Olathe, Kansas Second Life Public Library: A Qualitative & Quantitative Needs Assessment
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Executive Summary

Our team set out to assess the needs of a virtual library community in the Second Life environment. Through a combination of Management Interviews and User Surveys, we attempted to determine what type of management structure would be most appropriate for a virtual library, and what the users wanted from that library. We worked with the Olathe Kansas Second Life Public Library as our test platform. Our management interviews received a 65% response rate, and were a valuable source of information regarding what those working in a Second Life library need most. We also interviewed people who have been involved in Second Life libraries for an extended time. We discovered that most people felt that a formal management structure was not needed. There were several suggestions, that projects were not given enough credence by upper management and that a project plan needed to be formally acknowledged to gain legitimacy and scheduled work hours need to be acknowledged.

Our user surveys did not receive the level of response that we received from the managers that we interviewed, but we did learn valuable information about the population who frequent this type of library. We found that one can not easily market a library in Second Life to a local community without direct contact. As a global environment, a Second Life library is suited to the purpose of teaching others about the local community and spreading awareness around the world to people who would otherwise have no encounter with you in real life.
Introduction

The Olathe Second Life Library

Second Life is a virtual world, inhabited by almost 200,000 adult residents who build communities for a large variety of interests, just as in the real world. The Alliance Library System is a regional system in Peoria Illinois that supports real life libraries of all types in its region and it works with librarians all over the country to create libraries in the virtual world of Second Life. The Olathe Second Life Library is a branch of the Olathe Public Library and it is part of the Alliance Library System.
Olathe, Kansas is a community of about 122,500 people, it is located twenty miles southwest of Kansas City, and it is the fourth largest city in the state of Kansas. The vision of the Olathe Public Library is to, “meet the lifelong informational, educational and recreational needs of the community through quality services and resources.” Prior to starting a needs assessment for this library, a meeting was held with Lorie Hyten who leads Olathe’s Second Life project and who has done most of the work building the library. The objective of this meeting was to obtain background information on the library and to determine her expectations for the assessment.

An Overview of Olathe Second Life Library

- **Entry Foyer - displays and message board**
- **Roof – meeting, relaxing and dancing for fun**
- **Left room - touch screens for information**
- **Right room - easy reading and Kansas information**
The Olathe Second Life Library is rich with information on Kansas and this is their main contribution to the Second Life community. They have many programs that are provided both in real life and in Second Life. Their objective is to make a global audience aware of their local heritage and culture. The library promotes the city of Olathe and the state of Kansas.

*The Olathe Second Life Library Project*

The Olathe Second Life Library is a relatively new project. Lorie went to the director of the real life Olathe Public Library with a proposal approximately a year ago and the director approved the project. There currently is a committee of five (including Lorie) that meets once a month for about two hours to discuss projects for the library. Each supervisor approved the participation of their employees on the committee. There is no formal management structure and most of the work in Second Life is done on the employees’ own time, which is true of many librarians in Second Life.

There approximately 125 libraries in Second Life, mainly university and special libraries. The few public libraries that do exist in Second Life are there with the primary aim of promoting their own real life library. The Olathe Second Life Library wants to find a niche. They do not want to duplicate any of the resources or activities of the Alliance group of libraries, nor do they
want to simply duplicate their real life library. They want to explore ways to serve the Second Life community and those Second Life citizens in their geographic area. They want to provide additional projects on or related to Kansas, attracting local people as well as those across the country and around the world. The assessment needed to determine why people visit a Second Life library, what are they looking for, and what will attract others.

A second objective of the assessment was to address the management issues surrounding a Second Life library. The question raised by Lorie was how should a Second Life library be managed? Does there need to be a formal management structure similar to a real life library? How should the Second Life library be staffed? Should time be allotted to the staff to work in Second Life during normal work hours? The second part of the management question deals with perception. Many people, who are not familiar with Second Life, think of it only as a game. To learn Second Life you must get into it and explore, and this seems like playing to many people. News articles have been published expressing concern about librarians playing on tax payer’s time (Dorland, 2009). This type of publicity makes it difficult for a library to get started in Second Life. Since public libraries in Second Life are so new and so few, it is also difficult to understand the information needs of the citizens of Second Life.

