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Regional libraries online project : survey

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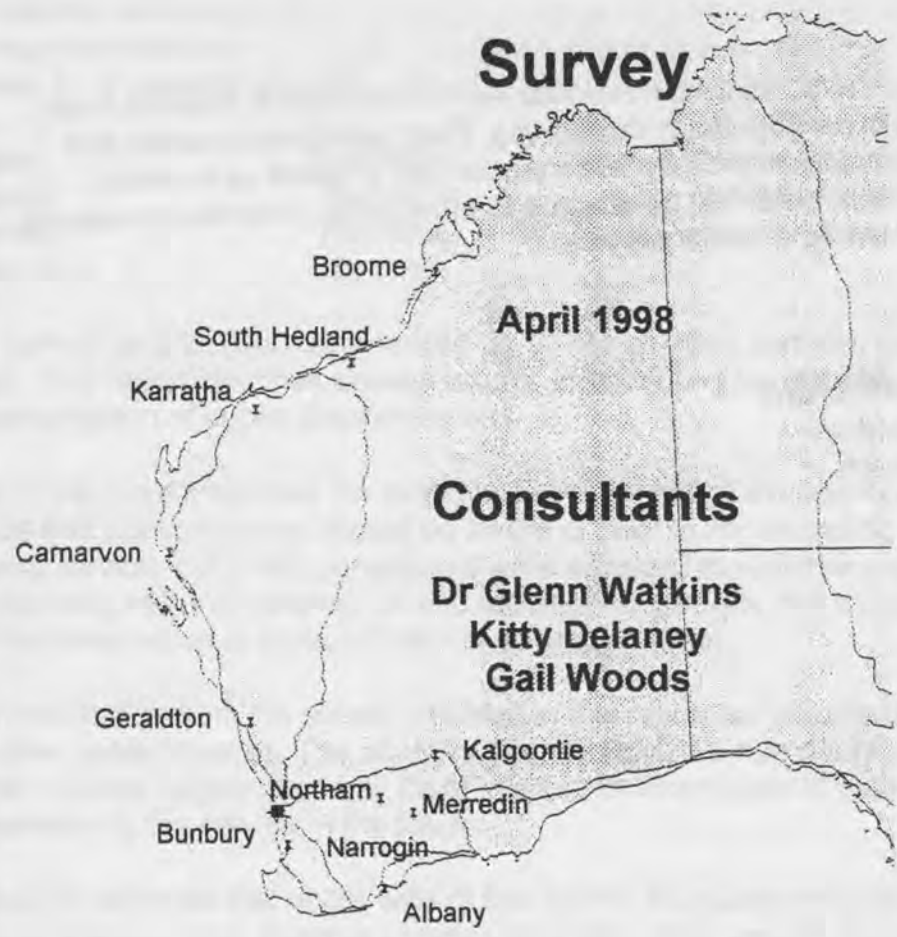You are reminded of the following:

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Library and Information Service of Western Australia

Regional Libraries Online Project

Survey

Broome

South Hedland **April 1998**

Karratha

Carnarvon

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1998

Executive Summary

The Library and Information Service of Western Australia (LISWA) implemented their Regional Libraries Online Project in 1997 to provide public Internet access to 11 regional libraries in Western Australia. This report highlights major trends and issues that arose during the implementation of the project.

The funding for the project was made available by the Commonwealth Government through a grant provided by the Department of Communications and the Arts, under its Online Public Access Initiative. The State Government of Western Australia provided matching funding through a special allocation to the Library Board of Western Australia.

The project was a significant first step in extending public Internet access to the non-metropolitan libraries in Western Australia. The project established public Internet access in 11 regional libraries. The localities concerned were:

Albany	Geraldton	Narrogin
Broome	Kalgoorlie	Northam
Bunbury	Karratha	South Hedland
Carnarvon	Merredin	

The survey by BIZTRAC commenced on 9th March 1998 and was completed in April 1998. The report identifies several issues, impacts and benefits resulting from the implementation of public Internet access.

Part of the project includes the eventual development of a model outlining issues and trends that public libraries should be aware of prior to implementing a public Internet access service. BIZTRAC consultants were engaged to undertake a survey of the participating regional libraries, and to report on any trends and issues resulting from the implementation of a public Internet access program.

The information from the survey included in this report will provide input into a model for other public libraries. The analysis has highlighted a number of issues concerning Public Internet access that may be of interest to other public libraries considering implementing the service in the future.

It must be stressed that at the time of this survey the public Internet access had only been in place in most regional libraries for a very short period of time. However, significantly the findings in this survey were consistent with similar studies of Public library Internet access undertaken in the US, UK and Australia.

BIZTRAC investigated specific issues resulting from the implementation of the project such as:

- Access and technical issues
- Impact on staff and nature of work
- Resources
- Support
- Training
- Clients
- Marketing

The methodology used in the study comprised a range of data collection techniques. They included a focus group, a survey questionnaire, and telephone interviews with each Regional Librarian and a number of library staff.

Trends and Issues

During the survey, a number of Regional Librarians commented that public access to the Internet via the library services would still be a long way in the future had it not been for the implementation of this project.

Staff in the regional libraries were delighted to obtain public Internet access, and considered the project very successful. Results from the survey indicated that the majority of library staff felt it was important that a public library should provide this service to its clients.

When responding to the survey questionnaire, 60% of library staff indicated that access to the Internet had increased the visibility and profile of the libraries within their communities. Interviews with the Regional Librarians suggested that in the smaller libraries particularly, this increased profile and linkage with technology has been of real significance.

The participating regional libraries stated that some of the major benefits of the public Internet service included:

- Access to current information
- Access to worldwide information
- Quick access to LISWA catalogue - a definite plus in all libraries
- Making Inter-library loans service easier
- Staff pride in being able to teach clients
- Access via online to services not available in the rural communities (for example bookshops)
- Equity to access of information for rural clients

The majority of libraries experienced significant technical problems. Many of these have been due to client actions, problems with Internet Service Providers, or a lack of technical knowledge within the Library.

Training was a major issue in all the libraries surveyed, and some very definite trends emerged as to what training would be appropriate. Library staff were concerned that they needed to be one step ahead of their clients. Despite an extensive training program, less than a third of the respondents indicated that they were adequately trained for the new service.

Survey participants suggested that future training include the following:

- A more comprehensive training program for all levels of staff
- Training in the basics of Internet searching within a library setting - especially accessing, printing and searching
- Ongoing training at regular intervals to address issues as they become apparent and problems are encountered
- Training on technical issues and trouble shooting
- Complete client training programme in place prior to announcing Internet availability

The introduction of the public Internet access had an initial impact on the library staff and their work. Issues raised include:

- Increased supervision of library and clients
- Less time for normal duties (especially in the initial stages)
- Changes in work flow patterns and procedures
- Use of Internet for reference and inter-library loans
- Less reliance on LISWA for subject requests - this was seen as a positive factor in reducing work load
- Took up more staff time than originally estimated

Over 70% of respondents felt that the introduction of the Internet had increased the amount of supervision of clients, and over 80% claimed that it would eventually have an impact on the role of library staff. Although many of the participants in the survey suggested that it was too early to comment on the effect on the collection, they were able to suggest that:

> *"Will impact on the reference collection* - [Staff will have to] *revisit what is required in the print material"*

They also commented that access to the Internet established equity of information resources for rural areas. Some libraries reported that the introduction of the Internet had seen a trend towards less reliance by clients on library staff to find reference materials. The service had also made the clients more aware of Western Australia's information resources, and had resulted in an acceptance and understanding of delays in obtaining inter-library loans.

Two thirds of those responding have seen a change in the nature of the library clients since the introduction of the public Internet access. There has been an increase in backpackers and students using the library.

The elderly and their use of the Internet service varied somewhat. In some communities, the elderly appear to feel more comfortable with approaching library staff to try the Internet, whilst in others the elderly are not using the service at all.

Comments that were made by two libraries indicated that Internet users were predominantly male. - *"Users are 80% male, 20% female. They have attitudes that females know little about technology"*. This has some implications in a profession dominated by female staff. This was also consistent with comments made by Bertot and McClure in their study of Victorian public libraries and the Internet.

A number of regions highlighted the perceived conflict of libraries providing a service that is also available within the community on a commercial basis. Telecentres were especially concerned about competition in some communities. The consultants found that in all cases the Regional Librarians were sensitive to a potential conflict, and successfully avoided this.

The survey findings indicated that only 20% of the Library Staff felt that there was adequate protection against access to 'questionable' sites on the Internet. There were some local community concerns expressed about access, E-mail facilities and the availability of pornographic material. A scan of the literature indicates that this is a common concern in public libraries worldwide, and a number of measures are being tested to deal with this issue within the international library community. There is no one solution to this problem, and currently each public library must manage its own situation in an appropriate way.

