CHAPTER 2

THE APPROACH TO DATA ANALYSIS

This Chapter describes what has been the focus of the Global Vision discussion as well as the approach to data analysis and data analysis process. It contains information about different data sources and questions analyses.

Global Vision Data Sources

GLOBAL ONLINE VOTE	WORKSHOPS/MEETINGS
• 21,772 respondents	• 9,291 participants
• 6 questions with 10 answer options	• 185 reports from workshops/meetings
• Quantitative data	• Top-5 for each question
	• Quantitative and qualitative data

Pic. 2.1 Global Vision Data Sources – quantitative and qualitative

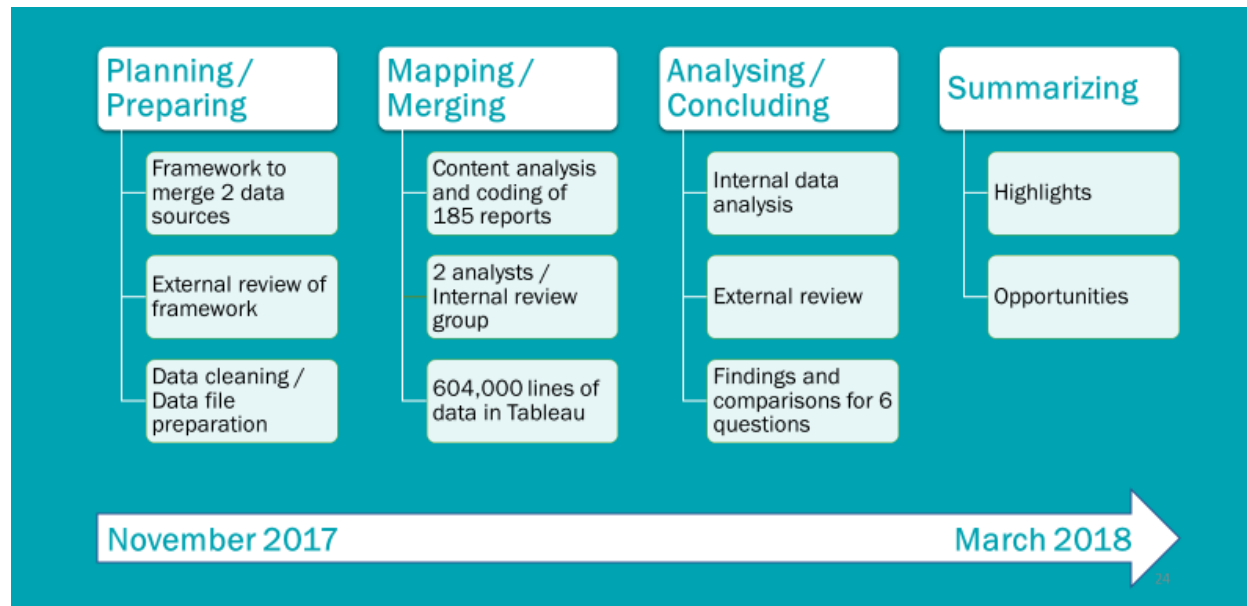**GLOBAL VISION DATA** comes from two diverse sources:

- **Global Online Vote** which provides **quantitative data** in six questions with ten answer options each

- **Workshop Reports** which were submitted after regional, professional, country or self-facilitated workshops and meetings where the same questions were discussed and Top Fives for each question were submitted in reports along with comments on those. The reports contains some **quantiative** but mainly **qualitative data**.

GLOBAL VISION DATA LYFE CYCLE

Pic. 2.2 Global Vision data life cycle

3. Many **additional answer options were added to each of six questions** as discussions at workshops and meeting brought many new topics to the table. The work of two analysist, who worked separately, was then reviewed internally to agree on the final version.

4. Coded Workshop **data was then merged** with Global Online Vote results in the huge Excel sheet of 604,000 lines of data, which was then imported into the Tableau software for **analysis and visualisation**. Results of six questions were compared among different data sources and dimensions.

1. Preparation for data analysis started with development of **methodology and framework** for merging two diverse data sources (Global Online Vote and Workshop Reports), and overall analysis of the big amount of data received. Initial data was cleaned, and data files were prepared for the next phase.

