



Library as Place and her Contribution to Social Capital

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Outline

- ▶ Introduction
- ▶ Public Library as Meeting Place and Third Place
- ▶ Public Library and Social Capital
- ▶ Research Questions
- ▶ Research Methodology
- ▶ Conclusion



INTRODUCTION

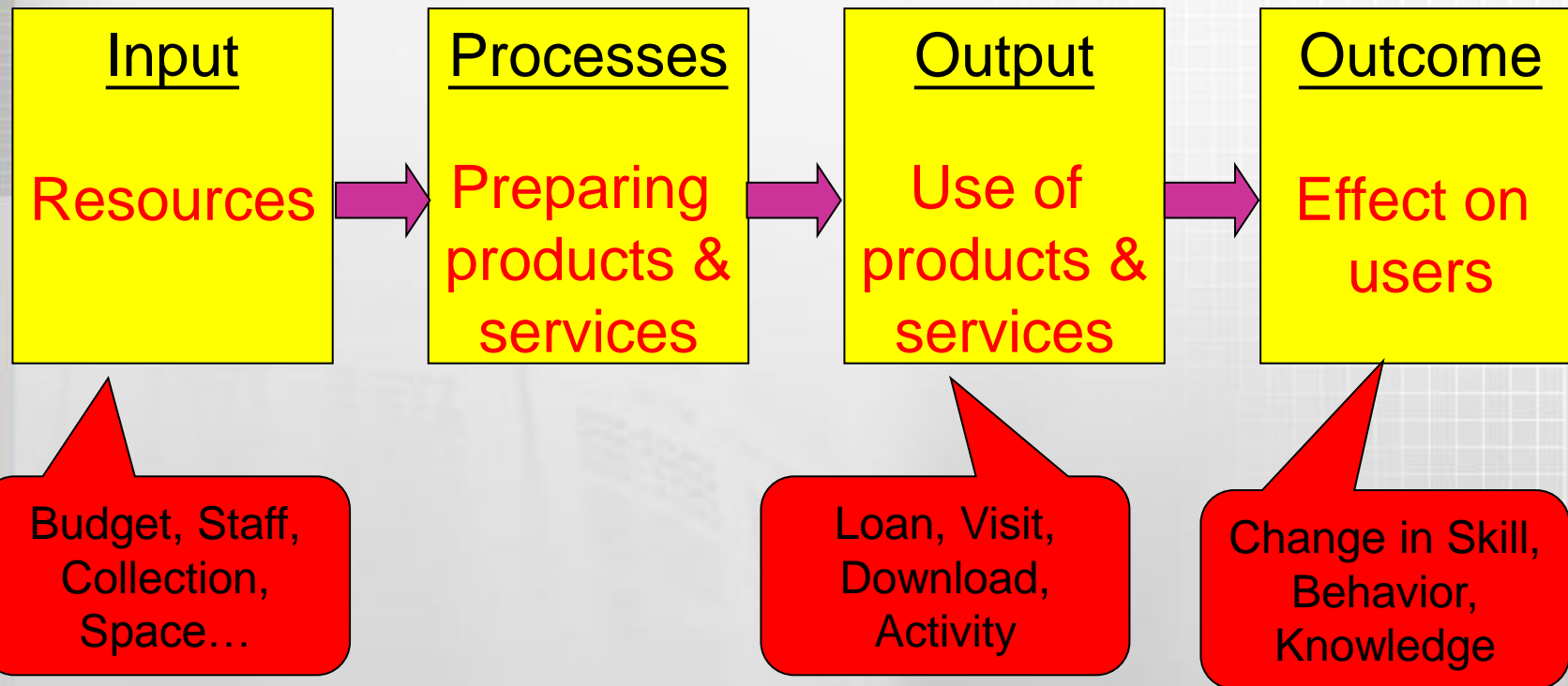
Background

- ▶ Confronting the intense competitiveness and challenges in 21st century, public libraries have to offer distinguished product and service quality to their patrons
- ▶ From “user in the life of library” to “library in the life of the user” (Wiegand, 2003)
- ▶ Public libraries have to... (Bertot & McClure, 2003)
 - ✿ Articulate the **importance** and the **need** for their services and the resources
 - ✿ Provide **evidence** for the use of their services and resources
 - ✿ Establish both the **value** and **impacts (outcome)** of their services and resources on the community

Outcome and Outcome Evaluation

- ▶ From input and output evaluation to outcome evaluation
- ▶ *Outcomes include the notion of **impact**, **benefit**, **difference**, or **change** in a user, group, or institution based on the use of or involvement with a library service or resource*
(Bertot & McClure, 2003)
- ▶ Performance evaluation is a mechanism of objective and quantitative data collection with analysis of library statistics and other relevant data for expressing the effectiveness and efficiency of libraries

From Input Evaluation to Outcome Evaluation



Roswitha Poll, Peter te Boekhorst,
Measuring Quality – Performance Measurement in Libraries,
2nd revised edition, K. G. Saur Munchen 2007 (IFLA
Publications 127)

Public Library Outcomes for Their Patrons

- ▶ Public library outcomes might contain dimensions such as knowledge, information literacy, democracy participation, lifelong learning
 - ✿ Finding relevant materials, solving specific problems, saving labor time, learning search skill after single or several visits to the library
 - ✿ Improvement of patrons' information literacy, academic success, the change of their motivation, and the attitude and behavior toward things

How to Evaluate PL Outcomes?

