

Perceptions of public libraries in Africa
Ethiopia Report
prepared for EIFL by TNS RMS East Africa
July 2011

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EXECUTIVE SUMMARY

A top line observation of key findings is presented here to give a quick glimpse of the main findings in the whole report which covered 6 countries.

The state of public libraries

Public libraries are widely available in most of the 6 countries studied offering the traditional service of lending of books and offering a good environment for studying i.e. where school pupils or even university students can complete homework and other classroom related reading, such as reading for examinations.

Most are small with limited space and are resource constrained. Most lack technology related facilities and in some cases relevant books to meet the needs of users.

Awareness, perceptions and attitudes

Users and non users were surveyed in Ghana, Kenya, Uganda and Tanzania. Awareness of libraries is high even among those not using them. Users share information about their library experiences a lot, mainly with their friends. In addition to the high awareness, a majority have very positive sentiments about libraries across all groups surveyed i.e. from policy level all the way to users, including non users.

Libraries are perceived as offering academic related information and therefore an extension of the academic study. Children's exposure to libraries is limited and a lot more could be done to improve usage.

Role of librarians

Librarians are competent in the traditional roles of a librarian but have limitations in the technology related services.

Low skill level on technology services results from a lack of the facilities that would enable them improve competency. A significant number of librarians admit to lacking the necessary skills for advocacy to generate additional funding.

Importance of libraries

Libraries are seen as essential to the individual as well as communities in general by all groups surveyed. Libraries need to engage with the community at a more tangible level that goes beyond passively providing books information only e.g. facilitating community interaction with service providers of health, agriculture and culture. Stakeholders recognize a role for libraries in these fields. Funding for libraries is low, and donors (local or international) are expected to play a greater role in funding libraries.

Information about libraries

Print media are currently doing more in promoting the library agenda compared to other media. Digital media like the internet are not properly exploited and with the growth of mobile telephony and data services in Africa, this could be an avenue to explore.

Reaching the target groups

Electronic media is the best way to reach the policy level target audience for libraries. TV and radio are the most frequently used sources of information and also the most trusted ones.



SECTION 1: LIBRARIANS



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Information society and digital divide
 Education
 Economic development
 Health
 Communication
 Culture
 Social inclusion and community development
 Citizen empowerment, democracy and E-Government
 Librarian advocacy
 Relationship with media

Demographic characteristics (Librarians)

	Total
Base = Librarians	20
Gender	%
Male	40
Female	60
Age	%
21 yrs - 30 yrs	35
31 yrs - 40 yrs	35
41 yrs - 50 yrs	30
Position in library	%
Library director/manager	10
Professional Librarian	5
Assistant librarian	60
Support staff	10
Don't Know/Refused	15
Education	%
Professional librarian's education	5
Master's degree in another field	5
Bachelor's degree in another field	5
Professional education in another field	35
Secondary education	15
Diploma in another field	5
Certificate in library science	10
Literature high school grade	15
Don't Know/Refused	5
Decision making	%
I am ultimately responsible for the decision making	35
I am partly responsible for the decision making	50
I am not responsible for the decision making	15

Library sizes and types

Participating libraries were located in Addis Ababa and only one library was located in Oromia region. The survey revealed that they are all relatively small libraries with an average of 128 people visiting the library per day.

Number of libraries

	Total	Addis	Oromia
Base = Number of libraries	13	12	1

Status of library

Materials	Total	Addis	Oromia
Base = Number of libraries	13	12	1
	%	%	%
National library	-	-	-
District library	47	50	-
Municipal library	15	8	100
Community based library	38	42	-

None of the libraries visited in Ethiopia for the survey was exclusively for children

Urban vs. Rural libraries

Location of libraries	Total	Addis	Oromia
Base = Number of libraries	13	12	1
	%	%	%
City	100	100	100
Rural area	-	-	-

Audience served by library

Audience	Total	Addis	Oromia
Base = Number of libraries	13	12	1
	%	%	%
Adults' library	15	8	100
Adults' library with a children's department	85	92	-
Children's library	-	-	-

Number of people served per day

Number of people served	Total
Base = Number of libraries	13
	%
1 to 30	32
31 to 100	32
101 to 500	36
Above 500	0
Mean (Average number of people)	128

Is your library an adults' library, adults' with a children's department or a children's library [How many days per week is your library open to visitors

Library types and size

All the libraries surveyed in Ethiopia said they offer their services for free.

Payment for use of library

Type of payment/method	Total	Addis	Oromia
Base (libraries)	13	12	1
	%	%	%
Pay for library card	-	-	-
Pay annual fee	-	-	-
Pay for certain services	-	-	-
Free of charge	100	100	100

Average Library stocks

Materials	Total	Addis	Oromia
Base	13	12	1
	Average	Average	Average
Books	2,703	2,928	60
Periodicals [volumes]	15	16	10
Sound & Video recording	0	0	0
Others	2.5	2.5	0

All libraries sampled in the survey in Ethiopia offer their services for free.

The bulk of the library stocks are books averaging close to 3000 per library. Periodicals and other materials are few in the libraries with no public library reporting to have stocks of sound and video recordings.

All figures are unchecked as reported by librarians. Figures for periodicals are in volumes. Local stakeholders are best placed to evaluate the validity of the estimates.

Do people need to pay to use your library

How big is your library's stock

How many days per week is your library open to visitors

Library types and size - Equipments

Equipments/materials owned by libraries

Materials	Ethiopia	
Base		13
	Number	%
Computers in total	0	8
	1-10	38
	>10	8
Computers for users [responses only; non responses were 54%]	0	38
	1-10	8
	>10	
Printers	0	31
	1	15
	>1	
Scanners	0	38
	1	8
	>1	
Copiers	0	23
	1	23
	>1	
Telephone	0	31
	1	15
	>1	
Fax	0	38
	1	8
	>1	
TV or other audiovisual equipment	0	38
	1	
	>1	8
Multifunctional equipment	0	46
	1	
	>1	

Majority of libraries lack basic technology related equipments and materials for rendering services to users.

Please indicate, how many such pieces of equipment you have in your library

Services rendered by libraries

According to the librarians, libraries provide a wide range of services, the bulk of which are the traditional services of a library.

Librarians' perceptions of services provided in their libraries

Services provided	Total	Adis Ababa	Oromia	Adults	Adults & children
Base	20	18	2	3	17
	%	%	%	%	%
Take out/lend books for grown-ups	90	89	100	100	88
Possibility to ask a librarian for help, advice or consultation	75	78	50	67	76
Opportunity to meet other people	70	72	50	67	71
Reading newspapers or magazines	60	56	100	100	53
Use of reference materials, like encyclopedias	45	39	100	67	41
Take out/lend books for children	40	44	-	-	47
Opportunity to hire rooms/ spaces for study or meetings	35	39	-	-	41
A children's section	35	39	-	-	41
Use of public internet access	10	-	100	67	-
Opportunity to take a class or workshop	10	11	-	-	12
Take out CDs or videos	5	-	50	33	-
Connection to the internet with your laptop	5	-	50	33	-
Use of computer software	5	-	50	33	-

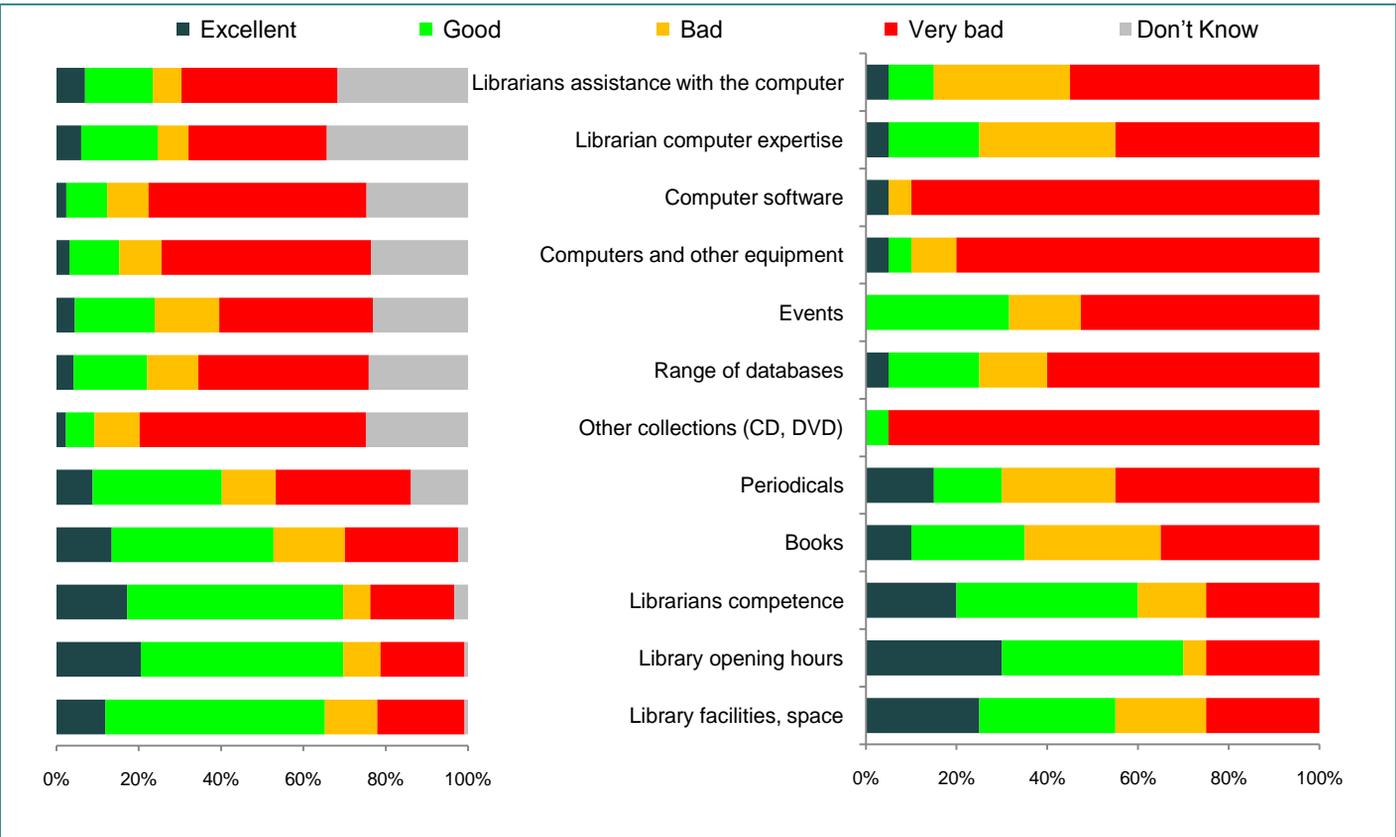
20 librarians were asked about their 13 libraries. Borrowing and lending of books is the core service offered by libraries in Ethiopia. Digital services such as CDs, videos and computer/internet services are generally not available in Ethiopia. One library in Oromia has internet and computing facilities.

Does your library provide the following services?

Comparative rating on some library aspects users vs. librarians;

Users

Librarians



Librarians competence, opening hours as well as facilities and space are rated fairly well, with about 60% of librarians and users rating them as either good or excellent. Only about one half of users rate the books well, but the majority of librarians (60%) rate the books as bad or very bad.

Overall computing facilities are rated poorly, including the librarians' computer expertise, which is generally rated as either bad or very bad. Lack of technology based services would obviously hamper the development of the librarians' expertise in technology related services.

How do you rate the following aspects of your library? Please make an assessment on a 4-point scale, where 1-very bad, 4-excellent.

Automation

Automation		Total	Adis Ababa	Oromia	Adults	Adults & children
	Base	20	18	2	3	17
		%	%	%	%	%
Computerized catalogue	Yes	-	-	-	-	-
	No	100	100	100	100	100
	Partly	-	-	-	-	-
		%				
Computerized circulation system	Yes	-	-	-	-	-
	No	100	100	100	100	100
	Partly	-	-	-	-	-
		%				
Own website	Yes	-	-	-	-	-
	No	100	100	100	100	100

None of the librarians in the libraries surveyed said that they have any kind of automation; i.e. computerized catalogue, circulation system or ownership of a website are non-existent. The lack of library websites [and their limited functionality due to lack of back office automation] indicates a need for libraries to help their users reach out to resources and services on the web rather than looking inwards to their own often outdated information sources. They do, however, need to create a web presence.

*Have you computerized your catalogue?
Have you computerized your circulation system?
Does your library have a website?*

Meeting user needs and benefits derived from libraries

Proportion of librarians who say that libraries address the following user needs

Purpose (users)	Total
Base	20
	%
Educational purposes (for homework or to take a class)	100
National news or information	75
It is safe place for my child to spend time	60
Entertainment	50
Information on health issue	50
To help my child do homework	50
International news or information	45
Information and use of electronic government services	35
Local news or information	35
To communicate with distance friends or relatives	35
Information on agriculture	30
Financial or investment news or information	25
To conduct a job search or write a cv	15
To look for information on starting or running a business	10

Proportion of librarians who say that users benefit in the following ways from libraries

Benefit	Total
Base	20
	%
Develop new skills or learn something new	90
Obtain new ideas, new interests	75
Get helpful information for school/ learning	70
Get helpful information for health and well being	20
Get helpful information for their business and commerce	5
Get helpful information about their community	5
Save time by being well informed	5

All librarians agree that libraries are centers that serve educational purposes for users. Additionally libraries are addressing the need to access national news and a significant proportion of librarians say that libraries serve a 'social role' by providing children with a safe place and way of spending time.

