

1.- Introduction	2
2.- Background	2
3.- General Objectives of the Study	2
4.- Specific Objectives	2
5.- Characterization of the users of the BiblioRedes service.....	3
6.- BiblioRedes Users' Satisfaction.....	3
7.- Exploration of the apprehension of ITCs BiblioRedes users	4
8.- Instruments Used	5
9.- Methodology for the Construction of the Satisfaction Index	5
10.- Universe and Sample	5
11.- Results of the Investigation.....	6
12.- General Description of the Users Interviewed.....	6
13.- Interviewee's Satisfaction.....	10
14.- Interviewee's Apprehension of the ITCs.....	14
15.- Conclusions.....	20
16.- Characaterization Elements BiblioRedes Users	20
17.- BiblioRedes Users' Satisfaction.....	22
18.- Passive / Active Apprehension of ITCs BiblioRedes User	24

1.- Introduction

The following pages contain an executive summary with the general background and the results obtained through the Study requested by DIBAM, by means of a public bidding which was given to ARCIS University. The study titled “Evaluation Model of the BiblioRedes Project, Assessing Quality, Satisfaction Level, Apprehension of Contents and Attitude of the Library Users in relation to the ICTs” was conducted in December 2003 at the 368 Public Libraries which are participating in our project, by means of a questionnaire given to the BiblioRedes users exclusively.

2.- Background

The evaluation study emerges from the need to evaluate different aspects in the application and administration of the BiblioRedes Project at library level, as well as the policies implemented from the central level and it comprehended the definition of the users' satisfaction level in relation to the fulfillment of their expectations regarding the needs of USE, OPERATION, INFORMATION, COMMUNICATION and LEARNING promoted by the BiblioRedes Project among its users and to explore the general characteristics of the process of apprehension of the new technologies produced in such context. The results obtained will support the reinforcement of our managing, training and diffusion policies.

3.- General Objectives of the Study

Definition of the users' satisfaction level in relation to the service given by BiblioRedes and, at the same time, the definition of the type or general characteristics of the level of apprehension of the new technologies that the users are able to attain, especially the use of computers, the Internet and the electronic mail.

4.- Specific Objectives

1. General characterization of the BiblioRedes users.
2. Creation of a satisfaction index starting from the theoretical matrix proposed, regarding the needs of Learning, Use, Operation, Communication and Information.
3. Identification of general aspects in the process of apprehension of the ICTs on the part of the users, specifically the use of Internet and electronic mail.
4. Exploration of the apprehension process in the use of the Internet and electronic mail according to the active and passive user hypothesis.

5.- Characterization of the users of the BiblioRedes service

A set of data has been collected to identify the users' most basic characteristics so as to carry out an analysis and draw inferences about them. In this way, we obtained:

- Age
- Gender (man, woman)
- Marital status (single, married, separated, widow/widower, partner¹)
- Occupation (student, homemaker, employee, retiree)
- Working condition of the employees (employed or unemployed)
- Schooling level of the employee
- Income level of the employee
- Type of education of the student
- Last grade completed at school

6.- Satisfaction of the BiblioRedes Users

In the scope of the studies of attitude, attitude is seen as the threshold of behavior and may be understood under three different views: 1) cognitive (knowledge), 2) affective (positive or negative) and 3) volitive (tending to action). Thus, user's satisfaction is defined as the realization of desire or preference, the expectations that the subject assumes which will be evaluated in connection with the basic learning, use, operation, communication and information needs.

The categories to be used in the evaluation of the users' satisfaction level are operationally defined as follows:

Satisfaction of the LEARNING need: The need to acquire the habit of using a computer, the Internet and the electronic mail

Satisfaction of the USE need: The need to practice computer techniques, on the Internet and the electronic mail

Satisfaction of the OPERATION need: The need to operate or apply skills relating to computers and the navigation on the Internet.

Satisfaction of the COMMUNICATION need: the need of transmitting and receiving information through the Internet and the electronic mail.

Satisfaction of the INFORMATION need: The need to look for and acquire knowledge to broaden the knowledge they already have through the use of the Internet and the electronic mail.

¹ Although "partner" (de facto) is not a formal marital status, it is usual for the surveys and studies to incorporate it as one of the categories

7.- Exploration of the Apprehension of ICTs BiblioRedes Users

The basic objective of the promotion of the ICTs is that they should be a real solution to the needs and expectations of the people, so as to improve significantly their conditions and quality of life. But this statement is not sufficient on its own. The access is the first step, but the sense that is given to the use of the ICTs is the necessary complement to assess their APPREHENSION. This is why the existence of a PASSIVE use and an ACTIVE use of the ICTs is proposed.

The central hypothesis to explore the passive sense of the use of the ICTs is that of a private consumption of information as the main line of behavior on the part of the users.

On the contrary, the behavior oriented to the active and collective production and reproduction of information will give the use of the ICTs a positive sense. It is worth noting that both attitudes are present in each user, but it is only one of them which determines and imposes the final direction or sense on their behavior.

In this study, the category of active user is related to:

- Type of navigation on the Internet
- Type of relationship with certain resources and services pertaining to the Internet.
- Attitude towards the production and publication of information on the Internet.
- Number of people with whom the user communicates.
- Geographic range of the people with whom the user communicates

The questions that will collect the information necessary to explore the apprehension level are the following:

- Time allotted to navigating on the Internet
- Importance given to the time allotted to navigating on the Internet (little – much)
- Type of activity the user is capable of performing on the Internet
- Possession of Internet resources and services
- Attitude towards the publication of information on the Internet
- Attitude towards the moment of publication
- Conditions of publication (free of charge / paid)
- Type of information to be published
- Number of people with whom the user communicates
- Place of origin of the people with whom the user communicates
- Type of people with whom the user communicates
- Number of messages the user receives/sends
- Type of Websites the user visits on the Internet
- Geographic place of the institutions the user communicates with
- Type of communication with other people
- NUMBER OF PEOPLE WITH WHOM THE USER COMMUNICATES (repetido)
- Frequency of proactive activities the user performs

8.- Instruments Used

The methodology implemented in the study comprehended the creation and installation of an On Line Evaluation System (OLES) made up of a Website which had an Electronic Questionnaire, a program for the operation of the Electronic Questionnaire (PERL), a Book for Comments, a Database and a Help and Supervision Center. Once the data collection process was concluded, the Statistical Analysis Plan was applied.

