



A Study on Public Library Roles: From the Perspective of Big Data

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Research Background

Research Question

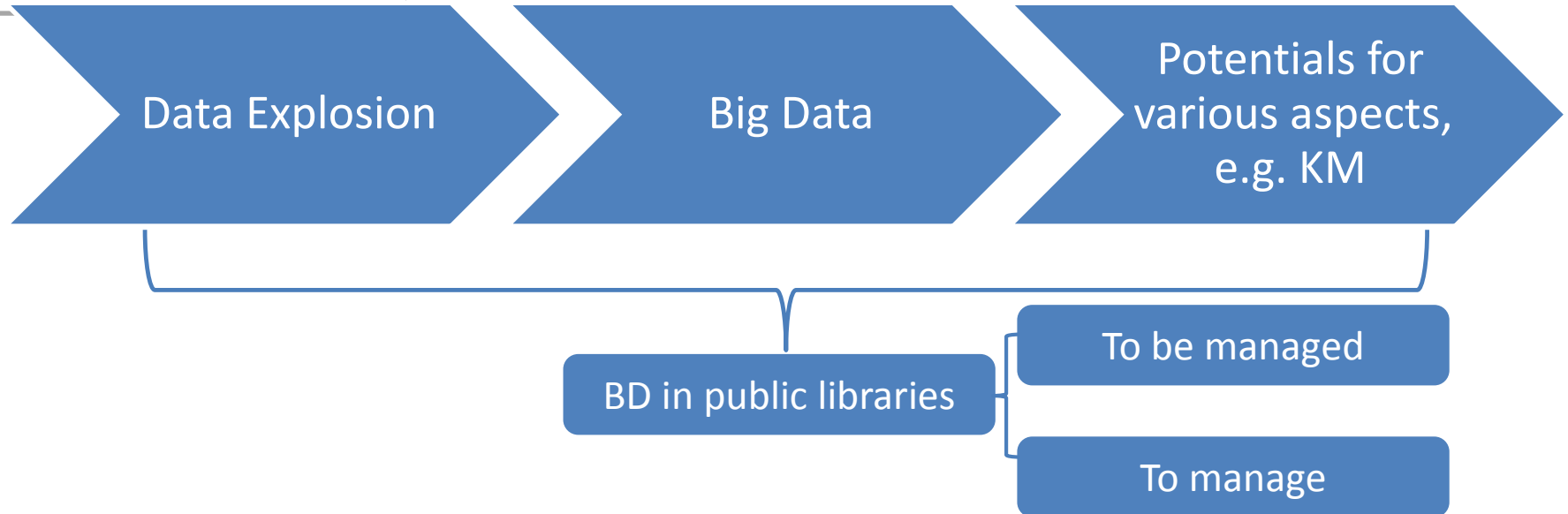
Empirical work

Conclusion





Research Background



One sub-project of a two-year government funded project: Big Cities Meet Big Data
<http://blogs2.abo.fi/bcbd/>





Research Question

What is the role of the Public Library in managing Big Data and bringing citizens to Big Data?





Empirical Work

Literature
review

Online
Survey

Interview





Roles attained from previous studies

- 1. From the perspective of enlarging the audience of Big Data: **educator and marketer**
- 2. From the perspective of sustainable development: **data organiser and data container**
- 3. From the perspective of user conduction: **advocator and adviser**
- 4. From the perspective of service improvement: **developer and organization server**





Online survey

Target Group: Finnish librarians in public libraries

Motivation: to verify the roles

Method: web-based survey

Number of respondents: 48 out of more than 500!!!





