



## BIBLIOREDES – ABRE TU MUNDO PROJECT

### INTERMEDIATE EVALUATION REPORT

2004



October 2004

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## **Presentation**

This is the Final Report on the Intermediate Phase of the Impact Evaluation Study conducted on the Biblioredes: "Abre tu Mundo" Program. The study, commissioned by the Chilean Government Department of Museums, Archives and Public Libraries (DIBAM), via a public tender was carried out by CIDE (an Educational Research and Development Center) between November 2003 and August 2004.

The evaluation model is structured according to three important stages, which accompany and are integrated into the project's cycle. They are divided into Initial, Intermediate and Final phases. In each one of these phases a quantitative and qualitative approach was used to collect, analyze and interpret the data.

This report describes the findings and processes that comprised the Intermediate phase of the study, which centered on the analysis and interpretation of the effects caused by the Biblioredes project. It gathers and integrates the outcomes of the quantitative and qualitative studies, which structured this phase.

Alike Phase I of the evaluation, the intermediate phase was made possible thanks to the collaboration of many people, especially that of the professionals and other staff members in charge of the Biblioredes project, the library staff of the public libraries throughout the country, library users (children, youths and adults), as well as the community as a whole. Their contribution, commitment and disposition with respect to the delivery of information as well as to the discussion and reflection on such data played a key role in this phase.

## 1) Introduction

The *Biblioredes: Abre tu Mundo* project is the focus of the impact evaluation study whose outcomes are provided further on in this text. Biblioredes is part of a Chilean government initiative conducted via the Department of Museums, Archives and Public Libraries (DIBAM), the agency in charge of implementing the project in all of the public libraries in the country between 2002 and 2005. The Bill and Melinda Gates Foundation funded the project.

The evaluation study seeks to measure and pinpoint the effects of the implementation of this project at the Public Libraries (PL) and the benefits of this intervention for the local community, especially as regards its contribution to the bridging of the digital gap among public library users. Within this framework, the theory and research methods employed in this evaluation study are geared to the objectives of the project itself.

It is important to mention that the reasons for implementing the project at public libraries are grounded on the fact that in Chile access to public libraries has always been free and thus they are the perfect launching pads for the democratization of information. Hence, if in this public spaces the community of users can acquire the skills to become computer-literate the project will succeed in bridging the digital gap turning the society from a consumer of technology and knowledge into a producer of both.

### 1.1) Purpose and objectives of the Biblioredes Project

The main purpose of the project is that of promoting the exchange among local communities as well as their link to the country and the rest of the world by providing free access to ICTs along with the training for their appropriate use.

Thus, the project is expected to help the Chilean population, particularly that of the lowest income groups, to gain access to knowledge, as well as to develop and strengthen the basic skills required to use digital information and communication technologies, thus decreasing the inequality affecting the access to information and in turn bridging the existing digital gap.

The strategy chosen to meet this purpose successfully seeks to improve the conditions and innovate the management of Public Libraries, empowering them to provide access and technological literacy to the community of users. To this end public libraries were equipped with computers and internet access, and library staff and monitors were trained to develop and implement systematic training mechanisms aimed at the digital empowerment of public library users and the promotion of the use of such technologies as tools for the improvement of their living standards.

## **1.2) The Evaluation Study**

The project under evaluation is related to processes of information and access to knowledge basically via the Internet. In the evaluation two closely-linked aspects were taken into account: the effectiveness and impact of the project. The effectiveness has to do with the universe of the project's own objectives, whereas the impact deals with the project's influence in other areas. Thus, the impact deals with both the planned outcomes of the project as well as with its unexpected results, as a whole connected with the purpose of the project. Hence, the evaluation model provides an explicit description of the project's theory and assumptions, which are to be evaluated, the hypothetical and cause-effect relationships that are established among its components and desired effects or changes.

Within this framework, the evaluation of the project's social impact is related to the extent in which the project manages to improve the access and usage conditions of information in the target population, the magnitude of such improvement, and the repercussions of this improvement on the increase and enhancement of the social and cultural capital of the target population.

In concrete terms the following are described and analyzed:

- ICT access and usage levels in users and in the community living around the Public Library. ;
- The effect of ICT use in the increase in the skills required in the use of ICTs in Public Library users, as well as in the surrounding community; and
- Innovation in Public Library management via the introduction of ICTs.

## **1.3) Evaluation Hypothesis**

From a theoretical standpoint, we believe that the new information technologies are closely linked to the social and cultural capital of people. This allows room to set forth the hypothesis that a greater access to information via the use of ICTs implies the possibility of increasing both the social and cultural capital of the population significantly..

Hence, the main hypotheses to be analyzed are:

- a) The introduction of ICTs in public libraries will increase the access to information among the members of the community in which they are located;
- b) The greater access to information provided to public library users and community members will have an impact on the decrease in the digital gap as well as on the skill levels required to use ICTs. This is to be analyzed by variables such as Gender; Age; Socioeconomic Level; and geographical context (rural or urban);
- c) The greater access to information provided to public library users and community members will have an impact on the levels of social capital available among them.

## 2) METHODOLOGICAL design of the Evaluation

The methodological design of the evaluation is based on a systems analysis approach, which follows the tradition of the evaluation models that provide guidelines for the evaluation of specific components of social programs and policies. This method is based on the model known as CCPP (Context-Consumables-Processes-Products). Under such a model, Biblioredes can be described as an action-based system whose elements interact with one another and with their environment, both to generate as well as to accept change. Following this logic, the studied intervention is organized in a way that allows the identification of the factors and variables that correspond to the consumables required and supplied, the processes that need to be triggered, the set of products planned, the effects and outcomes achieved, as well as the connection of all such factors with the context in which the intervention takes place.

Within such a framework, the evaluation is comprised of three important foci. The first focus is the analysis of the consumables (resources and services) used by the Project to carry out the installation and startup activities, which corresponds to the evaluation of the immediate objectives set by the program for its first phase (installation). The second focus is comprised by the analysis of the existing relationship between the activities and the outcomes achieved during its implementation, which corresponds to an evaluation of a process or an intermediate evaluation of the achievement of the specific objectives established by the project. The third and last focus analyzes the effect of the results achieved by the project with respect to the issue it aimed to address, in other words, the decrease of the digital gap, the access and use of ICTs.

### 2.1 Evaluation Phases

The following table describes the central moments of the evaluation process, its foci and objectives as well as the actors who will provide the required information in each of the phases.

Phase	Focus	Objectives	Actors
<b>Initial</b>	Baseline	<ul style="list-style-type: none"> <li>• ICT access and usage levels among users and the community surrounding the Public Library</li> <li>• Opinions and expectations of users and community</li> <li>• Digital gap and Levels of Social Capital among users and the community surrounding the Public Library.</li> </ul>	<ul style="list-style-type: none"> <li>• Users</li> <li>• Non Users</li> <li>• Community</li> <li>• Staff</li> </ul>
<b>Intermediate</b>	Processes and Outcomes Execution	<ul style="list-style-type: none"> <li>• Analysis of the ICT access and usage levels among Public Library users</li> <li>• Levels of Social Capital among users and the local community</li> <li>• Digital Gap</li> <li>• Perception and expectations of actors</li> <li>• Effects of the implementation of Biblioredes at the Public Library</li> </ul>	<ul style="list-style-type: none"> <li>• Users</li> <li>• Community</li> <li>• Library Staff Members in charge of the project</li> </ul>
<b>Final</b>	Final Effects	<ul style="list-style-type: none"> <li>• Analysis of the effects of the project's actions with respect to:                             <ul style="list-style-type: none"> <li>• Bridging of the digital gap</li> <li>• Increase in the Social Capital of users and local community</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Users</li> <li>• Non Users</li> <li>• Community</li> </ul>

- **Initial Phase**

The purpose of the initial phase was to describe the situation of both the Public Libraries as well as that of the library staff, library users and the communities in which the project is implemented. Thus, there is information on the conditions and characteristics involved in ICT use access and use at the Public Libraries, before the formal launching of the project. In other words, baseline data is available and that allows the comparison of each axis or component of the project throughout its execution. This analysis is performed in this report as part of the analysis of intermediate effects.

- **Intermediate Evaluation**

Description and analysis of the user behavior patterns, the ICT access situations at the different public libraries, eighteen months into the implementation of the project. Some of the dimensions involved are:

- ✓ User expectations and degree of satisfaction
- ✓ User profile and comparison with the baseline data on user profile
- ✓ Changes and effects on the dynamics and management of public libraries
- ✓ Type of Internet use among PL users. Comparison with baseline data.

- **Final Evaluation**

Description and analysis of the user behavior patterns, the ICT access situations at the different public libraries, at the end of the project (3 years) Some of the dimensions are:

- ✓ Changes in User profile (social and demographic classification and social capital levels)
- ✓ Expectations and degree of satisfaction among public library users and library staff members in charge of the project.
- ✓ Effects on the digital gap and the ICT competence index
- ✓ Use of the Internet for problem resolution. Comparison with Baseline data and Intermediate phase
- ✓ Effects on local community

## **2.2 Techniques employed and actors interviewed**

The broad perspective of the proposed analysis implies having to consider a triangulation of both quantitative as well as qualitative techniques. If we take the CCPP model as a general analysis paradigm (in which any system is analyzed according to four dimensions: la the influence of the context on the system, the consumables that enter the system, the processes that take place inside the system, and the outcomes or changes achieved in the system) we are able to examine the dimensions of the context, consumables, and outcomes. However, in the analysis of the dimension which deals with the processes that take place inside the Public Library, in the interaction between the computer consumables introduced by the project and the library staff and library users, qualitative techniques tend to be better than quantitative ones.

Hence, the different phases of the present evaluation integrate and combine quantitative and qualitative methods and techniques. The quantitative analysis involves the application of descriptive statistics, analysis of bivariant association among variables, regression model analysis, factor analysis, the analysis of interrelations

among sets of variables by means of canonical correlations, as well as the analysis of structural models such as the AMOS and LISREL types.

The quantitative data is gathered by means of questionnaires applied to users, library staff members in charge of Biblioredes, household representatives, in the form of a survey on a form that classifies public libraries and is filled out by librarians chosen from a probabilistic sample.

The qualitative data analysis model used is based on many of the principles set forth in the Grounded theory. This implies having to generate a theory (valid knowledge) on the studied reality. This theory will be systematically developed from the analysis based on the data that is collected from the ethnographic observation and the voice of the actors themselves, who are the direct beneficiaries of the actions of the project.

The qualitative data is collected from the ethnographic observation of a selected sample of libraries, interviews with users and librarians, focus group discussions among users and no-users of public libraries.

## **2.3 Quantitative Study**

### **2.3.1 Households**

To study the impact of the Biblioredes project on the libraries surrounding community, we used a panel structure longitudinal design, in which one particular sample of cases or individuals is measured at different intervals throughout time. To such an end, a representative household sample was taken in the communities in which the project was implemented. The household sample was comprised of 3,000 households, which were traced and evaluated over three years, following the timing of the phases described earlier (October 2002; November 2003 and December 2004).

A household member over 18-years old is interviewed in each household by means of a questionnaire, which gathers information on the characteristics and behavior patterns of the family group along with their perceptions and opinions on the issues addressed by the project. The same households are traced year-to-year during the application of the project. The only thing that may vary is the person who answers the questions in each household.

### **2.3.2 Users**

To study the effect of the project on Public Library users, a proportionate sample of users with respect to the number of available computers within a probabilistic sample of Public Libraries is taken. The number of computers provided by Biblioredes, measures library size according to the average number of users registered.

During the intermediate phase a sample of 4,000 users from 105 public libraries throughout Chile was used. On average, questionnaires were applied to 40 users per each one of the 105 PL included in the sample.

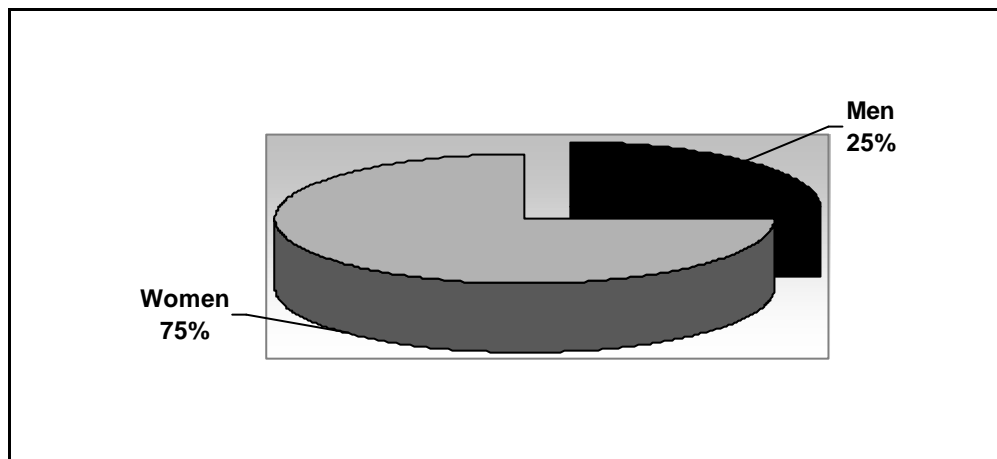
The first two surveys were applied to users during a April 2003 and May 2004. The third and final one will be applied in May 2005. Therefore, thus far there are 2 evaluations which allow the identification and comparison of user characteristics and behavior patterns.

### 2.3.3 Library Staff Members in Charge of the Project and Librarians in Charge of the Public Libraries

#### a) Gender

Most librarians are women. Three out of four people interviewed are women.

Figure 1



#### b) Age

Library staff members in charge of Biblioredes are rather young, only 16.3% is over 50 years old. In fact, it is relevant to point out that over half of them are under 40 years old.

**P3RE**

	Frequency	%	Valid %	Accrued %
<b>Valid</b>				
Under 30	21	20.0	22.8	22.8
30 to 39	26	24.8	28.3	51.1
40 to 49	30	28.6	32.6	83.7
Over 50	15	14.3	16.3	100.0
<b>Total</b>	92	87.6	100.0	
<b>Lost in The System</b>	13	12.4		
<b>Total</b>	105	100.0		

## 2.4 Qualitative Study

The qualitative study seeks to provide relevant and accurate data on the meanings and senses that both users as well as non-users build with respect to the quality and relevance of the work carried out by Public Libraries, as well as on their perception and opinions with regard to ICTs. At the same time, the processes and effects produced on the dynamics and management of public libraries by the implementation of Biblioredes are examined.

The analysis of the dimensions mentioned earlier will complement the quantitative and distributive vision of the problem. On the other hand, it will also allow the identification and comprehension of the cultural variables that play an important role in ensuring the desired social impact that the Biblioredes, 'Abre tu Mundo' project aims to achieve.

The methodology aims to approach the subject under study from the perspective of the varieties of discourse and codes of communication that have been elaborated and shared in the social and technical space of public libraries while examining the possibilities of bringing about changes through the introduction of ICTs.

### 2.4.1 Ethnographic Tracing of Public Libraries

The implementation process of Biblioredes at the Public Libraries will be traced and analyzed by means of monitoring activities and the record of general aspects such as location, interaction, perception of the actors involved, and everyday use of the environment by the users and staff of the selected libraries.

In broad terms, this monitoring activity will complement the data on the impact evaluation process of the project, emphasizing in the daily practices of the subjects under study, the uses they make of the available space along with the interactions that take place within the context of the normal activities involved in running a public library, especially in the case of the use of the computers installed as part of the Biblioredes project. Based on this, the monitoring activity is basically the tracing of the changes observed at the sites where the project has been implemented as regards the use, interaction and sense attributed by the actors to the work performed by the public libraries.

The *monitoring* was conducted at 10 public libraries, which were chosen according to the quantitative information provided by users during the intermediate evaluation of the Biblioredes project. These libraries were chosen by taking into account fundamental variables such as the use of ICTs, library size (large, medium, small) and the geographic context (urban/rural).

	Public Library Size			Context	
High ICT Use	Large	Medium	Small	Urban	Rural
Low ICT Use	Large	Medium	Small	Urban	Rural

Two separate on-site activities are planned to be carried out at least 8 months apart. A second observation visit is scheduled for the first half of 2005.

The ethnographic tracing activity carried out involved a visit of no less than 5 hours at the public library (morning and afternoon) in which the monitor observed the dynamics of interaction, use of space, and use of ICTs, gathering opinions and value judgments from the actors with respect to the facilities, their usefulness and impact on the community.

#### **2.4.2 Focus Groups: Users and Non-users**

Focus groups comprise a social research technique, which allows the observation of the discourse and perceptions of a collective with respect to specific issues and points, given that it is similar to the communication processes involved in the building of public opinion or public spheres in which meanings are elaborated. Through the work carried out with focal groups the researchers sought to gather the discourse and opinions of users and non-users regarding ICTs, and the relationship of the latter with better opportunities and a better standard of living for all of them as well as the role that public libraries played in the process. This discourse is gathered during two instances of evaluation. One is the initial phase (baseline data) and the second one is the final phase (impact effects).

With the massive implementation of ICTs in the management of public libraries, it was necessary to conduct a qualitative observation and analysis of the social practices already ingrained in the culture of users and non-users, which were built and validated slowly through past experiences, as well as by means of the new ones which have been spawned by the implementation of the Biblioredes 'Abre tu Mundo' project. Through the conversation that is generated in the focus group discussion the social discourse as well as the expressions and perceptions typical of the Inter-subjectivity revealed during the process are collected.

The analysis will center particularly on the opinions and perception linked to:

- Expectations and valuation of the access to and use of digital information
- Reasons for using and for not using public libraries
- Perceived exclusion or marginalization
- Conditions affecting the access to and use of digital technologies and the role attributed to public library management

The criteria used to form the focus groups combined heterogeneous and homogeneous characteristics among the participants, in each one of the discussion sessions. Therefore, age differences and experience in the use of ICTs were considered given that such factors allowed the researchers to identify standpoints and cultural experiences linked to ICTs and public libraries .

- **Sample matrix of focus groups- Initial Phase (Baseline)**

Municipal Districts	Geographical Context		Age		ICT Experience		Total
	Rural	Urban	Youths (Y)	Adults(A)	User	Non-user	
Puente Alto		X	1	2	X(A)	X(A-Y)	3
Melipilla/Bollenar	X		2		X(Y)	X(Y)	2
Lautaro	X			2	X(A)	X(A)	2
Camina (I Region)	X		1 (children)	1	X (children)	X(A)	2
San Rafael		X (Semi)	2		X (Y)	X (Y)	2
Total: 5 Municipal Districts	3	2	6	5	5	6	11

### 2.4.3 Unstructured interviews with users and librarians

As part of the ethnographic tracing interviews were held with users and librarians. The idea was to get to know their opinions and interpretations during the implementation of Biblioredes with respect to the service provided at the public library, the ways in which the libraries have changed, and how they have improved and/or strengthened the access to and use of ICTs, as well as the difficulties involved in such processes.

In this context, the aim was to give importance to such opinions since they reflect the everyday practice scenarios, of both users as well as of public library staff. For instance, how people feel with respect to the context of having to share time and physical space dimensions when waiting to access a computer and log onto the Internet, and what new actions or tasks they link to public libraries in their condition of being social and public spaces.

People Surveyed	Librarians	Users
	09	28

### **3) Characterization of Libraries**

The public libraries that participated in the study were selected from the total number of libraries (368), in which Biblioredes was being implemented. The sample number is 105 libraries, which are representative of the total universe of libraries participating in the project with a 5% error margin, and a 90% reliability level, considering a maximum variation of the ratios. Each of the sample elements was chosen at random, and in simple proportion to the library-type variable. Therefore, the distribution by region and geographical context is not represented in the sample.

In the following section we classify the libraries that formed part of our sample. However, this does not imply that the total (universe) of libraries can be characterized in identical fashion. The characterization centers on the location (urban or rural), size (measured by the number of computers installed at the library as part of the Biblioredes project) and type (a classification made by DIBAM: Central (independent building), Peripheral (not independent, a branch of another) and Borrowing Point). These variables are used to compare the most relevant variables among the actors interviewed (users and library staff members in charge of Biblioredes).

At these libraries, 105 library staff members in charge of Biblioredes and a total of 4,127 users were interviewed at an average of 40 users per library.

#### **3.1 Location**

The sample included libraries from the thirteen regions of Chile. Over half (50.4%) of the libraries that comprised the study were located in the VIII (23.8%), V (15.2%) IX (11.4%) regions.

Most of the public libraries included in the study are located in cities, in other words they are urban (85.7%). Only 15 libraries are located in rural sectors (14.3%).

#### **3.2 Type**

Most libraries are central (86.7%), and only 13.3% are peripheral (dependent on another building or institution). These percentages reflect the reality of the universe of public libraries in the country given that 88.0% of the total are central and 8.2% peripheral while the remaining 3.8% are book-borrowing points.

#### **3.3 Size**

The sample libraries were classified as 'large', 'medium-sized' and 'small' according to the average number of users they serve monthly. This information was provided by the librarians in charge of the sample libraries who filled out a form called 'Public Library Updated File Card'.

According to the above, the libraries classified as small were those that registered an average number of users below 500 per month. The medium-sized libraries were those having between 01 and 3,000 users per month and the large ones were those that served over 2,000 users per month.. According to this classification, 42.9% of the sample libraries are medium-sized; 27.6% are small; and 29.5% are large.

## 4) The Local Community (Households 2002-2003)

### 4.1 The Sample

For the longitudinal study of households a simple two-stage random sample was used. Thus, 20 municipal districts were chosen and 3,000 households were selected proportionately from those districts. The sample has a 95% reliability rate, which means that the estimated value will differ in no more than 0.876 ( $=2*0.438$ ) from the value of the real population. Thus the sample is comprised of elderly citizens, adults and youths of different sex and educational level, including native Indian communities and disabled citizens living in municipal districts, which have public libraries spread throughout Chile and in all of its regions.

A stratified sample was gathered in proportion to the size of the municipal districts involved. Special care was taken so as to make sure the native Chilean ethnic groups were represented.

The municipal districts were selected, then the households and after that the people living in them who were over 18 years old.

The panel study follow up was conducted on the households that surround the public libraries.

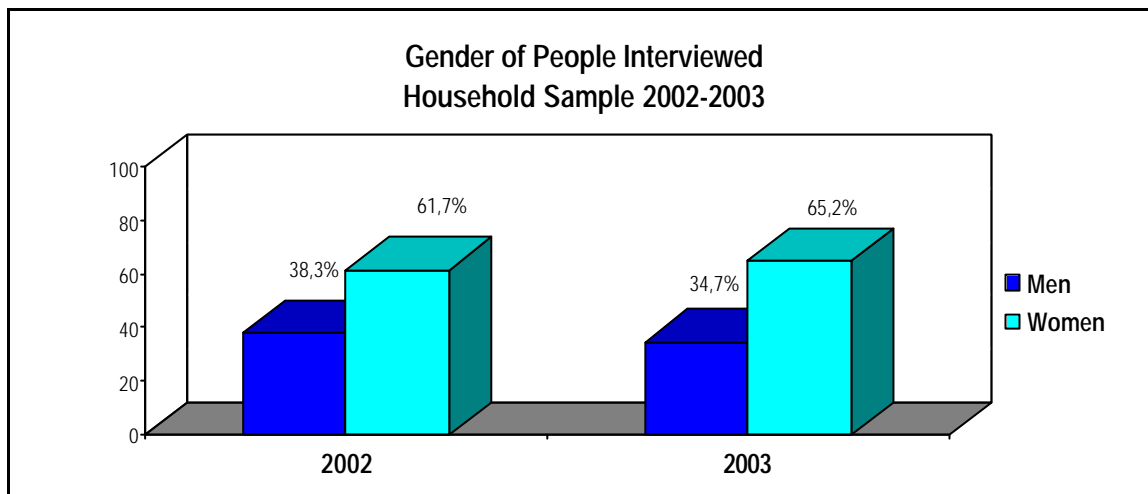
MUNICIPAL DISTRICT	REGION	HOUSEHOLDS	POPULATION	INCOME
Camíña	1	806	1268	178094
Antofagasta	2	74482	298153	693459
La Serena	4	47005	159361	630892
Quillota	5	22266	76922	469164
Villa Alemana	5	31024	95268	374254
Puchuncaví	5	10209	12866	259408
Cauquenes	7	13521	41183	283612
San Rafael	7	2390	7636	201760
Talca	7	60462	203231	501024
Penco	8	12230	45829	257084
Concepción	8	61452	214505	425397
Nueva Toltén	9	3532	11198	265866
Lautaro	9	9317	32069	308604
Los Lagos	10	5999	20032	
Osorno	10	43613	142554	420223
Valdivia	10	39977	136787	404707
Lo Prado	13	26223	103649	387123
La Florida	13	97151	365373	597780
Puente Alto	13	141319	501042	478060
Melipilla	13	25782	92991	424937

## 4.2 Characterization of the people interviewed in the household sample

### 4.2.1 Gender

In both measurements, over 60% of the people who answered the survey in the households were women. Thus, while in 2002, the number of women interviewed totaled 61.7%, in 2003 the percentage rose to 65.2%. The following figure shows the percentages of both men and women in the 2002 and 2003 measurements.

Figure 2



The greater number of women interviewed may be due to the greater presence of women in the households at the time the survey was conducted since it coincides with usual business hours.

### 4.2.2 Age

The following table shows the descriptive statistical data regarding the age of the people interviewed for the 2002/2003 measurements.

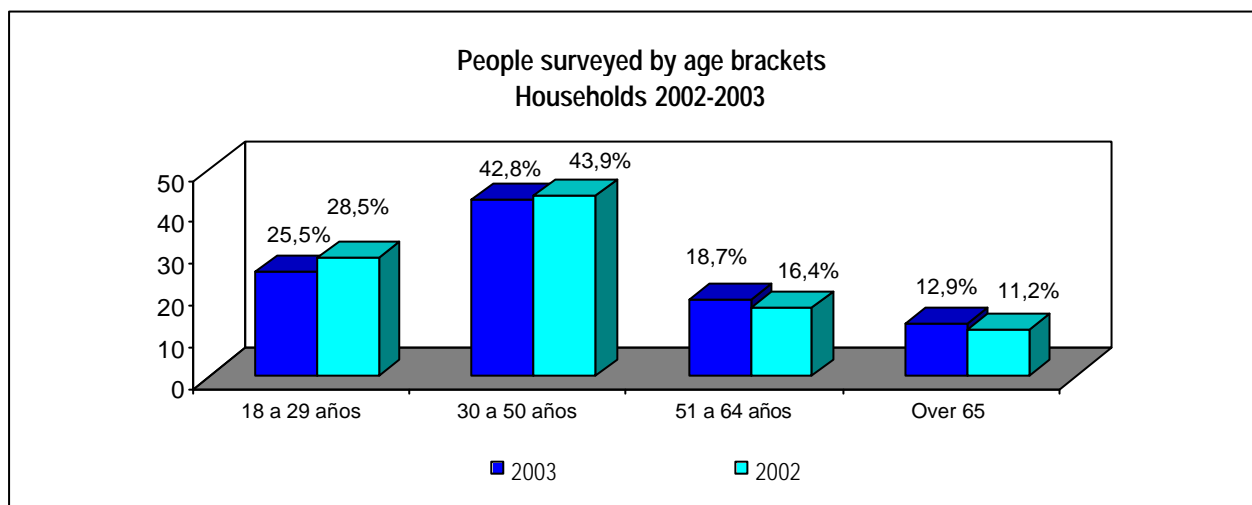
Table 1

STATISTICS ON THE AGE VARIABLE		
	2002	2003
Lost Values	11	30
Mean	41,3	42,9
Medium	39	41
Mode	18	40
Minimum Age	18	18
Maximum Age	95	90
<b>Number of cases</b>	<b>2980</b>	<b>2960</b>

The average age of those interviewed in 2002 was 41.3 years of age. In the 2003 measurement, the average age of those interviewed increases slightly to 42.9 years of age.

When the age variable is coded once more according to age brackets<sup>1</sup>, we find that 68.3% of those interviewed in 2003 were under 50. Besides we observe that 12.9% of them report ages over 65 years of age. The distribution by age bracket remains very similar to the one registered in 2002, as shown in the figure below. In both cases, the people interviewed fall mostly in the 30 to 50 year-old bracket (43.9% and 42.8% for 2002 and 2003 respectively).

**Figure 3**



<sup>1</sup> The age brackets used in the study are those proposed by the I INE (instituto Nacional de Estadísticas – the national agency in charge of statistics) : 18 to 29 years; 30 to 50 years; 51 to 64 years and over 65.

- **Age and Gender**

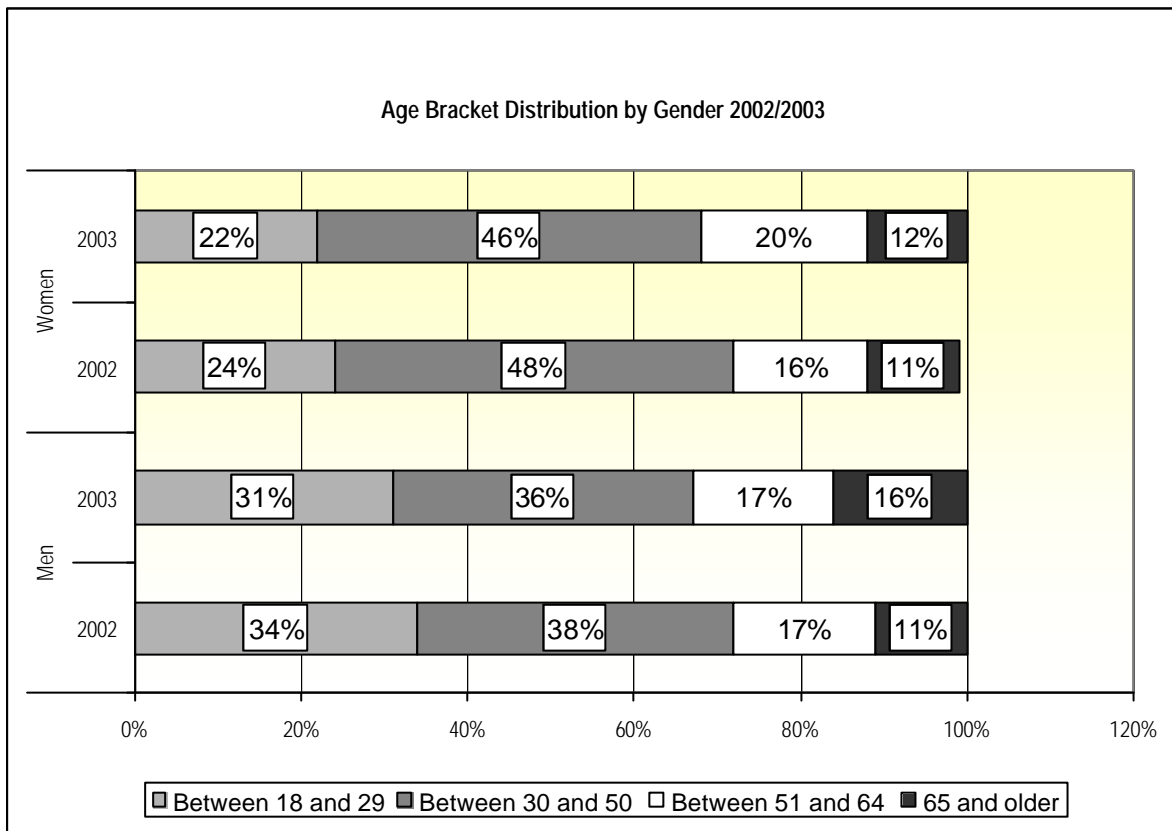
**Table 2**

<b>AGE BRACKETS BY GENDER OF THE PEOPLE SURVEYED</b>						
	<b>Men</b>		<b>Women</b>		<b>Total</b>	
	<b>2002</b>	<b>2003</b>	<b>2002</b>	<b>2003</b>	<b>2002</b>	<b>2003</b>
Between 18 and 29 years of age	34%	31%	24%	22%	28%	25%
Between 30 and 50 years of age	38%	36%	48%	46%	44%	43%
Between 51 and 64 years of age	17%	17%	16%	20%	16%	19%
65 and older	11%	16%	11%	12%	11%	13%

In 2003, 31% of the men interviewed were under 29. In the case of women the percentage is 22%. In both cases, most of those interviewed fall in the 30 to 50 year-old bracket, in which the women outnumber the men (36% in the case of men and 46% in the case of women).

When comparing age distribution by gender with the measurement taken in 2002, we observe very similar trends in the case of men and slight differences in the case of women. In fact, in the case of men there are important differences only in the over 65 age bracket, in which there is a 5 % difference between both measurements.. In the case of women, the most relevant differences appear in the 51 to 64 year-old age bracket, which registered a 4% increase between 2002 and 2003. This is shown in the following graphs.

Figure 4



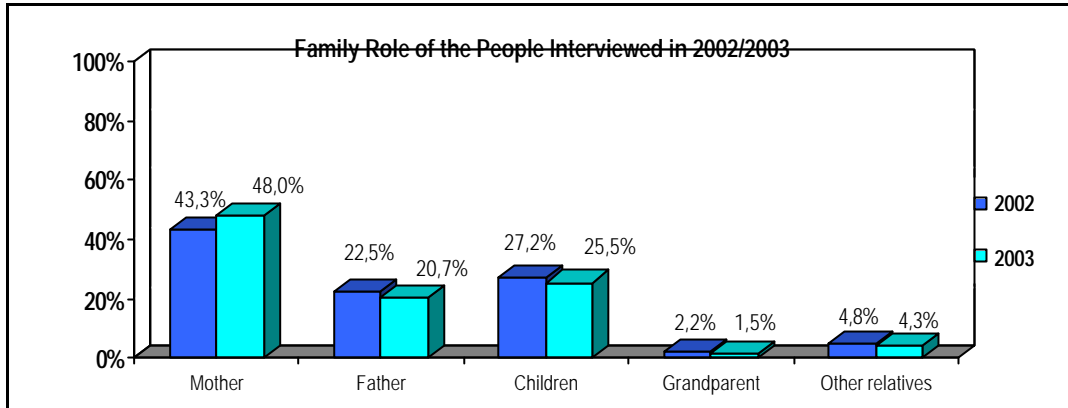
#### 4.2.3 Family Role of the Person Interviewed in the Household

In both measurements the survey was mostly answered by mothers. Hence, mothers made up 43.3% of the people interviewed in 2002 and 48.0% in 2003. They are followed by children who comprise 27.2% and 25.5% for 2002 and 2003 respectively. Fathers make up 22.5% and 20.7% in 2002 and 2003 respectively.