As a result of using libraries, users benefit by developing new skills and also by getting useful information for school work. Librarians also think libraries can serve users in a number of other areas including health and agriculture.

in your opinion, what users needs does the library aim to satisfy the most
In your opinion, do people get these benefits from visiting your library
Besides the above mentioned services, what others services you would like to provide

Operations & management of libraries

Challenges faced by libraries and librarians

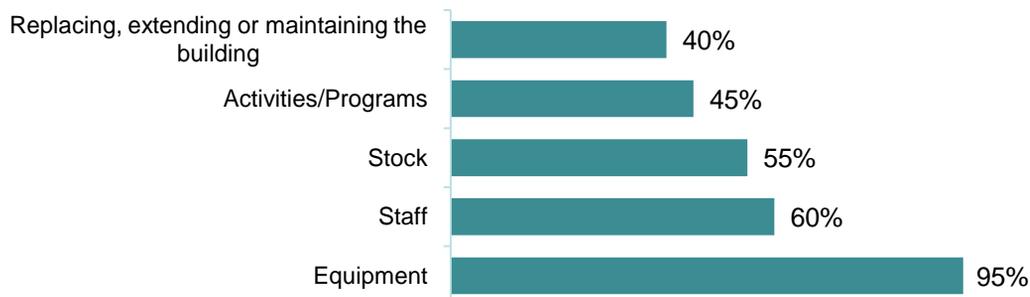
	Total
Base: Total sample	20
	%
Inadequate books	40
Inadequate computers	35
Lack facilities/ lack washrooms	35
Minimal reading space	30
Inadequate staff	30
Lack enough funds	20
They have limited resources	20
Poor furniture	20

The main challenges facing libraries and librarians are financial, leading to lack of basic facilities and resources. In more specific detail, books are the major challenge facing libraries and librarians in Ethiopia. Other challenges facing libraries in Ethiopia include, lack of computers, inadequate space and facilities as well as staffing.

What are the biggest challenges in your library work

Priority areas for librarians if funding was increased

Key priority areas



Specific actions

Base: Will prioritize Equipments	19
More computers, TVs faxes, phone and printers	74%
Modern furniture	58%
Modern technology equipments like projectors and scanner	11%
Increase on books/ newspapers/ magazines	11%
Base: Will prioritize Replacing, extending or maintaining the building	8
Build a new library	38%
Renovate the building to avoid leakages	25%
Make the place attractive (library)	25%
Add more space to accommodate large number of users	13%
Base: Will prioritize stock	11
More books required	73%
Stock should be updated to suit users needs	18%
Increase stock in diversity and improving on the existing st	18%
We require shelves to increase storage capacity of books	9%
Base: Will prioritize staff	12
More technical staff	58%
Add librarians	33%
Train librarians on advanced technology	8%
Inexperienced staff	8%
Base: Will prioritize Activities/Programs	9
Computerize catalogue cards	67%
Automate the systems	22%
Train all the staff in PR and ICT	22%

Librarians express the need to have more computers, modern technology equipment like projectors and modern furniture.

The growing numbers of library users require more sitting spaces and these need to be more comfortable. In order to increase comfort there is need for renovations of the library buildings.

To satisfactorily serve the users there is need to increase the number of technical staff,

*If your library had more funding, to which of the following areas would you give your priority
Please elaborate each of the priorities marked, what needs to be done*

Ability to offer technology related services

Librarians who said they offer these technology related services

Technology service	Total
Base	20
	%
The Internet	15
Printing	10
Scanning	10
Online inquiry service	5
Office software	5
Technology help or advice	5
Not mentioned	80

Only 15% of the librarians said that their libraries offer access to the internet.

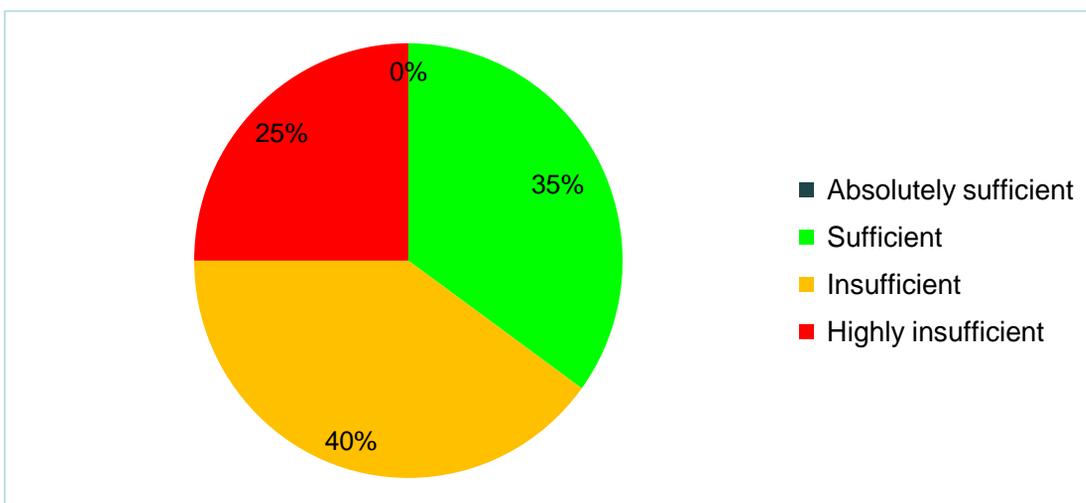
80%

Of librarians in Ethiopia did not mention any technology related services on offer in their library.

65%

of librarians interviewed in Ethiopia said they don't have the skills to provide technology related services.

Technology skills self assessment

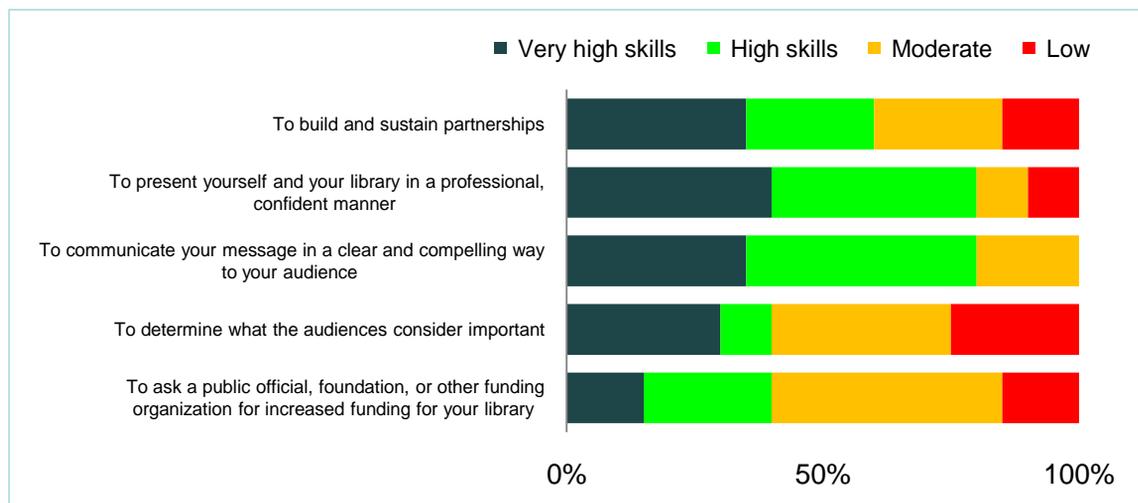


There is a huge skill gap in rendering technology related services, as 65% of librarians feel they don't have sufficient skills to offer these services. Development of librarians' skills must be part of any technology related improvement interventions.

*What technology related services are offered in your library
Please provide an assessment of your skills to provide technology related library services*

Increasing support for the libraries

Librarians own skill assessment to increase support for their libraries



Tools used to promote libraries

Tools used	Total
Base	20
	%
Reading promotion activities	80
Community events	65
Forums (for example tradeshow or other events outside the library)	10

A majority of the librarians consider themselves to be good at presenting themselves confidently and professionally and also as having good communication skills. There are a good number of librarians however who consider their skills to be low when it comes to determining what users want and seeking funds from public officials or other donors.

*Please provide an assessment of your skills to increase support for your library
What tools and means do you use to promote your library services*

Library associations

Percentage of librarians who associate libraries with these attributes

Attributes	Total
Base	20
	%
Friendly	90
Comfortable	35
Dynamic	30
Modern	25
Offers different activities and entertainment	25
Innovative	20
Has highly-skilled librarians	20
Inclusive	15
Up-to-date on technology	10

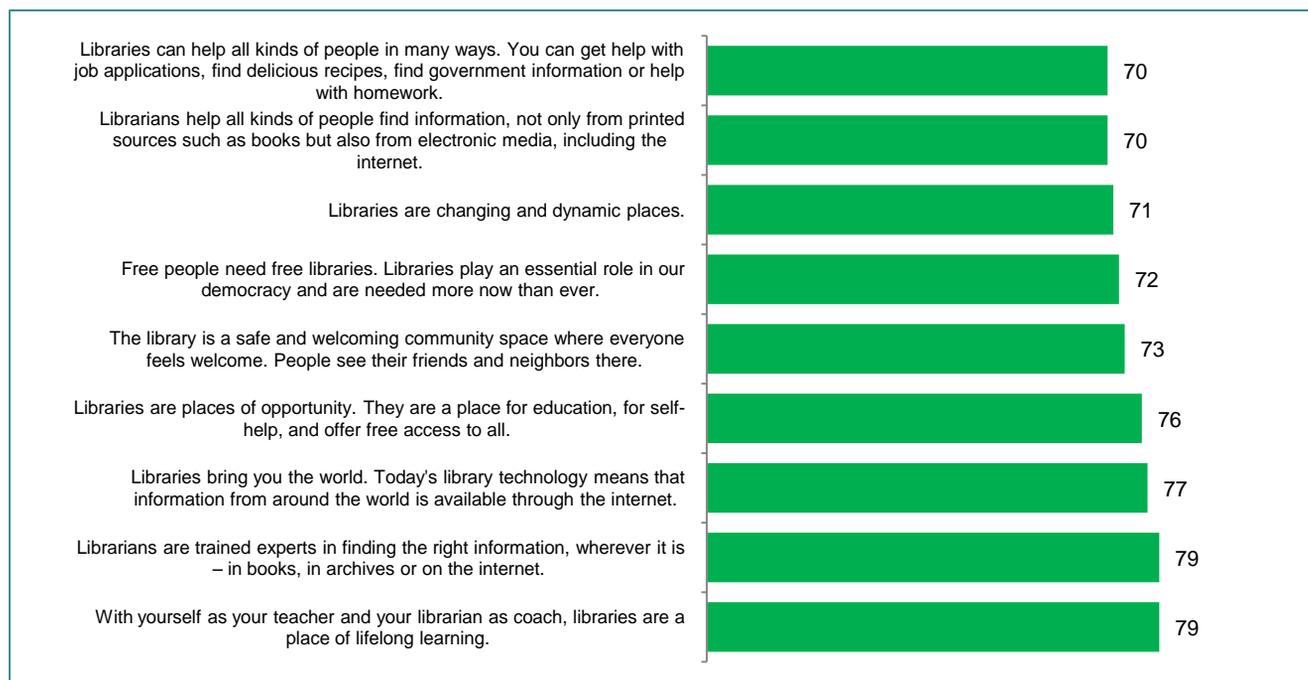
Librarians in Ethiopia consider their libraries to be friendly, All other aspects are mentioned by less than one third of the librarians interviewed, with a clear call for technological improvement from most of the librarians.

Of concern is the fact that only 20% of the librarians associate libraries in Ethiopia with highly skilled librarians. Are librarians more modest than their colleagues in other countries or objectively less skilled?

Now thinking again about your library, please tell me how well you personally believe each of the following words or phrases

Statements in support of libraries and librarians

Percentage of librarians who find the statements very convincing (based on a 5 point scale where 1 is not convincing at all and 5 is very convincing)



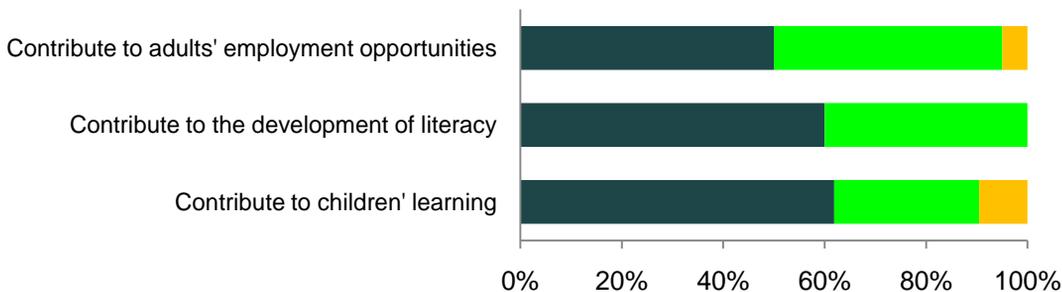
There are very high positive sentiments by librarians with over 70% finding each of the statements to be very convincing. This is a good indication of optimism and it also indicates determination to sustain library services despite the challenges faced by librarians.

