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MARTYNAS
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NATIONAL
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PROJECT "LIBRARIES FOR INNOVATION"

SUMMARY REPORT of Project Supervision Indicators 2009-2010

THE CLIENT: Martynas Mazvydas National Library of Lithuania

THE CONTRACTOR: TNS Gallup

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1. Terms and Abbreviations

Term/ abbreviation	Description
CL	C lient
CO	C ontractor
TG	T arget G roup
FGD	F ocused G roup D iscussion (-s)
ID	I n- D epth Interview
IRP	I nitial R ecruitment P oint
PAPI	P aper A ssisted P ersonal I nterview
CAPI	C omputer A ssisted P ersonal I nterview
CATI	C omputer A ssisted T elephone I nterview
CAWI	C omputer A ssisted W eb I nterview
PIA	P ublic I nternet A ccess
IT	I nformation T echnologies

2. Introduction

The project was conducted according to the contract No TR-1853 made on 10th August, 2009 between Martynas Mazvydas National Library of Lithuania (the Client) and "TNS Gallup", JSC (the Contractor). Based on this contract, Martynas Mazvydas National Library of Lithuania had to get the evaluation services of the project "Libraries for Innovation".

In the summary report of the evaluation of the improvement of the impact of the project "Libraries for Innovation", the generalized integral results of all researches are presented. The generalized results are compared among different target groups of the research and are presented according the evaluation criteria of Project impact.

3. The Goals of the Project and the Supervision of Achievements

3.1. The Goals of the Project

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

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

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

- ✓ Expanding the communication boundaries of Lithuanian population.
- ✓ Expanding the social and cultural capital of local communities.
- ✓ Reducing social distance 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 of technology acquirement 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 first year of the implementation of the project "Libraries for Innovation" and to improve the competences of libraries' staff who will be involved in the impact evaluation process.*

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 reading of the indicators of the project and other situation indicators during the period starting from the last evaluation of the situation.
- ✓ To formulate the base for further (longitude) researches of impact evaluation.
- ✓ To collect factual information about the Internet usage and related trainings in libraries.
- ✓ To prepare the educational material and to train the libraries' staff the basics of Internet interviewing.

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

3.2. The Indicators of the Supervision 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:

THE OUTCOMES OF THE PROJECT		
Outcomes - Results - Impact		
<ul style="list-style-type: none"> - Implemented equipment - Trained employees - Trained residents - Implemented actions of encouragement 	<ul style="list-style-type: none"> - Improved skills of residents to use IT - Changed way of access usage - A changed demographic picture of access users 	<ul style="list-style-type: none"> - Social and economical changes influenced by the project in peoples' lives

During the researches of 2008 the initial situation was evaluated and the initial values of Project indicators were measured. From the beginning of the implementation of the Project, the vast majority of activities of the Project were implemented in urban libraries, therefore, it was tried to evaluate the improvement of Project supervision indicators by taking the urban libraries more into consideration during the researches of 2009-2010.

The measurement of the following Project improvement is ensured by measuring the following indicators:

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

- 1A. The number of libraries' staff/ branches/ departments providing PIA
- 1B. The number of computers intended for PIA
- 1C. The number of hours of PIA for users
- 1D. The usage coefficient of computerized work-stations intended for public Internet access
- 1E. The number of Public Internet access users
- 1F. The number of PIA work-stations for 1000 citizens
- 1G. The number of libraries' staff 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 libraries' staff to use IT
- 2B. Improved library presentation and public relation skills
- 2C. Improved knowledge and skills of the libraries' staff to use the Internet resources and electronic services
- 2D. Improved knowledge and skills of the libraries' staff to serve users with special needs
- 2E. The number of libraries' staff having user training and consulting experience
- 2F. The number of trained libraries' staff
- 2G. The number of hours intended for the librarian IT training

3. Improved skills of public library visitors to use IT

- 3A. Improved knowledge and skills of public Internet access users to use IT
- 3B. Varied public Internet access usage practice
- 3C. The number of citizens trained to use IT

3D. The number of hours intended for resident IT training

4. Improved access for the specific groups and hard to reach social groups

4A. The percentage of users who do not have an alternate 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 representation of libraries

5A. The reputation, public understanding and profile of the library

5B. Expanded mission and the areas of competence of the library

5C. Increased number of library visitors (visits)

6. Increased local, regional and national library financial support

6A. Library funding

6B. Public Internet access funding

7. Increased social benefit for individuals and communities through IT

7A. The benefit received by users and its perception

7B. Libraries' staff perception of the public Internet access provided benefit to the community

7C. Stakeholders' perception of the public Internet access benefit

8. Increased supply and usage of relevant content

8A. The number of libraries having an Internet website

8B. New content 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 Libraries' staff

10A. Improved technical maintenance in the libraries

10B. Improved methodical help to the libraries' staff

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

- Libraries' staff who is working or going to be working with public Internet access (PIA)
- The directors of public libraries of Lithuania
- The users of PIA in libraries, which also belong to these difficult 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, the representatives of libraries' trade unions, external experts).

4. The Generalized Evaluation of the Implementation of the Project Tasks and Supervision Indicators

We suggest starting the generalized evaluation of the Project tasks and supervision indicators from a graphical illustration. Project tasks and the supervision indicators expanding these tasks are presented in the table below and are marked in a corresponding color according to the level of achievement:

- **Green color** denotes that progress was achieved in the implementation of the Project task and/ or the supervision 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 has no progress

Project Task	Supervision Indicators	Achievements
1. To provide the residents the possibilities to use computers and the Internet, especially in those areas, where those possibilities are limited or there are no such opportunities at all¹	1A. The number of libraries' staff/ branches/ departments providing PIA	The number of libraries and their branches providing PIA increased by 61% (in urban areas - 21%, in rural areas - 74%)
	1B. The number of computers intended for PIA	The number of computers intended for PIA increased by 82% (in urban areas - 67%, in rural areas - 90%)
	1C. The number of hours of PIA for users	The number of hours of PIA for users increased by 42% (in urban areas - 16%, in rural areas - 52%)
	1D. The usage coefficient of computerized work-stations intended for public Internet access	The usage coefficient of computerized work-stations did not change either country wise (45% \Leftarrow 45%), or in urban (44% \Leftarrow 44%) or rural areas (46% \Leftarrow 45%)
	1E. The number of PIA users	The number of PIA users increased by 9% (in urban areas, the number of users diminished by 20%, in rural areas it increased by 67%) ²
	1F. The number of PIA work-stations for 1000 citizens	The "density" of PIA workstations for 1000-residents increased both country wise (1,50 \Leftarrow 0,81), and in urban (0,69 \Leftarrow 0,42) and rural areas (3,13 \Leftarrow 1,65)
	1G. The number of libraries providing the free of charge Internet access through a wireless connection	The number of libraries providing the free of charge Internet access through a wireless connection increased by 6 times country wise (4 times in urban and 7.4 times in rural areas)
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	2A. Improved knowledge and skills of the libraries' staff to use IT	The IT skills country wise and those of libraries' staff' in rural areas did not change . The skills of urban libraries' staff improved
	2B. Improved library presentation and public relation skills	The presentation skills slightly improved country wise (81% ³ \Leftarrow 76%), however, the skills of communication with the government and media representatives worsened (67% \Leftarrow 76%)
	2C. Improved knowledge and skills of the libraries' staff to use the Internet resources and electronic services	The skills country wise (75% \Leftarrow 79%) and those of rural libraries' staff (72% \Leftarrow 71%) did not change . Almost all urban libraries' staff have sufficient skills of Internet usage (90%)

¹ The progress of the Project task is considered achieved when the progress of all related supervision indicators is recorded

² General evaluation of the change of the supervision indicator is performed based on the generalized change in the entire country

³ Some libraries' staff who have "fully sufficient" or "sufficient" skills

Project Task	Supervision Indicators	Achievements
	2D. Improved knowledge and skills of the libraries' staff to serve users with special needs	The number of libraries' staff who believe that they have sufficient skills to serve users with special needs diminished (16% ← 34%) (the skills were evaluated worse in both urban and rural areas)
	2E. The number of libraries' staff having user training and consulting experience	Almost all libraries' staff of the country (97%) who work in libraries providing PIA have experience of consulting PIA users (95% in urban areas and 98% in rural areas)
	2F. The number of trained libraries' staff	The number of trained libraries' staff increased by 40% (59% in urban areas and 17% in rural areas)
	2G. The number of hours intended for the libraries' staff IT training	The number of hours intended for the libraries' staff IT training doubled (3 times in urban areas and 0.8 times in rural areas)
3. To improve the skills of public libraries' visitors to use computers and the Internet	3A. Improved knowledge and skills of PIA users to use IT	The IT usage skills did not change nationwide (81% ← 80%) (they did not change in urban areas (81% ← 82%) and improved in rural areas (83% ← 77%))
	3B. Varied PIA usage practice	The PIA usage practice changed (library is considered the main place of PIA usage more often; PIA usage in the library becomes more and more often). The PIA usage changes were recorded in both urban and rural libraries
	3C. The number of citizens trained to use IT	The number of citizens trained to use IT increased by 22% (in urban areas it increased by 74% and in rural areas it decreased by 16%)
	3D. The number of hours intended for resident IT training	The number of hours intended for resident IT training increased by 55% (almost 3 times more than in urban areas and more in rural areas by 94%)
4. To improve the access, possibilities and understanding of the hard to reach social groups of the opportunities to use computers and Internet	4A. The percentage of users who do not have an alternative Internet access	The percentage of users who do not have an alternative Internet access remained similar nationwide (19% ← 16%) and increased in urban areas (20% ← 12%)
	4B. The experience of hard to reach social groups	The experience of hard to reach social groups did not change mainly (the number of those using PIA did not increase, the possibilities of access and the usage of services did not change)
	4C. Activities, for which the users are using the PIA in the libraries the most often	Users use the PIA in libraries mostly for leisure time, communication or looking for information related to work/ commerce . These activities are used by almost all PIA users. The usage of services while looking for information related to health and e-government increased
	4D. The existence of programs or other mechanisms to involve hard to reach groups	There are more events, IT trainings and consultations encouraging the PIA usage. The usage of these means in urban areas did not change and it increased in rural areas

Project Task	Supervision Indicators	Achievements
5. To strengthen the representation of libraries (and the need for libraries and PIA in them for the residents respectively)	5A. The reputation, public understanding and profile of the library	The perception of the library by the PIA users is improving and the one of residents and children has not changed ⁴
	5B. Expanded mission and the areas of competence of the library	PIA is one of the three most popular services among all target groups (next to dispense of books and reading periodical press). Computer literacy courses are also being organized
	5C. Increased number of library visitors (visits)	The number of library visits did not change mainly (it decreased by 1% country wise, by 5% in urban areas and increased in rural areas by 6%)
6. To strengthen the possibilities of libraries to ensure local, regional and national funding and receive financial support from sponsors	6A. Library funding	In 2008, the funding of 55% of libraries was increased , of 23% of libraries it remained unchanged and was reduced by 22% of libraries
	6B. PIA funding	In 2008, the funding of PIA in 63% of libraries was enhanced , in 26% of the libraries it did not change and was reduced by 11% of the libraries
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	7A. The benefit received by users and its perception	While using the PIA, users receive both social and economical benefit (the ratio of benefits is 52%:21%)
	7B. The perception of the libraries' staff of PIA benefit	PIA provides both social and economical benefit (the ratio of benefits is 43%:16%)
	7C. Stakeholders' perception of the PIA benefit	In the managers' opinion, the PIA provides dual, however more social , benefit (the ratio of social and economical benefits in urban areas is: 44%:14% , and in rural areas: 43%:13%)
8. To expand the supply and usage of relevant digital content in libraries	8A. The number of libraries having an Internet website	Every tenth library in Lithuania has an Internet website. During the year, the number of websites did not increase either nationwide (10% \Leftarrow 11%) or in urban (31% \Leftarrow 27%) or rural areas (5% \Leftarrow 7%)
	8B. New content and services in the library	The awareness of PIA in the country increased (68% \Leftarrow 60%), however, neither usage (20% \Leftarrow 19%), nor intentions to use PIA in the future do not change (16% \Leftarrow 18%)
	8C. Increased scope of local content in the Internet	The scope of local content in the Internet did not increase
9. To encourage innovations in the network of libraries	9A. Examples of innovations emerged in the libraries due to the Project	Innovations in the network of libraries emerged (computer literacy trainings, personal registration of the user, etc.)
10. To create or expand the	10A. Improved technical maintenance in the libraries	The number of those satisfied with the technical maintenance of PIA increased

⁴ As the goal of the Project defines the residents as the priority target group of libraries' representatives, the evaluation of the progress of the supervision indicator is generalized according to the achievements in resident target group.

mechanisms of constant help to the libraries' staff		nationwide (94% \leftarrow 89%). The satisfaction with technical maintenance grew among urban libraries' staff (96% \leftarrow 90%) and it did not change in rural areas (93% \leftarrow 88%)
	10B. Improved methodical help to the libraries' staff	Methodical help was sufficient to more and more libraries' staff of the country (88% \leftarrow 84%). It is especially noticeable among urban libraries' staff (88% \leftarrow 80%) and the change in rural areas was not recorded (89% \leftarrow 90%)

Further in the report, the generalized description of each Project task and/ or supervision indicator is presented:

1. The Possibilities of Residents to Use Computers and the Internet

Project task: improved skills of residents to use computers and the Internet.

Result achieved: the opportunities of residents to use computers and the Internet improved.

The results of conducted researches show that the factual-technical expansion of the PIA service was performed actively in 2009:

- ⇒ 1A: the number of libraries/ branch/ departments increased substantially (especially in rural areas)
- ⇒ 1B: the number of computerized PIA workstations increased substantially (especially in rural areas)
- ⇒ 1C: the number of PIA hours for users increased substantially (especially in rural areas)
- ⇒ 1D: the share of used PIA workstations did not change
- ⇒ 1E: the number of registered PIA users increased (especially in rural areas)
- ⇒ 1G: substantially more libraries/ branches/ departments provide the opportunity to use free of charge wireless Internet
- ⇒ 1F: the number of PIA workstations for 1000 residents grew (especially in rural areas)

All of the above testify the improved possibilities for users to use computers and the Internet in libraries. However, despite the intense expansion of PIA workstations, the demand for PIA is not yet satisfied in the country (queues by the PIA workstations prove it).

2. Skills and Motivation of the Library Staff to use Computers and the Internet

Project task: increased skills and motivation of the libraries' staff to use computers and the Internet.