**Management Interviews**

**Methods**

The internal interview process consisted of twenty questions sent to library staff and administrators via email. Eleven people were identified as being involved with the Olathe Second Life Library. These people were sent an email requesting their participation in our needs assessment, and requesting that they respond within a week. It was made clear that their participation was completely confidential and voluntary. After one week had passed, a second
email was sent requesting that those who had missed the deadline but would still like to participate to please respond within the next week.

Questions in the interview process were chosen to determine what those interviewed saw as the benefit of Second Life (See Appendix A). They were asked how they saw their own Second Life library, and their own role as well as the role of the Olathe Library in the Alliance group. Specific questions were asked to try to discover management issues and possible solutions. Questions were asked relating to time spent in Second Life - both work time and personal time. With these questions we hoped to determine how much time is being committed to the project and how much of that is personal time. Questions in the internal interview were targeted to establish the respondents’ experience with Second Life in general, their years of service with the Olathe Public Library, and the length of time involved with the Olathe Second Life Library.

Four key people in the Second Life library system were identified during the initial discussion with Lorie Hyten as potentially having ideas on the management of a Second Life library and ideas that might help the Olathe Second Life Library. Second Life IMs were sent to these people requesting their assistance. Again it was made clear that participation was confidential and voluntary. Once they agreed, an email was sent with nineteen of the twenty questions described above. These were modified slightly to ask about their experience with their library as well as suggestions for the Olathe Second Life Library.

**Results**

Of the eleven people who were identified as being involved with the Olathe Second Life Library, seven chose to participate in our study. All those interviewed were employees or employee management of the Olathe Public Library. Years of service range from 1.5 years to 25
years. Only one person had experience with Second Life prior to the Olathe Second Life Library, and only one person regularly spends time in Second Life outside of the Olathe Second Life Library project.

Multiple reasons were given for supervisor approval of the Second Life project. These included extending services and programs, keeping up with current technologies, and simply because there was an interest. Most people saw Second Life as being beneficial to eliminating the obstacle of distance, to reaching new populations, and to experiencing things not available in real life (i.e. a utopia, flying, and no inhibitions to self expression). Similar reasons were given for how the Olathe Second Life Library benefits Olathe and the surrounding area. Also, some respondents felt that the Second Life Library represented the community (city, county, and state) both presently and historically.

Questions related to Olathe’s role in the Alliance group were answered sporadically. Some respondents felt that the Olathe Second Life Library is a team member of the Alliance group, and that Olathe is beneficial to this team for the resources it their real life location.

Of those interviewed, most were either not sure why people came to the Olathe Second Life Library or they felt that it was just for the sake of curiosity. Ways that the library reaches out to the Second Life community and those citizens from Olathe’s geographic area are by being in the SL search box, placing posters and note cards in-world, and by programs held simultaneously in real life and in Second Life. There is a desire that the customer service of the real world library be extended to the Second Life Library.

No one interviewed felt that the Second Life Library needed a formal management structure. All seemed satisfied with the current structure of the committee. The two big management issues expressed were that the value of the project is not recognized by everyone
and too much of the work is being done on personal time. While all those interviewed recognized the value of Second Life, it was expressed that the value of the Second Life Library project is not acknowledged by everyone. 42.8% saw educating others on the value of the project as a necessary solution and 42.8% felt that administrative support of the project was essential. Only 14.2% of those interviewed suggested that work hours spent on the Second Life project should be limited.

Specific questions were asked in an effort to determine how much time is being committed to the project and how much of that is personal time. Approximately 29.5 hours a month are spent on the Olathe Second Life Library. Of that time, approximately 8.5 are on-the-job hours and 21 hours are personal time spent on the project each month.

At first glance one could assume that 71.2% of the project is being done on personal time. While this is true, it is also important to point out that the majority of those interviewed do not spend any personal time on the project. In fact, only 28.5% of those interviewed spend any time outside of work on the Second Life project. Included in that figure is one person who spent only one hour in the last month. Therefore, it is clear that the majority of those involved with the Olathe Second Life Library do not have an issue with time spent on the project.