Online Survey

Demographic information

Perception of Big Data

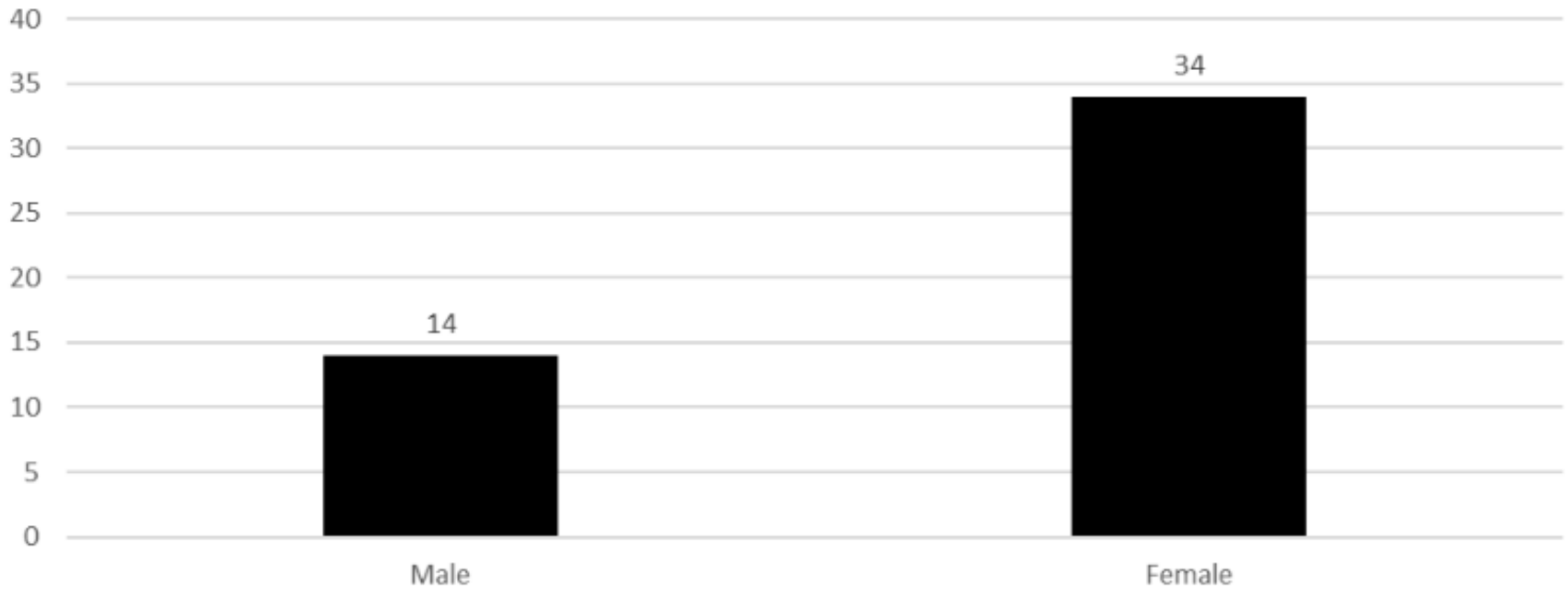
