

EXPERIENCES USING NATIONAL STATISTICS WHILE DOING RESEARCH IN 22 LIBRARIES IN FIVE COUNTRIES

Petra Düren Hamburg University of Applied Sciences, Germany

Markku Antero Laitinen The National Library of Finland, Finland

Ane Landoy University of Bergen Library, Norway

Angela Repanovici Transilvania University of Brasov, Romania



Universitatea
Transilvania
din Braşov



CONTENT

1. Introduction
2. Comparing Libraries – How Helpful are National Statistics?
3. National Library Statistics and the IFLA Library Map of the World in Reference to the ISO Standards 2789, 11620, 16439, and 21248
4. Conclusions and Further Research

INTRODUCTION

There is a constant reduction and closing down of libraries all over the world

→ growing need for libraries to use reliable and accessible data to show how good they perform and how good they are in comparison with other libraries

→ the library statistics generated need to describe and compare the effectiveness and efficiency of libraries

→ one important resource for data are national library statistics

COMPARING LIBRARIES – HOW HELPFUL ARE NATIONAL STATISTICS?

Research project regarding effects of the New Public Management (NPM) and austerity in European public and academic libraries in five countries, comparing 22 public and academic libraries

Düren, Petra; Stephane Goldstein; Ane Landøy; Angela Repanovici, and Jarmo Saarti (2019): „Effects of the New Public Management (NPM) and austerity in European public and academic libraries”, *Journal of Library Administration*, Vol. 59 (3), pp. 342-357.

COMPARING LIBRARIES – HOW HELPFUL ARE NATIONAL STATISTICS?

The original idea for the research project included the comparison of data regarding information literacy for all of the 22 libraries. The set of indicators which was required from the national statistics included:

- Visitors / visits,
- Virtual visits,
- Loans,
- Number of activities and events (public libraries),
- Number of user trainings (academic libraries), and
- Participants in user trainings (academic libraries)

COMPARING LIBRARIES – HOW HELPFUL ARE NATIONAL STATISTICS?

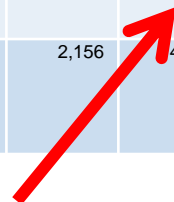
Finland

Library										
F1	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Library visits	1,255,964	1,279,959	1,218,304	1,232,223	1,216,734	1,251,702	1,163,322	1,131,740	1,134,023	1,115,274
User training	*	*	*	*	*	311	274	337	484	521
Number of attendances at user training	*	*	*	*	*	5,956	5,052	6,41	9,073	9,439
Events	*	*	*	*	*	863	842	945	869	1,008
F2										
Number of exhibitions	15	24	33	27	41	51	41	28	21	33
Number of events	6	8	10	15	14	16	23	19	19	13
Number of participants	6,291	6,067	5,375	5,901	6,550	6,885	4,667	4,940	4,176	6,546

COMPARING LIBRARIES – HOW HELPFUL ARE NATIONAL STATISTICS?

Germany

Library	KPI	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
G1	Visitors	1,178,502	1,269,334	1,313,782	1,141,154	1,217,576	1,113,693	1,090,025	1,023,645	972,137	977,982	1,082,547
	Virtual visits	932,978	1,245,417	1,907,625	–	–	757,659	1,000,160	907,109	951,525	–	–
	Loans	3,340,513	3,478,557	3,583,553	3,498,198	3,565,870	3,651,663	3,687,125	3,527,157	3,429,575	3,319,472	3,281,494
	No. of activities and events	1,814	1,854	1,866	1,898	2,062	2,018	2,149	2,290	2,281	2,349	2,323
G2	No. of events	0	0	2	0	1	1	1	0	2	4	2
	Visitors	294,125	316,180	328,112	309,317	314,069	323,797	244,072	244,463	275,542	291,733	234,041
	Virtual visits	284,321	313,634	362,097	293,432	294,000	259,438	264,473	254,935	269,962	–	–
	No. of user trainings	350	343	349	226	222	199	163	1,440	304	310	288
	User trainings-participants	–	–	2,303	1,479	2,646	3,171	2,156	4,543	3,433	3,064	3,863



COMPARING LIBRARIES – HOW HELPFUL ARE NATIONAL STATISTICS?

Great Britain

UK1	Visits	Loans	Downloads	
2016	1,166,735	989,014	109,116	
2015	1,058,781	1,108,625	66,101	
2014	1,026,277	1,186,870	52,938	
2013	986,174	1,275,718	18,266	
2012	1,075,137	1,333,912	9,766	
2011	1,069,910	1,366,464	no data	
2010	1,087,592	1,370,902	no data	
2009	1,093,726	1,373,597	no data	
2008	1,191,603	1,328,975	no data	
2007	1,237,496	1,333,161	no data	
UK2	Visits	Loans	Full text article requests	E-book section requests
2016	2,895,423	331,985	11,298,954	5,296,125
2015	2,801,548	362,073	8,240,223	1,952,969
2014	2,827,945	386,781	7,584,918	1,280,815
2013	2,678,134	1,855,178	7,353,310	1,062,840
2012	2,158,446	1,829,995	8,000,000	600,000
2011	1,929,637	2,100,671	6,846,509	no data
2010	1,906,595	2,014,650	7,487,950	382,062
2009	1,844,336	1,983,269	5,376,000	420,000
2008	1,853,336	1,971,187	5,600,000	500,000
2007	2,097,336	1,841,236	4,859,439	449,897

COMPARING LIBRARIES – HOW HELPFUL ARE NATIONAL STATISTICS?