It is necessary to point out that these results could be skewed due to the fact that not all of the people involved with the Second Life Library participated in our study. For example, if the four people who did not participate in the interview process also spend a great deal of personal time on the Olathe Second Life Library then the percentages would increase which would, in turn, represent an issue.
Suggestions – From External Management Group

Four people were identified as highly active participants in Second Life libraries. They were asked to provide valuable input for the Olathe Second Life Library. Only three people chose to participate in our study. The Second Life libraries these people are involved with are a large state library system, a small rural public library, a university library and the Alliance Library. Years of experience with their respective Second Life libraries range from 1.5 years to 3 years.

Hours in Second Life for this group range from 40-100 hours a month. Only a small percentage of that time is spent on the job. One person is entirely a volunteer. One person’s time is split 50/50 with working hours and personal time. The third person spends approximately two hours a month on-the-job working for Second Life libraries.

Although the majority of Olathe employees that participated in the study did not have an issue with personal time spent on the project, it was an issue for a small percentage. Perhaps Olathe could benefit by delegating the responsibilities of the Second Life project to spread the work out more evenly. Cultivating new enthusiastic volunteers to take on some of the burden of the project could also alleviate some of the workload from Olathe librarians.

Like Olathe’s employees, the external management interviewees saw Second Life as beneficial to eradicating the obstacle of distance, to reaching new populations, and for experiencing things not available in real life. For example, a lady from Scotland was able to talk with a speaker in Kansas who was dressed as a 19th century African American pioneer. Thirty people were able to attend the Second Life “Christmas on the Prairie” while there were near blizzard conditions in real life and no one showed up for the real life program. A demonstration of Kansas weather allowed people to view a tornado being formed. Also, communications are
easily enhanced with colleagues, peers, potential partners, and friends. The possibilities with virtual reality are limitless.

When asked why they thought people came to visit their own Second Life Libraries, respondents’ answers were varied. One person, who thinks of Second Life as a social networking tool, thought people were simply looking for other people. Another person indicated a need for something beyond the shops and clubs in Second Life; there is a need for books and subject area collections. Although not explicitly directed to this question, more than one interviewee expressed that people visit Second Life libraries to learn about the libraries local resources and collections. To keep visitors coming back, a Second Life library must keep the collection alive by changing displays and having special events like real life libraries. This idea of the importance of local content goes along well with Olathe’s desire to reach the people of Kansas.

Similar examples to Olathe’s were given when asked how the external group’s libraries reach out to the Second Life community. In addition, one person mentioned that Web 2.0 tools are used like Facebook, Twitter, and Plurk to raise awareness. Perhaps Olathe could benefit from doing the same. Interviewees saw the Alliance group benefiting from the Olathe Second Life Library for its regional programming and its staff. It was commented that the professionalism and knowledge of Olathe’s staff in-world serves as a model for others.

When asked about the need for a formal management structure one respondent commented that a formal structure is needed only for larger libraries with perhaps hundreds of members and volunteers. Another person recommended a loose form of management to keep from inhibiting creativity. Generally Olathe’s employees seem satisfied with the current
management model for the Second Life project, so we recommend that they continue doing what works for them.

Two management issues were expressed that merit further review and possible changes. The first was a lack of communication. Based on the interview process with Olathe employees there does not seem to be a communication problem. A second issue was that the value of Second Life is not recognized by all the people who have a say about what the library can do. Here it was commented that education can help, but that Second Life is something that you really have to experience to understand completely. Some Olathe employees did suggest that others view working in Second Life as playing. It does appear that Olathe management is working to curb this way of thinking. For example, several people stated that on the last staff day, the Second Life committee gave a presentation on the professional accomplishments of their Second Life Library.

Our management interviews have led us to make one final recommendation. Although a volunteer, one of the more active Second Life members interviewed stated that if her Second Life library was an official project with tangible benefits, then a specific amount of time would be allocated to working in Second Life during normal hours. Another interviewee, while agreeing that a traditional management structure was not needed, felt it still needs management and a plan. Many Second Life libraries have been built by librarians spending their own time on the project in order to learn and demonstrate the benefits of a Second Life library. The lack of understanding of the benefits of Second Life and the issue of it being perceived as a game without value has led to much of the work being done on off hours. The amount of personal time required working in Second Life was brought up by an Olathe interviewee as an issue. The suggestion was made that approval and support from top administrators is needed with a very
clear understanding by all parties involved as to how much work time is being allotted to Second Life. A project plan with time requirements would help alleviate this problem.