- ▶ Specified outcomes from particular programs
 - ✿ Focuses on the specified outcomes produced by particular library programs
 - ✓ e.g. the development of a special collection, and BookStart reading programs
- ▶ General outcomes as a result of library use
 - ✿ Broadly explores the impact on users' daily life after their use of library
- ▶ We will focus on the assessment of the second type of outcome measurement.

Case Studies of Library Outcome

Country	Reference	Outcome assessment type(s)	Research method(s)	Outcome assessment facet(s)
USA	Becker, Crandall, Fisher, Kinney, Landry & Rocha (2010)	Specific	Questionnaire In-depth interview	Computer access
Australia (Victoria)	State Library of Victoria (2005)	General	Questionnaire Focus Group	Information, Learning, Social communication, Meeting place, and Computer access
Australia (New South Wales)	Library Council of New South Wales (2008)	General	Literature Review Questionnaire In-depth interview	Society, Culture, Economic, and Environment

Becker, S. Crandall, M. D., Fisher, K. E., Kinney, B., Landry, C. & Rocha, A. (2010). *Opportunity for all. How the American public benefits from Internet Access at U. S. Libraries* (IMLS-2010-RES-01). Institute of Museum and Library Services. Washington, D. C. Available at: <http://www.ims.gov/assets/1/AssetManager/OpportunityForAll.pdf>.

Library Council of New South Wales (2008). *Enriching communities: The value of libraries in New South Wales*. Sydney: Library Council of New South Wales. Available at: http://www.sl.nsw.gov.au/services/public_libraries/publications/docs/enriching_communities.pdf.

State Library of Victoria (2005). *Libraries building communities*. Available at:

http://www2.slv.vic.gov.au/about/information/publications/policies_reports/plu_lbc.html.

Case Studies of Library Outcome (Cont.)

Country	Reference	Outcome assessment type(s)	Research method(s)	Outcome assessment facet(s)
Africa (Ethiopia, Kenya, Uganda, Tanzania, Zimbabwe, and Ghana)	Elbert, Fuegi & Lipeikaite (2012)	General	Questionnaire In-depth interview	Information, Education, and Community issues
Canada	Fitch & Warner (1998)	General	Literature Review	Economic Culture, Learning, and Technology
Norway	Aabø, Audunson, & Vårheim (2010)	Specific	Questionnaire	Public Library as a meeting place
Finland	Vakkari & Serola (2012)	General	Questionnaire	Daily life, Hobbies, and Career

Elbert, M., Fuegi, D. & Lipeikaite, U. (2012). Perceptions of public libraries in Africa. *Ariadne*. Available at:

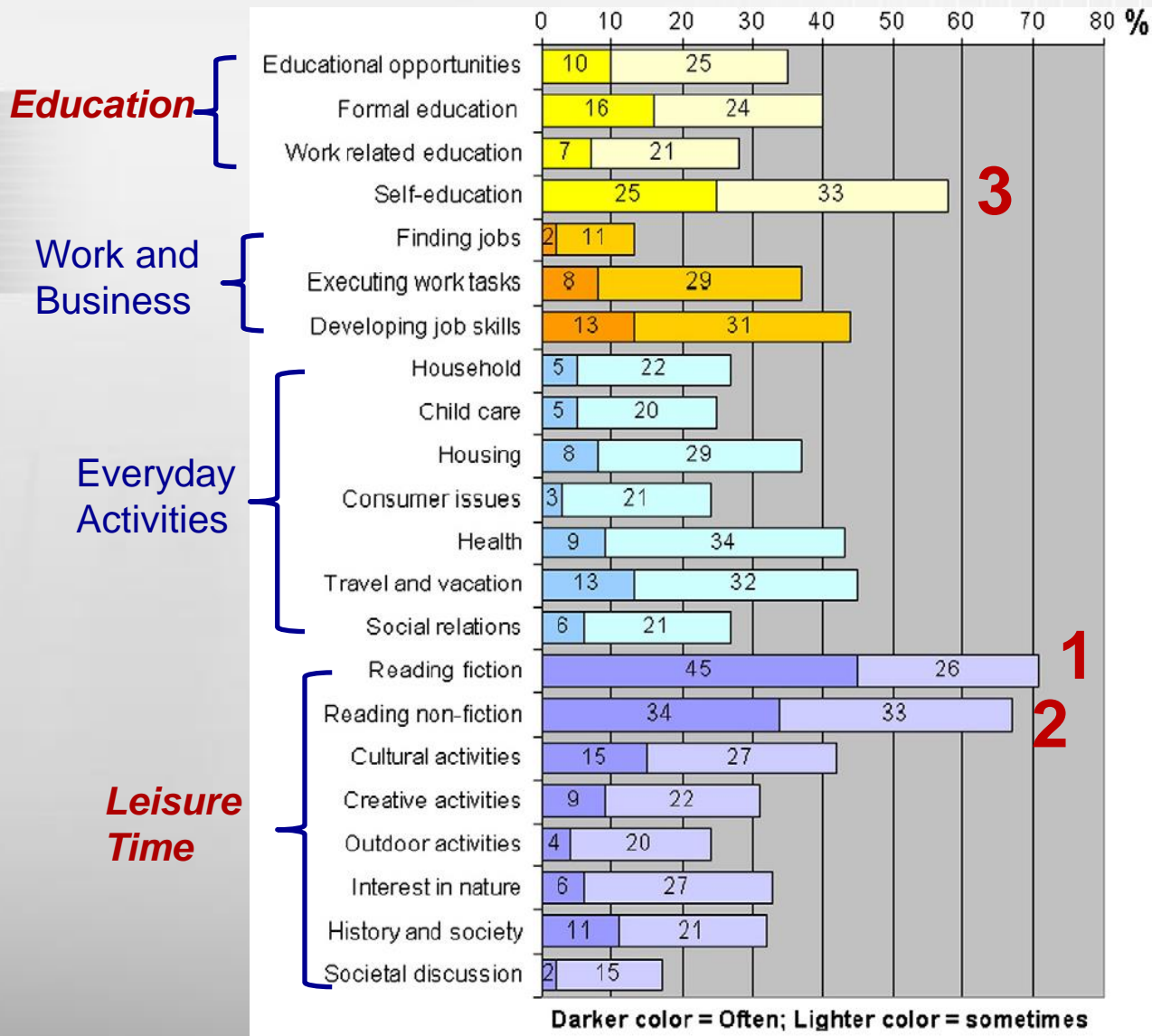
<http://www.ariadne.ac.uk/issue68/elbert-et-al>.