When asked to consider what information would have assisted library staff prior to implementing a public Internet access service, suggestions included the availability of marketing, promotional and procedural packages such as media kits, as well as information about legal implications, disclaimers, draft policies and notices.

The timing of training and marketing is an important issue to emerge from this survey. The responses indicate that a service should not be marketed until staff are fully trained, confident and capable of handling enquiries regarding the service.

Issues for future public Internet access implementation

The report indicates several issues that public libraries considering the implementation of a public Internet access service should be made aware of. The method of introducing and implementing the service is critical. This should be approached in a way that promotes the support and gains the commitment of all library staff.

The major issues identified by the consultants are:

1.   The introduction of the service will have an impact on staff, resources and clients. These effects need to be addressed and strategies put in place to minimise the disruption to the client's library service.

2.   The introduction of the idea of public Internet access in public libraries should be "marketed" to the library staff in order to prepare staff to commit to and own the central aims of the project.

3.   It is imperative that an appropriate level of training is provided to appropriate staff. In many cases, it may be important for "front desk" staff to attend more thorough training sessions to prepare them for the role of being the first point of contact for clients.

4.   It is important that an appropriate level of technical support is available to the library. All client contact staff should have a basic understanding of trouble shooting procedures.

5.   The potential exists for sharing of information via electronic newsletters, discussion groups and email. A formal process should be considered within the public library profession to ensure the exchange of ideas and prevent ad hoc proliferation of competing procedural systems.

6.   Each library should be able to access marketing, promotional and procedural kits for adaptation to each library setting.

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1.0 Introduction

The Library and Information Service of Western Australia (LISWA) implemented their Regional Libraries Online Project in 1997 to provide public Internet access to 11 regional libraries in Western Australia. This report highlights major trends and issues that arose during the implementation of the project.

The funding for the project was made available by the Commonwealth Government through a grant provided by the Department of Communications and the Arts, under its Online Public Access Initiative. The State Government of Western Australia provided matching funding through a special allocation to the Library Board of Western Australia.

BIZTRAC was engaged to survey the Regional Libraries participating in the Library and Information Service of Western Australia (LISWA) Regional Libraries Online Project. The participating libraries were located in:

Albany	Geraldton	Narrogin
Broome	Kalgoorlie	Northam
Bunbury	Karratha	South Hedland
Carnarvon	Merredin	

LISWA had provided the means of implementing public library access to the Internet in these rural regions as a "one off" project. The organisation engaged BIZTRAC to survey the participating regional libraries in order to identify and highlight common trends and issues emerging from the implementation of a public internet access.

Particular emphasis was to be placed on obtaining information that would enable the development of a model that could be used by other public libraries contemplating the introduction of public access Internet service.

2.0 Project Team

The consulting team for this project is comprised of the following team members:

Ms Kitty Delaney - Project Manager
(Delaney, Woods & Associates)
- has extensive experience in establishing and managing several information centres in corporate and government environments. She is skilled at project management and is an expert researcher, who specialised in the delivery of quality business information and has a particular interest in creative problem solving in information services.

Dr Glenn Watkins
(BIZTRAC)
- has extensive experience in Project management including 15 years in the evaluation of innovative telecommunications technology in Telstra. He was involved with the introduction of these technologies into the field for use by consumers eg introduction into the farming community, as well as the introduction of Cable Television into Australia, from the perspective of the communities reaction and experience. Glenn has also assessed information technology internally to assess its usefulness in decision making and marketing in telecommunications.

Other areas of experience include evaluating the performance of the Western Australian Police Service, evaluating the delivery of suicide prevention programmes and designing and analysing customer service of Melville City Council.

Ms Gail Woods
(Delaney, Woods & Associates)
- has extensive experience in medical, government, and telecommunications information provision. She has developed expertise in the searching, selecting, analysing, precis and repackaging of information on request.

Gail specialises in the information technology, innovative formatting of information, systems analysis and implementation, resource acquisition and collection management.

3.0 Survey Process and Methodology

The exact methodology employed was to be decided following a briefing session with the LISWA Project Team. The BIZTRAC consultants recommended the following process:
- An initial focus group to establish parameters and issues
- A literature review to be carried out concurrently with the process
- A questionnaire to be completed by all regional library staff
- Personal interviews with all the regional librarians.

3.1 Milestones

9th March   Initial review meeting with LISWA Regional Libraries Online project team

27th March   Presentation and review of an initial analysis with the LISWA Regional Libraries Online project team

10th April   Presentation and review of the draft executive summary with the LISWA Regional Libraries Online project team

30th April   Presentation of the final report incorporating any amendments arising from the review meeting

3.2 Review Meeting - LISWA Project Team and BIZTRAC

An initial interview with the LISWA project team was held to provide a background to the project and a basis for determining management's view of the success of the project. This was aimed at making sure there is an alignment between the key performance indicators, the terms of this consultancy and the real expectations of the initiators and mangers of the project.

The interview resulted in the following:

- Documentation relating to the aims and objectives of the project, and desirable outcomes
- Key performance indicators
- Determination of the aims and objectives of the project as seen by the LISWA project staff

The interview was an opportunity for the consultants to gain a more detailed insight into the project, to share information with the LISWA project team and to obtain their input into the survey design and methodology.

3.3 Focus Group

BIZTRAC suggested the use of a preliminary focus group at one of the survey sites, to check for coverage of issues and test the validity of the surveying mechanism. LISWA agreed to this suggestion and asked that the Regional Library at Geraldton be the site of the focus group. This focus group was held on Thursday 12th March, 1998.

3.4 Literature Review

The consultants, utilising sources on the Internet and various online databases, researched the literature on issues concerning Internet access in public libraries. This is not claimed to be an exhaustive literature review due to the tight time frame in which this survey has been conducted. The consultants were able to determine that many of the issues emerging from the survey were issues that are similar to many public libraries implementing a public access Internet service.

The LISWA project team supplied BIZTRAC with a copy of a study by Charles R. McClure and John Carlo Bertot into a similar public Internet access project done in Pennsylvania.

The Pennsylvania study measured the success of the "Online at PA Libraries Project" in part by discussion of the following items:
- increasing visibility and credibility of public libraries
- valuable publicity for libraries as public access points to the technology
- provision of the financial commitment which enabled the project which would not have otherwise been possible
- the removal of the community's information isolation, and
- the growth of new users.

Dempsey (1995) suggested that "Any projects in this area should begin to chart the desirable components of public information environments, work towards a shared view of desirable human and systems support, develop views about charging and 'for fee' services, and begin to describe what a 'core service' should look like." BIZTRAC consultants recommend that these are the steps that any Library Management planning such a service should give consideration.

Ormes and Dempsey (1995) stated that there was wide recognition about the importance of the connection between the public library and the Internet. "the Internet ... will become central channels for the delivery of learning, leisure and business services. It is crucial that public libraries respond to the challenge that these changes introduce"

The literature revealed that many of the concerns and issues raised by the survey participants were common to staff in public libraries within Australia and internationally. While Jokitalo says that "public libraries clearly see their role in Internet provision to be of importance in guaranteeing equitable access to electronic

information for the citizens", some public librarians were unimpressed with the information resources and services available on the Internet.

In their study of Victorian public libraries, McClure and Bertot found that there are specific issues in terms of strategic plans and ongoing budgets for maintaining access to the technology once established. This was a question raised by several of the Regional Librarians surveyed for this report in the current atmosphere of tight budgetary constraints.

McClure and Bertot raised the issue of competition with local Internet Service Providers and this was considered an issue in the Western Australian situation by many of the respondents. Personal visits by the local Telecentre representatives and other local businesses requesting information about the library's role highlighted this issue.

It was suggested by McClure and Bertot that public librarians should revisit their roles in the community whilst introducing these new technologies. BIZTRAC consultants found that the regional librarians need to explore their changing roles in greater detail in order to devise management strategies to deal with issues arising from a revised role in the community.

McClure and Bertot suggested that the following would encompass new roles for library staff once the service was introduced.

- Demonstrate applications
- Be a local access point to a range of government information resources and services
- Create, maintain and organise electronic community information
- Provide public access
- Equalise access such that all members of the local community can realise the benefits from being connected to the global network
- Provide training to country residents on how to use the internet and interact successfully with a range of services provided via the net
- Promote collaboration amongst groups to use the internet

These issues are some of those we consider that public libraries in Western Australia should give careful consideration to before embarking on a similar project.

3.5 Target Population

Due to the small target population, BIZTRAC Consultants suggested that a survey of the total library staff involved in the project was appropriate. This was estimated to be approximately 80 staff, including full and part time employees. When this was put to the Regional Librarians, not all were willing to involve their entire staff. Their suggestion was that a representative number of their staff complete the surveys on behalf of their colleagues. Some staff were on leave at the time of the survey, and several libraries had experienced recent staff changes. This reduced the total number of completed surveys expected to 60.