9.- Methodology for the Construction of the Satisfaction Index

In order to account for the level of satisfaction reached by the BiblioRedes' users and to evaluate the Project, a pool of indicators was grouped and re-quantified to clearly show the level of fulfillment of the users' expectations for each of the five scopes identified as the central ones. These are as follows:

1. USE and/or availability of the computer equipment and Internet in the public libraries [questions 5 to 8 in the questionnaire]
2. LEARNING of the basic skills that allow the users to consume and exploit the ICTs given by the Project in an optimum way (Only users trained by the Project) [questions A to D, page 2 in the questionnaire]
3. COMMUNICATION established by the users through the Internet and the Electronic mail [questions 9 to 12 in the questionnaire]
4. Level of OPERATION and/or handling of the information tools given by the Project to the users [questions 13 to 16 in the questionnaire]
5. INFORMATION obtained through the Internet and the electronic mail in the framework of the BiblioRedes Project [questions 17 to 20 in the questionnaire]

10.- Universe and Sample

Universe

The Universe of the Study comprehends all the users of the BiblioRedes Project.

There are two kinds of users: Users trained by the Project (TU) y Free-Access Users (FAU). The first ones are those who have been trained in basic computer technologies to establish communication and get information via the Internet. The latter are the ones who benefit from the free access to the Internet given by BiblioRedes.

The TU are quantified and individualized. The FAU are not. This is why we speak of a non-determined universe, which, at first sight, exceeds the 100 thousand cases, as the TU are about 60 thousand (beginning of 2003) at the start of the Study and there is coincidence in the supposition that the FAU are a similar or even greater number than the users who have been given the training in information technologies. For this reason, we speak of an infinite population.

Sample

In order to obtain a representative sample, the task was carried out considering the number of TU and an estimate of the FAU who use the computer equipment and the Internet. Starting with these data and according to what had been established in the initial proposal of the Study, an intentional sampling was realized. Two basic criteria oriented the selection of the sample:

- Proportional representation of the Region.
- Definition of minimum and maximum quotas per library.

However, it has to be said that, as in the real practice a percentage of the libraries did not take part in the Study, the sample finally assessed and analyzed amounted to 3.707 cases. This figure represents 90.5% of the total initial estimate (4.074 cases).

11.- Results of the Investigation

12.- General Description of the Users Interviewed

General Aspects

The total number of users interviewed is 3.707 people. 52% account for the men and 48% account for the women.

In relation to age, most of the interviewees are younger than 30 years of age. (2,145 people interviewed; 58% of the total).

Age Group	Frequency	Percentage
Up to 14 years of age	395	10.7
From 15 to 29 years of age	2.020	54.5
From 30 to 65 years of age	1.249	33.7
65 years of age and over	41	1.1
Total	3.705	100

Source: Survey Study: BiblioRedes Evaluates. January 2004

In relation to Occupation, the Study defined 4 general categories which the user had to identify as his/her “main current activity”: Student, Employee, Homemaker, Retiree. This is the result considering the total number of participants:

Interviewee's main current activity		
Student	1.606	43.3
Employee	1.513	40.8
Homemaker	520	14.0
Retiree	68	1.8
Total	3.707	100

Source: Survey Study: BiblioRedes Evaluates. January 2004

Our employee-users represent 1,513 people interviewed who account for 61% of men and 39% of women.

Working situation of the employee interviewed		
Situation	Frequency	Percentage
Employed	803	53.1
Unemployed	363	24.0
No answer	347	22.9
Total	1.513	100

Source: Survey Study: BiblioRedes Evaluates. January 2004

Considering the income level of the employees interviewed we can see that the vast majority receive a personal income that ranges from 100 and 200 thousand pesos a month.

Income level of the employees interviewed		
Income	Frequency	Percentage
No income	279	18.4
Less than \$100.000	230	15.2
Between \$100.001 and \$200.000	388	25.6
Between \$200.001 and \$300.000	137	9.1
Between \$300.001 and \$400.000	84	5.6
More than \$400.000	48	3.2
No answer	346	22.9
Total	1.512	100

Source: Survey Study: BiblioRedes Evaluates. January 2004

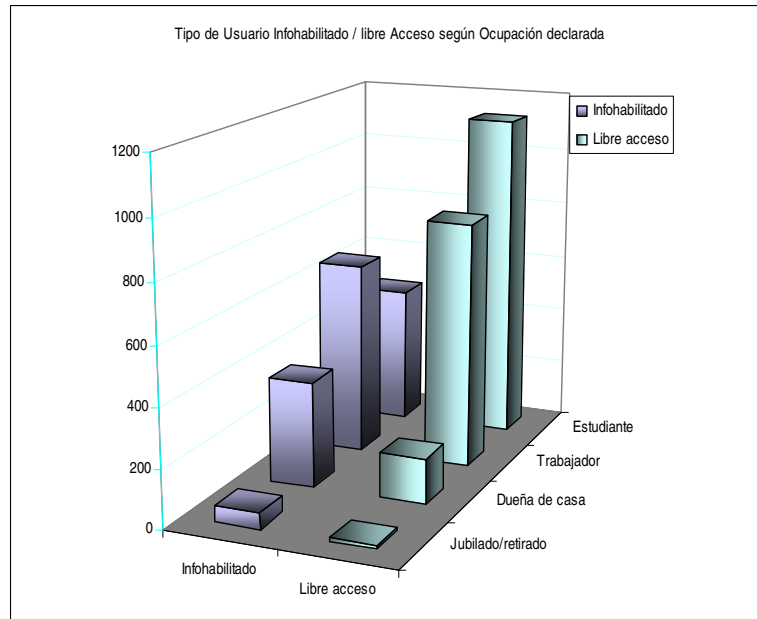
Homemakers are the group with the lesser participation, only 520 questionnaires, which accounts for 14% of the total number of users and 30% of the total number of women interviewed.

The group of retirees is the smallest group considering the amount of representation, with only 68 questionnaires which account for 2% of the total number of users. The average age in this group is 62 years of age.

Description of the Interviewees according to User Type: TU and FAU.

