

DIGITAL INCLUSION SURVEY:

PRELIMINARY FINDINGS & ISSUES



Brian Real

Information Policy & Access Center,
University of Maryland

Norman Rose

Office of Research and Statistics, ALA



Funded by:



THE STUDY TEAM

- The American Library Association (ALA)
 - Office for Research and Statistics
 - Office for Information Technology Policy
- The University of Maryland
 - Information Policy & Access Center (iPAC)
- International City/County Management Association (ICMA)
- Community Attributes
- Paragon New Media
- Funded by Institute of Museum and Library Services

STUDY CONTEXT

- Communities have opportunities and challenges in key areas such as
 - Education
 - Employment/workforce
 - Health and wellness
 - Civic engagement
 - Environment
- Increasingly, these opportunities and challenges reside within a digital information/technology context

DIGITAL INCLUSION

- Digital inclusion brings together
 - Broadband
 - Information and Communication Technologies
 - Digital Literacy
 - Community engagement in challenge/opportunity areas
- In ways that provide opportunities for individuals and communities to succeed in the digital environment

STUDY HISTORY

- The Digital Inclusion Survey builds on previous national surveys work begun in 1994 on issues associated with public library use of/ interaction with the Internet
- A continuation of the *Public Library Funding and Technology Access Study*, funded by the Bill & Melinda Gates Foundation from 2006-2012

PRELIMINARY SURVEY QUESTIONS

- In what ways do libraries help build digitally inclusive communities?
- How do public access technologies/digital literacy/programs offered by public libraries help communities meet and/or seize challenges and opportunities?
- How can we show (digital) library services/technologies/programs in a community data context?

SURVEY GOALS

- To help libraries better understand their communities, community challenges, and opportunities
- To help libraries articulate their value and contributions to the communities that they serve

SURVEY CONTENT

- Four question areas:
 - Public Access Technology and Infrastructure
 - Numbers of public access computers
 - Broadband connectivity
 - Wi-Fi availability
 - Digital information resources (e.g., ebooks, databases)
 - Speed test [separate feature]
 - Digital Literacy and Training
 - Technology-related instruction offered by the library and library partners
 - Library Programs/Events/Sessions
 - Programming offered by the library and library partners in the areas of education, workforce/employment, health and wellness, and civic engagement
 - Future Opportunities and Directions
 - Challenges and opportunities for the library in building digitally inclusive communities (open ended question)

WHAT THE STUDY IS NOT

- Benchmarks (Library Public Access Technology)
 - See Library Edge (www.libraryedge.org)
- Impact (library users)
 - See University of Washington's IMPACT study (<http://impactsurvey.org/>)
- But we are trying to collaborate across these efforts

RESPONSES

- Received approximately 4,500 completed surveys
 - 80%+ response rate
 - Currently cleaning up data
- About 1,700 libraries used the speed test tool

SELECTED FINDINGS

- More public access computers than in previous surveys
 - Mean of 20.1
 - Of which
 - 14.3 are less than 4 years old
 - 5.8 are 4 or more years old
 - 40% of libraries report wait times for PACs
- Near ubiquity of wi-fi compared to previous surveys
 - 97.3% of libraries now offer wi-fi

SELECTED FINDINGS

- Digital literacy
 - 79.1% of libraries offer some formal/informal training
 - Computer skills
 - Productivity software
 - Internet skills
 - 10.1% of all libraries offer training in languages other than English
21.2% of city libraries offer such training

SELECTED FINDINGS

- Physical plant
 - 52% report poor or fair availability of electrical outlets
 - 51% report poor or fair cabling
 - 56% report poor or fair engagement space (e.g., maker spaces)
 - 62% report good or excellent general use space