The LISWA project team forwarded a letter to all the Regional Librarians introducing the BIZTRAC consultants, and outlining the purpose of the survey. A copy of this letter is included as Appendix 1.

This was followed by an explanatory covering letter and a copy of the survey form from BIZTRAC to staff in the Regional libraries by fax or e-mail. A copy of this covering letter is included as Appendix 2. A personal telephone call was then made to each of the Regional Librarians. Distributed Surveys were confidential, with the respondents remaining anonymous in order that the data gathered elicited a truthful response from the participants.

The questionnaire forwarded to regional library staff is included in Appendix 3.

The regional librarians were supplied with a slightly different questionnaire, which included extra questions on the theme of strategic planning. A copy of this questionnaire is included as Appendix 4.

4.0 Data Collection Process and survey

4.1 Focus Group

On the 12th March Dr Glenn Watkins and Kitty Delaney held the focus group in the Geraldton Library. The morning was spent in discussion with the City Librarian followed by a session with the Council's Systems Officer. The consultants had the opportunity to observe clients using the Internet services, and library staff interacting with clients

The focus group session started at two o'clock with seven staff attending, including the City Librarian, Special Services Librarian, Systems officer and Library support staff.

The consultants wanted to obtain an indication of how the initial implementation of the public Internet access affected staff. This would have very real implications for how successful other public libraries would be when introducing a similar service to staff. It would also serve to highlight relevant management issues of interest to Library managers. The results from this focus group formed the basis of the survey questions that were then put to the eleven regional libraries.

The group was very enthusiastic and the full participation of all involved provided BIZTRAC with valuable data with which to develop the questionnaire for the survey.

4.2 Issues arising from the Focus Group

Library Staff issues
Staff members felt that they gained confidence, new skills and achievements through dealing with the new service, although some staff indicated that they had experienced some stress.

Staff wanted more knowledge of the Internet in order to feel confident and competent to deal with enquiries from the public.

There did not seem to be enough time available in the workplace to learn about the Internet services.

Monitoring the usage by clients is an extra workload for staff

Support issues
Rural isolation was indicated as a problem as far as receiving help with the Internet was concerned.

Training

Training was the biggest issue raised in the focus group. Staff realised that the best way to learn is to use the Internet, however time is a problem. Initially clients making enquiries knew more than the library staff, and this undermined their confidence.

Marketing the Internet access

Staff should be comfortable with their skill levels prior to the services being marketed to the public.

Public expectations are that the Internet is easy to learn and use, and will solve all their information problems. Staff in the library had to deal with the expectations generated in the media.

With adequate staffing levels, libraries may be able to advertise and market immediately. In the rural areas word of mouth generates good advertising of the services.

Clients

There was an issue with backpackers wanting to use e-mail facilities and accessing online newspapers.

Clients were very unhappy that they could not access e-mail facilities, although some tried to circumvent the system.

Non-readers were using the Internet.

4.3 Issues Surveyed

Following discussions with the LISWA Project team and evaluating the responses from the focus group, the survey was designed to elicit responses in the following areas:

- Access and technical issues
- Impact on staff and nature of work
- Clients
- Training
- Resources
- Support
- Marketing

4.4 Survey

The survey response rate: 63%

Figure 1 - Survey Responses

Library	Number of Staff	Number of responses
Albany	14	7
Broome	5	5
Bunbury	9	6
Carnarvon	2.7	2
Geraldton	14	14
Kalgoorlie	6.5	2
Karratha	6.5	2
Merredin	1.8	1
Narrogin	1.8	1
Northam	4	3
South Hedland	4.25	1
Total	**69.55**	**44**

All the 11 Regional Librarians were interviewed by telephone and surveys completed in conjunction with BIZTRAC consultants.

A number of professional and support staff were also interviewed by telephone, however not all were available and it was agreed that completed survey forms be forwarded by fax or e-mail to BIZTRAC.

At one of the libraries surveyed it was agreed between BIZTRAC and the library that due to their large number of staff, six staff would complete the surveys as a representative sample of that library's population.

The results were coded and analysed using Statistica software.

5.0 Survey Findings

Following analysis of the survey responses, a number of common trends and issues became apparent. As identified in the literature review, many of the trends and issues raised by the survey participants follow similar trends to studies done in the UK, Australia and US.

5.1 Introduction of the service

The majority of respondents felt informed about the service prior to its introduction and understood its capabilities. Although most felt strongly that it was important to give clients access to the Internet, some respondents were concerned that initially clients knew more about the service than library staff. This issue is covered more fully under the Training section.

Figure 2 - Informed prior to introduction

I felt informed about the Internet service prior to its actual introduction	Strongly disagree	0.00 %
	Disagree	25.00 %
	Neutral	15.91 %
	Agree	50.00 %
	Strongly Agree	9.09 %

Figure 3 - Understood the capabilities of the Internet

I understood the facilities and capabilities of the Internet service that were being put in place	Strongly disagree	0.00 %
	Disagree	20.45 %
	Neutral	20.45 %
	Agree	50.00 %
	Strongly Agree	9.09 %

After the Internet had been introduced into the libraries it was interesting to note that 90% of the respondents said that they now saw the services as important or very important to clients, confirming their thoughts prior to introduction of the service.

Figure 4 - Important to give clients Internet access

When the service was introduced I felt it was important to give our clients Internet access	Strongly disagree	0.00 %
	Disagree	0.00 %
	Neutral	6.82 %
	Agree	50.00 %
	Strongly Agree	43.18 %

Figure 5 - Importance to Clients

Following introduction of the service, how important do you now see the service as being to your clients	Very Unimportant	2.27 %
	Unimportant	0 %
	Neutral	6.82 %
	Important	54.55 %
	Very Important	36.36 %

5.2 Training

Training was a major issue for the participating library staff. Staff were quite eager to discuss training concerns in the verbal interviews. There were some very definite views expressed on what training is required for the introduction of a public Internet access service programme. Respondents to the survey were not confident about their Internet skills. Most of the survey participants rated their Internet skills as average following initial training programmes. Only 11.36% agreed that they had good knowledge and skills.

Figure 6 - Staff knowledge

Library staff have very good knowledge and skills related to using the Internet	Strongly disagree	4.55 %
	Disagree	43.18 %
	Neutral	40.91 %
	Agree	9.09 %
	Strongly Agree	2.27 %

When asked whether they had received adequate training in the new tasks that would become part of their job description, there was an interesting spread of answers in the light of this perceived lack of knowledge. The responses were spread evenly across "Agree", "Neutral" and "Disagree".

Figure 7 - Adequate training

Library staff received adequate training in the new tasks that this service initiated	Strongly disagree	0 %
	Disagree	34.88 %
	Neutral	34.88 %
	Agree	30.23 %
	Strongly Agree	0 %

The survey results showed that 38.89% of respondents received "Train the trainer" while 60.98% received "in-house" training.

63.16% of those respondents who received "Train the trainer" were Satisfied or Very Satisfied with the training they received. 66.66% of those that received "in-house" training were Satisfied or Very Satisfied with their training.

Yet 51.85% of respondents suggested that further training in the areas of "hands on", technical and searching should be made available to all staff.

When asked what areas the staff felt they should have received training, their responses suggested a wide range of areas.

Figure 8 - Suggested training

Many of the respondents felt that the type of training received by those who were given the "Train the Trainer" type training should have been available to all staff.
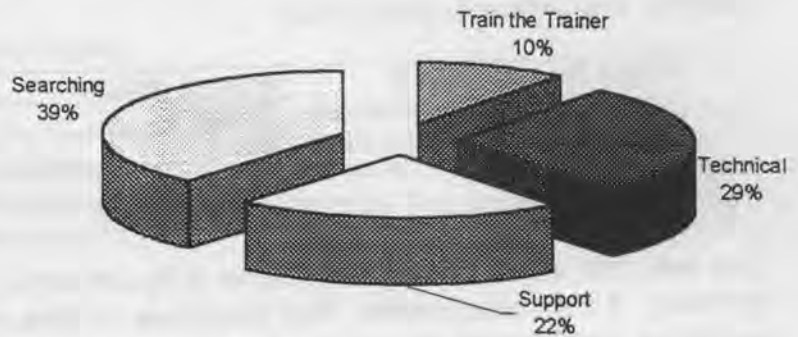
This training was given in the expectation that these people would return to their libraries and pass this training on to their colleagues. Introducing this level of training to all staff would entail a much larger and therefore more expensive training programme. This comment may reflect a disappointment at not being chosen to receive this special training, or a feeling that they had not received their training "first hand".