Opinions towards different roles





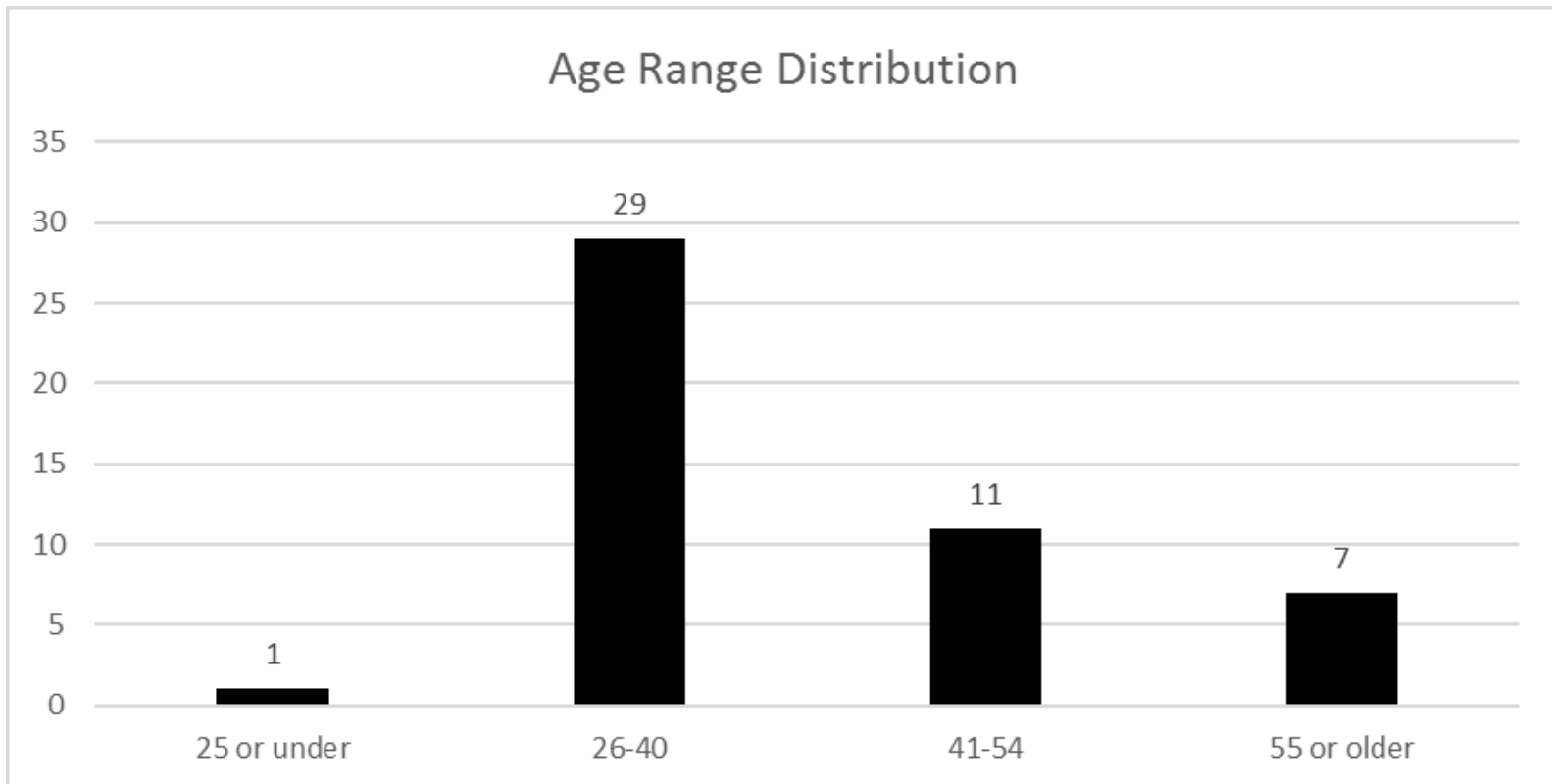
Demographic information of the respondents