Table 3

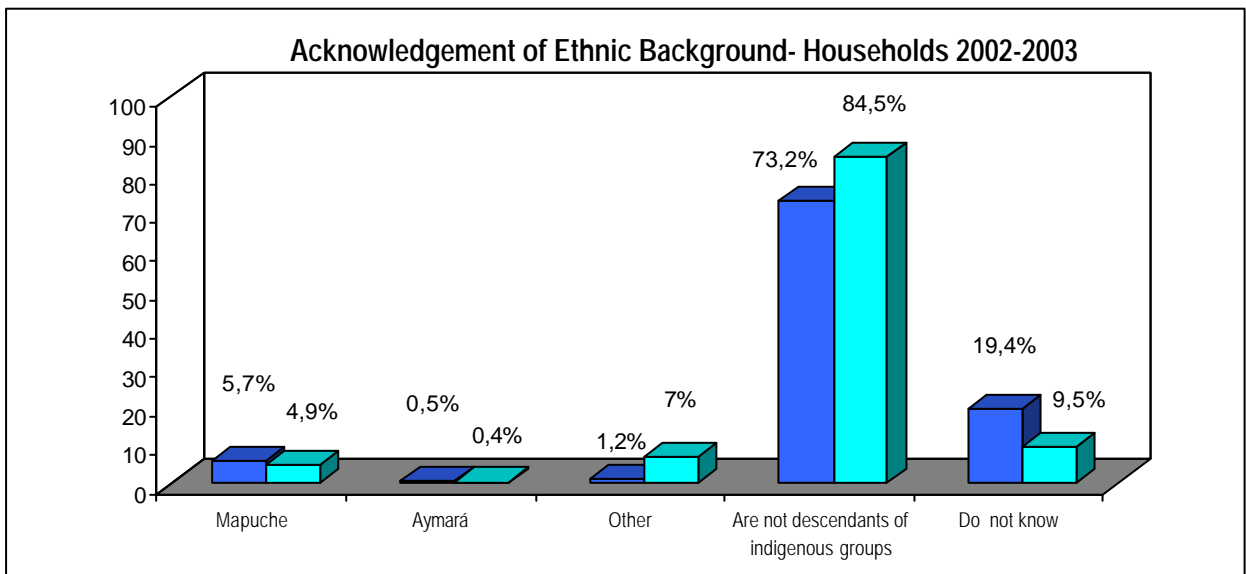
ROLE OF THE PERSON SURVEYED 2002 VS.2003		
	2002	2003
Mother	43.3%	48.0%
Father	22.5%	20.7%
Child (son/daughter)	27.2%	25.5%
Grandparent	2.2%	1.5%
Other relative	4.8%	4.3%
Total	100%	100%

**Figure 5**



#### 4.2.4 Ethnic Background

In 2003, 7.4% of the people interviewed report that their parents belong to or are descendants of some native Indian group. The above implies an increase of 1.4 % with respect to the percentage of people interviewed in 2002 who admitted having an ethnic background. Most of the people who report belonging to some ethnic group in the year 2003 are Mapuche (5.7%). Thus, in 2002, 84.5% of the people interviewed reported not to belong to any ethnic group. This percentage drops to 73.2% in 2003.

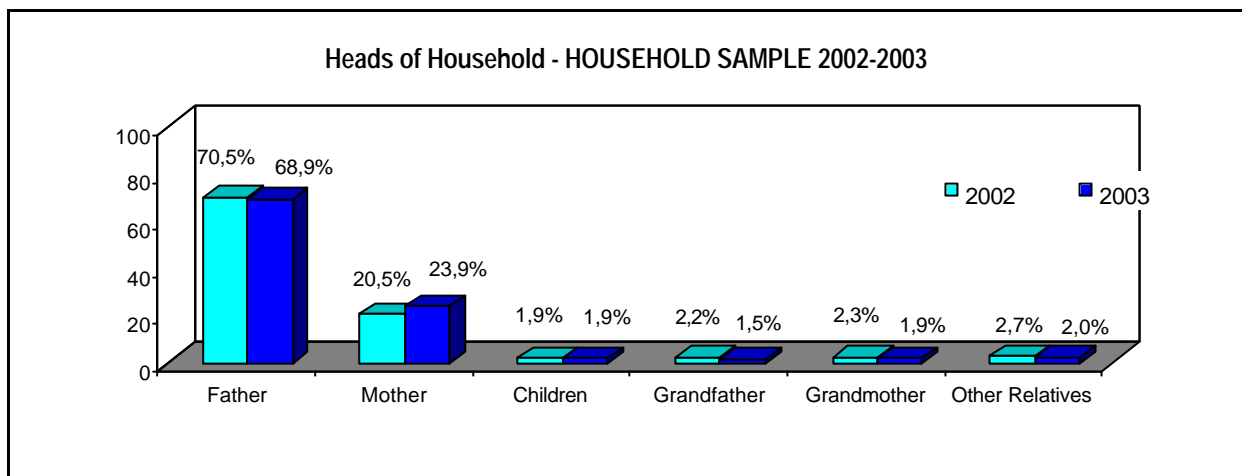


**Figure 6**

### 4.3 Heads of Households

The distribution by role with respect to heads of household has followed a similar trend in both measurements. In fact, the highest percentage corresponds to fathers as heads of household (70.5%) for 2002 and 68.9% for 2003. A slight increase is observed in the percentage of mothers as heads of household which rose from 20.5% in 2002 to 23.9% in 2003 (almost 3%). The other actors show low percentages and the variation between both measurements is minimal. Figure 7 illustrates the percentages we have just discussed.

Figure 7



### 4.4 Family groups that comprise the household

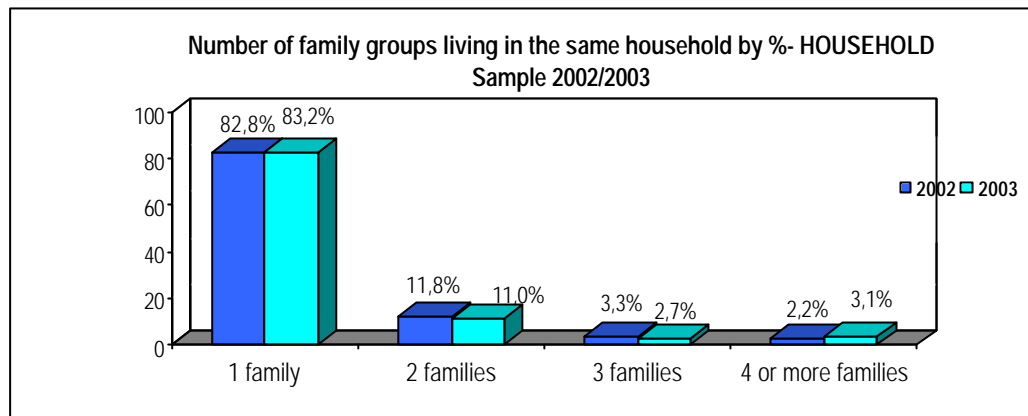
In both measurements (2002/2003) over 80% of the households surveyed was comprised of a single family group. Nearly 11% of the households is made up of two family groups and about 3% is made up of three family groups.

The households, which report having 4 or more family groups living under the same roof vary from 2.2% in 2002 and 3.3% in 2003.

Table 5

NUMBER OF FAMILIES IN THE HOUSEHOLD 2002 VS. 2003		
	2002	2003
1 family	82.8%	83.2%
2 families	11.8%	11.0%
3 families	3.3%	2.7%
4 and / or more families	2.2%	3.1%
Total	100%	100%

Figure 8



#### 4.5 Family income levels

Table 6

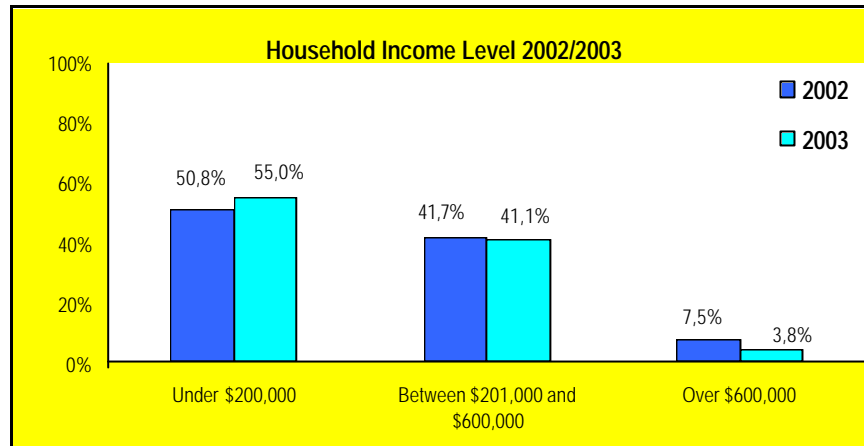
HOUSEHOLD INCOME LEVEL, COMPARISON OF YEARS 2002/2003		
	2002	2003
Under \$90,000	10.6%	7.9%
Between \$90,000 and \$120,000	15.9%	25.5%
Between \$120,000 and \$200,000	24.3%	21.6%
Between \$200,000 and \$350,000	25.1%	25.1%
Between \$350,000 and \$600,000	16.6%	16.0%
Between \$600,000 and \$1,000,000	5.2%	2.9%
Over \$1,000,000	2.3%	0.9%

The above table shows the percentage distribution by income level as reported by the people interviewed both in 2002 as well as in 2003. Some differences are evident, especially in the \$90,000 to \$120,000 income bracket, in which there is nearly a 10% difference, in which the 15.9% registered in 2002 rose to 25.5% in 2003.

The following figure groups the income brackets so they can be analyzed, to be able to understand these income fluctuations in the incomes reported in 2002 and 2003 by the people interviewed.

It is important to highlight any related phenomena. On the one hand, there is an increase in the number of people interviewed who report earning less than 200,000 and an increase in the number of those claiming to earn over 600,000 pesos per month.

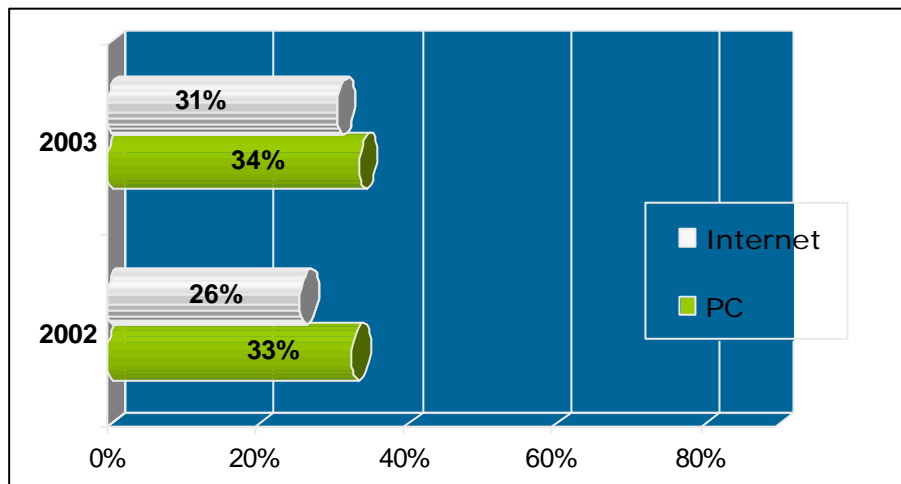
Figure 9



#### 4.6 ICT access and usage levels in the household

##### 4.6.1 ICT availability in the household

Figure 10



A 5% increase is observed in the availability of Internet in households between both measurements. However, the availability of computers increased only 1% over the same period. This could be reflecting the differentiation with respect to how people use computers from one year to the other (greater demand and need to have access to the Internet).

On analyzing computer availability according to family income levels a significant increase is observed in those households located in the lower income brackets. In 2002 merely **21.7%** of households with incomes **under 200,000 pesos mil pesos owned a home computer**. This percentage increases **to 35.5% in 2003**. In the case of those individuals with incomes over 200,000 pesos, the increased percentage loses relevance.

#### 4.6.2 ICT use

##### a) Computers

According to the people interviewed, there has been a slight increase in the percentage of parents who use a computer in the household between measurements. However, in the case of children (sons and daughters) this increase has been very significant, reaching an average increase of 6%.

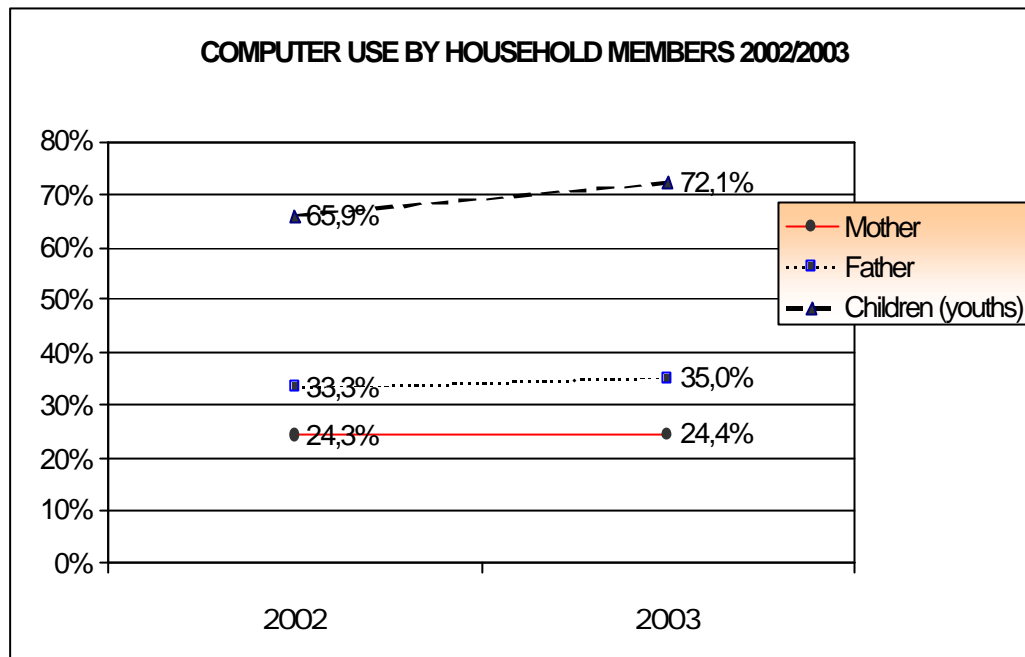
Thus, the trend remains constant with respect to the children (eldest and second child) registering higher percentages of ICT use than the parents. In 2003 this difference reaches nearly 48% with respect to mothers and 38% in the case of fathers.

Table 7

USE OF COMPUTERS BY THE DIFFERENT ACTORS, COMPARISON OF YEARS 2002/2003			
	2002	2003	Difference
Mother	24.3%	24.4%	0.1
Father	33.3%	34.4%	1.1
Eldest child	67.6%	72.4%	4.8
Second child	64.3%	71.7%	7.4
<b>Average number of children</b>	<b>66.0%</b>	<b>72.0%</b>	<b>6.0</b>
Other relatives	40.9%	47.5%	6.6

The following figure shows the percentages of the different actors for 2002 and 2003.

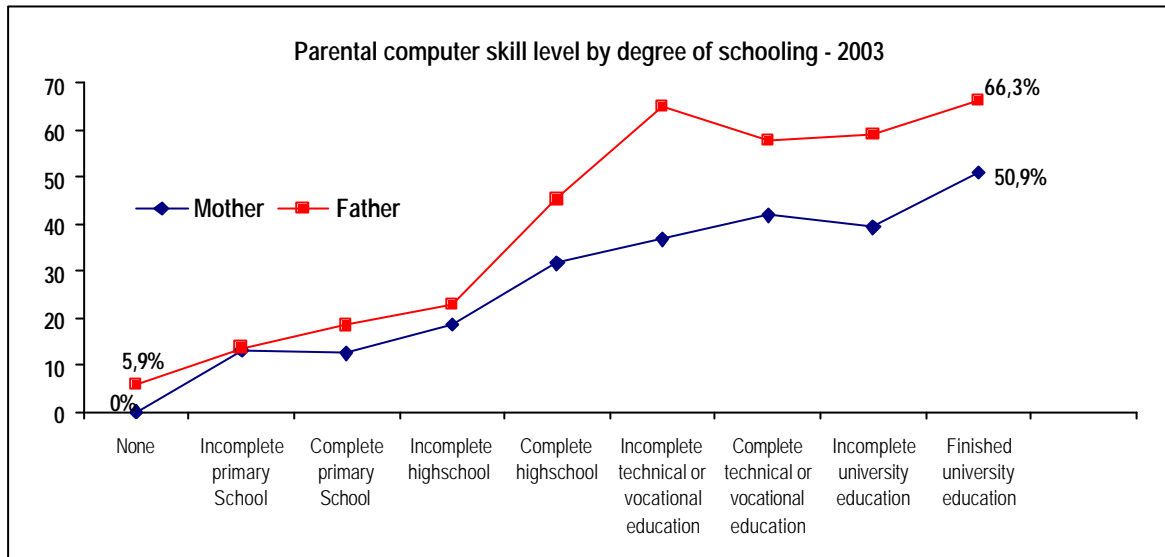
Figure 11



In brief, the percentages between fathers and children with respect to knowing how to use a computer, remain practically the same. The mothers are still the ones who least know how to use a computer. Only **24.4% of mothers** reports knowing how to use a computer. This percentage is below the one registered for fathers which reaches 34.4%.

**Computer skill level and level of schooling -2003 Measurement -**

**Figure 12**

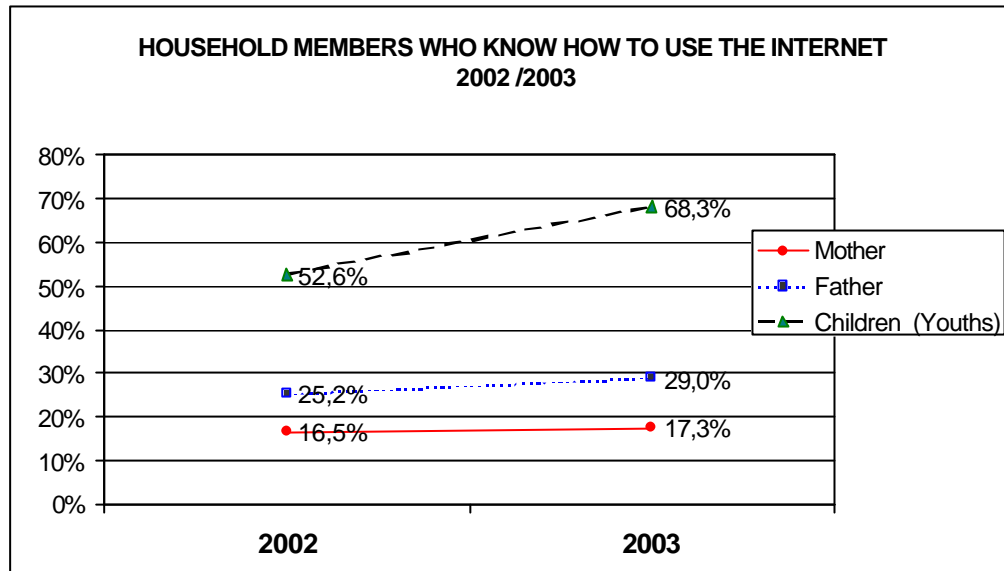


A direct link is observed between the level of schooling and the percentage of people who know how to use a computer, in other words, the higher the educational level the greater the computer skill level of the people interviewed.

Figure 12 showed how the mothers with no education could not use a computer. In the case of the fathers merely 5.9% of those without an education know how to use a computer. In contrast, the mothers and fathers with the maximum level of education registered skill levels of 66.3% and 50.9% respectively.

b) The Internet

Figure 13



With respect to knowing how to use the Internet, slight increases are also observed in the fathers, while the children register relevant increases averaging 16% from one year to the other. In any case, the percentages of Internet use among the different actors continue to be lower than those related to the use of computers..

Table 8

INTERNET USE IN AND OUTSIDE THE HOUSEHOLD- 2002 VERSUS 2003			
	2002	2003	Difference
Mother	16.5%	17.3%	0.8
Father	25.2%	29.0%	3.8
Eldest child	54.1%	70.3%	16.2
Second child	51.0%	66.2%	15.2
<b>Average number of children</b>	<b>52.6%</b>	<b>68.3%</b>	<b>15.7</b>
Other relatives	30.9%	33.9%	3.0

**Summing up:**

The differences in the percentage of parents and children who know how to use a computer and the Internet remain the same. Thus, it is the children who proportionately know how to use a computer and the Internet in the households. In both measurements the children outperform their fathers by 30% and their mothers by 40% .

The comparison shows that the gap becomes wider given that the children are the ones that show greater progress proportionately with respect to their knowledge of ICTs from one year to the other:

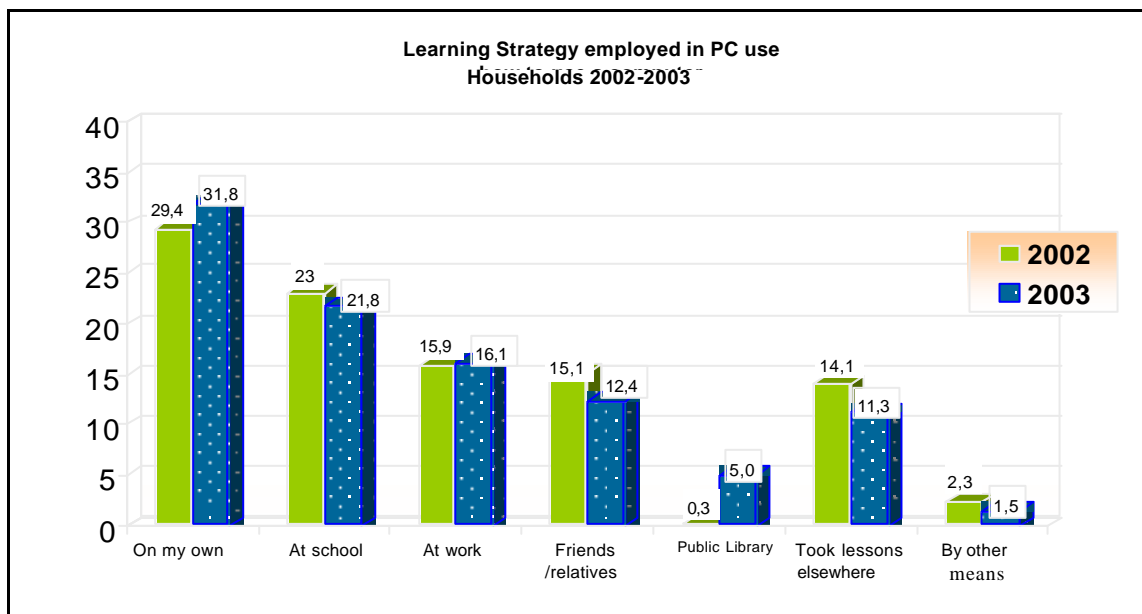
- ✓ 6.2 % increase in the case of computers and
- ✓ 15.7 % increase in the case of the Internet

**4.6.3 Learning Strategy (the percentages refer to the people who report knowing how to use a computer)**

Most of the people interviewed who report knowing how to use a computer have learned on their own as reported in both measurements (el 29.4% in 2002 and 31.8% in 2003). The second option reported as the place where people learned how to use a computer is the school (primary and high school), despite a slight drop with respect to 2002 (23% in 2002 versus 21.8% en el 2003). The work place continues to be an important place in the learning process involved in using a computer (15.9% in 2002 and 16.1% in 2003).

The percentage of those who report having learned how to use a computer at the public library is indeed relevant. In fact, from 0.3% in 2002, this group of people increased to 5%. The following figure compares the results of both measurements.

**Figure 14**



**4.6.4 Characterization of individuals who report having learned how to use a computer at the public library in 2003 (percentage of the people who know how to use a computer)**

The people who have learned how to use a computer at the public library fall within the 30 to 50 year age bracket (44.6%). The percentage of those belonging to the 18 to 29 year age bracket is also important.

**Table 9**

	18 to 29	30 to 50	51 to 64	65 and older
	%	%	%	%
Took lessons at this library	39.3%	44.6%	12.5%	3.6%

Three out of four of the people who report having learned to use a computer at the public library are women (75%)

**Table 10**

	Men	Women
	%	%
Took lessons at This library	25.0%	75.0%

Half of the users who have learned to use a computer at the library are mothers who live in the households surrounding the libraries and 35.7% of the children come from such homes. .

**Table 11**

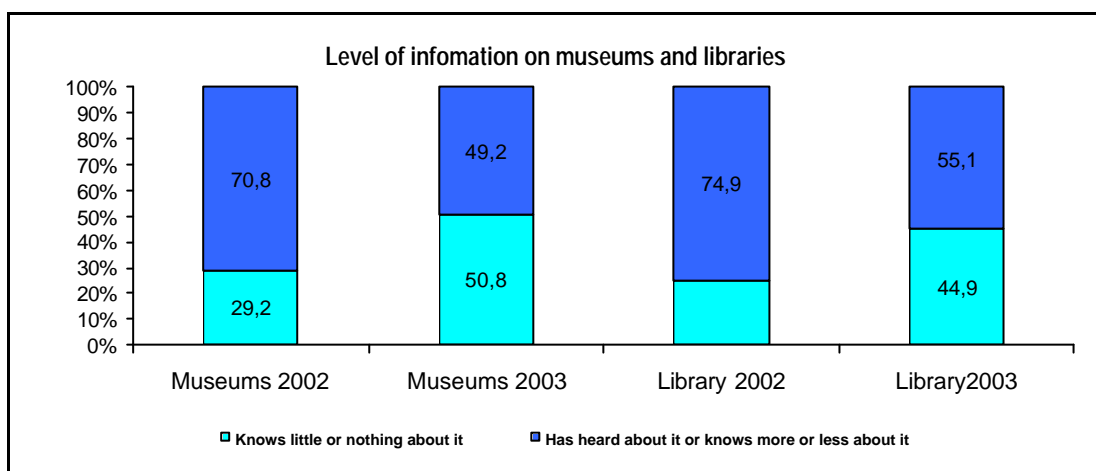
	Mother	Father	Children
	%	%	%
Took lessons at this library	50.0%	14.3%	35.7%

#### 4.7 Knowledge of services and operating dynamics of public libraries

##### 4.7.1 Level of information regarding the activities of museums and public libraries

In the 2003 measurement, nearly 70% of the people interviewed said they knew what activities were carried out by museums and public libraries. During 2003 this percentage dropped to nearly 50%. In the following figure these differences between the 2002 and 2003 measurements are illustrated.

Figure 15



##### 4.7.2 Public library attendance

The attendance of everyone of the actors involved dropped between 2002 and 2003.

Table 12

PUBLIC LIBRARY ATTENDANCE BY THE DIFFERENT ACTORS 2002 versus 2003		
	2002	2003
Mother	10.5%	8.2%
Father	6.6%	4.2%
Eldest child	33.9%	26.6%
Second child	34.4%	29.6%
Other relatives	32.7%	20.4%

The frequency of use also dropped, given that nearly 59% of the people who visit public libraries report doing it always or nearly always to browse or borrow books, in other words, for the traditional use of libraries.

#### 4.7.3 *Reasons for visiting public libraries*

In comparison with the 2002 measurement, no distinctions are observed in the 3 most frequent activities cited (browsing and/or borrowing books, studying, advanced or specialized searches). However, activities such as newspaper and magazine reading, and working which used to be cited in the fourth and fifth place have now been replaced by the use of ICTs (logging on to the Internet and using the computer).

**Table 13**

FREQUENCY OF USE OF LIBRARY SERVICES		
	2002	2003
Book browsing and/or borrowing	69.8%	58.8%
Studying	40.6%	36.7%
Specialized searches	39.9%	29.7%
Logging on to the Internet	16.2%	26.9%
Using the library computer	23.3%	25.0%

#### 4.7.4 *Reasons for not using the public library*

The following table shows the percentage of actors who do not visit public libraries.

**Table 144**

PERCENTAGE OF ACTORS WHO DO NOT VISIT PUBLIC LIBRARIES 2002 versus 2003		
	2002	2003
Mother	89.5%	91.8%
Father	93.4%	95.8%
Eldest child	66.1%	73.4%
Second child	65.6%	70.4%
Other relatives	67.3%	79.6%

The two main reasons cited by the people interviewed for not visiting public libraries are lack of time and not needing library services. In the first case, the percentages do not vary significantly between 2002 and 2003 (37.5% and 37.1% respectively). The percentage of those who report not visiting public libraries because they do not need library services shows an increase (from 26.9% in 2002 to 32.2% in 2003). It is important to note the increase among those who show no interest in public libraries (from 18.4% in 2002 to 21.5% in 2003). This 20% who show no interest in public libraries or their contribution must be considered for the project.

Table 55

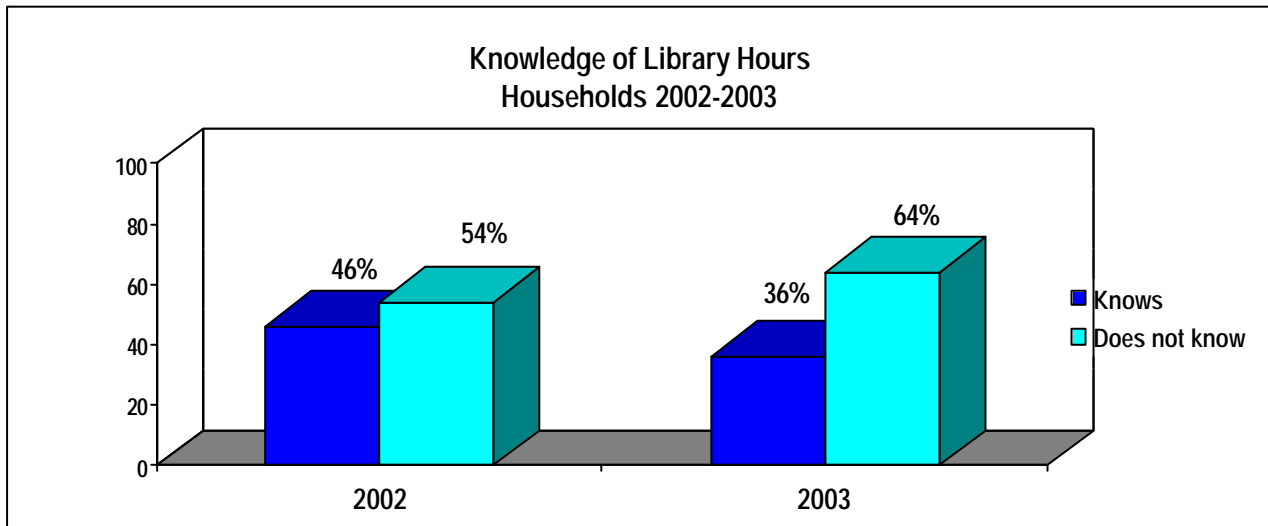
REASONS FOR NOT USING THE LIBRARY		
	2002	2003
Lack of time	37.5%	37.1%
No need to use it	26.9%	32.2%
Lack of interest	18.4%	21.5%
Use of other libraries	8.3%	7.0%
Ignores the things that can be used at the library	4.4%	6.1%

#### 4.7.5 Knowledge of library hours

There is a significant drop in the percentage of people who report knowing the hours the library located in their sector is open to the public. In fact, the percentage decreased from 46% in 2002 to 36% in 2003. This 10% decrease is not slight.

The following figure depicts these differences.

Figure 16



#### 4.7.6 Perception of the adequacy of library hours

Slightly over 50% of those interviewed in 2003 is quite happy with the library hours. This shows an increase of 11.9% over the percentage registered in 2002. There is a significant drop in the number of people who believe libraries should be open more hours during the week and also open on weekends (32.6% in 2002 to 12.8% in 2003.) The following table shows the actors that are familiar with the library hours and their opinions with respect to the adequacy of such hours.

Table 16

PERCEPTION ON THE ADEQUACY OF LIBRARY HOURS		
	2002	2003
The current hours are fine	38.9%	50.8%
It could open more hours per day	17.6%	21.2%
It could open less hours per day	0.5%	0.0%
It could open some hours on weekends	10.4%	15.1%
It could open more hours during the week and also open on weekends	32.6%	12.8%

#### 4.7.7 Perception on the quality of public libraries

A slight increase is observed among the people interviewed who believe their library is among the best with respect to quality. Thus, while 23.8% of those interviewed in 2002 said their library was the best, in 2003 that percentage increased to 29.8%. There is a drop among those who believe their library is among the worst (from 12.7% to 9.9%). This data could be pointing to positive changes in public library management, which have been perceived by the people who use them.

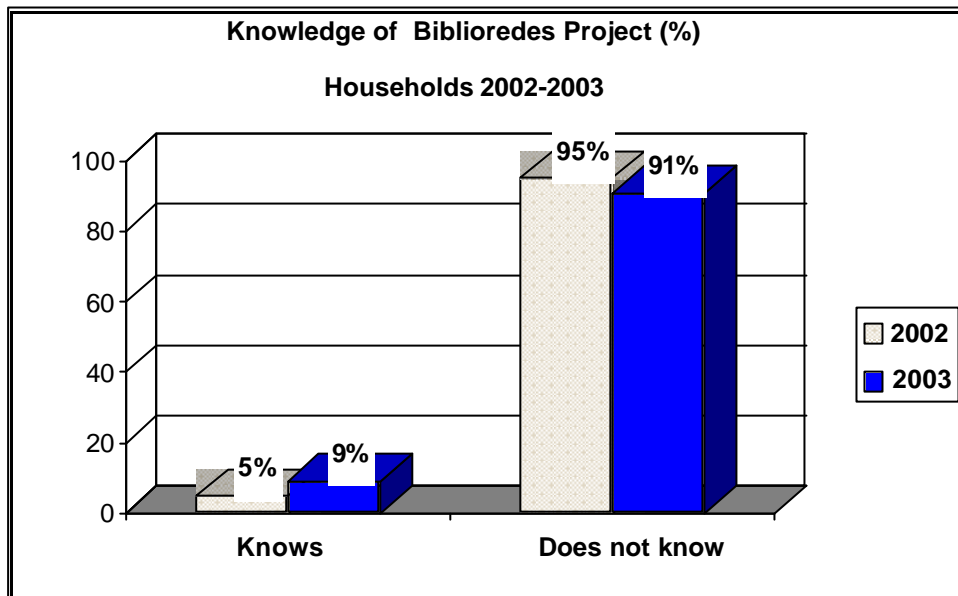
Table 17

PERCEPTION ON THE QUALITY OF THE LIBRARY		
	2002	2003
It is the best I know	8.1%	5.9%
It is among the best	23.8%	29.8%
It is just like any other library	42.4%	43.4%
It is among the worst	12.7%	9.9%
It is the worst I know	2.2%	1.2%
I have never been to the library	10.8%	9.6%

#### 4.7.8 Level of information on the BiblioRedes project

The low information level among the people interviewed remains the same. Although there is an increase of 4% in the number of those who report knowing about the project, that percentage does not reach 10% of the total number of people interviewed in 2003.

