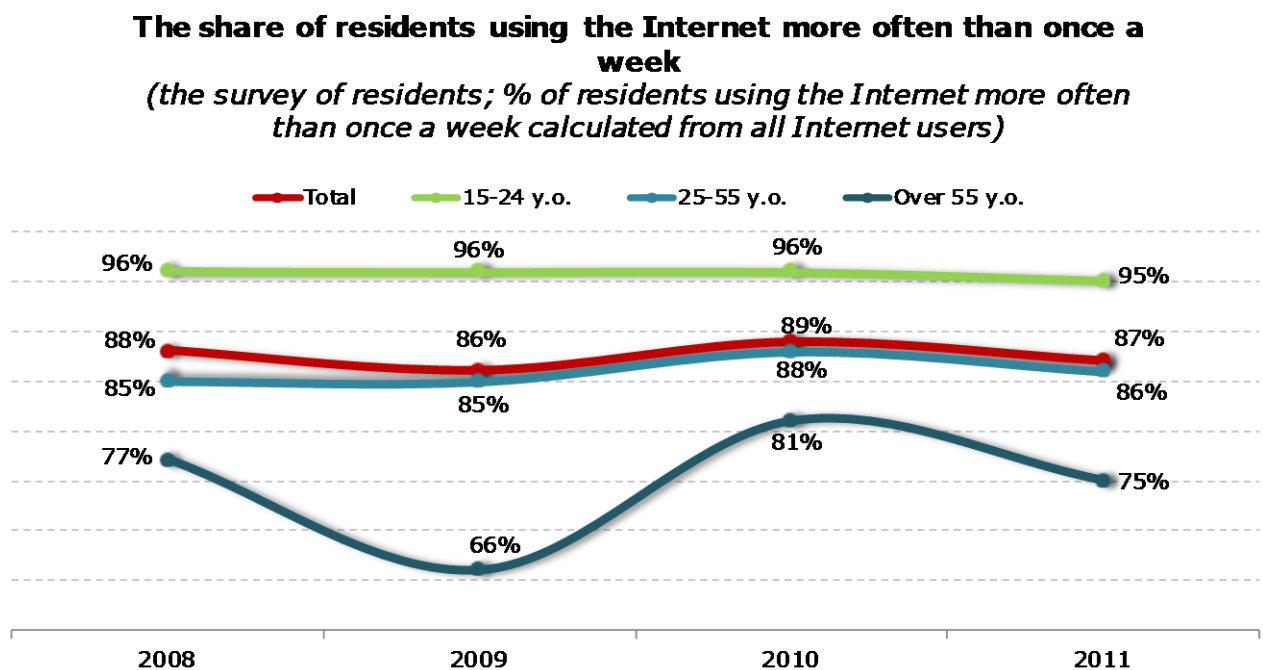


By reducing the research target group from all the residents in the country to those using the Internet, independently from the place of Internet usage, it was noted that the greatest share of residents using

the Internet who used it more often than once a week was among the youth and the residents of 15-24 years old (95% in 2011) and the least – among residents over 55 years old (75% in 2011). Meanwhile, the share of residents of the average age (22-55 y.o.) who used the Internet more often than once a week nearly coincided (86% in 2011) with the general share (87% in 2011).

In comparison to the share of PIA users using the Internet in libraries more often than once a week, it was noticed that the share of residents who were using the Internet more often than once a week was bigger (87% in 2011) than that of PIA users (55% in 2011). Respectively, the shares of residents who were using the Internet more than once a week were higher in all age groups than those of PIA users from respective age groups. On the other hand, general tendency while comparing frequent Internet usage among different age groups, was the same among the residents using the Internet and the PIA users.

Chart 76. The share of residents using the Internet more often than once a week, according to the age groups (the survey of residents)



#### THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

##### **The results of the qualitative data of the researches of 2009<sup>72</sup>-2011**

When generalizing the data of individual qualitative researches with PIA users, it can be noted that, during the Project implementation, the practice of PIA usage changed mostly through a more varied PIA usage, which was, in turn, influenced by the continuous improvement of the skills of PIA users to use information technologies, the activities of the project "Libraries for Innovation", the changing tendencies of the development of modern information technologies and a broader perception of the benefits and application opportunities of PIA by PIA users.

The most significant change that took place during the Project implementation during the four years was the changed practice of PIA usage by seniors. In 2008-2010, the participants of the qualitative researches with the libraries' staff described seniors as those who were shy to use the PIA and were one of the most sensitive groups in terms of using information technologies and attributed them to hard to reach social groups ("I'm too old for this stuff"; "I won't know, I won't manage", "I'll ruin it"; "We need to be patient, as it takes time for them to grasp things, we need to calmly approach them and explain things more than once" – libraries' staff, 2010.). According to the qualitative studies of 2011 with both the libraries' staff and PIA users, the participants evaluated seniors as active PIA users who used and were learning to use both information technologies and PIA enthusiastically ("We were sceptical about training seniors online, we thought they wouldn't be interested, but there is such an interest that we don't fit anymore, we can train only 10 people at a time" – directors, 2011; "The retired are very active. One senior lady even

<sup>72</sup> There are no data in the report of the qualitative research of 2008 with PIA users based on which a comparison could be made.

created her website", "The retired in our area are slightly different – they are trained", "The retired have become more active" – libraries' staff, 2011).

### 4.4.3. 3C. The number of residents trained to use IT

**Aimed meaning of the supervision indicator:** increased number of residents who were trained to use IT.

**Achieved meaning of the indicator:** the number of residents trained to use IT increased.

During the entire Project implementation period, in all public libraries, 76 092 residents were trained to use IT. 41 937 urban residents (55% of all trained residents) and 34 155 rural residents (45%) participated in the trainings.

The most residents were trained to use information technologies during the last year of Project implementation (2011) (40 400 residents, 53%). Twice as less residents (20 301 residents) were trained during the third year of Project implementation. During the first and the second year of the Project implementation, only one fifth of all trained residents were trained (20%).

The tendencies of increasing numbers of trained residents were very similar in urban and rural areas.

Chart 77. The number of residents who took part in IT trainings (factual survey)

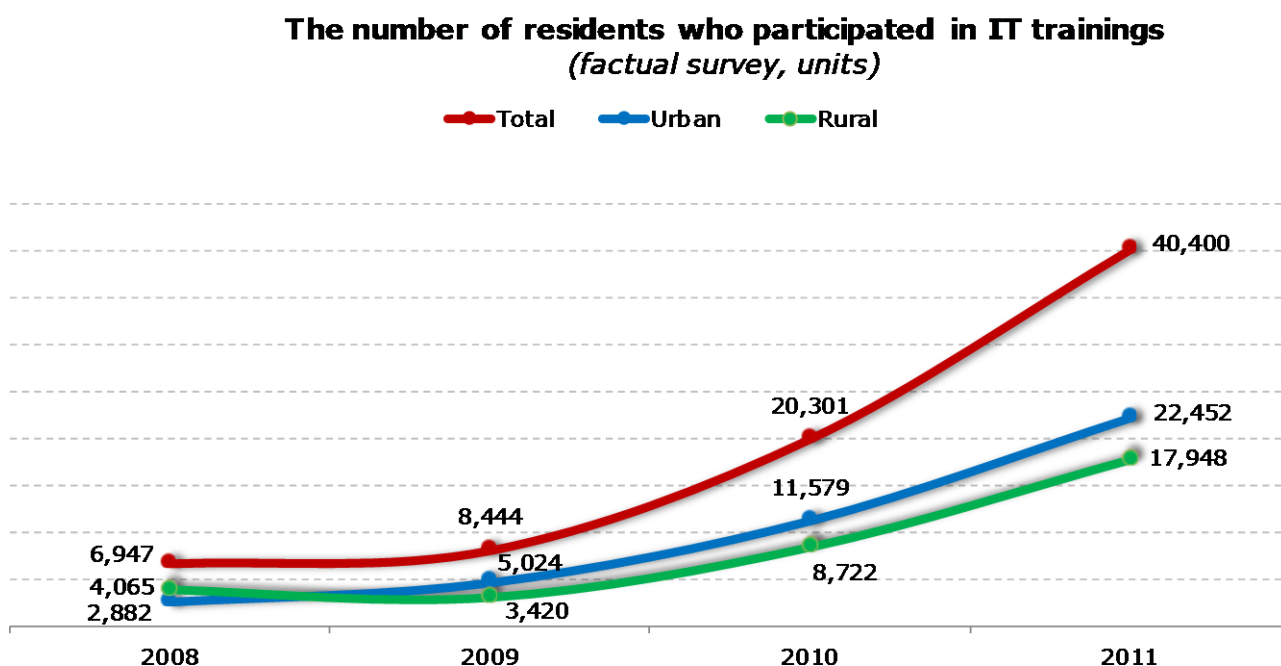


Table 62. The number of residents who took part in IT trainings (factual survey)

Monitoring indicator: <b>3C. The number of residents trained to use IT</b> <sup>73</sup>							
Instrument: <i>factual survey</i>							
Result: the number of residents who took part in IT trainings (units)							
	<b>2008</b>	<b>→</b>	<b>2009</b>	<b>→</b>	<b>2010</b>	<b>→</b>	<b>2011</b>
Total	6947 <i>100%</i>	→ →	8444 <i>122%</i>	→ →	20301 <i>292%</i>	→ →	40400 <i>581%</i>
Urban	2882 <i>100%</i>	→ →	5024 <i>174%</i>	→ →	11579 <i>402%</i>	→ →	22452 <i>779%</i>
Rural	4065 <i>100%</i>	→ →	3420 <i>84%</i>	→ →	8722 <i>215%</i>	→ →	17948 <i>442%</i>
	<b>2008</b>	<b>→</b>		<b>→</b>	<b>2011</b>		
Total	<i>100%</i>	→		→	<i>581%</i>		<i>+481%</i>
Urban	<i>100%</i>	→		→	<i>779%</i>		<i>+679%</i>
Rural	<i>100%</i>	→		→	<i>442%</i>		<i>+342%</i>
Outcome (2008-2011): gyventojų, dalyvavusių IT mokymuose, skaičius išaugo <sup>74</sup>							

#### 4.4.4. 3D. The number of hours intended for IT trainings of residents

**Aimed meaning of the supervision indicator:** increased number of hours intended for IT trainings of residents.

**Achieved meaning of the indicator:** the number of hours intended for IT trainings of residents increased.

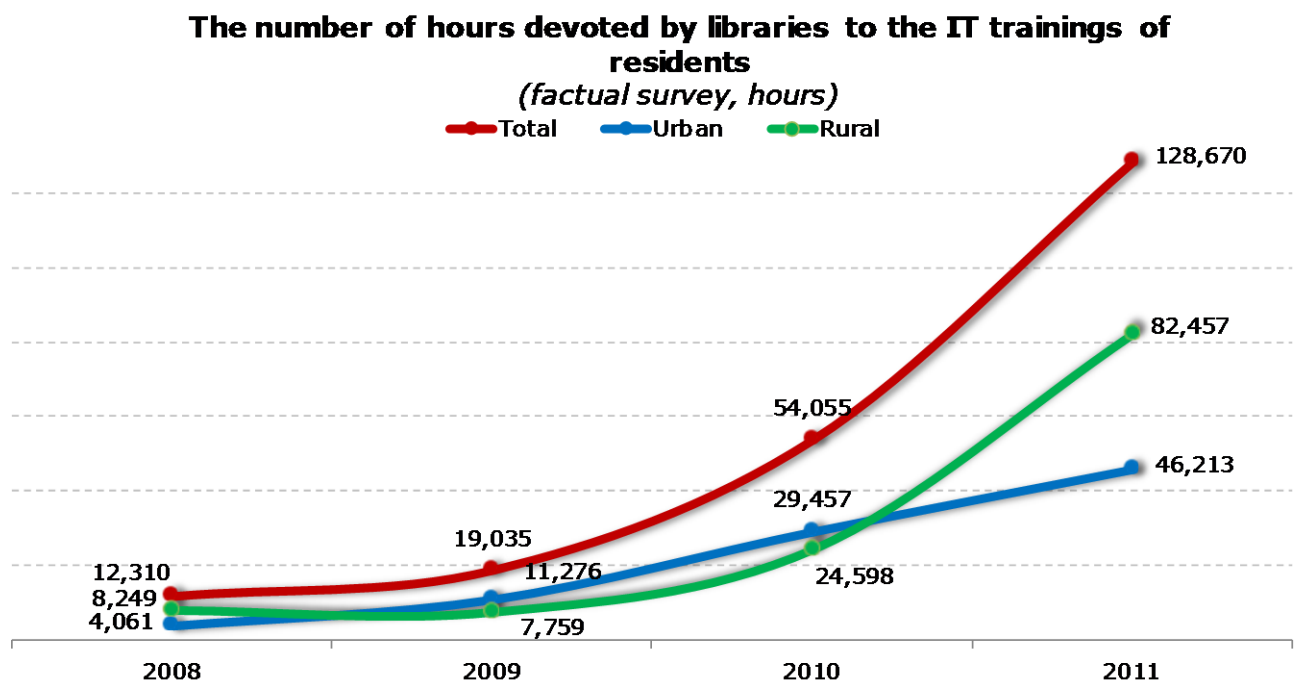
214 070 of hours in total were devoted to the trainings of the residents on information technologies during the Project implementation period. 91 007 of hours (43% of all time devoted for trainings) were devoted for the trainings of urban residents on information technologies and 123 063 hours (57%) – for the trainings of rural residents on information technologies.

The number of hours intended for the trainings of residents on information technologies was growing every year during the entire Project implementation period, however, the most trainings for the libraries' staff were organized during the last year of the Project implementation (2011) (60% of all training hours). In 2008-2009, there were relatively not many trainings organized for residents (15%).

<sup>73</sup> In the graphical illustration and the table, the numbers of residents trained each year are provided (not cumulative values).

<sup>74</sup> The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor.

Chart 78. The number of hours devoted for the IT trainings of residents (factual survey)



In 2008-2010, there was a similar number of information technologies trainings organized for residents, however, during the last year of Project implementation (2011), there were twice as many trainings organized for rural residents, in comparison to urban residents.

Table 63. The number of hours devoted for the IT trainings of residents (factual survey)

Monitoring indicator: <b>3D. The number of residents trained to use IT</b> <sup>75</sup>							
Instrument: <i>factual survey</i>							
Result: the number of hours devoted to the IT trainings of residents (units)							
	2008	→	2009	→	2010	→	2011
Total	12310	→	19035	→	54055	→	128670
	100%	→	155%	→	439%	→	1045%
Urban	4061	→	11276	→	29457	→	46213
	100%	→	278%	→	725%	→	1137%
Rural	8249	→	7759	→	24598	→	82457
	100%	→	94%	→	298%	→	1000%
	2008	→			2011		
Total	100%	→			1045%	+945%	
Urban	100%	→			1137%	+1037%	
Rural	100%	→			1000%	+900%	
Outcome (2008-2011): the number of hours devoted to the IT trainings of residents increased <sup>76</sup>							

Additional information about the organization of IT trainings for residents is provided by the dynamics of a derivative value – the average number of hours devoted to training one resident.

It was noticed that during the last year of Project implementation (2011), the number of hours intended for training one urban and rural resident differed. One rural resident was devoted approximately 4.6 hours for trainings on information technologies and one urban resident was devoted 2.1 hours at an average.

<sup>75</sup>In the graphical illustration and the table, the actual numbers of hours devoted to the IT trainings of the residents are provided (not cumulative values).

<sup>76</sup>The significance of the change of the monitoring indicator is determined based on expert evaluation by the Contractor.

Based on this tendency, it can be assumed that this tendency was determined by the practice of organizing bigger groups of urban residents for trainings.

Chart 79. The average number of hours devoted to train one resident (factual survey)

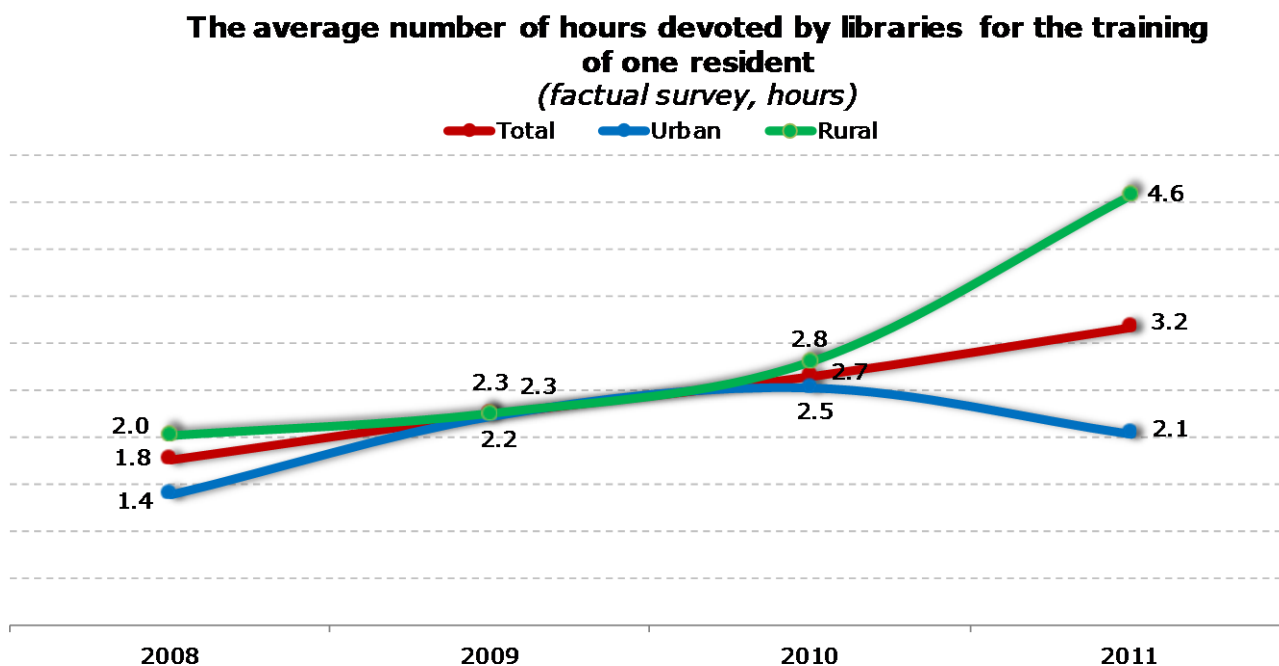


Table 64. The average number of hours devoted to train one resident (factual survey)

Monitoring indicator: <b>3D. The number of residents trained to use IT</b>							
Instrument: <i>factual survey</i>							
Result: the average number of hours intended for training one resident (h) <sup>77</sup>							
	2008	→	2009	→	2010	→	2011
Total	1,8	→	2,3	→	2,7	→	3,2
Urban	1,4↓	→	2,2	→	2,5↓	→	2,1↓
Rural	2,0↑	→	2,3	→	2,8↑	→	4,6↑
	2008	→	2011				
Total	1,8	→	3,2				
Urban	1,4↓	→	2,1↓				
Rural	2,0↑	→	4,6↑				

#### 4.4.5. 3E. Improved knowledge and skills of users to use the Internet safely

**Aimed meaning of the supervision indicator:** improved knowledge and skills of users to use the Internet safely.

**Achieved meaning of the indicator:** the knowledge and skills of users to use the Internet improved.

In 2010, every second PIA user (49%) claimed that he or she knew how to use the Internet safely. In a year (in 2011), the share of those knowing how to use Internet safely slightly increased (53%). The shares of those knowing how to use Internet safely did not differ between urban and rural residents.

<sup>77</sup> The average number of hours devoted to training one resident was calculated by dividing the number of hours devoted for IT trainings of residents by the number of trained residents.

Chart 80. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the place of residence (the survey of PIA users)

**The evaluation of the knowledge of PIA users regarding safe Internet usage**  
(the survey of PIA users; % of PIA users evaluating the knowledge of safe Internet usage as sufficient)

● Total    ● Urban    ● Rural

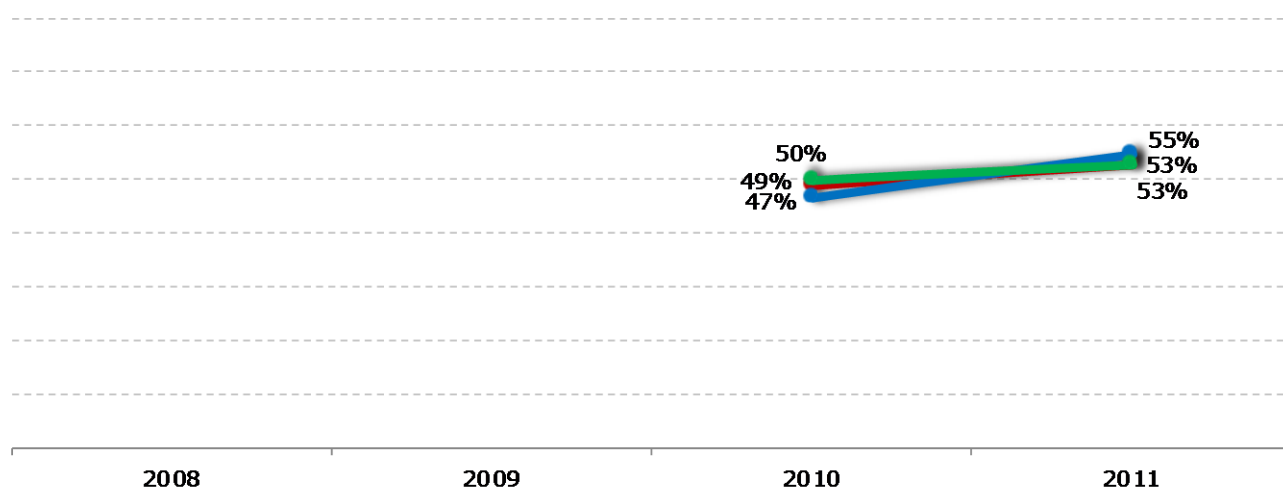


Table 65. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>3E. The knowledge of PIA users on safe Internet usage</b>				
Instrument: <i>the survey of PIA users</i>				
Result: the evaluation of knowledge of PIA users regarding safe Internet usage <sup>78</sup> (%)				
	2010	→	2011	
Total	49%	→	53%	+4%
Urban	47%	→	55%	+8%
Rural	50%	→	53%	+3%
Outcome (2010-2011): the evaluation of knowledge of PIA users regarding safe Internet usage improved				

A slightly different situation is recorded while evaluating the skills of PIA users from different socially excluded groups to use the Internet safely. In comparison to the PIA users who are not considered as belonging to socially excluded groups, the skills of the unemployed, the retired and the disabled to use the Internet safely, according to the data of the PIA survey, are evaluated slightly worse.

In 2010, 38% of the unemployed, 33% of the disabled and 21% of the retired indicated that they were able to use the Internet safely. However, in a year (in the end of 2011), a significant improvement in the evaluation of safe Internet usage skills was recorded. The skills of safe Internet usage were especially improved by the retired (the share of them being able to use the Internet safely increased from 21% in 2010 to 41% in 2011) and slightly improved by the unemployed (the share of them being able to use the Internet safely increased from 38% in 2010 to 49% in 2011). The skills of the disabled to use the Internet safely basically did not change during the year.

<sup>78</sup> The value is calculated by determining the average of the share of PIA users who are aware of and would be able to protect from various online threats.

Chart 81. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the Project target groups (the survey of PIA users)

**The evaluation of the knowledge of PIA users regarding safe Internet usage**  
(the survey of PIA users; % of PIA users evaluating the knowledge of safe Internet usage as sufficient)

● Total   ● The retired   ● The disabled   ● The unemployed

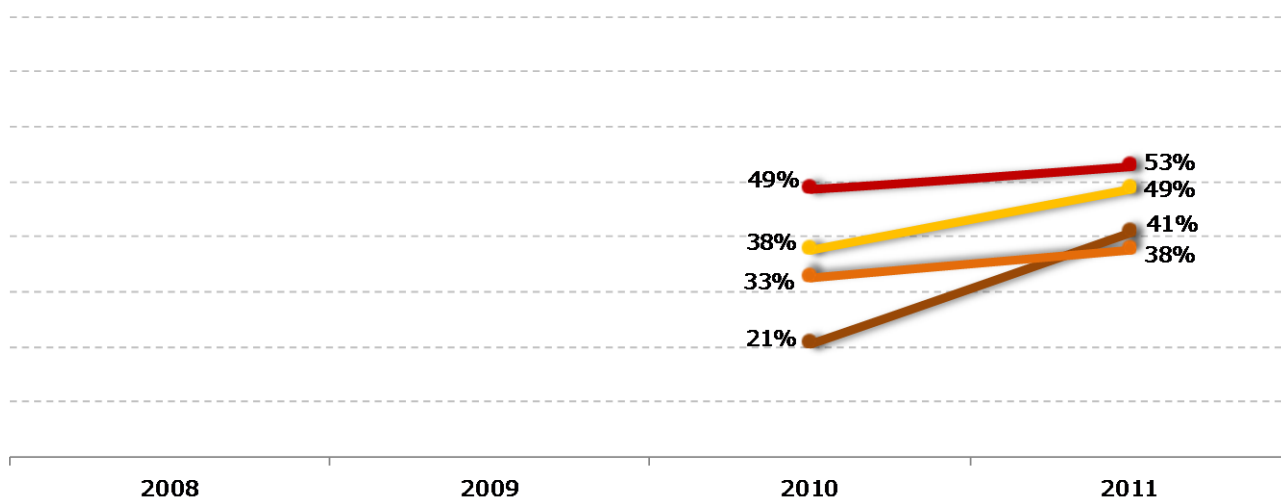


Table 66. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>3E. The knowledge of PIA users on safe Internet usage</b>				
Instrument: <i>the survey of PIA users</i>				
Result: the evaluation of knowledge of PIA users regarding safe Internet usage (%)				
	2010	→	2011	
Total	49%	→	53%	+4%
The retired	21%↓	→	41%	+20%
The disabled	33%	→	38%↓	+5%
The unemployed	38%↑	→	49%↑	+11%
Outcome (2010-2011): the evaluation of knowledge of PIA users regarding safe Internet usage improved				

While evaluating the changes of the skills to use the Internet safely according to the age of PIA users, it was recorded that users of older age and the retired have the worst safe Internet usage skills. However, it is also important to note that older users in particular improved their skills to use the Internet safely during the current year the most: from 29% of those able to use the Internet safely in 2010 to 42% of safe Internet users in 2011.

The youth using PIA evaluated their skills of safe Internet usage the best: in the end of 2011, even 62% of the users of this age group considered that they were able to use the Internet safely.

Chart 82. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the age groups (the survey of PIA users)

**The evaluation of the knowledge of PIA users regarding safe Internet usage**  
(the survey of PIA users; % of PIA users evaluating the knowledge of safe Internet usage as sufficient)

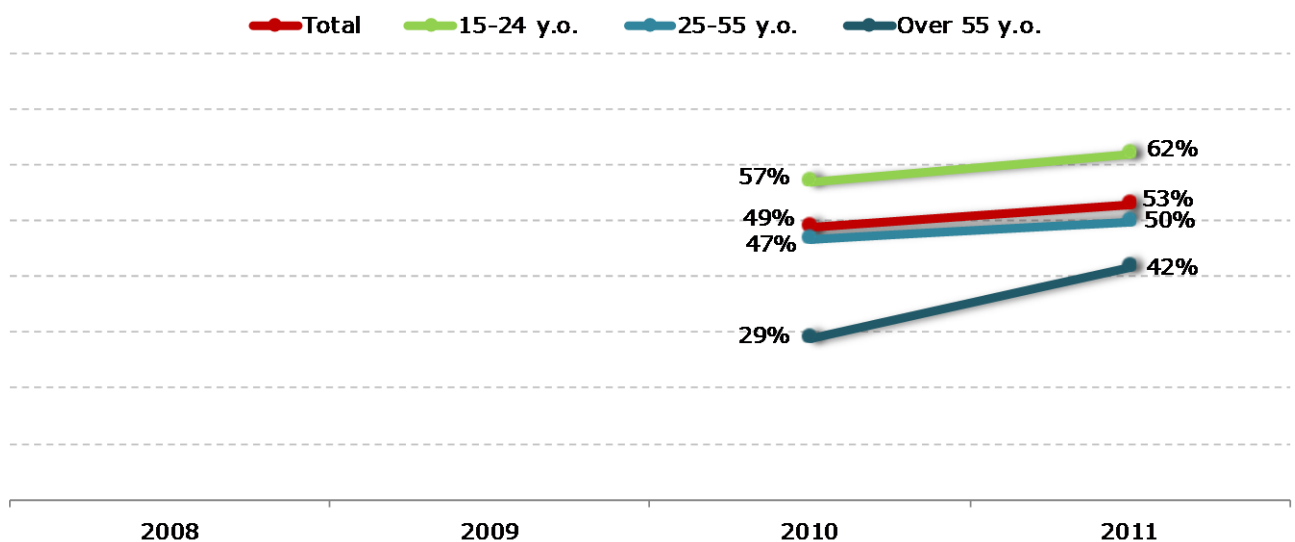


Table 67. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the age groups (the survey of PIA users)

Monitoring indicator: <b>3E. The knowledge of PIA users on safe Internet usage</b>				
Instrument: <i>the survey of PIA users</i>				
Result: the evaluation of knowledge of PIA users regarding safe Internet usage (%)				
	2010	→	2011	
Total	49%	→	53%	+4%
15-24 y.o.	57%↑	→	62%↑	+5%
25-55 y.o.	47%	→	50%	+3%
55+ y.o.	29%↓	→	42%↓	+13%
Outcome (2010-2011): the evaluation of knowledge of PIA users regarding safe Internet usage improved				

#### THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

##### **The comparison of the results of the qualitative studies of 2010-2011**<sup>79</sup>

While comparing the data of the qualitative studies of 2010-2011 with PIA users, a significant change was recorded. The knowledge regarding safe Internet usage of PIA users strengthened significantly. According to the data of the qualitative research of 2010 with PIA users, the knowledge of these PIA users were substantially poor and the research participants knew the least of online threats. According to the data of the qualitative research of 2011 with PIA users, the PIA users could not only name a number of various threats, but they were also aware of the ways how to protect themselves from them.

<sup>79</sup> There is no data regarding the knowledge and skills of users to use the Internet safely in the reports of 2008 and 2009.

## 4.5. 4. PIA Access to Specific, Hard to Reach Social Groups

### 4.5.1. 4A. The Percentage of Users Who Do not Have an Alternative Internet Access

**Aimed meaning of the supervision indicator:** diminished percentage of users who do not have alternative Internet access.

**Achieved meaning of the indicator:** the percentage of users who do not have alternative Internet access diminished.

#### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

In the beginning of the Project implementation (2008), 40% of Lithuanian residents did not have the opportunity to use the Internet either at work or at home. In the end of the Project implementation (2011), the share of residents who did not have such an opportunity diminished to 32%. These changes were mainly determined by the situation in rural areas. For example, in 2009, 59% of rural residents did not have the opportunity to use the Internet either at work or at home. In 2011, meanwhile, the share of residents who did not have such an opportunity diminished to 43%. The situation in urban areas mainly had not changed since 2009 when the share of residents who did not have the opportunity to use the Internet either at work or at home remained stable - 27%.

*Chart 83. The share of residents who do not have the opportunity to use the Internet either at home or at work according to the place of residence (the survey of libraries' staff)*

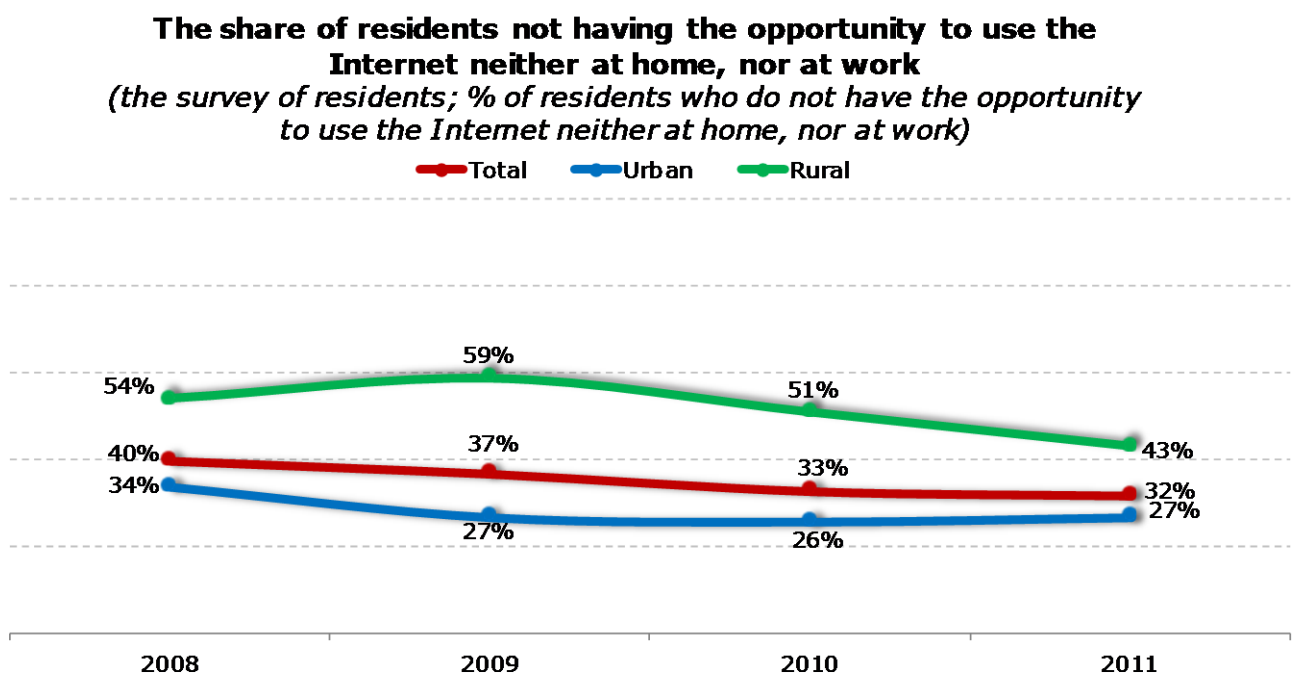


Table 68. The share of residents who do not have the opportunity to use the Internet either at home or at work according to the place of residence (the survey of libraries' staff)

Monitoring indicator: <b>4A. The percentage of users who do not have an alternative Internet access</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who do not have the opportunity to use the Internet either at home or at work (%)							
	2008	→	2009	→	2010	→	2011
Total	40%	→	37%	→	33%	→	32%
Urban	34%↓	→	27%↓	→	26%↓	→	27%↓
Rural	54%↑	→	59%↑	→	51%↑	→	43%↑
	2008		→	2011			
Total	40%		→	32%			-8%
Urban	34%↓		→	27%↓			-7%
Rural	54%↑		→	43%↑			-11%
Outcome (2008-2011): the share of residents who do not have the opportunity to use the Internet either at home or at work diminished							

While analyzing the opportunities of residents to use Internet at home or at work according to their age, it was noticed that residents of the older age and the retired have the least opportunities to use the Internet at home or at work. Even approximately 70% of such residents claimed that they did not have the opportunity to use the Internet either at home or at work. The least residents who did not have the opportunity to use the Internet at home or at work were among the youth. Only 7%-8% of the youth claimed that they did not have the opportunity to use the Internet either at home or at work.

Chart 84. The share of residents who do not have the opportunity to use the Internet either at home or at work according to the age groups (the survey of residents)

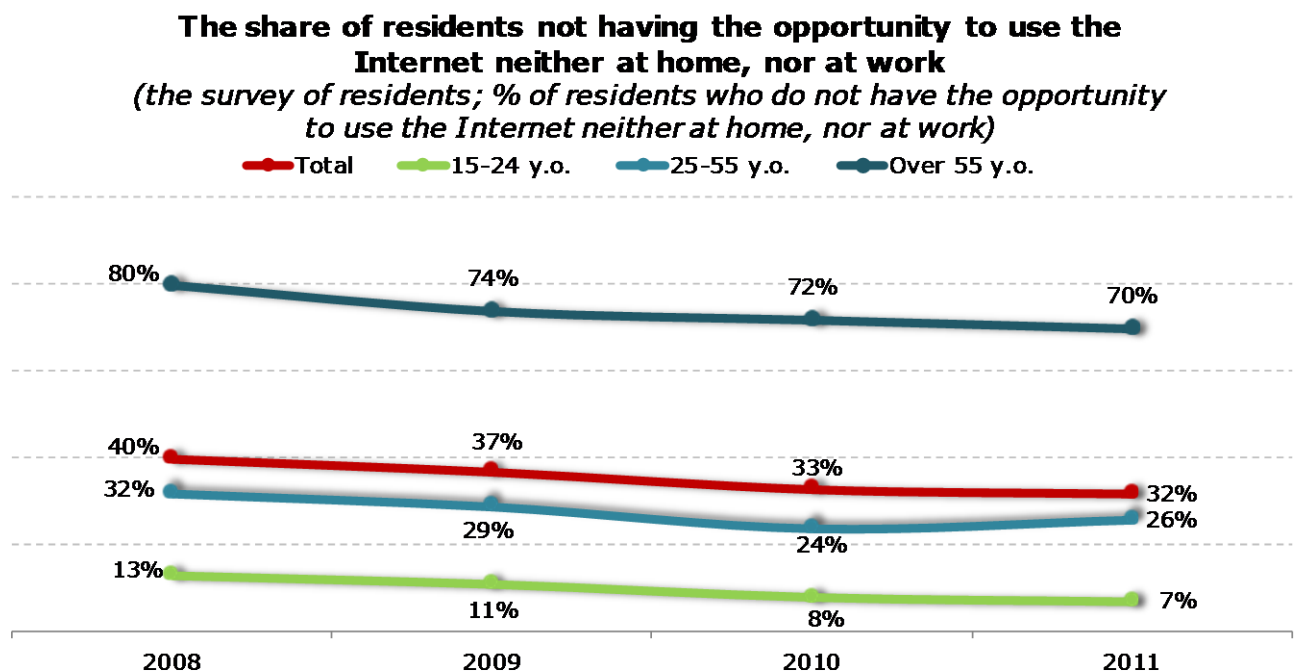


Table 69. The share of residents who do not have the opportunity to use the Internet either at home or at work according to the age groups (the survey of residents)

Monitoring indicator: <b>4A. The percentage of users who do not have an alternative Internet access</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who do not have the opportunity to use the Internet either at home or at work (%)							
	2008	→	2009	→	2010	→	2011
Total	40%	→	37%	→	33%	→	32%
15-24 y.o.	13%↓	→	11%↓	→	8%↓	→	7%↓
25-55 y.o.	32%	→	29%	→	24%	→	26%
55+ y.o.	80%↑	→	74%↑	→	72%↑	→	70%↑
	2008	→	2011				
Total	40%	→	32%	-8%			
15-24 y.o.	13%↓	→	7%↓	-6%			
25-55 y.o.	32%	→	26%	-6%			
55+ y.o.	80%↑	→	70%↑	-10%			
Outcome (2008-2011): the share of residents who do not have the opportunity to use the Internet either at home or at work diminished							

What opportunities to use the Internet do the residents using the Internet in libraries have?

In the beginning of the Project implementation (2008), 16% of PIA users had the opportunity to use the Internet in the library only. In the end of 2011, the share of users who did not have the opportunity to use the Internet in other places increased to 22%. However, while evaluating in general, it cannot be stated that during the Project implementation period the share of PIA users having the opportunity to use the Internet in libraries only changed dramatically. Nevertheless, the change is statistically significant.

In this context, the situation in urban libraries distinguished slightly more. The share of users who had the opportunity to use the Internet in libraries only doubled in urban libraries during the Project implementation period (from 12% in 2008 to 25% in 2011).

Chart 85. The share of PIA users who have the opportunity to use the Internet in the library only according to the place of residence (the survey of PIA users)

**The share of PIA users having the opportunity to use the Internet in the library only**  
(the survey of PIA users; % of PIA users having the opportunity to use the Internet in the library only)

— Total — Urban — Rural

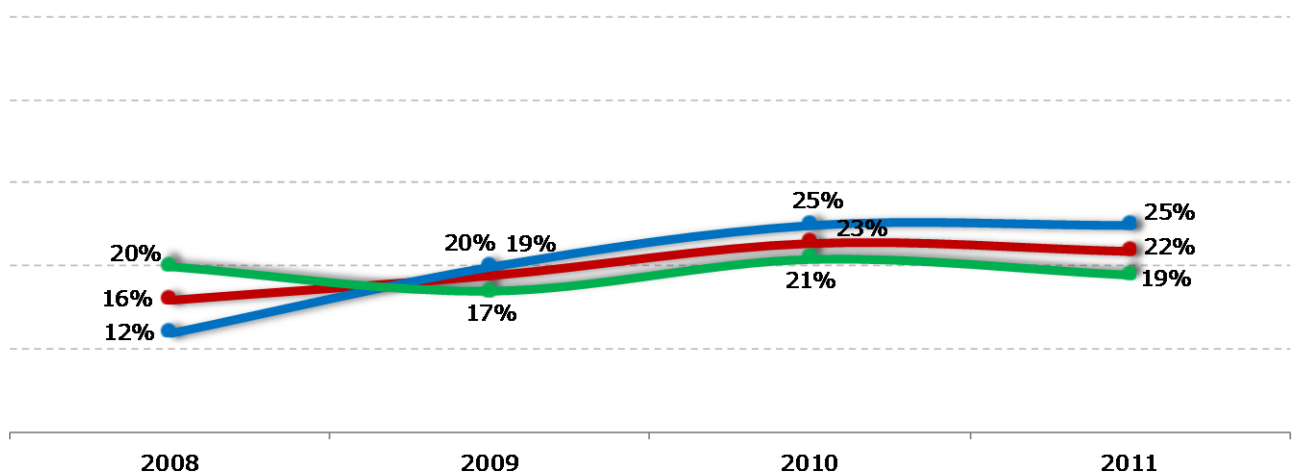


Table 70. The share of PIA users who have the opportunity to use the Internet in the library only according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>4A. The percentage of users who do not have an alternative Internet access</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of residents who do not have the opportunity to use the Internet either at home or at work (%)							
	2008	→	2009	→	2010	→	2011
Total	16%	→	19%	→	23%	→	22%
Urban	12%↓	→	20%	→	25%↑	→	25%↑
Rural	20%↑	→	17%	→	21%↓	→	19%↓
	2008		→	2011			
Total	16%		→	22%			+6%
Urban	12%↓		→	25%↑			+13%
Rural	20%↑		→	19%↓			-1%
Outcome (2008-2011): the share of PIA users who have the opportunity to use the Internet in the library only increased in urban libraries							

The most often, library is the only place of Internet usage for PIA users of an older age or for the retired (42%-45% of users of older age had the opportunity to use the Internet in libraries only during the Project implementation period). The least of such users (having the opportunity to use the Internet in the library only) was among the youth using the Internet in libraries (12%-15%).

Chart 86. The share of PIA users who have the opportunity to use the Internet in the library only according to the age groups (the survey of PIA users)

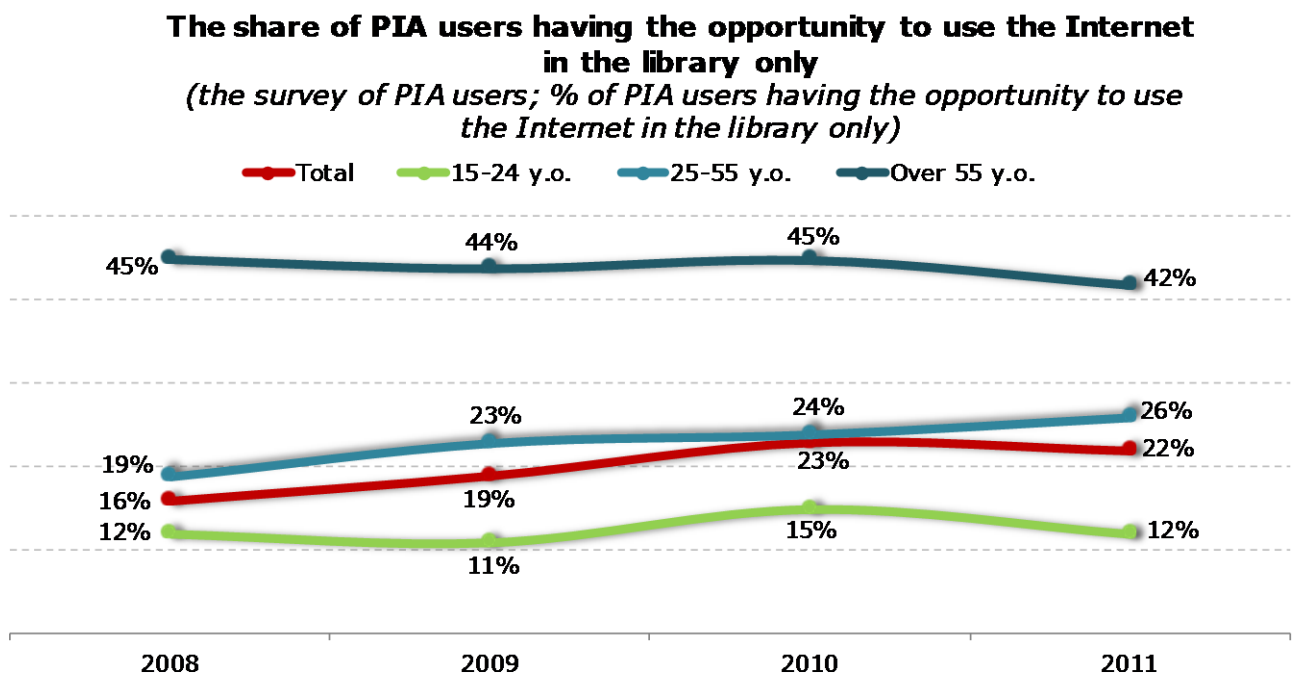


Table 71. The share of PIA users who have the opportunity to use the Internet in the library only according to the age groups (the survey of PIA users)

Monitoring indicator: <b>4A. The percentage of users who do not have an alternative Internet access</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users who have the opportunity to use the Internet in the library only (%)							
	2008	→	2009	→	2010	→	2011
Total	16%	→	19%	→	23%	→	22%
15-24 y.o.	12%↓	→	11%↓	→	15%↓	→	12%↓
25-55 y.o.	19%	→	23%	→	24%	→	26%
55+ y.o.	45%↑	→	44%↑	→	45%↑	→	42%↑
	2008		→	2011			
Total	16%		→	22%			+6%
15-24 y.o.	12%↓		→	12%↓			+0%
25-55 y.o.	19%		→	26%			+7%
55+ y.o.	45%↑		→	42%↑			-3%
Outcome (2008-2011): the share of PIA users who have the opportunity to use the Internet in the library only							

#### 4.5.2. 4B. The Experience of Hard to Reach Groups

**Aimed meaning of the supervision indicator:** [improved](#) Internet access to hard to reach groups.

**chieved meaning of the indicator:** the opportunities of hard to reach groups to use the Internet generally did not change.

##### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

While investigating the experience of hard to reach target groups to use the Internet, the most attention is paid to residents/ PIA users who a) are attributed to socially excluded groups (the unemployed, the disabled, and the retired), and b) do not have the opportunity to use the Internet either at home or at work.

Although the share of residents who visited a library at least once during the year due to the PIA in libraries is slightly changing each year, in general we can claim that every tenth resident visits a public library due to PIA. In 2008, 14% of residents indicated that they visited a library at least once due to PIA. In 2009 there were 9%, in 2010 there were 12% and in 2011 there were 8% of such residents.

While comparing the attendance of public libraries by hard to reach target groups to the average in the country, it can be noted that the retired visit the libraries the least (2%-4% of all of the retired visited a library at least once a year) and the retired do that slightly more often (the share of the unemployed who are visiting libraries meets the average in the country).

Chart 87. The share of residents using the Internet in libraries according to the Project target groups (the survey of residents)

**The share of residents using the Internet in libraries**  
(the survey of residents; % of residents using the Internet in libraries)

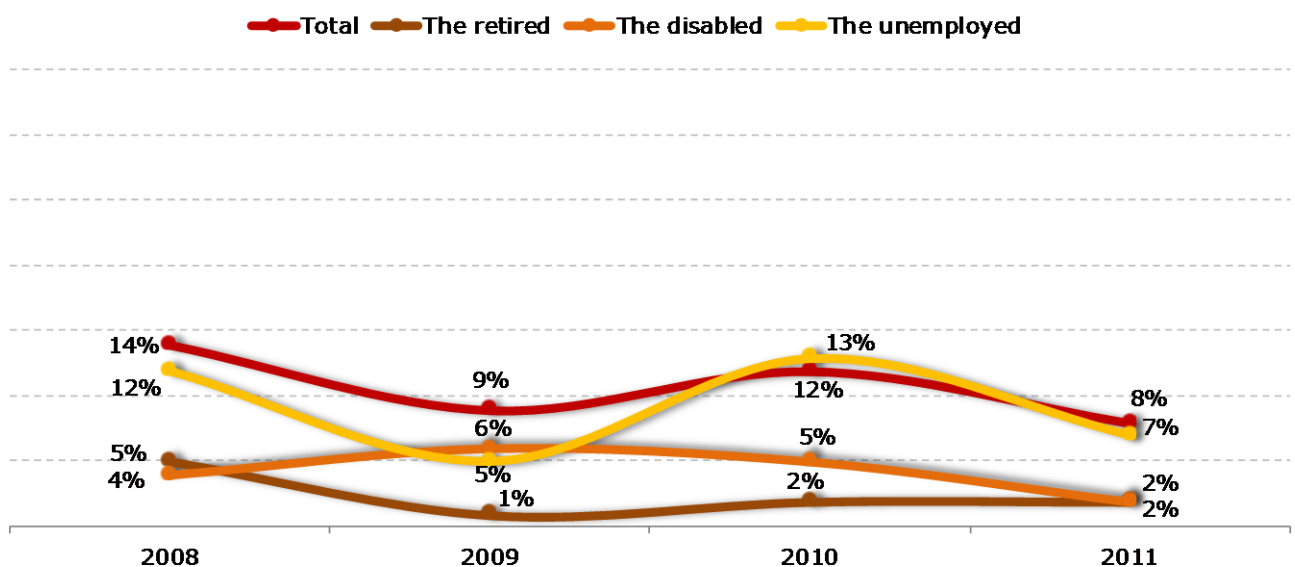


Table 72. The share of residents using the Internet in libraries according to the Project target groups (the survey of residents)

Monitoring indicator: <b>4B. The experience of hard to reach groups</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents using the Internet in libraries (%)							
	2008	→	2009	→	2010	→	2011
Total	14%	→	9%	→	12%	→	8%
The retired	5%↓	→	1%↓	→	2%↓	→	2%↓
The disabled	4%↓	→	6%↑	→	5%	→	2%↓
The unemployed	12%↑	→	5%	→	13%↑	→	7%↑
	2008	→			2011		
Total	14%	→			8%	-6%	
The retired	5%↓	→			2%↓	-3%	
The disabled	4%↓	→			2%↓	-2%	
The unemployed	12%↑	→			7%↑	-5%	
Outcome (2008-2011): the attendance of libraries by the representatives of hard to reach groups did not change							

When narrowing the target group of all Lithuanian residents to residents who do not have the opportunity to use the Internet either at home or at work and while analyzing how many such respondents visited public libraries at least once, it was noted that, for example, having/ not having the opportunity to use the Internet does not influence the attendance of libraries. In other words, the share of the retired who visited libraries was especially small both among all the retired in Lithuania and among the retired who did not have the opportunity to use the Internet either at home or at work. The experience of the disabled is very alike. Only a very small share of the disabled who did not have the opportunity to use the Internet either at home or at work was using the Internet in libraries.

The Internet usage in libraries by the unemployed was slightly different. A slightly greater share of the unemployed who did not have the opportunity to use the Internet at home (in comparison to analogous shares of the retired and the disabled) used the Internet in public libraries. A slightly greater share of the unemployed who did not have Internet access at home (16%) used the Internet in libraries in 2010.