SELECTED FINDINGS

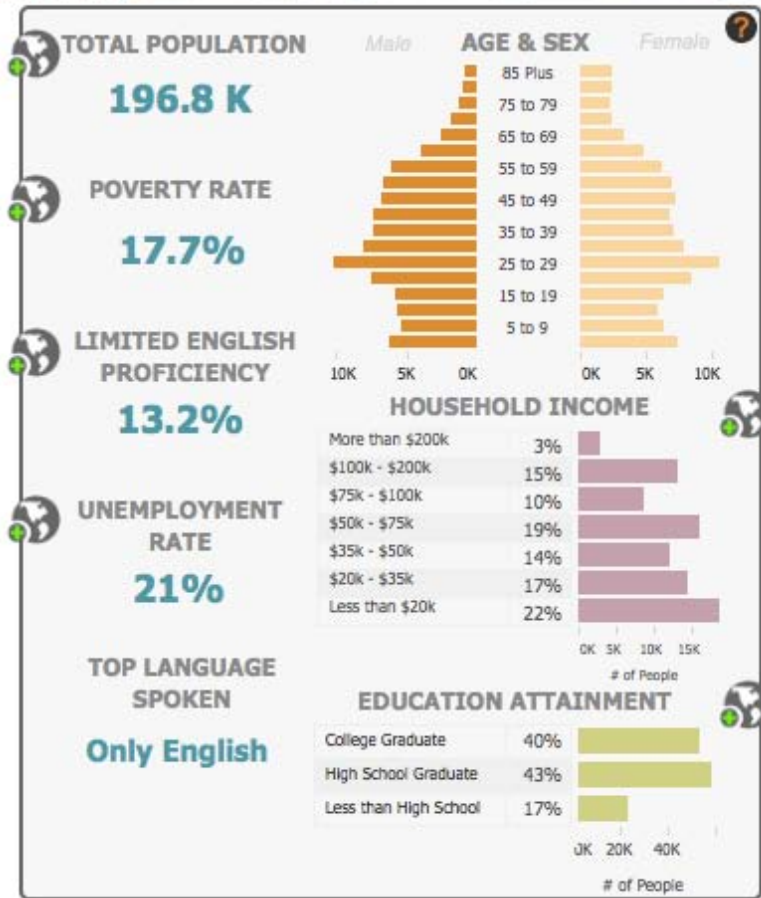
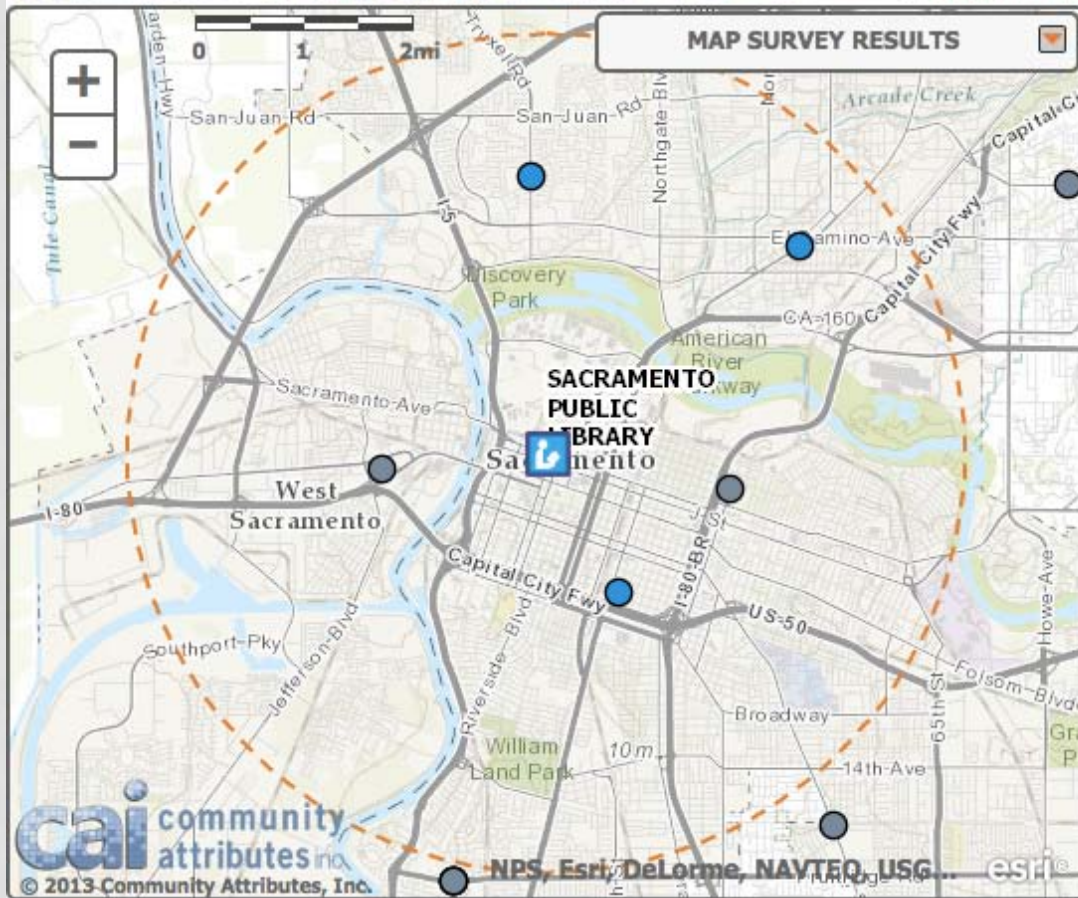
- 68% of libraries reported Public Access Technology upgrades in last 2 years
- Of those
 - 56% upgraded bandwidth
 - 78% replaced PACs
 - 56% added PACs
- Clean up and analysis ongoing

