

# **Barriers to library use research appendix**

**V1 October 2024**





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# 1 Overview of appendix

This appendix should be read alongside the report *Barriers to library use*. It includes the following:

## Participant recruitment materials:

- Recruitment screening questionnaire

## Research materials used for the research:

- Focus group and depth interview topic guide.
- Stimulus materials used in focus groups and depth interviews:
  - stimulus 1: barometer exercise pre-information.
  - stimulus 2: health and wellbeing.
  - stimulus 3: reading and digital literacy.
  - stimulus 4: personal skills and career development.
  - stimulus 5: community.
  - stimulus 6: barometer exercise revisited post-information.
  - stimulus 7: signposting to how to find out more about local library services.
- Journal topic guide.

# 2 Participant engagement materials

## 2.1 Recruitment screener

Good morning / afternoon / evening.

My name is ..... and I am calling you from Criteria fieldwork on behalf of Ipsos, the research organisation.

Ipsos is an independent research organisation, carrying out this research on behalf of the Department for Culture, Media and Sport (DCMS). They are interested to know peoples' views towards public libraries. This research will feed into the development of a new strategy for public libraries. You do not need to do anything to prepare for taking part, we are just interested in your views.

We are looking for people to take part in a group discussion/ research interview/ library journal and people who take part will receive £50/ £40/ £120 as a bank transfer to thank them for their time.

You have the right to withdraw your consent to process the information you provide or object to our processing of your information. The research activity and this interview will be conducted in accordance with the Market Research Society Code of Conduct, and the information you provide will be treated in accordance with data protection law.

To ensure we include a range of people in the research we'd like to ask a few questions. As part of this I will need to ask specific questions about your ethnicity and health. This information will only be collected with your explicit consent and is being collected to ensure that the research includes people from different backgrounds.

<b>Q0.</b>	<b>Are you happy to continue on this basis?</b>		
	SINGLE CODE ONLY		
	Yes	1	CONTINUE
	No	2	THANK AND CLOSE

## Screening questions

**RESEARCH EXCLUSIONS:**

<b>Q1A.</b>	<b>Do you or any members of your immediate family work in any of the following areas, either in a paid or unpaid capacity?</b> SINGLE CODE ONLY		
	Journalism/ the media	1	THANK AND CLOSE
	Public relations (PR)	2	THANK AND CLOSE
	Market Research	3	THANK AND CLOSE
	Central or local government	4	THANK AND CLOSE
	Library services	5	THANK AND CLOSE
	No, none of these	6	CONTINUE TO Q1B
	Don't know	7	CONTINUE TO Q1B

<b>Q1B.</b>	<b>How long ago did you last attend a market research group discussion/depth interview?</b> SINGLE CODE ONLY		
	In the last 12 months	1	THANK AND CLOSE
	More than 2 years ago	2	ASK Q1C
	Never	3	CONTINUE TO Q1D

<b>Q1C.</b>	<b>What was each of those market research studies about?</b>		
	WRITE IN:	IF ON A SIMILAR SUBJECT AS THIS SURVEY, <b>CLOSE</b> INTERVIEW	

<b>Q1D.</b>	<b>If you are identified as having participated in other market research studies for Ipsos, or another research company, in the last 12 months during or following the session, or if any of the information you have provided is identified as being inaccurate, you may not receive monies for participating.</b>  <b>Please confirm you understand and are happy to proceed on that basis?</b>		
	No	X	THANK AND CLOSE
	Yes	2	CONTINUE TO Q2A

**LIBRARY USE:**

<b>Q2A.</b>	<b>In the last 12 months, have you visited a public library building or mobile library in-person in your leisure time? Please don't include paid work, school or structured academic activities. SINGLE CODE ONLY</b>		
	Yes	1	CLOSE
	No	2	CONTINUE TO Q2B <b>ALL PARTICIPANTS – NONE TO HAVE VISITED A PUBLIC LIBRARY BUILDING OR MOBILE LIBRARY IN PERSON IN THEIR LEISURE TIME IN THE LAST 12 MONTHS</b>

<b>Q2B.</b>	<b>In the last 12 months, have you accessed library services digitally or online? Please don't include paid work, school or structured academic activities. SINGLE CODE ONLY</b>		
	Yes	1	CLOSE
	No	2	CONTINUE TO Q3A <b>ALL PARTICIPANTS – NONE TO HAVE ACCESSED LIBRARY SERVICES DIGITALLY OR ONLINE IN THE LAST 12 MONTHS</b>

<b>Q3A</b>	<b>How likely do you think you would be to visit a public library building or mobile library in-person in the next 12 months? SINGLE CODE ONLY</b>	<b>Q3B</b>	<b>And how likely do you think you would be to access library services digitally or online in the next 12 months? SINGLE CODE ONLY</b>
Very likely		Very likely	
Fairly likely		Fairly likely	
Neither likely nor unlikely		Neither likely nor unlikely	
Not very likely		Not very likely	
Not at all likely		Not at all likely	

**ALL GROUPS: IN EACH GROUP PLEASE INCLUDE A MIX OF RESPONSES TO Q3A AND Q3B  
ALL DEPTHS: MONITOR FOR A MIX OF RESPONSES TO Q3A AND Q3B  
LIBRARY JOURNAL: MONITOR FOR A MIX OF RESPONSES TO Q3A AND Q3B**

**DEMOGRAPHICS:**

<b>Q4.</b>	<b>How old were you on your last birthday?</b> WRITE IN & CODE EXACT AGE		
	<b>Exact Age</b>		
	18-24	1	<b>GROUPS 1, 3, 4 &amp; 5: ALL TO BE AGED 18-24 YEARS</b>
	25-44	2	<b>GROUPS 2, 6, 8 &amp; 9: ALL TO BE AGED 25-44 YEARS</b>
	45-59	3	<b>GROUPS 7, 10, 11 &amp; 13: ALL TO BE AGED 45-59 YEARS</b>
	60+	4	<b>GROUPS 12, 14, 15 &amp; 16: ALL TO BE AGED 60+ YEARS</b>
			<b>GROUPS 17, 19 AND 21: ALL TO BE AGED 18-44 YEARS – PLEASE AIM FOR A SPREAD</b>  <b>GROUPS 18, 20 &amp; 22: ALL TO BE AGED 45+ YEARS – PLEASE AIM FOR A SPREAD</b>  <b>DEPTHS 1-8: SPREAD OF AGES</b>  <b>DEPTHS 9-20: RECORD FOR INFORMATION ONLY</b>  <b>LIBRARY JOURNAL: AT LEAST 2 X 18-24, AT LEAST 2 X 25-44, AT LEAST 2 X 45-59, AT LEAST 2 X 60+</b>