Fitch, L. & Warner, J. (1998). Dividends: the value of public libraries in Canada. *The Bottom Line: Managing Library Finances*, 11(3), 158-179.

Aabø, S., Audunson, R. & Vårheim, A. (2010). How do public libraries function as meeting places? *Library & Information Science Research* 32(1), 16-26.

Vakkari, P. & Serola, S. (2012). Perceived outcomes of public libraries. *Library & Information Science Research*, 34(1), 37-44.

Vakkari & Serola (2012)





PUBLIC LIBRARY AS MEETING PLACE AND THIRD PLACE

Library as Meeting Place

▶ Six categories (Audunson, R., Varheim, A., Aboø, S., & Holm, E. D., 2007):

- ✿ The library as **a public space** and a low threshold social meeting place
- ✿ A meeting place between meeting places (**meta-meeting place**)
- ✿ A **public sphere** in its own right where political and cultural ideas are presented and discussed
- ✿ **An arena** where you can **acquire the information and knowledge** you need to be an active, involved and participating citizen.
- ✿ An arena where you live out professional or private involvements together with **colleagues and friends**.
- ✿ An arena for **virtual meetings** on the Web.

▶ The third place (informal public place)

(Oldenburg, 1982, 1999)

Library as Meeting Place

Audunson (2012)

Can you remember if you as a library user over the last couple of years have...	2006 All	2006 Active	2011 Active
1. Noticed things about people with different background than mine	39%	57%	53%
2. Accidentally met neighbors and friends	32%	49%	58%
3. Conversations with strangers	28%	44%	48%
4. Learned about activities in the community	25%	34%	50%
5. Visited the library with colleagues/friends to work on a joint task or leisure activity	21%	20%	21%
6. Used the library's computers for social purposes	17%	21%	14%
7. Used the library to inform myself about issues in the community	16%	26%	23%
8. Participated at organized meetings	14%	18%	20%
9. Met with friends or family in/by the library to do something else	10%	16%	15%

Third Place

- ▶ Proposed by Oldenburg (1982, 1999)
 - ✿ *The great good place: Cafes, coffee shops, bookstores, bars, hair salons, and other hangouts at the heart of a community*
 - ✿ First place: home
 - ✿ Second place: workplace
- ▶ “**Informal public gathering places**” outside home and workplaces where people gather frequently, willingly, and informally

Third Place (Cont.)

- ▶ Definitions (“the core settings of informal public life”):

- *“The third place is a generic designation for a great variety of public places that host the regular, voluntary, informal and happily anticipated gatherings of individuals beyond the realms of home and work.”* (Oldenburg, 1999)

Characters of Third Places

- ▶ On neutral ground
- ▶ The third place is a leveler
- ▶ Conversation is the main activity
- ▶ Accessibility and accommodation
- ▶ The regulars
- ▶ A low profile
- ▶ The mood is playful
- ▶ A home away from home

Library as a Third Place

Library as a Third Place	Fisher, et al. (2007)	Aabø & Audunson (2012)
On neutral ground	✓	✓
The third place is a leveler	✓	✓
Conversation is the main activity		
Accessibility and accommodation		✓
The regulars		
A low profile		✓
The mood is playful		✓
A home away from home	✓	✓



PUBLIC LIBRARY AND SOCIAL CAPITAL

Social Capital

- ▶ Features of social life – **networks**, **norms**, and **trusts**, that empower participants to engage together more effectively to pursue shared objectives (Putnam, 1995)
 - ✿ Bonding social capital
 - ✿ Bridging social capital
 - ✿ Institutional social capital

Bonding Social Capital

- ▶ Dense network of social interaction
- ▶ Study norms of generalized reciprocity and encourage the emergence of social trust
- ▶ Meeting and interacting with other community members in the library, participating in events at the library, consider the library as a safe place to spend time

(Putnam, 1995; Johnson, 2010)

Bridging Social Capital

- ▶ Consider social capital as a resource to which individuals have access through their social relationships
- ▶ Resources embedded in a social structure which are accessed and/or mobilized in purposive actions
- ▶ Weak ties that allow one to link into other networks to get ***important, new information or resources*** that are often not available from one's close ties
- ▶ For high and low social capital persons...

(Putnam, 1995; Johnson, 2010)

Institutional Social Capital

- ▶ Cooperate with different organizations or groups, build network relationship, and then obtain information and resources from through the network

(Halpern, 2008; Svenden, 2013)



RESEARCH QUESTIONS

Research Questions

- ▶ How do library users use public libraries?
- ▶ What are the perceived outcomes of public libraries in Taiwan?
- ▶ Are public libraries meeting places or third places for people in Taiwan?
- ▶ What types of social capital do public libraries contribute to accumulate?