Let me read to some statements in support of librarians and libraries. Please tell me whether each statement seems very convincing, somewhat convincing, not convincing to your own point of view

Impact areas

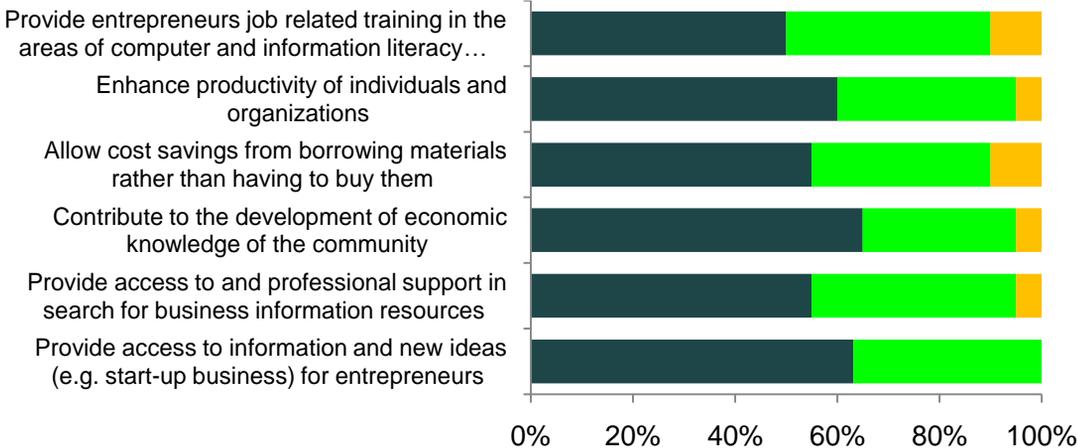
Education

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



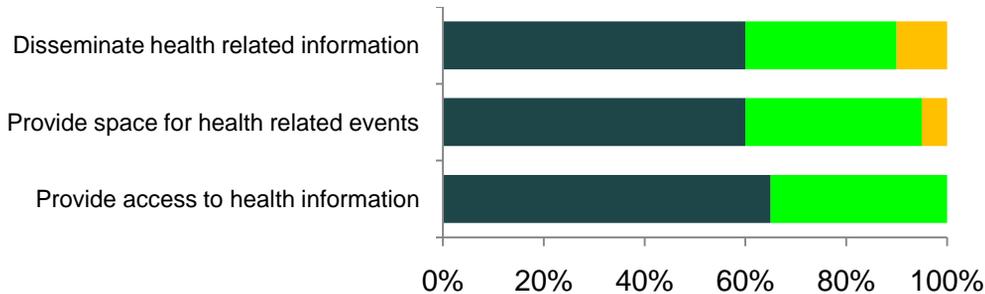
Librarians feel that libraries contribute to literacy but a small minority have doubts about contributing to children's learning and adult employment opportunities,

Economic development



Librarians are very positive about all aspects of libraries' potential contribution to economic development.

Health



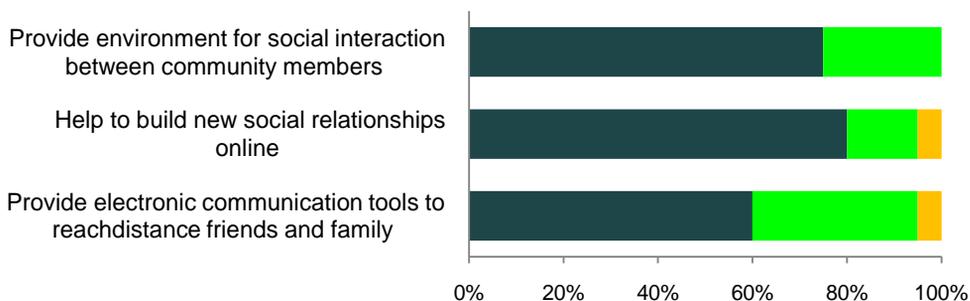
The need to provide access to health related information is not in doubt.

Next questions are about the areas in which libraries can impact their users and communities. Could you please say whether you agree with below listed statements. What is your opinion on each of these areas.

Impact areas

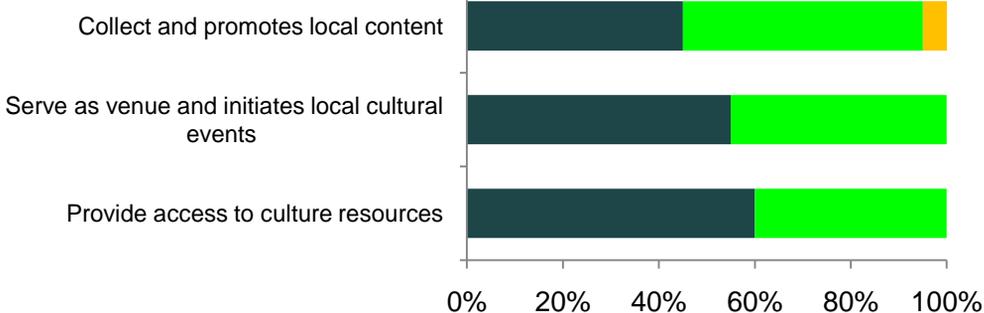
Communication

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



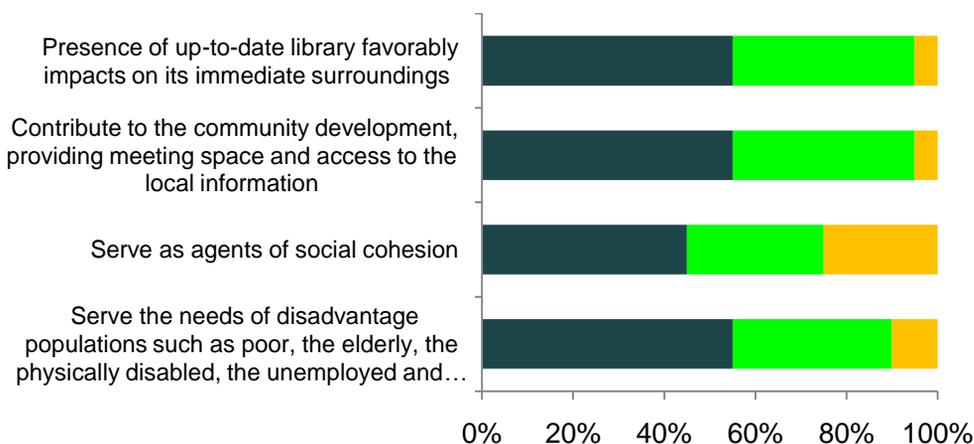
Librarians strongly support libraries' communication role in the community and in the virtual world.

Culture



The role of libraries in promoting culture is accepted but a minority disagree regarding promotion of local content.

Social Inclusion and Community Development



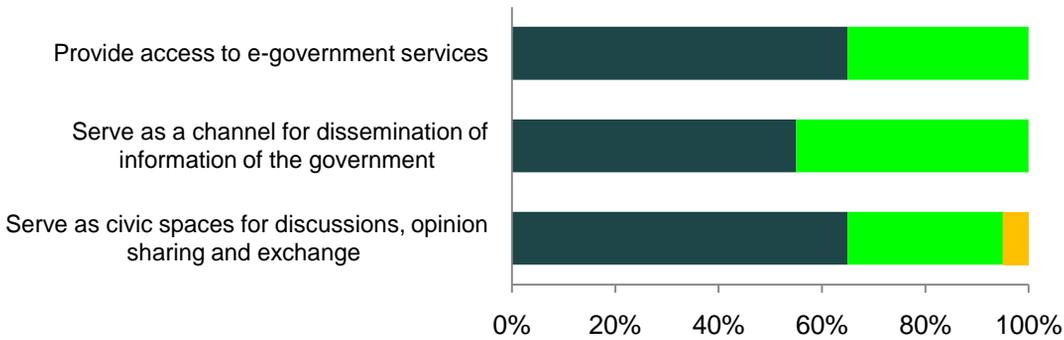
Some level of disagreement is expressed regarding libraries' impact in serving as an agent for social cohesion. But all aspects of libraries' social role are accepted by a big majority.

Next questions are about the areas in which libraries can impact their users and communities. Could you please say whether you agree with below listed statements. What is your opinion on each of these areas.

Impact areas

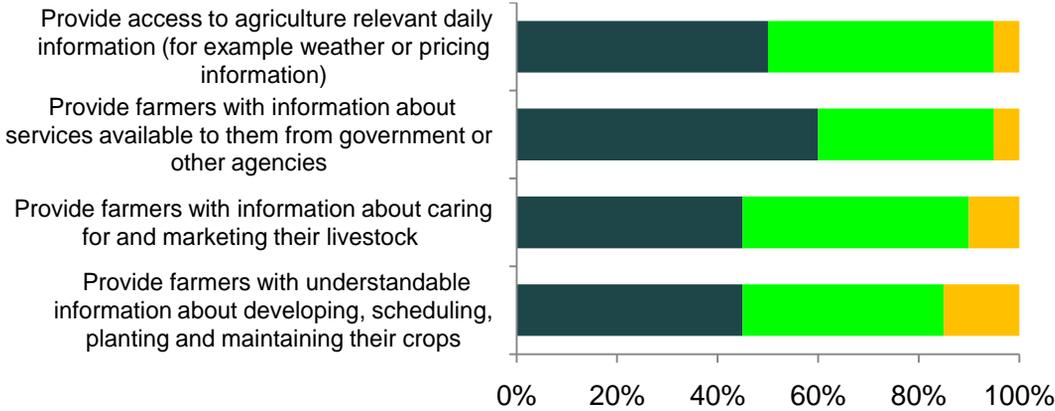
Citizen Empowerment, Democracy and E-Government

■ Strongly agree ■ Agree ■ Disagree ■ Strongly disagree



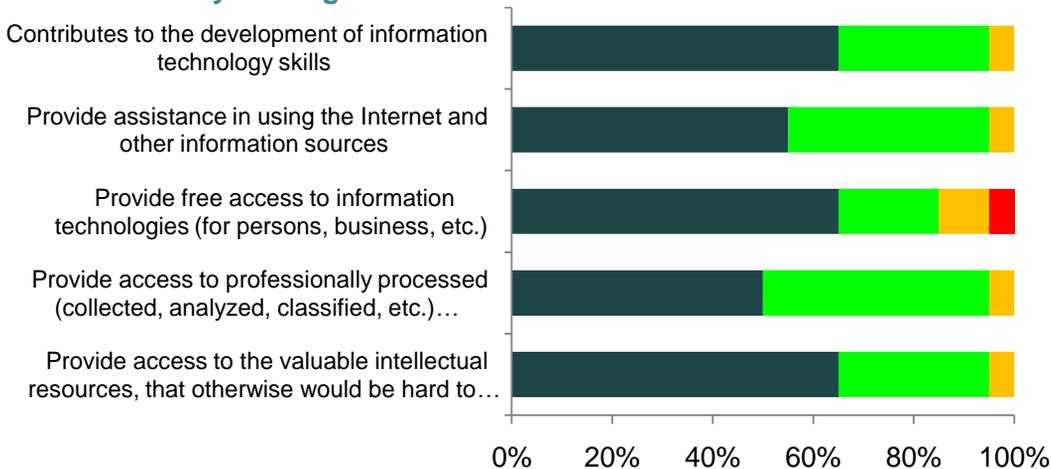
The great majority support the idea of a role for libraries in providing access to e-Government and other government information .

Agriculture outcomes



Librarians agree that libraries can be impactful in all areas touching on agriculture.

Information society and digital divide



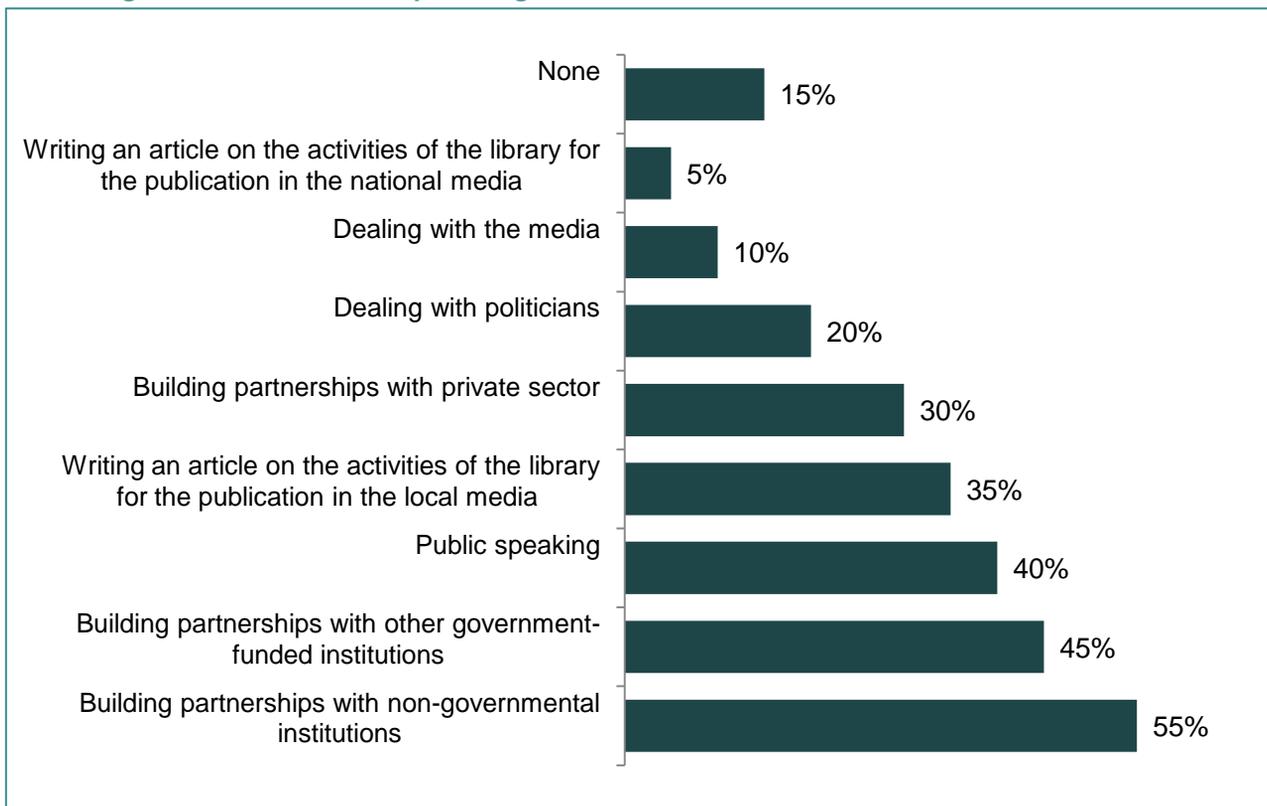
Engagement in all aspects of information society receives overwhelming support despite current resource constraints to avail access to information technologies.