**User Survey**

**Methods**

To develop an understanding of the potential user base of the Second Life extension of the Olathe Public Library, we tried to survey its actual visitors. We set up a kiosk in front of the library advertising our survey and offering a nominal incentive of 5 Linden dollars or around $0.02 in US currency at a typical exchange rate, for completing the survey.

While the survey did not reach all the users Olathe hopes visit, talking to current visitors at least gives the library a profile of what they look like and how it might improve its traffic. After we had started collecting data, we noticed that because Olathe does not see much traffic, we were not getting as many completions as we had hoped. We arranged a schedule for team members to monitor the Olathe Second Life branch in shifts, and asking visitors in person to complete the survey, as well as recruiting traffic for Olathe from other Second Life librarian groups. All told, we gathered 15 responses, which was about 17% of the total visitors to Olathe during the three-week survey period.

The questions in the survey covered four separate areas: 1) real-life demographics like the geographic location of the visitors, 2) Second Life demographics about how experienced the users are at Second Life, 3) how visitors came to Olathe, and 4) what suggestions they have to make it better. To help write the actual questions, we used principles from Dillman et al. (2009).
Some examples of these include not requiring answers to all questions (pp. 209-210) in case the respondents do not have answers, using a small prepaid financial incentive to create a social obligation on the part of the respondent (p. 18), choice of the first question as closed-ended but hopefully interesting (pp. 157-159), and many other aspects of the survey and questions. To do the data collection, we used SurveyMonkey.com. SurveyMonkey.com obeys many of the design principles in Dillman et. al. (2009). We included our survey instrument as Appendix B.

We broke down the survey into two sections, the first asking specific questions about Olathe, and the second asking real-life and Second Life demographics. In that part, we asked how they found Olathe, about their relationship to libraries, what they hoped for from Olathe, and what services Olathe could offer to benefit them.

Table 1: How did you find out about this library?
Table 2: Yes or No Questions

In the next part, we asked questions related to their background, such as age and education, their geographic location, their experience with Second Life, and what times they are most often on Second Life. We included more qualitative questions, rather than asking respondents to rate services, because Second Life libraries are novel and so it is even more difficult than for standard libraries to define any sort of absolute scale for respondents to rate them on. We also wanted to determine why people were visiting and how, if it is possible, to acquire regular customers.
Table 3: Age Range of Respondents

<table>
<thead>
<tr>
<th>Age Range</th>
<th>% of Responses</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-22</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>23-25</td>
<td>14.30%</td>
<td>2</td>
</tr>
<tr>
<td>26-30</td>
<td>21.40%</td>
<td>3</td>
</tr>
<tr>
<td>31-40</td>
<td>7.10%</td>
<td>1</td>
</tr>
<tr>
<td>41-50</td>
<td>50.00%</td>
<td>7</td>
</tr>
<tr>
<td>51 and older</td>
<td>7.10%</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 4: Respondent Locations

<table>
<thead>
<tr>
<th>Location</th>
<th>% of Responses</th>
<th>Number of Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>No Answer</td>
<td>7.10%</td>
<td>1</td>
</tr>
<tr>
<td>Maine</td>
<td>7.10%</td>
<td>1</td>
</tr>
<tr>
<td>Virginia</td>
<td>7.10%</td>
<td>1</td>
</tr>
<tr>
<td>California</td>
<td>7.10%</td>
<td>1</td>
</tr>
<tr>
<td>Iowa</td>
<td>7.10%</td>
<td>1</td>
</tr>
<tr>
<td>Illinois</td>
<td>7.10%</td>
<td>1</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>13.30%</td>
<td>2</td>
</tr>
<tr>
<td>North Carolina</td>
<td>46.70%</td>
<td>7</td>
</tr>
</tbody>
</table>
Table 5: Respondent Education Level