Result achieved: Mainly unchanged skills and motivation of the libraries' staff to use computers and the Internet

While analyzing the achievements of the supervision indicators related to this task of the Project, the following progress of the Project can be stated:

- ⇒ 2A: the IT usage skills of urban libraries' staff slightly improved and those of rural libraries' staff did not change
- ⇒ 2A: a small share of libraries' staff has conscious motivation to learn using modern technologies and their provided opportunities (it is younger urban libraries' staff more often). The motivation of the greater share of libraries' staff can be named as forced, when the staff learns because of the fear to lose the job

- ⇒ 2B: the representation skills of libraries' services can generally be named as not changed. While looking in more detail, the skills of presenting libraries' services to the society slightly improved, however, the skills of communication with government or media representatives were evaluated worse. Furthermore, we would like to draw your attention to the fact that traditional and not the most effective means (in the words of experts – outdated means) are used for publicizing the services of the libraries the most often
- ⇒ 2C: the skills of libraries' staff to use the Internet resources also did not change mainly. The libraries' staff is aware of most of the Internet opportunities and often knows how to use them. However, there is not a sufficient number of libraries' staff who could teach others how to use them and the share of such libraries' staff is growing slowly. A better mastery of all skills depends on the age of libraries' staff (younger libraries' staff (under 44) are more skilled), on the area they are employed (urban vs. rural; the skills of urban libraries' staff are better) and on the personal qualities the most
- ⇒ 2D: a small share of libraries' staff has sufficient skills of serving users with special needs. During the year, the evaluation of sufficiency of these skills diminished even more. The skills of most of the libraries' staff to serve users with special needs are more of a theoretical nature
- ⇒ 2E: all libraries' staff has the experience of PIA consultations working in libraries providing the PIA service. More and more libraries staff contribute to the organization of the training projects in libraries
- ⇒ 2F-2G: both the number of libraries' staff who participated in the IT trainings and the number of hours intended for these trainings (especially in urban areas) increased

In general, it can be stated that even though more libraries' staff participated in IT usage trainings and the number of hours intended for these trainings grew throughout the year, the skills of most of the libraries' staff to use computers and Internet resources either did not change or increased only in some particular cases which did not require specialized knowledge. The results let us state that the investment in strengthening employee skills was greater than the result achieved. While explaining this tendency, we can make two assumptions: (1) the content and form of the trainings are inefficient, (2) the lack of conscious motivation of employee development influences smaller acquirement of knowledge than expected.

3. The Computer and Internet Usage Skills of Public Libraries' Visitors

Project task: improved computer and Internet usage skills of public libraries' visitors.

Result achieved: computer and Internet usage skills of public libraries' visitors improved.

To sum up the changes in PIA users' computer and Internet usage in libraries, we can state such generalizations:

- ⇒ 3A: most of the PIA users have sufficient computer usage skills. The share of those having sufficient computer literacy skills mainly did not change during the year. PIA users in rural libraries improved their computer literacy skills more significantly. The skills of PIA users in urban areas did not change more often (the vast majority of urban users had better skills)
- ⇒ 3B: PIA usage practice in libraries is changing step by step. Library is becoming the only place of Internet usage more and more often and the Internet is used in it more actively
- ⇒ 3B: most of the PIA users have sufficient base Internet resource usage skills. Less PIA users have sufficient skills of performing more specific online activities. The Internet usage skills of rural PIA users grew during the year and equaled to those of urban PIA users
- ⇒ 3C-3D: during the last year, more PIA users participated in IT trainings. The number of hours intended for resident trainings increased as well. In urban areas, substantially more residents were trained than in rural areas.

Thus, the practice of using PIA in public libraries is changing. The skills of PIA users to use computers and the Internet are growing. Nevertheless, we would like to draw your attention to the fact that even though the resident IT trainings in urban areas were devoted more hours, rural PIA users improved their skills more. The reasons of this imbalance can be explained either by (1) a greater number of urban residents (a greater number of trained residents is felt less in urban areas) or (2) a greater conscious motivation of rural residents (individually or with conditional help) to learn to use the Internet.

4. The Access, Possibilities and Understanding of the Hard to Reach Social Groups of the Opportunities to Use Computers and the Internet

Project task: improved access, possibilities and understanding of the hard to reach social groups of the opportunities to use computers and Internet.

Result achieved: the access, possibilities and understanding of the hard to reach social groups of the opportunities to use computers and Internet did not change mainly.

- ⇒ 4A: basically, the share of PIA users who do not have an alternate PIA access did not change. Only more of the unemployed came to urban public libraries to use the PIA
- ⇒ 4B: hard to reach social groups do not have alternatives of Internet usage the most often and library is commonly the only place where they can use the Internet free of charge. In general, not many hard to reach residents use PIA in public libraries. Despite the rural residents who substantially actively use PIA, the unemployed are the ones who use the PIA more often than other hard to reach social groups. The retired and the disabled use the Internet in the library the most rarely
- ⇒ 4C: while using the PIA in the library, users mostly write e-mails, read newspapers or news portals, look for information about goods and services, are interested in the ways of spending leisure and culture related information. Rural residents started using the Internet for all purposes more actively. Among all PIA users, a more frequent interest in online health related information and the usage of e-government services was recorded
- ⇒ 4D: the means meant to attract the representatives of more specific and hard to reach groups to use PIA in libraries are applied. The most often, various events, trainings and consultations are organized. During the year of 2008, these means were organized more than the year before (especially in rural areas)

In general, we can state that even though various events to attract hard to reach groups to use PIA in libraries are organized, nevertheless, there are not as many people at social risk in libraries as one could desire. Passive libraries' visits of the representatives of these groups is undoubtedly influenced not only the quantity of means devoted to them, but also the insufficient motivation and the need to visit libraries and use the provided services of the representatives themselves.

5. The Representation of Libraries (and PIA in them)

Project task: strengthened representation of libraries (and PIA in them).

Result achieved: the representation of libraries (and PIA in them) strengthened.

- ⇒ 5A: the libraries' staff and their directors perceive libraries the most positively at the maximum. The perception of library of residents and children is the most moderate (library is a place where it is boring and it is the best to spend some time on one's own). Nevertheless, it has a tendency to improve after visiting the library. PIA users, in comparison to residents and children, perceive the library in broader terms (not only as a place with a lot of books), evaluate it more positively and the positive evaluation increased during the last year even more
- ⇒ 5B: except the historically traditional library services (dispense of books and reading periodical press), library strives to be not only a widely perceived source of information (free of charge Internet, expanded opportunities of online information search), but also the factor educating (computer literacy courses) and socializing factor (various mechanisms to attract hard to reach social groups of the society). In the broad sense, another goal (expanded library mission) – the perception of the library as the community centre – is implemented.
- ⇒ 5C: the number of library visitors (visits) did not change during 2009.

In general, the reputation of the library is getting better among social groups directly associated with it – the libraries' staff, directors and PIA users. The perception of the library among residents and children – among the target groups where is the greatest libraries' visitors potential – has not changed. It means that the representation of innovative services to the "external environment" – the society – should be enhanced much more.

The number of visitors in libraries is not growing as fast as it is expected. Queues next to PIA generates not because of the increased number of new PIA users, but because of the active PIA usage of current users.

6. The Possibilities of Libraries to Ensure Local, Regional and National Funding

Project task: strengthened possibilities of libraries to ensure local, regional and national funding.

Result achieved: the possibilities of libraries to ensure local, regional and national funding strengthened.

- ⇒ 6A: in 2008, the general library funding was diminished only for one fourth of libraries. The budget of every other library was increased and the budget of every fifth library was reduced
- ⇒ 6B: in 2008, the PIA funding was increased for most of the libraries. The budget of PIA of every fourth library did not change and the funding was reduced only for every tenth library.

While comparing the quantitative information collected about the changes of funding during 2007/2008 including the subjective opinion expressed by target groups during the qualitative researches, we noticed that the wisdom saying that "money is never enough" is true (the budgets were not reduced as dramatically as the participants of the focus groups referred). On the other hand, during the discussions, inevitably, the situation of the current year rather than the one of 2008 was evaluated more.

7. Residents' Perception of the Social and Economical Benefit Provided by PIA in Libraries

Project task: residents' perception of the social and economical benefit provided by the PIA usage.

Result achieved: residents understand the social and economical benefit provided by the PIA usage.

- ⇒ 7A: while using the PIA in libraries, in PIA users' opinion, the users get more social rather than economical benefit (the ratio of social and economical benefit is 52%:21%);
- ⇒ 7B: the PIA provided benefit to the individual and the community, in libraries' staff' opinion, – is more social than economical (the ratio of social and economical benefit is 43%:16%);
- ⇒ 7C: the directors of libraries also believe than the PIA provides a more social benefit to the community (the ratio of social and economical benefit in urban areas is: 44%:14%, and in rural areas: 43%:13%).

While generalizing the PIA provided benefit in libraries, we can state that the most benefit provided to the individual and the community consists of the social benefit. In other words, it consists of the enrichment of leisure time, improved communication with friends and relatives, help while fulfilling studies related tasks, etc.

8. The Supply and Usage of Relevant Digital Content in Libraries

Project task: increased supply and usage of relevant digital content in libraries.

Result achieved: the supply and usage of relevant digital content in libraries has not changed.

- ⇒ 8A: only a small share of libraries has their own websites administered by themselves. The situation has not changed during the year
- ⇒ 8B: during the year, the awareness of the latest PIA service providing the most relevant content increased in urban areas. However, the growing awareness does not influence the growing flow of the new PIA users
- ⇒ 8C: libraries' websites are possessed by only a small share of libraries (especially, in rural areas). Furthermore, the libraries' staff is complaining that there is no time left to renew information on the website or communicate with virtual visitors, because of the overload of work during the service of the visitors. PIA users, in turn, do not visit libraries' websites even knowing that it exists, because they are able to receive all relevant information from the libraries' staff.

The origin of PIA in libraries provided the libraries with opportunities to serve the clients new type of services. However, the potential of this service is hardly feasible, because (1) Internet penetration in households is already rather high and there is a tendency for it to grow (especially in rural areas), (2) a greater share of those who do not have an Internet access alternative also do not have an actualized need to use this opportunity.

9. Innovations Emerged in the Libraries due to the Project

Project task: PIA encourages innovations in the libraries' network.

Result achieved: in libraries, there already are some innovations related to the implementation of the Project.

- ⇒ 9A: without the improved computer base, the main innovations, which were noticed by the visitors during the year, included computer literacy courses for seniors and libraries' staff and the personal user registration.

10. The Mechanisms of Constant Help to the Libraries' Staff

Project task: constant help is provided to the libraries' staff.

Result achieved: libraries' staff are provided constant help.

- ⇒ 10A: technical PIA maintenance satisfies almost all libraries' staff. Dissatisfaction expressed more often was related to the lack of expedition of the help provided. The evaluation of the satisfaction with Internet speed did not change. Only six out of ten libraries' staff is satisfied with Internet speed.
- ⇒ 10B: methodical help is sufficient to most of the libraries' staff. During the year, the number of libraries' staff who believes that the methodical help received is sufficient increased.

5. Detailed Evaluation of the Project Tasks and Supervision Indicators

More detailed information about the achievements of Project supervision indicators is presented further in the report.

5.1. 1. Residents' Opportunities to Use Computers and the Internet

5.1.1. 1A. The Number of Libraries/ Branches/ Departments Providing PIA

Aimed meaning of the supervision indicator: more libraries/ branches/ departments provide PIA.

Achieved meaning of the indicator: more libraries/ branches/ departments provide PIA.

ANALYSIS OF QUANTITATIVE RESEARCH

During the year of 2009 filialu, the number of branches providing the PIA service increased by two thirds in the country. In rural areas, PIA expansion was more intense than in urban areas.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
1A	The number of libraries/ branches/ departments providing PIA	Factual: libraries/ branches where PIA is provided	2010vs.2009	83% \Leftarrow 53% 161% \Leftarrow 100% ⁵ N: 1038 \Leftarrow 645	More branches provide PIA
			In urban areas (2010vs.2009)	95% \Leftarrow 78% 121% \Leftarrow 100% N: 193 \Leftarrow 160	
			In rural areas (2010vs.2009)	81% \Leftarrow 48% 174% \Leftarrow 100% N: 845 \Leftarrow 485	

5.1.2. 1B. The Number of Computers Intended for PIA

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

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

ANALYSIS OF QUANTITATIVE RESEARCH

The number of computerized workstations intended for PIA increased significantly during 2009. In rural libraries, the number of PIA workstations was almost doubled. The number of PIA workstations is intended to be increased in rural areas during the next year as well.

The number of PIA workstations was increased significantly in urban libraries also. During the next year, a greater share of urban libraries do not have plans to create additional (new) PIA workstations.

⁵ The expression "x% \Leftarrow 100%" here and further in the report denotes the yearly change. The situation of 2009 is equalled to 100% and x% denotes the expression of the progress- the change from the initial situation.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
1B	The number of computers intended for PIA	Factual: The total number of computers intended for PIA	2010vs.2009	182% \Leftarrow 100% N: 4984 \Leftarrow 2738	The number of PIA workstations increased
			In urban areas (2010vs.2009)	167% \Leftarrow 100% N: 1547 \Leftarrow 928	
			In rural areas (2010vs.2009)	190% \Leftarrow 100% N: 3437 \Leftarrow 1810	

5.1.3. 1C. The Number of PIA Hours for Users

Aimed meaning of the supervision indicator: The number of PIA hours for users is growing.

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

ANALYSIS OF QUANTITATIVE RESEARCH

When the number of libraries' branches providing PIA increased, the **number of PIA hours for users** increased significantly as well. Even though the hours intended for PIA increased nation wide, in rural areas, the number of PIA hours doubled during the year.

Another aspect related to the number of hours of PIA usage is the changed working hours of libraries. Due to the difficult economic situation in the country, in 2009, the number of weekly working hours of some libraries was reduced, some libraries' branches were liquidated or closed for some time. This was more common among rural libraries. The working hours of urban libraries was not changed mainly.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
1C	The number of PIA hours for users	Factual: the number of working hours of libraries providing PIA	2010vs.2009	142% \Leftarrow 100% N: 38508 \Leftarrow 27222	The number of PIA hours for users increased
			In urban areas (2010vs.2009)	116% \Leftarrow 100% N: 9036 \Leftarrow 7820	
			In rural areas (2010vs.2009)	152% \Leftarrow 100% N: 29472 \Leftarrow 19403	
		Factual: the change of the average number of working hours of libraries providing PIA	2010vs.2009	88% \Leftarrow 100% M ⁶ (h): 37 \Leftarrow 42	The average number of working hours in libraries providing PIA diminished (especially, in rural areas)
			In urban areas (2010vs.2009)	96% \Leftarrow 100% M (h): 47 \Leftarrow 49	
			In rural areas (2010vs.2009)	87% \Leftarrow 100% M (h): 35 \Leftarrow 40	

5.1.4. 1D. The Usage of Computerised Workstations Intended for PIA

Aimed meaning of the supervision indicator: the usage of PIA workstations is growing.

Achieved meaning of the indicator: the usage of PIA workstations has not changed.

⁶ M (mean) – the average number of weekly working hours of libraries providing PIA

ANALYSIS OF QUANTITATIVE RESEARCH

During the researches, only occasional data about how the PIA workstations in libraries in the country are used. Thorough and precise data about the record of usage of computerized workstations should be ensured by the registration and statistics system of Lithuanian public libraries PIA users.

The comparison of PIA workstations used during the researches of 2009 and 2010 reveals that the intensity of the usage of the PIA workstations did not change either in urban areas, or in rural areas.⁷

The tendencies of PIA workstations' usage can be revealed indirectly by analyzing the information about the queues by the PIA workstations.

It is obvious that the need for PIA is still not fulfilled in the libraries in the country. Queues are present in both urban and rural libraries. During the working days, queues in rural libraries grew and stabilized in rural areas. In other words, the queues are present, however, there are not more of them than last year. Queues by PIA diminished in both urban and rural libraries during the weekends.

Bearing in mind that the number of branches providing PIA and significantly more PIA workstations were established and that the queues by PIA did not diminish and were only growing during the last year, we can state that it is the result of active publication of free of charge PIA service and its benefit in public libraries.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
1D	The usage coefficient of computerized workstations (the number of occupied PIA workstations during the research)	Factual: the share of PIA workstations used during the research ⁸	2010vs.2009	45 ⁹ % ⇐ 45%	The usage coefficient of computerized workstations did not change
			In urban areas (2010vs.2009)	44% ⇐ 44%	
			In rural areas (2010vs.2009)	46% ⇐ 45%	
	Queues by PIA workstations	Libraries' staff: working days	2010vs.2009	84% ⇐ 78%	During working days, queues by PIA did not diminish in urban areas and increased in rural areas
			In urban areas (2010vs.2009)	77% ⇐ 80%	
			In rural areas (2010vs.2009)	87% ⇐ 75%	
	Queues by PIA workstations	Libraries' staff: weekends	2010vs.2009	34% ⇐ 51%	Queues by PIA diminished during weekends
			In urban areas (2010vs.2009)	32% ⇐ 57%	
			In rural areas (2010vs.2009)	34% ⇐ 42%	

⁷ Telephone interviews were conducted with those representatives of libraries who did not provide data during the online research.