Chart 88. The share of residents who do not have Internet access either at home or at work and who use the Internet in libraries, according to the Project target groups (the survey of residents)

**The share of residents who do not have Internet access either at home or at work and who use the Internet in libraries**  
(the survey of residents; % residents who do not have Internet access either at home or at work and who use the Internet in libraries)

— Total — The retired — The disabled — The unemployed

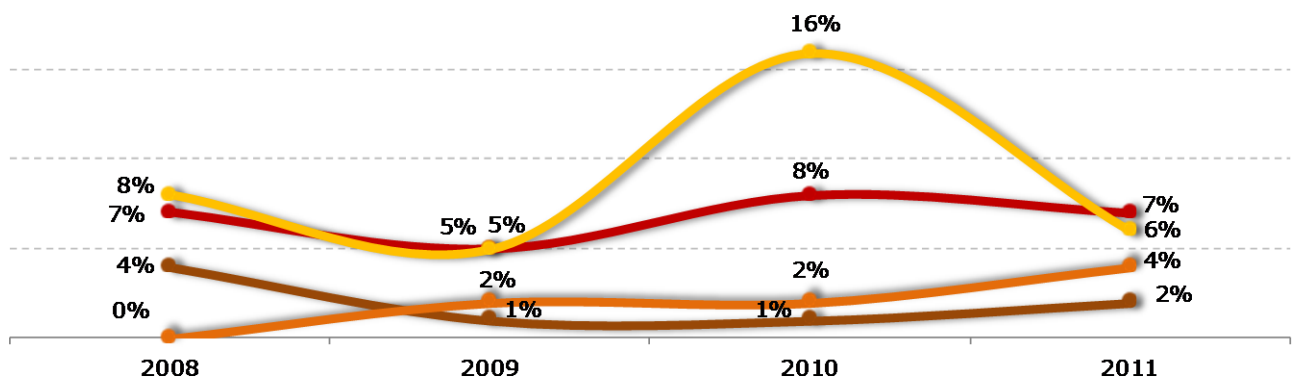


Table 73. The share of residents who do not have Internet access either at home or at work and who use the Internet in libraries, according to the Project target groups (the survey of residents)

Monitoring indicator: <b>4B. The experience of hard to reach groups</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who do not have Internet access either at home or at work and who use the Internet in libraries (%)							
	2008	→	2009	→	2010	→	2011
Total	7%	→	5%	→	8%	→	7%
The retired	4%	→	1%	→	1%↓	→	2%
The disabled	0%↓	→	2%	→	2%↓	→	4%
The unemployed	8%↑	→	5%	→	16%↑	→	6%
	<b>2008</b>			→			<b>2011</b>
Total	7%			→	7%		+0%
The retired	4%			→	2%		-2%
The disabled	0%↓			→	4%		+4%
The unemployed	8%↑			→	6%		-2%
Outcome (2008-2011): Internet usage in libraries by the representatives of hard to reach groups did not change							

However, it is important to note that socially excluded PIA users differ substantially from other PIA users by their opportunities to use Internet in other places. Library is the only place to use the Internet for nearly every other retired, unemployed or the disabled who uses the PIA in libraries.

While analyzing how the share of socially excluded PIA users who can use the Internet in libraries only was changing during the Project implementation period, it was noted that the share of the retired who could use the Internet in libraries only remained stable during the entire Project implementation period, however, the share of the unemployed who could use the Internet in the libraries only slightly increased.

Chart 89. The share of PI users who have the opportunity to use the Internet in the library only according to the Project target groups (the survey of PIA users)

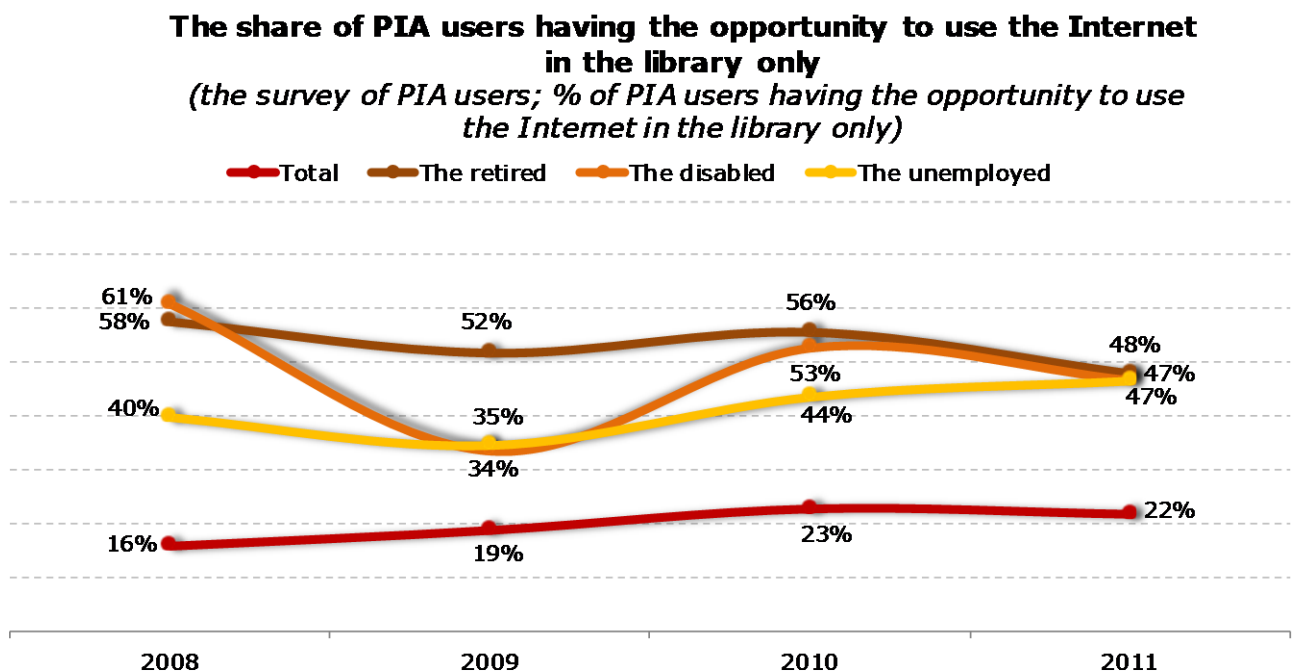


Table 74. The share of PI users who have the opportunity to use the Internet in the library only according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>4B. The experience of hard to reach groups</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users who have the opportunity to use the Internet in the library only (%)							
	2008	→	2009	→	2010	→	2011
Total	16%	→	19%	→	23%	→	22%
The retired	58%	→	52%↑	→	56%↑	→	48%
The disabled	61%↑	→	34%↓	→	53%	→	47%
The unemployed	40%↓	→	35%↓	→	44%↓	→	47%
	2008		→	2011			
Total	16%		→	22%		+6%	
The retired	58%		→	48%		-10%	
The disabled	61%↑		→	47%		-14%	
The unemployed	40%↓		→	47%		+7%	
Outcome (2008-2011): the experience of the representatives of hard to reach target groups did not change							

## THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

### The results of qualitative studies of 2008-2011

Summarizing the data of the qualitative studies of 2008-2012, some changes can be noted.

Distinctive needs of specific, hard to reach target groups for PIA formed slowly during the period of four years of the Project implementation. According to the data of the qualitative study of 2008 with PIA users, most of the research participants could not distinguish distinctive special needs of difficult, hard to reach target groups for PIA (the needs of the disabled were an exception). Meanwhile, according to the data of the qualitative research of 2011 with PIA users, the research participants could indicate particular needs of individual specific hard to reach groups for PIA. Thus, an assumption can be made that the distinctive needs of specific, hard to reach groups for PIA formed together with a more frequent practice of PIA usage and the influence of the project "Libraries for Innovation".

According to the evaluation of the qualitative studies of 2011 with libraries' staff and PIA users, libraries satisfied the needs of specific hard to reach target groups mostly through the creation of a favorable social environment. While evaluating the data of the qualitative studies of 2008-2011 with the libraries' staff and PIA users, it can be claimed that this function of the library was enhancing gradually during the Project implementation period and was influenced by the efforts of the libraries' staff (events and exhibitions organized and other activities), activities organized due to the project "Libraries for Innovation" and the reduction of the cultural centers, especially in rural areas.

#### 4.5.3. 4C. Activities for which the Users are Using the PIA in Libraries the Most Often

**Aimed meaning of the supervision indicator:** a greater variety of activities performed using PIA.

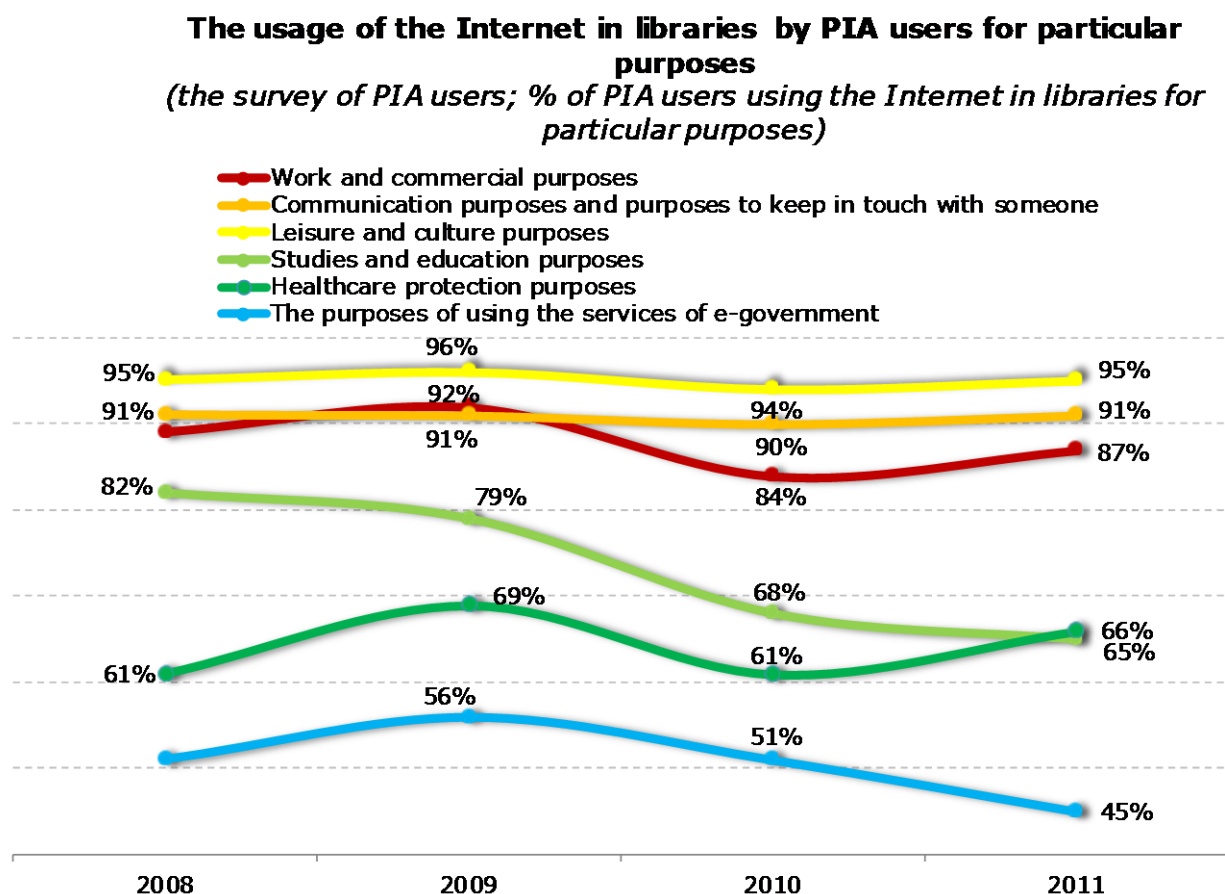
**Achieved meaning of the indicator:** the variety of activities performed using PIA is greater.

##### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

Activities the performance of which users used the PIA in libraries the most often were investigated during the researches by conditionally grouping the activities into six groups: 1) work and commercial, 2) communication and relations, 3) leisure and culture, 4) studies and education, 5) healthcare protection, and 6) using the e-services.

During the entire Project implementation period, PIA users using the Internet in libraries for particular purposes used the Internet in libraries equally actively for the purposes of leisure and culture (95% in 2011) and relations and keeping in touch (91% in 2011). In 2010, PIA users were slightly less active while using the Internet in libraries. In comparison to 2009, the number of PIA users using the Internet in libraries for work and commercial purposes diminished by 6%, for studies and education purposes – by 11%, for healthcare protection purposes – by 8% and for the purposes of using the e-government services – by 5%. The least of PIA users (45% in 2011) used the Internet in libraries for the usage of the services of e-government during the entire Project implementation period.

Chart 90. Internet usage in libraries by PIA users for particular purposes (the survey of PIA users)

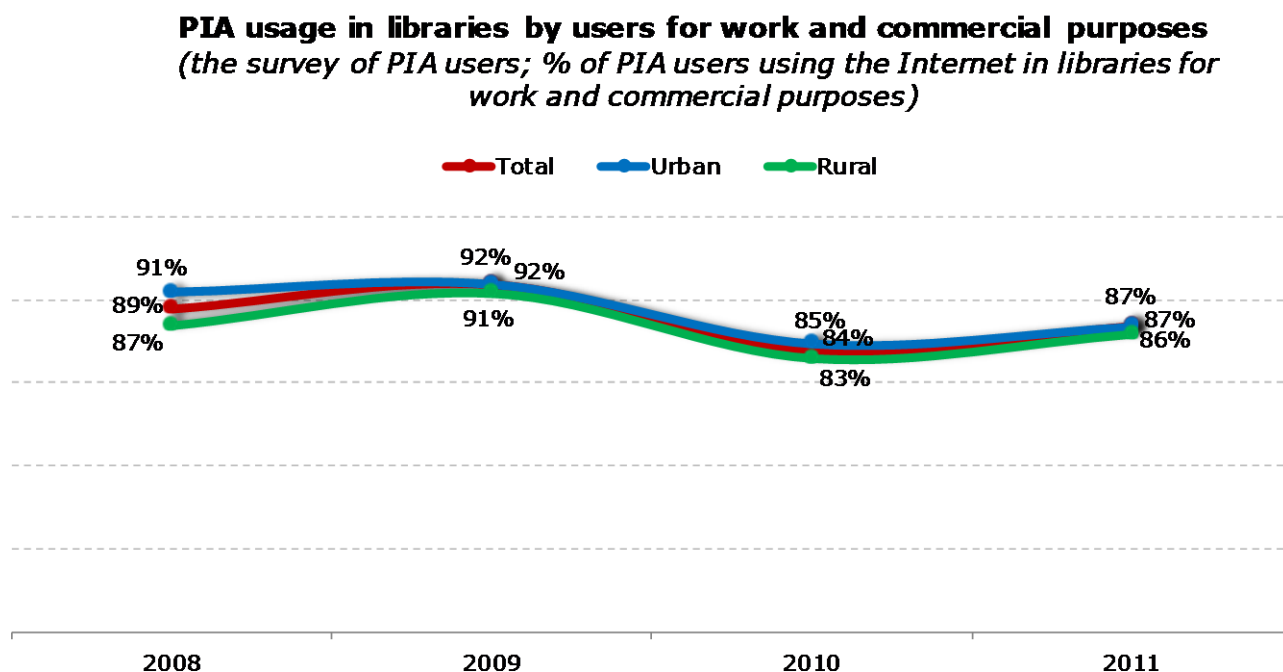


In this chapter of the report, the purposes of Internet usage in libraries by PIA users to perform activities in particular areas will be presented generally.

### PIA usage in libraries for work and commercial purposes

The vast majority of PIA users use the Internet in libraries to perform various activities related to work or commerce. The usage of Internet access in libraries for performing work and commercial activities basically did not change during the Project implementation. During the first year of Project implementation (2008), 89% of PIA users used PIA to perform these activities and there were 87% of PIA users during the last year of Project implementation (2011). PIA usage for work and commercial purposes did not differ in urban and rural libraries.

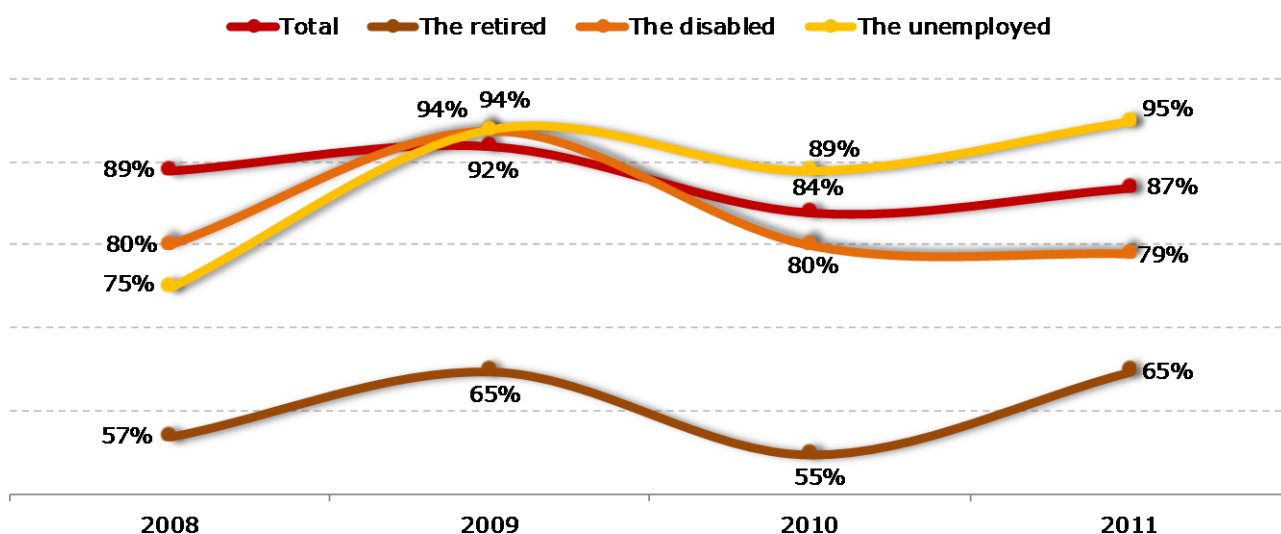
*Chart 91. Internet usage in libraries by PIA users for work and commercial purposes according to the place of residence (the survey of PIA users)*



The unemployed and the disabled use PIA in libraries actively as well. The retired use PIA in libraries for these purposes more passively than the unemployed or the disabled (only slightly more than half of the retired (65%) use Internet access due to these purposes).

Chart 92. Internet usage in libraries by PIA users for work and commercial purposes according to Project target groups (the survey of PIA users)

**PIA usage in libraries by users for work and commercial purposes**  
(the survey of PIA users; % of PIA users using the Internet in libraries for work and commercial purposes)

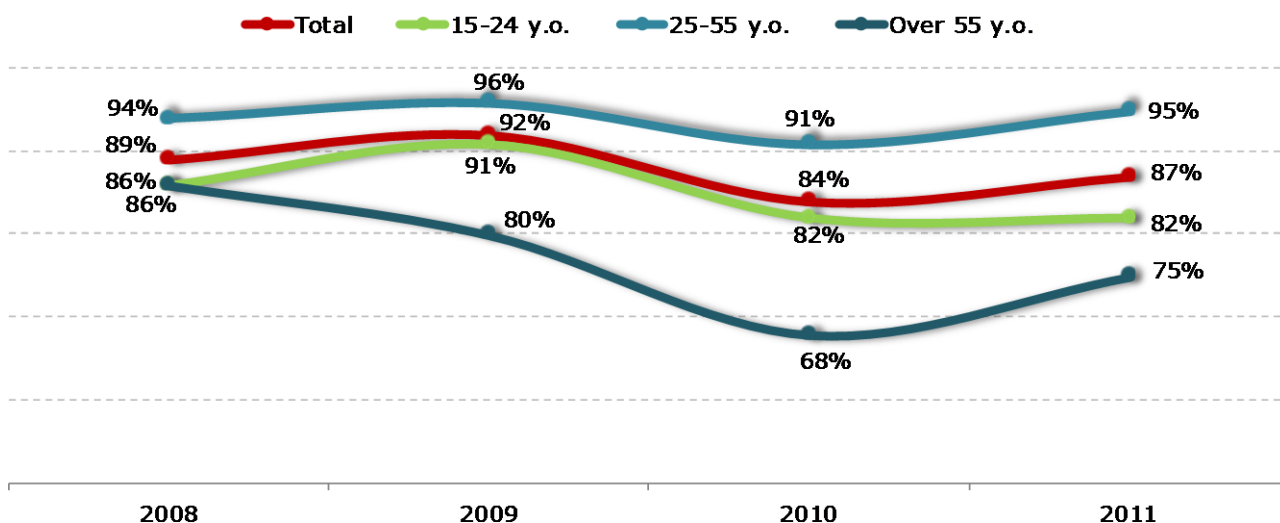


Meanwhile, the qualitative studies of 2009-2011 with PIA users additionally revealed that some of the unemployed use PIA for searching for work (according to the data of 2011, it is more common among urban residents). It was also mentioned occasionally during the qualitative study of 2011 with PIA users that the unemployed use PIA for commercial activities as well. In other words, they buy and sell various goods online. According to the research data of the same study, rural residents use PIA in libraries for work purposes: they check e-mails, look for work related information, material. Meanwhile, seniors use PIA for buying tickets and ordering goods or services. There is no data from the qualitative researches regarding the PIA usage changes for work and commercial purposes.

Analogically, while analyzing the usage of PIA in libraries for work and commercial purposes according to the age of PIA users, it was noticed that Internet was used the least often for these purposes by older or retired users and the most often – by PIA users of the most active economic age (25-55 y.o.).

Chart 93. Internet usage in libraries by PIA users for work and commercial purposes according to the age groups (the survey of PIA users)

**PIA usage in libraries by users for work and commercial purposes**  
 (the survey of PIA users; % of PIA users using the Internet in libraries for work and commercial purposes)

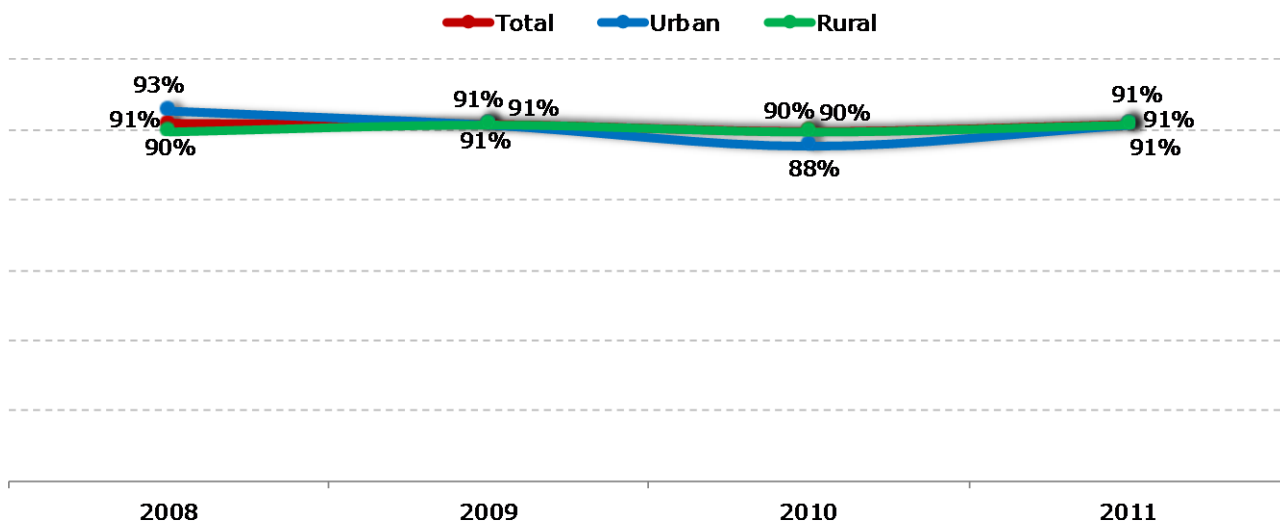


**PIA usage in libraries for communication purposes**

Nearly all PIA users use PIA for communication purposes. Active usage of the PIA for these purposes did not change during the Project implementation period. PIA usage for communication purposes does not differ in urban or rural libraries.

Chart 94. Internet usage in libraries by PIA users for communication purposes according to the place of residence (the survey of PIA users)

**PIA usage in libraries by users for communication purposes**  
 (the survey of PIA users; % of PIA users using the Internet in libraries for communication purposes)

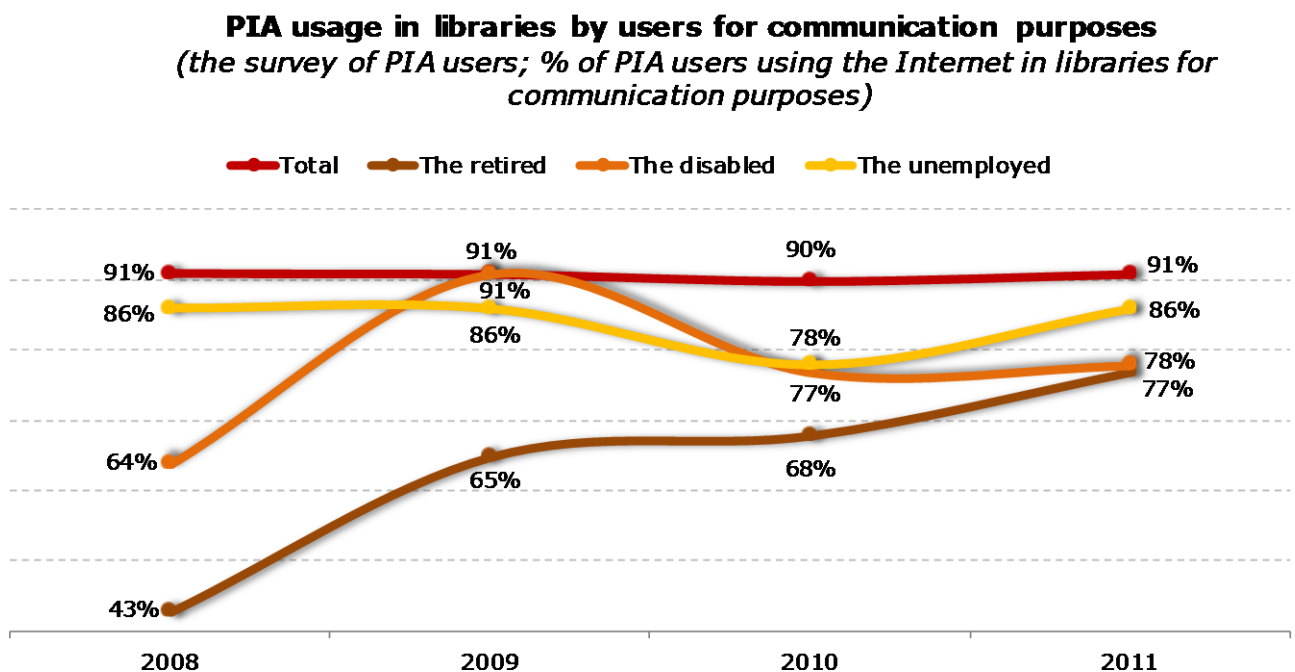


The unemployed use the PIA in libraries for communication actively. The disabled use the Internet in libraries for communication slightly less. The experience of PIA usage by the retired for communication purposes distinguishes the most in this context. While comparing the share of the retired who used the

Internet in libraries for communication purposes during the first and the last year of Project implementation, it was noticed that the online communication by the retired increased significantly (from 43% in 2008 to 77% in 2011).

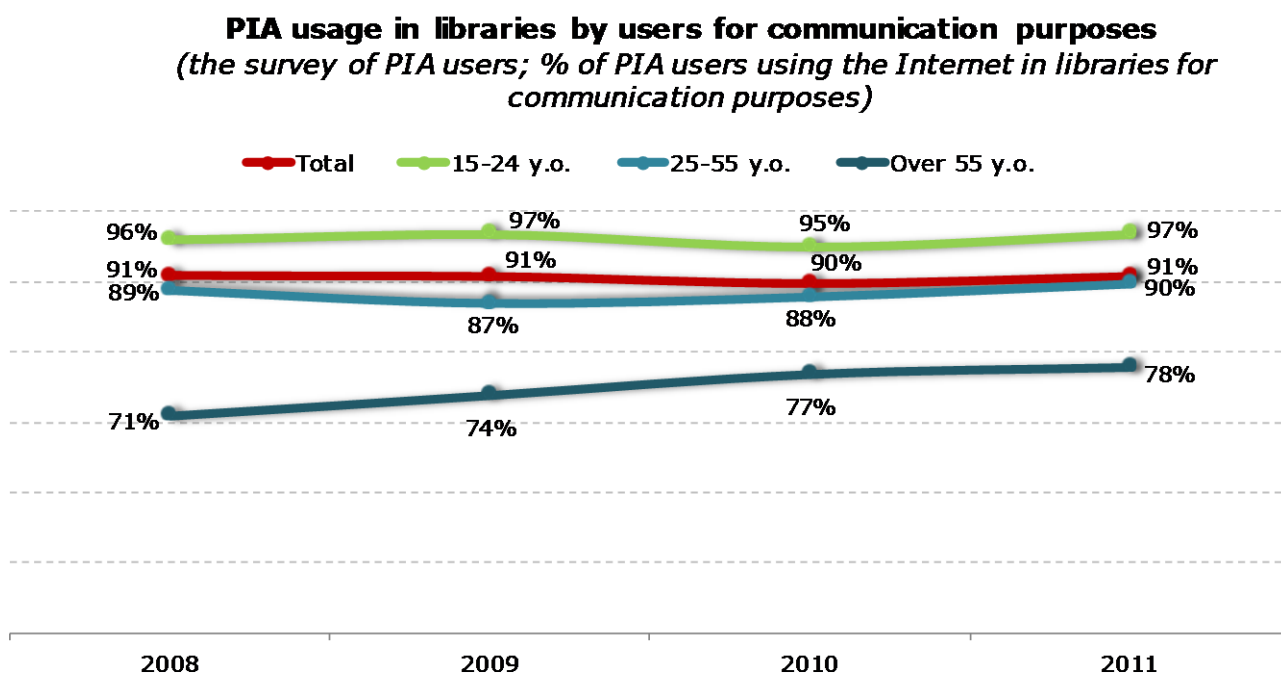
Meanwhile, according to the data of qualitative studies with PIA users, communication is one of the main purposes to use PIA in terms of all target groups. The most often, PIA is used to communicate with the close ones who left to work abroad and with friends and acquaintances. According to the data of the qualitative researches, the communication in libraries takes place the most often by writing e-mails, using Skype or spending time in social websites. Meanwhile, according to the data of both qualitative studies of 2008 and 2011, web camera and microphone are not used for communication in libraries due to lack of privacy and confidentiality. There is no qualitative data regarding the changes in terms of PIA usage for communication purposes.

*Chart 95. Internet usage in libraries by PIA users for communication purposes according to the Project target groups (the survey of PIA users)*



The same tendency of Internet usage in libraries for communication purposes is recorded while analyzing Internet usage according to the age of the users as well. Older and retired PIA users, in comparison to other age groups, use the Internet in libraries the least. Internet is used the most actively for communication purposes by the youth who use the PIA for communication.

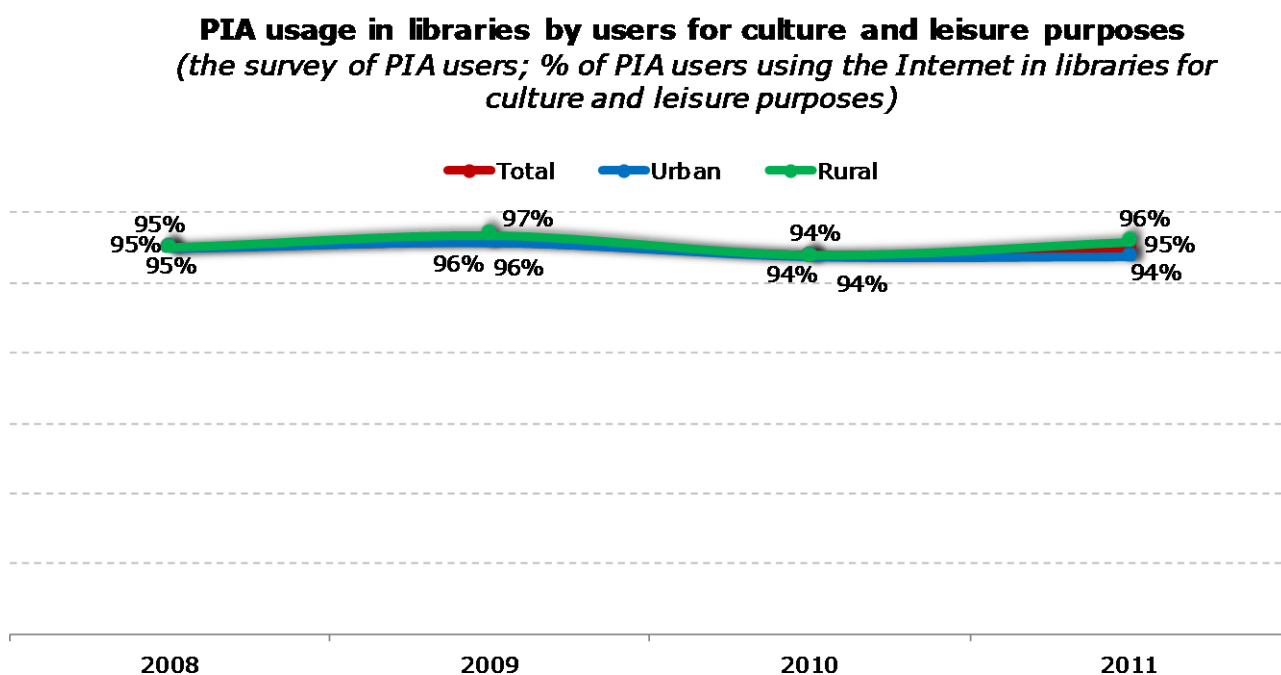
Chart 96. Internet usage in libraries by PIA users for communication purposes according to the age groups (the survey of PIA users)



**PIA usage in libraries for leisure and culture purposes**

The vast majority of PIA users in libraries use the Internet for spending leisure time and looking for cultural information. The usage of this Internet service provided by libraries for these purposes did not change during the entire Project implementation period. Both urban and rural PIA users use PIA for leisure purposes.

Chart 97. Internet usage in libraries by PIA users for culture and leisure purposes according to the place of residence (the survey of PIA users)

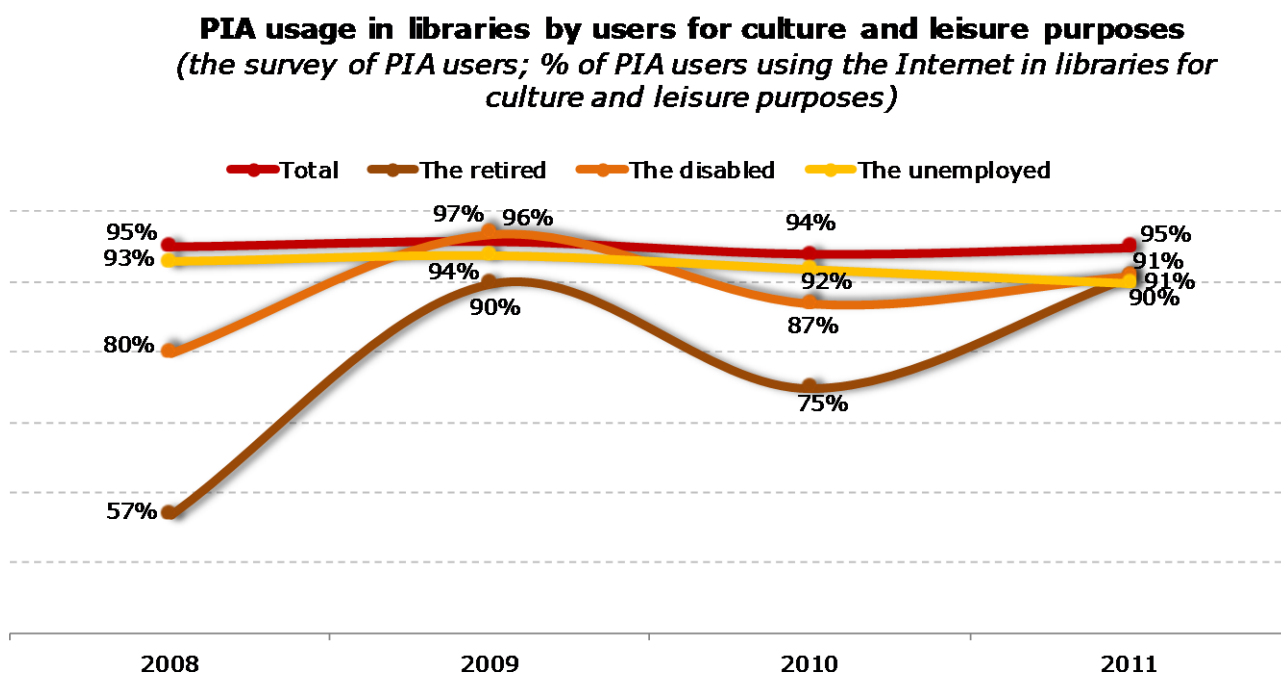


In terms of PIA usage in libraries for leisure and culture purposes, it was noticed that most of the unemployed or disabled using the Internet tend to spend their free time using Internet in libraries. The

retired use the Internet in libraries for these purposes slightly less often. Nevertheless, it was noted that, during the last year of the Project implementation (2011), the retired started spending their free time in libraries for leisure purposes as often as other PIA users.

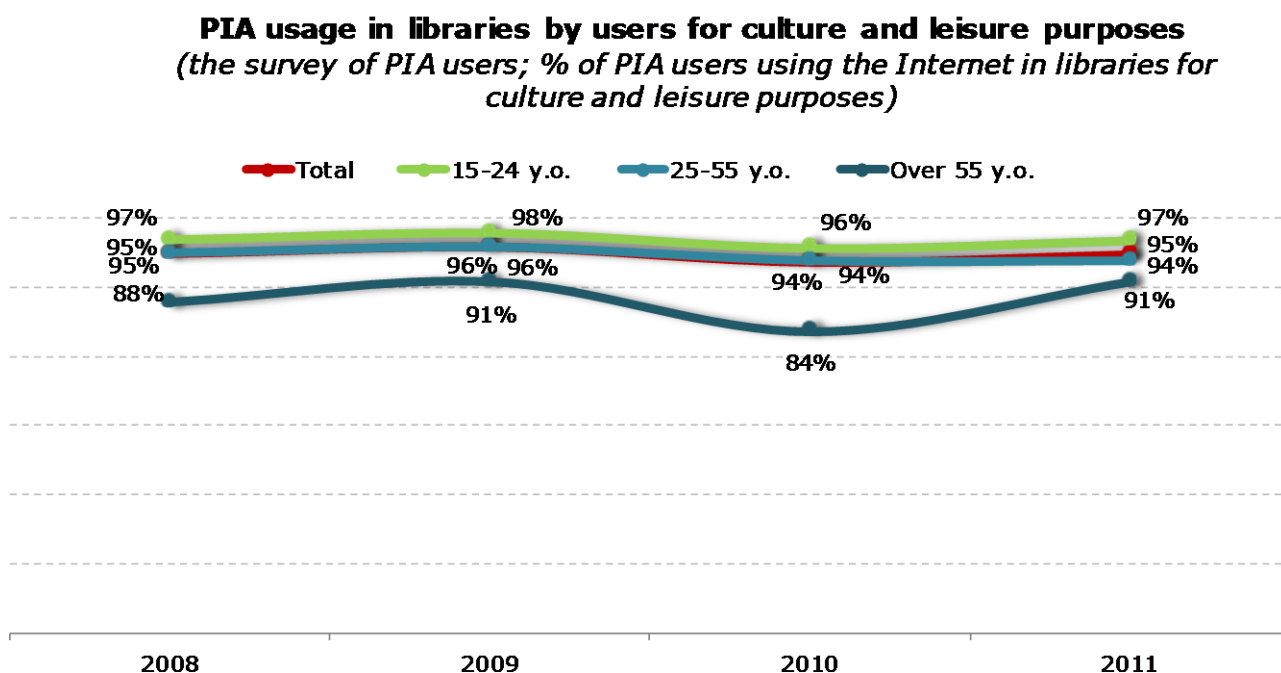
According to the data of the qualitative studies with PIA users, PIA usage for leisure and culture purposes is also one of the most frequent purposes of PIA usage in libraries by the visitors. Children play games for their free time the most often. Adults, meanwhile, read online press, news, look for leisure (hobbies related) information and also play games. There is no qualitative data regarding the changes of PIA usage for leisure purposes in respect to the adult target group.

Chart 98. Internet usage in libraries by PIA users for culture and leisure purposes according to the Project target groups (the survey of PIA users)



Nearly all PIA users of younger or average age use the Internet in libraries for spending their free time. A slightly smaller share (nevertheless, a rather large share in general) of older and retired PIA users use PIA in libraries for leisure purposes.

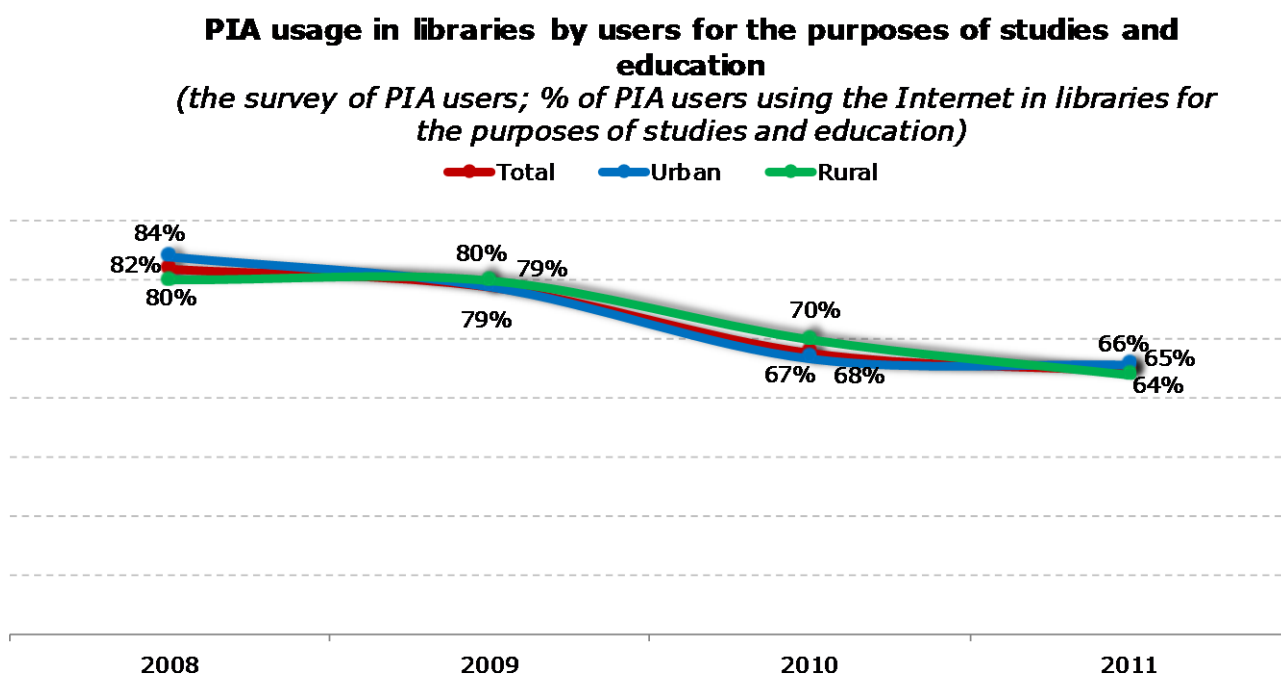
Chart 99. Internet usage in libraries by PIA users for culture and leisure purposes according to the age groups (the survey of PIA users)



**PIA usage in libraries for studies' and education related purposes**

The usage of PIA for the purposes of studies and education is diminishing. During the first year of Project implementation (2008), PIA in libraries for these purposes was used by 82% of PIA users. In the end of the Project implementation (2011), the share of such users diminished to 65%. The usage of PIA for the purposes of studies and education in urban and rural areas did not differ during the entire Project implementation period.

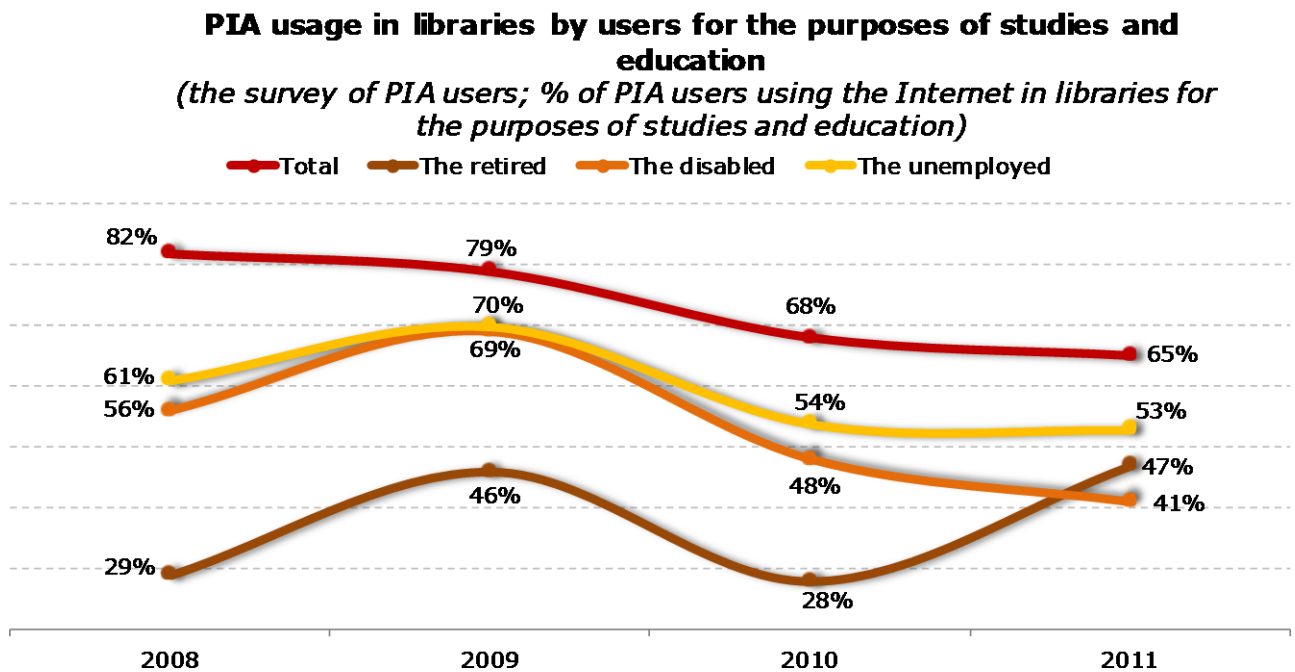
Chart 100. Internet usage in libraries by PIA users for culture and leisure purposes according to the place of residence (the survey of PIA users)



PIA users from socially excluded groups use the Internet in libraries for studies and education less often than other PIA users. The retired are learning or improving online the least often.

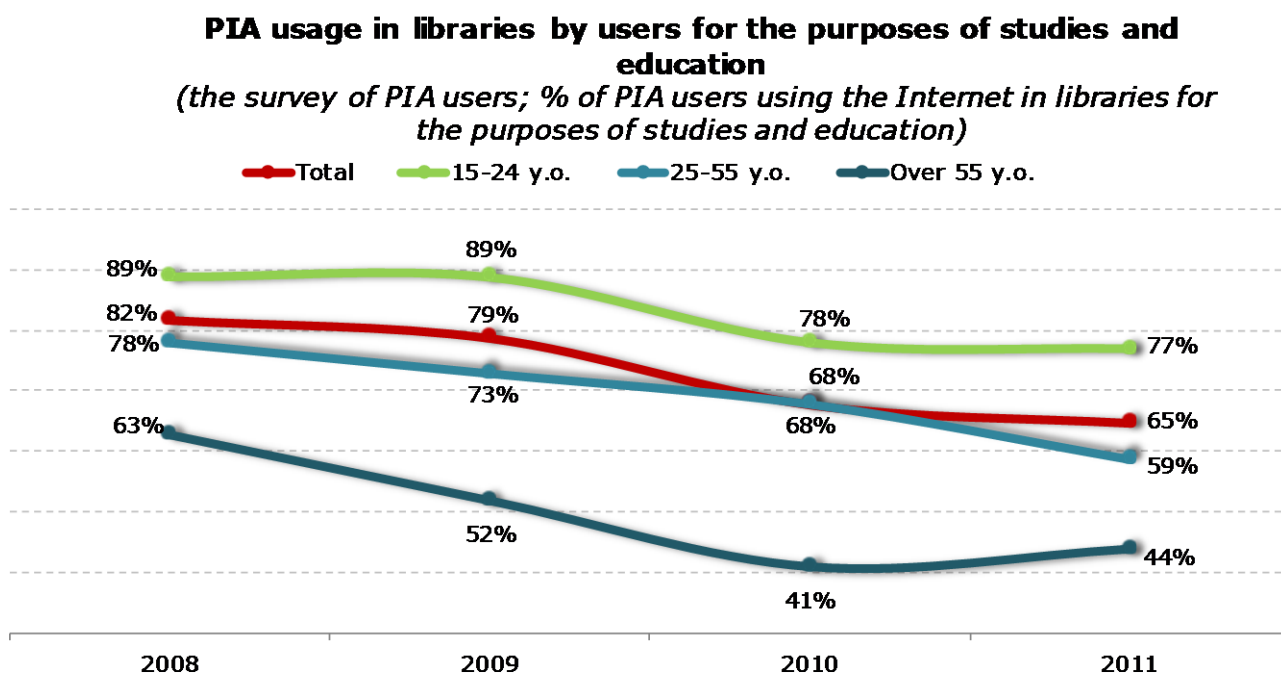
According to the data of the qualitative studies with PIA users, PIA is used by children and students for studies and education the most. Meanwhile, the usage of PIA for the purposes of studies and education was mentioned only occasionally during the qualitative research of 2011 by indicating that using PIA for communication with the foreigners improves the English language skills. Also, due to PIA, specific, work related information becomes available and one improves and increases qualification in such a way. There is no qualitative data regarding the changes of PIA usage for the purposes of studies and education.

Chart 101. Internet usage in libraries by PIA users for culture and leisure purposes according to the Project target groups (the survey of PIA users)



The most often PIA in libraries is used for the purposes of studies and education by the youth using the Internet in libraries. However, even the usage of Internet in libraries by this target group is slightly diminishing.

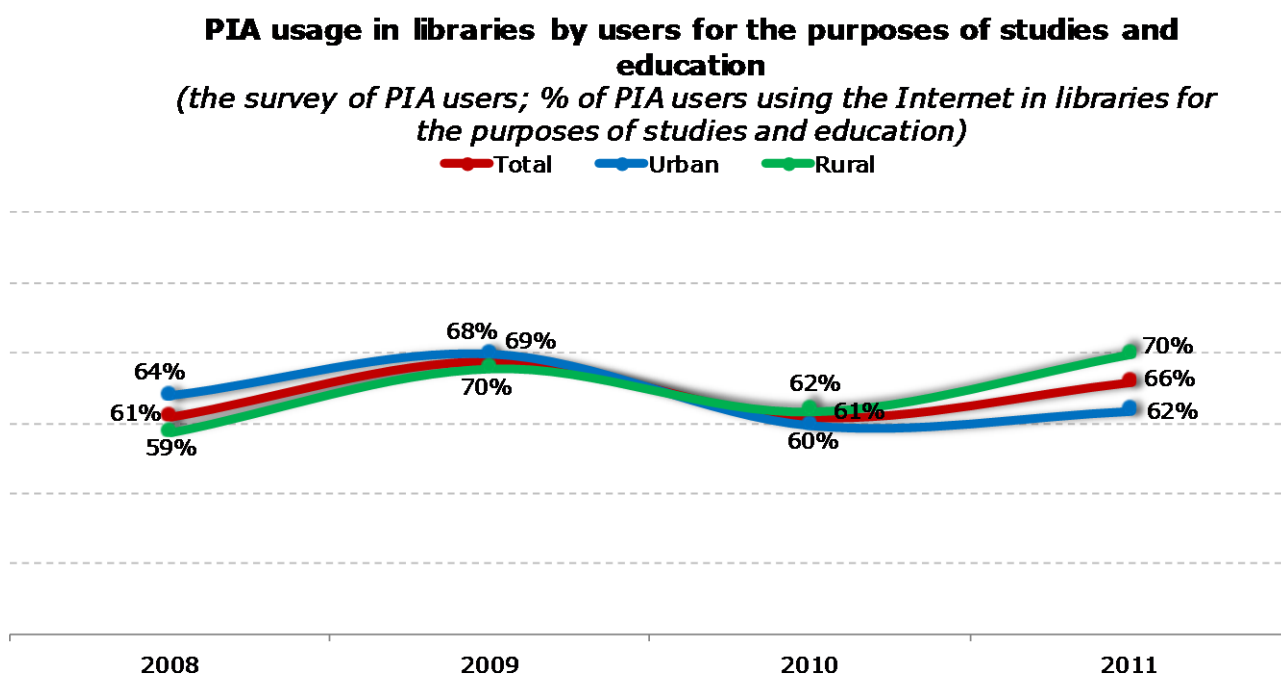
Chart 102. Internet usage in libraries by PIA users for culture and leisure purposes according to the age groups (the survey of PIA users)



**PIA usage in libraries for healthcare protection purposes**

In comparison to Internet usage in libraries for the purposes mentioned earlier, fewer PIA users look for information regarding healthcare protection online. During the Project implementation period, Internet usage for healthcare purposes slightly increased. When the Project was heading towards the end, a greater share of rural PIA users were looking for health related information while using the Internet than urban PIA users.