Gender Distribution



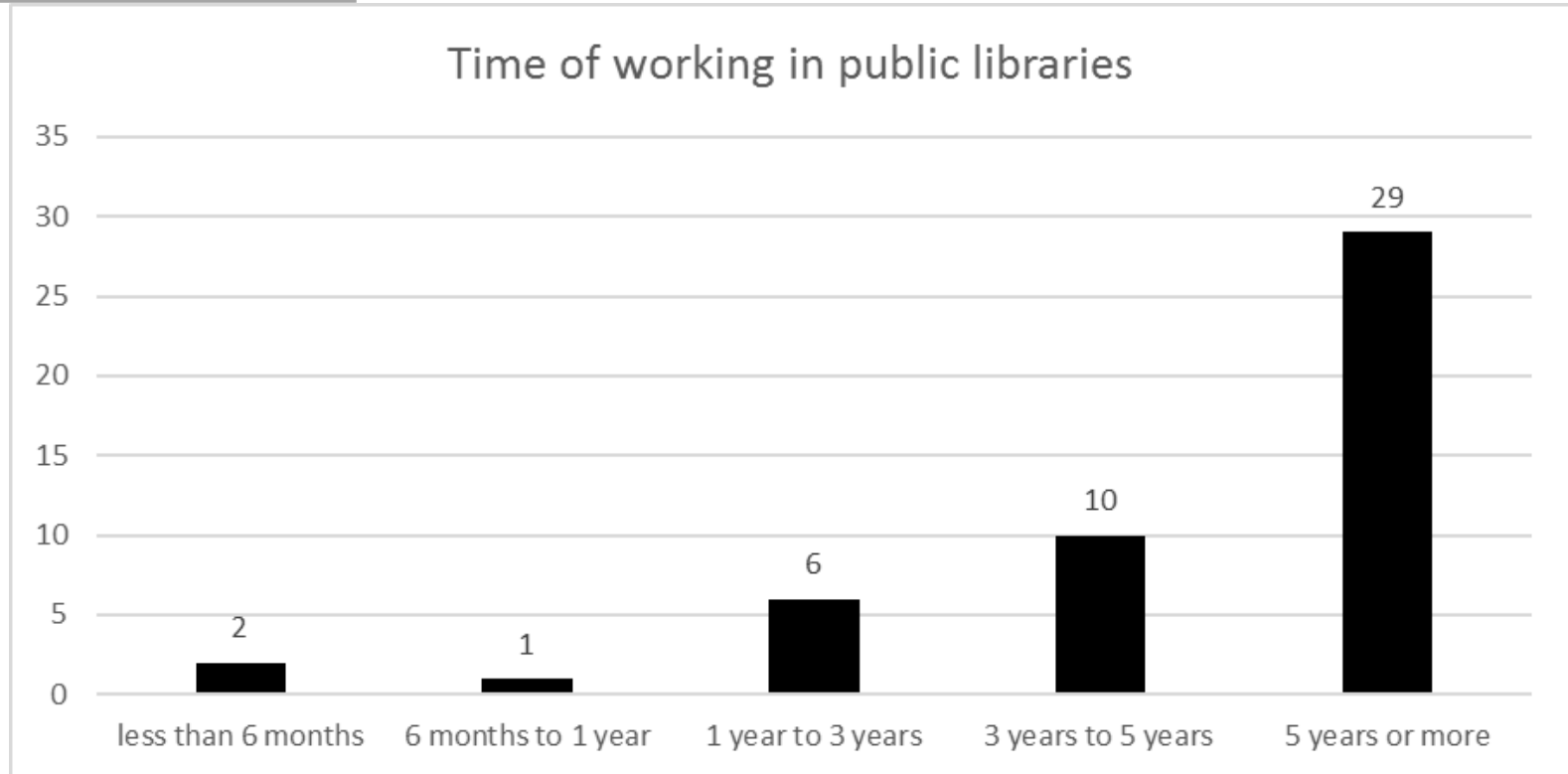


Demographic information of the respondents



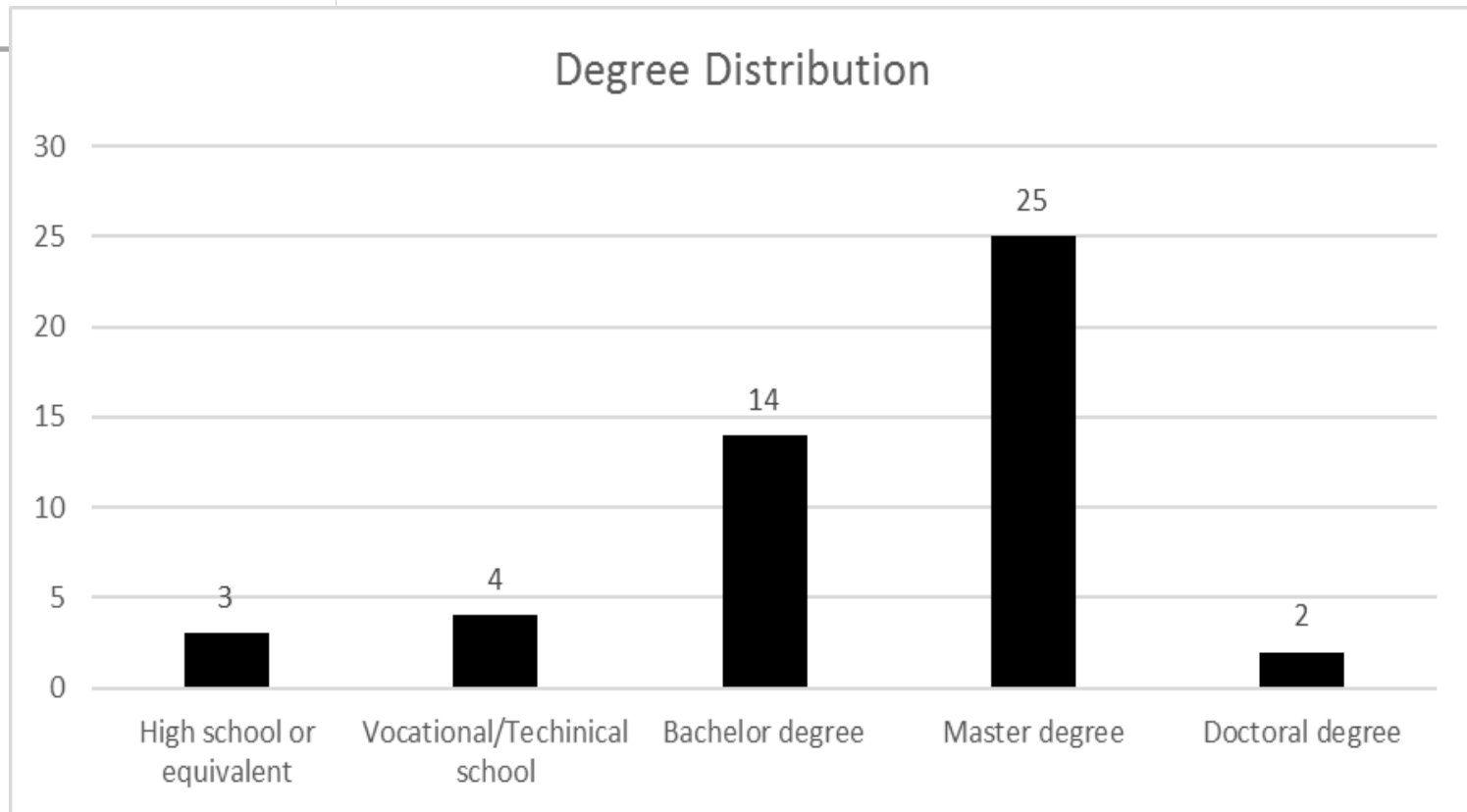


Demographic information of the respondents



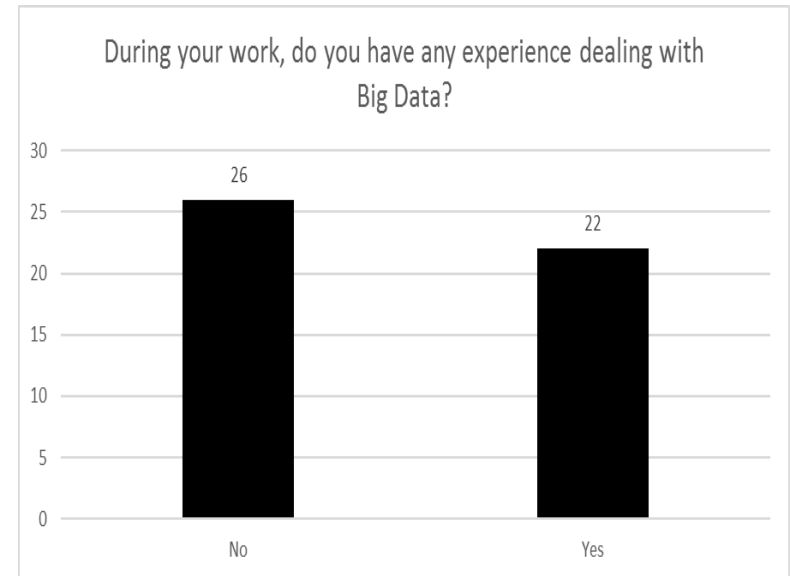
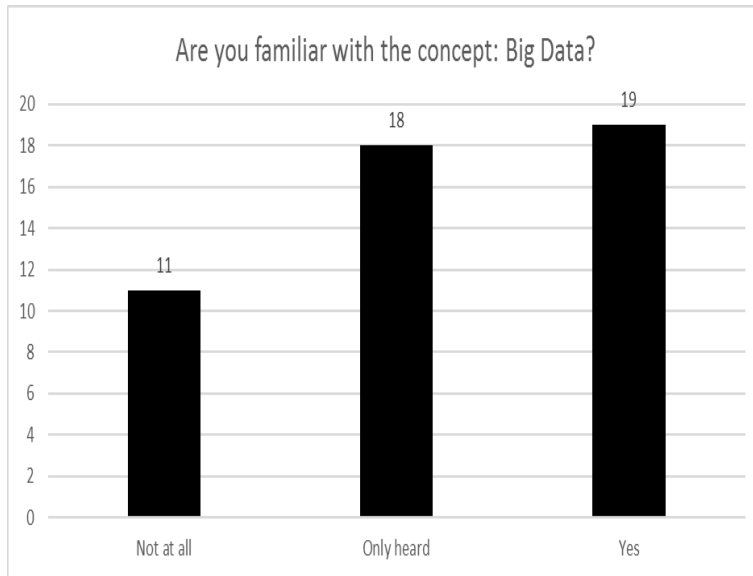


Demographic information of the respondents





The analysis of librarians' perception of Big Data





The analysis of librarians' perception of Big Data

Item	Mean value
I8: You need to conduct large volume of data in your work (Volume)	1.98
I9: You need to deal with various kinds of data in your work (Variety)	4.44
I10: You need to deal with data increasing very fast (Velocity)	2.10
I11: You can find out useful information during the data processing operation (Value)	2.85
The mean value of four items	2.84