RESEARCH METHODOLOGY

Questionnaire

- ▶ Public Libraries in Taiwan
- ▶ Questionnaire Items
 - ✿ Demographic information
 - ✿ Use of library space
 - ✿ Perceived outcome of public libraries (Vakkari & Serola, 2012)
 - ✿ Public libraries and social capital
- ▶ Responses: 733 (we are collecting more responses)



RESULTS

Demographic Information

▶ Gender

Gender (above 7-year-old)	Sample	Distribution in TW (2013)
Male	43.38%	49.86%
Female	54.71%	50.14%

▶ Age

Age	Samples	Samples collapsed	Population in TW (2013)
7 -12	5.18%	14.73%	14.32% (0-15)
13-15	9.55%		
16-18	8.46%	79.00%	74.15% (15-65)
19-30	20.19%		
31-54	36.43%		
55-64	13.92%		
Above 65	6.00%	6.00%	11.53% (above 65)

Demographic Information (Cont.)

▶ Occupation (top 10):

Occupation	Sample Percentage
1. Students	27.56%
2. Housekeeping	14.32%
3. Retired	9.69%
4. Unemployed / Job Seeker	7.37%
5. Manufacturing industry	6.68%
6. Service industry	6.41%
7. Civil servant	5.73%
8. Professional (e.g., doctor, lawyer)	5.32%
9. Teacher	3.82%
10. Others	3.14%

Demographic Information (Cont.)

▶ Education

Educational Level	Sample	Distriution in TW
Ph.D	0.95%	0.37%
Master	7.91%	4.27%
University	40.52%	18.43%
High school	30.97%	40.90%
Middle school	13.37%	20.72%
Primary school	5.87%	1.68%

Use of Library Space

Areas	Sample	Percentage
1. Book-stack area	564	76.94%
2. Self-study room	316	43.11%
3. Restroom	304	41.47%
4. Journal, newspaper, magazine area	292	39.84%
5. New book display	170	23.19%
6. Network information center	122	16.64%
7. Children reading area	114	15.55%
8. Exhibition space	84	11.46%
9. Teen reading room	80	10.91%
10. Audio-visual area	38	5.18%
11. Elderly-patron reading room	31	4.23%
12. Bookstart area	27	3.68%
13. Multipurpose instruction room	24	3.27%
14. Meeting room	9	1.23%
15. Breastfeeding room	6	0.82%
16. Others	7	0.95%
17. Uncompleted	8	1.09%

Purposes of Visiting Public Libraries

Purpose	Sample	Percentage
1. Borrowing books	446	60.85%
2. Studying	258	35.20%
3. Reading newspapers or magazines	229	31.24%
4. Finding materials	239	32.61%
5. Reading books / videos	222	30.29%
6. Relaxing	143	19.51%
7. Browsing collections	125	17.05%
8. Using a computer	120	16.37%
9. Using the Internet	83	11.32%
10. Discussing things or homework with friends	76	10.37%
11. Meeting friends	73	9.96%
12. Attending activities	56	7.64%
13. Volunteering	52	7.09%
14. Reading bulletin board	46	6.28%
15. Taking a break/Sleeping	44	6.00%
16. Staying with other people	32	4.37%
17. Making new friends	26	3.55%
18. Photocopying	22	3.00%