2. Two data analysts and internal review group worked full time for two months **to read all 185 reports and to code** each Top Five answer against the initial set of answer options from six questions of Global Online Vote.

5. **Findings of six questions** from different data sources and dimensions were then reviewed internally and verified by external experts. Key findings were summarised into **10 highlight and opportunities**.

THE FOCUS OF GLOBAL CONVERSATION – SIX COMPARABLE QUESTIONS

Every conversation centred around six core questions selected to find areas of commonality and differences as well as to identify opportunities and challenges to libraries:

1. What are the core values of libraries?

2. What are libraries exceptionally good at?

3. What should libraries do more of?

4. What should libraries do less of?

5. What are the main challenges to libraries?

6. What would be the characteristics of a united library field?

In the Global Online Vote, each question had ten predefined answer options.

As the result of coding of Top Fives of Workshop reports the number of answer options increased in all six questions:

Table 2.1 Number of answer options per question

QUESTION	Number of answer options in Global Online Vote	Number of answer options added during coding	Final number of answer options
Core values	**10**	**4**	**14**
Exceptionally good at	**10**	**7**	**17**
To do more	**10**	**7**	**17**
To do less	**10**	**5**	**15**
Challenges	**10**	**6**	**16**
Characteristics	**10**	**8**	**18**

Pic 2.3 Six main questions of the Global Vision discussion

WHAT ARE THE CORE VALUES OF LIBRARIES?

Answer options in the Global Online Vote

Q1.1 Equal and free access to information and knowledge

Q1.2 Commitment to dissemination of information and knowledge

Q1.3 Freedom of expression

Q1.4 Commitment to community engagement and empowerment

Q1.5 Protection of cultural heritage and memory

Q1.6 Diversity and inclusion

Q1.7 Dedication to learning

Q1.8 Professionalism and ethical conduct

Q1.9 Spirit of collaboration

Q1.10 Embracing the shift to digital

Added answer options – from Workshop Reports

Q1.11 Safe, accessible place

Q1.12 Trusted, authentic sources / transparency of information

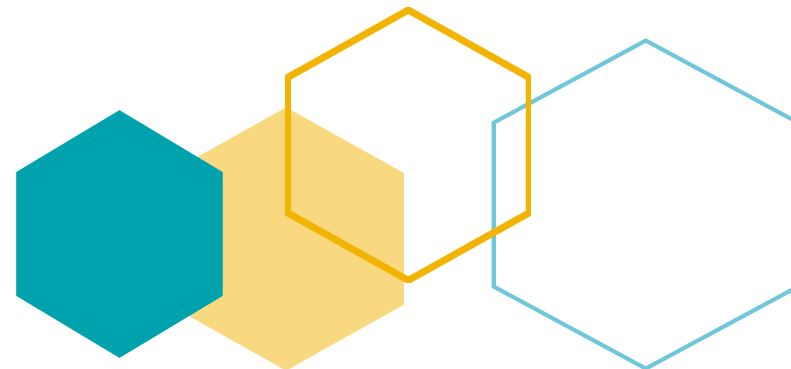Q1.13 Innovation

Q1.14 Resilience and adaptability to change

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WHAT ARE LIBRARIES EXCEPTIONALLY GOOD AT?

Answer options in the Global Online Vote

Q2.1 Providing opportunities for access to information and knowledge

Q2.2 Organising information and knowledge

Q2.3 Disseminating and sharing information and knowledge

Q2.4 Preservation and conservation of cultural heritage and memory

Q2.5 Supporting learning, literacy and reading

Q2.6 Developing and delivering inclusive services

Q2.7 Offering non-commercial, safe spaces for individuals and communities

Q2.8 Fostering research and innovation

Q2.9 Contributing to the economic development

Q2.10 Providing access to and supporting the use of Information and Communications Technology (ICT)

