

A survey of Clarence Regional Library Users to measure their digital literacy and cybersafety skills



Report dated August 2017

Clarence Regional Library: Bellingen, Dorrigo, Grafton Iluka, Maclean, Urunga, Yamba and Mobile Library

Background

The Clarence Regional Libraries are a key provider of technology and internet access to the community for many purposes including research, social media and entertainment. As 'safe places' a key role for libraries is to provide guidance and support for library users so that they can use digital technologies confidently and safely while avoiding cyber-risks such as scams and cyberbullying. eSmart helps reduce the digital divide by empowering staff and users to navigate the online world in a safe, smart and responsible way

eSmart, a collaboration between Telstra and the Alannah and Madeline Foundation, provides a framework of steps that libraries work through in order to obtain accreditation. With this accreditation libraries can badge themselves as safe environments where library members and staff operate within a culture of positive technology usage, supported by skills and appropriate policies and procedures.

Clarence Regional Libraries commenced working through the eSmart framework in mid-2016 with actions including reviews of policies and values, membership agreements and computer, internet and wifi usage agreements. In December 2016 a Digital Literacy Survey was offered to both Library staff and community members to assess the knowledge of internet users within the library. The questions differed between the two surveys to reflect the different groups targeted.

As part of the progression towards eSmart accreditation for the Clarence Regional Libraries, a survey was developed using the resources available on the eSmart Libraries portal. Clarence Regional Library community members were invited to complete the survey in October 2016. This will move us further towards accreditation as well as identifying gaps in training needs.

Promotion

The survey was made available online via SurveyMonkey and in print format for completion during October 2016. The survey was promoted through press release, website and social media.

At the end of October all print entries were entered into SurveyMonkey online in order to generate analytical statistics and determine the gaps in community digital literacy knowledge. A total of 135 community members responded.

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Findings and comparisons

The following is a summary of the major findings to come out of the survey, with possible interpretations of these, and recommendations based on these.

Gender

1. As evidenced from the response, the majority of Clarence Regional Library community members completing the survey (79%) were female.

Age

2. The majority of community members (45%) at the time of the survey were in the 56-65 year old age group
3. Only 11% were under 36 years old, while 12.7% were over 66 years. ABS figures for 2014-15 suggest that this age group has the lowest take-up of information technology, which may effect the survey results.

This noticeable bias towards more senior community members reflects the ageing population of Australia and the local region. For instance the 2016 census showed that 23% of the Grafton population is over 55.

Recommendations:

1. The high numbers of respondents in the 36+ age bracket suggests that any training should be targeted toward the adult population.
2. However, younger people should be made aware of issues such as cyberbullying etc and should not be excluded.

Technologies used

1. The main use of technology by respondents is via either a PC or laptop at their home, with 80% having this as their regular means of access.
2. Similarly, respondents stated that they access the internet mainly through their home access with 81% regularly using this form of access.
3. The second most prevalent use of technology is via a mobile device (smartphone or tablet). As the emphasis for the library's e-resources is via apps, the familiarity of library users with these devices should assist with their take up and knowledge of these resources.
4. Conversely, relatively few respondents (18%) use dedicated eReaders such as Kindles or Kobos. This technology is decreasing in popularity with the take-up of smartphones.
5. Gaming consoles are generally not used by respondents, with only 4.39% stating that they use these regularly and 43% never using them.

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Recommendations:

3. The low usage of gaming consoles implies that the older age groups are not utilising these technologies to a significant degree.
4. The relatively low usage of the internet in libraries or public spaces by respondents implies that training should to at least some degree be accessible to library members from their home computers.

Mobile phone usage

1. Library users primarily use their mobile phones for the more traditional functions of texting and making phone calls.
2. Accessing apps, calendars and GPS are the primary less traditional reasons survey respondents use their mobile phones.
3. Game playing, listening to music and watching movies are a quite low priority for library users, as indicated by the survey results

Recommendations:

1. The relatively low usage of mobile phones and smartphones for functions other than traditional operations of phone calls and texting implies the need for more awareness of using these devices for accessing e-Resources offered by the library.
2. The above may be covered by the 'internet access' and the 'downloading and using apps' response so more specific questions may need to be explored.

Social networking

1. The use of different social networking services is highly variable and these survey results reflect the situation with library users as of October 2016. This may have changed in the months since the survey was delivered.
2. The main social media site used is Facebook, with 54% of respondents stating that they use this regularly and 24% using it sometimes. This corresponds with Social Media usage research, such as Social Media News which lists Facebook as the most prevalent in Australia with 17 million active Australian users in Australia in April 2017.
3. As a similar parallel, both this survey and the Social Media News show YouTube as the second most popular social media platform. 42% of respondents use YouTube regularly and 41% sometimes.
4. Instagram is the third most popular Social Media platform used by Clarence Regional Library users with 25% using this regularly and 23% sometimes. This third rating also corresponds with national statistics as identified by Social Media News.