Norway

N1	Visits	Loans
2013	149,942	134,978
2014	130,012	127,672
2015	145,724	145,745
2016	148,013	149,169
2017	156,246	141,715

Downloads of electronic material:

2013: 0

2014: 1,332

2015: 4,557

2016: 4,622

2017: 4,398

N2	Visits	Loans
2013	530,476	500,389
2014	518,252	492,890
2015	481,027	532,196
2016	421,931	515,111
2017	314,020	478,171

COMPARING LIBRARIES – HOW HELPFUL ARE NATIONAL STATISTICS?

Romania

At the time of the above mentioned research project, no national library statistics could be used. Some data were provided by the library leaders that had been interviewed.

R1:

105,509 visits and 162,841 loans in 2017

549,003 visits and 852,134 loans in the last five years

33 activities

There have not been individual data for visits and loans in this library for the last five years. Also it is unclear, in which year 33 activities have been executed.

R2:

Downloads of electronic material:

2013	2015	2017
91,316	70,414	187,786

COMPARING LIBRARIES – HOW HELPFUL ARE NATIONAL STATISTICS?

It seemed pretty naive to think that there would be comparable data in different national library statistics.

But at least the two indicators “Visitors / visits” and “Loans” should have been available in every country. Even if “Visitors / visits” is always a difficult indicator.

Also “Loans” is an indicator that seems to be measured differently in every country, as the researcher from Great Britain e. g. reported the indicators “Loan”, “Full text article requests” and “E-book section requests”.

COMPARING LIBRARIES – HOW HELPFUL ARE NATIONAL STATISTICS?

All in all there seems to be a lack of statistical skills in the libraries.

In the libraries, those responsible of delivering annual statistics sometimes change annually and often there are no national training sessions (lectures and workshops) for the libraries.

Also, the human resources in the libraries directed for evaluation has sometimes been cut into minimum, giving possibility for quality control on the macro level only, leaving “small” discrepancies not reflecting on the national level but influencing on the library level, into shadow.

NATIONAL LIBRARY STATISTICS AND THE IFLA LIBRARY MAP OF THE WORLD IN REFERENCE TO THE ISO STANDARDS 2789, 11620, 16439, AND 21248

Along with the development in libraries, new evaluation methods and indicators will be needed to show the value and impact of the operations and services in academic as well as public libraries.

This includes numerical indicators, but also indicators that obtain knowledge about the strengths as well as the development of each library to be able to produce and measure added value for the libraries' customers.

NATIONAL LIBRARY STATISTICS AND THE IFLA LIBRARY MAP OF THE WORLD IN REFERENCE TO THE ISO STANDARDS 2789, 11620, 16439, AND 21248

The idea for the IFLA Library Map of the World started, when IFLA needed reliable data about libraries and their services worldwide, and it became apparent that there are no such data.

The IFLA Library Map of the World describes itself as follows:
“Selected library performance metrics provide national level library data across all types of libraries in all regions of the world.”

As good as the general idea of a worldwide library map is, the IFLA Library Map of the World at the moment does not provide comparable longitudinal data from each country. And it only offers a comparison between countries, not between individual libraries from different countries.

NATIONAL LIBRARY STATISTICS AND THE IFLA LIBRARY MAP OF THE WORLD IN REFERENCE TO THE ISO STANDARDS 2789, 11620, 16439, AND 21248

The initial set of performance metrics is the same for all types of libraries:

- Number of libraries (library service points)
- Number of libraries (library service points) providing internet access
- Number of full-time equivalent (FTE) staff
- Number of volunteers (headcount)
- Number of registered users
- Number of visitors
- Number of loans and downloads

NATIONAL LIBRARY STATISTICS AND THE IFLA LIBRARY MAP OF THE WORLD IN REFERENCE TO THE ISO STANDARDS 2789, 11620, 16439, AND 21248

The framework for collecting library statistics and for the evaluation of library operations is given in the valid standards of the library field:

- the general library statistics standard ISO 2789
- the standard for evaluating the impact of libraries ISO 16439
- the standard ISO 11620 for the library performance indicators
- the standard for evaluation of the national libraries ISO 21248

CONCLUSIONS AND FURTHER RESEARCH

There is a need for resources for sufficient quality control on the national level, and thus putting the responsibility of checking and revisions on the responsibility of local level.

More research has to be done to define indicators that can be used worldwide.

Therefore for the future compilation of library statistics both on the local and national level, one of the increasing needs for statistics will be to be able to show the impact of libraries.

As neither national library statistics nor the IFLA Library Map of the World are nowadays supporting all questions regarding the library's own performance in comparison to other libraries, other ideas came up, such as using the Net Promoter Score (NPS) to measure library users' satisfaction with library services.