<b>Q5.</b>	<b>How would you describe your gender?</b> SINGLE CODE		
	Man	1	
	Woman	2	
	Non-Binary	3	
	My gender is not listed	4	
	Prefer not to say	5	
	<b>ALL GROUPS: 2-3 X TO CODE MAN AND 2-3 X WOMAN</b>  <b>DEPTHS 1-8: AT LEAST 3 X MAN AND AT LEAST 3 X WOMAN</b>  <b>DEPTHS 9-20: AT LEAST 5 X MAN AND AT LEAST 5 X WOMAN</b>  <b>LIBRARY JOURNAL: AT LEAST 5 X MAN AND AT LEAST 5 X WOMAN</b>		



<b>Q6.</b>	<b>How would you describe your ethnicity?</b> SINGLE CODE ONLY	
	White British (English, Welsh, Scottish, Northern Irish, British)	1
	White and Black Caribbean	2
	White and Black African	3
	White and Asian	4
	Other Mixed / Multiple ethnic background. Please specify: _____	5
	Indian	6
	Pakistani	7
	Bangladeshi	8
	Chinese	9
	Other Asian background Please specify: _____	10
	Black African	11
	Black Caribbean	12
	Other Black / African / Caribbean background. Please specify: _____	13
	Non-British European Please specify: _____	14
	Other. Please specify: _____	15
	<p><b>FOR GROUPS 1-16: PLEASE INCLUDE AT LEAST 4 X PARTICIPANS FROM AN ETHNIC MINORITY BACKGROUND ACROSS EACH REGION (NORTH EAST, NORTH WEST, MIDLANDS, SOUTH EAST, SOUTH WEST)</b></p> <p><b>GROUPS 17 &amp; 18: ALL TO BE PAKISTANI BACKGROUND (CODE 7)</b></p> <p><b>GROUPS 19 &amp; 20: ALL TO BE BLACK CARIBBEAN OR WHITE AND BLACK CARIBBEAN BACKGROUND (CODE 2 OR 12)</b></p> <p><b>GROUPS 21-22: RECORD FOR INFORMATION ONLY</b></p> <p><b>LIBRARY JOURNAL: AT LEAST 3 X PARTICIPANTS FROM AN ETHNIC MINORITY BACKGROUND</b></p>	

**Q7. Please can you tell me which, if any, is the highest educational or professional qualification you have obtained.**  
SINGLE CODE

	GCSE / O-level / CSE	1	
	Vocational qualifications	2	
	A-Level or equivalent	3	
	Bachelor Degree or equivalent	4	
	Masters / PhD or equivalent	5	
	Other	6	
	No formal qualifications	7	
	Still studying	8	
	Don't know	9	
	Prefer not to say	10	

**GROUPS 1, 2, 5, 8, 11, 13, 14 & 15: ALL TO HAVE HIGHER LEVEL OF QUALIFICATIONS – CODE 4 OR 5 AT Q7**

**GROUPS 3, 4, 6, 7, 9, 10, 12 & 16: ALL TO HAVE LOWER LEVEL OF QUALIFICATIONS – CODE 1, 2, 3 OR 7 AT Q7**

**GROUPS 17-22: INCLUDE A MIX OF HIGHER AND LOWER LEVEL OF QUALIFICATIONS IN EACH GROUP**

**DEPTHS 1-22: RECORD FOR INFORMATION ONLY**

**LIBRARY JOURNAL: AT LEAST 4 X WITH HIGHER LEVEL OF QUALIFICATIONS AND AT LEAST 4 X WITH LOWER LEVEL OF QUALIFICATIONS**

**Q8A. What is your current employment status?**  
SINGLE CODE ONLY

	In full-time employment	1	<b>GO TO Q8B</b>
	In part-time employment	2	
	Currently not in paid employment	3	
	In full-time education/studying	4	
	Look after the home / children	5	
	Carer	6	
	Retired	7	

**Q8B. And could you tell me what it is you do for a living?**

	Position/rank/grade		<b>GO TO Q8C</b>
	Industry/type of company		<b>GO TO Q8C</b>

<b>Q8C.</b>	<b>And could you tell me what the chief income earner in your household does for a living (if not yourself)?</b>		
	Position/rank/grade		<b>ALL PARTICIPANTS: RECORD FOR INFORMATION ONLY</b>
	Industry/type of company		<b>ALL PARTICIPANTS: RECORD FOR INFORMATION ONLY</b>
	Number in charge of		<b>ALL PARTICIPANTS: RECORD FOR INFORMATION ONLY</b>
	Social Grade		<b>ALL PARTICIPANTS: RECORD FOR INFORMATION ONLY</b>

<b>Q9.</b>	<b>How many children aged under 16 currently live in your household?</b> SINGLE CODE		
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	0	
	1	
	2	
	3	
	4	
	5	
	6	
	7	
	8	
	9+	
	Prefer not to say	

	<p><b>GROUPS 2, 3, 9, 10 &amp; 11: ALL TO HAVE A CHILD AGED UNDER 16 LIVING IN THE HOUSEHOLD</b></p> <p><b>GROUPS 1, 4, 5, 6, 7, 8, 12-16: RECORD FOR INFORMATION ONLY</b></p> <p><b>GROUPS 17-18: AT LEAST 1-2 X PARTICIPANTS WITH A CHILD AGED UNDER 16 LIVING IN THE HOUSEHOLD ACROSS THESE GROUPS</b></p> <p><b>GROUPS 19-20: AT LEAST 1-2 X PARTICIPANTS WITH A CHILD AGED UNDER 16 LIVING IN THE HOUSEHOLD ACROSS THESE GROUPS</b></p> <p><b>GROUPS 21-22: AT LEAST 1-2 X PARTICIPANTS WITH A CHILD AGED UNDER 16 LIVING IN THE HOUSEHOLD ACROSS THESE GROUPS</b></p> <p><b>DEPTHS 1-20: RECORD FOR INFORMATION ONLY</b></p> <p><b>LIBRARY JOURNAL: AT LEAST 4 X TO HAVE A CHILD AGED UNDER 16 LIVING IN THE HOUSEHOLD</b></p>
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**Q10.** And do you have any grandchildren living in England that you see on a regular basis (at least 4 times a year)?  
SINGLE CODE

	Yes	
	No	

**GROUPS 12, 14, 15 & 16: 1-2 PARTICIPANTS TO HAVE A GRANDCHILD LIVING IN ENGLAND THAT THEY SEE ON A REGULAR BASIS PER GROUP**

**GROUPS 1-11, 13, 17-22: RECORD FOR INFORMATION ONLY**

**DEPTHS 1-20: RECORD FOR INFORMATION ONLY**

**LIBRARY JOURNAL: RECORD FOR INFORMATION ONLY**

**Q11.** And thinking about the area where you currently live, which of the following best describes this area?  
SINGLE CODE

	Rural	1	
	Semi-urban/suburban	2	
	Urban	3	

**GROUPS 1-16: 1-2 X PARTICIPANTS IN EACH GROUP TO LIVING IN A RURAL AREA**

**GROUPS 17-20: RECORD FOR INFORMATION ONLY**

**GROUPS 21 & 22: ALL TO LIVE IN A RURAL AREA**

**DEPTHS 1-20: RECORD FOR INFORMATION ONLY**

**LIBRARY JOURNAL: AT LEAST 3 X TO LIVING IN A RURAL AREA**

**Q12A.** Do you have any physical or mental health conditions or illnesses lasting or expected to last for 12 months or more?