Figure 17

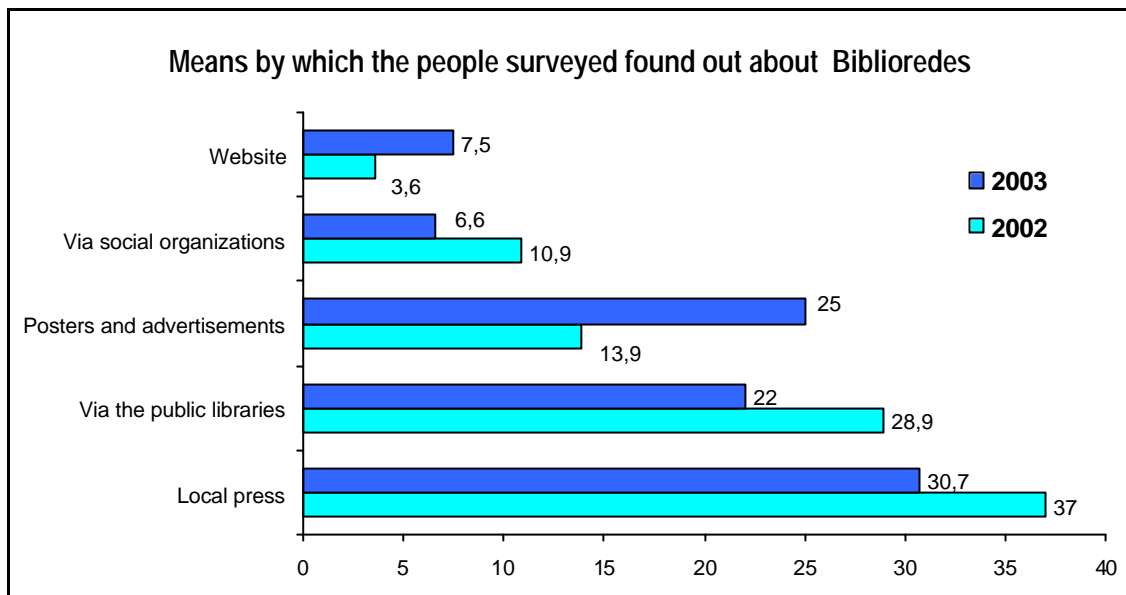


#### 4.7.9 Means used to inform the public about the BiblioRedes project

In the 2002 survey, 37.0 % (48 of those surveyed) who report knowing about or having heard of the BiblioRedes: "Abre tu Mundo" project, report having learned about it through the local printed press and radio. In 2003 the same means are still cited as the most important channels people have learned about the project, given that 30.7% (70) of the people surveyed who claimed to know or have heard of the project reported having done so via the local printed press and radio..

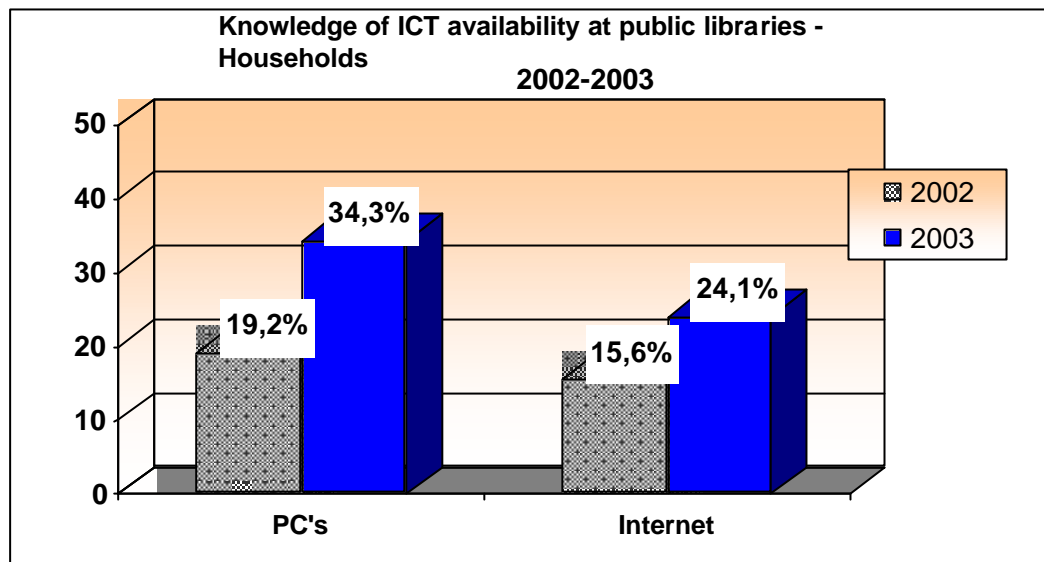
The following figure clearly shows an increase in the percentage of users who report having learned about the project through posters and advertisements (from 13.9% in 2002 to 25% in 2003), via the network of users or volunteers (from 1.8% to 6.6% in 2003) and by means of the Internet, more precisely via the library website (from 3.6% to 7.5% in 2003).

FIGURE 18



#### 4.8 ICT access and usage levels at the library

Figure 19

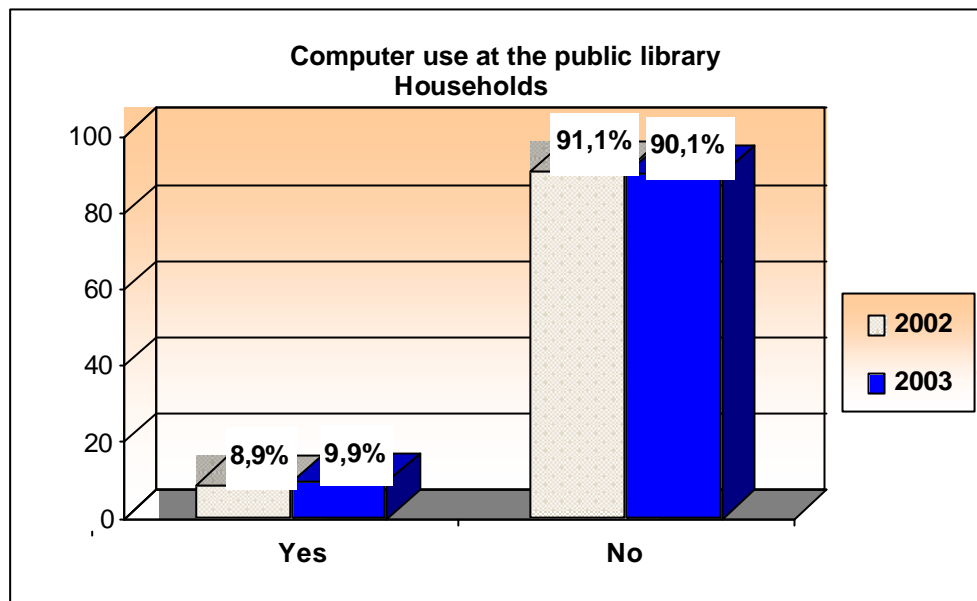


##### 4.8.1 Knowledge with respect to the availability of computers and the Internet at public libraries

Those surveyed in 2003 show a greater knowledge regarding the availability of computers at the public library. In fact, from 19.2% registered in 2002 the percentage rises to 34.3% among those who report knowing about the availability of computers for public use in 2003. The percentage of people surveyed who know about the availability of the Internet in public libraries also increases significantly (from 15.6% in 2002 to 24.5% in 2003) along with the percentage of people surveyed who know about the availability of computers at the library.

Summing up it can be said that the people living in households around the public libraries are now more informed about the availability of Internet access at the public libraries than they were in 2002. This information shows the effect of the dissemination activities carried out to inform the public about the new resources and services which are now provided at public libraries throughout Chile, as part of the BiblioRedes project.

Figure 20



#### 4.8.2 Use of computers at public libraries

Despite the greater knowledge about the availability of computers at the public libraries, the percentage of people surveyed that reports using them is low. Thus, the percentage of those who do use them ranges between 8.9% in 2002 and 9.9% in 2003.

The ones that use the library computers are women between 18 and 30 years of age. They are mostly mothers living in the households surrounding the public libraries.

Nearly half of the surveyed subjects who reported using the library computers in 2003 are between 18 and 30 years old (48.9%) while another significant percentage of them (36.4%) are between 30 and 50 years old. Only 2.1% of the people surveyed who report using the library computers are 65 or older.

***In brief:*** In the communities in which the libraries are located it is the women between **18 and 30 years of age, most of them mothers, who visit the public libraries.**

**4.8.3 Reasons for NOT using ICTs at the public libraries (% of people who report not using library computers despite knowing of their availability)**

The reasons cited by the survey subjects for not using the library computers in the 2002 measurement are related first to **lack of time** (36.1%), and secondly to **not knowing how to use the software** (27.9%), and thirdly **having no need to do it** (17.6%). These three reasons are the same as those cited in 2003, with variations in the percentages and the order of importance assigned to each one. In 2003 survey subjects cite not knowing how to use the software as the first reason (39.2 %.) Lack of time is mentioned as the second reason (35%) and having no need to use a computer is cited as the third reason (14.4%).

**Table 18**

USE OF COMPUTERS IN OR OUTSIDE THE HOUSEHOLD 2002 versus 2003		
	2002	2003
No time	36.1%	35.0%
Don't know how to use it	27.9%	39.2%
No need to use it	17.6%	14.4%
Too busy	14.2%	5.8%
Prefer books and printed material	9.0%	4.6%
Dislike computers	4.6%	0.2%
Not interested in computers	3.4%	0.7%
Total	100%	100%

**4.8.4 Reasons for using ICTs at the public libraries (% of people who report using library computers)**

There are no important variations with respect to the reasons the surveyed subjects cited for using ICTs at the public library, in both evaluations (2002-2003). The three main reasons cited are: Free surfing, e-mail and solving study related issues (doing assignments or homework).

The increases in reference to games and music; browsing or reading news and free surfing are slight but interesting.

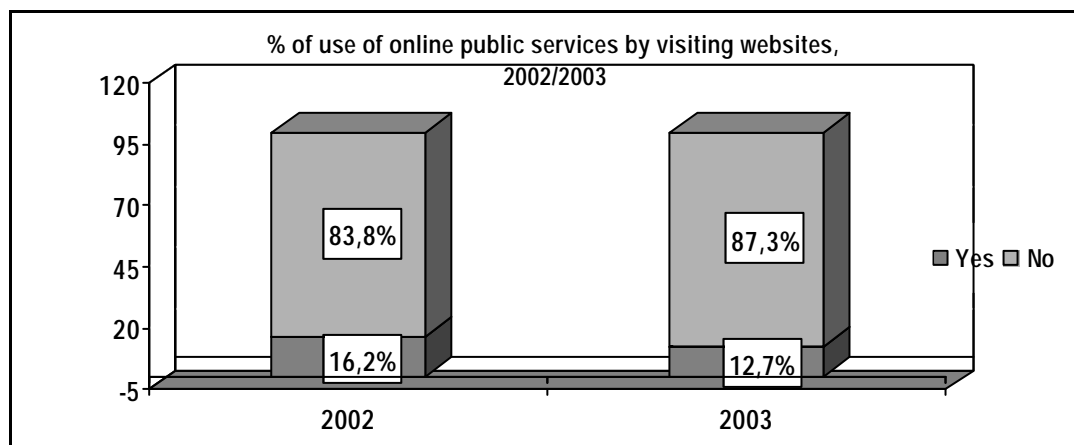
Table 19

REASONS FOR USING ICTS AT PUBLIC LIBRARIES			
	2002	2003	Difference
Free surfing	13.5%	15.5%	2.0%
e-mail	13.3%	13.7%	0.4%
Solving study-related issues (doing assignments or homework)	13.8%	13.2%	-0.6%
Downloading video games and music.	7.0%	9.7%	2.7%
Browsing and/or reading news	7.6%	9.1%	1.5%
Solving work-related problems	7.3%	6.5%	-0.8%
Participating in chat room discussions	5.9%	5.1%	-0.8%
Downloading computer software	4.9%	4.9%	0.0%
Looking for a job	3.9%	4.4%	0.5%
Getting to know the services offered by governmental and /or private agencies	5.5%	4.3%	-1.2%
Looking up bibliography at the library	3.6%	3.7%	0.1%
Searching for business opportunities	3.6%	2.5%	-1.1%
Getting information on project funding	2.6%	2.0%	-0.6%
Others	0.8%	1.4%	0.6%
E-shopping	1.7%	1.4%	-0.3%
Web page design	2.3%	1.0%	-1.3%
Visiting XXX sites	1.2%	1.0%	-0.2%
Games of chance (Lotto, Kino, etc.)	1.6%	0.7%	-0.9%

✓ **Access to on-line public services**

It is relevant to observe that out of the total number of people surveyed in 2002, 16.2% (481 people) reported having visited web sites offering online public services, whereas 83.8% reported not having visited such sites. In the 2003 measurement, the number of surveyed subjects who have visited such sites drops to 12.7% (372 people). Thus, 87.3% of the people surveyed reported not having visited these websites in 2003.

Figure 21



The surveyed subjects who report visiting such public web sites in 2003 are mostly mothers between 30 and 50 years of age. Tables 22, 23 and 24 show these percentages, which coincide with the PC user profile at the public libraries.

**4.8.5 Perception of progress of the library attributable to the Introduction of ICTs (% of those who report knowing about the existence of computers and Internet access at the library).**

Table 20

PERCEPTION OF LIBRARY PROGRESS ATTRIBUTABLE TO THE INTRODUCTION OF ICTs		
% OF PEOPLE WHO AGREE OR FULLY AGREE WITH THE STATEMENTS BELOW:		
	2002	2003
It is more modern	96.9%	96.6%
The service is better	76.9%	79.7%
More people visit it	83.0%	85.3%
Faster access to information	86.0%	84.3%

A high percentage of those surveyed perceive positive changes in the library brought about by the Introduction of computers and the Internet. In fact, between 77% and 97% of those surveyed in 2002 and 2003 believes the libraries are now more modern, that the service is better, that more people go to the library and the access to the requested information is faster. No significant changes are observed between the two measurements.

**4.8.6 Index showing the importance of introducing computers in public libraries**

We will now examine the importance attributed to the availability of ICTs in public libraries. We were interested in evaluating the degree of acceptance that a drastic change in public libraries such fact of offering computers alongside books has among users.

To this end we constructed an index of importance of introducing computers in libraries, based on the answers given by the surveyed subjects to questions regarding the importance of having access to computers at libraries. These questions allow us to see the attitudinal environment with which the project must deal. This index ranges from 4 to 16 points, representing the least to the most importance attributed to the introduction of computers in libraries, respectively. The index was based on the percentage of surveyed subjects who reported knowing about the existence of computers in public libraries.

In 2002 the results show that most to those interviewed assign great importance to the availability of computers in the library registering a 13 point average out of a maximum of 16. Thus, it is fair to say that **the Chilean population accepts and values having a library which aside from the traditional services is also equipped with computers for public use**. In 2003, the index remains at a 13 point average. We will now

analyze the index for 2003 according to variables such as the gender, age, and role of the surveyed subject.

No significant differences<sup>2</sup> are observed between men and women or in the other variables analyzed.<sup>3</sup>

**Table 21**

**Report**

Index of ICT Importance at Public Libraries

p.1	Mean	N	Standard Deviation
Men	12.51	205	2.00
Women	12.59	380	2.05
Total	12.56	585	2.03

**Table 21**

**Report**

Index of ICT Importance at Public Libraries

Recodification p.2	Mean	N	Standard Deviation
18 to 29	12.42	158	2.20
30 to 50	12.69	259	1.94
51 to 64	12.74	95	1.99
65 and older	12.15	66	2.06
Total	12.56	578	2.04

**Table 62**

Index of ICT Importance at Public Libraries

p.3 Role	Mean	N	Standard Deviation
Mother	12.59	255	2.04
Father	12.51	112	1.85
Child	12.51	173	2.18
Grandparent	12.78	9	1.99
OtherParien	12.55	31	1.89
Total	12.55	580	2.03

<sup>2</sup> Variance Analysis (ANOVA)

<sup>3</sup> Variance Analysis (ANOVA)

#### 4.8.7 Valuation and Opinion regarding Access to Information and Communication Technologies

##### ✓ Chances of purchasing a computer in the short term

There are no significant differences among the people surveyed with respect to the purchase of a computer in the short term. The trends persist, with a slight increase in those who assure that they will purchase a computer. The following table shows the percentages for the different alternatives considered in the instrument, both for 2002 and 2003.

Table 23

REAL CHANCES OF PURCHASING A COMPUTER IN THE SHORT TERM 2002 / 2003		
	2002	2003
I will certainly buy a computer	4.1%	5.3%
I will probably buy a computer	21.6%	20.4%
It is very unlikely	34.5%	36.8%
There is now way I will be able to buy a computer	39.8%	37.5%

##### ✓ Valuation of the Internet

A large majority of those surveyed in 2002 and 2003 believes the Internet provides a link to the rest of the world, is a means of access to modernity, and that it helps to improves learning (between 85% and 96%). An 11% decrease is observed in those who consider that the Internet makes it possible to meet people of all sorts and social class (de un 86% al 75% en el 2003). There is also a significant decrease in the percentage of those who consider that the Internet provides a means to access resources (from 81% in 2002 down to 77% in 2003).

Table 24

PERCEPTION OF THE POSSIBILITIES OFFERED Y THE INTERNET (AGREE AND FULLY AGREE)		
	2002	2003
It provides access to modernity	93%	88%
It helps to improve learning	88%	85%
It provides a link to the rest of the world	96%	93%
It makes it possible to meet people of all types and social class	86%	75%
It provides a means to access resources	81%	77%

✓ **Index showing the valuation of the Internet**

The following index varies between 5 and 25 points, showing the degree of agreement or disagreement of the people surveyed with respect to the valuation of the Internet as a tool that helps and provides people with greater possibilities in different areas. The index shows that a greater point average reflects a greater degree of agreement with respect to the advantages and benefits of this tool.

As a whole, the results are highly homogeneous. There is a great degree of agreement among the different people surveyed with respect to the statements made about the internet. However, when these results are broken down into different variables we observe that there are no major differences than those detected global (an average of 21.1 for 2002 and of 20.8 for 2003).

**Table 25**

<b>AVERAGE INDEX OF VALUATION OF THE INTERNET BY GENDER OF THOSE SURVEYED 2002 / 2003</b>		
	<b>2002</b>	<b>2003</b>
Men	21.2	20.8
Women	21.0	20.8
Average Index	21.1	20.8

**Table 26**

<b>AVERAGE INDEX OF VALUATION OF THE INTERNET BY AGE OF THOSE SURVEYED 2002 / 2003</b>		
	<b>2002</b>	<b>2003</b>
Between 18 and 29	21.4	20.9
Between 30 and 50	21.1	20.8
Between 51 and 64	21.1	20.7
65 or older	20.4	20.4
Average Index	21.1	20.8

**Table 27**

<b>AVERAGE INDEX OF VALUATION OF THE INTERNET BY ROLE OF THOSE SURVEYED 2002 / 2003</b>		
	<b>2002</b>	<b>2003</b>
Mother	21.1	20.9
Father	21.3	20.8
Child (son/daughter)	21.2	20.9
Grandparent	20.7	19.0
Other relative	21.2	20.7
Average Index	21.2	20.8

**Table 28**

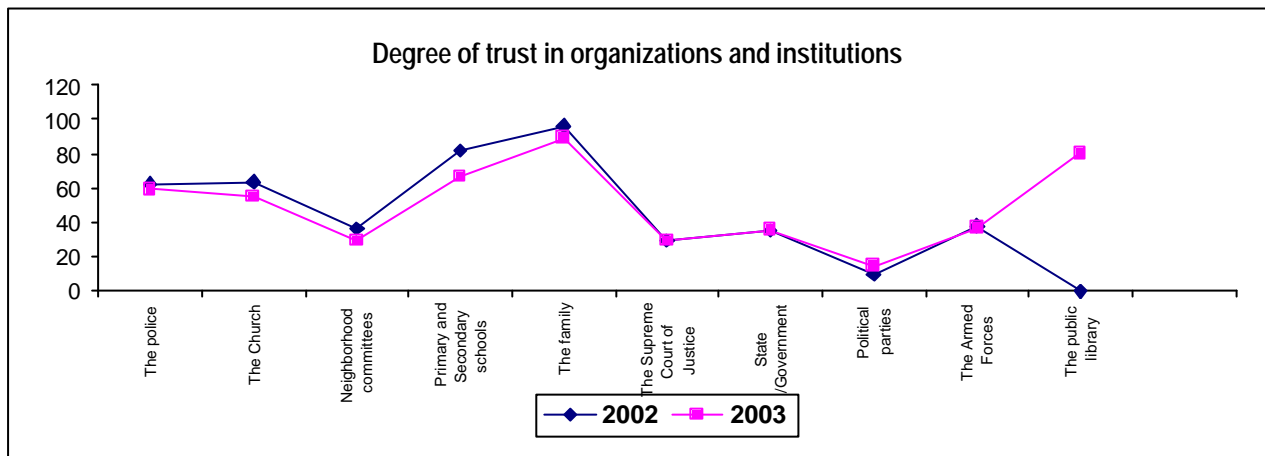
<b>AVERAGE INDEX OF VALUATION OF THE INTERNET BY INCOME OF THOSE SURVEYED 2002 / 2003</b>		
	<b>2002</b>	<b>2003</b>
Under \$90,000	20.7	20.5
Between \$90,000 and \$120,000	20.6	20.7
Between \$120,000 and \$200,000	21.1	21.2
Between \$200,000 and \$350,000	21.6	21.0
Between \$350,000 and \$600,000	21.4	20.8
Between \$600,000 and \$1,000,000	21.2	20.1
Between \$1,000,000 and \$1,600,000	20.9	20,5
Between \$1,600,000 and \$2,000,000	21.2	-
Between \$2,000,000 and 2.500.000	22.8	-
Over \$2,500,000	19.0	-
Average Index	21.1	20.8

## 4.9 Social Capital

### 4.9.1 Trust in Authorities and Institutions

The following figure shows the percentages that reflect the degree of trust that the people surveyed have in the different institutions mentioned. The percentage sums up the “fully trust” and “trust” alternatives “.

Figure 22



The following table shows in greater detail the degree of trust that the subjects surveyed have in various institutions. The decrease of the trust in primary schools and high school, and the church is noteworthy. The institutions those surveyed claim to trust the most in 2003 are: The family (89.6%), the public library (80.5%) and primary schools and high schools (66.7%).

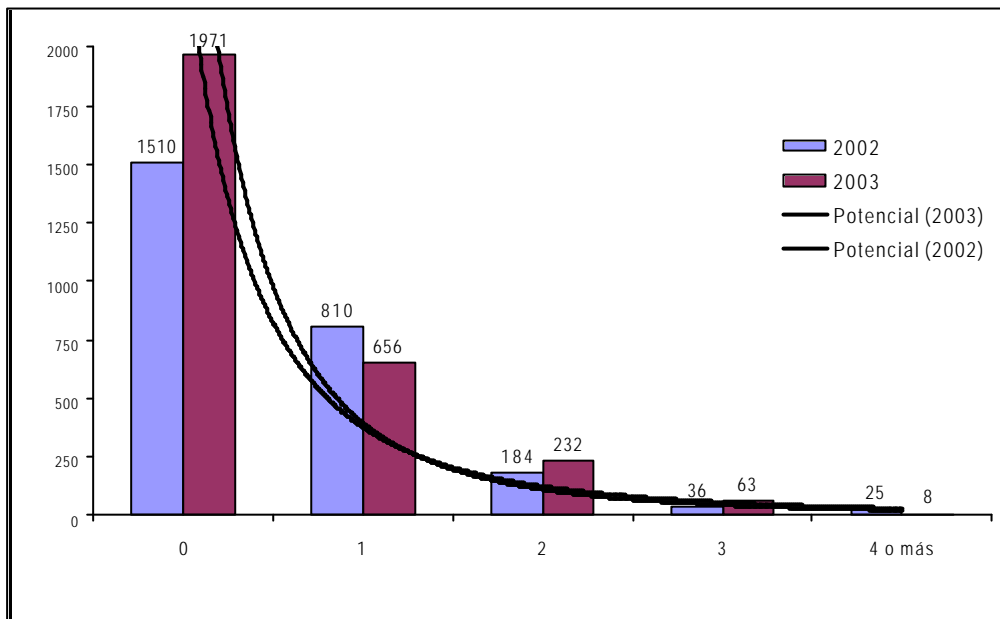
Table 29

DEGREE OF TRUST (FULLY TRUST / TRUST)			
	2002	2003	Difference
The police	62.8	59.5	-3.3
The church	63.8	55.1	-8.7
Neighborhood associations	36.6	29.6	-7
Primary and secondary schools	82.0	66.7	-15.3
The family	96.5	89.6	-6.9
The Supreme Court of Justice	29.5	29.5	0
The State /Government	35.4	35.7	0.3
Political Parties	9.4	14.7	5.3
The Armed Forces	38	37.0	-1
The public library	-	80.5	

#### 4.9.2 Index showing participation in organizations

This index measures the participation of the surveyed subjects in the following organizations: neighborhood association, PTA, sports clubs, labor unions / trade associations, cooperatives, political parties, cultural, artistic, or religious groups. The index ranges from 1 to 8 (theoretical index).

Figure 23



According to this index, participation remains low from one measurement to another.

We were interested in finding out whether there were differences in the index of participation in organizations and the size of the municipal district to which the surveyed people belonged. As shown, there is no variation linked to the size of the municipal district.

Table 30

#### Report

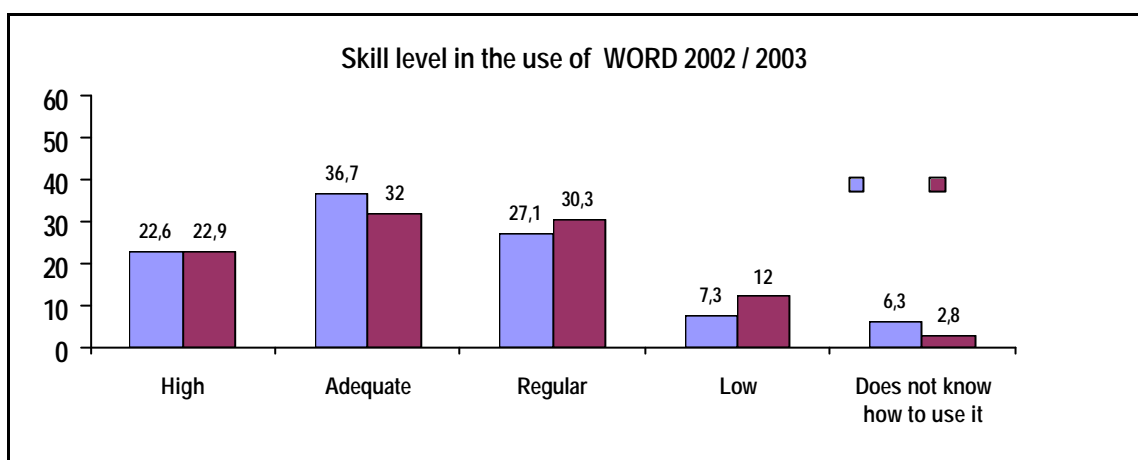
INDORG			
Size	Mean	N	Standard deviation
Small	.49	342	.77
Medium	.36	670	.70
Large	.49	1946	.77
Total	.46	2958	.76

#### 4.10 Perception regarding the use of different software programs

We will now compare the results of the perception that the people surveyed have regarding the use of different software programs. As a whole, slight and moderate increases are observed in the 'low' and 'regular' levels when comparing the 2002 and 2003 measurements. There is also a drop in the percentage of people who claim not to have any computer skills. This shows the effect of the basic level training provided for the use of computers.

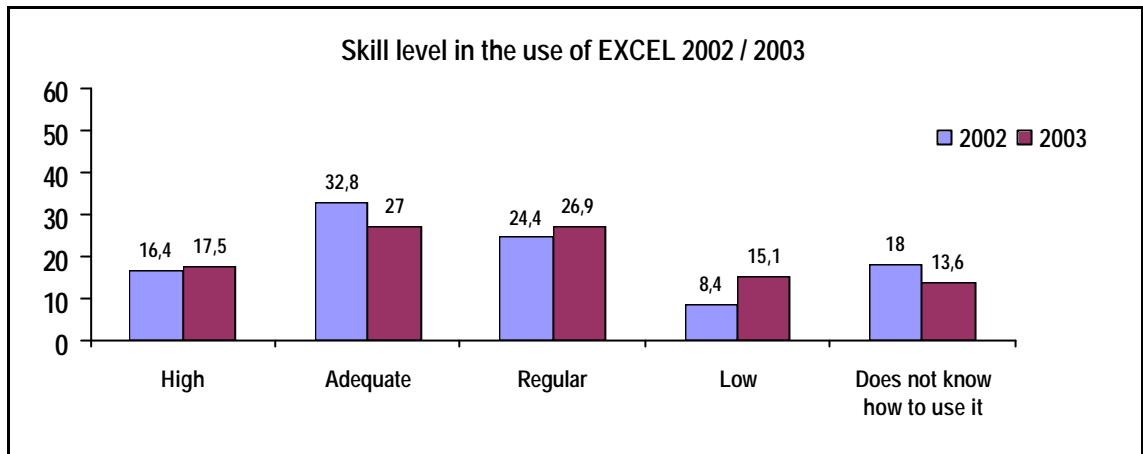
##### a) Word

Figure 24



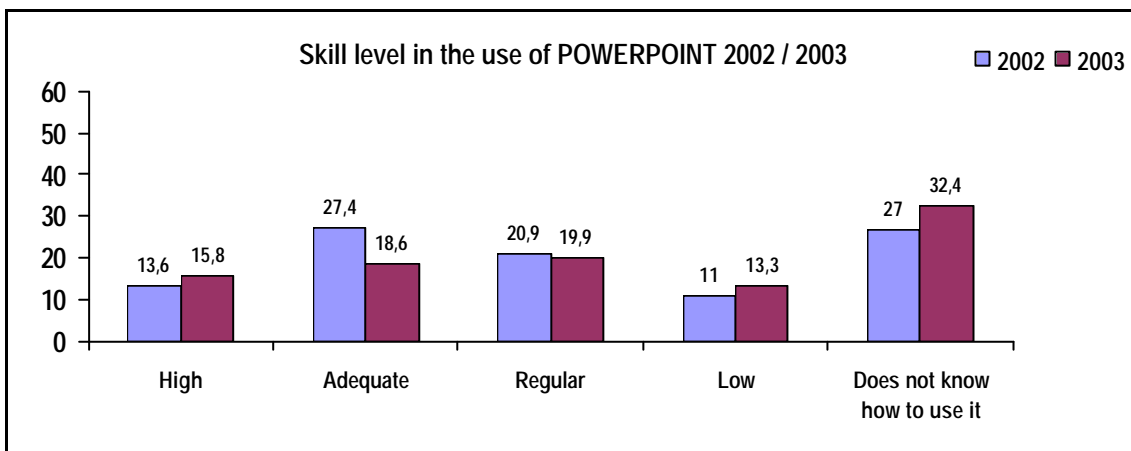
b) Excel

Figure 25



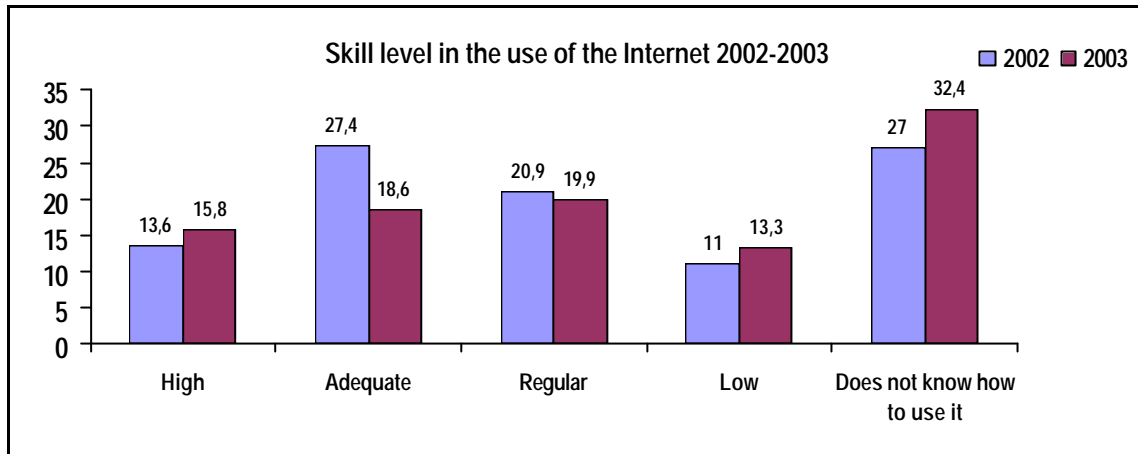
c) PowerPoint

Figure 26



d) Internet

Figure 27



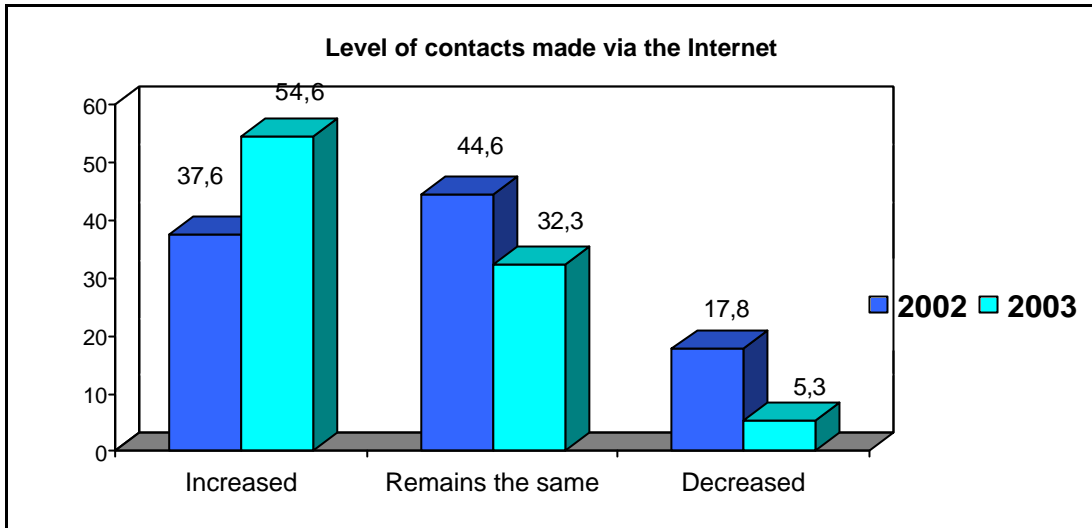
4.11 Internet use

4.11.1 *Contacts via the Internet (all the people surveyed)*

In 2002, 17.8% of all the people surveyed reports contacting other people via the Internet. In the 2003 measurement this percentage **drops to 14.4 %**.

