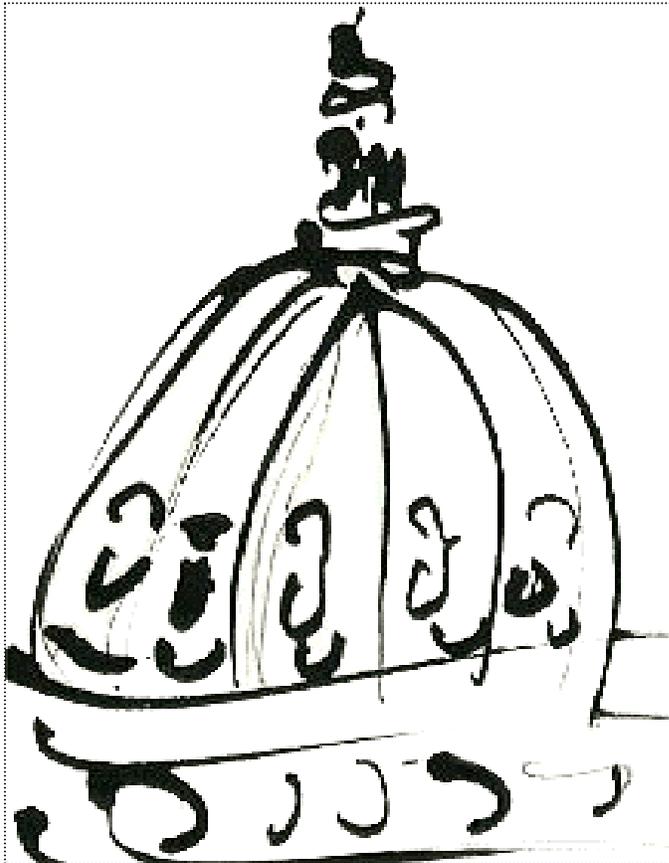




Information Use Management and Policy Institute
College of Information, Florida State University



Public Libraries and the Internet 2006: Study Results and Findings

John Carlo Bertot, Ph. D.
Associate Director and Professor

Charles R. McClure, Ph. D.
Director and Francis Eppes Professor

Paul T. Jaeger, Ph.D. and J. D.
Assistant Professor

Joe Ryan
Senior Research Associate

September 2006

TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
I. INTRODUCTION	6
Objectives of Study	6
II. METHODOLOGY	7
Outlet (Branch) versus Systems	8
III. RELATING SURVEY FINDINGS TO CASE STUDY FINDINGS	10
Recognizing the Human Factor	10
Increasing Range of Services	10
Gaining Support through Engaging the Political System	11
Sufficient and Quality of Connectivity	12
Need for Public Policy	13
Evolving Roles for Public Libraries and Librarians	13
Extending the Research	14
IV. STUDY CONCLUSIONS: IMPACTS, ISSUES, AND POSSIBLE FUTURE STEPS FOR PUBLIC ACCESS COMPUTING	15
Comparing Selected 2006 Findings to 2004 Findings	15
<i>Good Enough Connectivity</i>	15
<i>Wireless Connectivity</i>	16
<i>Training</i>	17
<i>Public Library Public Access Computing as Enabling the Digital Revolution</i>	17
<i>Internet Access from the State Perspective</i>	18
<i>Federal Information Policy</i>	19
Public Libraries and E-government	20
A Divide by Any Other Name	21
Demands for Enhanced and Expanded Networked Services	21
Increased Complexity of the Networked Environment	22
Changing Priorities	23
Implications for Future Studies	24
V. DATA ANALYSIS AND MAJOR FINDINGS	25
Quantitative Data	25
Qualitative Data	26
Site visits	27
Quality of survey data	27
VI. NATIONAL BRANCH LEVEL DATA (OUTLET DATA)	29
VII. NATIONAL SYSTEM LEVEL DATA	39
VIII. STATE BRANCH LEVEL DATA	48
Discussion of State Data	48
IX. STATE SYSTEM LEVEL DATA	82
X. QUALITATIVE SURVEY DATA FINDINGS	102
Overview	102
Data Analysis	102
Findings	103
<i>Overall Responses</i>	103
<i>Responses by Metropolitan Status Area</i>	106
<i>Responses by Poverty Level</i>	107
<i>Public Library Internet Access and Hurricanes</i>	108

Methodology for Qualitative Data Analysis	109
<i>Purpose of Qualitative Question</i>	109
<i>Objectives for Qualitative Data Analysis</i>	109
<i>Methodology for Analysis</i>	110
XI. SUCCESSFULLY NETWORKED PUBLIC LIBRARIES	112
Findings	112
<i>Defining Success</i>	112
Observations	116
<i>Network Services within a Library</i>	116
SNPL's Virtual Branch	118
Infrastructure	119
<i>Public access computing</i>	119
<i>Adequate, stable funding</i>	120
Leadership	121
Infrastructure	122
Becoming an SNPL	123
Role of External Partners in SNPL Development	125
<i>SNPL Roles with External Partners</i>	125
<i>Who are the Key External Partners in SNPL Development?</i>	126
<i>Roles of ALA and the Bill & Melinda Gates Foundation in SNPL Development</i>	127
<i>State Library, System, and Consortia Role</i>	127
<i>External Partners: Future Roles</i>	128
Measuring Library Services and Resources	130
<i>Who has Time to measure?</i>	130
<i>What Types of Evaluation Packages/Templates are needed?</i>	131
<i>Piloting Measures</i>	131
<i>Valuing Measures without Value (based on Use) Evidence</i>	132
The Role of Advocacy in SNPLs	133
<i>SNPL Managers are Advocacy Leaders</i>	133
<i>Advocacy absent Usage Evidence</i>	134
Advocacy summary	134
Conclusions and Recommendations from Case Sites	135
<i>The connection issue</i>	136
<i>Next Step: Use the connection</i>	136
<i>Importance of local library functions</i>	137
<i>The importance of the MLS and other degrees</i>	138
<i>Virtual branches but with only virtual funds and resources</i>	138
<i>Network service use: A tricky balance</i>	138
<i>Measuring Library Services and Resources</i>	139
Advocacy	140
Additional research	140
APPENDICES TABLE OF CONTENTS	142