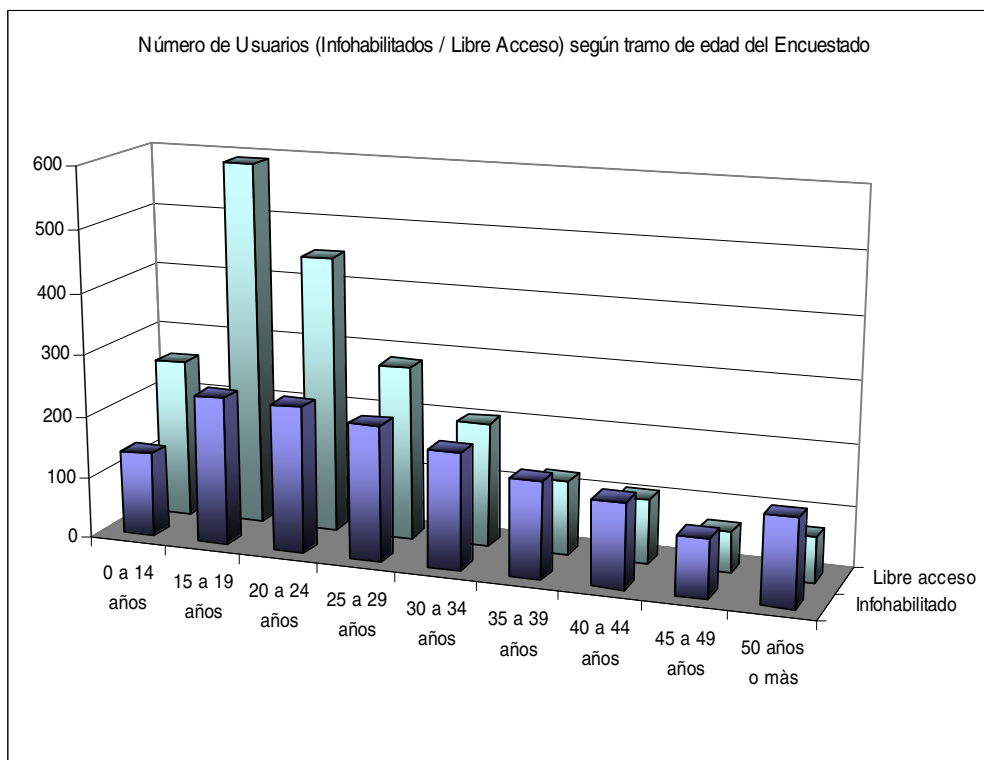
The first classification proposed in the Study identifies two big groups of interviewees: the TU and the FAU.

The first relevant aspect is the representation by gender. Whereas the FAU (57,9% of the total) are 60% men and 40% women; the TU (42,1% of the total) 41% are men and 59% are women.



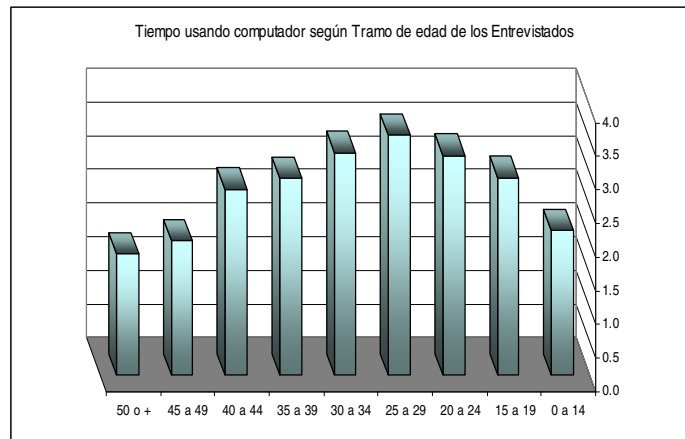
Considering the TU and FAU's occupation, the graph shows that the students and employees are the majority in the FAU classification; however, the homemakers and the retirees are the majority in the TU category. This shows that the actions focused on the training, especially the female homemakers, have been effective.

Considering the average age of the TU and FAU, it varies in relation to the type of user. In the case of the TU it is 30 years of age, whereas the age average of the FAU is 25 years of age.



Description of the Interviewees according to their relationship with the computers and the Internet.

The average period of time the users have been using a computer is three years. In this case, we can see that the most experienced group is the one ranging from 25 to 29 years of age, with an average of almost 4 years in the use of a computer “with a certain frequency”.

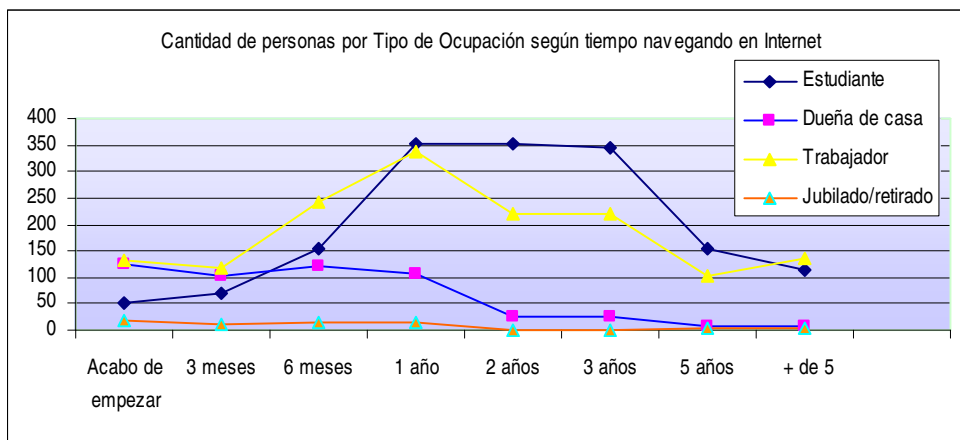


Considering the relationship between the interviewees and the navigation on the Internet, we can say that most of them have been using the Internet for, at least, one year (53.6%).

How long have you been navigating the Internet?		
Period	Frequency	Percentage
More than 5 years	259	7.0
For 5 years	267	7.3
For 3 years	588	16.0
For 2 years	596	16.2
For 1 year	810	22.0
For 6 months	529	14.4
For 3 months	303	8.2
I have just started	330	9.0
Total	3.682	100

Source: Survey Study: BiblioRedes Evaluates. January 2004

Considering the interviewees’ occupations and the period of time of navigation on the Internet, the Study shows us that, whereas the behavioral curve of the student users rises quickly from the baseline, the curve corresponding to the group of retirees is exactly the opposite.