Added answer options – from Workshop Reports

Q2.11 Facilitators and awareness-raising agents of social issues

Q2.12 Community engagement

Q2.13 Building relationships

Q2.14 Doing more with less

Q2.15 Advocacy

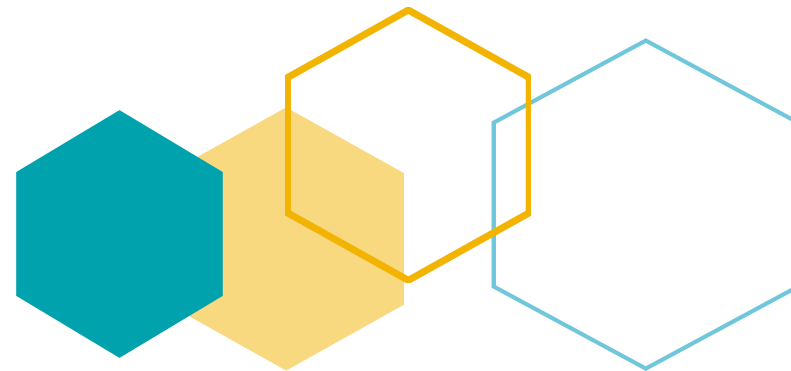Q2.16 Dedicated and motivated professional staff

Q2.17 Measurement and evaluation

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WHAT SHOULD LIBRARIES DO MORE OF?

Answer options in the Global Online Vote

Q3.1 Advocacy

Q3.2 Training and development of staff and leaders

Q3.3 Partnership and collaboration

Q3.4 Community engagement

Q3.5 Promotion and marketing

Q3.6 Embrace digital innovation

Q3.7 Support learning, literacy and reading

Q3.8 Measure impact

Q3.9 Foster research and innovation

Q3.10 Supporting the Sustainable Development Goals (SDGs) and the current social needs

Added answer options – from Workshop Reports

Q3.11 Access to Information and Intellectual Freedom

Q3.12 Inclusivity and Equality

Q3.13 Fundraising

Q3.14 Social and political responsibility

Q3.15 Conservation and preservation of cultural heritage and memory

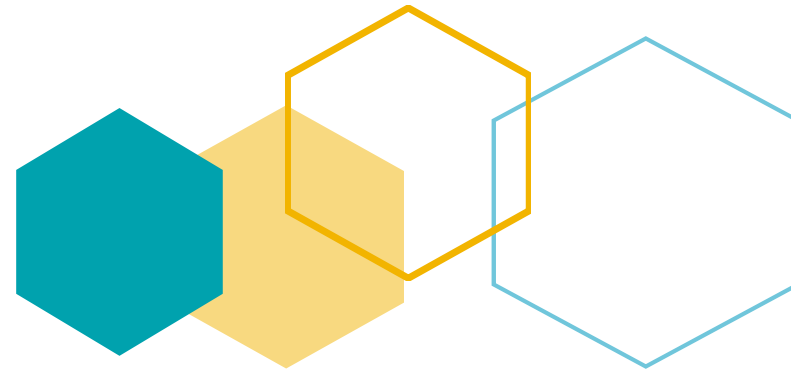Q3.16 Safe, accessible spaces

Q3.17 Strategic planning and management

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WHAT SHOULD LIBRARIES DO LESS OF?

Answer options in the Global Online Vote

Q4.1 Resisting and fearing change

Q4.2 Having a passive approach

Q4.3 Relying on collections instead of community needs

Q4.4 Complaining

Q4.5 Being inflexible, bureaucratic and implementing too many restrictions

Q4.6 Decision-making based on assumptions

Q4.7 Duplicating

Q4.8 Working in isolation

Q4.9 Maintaining outdated services and collections

Q4.10 Being shy and humble

Added answer options – from Workshop Reports

Q4.11 Accepting without questioning

Q4.12 Discrimination

Q4.13 Ineffective HR management

Q4.14 Ineffective financial management

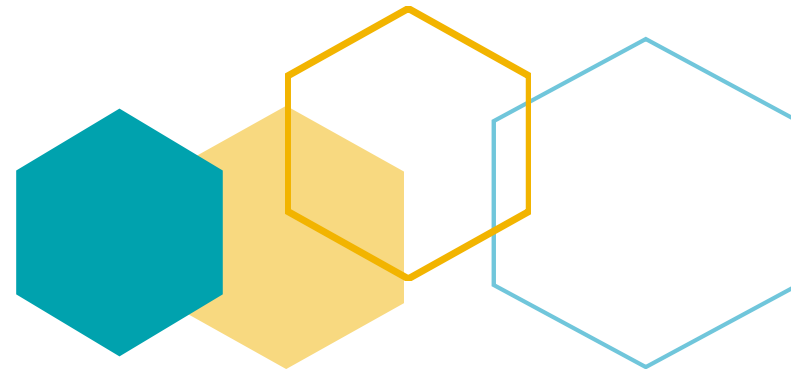Q4.15 Disunity among staff and within profession

WHAT ARE THE MAIN CHALLENGES TO LIBRARIES?