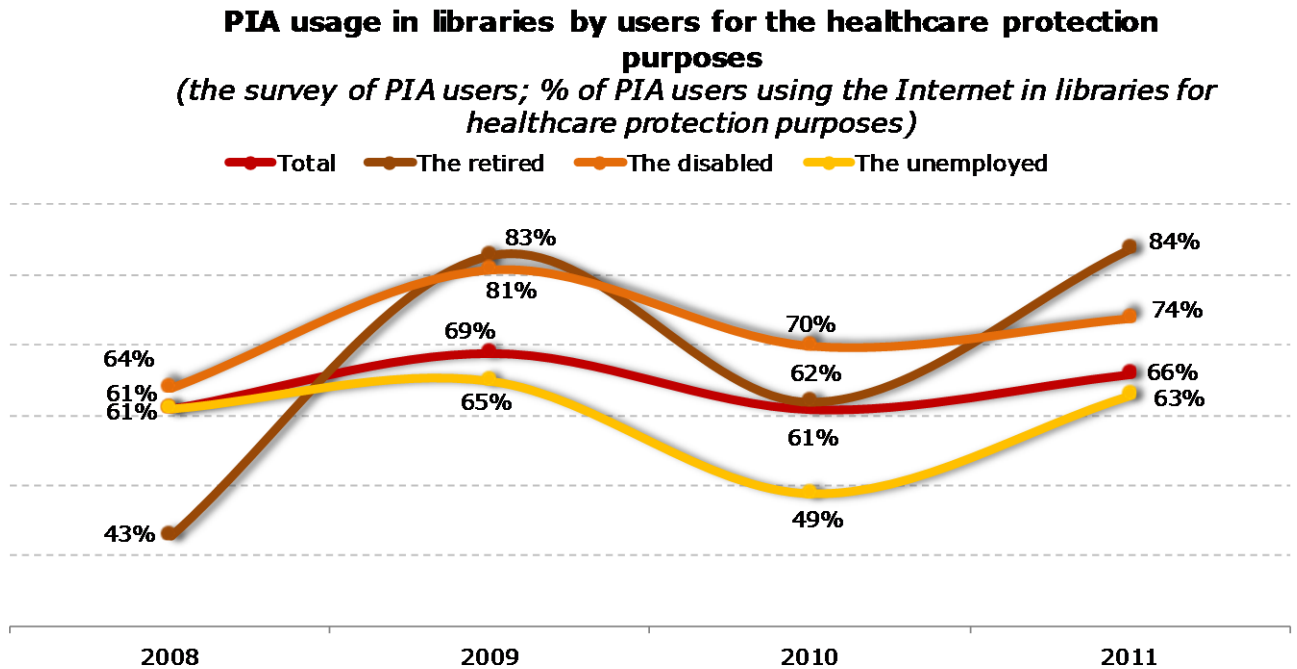
Chart 103. Internet usage in libraries by PIA users for healthcare protection purposes according to the place of residence (the survey of PIA users)



The retired and the disabled, in comparison to other PIA users, look for healthcare information while using the Internet in libraries more often. Information of such type is slightly less relevant to the unemployed who are using the PIA in libraries.

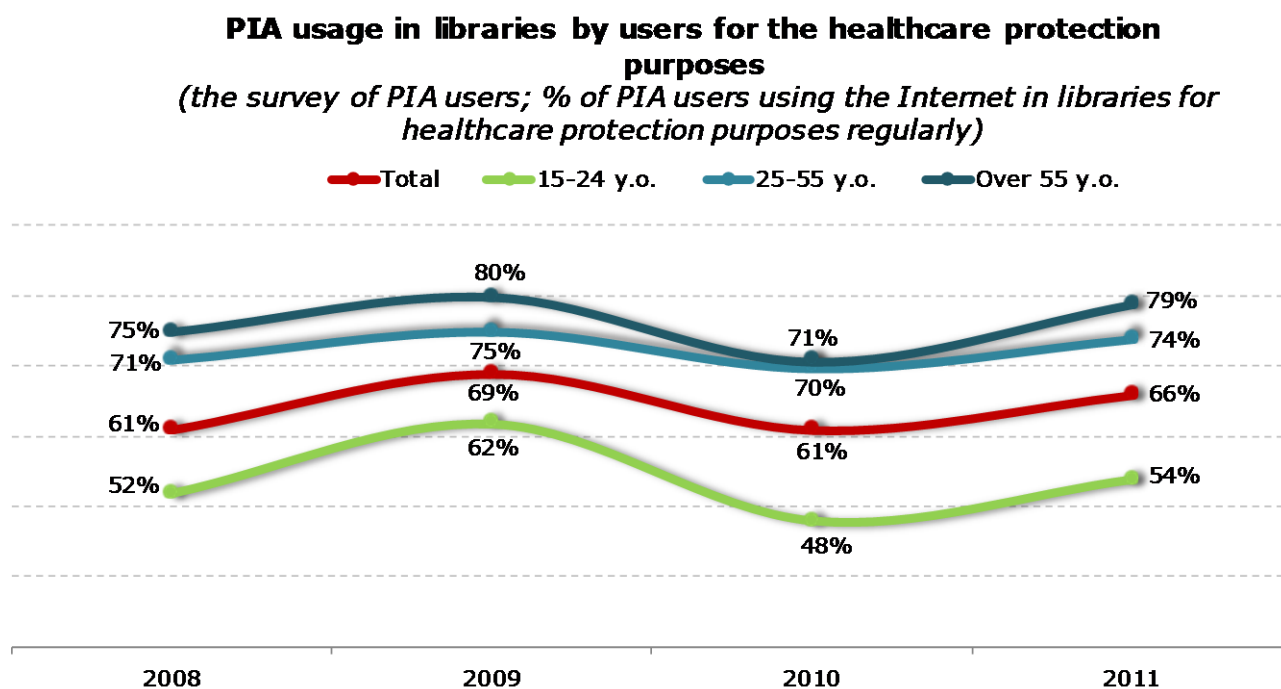
Meanwhile, the qualitative studies of 2008 and 2011 revealed that PIA was used for healthcare purposes for looking for healthcare information or registering to healthcare institutions. According to the data of the qualitative study of 2011 with PIA users, the unemployed, rural residents and the disabled indicated that they used PIA for healthcare protection purposes. It is interesting to note that some PIA users indicated that, while using PIA, they independently diagnosed diseases and tried to cure them. There was no qualitative data regarding the changes of PIA usage for healthcare protection purposes.

Chart 104. Internet usage in libraries by PIA users for healthcare protection purposes according to the Project target groups (the survey of PIA users)



While analyzing the PIA users of which age find the information about health more relevant, it was noted that such information is looked for while using the Internet in libraries by older and retired PIA users or PIA users of an average age. Information about health available online is less relevant to younger PIA users.

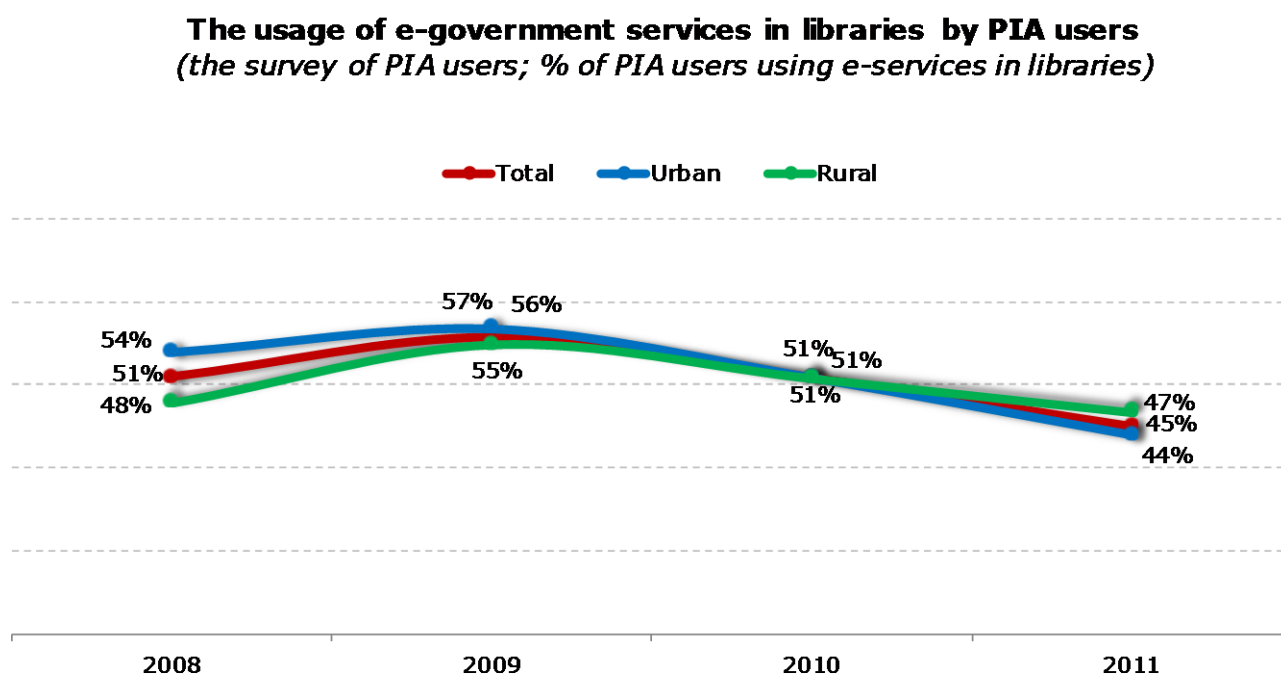
Chart 105. Internet usage in libraries by PIA users for healthcare protection purposes according to the age groups (the survey of PIA users)



**PIA usage in libraries for using the services of e-government**

Relatively the smallest share of PIA users use the services of e-government while using the Internet. It was also noted that the usage of e-services decreased slightly during the Project implementation period. In 2008, 51% of users used these services and in 2011 – 45% of users. The usage of the services of e-government generally does not differ in urban and rural libraries.

Chart 106. Internet usage in libraries for the services of e-government according to the place of residence (the survey of PIA users)

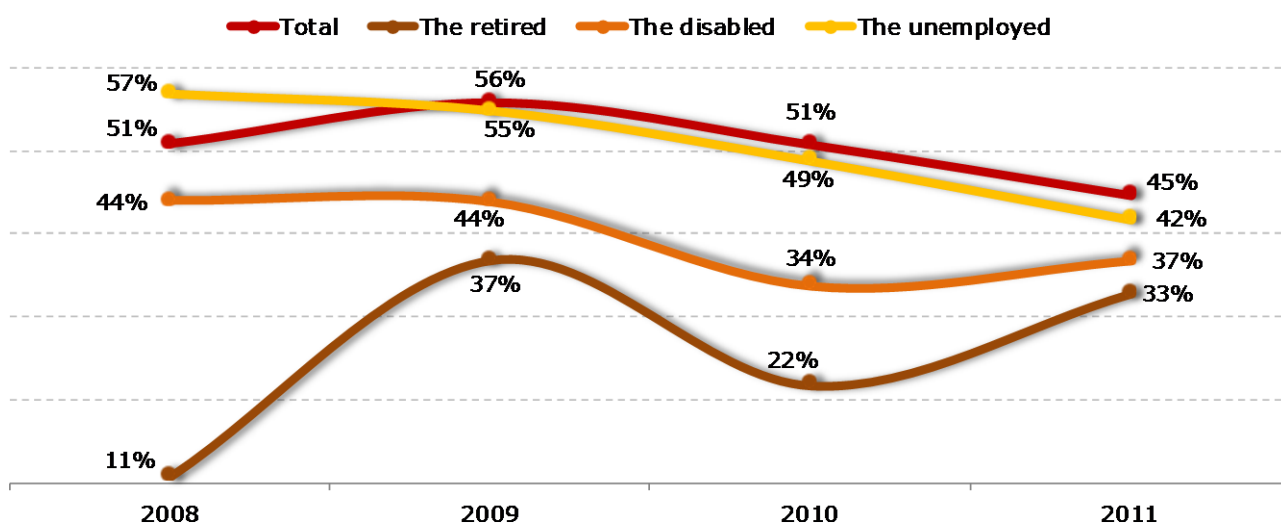


The retired use the services of e-government the most actively from all the socially excluded PIA users. The retired use these services while using the Internet in libraries the least often. In fact, during the

Project implementation period, the number of retired using the services of e-government increased from 11% in 2008 to 33% in 2011.

Chart 107. Internet usage in libraries for the services of e-government according to the Project target groups (the survey of PIA users)

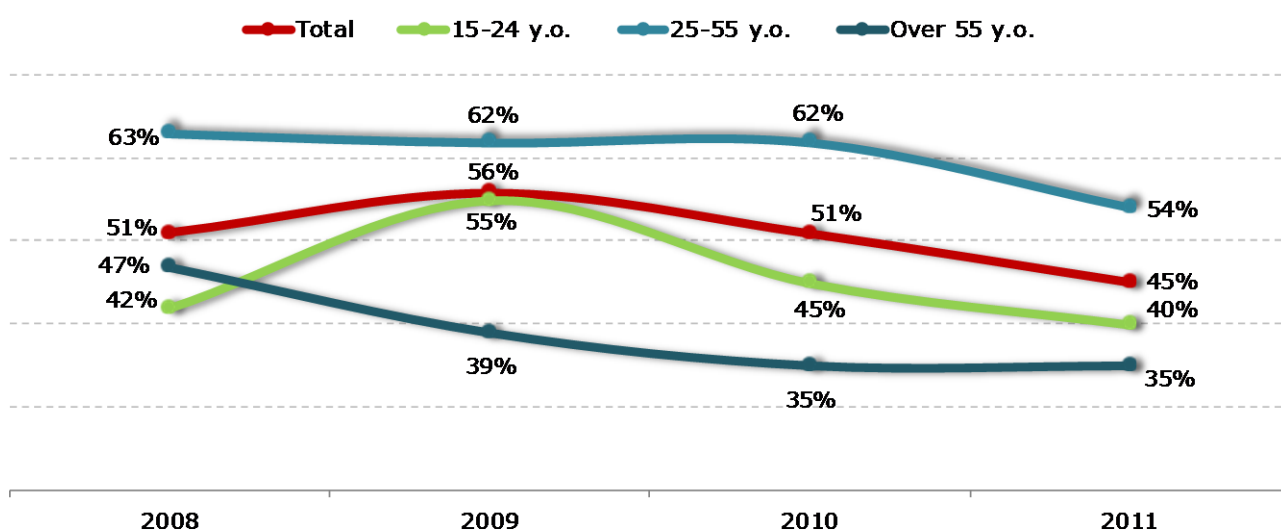
**The usage of e-government services in libraries by PIA users**  
(the survey of PIA users; % of PIA users using e-services in libraries)



The services of e-government are used the most often while using the Internet in libraries by PIA users of average age. The youth use the services of e-government less often than at an average frequency and the least frequent users of e-government services are PIA users of older age or the retired.

Chart 108. Internet usage in libraries for the services of e-government according to the age groups (the survey of PIA users)

**The usage of e-government services in libraries by PIA users**  
(the survey of PIA users; % of PIA users using e-services in libraries)



*THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES***The results of qualitative studies of 2008-2011**

While comparing the data of the qualitative researches of 2008-2011 with PIA users, it can be claimed that the main purposes why libraries' visitors are using PIA in libraries remained the same during the Project implementation: communication, leisure and the search for information. However, the activities performed due to these purposes are becoming more and more varied. Starting with 2010, it was noticed that the representatives of specific, hard to reach target groups started using various online resources (e-commerce, e-banking). According to the qualitative research data of 2011, some of the seniors, rural residents and the disabled indicated that they bought/ made purchases online or used the services of e-banking.

**4.5.4. 4D. The Existence of Programs or Other Mechanisms to Attract Hard to reach Target Groups**

**Aimed meaning of the supervision indicator:** programs or other mechanisms intended to reach hard to reach target groups do exist.

**Achieved meaning of the indicator:** programs or other mechanisms intended to reach hard to reach target groups do exist.

*THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES*

During each year of Project implementation, according to the data of the data of the survey of the libraries' staff, more and more promotions in libraries were organized in order to attract more representatives of hard to reach target groups. During the first year of the Project implementation (2008), 40% of libraries' staff contributed to organizing at least one of such promotions and during the last year of Project implementation (2011), 77% of libraries' staff participating in the Project and working with PIA contributed to the organization of promotions to attract more new PIA users from hard to reach target groups.

The share of rural libraries' staff who at least once contributed to the organization of the encouragement promotions was increasing gradually during the Project implementation period. In urban libraries, the year of 2010 distinguish slightly when even 81% of urban libraries' staff indicated that they contributed to the organization to at least one of the promotions to encourage the PIA usage.

Meanwhile, qualitative researches with PIA users revealed that the number of activities organized in libraries and intended to attract hard to reach target groups increased during the period of 2008-2011 mostly due to the Project which, in turn, encouraged libraries to organize the activities intended for groups. However, according to the data of the qualitative studies of 2010-2011, individual activities and promotions of libraries still lack continuity and organization. Libraries pay the most attention to attract and satisfy the needs of the children and seniors. Meanwhile, PIA users could not name promotions and activities intended to attract disabled people and rural residents.

Chart 109. The organization of promotions intended to attract/ encourage hard to reach target groups to use PIA (the survey of libraries' staff)

**The organization of events to attract/ encourage hard to reach target groups to use PIA**  
(the survey of libraries' staff; % of librarians who organized at least one event to attract/ encourage difficult to reach target groups to use PIA)

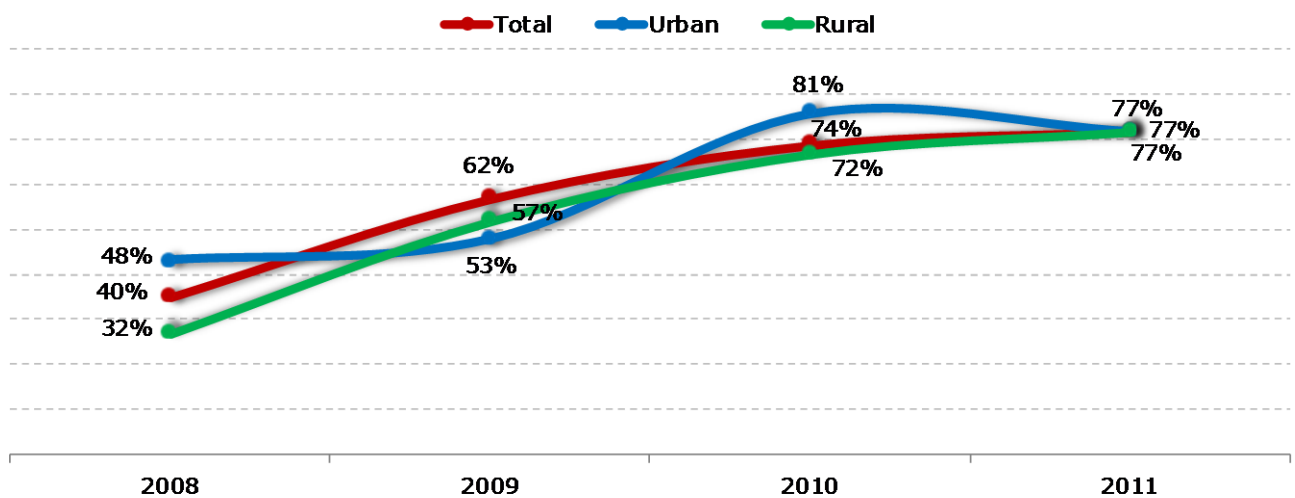


Table 75. The organization of promotions intended to attract/ encourage hard to reach target groups to use PIA (the survey of libraries' staff)

Monitoring indicator: <b>4D. The existence of programs or other mechanisms to attract hard to reach target groups</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the share of libraries' staff who organized at least one promotion to attract/ encourage hard to reach target group use PIA (%)							
	2008	→	2009	→	2010	→	2011
Total	40%	→	62%	→	74%	→	77%
Urban	48%↑	→	53%	→	81%↑	→	77%
Rural	32%↓	→	57%	→	72%↓	→	77%
	2008		→	2011			
Total	40%		→	77%		+37%	
Urban	48%↑		→	77%		+29%	
Rural	32%↓		→	77%		+45%	
Outcome (2008-2011): the share of libraries' staff who organized at least one promotion to attract/ encourage hard to reach target group use PIA increased							

Very similar tendencies were recorded while analyzing the information provided by the libraries' staff regarding how many libraries where they are employed provided the trainings on information technologies for hard to reach target groups.

The share of libraries' staff who provided at least one training regarding information technologies during the current year to hard to reach target groups was increasing gradually from 32% in 2008 to 74% in 2011. Rural libraries organized the most of information technologies trainings for such groups during the last year of the Project implementation (2011) and urban libraries – in 2010-2011.

Chart 110. The provision of the services of IT trainings to hard to reach target groups (the survey of libraries' staff)

**The provision of the services of IT trainings to hard to reach target groups**  
(the survey of libraries' staff; % of librarians who provided at least one IT training to difficult to reach target groups)

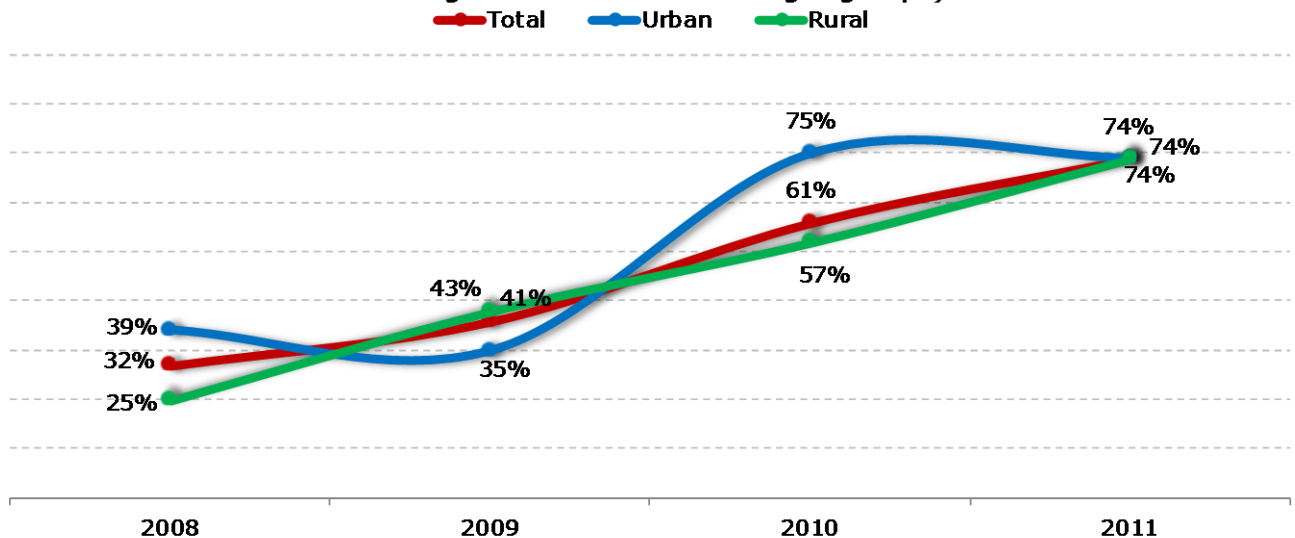


Table 76. The provision of the services of IT trainings to hard to reach target groups (the survey of libraries' staff)

Monitoring indicator: <b>4D. The existence of programs or other mechanisms to attract hard to reach target groups</b>								
Instrument: <i>the survey of libraries' staff</i>								
Result: the share of libraries' staff who provided at least one promotion to attract/ encourage hard to reach target group use PIA (%)								
	2008	→	2009	→	2010	→	2011	
Total	32%	→	41%	→	61%	→	74%	
Urban	39%↑	→	35%	→	75%↑	→	74%	
Rural	25%↓	→	43%	→	57%↓	→	74%	
	2008	→					2011	
Total	32%	→					74%	+42%
Urban	39%↑	→					74%	+35%
Rural	25%↓	→					74%	+49%
<b>Outcome (2008-2011): the share of libraries' staff who provided at least one promotion to attract/ encourage hard to reach target group use</b>								

During the Project implementation period, the share of libraries' staff who provided consultations regarding the usage of information technologies to the users from hard to reach target groups was increasing constantly. During the entire Project implementation period, the share of the libraries' staff that provided such consultations increased from 49% in 2008 to 79% in 2011.

During the first year of the Project implementation (2008), urban libraries' staff had more experience in consulting PIA users from hard to reach target groups regarding the questions on the usage of information technologies (34% of rural and twice as much urban (61%) libraries' staff had consulting experience during that year). However, during the later years of Project implementation, the experience of urban and rural libraries' staff to consult these users with slight fluctuations basically equaled in experience (in 2011, only a slightly bigger share of urban libraries' staff (84%) had consulting experience than the rural libraries' staff (78%)).

Chart 111. The provision of the services of IT trainings to hard to reach target groups (the survey of libraries' staff)

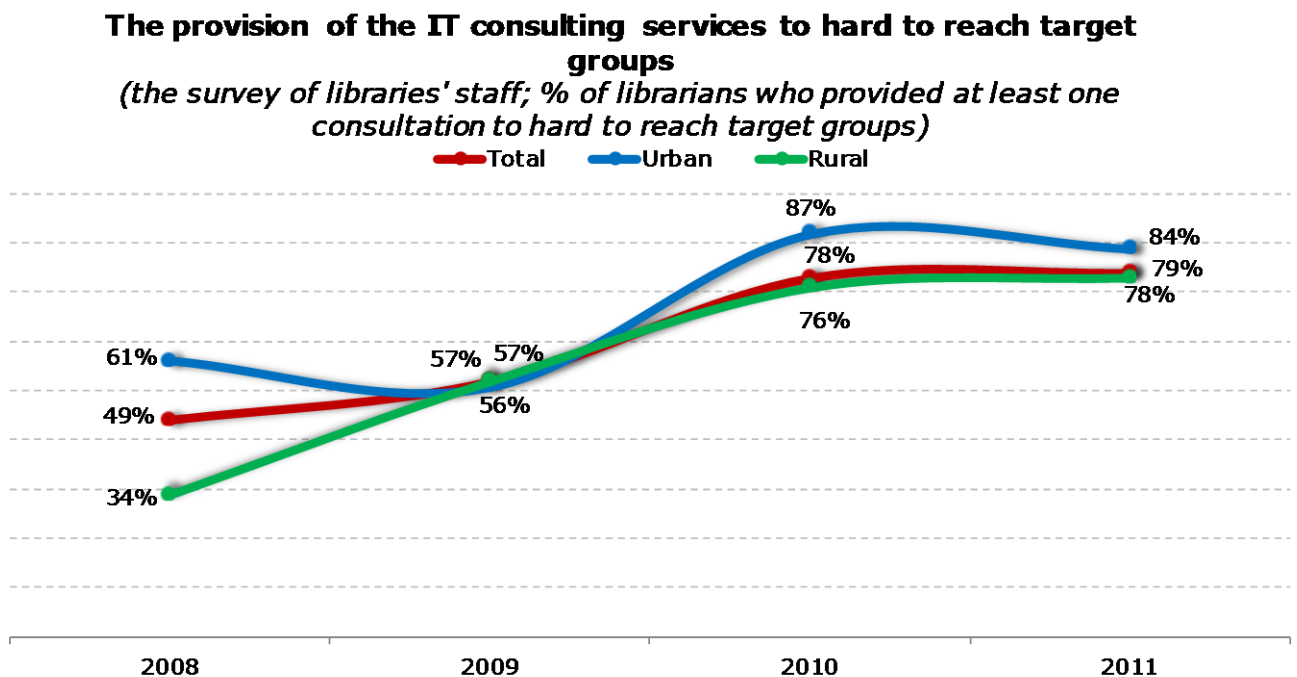


Table 77. The provision of the services of IT trainings to hard to reach target groups (the survey of libraries' staff)

Monitoring indicator: <b>4D. The existence of programs or other mechanisms to attract hard to reach target groups</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the share of libraries' staff who provided at least one promotion to attract/ encourage hard to reach target group use PIA (%)							
	2008	→	2009	→	2010	→	2011
Total	49%	→	57%	→	78%	→	79%
Urban	61%↑	→	56%	→	87%↑	→	84%
Rural	34%↓	→	57%	→	76%↓	→	78%
	2008	→					2011
Total	49%	→					79%
Urban	61%↑	→					84%
Rural	34%↓	→					78%
Outcome (2008-2011): the share of libraries' staff who provided at least one promotion to attract/ encourage hard to reach target group use PIA increased							

#### THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

##### The results of qualitative studies of 2008-2011

According to the data of the qualitative studies of 2008-2011 with libraries' staff and PIA users, no significant changes related to the creation of programs/ mechanisms to attract specific, hard to reach target groups were recorded. Although during the four year period project "Libraries for Innovation" initiated various events and activities organized in libraries for hard to reach groups and it encouraged libraries to organize particular single activities for these groups, nevertheless, libraries independently did not create any programs or continuous activities intended to attract specific hard to reach groups and their activities remained directed towards all libraries' visitors most often differentiating them as children or adults. According to the data of a qualitative research of 2011 with PIA users, libraries spent the most attention to the attraction of the target groups of children and seniors ("The most events in our library are organized for children, because they are the most active visitors" – rural residents, 2011; "Before Christmas,

*they organized something to warm up the hearts of seniors, there were a lot of people, we also participated and happily marched to the cultural centre", "I appreciate the events about trees, there were some for the seniors, so I participated there" – seniors, 2011).*

During the entire implementation period of the project "Libraries for Innovation", according to the evaluation by the participants of qualitative studies with libraries' staff and PIA users, the libraries satisfied the needs of the disabled the worst. Although during the Project implementation some novelties were introduced to satisfy the specific needs of the disabled, however, during the qualitative studies with libraries' staff and PIA users, these means were evaluated as not sufficiently ensuring the satisfaction of the needs of the disabled (*"I don't know how it's in your area, but they come when there is an event organized for them. Sometimes they publish a book, sometimes they come, but not often" – libraries' directors, 2011; "I haven't heard that there was something organized for the disabled... It would be very nice though", "I haven't heard of it. Maybe there is something going on..." – the disabled, 2011; "They could adapt the libraries to be available for the disabled", "They are not adapted", "If they can climb the steps, it's alright, but if they can't, there's no other choice" – seniors, 2011).*

## 4.6. Advocacy of Libraries

### 4.6.1. 5A. The Reputation, Public Perception and the Profile of the Library

**Aimed meaning of the supervision indicator:** [improved](#) reputation, public understanding and the profile of the library.

**Achieved meaning of the indicator:** reputation, public understanding and the profile of the library [improved](#).

#### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

Detailed attribution of imagery qualities of each target group to the library (both spontaneous and probed) is provided in the reports of researches with respective target groups. In this report, in order to compare in general the evaluation of the image of the library by different target groups, the data regarding the share of respondents evaluating the library positively in each target group is presented<sup>80</sup>.

According to the perception of library's reputation and the profile of its activities, all target groups investigated during the researches of the Project assessment can be grouped into three groups according to the attitude: (1) libraries' staff and directors, (2) residents and children, and (3) PIA users.

Library is perceived the best and appreciated the most by libraries' staff and directors. Nearly all directors with no exceptions and the vast majority of libraries' staff attribute positive qualities to libraries<sup>81</sup>. Lithuanian residents, adults and children attribute positive qualities to libraries slightly less often, independently from the fact if they are attending libraries or not. More than every second adult resident of Lithuania or child has a slightly more positive, rather than neutral or negative, opinion about libraries. However, it is very important that the opinion of residents attending libraries and those using the service of PIA (PIA users) is much better than that of Lithuanian residents. On the one hand, it can be explained as a consequence of insufficient and insufficiently effective advocacy of libraries. On the other hand, the

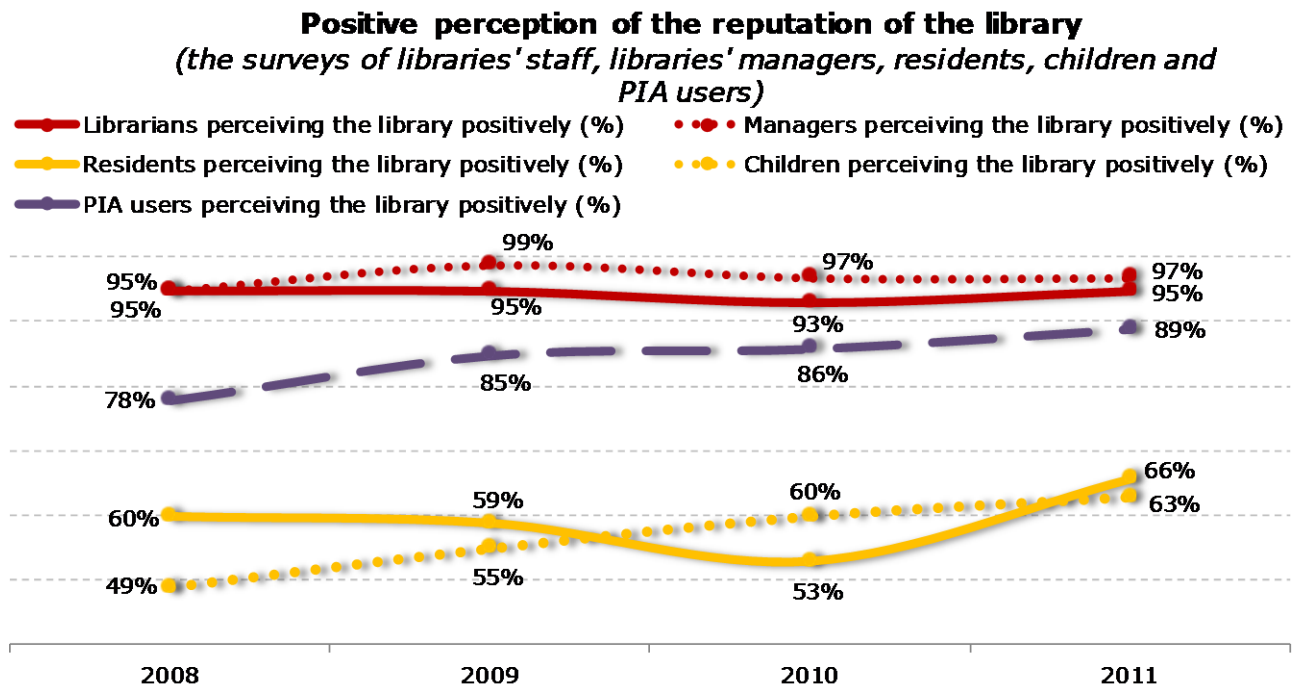
<sup>80</sup> After summarizing the evaluation of the image of the library according to how often target groups attributed positive qualities to libraries, we can distinguish the following groups: (1) respondents having a more positive attitude towards libraries, (2) respondents having a more neutral attitude towards libraries (both positive and negative attitude is common), and (3) respondents having a more negative attitude towards libraries. These groups were distinguished by calculating how many times (out of a total of 15 times) a respondent picked a positive quality when describing the library. Respondents who had a more negative attitude towards libraries attributed 0-5 positive qualities. Respondents having a more neutral attitude towards libraries attributed 6-9 positive qualities. Respondents having a more positive attitude towards libraries attributed 10-15 positive qualities.

<sup>81</sup> The total of positive qualities attributed to libraries: "Library is a popular place to spend time", "Library is a fashionable place to spend time", "Modern", "Library is a place to communicate with other people and friends", "Library is provided with the latest equipment", "Library is the center of the community life", "It is fun to spend time in the library", "There is good atmosphere in the library", "Novelties are introduced regularly to libraries", "Highly qualified staff is employed in libraries", "Libraries' staff are good helpers to the visitors", "Libraries' staff are cheerful and polite", "Libraries are providing a range of various services".

emergence of technical novelties in libraries and the emergence of new related services can be unanimously evaluated as a strong factor shaping the positive opinion about libraries.

The perception of the reputation of library in every target group (libraries' staff and directors, residents and children and PIA users) and its subgroups (according to the type of residence, age and being included in socially excluded groups) is provided further on in the report.

Chart 112. Positive perception of the reputation of the library (the surveys of libraries' staff, directors, residents, children and PIA users)



As it has been mentioned, the vast majority of libraries' staff perceives the libraries and their profile positively. High evaluation of libraries' reputation did not change during the entire Project implementation period. The perception of urban and rural residents does not differ.

Chart 113. Positive perception of the reputation of the library – libraries' staff (the survey of libraries' staff)

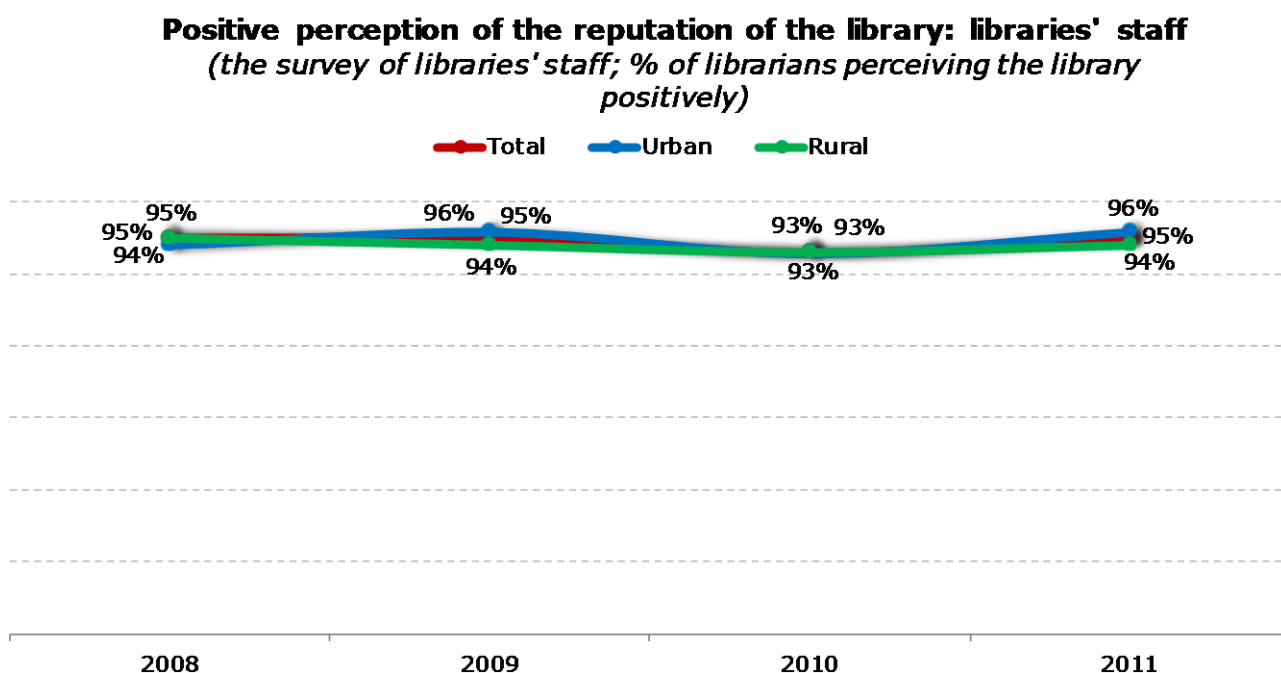
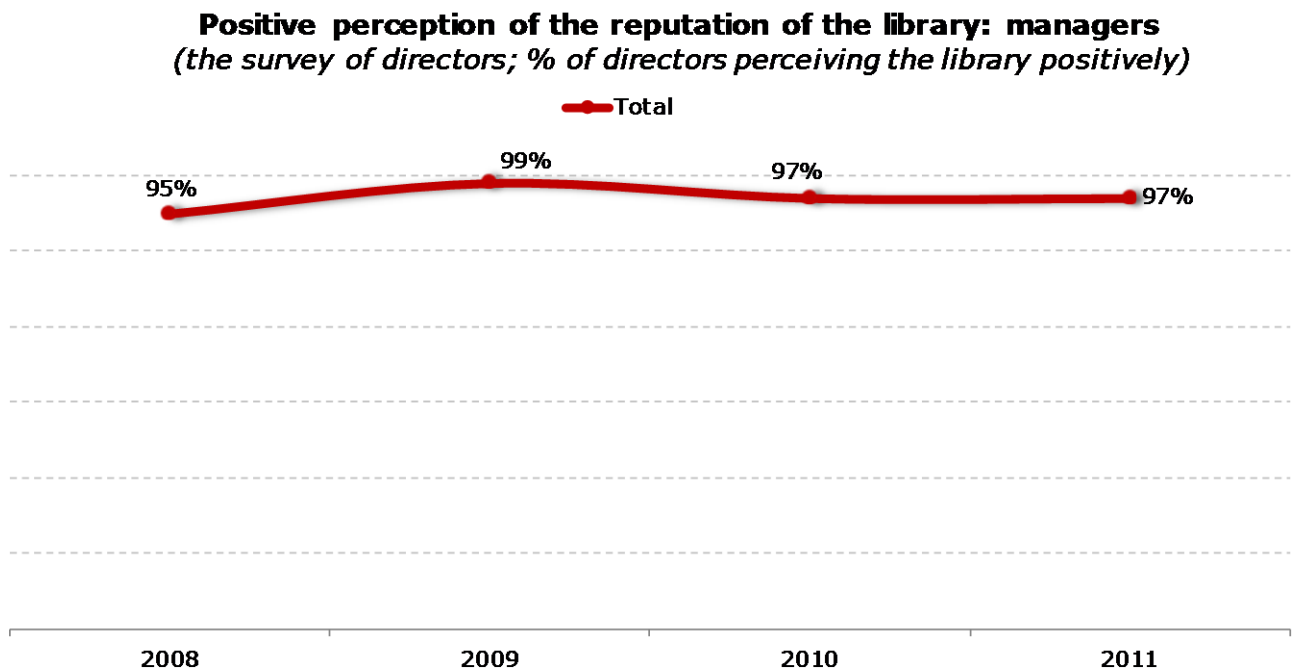


Table 78. Positive perception of the reputation of the library – libraries' staff (the survey of libraries' staff)

Monitoring indicator: <b>5A. The reputation, public perception and the profile of the library</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the share of libraries' staff perceiving the library positively (%)							
	2008	→	2009	→	2010	→	2011
Total	95%	→	95%	→	93%	→	95%
Urban	94%	→	96%	→	93%	→	96%
Rural	95%	→	94%	→	93%	→	94%
	2008		→	2011			
Total	95%		→	95%		+0%	
Urban	94%		→	96%		+2%	
Rural	95%		→	94%		-1%	
Outcome (2008-2011): the share of libraries' staff perceiving the library positively did not change, however, it is big at the maximum.							

Positive qualities are attributed to libraries by nearly all libraries' directors. The perception and evaluation of libraries by them did not change during the Project implementation period either.

Chart 114. Positive perception of the reputation of the library – libraries' directors (the survey of libraries' directors)



Although residents perceive libraries not as positively as libraries' staff, it was noticed that, during the Project implementation period, the perception of libraries in the general public of Lithuania improved. During the first year of Project implementation (2008), 60% of residents had a more positive opinion about libraries. During the last year of Project implementation, the share of such residents increased to 66%.<sup>82</sup>

A rather clear tendency of the distinction of the opinion of urban and rural residents regarding libraries was recorded. The opinion of rural residents regarding libraries is slightly more positive than the respective opinion of urban residents. Both the opinion of urban and rural residents, while comparing it in the beginning and in the end of the Project implementation, improved, even though only very slightly.

<sup>82</sup> In 2010, an obvious and significant decrease in the share of residents who had a positive opinion about libraries was recorded. The Contractor believes that the only logic assumption explaining such data changes is systematic errors of the data collection of different researches.

Chart 115. Positive perception of the reputation of the library – residents (the survey of residents)

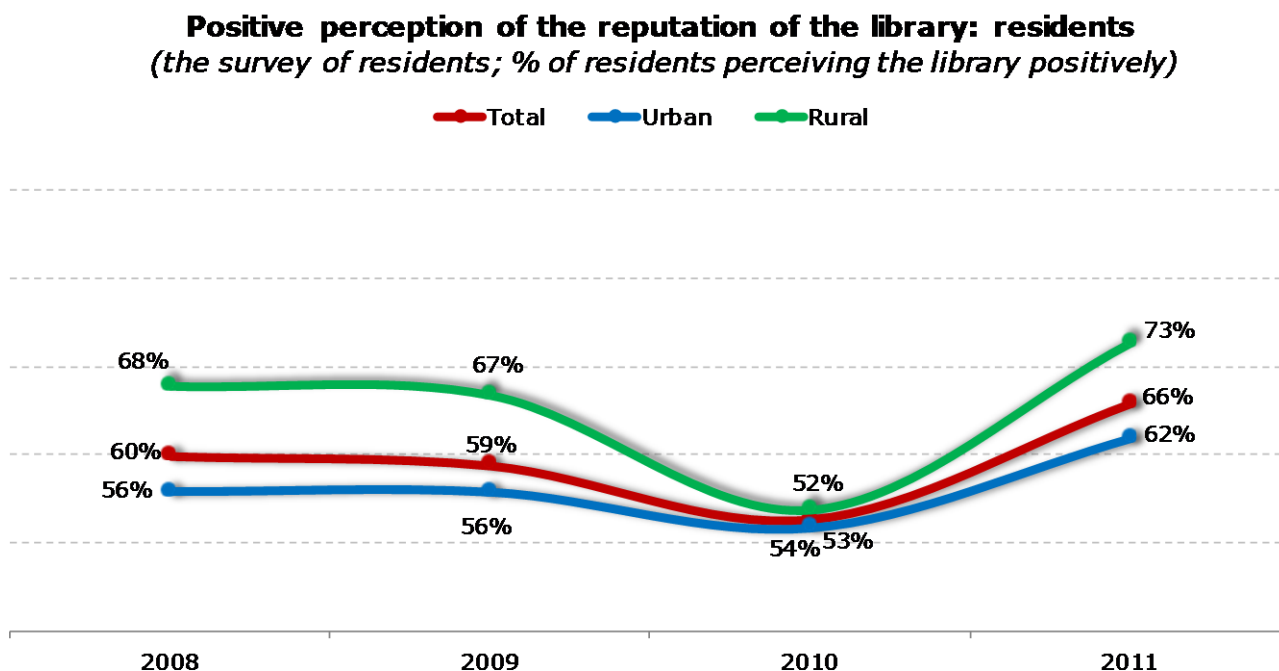


Table 79. Positive perception of the reputation of the library – residents (the survey of residents)

Monitoring indicator: <b>5A. The reputation, public perception and the profile of the library</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the share of libraries' staff perceiving the library positively (%)							
	2008	→	2009	→	2010	→	2011
Total	60%	→	59%	→	53%	→	66%
Urban	56%↓	→	56%↓	→	52%	→	62%↓
Rural	68%↑	→	67%↑	→	54%	→	73%↑
	2008			→	2011		
Total	60%			→	66%		
Urban	56%↓			→	62%↓		
Rural	68%↑			→	73%↑		
<b>Outcome (2008-2011): the share of libraries' staff perceiving the library positively increased</b>							

Lithuanian residents from socially excluded groups (the retired, the disabled and the unemployed) have a slightly more positive opinion about libraries than other Lithuanian residents at an average. The retired have the most positive opinion regarding libraries. The opinion of all socially excluded residents increased significantly during the Project implementation period.

Chart 116. Positive perception of the reputation of the library – residents according to Project target groups (the survey of residents)

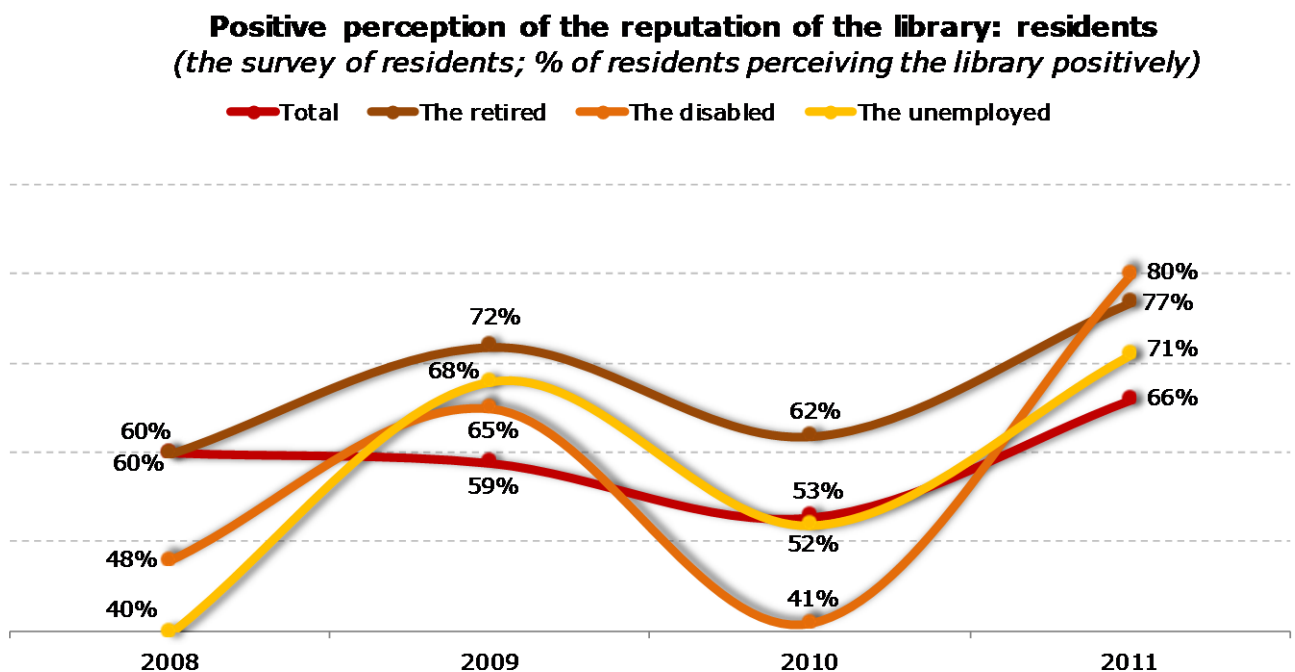


Table 80. Positive perception of the reputation of the library – residents according to Project target groups (the survey of residents)

Monitoring indicator: <b>5A. The reputation, public perception and the profile of the library</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents perceiving the library positively (%)							
	2008	→	2009	→	2010	→	2011
Total	60%	→	59%	→	53%	→	66%
The retired	60%↑	→	72%	→	62%↑	→	77%
The disabled	48%	→	65%	→	41%↓	→	80%
The unemployed	40%↓	→	68%	→	52%	→	71%
	2008		→		2011		
Total	60%		→		66%		+6%
The retired	60%↑		→		77%		+17%
The disabled	48%		→		80%		+32%
The unemployed	40%↓		→		71%		+31%
Outcome (2008-2011): the share of residents perceiving the library positively increased							

Older and retired Lithuanian residents have a more positive opinion about public libraries. The youth attribute positive qualities to libraries relatively the least often. While evaluating in general, during the Project implementation period, the opinion of the residents from all age groups slightly improved.