Figure 9 - Internet skills
47.73% of library staff felt that they did not have the knowledge and skills to use the Internet when it was introduced.
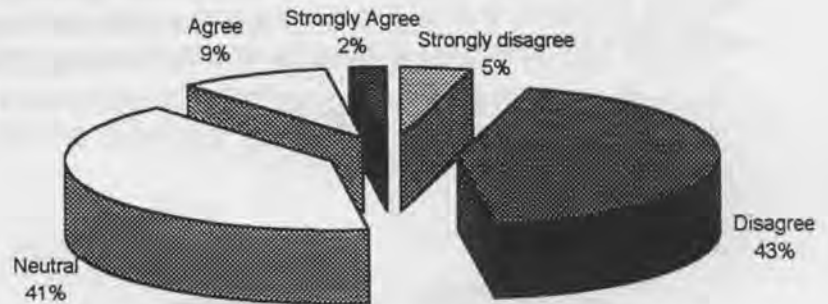
The respondents also identified a need for ongoing training programmes to be put in place. They were concerned in some cases that the training had been received too far in advance of the service being placed in their library (in one case there was a four month gap). They also felt that areas in which they needed help did not become apparent to them until after they had used the service for some time. This may be improved if the training was split into two major sections, an introductory training session and a session that is tailored to answer their questions once the service has been in operation for some time. Suggestions included the ability to complete the training over a period of time to address issues as they become apparent and problems are encountered in a self-paced learning structure.

Training on technical issues and trouble shooting were identified by a majority of the respondents as being necessary to almost all members of staff. It was in these areas that they felt most vulnerable when clients came to them with problems, or when the hardware did not work as expected. In some cases the library staff member who had received the most training on the Internet was not at work during the main times of client and staff support need because they were only working part time, or were not working in the "front end" of the library service.

Many of the respondents felt that there was a need to concentrate on learning the basics about the Internet - how to turn the computer on, where and how to search in different areas, and how to print copies of information found. It was in these areas that they needed to feel confident when approached by clients for help.

Figure 10 - Felt comfortable helping clients

When the service was introduced I felt comfortable about helping clients access the Internet	Strongly disagree	4.55 %
	Disagree	40.91 %
	Neutral	15.91 %
	Agree	29.55 %
	Strongly Agree	9.09 %

One way this would be made possible is by providing "play time" as was suggested by many of the respondents. This translates to time spent by each member of staff exploring the Internet for themselves, saving useful bookmarks and "learning by doing". Most of the respondents who identified the need for such "play time" indicated that this was not possible because of lack of time, either because of their normal duties, or because the service was fully booked by clients as soon as the service was introduced.

Finally, the respondents felt that the training should be tailored to each different library's situation and to the issues and problems that had arisen in that region. This would be their main tool in staying one step ahead of their clients.

5.3 Access, Support and Technical Issues

Technical problems
The majority of libraries have experienced technical problems. Many problems have been due to client actions, problems with Internet Service Providers, or a lack of technical knowledge within the Library.

Figure 11 - Major Technical Problems

We have had no major technical problems with the operations of the service	Strongly disagree	39.53 %
	Disagree	37.21 %
	Neutral	9.30 %
	Agree	9.30 %
	Strongly Agree	4.65 %

The respondents did not feel familiar with the design of the access points that were installed. They felt that they were not flexible, and therefore could not be customised to each library's needs. They were seen to be too easily "crashed" by the clients when incorrectly exited or used, causing freezing of the cursor and the screen, and long delays while they went through the "boot up" procedure, and that this led to a need for full supervision by staff.

Figure 12 - Type of Technical Problems

The technical problems included the disappearance of the toolbar, the Internet icon and the blanking of the screen. The terminal would not turn off, the printer developed paper jams and the service was disconnected from the Service provider. It was generally felt that clients "playing" caused many of the problems.
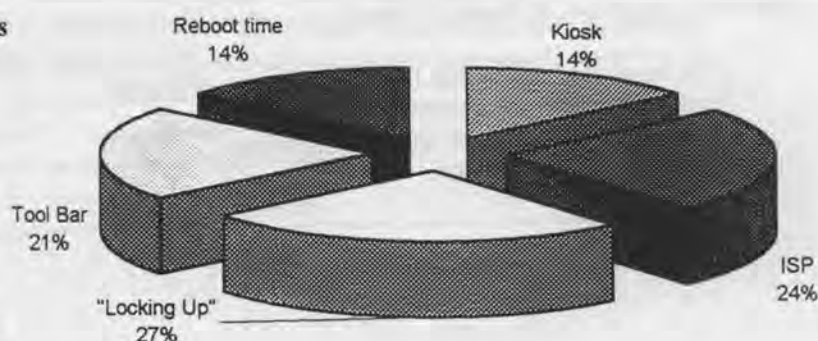
One library suggested that they had seen the lot! They had sent their machine back to Perth twice for repair. They had also had problems with their local Service Provider.

Some respondents recommended keeping a diary of problems with a new service such as this. It was useful for them to look back and realise how many problems they had managed to overcome, as well as how they managed.

The consultants acknowledge that with the implementation of a project this size within such tight time constraints, a number of technical decisions need to be made in order to meet project aims. This was a one off project designed to introduce public access Internet technology quickly into the rural community. The technical problems that were identified by the respondents are in most cases the results of the effects of these constraints.

Support

Although many respondents suggested that their library had a wide range of technical problems with the service, it was interesting to note that they were generally happy with the level of support service with which they were provided. 41% felt that they had adequate "in house" support for the service. Although it was noted that although they felt that they had received great support over the telephone, that not all problems can be fixed in this way.

Figure 13 - Support Available

We have had the necessary support services to operate the service efficiently	Strongly disagree	0.00 %
	Disagree	25.00 %
	Neutral	36.36 %
	Agree	34.09 %
	Strongly Agree	4.55 %

The different responses to the question of whether the libraries had received adequate in-house technical support, and the corresponding split across the categories is most likely a reflection of the different levels of computer skills already available in each of the regional libraries, and therefore the amount of skills on hand to cope with problems as they occurred.

Figure 14 - Adequate "in house" support

We have had adequate in-house technical support either in the library or in the council for the service	Strongly disagree	9.09 %
	Disagree	29.55 %
	Neutral	20.45 %
	Agree	34.09 %
	Strongly Agree	6.82 %

Internet Service Provider

The Libraries relationship with the local Internet Service Provider was seen as being an important factor in the success of the whole project. By far, the majority of regional libraries had a "satisfactory" or "very satisfactory" relationship, with only one of the eleven libraries registering a lengthy and major problem in dealing with their service provider.

This situation where only 15 days access in three months was possible, was only resolved in the end by changing to another ISP. This is quite a good result considering that at the start of planning for the project, provision was being made for long distance dial up access from the capital city as there were no Internet Service Providers in most of the locations.

Figure 15 - Library's relationship with ISP

How would you describe your library's relationship with the local Internet Service Providers	Very Unsatisfactory	0.00 %
	Unsatisfactory	9.08 %
	Neutral	18.18 %
	Satisfactory	36.36 %
	Very Satisfactory	36.36 %

Issues that came to light in this area included aging power supply in some areas that affected service, and issues of shared lines rather than dedicated lines.
In one case their ISP changed the passwords without giving notice, and in others problems were caused by the ISP not having enough ports to give access.

5.4 Impact on Library Staff and Nature of Work

There is a strong indication that most staff surveyed agreed that the Internet service has had an impact on the nature of their work.

Supervision

The question stating that increased supervision of the library clients within regional libraries has become more difficult was split. There was a bi-model distribution of responses with almost a third in the neutral category whereas one third disagreed and the other third agreed that library supervision had become more difficult. However, over 70% of respondents claimed that the Internet access increased the amount of supervision required. Supervision was felt necessary in some instances so that backpackers would not deprive other library clients of Internet access.

Figure 16 - Client supervision
Increased amount of supervision needed for library clients.
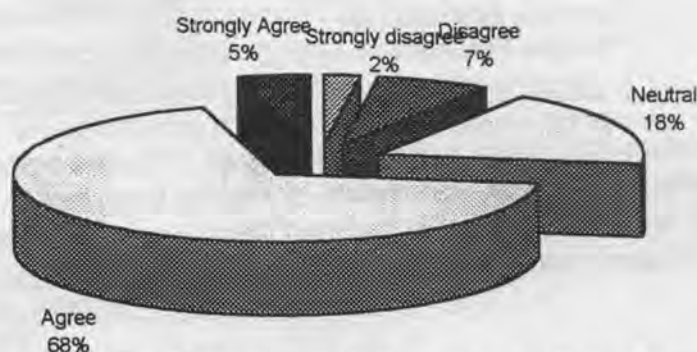
Staff Time

According to the respondents there was less time for normal duties, especially in the initial stages. The impact was split along the same lines as the supervision question, with one third of respondents basically stating that it did not have an impact, one third neutral and one third stating that it did have an impact on their work duties.

Figure 17 - Less time for normal duties

Having Internet Access means that I have less time for my normal duties	Strongly disagree	4.55 %
	Disagree	31.82 %
	Neutral	25.00 %
	Agree	38.64 %
	Strongly Agree	0.00 %

Work flow

When asked if the initial set-up of the Internet Access Service had an impact on the workflow of the library, 90% of respondents stated that it did, whilst over 80% of respondents claimed that the Internet would eventually have an impact on the role of library staff.