INTERACTIVE MAPPING

SELECT A LIBRARY OR NEIGHBORHOOD



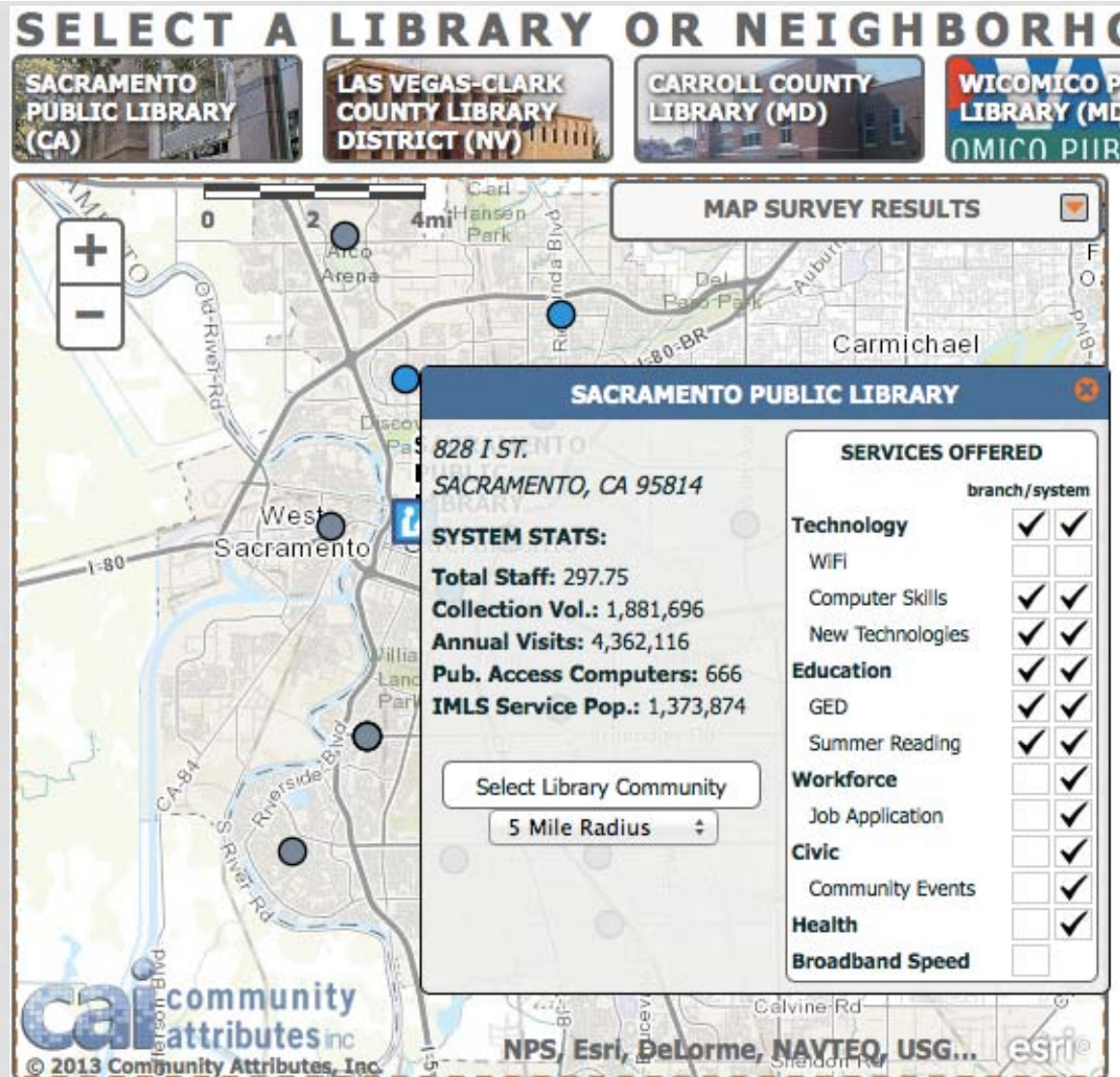
SELECT A CUSTOM AREA



<http://www.caimaps.info/umdnw/>



INTERACTIVE MAPPING



<http://www.caimaps.info/umdnw/>

STATE PAGES

Below is selected summary state and national data from the Public Library Funding & Technology Access survey. You may also access state one-page summaries for E-government and Employment, along with four issue briefs in the areas of Broadband, Community Access, E-government, and Employment.



STATE BRIEFS 2010-2011

- Overview
- E-Government
- Employment

STATE BRIEFS 2011-2012

- Overview
- E-Government
- Employment

ISSUE BRIEFS

- Public Libraries and Broadband
- Public Libraries and Community Access
- Public Libraries and Digital Literacy
- Public Libraries and E-Government
- Public Libraries and Employment

CONNECTIVITY	STATE 2010-2011	STATE 2011-2012	NATIONAL 2011-2012
Libraries which offer the only free access to computers/Internet in their communities	60.0%	72.0%	63.1%
Average number of Internet Workstations	22.5	21.4	16.4
Always sufficient Internet Workstations	10.0%	20.5%	34.6%
Use of public Internet workstations increased since last year	70.0%	41.8%	60.2%
Maximum Internet connection speed			
Less than 1.5Mbps	10.0%	0.8%	7.0%

<http://plinternetsurvey.org>

INTERACTIVE MAPPING

SELECT A LIBRARY OR NEIGHBORHOOD

SACRAMENTO PUBLIC LIBRARY (CA)

LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT (NV)

CARROLL COUNTY LIBRARY (MD)

WICOMICO PUBLIC LIBRARY (MD)

MAP SURVEY RESULTS

SACRAMENTO PUBLIC LIBRARY

828 I ST.
SACRAMENTO, CA 95814

SYSTEM STATS:
Total Staff: 297.75
Collection Vol.: 1,881,696
Annual Visits: 4,362,116
Pub. Access Computers: 666
IMLS Service Pop.: 1,373,874

Select Library Community
5 Mile Radius

SERVICES OFFERED

	branch/system	
Technology	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
WiFi	<input type="checkbox"/>	<input type="checkbox"/>
Computer Skills	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
New Technologies	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Education	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
GED	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Summer Reading	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Workforce	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Job Application	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Civic	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Community Events	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Health	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Broadband Speed	<input type="checkbox"/>	<input type="checkbox"/>