Answer options in the Global Online Vote

Q5.1 Insufficient library funding and investment

Q5.2 Lack of skilled staff

Q5.3 Ongoing technological changes

Q5.4 Inadequate legal environment

Q5.5 Ever increasing user-expectations

Q5.6 Lack of leadership capacity

Q5.7 Value of libraries not understood by funders and stakeholders

Q5.8 Inadequate infrastructure

Q5.9 Image and status of libraries

Q5.10 Managing change

Added answer options – from Workshop Reports

Q5.11 Information literacy

Q5.12 Capacity to advocate

Q5.13 Contribute to the inclusion and integration of all community citizens

Q5.14 Ensuring open and equal access to information

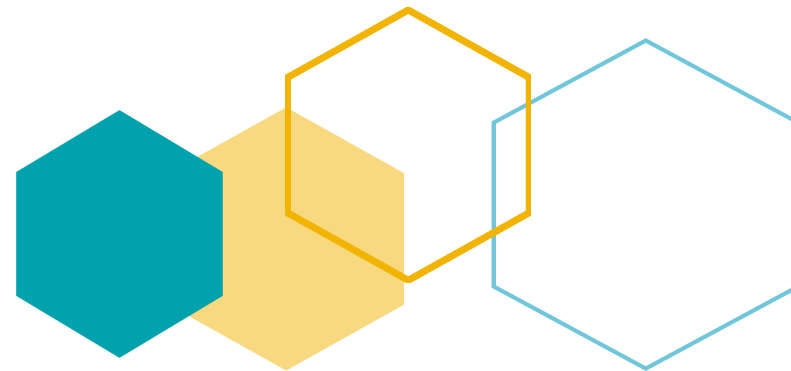Q5.15 Collaboration

Q5.16 Staying relevant

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WHAT WOULD BE THE CHARACTERISTICS OF A UNITED LIBRARY FIELD?

Answer options in the Global Online Vote

Q6.1 A Global Vision dynamically connected with local strategies

Q6.2 A united voice for strong advocacy actions

Q6.3 Drawing on the strengths of all

Q6.4 No silos

Q6.5 Powerful partnerships and collaboration

Q6.6 Effective and efficient use and sharing of resources and technologies

Q6.7 Commitment to quality Library Information Science (LIS) education and development

Q6.8 Strong leadership at all levels

Q6.9 Motivated staff

Q6.10 Empowered libraries build more informed, literate and participative societies

Added answer options – from Workshop Reports

Q6.11 Social responsibility

Q6.12 Transparency

Q6.13 Unify standards

Q6.14 Strong Library Associations

Q6.15 Professionalism and ethical conduct

Q6.16 Innovative

Q6.17 Engaged

Q6.18 Sustainable/Sustainability

DATA SOURCES

With literally thousands of contributors to the Global Vision discussion, the input was analysed across various categories of participants to better compare input across key stakeholders, geography and organizational structures.

These groups of Global Vision discussion participants are considered different **DATA SOURCES**:

Professional Unit Workshops (referred as **PU**)

a. IFLA Leaders Workshop – Kick-off workshop
b. IFLA Professional Units discussions

Regional Workshops (referred as **RW**)

National Workshops (referred as **NW**)

a. Country Workshop Reports
b. Self-facilitated Workshop Reports

Global Online Vote (referred as **GS**)

DIMENSIONS

In addition, where possible, the data has been analysed in different **DIMENSIONS**:

Regions

a. Africa
b. Asia and Oceania
c. Europe
d. Latin America and the Caribbean
e. Middle East and North Africa
f. North America

Library Type

a. National Libraries
b. Academic and Research Libraries
c. Public Libraries
d. School Libraries
e. Special Libraries
f. Other Types of Libraries

Library Experience

Professional Units

a. Division I (Library Types)
b. Division II (Library Collections)
c. Division III (Library Services)
d. Division IV (Support of the Profession)
e. Division V (Regions)
f. Strategic Programmes
g. Community

DATA SOURCES: A CLOSER LOOK

IFLA Leaders Workshop – Kick-Off Meeting

Global Vision participants who brought to the conversation an experienced view of library issues and/or who play a leadership role within ILFA. Their view is of particular importance to IFLA because these individuals participated in the IFLA Global Vision, not as individual librarians, but as representatives of their professional interests.