**Please consider conditions that always affect you and those that flare up from time to time. These may include, for example, sensory conditions, developmental conditions or learning impairments.**

	Yes	1	<b>GO TO Q12B</b>
	No	2	
	Prefer not to say	3	

<b>Q12B.</b>	<b>Does your condition or illness reduce your ability to carry-out day-to-day activities?</b> SINGLE CODE		
	Yes, a lot	1	
	Yes, a little	2	
	Not at all	3	
	Prefer not to say	4	
<b>GROUPS 1-22: RECORD FOR INFORMATION ONLY</b>  <b>DEPTHS 1-8: ALL TO CODE 1 AT Q12A AND 1 OR 2 AT Q12B</b>  <b>DEPTHS 9-20: RECORD FOR INFORMATION ONLY</b>  <b>LIBRARY JOURNAL: RECORD FOR INFORMATION ONLY</b>			

<b>Q13A.</b>	<b>Does your household have access to the internet at home?</b> SINGLE CODE		
	Yes	1	<b>GO TO Q13B</b>
	No	2	<b>GO TO Q13B</b>
	Don't know	3	<b>GO TO Q13B</b>

<b>Q13B.</b>	<b>Do you personally have access to an online device such as a smartphone, laptop or tablet?</b> SINGLE CODE		
	Yes	1	<b>GO TO Q13C</b>
	No	2	<b>GO TO Q13C</b>
	Don't know	3	<b>GO TO Q13C</b>

<b>Q13C.</b>	<b>Which of the following statements best describes how confident you feel when going online?</b> SINGLE CODE		
	I feel very confident in my ability to do almost anything online. For example, installing new computer programmes or exploring new software. People tend to come to me for help with anything related to technology.	1	
	I am confident in my online ability, yet there is more that I could learn to get better. I use my smartphone regularly and know how to download apps and upload images and video with ease. I sometimes need help for more complicated tasks.	2	
	I am confident doing activities online that I am familiar with. I use my smartphone for calling, texting, using the camera or occasionally using social media. I wouldn't be too sure what to do if something went wrong.	3	
	There are only a few activities I can perform by myself online, like emailing or simple online browsing. The online world is not central to my life.	4	
	I do not know how to use a computer and am apprehensive about using one. I would need help to know what to do.	5	
<p><b>GROUPS 1-22: RECORD FOR INFORMATION ONLY</b></p> <p><b>DEPTHS 1-8: A RECORD FOR INFORMATION ONLY</b></p> <p><b>DEPTHS 9-20: AT LEAST 3-4 TO CODE 2 AT Q13A AND AT LEAST 3-4 TO CODE 2 AT Q13B AND AT LEAST 3-4 TO CODE 4 OR 5 AT Q13C</b></p> <p><b>LIBRARY JOURNAL: RECORD FOR INFORMATION ONLY</b></p>			

<b>Q14.</b>	<p>Ipsos is committed to making sure our research is inclusive for all, including for people with specific accessibility needs and requirements. We want to ensure that people take part in the conversation in ways that work best for them. We know that many people might need us to make some changes to the way we carry out the discussion to make it easier for them to take part – whether carrying out the discussion in a different way giving you more information to help you prepare in advance, involving an interpreter if you need one to enable you to speak to us more easily.</p> <p>Ipsos will make every reasonable effort to ensure that you can take part, so please let us know if there is anything we can do to make this easier for you.</p> <p><b>PLEASE WRITE IN AND INFORM OFFICE:</b></p>
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<p><b>Q15.</b></p>	<p><b>ASK THOSE TAKING PART IN A GROUP OR ONLINE DEPTH ONLY:</b>  <b>This group discussion/ interview will take place on an online platform called Zoom/ MS Teams. You will be required to take part on a desktop/laptop computer with a working microphone and camera. A tablet or smartphone will not be suitable. You will need a reliable, high-speed internet connection to take part.</b>  <b>Are you happy to take part on this basis?</b></p>		
	<p>Yes</p>	<p>1</p>	
	<p>No</p>	<p><b>X</b></p>	<p><b>THANK AND CLOSE</b></p>

# 3 Research materials

## 3.1 Focus group and depth interview topic guide

Research Objectives:

This guide will seek to uncover the following:

- Current awareness and perceptions of library services
- Barriers to engaging with libraries.
- Enablers – or potential motivating factors to increase ‘visits’ to libraries in the future.
- What could encourage library engagement, and what specific types of support or interventions might be required.

Notes:

This topic guide will be used for two methods:

- Focus groups. These will be carried out via Zoom. Each group will last up to 1 hour 30 minutes and each participant is being provided with a thank you of £50.
- Depth interviews. These will be carried out via MS Teams video call, telephone call or face-to-face. Each interview will last up to 1 hour and each participant is being provided with a thank you of £40 if taking place via video or telephone and £50 if taking place face-to-face.

This topic guide is intended to guide the discussion. It will be used to ensure the topics are covered with participants but not all questions will necessarily be asked, or the exact wording used. The order of some questions may also differ as the moderator will be led by participants, ensuring that the interview reflects the participant views and experiences.

Timings are provided but are for guidance only.



**Moderator notes:**

- Ensure that you remember to rotate the stimulus for Stimulus 2-5.
- Audio record using OBS or encrypted digital recorder.

## Topic guide flow

The topic guide has the following section. Suggested timings are provided but please tailor to each session.

Section	Focus groups timings	Depth interview timings
Introduction	5 mins	5 minutes
Views/ knowledge of libraries and perceptions of library brand:	20 minutes	15 minutes
Informed discussion of libraries	40 minutes	20 minutes
Reflections on engagement	20 minutes	15 minutes
Wrap up	5 mins	5 mins

Timings and particular instructions/ areas of coverage dependent on method are flagged using **GREEN TEXT**.

**Stimulus**

There are six pieces of stimulus to describe library services as listed below. Please show these in online groups/ depths and any f2f depths. For telephone depths please read these through for participants.

- STIMULUS 1: barometer exercise pre-information.
- STIMULUS 2-5: library information including:
  - STIMULUS 2 - Health and wellbeing.
  - STIMULUS 3 - Reading and digital literacy.
  - STIMULUS 4 - Personal skills and career development.
  - STIMULUS 5 - Community.
- STIMULUS 6: barometer exercise revisited post-information.
- STIMULUS 7: Signposting to how to find out more about local library services.