Recommendations:

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1. While social media usage is a personal decision, the relatively low usage by respondents (54% Facebook usage being the highest), these results suggest that some awareness training on the different social media platforms may be of benefit. This would increase awareness of these platforms.

Privacy settings

1. Library users completing the survey show an awareness of the importance of utilising privacy settings for social networking sites. 74% of respondents have changed their privacy settings to ensure security. This is encouraging in terms of digital security but doesn't negate the need for more awareness training.
2. However, this still leaves 20% of respondents who have not utilised these settings either by choice or through a lack of awareness.

Recommendations:

1. Despite the 20% figure, training for library users on the implications of not using privacy settings and the process of using these is important to ensure a strong working awareness of this amongst all.

Online Games

1. As indicated above, very few library users in the age groups responding to this survey are users of gaming, including online gaming. 70 borrowers responded to the question on online gaming and 65 skipped the questions.
2. Of these, 19% only participate in online gaming with people that they know in real life always and 19% sometimes.
3. 19% sometimes play online games with people that they don't know, while 78% never do this.
4. Similarly 77% of respondents never play online gaming with the chat feature turned on.
5. These results suggest a good awareness of the need to maintain privacy when using online gaming amongst library users but again doesn't rule out the need for more awareness training.

Recommendations:

1. As the results indicate a low usage of online gaming amongst library users, it is strongly recommended that awareness training in the risks involved in this practice is delivered to all.
2. Also due to the lack of awareness of online gaming the above mentioned training would include an overview of the different forms of online gaming and the means of

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accessing them.

Online posting

1. While 32% of survey respondents stated that they haven't posted online, the remainder have posted using one of the options given.
2. Of these, the majority (50%) of these postings were postings of profiles on Facebook. Again, this corresponds with statistics showing Facebook as the most popular social media platform.
3. 35% of respondents stated that they had posted to an online photo album. While the question didn't clarify which platform was used for this it is assumed that the majority would have been through Facebook or Instagram. This is a process which often receives requests for guidance in the Tech Time sessions delivered at libraries, so it is encouraging that a good percentage of borrowers are familiar with it.
4. Of the other posting options, figures for posting online characters, film or video, curriculum vitae blogs and websites were very similar with around 17-20% of respondents using these.

Recommendations:

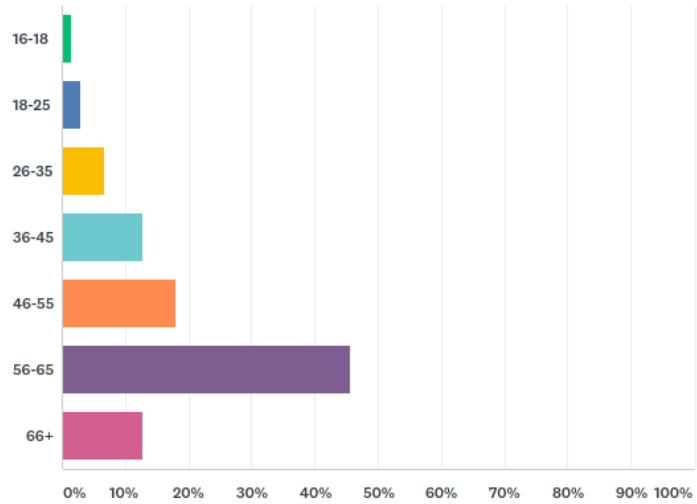
1. The relatively high percentage of survey respondents who haven't posted online (32%), suggest that some awareness training for various aspects of this be offered. This will help community members to increase their awareness of the processes.
2. In addition to the above, the training should include awareness of the security and other implications inherent in posting personal information, photos etc to any online platform, for increased digital safety awareness.

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Major data responses from the survey

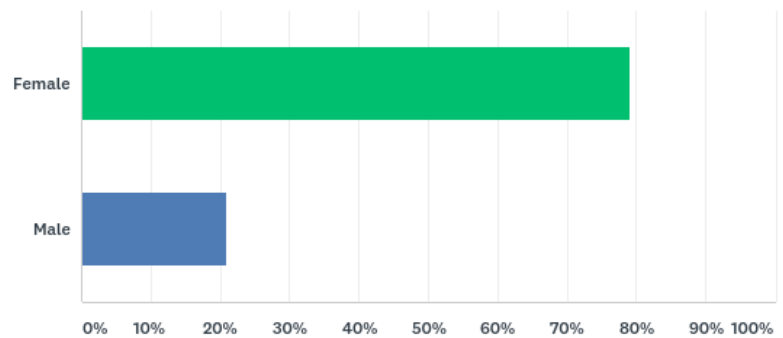
Q1 What age group are you in?