Next questions are about the areas in which libraries can impact their users and communities. Could you please say whether you agree with below listed statements. What is your opinion on each of these areas.

Advocacy

What librarians are currently doing to promote and advocate for libraries

Percentage of librarians in Ethiopia using the each of the methods listed to advocate for libraries



Building partnerships with non governmental organizations is the main approach used to promote and advocate for libraries currently, an indication that librarians perceive them to have a big role to play in the development of libraries in Ethiopia. Other key methods used include building partnerships with the other government funded institutions as well as public speaking.

Which of the below do you use in your work as a means of promotion of library services and library advocacy

Librarians' perceptions of media interaction with libraries

Media that pay attention to libraries

Media type	Total
Base	20
	%
National TV	70
Newspapers, magazines	60
National radio	45
Local TV	35
Local radio	30
Internet	10
Colleagues, friends, etc.	10

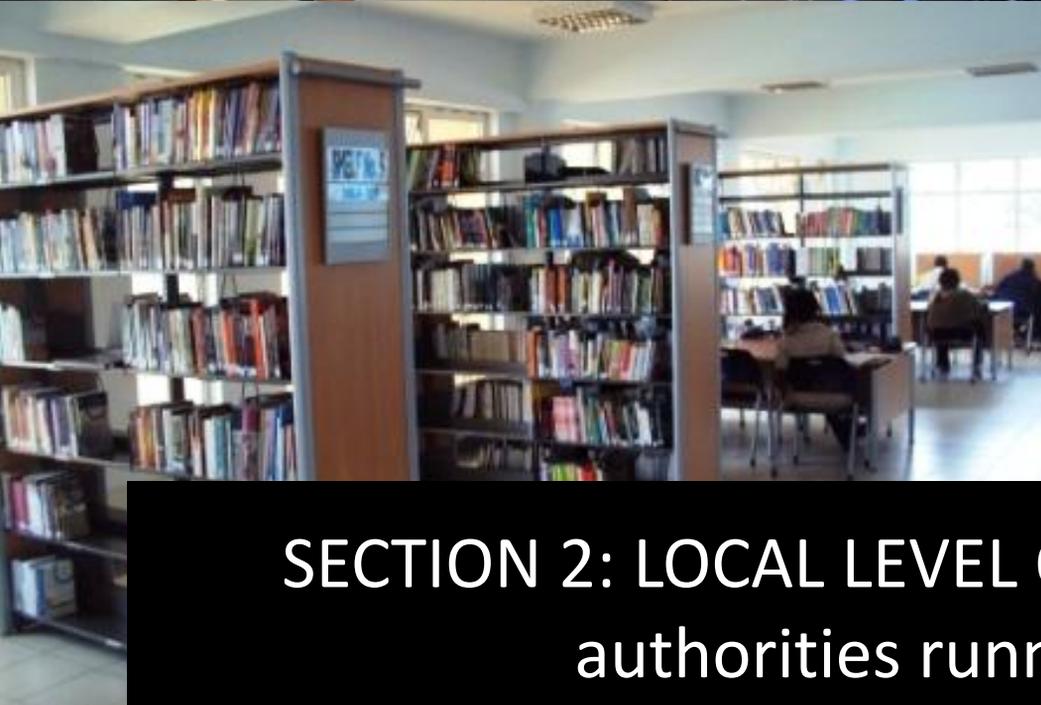
Type of buzz about libraries in the media

Media type	Very positive	Positive	Negative	Very negative
	%	%	%	%
	Very positive	Positive	Negative	-
Colleagues, friends, etc.	100	-	-	-
Local TV	86	14	-	-
Local radio	67	33	-	-
National radio	56	33	11	-
Newspapers, magazines	50	42	8	-
Internet	50	50	-	-
National TV	43	57	-	-
Mobile phone	-	-	-	-

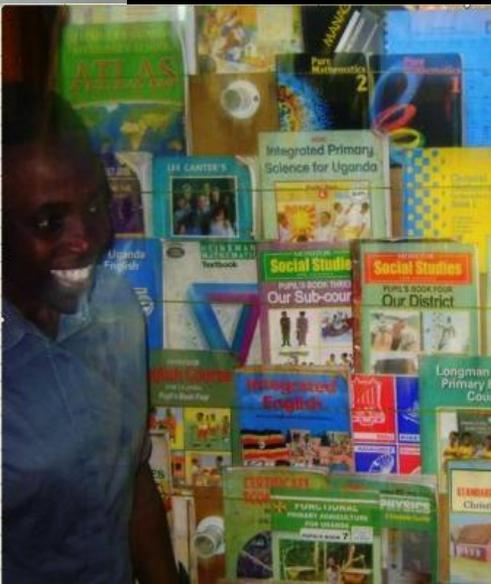
70% of librarians say that national TV is paying most attention to the libraries. Print media (newspapers and Magazines) come is second with a 60% mention. Most librarians do not mention internet mentions of libraries.

Information about libraries in the media is mainly positive.

*What kind of media is mainly paying attention to libraries
Whether information provided about libraries by each media source is*



SECTION 2: LOCAL LEVEL OFFICIALS in authorities running libraries



SECTION OVERVIEW

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Perceptions 28

Things that come to mind
 Importance rating
 Awareness
 Usage
 Evaluation of aspects
 Level of information about libraries
 Connection with libraries in past and in future

Services 33

Satisfaction levels
 Services rendered
 Benefits derived by users
 How libraries can promote themselves
 Relevant communication channels
 Alternatives to libraries
 Modernity rating

Management 37

Met local library manager
 Library funding (current, future and options)
 Attribute statements

Libraries and community /Impact 42

Met local library manager
 Community issues and role of libraries in solving them
 Information society and digital divide
 Education
 Economic development
 Health
 Communication
 Culture
 Social inclusion and community development
 Citizen empowerment, democracy and E-Government

Demographic profile (officials of local authorities that operate libraries)

	Total
Base (n =)	49
Gender %	%
Male	88
Female	12
Age %	%
21 yrs - 30 yrs	29
31 yrs - 40 yrs	41
41 yrs - 50 yrs	22
51 yrs - 60 yrs	8
61 yrs - 70 yrs	-
Education %	%
Secondary education	8
Higher	92
Occupation	%
Duration in position %	%
01-02 Yrs	22
03-05 Yrs	57
06+	12
Decision making %	%
Ultimately responsible	61
Partly responsible	35
Not responsible	4

Caution: The survey was not able to cover the officials of local authorities that don't operate libraries in Ethiopia thus interpretations are based on only the officials of local authorities that operate libraries

Perception of libraries

Libraries are considered essential to local authorities that operate libraries. It is however quite clear that libraries are still serving the traditional roles of lending books and providing a study environment for academic purposes.

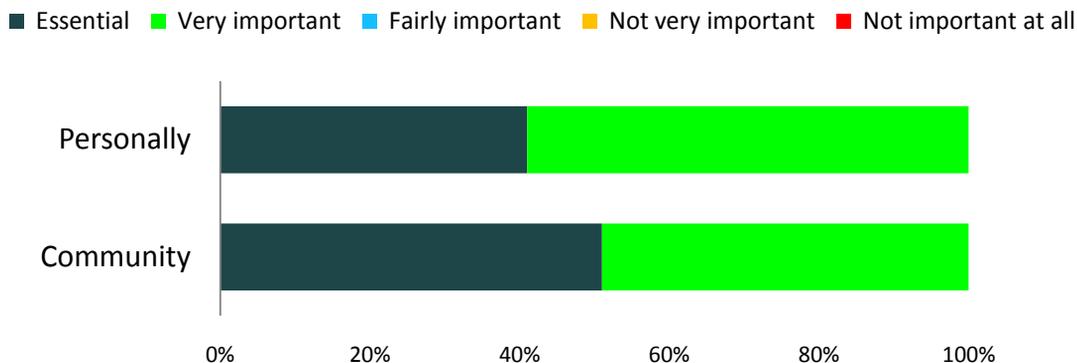
Associations (Officials of local authorities that operate libraries)	Total
Base	49
	%
Books	69
Information/knowledge storage and acquisition	67
Space: Quiet place/peaceful place for study, relaxation, etc)	41
Newspapers/ Current affairs/ Magazines	12

Officials of local authorities that operate libraries associate them with knowledge and information and books. Computers and librarians are not spontaneously associated with libraries.

Words or images that appear in mind first when you hear the word library

How important are libraries to the local level officials?

Importance rating (Officials of local authorities that operate libraries)



Local authorities that operate libraries consider libraries to be essential both to the community and also to individuals.

Frequency of using library

	Officials of local authorities that operate libraries
Base	49
	%
Over the last three months	41
Over the last six months	12
Over the last year	12
A year ago, but no more than two years ago	27
Over the last 2 years	4
I have not been in the local library	4

65%

of local officials that operate libraries have used the library within the last year.

Generally speaking, how important or unimportant do you think public libraries are as a service to the community?
How important or unimportant are public libraries to you personally?
When did you last visit your local library?

Awareness of the local library situation

Extent of knowledge about local library situation (Officials of local authorities that operate libraries)

	Total
Base = (officials of local authorities that operate libraries)	49
Level of knowledge	%
I am generally informed	49
I am very well informed	45
Not at all informed about library services	6

The officials claim to be informed about the local library situations with only about 6% saying that they are not informed. This level of knowledge is good for advocacy because focus would be on implementation of change rather than creating awareness first.

Overall, to which extent are you informed of the public libraries situation, services and events?

Awareness of the local library situation

Sources of awareness about local library situation (officials of local authorities that operate libraries)

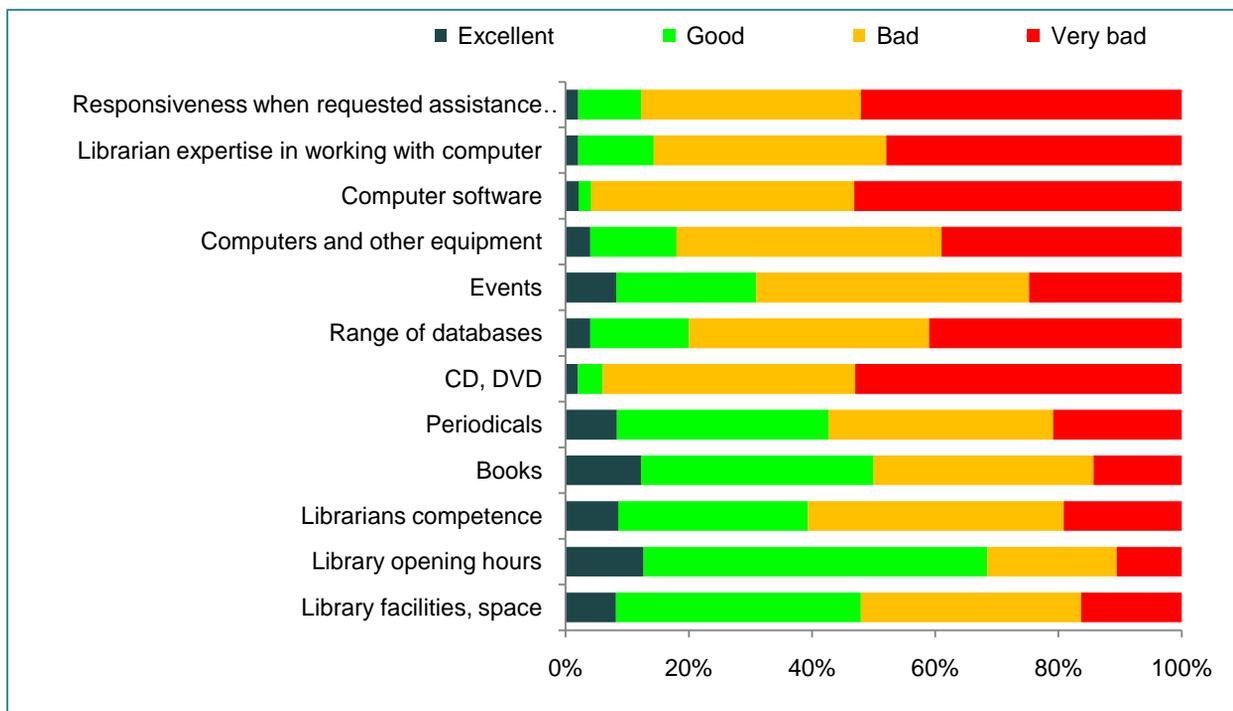
Source of awareness	Total	Female	Male
	49	6	43
	%	%	%
Through friends	51	67	49
Through my official work for the local council	47	33	49
It's in my neighborhood and I pass by it	33	17	35
Through my children	12	-	14
Through the school of my child	10	17	9
Through newspapers/ magazines	8	17	7
Through adult family members	6	17	5
Through the internet	2	17	-
Through radio	2	17	-

Base size for female is very small to try and draw a comparative conclusion. This is best interpreted at Total Level.

Friends are the main source of information about the libraries' situation among **officials of local authorities that operate libraries** in Ethiopia, more so among the females. Conventional media such as newspapers, radio as well as the internet are not being used to spread information about library situations.

How you found out about the library situation

Rating on some library aspects among officials of local authorities that operate libraries



Overall, the rating by the officials of local authorities tend towards bad or very bad, meaning that their libraries are not faring well in many areas.

The ratings are an indication of their agreement with the statement that libraries require a lot more support than is currently provided, hence advocacy for improvement and funding is badly needed.

Aspects that deal with computing or electronic services receive the poorest rating overall.