© 2013 Community Attributes, Inc. NPS, Esri, DeLorme, NAVTEQ, USG... esri

<http://www.caimaps.info/umdnw/>



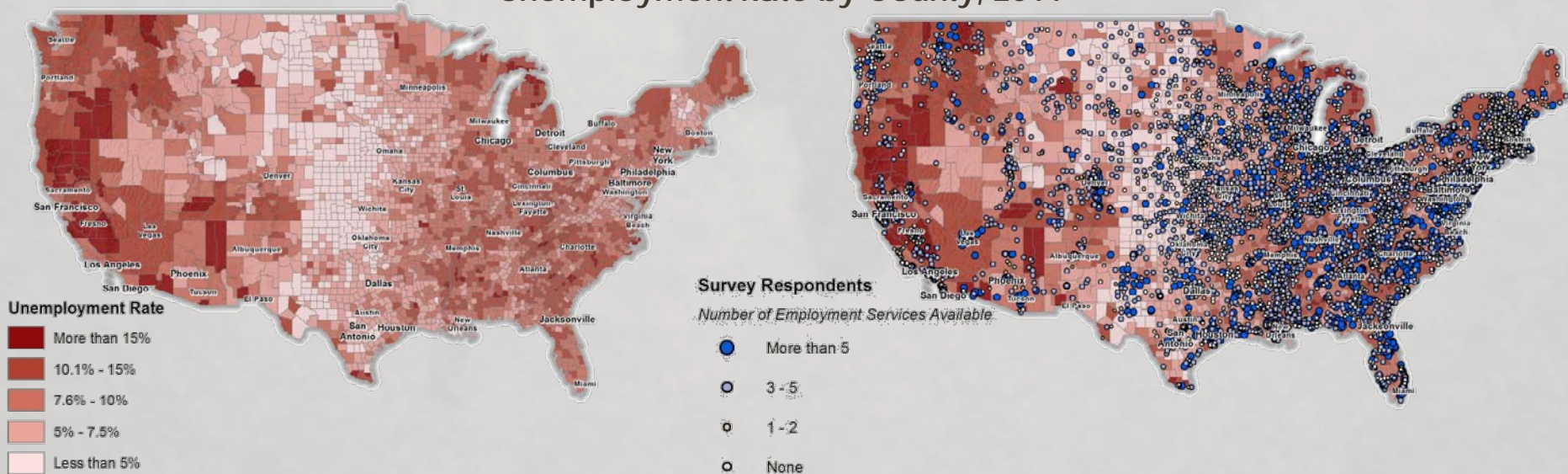
VISUALIZATIONS-EMPLOYMENT SERVICES

As an example, unemployment rates provide useful community context for 2011 PLFTAS responses regarding employment services offered

Top Metropolitan Statistical Areas (MSAs with at least 80 responses)

Metropolitan Statistical Area	Survey Responses	Average Number of Job Services Being Offered	Unemployment Rate
New York-Northern New Jersey-Long Island, NY-NJ-PA	242	6.3	8.6%
Washington-Arlington-Alexandria, DC-VA-MD-WV	105	3.7	6.0%
Miami-Fort Lauderdale-Pompano Beach, FL	102	5.3	10.2%
Chicago-Joliet-Naperville, IL-IN-WI	97	3.9	9.8%
Minneapolis-St. Paul-Bloomington, MN-WI	93	3.3	6.3%
Dallas-Fort Worth-Arlington, TX	83	4.1	7.8%
Average	120	4.4	8.1%

Unemployment Rate by County, 2011



ISSUE BRIEFS AND HANDOUTS



PUBLIC LIBRARIES & DIGITAL LITERACY

DIGITAL LITERACY

TECHNOLOGY ACCESS

Public libraries offer free access to computers, broadband Internet, and wireless Internet