Respondents felt that the libraries had significantly underestimated the time needed to troubleshoot problems, and that this took staff away from their normal duties while trying to fix problems. The clients had an expectation that all library staff would be experts in the technology.

Figure 18 - Changed the nature of work

The Internet Access service has changed the nature of my work	Strongly disagree	0.00 %
	Disagree	34.09 %
	Neutral	15.91 %
	Agree	40.91 %
	Strongly Agree	9.09 %

Respondents suggested that there had been a significant underestimation of the time needed to trouble shoot problems when the service was introduced. This led to short term problems with the arrangement of staff duties in order to cope with the unexpected extra workload. It also led to time away from their normal work duties while trying to fix problems. This then resulted in a backlog of their normal duties. The implication for a library introducing such a service is fairly clear. They would need to ensure adequate staff numbers to cover the extra needs of the staff in the initial stages of the project.

Procedures

The Internet was immediately seen as the best tool for answering reference questions and processing inter-library loans. In both cases, the benefits of using the Internet were initially of information received and the range of information available to the Library staff to answer the requests. This led to reducing reliance on the resources of LISWA for subject requests. However it was interesting to note that many of the Library staff saw that a closer and more immediate link to LISWA as provided by the Internet access was a definite asset to their library and the clients.

Figure 19 - Major benefits for Library Staff

Range of Material 27%
Reference 32%
ILLs 23%
Speed 18%
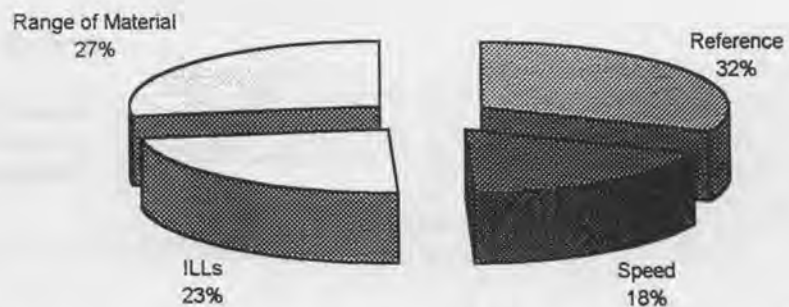
Reference Questions

The Internet technology was able to provide library staff and library clients with quick access to the LISWA catalogue. It gave them access to current information, including up to date statistics.

Medical questions in particular were offered as an example of reference queries that were able to be answered more completely using the Internet, specifically in a smaller library service. For these librarians, being able to access information from a number of sources was very satisfying.

The service was seen as an alternative to making a subject enquiry through LISWA. It gave the public access to what was previously closed access, and it gave the staff professional satisfaction do it quickly, with less forms to complete and a wider range of information available.

Figure 20 - Reference questions

I use the Internet to answer reference questions for my clients	Strongly disagree	2.33 %
	Disagree	23.26 %
	Neutral	9.30 %
	Agree	60.47 %
	Strongly Agree	4.65 %

Inter-library Loans

The use of the Internet to process inter-library loans made it possible to reduce the number of paper forms in use, save time on bibliographical research and speed up the entire process. Also the clients were doing more to facilitate inter-library loans by providing library staff with details of availability.

Figure 21 - Inter-library loans

I use the Internet to answer inter-library loan requests	Strongly disagree	2.27 %
	Disagree	22.73 %
	Neutral	13.64 %
	Agree	43.18 %
	Strongly Agree	18.18 %

5.5 Impact on Library Resources

Some respondents felt that access to the resources of the Internet will impact on the collection, particularly in the area of reference enquiries. They felt that they would have to revisit what print material was required in the future in the light of what was available on the Internet.

Figure 22 - Impact on Library Collection

I believe that this service, once fully understood by library clients, will impact on the nature of the collection	Strongly disagree	0 %
	Disagree	16.28 %
	Neutral	23.26 %
	Agree	44.19 %
	Strongly Agree	16.28 %

Two thirds of respondents were impressed with the range and scope of reference material available on the Internet, although some felt that credibility of information was a problem, and that the organisation of the material on the Internet was very different to the organised collections they were accustomed to using.

A number of respondents felt that the impact of the access to the Internet and such material as Government information and legislation would make more shelf space available within the library for material not accessible online, utilising their physical resources and space more efficiently.

The speed with which they were able to answer reference questions and the range of material they were able to access and download for their clients were the most impressive features of the Internet for answering reference questions for many respondents. Some however felt that they were still trying to find useful sites amongst the Internet rubbish!

Figure 23 - Range of Reference Material

Overall I am very impressed with the range and scope of reference material available on the Internet	Strongly disagree	0.00 %
	Disagree	4.76 %
	Neutral	28.57 %
	Agree	50.00 %
	Strongly Agree	16.67 %

A comprehensive user survey was not part of the scope of this survey. Feedback for this section is from the perspective of library staff. Overseas studies of this nature are generally surveying both staff and users at the same time.

43% of the respondents claimed that the Internet had already changed the way the library was used by clients, although in a few cases it was believed that the service had not been in place for a long enough period to be able to make any definitive statements.

Library staff have noted that there appears to be a lessening of the reliance on library staff by some of their clients who are able to do their own subject searching on the Internet. One comment was that this allowed a new level of privacy for these clients. This was particularly an issue in the smaller regional areas.

Library clients have become more aware of State resources, including those available through LISWA. They were also able to see more clearly why access to these items cannot always be immediate. They had increased access to up-to-date material.

The librarians' perception of client satisfaction with the Internet was fairly split between neutral and satisfied. There were about 50% of those surveyed that were undecided as to whether the clients are satisfied with the Internet access being offered.

One of the issues raised in this area was the need to have a program in place to provide training for clients in how to access and use the Internet from the first day that the service is in operation.

Changing Client Types
Two thirds of the respondents have seen a change in the nature of the library client since the introduction of the Internet access service. It is quite remarkable considering the fact the Internet service in some places hasn't been marketed and in other places has not in fact been operating for that long. A major increase for many regional libraries has been the influx of backpacker tourists who are keen to use the service. In many cases this is a new type of client for these libraries. One of the key attractions of the service appears to be access to the email service. Some of the libraries surveyed believed this was not the role of the library and did not allow access to the email service. A future survey may show more clearly the effect of this decision.

Figure 24 - Changed Clients

The Internet Access service has changed the types of library clients	Strongly disagree	0 %
	Disagree	6.82 %
	Neutral	27.27 %
	Agree	61.36 %
	Strongly Agree	4.55 %

There has been general agreement about the changes in clients. The backpacker issue is mentioned by a majority of libraries. In some communities, the elderly appear to feel more comfortable with approaching library staff to try the Internet, whilst in others the elderly are not using the service at all. Those who have witnessed a change have very rarely seen an increase in backpackers and students as well as an increase in use by business people. This may also be a result of the demographics of each area.

Figure 25 - Different clients
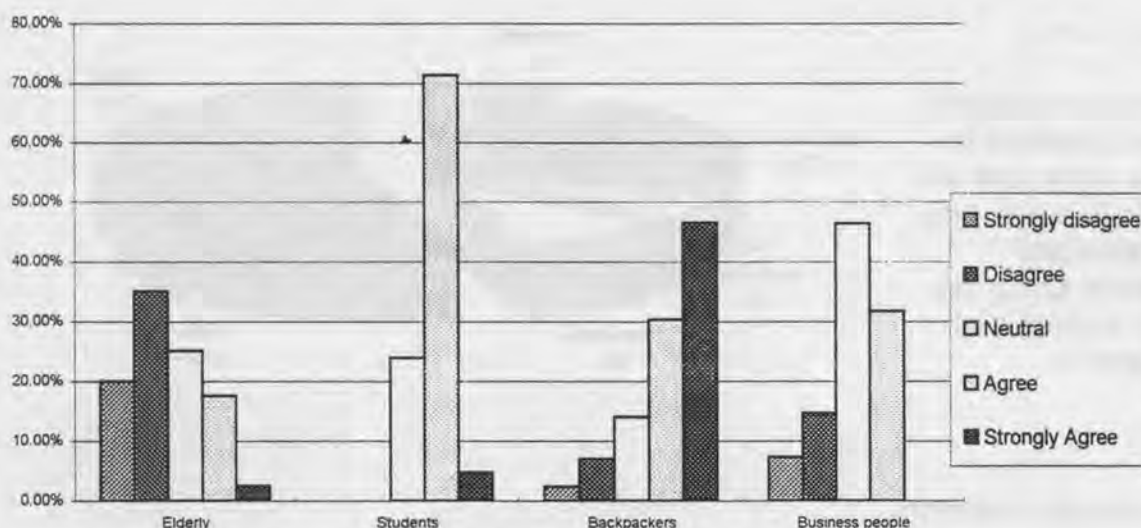
Comments made by two libraries indicated that new Internet users were predominantly male and in one case in particular, that this has some implications in a profession dominated by female staff - *"Users are 80% male, 20% female. They have attitudes that females know little about technology"*

Figure 26 - Major Benefits for Clients

The librarians see the major benefits to the clients being access to the world and access to current information. The fact that the service provided did not incur any charge to clients, and that it provided increased amount and quality of access to LISWA were seen as additional benefits.