Regardless of whether you have been in the library or not in the last year, please evaluate if the following aspects of public library work??

Services rendered by libraries

Satisfaction levels with library services among officials of authorities that operate libraries

Satisfaction with services

4%	Very satisfied
47%	Fairly Satisfied
2%	Neither satisfied or dissatisfied
24%	Fairly dissatisfied
22%	Very dissatisfied

Only about a half of the officials of local authorities that operate libraries say they are satisfied with the current library services. Of this number only 4% are very satisfied. This shows a lot more still needs to be done to raise the satisfaction levels.

Reasons for satisfaction (officials of local authorities that operate libraries)

Reasons for satisfaction	Total
Base those satisfied	25
	%
It's quiet	60
The staff are friendly	56
Long opening hours	44
My library is close by/convenient	40
Has the books I like	40
The range of books is good	36
Easy to enter the building (i.e. good disabled access)	32
Easy getting to the library (e.g. good parking, good public transport)	32
I like the environment	24
Plenty of seats available	16
I feel welcome there	16
It's a good place to relax	12
Good place to take children/good activities for children	12

The main reasons for satisfaction are on the physical library environment i.e. ambience and convenience. Friendly staff are also a driver of satisfaction.

Level of satisfaction with the current library service

Reasons for satisfaction

Satisfaction with services rendered by libraries

Reasons for dissatisfaction among the officials of local authorities that operate libraries

Reasons for dissatisfaction	Total
Base	25
	%
Not enough seats available	63
Not enough computers	58
I don't like the environment	54
The range of books isn't good enough	54
Nowhere to get refreshments	50
Problems entering the building (i.e. poor disabled access)	46
Opening hours aren't long enough	38
Too noisy	38
Not enough activities for children	29
My nearest library is too far away/not convenient	25
They don't have the books I like	25
The staff aren't helpful	21
The area isn't safe	13
You can't borrow books for long enough to read them	13
Not enough activities or courses going on	13

Percentage of local officials who feel that libraries need to pay attention to these areas

Areas to pay attention to	Total
Base	49
	%
Equip the library with relevant books, CDs and DVDs	27
Introduce a cybercafe for the users/internet services	22
Have updated materials for all matters pertaining to education of all relevant fields	12
provision of Computer services	10
They should provide and extend reading hours	10
Increase the variety of new edition books and materials	8
Educational purposes	8
Train the staff on customer care service	8
To provide local books	8

Insufficient space and computers and lack of relevant materials in libraries are the main reasons for dissatisfaction. Focus for improvement should be on automation of the library services as well as providing relevant materials for the users.

Reasons for dissatisfaction

Services that the local library should pay more attention to

Benefits derived from visiting a library

Benefit	Total	Male	Female	Secondary education	Higher
	49	43	6	4	45
	%	%	%	%	%
Develop new skills or learn something new	100	100	100	100	100
Obtain new ideas, new interests	92	91	100	100	91
Get helpful information for school/ learning	78	79	67	75	78
Get helpful information for health and well being	69	70	67	75	69
Library is a safe and quiet place for study and reading	51	53	33	-	56
Library helps to save time	49	49	50	50	49
Library helps to be better in their job	39	37	50	-	42
Get helpful information for business and commerce	37	37	33	25	38
Helps to make contacts with other people	37	40	17	25	38
Get helpful information about their community	33	30	50	25	33
People feel comfortable in the library	29	26	50	25	29

The top three benefits of visiting libraries for officials of local authorities that operate libraries are developing new skills, obtain new ideas and getting helpful information for school learning. The officials see libraries as a powerful means through which people can be empowered by accessing the right information and see their value for health and business information.

How people benefit from visiting the library – Spontaneous

Steps or activities that the library should take in order to promote its greater visibility and prestige in the local community

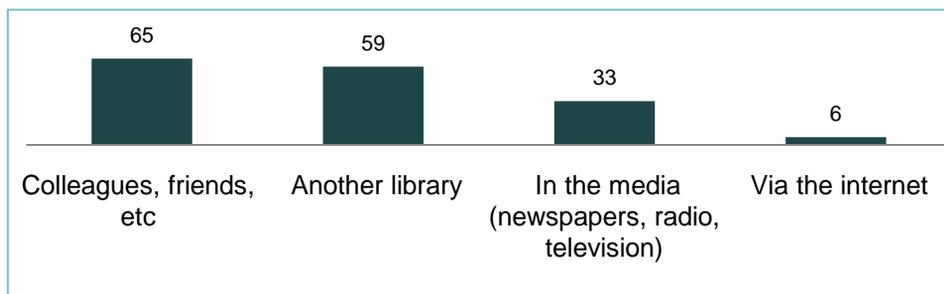
Overall, to what extent are you informed of the local library situation, services and events?

The purpose of libraries

Local level officials view of the purposes served by libraries

Purpose (officials of local authorities that operate libraries)	Total
Base	49
	%
Educational purposes (for homework or to take a class)	94
Information on health issue	27
Local news or information	22
National news or information	16
It is safe place for my child to spend time	14
International news or information	10
Entertainment	8
Information on agriculture	6
Information and use of electronic government services	6
To help my child do homework	6

Alternative sources of advantage [%]



With a 94% mention, libraries are primarily seen to be serving educational purposes i.e. helping students to complete their school work. Perhaps surprisingly, is the need for health information which comes second.

If the current local library was not there, a big proportion of officials, 59%, feel that similar advantages can only be derived from other libraries which shows the perceived importance of libraries.

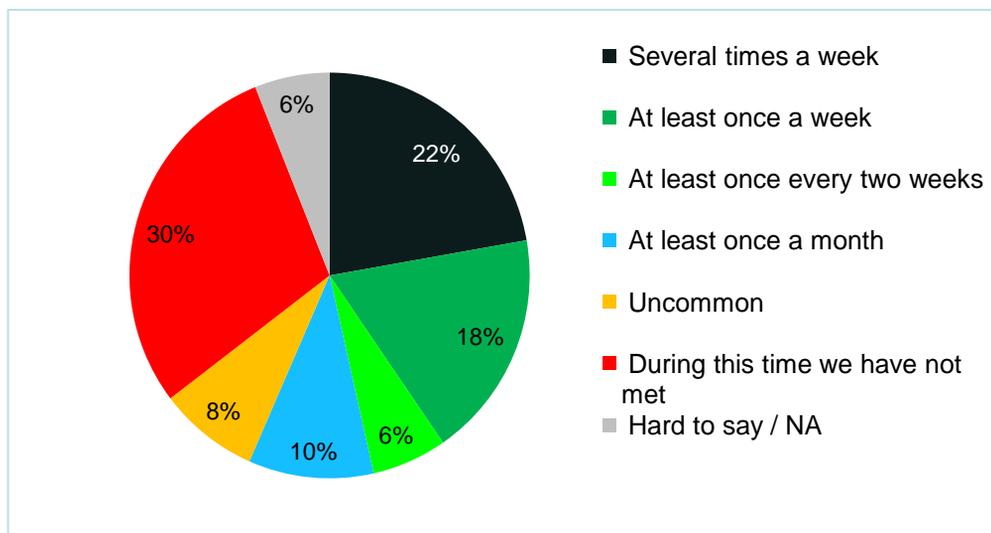
To which purposes libraries do serve the most

If the local library does not exist, where people could get the same Advantages

Management and operations of libraries

When last met with library managers

Officials of local authorities that operate libraries

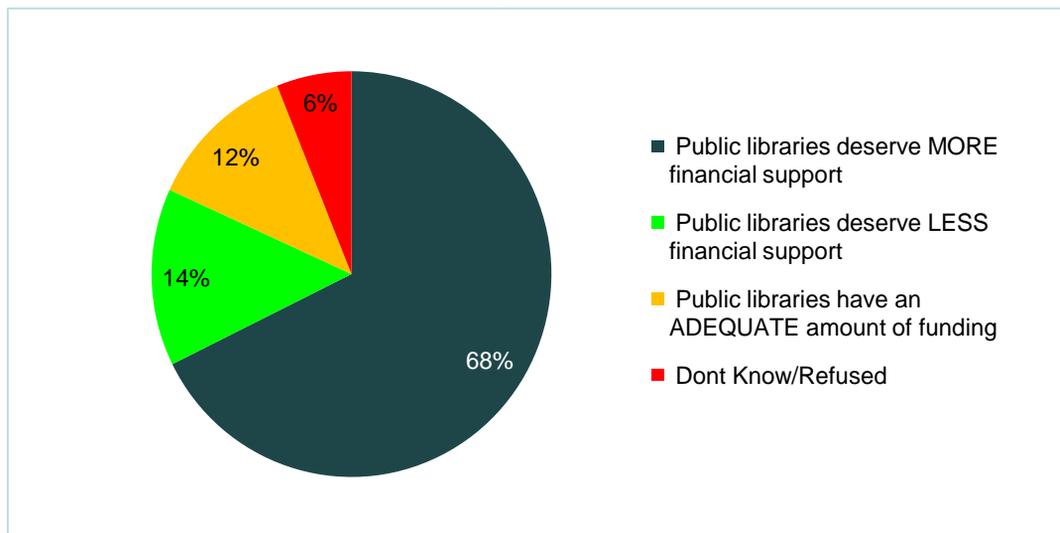


More than a half (56%) of the officials of local authorities that operate libraries in Ethiopia meet with the library managers at least monthly meaning that they have sufficient interaction to understand the needs and challenges facing librarians.

*During the last 6 months, how often have you met with local library manager or librarian?
When did you meet with public library manager or librarian?*

Opinion on funding of public libraries

Officials of local authorities that operate libraries



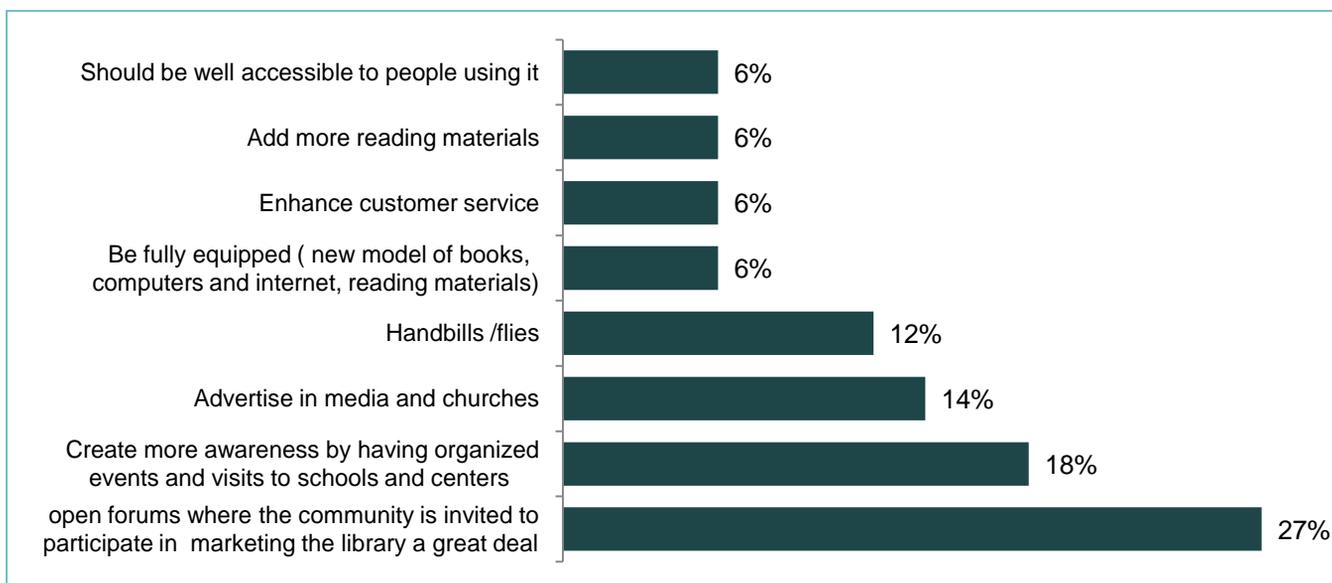
14% of the officials of local authorities that operate libraries in Ethiopia believe that public libraries deserve less funding while a 12% feel the libraries are adequately funded.

When asked about possible sources of funding, most suggested that additional funding for the libraries can be sought from developing partnerships with NGOs and others institutions, donations from friends and well wishers fund raisings , donor funding & community funding among others.

Which statement most closely represents your opinion regarding the current funding for public libraries?

Local authorities officials' perception of how libraries can promote visibility

Percentage of officials who say these methods can be used to promote visibility



According to the officials of local authorities that operate libraries, greater visibility and prestige can be achieved through proactive interaction with communities e.g. events that require participation of the community.