Chart 117. Positive perception of the reputation of the library – residents according to the age groups (the survey of residents)

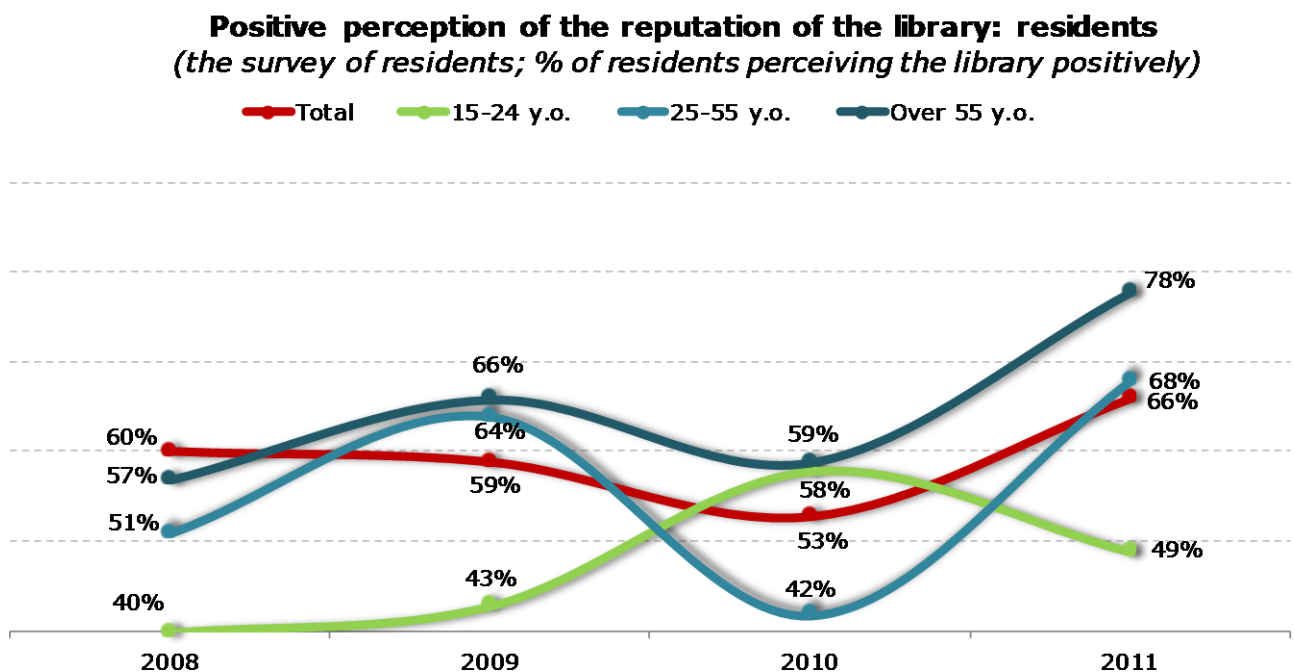


Table 81. Positive perception of the reputation of the library – residents according to the age groups (the survey of residents)

Monitoring indicator: <b>5A. The reputation, public perception and the profile of the library</b>								
Instrument: <i>the survey of residents</i>								
Result: the share of residents perceiving the library positively (%)								
	2008	→	2009	→	2010	→	2011	
Total	60%	→	59%	→	53%	→	66%	
15-24 y.o.	40%↓	→	43%↓	→	58%↑	→	49%↓	
25-55 y.o.	51%	→	64%	→	42%↓	→	68%	
55+ y.o.	57%↑	→	66%↑	→	59%↑	→	78%↑	
	2008	→		→		→	2011	
Total	60%	→		→		→	66%	+6%
15-24 y.o.	40%↓	→		→		→	49%↓	+9%
25-55 y.o.	51%	→		→		→	68%	+17%
55+ y.o.	57%↑	→		→		→	78%↑	+27%
<b>Outcome (2008-2011): the share of residents perceiving the library positively increased</b>								

As it has been mentioned, the opinion of children about libraries is the closest to the opinion of the adults. In other words, children perceive library not as positively as the libraries' staff, directors or PIA users. Despite of this, during the Project implementation period, the opinion of children about public libraries was gradually improving. In 2008, every second (49%) Lithuanian child had a more positive opinion about It is also important to note that rural children perceived libraries much more positively than urban children. This tendency was being recorded during the entire Project implementation period and, during the last year of the Project implementation (2011), 57% of urban children and 76% of rural children had positive opinion regarding public libraries.

Chart 118. Positive perception of the reputation of the library – residents (the survey of children)

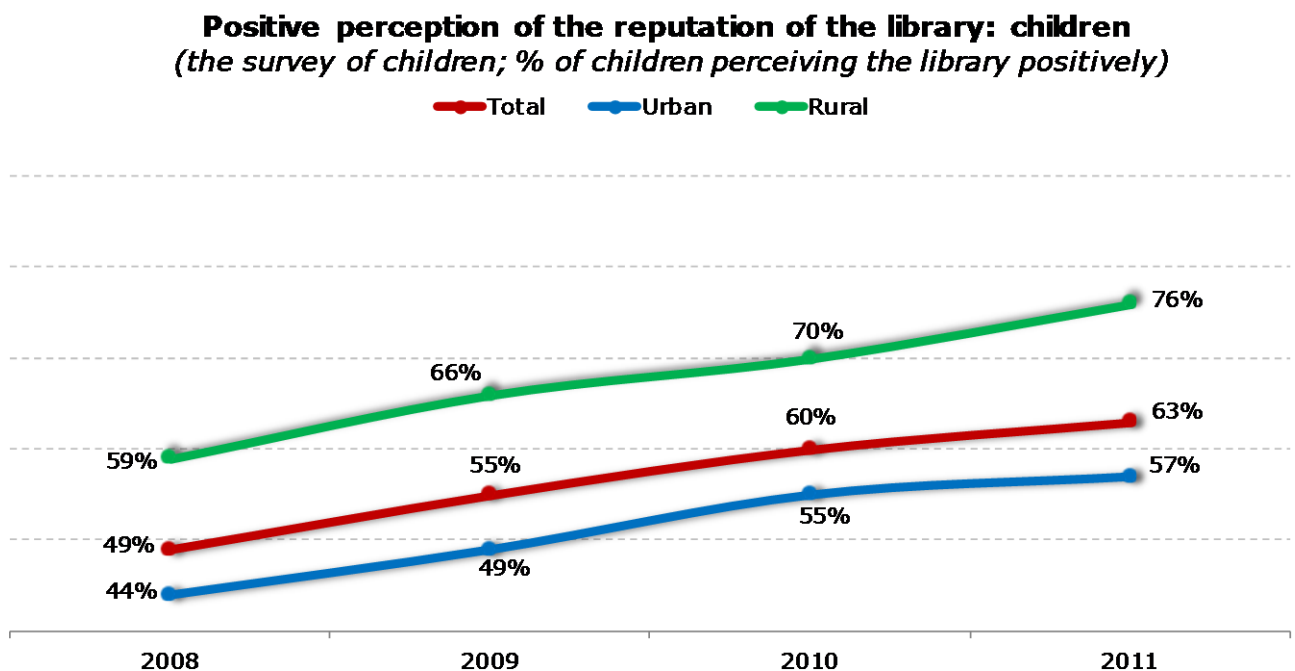


Table 82. Positive perception of the reputation of the library – residents (the survey of children)

Monitoring indicator: <b>5A. The reputation, public perception and the profile of the library</b>								
Instrument: <i>the survey of children</i>								
Result: the share of children perceiving the library positively (%)								
	2008	→	2009	→	2010	→	2011	
Total	49%	→	55%	→	60%	→	63%	
Urban	44%↓	→	49%↓	→	55%↓	→	57%↓	
Rural	59%↑	→	66%↑	→	70%↑	→	76%↑	
	2008			→	2011			
Total	49%			→	63%			+14%
Urban	44%↓			→	57%↓			+13%
Rural	59%↑			→	76%↑			+17%
<b>Outcome (2008-2011): the share of children perceiving the library positively increased</b>								

The most of the PIA users attributed positive qualities to libraries. The opinion of this target group regarding the libraries improved during the Project implementation period. In 2008, 78% of PIA users had positive opinion on libraries and the share of PIA users having the same opinion increased to 89% in 2011.

The opinion of PIA users in rural libraries about libraries was also better than the respective opinion of PIA users in urban libraries. Although this tendency was recorded during the entire Project implementation period, it was noticed that, during the last year of Project implementation, the gap between the positive evaluation of libraries between urban and rural PIA users decreased significantly. During the first year of the Project implementation (2008), 70% of urban and 85% of rural PIA users had positive opinion about libraries. During the last year of Project implementation, 86% of urban and 93% of rural PIA users had such opinion.

It is important to note that the opinion of urban PIA users about libraries was successfully improved during the Project implementation period. The opinion of rural PIA users regarding libraries was substantially positive when the Project started.

According to the qualitative data of the research of 2008-2011 with PIA users, the image and reputation of the library was improving in both urban and rural areas during the Project implementation period. According to the qualitative data of the research of 2011 with PIA users, it was influenced by the computers and Internet established in libraries, improved service, a wider range of services provided,

more frequent events organized in libraries, the renovation of libraries' premises ("When they established computers, the attitude changed a lot", "The service is improving. They know which book is given to whom and when it's coming back" – seniors, 2011; "Earlier, if you wanted to print or copy something, you had to go to Panevezys. They wouldn't do it at school and it was not yet possible to do in the library" – the unemployed, 2011; "Now you come, sit comfortably, there are settees, it's warm, you can sit down and read, there's good lighting and comfortable tables there" – rural residents, 2011). In terms of the positive evaluation of the library, it was noticed that a favorable evaluation of the library is especially obvious in rural areas where the library became the main community and culture centre in many ways after the reduction of the cultural centres and other public service providers ("Our library survived in general. In other areas, there are no libraries anymore, people were very happy here that they could run to me any time and read a newspaper or surf the net" – a librarian, 2008; "We don't have a cultural center, so the library is the greatest cultural place" – the unemployed, 2011; "Library is the only place where everyone gathers, there is nothing else", "There is nowhere else to go, especially for children. Actually, not only children, but the rest of the people as well" – rural residents, 2011).

Chart 119. Positive perception of the reputation of the library – PIA users (the survey of PIA users)

**Positive perception of the reputation of the library: PIA users**  
(the survey of PIA users; % of PIA users perceiving the library positively)

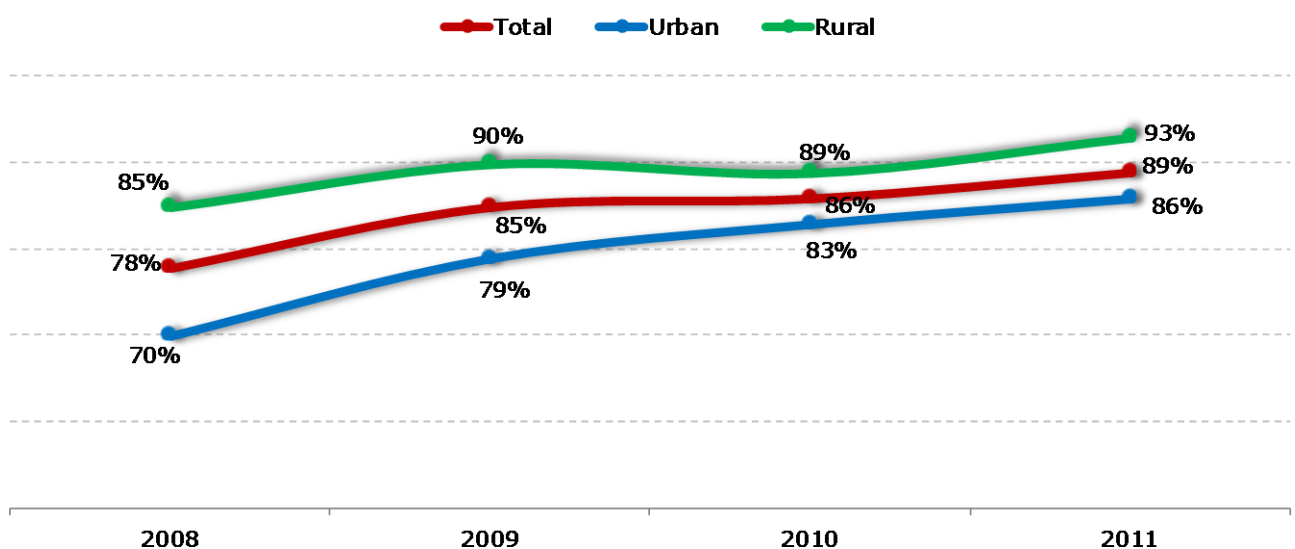


Table 83. Positive perception of the reputation of the library – PIA users (the survey of PIA users)

Monitoring indicator: <b>5A. The reputation, public perception and the profile of the library</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users perceiving the library positively (%)							
	2008	→	2009	→	2010	→	2011
Total	78%	→	85%	→	86%	→	89%
Urban	70%↓	→	79%↓	→	83%↓	→	86%↓
Rural	85%↑	→	90%↑	→	89%↑	→	93%↑
	2008		→		2011		
Total	78%		→		89%		+11%
Urban	70%↓		→		86%↓		+16%
Rural	85%↑		→		93%↑		+8%
<b>Outcome (2008-2011): the share of PIA users perceiving the library positively increased</b>							

The retired using PIA in libraries have the best opinion about libraries from all the socially excluded PIA users. The opinion about libraries of the retired who used the Internet in libraries was improving gradually during the entire Project implementation period and, during the last year of Project implementation (2011), all of the retired using the Internet in libraries (99%) had positive opinion regarding libraries.

During the Project implementation period, the unemployed using the Internet in libraries changed their opinion about libraries dramatically during the Project implementation period. In 2008, only every second (54%) unemployed had positive opinion about libraries. When the Project was heading towards the end (2011), 94% of the unemployed using the Internet in libraries had positive opinion about libraries.

The opinion about libraries of the disabled using the Internet in libraries basically did not differ from other socially excluded PIA users. The share of the disabled who were using the Internet in libraries and who had positive opinion on libraries slightly increased during the Project implementation as well.

Chart 120. Positive perception of the reputation of the library – PIA users according to the Project target groups (the survey of PIA users)

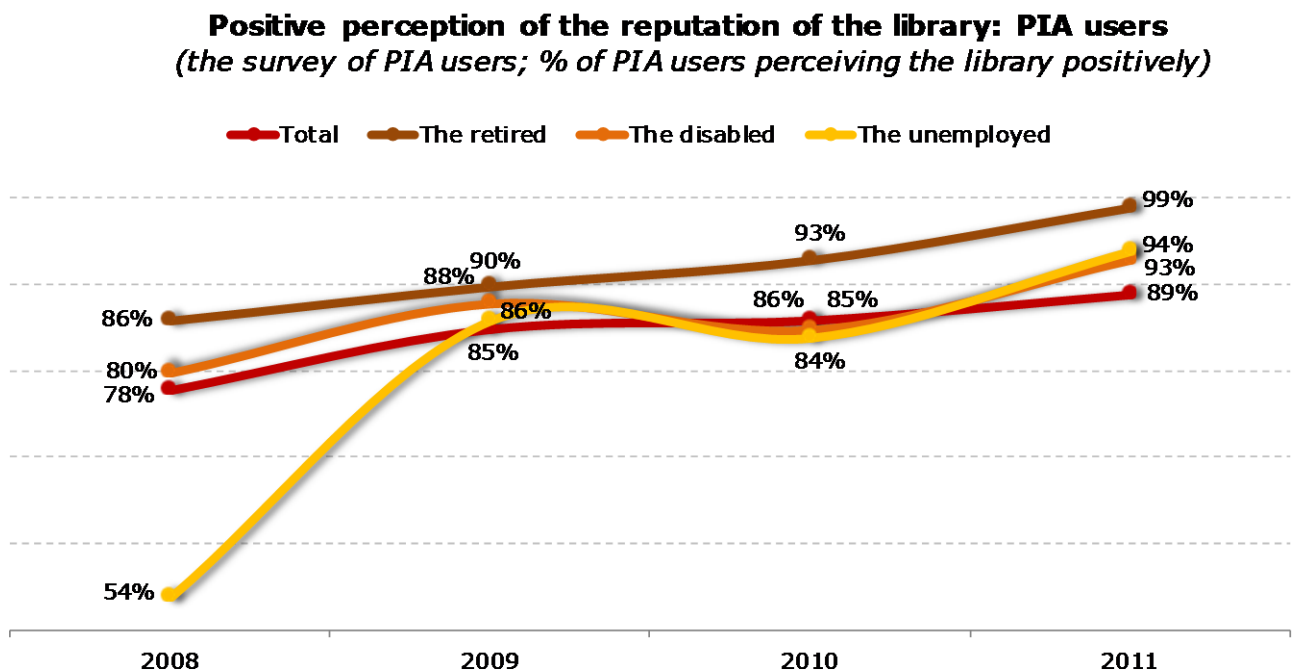


Table 84. Positive perception of the reputation of the library – PIA users according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>5A. The reputation, public perception and the profile of the library</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users perceiving the library positively (%)							
	2008	→	2009	→	2010	→	2011
Total	78%	→	85%	→	86%	→	89%
The retired	86%↑	→	90%	→	93%↑	→	99%↑
The disabled	80%	→	88%	→	85%↓	→	93%↓
The unemployed	54%↓	→	86%	→	84%↓	→	94%↓
	2008		→	2011			
Total	78%		→	89%		+11%	
The retired	86%↑		→	99%↑		+13%	
The disabled	80%		→	93%↓		+13%	
The unemployed	54%↓		→	94%↓		+40%	
<b>Outcome (2008-2011): the share of PIA users perceiving the library positively increased</b>							

While evaluating the opinion of PIA users regarding libraries according to their age, it was noticed that PIA users of average and older age tend to have a more positive opinion about libraries than young PIA users.

The opinion of PIA users of all ages about libraries improved during the Project implementation period.

Chart 121. Positive perception of the reputation of the library – PIA users according to age groups (the survey of PIA users)

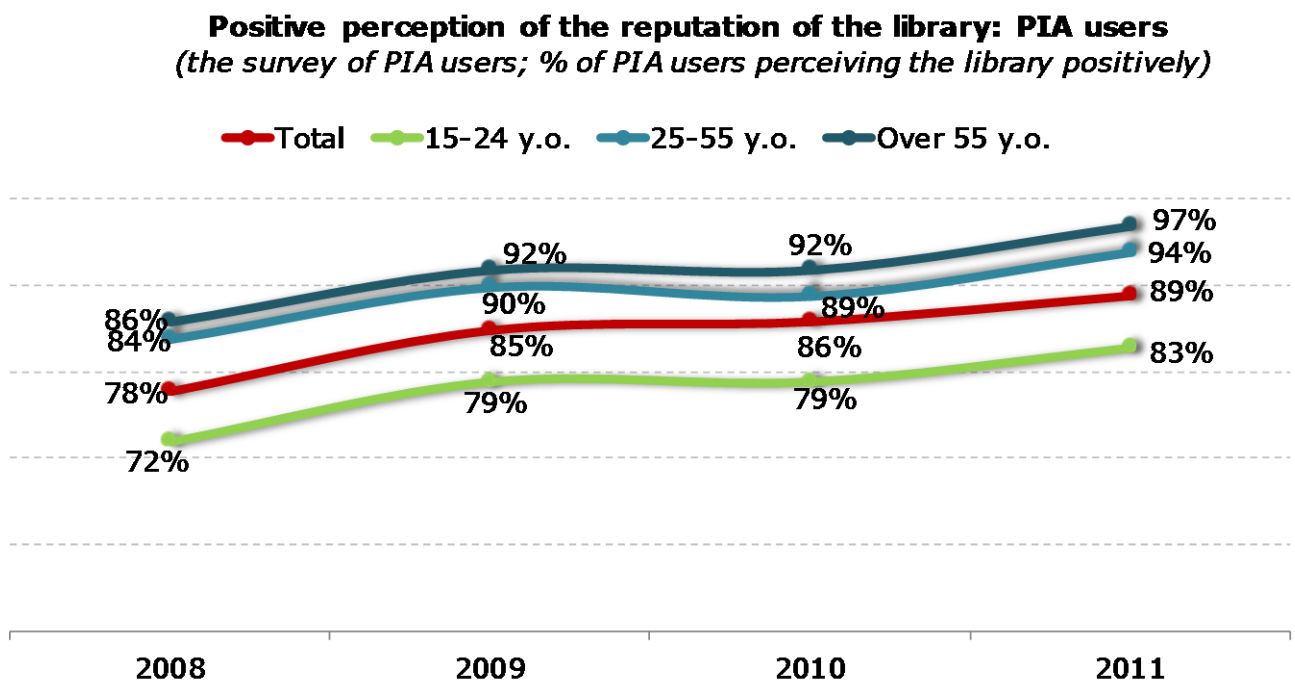


Table 85. Positive perception of the reputation of the library – PIA users according to age groups (the survey of PIA users)

Monitoring indicator: <b>5A. The reputation, public perception and the profile of the library</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users perceiving the library positively (%)							
	2008	→	2009	→	2010	→	2011
Total	78%	→	85%	→	86%	→	89%
15-24 y.o.	72%↓	→	79%↓	→	79%↓	→	83%↓
25-55 y.o.	84%	→	90%	→	89%	→	94%
55+ y.o.	86%↑	→	92%↑	→	92%↑	→	97%↑
	2008		→		2011		
Total	78%		→		89%		+11%
15-24 y.o.	72%↓		→		83%↓		+11%
25-55 y.o.	84%		→		94%		+10%
55+ y.o.	86%↑		→		97%↑		+11%
<b>Outcome (2008-2011): the share of PIA users perceiving the library positively increased</b>							

## THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

### The results of qualitative studies of 2008-2011

During the Project implementation period, the perception of the role of the library changed completely. According to the data of the qualitative research of 2008 with libraries' staff, library performed the role of an intermediary or the administrator of the sources of information. During the progress of the Project, this role changed and, according to the data of a qualitative study of 2011 with libraries' staff, library was perceived as a provider of multiple services and the centre of information, culture and the community attraction ("Libraries were traditionally considered to be some sort of book storages, nearly museums..." – an expert<sup>83</sup>, 2011; "Library now is a center for gatherings, an intellectual and educational centre" – libraries' staff, 2011).

<sup>83</sup> One of the target groups in qualitative research with libraries' staff was experts of different level (national and municipalities' experts) who are involved in libraries' activities – representatives of national and local government and other internal or external experts.

According to the data of the qualitative research of 2008 with PIA users, it can be assumed that positive evaluation of the library in the society developed historically, therefore, during the Project implementation, there were no significant changes in the evaluations of the society – it remained positive. The changed perception of the image of a librarian illustrates the change of the evaluation of the community during the Project implementation the best. According to the data of the research of 2008, the dominant opinion in the society was that libraries' staff did not do anything (*"They say you are just sitting there doing nothing... Librarians still have such sort of image. We are all sort of of a lower status. We are sort of cultural workers, but those have been always evaluated as of higher status than the librarians", "Everyone thinks that we are simply reading books and are not doing anything. As if we drink coffee and read newspapers" – libraries' staff, 2008*). The participants of the research of 2011 indicated that they did not face such attitude from the society anymore and librarians were perceived as modern, attractive and active (*"Earlier we had to keep on proving our value... "A modest invisible job" – now nobody would say that anymore", "Now we're like under starlight...", "The community accepts the library as a priima kaip full-fledged member" – libraries' staff, 2011*).

During the Project implementation, the perceived emotional image of the library was changing. According to the qualitative data of the researches of 2009<sup>84</sup>-2011 with libraries' staff and PIA users, the changes remained continuous. According to the evaluation of the research participants, during the Project implementation, the self-esteem of the library was growing, the library developed more communication skills, became younger, more modern and more contemporary (*"It's moving ahead along with the novelties" – rural residents, 2009; "It's a braver person who is more assured of himself and feeling more and more that the new environment is his place" – experts, 2010; "Open to novelties and information technologies", "Curious", "Well organized", "Simple", "Having warmth", "Large-hearted and attentive" – libraries' staff, directors and experts, 2011; "Knowing something more, something more sophisticated" – rural residents, 2011; "Masters the novelties", "She would not run after something glistering, but would remain in the competitive environment and would keep the traditions and would be progressive" – the unemployed, 2011*).

#### 4.6.2. 5B. The Mission of the Library and the Areas of Its Competence

**Aimed meaning of the supervision indicator:** expanded mission and the areas of competence of libraries.

**Achieved meaning of the indicator:** the mission and the areas of competence of libraries are expanded.

##### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

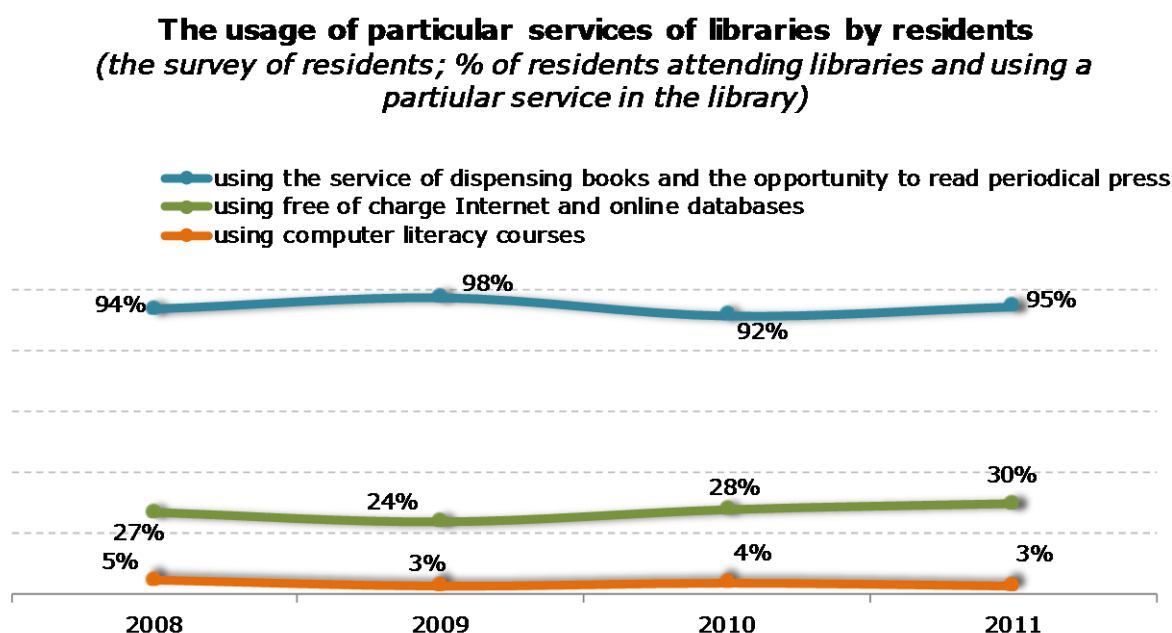
Traditional services of libraries are dispensing books and reading periodical press. For a long time it was the only most popular services of libraries. When libraries started providing the services of free of charge Internet, this service became one of the most popular services provided by libraries together with the dispense of books and reading periodical press.

In the report, the expanded mission of the library and the areas of competence are analyzed while looking into the usage of the three groups of services provided by libraries by the two main target groups of the Project implementation – residents and PIA users. The three groups of services include the most popular traditional services – (1) dispensing books and reading periodical press, and new services provided by libraries: (2) the opportunity to use free of charge Internet and online databases and (3) the opportunity to attend computer literacy courses.

The data of the survey of the residents have shown that the greatest share of the residents using particular services of libraries (95% in 2011) used the service of book dispense and the opportunity to read periodical press. Only one third of residents (30% in 2011) used free of charge Internet in libraries and online database and barely 3% of residents (2011) attended computer literacy courses. These tendencies generally did not change during the entire Project implementation period.

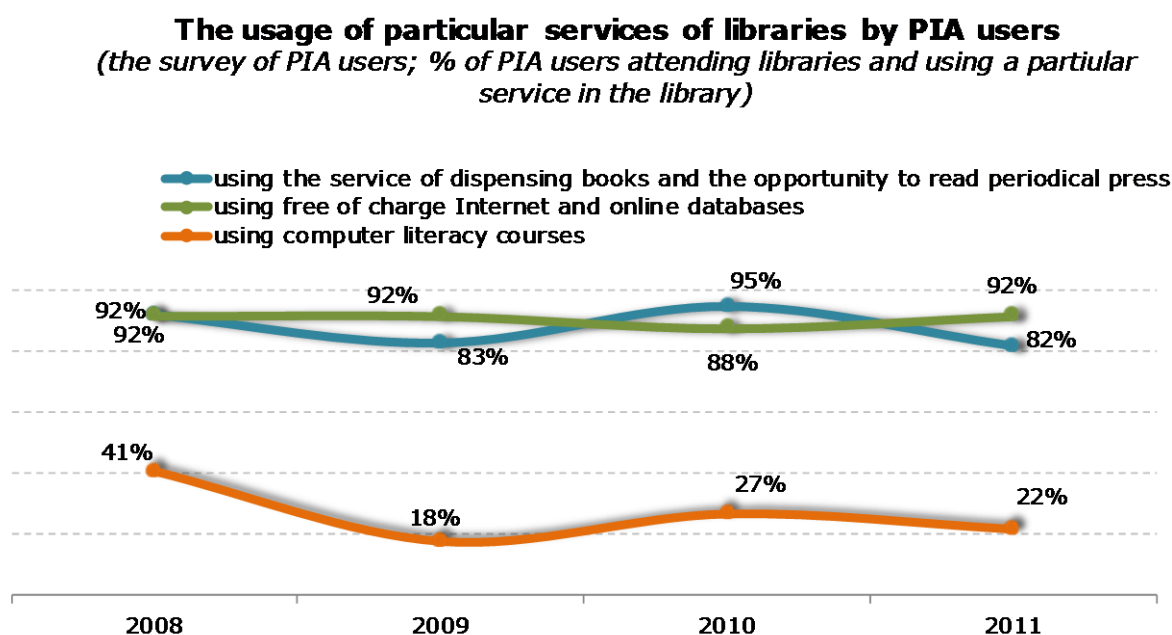
<sup>84</sup> There is no data regarding the evaluation of the emotional image of the library from the qualitative studies of 2008 with libraries' staff and PIA users.

Chart 122. The usage of particular services of libraries by residents (the survey of residents)



Meanwhile, the most popular services among the PIA users who attended libraries and used particular services provided by libraries included using the free of charge Internet, online databases (92% in 2011), the service of book dispense and the opportunity to read periodical press (82% in 2011). These services were the most attractive during the entire Project implementation period. The least popular service was computer literacy courses. 22% of PIA users visiting libraries used them in 2011.

Chart 123. The usage of particular services of libraries by PIA users (the survey of PIA users)



**The usage of services of book dispense and reading periodical press**

The vast majority of residents visiting libraries use traditional services provided by libraries (the opportunity to take books home or to read periodical press in libraries). Although the share of the users of these services was recorded as diminished in 2010 (to 92%), nevertheless, while evaluating all the period

in general when the Project was being implemented, we can claim that the usage of the services of book dispense or reading periodical press did not change.

The usage of the services of book dispense and reading periodical press by residents generally does not differ in urban and rural libraries. Only in 2010 a lower usage of these services was recorded in rural areas. The services of book dispense or reading periodical press were used in 2010 by 94% of urban residents and 87% of rural residents.

Chart 124. The usage of particular services of libraries by residents according to the pace of residence (the survey of residents)

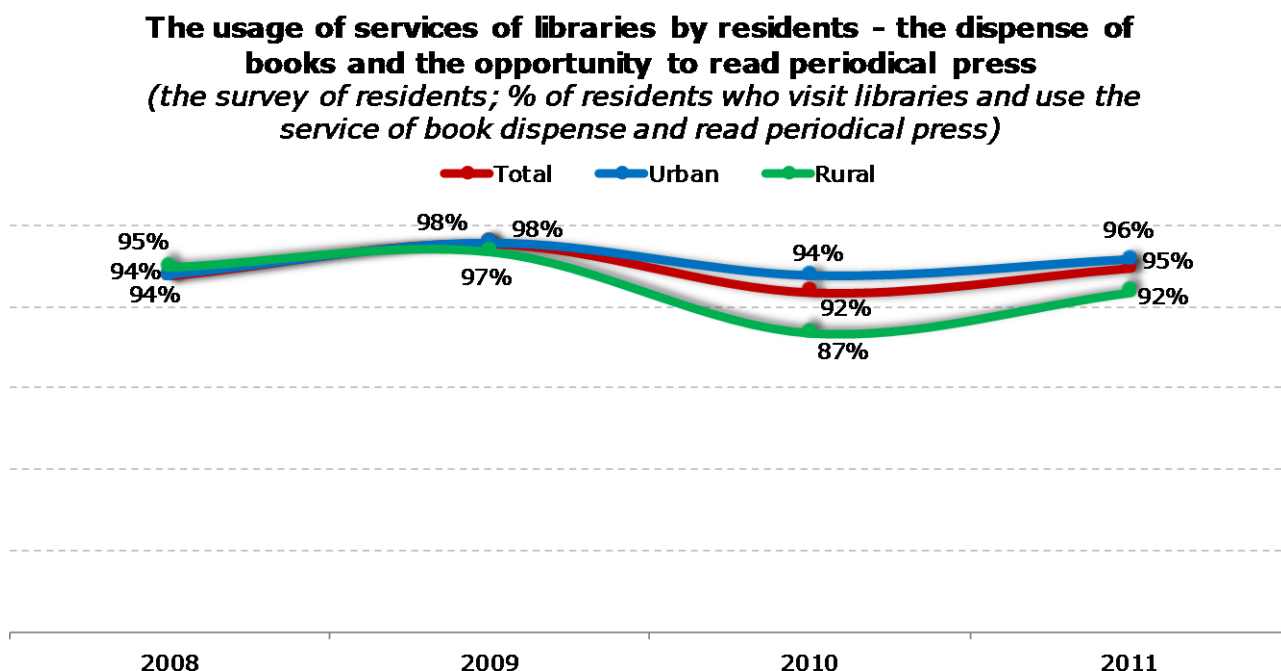


Table 86. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by residents according to the pace of residence (the survey of residents)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press (%)							
	2008	→	2009	→	2010	→	2011
Total	94%	→	98%	→	92%	→	95%
Urban	94%	→	98%	→	94%	→	96%
Rural	95%	→	97%	→	87%	→	92%
	2008		→	2011			
Total	94%		→	95%		+1%	
Urban	94%		→	96%		+2%	
Rural	95%		→	92%		-3%	
Outcome (2008-2011): the share of residents visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press – did not change							

Although the majority of PIA users use traditional services of libraries as well (dispense of books and reading periodical press), it was noticed that during the first year (2008) and third year (2010) of Project implementation, the traditional services offered by libraries were used by a slightly bigger share of users (respectively, 92% in 2008 and 95% in 2010) than during the second (2009) or the last year (2011) of the Project implementation (respectively, 83% in 2009 and 82% in 2011). We cannot claim that, during the Project implementation (while comparing the usage of these services during the first (2008) (92%) and the last year (2011) (82%) of Project implementation), the usage of the services of the dispense of

books and reading periodical press diminished, because this change in data could have been determined by the different data collection methodologies or systemic errors by different researchers.

In turn, qualitative researches with PIA users revealed that the increased usage of the services of book dispense and reading periodical press was related to economic crisis which encouraged libraries' visitors to save and use free of charge libraries' services as an alternative (especially, reading periodical press). Meanwhile, in terms of the evaluation of the possibilities to use these services in libraries, according to the data of the qualitative studies of 2009-2011 with PIA users, due to economic crisis and, respectively, lower funding of libraries, PIA users evaluated the opportunity to read periodical press and to use the service of book dispense as poorer (*"More books are needed, because sometimes you come and ask, and they go saying "We don't have it, we don't have it, we don't have it" – children, 2009; "There is less press, less books and there are no magazines at all", - the unemployed, 2009; "We have few new books, I've read them all" – children whose parents are working abroad, 2010; "There are no magazines that would be interesting, specialized literature is missing" – seniors, 2011; "The oldies need fresh newspapers, they only have out of date ones which had been read" – children from families at social risk, 2011; "There is a lack of newspapers and books", "There's a lack of newspapers. They haven't subscribed for "Lietuvos rytas" this year anymore" – the disabled, 2011*). According to PIA users, due to limited funding, libraries gave up the subscriptions of some periodicals and did not update the funds of books. According to the data of the qualitative research of 2011 with PIA users, such situation partly changed. According to the evaluation of the PIA users, in 2011, libraries had new books. In other words, the fund of books was partly renewed (*"The books are new" – rural residents, 2011; "There are new books there now", "There are more books including those about fishing and other specialized ones. I mentioned to the librarian that I wanted a particular book and she said that it will be delivered, maybe someone else would be interested as well" – the unemployed, 2011*)

During the Project implementation period, the usage of the services of dispensing books or reading periodical press was changing similarly inconsistently in urban and rural libraries. However, it was noticed that there were slightly more of those using the services of book dispense or reading periodical press in rural libraries. The greatest gap between the urban and rural users using these services was recorded during the last year of the Project implementation (2011): 76% of urban and 88% of rural residents were using the services of the book dispense or reading periodical press. As this tendency was noticed only in the end of 2011, we are not able to claim that a tendency can be recorded that PIA users use traditional libraries' services less.

*Chart 125. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by PIA users according to the pace of residence (the survey of PIA users)*

**The usage of services of libraries by PIA users - the opportunity to attend computer literacy courses**  
(the survey of PIA users; % of PIA users who visit libraries and who attended computer literacy courses)

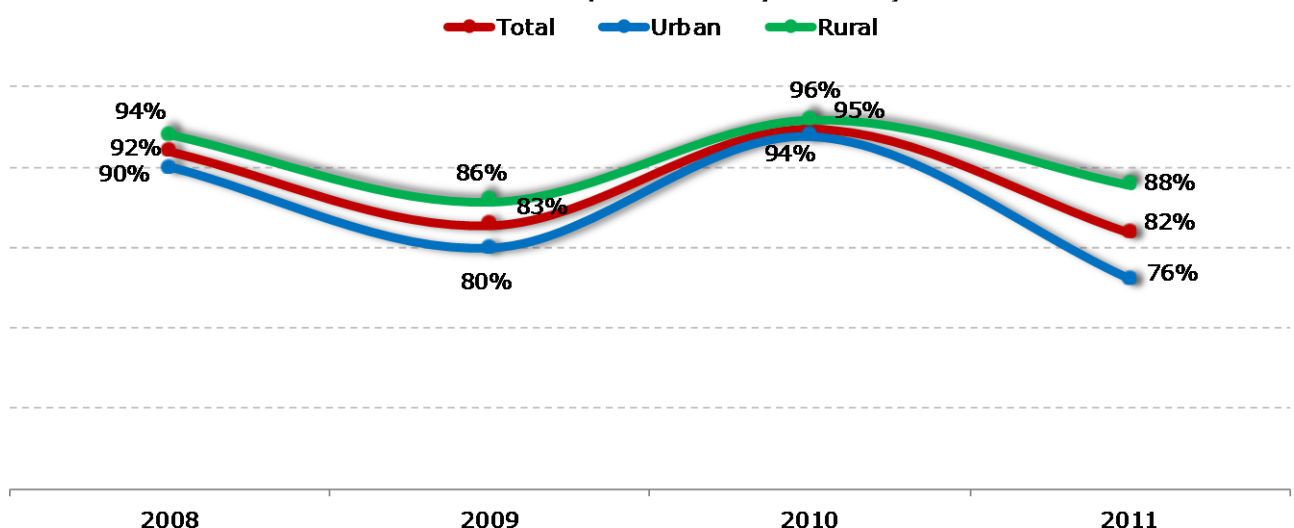


Table 87. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by PIA users according to the pace of residence (the survey of PIA users)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press (%)							
	2008	→	2009	→	2010	→	2011
Total	92%	→	83%	→	95%	→	82%
Urban	90%↓	→	80%↓	→	94%↓	→	76%↓
Rural	94%↑	→	86%↑	→	96%↑	→	88%↑
	2008		→		2011		
Total	92%		→		82%		-10%
Urban	90%↓		→		76%↓		-14%
Rural	94%↑		→		88%↑		-6%
Outcome (2008-2011): the share of PIA users visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press decreased							

The practice of using the main traditional services provided by libraries (dispense of books or reading periodical press) by socially excluded libraries' visitors does not differ from those of other residents (not socially excluded) using these services.

The usage of the main traditional services provided by libraries (dispense of books or reading periodical press) by the unemployed, the disabled and the retired did not change dramatically during the Project implementation period.

Chart 126. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by residents according to the Project target groups (the survey of residents)

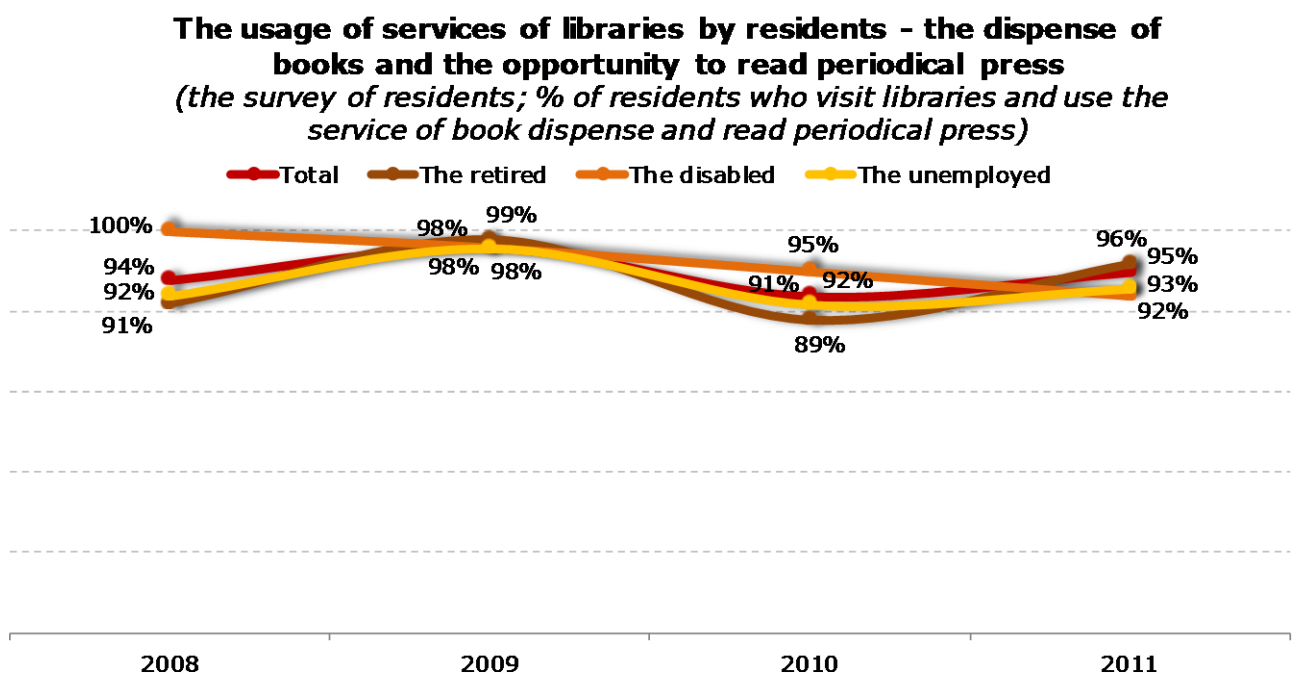


Table 88. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by residents according to the Project target groups (the survey of residents)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press (%)							
	2008	→	2009	→	2010	→	2011
Total	94%	→	98%	→	92%	→	95%
The retired	91%	→	99%	→	89%↓	→	96%
The disabled	100%	→	98%	→	95%↑	→	92%
The unemployed	92%	→	98%	→	91%	→	93%
	2008	→	2011				
Total	94%	→	95%	+1%			
The retired	91%	→	96%	+5%			
The disabled	100%	→	92%	-8%			
The unemployed	92%	→	93%	+1%			
Outcome (2008-2011): the share of residents visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press did not change							

Traditional services of libraries of dispensing books and reading periodical press are used by the vast majority of socially excluded PIA users in libraries. The vast majority of users of services of the dispense of books or reading periodical press are among the retired. The usage of the services of libraries of dispensing books and reading periodical press by the disabled and the unemployed generally does not differ from the usage of these services by users not considered to be socially excluded.

Chart 127. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by the PIA users according to the Project target groups (the survey of PIA users)

**The usage of services of libraries by PIA users - the dispense of books and the opportunity to read periodical press**  
(the survey of PIA users; % of PIA users using the service of book dispense and reading periodical press)

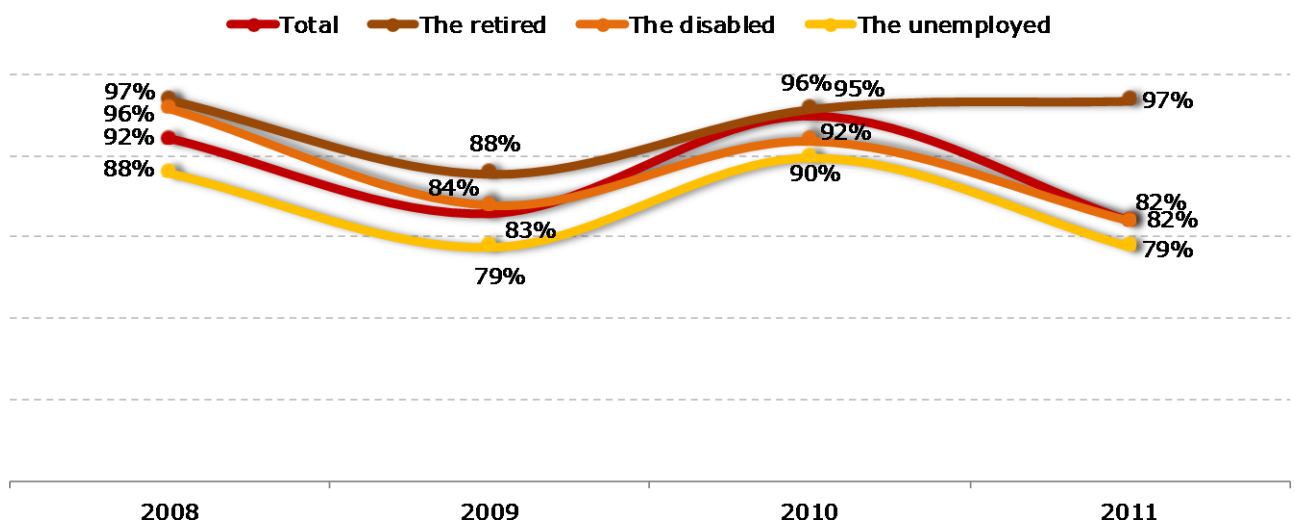


Table 89. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by the PIA users according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>VIP vartotojų apklausa</i>							
Result: the share of PIA users visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press (%)							
	<b>2008</b>	<b>→</b>	<b>2009</b>	<b>→</b>	<b>2010</b>	<b>→</b>	<b>2011</b>
Total	92%	→	83%	→	95%	→	82%
The retired	97%↑	→	88%	→	96%↑	→	97%↑
The disabled	96%	→	84%	→	92%	→	82%
The unemployed	88%↓	→	79%	→	90%↓	→	79%↓
	<b>2008</b>		<b>→</b>	<b>2011</b>			
Total	92%		→	82%		-10%	
The retired	97%↑		→	97%↑		0%	
The disabled	96%		→	82%		-14%	
The unemployed	88%↓		→	79%↓		-9%	
Outcome (2008-2011): the share of PIA users visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press did not change							

In terms of the evaluation of libraries' services among different target groups, the most obvious difference in the evaluation of traditional vs. modern services is between children and adults. According to the data of the qualitative studies of 2008, 2009 and 2011 with PIA users, most of the children indicated that they appreciated the modern libraries' services (computer and Internet), the most. Meanwhile, adult research participants indicated that they appreciated both traditional (books, press) and modern (computer, Internet and printer) services of libraries. With regards to the evaluation of traditional services, the target group of seniors can be distinguished among the adults. According to the data of the qualitative researches of 2009 and 2011, the seniors prioritized traditional services and, according to the data of the research of 2011, related that to the historically developed habit to read printed material. Thus, we can make an assumption that, according to the quantitative research data, a rather consistent usage of the services of periodical press and the dispense of books by seniors and older libraries' visitors was related to the attitudes of this target group, in terms of traditional libraries' services. Meanwhile, there were no significant distinctions in the evaluation by the remaining adult research participants, according to the data of the qualitative researches.

Most of the libraries' visitors, regardless of their age, used the services of libraries of dispensing books and reading periodical press. No changes in the usage of these services were recorded among the residents of different age who visited libraries during the entire period of Project implementation.

Chart 128. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by residents according to the age groups (the survey of residents)

**The usage of services of libraries by residents - the dispense of books and the opportunity to read periodical press**  
(the survey of residents; % of residents who visit libraries and use the service of book dispense and read periodical press)

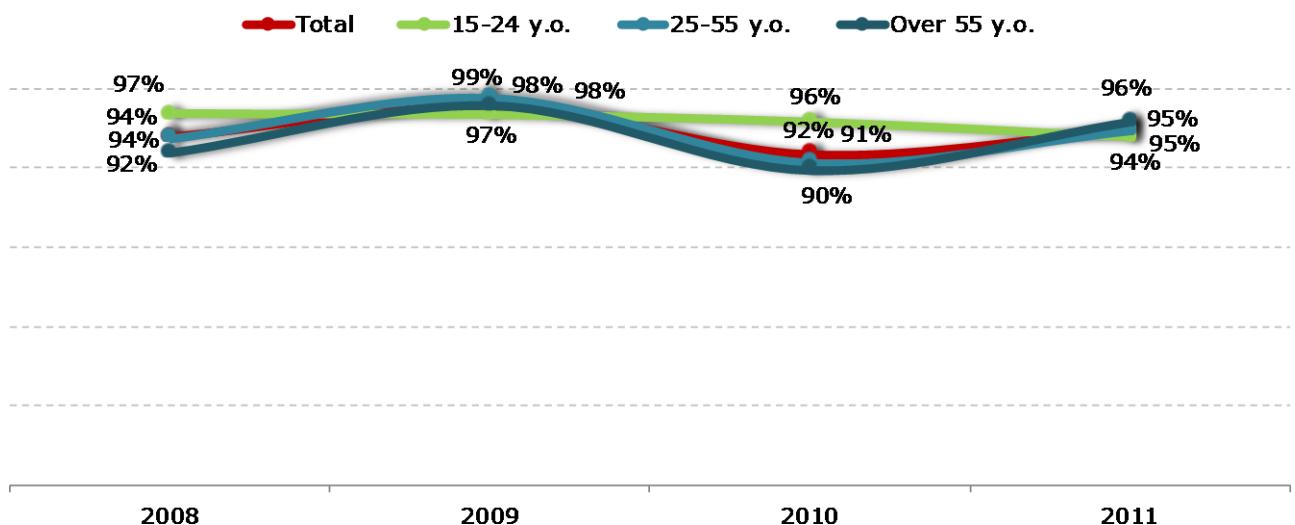


Table 90. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by residents according to the age groups (the survey of residents)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press (%)							
	2008	→	2009	→	2010	→	2011
Total	94%	→	98%	→	92%	→	95%
15-24 y.o.	97%↑	→	97%↓	→	96%↑	→	94%
25-55 y.o.	94%	→	99%↑	→	91%	→	95%
55+ y.o.	92%↓	→	98%	→	90%↓	→	96%
	2008	→		→	2011		
Total	94%	→		→	95%		+1%
15-24 y.o.	97%↑	→		→	94%		-3%
25-55 y.o.	94%	→		→	95%		1%
55+ y.o.	92%↓	→		→	96%		4%
Outcome (2008-2011): the share of residents visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press did not change							

Slightly bigger changes in using libraries' services of book dispense or reading periodical press were recorded among PIA users of different age groups. The smallest share of those using these services was among the PIA users of young age (in the end of the Project implementation (2011), these services were used by 74% of users of young age). The largest share of the users of these services was among the older and retired PIA users (in the end of the Project implementation (2011), these services were used by 97% of older and retired PIA users).

It was also noticed that, during the Project implementation period, there were less of young PIA users and PIA users of average age using the services of the dispense of books or reading periodical press among all PIA users: from 93% of the youth using the dispense of books and reading periodical press in 2008 to 74% of youth using these services in 2011; from 96% of users of average age using the dispense of books and reading periodical press in 2008 to 85% of users of average age using these services in 2011.