Free-no charge 12%

Current Information 36%

Access to the World 42%

LISWA Access 10%
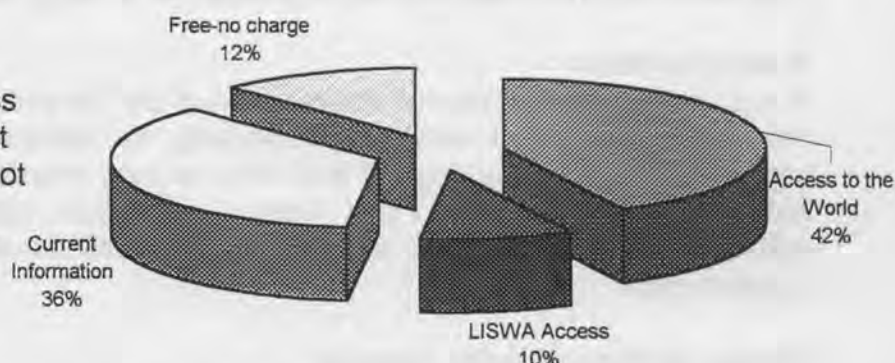
It was felt that once the technical problems were sorted out, more effective promotion was possible. This would encourage wider use of a worldwide information resource that contains a wealth of information that can be accessed by clients. Early adopters of the technology were the main users for most centres from the beginning and this is slowly spreading over the rest of the library client groups.

Clients have gained more control of their information request. Where previously LISWA was responsible for deciding what information to forward to clients via a subject search request filled by library staff - now clients control it to a greater degree.

A very important benefit includes an increased client awareness of what each regional library has to offer, as the profile is raised through tools such as the library's home page and improved search capabilities are in the users' hands.

Frequently asked questions

Figure 27 - FAQ

The most frequently asked questions by clients were: cost and access to email, how do I use it and questions about the ability to download information.
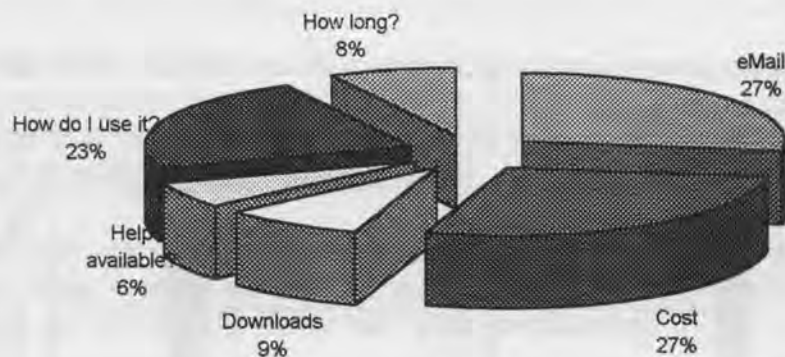
Community concerns

Telecentres

Several respondents highlighted the potential conflict of libraries providing a service that is also available within the community on a commercial basis. In some communities the Telecentres were especially concerned. Representatives of the local Telecentres were anxious to know whether the library was setting itself up as a no-cost alternative to their services. They were concerned about the possible impact on their business. In all cases, the regional librarians were able to reassure them that they were not to be regarded as competition to existing commercial services.

E-mail facilities

It was interesting to note that the reaction of the libraries to the dramatic increase in request to use email services, particularly by backpackers. Instead of planning strategies to take advantage of this influx of new clients, the decision was made to remove the ability to send and receive email from the system, and banning the activity. It was notable that one of the top questions asked by clients was "Can I access email"

Access to Pornographic material

It is not surprising following the media's focus on the more unsavoury sites available for access on the World Wide Web that this should form one of the major community concerns. This was reinforced for one library client who was rather shocked at the site that her innocent enquiry brought to the screen.

About one third of the respondents claim that they have experienced community concerns about the access that the Internet offers users. As far as the librarians are concerned, they don't believe that there are adequate safeguards against user access to questionable sites on the Internet. In fact, 78% of them fall below the neutral stand with nearly 50% strongly disagreeing or disagreeing with the statement made. Only 20% of respondents feel that there were adequate safeguards, although that percentage was higher with those libraries that were using LISWA's proxy server

5.7 The changing role of the public library

Answers to the question about the changing role of the library indicate that at the moment Library staff believe that it will change the role. There has been one exception to this - one regional librarian believes that the Internet will not change the role of the library as it is merely an extension of tools currently available.

Figure 28 - Supporting the library's core business

How would you rate Internet access in supporting the core business of the library	Strongly disagree	0.00 %
	Disagree	4.55 %
	Neutral	13.64 %
	Agree	43.18 %
	Strongly Agree	38.64 %

The core business of the libraries was seen by the respondents as providing information and access to information sources.

Figure 29 - Changed use of Library
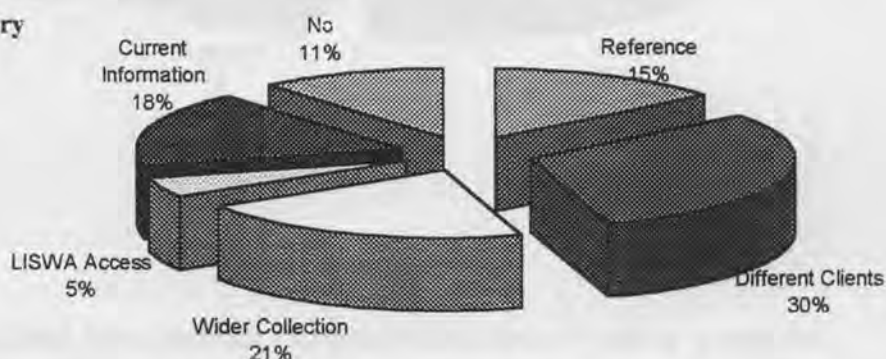
Whilst the libraries were hoping that the Internet access service would encourage use of worldwide information resources, it was felt by some that it has attracted an unhealthy monopoly of "surfers". Clients were coming into the library just to use the email until that service was not considered part of the library's role and removed from the service.

> We have Internet "regulars" who spend most of the day hovering around; many backpackers have come to use the Internet

One respondent suggested the effect of the Internet's introduction was a reduction in use of the library's other databases available through their public access computers. Others indicated that the different clientele that were attracted into the library to use the Internet were now using other library facilities.

The Internet, it was felt, made people less dependent on library staff. It provided a new research tool and increased the scope of the collection. It was now possible for people to access information that the libraries were previously unable to provide such as Parliamentary Acts. *"We are an information provider!"*

Regional Librarians

More than 80% of the Regional Librarians indicated that the Internet Access project fitted into their operational or strategic planning. It provided a powerful tool in meeting their missions, and in many cases accelerated the plans of libraries to provide access.

Public access to the Internet service has changed the profile of the regional libraries within their communities. Many regional librarians commented that their clientele saw them as being involved in leading edge technology. This raises the prospect of having to sustain this image and the question of providing funding for future technological upgrades to retain the positive impact of the introduction of this technology. Most Regional Libraries were aware that costs would be incurred in the future to maintain the momentum that they have achieved with this project.

5.8 Marketing

The access to the Internet has increased the visibility and profile of the libraries within the communities. Anecdotal evidence suggests that in the smaller libraries this has been of real significance. There was a comment that it was not advertised enough, to the point that the Tourist Bureau was informing people that the Library did not provide this service (or PCs incidentally!)

Figure 30 - Marketing
Providing access to the Internet has greatly increased the visibility of the Library.

Strongly Agree 14%
Disagree 2%
Neutral 34%
Agree 50%
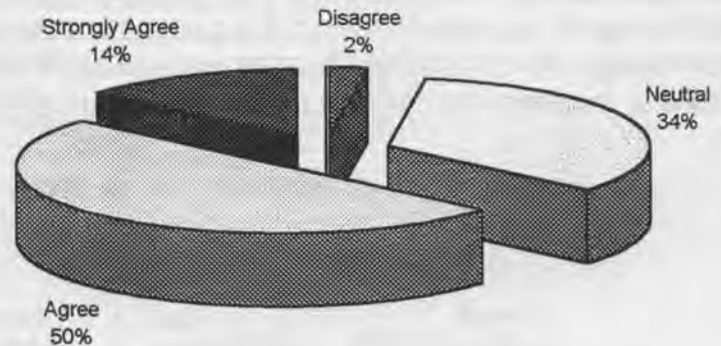
The timing of the marketing of the public Internet access availability was raised by a number of participants in the survey. Some indicated that they have not yet marketed the service, as technical problems need to be effectively reduced first.