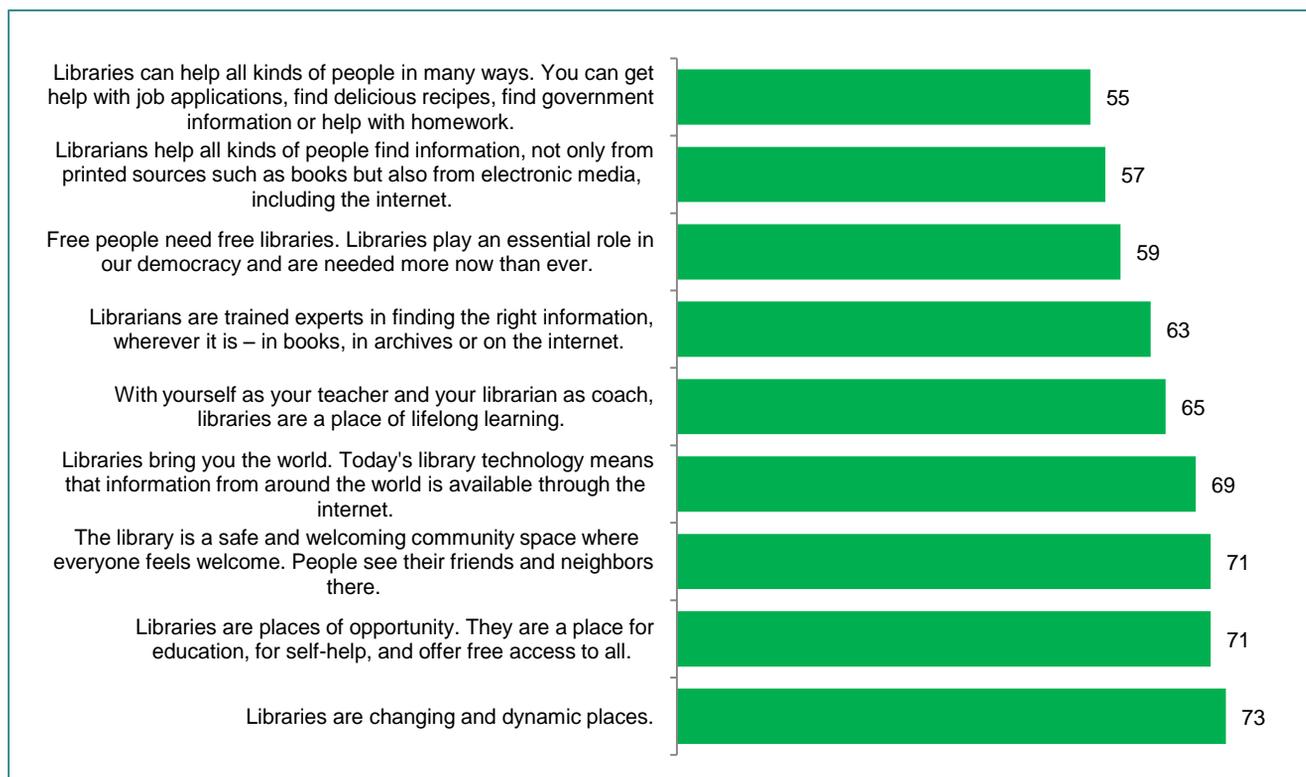
How people benefit from visiting the library – Spontaneous

Steps or activities that the library should take in order to promote its greater visibility and prestige in the local community

Overall, to what extent are you informed of the local library situation, services and events?

Statements in support of libraries and librarians

Officials of local authorities that operate libraries who find the statements very convincing (based on a 5 point scale where 1 is not convincing at all and 5 is very convincing)



Sentiments about libraries and librarians are generally positive with over half of the officials finding all the statements very convincing. This is a good pointer towards a supportive local government structure and therefore the need to engage them a lot more in seeking support for libraries.

Relevant channels for information on libraries

Relevant channels (the officials of local authorities that operate libraries)

Relevant channels	Total
	49
	%
Local radio	45
National TV	37
Newspapers, magazines	35
Local TV	33
Internet	29
Colleagues, friends, etc	29
National radio	27

Electronic media is the preferred channel for disseminating information about libraries, with greater preference being seen for local radio, perhaps because more people have access to radio than other electronic mediums. A significant number (30%) of the officials of the local authorities that operate libraries feel that the internet could be an ideal channel for disseminating information about libraries to them.

Most relevant channels for information on library issues

Libraries & community/impact

Main issues facing community (officials of local authorities that run libraries)

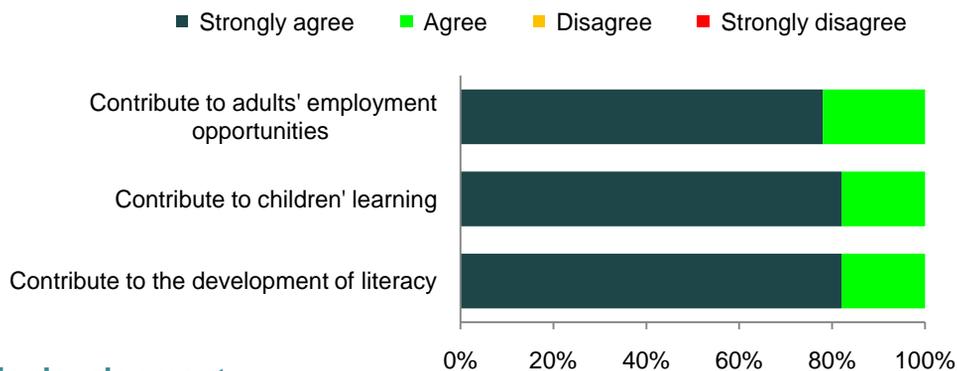
Main issues	Total
	49
	%
Poverty in the community	16
Sanitation	16
Unemployment	14
Poor infrastructure	12
No playground for kids	10
Expansion of the library i.e. need more space	6
Lack of resource personnel	6
Lack of clean water	4
Insufficient funds for economic development	4
Inadequate sporting activities	4
Lack of get current information	4
Other reference materials people need are not available in the library	4

Poverty is perceived as the main issue facing communities, and therefore the focus of these local authorities is dealing with poverty, thus relegating libraries to lower prioritization. Other challenges facing local authorities include poor infrastructure, unemployment and sanitation. Libraries can get more attention from the local authorities if they find ways of engaging with these issues as part of their service offerings.

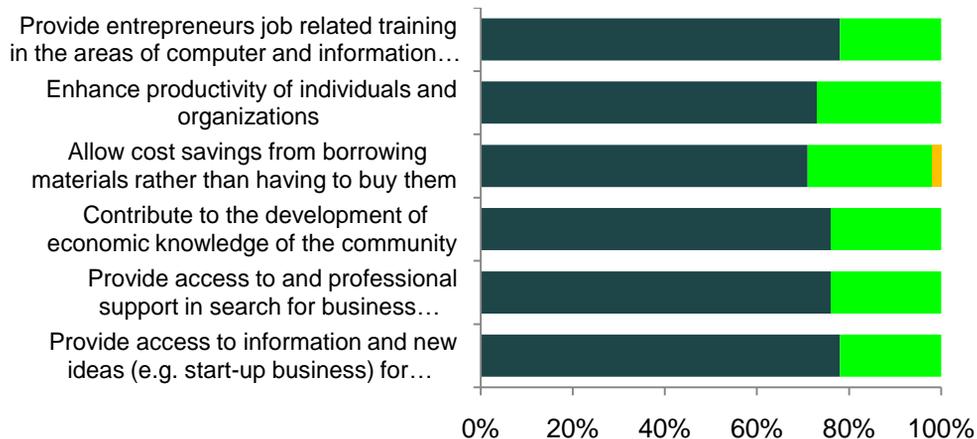
What are the main issues of your local community?

Impact areas

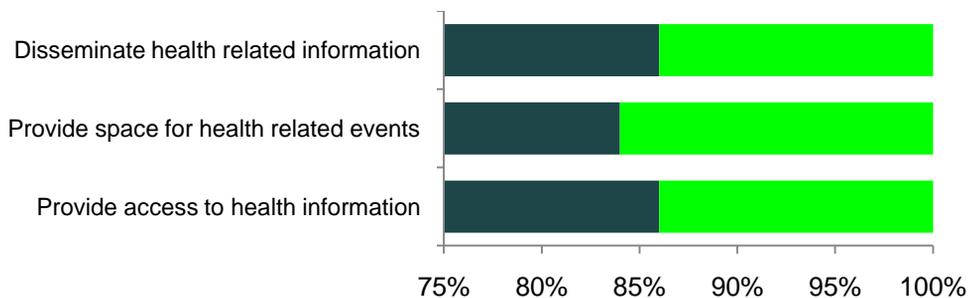
Education



Economic development



Health



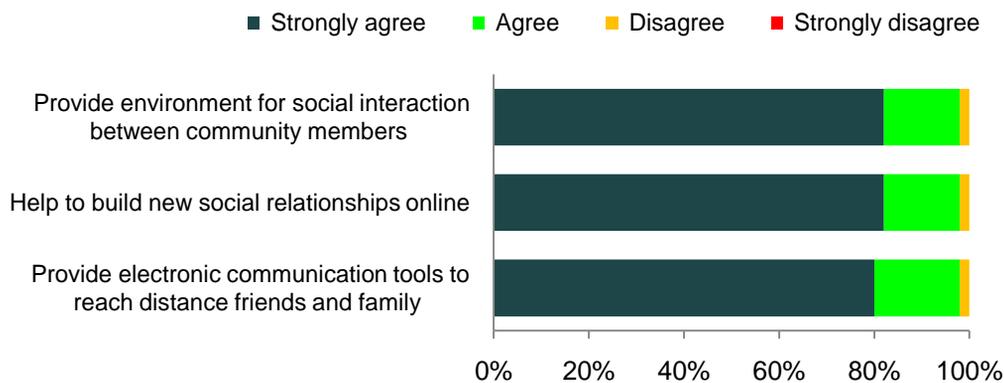
Officials of local authorities that operate libraries agree strongly that libraries can impact in education on all areas.

There are also high levels of agreement with the impact on areas of economic development as well as in health.

Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

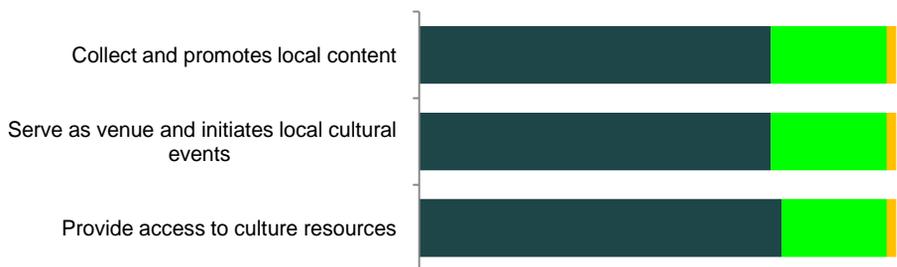
Impact areas

Communication



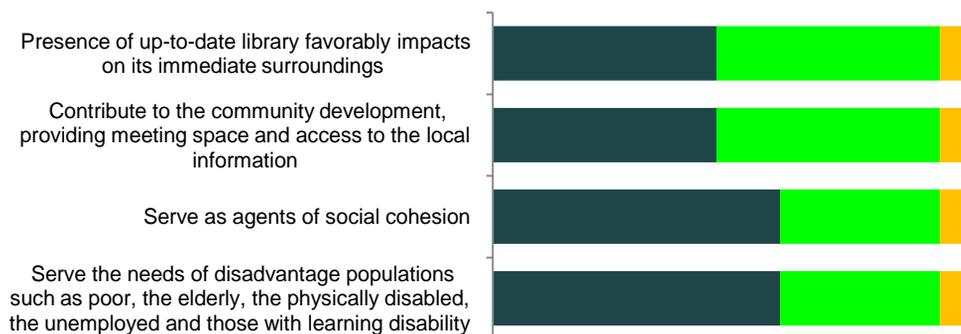
There are high levels of agreement observed regarding potential impact all areas of communication.

Culture



Libraries' potential value to culture is also well supported.

Social Inclusion and Community Development

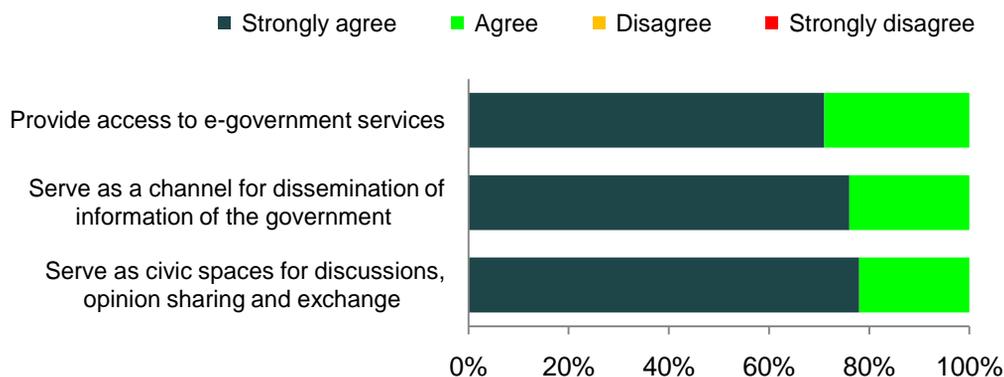


There are some slight disagreements regarding the impact on social inclusion and community development.