RESULTS – PERCEIVED OUTCOMES

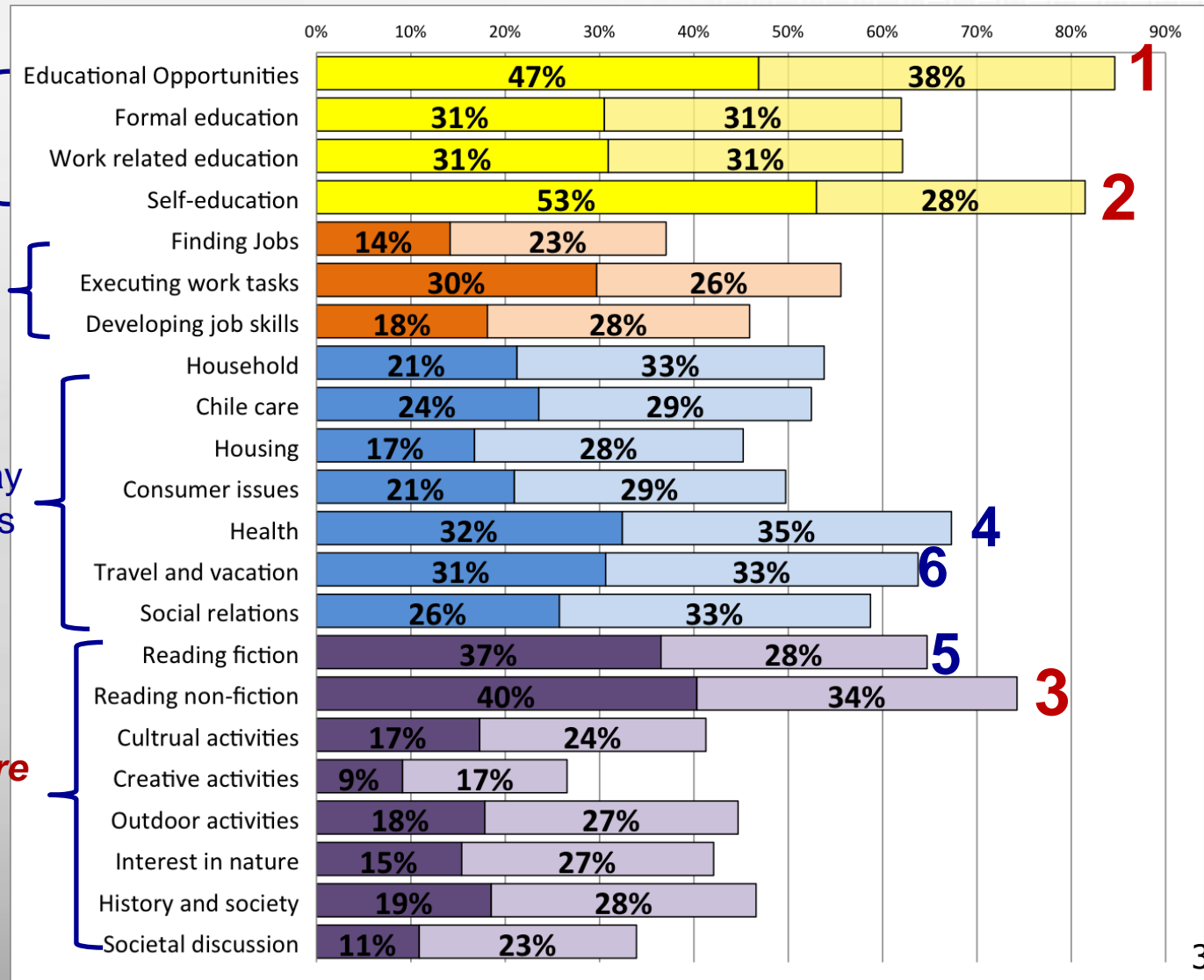
Perceived Outcomes in Taiwan

Education

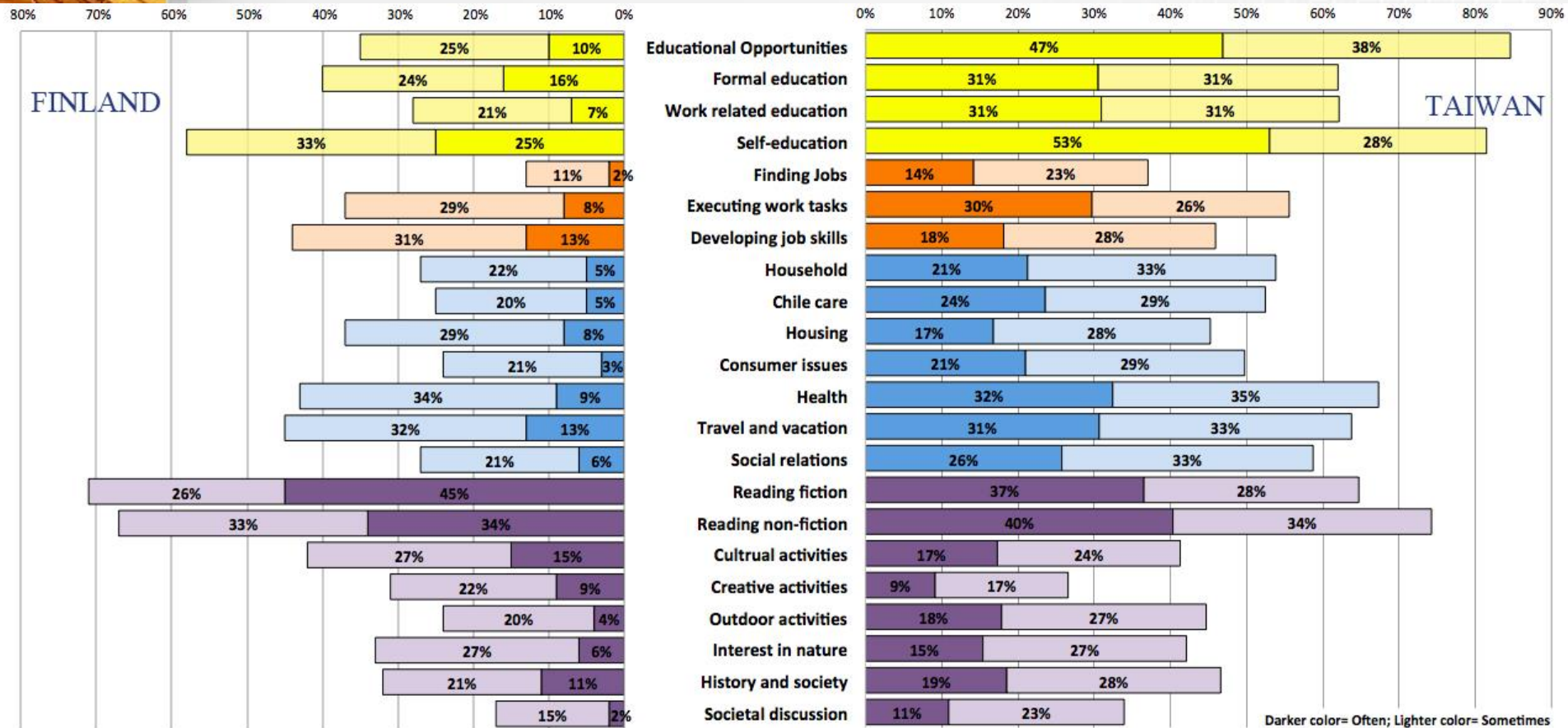
Work and Business

Everyday Activities

Leisure Time



Perceived Outcomes Comparison between FI & TW



Darker color= Often; Lighter color= Sometimes

Perceived Outcomes Comparison between FI & TW

▶ Finland (2012)