Among the people who have contacted others via the Internet, we analyzed their perception with respect to these contacts, whether they believed such contacts have increased, remained the same or decreased in both 2002 and 2003. The following figure shows that the people surveyed in 2003 believe that the level of such contacts has increased considerably compared to the 2002 measurement.

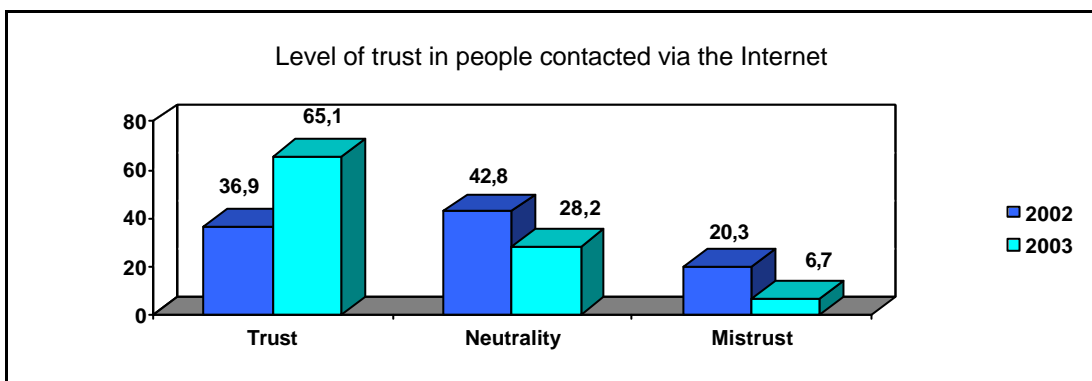
Figure 278



- ✓ Degree of trust in the contacts made via the Internet (% referred to the number of people who report having made such contacts)

There is a marked increase in the degree of trust that those surveyed report having in the contacts they have made via the Internet. The categories shown in the figure below have been grouped to facilitate their analysis.

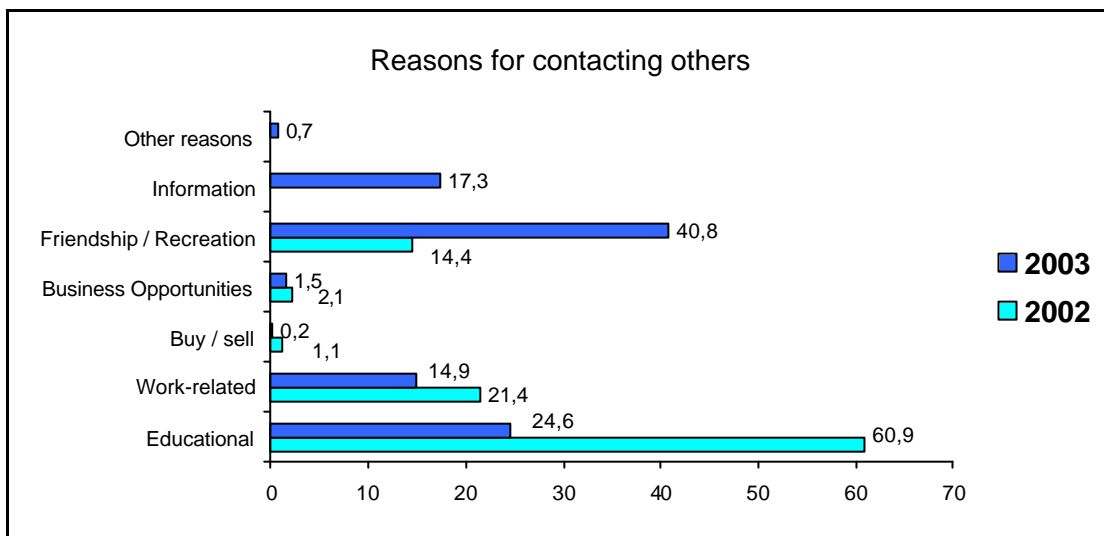
Figure 29



**4.11.2 Reasons for making contacts via the Internet (% referred to the number of people who report making such contacts)**

A radical change is observed in the reasons cited for making contacts via the Internet when comparing 2002 with 2003. The 'Educational' reason decreases and is replaced with 'friendship and recreation' as the main reason the people surveyed make contact via the Internet. They use the means mainly to contact friends or for recreational purposes.

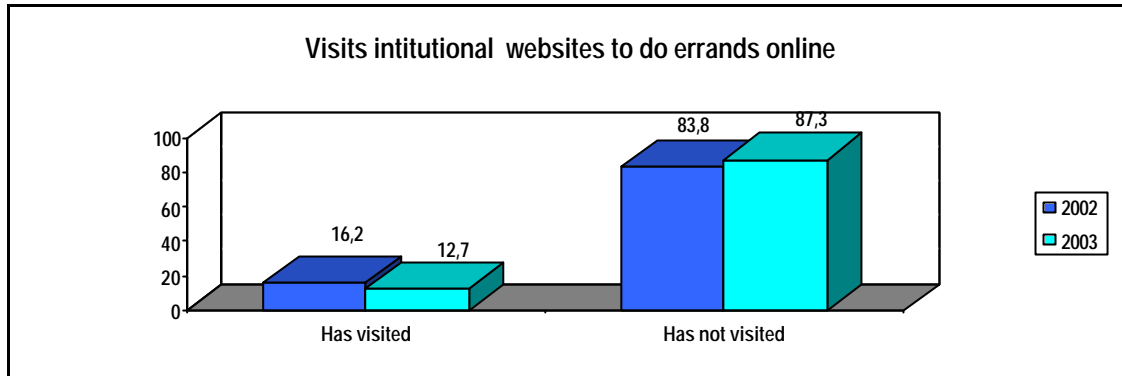
**Figure 30**



**4.11.3 Doing paperwork for public services on line (% of people who use computers and the Internet)**

The percentage of people surveyed who visit public and/or private agency web sites or web pages that offer online services has decreased from one measurement to another. As shown in the following figure, the percentage of people who visit such web sites or web pages has dropped from 16.2% registered in 2002 to 12.7% reported in 2003.

Figure 31



The three main web sites or web pages (based on percentages) cited as the most visited by the people who report visiting such sites in both 2002 and 2003 are:

- SII (The Internal Revenue Service), Universities / Vocational and technical institutes of higher education, Government web pages (2002).
- SII (The Internal Revenue Service), Civil Registry and Universities / Vocational and technical institutes of higher education (2003).

From this point on the analysis refers only to data gathered in 2003, given that these questions were not included in the 2002 questionnaire.

The surveyed subjects who reported visiting this type of websites to get online services in 2003 mostly do so to;

- a) File VAT (value added tax) reports at the Internal Revenues Service (SII)
- b) Request certificates at the Civil Registry

In the 2003 measurement, the most important activities carried out by the people who visit public service Web sites offering online services are cited as:

- a) Request information about services
- b) File complaints or reports

In both cases the percentages are very low therefore they are not represented in the tables. In table 30, we have listed 13 of the most important web sites visited (as regards frequency):

**Table 31**

<b>HOTMAIL</b>	15.2%
GOOGLE	10.7%
TERRA	8.9%
CHILE.COM	5.4%
CAJA COMP. ANDES	3.6%
ENTEL	3.6%
LEXINEXIS	3.6%
SITES	3.6%
BANCO DESARROLLO	2.7%
DUOC	2.7%
MARINA ACCION	2.7%
MINEDUC	2.7%
SII	2.7%

Hotmail, a private website that provides free email service along with access to Messenger and other chat services and Internet groups and communities. is the most frequently visited website.

Google, the Internet search engine comes in second. The third most popular website is that of Terra, a domestic Internet service provider, whose website offers various services (news, reports, weather forecasts, photos, e-mail, chat rooms, etc). In general these three are followed by public and private agencies offering online services.

#### 4.11.4 *Satisfaction with the transactions and errands done online.*

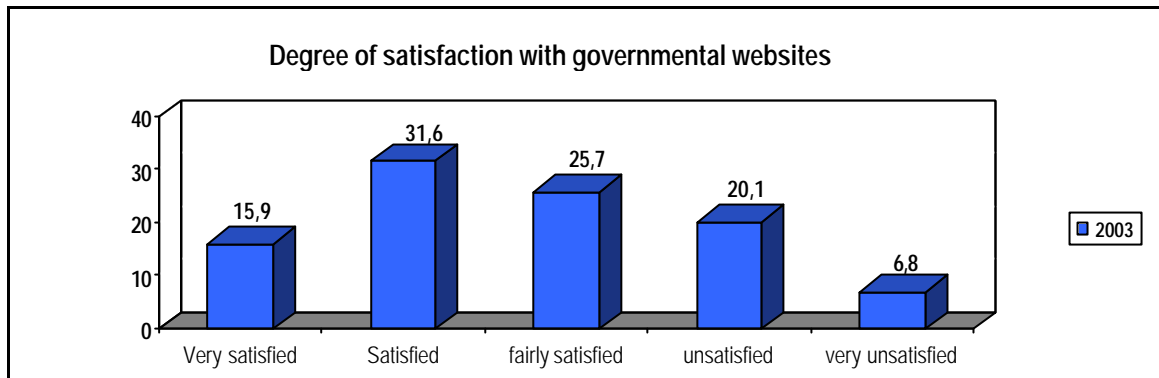
Table 32

<b>SUCCESSFUL COMPLETION OF PAPERWORK AND ERRANDS DONE ONLINE- 2003 -</b>	
	<b>2003</b>
All	14.2%
Almost all / most of them	25. .%
Only some	31. %
Almost none	22. %
None	7. %
Total	100%

Most of the people surveyed find that they haven't been fully successful in getting their paperwork and errands done online, given that only 14.2% of them finds that their efforts have been successful. Besides, 30% of them, (in other words, nearly 3 out of 10 people surveyed) believes that non or almost none of the errands they have done online have met with success.

This is reflected in the satisfaction reported by the people surveyed with respect to the services provided by governmental agencies in their websites. The following figure depicts the degree of satisfaction of the surveyed subjects.

**Figure 32**



One could be tempted to think that the degree of dissatisfaction is directly related with the little or nonexistent effectiveness or success of the online transactions. However, it is not like that at all. The analyses indicate that there is no correlation between both variables.<sup>4</sup>

With respect to the projection of doing such transactions via the Internet, the opinions of the people surveyed are divided. On the one hand, 48.9% say they would not do it and 51.1% say they would. However, 28.8% of this last percentage say they would do it only if they were unable to do it personally.

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<sup>4</sup> Statistic method used: Chi square with 95% reliability.

#### 4.12 ICT competence index

This index was built from the variables linked to the skill level reported by users with respect to each one of the software programs. It varies from 0 (showing no competence to 24 which corresponds to maximum ICT competence). Therefore, the higher the point average on the index the higher the ICT competence level in general.

The analysis is performed by comparing the averages for each one of the relevant variables in the study. This is done to determine the levels or characteristics in which the most important differences in ICT competence or skill level are observed. The following tables and figures were compared for the 2002 and 2003 measurements.

The average index registered for both measurements shows an extremely low level of competence among the people surveyed. However, an increase in the average index is observed (3.7 in 2002 to 3.9 in 2003).

The gender comparison shown in the following table indicates that men have a higher level of ICT competence than women. However, when comparing 2002 and 2003 an important increase is observed in the women's index as well as a decrease in that of the men.

**Table 33**

<b>AVERAGE ICT COMPETENCE INDEX BY GENDER 2002 / 2003</b>		
	<b>2002</b>	<b>2003</b>
Men	5.1	5.0
Women	2.8	3.5
Average Index	3.7	3.9

As regards age, in 2003 the distances among the different age brackets tend to decrease. In spite of that, the ratio observed in 2002, in which a greater age denoted a lower score on the competence index, is maintained.

**Table 34**

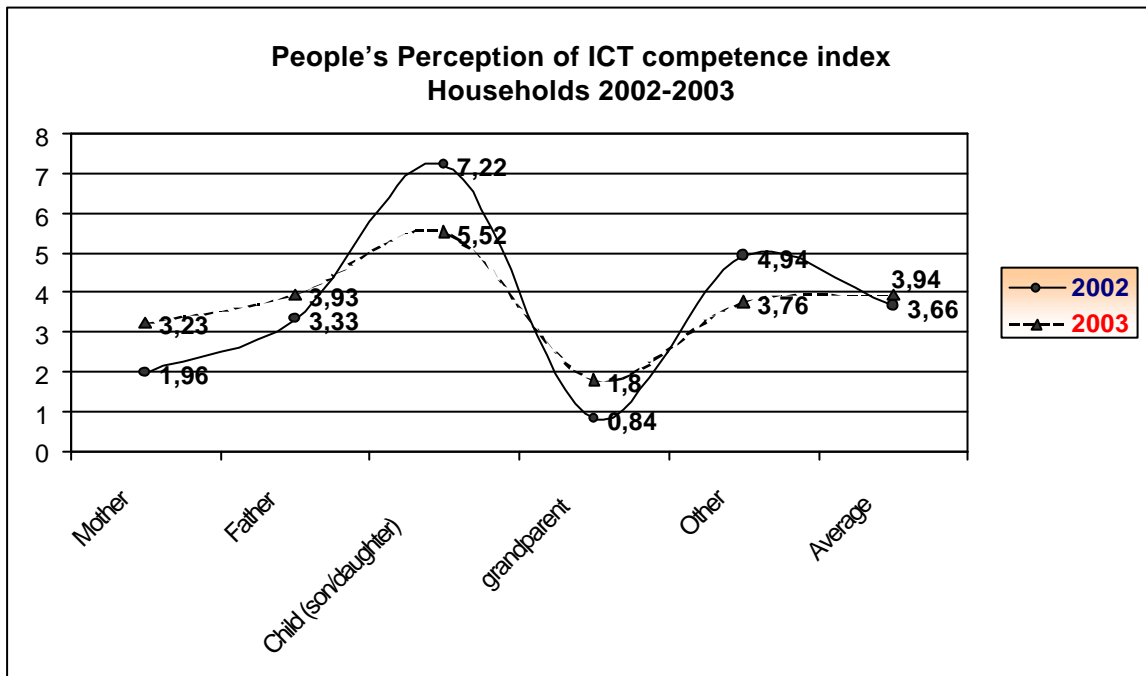
<b>AVERAGE ICT COMPETENCE INDEX BY AGE BRACKET 2002 / 2003</b>		
	<b>2002</b>	<b>2003</b>
Between 18 and 29	7.5	5.7
Between 30 and 50	3.1	3.9
Between 51 and 64	1.6	2.6
65 or older	0.6	2.8
Average Index	3.7	4.0

The increase observed in the average ICT competence index of the mothers surveyed when comparing 2002 and 2003 is noteworthy. This index rose from 2.0 in 2002 to 3.2 in 2003, which coincides with the increase observed when analyzing the index by gender.

Table 35

AVERAGE ICT COMPETENCE INDEX BY ROLE OF THE PERSON SURVEYED 2002 / 2003		
	2002	2003
Mother	2.0	3.2
Father	3.3	3.9
Child (son/daughter)	7.2	5.5
Grandparent	0.8	1.8
Other relative	4.9	3.8
Average Index	3.7	3.9

Figure 33



In the following figure the indexes for the actors mentioned above are compared at the household level.

✓ **ICT index by household income**

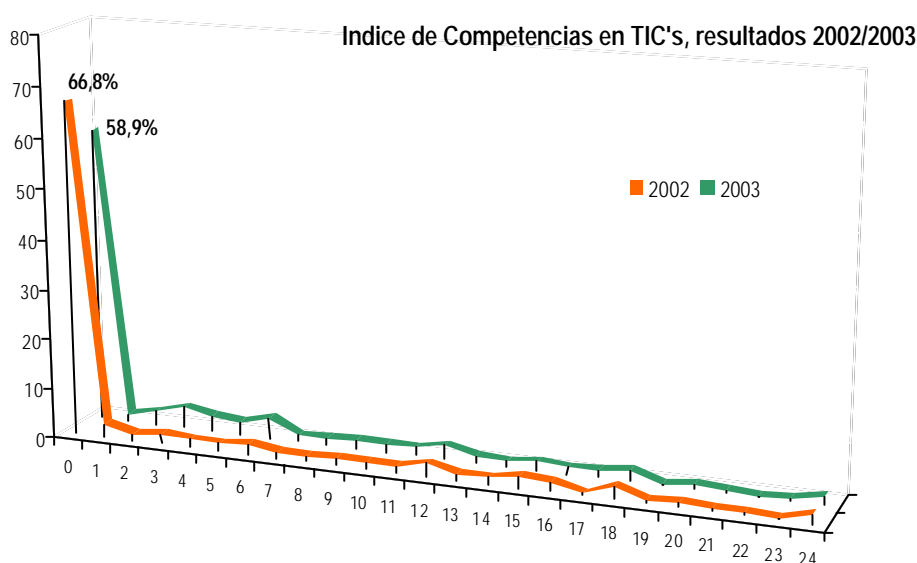
The ICT index increases along with the household income bracket. However, the decrease among the different income brackets registered in 2003 is noteworthy.

Table 36

AVERAGE ICT COMPETENCE INDEX BY HOUSEHOLD INCOME 2002 / 2003		
	2002	2003
Under \$90,000	1.5	3.5
Between \$90,000 and \$120.000	1.5	3.5
Between \$120,000 and \$200.000	2.5	4.0
Between \$200,000 and \$350.000	4.1	4.2
Between \$350,000 and \$600.000	6.1	4.1
Between \$600,000 and \$1.000.000	8.1	5.7
Between \$1,000,000 and \$1.600.000	7.3	8.9
Between 1,600,000 and 2.000.000	11.6	-
Between 2,000,000 and 2,500,000	15.0	-
Over \$2,500,000	23.0	-
<b>Average Index</b>	<b>3.6</b>	<b>4.0</b>

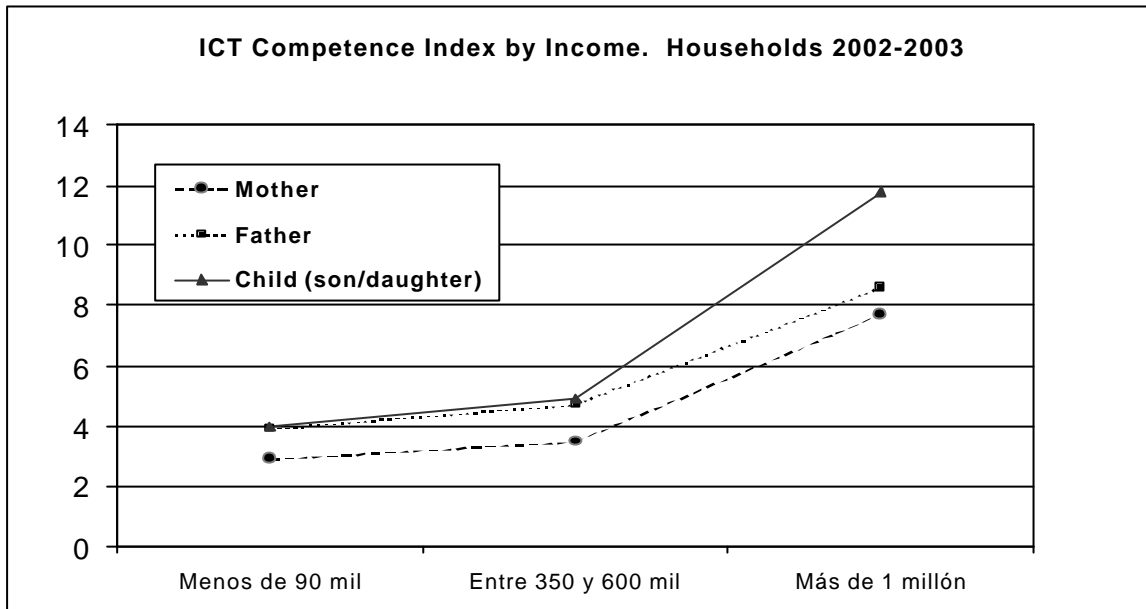
In 2002, 66.8% of the people surveyed had no ICT competence at all. In 2003 this percentage dropped to 58.9%. Hence, **we may conclude that slightly over 800,000 people over 18 years of age have gained some ICT competence**, in other words, they stopped having a zero ICT competence level.

Figure 34



#### 4.13 Digital Gap

Figure 35



**Note:** \$100.000 chileans pesos is equivalent to US\$1055

When analyzing the ICT competence level by household income level, the prevailing digital gap in our society becomes evident. Thus, for instance, while the children from households with monthly incomes above \$1,000,000 pesos score averages of 12 points, those from households with monthly incomes under \$90,000 pesos do not score above 4 points in the ICT index.

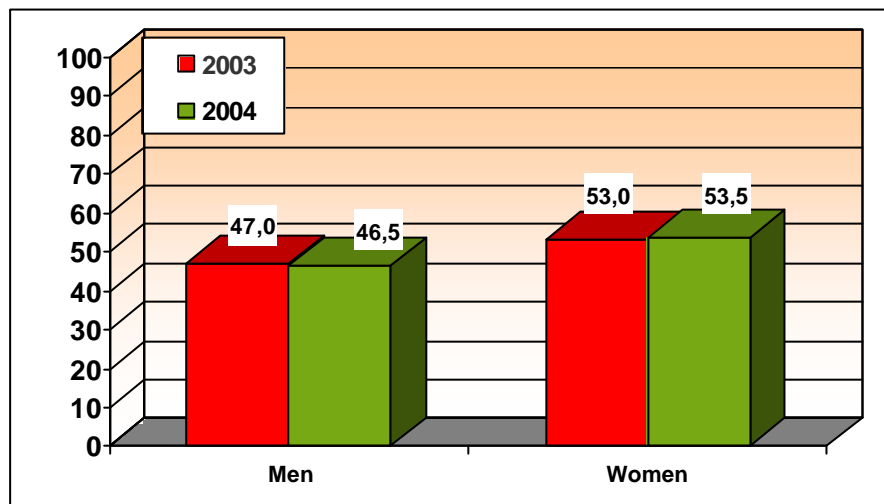
## 5) Library User Profile (User sample 2003-2004)

### 5.1 Characterization of people surveyed in 2003-2004

#### 5.1.3 Gender

The gender distribution of the surveyed subjects is relatively homogeneous in both measurements. The women (53.5% and 53%) outnumber the men (46.5% and 47%). The following figure shows the gender distribution for 2003 and 2004.

Figure 36



#### 5.1.4 Age

The average user age is 25 for both measurements. There are no significant differences in user gender.

Most public library users are young people. In fact, in both 2002 and 2003 slightly over 70% of the total number of users surveyed are 29 years old (70.1 % and 70.5%, respectively). About 23% of them belongs to the 30 to 50 year age bracket, while nearly 6% of them are over 50 years old.

The following figure shows a comparison by age bracket for 2003 and 2004.

Figure 37

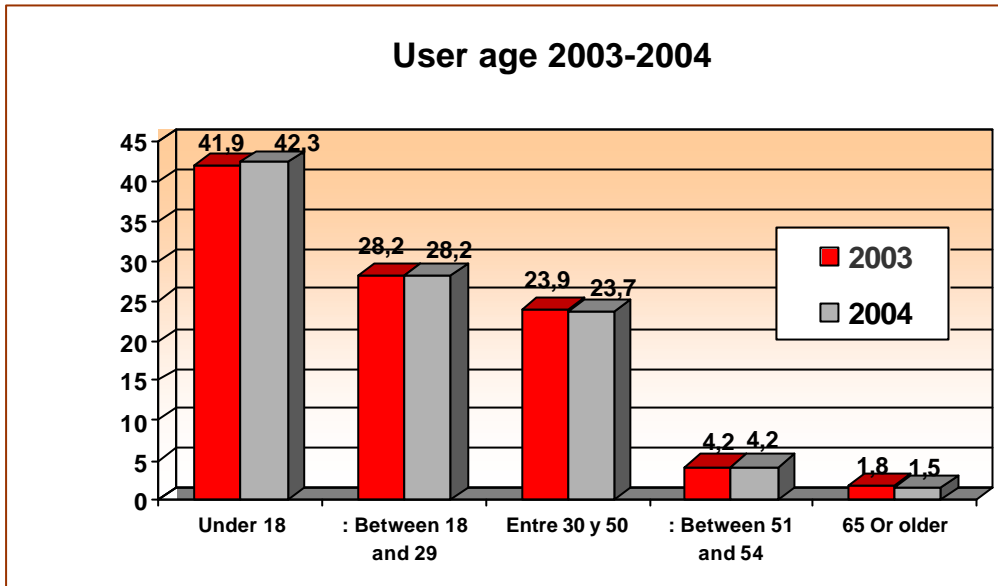
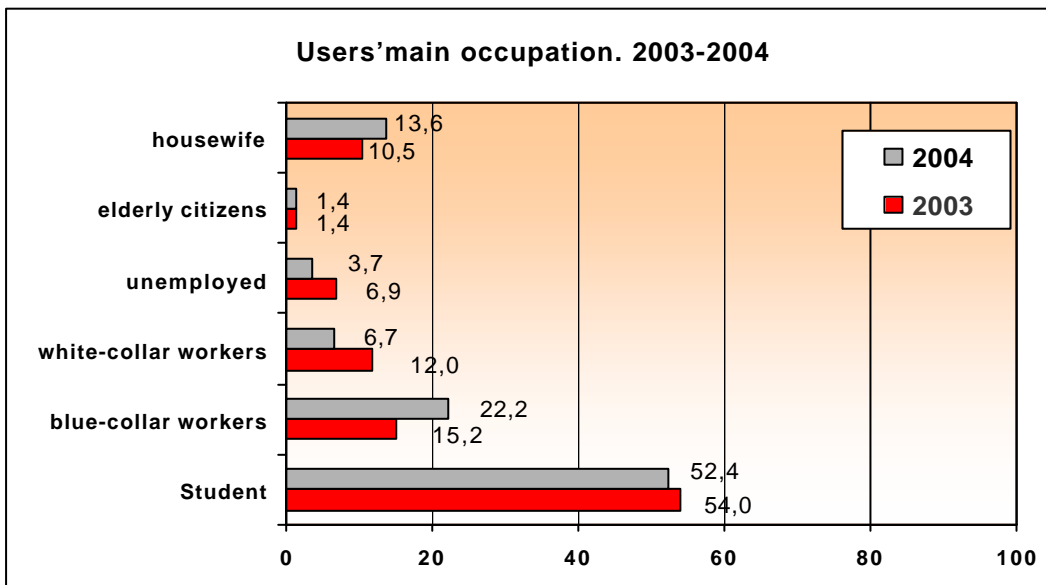


Figure 38



### **5.1.3 Main occupation**

Over half of public library users are students<sup>5</sup> (52.4% and 54% respectively). However, a slight decrease is observed from one year to the other. The number of white-collar workers has also decreased significantly between 2003 and 2004, from 12% to 6.7% respectively.

A 7% increase has been observed in the blue-collar workers (employees, businesspersons and other self-employed people) that visit public libraries in 2004 (from 15.7% in 2003 to 22.7% in 2004). At the same time, the percentage of housewives that uses public library has increased (from 10.5% to 13.6% in 2004).

#### **In brief**

- ✓ User distribution remains the same with respect to gender and age between one measurements and another.
- ✓ For both years, female users make up approximately 53% of users, while male users make up nearly 47 %.
- ✓ Most public library users are young people. In fact, about 70% of users in 2003 and 2004 are under 29 years of age. Adults over 50 only make up 15% of the total users.
- ✓ To change has been observed in users' occupation. The percentage of blue-collar workers and housewives has increased.

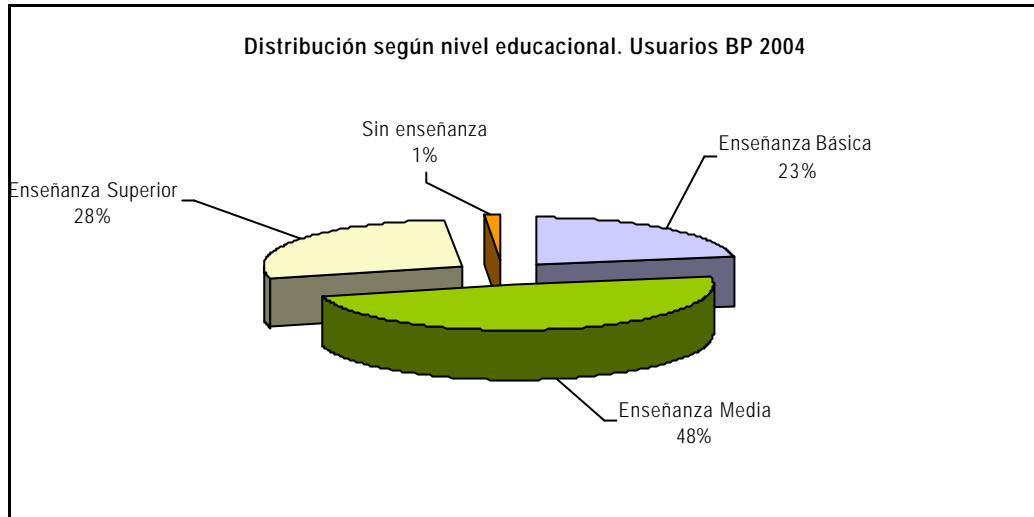
### **5.1.4 Users level of schooling in 2004**

Nearly half the public library users (47.9%) surveyed reports having a high school education (complete and incomplete). Another 27.9% reports having a higher education, either technical or university (complete / incomplete). 22.9% of users reports having a primary school level education (complete / incomplete). Only 1.4% of those surveyed who answered this question does not have a formal education. There are no statistically significant differences at the educational level of users with respect to gender.

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<sup>5</sup> This includes students from primary school, high school and higher education..

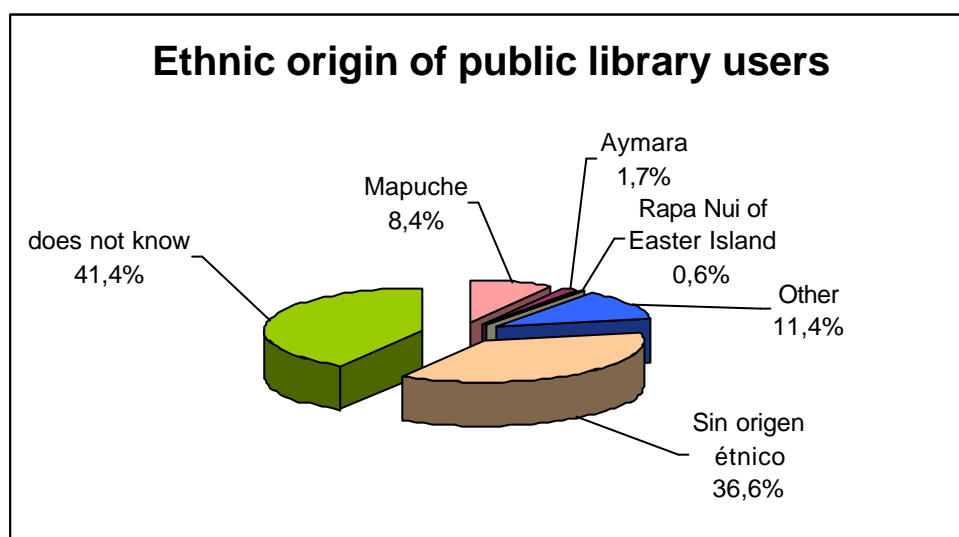
**Figure 39**



### 5.1.5 Ethnic background of users 2004

If we consider the ethnic background of public library users, we observe that 8.4% of users admit having a Mapuche background, 1.7% belonging to the Aymará people and only 0.6% see themselves as belonging to the Rapa Nui of Easter Island. There is an 11.4% of people surveyed who believe they are descendants of other unspecified ethnic groups. Nearly 40% of users do not consider themselves and descending from any ethnic group (36.6%), while 41.4% do not know or claims not to know their roots or ethnic background.

Figure 40



### 5.1.6 Users' income level 2004

The incomes supplied by the national agency in charge of socioeconomic classification (CASEN), are distributed in quintiles which group the poorest 20% of the population in the first quintile and the wealthiest 20% in the last quintile, distributing the remaining 60% among the second and fourth quintiles. In 2003, the average family income of the first quintile was \$104,154; that of the second was \$221,048; that of the third was \$320,384; that of the fourth was \$502,848 in that of the fifth was \$1,494, 088 (CASEN 2003).

They used on the monthly family income levels reported by public library users, we may conclude that 65.1% of them belongs to the two lowest family income quintiles (CASEN 2003). In fact, 39.6% belongs to the first quintile given that their average family income is \$105,000. Another 25.6% of such users belongs to the second quintile, reporting incomes of \$160,500 per month.

The above proves that the target population of the project was chosen accurately, given that over 60% of its beneficiaries belongs to the poorest segments of our society.

### 5.1.7 User membership 2004

It is interesting to note that 40% of public library users are active library members (38%). The average age of users is 26.9 years. There are more female members than male members (54.8% and 45.2 respectively).

Based on the analyzed data we observe the users who are not members of the public library are young people (under 29). Their average age is 23.6 years, in other words 3.3 years less than the average age of the users who opt for membership.