In the case of the homemakers' behavior, it is possible to notice that the period of time of navigation on the Internet up to one year remains constant. Then, it falls to the baseline. Doubtlessly, this is a group of homemakers that is just starting to use the Internet. In the case of the employees, a certain instability remains between those who are just starting and those who have been navigating the Internet for some time.

13.- Interviewee's satisfaction

General aspects on the Interviewed Users' Satisfaction

Satisfaction was assessed starting from the following scopes: Use, Communication, Information, Operation, and in the case of the TU, the Learning.

1. USE scope

Considering the USE, the questions relating to this scope will aim at identifying opinions concerning satisfaction, as far as access to computers and the Internet are concerned. The results are as follows:

- 54,2% of the interviewees points out that "There are hours when it is difficult" or "almost impossible" to find available computers at the library. The Regions that exceed this average are the I Region (55.4), the II Region (61,7), the V Region(56.4), the VII Region (59.4), the VIII Region (55.8), the X Region (55.2) and the XI Region (73.1).
- Facing this divided opinion about computer availability, the generic question about the greater access "to computers and the Internet" that BiblioRedes has initiated, yielded information showing that 88% of the interviewees agrees with such a statement.
- Then, in the question: ¿Do you think that the current computer availability and Internet service at the library is enough for the USE that YOU want to make of them?, we, once more, obtain a relative opinion with 36,4% of the users who believe that the current number of computers is enough, whereas the remaining 63,6% say that they are not "totally sufficient" or straightforwardly "insufficient".

- In the same way, in the generic question “Considering your perception of the future ;Do YOU think that the current computer and Internet service at the library will be useful to help you conduct your activities?” we obtain a sound opinion again with 78% of favorable answers.

2. COMMUNICATION scope

One of BiblioRedes’ objectives is, precisely, to make the users value the possibility of accessing communication tools given by the access to the Internet.

In this respect, the questions oriented to assess this scope show that:

- 72% of the users think they can establish better contacts than before thanks to the Internet. 22,5% says that they can establish “a few more better contacts”.
- 73.6% says that the communication established with other people through the Internet is “a very good type of communication”. 26,4% says that it is a relatively good, mediocre or bad type of communication.
- In the same way, 56% notes that the communication they keep is much more frequent than before and 83% says that their communication with other people will absolutely improve thanks to the Internet and the electronic mail.

These data show that the BiblioRedes’ users value in a positive way the level of communication they have attained. The satisfaction level that this scope shows is high.

3. OPERATION scope

The Operation scope aims at identifying the users’ satisfaction regarding their practical command of computers and the Internet. In this case:

- 79% says that their command of computers is optimum or adequate considering their current needs. However, when facing the question on their level of command of a computer, only 2,1% thinks they are “absolutely prepared”. 69,8% is basically or somewhat prepared, whereas 28% says they are not prepared at all.
- Similarly, when asked about the way they grade the level they have reached in the use of Word, the electronic mail and the navigation on the Internet, most users perceive a high level of preparation, around 75% and 80% in most of the cases.

However, the skills in the handling of Word, the Internet and the electronic mail are transversal to all users, although the young (less than 30 years of age) and the students feel more qualified.

Finally, it has to be noted that without the distinction of subpopulation, nearly all users state that the handling of computers and the Internet will improve the quality of life of the people (4.1%).

4. INFORMATION scope

Considering the satisfaction level relating to the need of information we can say that:

- 77,3% says they feel much more informed than before. 78% says that the information obtained via the Internet is a very good type of information. 90% says they need the information every day or one or two days a week.
- In relation to the question: Would you say that the information obtained via the Internet will improve your level of information about your interests or activities? 84,5% says that it will absolutely improve their level of information.

Regarding the Use and Availability of the Information Obtained via the Internet and the Electronic Mail:						
Alternatives	TU		FAU		Total	
	N	%	N	%	N	%
I feel I am much more informed than before	1.276	82	1.586	73.9	2.862	77.3
I feel I am a little more informed than before	267	17.2	490	22.8	757	20.4
I feel I am just as informed as before	13	0.8	67	3.1	80	2.2
I feel I am less informed than before	0	0	3	0.1	3	0.1
Total	1.556	100	2.146	100	3.702	100

Source: Survey Study: BiblioRedes Evaluates. January 2004

5. LEARNING scope

In general, the TU show pretty high levels of comprehension and skill in relation to what they have learned about computers, Word, the navigation on the Internet and the use of the electronic mail. Here the 20 to 30 year-old users are the outstanding feature, as they claim to have learned much better than the rest, a fact that is replicated among the students and employees in a considerable proportion.

Then, when asked specifically about their satisfaction level in relation to the training they were given, they show a high satisfaction level in general. (82,9% is very satisfied or extremely satisfied), an opinion which tends to decline a little as the age group category goes up.

Most users, however, state that, at least, the training should be longer (38,4%) or that, at least, the time allotted to the practice on the computers be increased (35.9%)²

² It has to be said, though, that for many of the users under the age of 15 (26.4%) the training given needs no additional; this is a trend that is also mostly verified among the students.

Users' Satisfaction Scores according to type of User				
Scopes	TU		FAU	
	N	Average	N	Average
Use	1.532	85.88	2.112	84.38
Communication	1.555	87.51	2.142	83.62
Information	1.555	90.73	2.146	88.22
Operation	1.519	69.21	2.056	70.02
SATISFACTION	1.559	83.33	2.146	81.60
Learning	1.368	56.50	0	0