Answered: 134 Skipped: 1



Q2 What is your gender?

Answered: 124 Skipped: 11

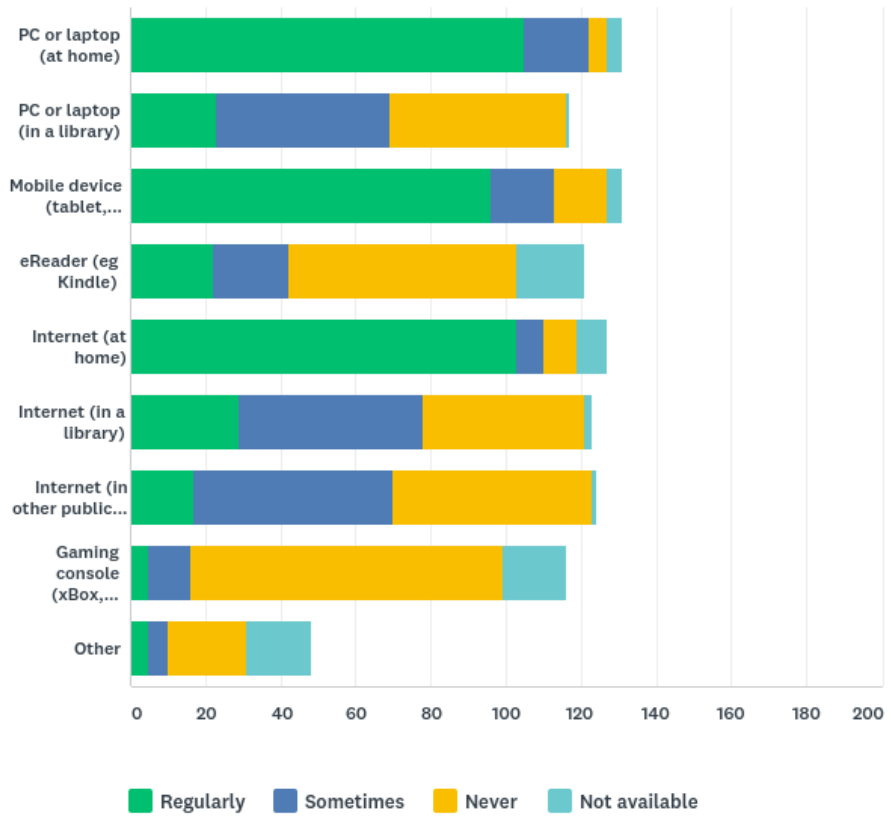


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Q3 How often do you use these technologies?

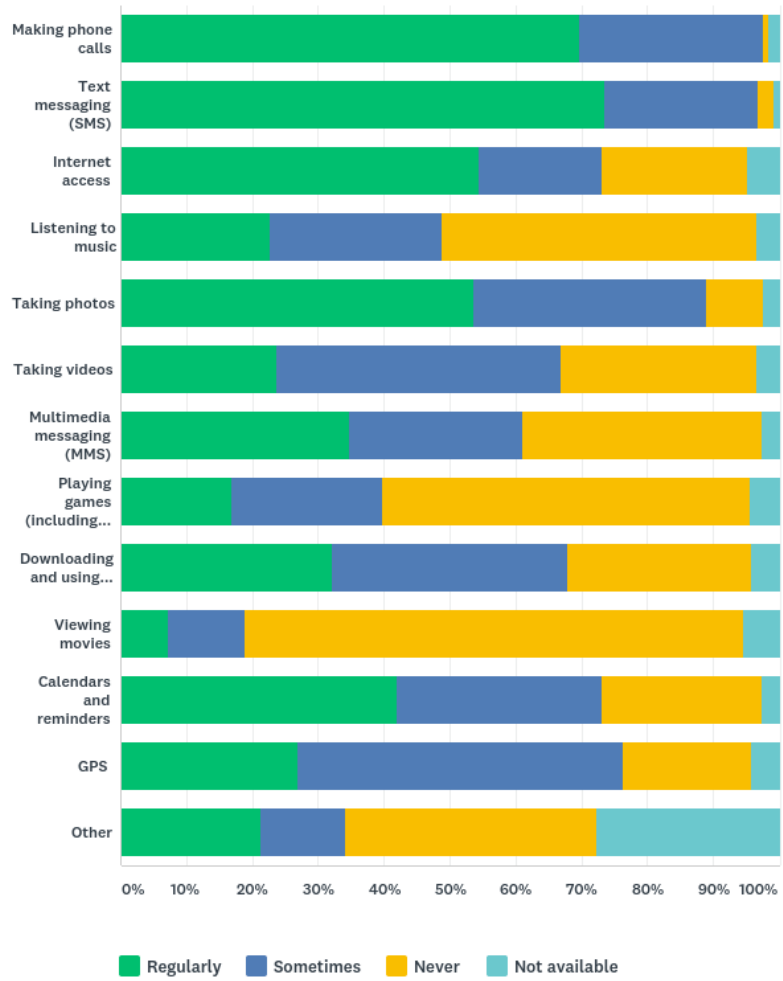
Answered: 134 Skipped: 1



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Q4 If you have a mobile phone, what do you use it for?