It causes some doubts about the methodologic correctness of the calculation of the indicator, because: (a) the PIA workstations usage coefficient is highly influenced by the time variations of the research (daytime, day of the week), (b) it is likely that the Internet and computers in libraries which participated in the research online are used more actively, (c) the phonecalls with Libraries' staff were planned in advance at a convenient time for the librarian, which is when the flow of the visitors is slightly smaller.

⁸ The numbers provided do not reflect the situation in all libraries in 2010. The question "How many PIA workstations are occupied at the moment at this library/ branch/ subdivision?" was asked only during the telephone interview (50% of all libraries).

⁹ The ratio of the number of PIA workstations possessed by libraries interviewed by phone and the number of occupied workstations during filling in the questionnaire by phone.

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Both libraries' staff and the visitors noticed that more and more people visit libraries. Greater flows of visitors were due to the emergence of PIA service and its development in public libraries. Research participants mentioned that queues by computers appear often, therefore, most of the users register in advance and the time of Internet usage is limited (especially for children).

Libraries' staff, directors emphasized that the number of those wishing to use computer/ Internet often is greater than it is actually possible. Moreover, libraries' staff sometimes is physically unable to help those who need help, because of the lack of time.

The members of hard to reach PIA users' groups: adult PIA users were complaining that when they wish to use PIA for personal reasons, they often are not able to reach computers, because they are occupied by children who entertain themselves by playing computer games and communicate in social websites. Meanwhile, children emphasized that sometimes they feel that it is unfair when a librarian asks to give the workplace to the adult by motivating this request that the intended activity of the adult is more important. Thus, it is important to children that equal PIA usage conditions and opportunities were ensured.

In comparison to the results of the research in 2008: the number of computerized workstations in public libraries is growing and the Internet speed is increasing. Even though at the present moment the users are provided with better conditions to use the PIA faster and more often (in comparison to the situation a year ago), the need for further expansion of the technical base remains.

Rural vs. urban: due to the small number of computers in rural libraries (in comparison to urban libraries), the lack of free workstations is felt more often. Children constitute a big share of visitors and libraries' staff controls them more in order to ensure the opportunities for other visitors to use PIA.

5.1.5. 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 evaluation of the number of PIA users and its change is complicated, because, during the current year, one fourth of libraries and more than every other library last year did not have any data about the number of registered PIA users.

While evaluating the situation based on the data available, it becomes obvious that the number of users nationwide grew at the expense of a growing number of PIA users in rural areas. The number of PIA users in urban areas decreased slightly.

The average evaluation of the registered users provides indirect information for the evaluation of the number of PIA users in libraries. Average number of users in separate libraries decreased during the current year. The increase of total number of users in the country, it is likely, was achieved not because of the growing number of users in separate libraries, but because of the growing number of new libraries' branches providing PIA.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
1E	The number of PIA users	Factual: the number of registered PIA users ¹⁰	2010vs.2009	109% \Leftarrow 100% N: 209364 \Leftarrow 191412	The number of PIA users increased: In rural areas it grew , in urban areas it diminished
			In urban areas (2010vs.2009)	80% \Leftarrow 100% N: 101820 \Leftarrow 126980	
			In rural areas (2010vs.2009)	167% \Leftarrow 100% N: 107544 \Leftarrow 64432	

¹⁰ The data were calculated from libraries having these data (2010: 73%; 2009: 40%).

		Factual: the average number of registered PIA users	2010vs.2009	59% \Leftarrow 100% N: 232 \Leftarrow 394	The average number of registered users diminished in libraries
			In urban areas (2010vs.2009)	60% \Leftarrow 100% N: 609 \Leftarrow 1024	
			In rural areas (2010vs.2009)	82% \Leftarrow 100% N: 145 \Leftarrow 178	

5.1.6. 1F. The Number of PIA Workstations for 1000 Residents

Aimed meaning of the supervision indicator: the number of workstations for 1000 residents is growing.

Achieved meaning of the indicator: the number of workstations for 1000 residents increased.

ANALYSIS OF QUANTITATIVE RESEARCH

While evaluating the PIA development statistically according to how many workplaces there are for 1000 residents, it can be stated that the PIA was improved in the country. The density of PIA workstations was increased in rural libraries especially.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
1F	The number of PIA workstations for 1000 residents	Factual: the number of PIA workstations vs. statistical data ¹¹	2010vs.2009	1,50 \Leftarrow 0,81	Increased (especially in rural areas)
			In urban areas (2010vs.2009)	0,69 \Leftarrow 0,42	
			In rural areas (2010vs.2009)	3,13 \Leftarrow 1,65	

5.1.7. 1G. The Number of Libraries Providing Free of Charge Internet Access by Wireless Connection

Aimed meaning of the supervision indicator: the number of libraries providing free of charge Internet access by wireless Internet is growing.

Achieved meaning of the indicator: the number of libraries providing free of charge Internet access by wireless Internet increased.

ANALYSIS OF QUANTITATIVE RESEARCH

In 2009, the opportunities to use free of charge wireless Internet access was improved significantly. In urban areas, there are 4 times more branches providing wireless connection and there are 7 times more such branches than in 2009.

On the other hand, approximately one third of urban branches still do not have the opportunity to use wireless Internet connection and about two thirds of branches in rural areas.

¹¹ The ratio was calculated based on the data provided by the Department of Statistics: the number of residents in Lithuania in the beginning of the year 2010 was 3329006; in urban areas: 2229501; in rural areas: 1099505.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
1G	The number of libraries providing free of charge wireless Internet	Factual: the number of libraries providing the free of charge Internet	2010vs.2009	39% \Leftarrow 6% 609% \Leftarrow 100% N: 481 \Leftarrow 79	The wireless Internet access opportunities were improved in the entire country
			In urban areas (2010vs.2009)	61% \Leftarrow 15% 403% \Leftarrow 100% N: 125 \Leftarrow 31	
			In rural areas (2010vs.2009)	34% \Leftarrow 5% 741% \Leftarrow 100% N: 356 \Leftarrow 48	

5.2. 2. The Skills and Motivation of Libraries' Staff to Use Computers and Internet

5.2.1. 2A. IT Usage Skills of Libraries' Staff

Aimed meaning of the supervision indicator: improved IT usage skills of libraries' staff.

Achieved meaning of the indicator: nationwide, the IT usage skills of libraries' staff did not change, in urban areas – improved, in rural areas – remained unchanged.

ANALYSIS OF QUANTITATIVE RESEARCH

A greater share of libraries' staff believe that their computer literacy skills are sufficient. Urban libraries' staff evaluate their computer usage skills better.

Libraries' directors also think that the computer literacy skills of most of the libraries' staff are sufficient. In fact, computer usage skills of urban libraries' staff were evaluated slightly more positively by directors than by the libraries' staff themselves. In rural areas, it is the opposite – the urban libraries' staff evaluate their computer usage skills better than their directors do.

Whilst evaluating the IT usage skills of libraries' staff in more detail, the libraries' staff evaluate their skills to send e-mails with attached documents the best. Less libraries' staff evaluated their skills of main computer programs' usage and solving simple technical problems as "sufficient".

During the last year, the skills of libraries' staff did not change substantially. Slightly more libraries' staff believe that they have sufficient skills to send e-mails with attached documents or to solve the main technical problems. However, less libraries' staff name their main computer programs' usage skills as sufficient.

The IT usage skills are improving quickly among urban libraries' staff and it almost remains the same among the rural libraries' staff.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
2A	The skills and motivation of libraries' staff to use IT	Libraries' staff: the evaluation of computer literacy	2010vs.2009	77% ¹² \Leftarrow 76%	IT skills of members of staff did not change nation wise and they improved in urban areas
			In urban areas (2010vs.2009)	89% \Leftarrow 78%	
			In rural areas (2010vs.2009)	73% \Leftarrow 74%	

¹² The values provided denote the sum of "fully sufficient" and "sufficient" skills' values

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
		Directors: the evaluation of computer literacy of libraries' staff			IT skills of all members of staff improved
			In urban areas (2010vs.2009)	95% ⇐ 76%	
			In rural areas (2010vs.2009)	69% ⇐ 39%	
		Libraries' staff: the evaluation of skills to use the main computer programs	2010vs.2009	63% ⇐ 70%	The skills of using PC programs diminished (especially, in rural areas)
			In urban areas (2010vs.2009)	74% ⇐ 74%	
			In rural areas (2010vs.2009)	59% ⇐ 67%	
		Libraries' staff: the evaluation of skills to send and e-mail with an attached document	2010vs.2009	79% ⇐ 73%	The skills of sending an e-mail with an attached document improved
			In urban areas (2010vs.2009)	91% ⇐ 83%	
			In rural areas (2010vs.2009)	75% ⇐ 64%	
		Libraries' staff: the evaluation of skills to solve the main technical problems	2010vs.2009	63% ⇐ 59%	The skills to solve the main computer programs improved
			In urban areas (2010vs.2009)	78% ⇐ 66%	
			In rural areas (2010vs.2009)	58% ⇐ 53%	

ANALYSIS OF QUALITATIVE RESEARCH

While discussing the motivation of the libraries' staff to use IT, it can be stated that the nature of motivation is one of the two sorts:

- *compulsory* motivation – the employee is forced to learn to use new technologies, because it is necessary while performing his/ her job functions
- *conscious* motivation – the employee strives for professionalism intending to provide the visitors with a quality service

Both directors and libraries' staff named compulsory motivation as the dominant motivation.

During the discussions with directors, it was revealed that the most demotivated employees to learn to use IT were those who were retired or were ready for the retirement in the nearest future (because, in the case of the need to make the employees redundant, they fall into the group at the highest risk).

Furthermore, not all elderly (and not only elderly) libraries' staff are open to novelties, it is difficult for them to do the transition from their traditional duties and realise that they have to acquire completely new skills and provide different services to visitors. Moreover, the salaries of libraries' staff which are already low are being reduced. All mentioned above make a negative impact on the motivation of the libraries' staff to learn using IT and reduces the desire to develop comprehensively.

PIA users believe that the load of libraries' staff work is increasing and the wages are becoming lower. The job of libraries' staff is evaluated as difficult and as one which requires a lot of knowledge, effort and stamina. Often (more often in rural libraries) one librarian has to serve a few visitors at a time. In the opinion of PIA users, library has a very educational role in the community and nationwide, therefore, the work of libraries' staff should be evaluated appropriately.

Libraries' staff, directors and experts of other stakeholders agreed unanimously that the IT usage skills of libraries' staff strengthened during the year. This change was influenced by the trainings, appropriate

methodical material for libraries' staff, greater opportunities to use IT (because of the greater number of PIA workstations) and every day practice of serving users.

The members of hard to reach PIA users' groups: while evaluating the IT usage skills of libraries' staff, PIA users referred to them positively and emphasized that the IT usage skills of libraries' staff meet users' expectations. The high evaluations not only were influenced by the noticeable solutions of every day questions and problems related to the IT usage, but also by the awareness that the libraries' staff were provided with computer literacy courses which provided the libraries' staff with relevant knowledge and the opportunity to develop acquired skills.

In comparison to the results of the research in 2008: during the current year, PIA users having medium or higher skills to use the computer or the Internet evaluated the skills of libraries' staff more positively than negatively.

While providing help or consulting the PIA users in terms of IT usage, the libraries' staff feel more confident than a year ago.

Rural vs. urban: libraries' staff admitted that computer usage skills of rural libraries' staff are slightly worse.

5.2.2. 2B. The Presentation and Public Relations Skills of Libraries' Staff

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

Achieved meaning of the indicator: presentation and public relations skills of libraries' staff mainly did not change.

ANALYSIS OF QUANTITATIVE RESEARCH

Most of the libraries' staff believe that they have sufficient skills to present the services provided by the library. The skills of information provision to the society were evaluated better than those of communication with the media or government representatives.

Directors believe that the presentation skills of most of the libraries' staff were enhanced substantially during the last year and are sufficient. A tendency was noticed that rural libraries' staff evaluate their presentation skills better than the directors.

Slightly more than half of the libraries' staff have some experience of presentation of the libraries' services. Most of the employees acquired this experience by communicating with the media, politicians, by preparing articles for regional press or by speaking in public. It was noticed that libraries' staff having some presentation experience tend to evaluate their presentation skills better than those having no such experience.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
2B	The presentation and public relation skills of libraries' staff ¹³	Libraries' staff: the evaluation of presentation of libraries' services to the society	2010vs.2009	81% ¹⁴ ⇐ 76%	The presentation skills to the society improved
			In urban areas (2010vs.2009)	80% ⇐ 70%	
			In rural areas (2010vs.2009)	81% ⇐ 81%	

¹³ Due to the changed formulation of the question related to the presentation and public relation skills, we suggest evaluating the changes of these skills only as assumptions depicting the main tendencies.

¹⁴ The values provided denote the sum of "fully sufficient" and "sufficient" skills' values.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
		Libraries' staff: the evaluation of communication with the media and government representatives	2010vs.2009	67% \Leftarrow 76%	Less employees have communication skills with the media
In urban areas (2010vs.2009)			61% \Leftarrow 70%		
In rural areas (2010vs.2009)			69% \Leftarrow 81%		
		Directors: the evaluation of library presentation skills of libraries' staff to the society			The skills of presentation to the society improved
In urban areas (2010vs.2009)			80% \Leftarrow 60%		
In rural areas (2010vs.2009)			59% \Leftarrow 47%		
		Directors: the evaluation of libraries' staff' skills to communicate with the media and government representatives			The skills of communicating with the media improved
In urban areas (2010vs.2009)			78% \Leftarrow 73%		
In rural areas (2010vs.2009)			61% \Leftarrow 43%		

ANALYSIS OF QUALITATIVE RESEARCH

Libraries' staff, directors and experts of other stakeholder groups: libraries' staff and directors relate the presentation of the services of the library to traditional events or means. These activities are performed well, in their opinion. It is being emphasized that the presentation of libraries' services to the society is performed in well known and reliable ways – exhibitions, presentations of books or meetings with writers/artists are organized. Meanwhile, experts consider these means as conservative and rather ineffective, because not all services are presented to the society clearly and they are only known by that part of the community which visits libraries. Such situation, in their opinion, is influenced by the lack of long term public relations campaign. In the opinion of all TG representatives, the lack of funding stops the creation of innovative and purposeful campaign. In the eyes of directors, this process is stopped by the passivity of libraries' staff and the lack of initiative. Libraries' staff, in turn, emphasizes the importance of the director's personality and its influence for the purposeful process of presentation (the attitude and openness to novelties, the desire to change and the encouragement/ support of the initiative of the libraries' staff).