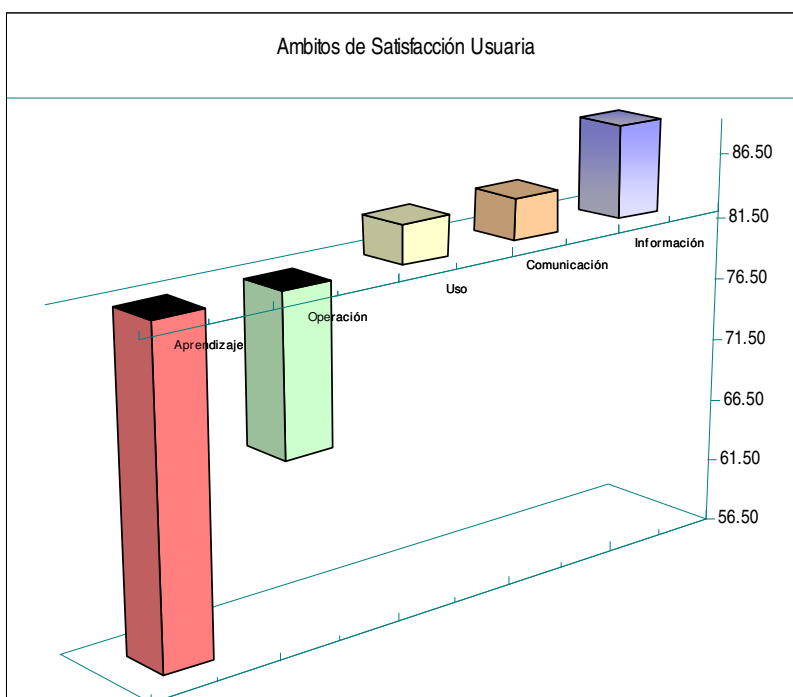
Source: Survey Study: BiblioRedes Evaluates. January 2004

Users' Satisfaction Scores according to Age Group								
Scopes	Up to 14 years		15 to 29		30 to 49		50 and over	
	N	Average	N	Avg.	N	Avg.	N	Avg.
Use	383	86.35	1.987	85.05	1.065	84.31	208	84.19
Communication	391	83.83	2.017	85.21	1.075	85.77	213	87.11
Information	394	88.42	2.016	89.04	1.077	90.16	213	90.00
Operation	367	69.72	1.956	70.7	1.043	67.96	208	66.13
SATISFACTIO N	395	82.19	2.019	82.51	1.077	82.08	213	81.90
Learning	106	63.66	601	58.84	524	53.15	136	53.18

Source: Survey Study: BiblioRedes Evaluates. January 2004

Interviewee's Satisfaction according to the Satisfaction Index

The General Satisfaction Index obtained shows the following results:



On the graph, the baseline is located at the 82,33% point which corresponds to the General Satisfaction Index. Above this average the Use, Communication and Information scopes appear showing higher levels of satisfaction, whereas the Operation and Learning scopes appear with lower levels.

At national level, the USE and COMMUNICATION scopes maintain a similar satisfaction level, being the item INFORMATION the best evaluated by the users. The OPERATION scope though, accounts for a lower satisfaction level in comparison with the scopes previously described.

The general satisfaction indicator, which is the weighed sum of the previous items, accounts for a good acceptance of the service given by BiblioRedes. For its part, the satisfaction indicator in the learning scope is evaluated in a regular manner by the users (trained users) – 56,5%, way below the level reached by the other items or analysis scopes.

Finally, it is worth enunciating two more particularities in the performance of these indicators: as an average, the students are more demanding than the other occupational categories in terms of communication through the service given by BiblioRedes; and that the more passive subgroups (homemakers and retirees) are a little more demanding in relation to the USE/availability of the equipment at the libraries.

Users' Satisfaction Scopes according to Occupation								
Scopes	Student		Homemaker		Employee		Retiree	
	N	Avg.	N	Avg.	N	Avg.	N	Avg.
Use	1.571	85.97	510	86.92	1.497	83.24	67	87.23
Communication	1.600	84.31	519	85.83	1.511	85.98	68	87.38
Information	1.602	88.63	520	89.13	1.512	89.97	68	90.13
Operation	1.550	70.87	498	66.87	1.462	69.43	66	68.16
SATISFACTIO N	1.605	82.45	520	82.21	1.513	82.20	68	83.27
Learning	381	62.12	330	52.95	601	55.31	56	52.03

Source: Survey Study: BiblioRedes Evaluates. January 2004

14.- Interviewees' Apprehension of the ICTs

General Aspects of the BiblioRedes Users' Apprehension of the ICTs

The apprehension of the new technologies is an active process. There is apprehension of contents with a positive sense and benefit when an interactive relationship is established between the user and the new media. It is a form of feedback that changes the relationship with information into a relationship of knowledge.

The users are self-classified at a satisfactory computer use level, with one user out of seven who thinks that their skills are intermediate (in a scale from 1 to 10, where 1 means they have no skills and 10 is a high level of skill, they place themselves in 6.5).

PC Handling Level (according to type of user)						
Scale	TU		FAU		Total	
	N	%	N	%	N	%
1	178	11.5	124	5.8	302	8.2
2	50	3.2	54	2.5	104	2.8
3	96	6.2	104	4.9	200	5.4
4	133	8.6	135	6.3	268	7.3
5	272	17.6	333	15.6	605	16.4
6	193	12.5	259	12.1	452	12.3
7	251	16.3	385	18.0	636	17.3
8	200	13.0	394	18.4	594	16.1
9	97	6.3	184	8.6	281	7.6
10	74	4.8	166	7.8	240	6.5
Total	1.544	100	2.138	100	3.682	100

Source: Survey Study: BiblioRedes Evaluates. January 2004

In relation to the concrete actions that the interviewees say they can perform on a computer without any problems, we can observe the following:

What operations are you currently able to perform on a PC? (% in relation to the total number of interviewees)		
Operation	N	%
Turn on a PC	3.441	93.6
Listen to music	2.832	77.0
Type and save texts	3.425	93.1
Change the “desktop” appearance	2.361	64.2
Use Word – Excel	3.023	82.2
Save information on a floppy disk	3.007	81.8

Source: Survey Study: BiblioRedes Evaluates. January 2004

In all cases, it is a curious thing to note that when making the same analysis, but according to gender, we can see that the women show a strong apprehension of the items 1) Turn on a computer, 3) Type and save texts and 5) Use Word-Excel. In the rest of the cases, the male user shows a greater apprehension of: 4) Change the Desktop appearance, 2) Listen to music and 6) Save information on floppy disks.

What operations are you currently able to perform on a PC? (according to gender) (% in relation to the total number of cases)				
Operation	Male		Female	
	N	%	N	%
Turn on a PC	1.760	92.4	1.677	94.8
Listen to music	1.583	83.1	1.245	70.4
Type and save texts	1.753	92.1	1.668	94.3
Change the Desktop "appearance"	1.338	70.3	1.020	57.7
Use Word – Excel	1.569	82.4	1.451	82.0
Save information on a floppy disk	1.654	86.9	1.349	76.3

Source: Survey Study: BiblioRedes Evaluates. January 2004

In the same way, in the three activities that present a slightly higher level of complexity (listen to music, change the Desktop appearance, use Word – Excel), the occupation groups of homemaker and retiree show a modest capacity of realization.