Most of our respondents fell in the 41-50 or 23-30 age brackets: the latter group seems to correspond to Library & Information Science students in North Carolina, with the former group less homogeneous. Almost all of the visitors have at least a bachelor's degree, and a significant minority have a higher degree; moreover, about half of them work or volunteer at a library. Geographically, aside from the cluster of NC Library & Information Science students, most of our respondents came from a variety of states in the US; there were no international respondents. Given the small sample size, the distribution of Second Life experience looks close to uniform, with some new users (less than a month) and some users with more than a year's experience. However, there is more difference in the frequency with which respondents use Second Life, with a significant group who visit several times a week and one that visits less often than once a week. The most common times for respondents to be on Second Life are in the evenings (6 PM to midnight) and afternoons (1 PM to 6 PM) Eastern time.
**Results**

About two-thirds of our respondents were first-time visitors to Olathe, which if nothing else, seems to indicate there are not a lot of return customers relative to the number of new arrivals. Likewise, two-thirds had never spoken to one of Olathe's librarians. Two-thirds of respondents do use a public library regularly, compared to only one-third who use a Second Life library. This suggests that Second Life libraries do not compete well in the value of the services they provide, especially given that real-life libraries involve higher usage costs in terms of the time commitment.

On the whole, our survey respondents were positive about the Olathe Second Life Library, judging by the number of people who said they would return and recommend the library to someone else. While we asked these questions to try to get a clearer idea of how well Olathe was doing, we were bothered by the seeming discrepancy between the amount of traffic Olathe actually gets and the responses given in our survey. This gap may indicate either that our respondents focused on the positive aspects of Olathe rather than comparing it to the many other things competing for their attention, or that because of the self-selection inherent in a voluntary server, only the most enthusiastic users replied, thus skewing the results.

In terms of which of Olathe's resources visitors used, two of the respondents mentioned the information on Kansas, and others mentioned the Tennyson/Shakespeare copies, the terrace, the social areas, the directory of Information Island, and reference. When asked why they would return, if they said they would come back, most of them gave vague responses like, "[I]t is cool." Of the two most specific respondents, one said they would like to return when the displays changed because they enjoyed looking at those, and another mentioned the reference services. When we asked if and why our respondents would recommend this library to others, they offered...
in the way of specific comments, "Library made an effort to make itself visible," "Because it has
some features I did not notice in other SL libraries, like the rare books that you can browse by
turning the pages." Several respondents seemed to like Olathe's organization and selection.

We asked the respondents for what services they would come back to Olathe for.

Specific possibilities they raised included:

* Rooms that resemble real life, with chairs and tables.
* Marketing and encouraging people to spend time at Olathe.
* Short books available for download.
* Practicing different languages in Second Life.
* An online book group discussion.
* Instructional sessions.
* Games.
* Local information, including author books and pictures of Kansas.
* Special collections.
* Amusing slide shows.

The only service mentioned by more than one person was "instruction."

**Conclusions & Recommendations**

The sum total of our experience in Second Life has been very positive. While we didn’t receive the quantity of survey responses that we desired, our results do give us information about the viability of a Second Life library project, and the potential for reaching out to a global community. The fact that so many of Olathe’s visitors come from outside Kansas gives the library a fantastic opportunity to teach the rest of the world about what Kansas is like, and to share Kansas culture with people who might otherwise not experience it. Surveying a population using a virtual kiosk in Second Life could be a very useful means of gathering information, given a few assumptions about future endeavors. A group would need to have a much longer period of time during which to allow people to take the survey. The number of Second Life users would
have to increase, and the technology that allows people to access and move around within
Second Life has to catch up to what Second Life is capable of doing.

A Second Life library may not require the same management structure as a real life
library, but it does need to have a plan for how much work is going to be needed, and how much
time needs to be invested in the development and building of the library. That plan needs to be
presented to upper management in the same way that any other officially sanctioned library
project would be presented. This would help to reduce the mindset that Second Life is a game,
and reinforce its academic and communications value to library decision makers. By
legitimizing Second Life, there can be a justification of funding projects in Second Life and
reduce the appearance to the public that librarians are playing games on the job. In addition,
libraries promoting Second Life as a legitimate resource could help to popularize the
environment and stimulate the development of open access to Second Life. Many people go to
the library to use computers and the internet now, and we can see a time in the near future when
people will take classes in virtual classrooms built in second life, and the students in those
classes accessing their classrooms from computers in a real life public library. Second Life is
clearly not an ideal resource for reaching a local population, but by eliminating the barriers of
distance and time, a group of students spread all over the world could meet in one virtual
classroom and be taught a lesson by a teacher on the other side of the globe. Libraries in second
life are a relatively new idea, but their potential is clearly limitless.
Strengths and Weaknesses