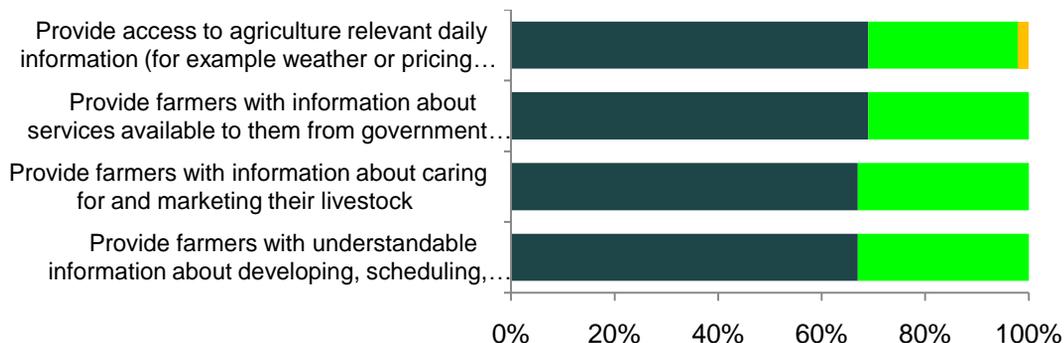
Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

Impact areas

Citizen Empowerment, Democracy and E-Government



Agriculture outcomes

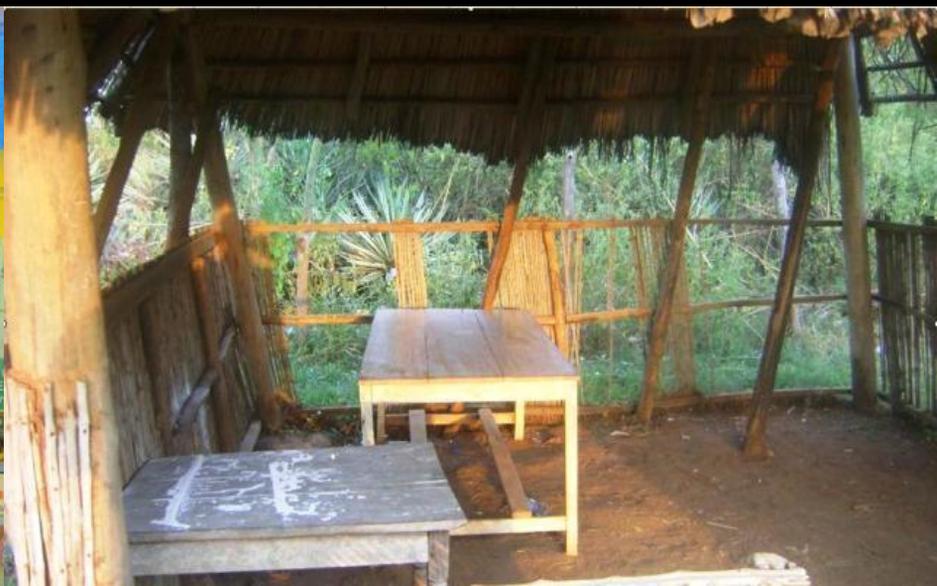


Across all impact areas, it is interesting to note that the officials of local authorities that operate libraries agree with all the statements meaning that they are open to the idea that libraries can potentially contribute to a number of policy outcomes.

Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:



SECTION 3: NATIONAL LEVEL OFFICIALS



SECTION OVERVIEW

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Challenges in country
Priorities for institution
Education
Economic development
Health
Communication
Culture
Social inclusion and community development
Citizen empowerment, democracy and E-Government
Agriculture

Demographic characteristics (National level officials)

	Total
Base	20
Gender	%
Male	70
Female	30
Age	%
21 yrs - 30 yrs	10
31 yrs - 40 yrs	45
41 yrs - 50 yrs	30
51 yrs - 60 yrs	15
61 yrs - 70 yrs	-
Education	%
Higher	100
Duration in position	%
01-02 Yrs	50
03-05 Yrs	25
06-10 Yrs	10
10+ Yrs	15
Decision making	%
Ultimately responsible	45
Partly responsible	45
Not responsible	10

Caution: Base sizes for national level officials are quite small at country level

Perceptions of libraries

The national level officials associate libraries with books and information storage, again indicating a very traditional perception of the roles of libraries.

Associations (National level officials)	Total	Male	Female
Base	20	17	3
	%	%	%
Information/knowledge storage and acquisition	70	65	100
Books	70	76	33
Space: Quiet place/peaceful place for study, relaxation, etc)	35	29	67
Educative videos	5	6	
Computers			
Newspapers/ Current affairs/ Magazines			

The national level officials associate libraries with books and information storage. Computers, librarians and periodicals such as newspapers and magazines are not mentioned spontaneously.

What word or image appears to your mind first when you hear a word "library"?

Interaction with libraries

More than a third of the National level officials interviewed in Ethiopia claim to have very good knowledge about the local library situations overall. Three quarters of national level officials in Ethiopia have visited a library in the past 12 months, indicating a fairly reasonable level of engagement with library issues.

Those who work for institutions that are directly involved with libraries have more information owing to more regular interaction with issues that are either directly or indirectly linked to libraries.

A significant number of the officials however seem to have information about challenges that libraries are going through rather than success stories.

- ✓ This includes libraries services being of a poor quality thus requiring improvement or
- ✓ Lack of equipment and facilities due to lack of resources.

Overall, to which extent are you informed of the local library situation, services and events?

Attitudes towards libraries

Extent of current connection

Connection with libraries among National level official in Ethiopia is limited. Most interact with libraries only when borrowing books or offering training to the librarians.

Only a small number of the officials indicated that they have visited libraries in person to conduct some form of research.

A significant number of the officials said that they have not had any direct connection or link with public libraries in the past 12 months, despite working in institutions that share a lot of information with the public, which could potentially be accessed through libraries.

Extent of future connection

Similar to the current connection, desired connection with libraries in future is also low and is centered around access of ICT services, donations and training of librarians.

There are some officials (about 10%) who do not desire to be connected with libraries in future. Those who expressed desire to be more connected with libraries in future mentioned advocacy as one of the key areas of desired connection i.e. to help raise the profile of libraries and avail more resources to them.

In what manner have you been connected with the library/libraries during the last year
In what manner you would like to be connected with the library/libraries over the next year

Services offered by libraries

Services rendered by libraries (Spontaneous)

	Total
Base: Total Sample	20
	%
Take out books for grown-ups	65
Take out books for children	50
Use references materials, like the encyclopedia	45
Meet other people	40
Ask a librarian for help, advice or consultation read newspaper or magazine	25
Take out CDs or videos	15
Use public internet access	10
Use quest rooms/ spaces for study	10
Attend an event	5

According to the national level officials, lending of books (for either adult or children) is the main service that libraries offer. Other services mentioned include reference services and social interaction.

Low mentions of providing public access to the internet is indicative of the low availability of computing services in public libraries in Ethiopia.

There are very few mentions of people attending events in libraries.

Which services have you heard about in the public libraries?

Purposes served by libraries (Spontaneous)

	Total	Male	Female
Base: Total Sample	20	17	3
	%	%	%
Educational purposes (for homework or to take a class)	90	88	100
National news or information	40	35	67
Entertainment	35	29	67
Local news or information	35	35	33
International news or information	35	35	33
Information on health issue	20	12	67
To help my child do homework	15	12	33
Information on agriculture	10	6	33
Information and use of electronic government services	10	12	-
To communicate with distance friends or relatives	5	6	-

Libraries are seen as serving academic needs more than anything else.

There is an appreciation of libraries improving general knowledge levels of communities be it for academic or other reasons. Main benefit mentioned by 85% of policy level officials is learning new things and development of new skills others include getting new ideas and aiding in schools learning.

Benefits derived from visiting library (Spontaneous)

	Total	Male	Female
Base: Total Sample	20	17	3
	%	%	%
Develop new skills or learn something new	85	82	100
Get helpful information for school/ learning	80	76	100
Obtain new ideas, new interests	70	65	100
Library helps to save time	40	41	33
Library is a safe and quiet place for study and reading	40	41	33
Get helpful information for health and well being	20	12	67
Helps to make contacts with other people	20	24	-
Get helpful information for business and commerce	15	-	100
People feel comfortable in the library	15	18	-
Get helpful information about their community	10	12	-
Library helps to be better in their job	5	6	-

Although the main purpose perceived is academic, the end result in terms of benefits extends beyond school work, with issues like business and health being mentioned.

*To which purposes, in your opinion, do libraries serve the most
In your opinion, do people benefit from visiting the library in the following areas*

Percentage of officials who believe the phrases are well associated with public libraries

	Total
Base: Total sample	20
	%
Friendly	60
Inclusive	35
Comfortable	20
Dynamic	15
Modern	10
Innovative	10
Up-to-date on technology	5
Has highly-skilled librarians	5
Offers different activities and entertainment	5

Public libraries compared to other tax funded services

	Total
Base: Total Sample	20
	%
I would rank benefits of other tax supporters services before benefits of public/library	30
I would rank benefits of public library first since everybody gets information from there	15
None is more beneficial than the other	15
Public libraries benefit come first because people cannot develop without knowledge	15
Public libraries benefit out but are not tangible	10
The benefits of a public library are not measurable	10
Public libraries benefits services are underfunded compared to other tax support services benefits	10

The national level officials say that libraries are friendly. However, there is need to improve on various other aspects such as technology and skill levels of librarians.

It is quite evident that most national level officials place library services second to other tax funded services, which clearly indicates the need for increased advocacy at that level.

how well you personally believe each of the following words or phrases describe public libraries

how would you rank the benefits of public library compared to the benefits of other tax-supported services such as schools, health services :

MANAGEMENT OF LIBRARIES

There is a general acknowledgement of poor/insufficient funding of public libraries in Ethiopia.

Funding

	Total
Base: Total Sample	20
	%
Libraries are not getting enough funds	55
Public libraries needs additional funds from other sources	40
Government does not have enough funds to support libraries	10
Public libraries have high resources limitations	5

Preferred communication channels

	Total	Male	Female
Base: Total Sample	20	17	3
	%	%	%
TV	70	65	100
Radios	60	53	100
Internet	55	59	33
Magazines	20	24	-
Newspapers	15	6	67
Libraries information providers	10	12	-
Discussion with people	5	6	-
Printed materials	5	6	-

There is a strong feeling in Ethiopia about the need for other sources of funding perhaps an indication that the government is not doing much to support the growth of public libraries.

Unlike in other countries surveyed where officials at national level indicated preference for the internet for receiving information about libraries, in Ethiopia TV and radio are the most preferred.

*What do you think of the current funding of public libraries in your country?
Which channels would you prefer for information on public libraries?*

Attribute association comments by national level officials

Help in finding information

Librarians help all kinds of people find information, not only from printed sources such as books but also from electronic media, including the internet.	Total
Base: Total Sample	20
	%
Most librarians are well trained and have the capability to assist mainly on printed sources	35
They are trained professionals/competent	10
They are good at helping people to find information from all sources	5
They do not discriminate, they help all people	5
Most librarians do not have internet/computers	10
Some librarians have skill shortage	10
People can access information from the internet they don't need a librarian to help	5
Not everyone in society benefits from librarians	5
This is not true in our libraries which don't have internet and have few items	5

There is an appreciation of the role and skill level of librarians although it is felt that they lack some facilities.

Opportunity

Libraries are places of opportunity. They are a place for education, for self-help, and offer free access to all.	Total
Base: Total Sample	20
	%
Everyone who wants to learn is free to use libraries and as a result open new opportunities for themselves	70
They have materials and resources in many fields of human interest	10
Libraries offer education which is essential to human life	5
They create awareness which empower people and utilize their opportunities	5
You can get current or past information e.g. past newspapers	5

Officials in Ethiopia strongly feel that libraries are a great source of different kinds of information.

Life long learning

With yourself as your teacher and your librarian as coach, libraries are a place of lifelong learning.	Total
Base: Total Sample	20
	%
The advantage is that you don't really need anyone to help you learn	30
They help to grow literacy levels	25
Your learn something new every time you visit the library	10
You get information that you cant get anywhere else	10
The knowledge in libraries is enormous	5

No negative reactions are expressed regarding the role of libraries in improving literacy and providing an opportunity to acquire knowledge.

Let me read you some statements in support of libraries and librarians'. Please comment on them :

Attribute association comments

Brings you to the world

Libraries bring you the world. Today's library technology means that information from around the world is available through the internet.	Total
Base: Total Sample	20
	%
Those that have internet access are making it easy for people who would otherwise not access	35
Yes because we have people getting e-journals, e-books	20
Todays libraries have been digitalized to bring the world closer.	5
The world has become a global village to share information and libraries cant be left behind	5

Bringing users to the world is all about internet access and computing, however there is a significant shortfall in this area.

Change and dynamism

Libraries are changing and dynamic places. In a typical library, children can be listening to a storyteller, first-time computer users can be learning to navigate the internet, users can get a wide range of books and students get information to help their studies.	Total
Base: Total Sample	20
	%
Libraries are now trying to change but are not there yet	20
Due to modern and new technology we can learn a lot from libraries	20
This is likely to be found in private libraries, not public libraries	5
Libraries keep children busy but it is not the right place for them to learn to use the internet, they will access wrong materials.	30
Not currently the case, but it should be	10
Public libraries have no internet connection.	5
Most librarieslack ICT services and facilities	5

There is some level of disagreement regarding change and dynamism, and perhaps this is seen as more aspirational and ideal rather than a current situatio.n

Librarians training and expertise

Librarians are trained experts in finding the right information, wherever it is – in books, in archives or on the internet.	Total
Base: Total Sample	20
	%
Most are well trained on how to organize information	25
Librarians are always readily available to assist the users find the information they want.	15
Librarians give guidelines to users.	10
Librarians are proffessionals and always know how to get the right information.	5
They can acces information twice as fast as you can.	5
Some librarians aren't competent i.e. can't use a computer	20
Some librarians are not well informed	5
Librarians should be well trained	5
This does not work with public library, they are not very helpful	5

The need to have well trained librarians is emphasized especially because people seeking knowledge and information want to get it from those who have it.

Let me read you some statements in support of libraries and librarians'. Please comment on them :

Attribute association comments

Helping all kinds of people

Libraries can help all kinds of people in many ways. You can get help with job applications, find delicious recipes, find government information or help with homework. The library does all these things.	Total
Base: Total Sample	20
	%
Libraries are the only places you will find information on anything	40
Libraries have a lot of information from different sources which are current and of use to anyone interested	15
Periodicals like newspapers have job adverts.	5
You can get all these thing however there is need to bring them closer to the people	5
Only a few offer all the above mentioned advantages	15
They do not do all these things but they should.	5

There is agreement on the role of libraries in helping all kinds of people, although some of the officials feel that they are not doing as much as they should.

Free for free

Free people need free libraries. Libraries play an essential role in our democracy and are needed more now than ever.	Total
Base: Total Sample	20
	%
They enlighten the people on politics and democracy and are needed now more than ever	25
Libraries are resource centre thus needed by all not only for free people alone.	10
Yes through giving information on current affairs, development and research.	5
People do not value free things.	5

Providing access to information on current information affairs is one way in which libraries can promote peoples' freedoms.