Figure 41

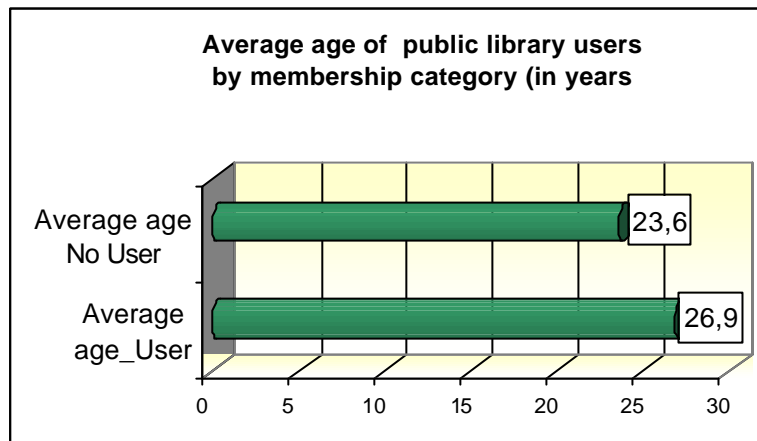
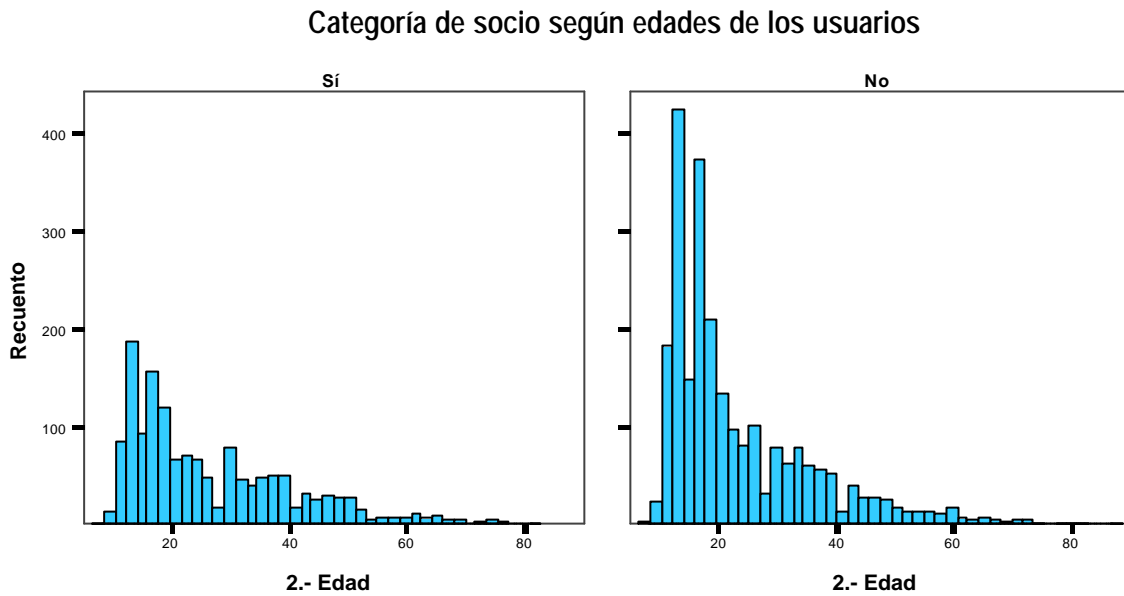


Figure 42



**Note:** Membership category by user age

- ***Library membership and ICT training***

Being a member of the library enables users to establish a closer relationship and communication with the library staff in charge of the BiblioRedes project. For instance, half of the users who have been offered ICT training of the public library are library members.

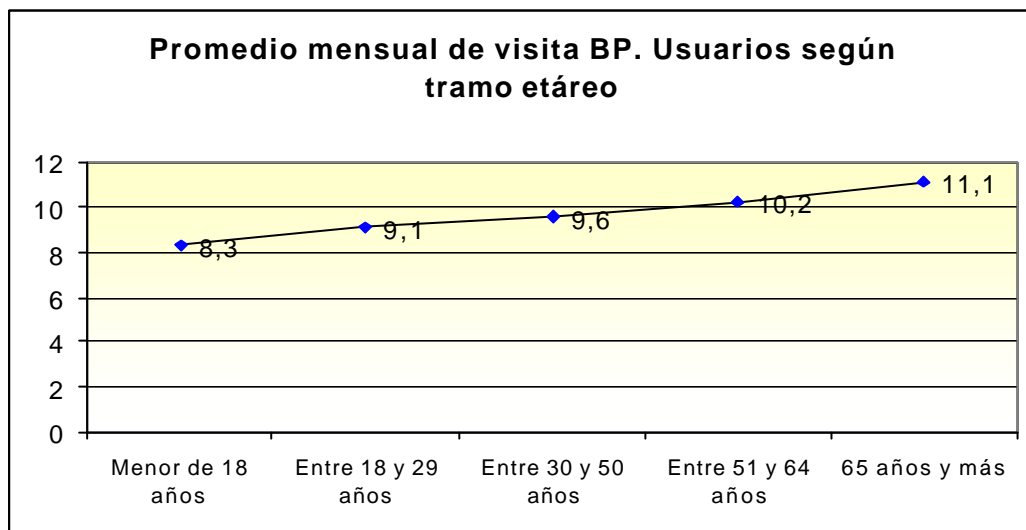
## 5.2 Users' behavior patterns

Most of the users live around the public library BP, given that they take 15 minutes or less to get the library. A smaller percentage (4.9%) takes over an hour to get to the public library.

### 5.2.1 Frequency of visits

Most users averaged a number of 9 visits to the public library over the last 30 days. On average men are the ones who visit the public library more frequently. On the other hand, the average frequency of visits to the public library increases along with the age of users.

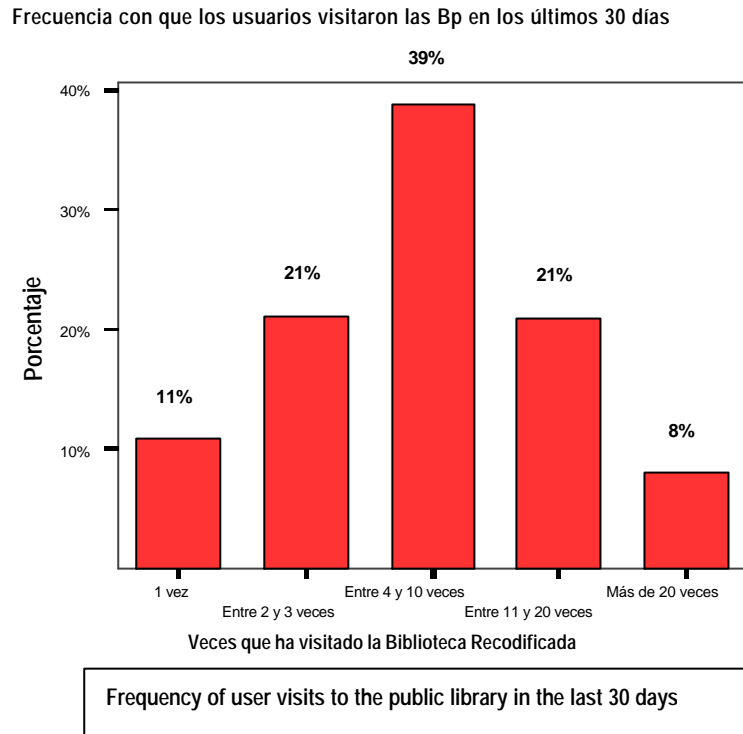
Figure 43



Monthly average number of visits to the public library by age bracket

Merely 10.4% of users visited the public library only once over the last 30 days. Nearly 40% of the users surveyed visited the public library between 4 and 10 times in the last month. The 8.1% of users who reports having visited the public library over 20 times in the last month, which means they visited the library an average of five times during the week we would go week, is relevant.

Figure 44

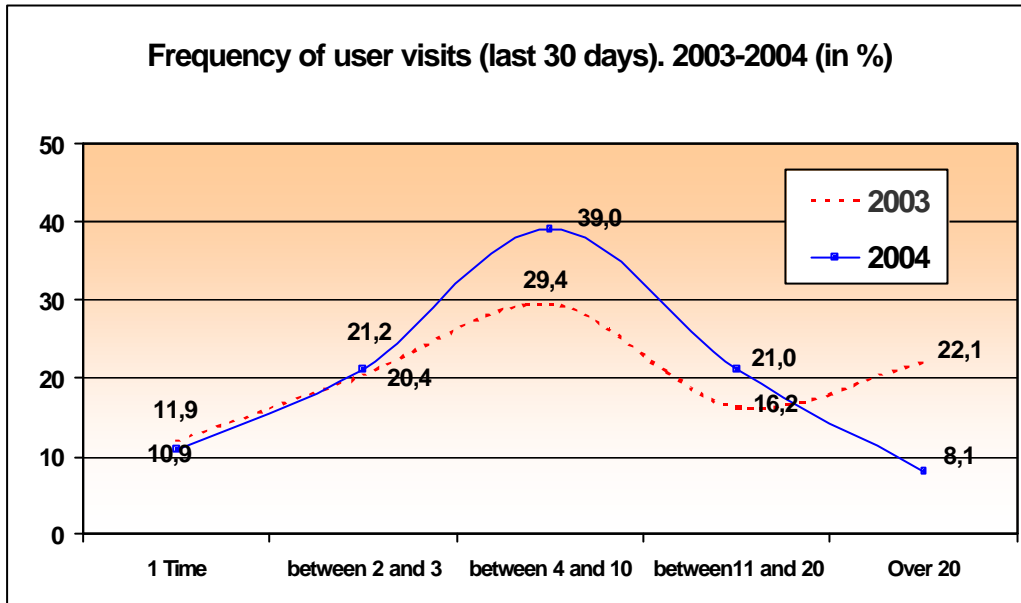


Beyond gender and age differences among the users surveyed, the fact worth pointing out is that users go to the public library twice a week on average.

✓ **Comparison of average monthly visits. User sample 2003-2004**

Between 2002 and 2003 there is a drop in the percentage of users who go to the public library on an almost daily basis (from 22% to 8%), as well as a significant increase in the percentage of people who reports going to library once to four times per month (from 29% to 39%). The following figure reflects the change in this users behavior pattern:

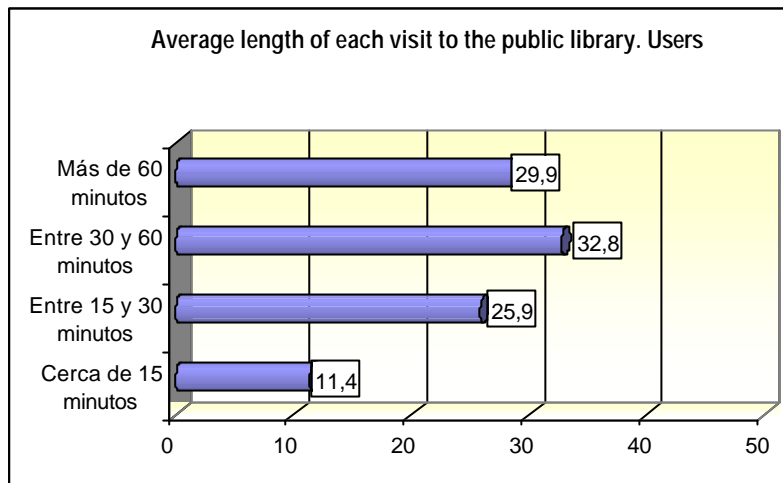
**Figure 45**



**5.2.2 Length of stay at the library**

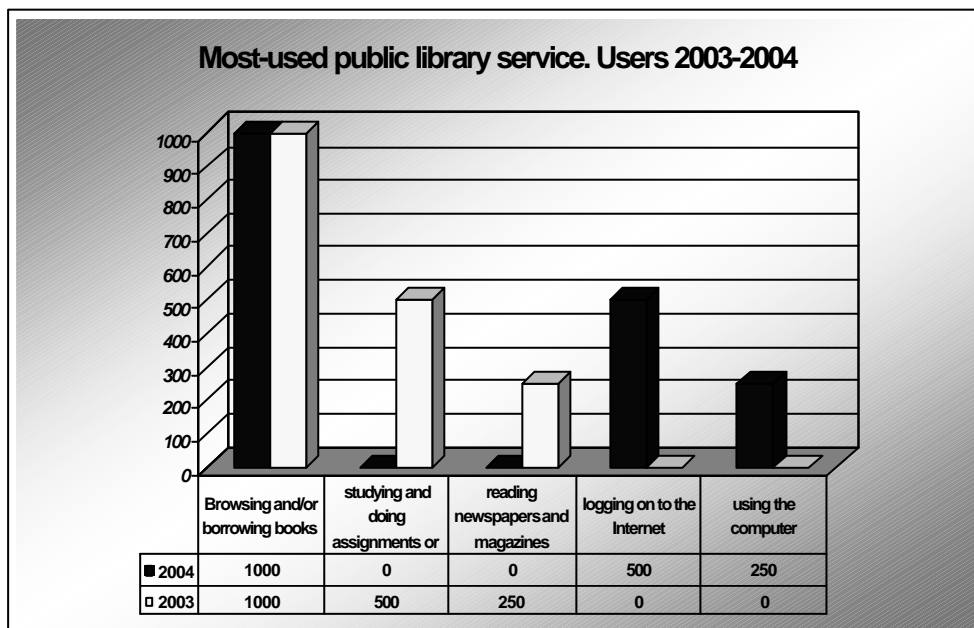
About one-third of users indicate that they spend over one hour at the public library per visit. A similar percentage (32.8%) reports staying 30 to 60 minutes. Another 25.9% of users stay between 15 to 30 minutes each time they visit the public library. And 11.4% of users remains about 15 minutes at the public library.

Figure 46



### 5.2.3 Reasons for visiting the public library -User sample 2003-2004

Figure 47



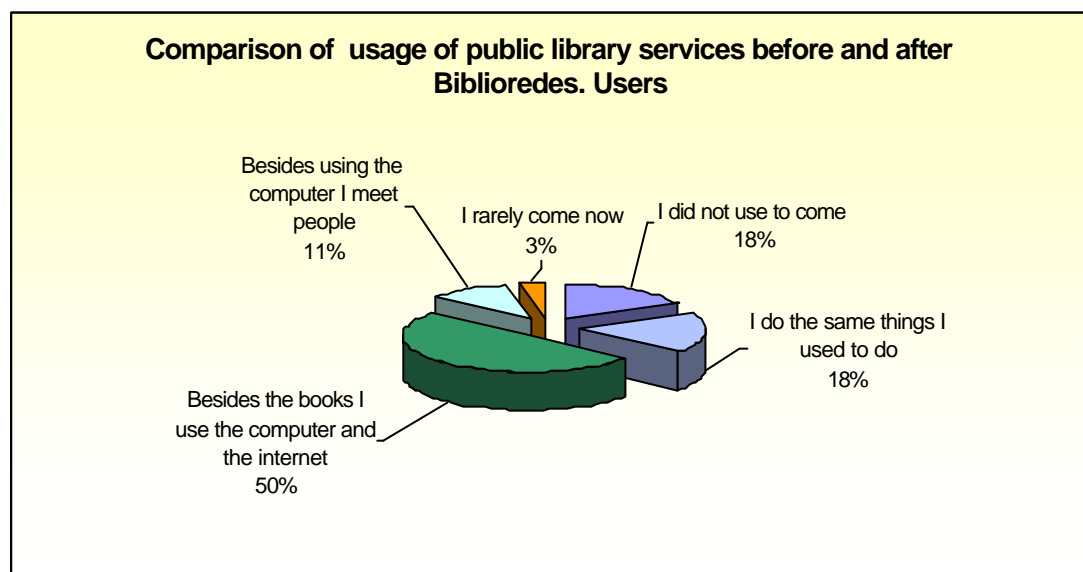
Browsing and / or borrowing books is still cited as the most important reason for visiting the library. The Internet is mentioned in second place, and computers are mentioned in the third place, replacing that of 'studying or doing homework' and 'book reading' which were mentioned in the second and third place respectively in 2003.

Thus, it is interesting to see how along with the traditional services provided by public libraries, such as the access to books and borrowing of books and textbooks, the use of information and communication technologies stands out as one of the reasons most frequently reported by users for going to public libraries.

✓ **Changes generated by the BiblioRedes project**

Important changes in the reasons cited for visiting the public library triggered by the BiblioRedes project have been observed:

**Figure 48**



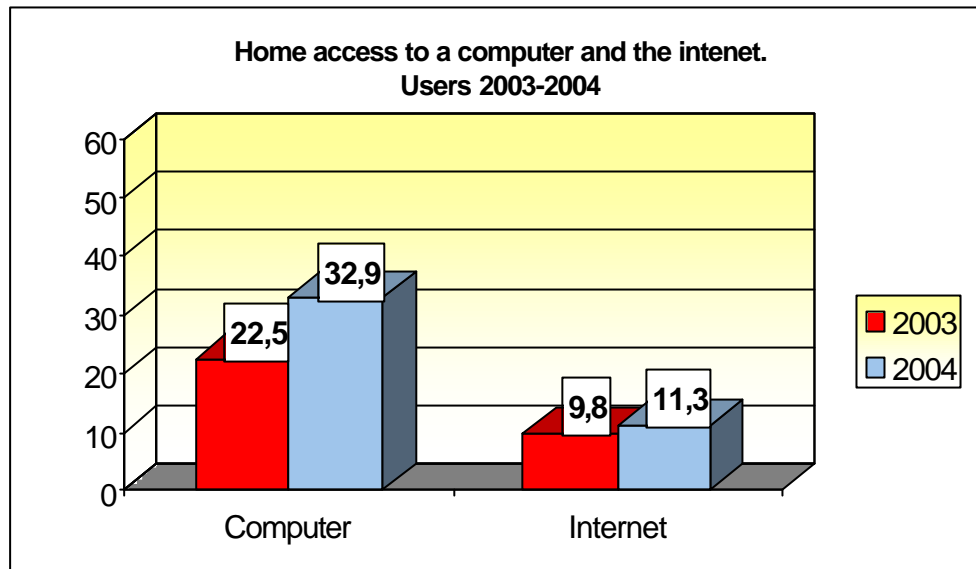
- ✓ Half the users (50%) now reports combining book browsing or borrowing with the use of computers and the Internet.
- ✓ 18% of users attributes their current presence at the public library directly to the project by declaring that they did not use to visit the library before.
- ✓ 11% visit the library to use the computer and also use the library as place in which to meet people.

Hence, 79% of current users report using computers at the library, either preferentially (they did not use it before), combining a more traditional use with a more innovative one (books and ICTs), or combining it with the social relationship aspect (ICTs and a place of social exchange). 82.6% of users claim to be satisfied or very satisfied with the current services provided by public liability.

It is possible to conclude that the Introduction of ICTs at the public library has been perceived and incorporated positively both by the library staff member in charge of the project as well by the users of such services.

## 6) Access and use of computers and the Internet - User Sample

Figure 49



### 6.1 ICT, availability in the household -user sample

There has been a 10.4 % increase in total number of public library users who reports having a computer at home, between both measurements. In spite of this, a great majority of users does not own a home computer:

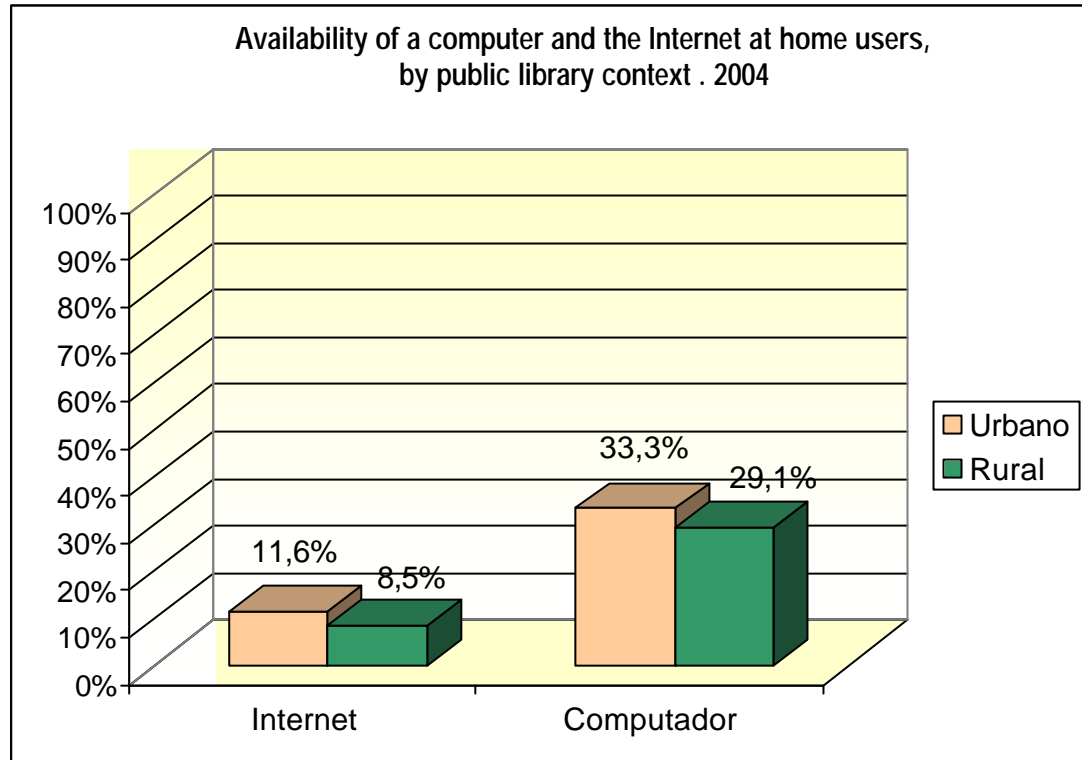
- ✓ In 2004, 67.1% of users do not own a home computer. The percentage increases to 88.7% in the case of the Internet.

- **Availability by geographical context -User sample 2004**

With respect to the availability of computers in the household, and no statistically significant differences are observed between users from urban and rural sectors, even though the percentage of users from urban libraries who own computers is slightly higher. In the case of urban public library users 667% do not own a home computer. This percentage goes up to 70.9% in the case of rural households.

Just as occurs in the case of home computers, the observed differences in the access of Internet at home are not statistically significant according to context. However, very' stranded in the case in users who visit urban libraries, given that they have a higher percentage of Internet access at home than the rural users do.

Figure 50



- **Availability by income level - User sample 2004**

Statistically significant differences are observed in the availability of computers at home according to the household income level. Furthermore, the higher the income bracket the higher, the percentage of those who report having a computer at home. Situation is reversed when dealing with incomes above \$1,600,000 pesos. The difference between those who have an income of \$90,000 (13.3%) and own a computer and those who have a higher income (between \$1,001,000 and 1.600.000) and own a home computer (84.2%) is very wide. There is a difference of over 70% between the two groups of users surveyed.

**Figure 51**

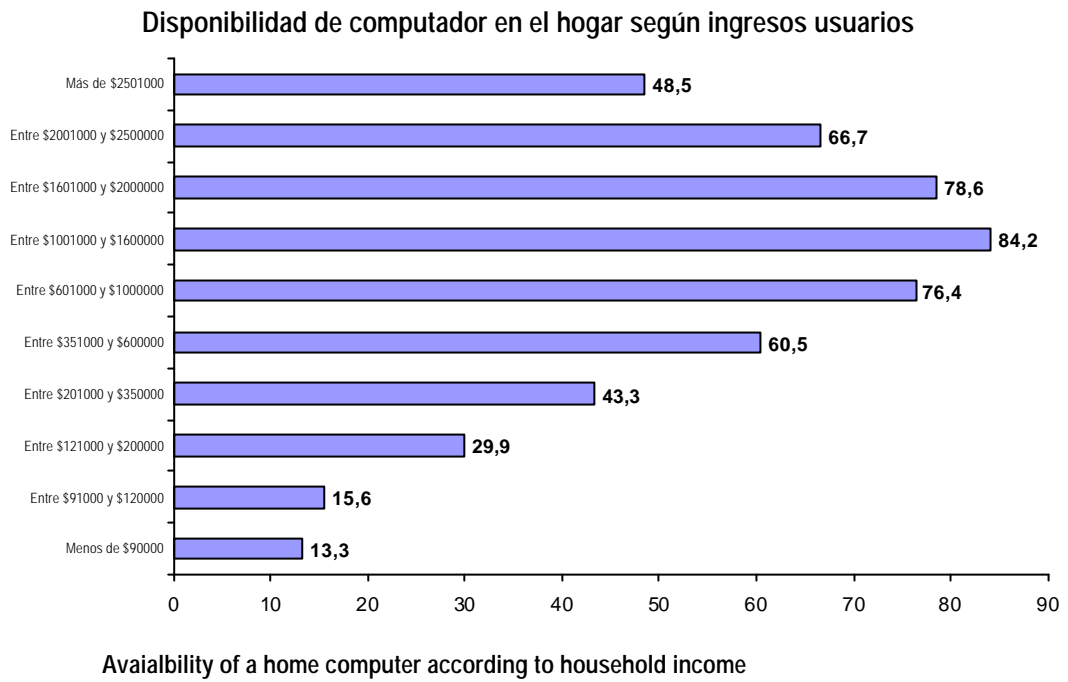
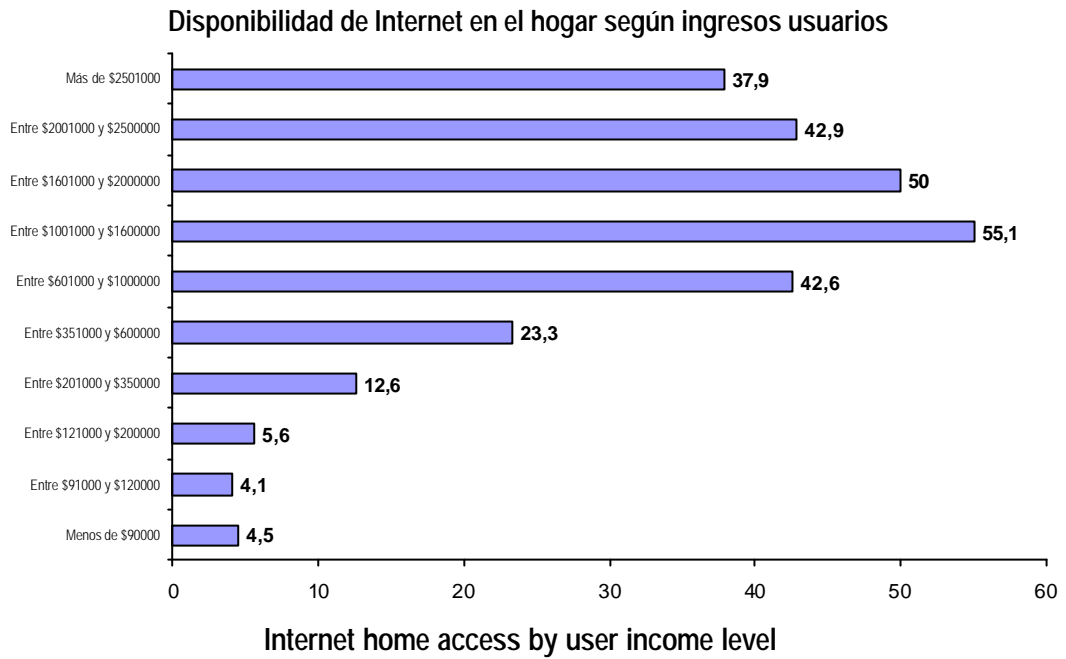


Figure 52



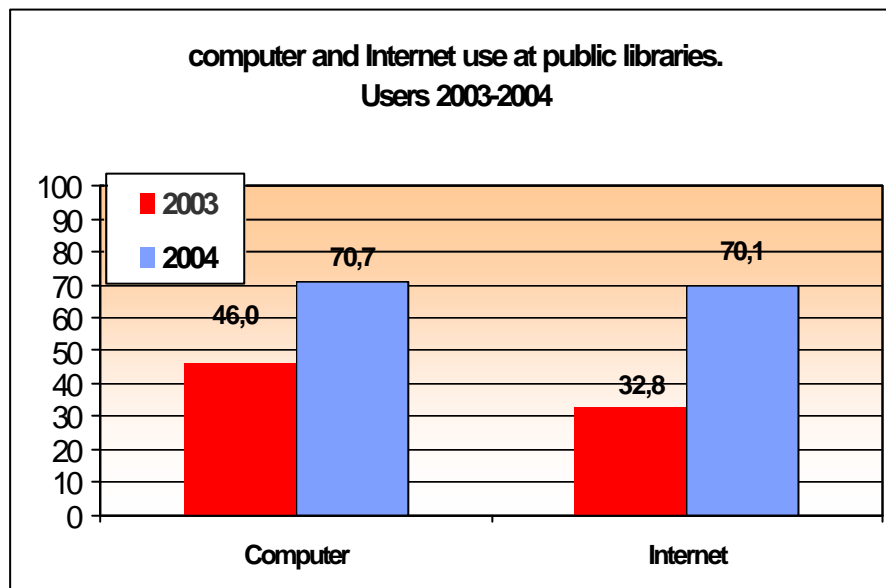
When analyzing the household income level of users and the availability of Internet home access, the trend observed in the case of computers and income is repeated.

## 6.2 Use of computers and the Internet when visiting the public library -User sample

There is a marked increase among the people who report using the ICTs available at the public library between both measurements. In the case of the computer to percentage rose from 46% to 71% in 2004. This means that approximately 7 out of 10 users who visit the public library also use the computers available in them.

The increase is even more evident in the case of the Internet. In fact, while in 2003, merely 33% admitted using the Internet at the public library, in 2004 that percentage rises to 70%. Hence, in the last year the percentage of users who use the Internet at the public library is almost identical to that of those who use computers. This in turn indicates that 7 out of 10 users who visit the public library use the Internet and that the use of computers is closely linked to the access provided along with this service.

Figure 53

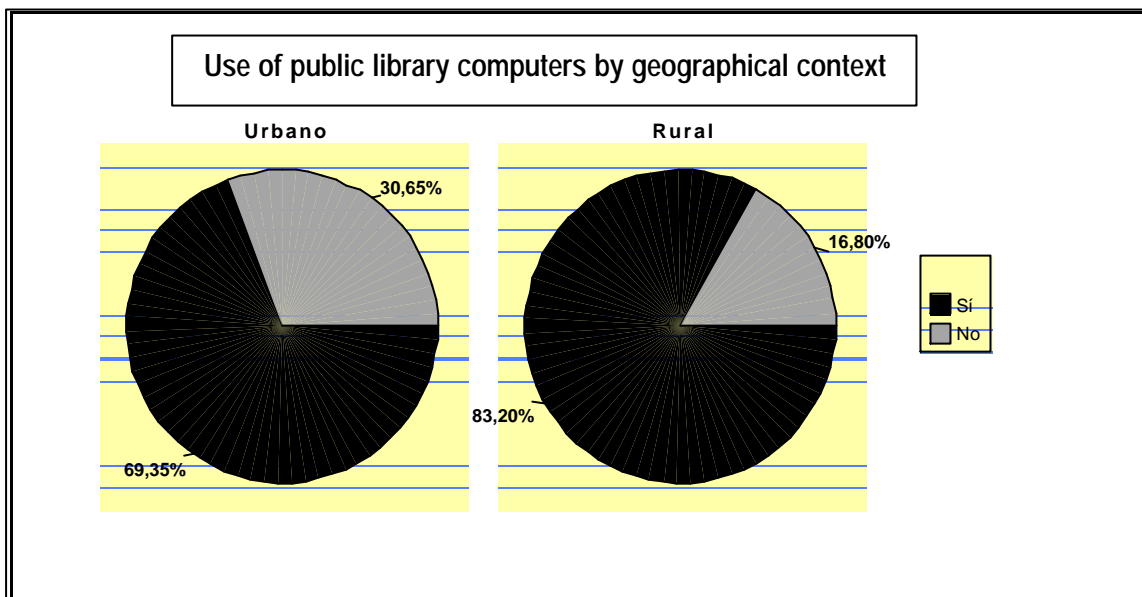


- An increase of 24.7 % in the case of computers PC and
- An increase of 37.3% in Internet use

✓ ICT at the public library by geographical context

It is interesting to note that rural public library users have a higher percentage in the use of computers than urban library users (83.2% and 69.3% respectively). This implies that the access to ICTs in such public spaces contributes significantly to the achievement of greater social inclusion in more isolated and underprivileged sectors such as rural areas.

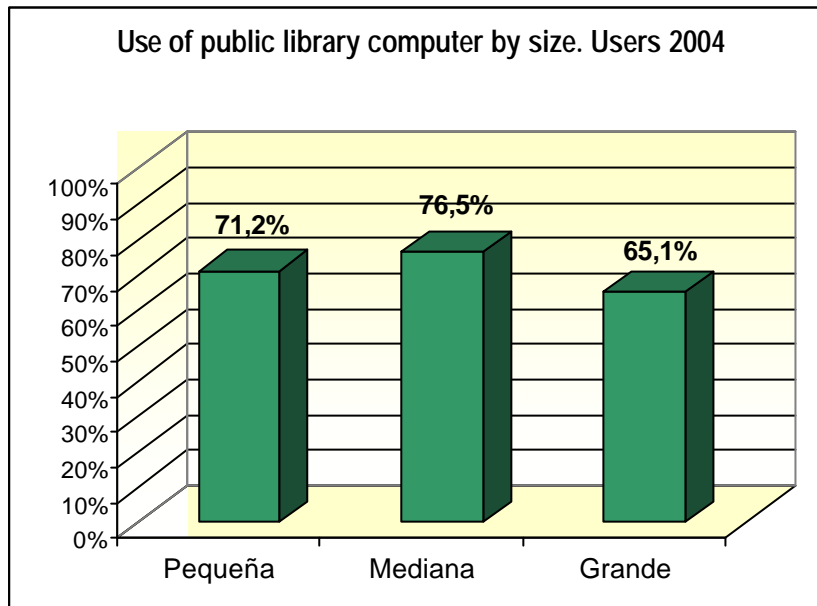
Figure 54



✓ **ICT use by public library size**

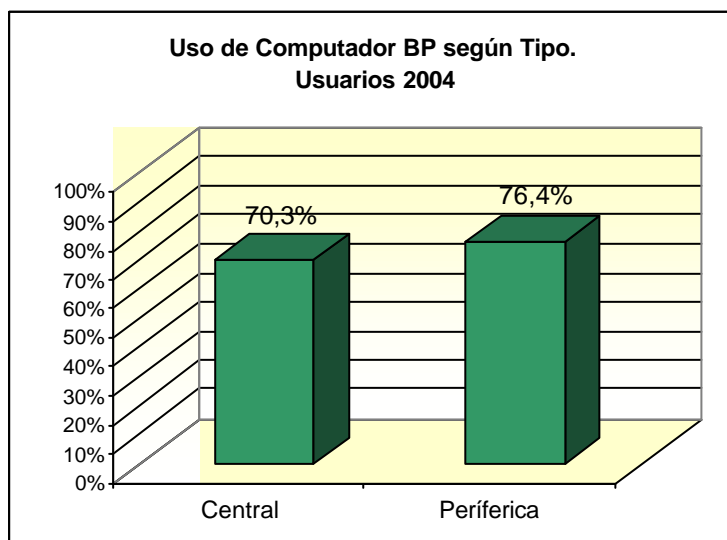
Statistically significant differences are observed in the use of computers at public libraries according to the size of the library. Thus, 71.2% small public library users reports having library used library computers, while in the case of medium-sized in large libraries such percentage reaches 76.5% and 65.1% respectively.