Chart 129. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by the PIA users according to the age groups (the survey of PIA users)

**The usage of services of libraries by PIA users - the dispense of books and the opportunity to read periodical press**  
(the survey of PIA users; % of PIA users using the service of book dispense and reading periodical press)

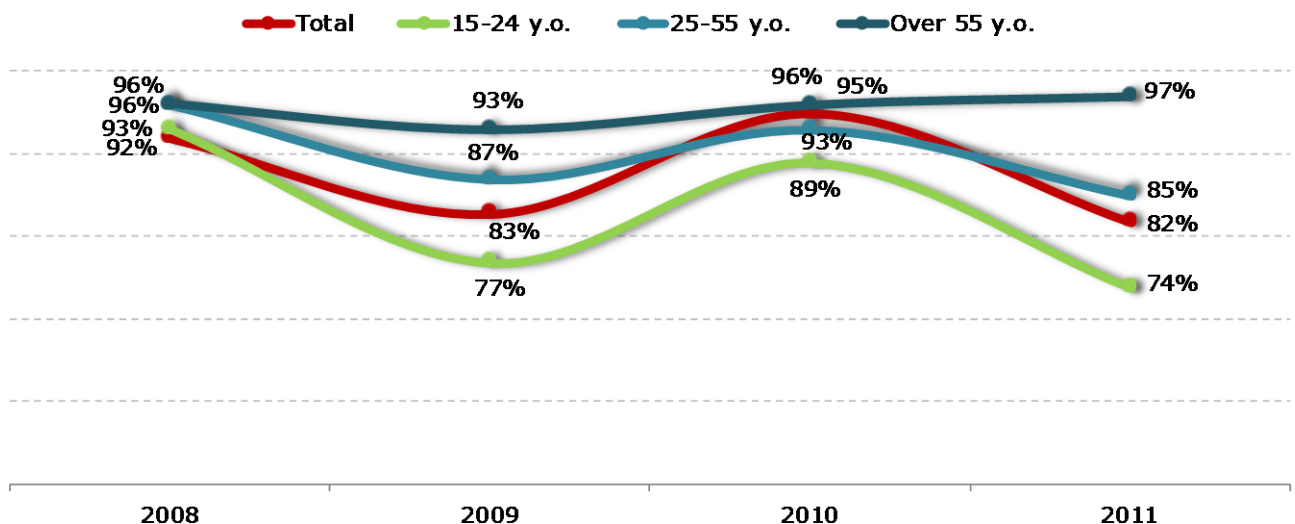


Table 91. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by the PIA users according to the age groups (the survey of PIA users)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press (%)							
	2008	→	2009	→	2010	→	2011
Total	92%	→	83%	→	95%	→	82%
15-24 y.o.	93%	↓	77%	↓	89%	↓	74%
25-55 y.o.	96%	↑	87%	→	93%	→	85%
55+ y.o.	96%	↑	93%	↑	96%	↑	97%
	2008				2011		
Total	92%	→			82%		-10%
15-24 y.o.	93%	↓			74%	↓	-19%
25-55 y.o.	96%	↑			85%	→	-11%
55+ y.o.	96%	→			97%	↑	+1%
<b>Outcome (2008-2011): the share of PIA users visiting libraries and using the services provided by libraries – the dispense of books and reading periodical press increased</b>							

#### Using free of charge Internet and online databases

Free of charge Internet or online databases are used by a substantially smaller share of residents than those using the services of the dispense of books or reading periodical press. For example, in 2011, 82% of libraries' visitors were using the services of dispensing books or reading periodical press and free of charge Internet and online databases were used by 30% of libraries' visitors.

The share of residents visiting libraries and using free of charge Internet and online databases did not change during the entire Project implementation period. These services were used by the same shares of urban and rural libraries' visitors.

Chart 130. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the place of residence (the survey of residents)

**The usage of services of libraries by residents - the opportunity to use the Internet and online databases free of charge**  
(the survey of residents; % of residents who visit libraries and use free of charge Internet and online databases)

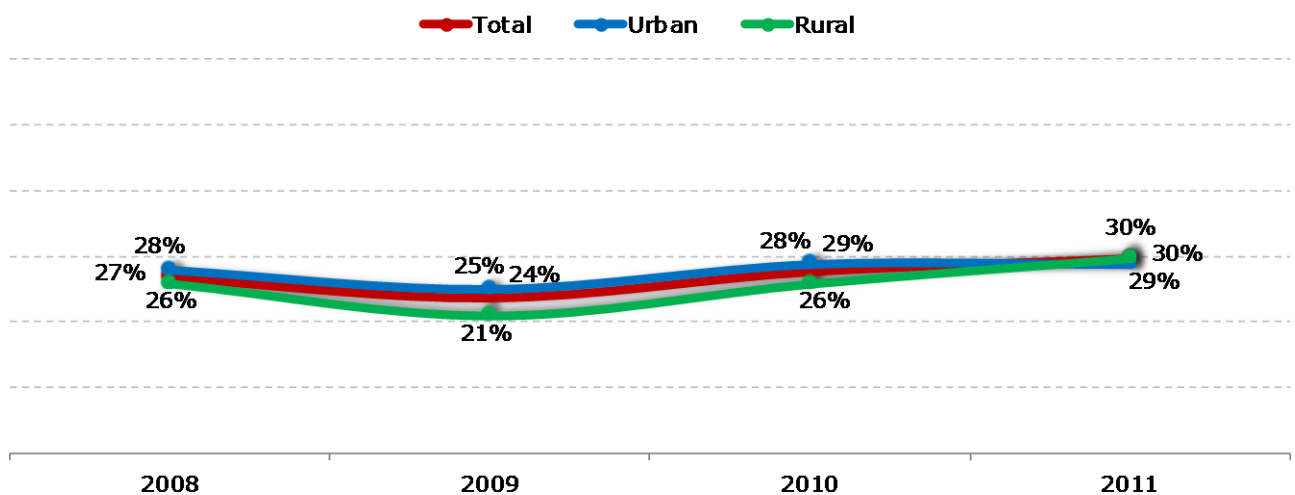


Table 92. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the place of residence (the survey of residents)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents visiting libraries and using the services of free of charge Internet and online databases (%)							
	2008	→	2009	→	2010	→	2011
Total	27%	→	24%	→	28%	→	30%
Urban	28%	→	25%	→	29%	→	29%
Rural	26%	→	21%	→	26%	→	30%
	2008	→			2011		
Total	27%	→			30%	+3%	
Urban	28%	→			29%	+1%	
Rural	26%	→			30%	+4%	
Outcome (2008-2011): the share of residents visiting libraries and using the services of free of charge Internet and online databases did not change							

Socially excluded PIA users used the free of charge Internet and online databases differently. The smallest share of those using the free of charge Internet and online databases was among the retired visiting libraries (7%) and the greatest – among the unemployed visiting libraries (approximately every fourth unemployed (23%) used these services in libraries). Free of charge Internet or online databases were used by a small share of the disabled as well (12%).

During the Project implementation period, the share of socially excluded PIA users using the free of charge Internet and online databases was recorded to diminish/ increase. However, we are not able to refer to these changes as significant changing tendencies of the usage of these services. Slightly greater fluctuations of the share of those using the free of charge Internet and online databases were recorded during the Project implementation period among the unemployed visiting libraries (for example, during the first year of the Project implementation (2008) 24% of the unemployed used free of charge Internet or online databases, in 2009 – 15% of the unemployed, in 2010 – 30% of the unemployed and in 2011 – 23% of the unemployed). As the level of the unemployment in the country depended heavily on microeconomic localities, it was likely that the attendance of libraries by the unemployed and the usage

of free of charge Internet in them may had been determined by these microeconomic changes in particular.

Chart 131. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the Project target groups (the survey of residents)

**The usage of services of libraries by residents - the opportunity to use the Internet and online databases free of charge**  
(the survey of residents; % of residents who visit libraries and use free of charge Internet and online databses)

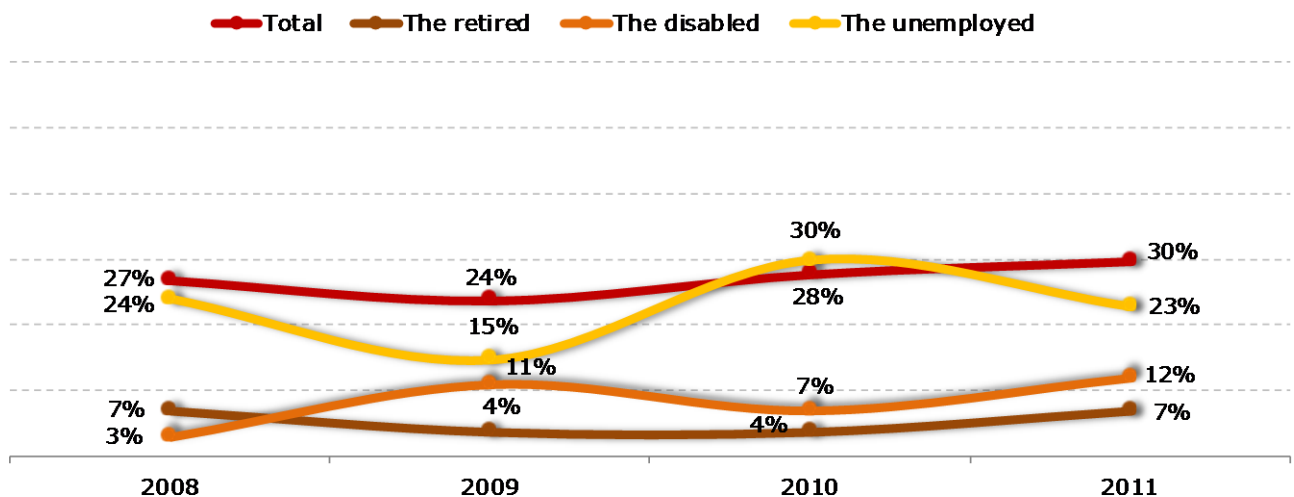


Table 93. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the Project target groups (the survey of residents)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents visiting libraries and using the services of free of charge Internet and online databases (%)							
	2008	→	2009	→	2010	→	2011
Total	27%	→	24%	→	28%	→	30%
The retired	7%	→	4%↓	→	4%↓	→	7%↓
The disabled	3%↓	→	11%	→	7%	→	12%
The unemployed	24%↑	→	15%↑	→	30%↑	→	23%↑
	2008		→	2011			
Total	27%		→	30%		+3%	
The retired	7%		→	7%↓		0%	
The disabled	3%↓		→	12%		+9%	
The unemployed	24%↑		→	23%↑		-1%	
Outcome (2008-2011): the share of residents visiting libraries and using the services of free of charge Internet and online databases did not change							

The most often free of charge Internet or online databases are used by the youth attending libraries and the least – by older or retired libraries' visitors. Let us say that during the last year of the Project implementation free of charge Internet and online databases were used by 57% of the youth who visited libraries and only by 9% of older or retired persons who visited libraries.

No significant changes were recorded regarding the usage of free of charge Internet or online databases provided in libraries by any of the users belonging to any age groups.

Chart 132. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the age groups (the survey of residents)

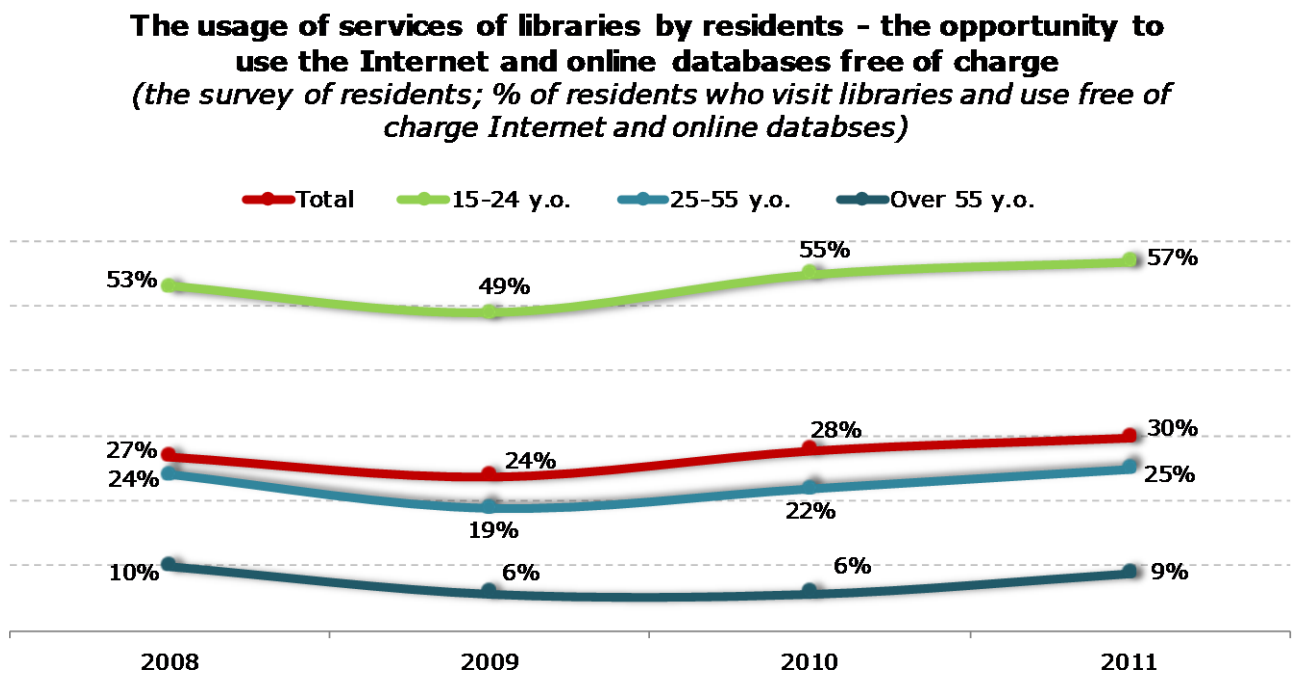


Table 94. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the age groups (the survey of residents)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents visiting libraries and using the services of free of charge Internet and online databases (%)							
	2008	→	2009	→	2010	→	2011
Total	27%	→	24%	→	28%	→	30%
15-24 y.o.	53%↑	→	49%↑	→	55%↑	→	57%↑
25-55 y.o.	24%	→	19%	→	22%	→	25%
55+ y.o.	10%↓	→	6%↓	→	6%↓	→	9%↓
	2008	→			2011		
Total	27%	→			30%	+3%	
15-24 y.o.	53%↑	→			57%↑	+4%	
25-55 y.o.	24%	→			25%	+1%	
55+ y.o.	10%↓	→			9%↓	-1%	
Outcome (2008-2011): the share of residents visiting libraries and using the service of free of charge Internet and online databases did not change							

### Using the opportunity to learn at computer literacy courses

According to the survey of residents, it was noticed that a very small share of libraries' visitors used the opportunity to participate in computer literacy courses: 5% of libraries' visitors in 2008 and 3% of libraries' visitors in 2011.

The share of libraries' visitors who participated in computer literacy courses did not change significantly during the entire Project implementation period.

There were no differences recorded in terms of using this service between those visiting urban and rural libraries.

Chart 133. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the place of residence (the survey of residents)

**The usage of services of libraries by residents - the opportunity to attend computer literacy courses**  
(the survey of residents; % of residents who visit libraries and who attended computer literacy courses)

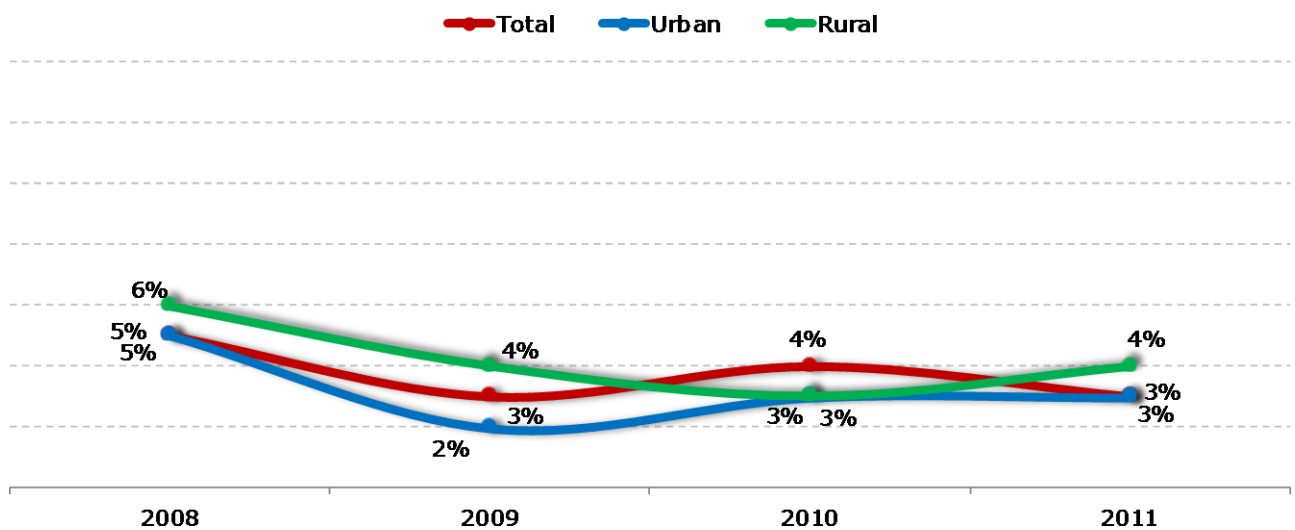


Table 95. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the place of residence (the survey of residents)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who used the service of computer literacy courses (%)							
	2008	→	2009	→	2010	→	2011
Total	5%	→	3%	→	4%	→	3%
Urban	5%	→	2%	→	3%	→	3%
Rural	6%	→	4%	→	3%	→	4%
	2008	→			2011		
Total	5%	→			3%	-2%	
Urban	5%	→			3%	-2%	
Rural	6%	→			4%	-2%	
Outcome (2008-2011): the share of residents who used the service of computer literacy courses did not change							

PIA users participated the most actively in computer literacy courses organized by libraries during the first year of Project implementation (2008). In 2008, 41% of PIA users completed the computer literacy courses. During the later years of Project implementation, the number of users who participated in computer literacy courses organized by libraries reduced to 18% of users in 2009, to 27% of users in 2010 and to 22% of users in 2011.

PIA users in rural libraries participated in computer literacy courses organized by libraries more actively. For example, in 2010, these courses were completed by 37% of rural and 27% of urban PIA users and in 2011 – by 32% of rural and by 13% of urban PIA users.

Chart 134. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the place of residence (the survey of PIA users)

**The usage of services of libraries by PIA users - the opportunity to learn at computer literacy courses**  
(the survey of PIA users; % of PIA users who learnt at computer literacy courses)

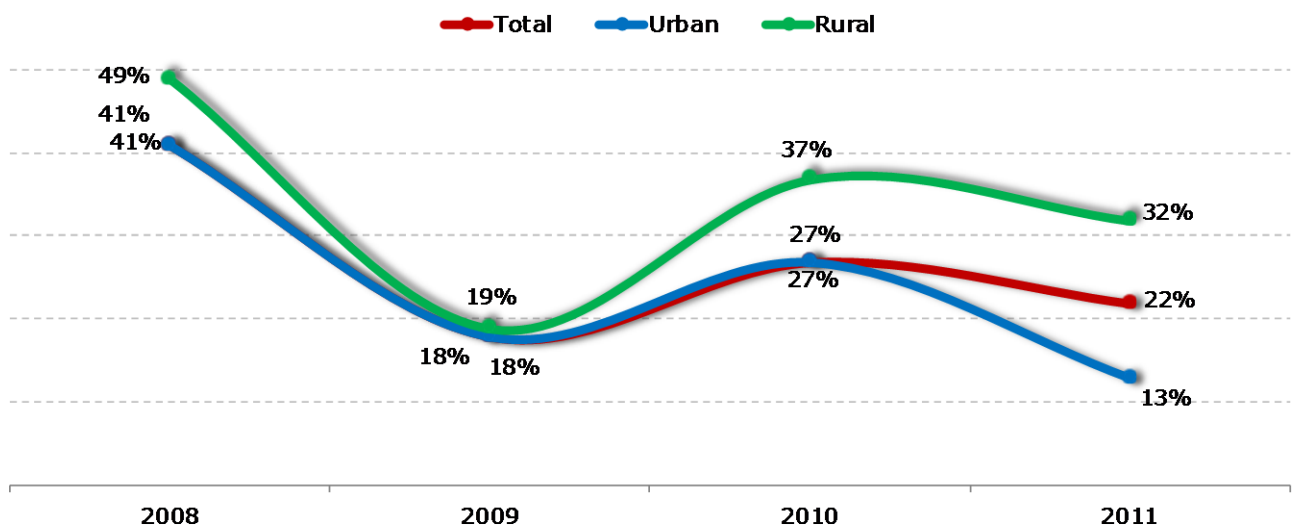


Table 96. Chart 134. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users who used the service of computer literacy courses (%)							
	2008	→	2009	→	2010	→	2011
Total	41%	→	18%	→	27%	→	22%
Urban	41%↓	→	18%	→	27%↓	→	13%↓
Rural	49%↑	→	19%	→	37%↑	→	32%↑
	2008	→			2011		
Total	41%	→			22%	-19%	
Urban	41%↓	→			13%↓	-28%	
Rural	49%↑	→			32%↑	-17%	
<b>Outcome (2008-2011): the share of PIA users who used the service of computer literacy courses diminished</b>							

While analyzing how computer literacy service was used by socially excluded PIA users, it was noticed that the usage of this opportunity by visitors attributed to socially excluded groups was not either especially higher or lower than that of libraries' visitors who were not socially excluded.

Attending computer literacy courses organized by libraries generally did not change during the project implementation period in neither of the groups of socially excluded libraries' visitors.

Chart 135. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the Project target groups (the survey of residents)

**The usage of services of libraries by residents - the opportunity to attend computer literacy courses**  
(the survey of residents; % of residents who visit libraries and who attended computer literacy courses)

— Total — The retired — The disabled — The unemployed

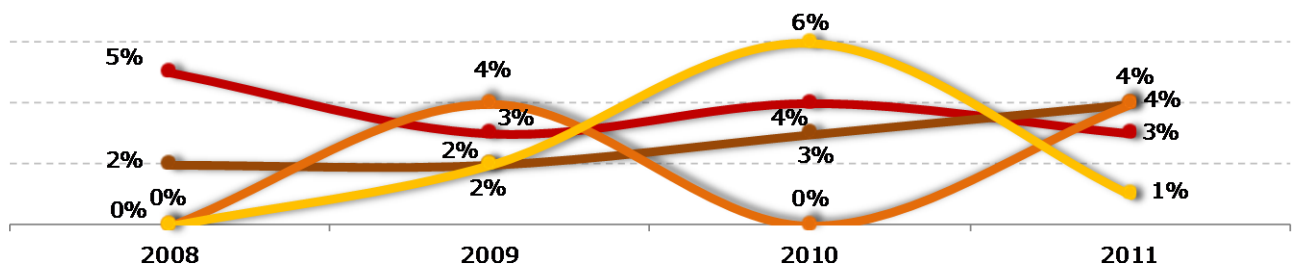


Table 97. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the Project target groups (the survey of residents)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who attend libraries and who used the service of computer literacy (%)							
	2008	→	2009	→	2010	→	2011
Total	5%	→	3%	→	4%	→	3%
The retired	2%	→	2%	→	3%	→	4%
The disabled	0%	→	4%	→	0%	→	4%
The unemployed	0%	→	2%	→	6%	→	1%
	2008		→	2011			
Total	5%		→	3%		-2%	
The retired	2%		→	4%		+2%	
The disabled	0%		→	4%		+4%	
The unemployed	0%		→	1%		+1%	
Outcome (2008-2011): the share of residents who attend libraries and who used the service of computer literacy did not change							

Slightly different information is revealed while analyzing how socially excluded PIA users participate in courses organized in libraries.

Socially excluded PIA users use the opportunity to attend computer literacy courses organized by libraries much more often than not socially excluded PIA users. The greatest share of those who used the opportunity to listen to computer literacy courses was among the retired PIA users. Although during the first year of Project implementation (2008), this opportunity was used only by every fourth (23%) retired PIA user, during the remaining Project implementation years (2009-2011), nearly every second retired PIA user (~50%-57%) used this opportunity every year.

The disabled using the PIA in libraries used the opportunity to attend computer literacy courses organized by libraries more actively than PIA users not considered attributed to socially excluded groups, but not as actively as the retired using PIA in libraries. The greatest interest and participation in the courses was recorded in 2008 when 40% of the disabled completed the computer literacy participation courses organized by libraries. During the later years of Project implementation (2009-2011), the participation in these courses of the disabled remained stable.

The usage of the opportunity to attend computer literacy courses by the unemployed is similar to that of not socially excluded PIA users.

Chart 136. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the Project target groups (the survey of PIA users)

**The usage of services of libraries by PIA users - the opportunity to learn at computer literacy courses**  
(the survey of PIA users; % of PIA users who learnt at computer literacy courses)

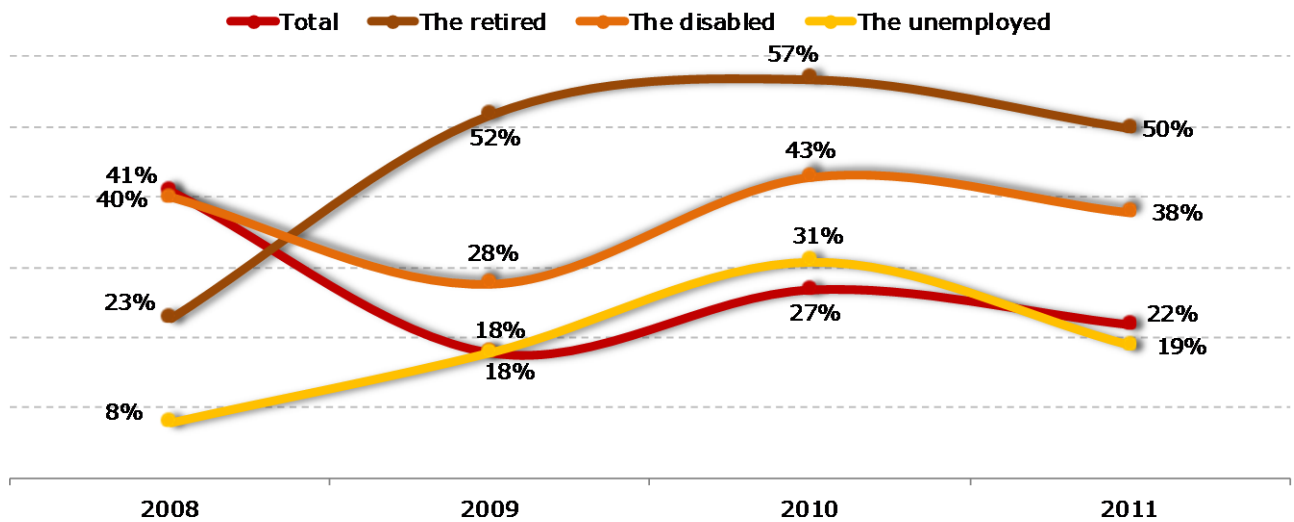


Table 98. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users who used the service of computer literacy (%)							
	2008	→	2009	→	2010	→	2011
Total	41%	→	18%	→	27%	→	22%
The retired	23%	→	52%↑	→	57%↑	→	50%↑
The disabled	40%↑	→	28%	→	43%	→	38%
The unemployed	8%↓	→	18%↓	→	31%↓	→	19%↓
	2008			→	2011		
Total	41%			→	22%		
The retired	23%			→	50%↑		
The disabled	40%↑			→	38%		
The unemployed	8%↓			→	19%↓		
<b>Outcome (2008-2011): the share of PIA users who used the service of computer literacy decreased, however, there are more of the retired using this service</b>							

Libraries' visitors do not use the opportunity to attend computer literacy courses actively in all age groups. During the first years of Project implementation (2008-2009), young libraries' users were slightly more active in participating in these courses, however, during the later years of the Project implementation, the participation in the courses by this age group did not differ from that of libraries visitors from other age groups.

Chart 137. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the age groups (the survey of residents)

**The usage of services of libraries by residents - the opportunity to attend computer literacy courses**  
(the survey of residents; % of residents who visit libraries and who attended computer literacy courses)

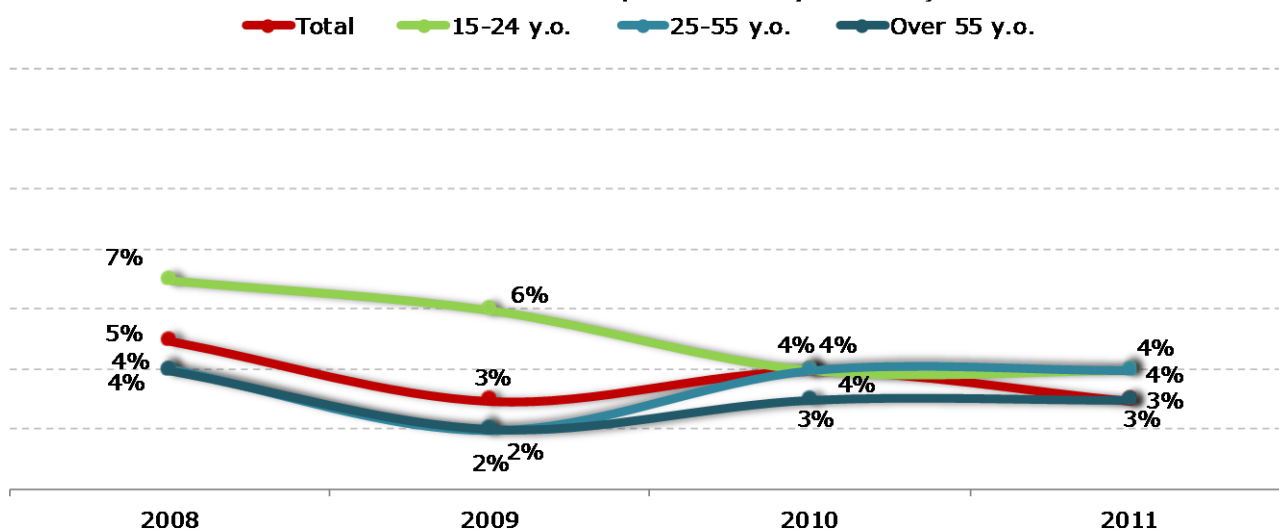


Table 99. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the age groups (the survey of residents)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who attend libraries and who used the service of computer literacy (%)							
	2008	→	2009	→	2010	→	2011
Total	5%	→	3%	→	4%	→	3%
15-24 y.o.	7%	→	6%↑	→	4%	→	4%
25-55 y.o.	4%	→	2%↓	→	4%	→	4%
55+ y.o.	4%	→	2%	→	3%	→	3%
	2008		→	2011			
Total	5%		→	3%			-2%
15-24 y.o.	7%		→	4%			-3%
25-55 y.o.	4%		→	4%			0%
55+ y.o.	4%		→	3%			-1%
Outcome (2008-2011): the share of residents who attend libraries and who used the service of computer literacy did not change							

However, the participation of PIA users in computer literacy courses organized by libraries differs significantly depending on the age of users. The most active participants of these courses are older and retired users, the least active – young PIA users. Let us say, in 2009, 47% of older and retired users attended computer literacy courses organized by libraries, in 2010 – 59% of users of this age and in 2011 – 43% of users of this age.

Chart 138. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the age groups (the survey of PIA users)

**The usage of services of libraries by PIA users - the opportunity to learn at computer literacy courses**  
(the survey of PIA users; % of PIA users who learnt at computer literacy courses)

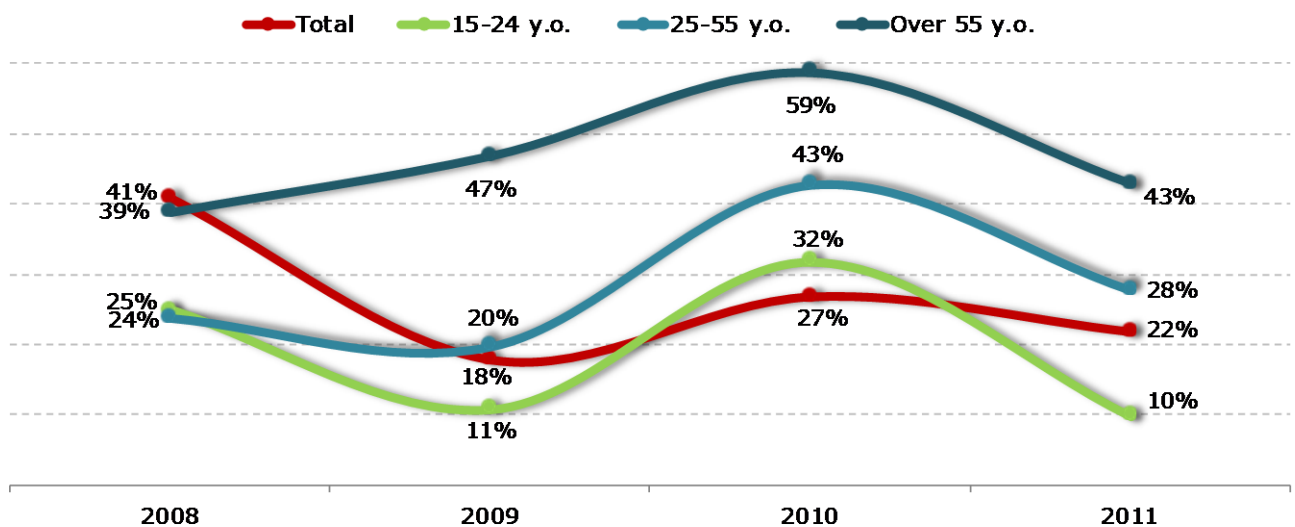


Table 100. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the age groups (the survey of PIA users)

Monitoring indicator: <b>5B. The mission of the library and the areas of its competence</b>							
Instrument: <i>the survey of PIA users</i>							
Result: the share of PIA users who used the service of computer literacy (%)							
	2008	→	2009	→	2010	→	2011
Total	41%	→	18%	→	27%	→	22%
15-24 y.o.	25%↓	→	11%↓	→	32%↓	→	10%↓
25-55 y.o.	24%↓	→	20%	→	43%	→	28%
55+ y.o.	39%↑	→	47%↑	→	59%↑	→	43%↑
	2008	→	2011				
Total	41%	→	22%	-19%			
15-24 y.o.	25%↓	→	10%↓	-15%			
25-55 y.o.	24%↓	→	28%	+4%			
55+ y.o.	39%↑	→	43%↑	+4%			

Outcome (2008-2011): the share of PIA users who used the service of computer literacy decreased (especially among the youngest PIA users) and it did not change among the PIA users of average or older age

## THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

### The results of qualitative studies of 2008-2011

During the Project implementation, the perception of the mission of the library changed. When analyzing the data of the qualitative researches of 2008-2011 with PIA users and libraries' staff, it can be noticed that the perception of the research target groups regarding the mission of the library changed continuously during the four years. In the beginning of the Project implementation, the main mission of the library was related to the "enhancement to read". Beginning with 2009, the mission of the library was perceived as of a complex nature. In other words, it encompassed more than one mission and these missions were strengthening during the Project implementation. In 2009, the informational and socio-communal missions of libraries expanded and strengthened and in 2010-2011 – the socio-communal and educational missions. While comparing the perception of the mission of the library in the beginning and in

the end of the Project implementation, one more important aspect was noticed – in 2011, the representatives of the qualitative studies started relating the mission of the library with novelties and their provision (*"To provide information, novelties, education and culture" – directors, 2011; "To encourage more people using Internet and educate themselves..." – the disabled, 2011; "The mission of the library is not only books and magazines, but computers as well" – the disabled, 2011*).

During the Project implementation period, the educational mission of libraries changed in two ways: from passive education (information) it became active education (teaching and encouraging) and expanded by encompassing the provision of novelties to the community by its content (*"To learn using computers", "To teach others to use the Internet" – children whose parents are working abroad, 2011*).

### **4.6.3. 5C. Increased Number of Libraries' Visitors (Visits)**

**Aimed meaning of the supervision indicator:** increased number of libraries' visitors (visits).

**Achieved meaning of the indicator:** the number of libraries' visitors (visits) increased.

#### *THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES*

In order to evaluate the change in the number of libraries' visitors during the Project implementation, the number of libraries' visitors will be analyzed based on the data of two researches: (1) factual survey of libraries' staff – analyzing the number of libraries' visitors each year, and (2) the survey of residents in order to evaluate the share of residents who visited a library at least once every year.

During the Project implementation period, 37 355 193 library visits were recorded in total. 22 084 499 visitors visited urban libraries and 15 270 694 visitors visited rural libraries. In urban libraries, during the Project implementation period, more than half of visitors participating in the Project (59%) visited urban libraries. 41% of all libraries' visitors, in turn, visited rural libraries.

The number of visitors in rural libraries was growing gradually each year. In 2008, 23% of all visitors who visited rural libraries during the Project implementation visited rural libraries, in 2009– 24% of all visitors who visited rural libraries during the Project implementation, in 2010 – 25% of visitors, respectively and, during the last year of Project implementation, rural libraries received slightly more visitors than during the previous years – 29% of visitors.

The increase of the flows of libraries' visitors in libraries during the Project implementation period is more or less gradual. Nevertheless, it was noticed that slightly more visitors visited urban libraries each year during 2010-2011 than during 2008-2009. In 2008, 23% of all visitors visiting urban libraries during the Project implementation visited urban libraries, in 2009 – 21% of all visitors visiting urban libraries during the Project implementation, in 2010 – 28% of users, respectively and in 2011 – 28% of visitors.

Evaluating in general, it can be claimed that, during the last year of Project implementation (2011), the visitor flows in both urban and rural libraries were greater by approximately one fourth than during the first year of Project implementation (2008). The increase of the visitor flows in 2008-2011 in urban libraries was 24% and 28% in rural libraries.

Chart 139. The number of libraries' visitors (visits) per year (factual survey)

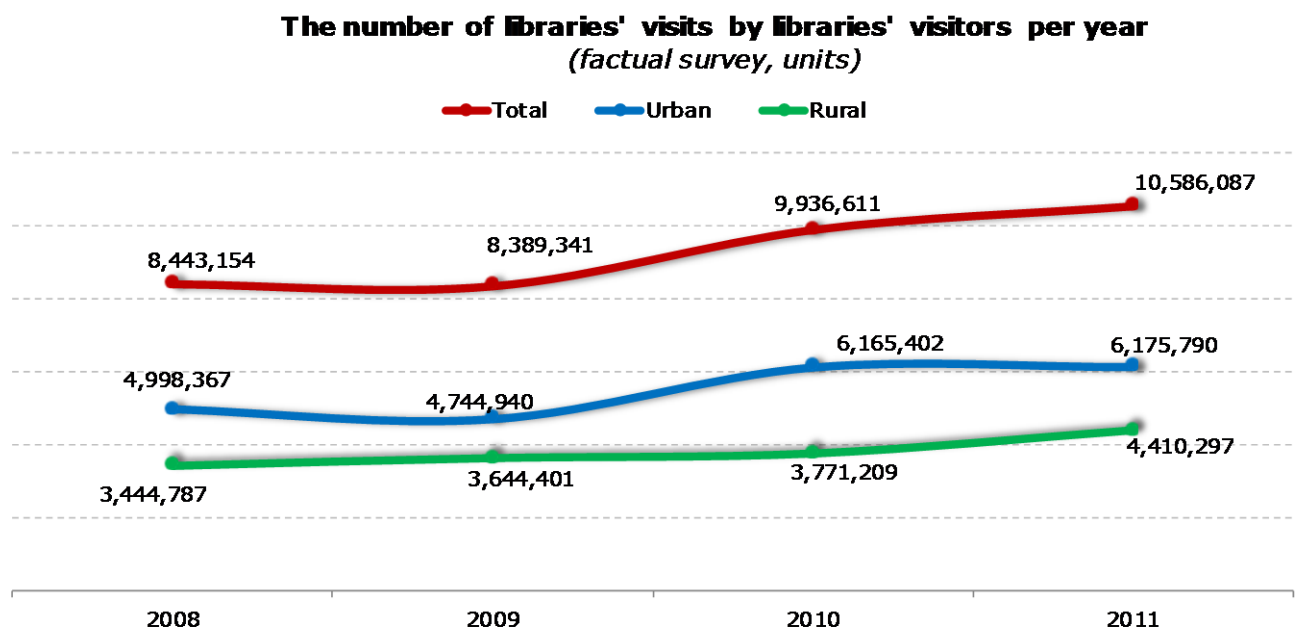


Table 101. The number of libraries' visitors (visits) per year (factual survey)

Monitoring indicator: <b>5C. The number of libraries' visitors (visits)</b>							
Instrument: <i>factual survey</i>							
Result: the number of libraries' visitors (visits) (units)							
	2008	→	2009	→	2010	→	2011
Total	8443154	→	8389341	→	9936611	→	10586087
	100%	→	99%	→	118%	→	125%
Urban	4998367	→	4744940	→	6165402	→	6175790
	100%	→	95%	→	123%	→	124%
Rural	3444787	→	3644401	→	3771209	→	4410297
	100%	→	106%	→	109%	→	128%
	<b>2008</b>		→	<b>2011</b>			
Total	100%		→	125%			+25%
Urban	100%		→	124%			+24%
Rural	100%		→	128%			+28%
<b>Outcome (2008-2011): the number of libraries' visitors (visits) increased</b>							

The changes of the numbers of libraries' visitors do not show progress, if they are compared in terms of the frequency of residents visiting libraries every year of the Project implementation. During the first year of the Project implementation (2008), 37% of residents indicated that they visited a library at least once a year and, during the last year of Project implementation (2011), there were 31% of residents who visited a library at least once.

Libraries' visits in urban and rural areas were very similar. It basically did not differ during the entire Project implementation period. However, while evaluating the change of the share of libraries' visitors during the first and the last year of the Project implementation, it was noticed that, during the entire period, urban libraries "lost" more visitors. During 2008-2011, 7% less visitors visited urban libraries and 4% less visitors visited rural libraries.

Chart 140. The share of libraries' visitors according to the place of residence (the survey of residents)

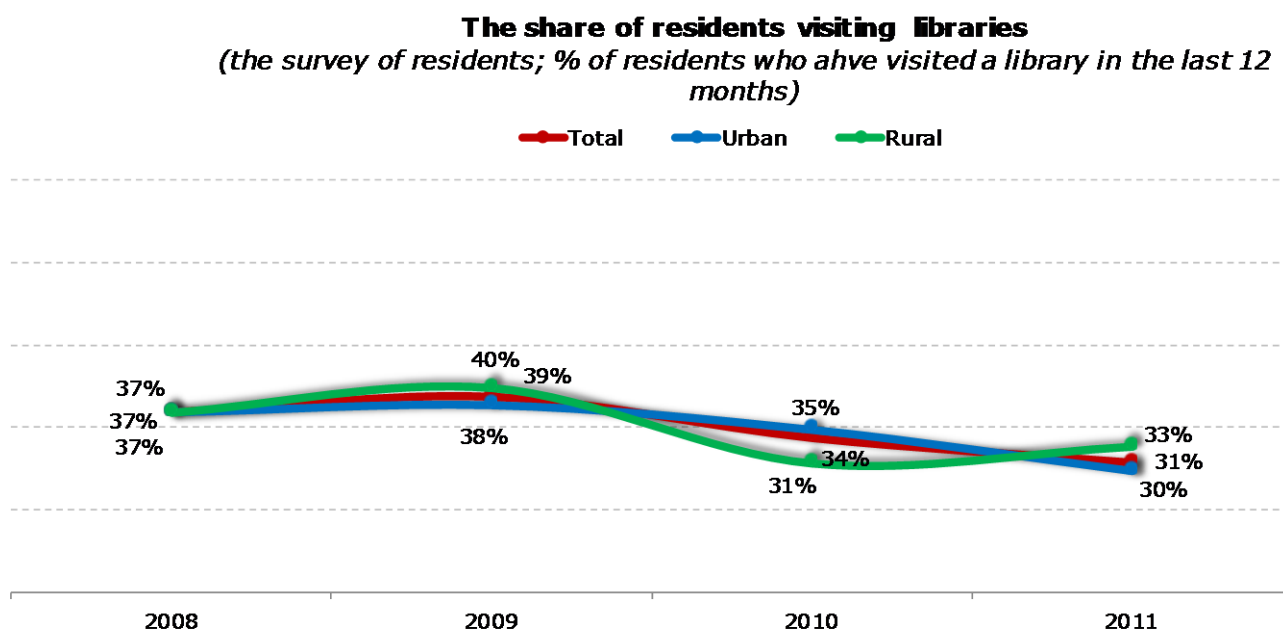


Table 102. The share of libraries' visitors according to the place of residence (the survey of residents)

Monitoring indicator: <b>5C. The number of libraries' visitors (visits)</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who visited a library during the last 12 months (%)							
	<b>2008</b>	→	<b>2009</b>	→	<b>2010</b>	→	<b>2011</b>
Total	37%	→	39%	→	34%	→	31%
Urban	37%	→	38%	→	35%	→	30%
Rural	37%	→	40%	→	31%	→	33%
	<b>2008</b>			→			<b>2011</b>
Total	37%			→			31%
							-6%
Urban	37%			→			30%
							-7%
Rural	37%			→			33%
							-4%
<b>Outcome (2008-2011): the share of residents who visited a library during the last 12 months decreased</b>							

Socially excluded residents visit libraries less often than socially not excluded residents. The retired visit the libraries the least and the unemployed visit libraries slightly more often. During the Project implementation period, visiting libraries by none of the socially excluded groups changed.

Chart 141. The share of libraries' visitors according to the Project target groups (the survey of residents)

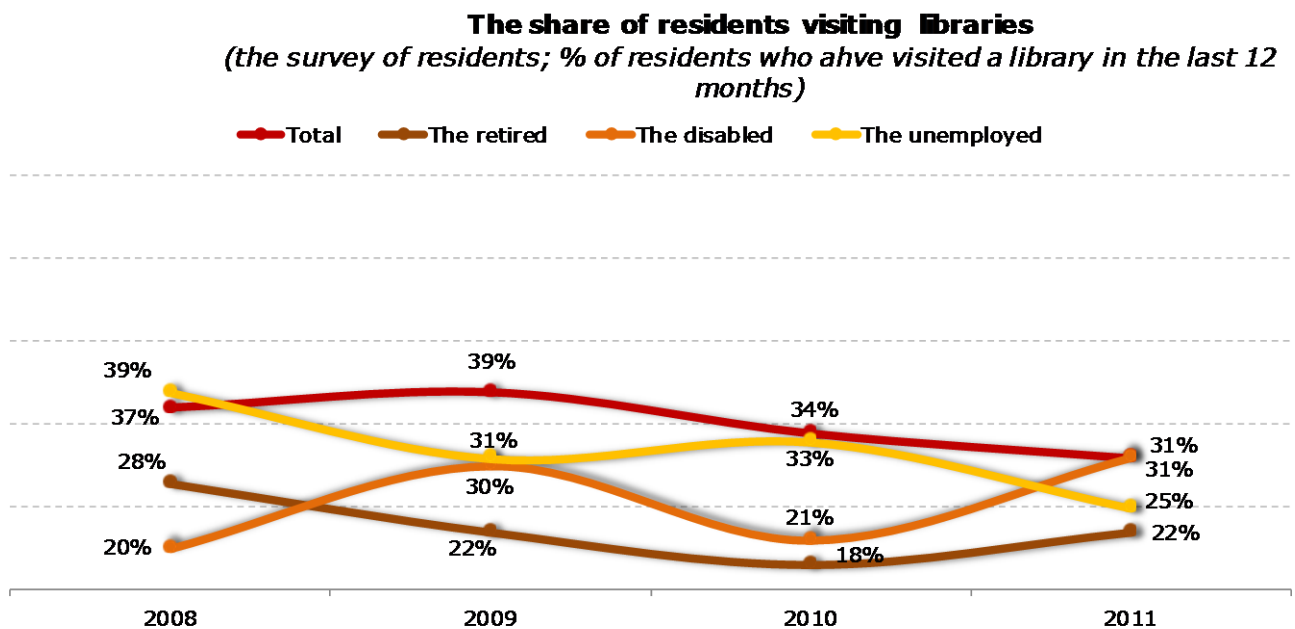


Table 103. The share of libraries' visitors according to the Project target groups (the survey of residents)

Monitoring indicator: <b>5C. The number of libraries' visitors (visits)</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who visited a library during the last 12 months (%)							
	2008	→	2009	→	2010	→	2011
Total	37%	→	39%	→	34%	→	31%
The retired	28%	→	22%	→	18%↓	→	22%
The disabled	20%↓	→	30%	→	21%	→	31%
The unemployed	39%↑	→	31%	→	33%↑	→	25%
	2008			→	2011		
Total	37%			→	31%		
The retired	28%			→	22%		
The disabled	20%↓			→	31%		
The unemployed	39%↑			→	25%		
Outcome (2008-2011): gyventojų, kurie per paskutinius 12 mėnesių lankėsi bibliotekoje, dalis nepakito							

When analyzing libraries' visitors according to their age, it was noticed that the greatest share of libraries' visitors was among the youth and the least – among older and retired residents. During the Project implementation period, the number of libraries' visitors of all ages diminished slightly, however, the shares of the youth (from 64% of them visiting libraries in 2008 to 56% of them visiting libraries in 2011) and the visitors of average age (from 37% of them visiting libraries in 2008 to 31% of them visiting libraries in 2011) were noticed to diminish slightly more.