The representatives of hard to reach PIA users' groups pointed that currently there is no necessity for the libraries' staff' to present libraries' services, because most of the residents are already aware of them. In the opinion of TG representatives, the presentation of libraries and the process of publication of libraries' services is smooth and is evaluated positively, because, in the opinion of respondents, libraries' staff do as much as the financial possibilities of their institutions allow. A member of the libraries' staff, as a representative of the institution, communicates with visitors, offers new services to visitors, encourages them to use them, and introduces the novelties and services in libraries during events. It is also emphasized that the circle of libraries' visitors is mostly being expanded by the initiative of the libraries' staff. They often encourage the visitors to visit the library again and to try the services provided, they encourage visitors to bring their acquaintances and organize events. On the other hand, in the opinion of the TG, the circle of libraries' visitors is expanding on its own, because the information about the services of the library is shared by word of mouth.

In comparison to the results of the research in 2008: libraries' staff, directors and experts evaluated the intense advertising campaign of the project "Libraries for Innovation" as innovative and strong way of presentation. Meanwhile, PIA users representing hard to reach social groups emphasized this campaign rarely, even though they mentioned they heard of/ saw advertisements in press, on the radio or advertisements on boards. The same as in 2008, the representatives of hard to reach social groups

admitted that information about the services of libraries reached them in private rather than in public environment (through libraries' staff, other libraries' visitors, events).

Rural vs. urban: no differences in evaluation of libraries' staff presentation and public relations skills were recorded in urban or rural libraries' staff. Research representatives from rural areas evaluated the presentation and public relation skills more positively and emphasized that the presentation of the library's benefit and provided services is not needed.

5.2.3. 2C. The Skills of Libraries' Staff to Use Internet Resources and E-Services

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

Achieved meaning of the indicator: skills of the libraries' staff to use Internet resources and e-services mainly did not change.

ANALYSIS OF QUANTITATIVE RESEARCH

Three out of four libraries' staff and most of the urban libraries' staff consider their skills of Internet resources' usage as sufficient. Internet novelties' usage skills are evaluated slightly differently. The vast majority of libraries' staff believe that they have rather insufficient Internet novelties' usage skills. In fact, urban libraries' staff evaluate their Internet novelties' usage skills better than their rural colleagues.

During the last year, the skills of libraries' staff to use the Internet resources, in their opinion, did not improve. However, the analysis of the directors' opinion shows that the general Internet novelties' usage skills of libraries' staff and the Internet novelties' usage skills of urban libraries' staff had to improve during the exploratory year.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome		
2C	The skills of libraries' staff to use Internet resources	Libraries' staff: the evaluation of Internet resources' usage skills	2010vs.2009	75% \Leftarrow 79%	Internet resources' usage skills did not improve		
			In urban areas (2010vs.2009)	90% \Leftarrow 87%			
			In rural areas (2010vs.2009)	72% \Leftarrow 71%			
		Libraries' staff: the evaluation of the Internet novelties' usage skills	2010vs.2009	19% \Leftarrow 22%	Internet novelties' usage skills did not improve		
			In urban areas (2010vs.2009)	29% \Leftarrow 24%			
			In rural areas (2010vs.2009)	17% \Leftarrow 20%			
		Directors: the evaluation of the libraries' staff skills to use Internet resources					Internet resources' usage skills somewhat improved (in rural areas)
			In urban areas (2010vs.2009)	91% \Leftarrow 88%			
			In rural areas (2010vs.2009)	66% \Leftarrow 53%			
		Directors: the evaluation of the libraries' staff skills to use Internet novelties					Internet resources' usage skills improved in urban areas
			In urban areas (2010vs.2009)	28% \Leftarrow 20%			
			In rural areas (2010vs.2009)	11% \Leftarrow 8%			

Libraries' staff mastered the skills which do not require a lot of specialized knowledge or learning the basics. These skills include Internet usage for general purposes, using Internet search engines and databases. The actions requiring special skills, in turn, are mastered less – the creation of an Internet website, using the file exchange programs, etc. During the last year, the Internet usage skills for telephone conversations of libraries' staff improved slightly more significantly.

Most of the libraries' staff are aware how to use information of various subjects online. However, not all members of libraries' staff could learn others how to use it. The strongest skills of libraries' staff which allow teaching others are related to the area of culture and leisure information, search for work and electronical means of communication. The search of such information does not make any problems either to the libraries' staff or the PIA users (these services are used the most often).

While looking in more detail at the skills of libraries' staff to use the resources, which require specific knowledge (health, education information, e-government services or the resources for economical activity (e.g., e-banking), it was noticed that most of the libraries' staff are aware of and know how to use this information, however, not sufficiently enough to be able to consult others.

Younger (under 44) libraries' staff, urban libraries' staff and those working in libraries having PIA often have better knowledge and usage skills of all Internet resources. The best knowledge (especially, more specific) is of those libraries' staff who work in central libraries and worse knowledge is of older libraries' staff, those working in rural libraries and in libraries where no PIA is available.

ANALYSIS OF QUALITATIVE RESEARCH

Libraries' staff and directors: while generalizing the information acquired, we can state that the skills of libraries' staff to use Internet resources and e-services are improving gradually. Libraries' staff and directors related electronic services to online income declaration and the services of online banking more often. It was emphasized that the skills are established when the PIA users are served and consulted.

Because of the lack of knowledge of the English language, the priority is given to those online resources having Lithuanian content and foreign Internet resources are used rarely.

The members of hard to reach PIA users' groups: while discussing the fact that the libraries' staff are able to help while declaring one's income, use online banking or answer when there is a need, the knowledge and skills of libraries' staff to use online resources and online services were evaluated positively by TG representatives.

In comparison to the results of the research in 2008: bearing in mind that general IT usage skills of the libraries' staff during the last year strengthened and the increasing number of PIA users generated a greater need for every day IT usage consultations, libraries' staff acquire more and more experience of using Internet resources and online services every day.

Rural vs. urban: directors mentioned that in rural areas, the skills of libraries' staff are slightly smaller, because commonly there is only one librarian who has to perform all the activities and there is few time left for personal improvement.

5.2.4. 2D. The Knowledge and Skills of Libraries' Staff to Serve Users with Special Needs

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

Achieved meaning of the indicator: the skills of libraries' staff to serve users with special needs are evaluated as insufficient.

ANALYSIS OF QUANTITATIVE RESEARCH

Only one tenth of libraries' staff claimed that they did not have any experience of serving users with special needs. A similar share of libraries' staff stated that they were not always able to identify if the visitor had special needs.

ANALYSIS OF QUANTITATIVE RESEARCH

All libraries' staff working in libraries providing PIA have user training and consulting experience in terms of PIA questions. In turn, there are more and more libraries' staff who contribute in one way or another to training programs (project organization). Every other librarian of the country has some experience of training organization.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
2E	The number of libraries' staff having training and consulting experience.	Libraries' staff: having experience consulting PIA users ¹⁵	2010vs.2009	97% ¹⁶ ⇐ 95% ¹⁷	Almost all libraries' staff have consulting experience
			In urban areas (2010vs.2009)	95% ⇐ 93%	
			In rural areas (2010vs.2009)	98% ⇐ 98%	
		Libraries' staff: contributed to the organization of training programs (projects) ¹⁸ at least once	2010vs.2009	55% ⇐ 38%	There are more and more libraries' staff contributing to the organization of training programs
			In urban areas (2010vs.2009)	50% ⇐ 38%	
			In rural areas (2010vs.2009)	56% ⇐ 39%	

5.2.6. 2F. The Number of Trained Libraries' staff

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

In 2009, intensive trainings of libraries' staff to use information technologies were conducted. During the year, 40% more libraries' staff were trained than last year. A greater share of trained libraries' staff are the employees of urban libraries.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
2F	The number of trained libraries' staff ¹⁹	Factual: the number of libraries staff who participated in IT trainings	2010vs.2009	140% ⇐ 100% N: 1475 ⇐ 1061	The number of trained libraries' staff grew
			In urban areas (2010vs.2009)	159% ⇐ 100% N: 889 ⇐ 560	
			In rural areas (2010vs.2009)	117% ⇐ 100% N: 586 ⇐ 501	

¹⁵ The values presented include only from those Libraries' staff who work in libraries providing PIA

¹⁶ The value is calculated while analyzing the results of the question "How many times per day do you consult PIA users at average".

¹⁷ The value is calculated while analyzing the results of the question "How often do you consult PIA users regarding any questions?".

¹⁸ A derivative value is presented. Provided % note how many Libraries' staff contributed to at least one of these activities: (1) "I have contributed to the organization of trainings", (2) "I prepared the material (or some material) for the trainings", (3) "I prepared the trainings' program", (4) "I conducted trainings (or some of them)", (5) "I have consulted the organizers of the training programs".

¹⁹ Data calculated only from the libraries which provided corresponding data (2010: 95%, 2009: 96%).

5.2.7. 2G. The Number of Hours Intended for the IT Trainings

Aimed meaning of the supervision indicator: an increased number of hours intended for the IT trainings of libraries' staff.

Achieved meaning of the indicator: the number of hours intended for the IT trainings of libraries' staff increased.

ANALYSIS OF QUANTITATIVE RESEARCH

As the number of trained libraries' staff is growing, the number of hours intended for the IT trainings of the libraries' staff is increasing respectively. In 2009, the libraries' staff trainings were devoted twice as many hours as in 2008. IT trainings of urban libraries' staff were devoted 3 times more hours, in comparison to 2008.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
2G	The number of hours intended for the IT trainings of the libraries' staff ²⁰	Factual: the number of hours intended for the IT trainings of the libraries' staff	2010vs.2009	219% \leftarrow 100% N: 50349 \leftarrow 23032	The number of hours intended for the IT trainings of the libraries staff increased
			In urban areas (2010vs.2009)	313% \leftarrow 100% N: 21990 \leftarrow 7027	
			In rural areas (2010vs.2009)	177% \leftarrow 100% N: 28359 \leftarrow 16005	

5.3. 3. The Skills of Public Libraries' Visitors to Use Computers and the Internet

5.3.1. 3A. IT knowledge and skills of PIA users

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

Achieved meaning of the indicator: nationwide, the knowledge and skills of PIA users did not change; it did not change in urban areas either, it improved in rural areas and equalled to the skills of PIA users in urban areas.

ANALYSIS OF QUANTITATIVE RESEARCH

Most of the PIA users evaluate their skills to use computers as sufficient. A similar share of urban PIA users had sufficient computer usage skills last year. In rural areas, the share of those who evaluated their skills as sufficient increased during the year.

Three fourths of PIA users evaluate their abilities to communicate by e-mails by sending attached information and the ability to use the main computer programs as sufficient. Slightly less users believe that they have sufficient skills to solve technical problems. During the last year, PIA users in rural areas enhanced their skills to use computer programs and solve technical problems.

Commonly, younger PIA users have better skills of using computers. The computer usage skills of the younger generation in rural areas are developing the fastest. The computer usage skills of older people do not change.

The evaluation of computer literacy of PIA users and residents using the Internet does not differ. Among both PIA users and residents, the youth have better computer usage skills.

²⁰ Data calculated only from the libraries which provided corresponding data (2010: 73%, 2009: 86%).

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
3A	The knowledge and skills of PIA users	PIA users: the evaluation of PIA literacy	2010vs.2009	81% ²¹ ⇐ 80%	IT usage skills did not change in urban areas and it improved in rural areas
			In urban areas (2010vs.2009)	81% ⇐ 82%	
			In rural areas (2010vs.2009)	83% ⇐ 77%	
		PIA users: the evaluation of skills of using computer programs	2010vs.2009	76% ⇐ 72%	The skills of using PC programs improved (more in rural areas)
			In urban areas (2010vs.2009)	72% ⇐ 74%	
			In rural areas (2010vs.2009)	78% ⇐ 69%	
		PIA users: the evaluation of skills to send an e-mail with an attached document	2010vs.2009	78% ⇐ 78%	The skills of sending an e-mail with an attached document did not change
			In urban areas (2010vs.2009)	80% ⇐ 83%	
			In rural areas (2010vs.2009)	77% ⇐ 74%	
		PIA users: the evaluation of skills to solve technical problems	2010vs.2009	70% ⇐ 65%	The skills of solving technical problems improved (more in rural areas)
			In urban areas (2010vs.2009)	67% ⇐ 64%	
			In rural areas (2010vs.2009)	73% ⇐ 66%	

ANALYSIS OF QUALITATIVE RESEARCH

In general, we can state that the skills of PIA users, in the opinion of both research TGs, are improving, even though the improvement is gradual. PIA users feel more confident while using the computer and the Internet, they learn new things when there is a need, they are interested what else they could do on the Internet.

The complaisance and knowledge of libraries' staff play an important role in the formation and strengthening of PIA users' skills. It is especially relevant for less advanced PIA users for who it is important to know that there is a librarian who is able to help/ give a piece of advice/ explain by his/ her side.

IT usage skills of PIA users are directly dependent on the personality traits of the users (a desire to improve, openness for novelties) and the motives and goals of the usage.

Libraries' staff, directors and experts of other stakeholders: in the opinion of the TG representatives, the knowledge and skills of PIA users started developing gradually while implementing other projects ("Window to the Future", events organized by the Taxman, etc.), when libraries' visitors were offered the opportunities to start using the computer and the Internet. In the opinion of the libraries' staff, a lot of things depended on the persistency and the curiosity of the users.

The interest in libraries' services and the number of visitors who desire to learn to use the Internet increased, when the project "Libraries for Innovation" was started to be implemented and the information penetration about the free of charge Internet access is available in public libraries intensified.

As the libraries' staff claim, the IT usage skills and knowledge of those PIA users who started using computers in 2007 are very good. It was also recorded that older visitors express their intention to learn

²¹ The values provided denote the sum of "fully sufficient" and "sufficient" skills' values.

using the Internet more and more often. Even though their skills currently are weak and their knowledge is superficial, the fact that they try and come back to libraries is delightful and optimistical.

The members of hard to reach PIA users' groups: most PIA users under 55 evaluate their computer and Internet usage skills as sufficient. Seniors, meanwhile, is the group which requires the most attention while encouraging the usage of computers and the Internet and also while consulting and helping to use them. Such opinion was expressed not only by the seniors themselves, but also by all other research participants.

In comparison to the results of the research in 2008: during the implementation of the project "Libraries for Innovation", a lot of PIA points were established, technical base was renewed and trainings of the libraries' staff were organized. During the trainings, the libraries' staff deepened their computer literacy knowledge and acquired users' consulting skills. It all resulted in a positive impact on the formation/enhancement of PIA skills.

Rural vs. urban: as the PIA service was established in some of the rural libraries very recently, and the skills of the libraries' staff are weaker there, we can make an assumption that the skills of PIA users in rural areas are slightly weaker than those of urban PIA users.

5.3.2. 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 [is changing](#).

ANALYSIS OF QUANTITATIVE RESEARCH

The practice of PIA usage is changing slightly. Library is becoming the main Internet usage place for more and more PIA users. Moreover, PIA usage in the library is becoming more frequent. In other words, more and more PIA users started using the Internet in the library once a week or more often. These changes were recorded in both urban and rural libraries.

The skills of PIA users of using the Internet for general purposes did not change. However, the vast majority of PIA users believe that these skills are sufficient.

Those who use PIA in libraries master Internet search engines well. Most of PIA users are able to participate in online discussions and forums. The skills of using online telephony and file exchange programs are developing at a fast pace. Slightly less PIA users know how to use the online databases well. The least PIA users can tell that they know how to create an Internet website.

To generalize, it can be stated that the PIA users' skills to use various Internet resources improved significantly during the exploratory year (especially in rural libraries).

No significant changes between the PIA users and the residents were recorded. The youth using the Internet in libraries and elsewhere does not differ. While analyzing the adult part of the society, it is obvious that Internet in the libraries is used by adult residents from groups at social risk more often: the unemployed, the retired, people receiving lower income.