EXPERTISE

Public libraries offer expertise that helps people understand technology and Internet resources

TRAINING

Public libraries offer a wide range of free computer, Internet use, and resource instruction to help people locate, evaluate, and use online resources

E-GOVERNMENT

Public libraries help people complete immigration and citizenship, social service, emergency benefit, and other online forms

EMPLOYMENT

Public libraries provide technology instruction opportunities that increase people's job qualifications

With 100% of public libraries offering public Internet access, public libraries provide a vital community link to the Internet, technology, and information. Public libraries are essential providers of employment, educational services and resources, and e-government.



Public libraries play a vital role in bridging the digital divide, the gap between "haves" and "have nots" in the digital age. Public libraries provide free access to workstations and Internet services to those who could not otherwise access these resources. Public libraries also provide training and assistance to those who lack technology skills or who have difficulty using Internet services.

The Public Library Funding & Technology Access Survey (www.ala.org/plinternetfunding) is managed by the Information Policy and Access Center (ipac.umd.edu) at the University of Maryland and funded by the American Library Association and the Bill & Melinda Gates Foundation. For more information about libraries & the Internet visit <http://plinternetsurvey.org/>. 2011-2012 data presented.



PUBLIC LIBRARIES & EMPLOYMENT

EMPLOYMENT SERVICES

TECHNOLOGY ACCESS

Public libraries offer free access to computers, broadband, and Wi-Fi

DIGITAL LITERACY

Public libraries offer a wide range of free computer and Internet use training, including classes on using employment resources

EXPERTISE

Public libraries offer expertise that helps people understand and use employment resources

ASSISTANCE

Public libraries help people search for jobs, create resumes and apply for jobs online

COLLABORATION

Public libraries partner with outside agencies and individuals to offer classes on job seeking, to help people find and apply for jobs, and to help people start businesses and create business plans

With a presence in almost every community and the free public access technologies they provide, public libraries are well situated to provide the employment-seeking assistance people need. Millions of job-seekers use public library services to find job openings, work on resumes, and complete online applications.

Libraries help people seek jobs



The employment services that public libraries provide are particularly important for those who do not have high speed Internet or computer access, or lack technology skills and expertise. Public libraries are also open evenings and weekends and are centrally located in many communities - thus better meeting the needs of those who cannot access other employment services only available during the work day.

The Public Library Funding & Technology Access Survey (www.ala.org/plinternetfunding) is managed by the Information Policy & Access Center (<http://ipac.umd.edu>) at the University of Maryland and funded by the American Library Association and the Bill & Melinda Gates Foundation. For more information about libraries & the Internet visit <http://plinternetsurvey.org/>. 2011-2012 data presented.



Examples from <http://plinternetsurvey.org>



ISSUES

- Why branch/outlet level data collection?
 - Community vs. community
 - Each community has its own needs, including unique challenges and opportunities in terms of digital inclusion

A TALE OF TWO SACRAMENTOS

Demographic	Sacramento (Metro Area)	Del Paso Heights (1 mile)
Population	925,000	10,700
Poverty	18.1%	26.5%
Limited English Proficiency	15.2%	25.4%
Unemployment	12.6%	16.1%
College Degree	36.0%	20.0%

ISSUES

- Why these libraries?
 - Selection was random (but based on state and locale code)
 - But for those libraries with branches, should we always include the “main” branch?
- We sample for some reports, but we use everything we get for online tools

DISCUSSION

- We will conduct another survey in 2014
 - If libraries participated before, we will be able to use previous year's data for comparison
- What did we miss?
- How can we help you?
- What should we do differently?

DISCUSSION

- What types of data could you use?
- What types of digital tools or reports do you need?

THANK YOU

- Contact: Brian Real
 - E-mail: breal@umd.edu
- Contact: Norman Rose
 - E-mail: nrose@ala.org
- Study website: digitalinclusion.umd.edu