## Topic Guide

### Introduction (5 mins)

#### Aims:

- This section is to ensure informed consent is gained, explain the purpose of the research and to warm participants up to taking part in the research.
- Please note that all participants have been provided an information sheet and privacy policy outlining how their data will be used and their rights. Please confirm receipt of this.

#### Discussion:

#### Introduction

- Moderator to introduce self, any tech support (who will be on hand for first 15 minutes) and any observers/note takers.
- I work for an organisation called Ipsos, a global independent research organisation.
- We are carrying out this research on behalf of the Department for Culture, Media, and sport (DCMS). *DCMS helps deliver national priorities relating to culture, media, and sport. It has responsibility to oversee and promote the improvement of local government's provision of public library services in England.* We have been asked by DCMS to carry out research project exploring people's experiences of, and attitudes towards, public libraries. This research will feed into DCMS's new strategy for public libraries in England and Wales.
- There are no right or wrong answers! We are just interested in your views and thoughts.
- Please can I check, are you currently in a location where you're happy to take part in this discussion?

#### Confidentiality and MRS guidelines:

- Explain that the session will be audio recorded, this will be securely held and deleted at the end of the research.
- Explain that we would like to audio record the session. Explain that personal information, e.g. full name, email etc. will not be shared with DCMS.
- Written report - may use quotes but no detailed attribution.
- An anonymised transcript of the discussion will be shared with DCMS. We will remove anything that could personally identify them in the transcript e.g., names, locations.
- Do you have any questions about the research?
- Can I check that you are happy to participate? [*confirm consent*]

#### **FOR GROUPS:** Housekeeping:

- Important that everyone gets a chance to speak.
- Please can everyone turn their mobile phones on silent or off.
- The group will last up to one and half hours.
- There will be a lot to cover so we may need to move people on and to allow others to speak. This is not personal, but only to ensure we fit everything and everyone in.
- Please try not to talk over each other if possible.
- Disagreements are fine but respect each other's opinions.
- During introductions please just use first name.

We will start with a quick Icebreaker / participant introductions:

- What your name is?
- How long have you lived in your local area?
- Favourite book or film you've read / watched?
- Do you know where your local library is?

**Spontaneous views towards libraries (GROUPS: 20 minutes, DEPTHS: 15 minutes)**

Aims:

- This section is to gather people's spontaneous views, attitudes and awareness towards the library 'service' and who people perceive library users to be in their area.
- Build a strong understanding of range of barriers and potential enablers to usage.
- Understand intentions to personally visit a library in the future (note the barometer scale will be used to prompt discussion rather than used as a quantitative measure)

Discussion:

As you know, today we're going to be talking about libraries. To clarify, when talking about libraries we mean public libraries.

- To start with I'd like everyone to look at the following question (STIMULUS 1) AND THINK ABOUT WHAT NUMBER THEY WOULD GIVE.
- Why these?

**BAROMETER EXERCISE:** On a scale of 1-10 how likely are you to visit your local library in the next 2 months? (M)

- ASK EACH PARTICIPANT FOR THEIR ANSWER AND DISCUSS RATIONALE FOR ANSWER

Perceptions of libraries and users:

- **WORD/ IMAGE ASSOCIATION:** What words, images or feelings come to mind when you think about public libraries?
- What types of people use a library? Why?
- Who might not be able to use libraries? What might get in the way of them using libraries?
- Do any of your friends or family use libraries? If so, what for?
- What do you think generally people think about going to the library, what type of people usually go, and what for?
- How would you describe the accessibility of your local library, in terms of location, how you would travel to get there and opening hours, even if you don't currently visit?
- What type of environment do you think public libraries have? How do you think you would feel in a library?
- How welcoming do you think your local library is?

#### Personal experiences

- What have been your experiences of libraries in the past? (positive or negative)
- How have libraries changed over time (types of services, types of people who use them)? What about since COVID-19?
- What thoughts or feelings come to mind when you think about visiting the library (*probe around any emotional barriers e.g. nervousness, uncertainty*)
- What prevents you from visiting your local library more often? (*encourage discussion of barriers mentioned*)
- Are there any other 'top of mind' factors that have influenced your decisions to either go, or not go, to a library in your area, at previous stages in your life?

#### Awareness and Perceptions of library services

- What is the role of libraries?
  - What services do they offer?
  - At physical libraries – going in person?
  - Online?
- How appealing are these services for you?
  - Are these services that you use but elsewhere? E.g., other places to get books?
- Who are libraries for?

- Where do you come across information about libraries?
- How do you know where the library is in your area?
- How visible is your local library? When/ how often do you go past it?
- How easy/ difficult is to find? How likely do you think it would be for a passer-by to notice it?

#### Appeal and relevance of libraries

- Overall, to what extent do you feel that libraries are for you? Why/ why not?
- To what extent do you think the library offers things that you are interested in?
- How easy or difficult do you think it would be to use your local library? Why?
- How easy or difficult do you think it would be to use any online services that your library might provide? Why?
- What would be the benefits of visiting a library or using online library services?
  - Probe: education or career related benefits?
  - Probe: social benefits (- if needed clarify - community events, classes, or other resources)
- What would happen if libraries didn't exist?
  - How, if at all would this affect you?
  - Who (else) would be affected? How would they be affected? What would people do instead of use library services?
- Are there any other reasons why you might go to a library (personal, educational, or professional tasks)?
- What would motivate you to go a library more often?

#### **Informed discussion of libraries (GROUPS: 40 minutes, DEPTHS: 20 minutes)**

##### Aims:

- Sharing information about libraries to explore impact on views towards the library.

##### Discussion:

I'd now like to share some information about libraries with you. I'm keen to get your thoughts on this information.

Just before we get started I'd just like to note that whilst many of the services mentioned in the information presented are common to libraries, they are not standard or universal at all libraries.

**FOR EACH PIECE OF STIMULUS SHARED:**

- What do you think about this?
- Were you previously aware of this?
- Which parts did you find most interesting?
- How does this make you feel about libraries?
- Are you accessing these services elsewhere? How does this compare to accessing these services at the library?
- Any concerns/ barriers about accessing these services at the library?
- What could be added to these services to make them more relevant?