▶ Top 5:

1. Reading fiction (71%)
2. Reading non-fiction (67%)
3. Self-education (58%)
4. Travel and vacation (45%)
5. Cultural activities (42%)

▶ Least 5:

1. Finding Jobs (13%)
2. Societal discussion (17%)
3. Consumer issues (24%)
3. Outdoor activities (24%)
5. Child Care (25%)

▶ Taiwan (2014)

▶ Top 5:

1. Educational opportunities (85%)
2. Self-education (82%)
3. Reading non-fiction (74%)
4. Health (67%)
5. Reading fiction (65%)

▶ Least 5:

1. Creative activities (26%)
2. Societal discussion (34%)
3. Finding Jobs (37%)
4. Cultural activities (41%)
5. Interest in nature (42%)



RESULTS – PUBLIC LIBRARY AS MEETING PLACES OR THIRD PLACES

Public Library as a Meeting Place

Audunson (2012)

Can you remember if you as a library user over the last couple of years have...	2006 All	2011 Active	2014 All(Taiwan)
1. Noticed things about people with different background than mine	39%	53%	84.31%
2. Accidentally met neighbors and friends	32%	58%	80.63%
3. Conversations with strangers	28%	48%	66.64%
4. Learned about activities in the community	25%	50%	--
5. Visited the library with colleagues/friends to work on a joint task or leisure activity	21%	21%	10.37%
6. Used the library's computers for social purposes	17%	14%	11.32%
7. Used the library to inform myself about issues in the community	16%	23%	27%
8. Participated at organized meetings	14%	20%	7.64%
9. Met with friends or family in/by the library to do something else	10%	15%	67.4% ₃₉

Public Library as a Meeting Place (Cont.)

▶ A square

- ✿ 4.37% visiting public library for staying with other people
- ✿ 52.66% strongly agree public library is for everyone regardless of gender, age, and social status with 32.47% agree

▶ A place for meeting diverse people

- ✿ 3.55% visiting public library for making new friends
- ✿ 59.75% made new friends in public library

Public Library as a Meeting Place (Cont.)

▶ A public sphere

- ✿ 49.11% strongly agree public library is an important public sphere in community; 36.97% agree
- ✿ 47.07% strongly agree and 35.74% agree that public library is a place that could tolerate all kinds of ideas

▶ A place for joint activities with friends and colleagues

- ✿ 9.96% visiting public library for meeting friends
- ✿ 10.37% for discussion with friends/colleagues

Public Library as a Meeting Places (Cont.)

▶ A meta-meeting place

- ✿ 7.09% visiting public library for volunteering
- ✿ 39.43% strongly agree library is an information center in community

▶ A place for virtual meetings

- ✿ 11.32% visiting library for using the Internet

Public Library as a Third Place

Core settings of Third Place	Taiwan	Questionnaire Analysis
1. On neutral ground	✓	<ul style="list-style-type: none">• 49.11% respondents strongly agree that public library is an important public space in community, followed by 36.97% agree• 39.37% agree that public library is a safe place, and with 38.42% agree strongly
2. The third place is a leveler	✓	<ul style="list-style-type: none">• 52.66% strongly agree public library is for everyone regardless of gender, age, and social status with 32.47% agree

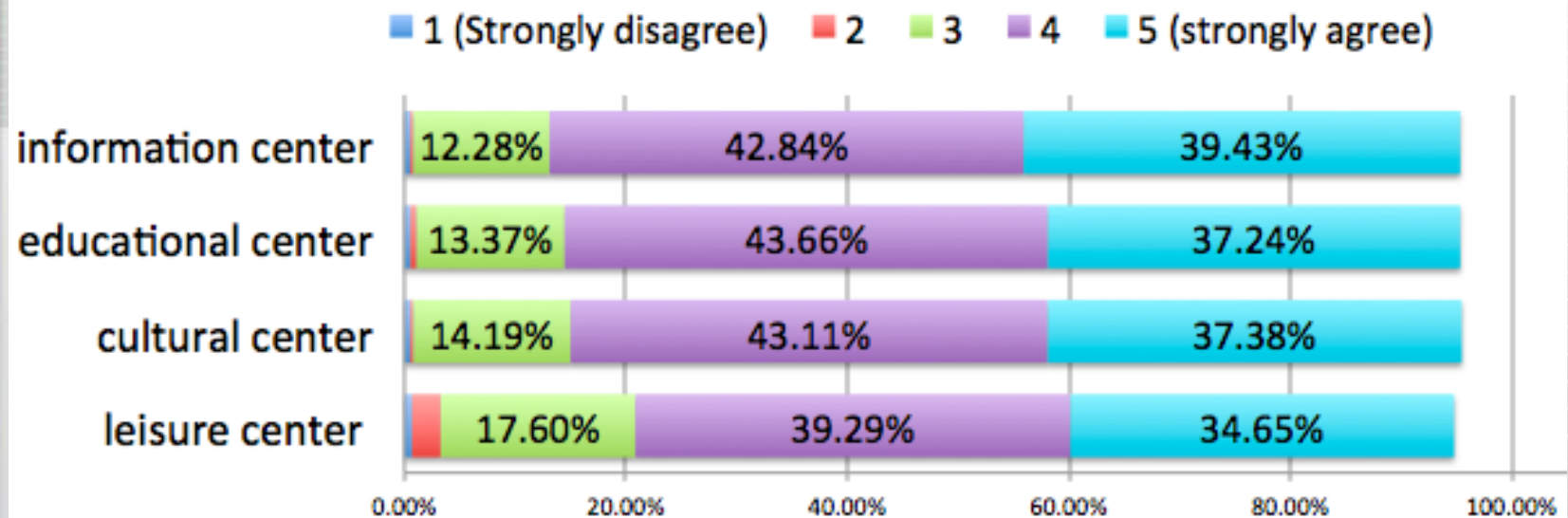
Public Library as a Third Place (Cont.)