While comparing the practice of Internet usage of PIA users and residents, a few tendencies can be distinguished: (1) residents use the Internet more actively than PIA users (more frequent every day Internet usage), (2) in the youth cohort, residents have better Internet usage skills and in the group of adults and older people, the skills of PIA users and residents are similar.

	Pr.rodiklis	Instrument - the Meaning	Specification of the Indicator		Outcome
3B	The practice of PIA usage	PIA users: library is a place where the Internet is used the most often	2010vs.2009	63% ⇐ 41%	Library is a "most frequent" place of Internet usage for PIA users more often
			In urban areas (2010vs.2009)	66% ⇐ 36%	
			In rural areas (2010vs.2009)	59% ⇐ 45%	

		PIA users: PIA usage in the library (once a week or more often)	2010vs.2009	63% ⇐ 48%	PIA usage in the library is more frequent
			In urban areas (2010vs.2009)	68% ⇐ 47%	
			In rural areas (2010vs.2009)	59% ⇐ 43%	
		PIA users: the evaluation of skills of using the Internet for general purposes	2010vs.2009	88% ²² ⇐ 85%	Internet usage skills for general purposes did not change²³
			In urban areas (2010vs.2009)	88% ⇐ 87%	
			In rural areas (2010vs.2009)	87% ⇐ 84%	
		PIA users: the evaluation of skills of using the Internet search engines	2010vs.2009	92% ⇐ 86%	The skills of using Internet search engines improved
			In urban areas (2010vs.2009)	90% ⇐ 86%	
			In rural areas (2010vs.2009)	93% ⇐ 86%	
		PIA users: the evaluation of skills of using online databases	2010vs.2009	56% ⇐ 60%	The skills of using online databases did not change
			In urban areas (2010vs.2009)	57% ⇐ 63%	
			In rural areas (2010vs.2009)	56% ⇐ 58%	
		PIA users: the evaluation of skills of creating an Internet website	2010vs.2009	38% ⇐ 34%	The skills of creating Internet websites did not change
			In urban areas (2010vs.2009)	37% ⇐ 34%	
			In rural areas (2010vs.2009)	40% ⇐ 34%	
		PIA users: the evaluation of skills of using the Internet for telephone conversations	2010vs.2009	68% ⇐ 58%	The skills of using the Internet for telephone conversations improved
			In urban areas (2010vs.2009)	65% ⇐ 59%	
			In rural areas (2010vs.2009)	70% ⇐ 56%	
		PIA users: the evaluation of skills of participation in discussions/ forums	2010vs.2009	72% ⇐ 66%	The skills of participating in forums improved
			In urban areas (2010vs.2009)	71% ⇐ 69%	
			In rural areas (2010vs.2009)	73% ⇐ 63%	
		PIA users: the evaluation of using the file exchange programs	2010vs.2009	66% ⇐ 55%	The skills of using the file exchange programs improved
			In urban areas (2010vs.2009)	64% ⇐ 58%	
			In rural areas (2010vs.2009)	70% ⇐ 53%	

ANALYSIS OF QUALITATIVE RESEARCH

The usage practice and the perception of the PIA is changing. The positive change is recorded by the notion that computer and the Internet were related to entertainment and games more often before and now they are being used for communication, information search, work and leisure time. Moreover, a

²² The values provided denote the sum of "fully sufficient" and "sufficient" skills' values.

²³ Green text in a grey background denotes a situation when the achievements/ evaluations are high already and there is no need to expect significant changes anymore.

greater benefit provided by the Internet access is felt and realised by older and rural residents. It is influenced strongly by libraries' staff, who encourage and emphasize the advantages of the Internet.

The ability to learn to use the computer and the Internet, to do that free of charge and to get a consultation and a piece of advice when needed encouraged the ones who did not visit libraries before to visit the library for the first time or visit it more often.

Even though the usage practice of each visitor differs (it is influenced not only by age, interests, but also personal features), it may be pointed in general that older visitors communicate with relatives more often or look for specific information online; students look for studies related information and children and teenagers use all ways to spend leisure online.

Libraries' staff, directors and experts of other stakeholders: libraries' staff who participates with the users immediately could tell the most about the PIA usage practice and changes. It was difficult for directors and experts to evaluate this aspect. The latter considered this question hypothetically more often. Bearing in mind that the PIA expansion during the last year was very intensive and libraries' staff who participated in the trainings is already able to consult visitors, the experts made a conclusion about the improving skills of visitors and a changing PIA practice.

The members of hard to reach PIA users' groups: TG representatives, who have the possibility to use the Internet not only in the library, use more Internet opportunities (visit various websites, their skills are stronger) and improve the fastest.

In comparison to the results of the research in 2008: due to the lack of information related to the evaluation of the PIA usage practice in the report of 2008, the comparison is not possible.

Rural vs. urban: In rural areas, the PIA usage practice differs slightly. The most often, they do not have the possibility to use the computer or the Internet elsewhere except using it in the library. Moreover, the number of PIA points is too small so that all could use the PIA without any restrictions. Thus, when wishing to receive particular information, rural residents ask for the help of the libraries' staff and do not look for the information individually. This makes the improvement of their PIA usage slower.

5.3.3. 3C. The Number of IT Trained Residents

Aimed meaning of the supervision indicator: increased number of IT trained residents.

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

Nationwide, in IT trainings organized in 2009, there was one fifth more residents IT trained in libraries than in 2009. The vast majority of IT trained residents are urban residents. In rural areas in 2009, there were less residents trained than the last year.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
3C	The number of IT trained residents ²⁴	Factual: the number of residents who participated in IT trainings	2010vs.2009	122% \leftarrow 100% N: 8444 \leftarrow 6947	The number of IT trained residents increased
			In urban areas (2010vs.2009)	174% \leftarrow 100% N: 5024 \leftarrow 2882	
			In rural areas (2010vs.2009)	84% \leftarrow 100% N: 3420 \leftarrow 4065	

5.3.4. 3D. The Number of Hours Intended for the Residents' IT Trainings

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

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

²⁴ Data calculated only from the libraries which provided corresponding data (2010: 93%, 2009: 90%).

The tendencies of the dynamics of hours intended for the residents' IT trainings reflect the IT trained residents' tendencies. In 2009, trainings in urban areas were devoted almost three times more hours and in rural areas the number of hours was slightly smaller during the current year.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
3D	The number of hours intended for the residents' IT trainings ²⁵	Factual: The number of hours intended for the residents' IT trainings	2010vs.2009	155% \leftarrow 100% N: 19035 \leftarrow 12310	The number of hours intended for the residents' IT trainings increased
			In urban areas (2010vs.2009)	278% \leftarrow 100% N: 11276 \leftarrow 4061	
			In rural areas (2010vs.2009)	94% \leftarrow 100% N: 7759 \leftarrow 8249	

5.4. 4. Access, Opportunities and the Perception of the Possibilities to User Computers and the Internet by Specific and Hard to Reach Residents' Groups

5.4.1. 4A. The percentage of users who do not have an alternate Internet access

Aimed meaning of the supervision indicator: diminished percentage of users who do not have an alternate Internet access.

Achieved meaning of the indicator: the percentage of users who do not have an alternate Internet access increased in urban areas and remained unchanged in rural areas.

ANALYSIS OF QUANTITATIVE RESEARCH

The share of PIA users who do not have an alternate Internet access did not change during the last year nationwide. However, the share of such users increased slightly in urban libraries.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
4A	% of users who do not have an alternate Internet access	PIA users: % of users who do not have an alternate Internet access	2010vs.2009	19% \leftarrow 16%	% of users who do not have an alternate Internet access remained similar nationwide and increased slightly in urban areas
			In urban areas (2010vs.2009)	20% \leftarrow 12%	
			In rural areas (2010vs.2009)	17% \leftarrow 20%	

5.4.2. 4B. The Experience of Hard to Reach Groups

Aimed meaning of the supervision indicator: improved Internet access to hard to reach groups.

Achieved meaning of the indicator: the opportunities to use the Internet for hard to reach groups did not change mainly.²⁶

ANALYSIS OF QUANTITATIVE RESEARCH

²⁵ Data calculated only from the libraries which provided corresponding data (2010: 87%, 2009: 82%).

²⁶ The sample of hard to reach social groups is too small in both PIA users and residents researches in order to make conclusions determining the behavior of these groups. The data and assumptions are more of an illustrating nature.

It is rather problematic to evaluate the changes of computers' and Internet usage or library visits of hard to reach social groups because of the small samples of these groups interviewed. We suggest considering the information provided by these groups as the tendencies illustrating the actual situation.

During the last year, only the unemployed started using the PIA in libraries more often from all three analyzed specific hard to reach groups of the society (the retired, the disabled, the unemployed). The share of the unemployed who do not have an alternate Internet access increased, especially in cities more influenced by the economic crisis. The retired and the disabled still constitute a small share of PIA users in libraries.

All representatives of this TG do not have the opportunity to use the Internet either at home or at work more often than other PIA users. That is the reason library for these people is the only place to use the Internet more often (especially, for the retired).

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
4B	The experience of hard to reach social groups	PIA users: use PIA in libraries	<i>The retired</i> (2010vs.2009)	5% ⇐ 12%	More of the unemployed started using PIA in libraries
			<i>The disabled</i> (2010vs.2009)	3% ⇐ 6%	
			<i>The unemployed</i> (2010vs.2009)	18% ⇐ 3%	
		PIA users: do not have the opportunity to use the Internet either at home or at work	<i>The retired</i> (2010vs.2009)	73% ⇐ 81%	The opportunities to use the Internet at home or at work did not change
			<i>The disabled</i> (2010vs.2009)	69% ⇐ 79%	
			<i>The unemployed</i> (2010vs.2009)	71% ⇐ 75%	
		PIA users: have the opportunity to use the Internet in the library ONLY	<i>The retired</i> (2010vs.2009)	52% ⇐ 69%	The opportunities to access PIA did not change in libraries
			<i>The disabled</i> (2010vs.2009)	34% ⇐ 78%	
			<i>The unemployed</i> (2010vs.2009)	35% ⇐ 48%	
		Residents: do not have the possibility to use the Internet either at home or at work	<i>The retired</i> (2010vs.2009)	83% ⇐ 91%	Most of the retired and the disabled do not have alternate Internet access
			<i>The disabled</i> (2010vs.2009)	81% ⇐ 75%	
			<i>The unemployed</i> (2010vs.2009)	52% ⇐ 79%	
Residents: use the Internet in the library	<i>The retired</i> (2010vs.2009)	1% ⇐ 5%	The number of those using the Internet in the library did not increase significantly		
	<i>The disabled</i> (2010vs.2009)	6% ⇐ 4%			
	<i>The unemployed</i> (2010vs.2009)	5% ⇐ 12%			

It was difficult for the libraries' staff to describe the peculiarities of libraries' visits of specific and hard to reach social groups. The problem is related to the inability to attribute the libraries' visitors to specific groups. Let us say, without any personal contact and additional information, it is difficult to identify an unemployed person, a disabled person who does not have obvious external features or children whose

parents left to work abroad, etc. It is especially difficult in urban libraries where the visitor flows are big and the personal contact with the visitor is minimal.

The main services of libraries used by the PIA users attributed to specific groups include the dispense of books, reading periodical press and using the PIA. PIA is more often used by rural residents and the unemployed, and the retired and the disabled use it less often (because of the less frequent library visits). The libraries' staff note that computer literacy courses are visited by the unemployed more often.

The retired using the PIA in libraries, in comparison to other users:

- Evaluate the skills of computer and Internet usage the worst
- Use the Internet passively the most often (less often than other PIA groups)
- Ask for help of the libraries' staff substantially more often
- Every other retired PIA user visited computer literacy courses in libraries

The unemployed using the PIA in libraries and *the unemployed*:

- The computer and Internet usage skills do not differ from those of other PIA users the most often
- Took computer literacy courses organized by libraries more often
- *The disabled* ask for the help of the libraries' staff more often
- *The unemployed* from the PIA users at social risk tend to evaluate the Project the most positively

Visitors using the PIA service in *rural* libraries more often than the PIA users in urban areas:

- Use the Internet passively
- Play computer games
- Evaluate the Internet speed more positively
- Ask for the help of the libraries' staff and are fully sufficient with it
- Have a more positive attitude towards libraries

ANALYSIS OF QUALITATIVE RESEARCH

While generalizing the opinions of the representatives of both TG groups of the qualitative researches (libraries' staff, directors, experts of other stakeholders, the members of hard to reach social PIA users' groups) about the experience of hard to reach social groups, we can make a conclusion that the needs for Internet usage of hard to reach social groups do not differ substantially from needs of other society groups visiting libraries.

Libraries' staff, directors and experts of other stakeholders: during the discussions, a few social groups were distinguished, which, in the opinion of the participants, have slightly different needs for the library as an institution: (1) the disabled, (2) children from families at social risk, (3) seniors. While analyzing the experience of these groups in more detail, TG representatives emphasized that there is a lack of special equipment and entrances/ elevators for *people having disabilities*. The opportunity to use PIA helps to reduce the inferiority feeling of *children from families at social risk*, ensures a more consistent process of socialization (children communicate with peers and libraries' staff or do their homework in the libraries). *Seniors* step into the world of Internet space tentatively, thus, they not only need constant individual trainings, but also some help and encouragement.

The members of hard to reach PIA users' groups: bearing in mind that the TG representatives told about their own PIA usage experience, the needs of each of these groups can be described in the following way:

- *The unemployed* are not only interested in job offers, but also maintain their social activity due to the PIA
- *Rural residents* evaluate the PIA service especially positively, because Internet ensures them a more interesting way of spending their leisure time, helps to save money (e.g., money for bus tickets are saved while paying the council taxes online). Rural residents emphasize that rural libraries are not closed because of the PIA service
- PIA users *having disabilities*, while discussing their experience did not point that they needed something. However, during the interviews one could feel clearly that it is vitally important for them to know that they are welcome and they will be taken care of in the library. People having disabilities, while visiting libraries, want to feel as normal members of the society

- *For children from families at social risk*, the PIA usage in the library is the main way to spend leisure time. In libraries, socializing process takes place which is positively influenced by online games – by playing computer games children communicate and consult each other and discuss the arising questions
- *Seniors* admitted that they are not so brave in using the PIA, they use it more passively and they are very sensitive when it comes to their failures and mistakes. Thus, they strongly need moral support. It would help to dissolve the doubts and fears related to the PIA usage.

In comparison to the results of the research in 2008: the maintenance of appropriate conditions for the disabled is still a "sore" problem.

Rural vs. urban: in comparison to the situation in urban libraries, rural/ smaller libraries are not yet ready to serve users having disabilities more often – there is no special equipment or special entrances.

5.4.3. 4C. Activities for which the Users Use the PIA the Most Often

Aimed meaning of the supervision indicator: a **greater** variety of activities related to PIA.

Achieved meaning of the indicator: the variety related to the PIA activities **is greater**.

ANALYSIS OF QUANTITATIVE RESEARCH

The most often, users use PIA in libraries for spending leisure time, communicating or looking for information related to work/ commerce. Almost all PIA users perform these activities.

The most often used PIA activities include sending e-mails, reading newspapers and news portals, looking for information about goods and services and looking for information related to culture and leisure time.

While analyzing the goals of PIA usage of the youth, adults and older PIA users, the following core differences can be distinguished:

- Younger PIA users use the Internet in libraries for keeping in touch and communication and using the services of e-government. Moreover, they play computer games, download relevant information (movies, music, etc.), software and are interested in the registration of studies in colleges and universities more often
- Adult PIA users use the Internet for health and leisure and culture related purposes more often than the youth. Moreover, they use the Internet in libraries for looking for work, using online banking, professional orientation databases and provide online declarations more often.