Overall, they are some of the most experienced library leaders in their library sector or region and serve as strategic thinkers for IFLA and the profession at large. They are the brain trust of the profession. These leaders were involved in the Global Kick-Off meeting to the Global Vision, where IFLA brought together the IFLA Governing Board and the chair and secretary of IFLA's Professional Units for a two-day, in-depth discussion.

The results from Kick-Off meeting are included in data group – Professional Unit Workshops (PU).

IFLA Professional Units discussions

Following the global discussion in Athens, the attending chairs of the Professional Units were tasked with holding a similar conversation within their units to the discussion in Athens and to submit a report to IFLA with answers to the six discussion questions.

More than fifty reports were submitted. Input from the IFLA Professional Units is important because these participants conduct work on behalf of the overall library profession and its various interests.

The results from Professional Units discussions are included in data group – Professional Unit Workshops (PU). The Professional Units dimension includes results per Division. A special category named *Community* is added to include results from special Global Vision discussions at WLIC 2017 and results received from INELI groups.
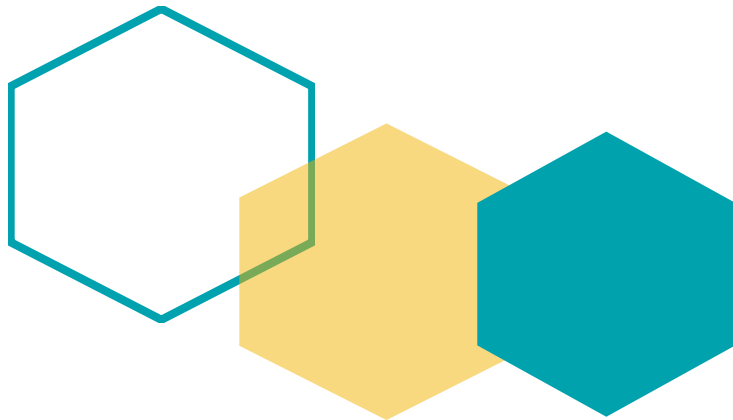
Regional Workshops

Following the Global Vision Kick-Off meeting, IFLA held six regional workshops. These two-day discussions involved leaders of national associations, national libraries, or library agencies.

Participants were asked to take a cross-country view in their discussion and to consider the vision questions from their regional perspective

The results from those meetings are included in data group – Regional Workshops (RW).

National discussions

Global vision participants who brought to the conversation a focus on library issues at the national level were an important part of the conversation. The national view is important to IFLA because library associations are the backbone of the organization. National professionals are leaders within their own countries; they are experienced and professionally active.

National meetings involved participants who are professionally active in their associations from a wide-variety of library types and, in some countries, even included library and information science students.

Following the regional workshops, the attending national representatives were instructed to hold a similar conversation in their countries and to submit a report to IFLA as to what was discussed and with answer to the six discussion questions. Additionally, IFLA made the discussion guide available to all associations and received more than 120 reports from countries which were interested in joining the discussion.

The results from those discussions are included in data group – National Workshops (NW).

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Global Online Voting

Through the online global vote individual concerns were brought to the conversation. Those people who took the online survey represented only their individual views as library professionals and even non-professionals. Online voting was an important way of involving views from people in countries that did not participate in in-person discussions. Additionally, the average age of respondents was younger than in-person discussions which targeted established library leaders.

More than 21,000 people from 190 out of the 193 UN Member States, overall from 213 countries and areas of the world provided input through the online survey.

Because survey respondents included some demographic information, online voting data could be segmented for further analysis. Data from the global online voting was analysed from three different dimensions: Regions, Library Type, and Library Experience.

The results from global online voting are included in data group – Global Online Vote (GS).