Likert scale 7. 1 means never, 7 means everyday





Opinions on library roles

Roles	Item	Mean value	Overall mean value
Marketer	I12	5.27	5.06
	I13	4.85	
Educator	I14	4.83	5.22
	I15	5.60	
Data Organizer	I16	4.54	4.62
	I18	4.69	
Data Container	I16	4.54	4.64
	I17	3.81	
	I19	5.58	
Advocator	I20	5.79	5.33
	I21	4.86	
Advisor	I22	5.38	4.96
	I23	4.54	
Developer	I24	5.00	4.86
	I25	4.71	
Organization server	I26	4.10	4.10
	I27	4.10	

Likert scale 7. 1 means totally disagree, 7 means totally agree





Exploring the potential influential factors of respondents' opinions

Independent Variables	Sig
ABDP	0,034
Degree	0,284
Time working in library	0,239
Library infrastructure maintenance	0,514
General library management	0,544
Cataloging/Classification/ Technical services	0,516
Electronic information service	0,880
Enquiry work/ Reader service	0,880
Library loans/ Document delievry	0,289
Other	0,747

P<0.05





Conclusions from the survey

- 1. There is a natural match between public libraries and Big Data
- 2. The understanding of Big Data is not clear for librarians, which might make difference.
- 3. Respondents tend to agree with user-oriented roles (educator, marketer, advocator, advisor and developer)
- Therefore: user-oriented roles should be mainly developed and undertaken
- ***The outcome of this subproject is presented as a paper, which is now under revision according to the opinion from The Electronic Library, in-depth interviews are under conduction with library directors.***





Thank you



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