Chart 142. The share of libraries' visitors according to the age groups (the survey of residents)

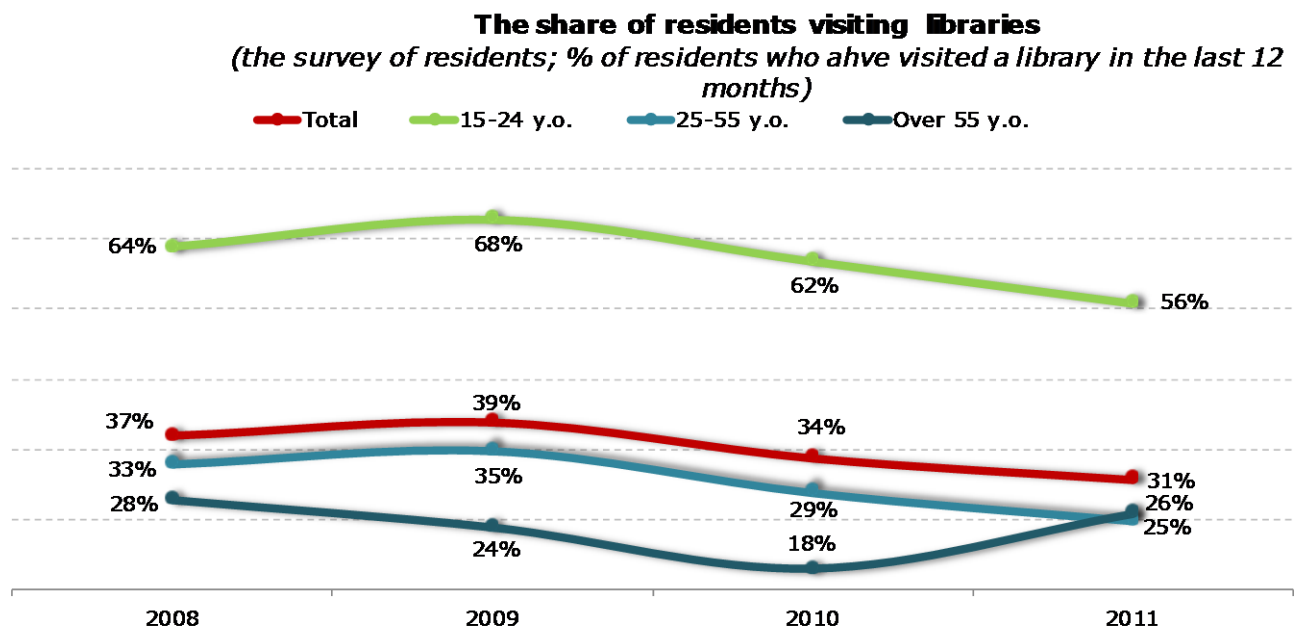


Table 104. The share of libraries' visitors according to the age groups (the survey of residents)

Monitoring indicator: <b>5C. The number of libraries' visitors (visits)</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who visited a library during the last 12 months (%)							
	2008	→	2009	→	2010	→	2011
Total	37%	→	39%	→	34%	→	31%
15-24 y.o.	64%↑	→	68%↑	→	62%↑	→	56%↑
25-55 y.o.	33%	→	35%	→	29%	→	25%↓
55+ y.o.	28%↓	→	24%↓	→	18%↓	→	26%↓
	2008			→	2011		
Total	37%			→	31%		
15-24 y.o.	64%↑			→	56%↑		
25-55 y.o.	33%			→	25%↓		
55+ y.o.	28%↓			→	26%↓		
<b>Outcome (2008-2011): the share of residents who visited a library during the last 12 months diminished</b>							

## 4.7. 6. Increased Local, Regional and National Financial Support for Libraries

### 4.7.1. 6A. Library Funding

**Aimed meaning of the supervision indicator:** increased library funding.

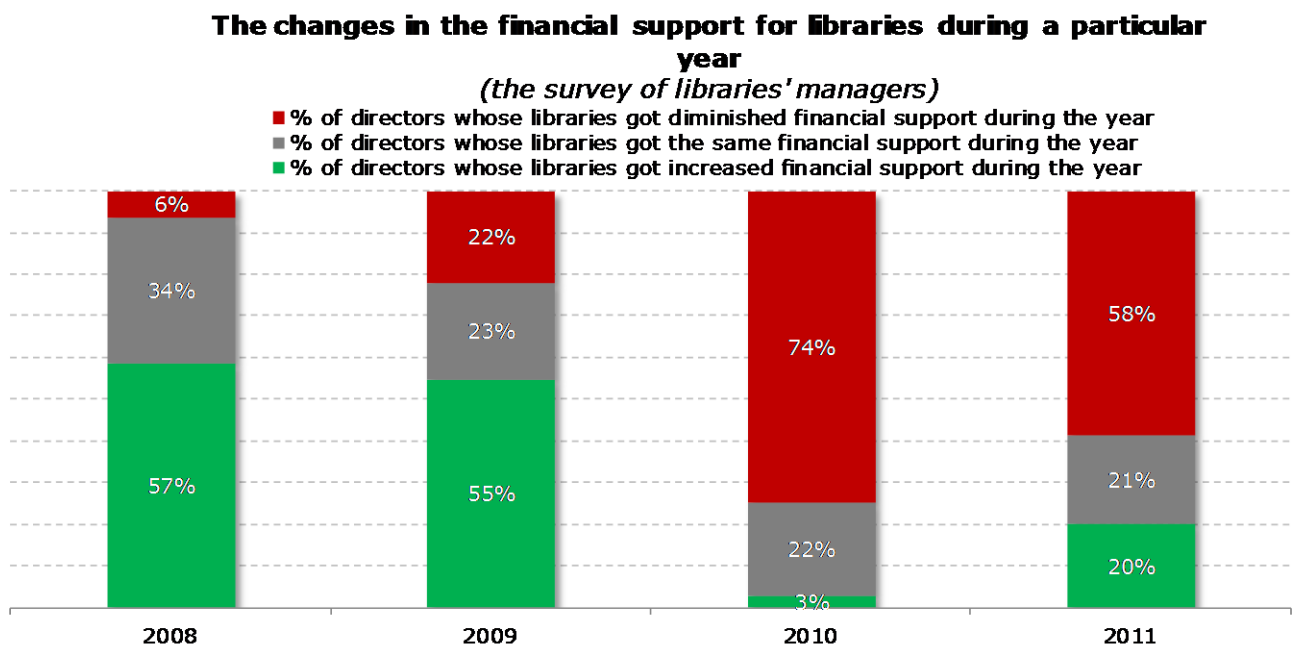
**Achieved meaning of the indicator:** library funding decreased.

#### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

While analyzing the change of the financial support for libraries each year and comparing it to the previous year, it was noticed that the budget of more than half libraries was increased during the first year (2008) (the funding of 57% of the libraries was increased) and the second year (2009) (the funding of 55% of the libraries was increased) of the Project implementation. The funding in 2010, in comparison to that of 2009, was increased for only 3% of the libraries. However, the financial support for 74% of the libraries was reduced. In 2011, a greater share of libraries (58%) got their financial support reduced, in

comparison to funding received in 2010. The financial support in 2011 was increased only to every fifth (20%) library.

Chart 143. The change of library funding during a particular year (the survey of libraries' directors)



#### THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

##### The results of qualitative studies of 2008-2011

According to the data of the qualitative studies of 2008-2011 with libraries' staff, while analyzing the evaluation of libraries' funding during the entire Project implementation period, it can be noticed that the funding provided to libraries during the entire Project implementation period was evaluated as problematic and insufficient ("I know that the salaries of the librarians are probably the minimum. We've faced this problem when they said that we put the computers there, but who is going to pay me extra for that. This problem has to be solved by both the Ministry of Culture and the municipality. A librarian can't be considered like this further more – working for a minimum wage. This is a state problem" – expert<sup>85</sup>, 2008; "It's very bad, they reduced it by half this year", "It's like elsewhere – everything is being reduced, cut and everything is going down", "In other words, it's a total fail" – libraries' staff and directors, 2009; "It dropped down last year and it remained the same now" – expert, 2010; "Country-wise, as far as I know, the funding diminished" – libraries' directors, 2011).

During the Project implementation period, the attitude of libraries' staff towards the search for alternative funding changed. Libraries' started looking for alternative sources of funding and for opportunities to cooperate with the business sector. Such attempts had been single and occasional so far, however, at the same time, they indicated interest, consciousness and initiative of the libraries' staff. While investigating the examples of cooperation with businesses indicated by libraries' staff and directors, it can be noticed that this cooperation took place in a shape of a few forms. The most often it was barter exchange when equipment or production was provided to libraries for services or advertising in libraries ("We cooperate with one firm. We have this factory of meat here, so when we organize events for children, we beg them for sausages and we advertise them. We organizing readings and we make sandwiches there. There are 300 children and they get hungry, so they eat those sandwiches and listen to fairy tales" – directors, 2011; "I asked Topo centras for headsets and a microphone, because I promised them to advertise them to the visitors. They gave us the cheapest ones, but I did not have any at all at that moment. I had a problem with Skype" – libraries' staff, 2011). However, there were cases when libraries' staff "sold" their services, e.g., let premises or advertising services.

<sup>85</sup> One of the target groups in qualitative research with libraries' staff was experts of different level (national and municipalities' experts) who are involved in libraries' activities – representatives of national and local government and other internal or external experts.

## 4.7.2. 6B. PIA Funding

**Aimed meaning of the supervision indicator:** increased PIA funding.

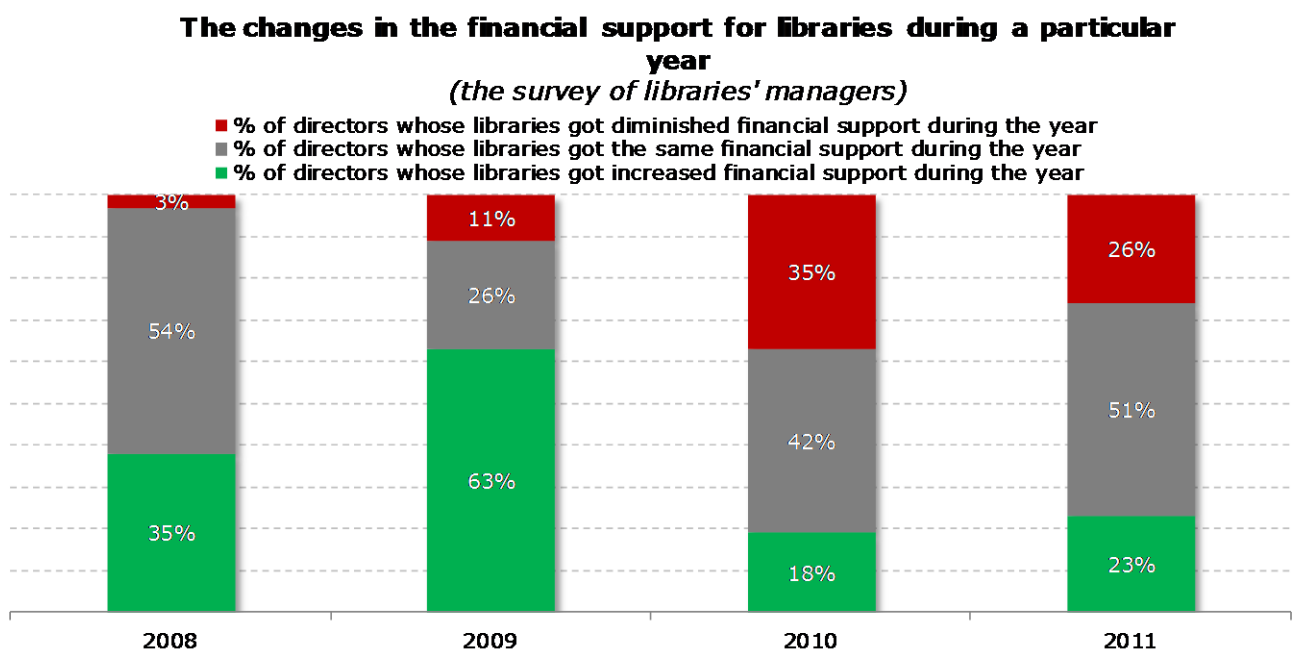
**Achieved meaning of the indicator:** PIA funding increased.

### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

In 2008, every third library (35%) received greater financial support for PIA than in 2007 (the funding provided to the PIA of half of the libraries (54%) did not change in 2008) and the most financial investment libraries received for the development of PIA in 2009. In 2009, PIA funding was increased in 63% of libraries. In 2010-2011, PIA funding did not change for a greater share of libraries and the PIA funding of nearly every fifth library was increased.

According to the data of the qualitative researches of 2008-2011 with libraries' staff, the funding of PIA increased in 2009 and was evaluated as unchanged during further researches. According to the data of the qualitative researches of 2009-2011 with libraries' staff, funding and attention to PIA was the main reason which determined the remaining popularity of libraries among visitors and compensated the limited funding of traditional services in such a way (*"Internet access compensates and retains stability and, please, don't let them finish this project", "The visitors are retained because of the project, because they are directed to the online space. The lack of press is compensated by online websites, e.g., Delfi" – libraries' staff and directors, 2009*).

Chart 144. The change of PIA funding during a particular year (the survey of libraries' directors)



### THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

#### The results of qualitative studies of 2008-2011

According to the data of the qualitative researches of 2008-2011 with libraries' staff, PIA funding, when the Project started, increased and remained stable during the entire Project implementation period. In terms of the possibilities of PIA funding in the future, concern of the research representatives was recorded during the entire Project implementation period (*"This uncertainty makes me worry" – directors, 2009; "When the Project is over, everything will lie on the shoulders of libraries and municipalities, the computers will start going down, so how will we keep it all in order then?" – an expert<sup>86</sup>, 2010; "Libraries will have to maintain these computers, it's going to be difficult" – libraries' staff, 2010*). However, in 2011, when the Project implementation was heading towards the end, changing attitude of research participants can be noticed as well. According to the data of the qualitative researches of 2008-2010 with

<sup>86</sup> One of the target groups in qualitative research with libraries' staff was experts of different level (national and municipalities' experts) who are involved in libraries' activities – representatives of national and local government and other internal or external experts.

libraries' staff, the dominant passive worry of the research participants regarding the future of libraries after the Project was over were slowly changed by more specific ideas and plans, according to an analogous research of 2011. For example, some libraries' directors who participated in the research indicated that after the project "Libraries for Innovation" was over they planned to continue paying attention to the improvement of the qualification of the libraries' staff and were already looking for its opportunities (*"We have plans to retain the training centre ourselves. We'd like to get some help from the Mazvydas library. This is what we are dreaming about. We also have friends and acquaintances in Kaunas university, so we are not panicking that our trainings are over. We still have some funds, which are not being reduced", "We are also thinking that the first attention should be paid for not stopping the development of qualification, we have projects", "We are waiting for answers regarding some projects and we are planning to approach a few fellow-countrymen, because we have bright people, why wouldn't they help..."*, *"We will further keep the relationship with the education centre which encompasses the culture employees, not only teachers, so we will continue with the projects"* – directors, 2011).

## 4.8. 7. Social and Economic Benefit for Individuals and the Community through IT

### 4.8.1. 7A. The Benefit Received by Users and Its Perception

**Aimed meaning of the supervision indicator:** PIA users [perceive](#) the benefit provided by PIA.

**Achieved meaning of the indicator:** PIA users [perceive](#) both the social and economical benefit of PIA.

#### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

While interviewing PIA users, various Internet usage benefits were introduced to them and they were asked to indicate which of these benefits they felt they were receiving themselves. All possible benefits were grouped to social and economic benefits. In order to make the analysis of the ratio of social and economic benefits during different year of the Project implementation easier among different target groups, derivative indicators of benefits were calculated<sup>87</sup>.

The research results revealed that the usage of PIA in libraries provided its users with more social, rather than economic, benefit. While using PIA in libraries, users received twice as much of social benefit, rather than economic one. This tendency did not change during the entire Project implementation period in none of the target groups. In other words, users of any of the target groups did not feel receiving more economic than social benefit while using PIA in libraries.

PIA provided greater social benefit to PIA users in both urban and rural areas.

However, while analyzing the benefits of PIA provided to PIA users during the entire Project implementation period, it was noticed that the perception of users regarding the benefit provided, while comparing this perception during the first (2008) and the last year (2011) of Project implementation, was decreasing. An assumption could be made that some of the benefits provided by Internet, became an integral part of the everyday life of users without considering the contribution of Internet in this everyday routine.

For the vast majority of users, the social benefit while using PIA in libraries was made of the opportunity to enrich the leisure time and improve the communication with friends and relatives.

<sup>87</sup> In order to simplify the generalizations and comparisons in groups of questions investigating the benefit of PIA to the local community, a derivative value is provided in the analysis indicating a total percentage of social/ economic benefit. **The calculation sequence:** (1) relevant percentage expressions are added up, (2) relevant percentage expressions are divided by the number of the opportunities of a respective benefit.

**Social benefit** – online communication means, cultural, community and leisure information, education information and studies, health information and e-government services.

**Economic benefit** – help while performing relevant tasks, job search, saving money, the opportunity to buy/ earn money online.

Table 105. The perception of PIA users of the economic and social benefit provided by Internet according to the place of residence (the survey of PIA users)

Monitoring indicator: <b>7A. The benefit received by users and its perception</b>								
Instrument: <i>the survey of PIA users</i>								
Result: the share of PIA users who indicated social and/ or economic benefit provided by Internet (%)								
		2008	→	2009	→	2010	→	2011
Total	Social	50%↑	→	42%↑	→	52%↑	→	35%↑
	Economic	30%↓	→	21%↓	→	30%↓	→	16%↓
Urban	Social	48%↑	→	33%↑	→	49%↑	→	33%↑
	Economic	39%↓	→	24%↓	→	32%↓	→	15%↓
Rural	Social	51%↑	→	44%↑	→	56%↑	→	38%↑
	Economic	28%↓	→	19%↓	→	29%↓	→	16%↓
		2008	→			2011		
Total	Social	50%↑	→			35%↑	-15%	
	Economic	30%↓	→			16%↓	-14%	
Urban	Social	48%↑	→			33%↑	-15%	
	Economic	39%↓	→			15%↓	-24%	
Rural	Social	51%↑	→			38%↑	-13%	
	Economic	28%↓	→			16%↓	-12%	
<b>Outcome (2008-2011): the perception of benefit is decreasing</b>								

Socially excluded PIA users felt much greater social benefit of using PIA than economic one. A greater perception of social, rather than economic benefit, was recorded among the retired, the disabled and the unemployed during the entire Project implementation period. While looking at the perception of social/ economic benefits during the entire Project implementation period, it was noticed that, during this period, the perception of the retired PIA users in libraries regarding the Internet benefit increased. In 2008, social benefit of Internet usage was perceived by 30% of the retired and in 2011 this share increased to 43%.

Table 106. The perception of PIA users of the economic and social benefit provided by Internet according to the Project target groups (the survey of PIA users)

Monitoring indicator: <b>7A. The benefit received by users and its perception</b>								
Instrument: <i>the survey of PIA users</i>								
Result: the share of PIA users who indicated social and/ or economic benefit provided by Internet (%)								
		2008	→	2009	→	2010	→	2011
Total	Social	50%↑	→	42%↑	→	52%↑	→	35%↑
	Economic	30%↓	→	21%↓	→	30%↓	→	16%↓
The retired	Social	30%↑	→	37%↑	→	43%↑	→	43%↑
	Economic	21%↓	→	14%↓	→	17%↓	→	11%↓
The disabled	Social	49%↑	→	40%↑	→	45%↑	→	40%
	Economic	30%↓	→	20%↓	→	25%↓	→	13%↓
The unemployed	Social	37%↑	→	40%↑	→	41%↑	→	35%↑
	Economic	25%↓	→	27%↓	→	27%↓	→	18%↓
		2008	→			2011		
Total	Social	50%↑	→			35%↑	-15%	
	Economic	30%↓	→			16%↓	-14%	
The retired	Social	30%↑	→			43%↑	+13%	
	Economic	21%↓	→			11%↓	-10%	
The disabled	Social	49%↑	→			40%↑	-9%	
	Economic	30%↓	→			13%↓	-17%	
The unemployed	Social	37%↑	→			35%↑	-2%	
	Economic	25%↓	→			18%↓	-7%	
<b>Outcome (2008-2011): the perception of the retired of the social benefit enhanced</b>								

The perception of the benefits of using PIA in libraries was similar among all age groups. All PIA users felt that they were receiving more social, rather than economic, benefit while using PIA.

In terms of the evaluation of economic benefit by older PIA users and considering the data of the qualitative studies of 2009-2010 with PIA users, it can be assumed that the worse evaluation of economic benefit of using PIA by older PIA users was related to a greater sensitivity of this group in terms of e-

commerce. According to the research data of 2009-2010 with PIA users, older respondents, especially seniors, expressed distrust of the activities related to e-commerce (e.g., e-banking, buying goods/services online), thus, an assumption can be made that the experience and perception of this target group regarding the economic benefit of PIA was limited.

Table 107. The perception of PIA users of the economic and social benefit provided by Internet according to the age groups (the survey of PIA users)

Monitoring indicator: <b>7A. The benefit received by users and its perception</b>									
Instrument: <i>the survey of PIA users</i>									
Result: the share of PIA users who indicated social and/ or economic benefit provided by Internet (%)									
		2008	→	2009	→	2010	→	2011	
Total	Social	50%↑	→	42%↑	→	52%↑	→	35%↑	
	Economic	30%↓	→	21%↓	→	30%↓	→	16%↓	
15-24 y.o.	Social	51%↑	→	42%↑	→	51%↑	→	34%↑	
	Economic	31%↓	→	21%↓	→	30%↓	→	15%↓	
25-55 y.o.	Social	50%↑	→	42%↑	→	55%↑	→	35%↑	
	Economic	30%↓	→	24%↓	→	32%↓	→	18%↓	
55+ y.o.	Social	37%↑	→	39%↑	→	50%↑	→	39%↑	
	Economic	24%↓	→	16%↓	→	22%↓	→	11%↓	
		2008	→	2009	→	2010	→	2011	
Total	Social	50%↑	→	42%↑	→	52%↑	→	35%↑	-15%
	Economic	30%↓	→	21%↓	→	30%↓	→	16%↓	-14%
15-24 y.o.	Social	51%↑	→	42%↑	→	51%↑	→	34%↑	-17%
	Economic	31%↓	→	21%↓	→	30%↓	→	15%↓	-16%
25-55 y.o.	Social	50%↑	→	42%↑	→	55%↑	→	35%↑	-15%
	Economic	30%↓	→	24%↓	→	32%↓	→	18%↓	-12%
55+ y.o.	Social	37%↑	→	39%↑	→	50%↑	→	39%↑	+2%
	Economic	24%↓	→	16%↓	→	22%↓	→	11%↓	-13%
<b>Outcome (2008-2011): the perception of the benefit is decreasing in all age groups</b>									

#### THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

##### The results of qualitative studies of 2008-2011

Differently from the data of the quantitative studies, in terms of the perception of the social and economic benefit of PIA in general, according to the data of the qualitative studies of 2008-2011 with PIA users, PIA users perceived the benefits provided by PIA broader and broader during the Project implementation period (the perception of social benefit of PIA was expanding in particular). While comparing the data of the qualitative studies of 2008-2012 with PIA users, dynamics regarding the perception of users of PIA and the benefit of information technologies to individuals that took place during the four years could be recorded. When the Project started, PIA users emphasized the economic benefit of information technologies and PIA the most. In 2009, this perception changed. Economic benefit became unessential and the research representatives emphasized the social benefits of information technologies and PIA the most – the opportunity to communicate and the availability of information. During the Project implementation, the perception of PIA users regarding social and economic benefits of information technologies and PIA to individuals and the community was expanding gradually and research representatives indicated more varied forms in which these benefits were expressed. For example, it provided the opportunity to share practical experience, consult regarding various topics, increased the self-esteem of the representatives of specific social groups, ensured equal opportunities to reach information and services, irrespectively from the place of residence (urban/ rural), income and other factors. Wider perception of the benefits provided by information technologies was also illustrated by the change of the perception of the shapes of the economic benefit. In the beginning of the Project implementation in 2008-2009, economic benefit was perceived as saving money and time. In 2012, in addition to these two main forms, economic benefit was perceived as the opportunity to find a job, earn money, improve the economic status in other ways and the opportunity for personal development and improvement of qualification.

According to the data of the qualitative studies of 2008-2011 with PIA users, a tendency emerged that rural residents (who usually do not have opportunities to use Internet elsewhere) indicated more often than urban PIA users that using PIA in libraries expanded one's eyesight, encouraged to improve, use the latest technologies and boosted self-esteem and made the life more varied and more interesting ("Well, yes, we have computers in our village, it makes us proud of it" – the unemployed, 2008; "You feel that you are keeping up with life" – rural residents, 2009; "We are not living in a city, we don't have as much

entertainment, so you come to the library and socialize, use the computer and you feel better" – the unemployed, 2010; "To get to know more things, to learn about the world" – children from families at social risk, 2011).

#### 4.8.2. 7B. The Perception of the Libraries' Staff regarding the Benefit Provided by PIA to the Community

**Aimed meaning of the supervision indicator:** libraries' staff [perceives](#) the benefit provided by PIA to the community.

**Achieved meaning of the indicator:** libraries' staff [perceive](#) both social and economic benefit provided by PIA to the community.

##### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

While evaluating the benefit provided by PIA to the community, libraries' staff, just like the users, was asked to indicate which particular benefits, in their opinion, the community members received while using PIA in libraries.

In the opinion of the libraries' staff, the members of local community received both social and economic benefit, while using the Internet. However, social benefit of PIA usage, in their opinion, was greater than economic. This tendency of the opinion of libraries' staff did not change during the entire Project implementation period and was prevalent among both urban and rural libraries' staff.

Most of the libraries' staff indicated more active and more frequent communication between users and their friends and relatives and making the leisure time more varied as an undeniable benefit to the community.

Table 108. The perception of the libraries' staff regarding the PIA benefit provided to the community (libraries' staff)

Monitoring indicator: <b>7B. The perception of the PIA benefit provided to the community by libraries' staff</b>						
Instrument: <i>the survey of the libraries' staff</i>						
Result: the share of libraries' staff who indicated social and/ or economic benefit provided by the Internet to local community (%)						
		2009	→	2010	→	2011
Total	Social	43%↑	→	52%↑	→	43%↑
	Economic	16%↓	→	24%↓	→	17%↓
Urban	Social	42%↑	→	50%↑	→	41%↑
	Economic	17%↓	→	25%↓	→	19%↓
Rural	Social	44%↑	→	52%↑	→	44%↑
	Economic	15%↓	→	23%↓	→	16%↓
		2009	→	2011		
Total	Social	43%↑	→	43%↑	0%	
	Economic	16%↓	→	17%↓	+1%	
Urban	Social	42%↑	→	41%↑	-1%	
	Economic	17%↓	→	19%↓	+2%	
Rural	Social	44%↑	→	44%↑	0%	
	Economic	15%↓	→	16%↓	+1%	
Outcome (2008-2011): the perception of the benefit has not changed						

##### THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

###### The results of qualitative studies of 2008-2011

According to the data of the qualitative studies of 2008-2011 with libraries' staff, during the four years of Project implementation, the perception of libraries' staff of the benefit provided by PIA to local community changed slightly. Research participants emphasized social benefit provided by PIA more and

more: the opportunity to communicate with relatives and friends who were abroad online, more varied opportunities to spend free time, the opportunity to search for and find various information. During different researches with libraries' staff, the research participants named various social benefits provided by PIA, but, when evaluating tendencies, it could be noted that all these benefits generally related to the reduction of social exclusion (and its increasing importance, especially in rural areas) and the improvement of the quality of life. While using PIA, the users could not only communicate, spend free time and look for information, but also learn and improve due to practice and consultations. Meanwhile, the perception of the libraries' staff of the economic benefit provided by PIA remained the same during the entire Project implementation period – this benefit was taken for granted and was expressed in two main ways – saving money and time.

### 4.8.3. 7C. The Perception of Other Groups Interested regarding the PIA Benefit

**Aimed meaning of the supervision indicator:** groups interested perceive the benefit provided by PIA.

**Achieved meaning of the indicator:** groups interested perceive both social and economic benefit provided by PIA to individuals and communities.

#### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

While evaluating the benefit provided by PIA to local communities, libraries' directors also believed that the received social benefit was bigger than the economic one. Directors, like PIA users or libraries' staff, also tended to think that more active communication with friends, relatives and the opportunity to spend the free time in a more interesting way online made the greatest share of the social benefit.

According to the data of survey of the urban and rural libraries' directors, the opinion of directors regarding the benefit received by local communities while using PIA did not differ based on the fact, if the user was using PIA in an urban or a rural library. The perception of the benefit provided by PIA did not change among the directors during the entire Project implementation period.

Table 109. The perception of the benefit provided by PIA by other interested groups (the survey of directors)

Monitoring indicator: <b>7C. The perception of the benefit provided by PIA by other interested groups</b>						
Instrument: <i>the survey of libraries' directors</i>						
Result: the shares of directors who indicated social and/ or economic benefit provided by the Internet to local community (%)						
		2009	→	2010	→	2011
Urban	Social	44%↑	→	42%↑	→	43%↑
	Economic	14%↓	→	15%↓	→	15%↓
Rural	Social	43%↑	→	41%↑	→	43%↑
	Economic	13%↓	→	15%↓	→	16%↓
		2009	→	2011		
Urban	Social	44%↑	→	43%↑	-1%	
	Economic	14%↓	→	15%↓	+1%	
Rural	Social	43%↑	→	43%↑	0%	
	Economic	13%↓	→	16%↓	+3%	
Outcome (2008-2011): the perception of the benefit has not changed						

#### THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

##### The results of qualitative studies of 2008-2011

During the qualitative studies with libraries' staff, other interested groups were interviewed – experts<sup>88</sup>. Summarizing the data of the qualitative studies of the four years with libraries' staff, it can be claimed that no significant changes related to the perception of the benefit provided by PIA by experts were

<sup>88</sup> Experts of different level (national and municipalities' experts) who are involved in libraries' activities – representatives of national and local government and other internal or external experts.

recorded. Economic PIA benefit which was expressed through saving money and time, was emphasized by experts back in 2008 and this perception basically did not change during the Project implementation period. Meanwhile, based on the data of the qualitative researches of 2009-2011 with libraries' staff, the perception of experts about the social benefit provided by PIA became more specific during the Project implementation period, it was not as hypothetical and experts emphasized benefits provided by PIA through the prism of reducing social exclusion (emphasized when discussing rural areas in particular) and improving the quality of life and could name more benefits provided by PIA to both the community and separate individuals. During the qualitative research of 2011, experts indicated that PIA reduced social exclusion and discrimination by ensuring equal opportunities to reach information and services, independently from the place of residence (rural/ urban), income, age or other factors. It also provided equal opportunities to actively participate in the community life. PIA improved the quality of life through economic benefit which was expressed by saving time and money and it also provided an opportunity to communicate in a virtual environment, to use various services online and perform different operations faster and in a simpler way, to receive versatile and more objective information, to reach and use valuable sources of information which were physically hard to reach and, mentioned occasionally, made the job search easier.

## 4.9. 8. Supply and Usage of Relevant Content

### 4.9.1. 8A. The Number of Libraries Having Internet Websites

**Aimed meaning of the supervision indicator:** increased number of libraries having Internet websites.

**Achieved meaning of the indicator:** the number of libraries having Internet websites increased.

#### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

The number of libraries that have their individual Internet websites increased by 25% during the Project implementation period. During the first year of the Project implementation (2008), 130 libraries in the country had Internet websites. During the last year of Project implementation, 163 libraries in the country had Internet websites. The most of the new Internet websites of libraries started operating in 2011.

During the last year of the Project implementation, the same number of urban (80) and rural (83) libraries had Internet websites, however, bearing in mind that the factual number of rural libraries was greater than that of urban libraries, relative share of libraries having individual Internet websites was not the same in urban and rural areas.

Chart 145. The number of libraries having Internet websites (factual survey)

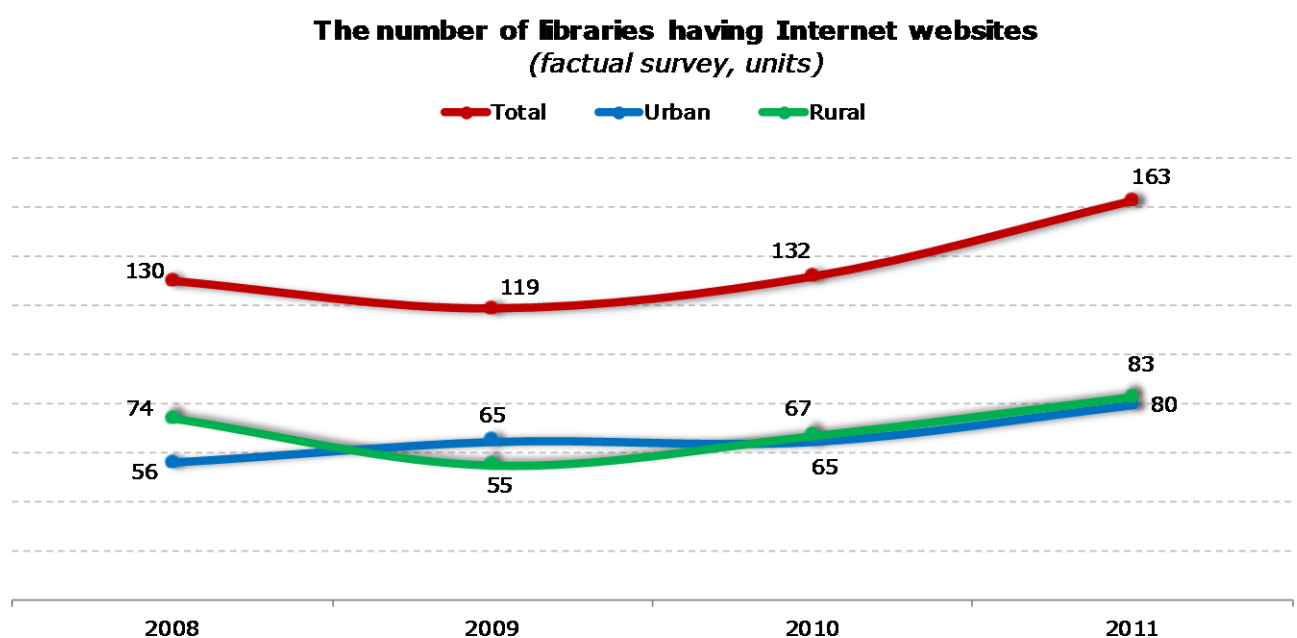


Table 110. The number of libraries having Internet websites (factual survey)

Monitoring indicator: <b>8A. The number of libraries having Internet websites</b>							
Instrument: <i>factual survey</i>							
Result: the number of libraries having Internet websites (units)							
	2008	→	2009	→	2010	→	2011
Total	130 100%	→ →	119 92%	→ →	132 102%	→ →	163 125%
Urban	56 100%	→ →	65 116%	→ →	65 116%	→ →	80 143%
Rural	74 100%	→ →	55 74%	→ →	67 91%	→ →	83 112%
	2008		→	2011			
Total	100%		→	125%			+25%
Urban	100%		→	143%			+43%
Rural	100%		→	112%			+12%
Outcome (2008-2011): the number of libraries having Internet websites increased							

When analyzing what share of urban and rural libraries had Internet websites, it was noticed that only a small share of rural libraries and many more urban libraries (slightly more than every third library) had individual Internet websites. During the last year of Project implementation (2011), 37% of urban and 8% of rural libraries had individual Internet websites. In total, 13% of libraries in the country had individual websites.

During the entire Project implementation period, the share of rural libraries having individual Internet websites almost did not change. The share of urban libraries having individual Internet websites increased by one tenth (in 2008-2012, 1% more rural and 10% of urban libraries have Internet websites).

Meanwhile, the qualitative studies of 2011 with both libraries' staff and PIA users revealed that rural libraries usually did not have individual Internet websites and information regarding rural libraries was placed in the website of a central library, rural wards or community ("We don't have the one of our own, we nestle against the community website", "Well, they showed it to me, but it's a village website, not a library website. They advertise the library there, but a website of the village is a website of a village" – rural residents, 2011).

Chart 146. The share of libraries having Internet websites (factual survey)

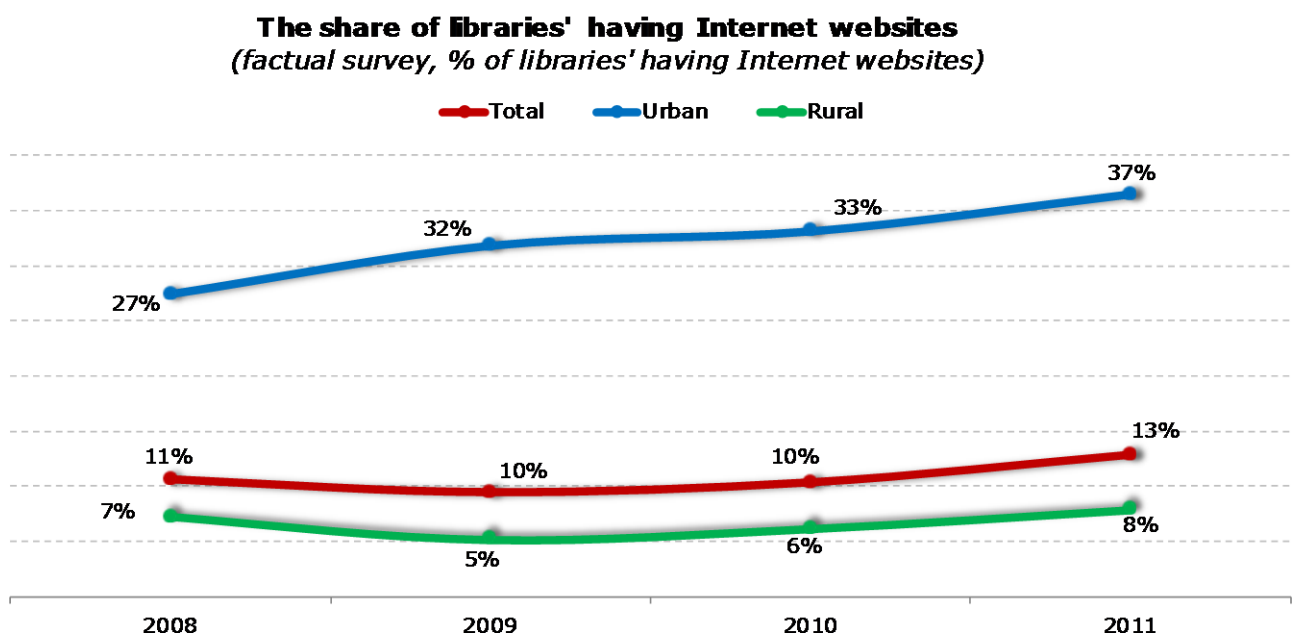


Table 111. The share of libraries having Internet websites (factual survey)

Monitoring indicator: <b>8A. The number of libraries having Internet websites</b>							
Instrument: <i>factual survey</i>							
Result: the share of libraries having Internet websites (%)							
	2008	→	2009	→	2010	→	2011
Total	11%	→	10%	→	10%	→	13%
Urban	27%↑	→	32%↑	→	33%↑	→	37%↑
Rural	7%↓	→	5%↓	→	6%↓	→	8%↓
	2008			→	2011		
Total	11%			→	13%		
Urban	27%↑			→	37%↑		
Rural	7%↓			→	8%↓		
							+2%
							+10%
							+1%

#### 4.9.2. 8B. New Content and Services in Libraries

**Aimed meaning of the supervision indicator:** new content and services are offered in libraries.

**Achieved meaning of the indicator:** new content and services are offered in libraries.

##### THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

The vast majority of the contents and services offered in libraries to residents are related to the opportunity to use PIA in libraries and its benefits. The extent of PIA usage by socially excluded residents in libraries has already been discussed in the report. The number of residents using PIA was also partly discussed (PIA or online databases).

Therefore, while introducing new content offered by libraries, the following aspects will be discussed in the report: the awareness of the opportunity to use PIA in the society, the usage of PIA, intentions to use this service provided by libraries in the next 6 months and the areas available online which libraries' staff encourage PIA users to use.

##### The awareness of the opportunity to use free of charge Internet in libraries

The awareness of the opportunity to use free of charge Internet in public libraries among the Lithuanian residents was growing gradually during the entire Project implementation period. During the first year of Project implementation (2008), 60% of Lithuanian residents heard of this opportunity. During the last year of Project implementation (2011), 82% of residents were informed about that.

The awareness of the opportunity to use free of charge Internet in public libraries generally did not differ between urban and rural residents. During the last year of the Project implementation, 82% of urban and 84% of rural residents knew about this opportunity.

Chart 147. The share of residents who are aware of the opportunity to use PIA in libraries according to the place of residence (the survey of residents)

**The share of residents who are aware of the opportunity to use PIA in libraries**

(the survey of residents; % of residents who are aware of PIA)

— Total — Urban — Rural

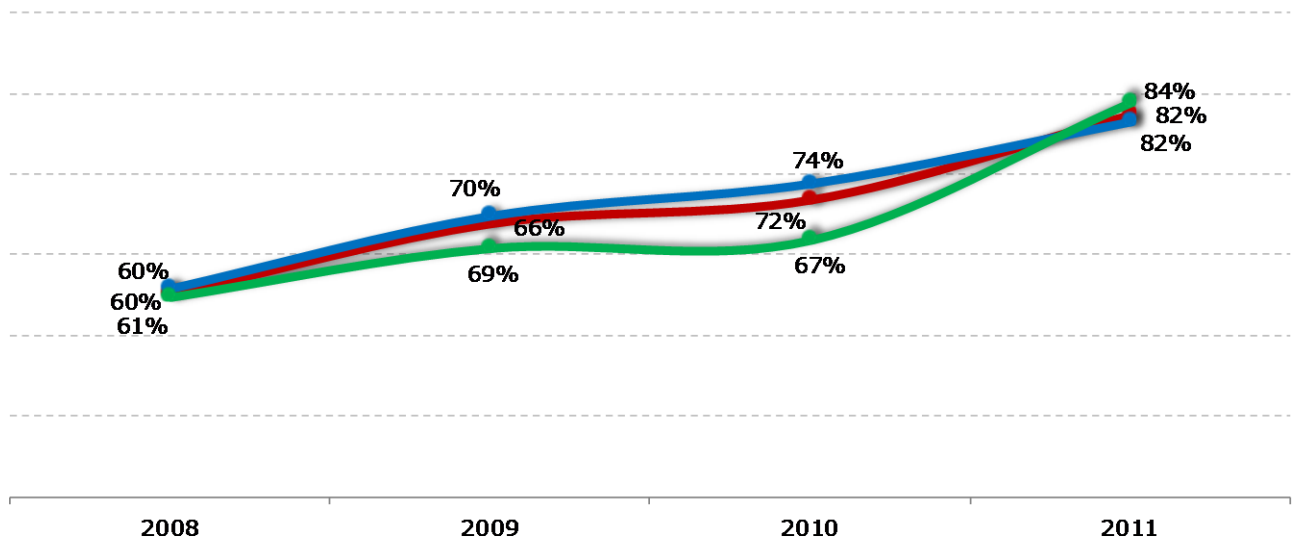


Table 112. The share of residents who are aware of the opportunity to use PIA in libraries according to the place of residence (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who are aware of the opportunity to use PIA in libraries (%)							
	2008	→	2009	→	2010	→	2011
Total	60%	→	69%	→	72%	→	82%
Urban	61%	→	70%	→	74%↑	→	82%
Rural	60%	→	66%	→	67%↓	→	84%
	2008	→					2011
Total	60%	→					82%
Urban	61%	→					82%
Rural	60%	→					84%
							+22%
							+21%
							+24%
<b>Outcome (2008-2011): the awareness of the opportunity to use free of charge Internet increased</b>							

On the other hand, socially excluded residents were aware of such opportunity less often than Lithuanian residents at an average. During the Project implementation period, slightly more of the unemployed and slightly less of the retired were aware of the opportunity to use the Internet for free. During the last year of the Project implementation (2011), all socially excluded residents were informed about the opportunity to use the Internet for free in libraries basically at the same level: 74% of the unemployed, 72% of the retired and 71% of the disabled were aware of this opportunity.

In comparison to the first year of the Project implementation (2008), the awareness of the opportunity to use the free of charge Internet in libraries increased the most among the retired (+36%). It increased by one fifth among the disabled (+21%) and by one fourth among the unemployed (+25%).

Chart 148. The share of residents who are aware of the opportunity to use PIA in libraries according to the Project target groups (the survey of residents)

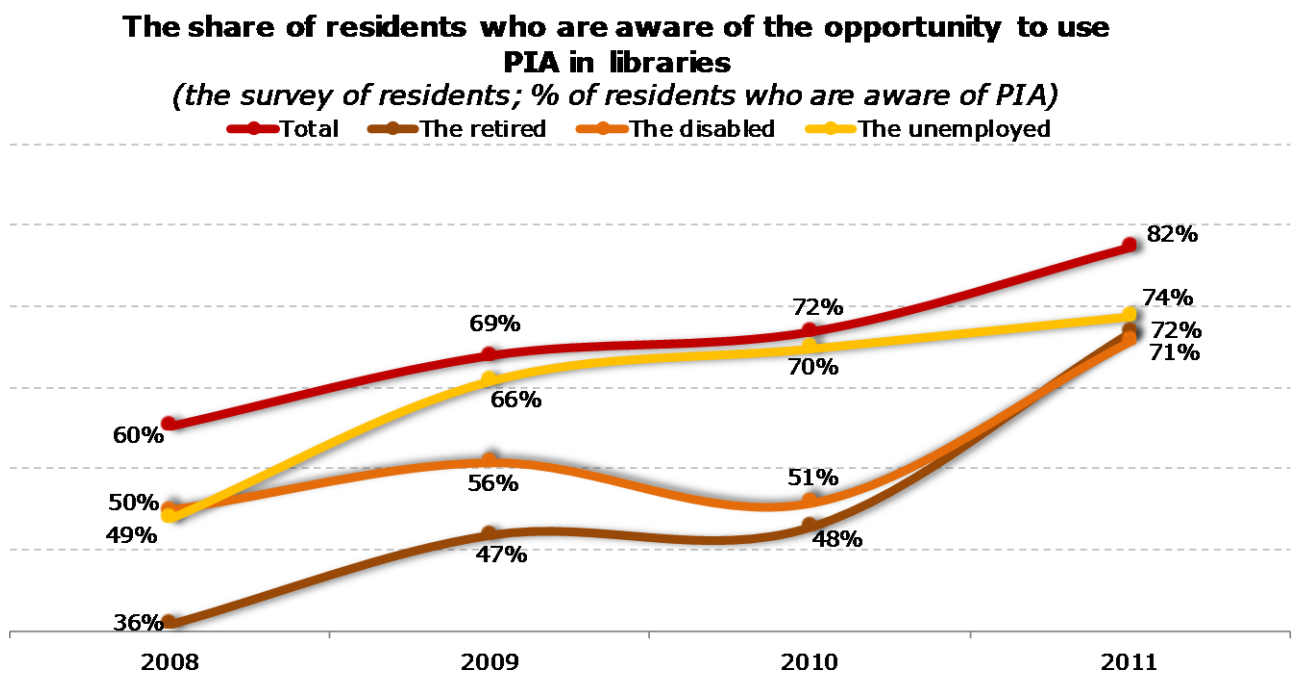


Table 113. The share of residents who are aware of the opportunity to use PIA in libraries according to the Project target groups (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who are aware of the opportunity to use PIA in libraries (%)							
	2008	→	2009	→	2010	→	2011
Total	60%	→	69%	→	72%	→	82%
The retired	36%	→	47%↓	→	48%↓	→	72%
The disabled	50%	→	56%	→	51%	→	71%
The unemployed	49%	→	66%↑	→	70%↑	→	74%
	2008	→			2011		
Total	60%	→			82%	+22%	
The retired	36%	→			72%	+36%	
The disabled	50%	→			71%	+21%	
The unemployed	49%	→			74%	+25%	
Outcome (2008-2011): the awareness of the opportunity to use free of charge Internet increased							

The youth is informed about the opportunity to use the Internet in libraries for free the best and people of older age and the retired are informed the least. For example, during the last year of the Project implementation (2011), 93% of the youth, 83% of residents of average age and 74% of older and retired residents were aware of this opportunity.

The level of information of all resident groups regarding free of charge PIA in libraries was growing gradually during the entire Project implementation period. The awareness of this opportunity increased among the older and retired PIA users the most. In 2008, less than every second (41%) resident of such age was aware of this opportunity. Meanwhile, in 2011, 74% of older or retired residents knew about the opportunity to use the Internet free of charge in libraries.

Chart 149. The share of residents who are aware of the opportunity to use PIA in libraries according to the Project target groups (the survey of residents)

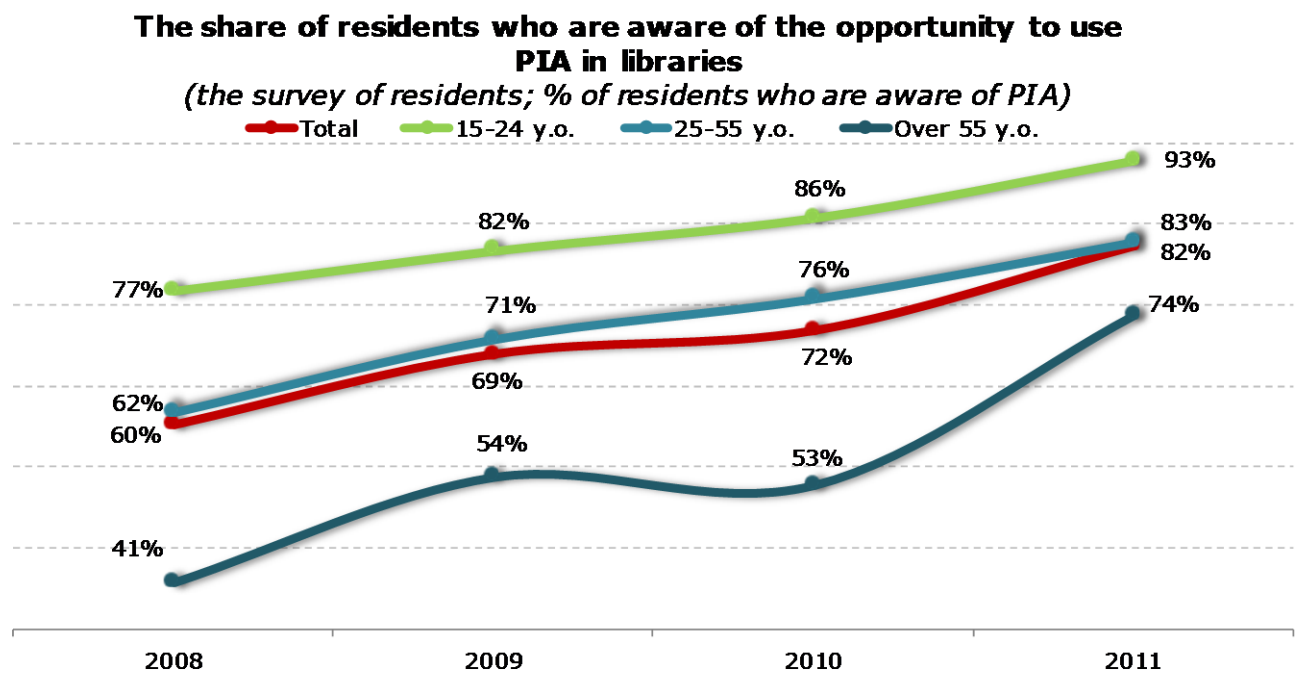


Table 114. The share of residents who are aware of the opportunity to use PIA in libraries according to the Project target groups (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who are aware of the opportunity to use PIA in libraries (%)							
	2008	→	2009	→	2010	→	2011
Total	60%	→	69%	→	72%	→	82%
15-24 y.o.	77%↑	→	82%↑	→	86%↑	→	93%↑
25-55 y.o.	62%	→	71%	→	76%	→	83%
55+ y.o.	41%↓	→	54%↓	→	53%↓	→	74%↓
	2008	→			2011		
Total	60%	→			82%	+22%	
15-24 y.o.	77%↑	→			93%↑	+16%	
25-55 y.o.	62%	→			83%	+21%	
55+ y.o.	41%↓	→			74%↓	+33%	
Outcome (2008-2011): the awareness of the opportunity to use free of charge Internet increased							

### The usage of free of charge PIA in libraries

Approximately every fifth resident has used PIA in libraries. In 2008, 19% of residents indicated that they had used PIA at least once, in 2009 and 2010 there were 20% of such residents and in 2011 – 23% residents. While evaluating the changes of PIA usage during entire Project implementation period in general, it can be claimed that the usage of this opportunity increased, even though very slightly.

The usage of PIA in urban and rural libraries basically did not differ and it did not change during the entire Project implementation period. Although it was noticed that this opportunity was used by a slightly greater share of rural, rather than urban, residents.

Chart 150. The share of residents who have used PIA according to the place of residence (the survey of residents)

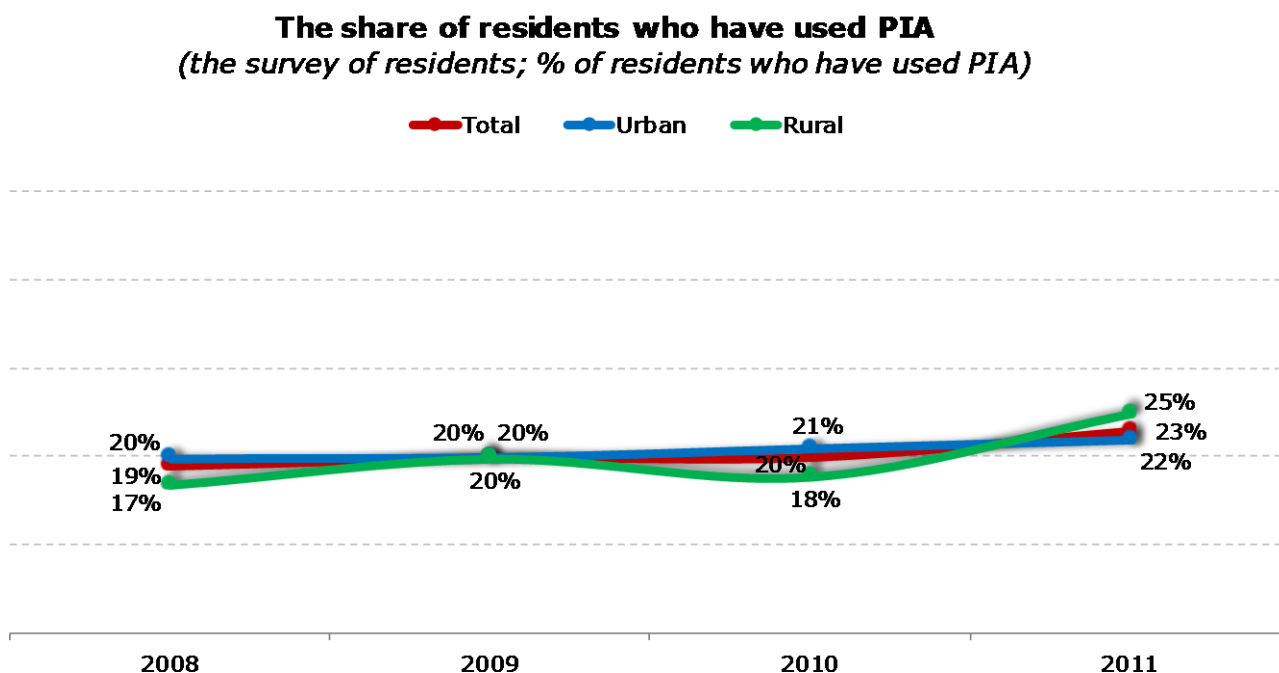


Table 115. The share of residents who have used PIA according to the place of residence (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who have used PIA (%)							
	2008	→	2009	→	2010	→	2011
Total	19%	→	20%	→	20%	→	23%
Urban	20%	→	20%	→	21%	→	22%
Rural	17%	→	20%	→	18%	→	25%
	2008		→	2011			
Total	19%		→	23%			+4%
Urban	20%		→	22%			+2%
Rural	17%		→	25%			+8%
Outcome (2008-2011): the usage of PIA increased slightly							

The greatest share of free of charge Internet users in libraries was among the youth and the smallest one – among older and retired residents. For example, during the last year of Project implementation, 53% of the youth and 8% of older residents used PIA in libraries. The usage of Internet for free in libraries increased slowly only among the youth 2008.

Chart 151. The share of residents who have used PIA according to the place of residence (the survey of residents)

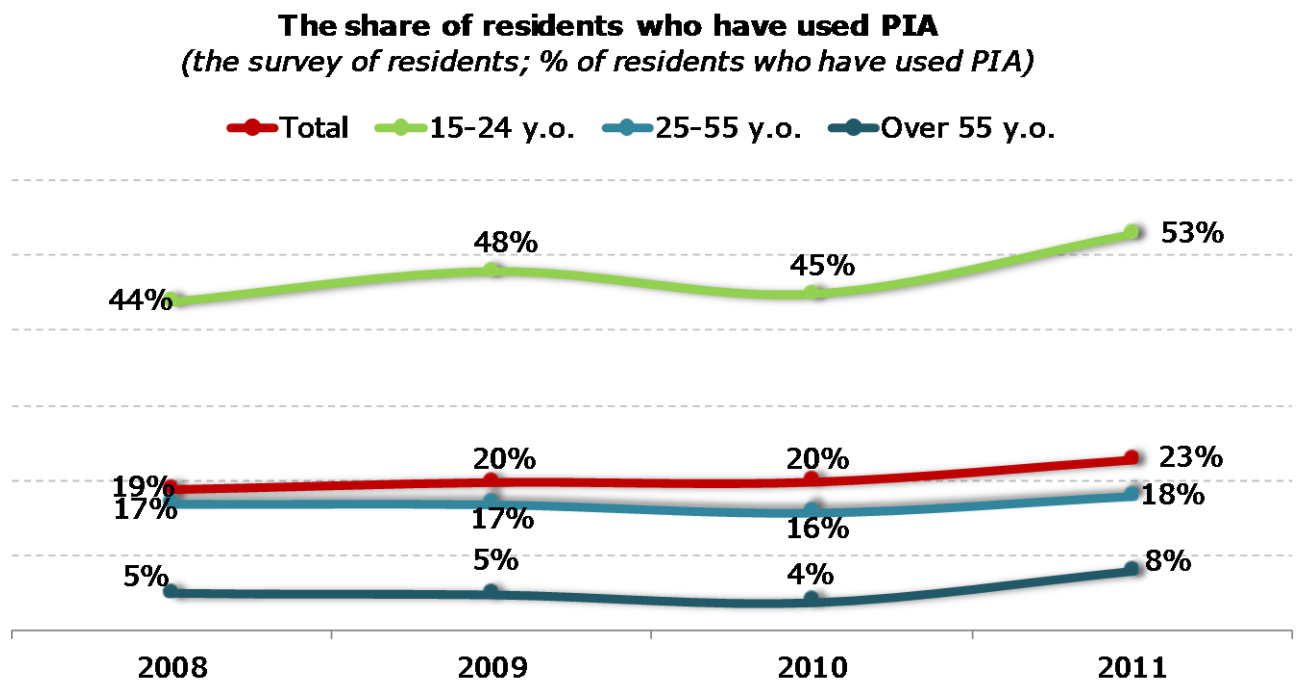


Table 116. The share of residents who have used PIA according to the place of residence (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who have used PIA (%)							
	2008	→	2009	→	2010	→	2011
Total	19%	→	20%	→	20%	→	23%
15-24 y.o.	44%↑	→	48%↑	→	45%↑	→	53%↑
25-55 y.o.	17%	→	17%	→	16%	→	18%
55+ y.o.	5%↓	→	5%↓	→	4%↓	→	8%↓
	2008	→			2011		
Total	19%	→			23%	+4%	
15-24 y.o.	44%↑	→			53%↑	+9%	
25-55 y.o.	17%	→			18%	+1%	
55+ y.o.	5%↓	→			8%↓	+3%	
Outcome (2008-2011): the share of residents who have used PIA (more among the youth)							

### The usage of free of charge PIA in libraries

In the next half a year, free of charge Internet in libraries is intended to be used by a slightly smaller share of residents than residents who used this service in 2011. In general, it was noticed that the share of residents intending to use PIA was slightly decreasing each year. In 2008, free of charge Internet was intended to be used in the next half a year by 18% of residents. Meanwhile, in 2011, 14% of residents claimed these kind of intentions.

Although the intentions of urban and rural residents to use this opportunity provided by libraries did not differ significantly, it was noticed that in 2009 and 2011 there were slightly more of those intending to use this service among rural residents.

Chart 152. The share of residents intending to use PIA in the next 6 months according to the place of residence (the survey of residents)

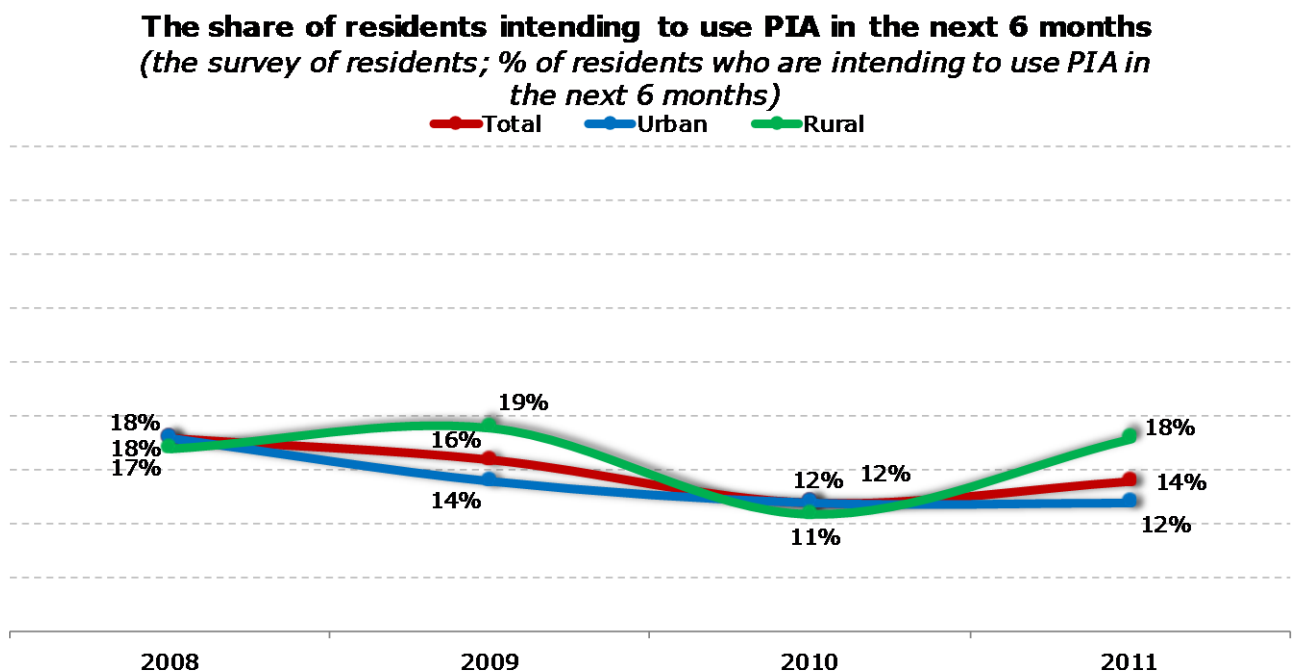


Table 117. The share of residents intending to use PIA in the next 6 months according to the place of residence (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>								
Instrument: <i>the survey of residents</i>								
Result: the share of residents intending to use PIA in the next 6 months (%)								
	2008	→	2009	→	2010	→	2011	
Total	18%	→	16%	→	12%	→	14%	
Urban	18%	→	14%↓	→	12%	→	12%↓	
Rural	17%	→	19%↑	→	11%	→	18%↑	
	2008			→			2011	
Total	18%			→			14%	-4%
Urban	18%			→			12%↓	-6%
Rural	17%			→			18%↑	-1%
<b>Outcome (2008-2011): intentions to use PIA are decreasing</b>								

While discussing the intentions of socially excluded residents to use free of charge Internet in libraries in the next 6 months, it was noticed that the least of people intending to use this service are among the retired and the intentions to use free of charge Internet in libraries basically did not differ from the intentions of residents not attributed to socially excluded groups.

No significant changes in the intentions of the socially excluded residents to use the free of charge Internet in libraries in the next 6 months were recorded during the Project implementation. In the end of 2011, 14% of the unemployed, 13% of the disabled and 8% of the retired had intentions to use PIA in libraries in the next 6 months.

Chart 153. The share of residents intending to use PIA in the next 6 months according to the Project target groups (the survey of residents)

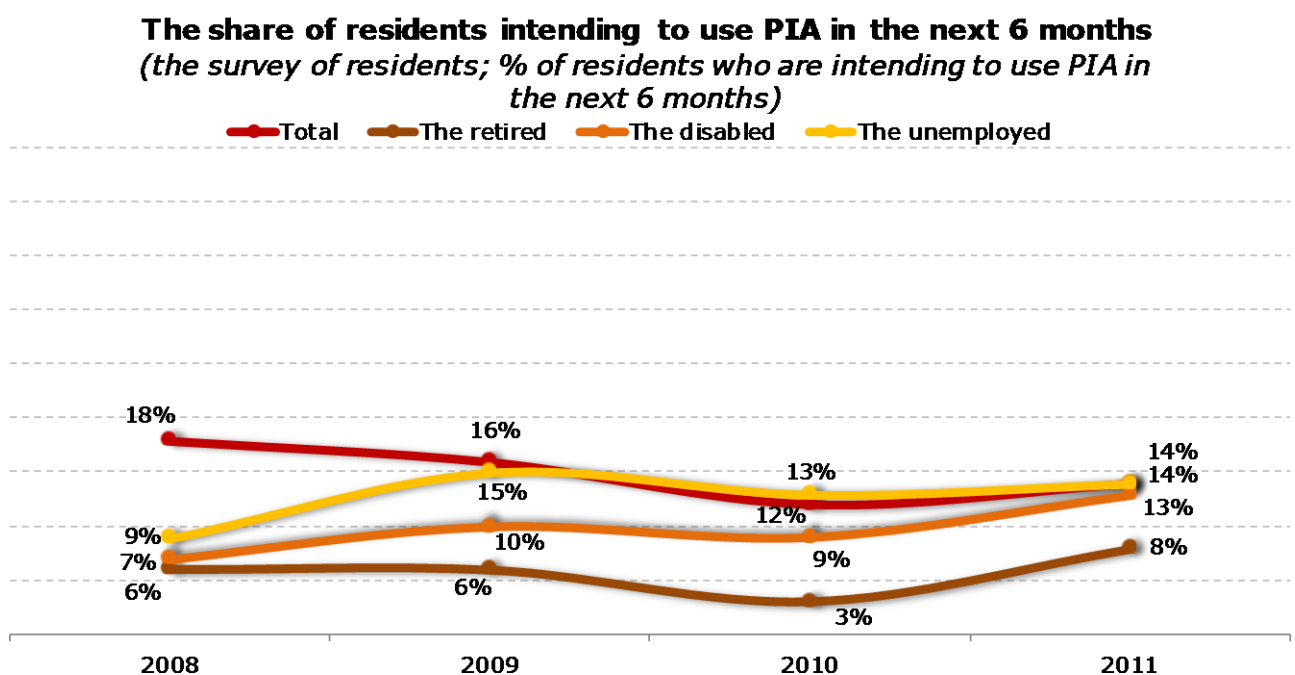


Table 118. The share of residents intending to use PIA in the next 6 months according to the Project target groups (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents intending to use PIA in the next 6 months (%)							
	2008	→	2009	→	2010	→	2011
Total	18%	→	16%	→	12%	→	14%
The retired	6%	→	6%↓	→	3%↓	→	8%↓
The disabled	7%	→	10%	→	9%	→	13%↑
The unemployed	9%	→	15%↑	→	13%↑	→	14%↑
	2008	→			2011		
Total	18%	→			14%	-4%	
The retired	6%	→			8%↓	+2%	
The disabled	7%	→			13%↑	+6%	
The unemployed	9%	→			14%↑	+5%	
Outcome (2008-2011): intentions to use PIA did not change							

The youth is the best informed group of residents regarding the opportunity to use the free of charge Internet in libraries. There are the most people who had used this service among them and, respectively, there are the most of those intending to use this service in the next 6 months. Older and retired residents distinguish by the smallest share of those intending to use PIA in libraries.

No big changes among people of average and older age were recorded during the Project implementation period regarding the intentions to use free of charge Internet in the next half a year. However, the share of the youth intending to use the Internet in libraries in the next half a year changed significantly. For example, such intentions were indicated by the 39% of the youth in 2009, by only 24% of the youth in 2010 and by 34% of the youth in 2011.

Chart 154. The share of residents intending to use PIA in the next 6 months according to the age groups (the survey of residents)

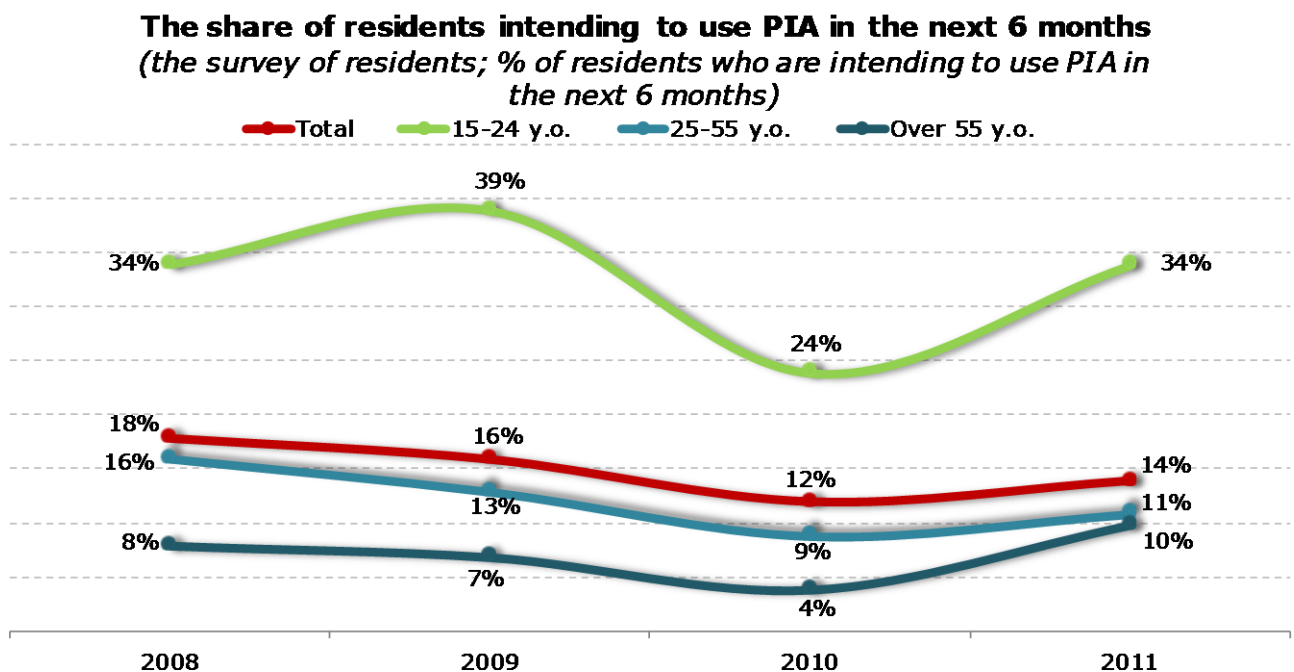


Table 119. The share of residents intending to use PIA in the next 6 months according to the age groups (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents intending to use PIA in the next 6 months (%)							
	2008	→	2009	→	2010	→	2011
Total	18%	→	16%	→	12%	→	14%
15-24 y.o.	34%↑	→	39%↑	→	24%↑	→	34%↑
25-55 y.o.	16%	→	13%	→	9%	→	11%
55+ y.o.	8%↓	→	7%↓	→	4%↓	→	10%↓
	2008		→		2011		
Total	18%		→		14%		-4%
15-24 y.o.	34%↑		→		34%↑		0%
25-55 y.o.	16%		→		11%		-5%
55+ y.o.	8%↓		→		10%↓		+2%
Outcome (2008-2011): intentions to use PIA did not change							

Another interesting aspect based on which the intentions of residents to use free of charge Internet in the next half a year can be analyzed is to evaluate the potential of new PIA users. In other words, to find out how many residents who had not used PIA before were intending to use this opportunity in the next half a year.

The opportunities to attract more new users who had not used PIA before to libraries are decreasing every year. For example, during the first year of the Project implementation (2008), 10% of residents who had not used this service before intended to start using it. In 2011, meanwhile, only 6% of residents who had not used this service before had such intentions. In addition to this, during the first year of the Project implementation (2008), rural residents had greater intentions to start using the service they had never used before (14%), rather than urban residents (9%). Meanwhile, during the last year of the Project implementation, the intentions to use new service did not change between urban (6%) and rural (5%) residents.

Chart 155. The share of residents intending to use PIA according to the place of residence (the survey of residents)

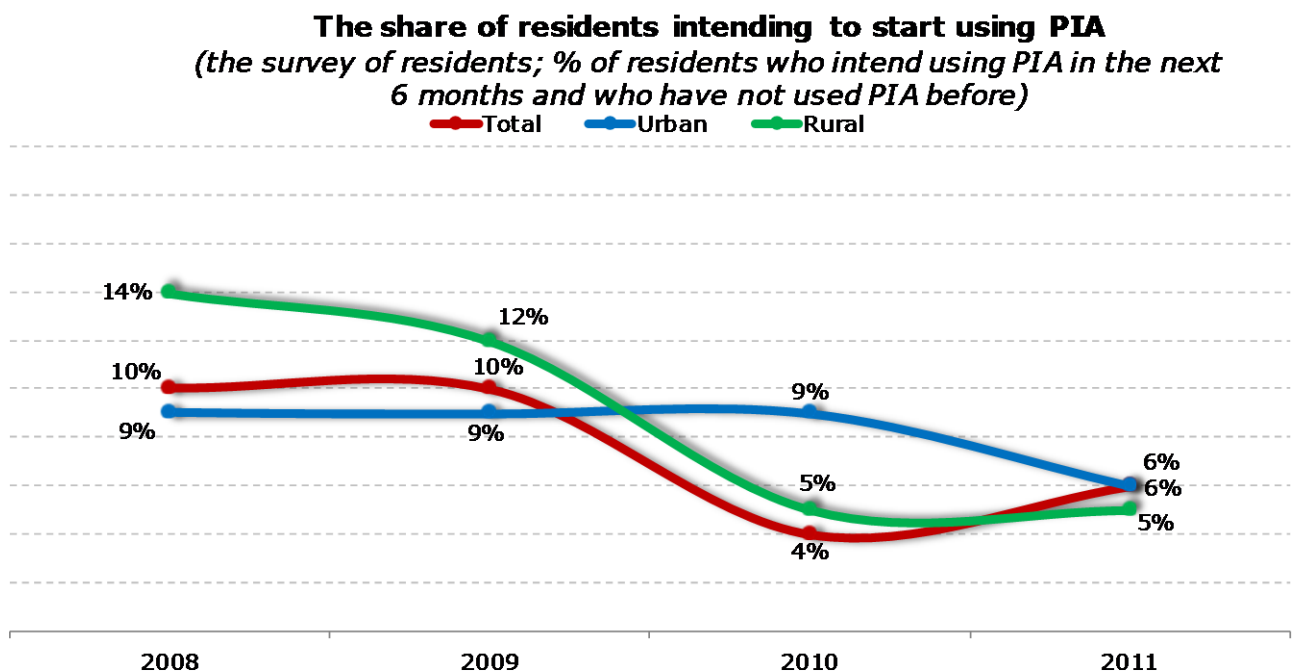


Table 120. The share of residents intending to use PIA according to the place of residence (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who had never used PIA before and who are intending to use it in the next 6 months (%)							
	2008	→	2009	→	2010	→	2011
Total	10%	→	10%	→	4%	→	6%
Urban	9%	→	9%	→	9%	→	6%
Rural	14%	→	12%	→	5%	→	5%
	2008		→	2011			
Total	10%		→	6%		-4%	
Urban	9%		→	6%		-3%	
Rural	14%		→	5%		-9%	
<b>Outcome (2008-2011): the potential of new users is decreasing</b>							

However, it is evaluated positively that the unemployed and the disabled who had not used the free of charge Internet in libraries had greater intentions to start using free of charge Internet in libraries than other resident groups. In 2011, 6% of Lithuanian residents who had never used this service before intended starting using it. The shares of the unemployed (10%) and the disabled (12%) having such intentions were double.

Chart 156. The share of residents intending to use PIA according to the Project target groups (the survey of residents)

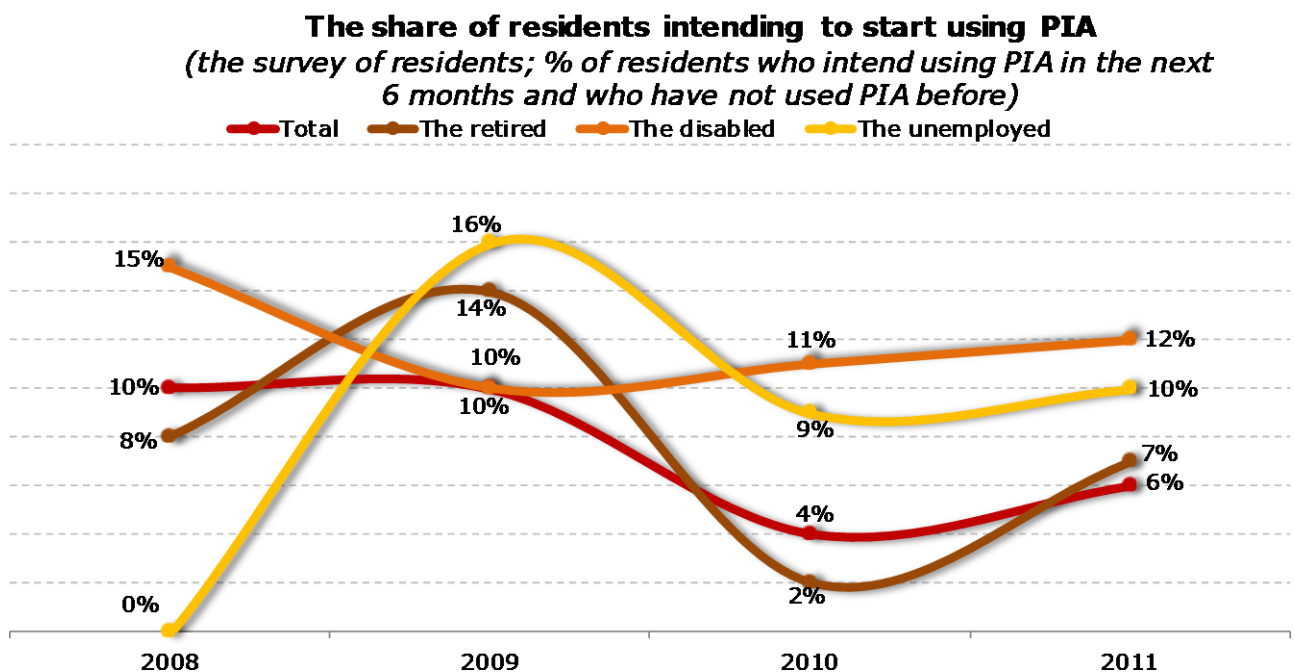


Table 121. The share of residents intending to use PIA according to the Project target groups (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who had never used PIA before and who are intending to use it in the next 6 months (%)							
	2008	→	2009	→	2010	→	2011
Total	10%	→	10%	→	4%	→	6%
The retired	8%	→	14%	→	2%↓	→	7%
The disabled	15%	→	10%	→	11%↑	→	12%
The unemployed	0%	→	16%	→	9%	→	10%
	2008		→	2011			
Total	10%		→	6%		-4%	
The retired	8%		→	7%		-1%	
The disabled	15%		→	12%		-3%	
The unemployed	0%		→	10%		+10%	
Outcome (2008-2011): the potential of new users in hard to reach target groups is not changing							

The potential of new PIA users decreased in all age groups. The greatest increase in the number of new users intending to start using this service diminished among the youth. In 2008, 16% of the youth had such intentions and only 7% of youth in 2011. In the end of 2011, 5% of residents of average age and 8% residents of older age expressed their intentions to start using this service in the next 6 months.

Chart 157. The share of residents intending to use PIA according to the age groups (the survey of residents)

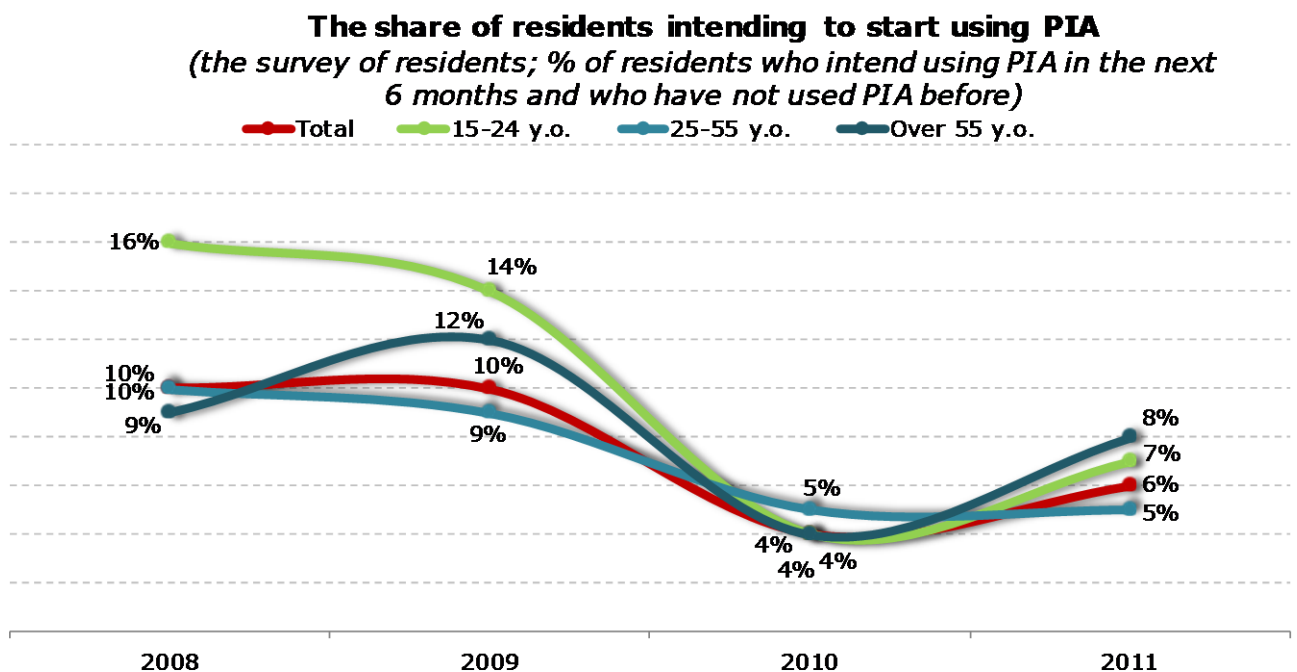


Table 122. The share of residents intending to use PIA according to the age groups (the survey of residents)

Monitoring indicator: <b>8B. New content and services in libraries</b>							
Instrument: <i>the survey of residents</i>							
Result: the share of residents who had never used PIA before and who are intending to use it in the next 6 months (%)							
	2008	→	2009	→	2010	→	2011
Total	10%	→	10%	→	4%	→	6%
15-24 y.o.	16%	→	14%	→	4%	→	7%
25-55 y.o.	10%	→	9%	→	5%	→	5%
55+ y.o.	9%	→	12%	→	4%	→	8%
	2008	→			2011		
Total	10%	→			6%	-4%	
15-24 y.o.	16%	→			7%	-9%	
25-55 y.o.	10%	→			5%	-5%	
55+ y.o.	9%	→			8%	-1%	
<b>Outcome (2008-2011): the potential of new users is decreasing</b>							

### Online resources which are encouraged to be used by PIA users

Considering during which year the online resources were used the most and during which year the libraries' staff encouraged PIA users to use online resources the most, it was noticed that, during all the years, users were continuously encouraged the most to use online resources for economic activity. However, bearing in mind that the vast majority of PIA users tend to spend their free time using the Internet for looking for entertainment and cultural information, for communicating with friends and relatives or looking for work even without being encouraged to do so, the strategy of encouraging the usage of online resources was slightly changed during the Project implementation period. The activities that were already performed often were encouraged to be used less often (usually, social activities), and the online resources generally used less often by residents were encouraged to be used more often. These online resources included online resources for economic activities, the services of e-government and looking for health related information online.



## *THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES*

### ***The results of the qualitative researches of 2008-2012***

According to the data of the qualitative researches of 2008-2011 with libraries' staff and PIA users, the novelties introduced in libraries were of a continuous nature and were implemented during different periods of the entire implementation period of the project "Libraries for Innovation". In four years, new content and services emerged in libraries were associated by the participants of the researches of 2009-2011 to the emergence of modern services and the activities of the project "Libraries for Innovation".

The main changes in the services provided by libraries listed by the participants of the researches of 2009-2011 are the following:

- Enhanced technical base of libraries:
  - New PIA points were established in urban and rural libraries.
  - Libraries were provided with new information technologies and various supplements.
- Libraries started providing modern services: printing, scanning and copying.
- Internet speed improved.
- Wireless Internet was introduced in libraries.
- The skills of libraries' staff strengthened and their competence increased due to the trainings organized due to the Project.
- The service of libraries' visitors improved:
  - Visitors were served quicker and in a more professional manner.
  - Libraries' staff started consulting libraries' staff regarding various issues related to the usage of a computer or online resources.
- Premises of some of the libraries were renovated.
- An opportunity to order books from other libraries is now available.

Most of these novelties emerged in 2009 and remained present during the entire Project implementation period. They were introduced gradually firstly in urban and then in rural areas. This, in turn, is related to the priorities of the Project activities (Project activities were more oriented towards urban libraries from 2009 and towards rural libraries from 2010).

According to the data of the qualitative study of 2011 with libraries' staff and PIA users, the novelties implemented during the Project implementation period were considered as useful to both libraries and users:

- The novelties served as advertising and promoted the library and improved its image and reputation in the community.
- Due to novelties, the authority and the importance of the library and its employees increased in the community.
- Novelties implemented were used as the grounds for getting required financial support for libraries from the municipalities.
- These novelties were reducing the social exclusion of individual groups and improved the quality of their life.
- Due to visitor clubs and groups in libraries, the library became an attractive social environment for visitors.
- Trainings and promotions on using online resources organized in libraries provided the opportunity for visitors to gain or improve various competences and simply save money and time.
- Due to novelties, the number of visitors in libraries increased significantly. The novelties introduced in libraries encourage communication, enhance the feeling of community, and modern services encourage the usage of traditional services as well.

While analyzing the evaluation of services provided in libraries, it is important to note that, in comparison to the data of the qualitative research of 2008 with libraries' staff to the data of the qualitative studies of 2009 and 2010, we can note a clear tendency that the perception of libraries' staff regarding the services

of libraries was changing during the Project implementation. According to the research data of 2008, libraries' staff emphasized traditional services while talking about libraries. Meanwhile, according to the data of the qualitative researches of 2009-2010, participants perceived modern services as an integral part of libraries' activities. This tendency was supported by the research of 2011 according to the data of which the distinction of services to modern or traditional was becoming not as important which, in turn, indicates the assimilation of modern services that took place during the Project implementation. Modern services merged with the spectrum of services provided by libraries and they became an integral part of a modern library.

### 4.9.3. 8C. Increased Scope of Local Content Online

**Aimed meaning of the supervision indicator:** increased scope of local content in libraries.

**Achieved meaning of the indicator:** the scope of local content in libraries increased.

#### THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

##### **The results of qualitative studies of 2008-2011**

Evaluating the changes that took place in libraries' websites, we can note the following tendency. During the Project implementation period, the perception of the libraries' staff and directors regarding the importance of libraries' websites was changing. In 2008, only a smaller share of the participants of a qualitative study with libraries' staff agreed that a website of a library is important for the survival and development of a library. Meanwhile, the participants of the qualitative study of 2011 with libraries' staff considered libraries' websites as important channels of communication having potential to attract new users.

The main changes implemented in libraries' websites during the Project implementation period include the renewal of the content of the websites and the creation of new columns and greater interactivity. Also, a tendency can be recorded that the collaboration of libraries with the service providers and institutions of the public sector enhanced in websites during the Project implementation period. During the qualitative research of 2008 with libraries' staff, an idea about the opportunity for libraries to collaborate and exchange information with the websites of municipalities and other institutions was introduced by the expert target group<sup>89</sup>. During the qualitative research of 2010 with libraries' staff, this idea was discussed as a *de facto* form of cooperation.

While comparing the data of the qualitative studies of 2009<sup>90</sup>-2012 with PIA users, it can be noted that there were no more significant changes related to libraries' websites and the topicalities remain the same: although libraries' websites were evaluated as a required channel of communication which shapes the image of the library and has potential to attract new users, nevertheless, most of the research participants did not visit or rarely visited libraries' websites. In such a way, the assumption made in the report of the qualitative study of 2010 with PIA users which claimed that a website is perceived as a hygienic factor – a required attribute which is taken for granted. Low frequency of visiting libraries' websites also indicates that libraries did not create unique additional value in their websites during the Project implementation which would increase the visits of libraries' websites.

It is also important to note that some libraries participated in the project organized by "Libraries for Innovation" in 2011 which was called "The Encouragement of the Cooperation between Libraries and Communities towards Creating Digital Content", during which libraries and the representatives of the communities were creating a digital story (video film) about a particular place or personal or cultural values. Creative groups made of the representatives of libraries and communities were provided with the technologies required for the creation of the digital content (video and photo camera) and participated in the trainings of the creation of digital content organized due to the Project, gained new skills (e.g., filming, taking photographs, film directing, installation, etc.). Digital content created during the Project was placed by some of the libraries in their websites and digital map of stories was created [www.grazitumano.lt](http://www.grazitumano.lt). The Project also enhanced a closer cooperation of libraries and communities. After the Project is over, some of the creative groups are continuing creating digital content, for example, they are making video recordings or taking photographs of the events created by communities, place the digital content in the websites of libraries and communities and also are planning to create follow ups of video stories.

<sup>89</sup> One of the target groups in qualitative research with libraries' staff was experts of different level (national and municipalities' experts) who are involved in libraries' activities – representatives of national and local government and other internal or external experts.

<sup>90</sup> There is no data in the report of the qualitative research of 2008 with PIA users regarding changed contents in libraries' websites.

## 4.10.9. Innovations Emerged in the Network of Libraries

### 4.10.1. 9A. Examples of Innovations that Emerged in Libraries due to the Project

**Aimed meaning of the supervision indicator:** novelties that emerged in the network of libraries.

**Achieved meaning of the indicator:** novelties emerged in the network of libraries and they are visible.

#### *THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES*

##### **The results of qualitative studies of 2008-2011**

According to the data of qualitative studies of 2008-2011 with libraries' staff and PIA users, the following innovations can be distinguished:

- Due to the Project, libraries' staff started consistently training libraries' visitors to become computer literate and encouraging them to use information technologies in other ways.
- More events were organized in order to attract both all libraries' visitors and specific, hard to reach target groups
- Libraries' visitors were created personal accounts which provided the opportunity to create and manage working environment in the computer, save documents, etc.
- Due to Project broadcastings, clubs and groups of libraries' visitors formed which, due to libraries, are continuing and developing their activities.
- Libraries started participating more actively in the publication and the development of other services of the public sector: collaboration in online population census and promoting the usage of the services of Sodra (State Social Insurance Fund Board of the Republic of Lithuania) and State Tax Inspectorate.
- The service of returning books at any time of the day was started to be provided in libraries by leaving the books in special boxes.
- Initiatives of charitable nature were started to be organized more actively in libraries.
- Libraries started initiating meetings with local government and politicians more actively.

Summarizing the data of the qualitative researches of 2008-2011 with libraries' staff and PIA users, it can be claimed that innovations that emerged in libraries due to the project "Libraries for Innovation" during the four years are basically integral part of new content and services in libraries and their benefit is also relevant to both libraries and their visitors.

## 4.11.10. Help Provided to Libraries' Staff

### 4.11.1. 10A. Technical Maintenance of Libraries

**Aimed meaning of the supervision indicator:** improved technical support in libraries.

**Achieved meaning of the indicator:** according to the data of the quantitative researches (surveys of libraries' staff and directors), technical support in libraries improved and based on the data of the qualitative research with libraries' staff technical support in libraries generally did not change.

#### *THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES*

When evaluating the technical support provided to libraries, the information was collected from two target groups during the researches of Project impact evaluation: libraries' staff and directors.

The opinion of libraries' staff regarding the technical support provided to libraries was very positive during the first year of Project implementation (2008) and basically did not change during the entire Project implementation period. The vast majority of employees working in both urban and rural libraries believed that technical support provided to libraries was sufficient. When the Project was heading towards the end, 92% of urban and 88% of rural libraries' staff believed that technical support provided is sufficient.

Chart 159. The evaluation of technical help provided to libraries (the survey of libraries' staff)

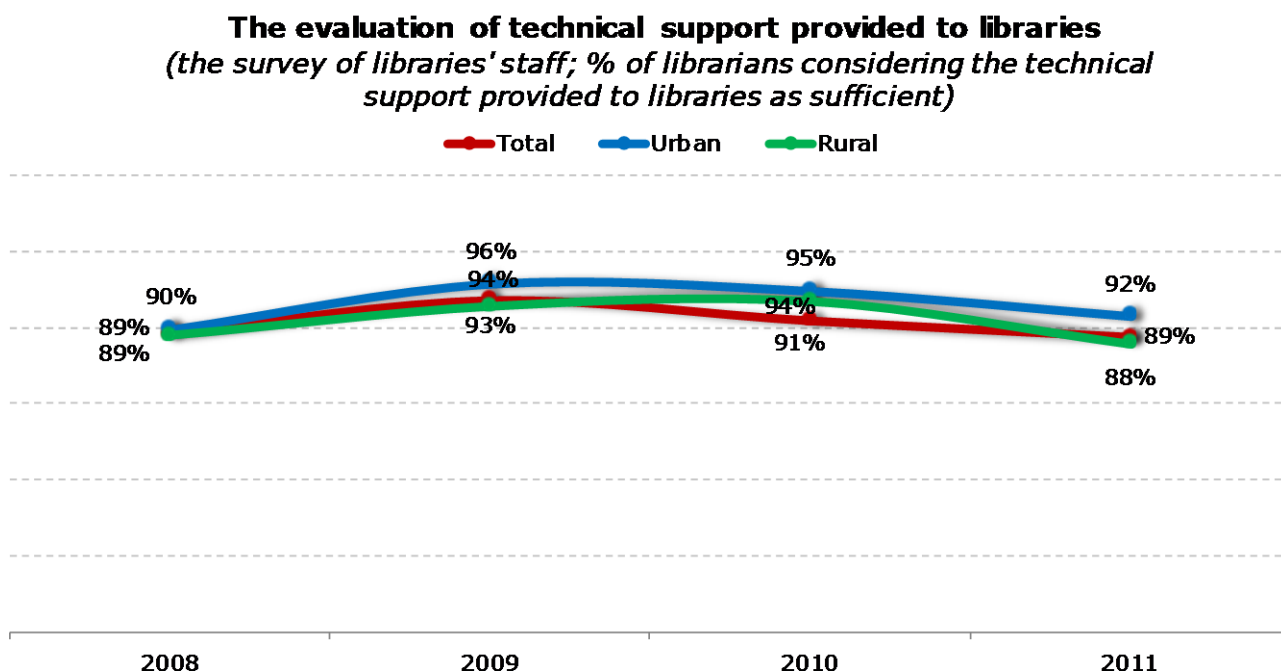


Table 124. The evaluation of technical help provided to libraries (the survey of libraries' staff)

Monitoring indicator: <b>10A. Technical support in libraries</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the share of libraries' staff considering the technical support provided to libraries as sufficient (%)							
	2008	→	2009	→	2010	→	2011
Total	89%	→	94%	→	91%	→	89%
Urban	90%	→	96%	→	95%	→	92%
Rural	89%	→	93%	→	94%	→	88%
	2008	→			2011		
Total	89%	→			89%	0%	
Urban	90%	→			92%	+2%	
Rural	89%	→			88%	-1%	
Outcome (2008-2011): the provision of technical support did not change, however, it is evaluated as sufficient by most of the libraries' staff							

The opinion of directors regarding the technical support provided to urban and rural libraries is slightly different. Almost all directors believe that technical support was sufficient during the entire Project implementation period in urban libraries. While evaluating the provision of technical support to rural libraries, directors believed that the provision of technical help to them was constantly improving during the Project implementation period. In 2008, only three out of four (75%) libraries' directors believed that rural libraries receive sufficient technical support. In the end of the Project implementation, 94% of libraries' directors believed that rural libraries received sufficient technical support as well. During the last year of the Project implementation, in the opinion of nearly all directors, both urban (98%) and rural (94%) libraries received sufficient technical support.

As opposed to the data of quantitative research, according to the data of the qualitative studies of 2008-2011 with libraries' staff, technical support provided to public libraries during the entire Project implementation period was evaluated as insufficient in both urban and rural libraries. This evaluation is obvious while discussing rural libraries which, according to the research participants, are usually served by the IT specialists from central libraries. The number of these specialists was generally evaluated as insufficient and, according to the research data of 2010, even as diminished in some areas due to reduction of staff and insufficient wages.

Chart 160. The evaluation of technical help provided to libraries (the survey of libraries' directors)

**The evaluation of technical support provided to libraries**  
 (the survey of libraries' directors; % of directors considering the technical support provided to libraries as sufficient)

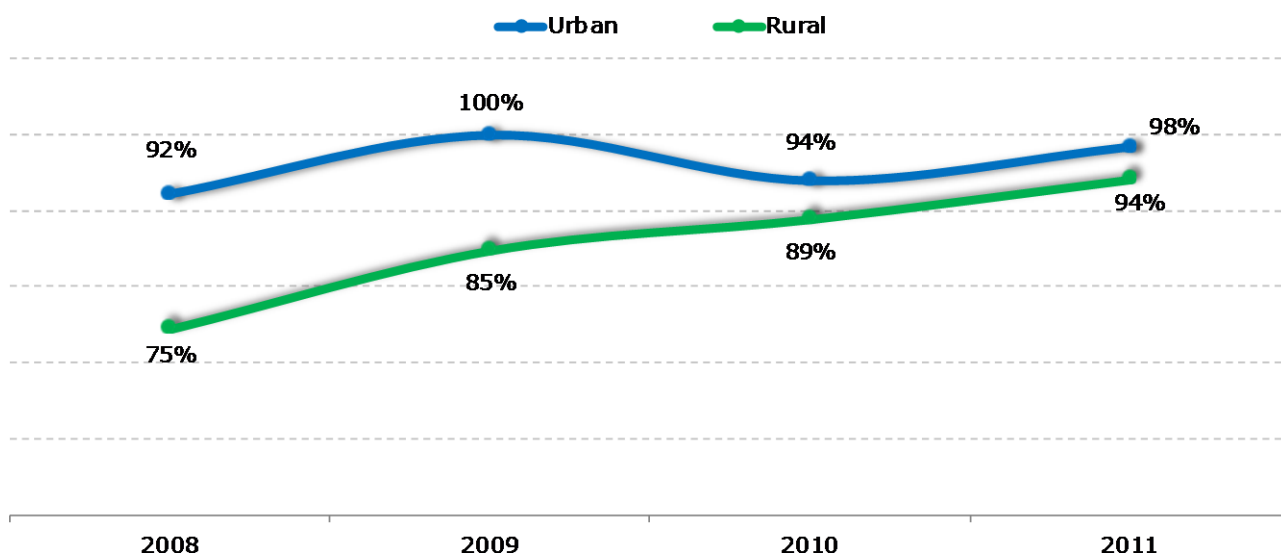
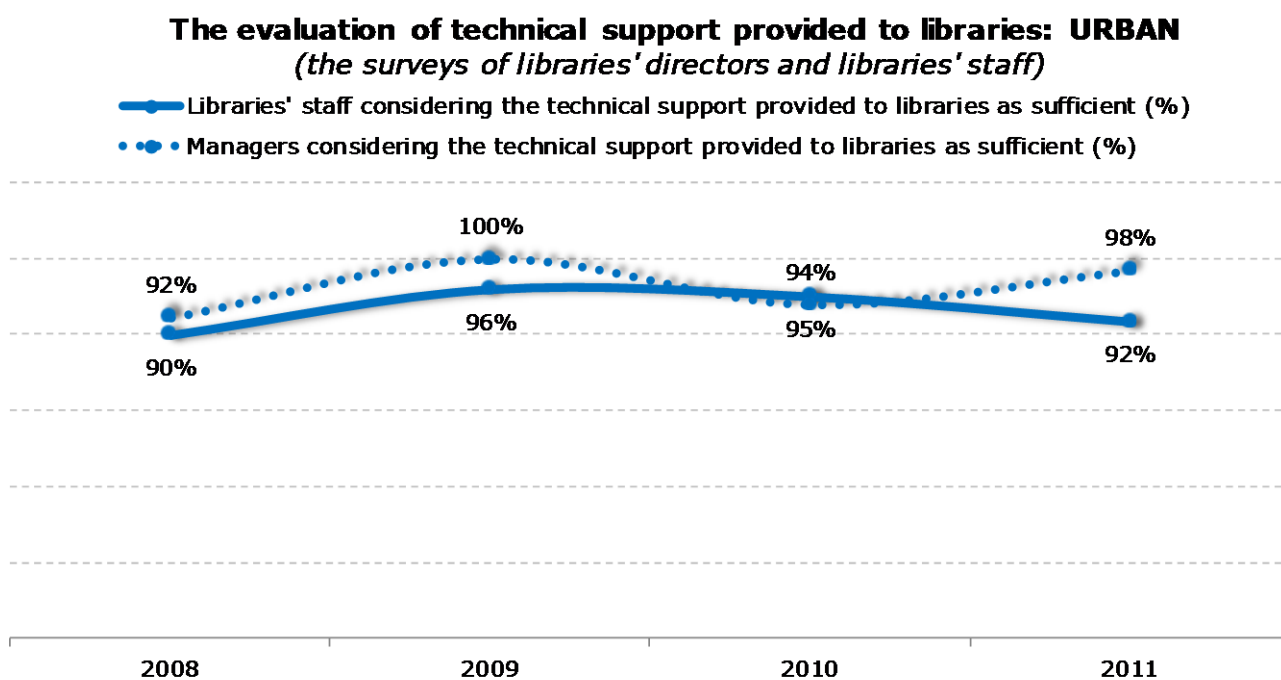


Table 125. The evaluation of technical help provided to libraries (the survey of libraries' directors)

Monitoring indicator: <b>10A. Technical support in libraries</b>							
Instrument: <i>the survey of libraries' directors</i>							
Result: the share of libraries' directors considering the technical support provided to libraries as sufficient (%)							
	2008	→	2009	→	2010	→	2011
Urban	92%↑	→	100%↑	→	94%	→	98%
Rural	75%↓	→	85%↓	→	89%	→	94%
	2008	→		→	2011		
Urban	92%↑	→		→	98%		+6%
Rural	75%↓	→		→	94%		+19%
<b>Outcome (2008-2011): the provision of technical support improved</b>							

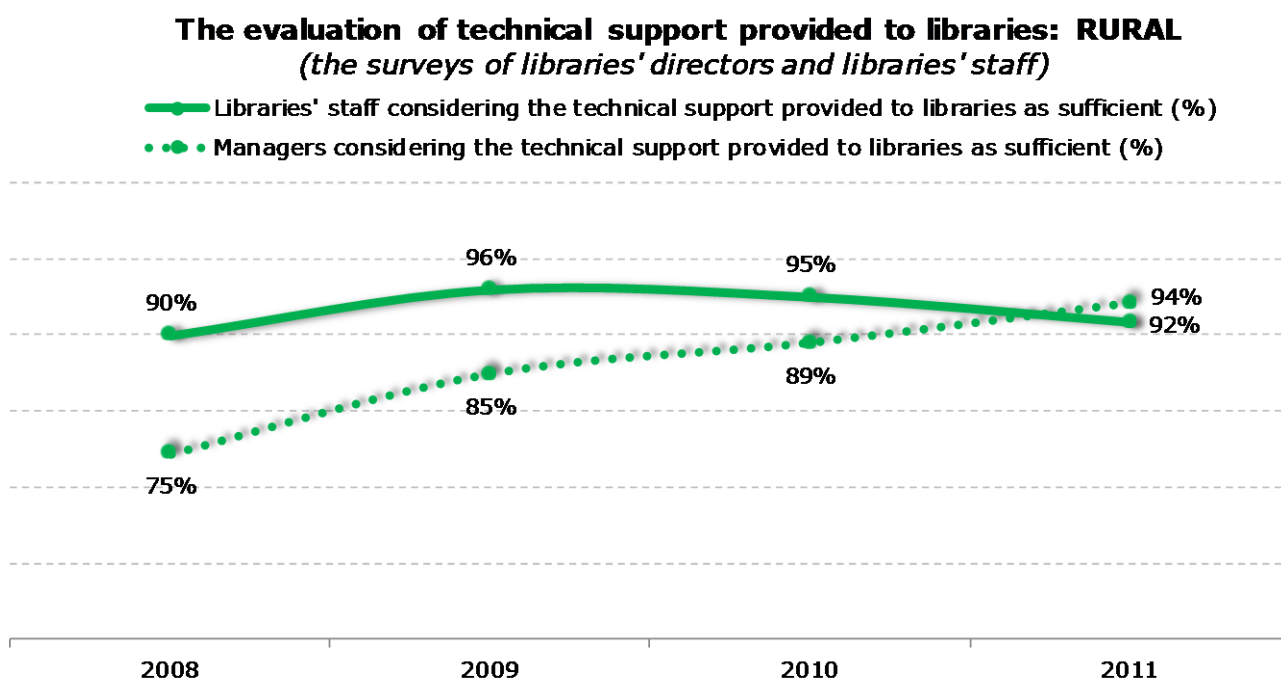
When comparing how the sufficiency of technical support to libraries was evaluated by two target groups – staff and managers – it was recorded that, in terms of the technical support provided to urban libraries, the opinions of directors and staff are generally the same. Most of the representatives of both target groups believed that urban libraries received sufficient technical support.

Chart 161. The evaluation of technical help provided to urban libraries (the survey of libraries' staff and directors)



However, in terms of the provision of technical support in rural libraries, it was noticed that the staff of rural libraries tend to evaluate the technical support received more positively than their directors. During the last year of the Project implementation (2011), the opinion of the staff (92%) and directors (94%) regarding the sufficiency of technical support provided to rural libraries was the same.

Chart 162. The evaluation of technical help provided to rural libraries (the survey of libraries' staff and directors)



## THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

### **The comparison of the results of the researches of 2008-2011**

Summarizing the results of the qualitative researches of 2008-2011 with libraries' staff, it can be stated that technical support for libraries remained unchanged and was evaluated as insufficient during the entire Project implementation period mainly due to a low number of IT specialists serving computers in libraries ("If something is wrong with the computer, we call the computer guy and he fixes, because we are really no specialists of any computer" – libraries' staff, 2009; "He was the only one in the beginning and he remained one, even though the workload increased a lot" – managers, 2010; "There are more than a hundred computers and only one person..." – directors, 2011).