**Figure 55**



With respect to the type of library, the percentage of users from peripheral (not independent) libraries who use computers is higher than that of central (independent) library users (76.4% and 70.3% respectively).

**Figure 56**



**Use of public library computer by type. Users 2004**

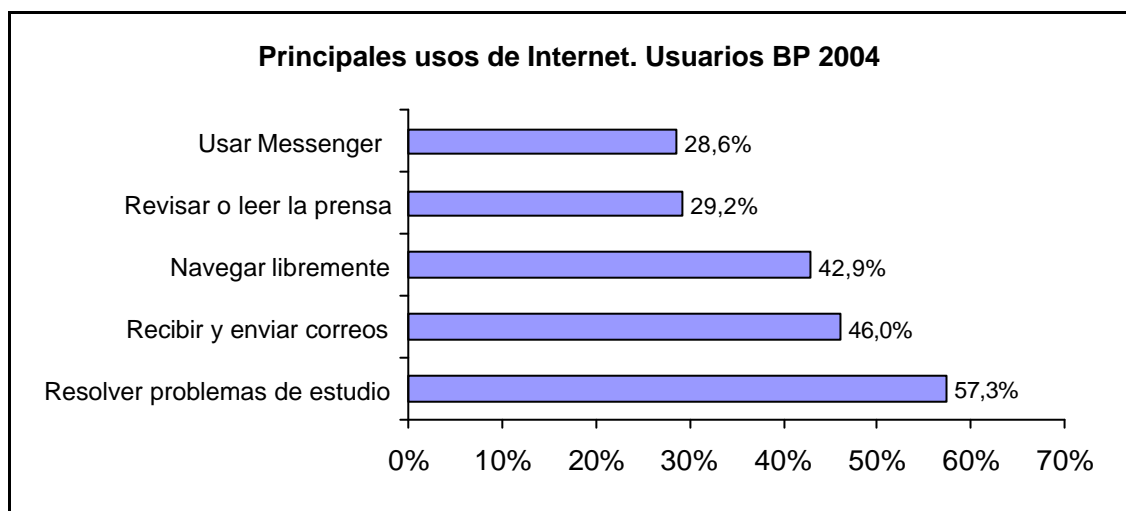
### 6.3 Frequency of public library computer and Internet use

Sixty five point four percent (65.4%) of those who use computers does so always or nearly always. This implies that aside from the use of computers, the frequency is also high. In the case of the Internet, 66% of those who use public library computers, always or nearly always logs on to the Internet. Thus, alike the previous case, a high percentage of percentage of those who use library computers also log on to the Internet.

### 6.4 Internet use at the public library

Among the five main reasons public library users cite for logging on a to the Internet the first one is the search for information to solve study-related problems (57.3%). In the second place users mention the use of e-mail (46%), then free surfing (42.9%). Finally with 30%, users report logging on the Internet to read news or interact with others via the Messenger software.

Figure 57



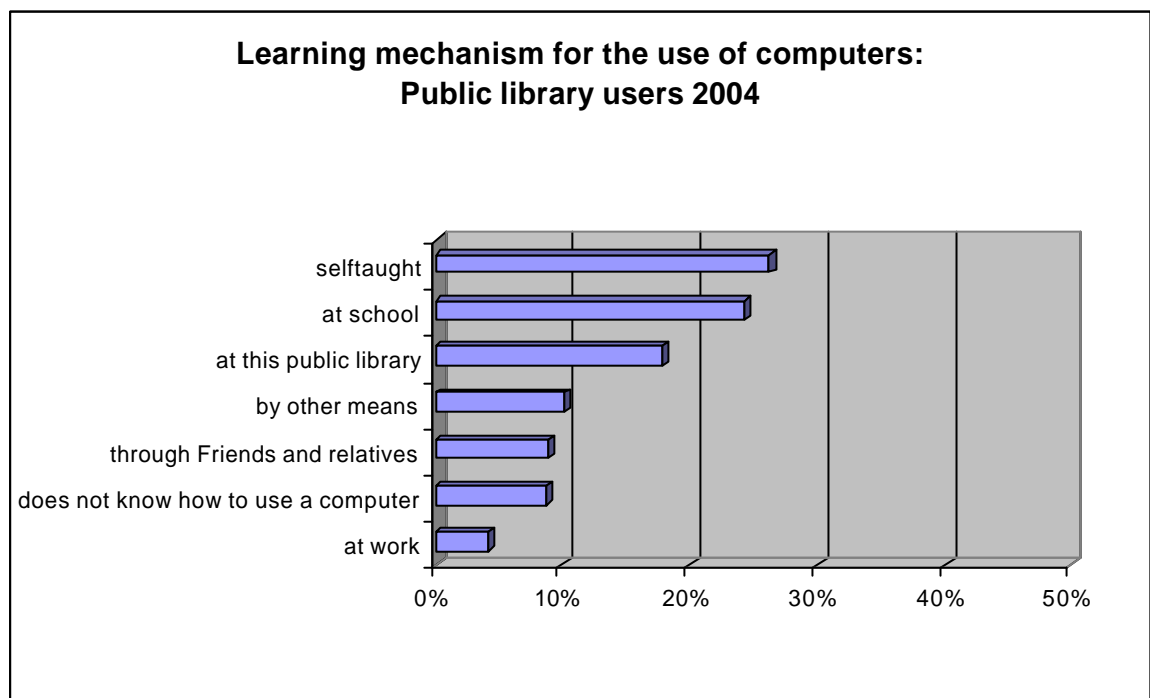
Main uses of the Internet. Users 2004

The least frequent reasons mentioned are e-shopping (2.7%); visiting XXX websites (4. 8%) and y el looking for business opportunities (7.6%).

## 6.5 Learning strategy

Twenty-six point two percent (26.2%) of users report having learned how to use a computer by themselves. Out of this group, 24.3% say they learned how to use a computer at primary school or high school. The percentage of those who say they learned how to use a computer at the library (18%) is relevant. This is important given that the BiblioRedes project has only been training people to use computers for the last year. It is also interesting to observe that a lower percentage (4.1%) say they learned at their workplace. This shows the importance of training people in ICTs before they join the workforce. It is important to know note that 8.6% of public library users reports not knowing how to use a computer. The following figure shows the distribution according to the different strategy and mechanisms used.

Figure 58



In comparison to learning how to use a computer the percentage of users who learned how to use the Internet at public library is higher. In fact, slightly over 20% reports having learned how to use this tool at the public library. The relationship observed between learning to use a computer and the participation in training is the same as that observed when learning to use Internet.

- ***Relationship between training and the way users learned how to use a computer***

Nearly 90% of users report having learned how to use a computer at the public library (87.3%). They also report having taken part in training activities to learn how to use a computer and the Internet.

## 6.6 Profiles of users who cannot use a computer

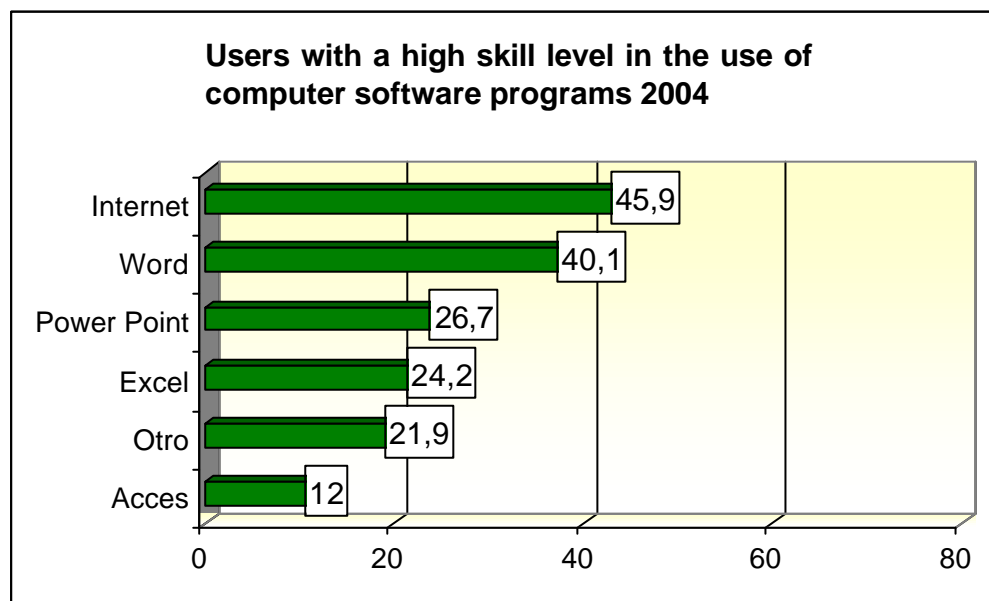
Over half the users (54.4%) who do not know how to use computers are under 29 years old, and most of them are women (60.8%). This helps identify the potential target population for the current and future training programs provided by the BiblioRedes project.

## 7) ICT competence level - Public library users

### 7.1 Perception of the ability to use different types of software

The study has differentiated different levels with respect to the ability to use software, they used alone and users' self-perceptions. Undoubtedly, the Internet is the tool that users consider they have the highest level of ability in. Thus, 45.9% to have a high or very high skill level in the use of this tool. This is followed by the Word word processing software in the use of which 40.1% consider they have a high or very high skill level. The following figure contains users self-perception on their skill level in different types of software.

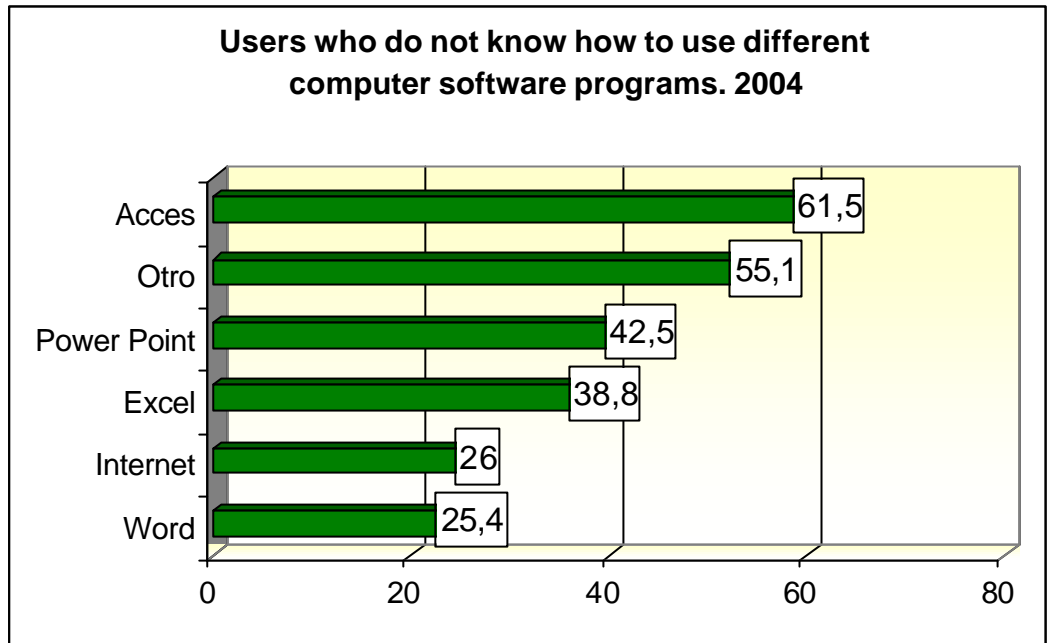
Figure 59



The percentage of users who report not knowing how to use the different types of software evaluated in the study, is 25.4% and 65.1% for Word and Acces respectively.

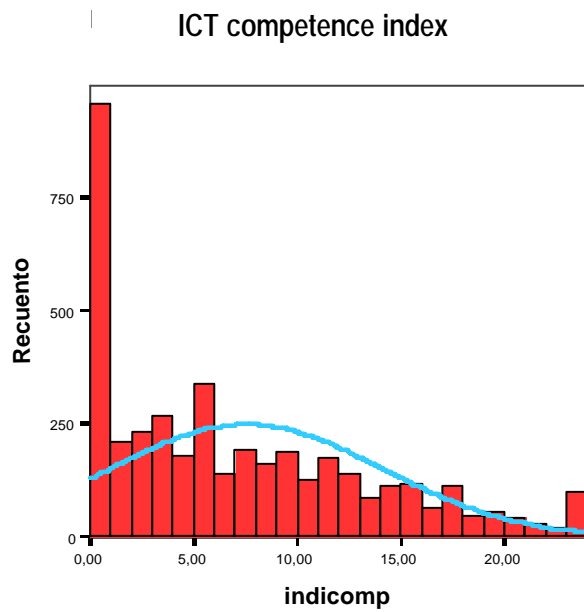
The figure below shows the percentage of users who cannot use the main types of computer software.

Figure 60



## 7.2 ICT competence level -User sample 2004

Figure 61



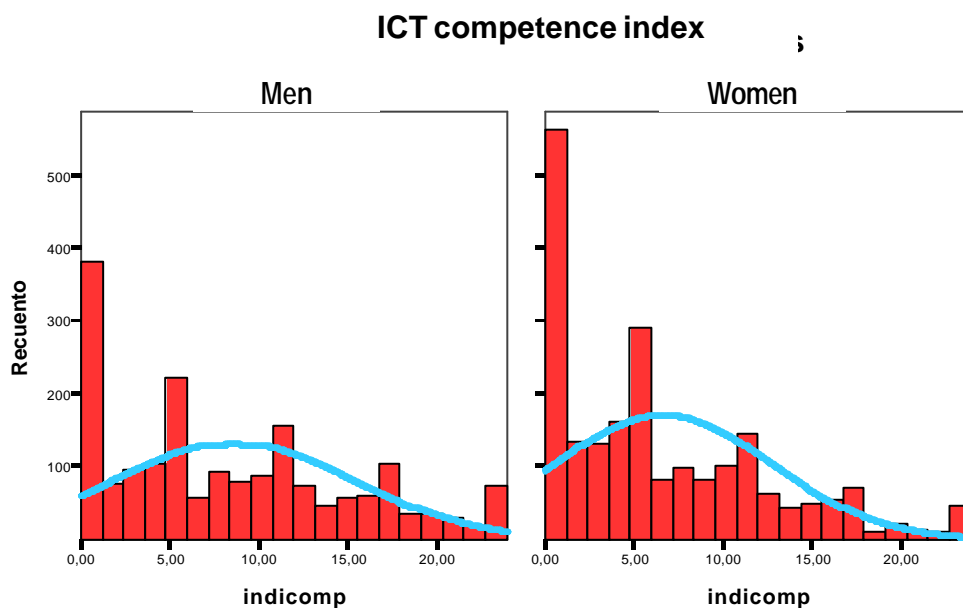
We built an index to determine the ICT competence level of users based on the indicators related to their self-perceptions with respect to their skill level in the use of 6 types of software considered as the most important in popular ones: Word, Excel, PowerPoint, Access, the Internet and the category containing on the software programs among. The index varies between 0 indicating no competence, and 24 indicating maximum competence. Therefore, higher point average in the index reflects higher ICT competence level.

As shown in the previous figure, the average index is **7.6 points**, the most repeated value corresponds to the users have no level of competence in ICTs at all. The percentage of those users with no ICT competence level is 17.5%.

#### a) ICT competence index by user gender

Men show a higher point average than women, which in turn means that they have a higher ICT competence level than women. In fact, men average 1.9 more points than women (8.6 and 6.7 respectively).

Figure 62



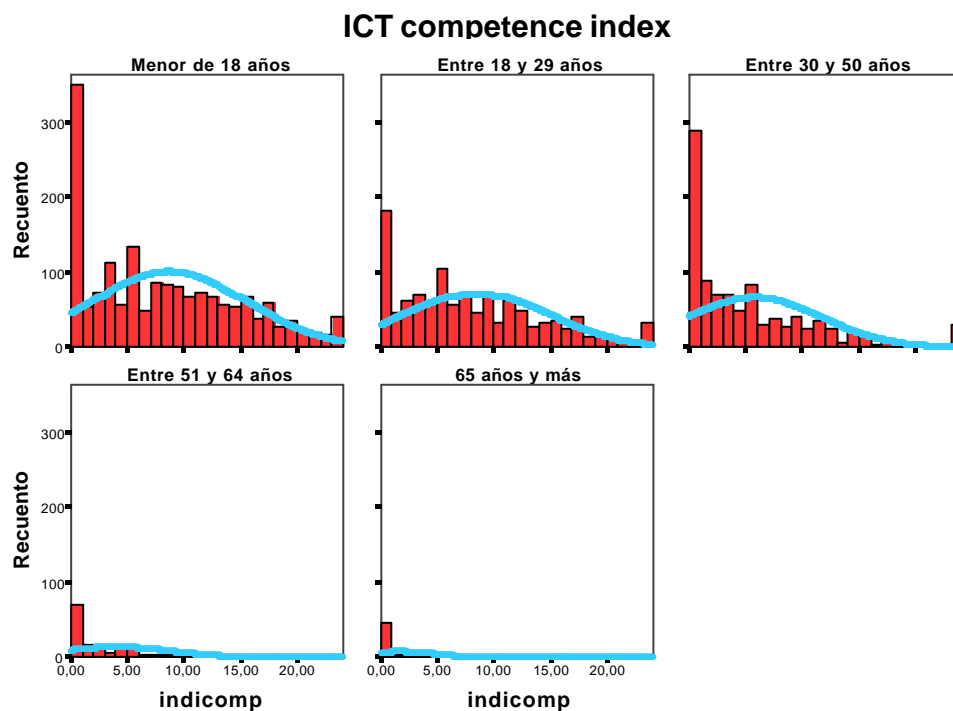
**b) ICT competence index by user age**

There is a direct relationship between user age and the ICT competence index: the higher the age group the lower the ICT competence level. In fact, over half the users over 65 years old have no ICT competence whatsoever.

**Promedio de índice de competencias en Tic's según edades de los usuarios.**

indicomp			
Edad en tramos etáreos	Media	N	Desv. típ.
Menor de 18 años	8,6	1720	6,78654
Entre 18 y 29 años	8,5	1148	6,39818
Entre 30 y 50 años	5,7	965	5,91941
Entre 51 y 64 años	4,0	171	4,91978
65 años y más	1,7	63	3,20602
Total	7,6	4067	6,56688

Figure 63



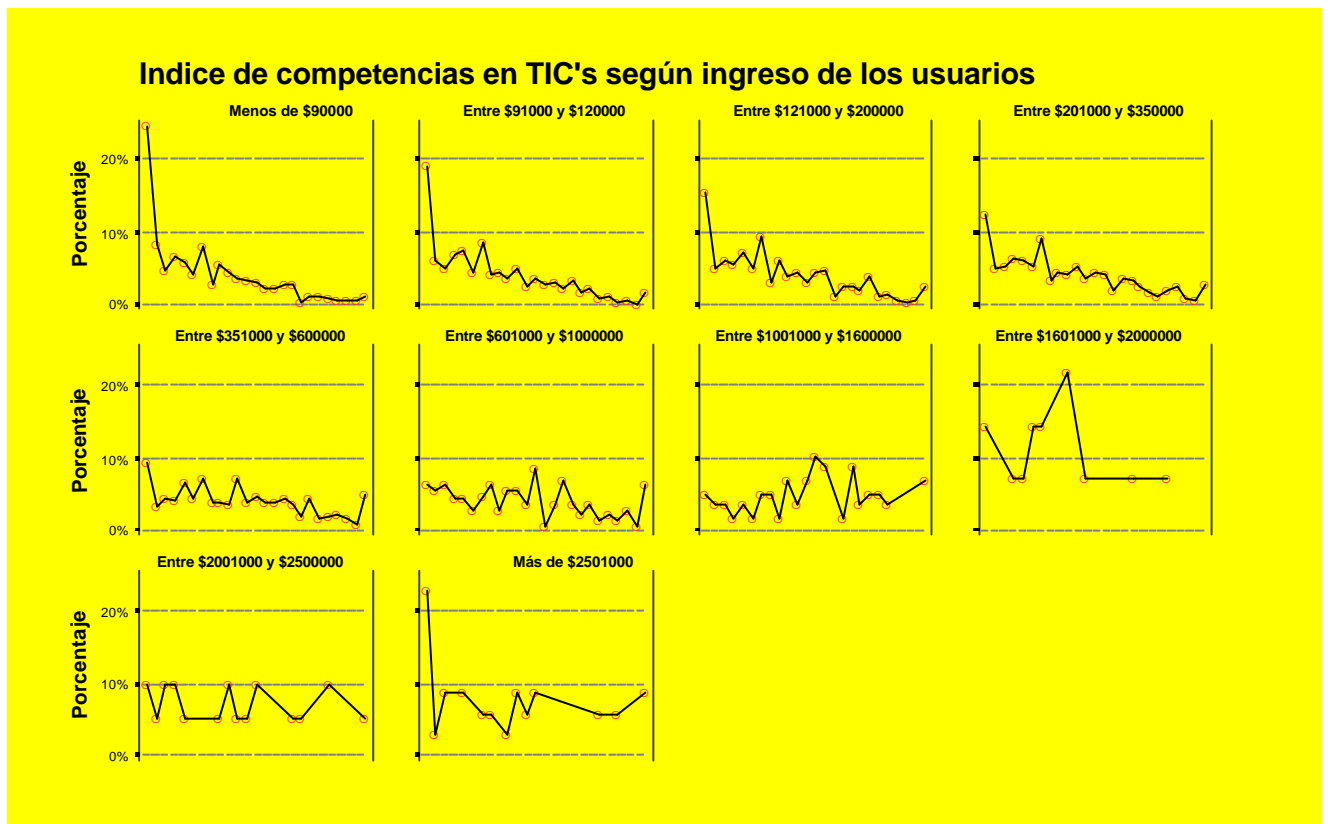
**c) ICT competence index by household income**

The last table of this report shows the relationship between the ICT competence index and the income level of users.

**Report**

INDICO			
	Mean	N	Standard deviation,
Under \$90,000	6.1	591	6.075
Between \$91,000 and \$120,000	6.9	905	6.141
Between \$121,000 and \$200,000	7.6	967	6.378
Between \$201,000 and \$350,000	8.4	646	6.590
Between \$351,000 and \$600,000	10.0	400	6.960
Between \$601,000 and \$1,000,000	10.3	145	7.065
Between \$1,001,000 and \$1,600,000	11.6	59	6.526
Between \$1,601,000 and \$2,000,000	7.4	14	5.610
Between \$2,001,000 and \$2,500,000	9.2	20	7.343
Over \$2,501,000	8.4	35	7.949
<b>Total</b>	<b>7.8</b>	<b>378</b>	<b>6.548</b>

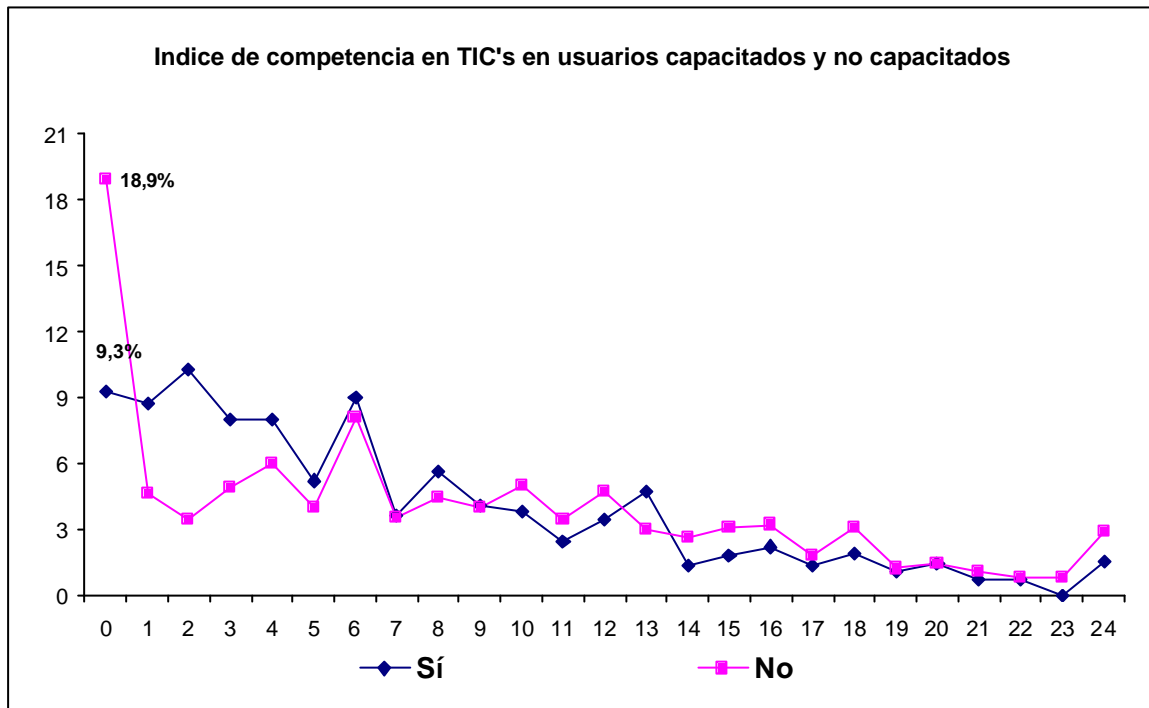
Figure 64



\* ICT competence index by user income

**d) ICT competence index by users who have been trained and users who have not been trained as part of the project**

The users who have been trained in the use of ICTs through the BiblioRedes project, have a lower point average in the ICT competence index than those who have not been trained at all. In fact, while trained users score an average of 6.9 points in the index, untrained users score 8 points in the index. This can be explained by the fact that the training provided by the BiblioRedes project is a basic type of training.



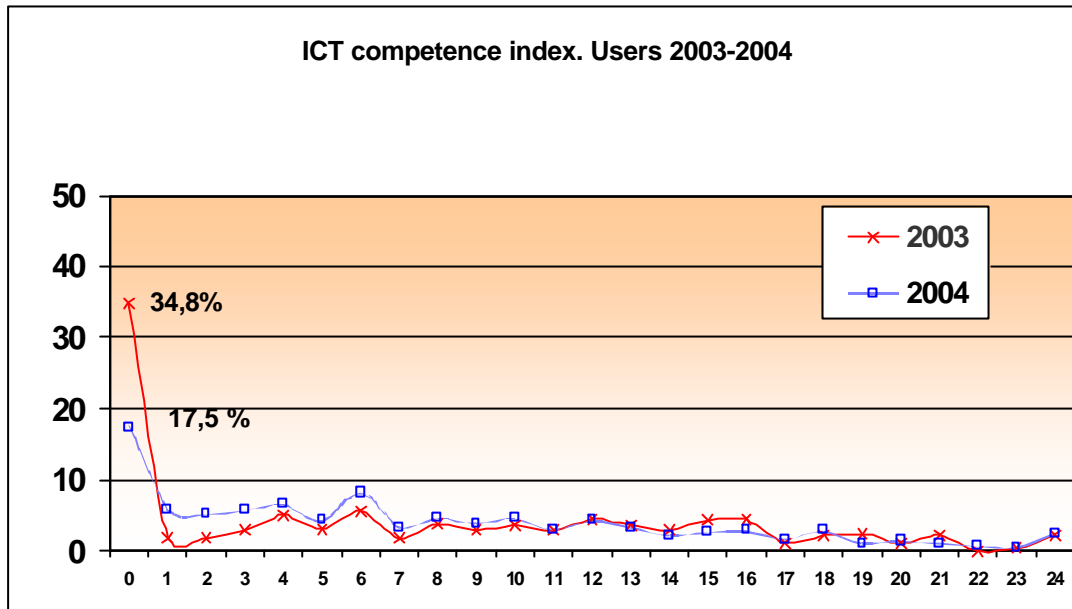
\* ICT competence index in trained and untrained users

**Figure 65**

The observed behavior differs in the lowest point averages of the index. Thus, for instance it is important to point out that while 18.9% of untrained users have no ICT competence level (0 index), only 9.3% of trained users have no ICT competence level. The index shows a similar trend in users (trained and untrained) as the index levels rise.

### 7.3 Comparison of ICT competence index -User sample 2003-2004

Figure 66

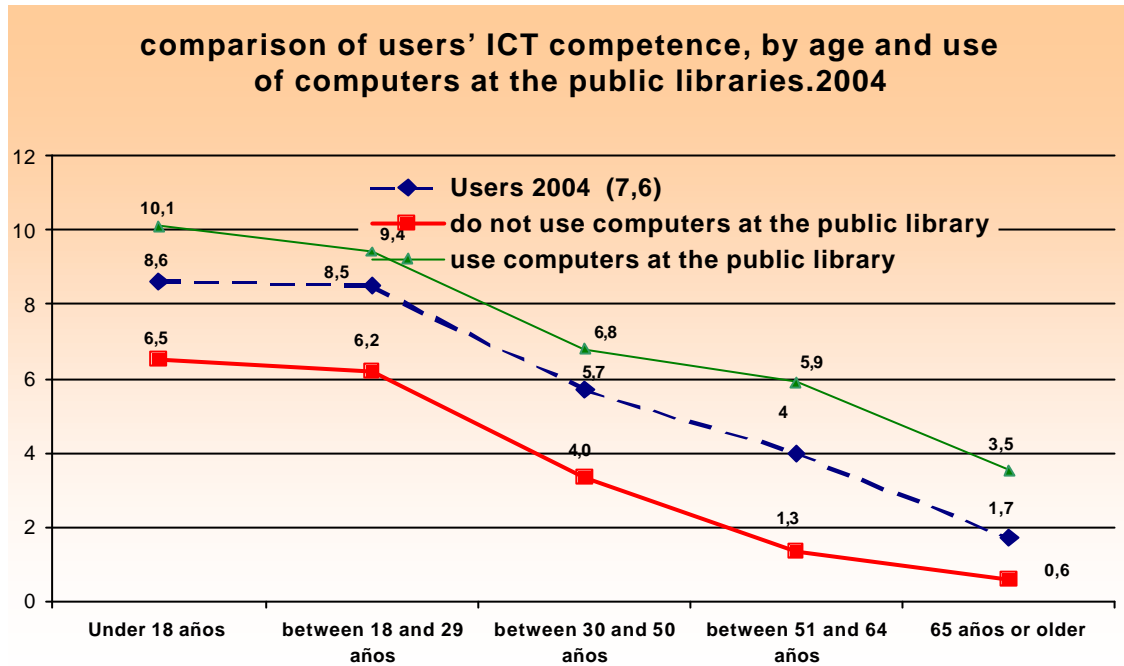


The average index in 2003 was 7.1, versus 7.6 in 2004.

There is a relevant decrease in the percentage of public library users who have no ICT competence at all (0 index). This index dropped from 34.8% in 2003 to 17.5% in 2004 (a 17.3 decrease).

- ✓ Comparison of ICT competence index by age and use of computers at the public library-User sample 2003-2004

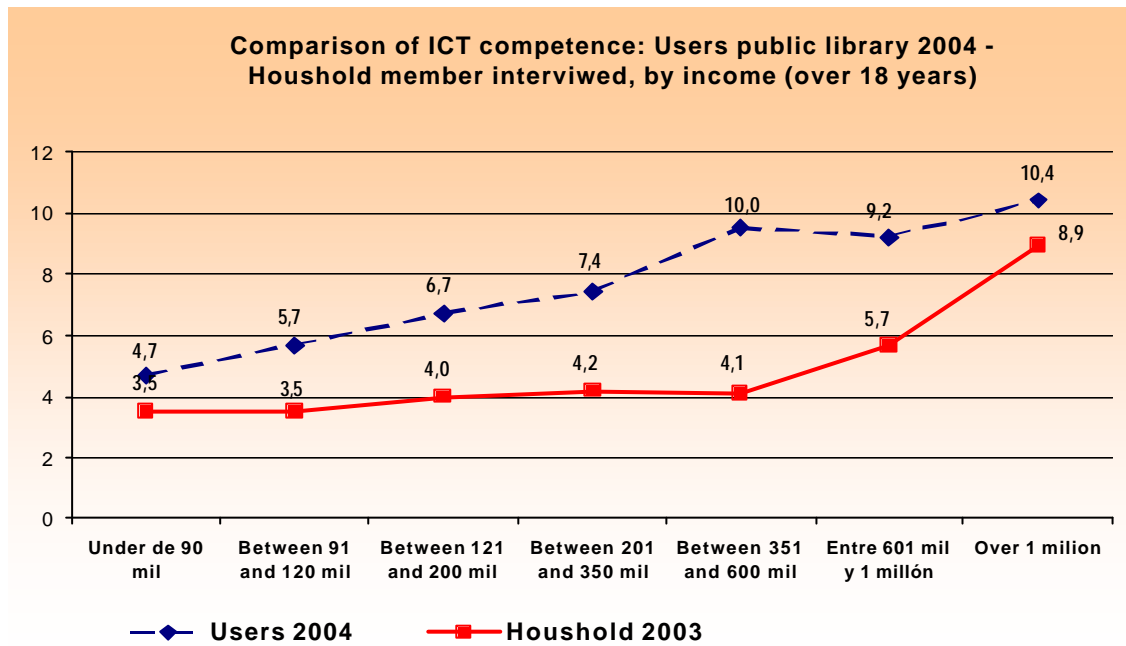
Figure 67



Statistically significant differences are observed when analyzing and comparing the users who report using a computer at the public library with those who do not. The index point averages. In all the age brackets are higher groups that use computers at the public library.

- ✓ Comparison of ICT competence index: Public library users 2003-2004 and surveyed household members 2003, by income.