Other issues raised for consideration include the necessity for prior information to be provided to libraries so that they do not have to rely only on informal networking. For example media kits, information about legal implications, disclaimers and notices required, and drafting of relevant policies.

One of the recommendations that the library staff wanted to make to any library planning the introduction of a similar service was to have written policies and disclaimers in place prior to offering the service to clients. They also felt that it would have been helpful to have a pro-forma marketing kit available with examples of press releases, product launches and the like for each library to customise to suit their particular situation.

Figure 31 - Impact on library's profile

I believe that this service ... will impact on the library's profile in the community	Strongly disagree	0.00 %
	Disagree	2.27 %
	Neutral	11.36 %
	Agree	63.64 %
	Strongly Agree	22.73 %

6.0 Issues and strategies for Internet Implementation Model

A number of detailed recommendations arising from the survey are included in each section. The major issues identified by the project team are:

- Managing the introduction of the service to library staff
- Strategies for minimising impact on staff, resources and clients
- Training
- Technical support
- Marketing Issues
- Networking
- Future funding

6.1 Strategic planning

The introduction of the service will have an impact on staff, resources and clients. These impacts need to be estimated and strategies put in place to minimise the disruption to the library service.

Staff need to be able to voice their concerns about how these changes will affect their workflow and responsibilities in a supportive environment where their genuine concerns can be acknowledged.

Comprehensive manuals, disclaimers and guides should be provided prior to the public introduction of the service.

Access points, ergonomic furniture and booking procedures should be in place before clients are introduced to the service.

The introduction of the service has raised the profile of the library in terms of the technology available to clients. In order to maintain this, consideration will have to be given in future budgetary planning to upgrade necessary equipment. Failure to do so will result in a loss of credibility for the library service.

6.2 Managing the introduction of the service to library staff

The introduction of the idea of public Internet access in public libraries should be marketed to the library staff in order to encourage staff to commit to and own the central aims of the project.

Staff should be involved in discussions to determine the library's changing role in their community and should be encouraged to access information about the Internet and its potential benefits to the profession.

Library Managers would benefit from researching and applying strategies for the management of change.

6.3 Training

The training issue involves training of both staff and clients.

It is imperative that the correct level of training is provided to library staff. Client contact staff should attend thorough training sessions to prepare them for the role of being the first point of contact for the client. Staff training is required in the areas of searching techniques as well as client training techniques.

A training programme for clients should be in place prior to any public announcement about the introduction of the service. This should be seen as an essential adjunct to the introduction of the service.

6.4 Technical support

It is important that an appropriate level of technical support is available to the library. All client contact staff should have a basic understanding of trouble shooting procedures.

Research should be undertaken into local Internet Service Providers to determine the level of service and technical support they are able to supply. Library managers should also keep informed of alternative access methods such as satellites and radio links.

6.5 Networking Issues

A strong informal network exists amongst the regional libraries where experiences and material are exchanged. However, it was interesting to note that there did not appear to be a strong use of Internet email facilities to encourage a more formal networking process.

The potential exists for sharing of information via electronic newsletters, discussion groups and email. A formal process should be considered within the public library profession to ensure the exchange of ideas and prevent ad hoc proliferation of competing procedural systems.

6.6 Marketing Issues

Each library should have access to marketing, promotional and procedural kits for adaptation within each library setting. It is suggested that this is an issue for a professional association or group to address.

Strategies for marketing must be developed in light of what is capable of being successfully provided by the staff and the service.

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Appendices

Appendix 1 - Letter forwarded to regional librarians by LISWA.

Appendix 2 - BIZTRAC covering letter

To all Regional Library staff

Re: Regional Libraries Online – Evaluation

As outlined to you in the letter from LISWA's Project Director, Graham Hilton, BIZTRAC has been appointed to conduct an evaluation of the regional libraries experiences in providing a public Internet service during the Regional Libraries Online Project.

BIZTRAC is the commercial arm for the Faculty of Business at Edith Cowan University. As part of this evaluation, we are conducting a survey of all regional library staff. You will be contacted by one of the following members of the research team: Kitty Delaney, Gail Woods or Tony Barbaro.

It is important for the outcome of the project that the actual responses be as frank and complete as possible. Your experiences will provide a valuable guide to other libraries planning the introduction of an Internet service.

As the time scale for this project is very short, research team members will be ringing each library to speak directly with all library staff in order to complete the survey over the telephone. Please do not return your survey form until you have been contacted by a research team member.

Feel free to contact the members of the research team if you have any further comments or issues you wish to discuss.

Email   - dwa@bigpond.com.au
Telephone   - 015 999 936 *or* 019 377 640
Facsimile   - (08) 9259 0657.

Appendix 3 - Library staff questionnaire

Introduction of Internet Access in Public Libraries

We appreciate you taking the time to fill in this survey. The responses to this survey will form the basis of a report being prepared for the Library Board of Western Australia by BIZTRAC. The report will enable the development of a model for the introduction of Internet access to other public libraries in Western Australia. Your responses to this survey will remain confidential.

1. Please Circle the appropriate responses to indicate whether you are :

1. Professional Librarian

2. Library Technician

3. Clerical Staff

4. Full Time Staff Member

5. Part-time Staff Member

2. Overall how would you rate your Internet skills?

1. None

2. Below average

3. Average

4. Above average

5. Excellent

Please tick the appropriate response

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	I felt informed about the Internet Service prior to its actual introduction	☐	☐	☐	☐	☐
4	I understood the facilities and capabilities of the Internet service that were being put in place	☐	☐	☐	☐	☐
5	When the service was introduced I felt comfortable about helping clients access the Internet	☐	☐	☐	☐	☐
6	When the service was introduced I felt that it was important to give our clients Internet access	☐	☐	☐	☐	☐
7	We have had no major technical problems with the operations of the service	☐	☐	☐	☐	☐
8	We have had the necessary support services to operate the service efficiently	☐	☐	☐	☐	☐
9	We have adequate in-house technical support (either in the library or in the council) for the service.	☐	☐	☐	☐	☐
10	The system has adequate safeguards in terms of user access to questionable sites on the Internet	☐	☐	☐	☐	☐
11	I received adequate training in the new tasks that this service initiated	☐	☐	☐	☐	☐

Please tick the appropriate response

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
12	The Internet Access service has changed the nature of my work	☐	☐	☐	☐	☐
13	Providing access to the Internet has greatly increased the visibility of the Library.	☐	☐	☐	☐	☐
14	Library staff have very good knowledge and skills related to using the Internet.	☐	☐	☐	☐	☐
15	Overall I am very impressed with the range and scope of reference material available on the Internet	☐	☐	☐	☐	☐
16	The supervision of the Library has become more difficult for me.	☐	☐	☐	☐	☐
17	Having Internet Access means that I have less time for my normal duties.	☐	☐	☐	☐	☐
18	The Internet Access has increased the amount of supervision required of library clients.	☐	☐	☐	☐	☐
19	I use the Internet to answer reference questions for my clients.	☐	☐	☐	☐	☐
20	I use the Internet to answer Inter-library loan requests.	☐	☐	☐	☐	☐
21	I believe that this service, once fully understood by library clients, will impact on the role of Library staff	☐	☐	☐	☐	☐
22	I believe that this service, once fully understood by library clients, will impact on the nature of the collection	☐	☐	☐	☐	☐

Please tick the appropriate response

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
23 I believe that this service, once fully understood by library clients, will impact on the Library's profile in the community	☐	☐	☐	☐	☐
24 The Internet Access service has changed the types of library clients.	☐	☐	☐	☐	☐
25 I have noticed more of the following types of clients using the Internet service:					
1. Elderly	☐	☐	☐	☐	☐
2. Students	☐	☐	☐	☐	☐
3. Backpackers	☐	☐	☐	☐	☐
4. Business people	☐	☐	☐	☐	☐
26 The Internet Access service has changed the way that the Library is used.	☐	☐	☐	☐	☐

Please tick the appropriate response

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
27 How satisfied have clients been with their experiences of the Internet Access Service	☐	☐	☐	☐	☐
28 How satisfied have clients been with the Internet Access training that the Library has been able to provide?	☐	☐	☐	☐	☐

	Very Un-important	Un-important	Neutral	Important	Very Important
29 Following the introduction of the Internet Access Service into your Library, how important do you now see the service as being to your clients?	☐	☐	☐	☐	☐
30 How would you rate Internet access in supporting the core business of the Library?	☐	☐	☐	☐	☐

31. What are the three most frequently asked questions about the service?

_____

_____

_____

_____

32. If you had any technical problems, could you please describe what sort of problems you experienced?

_____

_____

_____

_____

33. Knowing what you know now, if you were in charge of placing Internet access in another Library, what training would you make available to the Library staff?