Core settings of Third Place	Taiwan	Questionnaire Analysis
3. Conversation is the main activities		<ul style="list-style-type: none">• 36.97% respondents disagree users to talk or chat in public library, and 23.19% strongly disagree• Similar to the opinion on talking on phone in public library, 36.70% disagree, and 32.47% strongly disagree
4. Accessibility and accommodation	✓	<ul style="list-style-type: none">• 53.62% said that the distance between public library and their home is less than 1 km• 24.15% among 53.54% less them 0.5 km
5. The regulars	✓	<ul style="list-style-type: none">• 44.47% visit library at least twice a week, and 26.06% visit at least once a week

Public Library as a Third Place (Cont.)

Core settings of Third Place	Taiwan	Questionnaire Analysis
6. A low profile	--	
7. The mood is playful	✓	44.07% agree the atmosphere in Library is playful, another 39.70 % strongly agree
8. A home away from home	✓	Often respondents are frequent library users: <ul style="list-style-type: none">◆ Twice a week: 44.47%◆ Once a week: 26.06%◆ Once a moth: 15.83%

Public Library as Place





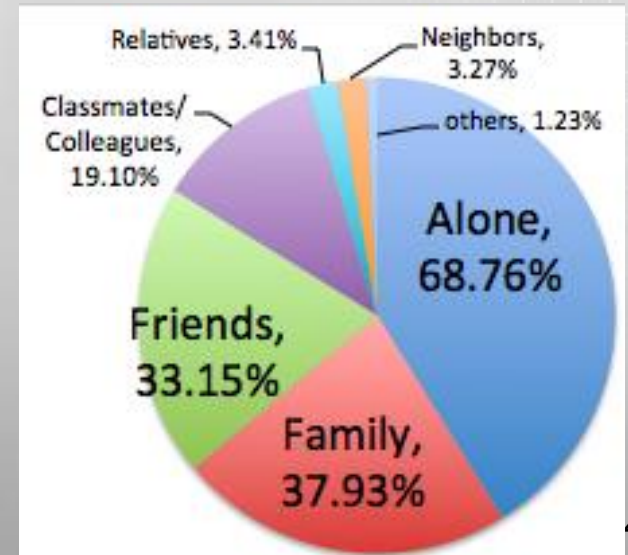
RESULTS – SOCIAL CAPITAL

Bonding Social Capital

- ▶ 9.96% of respondents said they visited public library for meeting friends.
- ▶ For frequency to meet friends at public library:

Always & often	Sometimes	Seldom	Never & Uncompleted
15.83%	25.92%	35.65%	31.92%

- ▶ Except for going alone, users would visit library with family and friends, which they have strong tie
(Granovetter, 1973) with.



Bridging Social Capital

▶ Purposes of visiting library

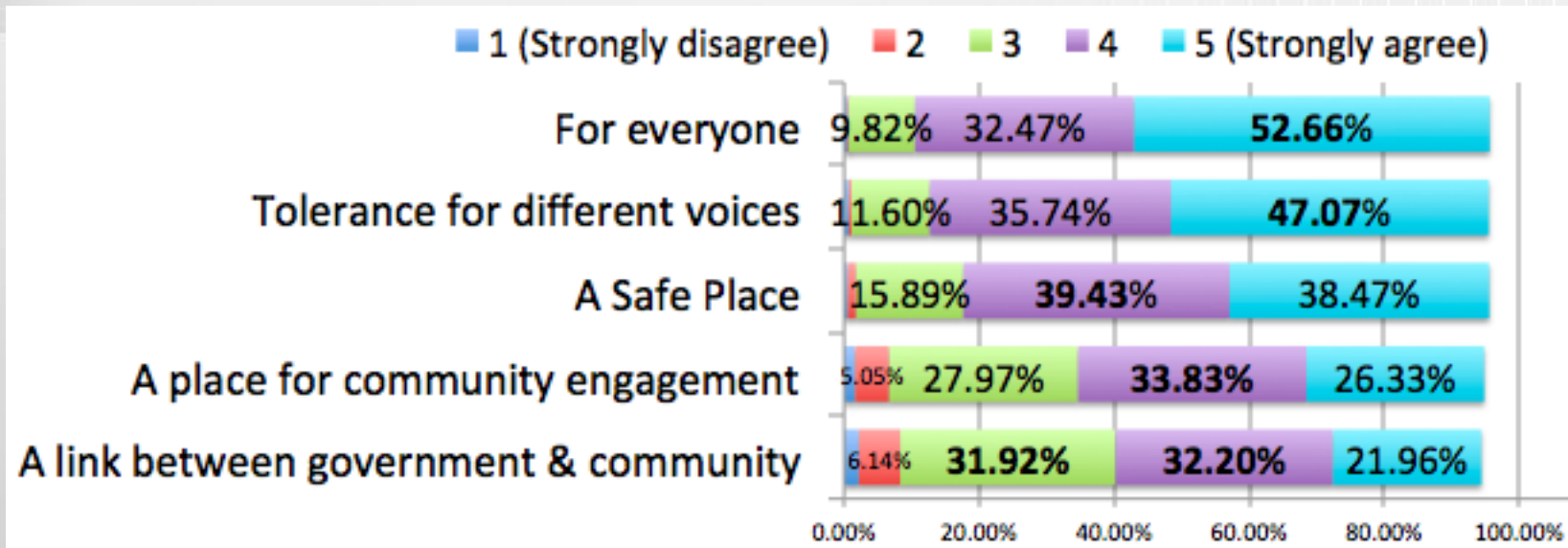
Making new friends	Discussion for task with classmates/colleagues	Staying with other people	Attending activities
3.55%	10.37%	4.36%	7.64%