Safe and welcoming community space

The library is a safe and welcoming community space where everyone feels welcome. People see their friends and neighbours there.	Total
Base: Total Sample	20
	%
Libraries do not discriminate anyone, all people are welcome	55
Libraries belong to the community and people sometimes meet there	5
Not only meeting new people but to read and access information.	5
Its conducive place for everyone	5
It's a place for leisure and knowledge.	5
It is not a social place for meeting friends and neighbours	15
Is a quiet place for studies not meetings	5

The general feeling among the national level officials is that libraries do not discriminate and all people are welcome.

Let me read you some statements in support of libraries and librarians'. Please comment on them :

Libraries' impact

Main issues facing country

	Total
Base: Total Sample	20
	%
Poverty	35
Poor infrastructure	15
Unemployment	15
Lack of functional libraries	15
Negative ethnicity	10
Manpower	10
Lack of modern facilities	10
Public libraries are few	10
Poor reading materials	10
HIV and aids	10
Abuse of natural resources	10
Poor awareness	10
Lack of skilled power to conduct research	5
Inadequate information resources	5

Poverty is the major concern for Ethiopia. Unemployment and poor infrastructure are also key issues facing the country.

Main priorities of institution

	Total
Base: Total Sample	20
	%
Provide relevant materials for users to conduct research successful	15
To ensure that everybody is computer literate, have accessibility to internet and other specialized database	15
Assist the society get helpful information on health and development	15
Education studies, research and training	10
Intergrate culture in material planning	10
Have a library building standing on its own	10
Provide additional latest books	10
Facilitate law reforms conducted to social economic, political development	10
To provide materials which are standard updated depending with the competitive market for better satisfaction	5
Disseminate information	5

Institutions seem to have focus on making access to information and knowledge easier, perhaps in the knowledge that access to information and improvement of knowledge and skill levels is one way of coming out of poverty.

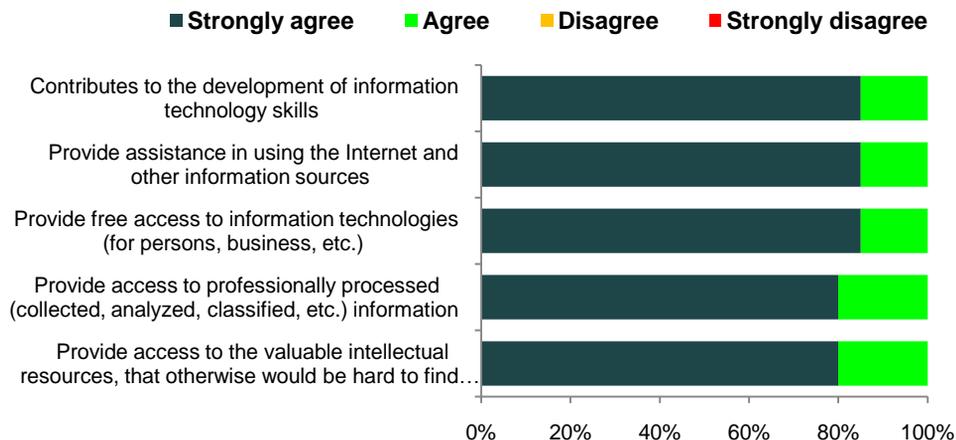
The Ethiopian government, like other African governments is constrained financially, thus struggling to provide basic services. The institutions seem to have clear priorities on filling the information gaps although this might be difficult due to resource unavailability.

What do you see as the main challenges of the country?

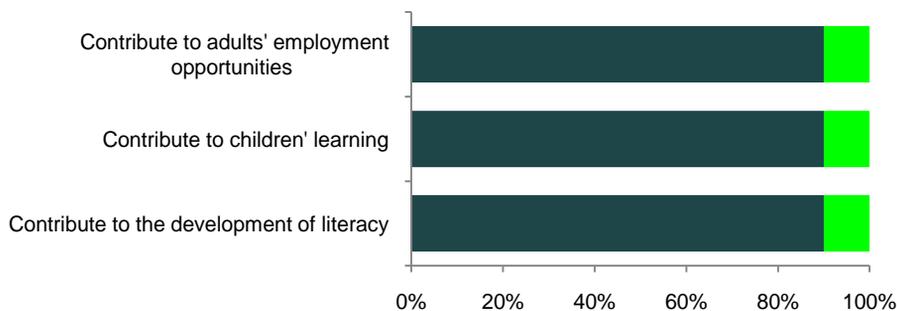
What do you see as the main priorities of your institution?

Impact areas

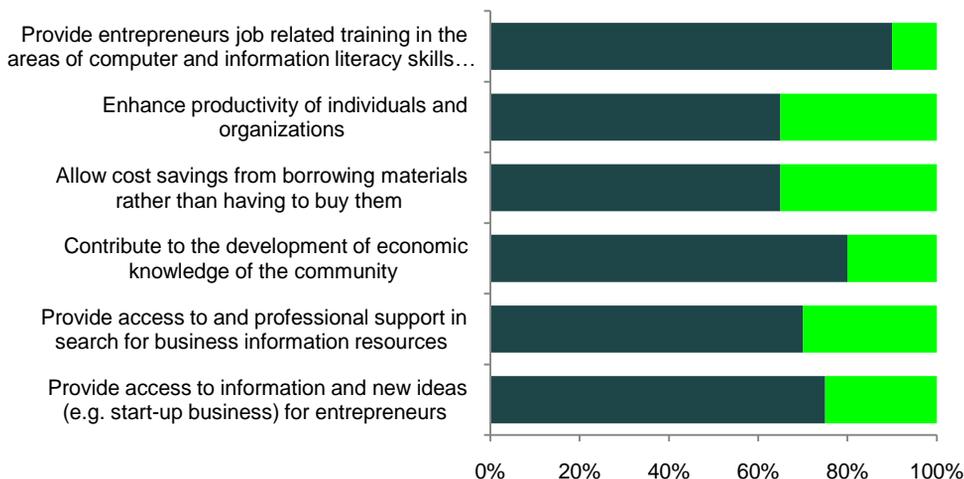
Information society and digital divide



Education



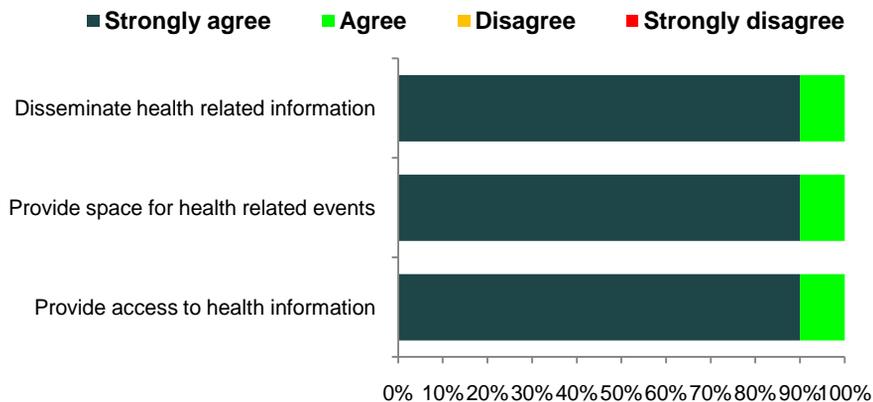
Economic development



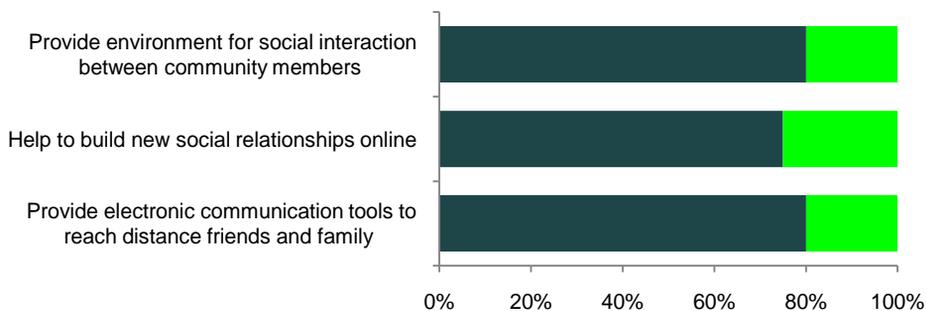
Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?:

Impact areas

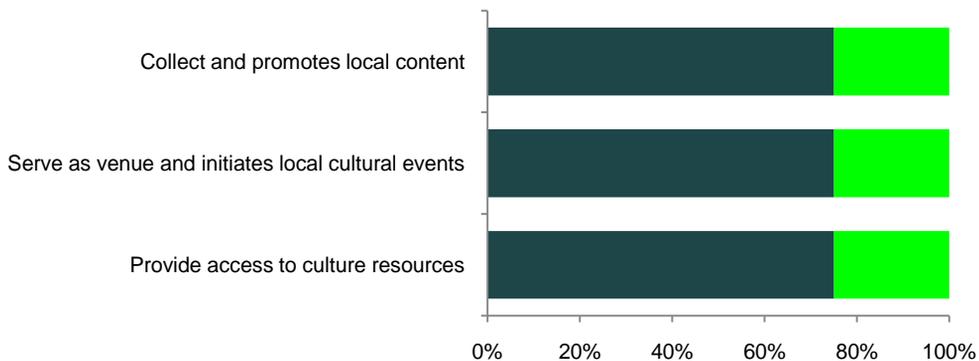
Health



Communication



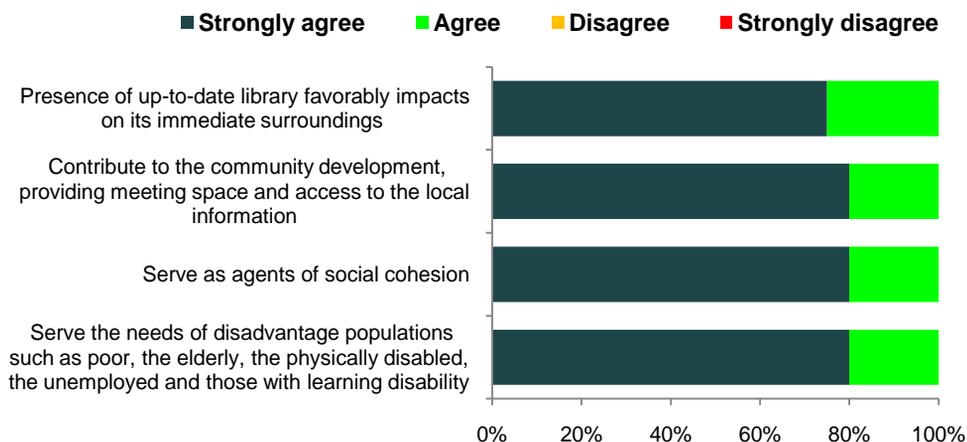
Culture



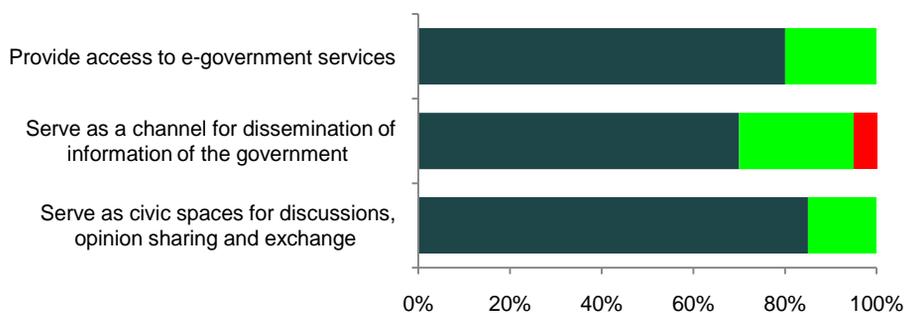
Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?

Impact areas

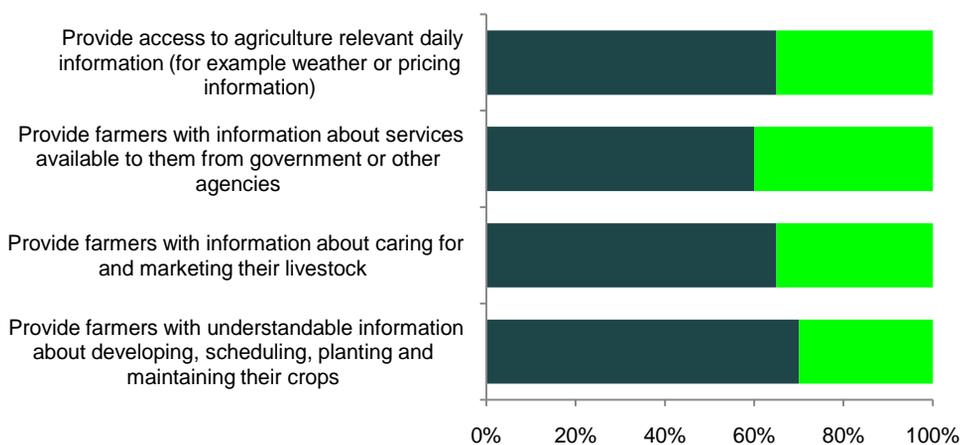
Social and community development



Citizen Empowerment, Democracy and E-Government



Agriculture



Overall there is no disagreement with any of the impact areas for libraries among the officials in Ethiopia, which demonstrates that they fully appreciate the potential roles of libraries.

Could you please say whether you strongly agree, agree, disagree or strongly disagree with below listed statements? What is your opinion on each of these areas? Could you please comment your opinion?: