OUTCOMES BASED MEASUREMENT OF PUBLIC ACCESS COMPUTING IN PUBLIC LIBRARIES: COMPARATIVE ANALYSIS OF STUDIES IN LATVIA AND LITHUANIA

Kristine Paberza, kristine.paberza@kis.gov.lv

Department of Information and Library Studies, Faculty of Social Sciences, University of Latvia Public

Library Development Project "Third Father's Son", State Agency "Culture Information Systems"

Ugne Rutkauskiene, ugne.rutkauskiene@bibliotekospazangai.lt

Institute of Library and Information Science, Faculty of Communication, Vilnius University,

Project „Libraries for Innovation", National Library of Lithuania

TREŠAIS TĒVA DĒLS
public libraries for progress

Libraries for Innovation

RESEARCH CONTEXT

- **LITUANIA:**
  - 3,3 million inhabitants
  - 1400 public libraries
  - 70% are connected
- **LATVIA:**
  - 2,7 million inhabitants
  - 864 public libraries
  - 98% are connected

Both countries are implementing nation-wide projects to provide people with free access to Internet at public libraries

MAIN RESEARCH QUESTIONS

- What are the tangible, demonstrable effects arising from the use of PAC in public libraries?
  - Key areas of internet use
  - Perceived social and economic impacts
- Do such effects serve the goals of the funding institution?
  - National and international priorities

APPROACH TO IMPACT ASSESSMENT

INPUTS

- Library & local municipality: buildings, staff, money
- Project: infrastructure, hardware, training, advocacy, outreach

ACTIVITIES

OUTCOMES

Outcomes

Results

Impact

RESEARCH SCOPE

Targets	Method	Sample
Librarians	F2F interview in libraries	LT – 609 LV – 1324
Library managers	Web survey	LT – 65 (full sample) LV – 699
Library PAC users	F2F interview in libraries	LT – 1246 LV – 801
Residents	F2F interview at homes	LT – 1055 LV – 1061
Children	LT – survey at homes LV – survey at schools	LT – 592 LV – 516
Library survey	LT – post survey LV – Web survey	LT – 1217 LV – 699
Hard-to-reach groups	Focus groups, interviews	LT – 14 FG, 12 interviews
Stakeholders	Interviews	LT – 8 LV - 155

FINDINGS: ACCESS TO INTERNET

- Usage of Internet: LT-62%, LV–57%
- Internet at homes: LT–45%, LV–41%
- Usage of Internet at public libraries: LT–34%, LV–28%
- Users with no alternative access: LT–28%, LV–39%
- Main motives for choosing library PAC:
  - No cost: LT-66%, LV-63%
  - Possibility to use other library services: LT-48%, LV-42%
  - A convenient place: LT-28%, LV-33%

FINDINGS: ROLE OF LIBRARIANS

- LT-60%, LV-66% of librarians assess their knowledge and skills as sufficient for their work
- 1/3 of PAC users often ask for librarians help
- LT-43%, LV-40% of librarians consult users on IT skills on daily bases
- LT-27%, LV-6% of librarians conduct user IT training

FINDINGS: INTERNET USE (1)

- Employment and income:
  - LT - search for information on goods and services, 66%
  - LV - job or employee hunting, 56%
- Education:
  - Both countries - searching for offers of possibilities for non-formal learning and education: LT-36%, LV-56%
- Communication:
  - Both countries - sending & receiving e-mails: LT-77%, LV-66%

FINDINGS: INTERNET USE (2)

- Culture & leisure:
  - Both countries - reading news on Internet: LT-80%, LV-66%
- Health:
  - Both counties - search for information related to health: LT-58%, LV-55%
- E-governance:
  - LT – submit income declarations, 36%
  - LV - search for information and/or contact municipal or state institutions, 56%
- Agriculture:
  - LV: search for info related to agriculture, 44%

FINDINGS: SOCIAL IMPACTS

- Education:
  - LV - improved access to information (news, on hobbies etc.), 64%
  - Both countries – helped studying: LT-47, LV-44%
- Communication:
  - Both counties - improved social relations: LT-67%, LV-58%
- Leisure & culture:
  - LT – enriched leisure 85%
  - LV - improved access to information about community activities, 51%
- Health:
  - Both countries - improved access to health information: LT-47%, LV-42%

FINDINGS: ECONOMIC IMPACTS

- Economic development:
  - Both countries - saved money: LT-60%, LV-38%
  - Both countries - earned money: LT-6%, LV-11%
- Occupation:
  - Both counties - jobs found: LT-16%, LT-10%
  - Both countries - increased income: LT-19%, LV-4%
- E-commerce:
  - LV - improved access to e-services, 57%
  - Both countries - helped to purchase goods/services: LT-26%, LT-8%

CONCLUSIONS

- Internet is domesticated by 2/3 of society
- For PAC users library is a principal place to access ICTs
- For users with no or low IT skills staff support is an important factor to choose library as venue
- Library PAC is mainly used to deal with issues around education & learning, to communicate & socialize, to improve leisure as well as work related performance
- Greatest impacts are seen in the fields of leisure and culture, education, communication, e-governance and employment

THANK YOU!

Full reports

www.bibliotekospazangai.lt/ImpactAssessment (Lithuania, in English)
www.kis.gov.lv/lv/c14/n630 (Latvia, in Latvian)