**MODERATOR: FURTHER INFORMATION ABOUT SERVICES DETAILED ON STIMULUS FOR YOUR BACKGROUND AND TO SHARE – IF NEEDED – WITH PARTICIPANTS.**

<b>Stimulus</b>	<b>Additional information</b>
Stimulus 2: Health and Wellbeing	<ul style="list-style-type: none"> <li>▪ Smoothie bikes are stationary bikes that when used power a smoothie machine.</li> <li>▪ Hosting advice sessions by Citizens Advice or benefits teams: benefits teams may also be from Citizens Advice or from the Local Council.</li> <li>▪ Reading Friend: connects people by starting conversations through reading, giving opportunities to meet others, share stories, make new friends and have fun.</li> <li>▪ Dementia and Autism Friendly Libraries: provides services that offer access to life enhancing technology for people with autism, learning difficulties and dementia.</li> <li>▪ English language classes: a formal example would be an ESOL class, and informal example would be a conversation group.</li> </ul>
Stimulus 3: Reading and Digital Services	<ul style="list-style-type: none"> <li>▪ Coding clubs: aim to inspire the next generation to get excited about computer science and digital making. Run by a network of volunteers and educators to allow children to build and share their ideas, learning along the way.</li> <li>▪ Makerspaces can involve running sessions for children or adults to introduce them to digital and other tech equipment, individuals might use the equipment to develop their own projects, which could be music making, podcasting, art and design. Potential entrepreneurs can practically test and prototype their ideas with</li> </ul>

	<p>kit, the expense of which might otherwise prohibit further development.</p> <ul style="list-style-type: none"> <li>▪ Summer reading challenge: challenge, aimed at children aged 4 - 11 years, to read six or more library books over the summer, encouraging them to keep up the reading habit.</li> <li>▪ Rhyme time: half hour session of songs and rhymes suitable for babies and toddlers.</li> <li>▪ Baby bounce: rhyme, story and sensory play session for babies that can't walk yet.</li> <li>▪ Home library service: service that delivers books to your home every month if you are unable to visit your local library due to an illness, disability or if you are elderly.</li> </ul>
Stimulus 5: Personal Skills and Career Development	<ul style="list-style-type: none"> <li>▪ Business and Intellectual Property centres: providing free business support to start-up business owners which can include drop in sessions to discuss ideas for starting up or scaling up, one-to-one appointments with advisors, workspaces (free or small charge), signposting to new business and networking sessions e.g., social media for business, registering as a sole trader.</li> </ul>

**ONCE SEEN ALL STIMULUS:**

Overall, which pieces of information that we've just looked at stand out to you? Why?

**Reflections on engagement (GROUPS: 20 minutes, DEPTHS: 15 minutes)****Aims:**

- Reflection on information shared – which is most interesting and why, which might influence engagement and why.
- Revisit barometer exercise to explore if anyone's intentions to go to the library has changed.
- Explore how participants would encourage library engagement.

**Discussion:**

- **BAROMETER EXERCISE REVISITED:** I'd like us to now revisit this exercise we did earlier. Thinking about what we've just learned about libraries, please think about how likely are you to visit your local library in the next 2 months?
  - ASK EACH PARTICIPANT FOR THEIR ANSWER AND DISCUSS RATIONALE FOR ANSWER
- Reflecting about the information shared, were there any parts that were particularly appealing to you? Why?

- Was there any information that was surprising to you? What did you find out, if anything, that was new?
- How does it make you feel about library services?
- Does this change your perceptions of libraries?
- How appealing, if at all, is the free nature of accessing books/ audiobooks/ e-books compared to paying for these services? Why/ why not?

### Encouraging libraries engagement

I'd now like us to imagine that we are in charge of encouraging people to use library services...

- What do you think would encourage people to use library services more?
- How would you encourage people to use libraries?
- What would encourage you to use library services more?
  - The information we showed shows some of the community events run at libraries. Are there any other events you'd like to see run at your local library?
- Thinking about some of the barriers to using library services you mentioned earlier in the discussion [*MODERATOR TO RECAP*] - what would you do to help people like you overcome these?
- What would you tell people about library services?
  - Which services would you highlight?
  - Who would you tell about these?
- What key words or images would you use to communicate the benefits of using library services?
- Where would you provide information about libraries?
  - Where would information need to be for you to see it?
  - Who do you think should provide this information?
  - Where should they advertise or promote the benefits of going to libraries?
- To what extent might a logo like the pharmacy green cross be helpful or unnecessary in helping you and others find your local library?

### **Wrap up (GROUPS: 5 minutes, DEPTHS: 5 minutes)**

Aims:

- Gather any final thoughts, thank participants and share signposting materials.



Discussion:

- We're now coming to the end of the session. Is there anything else about library services that you would like to mention?
- Thank participants.
- Share STIMULUS 7 – I'd just like to finish by sharing some details about where you can find out more information about library services in your local area if of interest.

If you have any questions or need to get in contact with Ipsos about this research, please contact [name]. Details for how to contact [name] will be on the information sheet about this research.

**3.2 Stimulus material**

**Stimulus 1: Barometer exercise**

On a scale of 1-10 how likely do you think you would be to visit a public library in the next 2 months?

1	2	3	4	5	6	7	8	9	10
Very unlikely									Very likely

**Stimulus 2: Health and wellbeing – Supporting the health and wellbeing of communities.**

Health information and support:

- Signposting to health information (e.g., health organisations, NHS).
- Health promotion events (e.g., healthy eating classes, smoothie bikes, walking groups) Reading well: books on prescription (for example, books about specific health conditions or mood boosting books).
- Loans of health equipment, (e.g., blood pressure monitors).

Other information and support:

- Signposting to sources of support (e.g., information about cost of living, finances, legal information, food banks).
- Support applying for parking permits and other council services.
- Hosting advice sessions by Citizens Advice or benefits teams.
- Connecting people with other voluntary sector groups such as Age Concern (e.g., through leaflets or hosting sessions).

Groups and social activities:

- Creative events and activities such as reading groups.

- Providing meeting spaces for groups such as Dementia Café or Reminiscence groups.
- Access to volunteering opportunities.
- Tackling loneliness schemes such as Reading Friends, Board Games clubs.

#### Welcoming spaces:

- Accessible spaces.
- Heated spaces where people can keep warm.
- Autism and dementia-friendly libraries.

#### Support for those arriving to a new place:

- Local community information.
- English language classes (both formal and informal).
- Citizenship test support.

### Stimulus 3: Reading and digital services – giving local communities access to books and digital services

#### Digital access:

- Access to computers.
- Free Wi-Fi.
- Charging points for devices.
- Printers.
- Loans for tech equipment (e.g., laptop, tablet).

#### Digital skills:

- Digital skills session to help people learn how to safely use the internet and online services.
- Coding clubs.
- Makerspaces (spaces where people can learn about and use new technology such as 3D printers, scanners, laser cutters etc).

#### Supporting people of all ages to read:

- Access to books.
- Access to e-books.
- Access to audiobooks.
- Access to newspapers and magazines.

- Specific sections of the library for children and young adults.
- Reading challenges for children, young adults and adults (e.g., Summer Reading Challenge).
- Activities for babies and toddlers (e.g., Rhyme Times and Baby Bounce, Storytime).
- Home library service where books are delivered to those unable to access the library/ online service.