Weaknesses

Our main setbacks were due to time limitations. Building the survey kiosk was complicated and took longer than anticipated. This set us back in the timeline since we wanted to leave it up as long as possible to get responses from external library patrons. We were able to find and purchase a survey object that would dispense our 5 $L reward to an avatar only once, and add a script to it that would bring up the URL to our survey on SurveyMonkey. Unfortunately, with this method there was no way to guarantee that the person who used the kiosk had also completed the online survey. With more time, we might have been able to set the kiosk up to deliver the entire survey through Second Life, which would have made the process easier for survey takers. However, we would not have been able to benefit from SurveyMonkey’s data analysis tools.

The librarians we worked with, Lorie Hyten and her committee, wanted a more in-depth study than we had time to provide. We were able to do the assignment, but we did not have enough time to cover some of the things that Lorie wanted us to look at. For example, Lorie wanted to focus on local users (people from Kansas), but due to time constraints, our needs for the study and the reality of the situation (there just were not any visitors from Kansas), we could not do that. I think this project could easily have taken up an entire semester, and we would need a better method of attracting Kansans to the survey.

Our external survey response was not as high as anticipated, despite the offer of a 5 $L reward for taking the survey. Despite extensive advertising, we only received 15 responses. While that is equal to about 17% of the visitors to Olathe Second Life during the survey period, the sample size is small enough that using a traditional estimate of the standard deviation as the
square root of the sample size, almost all of our quantitative findings could stem from random variation with a probability of around one-third. Unfortunately, under these constraints, it was hard to do better, so we think our data are about as valid as possible. We might have had better traffic if we chose a library with more Second Life traffic, but Olathe was the first library to respond to our inquiries and came highly recommended by the Director of Library Services for Alliance Virtual Library. The internal survey response was 65% which, while lower than we would have liked, still provided us with instructive results. One additional weakness was getting our team up and running on Second Life. Two team members had already established accounts for other classes, but the three remaining team members did not have any experience with Second Life so they had some technical issues at the outset. Using Second Life worked out well in the end, since it was difficult for us to meet outside of class times, but it was rocky for a little while.

**Strengths**

Many of our team’s strengths were related to our decision to do our needs assessment in Second Life. We were not tied down to one geographic location. We were able to work with a library based in Kansas, which insured that we were not assessing a library that another UNCG LIS student had already worked with. Also, we were able to conduct our group meetings within Second Life, at the Olathe, Kansas branch. This worked well because two group members lived at least half an hour from Greensboro, and all of us had disparate work schedules that made it difficult for us to get together in person outside of group hours. Additionally, we were able to make use of the resources and facilities of the library we were assessing. We all learned a lot about collaborating as a group in a virtual environment, especially in the beginning when some group members were very new to Second Life. Towards the end, when we were trying to bring
people in to complete the surveys, we worked incredibly well as a team in taking shifts on Second Life to corral people walking around the library.

By setting our assessment in Second Life, we were also able to call on some resources that we might not have been able to use otherwise. When we had trouble bringing in responses for our external survey, we made an announcement to the LIS Student Union (based out of Hawaii) on Second Life to see if any of the group members were willing to come take our survey. We reached out to another LIS group, which meets exclusively in Second Life, and we got some survey responses from them. We also contacted an instructor in San Diego whose classes are very involved in Second Life. We would not have been able to use such geographically diverse resources if our assessment had been tied to a fixed real-life location.

Since doing a needs assessment for a Second Life library was an innovative idea, it was easy for us to find a library who wanted to work with us. The librarian who heads up the Olathe Public Library branch in Second Life, Lorie Hyten, was very excited and cooperative about our project and was easy to contact via email or Second Life IMs. Lorie and her committee were all very friendly and accommodating, and even gave us builders rights to the library so that we were able to set up the survey kiosk and billboards advertising the project. It was wonderful working with a group that was so supportive of our efforts.
Works Cited