▶ For frequency:

Indicators	Always & Often	Sometimes	Seldom	Never & Uncompleted
Making new friends	11.05%	18.55%	30.15%	40.25%
Accidentally meet acquaintance	21.42%	35.74%	19.92%	15.68%
Talking to library staff	15.01%	26.33%	32.88%	21.56%
Talking to other users	11.6%	20.46%	34.38%	33.53%
See familiar faces though you may not know	28.65%	35.74%	19.92%	15.68%

Institutional Social Capital

- ▶ 81.58% of respondents have library cards
- ▶ Public Library is a place...



- ▶ However, only 7.09% of respondents visited for joining volunteering and 11.32% had participated in library clubs or organizations

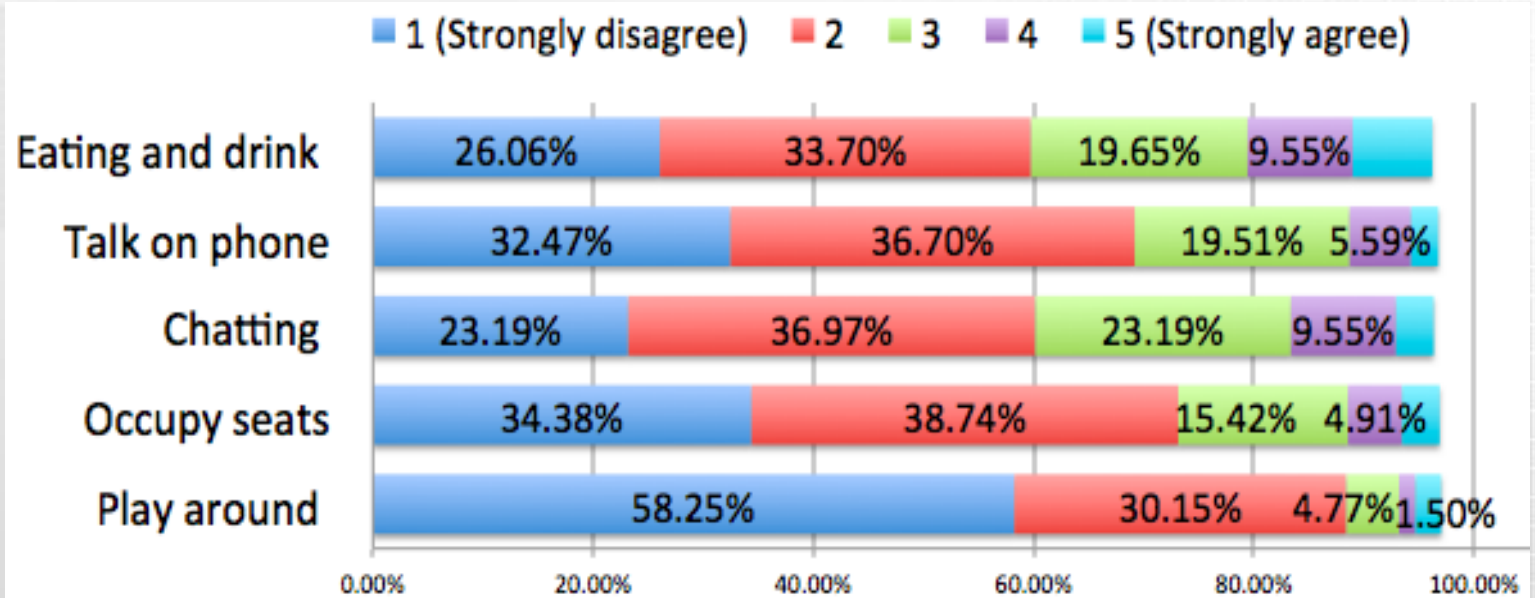
Social Capital - Trust

▶ Trust

	Strongly Agree	Agree	Sum
Public library is a safe place	38.47%	39.43%	77.90%
Library staffs are reliable	37.79%	42.56%	80.35%
Library users are reliable	19.10%	31.11%	50.21%

	Always & Often	Sometimes	Sum
Asking library staff for help	25.79%	39.97%	65.76%
Talking to library staff	15.01%	26.33%	41.34%
Talking to other users	11.60%	20.46%	32.06%

Social Capital- Norm





CONCLUSION

Conclusion

▶ Perceived Outcome

- ✿ Library Users in Taiwan benefits from public library service in aspects related to life, especially in education and in leisure time.

▶ Public library as meeting places/third places

- ✿ Library users take public library as meeting places
- ✿ Though based on our research, public library does not fulfill all the core setting of third place, public library is still viewed as an important place to go in community.

Conclusion (Cont.)

▶ Public Library and Social Capital

- ✿ There are three types of social capital among public library and users.
- ✿ Public libraries in Taiwan contribute most to bonding social capital and to users' individual social capital.

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Thank you for Listening