During the last year, the PIA usage for health related information and e-government services increased.

The intensity of Internet usage for all purposes is growing more in rural areas. Because of the intensified Internet usage in rural areas, the gap between the usage of Internet for various purposes in urban and rural areas disappeared.

In comparison to the residents, PIA users use the Internet for learning and for health related purposes.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
4C	Activities performed in libraries using PIA	PIA users: work and commerce	2010vs.2009	92% ²⁷ ⇐ 89%	Most of the users use PIA for work and commerce purposes
			In urban areas (2010vs.2009)	92% ⇐ 91%	
			In rural areas (2010vs.2009)	91% ⇐ 87%	

²⁷ The values provided denote the sum of usage values of "always" and "sufficient".

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
		PIA users: communication and keeping in touch	2010vs.2009	91% ⇐ 91%	Most of the users use PIA for communication and keeping in touch
			In urban areas (2010vs.2009)	91% ⇐ 93%	
			In rural areas (2010vs.2009)	91% ⇐ 90%	
		PIA users: leisure and culture	2010vs.2009	96% ⇐ 95%	Most of the users use PIA for leisure and culture
			In urban areas (2010vs.2009)	96% ⇐ 95%	
			In rural areas (2010vs.2009)	97% ⇐ 95%	
		PIA users: studies and education purposes	2010vs.2009	79% ⇐ 82%	PIA usage for studies and education purposes did not change
			In urban areas (2010vs.2009)	79% ⇐ 84%	
			In rural areas (2010vs.2009)	80% ⇐ 80%	
		PIA users: health protection purposes	2010vs.2009	69% ⇐ 61%	PIA usage for health related purposes increased
			In urban areas (2010vs.2009)	70% ⇐ 64%	
			In rural areas (2010vs.2009)	68% ⇐ 59%	
	PIA users: services of e-government	2010vs.2009	56% ⇐ 51%	PIA usage for e-government services increased	
		In urban areas (2010vs.2009)	57% ⇐ 54%		
		In rural areas (2010vs.2009)	55% ⇐ 48%		

ANALYSIS OF QUALITATIVE RESEARCH

The members of hard to reach PIA users' groups: the practice of computer and Internet usage in libraries of adult PIA users and children differs. A rather big share of older people relate information technologies to communication and leisure time. Children relate information technologies to studies, knowledge and information more often.

Adults use the Internet for communication (by using Skype, www.one.it or by sending e-mails), read news and newspapers online, look for information about hobbies, every day tasks or other relevant issues the most often.

Other activities, such as online banking or buying various goods and services online, were not mentioned as the most common activities while using PIA during the group discussions and interviews. PIA users perform these activities rather rarely in general (taxes are paid a few times per month, tickets are ordered when there is a need).

Children use the Internet in the library for online communication the most often as well (the same as adults, children (girls more often) communicate via Skype or e-mails; communication in social websites; (www.one.it or www.facebook.com) is slightly more popular among children). Children look for information related to studies, preparing homework and playing computer games.

In comparison to the results of the research in 2008: online communication became one of the most common reasons to use the Internet in the library during the year (in the research of last year, communication was not emphasized so much).

Rural vs. urban: the PIA usage purposes do not differ between urban and rural libraries.

5.4.4. 4D. The Existence of Programs or other Mechanisms to Involve Hard to Reach Groups

Aimed meaning of the supervision indicator: programs and other mechanisms intended to involve hard to reach groups exist.

Achieved meaning of the indicator: programs and other mechanisms intended to involve hard to reach groups exist.

ANALYSIS OF QUANTITATIVE RESEARCH

In order to attract more representatives of hard to reach groups to use PIA, libraries' staff organize attraction/ encouragement events, IT trainings and consultations. During the exploratory year of 2008, there were more attraction/ encouragement events organized than in 2007. Especially, a lot of means were organized in rural libraries. In the beginning of 2009, urban and rural libraries had organized the same number of events, trainings and consultations.

The most of all means were intended for the widest and the least specific group of rural residents. The unemployed, the retired and children from families at social risk received more attention. The least specialized attraction means were intended for the disabled and children whose parents left to work abroad.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
4D	Programs and mechanisms intended for hard to reach social groups	Libraries' staff: the organization of attraction/ encouragement events for hard to reach groups to encourage using PIA ²⁸	2010vs.2009	56% ⇐ 40%	More attraction events were organized (especially in rural areas)
			In urban areas (2010vs.2009)	53% ⇐ 48%	
			In rural areas (2010vs.2009)	57% ⇐ 32%	
		Libraries' staff: the provision of IT trainings services to hard to reach social groups ²⁹	2010vs.2009	41% ⇐ 32%	There were more IT trainings provided (especially in rural areas)
			In urban areas (2010vs.2009)	35% ⇐ 39%	
			In rural areas (2010vs.2009)	43% ⇐ 25%	
		Libraries' staff: the provision of IT consultations to hard to reach social groups ³⁰	2010vs.2009	57% ⇐ 49%	There were more IT consultations (especially in rural areas)
			In urban areas (2010vs.2009)	56% ⇐ 61%	
			In rural areas (2010vs.2009)	57% ⇐ 34%	

ANALYSIS OF QUALITATIVE RESEARCH

Based on the information about the existence of programs or other mechanisms to involve hard to reach social groups that the TGs of both qualitative researches have (libraries' staff, directors and the members

²⁸ The share of libraries which organized at least one event during 2008 is presented.

²⁹ The share of libraries which organized at least one training during 2008 is presented.

³⁰ The share of libraries which provided at least one consultation during 2008 is presented.

of hard to reach PIA users' groups), it can be stated in general that purposeful and continuous attraction/encouragement programs are not conducted.

The unemployed and seniors are exceptions. For these groups, attraction events were organized during the implementation of the project "Libraries for Innovation": for the unemployed – "Looking for work", for seniors – "e.senjoras.lt". Both groups were also provided with computer literacy courses. Based on their own reviews and on the ones of people from the nearest circle, the research participants mentioned that:

- The participants of the event "Looking for work" reacted inadequately, because they expected particular job offers, but not a piece of advice how to find a job
- Senior computer literacy courses were evaluated very positively. Only seniors are aware of the existence of the website "e.senjoras.lt", however, they could not comment it more thoroughly.

Other specific TGs (children, the disabled) are encouraged to participate in general events organized without distinguishing them as special groups.

Directors: TG representatives added that the organization of special programs (e.g., day occupation centre for children) depends on the activity of the librarian the most often.

The members of hard to reach PIA users' groups remembered that recently the event "Create a Song for a Star" was organized for children, which was evaluated ambiguously. Those who heard of it more or participated in it personally had more positive reviews.

Rural vs. urban: no differences in evaluation of programs and other mechanisms for hard to reach social groups were recorded between urban and rural representatives.

5.5. 5. Presentation of Libraries and PIA in Them

5.5.1. 5A. Reputation, Perception and Profile of the Library

Aimed meaning of the supervision indicator: [improved](#) reputation, perception and profile of the library.

Achieved meaning of the indicator: reputation, perception and profile of the library in the eyes of the society [did not change mainly](#).

ANALYSIS OF QUANTITATIVE RESEARCH

According to the perception of library's reputation and profile, all TGs could be grouped in three groups similar in their attitudes: (1) libraries' staff and directors, (2) residents and children, (3) PIA users.

Libraries' staff and directors perceive the library the most positively. They attribute all best qualities to libraries. Opinions slightly differ only while evaluating libraries as a modern places provided with the newest equipment. Libraries' staff working in libraries with PIA tend to consider the library as a modern, fashionable place provided with the newest equipment. During the last year, the opinion of representatives of both these TGs about their workplace got slightly more positive.

Residents and children evaluate the library the most moderately. Library is less often perceived as a modern and popular place where it is fun to spend time. Furthermore, children and residents more often than directors or the employees believe that library is a place to spend some time on one's own. A positive tendency is that during the last year there were more residents and children who attributed positive qualities to libraries – fashionable, modern, provided with the newest equipment, a place with a good atmosphere and where it is fun to spend time; the library is perceived as a centre of the community life more often.

It was also noticed that the evaluation of the library in the society is often "overgrown" with stereotype images of the library. Those who did not visited libraries perceived it as an old-fashioned place with out-dated equipment where it is boring to spend time and which only provides books and allows to read press. Adult and older people, people having the lowest income, the retired, individuals not using the Internet or using it passively and rural residents have a more positive attitude towards the library. Meanwhile, the youth, residents receiving the highest income and active Internet and computer users and urban residents evaluate libraries more skeptically. Thus, it is not surprising that the provision of one of the latest services (PIA) did not add a significant positive impact for the perception of libraries. Public at large have an insufficient amount of information about the expanded spectrum of libraries' services.

Libraries' visitors, in turn, evaluate the library much more positively.

PIA users perceive the library and its services in broader terms than residents or children. Library for them spontaneously is not only a place where a lot of books are located, but it is also the source of information, knowledge and education and a place to spend free time. Every third PIA user associates library with computers or Internet (only every tenth resident associates library with computers or Internet).

PIA users evaluate the library much more positively than residents or children. PIA users perceive the library as a modern place with good atmosphere and a wide spectrum of various services where it is nice to spend time the most often. During the last year, the library is considered as a modern, fashionable place provided with the newest equipment and novelties more and more often. It is more and more often associated with the community centre intended for everyone.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
5A	The reputation, perception and the profile of the library	Libraries' staff: a positive perception of the library's reputation	2010vs.2009	95% ⇐ 95%	Reputation and perception are positive at maximum
			In urban areas (2010vs.2009)	96% ⇐ 94%	
			In rural areas (2010vs.2009)	94% ⇐ 95%	
		Directors: a positive perception of the library's reputation	2010vs.2009	99% ⇐ 95%	Reputation and perception are positive at maximum
		Residents: a positive perception of the library's reputation	2010vs.2009	59% ⇐ 60%	Positive perception of the reputation did not change
			In urban areas (2010vs.2009)	56% ⇐ 56%	
			In rural areas (2010vs.2009)	67% ⇐ 68%	
		Children: a positive perception of the library's reputation	2010vs.2009	55% ⇐ 49%	Positive perception of the reputation did not change
			In urban areas (2010vs.2009)	49% ⇐ 44%	
			In rural areas (2010vs.2009)	66% ⇐ 59%	
		PIA users: a positive perception of the library's reputation	2010vs.2009	85% ⇐ 78%	Reputation, perception and the profile improved
			In urban areas (2010vs.2009)	79% ⇐ 70%	
			In rural areas (2010vs.2009)	90% ⇐ 85%	

ANALYSIS OF QUALITATIVE RESEARCH

The representatives of both TGs of qualitative researches (libraries' staff, directors, representatives of other stakeholders, PIA users of hard to reach groups) emphasized that the reputation of public libraries is improving. A growing number of visitors attracted by modern technologies is showing this. Positive image of public libraries is strengthened by innovations which appeared due to the project "Libraries for Innovation". They are becoming a good alternative for traditional services which selection and content are becoming more and more narrow because of the diminished funding.

It is important to note that the perception of the library as a community centre is strengthening. In the library, people not only acquire knowledge and information, but also spend their free time and support their social contacts.

Libraries' staff, directors and experts of other stakeholders: most of the experts tend to evaluate the positive change in evaluation of the reputation of the library more moderately. For some of them, library still associates with a conservative institution and inert improvement.

The members of hard to reach PIA users' groups: personality and being professional has a significant impact on the general evaluation of the image of libraries. The relation between the librarian and the visitor is vital while intending to keep a positive library's image in the society.

In comparison to the results of the research in 2008: even though library was evaluated rather positively before, nevertheless, when the renovation of libraries' buildings started some time ago, when first computers and the Internet appeared, the libraries "revived" and renewed. Even though the push was not immense, but it was positive in terms of the evaluation of the image. The core creation and the support of a progressive and modern image of the library started with the implementation of the project "Libraries for Innovation".

Rural vs. urban: in rural areas, the library is evaluated positively, because of its cultural mission and provided social benefit.

5.5.2. 5B. The Mission and Areas of Competence of the Library

Aimed meaning of the supervision indicator: expanded mission and areas of competence of the library.

Achieved meaning of the indicator: mission and areas of competence of the library are expanded.

ANALYSIS OF QUANTITATIVE RESEARCH

Traditional libraries' services include the dispense of books and ability to read periodical press. These services were the only and the most popular services of libraries for a long time. When libraries started providing the service of free of charge Internet, this service, in the opinion of libraries' directors, became the most popular service of libraries together with services of the dispense of books and reading periodical press.

While considering the services which will be popular in the future, directors believe that the most popular service provided by libraries will be PIA and the need for the service of the dispense of books will diminish in both urban and rural libraries. The service of reading periodical press, in directors' opinion, is not going to lose its users.

Without the traditional services of libraries (books and periodical press) and the latest PIA service, it is intended to expand the spectrum of libraries' services even more. Most of libraries' directors intend to strengthen the service of computer literacy courses and online databases (especially in urban areas) the most. One of the underlying plans is the expansion of PIA in libraries (especially in rural areas).

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
5B	The most popular services used by visitors (TOP3) (2010vs.2009)	Directors: free of charge Internet	<i>In urban areas</i>	92% \leftarrow 91%	In directors' opinion, PIA is the most popular
			<i>In rural areas</i>	91% \leftarrow 76%	
		the dispense of books	<i>In urban areas</i>	86% \leftarrow 89%	In directors' opinion, the popularity of books is diminishing in rural areas and remains the same in urban areas
			<i>In rural areas</i>	70% \leftarrow 88%	

	reading periodical press	In urban areas	71% ⇐ 72%	In directors' opinion, reading periodical press remains the same in rural areas	
		In rural areas	79% ⇐ 80%		
	Services the most popular in the future (TOP3) (2010vs.2009)	Directors: free of charge Internet	In urban areas	83% ⇐ 77%	In directors' opinion, PIA will be the most popular
			In rural areas	91% ⇐ 90%	
		the dispense of books	In urban areas	78% ⇐ 85%	In directors' opinion, the popularity of books will diminish
			In rural areas	70% ⇐ 82%	
	reading periodical press	In urban areas	62% ⇐ 58%	In directors' opinion, the popularity of reading press will remain the same	
		In rural areas	66% ⇐ 63%		
	Services intended to be strengthened (TOP3) (2010vs.2009)	Directors: computer literacy courses	In urban areas	72% ⇐ 63%	Computer literacy courses remain as the priority service
			In rural areas	66% ⇐ 63%	
		free of charge Internet	In urban areas	42% ⇐ 55%	PIA in rural areas will be strengthened further on
			In rural areas	68% ⇐ 67%	
information in online databases		In urban areas	62% ⇐ 68%	The creation of online databases will be strengthened further on	
		In rural areas	40% ⇐ 45%		

Analyzing the results of TGs of other researches (residents, children, PIA users) we can state that the services used the most often are common among all research groups' representatives – the dispense of books, reading periodical press and using free of charge Internet. Children pointed that they played computer games in libraries often as well.

Almost all *residents*, who used libraries' services, took books home at least once and every other resident read periodical press at least once (periodical press is read slightly more often in urban libraries). Every fifth visitor, who visited libraries, used Internet.

Most of the *children* who visited public libraries used the service of the dispense of books the most often as well. Only a small share of children, who visit libraries, read press or other publications or use the Internet. It was also recorded that children from rural areas read publications, use the Internet and play computer games more often.

Except using the Internet, most of the PIA users use other – traditional – services of libraries – the dispense of books and reading periodical press.