What operations are you currently able to perform on a PC? (according to occupation) (% in relation to the total number of cases)								
Operation	Student		Homemaker		Employee		Retiree	
	N	%	N	%	N	%	N	%
Turn on a PC	1.483	93.2	488	94.6	1.411	93.8	59	88.1
Listen to music	1.343	84.4	292	56.6	1.163	77.3	34	50.7
Type and save texts	1.474	92.6	484	93.8	1.413	93.9	54	80.6
Change the Desktop "appearance"	1.113	70.0	233	45.2	990	65.8	25	37.3
Use Word-Excel	1.347	84.7	395	76.6	1.236	82.2	45	67.2
Save information on a floppy disk	1.395	87.7	307	59.5	1.264	84.0	41	61.2

Source: Survey Study: BiblioRedes Evaluates. January 2004

In relation to content, the users' expertise at national level rests basically on activities that imply little advanced knowledge about the navigation on the Internet. For example, those actions that require specific technical knowledge (publishing on the Web, designing on the Web, copying Web sites) or a specific thematic motivation (participating in mail lists, forums, doing advanced search for information) are not common among the interviewees. All in all, it is interesting to note that – except for the creation of electronic mail accounts – the interviewees say that they have no advanced Internet skills.

This point is reinforced when analyzing those questions that account for more proactive actions which tend to break the standard of passive consumption of information and the use of communication on the Internet.

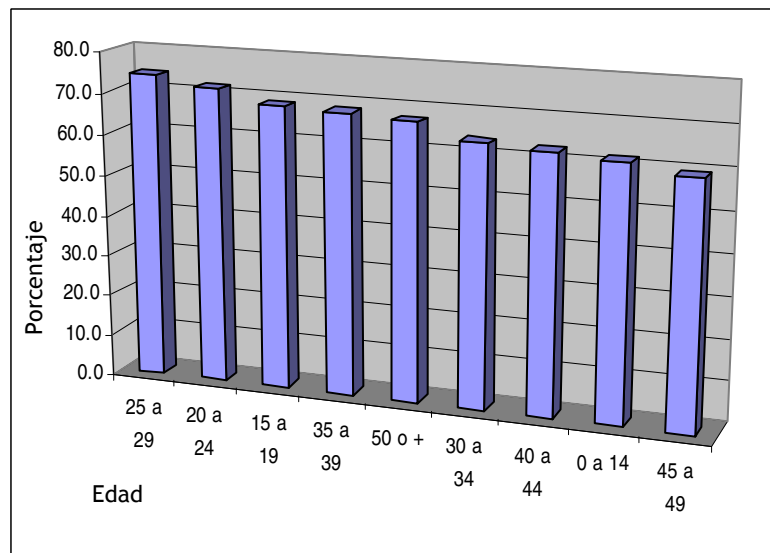
In relation to the users' current situation regarding certain activities or frequent activities related to the use of the Internet, we can observe the following:

What activities have you performed on the Internet? (according to type of user (% in relation to the total number of cases))				
Activities	TU		FAU	
	N	%	N	%
You have e-mail	1.491	98.7	1.962	96.0
You have a Web page	95	6.3	156	7.6
You participate in forums online or chat groups	221	14.6	467	22.8
You have purchased, got quotations or paid any services on the Internet	370	24.5	692	33.9
You signed up to join a mailing list	812	53.8	1.232	60.3
You have published any kind of information on the Internet sometime	256	17.0	579	28.3
You have taken or are taking online courses	217	14.4	346	16.9

Source: Survey study: BiblioRedes Evaluates. January 2004. ARCIS University

In nearly all the items the FAU exceed the number of TU. The margins are quite eloquent, especially, in relation to the participation in forums, the publication of information on the Internet and the request for quotations and payment online.

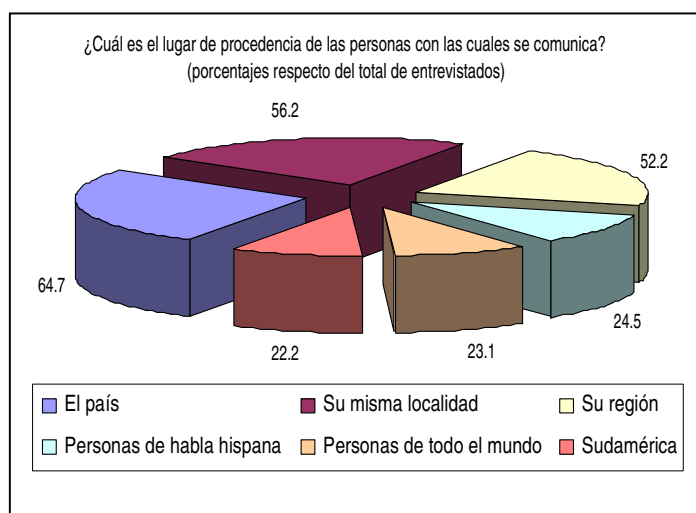
Considering the intention of publishing information on the Internet, 68% of the interviewees express such intention. This percentage is equally high for both the TU (65%) and the FAU (70%). According to gender, the men show a greater interest over the women (76,8% versus 58,6%). In relation to age, let us take a look at the following graph:



The graph shows that the segment that is more determined to publish information on the Internet is the young between the ages of 20 and 29 (73,1%).

It is interesting to see that those who have thought of publishing something on the Web have only considered the possibility of doing it in some manner in which they do not have to disburse money (60%) or, in some cases, they are not clear about doing it yet (28%). Besides, this intention of publication corresponds basically to occupation expectations (work or studies) considering thematic aspects; or it relates to personal interest matters.³

All in all, it is worth saying that most users claim that they neither know when to publish on the Internet, nor how to do it.



In relation to the place of origin of the people the users communicate with, the graph shows that 64,7% of the interviewees contacts, on a regular basis, people in the country, Region or area. It is relevant to note that the country is the greater unit, in comparison to the Region or area.

In relation to whom the users contact, we can see that the relationship with family members/relatives and close friends is the most frequent alternative. Next, we find the option of contacting people at random, followed by friends or acquaintances for study or work reasons.