#### Stimulus 4: Culture, Creativity and Community – a place where people can experience diverse cultural and creative activities and events

##### Cultural events:

- Libraries as venues for concerts, exhibitions, films, plays, events connected with books / reading, cinema, festivals, dance, fashion and comedy.
- Cultural events for children and adults.
- Events that celebrate diversity and promote inclusivity.

##### Creative activities:

- Take part in creative writing, reading, painting, crafts, acting/dance, playing/designing video games, film making and photography.
- Access to toys and musical instruments for children.
- Access to a tool bank e.g., sewing machines and power tools (for free or for a small charge).

##### Community activities:

- Meet other people with similar interests.
- Take part in community activities and clubs such as local history / family history groups and LEGO clubs.

#### Stimulus 5: Personal Skills and career development – a place where people can access education and career information and support

##### Educational information and resources:

- Access to reference material, including academic journals.
- Study spaces.

##### Support for people looking for work:

- Access to information about careers and job seeking.
- Job or work clubs where you can speak to an employment advisor, including getting advice on CV writing.

##### Support for people starting a business:

- Start-up business support.
- Free/low-cost shared workspace.
- Business and Intellectual Property centres where you can speak to advisor about starting a business.

**Stimulus 6: Barometer exercise revisited post-information**

On a scale of 1-10 how likely do you think you would be to visit a public library in the next 2 months?

1	2	3	4	5	6	7	8	9	10
Very unlikely									Very likely

**Stimulus 7: Signposting to how to find out more about local library services**

You can find out more about local library services here:

<https://www.gov.uk/local-library-services>

**3.3 Library journal interview discussion guide**

Research Objectives:

This guide will seek to uncover the following:

- Barriers to engaging with libraries.
- Awareness of library services.
- What could encourage library engagement, and what types of support or interventions might be required.

Notes:

The library engagement journal will involve the following activities:

- **Initial interview.** This will be carried out either via MS Teams video call or over the telephone. Each interview will last up to **30 minutes**. A key focus of this discussion is to meet the participant and introduce them to the library journal task.
- **Library journal.** Participants will be asked to complete 5 tasks over the course of 7 days.
- **Follow-up interview.** This will be carried out either via MS Teams video call or over the telephone. Each interview will last up to **45 minutes**. The main focus of this interview will be to follow-up on and explore in more detail responses provided in the library journal.

This document includes a topic guide for each of the above activities.

Topic guides for the initial and follow-up interviews are intended to guide the discussion with interviewees. It will be used to ensure the topics are covered with participants but not all questions will necessarily be asked, or the exact wording used. The order of some questions may also differ as the moderator will be led by the participant, ensuring that the interview reflects the participant's views and experiences.

Timings are provided but are for guidance only.

Moderator notes:

- Record initial and follow-up interviews using OBS or encrypted digital recorder.
- Moderator instructions are in *italics*.

Initial Interview Topic Guide

### **Introduction (5 minutes)**

Aims:

- This section is confirm informed consent.
- Please note that all participants have been provided an information sheet and privacy policy outlining how their data will be used and their rights. Please confirm receipt of this.

Discussion:

Introduce yourself and the purpose of the research project

- I'd like to start by introducing myself, and the purpose of this research project.
- I'm [name], and I work for an organisation called Ipsos, an independent research organisation.
- We are carrying out this research on behalf of the Department for Culture, Media, and sport (DCMS). DCMS helps deliver national priorities relating to culture, media, and sport. It has responsibility to oversee and promote the improvement of local government's provision of public library services in England. We have been asked by DCMS to carry out research project exploring people's experiences of, and attitudes towards, public libraries. This research will feed into DCMS's new strategy for public libraries.
- There are no right or wrong answers! We are just interested in your views and thoughts.
- Please can I check, are you currently in a location where you're happy to take part in this discussion?
- The interview will last up to 30 minutes. In this first call, we've got a few questions about you and your views towards library services.
- After this call, we'd like you to download an app called AppLife where we will ask you to complete a library journal over 7 days. During these 7 days we'll set some tasks for you to complete. One of which will include visiting your local library to tell us what it's like. At the end of this call, we will go through the journal and app to ensure you feel comfortable using this app over the next week. The library journal will start on Thursday 25<sup>th</sup> January.

- After completing the journal, we'd like to speak with you again over Microsoft Teams or a telephone call to talk more about some of the things you have told us through the journal, this second interview will last around 45 minutes.
- We very much appreciate you taking part, and as a thank you, when you have completed the final interview you will receive £120 for your time.

### Confidentiality and MRS guidelines

- Explain that the session will be audio recorded, this will be securely held and deleted at the end of the research.
- Explain that we would like to audio record the session. Explain that personal information, e.g. full name, email etc. will not be shared with DCMS.
- Written report - may use quotes but no detailed attribution. The only time we may have to tell someone about something you say, is if you tell us something which suggests that someone, or yourself is at risk of serious harm.
- An anonymised transcript of the discussion will be shared with DCMS. We will remove anything that could personally identify them in the transcript e.g., names, locations.
- Throughout this research, there are no right or wrong answers, and we are just interested in hearing about your own experiences and views. You do not have to share anything that you do not want to share. Your participation is voluntary, so you can stop the interview and your participation in this research at any point, and you are under no obligation to take part.
- Do you have any questions about the research?
- Can I check that you are happy to participate? [*confirm consent*]
- Moderator: ask for permission to digitally record and transcribe for analysis, no detailed attribution.
- Turn on recording and record participant's consent that happy to take part and understand that responses will be kept confidential

### **Participant introduction (5 minutes)**

#### Aims:

- The aim of this section is to understand a little about the participants' daily life to set the scene for their views towards/ engagement with library services.
- This is also intended to warm the participant up to the research process.

#### Discussion:

Now that I've introduced myself and the research project, it would be great if could you tell me a little bit about yourself and your family...

- Who do you live with? Probe: partner/friends/family

- How long have you lived in your local area?
- What does a typical week look like for you?

What is your favourite book or film?

### **Views on library services (15 minutes)**

Discussion:

As you know, today we're going to be talking about libraries. To clarify, when talking about libraries we mean public libraries.

Perceptions of libraries and users

- **WORD/ IMAGE ASSOCIATION:** What words, images or feelings come to mind when you think about public libraries?
- What types of people use a library? Why?
- Who might not be able to use libraries? What might get in the way of them using libraries?
- Do any of your friends or family use libraries? If so, what for?
- How would you describe the accessibility of your local library, in terms of location, how you would travel to get there and opening hours, even if you don't currently visit?
- What type of environment do you think public libraries have? How do you think you would feel in a library?

Personal experiences

- What have been your experiences of libraries?
- How have libraries changed over time (types of services, types of people who use them)? What about since COVID-19?
- What thoughts or feelings come to mind when you think about visiting the library (probe around any emotional barriers e.g. nervousness, uncertainty)

What prevents you from visiting your local library more often? (encourage discussion of barriers mentioned)

Awareness of library services

- What is the role of libraries?
- What services do they offer?
  - At physical libraries?
  - Online?