APPENDICES

Appendix A: MANAGEMENT INTERVIEW QUESTIONS

Management Survey

1. How many years have you used Second Life?
2. How many years have you been involved with the Olathe Library?
3. How many years have you been involved with the Olathe Library in Second Life?
4. Are you an employee or do you volunteer?
5. In the last month, how many hours have you spent in Second Life?
6. In the last month, how many hours have you spent in Second Life not working for the Olathe Second Life library?
7. In the last month, how much on-the-job time have you spent working for Olathe SL Library (in-world and behind the scenes)?
8. In the last month, how much of your own time have you spent working for Olathe SL Library (in-world and behind the scenes)?
9. What do you see as the value of Second Life? What can you do in Second Life that you cannot do in real life?
10. To supervisors: Why did you approve your employee’s participation in Second Life?
    To staff: Why do you think your supervisor approved your participation in Second Life?
11. In what way(s) do you see the Olathe Second Life Library benefiting Olathe and the surrounding area?
12. In what ways does your library reach out to the Second Life community and those Second Life citizens from your geographic area?

13. Do you have a presence in Teen Second Life? If not, do you see this as something possible for the future?

14. What do you believe people want to find when they visit your Second Life library?

15. Does a Second Life library need a formal management structure the same as a real life library? Why or why not? What should that structure be?

16. What do you see as the biggest management issues with your Second Life library? Do you have any ideas to remedy these issues?

17. What makes your RL library special and what do you see that could be transferred to your Second Life library?

18. How do you see your role with the Alliance library?

19. Do you have any ideas for what Olathe library could offer the Alliance group that other libraries do not provide?

20. We understand that some people see Second Life as a game. How do you think this relates to your ability to work on your Second Life library during work time? Do you have any suggestions on how to handle this?

Appendix B: USER SURVEY QUESTIONS

The Olathe Second Life Library wants to find out how it can offer better services to its users. We would appreciate if you filled out this short (less than 30 minutes) survey telling us a bit about yourself and how Olathe could help you.

1. How did you find out about this library?
   a. By exploring Second Life.
   b. From another person I knew first in Second Life.
   c. From another person I knew first in the real world.
   d. From something else in Second Life, such as another library.
   e. I found out about it another way, which was: [comment box]

2. Is this your first visit to this library in Second Life?
   a. Yes
   b. No
3. Have you ever talked with one of the librarians here?
   a. Yes
   b. No

4. Do you regularly use a public library in real life?
   a. Yes
   b. No

5. Do you regularly use another library in Second Life?
   a. Yes
   b. No.

6. Do you work or volunteer at a library, in or out of Second Life?
   a. Yes
   b. No

7. Did you come to Olathe for some specific reason?
   a. I wasn't looking for anything in particular.
   b. I had something specific in mind, which was: [comment box]

8. Please describe anything you used or plan to use during this visit to Olathe. If you haven't used anything, it's okay to leave this question blank.

9. Would you come back to this library?
   a. Yes
   b. No

10. Do you think you will tell other people in Second Life about this library?
    a. Yes
    b. No

11. The librarians at Olathe would appreciate if you took a few minutes to help them figure out how they can best help people in Second Life. What services could Olathe offer or what resources could it have that would make you want to come back? Can you think of any services that a real-life or another Second-Life library offers that you would like to see here?
12. How old are you? Pick the range in years in which your age falls.
   a. 18-22  
   b. 23-25  
   c. 26-30  
   d. 31-40  
   e. 41-50  
   f. 51 or older

13. What is the highest level of education you've obtained?
   a. I don't have a high school diploma or GED.
   b. I have a high school diploma or GED.
   c. I have attended college, but don't have a bachelor's degree.
   d. I have a bachelor's degree.
   e. I have master's, PhD, or other higher degree.
   f. What city, state (if you live in the US), and country do you live in?
   g. City State (if US) Country

14. How long have you used Second Life?
   h. Less than a month.
   i. More than a month but less than three months.
   j. More than three months but less than six months.
   k. More than six months but less than a year.
   l. More than a year but less than two years.
   m. More than two years.

15. How often have you logged onto Second Life in the last month?
   n. More than once a day.
   o. Once a day.
   p. Several times a week.
   q. Once a week.
   r. Less than once a week.

16. When is the _most common_ time you visit Second Life? Please give a range in hours and your time zone. (Example: 4-7 PM, Eastern time.)
   s. Hours/Time zone

17. Do you have any other questions or comments about this library?