Next, we find the option of contacting people at random, followed by friends or acquaintances for study or work reasons.

³ Only the age group 40 to 44 think more highly than the rest (18,6%) about paying for this service, even so, most users state that if they published anything they would look for a free-of-charge alternative.

40% of the users (this is not a small figure) say they contact people who are connected with companies dealing with the commercialization of goods or products.

The distribution according to type of user can be seen in the following table:

Who do you contact through the Internet and the electronic mail? According to type of users(% in relation to the total number of cases)				
Communication with	TU		FAU	
	N	%	N	%
Family and close friends	764	49.4	1.192	55.8
Distant relatives	330	21.3	543	25.4
Friends or acquaintances – work reasons	593	38.3	1.016	47.6
People linked by sports/cultural/social activities	327	21.1	617	28.9
People related to public institutions or government services	388	25.1	579	27.1
People connected with companies dealing with commercialization of goods/products	637	41.2	807	37.8
Unable to determine the type of people	356	23.0	425	19.9
Any person at random	803	51.9	995	46.6

Source: Survey Study: BiblioRedes Evaluates. January 2004. ARCIS University

Considering the electronic mail, the BiblioRedes user does not send more than five messages a week, but receives double that number of messages.⁴

The Web sites that the user frequently navigates on the Internet are mainly associated to telecommunication and Internet services (hosting, but mainly Web mail). In the second place we have the frequent access to search engines and Internet servers that work as opening pages. In this sense, only the third navigation option mentioned by the interviewees shows a thematic profile more connected with entertainment and the news and the mass media. As a complement, we can say that the navigation through Web sites with domains other than “.cl” and “.com” is a marginal one considering the three alternatives mentioned by the users, where the most important is the one associated to “.cl” Web sites.⁵

It has to be said, as well, that among the few people who keep virtual contact with organizations (around 50% of the interviewees keeps contact with some kind of organization), an important minority (30% approximately) establishes a link with international organizations. In any case, the FAU direct their virtual relationship towards organizations that interact in some way with entities located in the user’s neighborhood or district. We can see the following table:

⁴ The users who have been given the training say they receive at least a quarter of messages less, in comparison with the FAU

⁵ The FAU tend, in any case, to be a little more interested in visiting .com Web sites than the users who were given the training (as a secondary option in relation to the .cl Web sites)

What organizations do you have a relationship with via the Internet? According to type of user (% in relation to the total number of cases)				
Communication with	TU		FAU	
	N	%	N	%
Organizations in the neighborhood/sector	454	48.3	608	43.5
Organizations in the district	561	59.7	736	52.6
Organizations in the Region	492	52.3	781	55.9
National organizations	448	47.7	781	55.9
International organizations	271	28.8	458	32.8

Source: Survey Study: BiblioRedes Evaluates. January 2004. ARCIS University

15.- Conclusions

16.- Characterization Elements BiblioRedes' Users

Who is the BiblioRedes User?

One of the first things we noticed is that the great majority of the BiblioRedes' Users are people whose income corresponds to the minimum salary or is somewhat higher than the minimum. Considering their income, we speak about people who do not belong in the "middle class" segment. They are people who have a cellular telephone and a telephone at home, but who do not have the budget to pay for private access to the Internet.

These people are young. Most of them have not turned 40 years of age yet and have neither got married, this is, they are most likely still living with their parents, relatives or close friends.

For their part, the employees report they have finished their studies, whether they are high school, technical high or university; the first three types refer to full schooling study levels.

Education level accomplished by the employees who participate in the study		
Education level	N	%
Incomplete elementary school	11	0.7
Complete elementary school	31	2.0
Incomplete high school	99	6.5
Complete high school	458	30.3
Incomplete high technical/institute	79	5.2
Complete high technical/institute	209	13.8
Incomplete university	104	6.9
Complete university	160	10.6
Post Degree	16	1.1
No answer	346	22.9
Total	1.513	100

Source: Survey Study: BiblioRedes Evaluates. January 2004. ARCIS University

The BiblioRedes User is thankful for the free service they are given, however critical in some aspects. The highest user's satisfaction scores are connected with the questions relating to the affective component of satisfaction, this is, there is the aspect associated to the exercise of citizenship and, at the same time, thankfulness for something that is a plus to them: the computer techniques and the Internet.

But there are differences.

This situation considered, we can distinguish three types of BiblioRedes' users.

- The first group is made up of the young adults. Men and women from 20 to 29 years of age, single, who use the Internet to enhance their communication possibilities with other people. Most of them are FAU. They perform a type of navigation without having a fixed objective in mind, although they know that the Internet can improve their work or study activities, this is, they think of improving their personal competitive skills, broadening their life strategies. They have a four or five-year average period of navigating the Internet and show a skill level of 5 to 7 points, in a scale that goes from 1 to 10, in the handling of a PC.
- The second group is made up of the high school students. Youngsters ranging from 15 to 19 years of age, who take hold of the libraries at certain hours. They are demanding but very sensitive. They are on the threshold of finding out that the Internet is something more than a communication tool. They show a skill that scores similarly to the previous group and a 2 to 4-year average period navigating the Net.
- The third group is made up of the people who were given the training. Here we find the women and a certain type of youngsters. Most of them have been navigating the Internet for two years or less. Many of them started navigating the Net with the BiblioRedes Project. In a scale that goes from 1 to 10, they show an expertise level of 1, or at their best, equal or lesser than 5 in the handling of a PC. They need to

discover what the Internet really is in order to overcome the fearful and distant relationship that they still maintain towards the process.

17.- BiblioRedes Users' Satisfaction

One of the most interesting aspects shown by the results relating to the users' satisfaction is that the territory or geographic dimension does not decidedly affect the level or extent of satisfaction the Users claim to have attained.

It is worth mentioning that the Learning indicator, as well as the Operation indicator, are in full agreement with the "passive" profile of the users as far as the apprehension of the new technologies and its regular and useful utilization is concerned.

In the same way, the high evaluation made by the users from all the Regions of the information they have been able to access to as a product of the BiblioRedes Project, makes us think that the user generally distinguishes between the context or technological support at their disposal (USE), what he can attain with it (INFORMATION, COMMUNICATION), and what they are effectively able to do (OPERATION, LEARNING).

According to the satisfaction index created for the study, most users feel very much satisfied for being able to access better and greater communication opportunities and more and better information.