- How appealing are these services for you?
  - Are these services that you use but elsewhere? E.g., other places to get books?
- Who are libraries for?
- Where do you come across information about libraries?

#### Appeal of libraries

- Overall, to what extent do you feel that libraries are for you? Why/ why not?
- To what extent do you think the library offers things that you are interested in?
- How easy or difficult do you think it would be to use your local library? Why?
- How easy or difficult do you think it would be to use any online services that your library might provide? Why?
- What would be the benefits of visiting a library or using online library services?
  - Probe: Education or career related benefits?
- What would happen if libraries didn't exist?
  - How, if at all would this affect you?

Who (else) would be affected? How would they be affected? What would people do instead of use library services?

#### **How to access and use Ipsos AppLife and next steps (5 minutes)**

##### Aims:

- The aim of this section is to introduce the Ipsos AppLife and ensure participants are able to access this and understand how to use it.

##### Discussion:

We're now going to try and get you set up on AppLife and tell you a bit more about how you can take part in the journal activities.

There are instructions in your information leaflet about how to download Ipsos AppLife. Shall we try it together now?

- Do you have your smart phone to hand?
  - Moderator: refer to the information sheet shared with participants with login details.
- You'll need to go to the place where you normally download apps from (e.g. Apple Appstore or Android Playstore). The app is free to download. You just need to search 'Ipsos AppLife' and download the app.



- You will have to log in using the email address that you are currently using and the following password: [MODERATOR TO READ OUT INDIVIDUAL PASSWORD]
- You should see a screen with the study. If you click on this, you should see a ‘hello message’ which you can respond to. Do you want to have a go now? You can click on the button in the middle of the page and you should see an option to share a picture, message, or video. Click on one of these and send a quick message saying hello. We can then respond to check it is working!
- Then you’re all set up.
- We have set you 5 tasks to complete over a period of 7 days all to do with library services. These will be shown on the homepage; simply tap/click on a topic to share your experiences or upload a picture or video, clicking on the arrow symbol to send. It is up to you when you complete the tasks within the 7-day period. Please share as many videos, pictures or text responses as you like!
- When you complete the tasks we will be able to see your responses.
- If you have any queries or difficulties with the app, please contact [MEMBER OF IPSOS TEAM DETAILS TO BE ADDED].
- Do you have any questions or final reflections before we end?

THANK AND CLOSE.

**Library Journal Tasks**

Overall there are 5 tasks for participants to complete over the course of a week. Participants can complete these at any time they like.

Task type	Heading (task title)	Information provided to participants	Objectives explored
Introduction	Hello and welcome!	<p>We have been asked by the Department for Culture, Media, and sport (DCMS) to carry out research project exploring people’s experiences of, and attitudes towards, public libraries. This research will feed into DCMS’s new strategy for public libraries.</p> <p>We would like you to complete 5 tasks over the next 7 days. You can complete these tasks whenever suits you, and unless otherwise specified, they can be carried out in any order. Information about each task is provided separately. This journal is a space for you to share your experiences and feelings - please feel free to be as open and honest as possible.</p>	The aim of this section is the introduce the journal to participants – it does not require any participant response.

		<p>You can respond to the tasks in different ways including by text, photograph, voice note or video. Please choose which works best for you. When sharing videos please try and avoid being in front of a light source, so that we can see you clearly. Please also avoid including other peoples' faces in any videos or photographs that you share.</p> <p>While we are very keen to receive your responses and images/video materials, it is important that you stay safe at all stages of this research. Please ensure that you only use your mobile phone when safe, and please ensure you are always safe while taking part in this research.</p> <p>Anything you share with us during the research will be presented anonymously in our report. This means that any details which could identify you will be removed or changed. We will not share any personal identifiable information (like your name or address) with DCMS. We may share some of the things you have said in your journal, but these will not contain any information that can be connected back to you or your household. We may use some of the photos you share with us in our report, to help illustrate people's views towards libraries, but only if you consent to this.</p> <p><b>Welcome to the journal! We look forward to hearing all about your views and experiences!</b></p>	
<p>Task 1</p>	<p>Look for information about your local library</p>	<p>Look for information and tell us what you find out about your local library.</p> <ul style="list-style-type: none"> <li>▪ What did you find out about your local library? What did you find out about where the library is, opening times, what services it offers?</li> <li>▪ How useful or interesting was the information to you? What if anything was missing?</li> </ul>	<p>The aim of this task is to explore reactions to and ease of accessing online information about libraries.</p>

		<ul style="list-style-type: none"> <li>▪ How did the information you saw make you feel about your local library?</li> <li>▪ Where did you look for this information? How easy or difficult was it to find?</li> </ul>	
Task 2	Visit a library in your local area	<p>Please visit one of the libraries in your local area. It is up to you which one you choose to visit and when you visit. Take a look around the library and find out what types of services it offers. Tell us all about your experience. If you feel comfortable doing so, please share some <b>photographs</b> of your visit!</p> <ul style="list-style-type: none"> <li>▪ What library did you visit and when?</li> <li>▪ What was your journey to the library and back home like?</li> <li>▪ Tell us about the library – what parts of the library did you look around?</li> <li>▪ What did you find out about the types of services it offers? What did you think of these? Which, if any are appealing to you?</li> <li>▪ Overall, what did you think about your library visit? Did anything about your visit surprise you?</li> <li>▪ What three words would you use to describe your visit and why those words?</li> </ul> <p>We are interested in peoples' experiences of different library services. If there are any services that you are interested in and decide to use whilst going to the library, please tell us about this.</p>	The aim of this task is to understand experiences of visiting a physical library and which aspects stand out to participants.
Task 3	Visit the website for your local library	<p><b>Please visit the website for your local library.</b> Tell us all about your experience. If you feel comfortable doing so, please share some screenshots of your visit!</p> <ul style="list-style-type: none"> <li>▪ Which library website did you visit?</li> </ul>	The aim of this task is to understand experiences of visiting a library website and which aspects stand out to participants.