ANALYSIS OF QUALITATIVE RESEARCH

The TG representatives of both qualitative researches (libraries' staff, directors, experts of other stakeholders, members of hard to reach PIA users' groups) claimed unanimously that the mission of the library encompasses:

- Informational function (library is the source of knowledge)
- Social/ community function (reducing social "distance", a place to spend leisure)
- Educational function (educational events introducing novelties, theme exhibitions, expositions)
- Cultural function (events, meetings with writers and artists, organizing exhibitions in libraries)

The areas of competencies of today expanded into wider technical opportunities:

- The provision of informational services improved (more opportunities to look for information online appeared due to the increased number of PIA workstations)
- Trainings added to the educational function.

Libraries' staff, directors and experts of other stakeholders: the main missions of libraries, in the opinion of libraries' staff and directors, are informational and social. Due to the project "Libraries for Innovation", they were supported and expanded and the perception of the social benefit to the community is growing.

The members of hard to reach PIA users' groups: PIA users, differently from the representatives of representatives of stakeholders, named the social mission of the library spontaneously less often, because the main functions of the library are considered to be informational and educational.

In comparison to the results of the research in 2008: due to the lack of information related to the perception and evaluation of the mission of the library and the areas of its competence in the report of 2008, the comparison is not possible

Rural vs. urban: the mission of rural libraries is evaluated as wider. As there is a lack of or there is no cultural seed-plot, library becomes the only place where a rural resident can satisfy his/ her leisure needs—read, communicate, participate in events, etc.

5.5.3. 5C. The 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) mainly did not change.

ANALYSIS OF QUANTITATIVE RESEARCH

During the exploratory year, the number of visitors in libraries did not change substantially. In rural libraries in 2009, there were slightly more visitors than in 2008 and slightly less in urban libraries.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
5C	The number of libraries' visitors (visits) ³¹	Factual: The number of libraries' visitors (visits)	2010vs.2009	99% \Leftarrow 100% N: 8389341 \Leftarrow 8443154	The number of libraries' visitors (visits) did not change
			In urban areas (2010vs.2009)	95% \Leftarrow 100% N: 4744940 \Leftarrow 4998367	
			In rural areas (2010vs.2009)	106% \Leftarrow 100% N: 3644401 \Leftarrow 3444787	

5.6. 6. The Opportunities of Libraries to Ensure Local, Regional and National Funding

5.6.1. 6A. Library Funding

Aimed meaning of the supervision indicator: increased library funding.

Achieved meaning of the indicator: library funding increased.

³¹ Data calculated only from the libraries which provided corresponding data (2010: 95%, 2009: 93%).

ANALYSIS OF QUANTITATIVE RESEARCH

In 2008, funding was increased for half of all Lithuanian public libraries. For the same number of libraries funding was increased in 2007 as well.

However, differently from 2007, the funding of one fifth of the libraries was reduced.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
6A	Library funding in 2008	Directors: library funding in 2008 vs. 2007	<i>increased</i>	55% ⇐ 57%	Funding of every other library increased
			<i>diminished</i>	22% ⇐ 6%	
			<i>did not change</i>	23% ⇐ 34%	

ANALYSIS OF QUALITATIVE RESEARCH³²

Libraries' staff, directors and experts of other stakeholders: in their opinion, library funding in 2009 was cut significantly. Reduced government support forces the libraries' staff to save money in all possible ways. The decision of the government to reduce libraries' funding was evaluated especially negatively. Due to reduced government funding wages/ staff are reduced, the choice of services is reduced, the quality of services is getting worse and all of this has a negative impact on the image of the library. General financial situation of libraries is saved by the funding for PIA provided by the project "Libraries for Innovation". TG representatives claim that when this project finishes, the situation in libraries will become "tragic" (it was especially emphasized by directors).

TG representatives claimed unanimously that the investments in libraries should not be reduced, because libraries play a vital role in the society. It executes educational activities and spreads information. If financial support is not increased, in their opinion, this role may weaken in the future, the number of visitors may diminish and the users may become unsatisfied, because the content and quality of services provided will not meet their expectations.

In comparison to the results of the research in 2008: funding provided to the libraries in 2008 was evaluated as insufficient during the research. The participants of the research of 2009 emphasized that during the period of 2006 – 2008 the financial support intended for gathering libraries' funds was increased substantially (in comparison to the previous situation in libraries), that is why most of the libraries had the opportunity to renew the exterior and interior of libraries due to the governmental modernization program.

Rural vs. urban: the opinions of urban and rural TG representatives about the library funding do not differ. In other words, both claim that the financial support was diminished. The situation in rural libraries (in comparison to urban libraries) is evaluated as much worse.

5.6.2. 6B. PIA Funding

Aimed meaning of the supervision indicator: *increased* PIA funding.

Achieved meaning of the indicator: PIA funding *increased*.

ANALYSIS OF QUANTITATIVE RESEARCH

PIA funding of 2008 was increased for most of the libraries (PIA funding in 2008 was increased for twice as much libraries as in 2007). One fourth of libraries received the same funding. PIA budget was not being reduced only to every tenth library.

³² The information gathered during qualitative and quantitative researches reflects different periods of time, because during the quantitative research information about the funding of 2008 was collected and during the qualitative research information about the situation in 2009 was collected.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
6B	PIA funding in 2008	Directors: PIA funding in 2008 vs. 2007	increased	63% \leftarrow 35%	PIA funding for most of the libraries was increased or did not change
			diminished	11% \leftarrow 3%	
			did not change	26% \leftarrow 54%	

ANALYSIS OF QUALITATIVE RESEARCH

Libraries' staff, directors and experts of other stakeholders: TG representatives emphasized unanimously that funding of the PIA service increased.

The investments of the project "Libraries for Innovation" maintain the attractiveness of public libraries and relevance among users. The finances of the project, in their opinion, ensure the coming of new, technologically advanced and more modern computers, the increase in their number, the improvement of Internet speed and quality in libraries and the conduction of computer literacy trainings for libraries' staff and visitors.

The only unimportant aspect of funding, mentioned only by the libraries' directors, which concerns them is a too heavy burden of funding on libraries. In directors' opinion, it was not taken into account that libraries have to pay for the Internet connection, other computer programs and the maintenance of extra equipment using their own finances. It is difficult to implement when the funding from the government was diminished and soon might become completely impossible to do.

If the financial support would stop together with the project and no other sources of funding would appear, in the opinion of all research representatives, the time would pass and the equipment would become dated and would not meet the requirements of nowadays. It, in turn, would form/ enhance negative image of the library as useless and providing not modern educational activities.

In comparison to the results of the research in 2008: last year, funding was evaluated as insufficient and more random, because, as the TG representatives state, the computers, software and office equipment were received while participating in various projects/ programs. Further renewal possibilities of equipment mentioned were not considered at all by the TG representatives.

Rural vs. urban: the opinions of TG representatives representing urban and rural areas do not mainly change. As the participants of the researches claimed, rural libraries' funding reached some of the rural libraries only partly or should reach them in the near future.

5.7. 7. The Residents' Perception about the Social and Economical Benefit Provided by PIA in Libraries

5.7.1. 7A. 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 social and economical benefit provided by PIA.

ANALYSIS OF QUANTITATIVE RESEARCH

Using PIA in the library provides social benefit to a greater share of PIA users (**52%** at average). The most often, it enriches leisure time (72%) and enhances communication with friends and relatives (57%).

21% of PIA users at average feel the financial benefit provided by PIA. 44% of PIA users saved money while using the Internet, 7% of users earned money online and the same amount of people increased their income.

In terms of Internet help while saving money in particular, the most often PIA users claimed that PIA is useful firstly because it is free of charge.

ANALYSIS OF QUALITATIVE RESEARCH

During the last year, the perception of the PIA social benefit was only growing. PIA users noticed that:

- Individual social benefits provided by PIA – communication/ keeping in touch with relatives and friends in Lithuania and abroad; receiving information and knowledge related to professional improvement and the improvement of intelligence; varying the socio-cultural life; spending leisure time; organizing/ managing everyday activities, tasks, spending time in the library with people having similar needs.
- Community social benefits provided by PIA – the emergence and modernization of the PIA ensured the survival of libraries; furthermore, it made the life of the libraries more vital, because the number of visitors increased. The PIA service became an alternative for traditional services. In other words, libraries' visitors have the possibility to read press and books online.

Economical benefit of PIA is perceived by users as saving time and money. This process is direct (saving the charge for PIA) and or indirect (avoiding extra expenses (e.g., transport expenses while going to the policlinics to register at the doctor's)).

In comparison to the results of the research in 2008: even though today users also talk (the same as the participants of the research of 2008) about saving financial resources and the importance of saving, nevertheless, they firstly emphasize social benefit. Furthermore, the benefit of time saved was mentioned very often during the current year. It is likely that it was influenced by a faster pace of life of people when the performance of everyday tasks in a shorter period time was perceived as a big advantage.

Rural vs. urban: a tendency was noticed that except all social benefits mentioned above, rural residents (who do not have the possibility to use the Internet elsewhere the most often) also emphasized that using the service of PIA in the library expands their horizons, encourages to develop, use latest technologies which, in turn, strengthens self esteem and vary their life and make it more interesting.

5.7.2. 7B. Libraries' Staff Perception of the Benefit Provided by PIA to the Local Community

Aimed meaning of the supervision indicator: libraries' staff [perceive](#) the benefit provided by PIA to the local community.

Achieved meaning of the indicator: libraries' staff [perceive](#) both social and economical benefit provided by PIA to an individual and the community.

ANALYSIS OF QUANTITATIVE RESEARCH

If we divided the possible benefits provided by PIA to the community into two bigger generalized categories of benefits (social and economical), in general, the opinion of libraries' staff could be expressed as follows – the access provides both social and economical benefit to an individual.

Social benefit to the community in this context means broadening the communication horizons, enriching leisure time (diminishing social distance of the residents who previously did not have Internet access) and getting some help while taking care of one's health and fulfilling the studies' related tasks. Economical benefit means using Internet for performing purposeful and relevant activities (search for work, dealing financial issues).

If, for comparison reasons, we expressed the ratio of social and economical benefit in numbers, we would get such ratio – **43% : 16%** (social benefit : economical benefit). PIA users use the opportunities providing social benefit more often than those providing economical benefit.

Most of the libraries' staff recall the intensified communication (77%) and more varied leisure time (69%) as an unquestionable benefit to the community. In the opinion of 63% of the libraries' staff, PIA helps a lot while fulfilling the tasks related to studies or everyday duties (42%).

PIA users use the Internet in libraries for PIA communication the most often. Almost twice as less often, in the opinion of librarians, leisure and cultural information is searched for and Internet is used for economical activities or search for work.

Libraries' staff themselves encourage using PIA for economical activities, search for work, communication, studies and education, culture, leisure and health.

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Libraries' staff, while discussing PIA benefits provided to the community, distinguished two main benefits: (1) economical and (2) social. Even though libraries' staff, while considering the needs of visitors, sometimes prioritize the presentation of the economical PIA benefit, nevertheless, in their opinion, social benefit is far more important for the community members. Libraries' staff perceives social benefit as keeping in touch/ communicating with relatives, receiving information related to work/ studies/ leisure time, spending leisure time (social networks, acquaintanceship, games, hobbies), spending time in social environment and communicating with people having similar needs.

In comparison to the results of the research in 2008: in comparison to the results of the research of 2008, in libraries' staff opinion, social benefit provided by PIA became more important.

Rural vs. urban: social benefit for the community is especially relevant in rural areas, because library is the only seed-plot of information and culture due to difficult communication extinguishing cultural centres or weak local community. So, library performs an important role of community centre in rural areas.

5.7.3. 7C. Stakeholders' Perception of PIA Benefit

Aimed meaning of the supervision indicator: stakeholders [perceive](#) the benefit provided by PIA.

Achieved meaning of the indicator: stakeholders [perceive](#) both social and economical benefit provided by PIA to an individual and the community.

ANALYSIS OF QUANTITATIVE RESEARCH

After expressing the PIA social and economical benefit provided by PIA, according libraries' directors, in sum percentages, we receive the following ratio: in urban areas, **44% : 14%**, respectively and in rural areas – **43% : 13%**, respectively. In the opinion of libraries' directors, PIA benefit to the libraries' visitors is more social rather than economical.

The directors see the greatest benefit provided by PIA for the community in improving communication with friends and relatives, performing tasks related with studies and education and enriching leisure time. PIA benefit as help while performing relevant tasks and saving money is perceived slightly less often. In the opinion of directors, opportunities to earn money or buy something online which appeared together with Internet access are not as useful.

While comparing urban and rural libraries, it was recorded that directors in urban libraries emphasize Internet access help while performing studies related or other relevant tasks more. Meanwhile, rural libraries distinguish Internet benefit for the improvement of residents' communication more often.

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It was the most difficult to evaluate the PIA benefit to individuals and communities for the representatives of other stakeholders, because they contact PIA users indirectly. That is why they considered the PIA benefits hypothetically. First of all, they emphasized general economical benefit provided by the Internet - saving time and money. Even though it was mentioned occasionally, social benefits mentioned by libraries' staff were also noted. Thus, we may make an assumption that social benefit of PIA is not sufficiently clearly and actively communicated to the external environment. In other words, information does not reach people who do not visit libraries.

In comparison to the results of the research in 2008: in the report of the research of 2008, experts emphasized financial PIA benefit – the possibility of PIA users to save money. Meanwhile, social benefit was mentioned occasionally. Experts of other stakeholders emphasized the opportunity to choose a service from a wider spectrum of services and the reduction of social distance in rural areas as benefits.

Rural vs. urban: experts did not have much information regarding this issue, therefore, they considered it hypothetically that in rural areas the PIA social benefit is greater than in urban areas.

5.8. 8. The Supply and Usage of Digital Contents in Libraries

5.8.1. 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 mainly did not change.

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There are not many libraries having their own individual websites created and administered by themselves. In urban areas, every third library has an Internet website; in rural areas – only random single libraries have Internet websites. During the year, the number of libraries' websites mainly did not change.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
8A	The number of libraries having Internet websites ³³	Factual: the number of libraries having Internet websites	2010vs.2009	10% ⇐ 11% N: 119 ⇐ 130	The number of libraries having Internet websites mainly did not change
			In urban areas (2010vs.2009)	31% ⇐ 27% N: 65 ⇐ 56	
			In rural areas (2010vs.2009)	5% ⇐ 7% N: 55 ⇐ 74	

5.8.2. 8B. New Content and Services in the Library

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.

ANALYSIS OF QUANTITATIVE RESEARCH

General information of the society about the new service offered by libraries (PIA) increased during the year (more in urban areas). However, greater knowledge about new opportunities offered in libraries did not attract a greater flow of PIA users and it does not seem that it is going to do so.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
8B	The supply and usage of relevant content	Residents: know about PIA	2010vs.2009	68% ⇐ 60%	The awareness of PIA increased (more in urban areas)
			In urban areas (2010vs.2009)	70% ⇐ 61%	
			In rural areas (2010vs.2009)	65% ⇐ 60%	
		Residents: have used PIA (of all)	2010vs.2009	20% ⇐ 19%	The share of residents using PIA did not change
			In urban areas (2010vs.2009)	20% ⇐ 20%	
			In rural areas (2010vs.2009)	20% ⇐ 17%	
		Residents: intend to use PIA in the next 6 months (of all)	2010vs.2009	16% ⇐ 18%	Intentions to use PIA did not change
			In urban areas (2010vs.2009)	14% ⇐ 18%	
			In rural areas (2010vs.2009)	19% ⇐ 17%	

³³ Data provided about "individual websites, created and administered on their own".