Figure 68



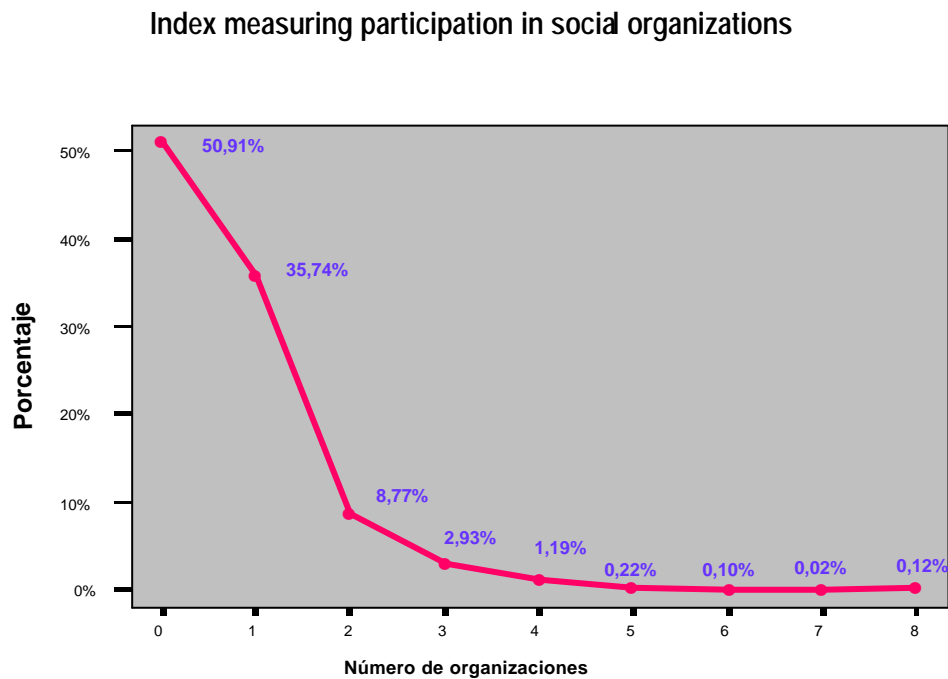
As a whole users have higher ICT competence levels than the surveyed household members. This trend is observed in the different income brackets of the people surveyed.

## 8) Social Capital of Public Library Users

### 8.1 Index measuring the participation of users in social organizations

In order to determine the levels of social capital found in public library users we constructed an index measuring the participation of users in social organizations. This index evaluates the participation of users in the 8 social organizations listed earlier in this report: neighborhood committees, PTA associations, sports clubs, trade associations and/or labor unions, cooperative associations, political parties, cultural or artistic groups and religious groups. The index varies from 0 to 8 (theoretical index). A 0 index corresponds to users who do not participate in any of these 8 social organizations and an 8 point index corresponds to those who participate in all 8 such organizations.

Figure 69



According to the figure above, in 2004, slightly over half the users (50.9%) do not participate in any social organizations. Another 35.7% of them participate in only one such organization, while less than 1% (0.46%) participate in 5 or more organizations at the same time.

Considering both measurements, we observe an increase in the percentage of those users who do not participate in any organization, in other words those whose social capital is equal to 0. In fact, this percentage increases from 33.3% in 2003 to 50.9% in 2004. The following figure compares the social capital of users in 2003 and 2004.

Figure 70

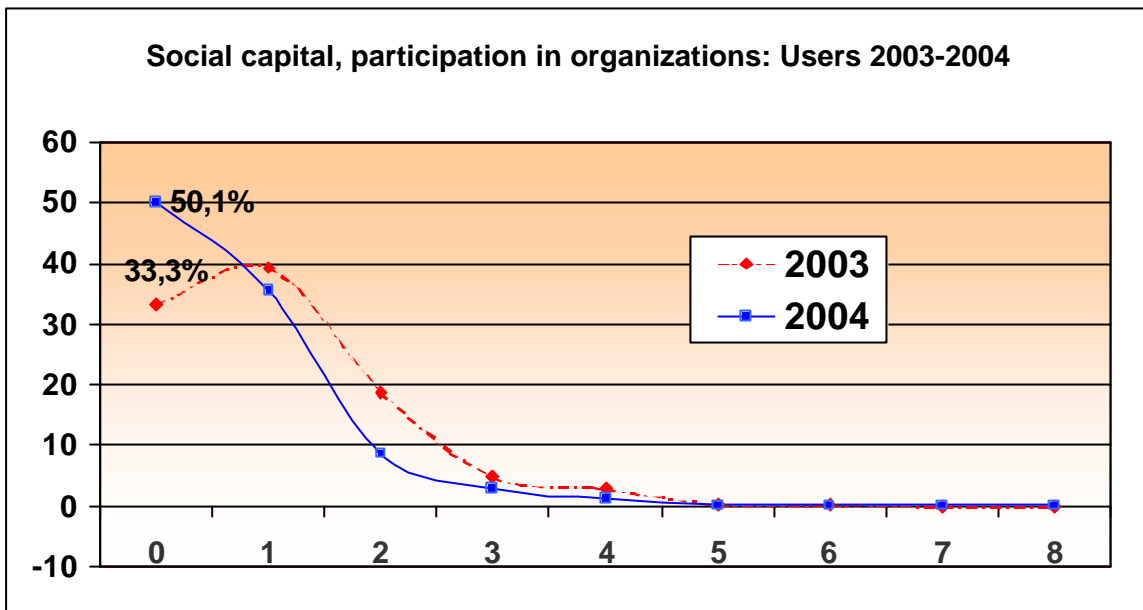
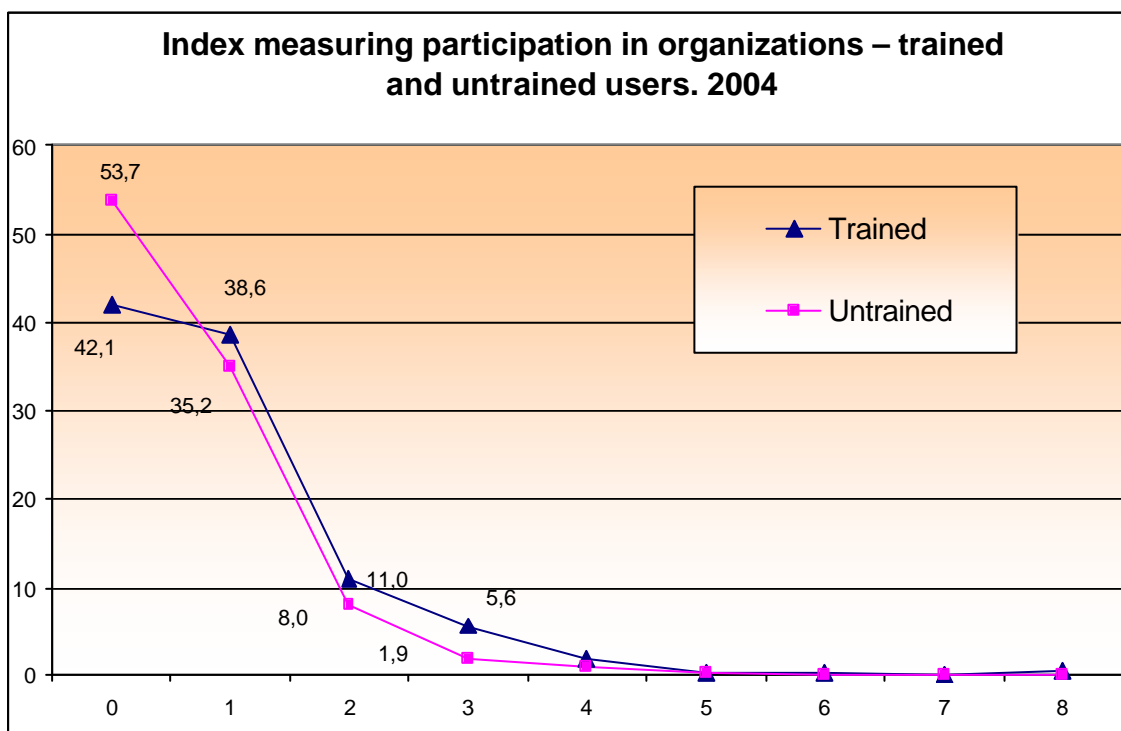


Figure 71



## **8.2 Index measuring the participation of trained and untrained users in social organizations - of 2004**

When analyzing and comparing the social capital among the public library users who have been trained by the BiblioRedes project, we observe an interesting difference. There is a 12 % difference between users whose social capital is equal zero. In fact, while 54% of untrained users show zero social capital, the percentage in trained users drops to 42%.

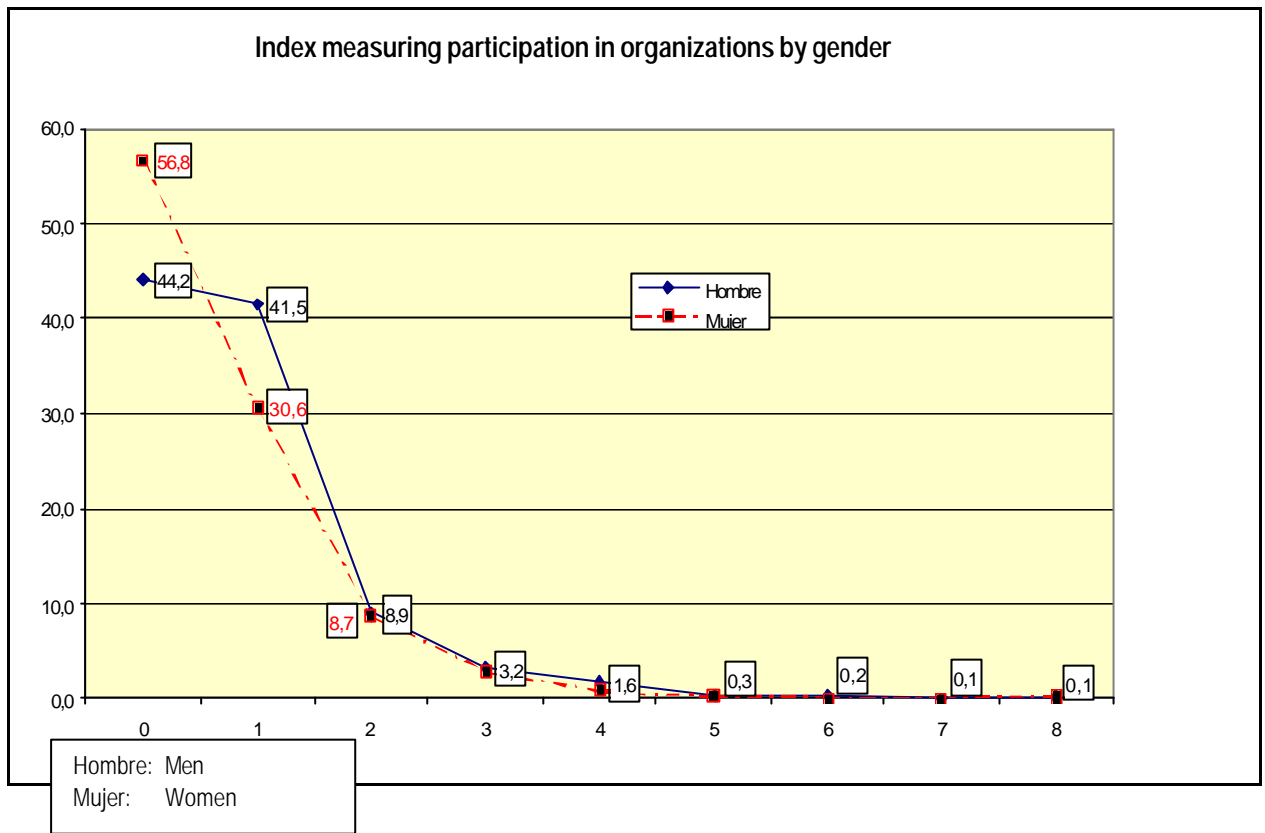
On the other hand, the trend in the curve shows that in high social capital levels ( 5-8) there are no significant differences between those who have been trained to women and those who have not, and that between levels 1 and 4 percentage of trained users is higher. Thus, if we progress in the value of the index, the percentage of trained users is higher than that of untrained users, which implies a greater social capital trained users, measured by their level of participation in social organizations.

This could be pointing to two equally relevant realities: either the training is having an effect on the increase in social capital or it is those users with a low or regular social capital level who are the ones interested in receiving ICT training.

## **8.3 Index measuring the participation of users in social organizations by gender**

The social participation index in men and women shows that the men are the ones who participate less in social organizations given that 56.8 of them has a 0 point index, which implies zero participation in social organizations. Unlike men among whom 44.2% have a 0 point index.

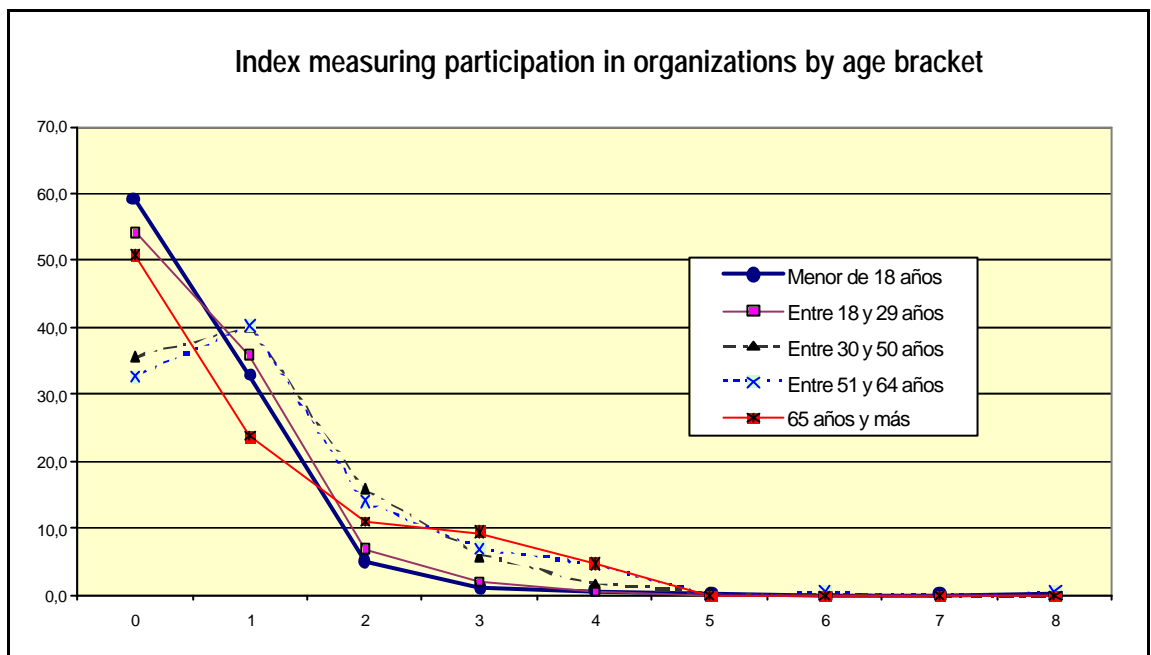
Figure 73



#### 8.4 Index measuring the participation of users in social organizations by age - 2004

Young public library users participate less than adults in social organizations. Thus, while 59.2% of youths under 18 do not participate in any organization, only 32.7% of users over 50 and under 65 register a 0 point participation index. In the case of users over 65 years old who do not participate in any social organization, the percentage increases again reaching 50.8%.

Figure 56



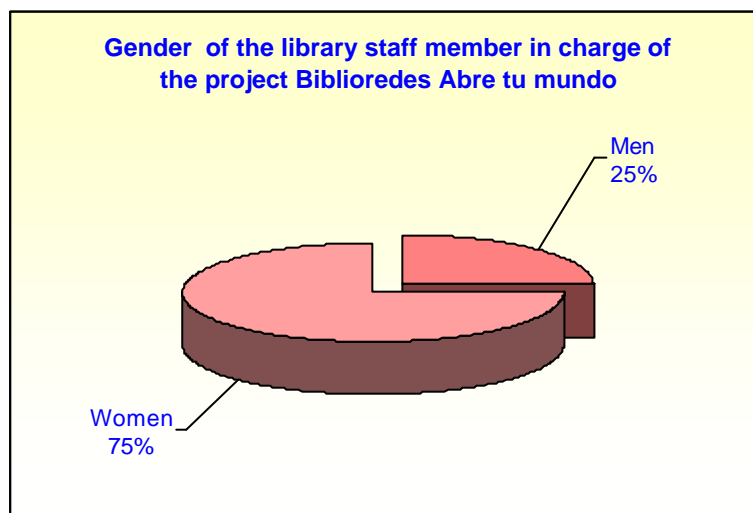
## 9) Profile of library staff members in charge of the BiblioRedes project

It is interesting to highlight that 77% of the people in charge of the BiblioRedes project, are at the same time in charge of the public library. This is important to take into account when analyzing the dynamics involved in the insertion of the BiblioRedes project in the public libraries, as well as the contingent difficulties associated with the process.

### 9.1 Gender

Seventy-five percent of the library staff members in charge of the project at the 105 public libraries are women (72), whereas only 25% are men (24).

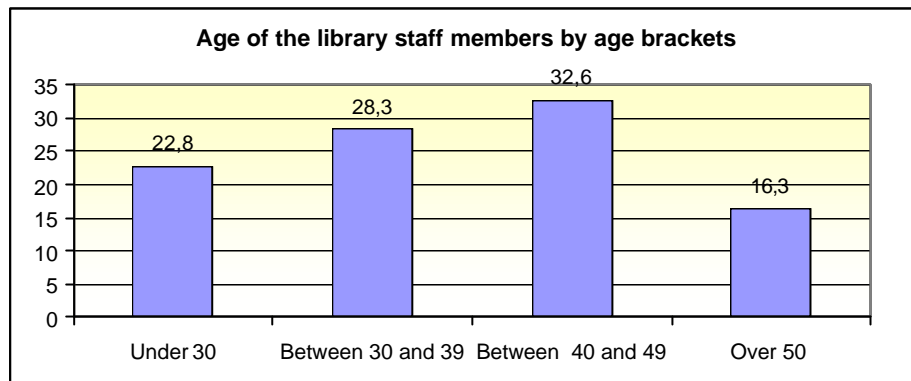
Figure 74



### 9.2 Age

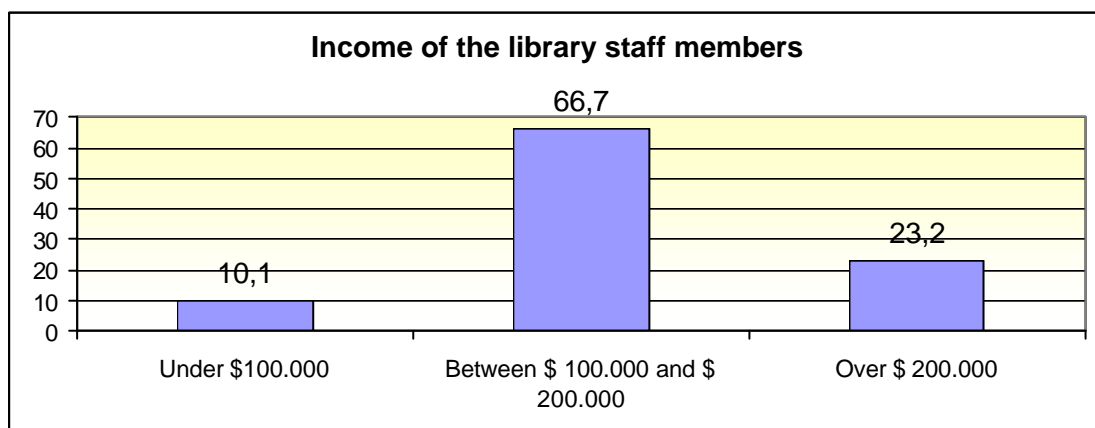
Twenty-two point eight percent (22.8%) of library staff members in charge of the project are under 30 years old, 28.3% are between 30 and 39, and 32.6% are between 40 and 49, while 16.3% are over 50 years old. The average age of men and women is quite similar: 38.9 in case of the women and 38.3 in case of men.

Figure 76



### 9.3 Income

Figure 77



**Note:** \$100.000 Chilean pesos is equivalent to US\$ 155

Sixty-six-point-seven percent (66.7%) of the library staff members in charge of the project report monthly incomes between \$100,000 and \$200,000. Another 10.1% reports earning less than \$100,000 per month, while 23.2% reports incomes of over \$200,000.

### 9.4 Degree of satisfaction with the different areas of work involved in the BiblioRedes project

The library staff members in charge of the BiblioRedes project seem very satisfied with the different areas covered by and involved in their coordination work. Considering the 'satisfied' 'very satisfied' levels, it is only the creation of alliances or partnerships with other organizations that registers a low percentage of 70% (67.4), while the rest show percentages of over 78%.

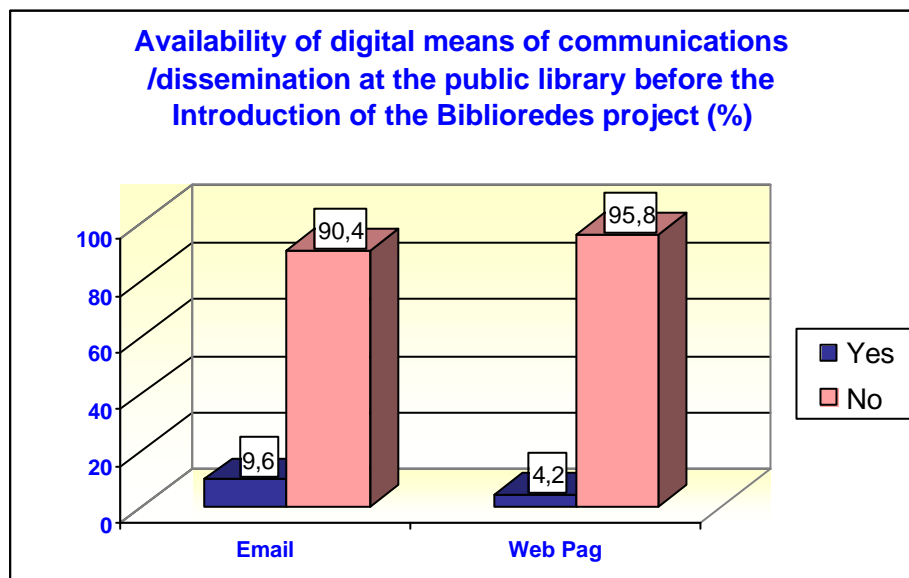
## 10) Effects of the BiblioRedes project on public libraries

The opinions and perceptions of public library users and the library staff members in charge of the BiblioRedes project play a key role in the understanding of the effects and change processes involved in the dynamics and operation of public libraries, as a result of the implementation of information and communication technologies via the BiblioRedes project. That's why we examined the different areas referred to changes in behavior in both users as well as in the public library staff members, in order to be able to define the areas that have been affected by the project and how they are viewed by the actors involved.

### 10.1 Computer and Internet availability at public libraries

As reported by staff members in charge of the public libraries, nearly half the public libraries (49%) were already equipped with computers before the project was implemented in. most public either the as well as the Internet before the BiblioRedes project was implemented. In fact, over 90% of public libraries lacked the digital technological means required for their own communication and dissemination purposes such as e-mail and websites.

Figure 77

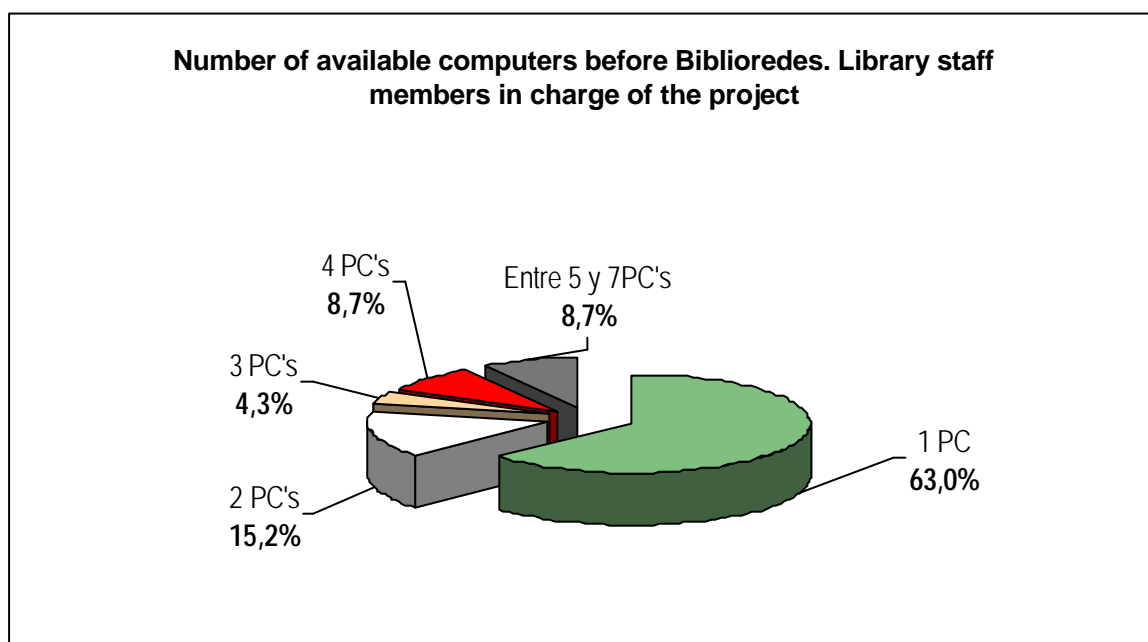


The following figure shows the availability of such services at the library before the implementation of the BiblioRedes project.

- **Number of available computers**

The number of available computers before the project varied between 1 and 7 computers. However, 63% of the libraries that were equipped with computers had only one computer. Another 15.2% report having 2 computers, and 4.3% report having 3 computers, before the Introduction of the BiblioRedes project, while merely 17.4% report having 4 to 7 computers before BiblioRedes was implemented. The following figure shows depicts a this information.

**Figure 78**



### 10.2 Computer use prior to the implementation of BiblioRedes

According to the library staff members in charge of the project, 78.4 % of the public libraries that were equipped with computers before BiblioRedes was implemented, mostly use such computers to do administrative work, in other words such computers were not available for public use. Only those library having 4 or more computers report having some computers for public use.

### **10.3 Degree of satisfaction with the number of available computers**

Sixty-three-point-seven (63,7 %) of library staff members in charge of the project 'disagree' or 'fully disagree' with respect to whether the number of computers currently available at the libraries is appropriate. When we analyze this perception according to the size of the public library, we observe differences in the degree of dissatisfaction with the number of computers the libraries where they work currently have. In large libraries 54.9% of library staff members in charge of the project, report 'fully disagreeing' or 'disagreeing' with the number of computers. This percentage increases to 64.3% in the case of small libraries and to 70% in medium-sized ones. With respect to the location, or context in which the libraries are located, the degrees of satisfaction differ even more, given that 60.3% of staff members in charge of urban public libraries disagree' or 'fully disagree' with the number of computers, in contrast with rural libraries in which 85.7% report not being satisfied with the number of computers.

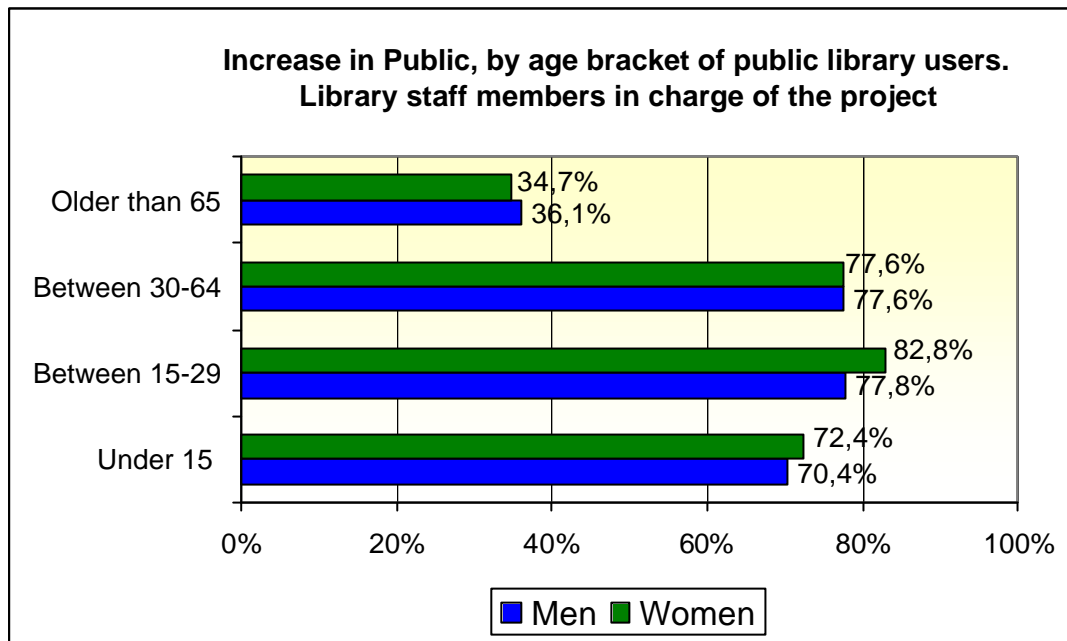
### **10.4 Coverage and user type**

Both users and public library staff members in charge of BiblioRedes agree that there has been an increase in the number of people that now visit public libraries, and they also observe changes in the type of users with respect to what the situation was like before the BiblioRedes project was implemented.

Thus, 97.9% of the library staff members in charge of the project and 79.7% of users report that the number of people who currently visit the public library has increased. And 84.4% of the library staff members in charge of the project the public library user profile has changed.

With respect to user age, the perception is that that the visits by all age groups have increased, effects of the case of users over 65 years old. In fact, over 77% of library staff members in charge of the project believe that, there has been an increase in the public of all ages and both genders, except in the case of the elderly, given that only about 35% of library staff members believe that the library attendance of this type of user has increased as a result of the introduction of ICTs via BiblioRedes. Slightly over half the library staff members in charge of project considers that this type of user has remained within previous behavior patterns. Another 5% think that visits from the elderly to the public library have decreased.

Figure 79



Both the library staff members in charge of the project as well as users agree on this information. In fact, 18% of users indicate that they did not use to come to the library before the introduction of ICTs for public use. According to gender and age this group corresponds to women (52.1%) and age groups of under 18 (40,7%).

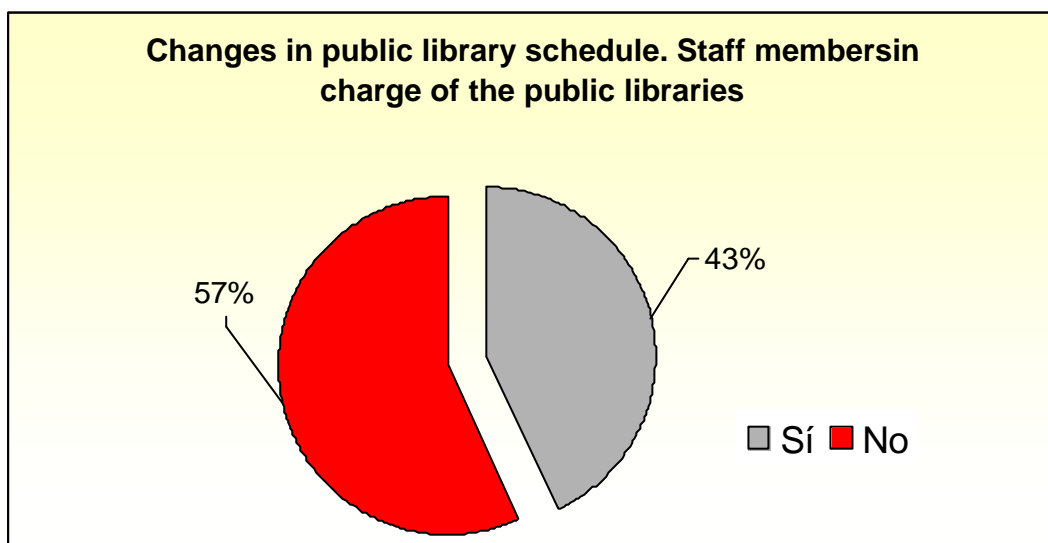
From the ethnographic point of view we observe that most users are high school students. Among adult users, there is a variety of user types. However, an important cluster is made up of people who have taken part in training courses and later 'train' themselves in subjects of fields of personal interest to them such as (reading on line news, searching for general information, getting support for their children's school activities).

In the opinion of some of the librarians surveyed, the ones who visit the library the most are students who do not have a computer at home and must do some assignment or schoolwork they did not finish at school. Another important user profile is that of those who have a systematic interest in the subject and thus become frequent users.

### 10.5 Public library hours

The introduction of computers and Internet access at public libraries contemplated the need to modify the traditional hours libraries were open to the public. This was considered based on the future potential demand expected from users who have to comply with their own work hours and the potential increase in the number of such users. The information provided by the library staff members in charge of the project shows that slightly over 40% of libraries actually modified the hours they were open to the public in order to meet the demands and needs of current users.

Figure 80

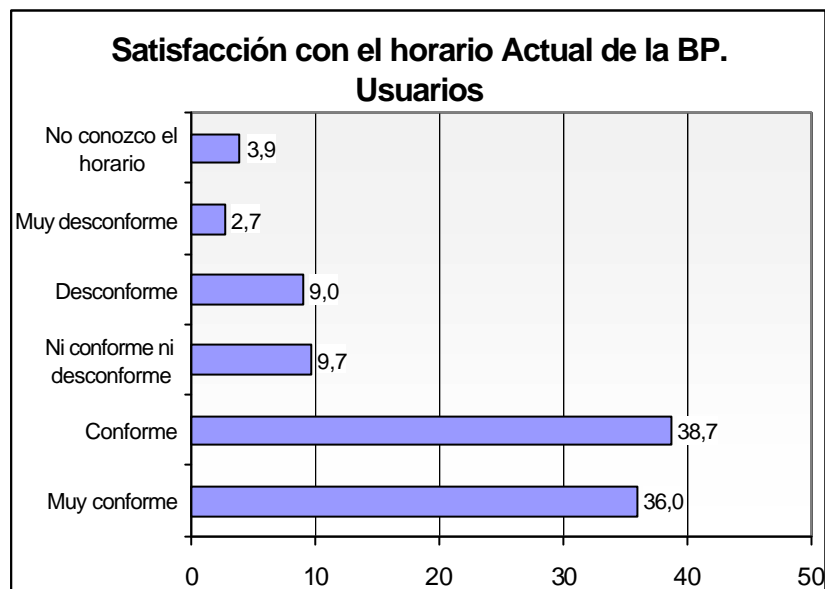


It is interesting to ratify that 17.1% of public libraries are open to the public on Saturdays and 46.7% remains open until after 7:00 PM<sup>6</sup>.

<sup>6</sup> The source of this information is the *Updated library file card*, filled out by library staff members.