		<ul style="list-style-type: none"> <li>▪ Tell us about the website – which pages did you look at?</li> <li>▪ What did you find out about the types of services offered by your local library? What did you think of these? Which, if any are appealing to you?</li> <li>▪ What did you find out about online services such as borrowing ebooks and audiobooks? How interesting is this to you?</li> <li>▪ What did you find out about physical services such as attending classes or events? How interesting were these to you?</li> <li>▪ What did you think about the website? What three words would you use to describe it and why?</li> </ul> <p>Did you look at any of the following information on the website? If so, tell us about it:</p> <ul style="list-style-type: none"> <li>▪ borrowing an e book/ magazine or a audio book online.</li> <li>▪ making plans to attend an event, or a regular activity or class.</li> <li>▪ making plans to visit the library to use Wi-Fi, computer or printing services.</li> <li>▪ information about your health and wellbeing.</li> <li>▪ careers advice or getting a new job.</li> <li>▪ support for starting a small business or becoming self employed.</li> </ul>	
<p>Task 4</p>	<p>Find out what friends or family think about their local library</p>	<p>What do you friends and family think about your local library? Please talk to at least one friend or family member and ask them for their views. Do they use the library and why/ why not? What do they know about the different services the library offers? Was there anything surprising to you?</p>	<p>The aim of this task is to explore social influences on library engagement.</p>

		How did this conversation make you feel about your local library?	
Task 5	Encouraging library use – please do this task last	<p>Having completed all of the other tasks, please reflect on your experiences. If you were in charge of encouraging more people to visit libraries what would you do? Think about:</p> <ul style="list-style-type: none"> <li>▪ What you would tell people about libraries.</li> <li>▪ Which services you would tell people about. Would you tell them about physical or online services or both?</li> <li>▪ How you would get this information to people.</li> <li>▪ Please share a photo or picture that you would use to encourage people to go to a library and tell us why you have chosen this photo or picture.</li> </ul>	The aim of this task is to identify what aspects of libraries participants identify as most likely to engage people.
Close	Thank you	<p>Thank you very much for your contributions to this journal! We hope you enjoyed the experience. We will use your responses to help us understand peoples' views towards libraries.</p> <p>We are looking forward to speaking with you soon in the final interview to talk more about your experiences and what you've told us so far.</p>	The aim of this section is to close the journal and thank participants for taking part. It will also remind them of the final interview.

## Follow-up Interview Topic Guide

### Introduction (5 minutes)

#### Aims:

- This section is to confirm continued informed consent.

#### Discussion:

- Thank you for taking part in the initial call and library journal. The purpose of today's final call is to explore in a bit more detail some of the things you have told us through the journal. This follow-up call will last up to 45 minutes – can I check if now is still a good time?
- As a reminder, all the information we collect will be treated confidentially and that it won't be possible to identify any individual in the report we write at the end of the study, in line with the MRS Code of Conduct. The only time we may have to tell someone about something you say, is if you tell us something which suggests that someone, or yourself is at risk of serious harm.
- As we did in the initial call, this is meant to be a relaxed and informal chat. There are no right or wrong answers, and we are just interested in hearing about your own experiences and views. You do not have to share anything that you do not want to share. Your participation is voluntary, so you can stop the interview and your participation in this research at any point, and you are under no obligation to take part.
- As a reminder, as a thank you, when you have completed this interview, you will receive £120 for your time.
- Do you have any questions?
- Can I check that you are happy to participate? [*confirm consent*]
- *Moderator: ask for permission to digitally record and transcribe for analysis, no detailed attribution.*
- Turn on recording and record participant's consent that happy to take part and understand that responses will be kept confidential

### Journal re-cap (20 minutes)

#### Aim:

- The aim of this section is to re-cap on and explore in more detail responses provided in the journal. Areas for focus will be determined by the moderator based on responses given in the journal but indicative lines of query are provided below.

#### Discussion:

Overall, what was your experience of completing the journal?

Some of the tasks asked you to find information about your local library services. What did you think about the information provided?

- How easy or difficult was it to find this information?
- What did you think about the information provided about library services?
- What information did you find most useful? Why?
- What information did you find most interesting? Why?
- What information, if any, did you think was missing?
- Where else could this type of information be provided?

Please can you talk me through your visit to your local library in more detail?

- How did you decide which library to visit?
- How did you decide when to visit the library?
- What did you think about the library? You used [*INSERT WORDS FROM TASK 2 RESPONSE*] to describe your visit, please can you tell me a little more about why you chose those words?
- What if anything surprised you about the library?
- What would you tell your friends and family about the library?

Please can you talk me through your visit to the website for your local library in more detail?

- Which website did you visit?
- How easy or difficult was it to find the website?
- What did you find out about your local library?
- What if anything surprised you?
- What did you think about the website? You used [*INSERT WORDS FROM TASK 3 RESPONSE*] to describe your visit, please can you tell me a little more about why you chose those words?
- What would you tell your friends and family about the website?

Tell me more about the discussion you had with [*FRIEND/ FAMILY AS COMPLETED FOR TASK 4*].

- What did they think about local libraries?
- How did the discussion make you feel?

We ask you to come up with some ideas for how to encourage people to use library services. Please can you tell me a little more about these ideas.

- What do you think libraries should be telling people to encourage them to use library services?

- What would encourage you to consider using library services?

How can libraries make sure that people know what is available? Where should information be provided? Who should provide this?

### **Reflections on engagement (15 minutes)**

Discussion:

In completing the journal what did you think about the different library services that you found out about?

- How much did you know about these services before you took part in this research?
- Which services stood out to you? Why?
- Now you have been to the library and know more about library services, how likely do you think you would be to use a library service in next 2 months? This could include visiting a library or using an online service. Why/ why not?
- Thinking about your experiences, to what extent would you recommend library services to family and friends? Why?
- What would happen if libraries didn't exist?
  - How, if at all would this affect you?
  - Who (else) would be affected? How would they be affected? What would people do instead of use library services?

Encouraging libraries engagement

I'd now like us to imagine that we are in charge of encouraging people to use library services...

- What do you think would encourage people to use library services more?
- How would you encourage people to use libraries?
- What would encourage you to use library services more?
  - The information we showed shows some of the community events run at libraries. Are there any other events you'd like to see run at your local library?
- Thinking about some of the barriers to using library services you mentioned earlier in the discussion [MODERATOR TO RECAP] - what would you do to help people like you overcome these?
- What would you tell people about library services?
  - Which services would you highlight?
  - Who would you tell about these?



- What key words or images would you use to communicate the benefits of using library services?
- Where would you provide information about libraries?
  - Where would information need to be for you to see it?

Who do you think should provide this information?

### **Wrap up (5 minutes)**

Aims:

- The aim of this section is to close the interview, check for consent to include any photos shared in the journal in reporting, and thank participants.

Discussion:

During the journal you may have posted photographs and at this point I just wanted to ask if you would be happy for us to use those photos in our report to the client? This will include screen shots e.g. photos of websites you visited. This doesn't mean we will use all your photos and we will likely use a mix from all the participants in the research, and we will not share photos that include peoples' faces. We wanted to make sure you had the opportunity to tell us if you would not be happy for us to use the photos you shared in the journal.

Can I check if you are happy for us to use the photos for the final report? Please know that the report will be published on the government website.

That's all from me now and thank you very much for participating in this research. Your participation has been really helpful. As a thank you for taking part in this research you will receive a £120 thank you payment. This will be processed and sent to you by my colleagues at Criteria Fieldwork via bank transfer. Please allow up to 5 working days to receive this payment.

Do you have any questions or final reflections before we end?

THANK AND CLOSE.