	Residents: ketina naudotis VIP per artimiausiai 6mėn. (of those who never used PIA)	2010vs.2009	10% ← 10%	Intentions to use PIA among those who never used it are steadily low
		In urban areas (2010vs.2009)	9% ← 9%	
		In rural areas (2010vs.2009)	12% ← 14%	

Interesting tendencies related to new services offered in libraries reveal in three aspects, while analyzing the opinion of libraries' staff – PIA *benefit* to the community, real *usage* of PIA and *encouragement* to use it.

PIA usage for *communication purposes*, in the opinion of libraries' staff, is very useful for the community (77%), PIA users are using these opportunities widely (89%), that is why it is not worth encouraging online communication more (41% do encourage). A similar situation is with the *enrichment of leisure time* while using the opportunities provided by the Internet.

If we analyzed the usage and encouragement of *education* information, the situation is slightly different. Libraries' staff perceive the benefit of educational information very well (69%), they notice that this information is used less often than it could or should be used (29%). However, librarians encourage using this information not as actively (39%).

It is interesting how the opinion of librarians differs while considering *work search* while using the opportunities provided by PIA. Libraries' staff encourage work search online almost the most actively, in comparison to other information groups (45%); PIA users, in turn, look for work online sufficiently actively, however, only 18% of librarians name the search for work online in libraries as beneficial to the community. We can make an assumption that the libraries' staff are more driven to encourage search for work online by various centralized special programs and events rather than by their own initiative.

PIA usage for *economical activity* is encouraged the most actively (50%) and thus (probably), it is used sufficiently actively (41%) (in the opinion of libraries' staff).

In terms of *health* related information, the usage of such information is encouraged more actively (32%) than the PIA users are using it currently (15%) or the libraries' staff see the benefit of such information (5%).

A similar situation is related to the usage of *governmental e-services*. 29% of libraries' staff are encouraging the usage of this information, only 4% of them notice that PIA users use it and only 3% of libraries' staff believe in the benefit of the usage of such services themselves.

In general, the **ratio of usage** of the benefits is **38% : 40% (social benefit : economical benefit)**. It reveals two things: (1) PIA users use the opportunities provided by both social and economical benefits, (2) PIA users realize the benefits of Internet resources' opportunities satisfying economical needs better than the libraries' staff.

We would also like to draw your attention to the well positioned **ratio** of the **encouragement to use** PIA opportunities of libraries' staff (social/ functional): **35% : 48%**. In 2008, the direction encouragement to use various Internet opportunities was similar – **46% : 53%**, however, at a slightly higher level of encouragement to use possibilities providing social benefit.

It is obvious that PIA usage in libraries for communication and leisure purposes is also sufficient, therefore, the mission of the libraries' staff should be the encouragement of PIA users to use slightly more narrow, specific Internet possibilities requiring more knowledge, but at the same time helping a lot in everyday life.

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The content offered by the public libraries was renewed due to modern services and their expansion. These changes in libraries were noticed by the representatives of both researches, because technical base is established/ renewed in public libraries (the number of Internet workstations increased, new and more modern computer technologies and various additives appeared, the speed and quality of Internet were enhanced) and trainings were organized for libraries' staff.

Libraries' staff, directors and experts of other stakeholders: the emergence of modern services was evaluated as one of the most important indicators of the improvement of public libraries. TG representatives claimed that traditional services were not expanded and no new content of theirs was created.

The members of hard to reach PIA users' groups: the emergence of modern services in libraries does not surprise the participants of the research. In their opinion, IT advance relates perfectly well with libraries. The services of computer and Internet access were evaluated especially positively and the choice of traditional services in libraries was evaluated ambiguously. Some libraries' visitors think that the number of books and press increased in their libraries. Others, on the contrary, claimed that the number of books and press diminished.

In comparison to the results of the research in 2008: the expansion of modern services is substantially active – technical base of public libraries is being established/ renewed further on (modern computers, programs, additives, etc.).

Rural vs. urban: even in those villages /smaller urban towns where PIA was established not so much time ago, computer and Internet are perceived as an integral part of a public library and are evaluated as fully meeting the main mission of the library – to educate, to spread knowledge and provide information to the residents. Even though in rural areas (in comparison to urban areas) the renewal of the technical base is slower and at a smaller extent, the change is noticeable and is evaluated very positively.

5.8.3. 8C. Scope of Local Content in Libraries

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.

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Libraries' staff, directors and experts of other stakeholders: it was stated that most of the libraries have their own websites and all the other libraries have plans to create them or the creation process is in progress. During the last year, new Internet websites were created and renewed more by newly constructed or renewed libraries more often.

In directors' opinion, libraries' Internet websites are worked on a lot and more actively than before. As they state, the administration of the websites is performed by libraries' staff of various occupation. They are becoming more and more attractive and worth the attention of both current and potential visitors. There are more and more of those who desire to advertise themselves in these websites (employed in governmental or municipality institutions more often) and to publish links to their websites.

Libraries' staff admitted that they are not active creators of the content of the website. The contribution when creating the content of the website depends on the personality and initiative of the librarian or the requirement of the directors to do so.

The members of hard to reach PIA users' groups: PIA users believe that the benefit of libraries' Internet websites is undeniable. Essential information about the activities of the library and services offered is presented there. Thus, due to the Internet website, the library enters more into the virtual space, when the visitor can receive the information about the library without visiting it and without calling it. It is important to note that the libraries' visitors themselves nearly do not use libraries' Internet websites (they do not have such a need because they find out about the performed activities while visiting libraries).

In comparison to the results of the research in 2008: essential change was recorded. Information in Internet websites is renewed more often and on a more regular basis. However, it is still being admitted that Internet websites are not fully used for public communication. Moreover, there is a lack of constant technical and intellectual help, because the workload of the libraries' staff is big and most commonly directed towards serving users. Practically, there is no time left for communication with virtual visitors and for the renewal of the Internet website.

Rural vs. urban: rural PIA users admitted that they did not ever visit the website of their central library (the most often, rural libraries do not have their Internet websites), nevertheless, they have an image of what they can find there. As the rural community is often not big (rural residents know each other very well), information spreads very quickly. Libraries' visitors do not have the need to find out the content of

the Internet websites, because they receive all necessary information about events, novelties and activities planned directly from the member of libraries' staff/ neighbors/ friends.

5.9. 9. Encouraged Innovations in the Network of Libraries

5.9.1. 9A. Examples of Innovations Emerged due to the Project

Aimed meaning of the supervision indicator: emerged innovations in the network of libraries.

Achieved meaning of the indicator: the innovations in the network of libraries emerged and are noticed

ANALYSIS OF QUALITATIVE RESEARCH

The representatives of both qualitative research TGs (libraries' staff, directors, experts of other stakeholders and PIA users of hard to reach social groups) noticed innovations emerged in public libraries which are mainly related to the implementation of the project "Libraries for Innovation", more quality computer base and services provided (the provision of methodical help, help while organizing trainings, etc.).

The main difference in the perception of the innovations among different TGs is that only a small share of hard to reach PIA users' representatives are aware that the innovations listed below emerged due to the project "Libraries for Innovation". Meanwhile, libraries' staff, directors and experts of stakeholders are aware that these innovations "came" to the libraries together with the project "Libraries for Innovation".

The main innovations stated by all TG representatives were:

- Computer literacy courses which were organized for libraries' staff and some of the libraries' visitors (first trainings were organized for the seniors) (in some libraries, the courses are only being planned)
- Personal registration of the user which ensures individual connection to the computer and the anonymity of data; creation of one's own environment in the computer and saving personal documents.

Libraries' staff, directors and experts of other stakeholders: libraries' staff (except the innovations mentioned above) also mentioned the renovation of buildings and bookmobiles with PIA established.

The members of hard to reach PIA users' groups: PIA users spontaneously did not mention computer literacy courses as a new service of the library. In their opinion, libraries used to organize various residents' trainings due to other projects (most of the respondents mentioned that they attended "Window to the Future" courses).

In comparison to the results of the research in 2008: a year ago, the experts expressed their expectations and hopes related to the project "Libraries for Innovation" (Internet access points will be established and renewed and the employees will be trained who would ensure successful establishment of new services) and libraries' staff and directors evaluated the implementation of the tasks of this Project more pessimistically. Today, experts, libraries' staff and directors not only pointed particular new activities which are already implemented and the results, but also express their joy that libraries remain relevant to residents due to the project.

Rural vs. urban: in most rural libraries, there were no computer literacy trainings; however, they are planned for the near future.

5.10. 10. The Mechanisms of Constant Help to the Libraries' Staff

5.10.1. 10A. Technical Maintenance in Libraries

Aimed meaning of the supervision indicator: improved technical help in libraries.

Achieved meaning of the indicator: technical help in libraries improved.

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The vast majority of libraries' staff are satisfied with the technical maintenance of PIA computers. During the exploratory year, the satisfaction of libraries' staff with the technical maintenance even grew slightly.

All directors are satisfied with technical maintenance of PIA in urban libraries. Even though technical PIA maintenance in rural libraries, in the opinion of directors, improved during the exploratory year, there is still some work to do while maintaining the PIA in rural areas.

The evaluation of the sufficiency of Internet speed did not change during the year. Current Internet speed is considered as sufficient only by six out of ten members of the libraries' staff.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome
10A	Technical help in libraries	Libraries' staff: the evaluation of the quality of the technical maintenance	2010vs.2009	94% ³⁴ ⇐ 89%	The quality of technical maintenance improved
			In urban areas (2010vs.2009)	96% ⇐ 90%	
			In rural areas (2010vs.2009)	93% ⇐ 88%	
		Libraries' staff: the evaluation of the quality of the Internet speed	2010vs.2009	62% ⇐ 60%	The evaluation of the quality of the Internet speed did not change
			In urban areas (2010vs.2009)	64% ⇐ 59%	
			In rural areas (2010vs.2009)	61% ⇐ 61%	
		Directors: the evaluation of the quality of the technical maintenance			Technical maintenance satisfies at maximum
			In urban areas (2010vs.2009)	100% ⇐ 92%	
			In rural areas (2010vs.2009)	85% ⇐ 75%	

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Libraries' staff and directors: technical PIA maintenance, in the opinion of libraries' directors, remained practically the same as it was a year ago – quality, but not operative and not always timely. Even though the total workload of IT specialists increased in the libraries substantially, new IT specialists were not employed. Directors claim that arising problems because of the work overload are solved not as operatively as it should be. When the problem arises, IT specialists is able to visit a more distant rural branch only in a few days.

Libraries' staff agree with the opinion of directors and point out that they appeal to a IT specialists only when serious problems arise – the computer or other device does not work. Libraries' staff solve smaller problems themselves, look for help in the closest environment and or ask for a piece of advice of the central libraries' staff.

In comparison to the results of the research in 2008: the opinion of TG representatives about not operative solutions of problems related with computer base and not timely help of IT specialists was recorded during the research of 2008 as well.

Rural vs. urban: technical maintenance in rural libraries, in the opinion of libraries' staff and directors', was evaluated as worse than in urban libraries. IT specialists maintain rural libraries substantially less often and solving problems often takes a lot of time.

³⁴ The values provided denote the sum of usage values of "fully sufficient" and "sufficient".

5.10.2. 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.

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The amount of methodical material is sufficient to the vast majority of the libraries' staff. In urban areas, the evaluation of sufficiency of methodical help even increased during the year.

In the opinion of most of the libraries' directors, methodical help should be sufficient to almost all urban libraries. In rural areas, methodical help, in their opinion, is sufficient to three out of four libraries and this help even increased during the year.

	Supervision Indicator	Instrument - the Meaning	Specification of the Indicator		Outcome	
10B	Methodical help in libraries	Libraries' staff: the evaluation of the sufficiency of methodical help	2010 vs. 2009	88% ³⁵ ⇐ 84%	There is more methodical help	
			In urban areas (2010 vs. 2009)	88% ⇐ 80%		
			In rural areas (2010 vs. 2009)	89% ⇐ 90%		
		Directors: the evaluation of the sufficiency of methodical help				More methodical help is provided (especially in urban areas)
			In urban areas (2010 vs. 2009)	92% ⇐ 80%		
			In rural areas (2010 vs. 2009)	72% ⇐ 63%		

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Libraries' staff and directors: received methodical help is evaluated positively by both libraries' staff and directors. Methodical help is perceived as material received during the trainings or the material downloaded additionally (study books, guidelines) the most often. In some cases, trainings and video material are attributed to methodical help. The methodical material received due to the project "Libraries for Innovation" was evaluated especially positively. Both libraries' staff and directors grounded their evaluations by the comparison of the material of this Project and other projects ("Window to the Future", RIAP). Methodical material provided by the project "Libraries for Innovation" was evaluated as more superior in quality than the material of other projects, because it is clearly arranged and is easily understandable. Furthermore, the possibility to get information in an exhaustive Internet website of the Project was evaluated positively as well.

One should pay attention to the fact that the usage of methodical help while serving visitors was mentioned occasionally during the discussions with libraries' staff. One might think that when problems arise, the librarian intends to solve them quickly and does not intend to waste time looking for answers in the methodical material.

In comparison to the results of the research in 2008: during the current year, a positive change was recorded. As libraries' staff and directors claim, in 2009, more methodical material was received than in 2008. Some participants of the research also mentioned that they did not use to get any methodical material at all and used to prepare it themselves.

Rural vs. urban: no differences in the evaluation of the methodical help were recorded between urban and rural libraries. Even though in both types of areas methodical help is used rarely by libraries' staff, it is being evaluated positively.

³⁵ The values provided denote the sum of usage values of "fully sufficient" and "sufficient".

6. Summary of the Achievements of Project Activities

- ⇒ Essentially, all works certifying the progress of the implementation of the Project *de facto* and related to the expansion of the PIA, training conduction, the provision of technical and methodical help are being implemented.
- ⇒ However, even though quite a few trainings *de facto* are being implemented and the provision of methodical help is ensured, the progress of the skills of libraries' staff did not yet justify the expectations. Not all members of libraries' staff have sufficient computer literacy skills, skills of libraries' presentation and publication and serving users with special needs. The most important is that only a relevantly small share of libraries' staff has conscious motivation to improve. Forced motivation commonly does not ensure the effectiveness of the result.
- ⇒ Computer literacy and Internet resources' usage skills of PIA users are improving.
- ⇒ The condition of specific and hard to reach social groups of the society mainly did not change. No more alternate Internet access sources emerged; however, the number of representatives of these groups did not grow in the libraries either. In urban libraries, more of the new unemployed started visiting libraries for whom free of charge Internet access became relevant. Other groups (the disabled and especially the retired) use the new services offered by libraries rather sluggishly. The disabled use these services passively, because their possibilities are restricted by the disability constraints and the retired do not use these services actively, because of their reticence and skeptical attitude towards innovations.
- ⇒ The number of new libraries' visitors did not grow substantially. Queues by PIA are more conditioned by a changing PIA usage practice. PIA users use the Internet in the libraries more actively. In general, the potential of new PIA users is not immense, because those who need Internet commonly have Internet access at home. Most of those who do not have Internet access at home usually do not feel the need for it. A small potential of PIA service is formed by users who (1) can not use Internet access at home at relevant time (students), (2) do not have the opportunity to establish an Internet connection, because of technical reasons, (3) can not establish Internet access at home, because of limited financial resources.
- ⇒ The reputation and the perception of the library as a modern place provided with the newest equipment where it is nice to spend time and meet acquaintances is growing only among those who visited libraries and PIA users. Residents are not fully informed about the new content of libraries and when they think of the library they commonly base their opinion on stereotype images of the library rather unattractive for a modern person.