#### **4.11.2. 10B. Methodical Help to Libraries' Staff**

**Aimed meaning of the supervision indicator:** improved methodical help to libraries' staff.

**Achieved meaning of the indicator:** methodical help to libraries' staff improved.

## THE ANALYSIS OF THE DATA OF QUANTITATIVE RESEARCHES

The same as evaluating the technical support provided to libraries, both libraries' staff and directors expressed their opinions while evaluating the methodical help to libraries' staff.

During the first year of the Project implementation (2008), 84% of libraries' staff believed that they receive sufficient methodical help. However, during the last year of the Project implementation, the share of staff believing so increased to 91%.

The opinion of urban and rural libraries' staff regarding the sufficiency of the methodical help provided to libraries' staff was the same in 2009-2011. However, during the first year of the Project implementation (2008), the methodical help provided to urban and rural libraries was evaluated differently. 80% of urban and 90% of rural libraries' staff believed that they received sufficient methodical help.

Meanwhile, there are no differences between the evaluation of the methodical help received by the representatives of urban and rural libraries, according to the data of the qualitative research data. Nevertheless, in terms of the evaluation of this help in general, according to the data of the qualitative researches of 2008-2011, libraries' directors started evaluating the methodical help received due to the Project very positively starting with 2009. Positive evaluation of the methodical help received remained there during the entire Project implementation period. According to the data of the qualitative researches of 2010-2011, libraries' staff started applying the methodical help received due to the Project more widely and actively – not only for training libraries' visitors and revising and renewing their skills, but also when solving various issues and answering different questions.

Chart 163. The evaluation of methodical help provided to libraries (the survey of libraries' staff)

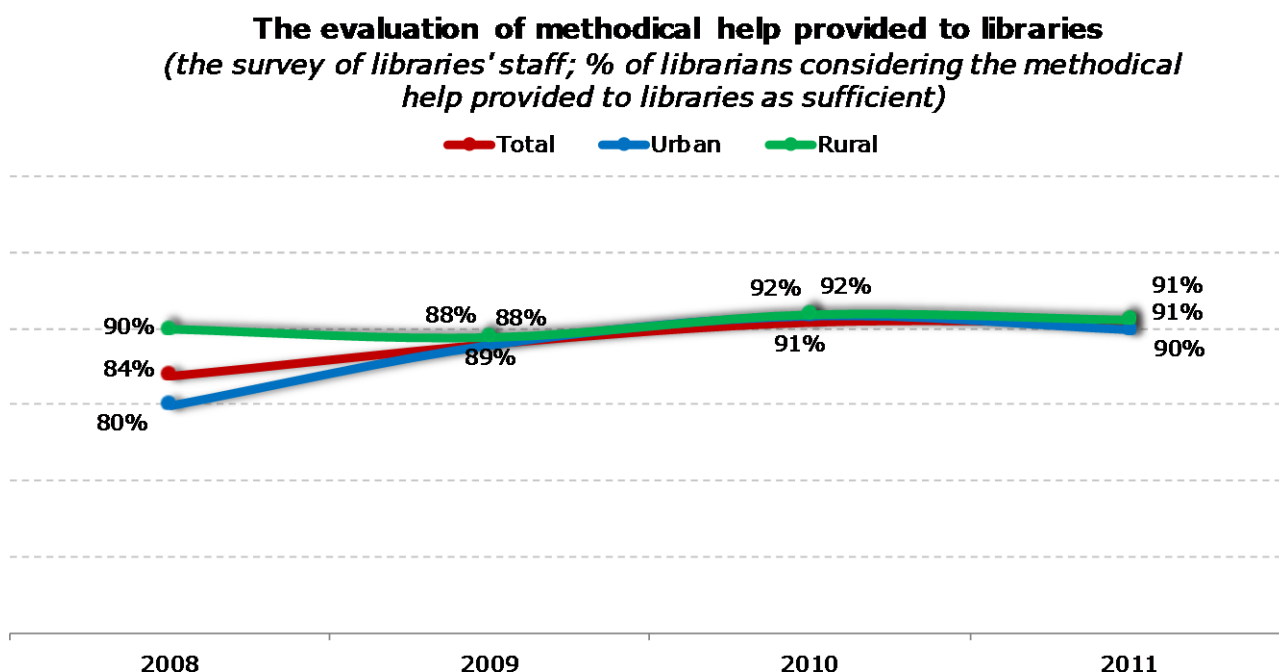


Table 126. The evaluation of methodical help provided to libraries (the survey of libraries' staff)

Monitoring indicator: <b>10B. Methodical help in libraries</b>							
Instrument: <i>the survey of libraries' staff</i>							
Result: the share of libraries' staff evaluating the methodical help to libraries as sufficient (%)							
	2008	→	2009	→	2010	→	2011
Total	84%	→	88%	→	91%	→	91%
Urban	80%↓	→	88%	→	92%	→	90%
Rural	90%↑	→	89%	→	92%	→	91%
	2008		→	2011			
Total	84%		→	91%		+7%	
Urban	80%↓		→	90%		+10%	
Rural	90%↑		→	91%		+1%	
<b>Outcome (2008-2011): the provision of methodical help improved (especially in urban libraries)</b>							

The opinion of directors, while evaluating the sufficiency of methodical help provided to urban and rural libraries' staff is also different. Most of the directors believe that nearly during the entire Project implementation period urban libraries' staff received more methodical help and methodical help to rural libraries was enhanced gradually every year. During the last year of the Project implementation, the provision of methodical help to urban (91%) and rural (90%) libraries, in the opinion of directors, equalled.

Chart 164. The evaluation of methodical help provided to libraries (the survey of libraries' directors)

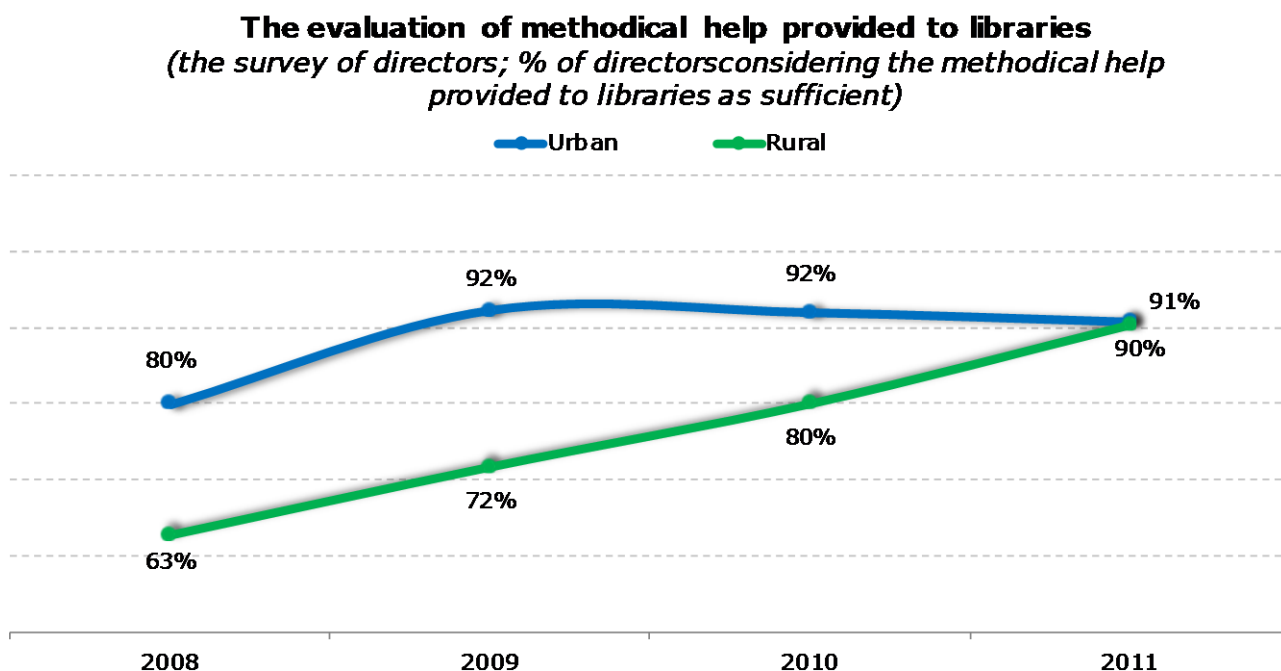


Table 127. The evaluation of methodical help provided to libraries (the survey of libraries' directors)

Monitoring indicator: <b>10B. Methodical help in libraries</b>							
Instrument: <i>the survey of libraries' directors</i>							
Result: the share of libraries' directors evaluating the methodical help to libraries as sufficient (%)							
	2008	→	2009	→	2010	→	2011
Urban	80%↑	→	92%↑	→	92%	→	91%
Rural	63%↓	→	72%↓	→	80%	→	90%
	2008		→	2011			
Urban	80%↑		→	91%		+11%	
Rural	63%↓		→	90%		+27%	
<b>Outcome (2008-2011): the provision of methodical help improved</b>							

Even if the opinion of urban libraries' directors and staff regarding the sufficiency of methodical help provided to urban libraries was the same during the entire Project implementation period, in terms of the sufficiency of such help to rural libraries, the opinion of rural libraries' staff and directors differed. Most of the rural libraries' staff believed that the sufficiency of methodical help was equally ensured during the entire Project implementation period and directors believed that the provision of methodical help to rural libraries' staff was being continuously increased during the entire Project implementation period.

When the Project was being finished, the opinions of libraries' staff and directors regarding the sufficiency of methodical help equalled while evaluating its sufficiency in both urban and rural libraries.

Chart 165. The evaluation of methodical help provided to urban libraries (the survey of libraries' staff and directors)

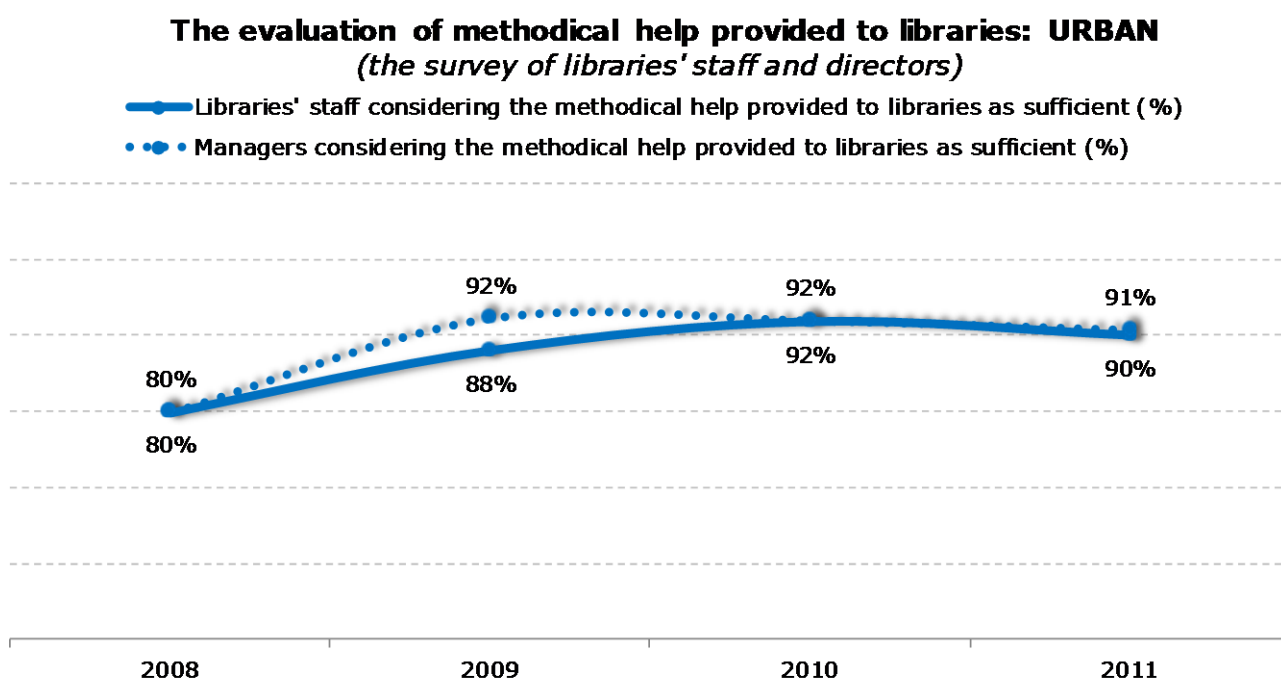
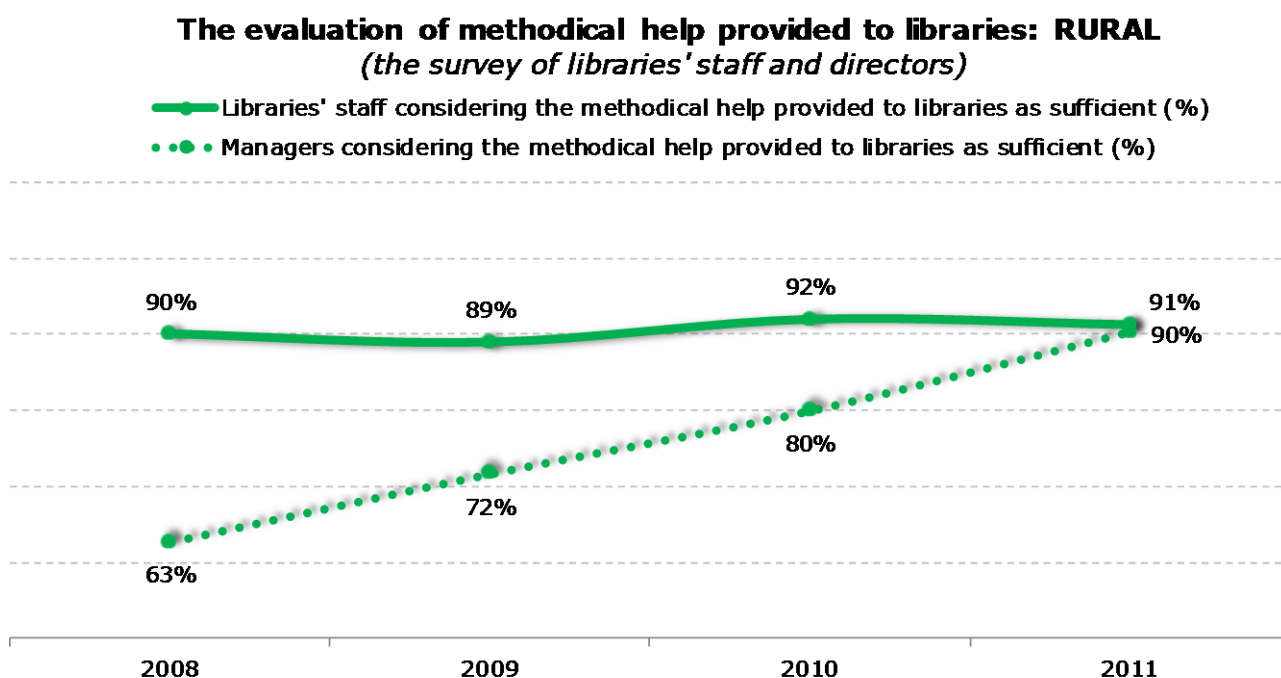


Chart 166. The evaluation of methodical help provided to rural libraries (the survey of libraries' staff and directors)



THE ANALYSIS OF THE RESULTS OF THE QUALITATIVE RESEARCHES

**The comparison of the results of the qualitative studies of 2008-2011**

While comparing the data of the research of 2008 and 2009-2011 with libraries' staff, it can be noticed that when the Project started the evaluation of methodical help received by libraries' staff changed

completely. Methodical help received before the project "Libraries for Innovation" was evaluated by libraries' staff and directors as formal and distant from everyday life by its contents and difficult to apply in practice (*"Well, all these things that were taught in some of the courses – some of them are applied in our libraries. For example, when they provide cases of foreign experience, they have different opportunities than we do"* – libraries' staff, 2008). Meanwhile, during the Project implementation, methodical help provided to libraries (various courses, trainings, for example, the public relations, advocacy, andragogy and computer literacy courses and also the material received during the trainings, textbooks, guidelines, video material, e.g., various short films) was evaluated positively by libraries' staff and directors as well-timed, high quality and useful for long-term usage (*"It's broader: how to use, how to learn, there are various links and recommendations"* – libraries' staff, 2009; *"Well, there is everything in there. They are simpler, easy to understand"* – libraries' staf, *"They are more effective than others. This material is prepared in a highly qualified manner"* – libraries' staff, 2010; *"The employees became braver, they increased qualification and the self-esteem was growing"* – libraries' directors, 2011).

## 5. Summary of the Achievements of Project Activities

During the Project implementation period, generally, the indicators of all Project tasks indicated progress or greater or smaller scope:

- ⇒ During the Project implementation period, the access and opportunities for users to use a computer and Internet enhanced. Both the number of libraries/ branches/ subdivisions and computerized PIA workstations increased (total number and number for 1000 residents). The opportunities to use free of charge wireless Internet improved as well. Slightly less obvious changes were recorded while evaluating the number of users per one PIA workstation and per one hour of the usage of one PIA workstation and the queues by PIA during the working hours. Although, according to the data of 2011, no significant progress was made, in comparison to the situation in 2008 (the number of users per one PIA workstation and the number of PIA users per one hour of PIA usage did not decrease and queues by PIA still exist), it is explained by the respectively increased number of registered users and the need to use PIA during the Project implementation. Nevertheless, it is important to note that the total number of registered users in the country is growing mainly not by attracting new PIA users to libraries that were providing this service before, but by attracting new users to libraries in which PIA was started to be provided as a new service. Bearing that in mind, it can be claimed that libraries should pay more attention to the publication of PIA in order to attract new users, especially to those libraries where the PIA service is not new.
- ⇒ During the Project implementation period, the skills and the motivation of libraries' staff to use the Internet were enhanced and the opportunities provided by these means were integrated into the work of libraries. Probably the best example confirming that is a fundamentally changed perception of the novelties by libraries staff. Information technologies are perceived as an integral part of the work of libraries' staff. Progress in this area is also testified by improved skills of the libraries' staff to use IT, online resources and e-services, knowledge and skills of safe online behavior and increased number of trained librarians and the number of librarians having experience of training/ consulting users and the number of hours intended for IT trainings of the libraries' staff. Unfortunately, the skills of libraries' staff requiring specific knowledge and skills and psychological knowledge to communicate with the media, government representatives and to serve users having special needs did not improve during the Project implementation period<sup>91</sup>.
- ⇒ The skills of the visitors of public libraries to use the computer and Internet improved during the Project implementation period as well. The number of hours intended for IT trainings of residents and the number of residents trained to use IT increased, the knowledge of PIA users how to use IT and how to behave safely online enhanced and the practice of PIA usage changed – the share of PIA users who considered the library to be the main Internet usage place increased in urban areas and the share of socially excluded PIA users and older PIA users who considered PIA to be the main Internet usage place grew as well. The progress is also well illustrated by the changed practice of senior PIA users. In the beginning of the Project (2008) seniors were considered to be one of the most sensitive people in terms of IT. During the Project implementation, they started learning to use and using information technologies and PIA.
- ⇒ During the Project implementation period, the access and the opportunities to use computers and Internet by specific, hard to reach target groups were improved as well as the perception regarding the opportunities to use these opportunities. The share of residents who did not have the opportunity to use the Internet either at home or at work diminished, meanwhile, the share of PIA users who had the opportunity to use the Internet in libraries only increased. Respectively, there were more and more promotions were organized to attract the representatives of hard to reach target groups during the Project implementation period (mostly due to the initiative of the Project). Although PIA is used by not a lot of the hard to reach residents in libraries, the hard to reach target groups do not have other alternatives to use the Internet and library is mostly the only place where they can use the Internet where they can use it free of charge. In terms of the preparation of libraries to serve the needs of the representatives of specific, hard to reach target groups, it was noticed that the social needs of these groups were satisfied by creating a favorable social space in libraries, however, unfortunately, libraries are still not ready to satisfy the needs of

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<sup>91</sup> The statement is grounded on the data of the qualitative studies with libraries' staff.

- disabled people. Most of the libraries are not adapted to be available to people having movement disabilities (no elevators or special entrances to libraries are present) and they do not have computers for people having sight disabilities.
- ⇒ The advocacy of libraries and, in turn, the need for libraries and PIA in them increased during the Project implementation. Both the opinion of PIA users and the perception of libraries by the general public was improving and becoming more positive. Meanwhile, the opinion of libraries' staff about libraries during the entire Project implementation period was positive at maximum. The improving evaluation of libraries was influenced by the novelties that took place during the Project: libraries were computerized, Internet was established, the service improved and the renovation of libraries' buildings was completed. Together with an improving evaluation of libraries, the number of visitors increased as well. Meanwhile, the perception of PIA users and libraries' staff regarding the mission of libraries widened during the Project implementation, it started to be related not only to education, information provision and socialization of the society, but also to the provision of novelties and the encouragement of their usage in the society.
  - ⇒ The opportunities of libraries to ensure local, regional and national funding and to receive financial support from sponsors basically did not change during the Project implementation period. Although funding intended for PIA increased and remained stable during the Project implementation period, the funding intended to libraries in general diminished. Respectively, the problem of insufficient remuneration for libraries' staff, the funds of books and the reduced number of subscribed press remained relevant in libraries. In the context of all that, stable PIA funding is evaluated as the major factor which compensated limited funding of traditional services and which determined the remaining popularity of libraries among visitors.
  - ⇒ The perception of the social and economical benefits of PIA in libraries was improved during the Project implementation period. Libraries' staff, PIA users and the representatives of other interested groups perceived the social benefits provided by PIA wider and wider during the Project implementation period – improving the quality of life by enriching leisure time, providing the opportunities to communicate online, providing the help while performing studies or education related purposes or providing the opportunities for self-improvement. Also, libraries' staff, PIA users and the representatives of other interested groups indicated that PIA provides the benefit of the reduction of social exclusion through the availability of information and the opportunity to participate in social life, independently from one's age, place of residence, income and other factors. The perception of libraries' staff and the representatives of interested groups about the economic benefit provided by PIA generally did not change – it is perceived as saving time and money. Meanwhile, the perception by PIA users of the economic PIA usage became even wider – the economic benefit of PIA is perceived not only as saving time and money, but also as an opportunity to find a job, earn money or improve one's economic status and improve qualification.
  - ⇒ The supply and usage of relevant digital content in libraries were expanded during the Project implementation period. Although the number of libraries' staff having individual self-administered Internet websites basically did not change during the Project implementation period, nevertheless, changes were implemented in existing websites of libraries which encompassed the renewal of contents and the creation of new headings and interactivity. During the Project implementation period, the cooperation of libraries with the providers of services and institutions from the public sector became more active in terms of Internet websites. Unfortunately, due to these innovations, PIA users did not start visiting Internet websites of their libraries.
  - ⇒ The awareness of the opportunity to use the Internet in libraries free of charge increased among the Lithuanian residents during the Project implementation. Meanwhile, new content created in libraries was recorded: technical base of libraries was enhanced (new PIA access points, new IT, accessories), modern services were started to be provided (printing, copying, and scanning), wireless Internet was established and the quality of Internet connection improved. Novelties introduced during the Project implementation period include improved service of libraries' visitors, consultations regarding the IT usage emerged and increased competency of the libraries' staff.
  - ⇒ The Project encouraged the emergence of innovations in libraries. The most emphasized innovation among all was the computer literacy courses for libraries' visitors.
  - ⇒ During the Project implementation period, mechanisms to help libraries' staff were created. Technical and methodical help provided to libraries due to the Project was evaluated positively during the Project implementation period.

## 6. The Lists of Tables and Charts

### 6.1. The List of Tables

Table 1. The summary of the Project tasks and monitoring indicators .....	15
Table 2. Statistical bias .....	24
Table 3. The share of libraries/ branches/ subdivisions providing PIA (factual survey) .....	26
Table 4. The share of libraries/ branches/ subdivisions providing PIA (the survey of libraries' staff) .....	27
Table 5. The number of computers intended for PIA (factual survey) .....	29
Table 6. The plans to create new PIA workstations (the survey of libraries' directors) .....	30
Table 7. The number of PIA hours for residents according to the place of residence (factual survey) .....	31
Table 8. The average weekly working hours of libraries' providing PIA (factual survey) .....	32
Table 9. The number of users using one PIA workstation (factual survey) .....	34
Table 10. The number of PIA users per one hour of usage of a PIA workstation (factual survey) .....	35
Table 11. Queues at PIA workstations during the working days (the survey of the libraries' staff) .....	36
Table 12. Queues at PIA workstations during the weekends (the survey of the libraries' staff) .....	37
Table 13. The number of registered PIA users (factual survey) .....	39
Table 14. The average number of registered PIA users in libraries (factual survey) .....	40
Table 15. The first usage of PIA in the library according to the place of residence (the survey of residents) .....	41
Table 16. The first usage of PIA in the library according to the age groups (the survey of residents) .....	42
Table 17. The first usage of PIA in the library according to the place of residence (the survey of PIA users) .....	43
Table 18. The first usage of PIA in the library according to research target groups (the survey of PIA users) .....	44
Table 19. The first usage of PIA in the library according to the age groups (the survey of PIA users) .....	45
Table 20. The number of PIA workstations for 1000 residents (factual survey) .....	46
Table 21. The share of libraries providing PIA through wireless connection (factual survey) .....	47
Table 22. The evaluation of the computer literacy skills of the libraries' staff (the survey of libraries' staff) .....	49
Table 23. The evaluation of the computer literacy skills of the libraries' staff (the survey of libraries' directors) .....	50
Table 24. The evaluation of the skills of libraries' staff to use the main computer programs (the survey of libraries' staff) .....	53
Table 25. The evaluation of the skills of libraries' staff to send an e-mail with a document attached (the survey of libraries' staff) .....	54
Table 26. The evaluation of the skills of libraries' staff to solve technical problems (the survey of libraries' staff) .....	55
Table 27. The evaluation of the public relations skills of the libraries' staff (the survey of libraries' staff) .....	57
Table 28. The evaluation of the public relations skills of the libraries' staff (the survey of libraries' directors) .....	58
Table 29. The evaluation of the advocacy skills of the libraries' staff (the survey of libraries' staff) .....	61
Table 30. The evaluation of the advocacy skills of the libraries' staff (the survey of libraries' directors) ..	62
Table 31. The evaluation of the skills of the libraries' staff to use online resources (the survey of libraries' staff) .....	66
Table 32. The evaluation of the skills of the libraries' staff to use online resources (the survey of libraries' directors) .....	67

Table 33. The evaluation of the skills of the libraries' staff to use Internet novelties (the survey of libraries' staff) .....	69
Table 34. The evaluation of the skills of the libraries' staff to use Internet novelties (the survey of libraries' directors) .....	70
Table 35. The evaluation of the knowledge and skills of the libraries' staff to serve users having special needs (the survey of libraries' staff) .....	73
Table 36. The evaluation of the knowledge and skills of the libraries' staff to serve users having special needs (the survey of libraries' directors) .....	74
Table 37. The share of libraries' staff having experience of consulting PIA users (the survey of libraries' staff) .....	77
Table 38. The share of libraries' staff having experience of the organization of trainings (the survey of libraries' staff) .....	78
Table 39. The number of trained libraries' staff (factual survey) .....	79
Table 40. The number of hours intended for the IT trainings of the libraries' staff (factual survey) .....	81
Table 41. The average number of hours for training one member of libraries' staff (factual survey) .....	82
Table 42. The evaluation of the knowledge of the libraries' staff regarding safe Internet usage (the survey of libraries' staff) .....	83
Table 43. The evaluation of the skills of the libraries' staff to use Internet safely (the survey of the libraries' staff) .....	84
Table 44. The evaluation of computer literacy skills of the libraries' staff according to the place of residence (the survey of PIA users) .....	86
Table 45. The evaluation of computer literacy skills of the libraries' staff according to the target groups of the Project (the survey of PIA users) .....	87
Table 46. The evaluation of computer literacy skills of the libraries' staff according to the age groups (the survey of PIA users) .....	89
Table 47. The evaluation of the skills of the PIA users to use the Internet for general purposes according to the place of residence (the survey of PIA users) .....	90
Table 48. The evaluation of the skills of PIA users to use the Internet for general purposes according to the Project target groups (the survey of PIA users) .....	91
Table 49. The evaluation of the skills of PIA users to use the Internet for general purposes according to the age groups (the survey of PIA users) .....	92
Table 50. The share of PIA users who use the Internet in the library the most often according to the place of residence (the survey of PIA users) .....	94
Table 51. The share of PIA users who use the Internet in the library the most often according to the Project target groups (the survey of PIA users) .....	95
Table 52. The share of PIA users who use the Internet in the library the most often according to the age groups (the survey of PIA users) .....	96
Table 53. The share of PIA users who use the Internet the most often, because it is free of charge, according to the place of residence (the survey of PIA users) .....	97
Table 54. The share of PIA users who use the Internet the most often, because it is free of charge, according to the Project target groups (the survey of PIA users) .....	98
Table 55. The share of PIA users who use the Internet the most often, because it is free of charge, according to the age groups (the survey of PIA users) .....	99
Table 56. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the place of residence (the survey of PIA users) .....	100
Table 57. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the Project target groups (the survey of PIA users) .....	101
Table 58. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the age groups (the survey of PIA users) .....	102
Table 59. The share of PIA users who use the Internet more often than once a week, according to the place of residence (the survey of PIA users) .....	103

Table 60. The share of PIA users who use the Internet more often than once a week, according to the Project target groups (the survey of PIA users).....	104
Table 61. The share of PIA users who use the Internet more often than once a week, according to the age groups (the survey of PIA users).....	107
Table 62. The number of residents who took part in IT trainings (factual survey) .....	110
Table 63. The number of hours devoted for the IT trainings of residents (factual survey) .....	111
Table 64. The average number of hours devoted to train one resident (factual survey) .....	112
Table 65. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the place of residence (the survey of PIA users) .....	113
Table 66. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the Project target groups (the survey of PIA users).....	114
Table 67. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the age groups (the survey of PIA users).....	115
Table 68. The share of residents who do not have the opportunity to use the Internet either at home or at work according to the place of residence (the survey of libraries' staff) .....	117
Table 69. The share of residents who do not have the opportunity to use the Internet either at home or at work according to the age groups (the survey of residents).....	118
Table 70. The share of PIA users who have the opportunity to use the Internet in the library only according to the place of residence (the survey of PIA users) .....	119
Table 71. The share of PIA users who have the opportunity to use the Internet in the library only according to the age groups (the survey of PIA users) .....	120
Table 72. The share of residents using the Internet in libraries according to the Project target groups (the survey of residents) .....	121
Table 73. The share of residents who do not have Internet access either at home or at work and who use the Internet in libraries, according to the Project target groups (the survey of residents) .....	122
Table 74. The share of PI users who have the opportunity to use the Internet in the library only according to the Project target groups (the survey of PIA users) .....	123
Table 75. The organization of promotions intended to attract/ encourage hard to reach target groups to use PIA (the survey of libraries' staff).....	138
Table 76. The provision of the services of IT trainings to hard to reach target groups (the survey of libraries' staff) .....	139
Table 77. The provision of the services of IT trainings to hard to reach target groups (the survey of libraries' staff) .....	140
Table 78. Positive perception of the reputation of the library – libraries' staff (the survey of libraries' staff) .....	143
Table 79. Positive perception of the reputation of the library – residents (the survey of residents) .....	145
Table 80. Positive perception of the reputation of the library – residents according to Project target groups (the survey of residents).....	146
Table 81. Positive perception of the reputation of the library – residents according to the age groups (the survey of residents) .....	147
Table 82. Positive perception of the reputation of the library – residents (the survey of children) .....	148
Table 83. Positive perception of the reputation of the library – PIA users (the survey of PIA users) .....	149
Table 84. Positive perception of the reputation of the library – PIA users according to the Project target groups (the survey of PIA users).....	150
Table 85. Positive perception of the reputation of the library – PIA users according to age groups (the survey of PIA users) .....	151
Table 86. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by residents according to the pace of residence (the survey of residents).....	154
Table 87. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by PIA users according to the pace of residence (the survey of PIA users).....	156

Table 88. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by residents according to the Project target groups (the survey of residents) .....	157
Table 89. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by the PIA users according to the Project target groups (the survey of PIA users) .....	158
Table 90. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by residents according to the age groups (the survey of residents) .....	159
Table 91. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by the PIA users according to the age groups (the survey of PIA users) .....	160
Table 92. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the place of residence (the survey of residents) .....	161
Table 93. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the Project target groups (the survey of residents) .....	162
Table 94. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the age groups (the survey of residents).....	163
Table 95. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the place of residence (the survey of residents) .....	164
Table 96. Chart 134. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the place of residence (the survey of PIA users) .....	165
Table 97. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the Project target groups (the survey of residents).....	166
Table 98. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the Project target groups (the survey of PIA users).....	167
Table 99. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the age groups (the survey of residents).....	168
Table 100. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the age groups (the survey of PIA users).....	169
Table 101. The number of libraries' visitors (visits) per year (factual survey) .....	171
Table 102. The share of libraries' visitors according to the place of residence (the survey of residents) .	172
Table 103. The share of libraries' visitors according to the Project target groups (the survey of residents) .....	173
Table 104. The share of libraries' visitors according to the age groups (the survey of residents) .....	174
Table 105. The perception of PIA users of the economic and social benefit provided by Internet according to the place of residence (the survey of PIA users) .....	178
Table 106. The perception of PIA users of the economic and social benefit provided by Internet according to the Project target groups (the survey of PIA users) .....	178
Table 107. The perception of PIA users of the economic and social benefit provided by Internet according to the age groups (the survey of PIA users) .....	179
Table 108. The perception of the libraries' staff regarding the PIA benefit provided to the community (libraries' staff).....	180
Table 109. The perception of the benefit provided by PIA by other interested groups (the survey of directors).....	181
Table 110. The number of libraries having Internet websites (factual survey) .....	183
Table 111. The share of libraries having Internet websites (factual survey) .....	184
Table 112. The share of residents who are aware of the opportunity to use PIA in libraries according to the place of residence (the survey of residents).....	185
Table 113. The share of residents who are aware of the opportunity to use PIA in libraries according to the Project target groups (the survey of residents) .....	186
Table 114. The share of residents who are aware of the opportunity to use PIA in libraries according to the Project target groups (the survey of residents) .....	187
Table 115. The share of residents who have used PIA according to the place of residence (the survey of residents) .....	188

Table 116. The share of residents who have used PIA according to the place of residence (the survey of residents) .....	189
Table 117. The share of residents intending to use PIA in the next 6 months according to the place of residence (the survey of residents) .....	190
Table 118. The share of residents intending to use PIA in the next 6 months according to the Project target groups (the survey of residents).....	191
Table 119. The share of residents intending to use PIA in the next 6 months according to the age groups (the survey of residents).....	192
Table 120. The share of residents intending to use PIA according to the place of residence (the survey of residents) .....	193
Table 121. The share of residents intending to use PIA according to the Project target groups (the survey of residents).....	194
Table 122. The share of residents intending to use PIA according to the age groups (the survey of residents) .....	195
Table 123. Areas that are encouraged to be used by PIA users (the survey of libraries' staff) .....	196
Table 124. The evaluation of technical help provided to libraries (the survey of libraries' staff) .....	200
Table 125. The evaluation of technical help provided to libraries (the survey of libraries' directors) .....	201
Chart 162. The evaluation of technical help provided to rural libraries (the survey of libraries' staff and directors).....	202
Table 126. The evaluation of methodical help provided to libraries (the survey of libraries' staff) .....	204
Table 127. The evaluation of methodical help provided to libraries (the survey of libraries' directors) ...	205

## 6.2. The List of Charts

Chart 1. The share of libraries/ branches/ subdivisions providing PIA (factual survey).....	26
Chart 2. The share of libraries/ branches/ subdivisions providing PIA (the survey of libraries' staff).....	27
Chart 3. The number of computers intended for PIA (factual survey) .....	28
Chart 4. The plans of creating new PIA workstations (the survey of libraries' directors).....	29
Chart 5. The number of yearly working hours of libraries providing PIA (factual survey).....	31
Chart 6. The change of the average number of weekly working hours of libraries providing PIA (factual survey).....	32
Chart 7. The number of PIA users per one PIA workstation (factual survey).....	34
Chart 8. The number of PIA users per one hour of usage of a PIA workstation (factual survey) .....	35
Chart 9. Queues at PIA workstations during the working days (the survey of the libraries' staff) .....	36
Chart 10. Queues at PIA workstations during the weekends (the survey of the libraries' staff) .....	37
Chart 11. The number of registered PIA users (factual survey) .....	38
Chart 12. The average number of registered PIA users in libraries (factual survey).....	40
Chart 13. The first usage of PIA in the library according to the place of residence (the survey of residents) .....	41
Chart 14. The first usage of PIA in the library according to the age groups (the survey of residents).....	42
Chart 15. The first usage of PIA in the library according to the place of residence (the survey of PIA users) .....	43
Chart 16. The first usage of PIA in the library according to research target groups (the survey of PIA users) .....	44
Chart 17. The first usage of PIA in the library according to the age groups (the survey of PIA users) .....	45
Chart 18. The number of PIA workstations for 1000 residents (factual survey).....	46
Chart 19. The share of libraries providing PIA through wireless connection (factual survey).....	47

Chart 20. The evaluation of the computer literacy skills of the libraries' staff (the survey of libraries' staff) .....	49
Chart 21. The evaluation of the computer literacy skills of the libraries' staff (the survey of libraries' directors) .....	50
Chart 22. The evaluation of computer literacy of the urban libraries' staff (the survey of libraries' directors) .....	51
Chart 23. The evaluation of computer literacy of the rural libraries' staff (the survey of libraries' directors) .....	51
Chart 24. Computer usage skills of libraries' staff (the survey of libraries' staff) .....	52
Chart 25. The evaluation of the skills of libraries' staff to use the main computer programs (the survey of libraries' staff) .....	53
Chart 26. The evaluation of the skills of libraries' staff to send an e-mail with a document attached (the survey of libraries' staff) .....	54
Chart 27. The evaluation of the skills of libraries' staff to solve technical problems (the survey of libraries' staff) .....	55
Chart 28. The evaluation of the public relations skills of the libraries' staff (the survey of libraries' staff) .....	57
Chart 29. The evaluation of the public relations skills of the libraries' staff (the survey of libraries' directors) .....	58
Chart 30. The evaluation of the public relations skills of the urban libraries' staff (the survey of libraries' directors and staff) .....	59
Chart 31. The evaluation of the public relations skills of the rural libraries' staff (the survey of libraries' directors and staff) .....	59
Chart 32. The evaluation of the advocacy skills of the libraries' staff (the survey of libraries' staff) .....	60
Chart 33. The evaluation of the advocacy skills of the libraries' staff (the survey of libraries' directors) ..	62
Chart 34. The evaluation of the advocacy skills of the urban libraries' staff (the survey of libraries' staff and directors) .....	63
Chart 35. The evaluation of the advocacy skills of the rural libraries' staff (the survey of libraries' staff and directors) .....	63
Chart 36. The evaluation of the skills of the libraries' staff to use online resources (the survey of libraries' staff) .....	65
Chart 37. The evaluation of the skills of the libraries' staff to use online resources (the survey of libraries' directors) .....	66
Chart 38. The evaluation of the skills of the urban libraries' staff to use online resources (the survey of libraries' staff and directors) .....	67
Chart 39. The evaluation of the skills of the rural libraries' staff to use online resources (the survey of libraries' staff and directors) .....	68
Chart 40. The evaluation of the skills of the libraries' staff to use Internet novelties (the survey of libraries' staff) .....	69
Chart 41. The evaluation of the skills of the libraries' staff to use Internet novelties (the survey of libraries' directors) .....	70
Chart 42. The evaluation of the skills of the urban libraries' staff to use Internet novelties (the survey of libraries' staff and directors) .....	71
Chart 43. The evaluation of the skills of the rural libraries' staff to use Internet novelties (the survey of libraries' staff and directors) .....	71
Chart 44. The evaluation of the knowledge and skills of the libraries' staff to serve users having special needs (the survey of libraries' staff) .....	73
Chart 45. The evaluation of the knowledge and skills of the libraries' staff to serve users having special needs (the survey of libraries' directors) .....	74
Chart 46. The evaluation of the knowledge and skills of the urban libraries' staff to serve users having special needs (the survey of libraries' staff and directors) .....	75

Chart 47. The evaluation of the knowledge and skills of the rural libraries' staff to serve users having special needs (the survey of libraries' staff and directors) .....	76
Chart 48. The share of libraries' staff having experience of consulting PIA users (the survey of libraries' staff) .....	77
Chart 49. The share of libraries' staff having experience of the organization of trainings (the survey of libraries' staff) .....	78
Chart 50. The number of trained libraries' staff (factual survey).....	79
Chart 51. The number of hours intended for the IT trainings of the libraries' staff (factual survey) .....	80
Chart 52. The average number of hours for training one member of libraries' staff (factual survey).....	82
Chart 53. The evaluation of the knowledge of the libraries' staff regarding safe Internet usage (the survey of libraries' staff) .....	83
Chart 54. The evaluation of the skills of the libraries' staff to use Internet safely (the survey of the libraries' staff) .....	84
Chart 55. The evaluation of computer literacy skills of the libraries' staff according to the place of residence (the survey of PIA users) .....	85
Chart 56. The evaluation of computer literacy skills of the libraries' staff according to the target groups of the Project (the survey of PIA users) .....	87
Chart 57. The evaluation of computer literacy skills of the libraries' staff according to the age groups (the survey of PIA users) .....	88
Chart 58. The evaluation of the skills of the PIA users to use the Internet for general purposes according to the place of residence (the survey of PIA users) .....	90
Chart 59. The evaluation of the skills of PIA users to use the Internet for general purposes according to the Project target groups (the survey of PIA users) .....	91
Chart 60. The evaluation of the skills of PIA users to use the Internet for general purposes according to the age groups (the survey of PIA users) .....	92
Chart 61. The share of PIA users who use the Internet in the library the most often according to the place of residence (the survey of PIA users) .....	94
Chart 62. The share of PIA users who use the Internet in the library the most often according to the Project target groups (the survey of PIA users).....	95
Chart 63. The share of PIA users who use the Internet in the library the most often according to the age groups (the survey of PIA users).....	96
Chart 64. The share of PIA users who use the Internet the most often, because it is free of charge, according to the place of residence (the survey of PIA users) .....	97
Chart 65. The share of PIA users who use the Internet the most often, because it is free of charge, according to the Project target groups (the survey of PIA users) .....	98
Chart 66. The share of PIA users who use the Internet the most often, because it is free of charge, according to the age groups (the survey of PIA users) .....	99
Chart 67. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the place of residence (the survey of PIA users) .....	100
Chart 68. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the Project target groups (the survey of PIA users).....	101
Chart 69. The share of PIA users who use the Internet the most often, because they are using other services provided by libraries as well, according to the age groups (the survey of PIA users).....	102
Chart 70. The share of PIA users who use the Internet more often than once a week, according to the place of residence (the survey of PIA users) .....	103
Chart 71. The share of PIA users who use the Internet more often than once a week, according to the Project target groups (the survey of PIA users).....	104
Chart 72. The share of PIA users who use the Internet more often than once a week, according to the Project target groups (the survey of residents) .....	105
Chart 73. The share of PIA users who use the Internet more often than once a week, according to the Project target groups (the survey of residents) .....	106

Chart 74. The share of PIA users who use the Internet more often than once a week, according to the age groups (the survey of PIA users).....	106
Chart 75. The share of residents using the Internet more often than once a week, according to the age groups (the survey of residents) .....	107
Chart 76. The share of residents using the Internet more often than once a week, according to the age groups (the survey of residents) .....	108
Chart 77. The number of residents who took part in IT trainings (factual survey) .....	109
Chart 78. The number of hours devoted for the IT trainings of residents (factual survey) .....	111
Chart 79. The average number of hours devoted to train one resident (factual survey) .....	112
Chart 80. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the place of residence (the survey of PIA users) .....	113
Chart 81. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the Project target groups (the survey of PIA users).....	114
Chart 82. The evaluation of the knowledge of PIA users regarding safe Internet usage according to the age groups (the survey of PIA users).....	115
Chart 83. The share of residents who do not have the opportunity to use the Internet either at home or at work according to the place of residence (the survey of libraries' staff).....	116
Chart 84. The share of residents who do not have the opportunity to use the Internet either at home or at work according to the age groups (the survey of residents).....	117
Chart 85. The share of PIA users who have the opportunity to use the Internet in the library only according to the place of residence (the survey of PIA users) .....	118
Chart 86. The share of PIA users who have the opportunity to use the Internet in the library only according to the age groups (the survey of PIA users) .....	119
Chart 87. The share of residents using the Internet in libraries according to the Project target groups (the survey of residents) .....	121
Chart 88. The share of residents who do not have Internet access either at home or at work and who use the Internet in libraries, according to the Project target groups (the survey of residents) .....	122
Chart 89. The share of PI users who have the opportunity to use the Internet in the library only according to the Project target groups (the survey of PIA users) .....	123
Chart 90. Internet usage in libraries by PIA users for particular purposes (the survey of PIA users).....	124
Chart 91. Internet usage in libraries by PIA users for work and commercial purposes according to the place of residence (the survey of PIA users) .....	125
Chart 92. Internet usage in libraries by PIA users for work and commercial purposes according to Project target groups (the survey of PIA users) .....	126
Chart 93. Internet usage in libraries by PIA users for work and commercial purposes according to the age groups (the survey of PIA users).....	127
Chart 94. Internet usage in libraries by PIA users for communication purposes according to the place of residence (the survey of PIA users) .....	127
Chart 95. Internet usage in libraries by PIA users for communication purposes according to the Project target groups (the survey of PIA users) .....	128
Chart 96. Internet usage in libraries by PIA users for communication purposes according to the age groups (the survey of PIA users).....	129
Chart 97. Internet usage in libraries by PIA users for culture and leisure purposes according to the place of residence (the survey of PIA users) .....	129
Chart 98. Internet usage in libraries by PIA users for culture and leisure purposes according to the Project target groups (the survey of PIA users) .....	130
Chart 99. Internet usage in libraries by PIA users for culture and leisure purposes according to the age groups (the survey of PIA users).....	131
Chart 100. Internet usage in libraries by PIA users for culture and leisure purposes according to the place of residence (the survey of PIA users) .....	131

Chart 101. Internet usage in libraries by PIA users for culture and leisure purposes according to the Project target groups (the survey of PIA users).....	132
Chart 102. Internet usage in libraries by PIA users for culture and leisure purposes according to the age groups (the survey of PIA users).....	133
Chart 103. Internet usage in libraries by PIA users for healthcare protection purposes according to the place of residence (the survey of PIA users) .....	133
Chart 104. Internet usage in libraries by PIA users for healthcare protection purposes according to the Project target groups (the survey of PIA users).....	134
Chart 105. Internet usage in libraries by PIA users for healthcare protection purposes according to the age groups (the survey of PIA users).....	135
Chart 106. Internet usage in libraries for the services of e-government according to the place of residence (the survey of PIA users) .....	135
Chart 107. Internet usage in libraries for the services of e-government according to the Project target groups (the survey of PIA users).....	136
Chart 108. Internet usage in libraries for the services of e-government according to the age groups (the survey of PIA users) .....	136
Chart 109. The organization of promotions intended to attract/ encourage hard to reach target groups to use PIA (the survey of libraries' staff) .....	138
Chart 110. The provision of the services of IT trainings to hard to reach target groups (the survey of libraries' staff) .....	139
Chart 111. The provision of the services of IT trainings to hard to reach target groups (the survey of libraries' staff) .....	140
Chart 112. Positive perception of the reputation of the library (the surveys of libraries' staff, directors, residents, children and PIA users) .....	142
Chart 113. Positive perception of the reputation of the library – libraries' staff (the survey of libraries' staff) .....	143
Chart 114. Positive perception of the reputation of the library – libraries' directors (the survey of libraries' directors) .....	144
Chart 115. Positive perception of the reputation of the library – residents (the survey of residents).....	145
Chart 116. Positive perception of the reputation of the library – residents according to Project target groups (the survey of residents) .....	146
Chart 117. Positive perception of the reputation of the library – residents according to the age groups (the survey of residents) .....	147
Chart 118. Positive perception of the reputation of the library – residents (the survey of children) .....	148
Chart 119. Positive perception of the reputation of the library – PIA users (the survey of PIA users).....	149
Chart 120. Positive perception of the reputation of the library – PIA users according to the Project target groups (the survey of PIA users).....	150
Chart 121. Positive perception of the reputation of the library – PIA users according to age groups (the survey of PIA users) .....	151
Chart 122. The usage of particular services of libraries by residents (the survey of residents).....	153
Chart 123. The usage of particular services of libraries by PIA users (the survey of PIA users).....	153
Chart 124. The usage of particular services of libraries by residents according to the place of residence (the survey of residents).....	154
Chart 125. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by PIA users according to the place of residence (the survey of PIA users).....	155
Chart 126. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by residents according to the Project target groups (the survey of residents) .....	156
Chart 127. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by the PIA users according to the Project target groups (the survey of PIA users) .....	157
Chart 128. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by residents according to the age groups (the survey of residents) .....	159

Chart 129. The usage of particular services of libraries (the dispense of books and the ability to read periodical press) by the PIA users according to the age groups (the survey of PIA users) .....	160
Chart 130. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the place of residence (the survey of residents) .....	161
Chart 131. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the Project target groups (the survey of residents) .....	162
Chart 132. The usage of particular services of libraries (the free of charge Internet and online databases) by residents according to the age groups (the survey of residents).....	163
Chart 133. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the place of residence (the survey of residents) .....	164
Chart 134. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the place of residence (the survey of PIA users) .....	165
Chart 135. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the Project target groups (the survey of residents).....	166
Chart 136. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the Project target groups (the survey of PIA users).....	167
Chart 137. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by residents according to the age groups (the survey of residents).....	168
Chart 138. The usage of particular services of libraries (the opportunity to learn at computer literacy courses) by PIA users according to the age groups (the survey of PIA users).....	169
Chart 139. The number of libraries' visitors (visits) per year (factual survey).....	171
Chart 140. The share of libraries' visitors according to the place of residence (the survey of residents) .	172
Chart 141. The share of libraries' visitors according to the Project target groups (the survey of residents) .....	173
Chart 142. The share of libraries' visitors according to the age groups (the survey of residents) .....	174
Chart 143. The change of library funding during a particular year (the survey of libraries' directors) ....	175
Chart 144. The change of PIA funding during a particular year (the survey of libraries' directors).....	176
Chart 145. The number of libraries having Internet websites (factual survey) .....	182
Chart 146. The share of libraries having Internet websites (factual survey) .....	183
Chart 147. The share of residents who are aware of the opportunity to use PIA in libraries according to the place of residence (the survey of residents).....	185
Chart 148. The share of residents who are aware of the opportunity to use PIA in libraries according to the Project target groups (the survey of residents) .....	186
Chart 149. The share of residents who are aware of the opportunity to use PIA in libraries according to the Project target groups (the survey of residents) .....	187
Chart 150. The share of residents who have used PIA according to the place of residence (the survey of residents) .....	188
Chart 151. The share of residents who have used PIA according to the place of residence (the survey of residents) .....	189
Chart 152. The share of residents intending to use PIA in the next 6 months according to the place of residence (the survey of residents) .....	190
Chart 153. The share of residents intending to use PIA in the next 6 months according to the Project target groups (the survey of residents).....	191
Chart 154. The share of residents intending to use PIA in the next 6 months according to the age groups (the survey of residents).....	192
Chart 155. The share of residents intending to use PIA according to the place of residence (the survey of residents) .....	193
Chart 156. The share of residents intending to use PIA according to the Project target groups (the survey of residents).....	194

Chart 157. The share of residents intending to use PIA according to the age groups (the survey of residents) .....	195
Chart 158. Areas that are encouraged to be used by PIA users (the survey of libraries' staff) .....	196
Chart 159. The evaluation of technical help provided to libraries (the survey of libraries' staff) .....	200
Chart 160. The evaluation of technical help provided to libraries (the survey of libraries' directors) .....	201
Chart 161. The evaluation of technical help provided to urban libraries (the survey of libraries' staff and directors) .....	202
Chart 163. The evaluation of methodical help provided to libraries (the survey of libraries' staff) .....	204
Chart 164. The evaluation of methodical help provided to libraries (the survey of libraries' directors) ...	205
Chart 165. The evaluation of methodical help provided to urban libraries (the survey of libraries' staff and directors) .....	206
Chart 166. The evaluation of methodical help provided to rural libraries (the survey of libraries' staff and directors) .....	206