As mentioned before, the Free-Access Users are characterized by the period they have been using the ICTs and their early access to the Internet, as opposed to the users who were given the training and who show a recent receptiveness towards this type of experience.

The general satisfaction levels are homogeneous to all users, independently from their type of activity or occupation. However, at a thematic separation level, we can verify that the indicators that make up the user's profile in relation to satisfaction are three: Operation, Learning and Use.

This is no unimportant matter when considering that the evaluation made by the users in a transversal way is more demanding in the Operation and Learning scopes; this may indicate that the training given by the Project is insufficient or that, on the contrary, it created in the TU a level of expectations that makes them more demanding about the service given.

Considering the homemakers, we can see a concrete demand relating to the period of time allotted to the training process. This shows a particular motivation which is not seen in other user groups.

What changes would you make to the training given in order to be more prepared to navigate on the Internet? (according to the homemaker user type)		
Changes	N	%
No changes	76	22.6
More time allotted to the training	157	46.7
More detailed teaching	33	9.8
Change the trainer	3	0.9
Go deeper into the contents	66	19.6
No answer	1	0.3
Total	336	100

Source: Survey Study: BiblioRedes Evaluates. January 2004. ARCIS University.

All in all, it is worth mentioning that the TU claim to be more skillful in the handling of the Internet than the FAU. This aspect is totally opposed to the general population interviewed, where the FAU consider themselves more skillful than the TU.

How would you define your level of accomplishment for navigating the Internet? According to user type (homemakers)				
Level	TU		FAU	
	N	%	N	%
Optimum	110	30.2	29	18.7
Good	172	47.3	64	41.3
Acceptable	69	19.0	48	31.0
Not acceptable	9	2.5	10	6.5
Bad	3	0.8	0	0.0
I do not know	1	0.3	4	2.6
Total	364	100	155	100

Source: Survey Study: BiblioRedes Evaluates. January 2004. ARCIS Universities

18.- Passive/Active Apprehension of ICTs BiblioRedes' Users

The answers given by the BiblioRedes' users about the item of apprehension of ICTs led to the identification of the type of actions the users carry out using the information. This is, whether their behavior is passive or active when facing the need of transmitting and receiving information via the Internet or the electronic mail.

By means of the previously outlined concept of active apprehension of contents, we can evaluate the evident attitudes and behavior of the BiblioRedes' users.

In relation to the period of time allotted to navigating the Internet, the answers given by the users say that there is a higher FAU average navigation time over the TU. However, when evaluating the importance of the time (a little – much) allotted to navigating on the Net, we can see that the TU's evaluation “a little” shows an interest in increasing the amount of time allotted to this activity in particular

In relation to the type of activity that the user is able to perform on the Internet we can see that the FAU, particularly the male – young high school students and employees have greater command of the resources and the services on the Internet.

Considering the attitude towards publishing information on the Internet we can see that most users have thought of doing it. This is a very powerful signal to identify an active attitude considering the aspect of apprehension of the ICTs.

Other aspects, such as the attitude towards the moment of publication (paid – free of charge) and the type of information to be published, reinforce the previous idea, even though this presents particular aspects at the moment of analyzing the data in relation to occupation and age. This is, as the age item goes up, the active attitude declines. Something similar occurs in the case of the female homemakers.

In relation to the amount, place of origin and type of people the users communicate with, all of them factors which are associated to density, amount and coverage of user networks and their connections, we can identify a process that is at its start. Most users place themselves in a national context regarding the geographic coverage of the navigation on the Net.

Other indicators, such as the number of messages that the user receives/sends, the type of Web sites they visit on the Internet, location of the organizations they make contact with, forms of connection with other people – media format, number of people they get in touch with and the frequency of proactive activities performed, are all adequate indicators to make a more detailed analysis of the same aspect, even though they should be analyzed as a group or within the context of all the questions in the questionnaire.

From a given perspective, it may seem that the users develop a preferably passive attitude; however, we should study the indicators correctly. Especially, when analyzing the behavior of some variables. For example, the great number of users who do not have a Web page (90,6%), who do not participate in online forums (78,2%), who do not purchase, pay or get quotations via the Internet (69,5%), who do not publish information on the Internet (74,5%)

and who have not taken online courses (82,3%). However, one activity that could be understood as pertaining to the active user is to be highlighted. This is the registration on mailing lists (55,6%). But, in isolation, it can be arguably stated in a definitive way, that this action allows the users to obtain more benefits and satisfaction in relation to their personal expectations of communication and information.⁶

These actions are similar, independently from the type of user (TU or FAU). Instead, the differences can be seen regarding the users' gender, since the men appear to be more interested in incorporating the use of these technologies in a shorter period of time (the last two weeks 12% and the last 6 months 19.8%).⁷ In relation to the age group, only the 25 to 44 year-old users would be more likely to publish information on the Internet in the last weeks or months. It is worth remembering, however, that 63% of the users are not clear yet about when they would do it.

Among the users who keep in contact with different types of organizations via the Internet, such as: neighborhood (45%), district (55%), Region (54%) and from abroad (31%)⁸; a distinction can be made between the TU (greater percentage of female users) who preferably contact local organizations (neighborhood and district) and the FAU (greater percentage of male users) who keep contact with national and international organizations.

The distribution according to the type of relationship with organizations via the Internet, varies according to age, this is: up to 14 years of age, organizations in the neighborhood and the district; from 15 to 24 years of age, district and Regional organizations; from 25 to 29 years of age, Regional and national organizations; from 30 to 39 years of age, district, Regional and national organizations; from 40 to 44 years of age, district organizations and from 45 to 49 years of age, Regional and district organizations.

As corollary, it has been taken into account that the answers to question 42 (frequency of realization of different operations on the Internet) confirm the tendency that the BiblioRedes user type is mainly passive regarding their interaction and knowledge of the use of information. Thus, around 24% of the users mainly perform actions related to: downloading information from thematic Web sites, using this media for reading, pastimes or chat services (conversation). This scenario is confirmed through the data saying that they never publish, purchase or make paperwork easier through the Internet (58%). This is an example of the slight profit they obtain by using the information technologies. We believe, however, that the permanent use and training of our communities will change the situation.

⁶ This paragraph refers to question N°28

⁷ It has to be noted that the main idea is that they still do not know when to publish (56% men and 68.9% women)

⁸ This paragraph refers to question N°36