These changes in library hours have been welcomed by users. Thus, 74.7% of them reports being 'very satisfied' or 'satisfied' with the current public library hours. Only 11.7% of users is 'dissatisfied' or 'very dissatisfied' with the public library hours.

Figure 81

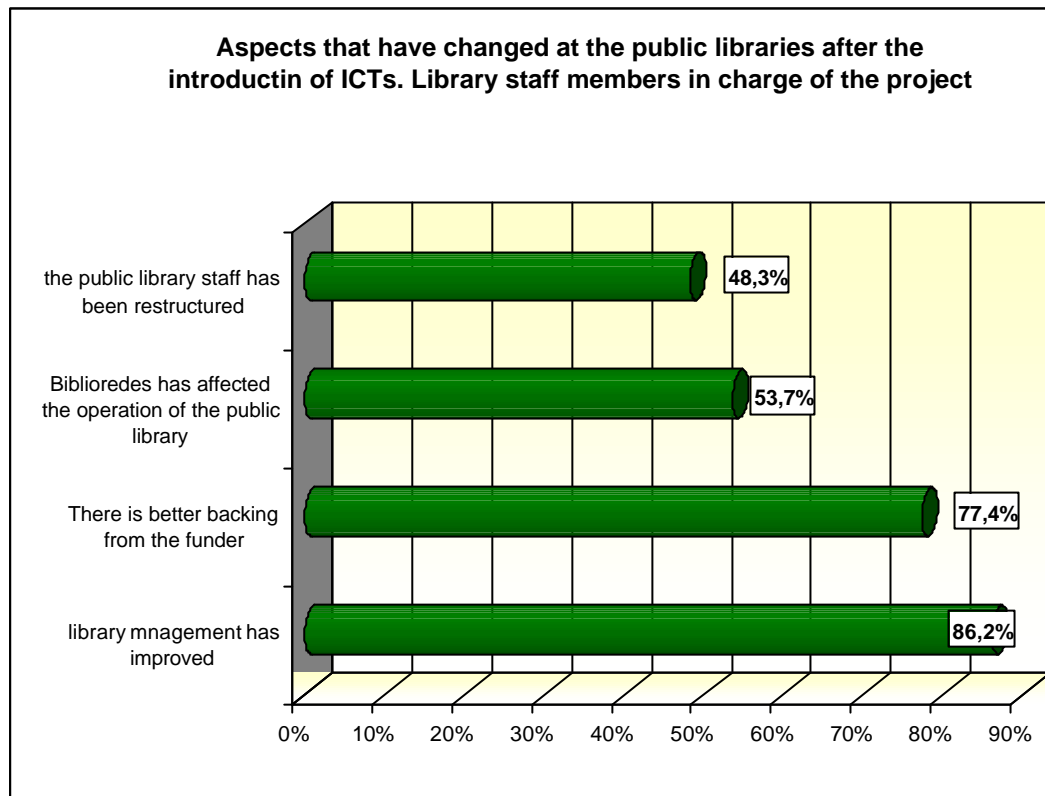


Degree of satisfaction with current public library hours. Users

## 10.6 Internal operation and organization

Nearly half the library staff members (53.7%), believe that the introduction of BiblioRedes at public libraries has affected the library operation in different aspects. Thus, for instance, 86.2% of the library staff members in charge of the project believe there has been an improvement in library management and 77.4% reports observing an increased investment from the libraries' financial backers (the municipalities). A lower percentage (48.3%) of the library staff members in charge of the project have reported changes and restructuring at the staff level as a result of the implementation of the project and the introduction of ICTs in these public spaces.

Figure 82



This perception is ratified by most users who report seeing positive changes after the Introduction of ICTs at the public libraries, efficiently as regards the quality of the service provided to the public. Thus, nearly 80% of users believe the service is better than before, and that information delivery is speedier, and that requests are channeled in a better more effectively than in the past.

The ethnographic tracing shows how in the case of peripheral libraries (those dependent on other buildings or agencies) that were visited, the introduction of computers has had a more comprehensive impact, transforming the libraries into *social hubs and centers for the coordination of public and private community services* (providing access to documents filed at the civil registry for instance).

## 10.7 Weak Points

When asked about the difficulties faced by BiblioRedes, the library staff members in charge of the project mention aspects linked to the number of staff and their level of preparation to work with the public, as well as the change in user profile, among other aspects.

Thus, 65.7% of library staff members in charge of the function believe is necessary to hire more staff to meet the demands generated by the use of computers. A this interesting to note that 13.1% believe such a staff increase is not necessary.

On the other hand, 56.8% of users believe that there now is more staff serving the public than before and 77.1% of them thinks there is specialized staff supporting the use of computers and the Internet.

In the opinion of 87.6% of library staff members in charge of the project number of users requiring help has increased or there is a significant work overload in that aspect. Thus 92% of library staff members in charge of the project have experienced an increase in their workload. This has caused problems in the performance of 60% of them.

The information gathered as part of the ethnographic tracing in this respect is interesting. It proves that despite some initiatives taken at various libraries no systematic benefit or profit from the use of Internet to do transactions and errands online (pay taxes, do enquiries online, etc.) has been observed. The users themselves say that, on the one hand, the public services do not provide enough information regarding the possibilities to access the services and do transactions online or about the requirements needed to access such services. Most users do not feel they have the preparation or the confidence to use this means to do such transactions or errands. The most frequent example he is the filing of tax reports via the internet.

In turn, the surveyed library staff members indicate that it impossible for them to guide users in the use of this means. Therefore, the only way to make it feasible is to have permanent support staff available to help users in such tasks. At least, they believe that should be the strategy used until the process has become consolidated.

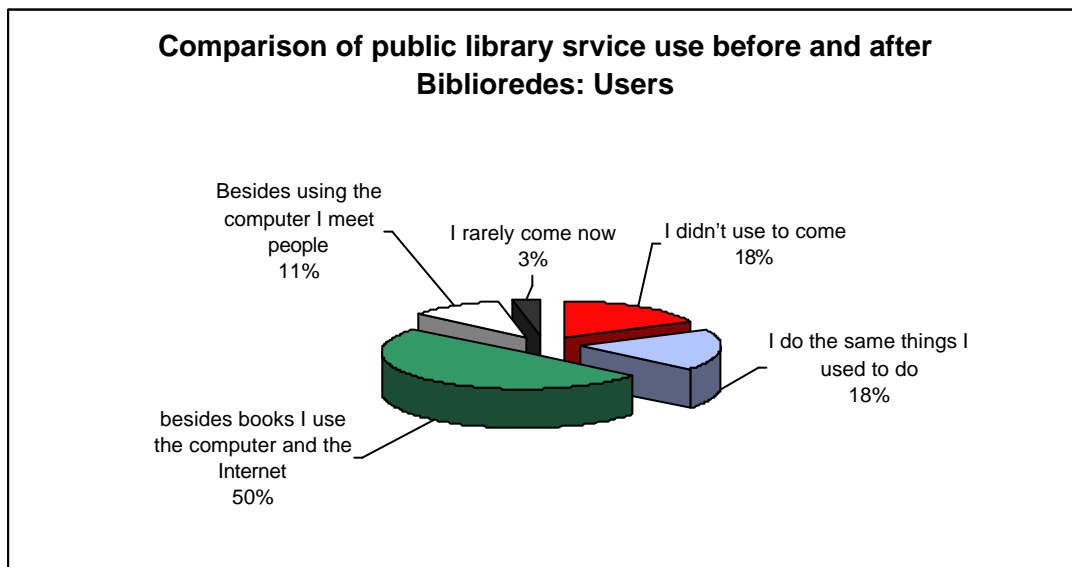
Approximately 46% (45.9%) of the current library staff members in charge of the project have experienced changes in their work hours as a result of *BiblioRedes*. For 54.1% of them the project has not call of the changes in any aspect of their work at all. If we consider that 77% of the library staff members in charge of the project are the same time in charge of the library, we may conclude that this condition does not offer a direct explanation for the changes registered in work hours.

On the other hand, although 97% of the library staff members in charge of the project considers that the Introduction of computers improves the services provided by libraries, it is important to consider that for 32% of them the introduction of ICTs for public use has hindered the operation of the remaining library services.

## 10.8 Activities carried out by users

Important changes have been observed in the reasons cited for visiting the public library after the introduction of computers and the Internet, in other words, after the implementation of the BiblioRedes project. Half the users (50%) reports they now combine book browsing or borrowing with the use of computers and the Internet.. Another 18%, attributes their pr3ecence in the library directly to the project, before them that they did not use to visit the library before, and 11% of them reports visiting the library to use the computers and to meet other people.

Figure 83



Thus, 79% of the current users report using library computers, either preferentially (they did not use to come to the library before), combining it with a more traditional use (with and ICTs), or combining it with social interaction (ICTs and a place for social interaction).

Only 18% and for not having changed their previous behavior, given that they use public libraries in the same way they used to do before, while merely 3% of users see the introduction of ICTs as something negative, which makes them visit the library very rarely and certainly less frequently than they used to.

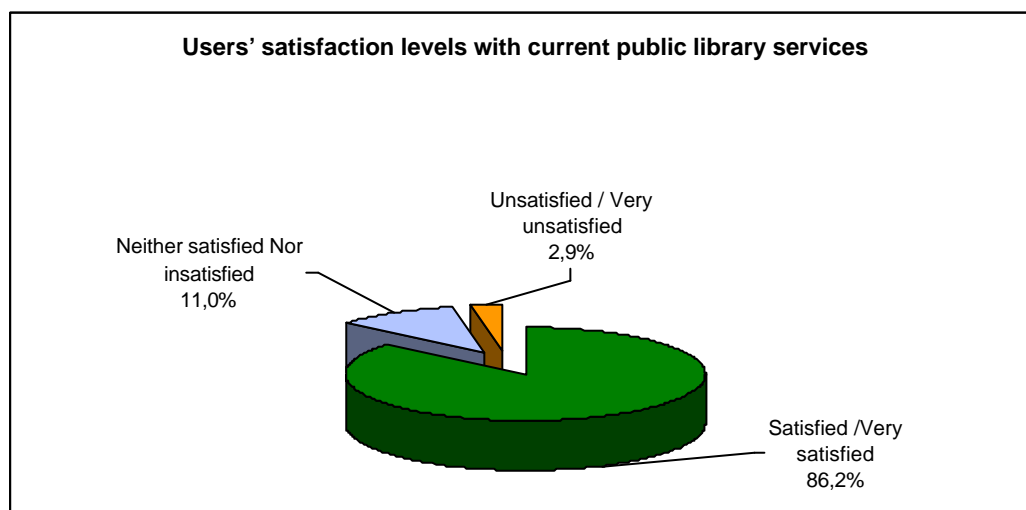
The library staff members in charge of the project report observing a diversified use of the services on behalf of the users. Thus, 93.9% of them report that besides using computers users also use the other services provided by public libraries.

Based on the ethnographic tracing and the questionnaires applied to public library users, we observe in all libraries (except in the case of a small library located in an isolated area) an increased number of visits and an intensive use of BiblioRedes. Thus, we observe that an important number of users has resorted to ICTs to complete an information search strategy while others who were not frequent library users have started to visit the library due to the existence of computers and the Internet, gradually increasing their frequency of visits. The most frequent actions are mainly communication-oriented (e-mail, chat groups), search for information of personal interest, along with recreation and entertainment among others.

### 10.9 Valuation and degree of satisfaction with the BiblioRedes project

Both the library staff members in charge of the project and users feel that introduction of ICTs in public libraries has been positive. This is shown by the great number of users report being 'satisfied' or 'very satisfied' with the current services offered at public libraries. The figure below shows this distribution.

Figure 84



The ethnographic tracing reveals the high valuation generally attributed to the BiblioRedes project by users and the technical and professional teams working at the libraries.

When asked to evaluate the global service offered at the public library by rating it with a scale of 1 to 7, the average score was 5,9. However, the most frequently mentioned rating was 7 (the maximum score).

If we analyze the global evaluation of public libraries by geographical context, library type and size, we observe that rural libraries are the ones that users rate the highest (6.3).

Geographical context		Type		Size		
Urban	Rural	Central	Peripheral	Small	Medium	Large
5.9	6.3	5.9	6.1	6.0	6.0	5.9

Although 97% of the library staff members in charge of the project believe that the Introduction of computers improves the service offered by the library, it is important to consider that 31.9% of them feel that the introduction of ICTs for public use has hindered the operation of the rest of the services provided by the library.

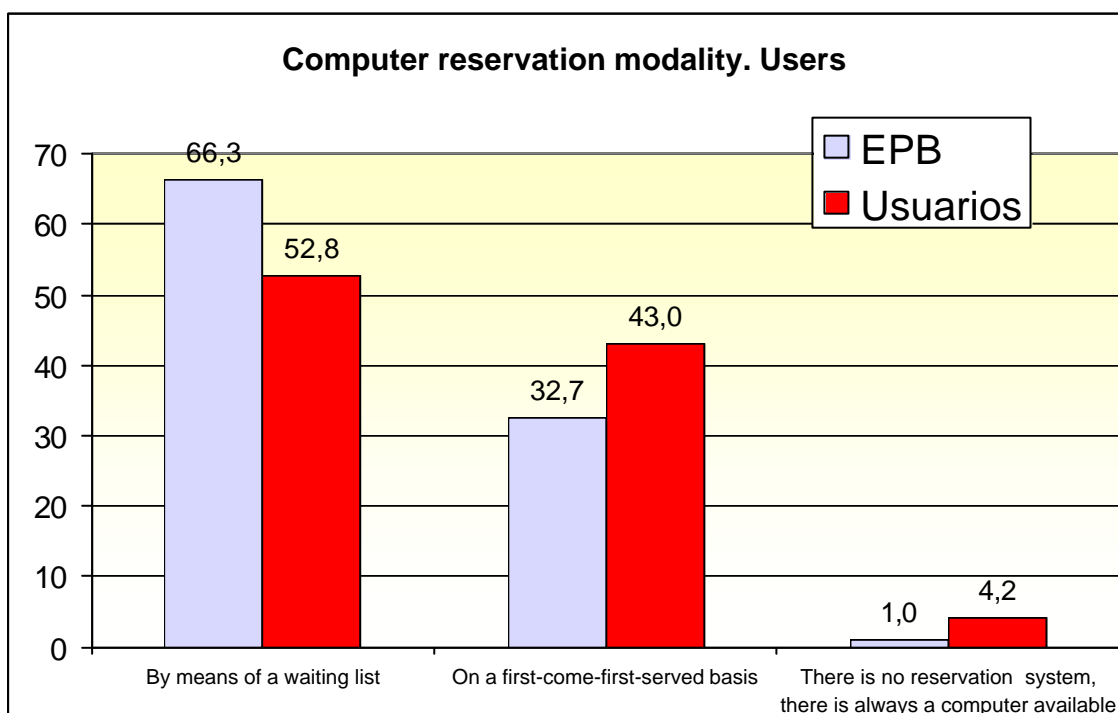
## 11) How the BiblioRedes project is managed

The organization and dynamics of the training in the use of ICTs offered to users is key for the understanding of the development and effect of the BiblioRedes project and its impact on the daily activities of the library. We will examine how the access and use of ICTs is managed, focusing particularly on the training strategy developed for the project.

### 11.1 Computer reservation modality

We compared the perceptions of both users and library staff members with respect to the way computers are reserved and the modality in which users must request computers and we found certain coherence in the results from both groups. In the case of library staff members in charge of the project, 66.3% of them reports that the reservation modality used is that of waiting list, while 52.8% of users also report that modality as the most common one used, and 52.8% of them opt for it.

Figure 85



Both groups also mention the first-come-first-served modality. That is the method reported by 32.7% of the library staff members in charge of the project and 43% of users.

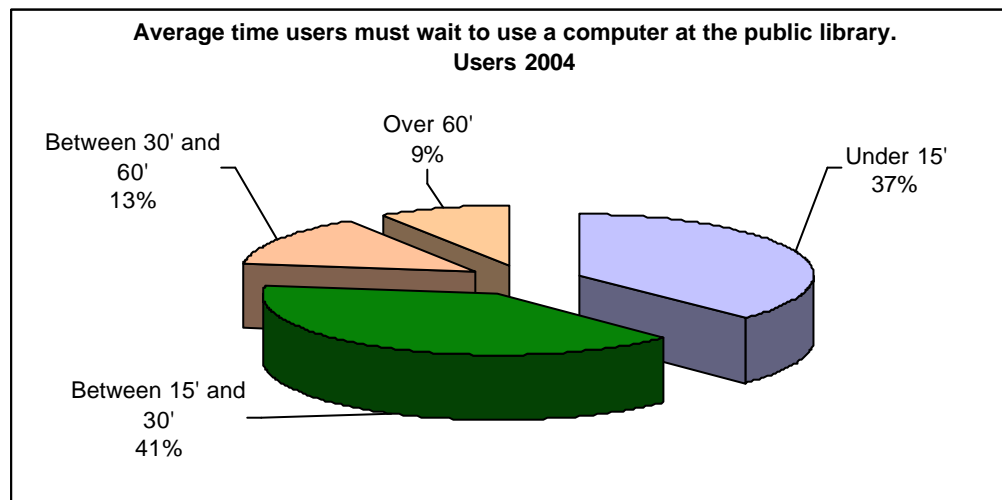
The ethnographic observation verifies the implementation of a computer service accompanied by high user demand.

The ethnographic observation revealed that in most cases the modality employed to manage the use of library computers is that of setting specific schedules for the use of computers in advance and then having users reserve a time slot to use the computers. Although most people work individually on the computers, among students it is also common to find groups of two or three people working together at one computer. At most libraries the service flows smoothly and the library staff members in charge of the project highlight the good disposition and cooperation shown by users.

### 11.2 Length of waiting period required to use computers and the Internet at the public libraries

In general, users report that the waiting time to use computers is not very long, given that over half the users surveyed (53.1%) must wait between a maximum of 1 and 15 minutes to use a computer.

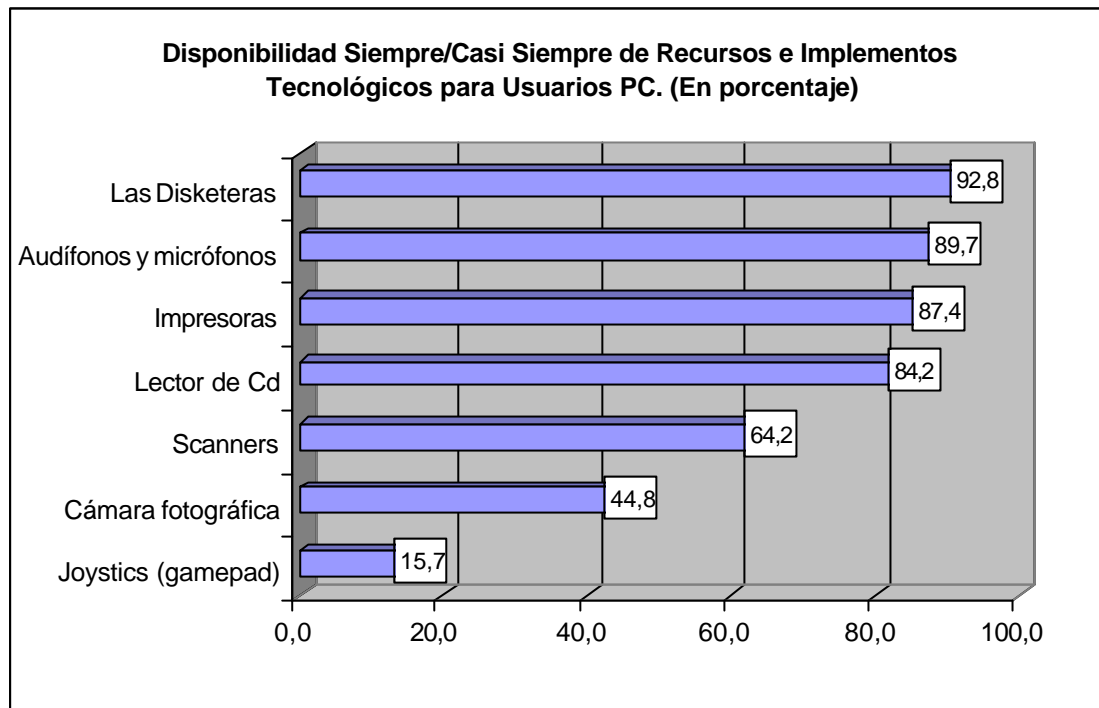
**Figure 86**



### 11.3 Availability of Technological Resources and Supplies for Public Library Users

When enquiring about the frequency in which a series of computer resources and supplies are made available to users, we observed a high level of availability. Among such resources and supplies we found the following availability: disk drives, headphones, microphones, printers and CD readers (92.8%; 89.7%; 87.4% and 84.2% respectively). This is shown in the figure below, which depicts the high availability levels found ('always' and 'nearly always').

Figure 87



Avialability of technological resources and supplies for users Always / nearly always (in percentages)

#### 11.4 Operating conditions of the computers available at the public libraries

The opinion of the library staff members in charge of the project staff members regarding the operating conditions of the library computers vary widely. Thus, while 44.4% of them believe the computers do not work as well as they should another 45% of them think they do work well..

When analyzing these perceptions according to geographical location or context greater differences are observed. In urban libraries 39% of those surveyed believe the computers do not work as well as they should whereas in rural contexts this percentage rises to 73.4%. Thus, according to the perceptions of the library staff members in charge of BiblioRedes the computers in rural libraries do not work as well as those in urban ones. Differences are also observed should I have according to library size. In the small and medium-sized libraries the percentage (51.7% and 48.7% respectively) of those who 'agree' or 'fully agree' with the statement that says that the computers do not work as well as they should is greater than the percentage of those from large libraries who believe the same (32.2%).

### 11.5 Problems that users run into when using library computers

In spite of the above, when questioned with respect to what aspects showed the greatest problems in the use of computers, the library staff members in charge of the project reported low percentages for the different aspects mentioned. However, it was still possible to identify and classify a group of various situations according to how often they occurred.

Low frequency of occurrence ( less than 20%) <sup>1</sup>	Regular frequency of occurrence (above 20%) <sup>2</sup>
<ul style="list-style-type: none"> <li>• Trouble closing a program (8.5%)</li> </ul>	<ul style="list-style-type: none"> <li>• Trouble with the Internet connection (32.3%)</li> </ul>
<ul style="list-style-type: none"> <li>• Trouble opening a file (14.7%)</li> </ul>	<ul style="list-style-type: none"> <li>• Trouble with e-mail (25%)</li> </ul>
<ul style="list-style-type: none"> <li>• Trouble printing (14.1%)</li> </ul>	<ul style="list-style-type: none"> <li>• Trouble with the disk drives (21.8%)</li> </ul>
<ul style="list-style-type: none"> <li>• Trouble with CD reader (14.3%)</li> </ul>	

**Notes:**

<sup>1</sup>: Situations that occur 'always' or 'nearly always', mentioned by at least 20% of the library staff members in charge of BiblioRedes

<sup>2</sup>: Situations that occur 'always' or 'nearly always', mentioned by over 20% of the library staff members in charge of BiblioRedes

## 11.6 The training strategy

### 11.6.1 Coverage

- ✓ 28% of users have been given ICT training by BiblioRedes.
- ✓ 57% of trained users are women and 43% are men
- ✓ 18% of users in 2004 did not know how to use a computer. Among this group of users (54.4%) are under 29 years old, and most of them are women (60.8%). This helps identify the potential target populations for current and future training programs offered by the BiblioRedes project.

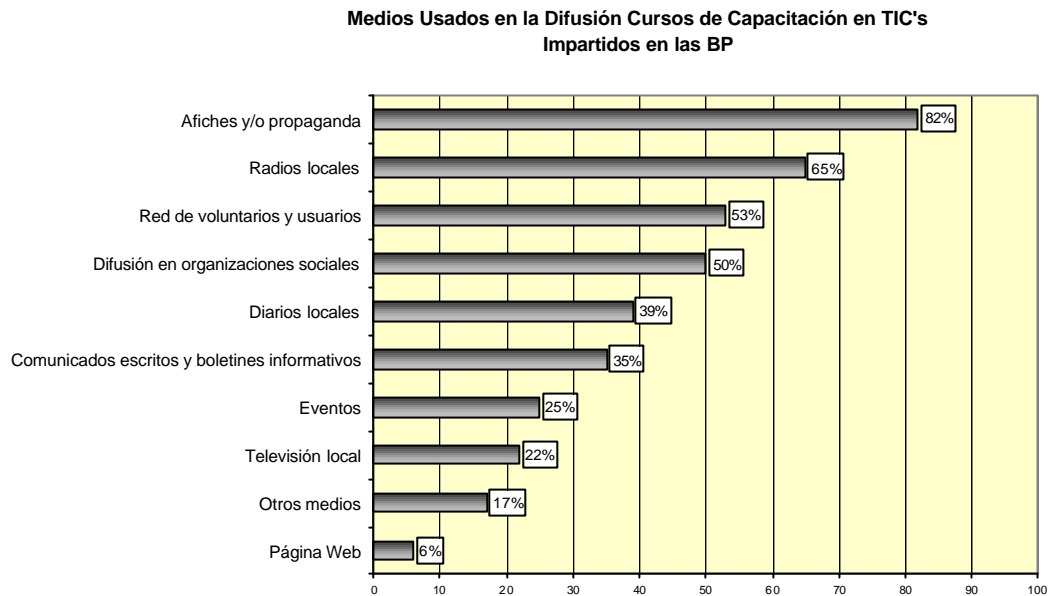
### 11.6.2 Training course registration modality

User registration for training courses is mostly done in person directly at the library, as reported by 92% of library staff members in charge of the project. However, it is interesting to observe that 32% of library staff members in charge of the project report going to various institutions in search for potential users and registering them in those places.

### 11.6.3 Mechanisms used to disseminate the ICT training programs and inform the public about them

The means used to disseminate the training programs and inform the public about them are the traditional media employed to inform the public about the different activities offered at the library. In this respect, library staff members in charge of the project mention a wide and varied range of means, in which the most common one is that of posters and advertisements, which was reported by 82% of library staff members in charge of the project. This is followed by the use of local radio stations, the Network of Volunteers, and dissemination via social organizations mentioned by 65%, 53% and 50% respectively. Surprisingly, the least used means is that of the library website (only 6% library staff members in charge of the project mention it). The following figure illustrates this information.

**Figure 88**



**Means used to disseminate the ICT training courses offered at the public libraries**

On the other hand, 72.5% of users mention the public library itself as their source of information on the training courses ( they found out about the courses during one of their visits to the library); 21.5% report having learned about the courses through posters and advertisements and 16.9% via the local media (newspapers, the radio, etc.)

#### **11.6.4 Training Course Schedule**

According to the library staff members in charge of the project, the training courses are mostly offered in the mornings (54.2%) and some in the afternoons (26.4%). Only 19.4% of them report schedules that are tailored to the schedule of those people who do other activities which do not allow them to attend the courses in the mornings or afternoons (until 6:00 PM).

The criteria considered to establish the training course schedules are based on surveys (48.4%), on proposals made directly by the users themselves (23.7%) and on the experience of the library staff members in charge of the project (15.1%).

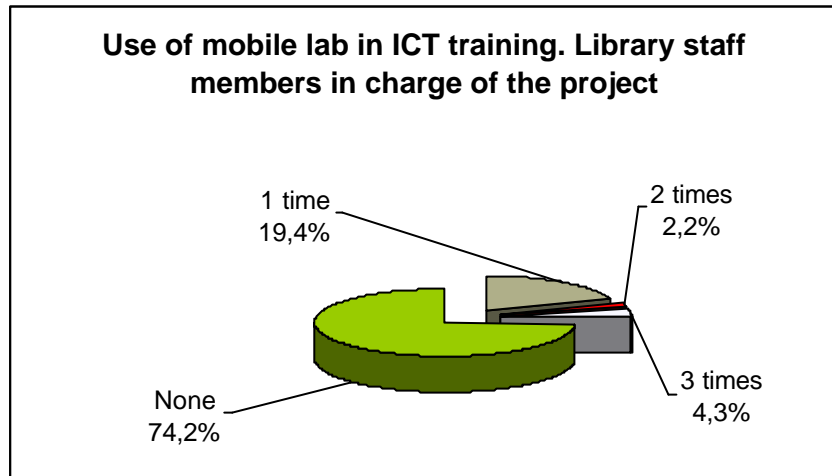
In spite of that, 48.5% of library staff members in charge of the project report having received requests from users for changes in the training program schedules. It would be advisable to evaluate the possibility of having each library offer at least one training course in the morning, afternoon and evening. To evaluate the possibility that each library offers at least one course in the mornings, afternoons and evenings.

Regarding the length of the training courses, 82.3% of library staff indicates that they haven't got problems, because it's enough to deliver all the contents considered in the courses.

### 11.6.5 Use of the Mobile Lab

Nearly three fourths of the library staff members in charge of the project (74.2%) has never used the mobile lab for their training programs. Most of those who report having used the lab say they have used it only once. Only a very low percentage of them has used the lab two or three times (2.2% and 4.3% respectively).

Figure 89



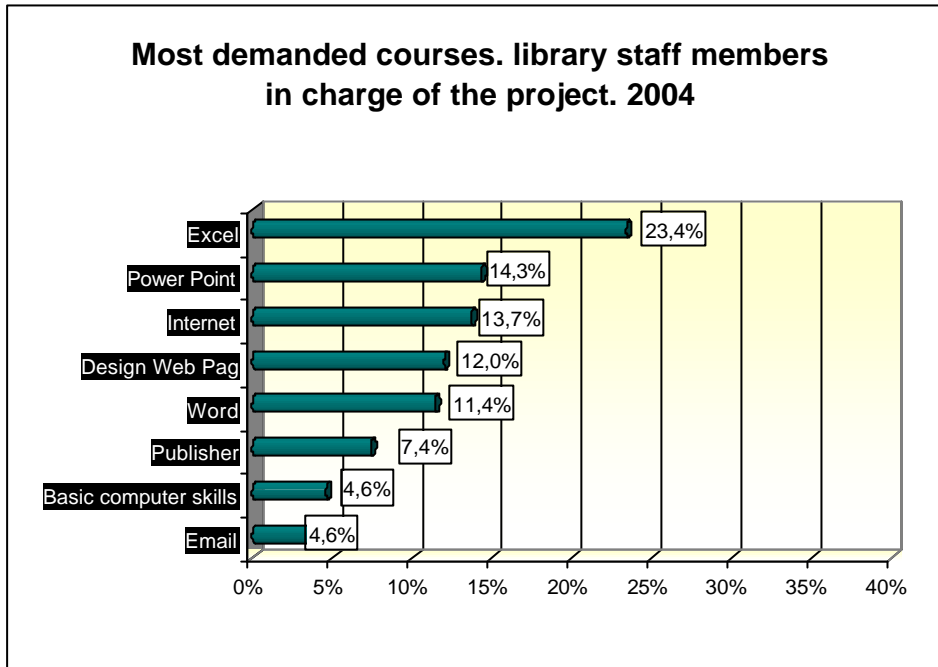
Most of the people surveyed report not having used the mobile lab mainly because of two reasons: because it was not available (36.4%) and in second place because it was not necessary (31.8%). The lack of availability refers to the fact that certain municipal districts do not have access to the lab or that it simply does not reach such places. The second reason (not necessary) implies that there was no need to use the lab.

### 11.6.6 Most frequently requested courses <sup>7</sup>

The following figure shows the most frequently requested courses according to the library staff members in charge of the project. In their opinion Excel is the most requested program (mentioned by 23.4% of the library staff members in charge of the project). This is followed by Power Point and the Internet. It is interesting to analyze this demand in relation to what the project offers. There is certain coherency between the most requested ones and the most common ones which form part of Module 1 of the training program (Basic computer skills, Word, Internet, E-mail). In this respect, there is an obvious need to include a section on Excel in Module 1 in order to meet user demand.

<sup>7</sup> An open question analyzed under the multiple choice question modality.

Figure 90



### 11.6.7 Effects of the ICT training programs

For most of the library staff members in charge of the project surveyed during the ethnographic tracing observation, the fact that BiblioRedes includes a training program guarantees the future presence of new users motivated by the possibility of learning and practicing computer skills. It is only in more isolated libraries with access problems that trained users have trouble using the available library computers again. As we will show, there are greater doubts about the impact of the training programs, or at least about the definition of the target population, in such places. This is basically grounded on the criterion of the access users will later have to computers to be able to practice the skills they have learned.

### 11.6.8 The BiblioRedes implementation model

Beyond the similarities found in the appropriate implementation of the project and the extensive valuation of the global service it delivers to users, the *ethnographic record* also gathered some differences at the libraries in the teams in charge of the execution of the BiblioRedes project, that are worth highlighting.

In broad terms and based on the opinions of the library staff members in charge of the project all who were interviewed as part of the observation visit, it is possible to distinguish three typical models of the BiblioRedes service in the libraries that were visited:

(a) The first model corresponds to the peripheral libraries (dependent on other buildings or agencies, not central) in which the Introduction of computers has implied a significant change in their functions and work possibilities. Strictly speaking, these libraries have become hubs in which relevant social activities and public services with great development potential for the interest of the community and surrounding areas are coordinated.

The library staff members in charge of the project in these libraries show an *awareness* of this fact, although they also admit observing limitations in the management and operation of these new available resources. BiblioRedes, in a broad sense, has added a definitive element for these libraries to become the object of community interest and a center for the development of some of the main initiatives of local activities.

(b) A second service model may be considered a proactive and functional one describing a type of library that incorporates a sense of play and communication among its community objectives. In the presentation of experiences, libraries such as those of Los Ángeles and La Cisterna, show that characteristic and the teams in charge of the project feel they are part of a growth and management innovation process.

In their discourse, the library staff members in charge of the project reveal high motivation and willingness to drive new actions. These libraries have become hubs of significant community development and in their facilities the enthusiasm and extensive use of the available resources can be observed, which is something that is highly valued by the people in charge of them.

(c) Finally, a third model is comprised by those libraries which despite meeting the objectives set within the framework of the project, represent a core that is mostly resistant to innovation. In these cases, the complaints center on two main issues: first, that the BiblioRedes project implies more work for one library staff member or for others in charge of the library which is not backed up by any financial or human resources

support, to help with the implementation; second, that the library begins to lose its basic sense, given that it ventures in activities that do not correspond to the definition of what a library is ultimately supposed to be.

This model of critical resistance is observed in libraries such as the one located in San Antonio. Although it cannot be taken as a major trend it does call for placing more attention on a case-by-case basis to see how these issues should be faced (among other aspects, in these cases cultural and generational dimensions come into play with respect to the definition of the management of a library).