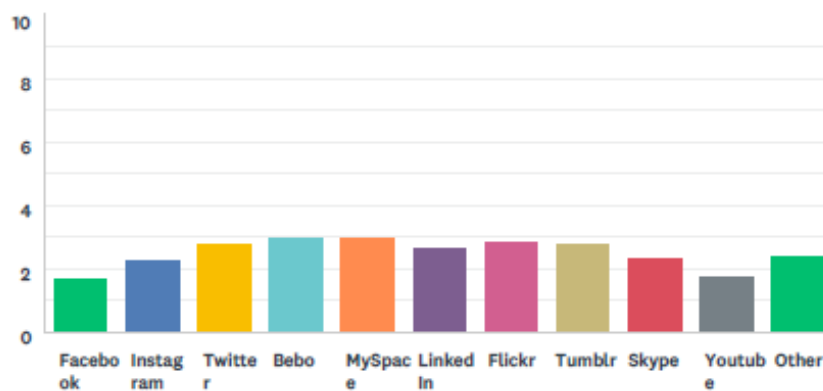
Answered: 131 Skipped: 4



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Q5 How often do you use these social networking sites?

Answered: 130 Skipped: 5

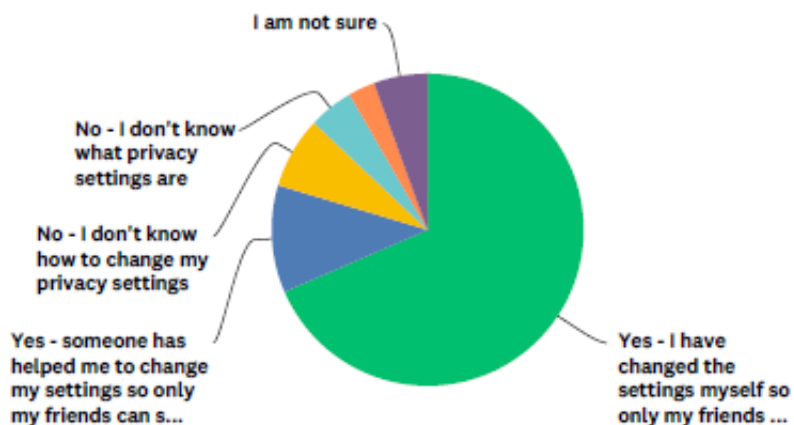


	REGULARLY	SOMETIMES	NEVER	TOTAL	WEIGHTED AVERAGE
Facebook	54.03% 67	24.19% 30	21.77% 27	124	1.68
Instagram	25.00% 20	23.75% 19	51.25% 41	80	2.26
Twitter	5.66% 6	16.04% 17	78.30% 83	106	2.73
Bebo	1.90% 2	1.90% 2	96.19% 101	105	2.94
MySpace	2.86% 3	0.00% 0	97.14% 102	105	2.94
LinkedIn	6.73% 7	20.19% 21	73.08% 76	104	2.66
Flickr	2.91% 3	8.74% 9	88.35% 91	103	2.85
Tumblr	5.88% 6	8.82% 9	85.29% 87	102	2.79
Skype	11.01% 12	43.12% 47	45.87% 50	109	2.35
Youtube	42.35% 36	41.18% 35	16.47% 14	85	1.74
Other	25.71% 18	10.00% 7	64.29% 45	70	2.39

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Q6 If you have a social networking (eg Facebook) profile, have you used the privacy settings?

Answered: 108 Skipped: 27



ANSWER CHOICES	RESPONSES	
Yes - I have changed the settings myself so only my friends can see my profile	68.52%	74
Yes - someone has helped me to change my settings so only my friends can see my profile	11.11%	12
No - I don't know how to change my privacy settings	7.41%	8
No - I don't know what privacy settings are	4.63%	5
No - I have decided not to use privacy settings	2.78%	3
I am not sure	5.56%	6
TOTAL		108

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References

Social Media Statistics Australia – April 2017. Accessed from www.socialmedianews.com.au/social-media-statistics-australia-april-2017/

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