LIST OF FIGURES

V. DATA ANALYSIS AND MAJOR FINDINGS

Figure 1: Response rate distribution of the survey.....28

VI. NATIONAL BRANCH DATA (OUTLET DATA)

Figure 2: Public Library Outlets Connected to the Internet30
 Figure 3: Connected Public Library Outlets that Provide Public Access to the Internet30
 Figure 4: Average Number of Hours Open per Outlet.....31
 Figure 5: Public Library Outlet Change in Hours Open.....31
 Figure 6: Public Access Wireless Internet Connectivity Availability.....32
 Figure 7: Average Number of Public Library Outlet Graphical Public Access Internet
 Terminals32
 Figure 8: Average Age of Graphical Public Access Workstations33
 Figure 9: Frequency Analysis of Public Library Outlet Number of Graphical Public
 Access Workstations.....33
 Figure 10: Public Library Outlet Public Access Workstations Upgrade Schedule34
 Figure 11: Public Library Outlet Public Access Workstations Replacement Schedule.....35
 Figure 12: Public Library’s Ability to Follow Its Upgrade/Replacement Schedule for
 Public Access Workstations.....35
 Figure 13: Factors Influence Upgrade Decision for Public Access Workstations36
 Figure 14: 2006 Public Library Outlet Maximum Speed of Public Access Internet
 Services.....37
 Figure 15: Public Library Outlet Public Access Internet Connection Adequacy.....38

VII. NATIONAL SYSTEM LEVEL DATA

Figure 16: Public Library System Total Operating Budget Status.....40
 Figure 17: Public Library System Overall Internet Information Technology
 Budget Status41
 Figure 18: Public Library System Percentage of Libraries Receiving E-rate
 Discount42
 Figure 19: Public Library System Percentage of Libraries Not Receiving E-rate
 Discount42
 Figure 20: Public Library System Reasons for Non-Receipt of E-rate Discounts43
 Figure 21: Public Library System Public Access Internet Services44
 Figure 22: Public Library System Community Impact of Public Access Internet
 Services.....45
 Figure 23: Public Library System Information Technology Training Availability
 for Patrons.....47

VIII. STATE BRANCH LEVEL DATA

Figure 24: Library Outlets Connected to the Internet and Offering Public Internet
 Access49
 Figure 25: Public Library Outlet Average Number of Hours Open and Change in
 Hours Open51

Public Libraries and the Internet 2006: Study Results and Findings

Figure 26:	Public Library Outlet Public Access Wireless Internet Connectivity.....	53
Figure 27:	Public Library Outlet Public Access Workstations and Average Workstation Age	56
Figure 28:	Public Library Outlet Public Access Workstations Upgrade Schedule within the Next Two Years	58
Figure 29:	Public Library Outlet Public Access Workstations Replacement Schedule within the Next Two Years.....	61
Figure 30:	Public Library's Ability to Follow Its Upgrade/Replacement Schedule for Public Access Workstations.....	64
Figure 31:	Factors Influence Upgrade Decision for Public Access Workstations	67
Figure 32:	Public Library Outlet Public Access Workstation Availability.....	70
Figure 33:	Public Library Outlet Internet Connection Provider.....	73
Figure 34:	Public Library Outlet Maximum Speed of Public Access Internet Services.....	76
Figure 35:	Public Library Outlet Public Access Internet Service Connection Speed in Meeting Patron Needs.....	79

IX. STATE SYSTEM LEVEL DATA

Figure 36:	Public Library System Total Operating Budget Status.....	83
Figure 37:	Public Library System Overall Internet Information Technology Budget Status	85
Figure 38:	Public Library System Percentage of Libraries Receiving E-rate Discount	87
Figure 39:	Public Library System Reasons for Non-Receipt of E-rate Discounts.....	90
Figure 40:	Public Library System Information Technology Training Availability for Patrons.....	94
Figure 41:	Public Library System Community Impact of Public Access Internet Services.....	98

X. QUALITATIVE SURVEY DATA FINDINGS

Figure 42:	Overall Percentages of Responses by Category.....	104
Figure 43:	Qualitative Data Analysis by MSA.....	106
Figure 44:	Qualitative Data Analysis by Poverty Level.....	107
Figure 45:	2006 SNPL Key Elements	113
Figure 46:	2006 Successfully Networked Public Library Critical Success Factors.....	123