_____

_____

_____

_____

34. How do you believe the Internet Access Service has changed the way the Library is used?

_____

_____

_____

_____

_____

_____

35. What do you see as the major benefits from the Internet Access Service for Library staff?

_____

_____

_____

_____

36. What do you see as the major benefits from the Internet Access Service for Library clients?

_____

_____

_____

_____

37. Did the initial set-up of the Internet Access Service have an impact on the work flow of the Library?

Yes	No
1	2

38. If you answered yes to question 37, please describe the impact.

_____

_____

_____

_____

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39. I was aware of the following issues prior to using the service:

		Yes	No
a	Need for disclaimers	1	2
b	Booking procedures	1	2
c	Parental permission	1	2
d	Supervision issues - of usage	1	2
e	Supervision issues - of equipment	1	2
f	Legal implications of the Internet Access	1	2
g	Ongoing consumable costs (eg. Paper, toner, etc.)	1	2
h	Marketing	1	2
i	Support services	1	2
j	Access time on machines	1	2
k	Impact of Internet congestion on access or availability of system	1	2
l	Ergonomic issues	1	2
m	Other	1	2

40. Has there been any community concerns expressed regarding the Internet access?
    * If you answered yes, please go to question 41.

Yes	No
1	2

41. Please provide examples of local concerns.

_____

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42. Did you receive any of the following forms of training for the Internet Access Service?

	Yes	No
Train the Trainer	1	2
In-house training by local trainer	1	2
Other	1	2

43. If you have answered yes to any of these services - please indicate how satisfied you were with the training?

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Train the trainer	☐	☐	☐	☐	☐
In-house training by library trainer	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐

	Yes	No
44. Was the training effective?	1	2
45. Do you provide Internet Training for your clients?	1	2
46. Have you done any marketing of the Internet Access Services that you provide?	1	2

  * If you have answered yes please go to question 47.

47. Who have you marketed the Internet services to?

		Yes	No
a	No-one	1	2
b	Library clients	1	2
c	Non-library clients	1	2
d	Businesses	1	2
e	Government agencies	1	2
f	Other	1	2

48. Have you used any of the following strategies to inform clients of the Internet Access Service in your Library?

		Yes	No
a	None	1	2
b	Launch	1	2
c	Word of mouth	1	2
d	Posters, flyers,etc	1	2
e	Newsletters	1	2
f	TV	1	2
g	Radio	1	2
h	Newsprint	1	2
i	Other	1	2

49. Knowing what you know now, what information would you need prior to implementing a fully operational service?

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Appendix 4 - The regional librarians questionnaire

Introduction of Internet Access in Public Libraries

We appreciate you taking the time to fill in this survey. The responses to this survey will form the basis of a report being prepared for the Library Board of Western Australia by BIZTRAC. The report will enable the development of a model for the introduction of Internet access to other public libraries in Western Australia. Your responses to this survey will remain confidential.

5. Please Circle the appropriate responses to indicate whether you are :

1. Professional Librarian

2. Library Technician

3. Clerical Staff

4. Full Time Staff Member

5. Part-time Staff Member

3. Overall how would you rate your Internet skills?

6. None

7. Below average

8. Average

9. Above average

10. Excellent

Please tick the appropriate response

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
3	I felt informed about the Internet Service prior to its actual introduction	☐	☐	☐	☐	☐
4	I understood the facilities and capabilities of the Internet service that were being put in place	☐	☐	☐	☐	☐
5	When the service was introduced I felt comfortable about helping clients access the Internet	☐	☐	☐	☐	☐
6	When the service was introduced I felt that it was important to give our clients Internet access	☐	☐	☐	☐	☐
7	We have had no major technical problems with the operations of the service	☐	☐	☐	☐	☐
8	We have had the necessary support services to operate the service efficiently	☐	☐	☐	☐	☐
9	We have adequate in-house technical support (either in the library or in the council) for the service.	☐	☐	☐	☐	☐
10	The system has adequate safeguards in terms of user access to questionable sites on the Internet	☐	☐	☐	☐	☐
11	I received adequate training in the new tasks that this service initiated	☐	☐	☐	☐	☐

Please tick the appropriate response

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
12	The Internet Access service has changed the nature of my work	☐	☐	☐	☐	☐
13	Providing access to the Internet has greatly increased the visibility of the Library.	☐	☐	☐	☐	☐
14	Library staff have very good knowledge and skills related to using the Internet.	☐	☐	☐	☐	☐
15	Overall I am very impressed with the range and scope of reference material available on the Internet	☐	☐	☐	☐	☐
16	The supervision of the Library has become more difficult for me.	☐	☐	☐	☐	☐
17	Having Internet Access means that I have less time for my normal duties.	☐	☐	☐	☐	☐
18	The Internet Access has increased the amount of supervision required of library clients.	☐	☐	☐	☐	☐
19	I use the Internet to answer reference questions for my clients.	☐	☐	☐	☐	☐
20	I use the Internet to answer Inter-library loan requests.	☐	☐	☐	☐	☐
21	I believe that this service, once fully understood by library clients, will impact on the role of Library staff	☐	☐	☐	☐	☐
22	I believe that this service, once fully understood by library clients, will impact on the nature of the collection	☐	☐	☐	☐	☐

Please tick the appropriate response

		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
23	I believe that this service, once fully understood by library clients, will impact on the Library's profile in the community	☐	☐	☐	☐	☐
24	The Internet Access service has changed the types of library clients.	☐	☐	☐	☐	☐
25	I have noticed more of the following types of clients using the Internet service:					
	1. Elderly	☐	☐	☐	☐	☐
	6. Students	☐	☐	☐	☐	☐
	7. Backpackers	☐	☐	☐	☐	☐
	8. Business people	☐	☐	☐	☐	☐
26	The Internet Access service has changed the way that the Library is used.	☐	☐	☐	☐	☐

Please tick the appropriate response

		Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
27	How satisfied have clients been with their experiences of the Internet Access Service	☐	☐	☐	☐	☐
28	How satisfied have clients been with the Internet Access training that the Library has been able to provide?	☐	☐	☐	☐	☐

		Very Un-important	Un-important	Neutral	Important	Very Important
29	Following the introduction of the Internet Access Service into your Library, how important do you now see the service as being to your clients?	☐	☐	☐	☐	☐
30	How would you rate Internet access in supporting the core business of the Library?	☐	☐	☐	☐	☐

31. What are the three most frequently asked questions about the service?

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32. If you had any technical problems, could you please describe what sort of problems you experienced?

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34. Knowing what you know now, if you were in charge of placing Internet access in another Library, what training would you make available to the Library staff?

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34. How do you believe the Internet Access Service has changed the way the Library is used?

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35. What do you see as the major benefits from the Internet Access Service for Library staff?

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36. What do you see as the major benefits from the Internet Access Service for Library clients?

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37. Did the initial set-up of the Internet Access Service have an impact on the work flow of the Library?

Yes	No
1	2

38. If you answered yes to question 37, please describe the impact.

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39. I was aware of the following issues prior to using the service:

		Yes	No
a	Need for disclaimers	1	2
b	Booking procedures	1	2
c	Parental permission	1	2
d	Supervision issues - of usage	1	2
e	Supervision issues - of equipment	1	2
f	Legal implications of the Internet Access	1	2
g	Ongoing consumable costs (eg. Paper, toner, etc.)	1	2
h	Marketing	1	2
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j	Access time on machines	1	2
k	Impact of Internet congestion on access or availability of system	1	2
l	Ergonomic issues	1	2
m	Other	1	2

40. Has there been any community concerns expressed regarding the Internet access?
    * If you answered yes, please go to question 41.

Yes	No
1	2

41. Please provide examples of local concerns.

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	Yes	No
Train the Trainer	1	2
In-house training by local trainer	1	2
Other	1	2

43. If you have answered yes to any of these services - please indicate how satisfied you were with the training?

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
Train the trainer	☐	☐	☐	☐	☐
In-house training by library trainer	☐	☐	☐	☐	☐
Other	☐	☐	☐	☐	☐

	Yes	No
44. Was the training effective?	1	2
45. Do you provide Internet Training for your clients?	1	2
46. Have you done any marketing of the Internet Access Services that you provide?	1	2

   * If you have answered yes please go to question 47.

47. Who have you marketed the Internet services to?

		Yes	No
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e	Government agencies	1	2
f	Other	1	2

48. Have you used any of the following strategies to inform clients of the Internet Access Service in your Library?

		Yes	No
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c	Word of mouth	1	2
d	Posters, flyers,etc	1	2
e	Newsletters	1	2
f	TV	1	2
g	Radio	1	2
h	Newsprint	1	2
i	Other	1	2

Yes	No
1	2

49. Did the Internet Access project fit into your operational or strategic planning?

    If you answered yes to Question 49, please describe

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50. How would you describe your library's relationship with the local Internet Service Providers?

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51. Knowing what you know now, what information would you need prior to implementing a fully operational service?

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