

**'Investigating customer demand at Tūranga in the wake of  
the Covid-19 lockdown'**

**by**

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## **1. Abstract**

Covid-19 and the resulting nationwide lockdown of 2020 has had a considerable impact on the lives of New Zealanders. This study investigates the impact the pandemic has had on the demand central Christchurch residents have for services at Tūranga, the city's main library which is located in Cathedral Square. A survey attracted 103 respondents who live in the inner city and the results suggest changes in demand from inner-city residents. These results are discussed under the lens of motivation theory with written comments from the respondents used to shed further light on their quantitatively-expressed preferences. Proposed responses to the results include adjusting the marketing of community events and the use of motivation theory concepts and practice when assisting unemployed customers at Tūranga.

## **2. Introduction and research statement**

The purpose of this study is to understand the nature of demand for services at Tūranga, the central Christchurch library, after the arrival of the Covid-19 virus.

It is intended that the study results will identify areas of demand and assist staff and management of Tūranga to tailor and offer services that successfully target the residents of central Christchurch in line with Christchurch City Libraries' "community outcomes" (Christchurch City Libraries, 2017, p.1).

The outcomes are:

- People have access to information and skills to enable them to participate in society.
- People have equitable access to parks, open spaces, recreation facilities and libraries.
- There is an increasing participation in recreation and sporting activities
- The city's heritage and taonga are conserved for future generations
- People have strong social networks (Christchurch City Libraries, 2017, p.1).

Covid-19 has caused the greatest recession in New Zealand's recorded history (Coughlan, September 17, 2020) and will cost the global economy at least "\$1 trillion" (World Economic Forum, 2020). While the New Zealand economy rebounded strongly in late 2020 (Gray, December 17, 2020) the pandemic caused an increase in unemployment from 4 percent to 5.3 percent between the June 2020 and the September 2020 quarters (Carroll, November 4, 2020). Unemployment dropped further to 4.7 percent in the first quarter of 2021 but Treasury predicted future increases (Pullar-Strecker, May 20, 2021). The government has anticipated job seekers will visit libraries to prepare resumes and apply for work, because, according to former Internal Affairs Minister Tracey Martin, libraries were "places where people can get real practical help during the tough economic times" (Kenny, May 30, 2020).

Martin announced at Tūranga a post-Covid-lockdown "\$58.8 million" injection for New Zealand libraries and said some of the funding was dedicated to "upskilling" librarians' to help job seekers and providing computers with Internet access for members of the public (Kenny, May 30, 2020). Martin's view is in line with the "Librarian's Axiom" (James, 1985, p.255), that demand for library services increases during an economic downturn, which Seaton found evidence for in Christchurch during the previous "recession" caused by the Global Financial Crisis (Seaton, 2010, p.6).

The knowledge gap is significant in that it has been many years since a pandemic has had such a profound impact on Christchurch, New Zealand and the world. Further knowledge gaps arise in that Tūranga is a new library in the regenerating core of Christchurch which is substantially different, residentially and commercially, to central Christchurch pre-quake. This research will explore whether the pandemic has impacted on the nature of library services required by Christchurch's inner-city population.

### 3. Literature review

The literature on library use and demand for services during and/or in the wake of a coronavirus pandemic is low because it is many years since a pandemic has affected the global economy in such a fundamental manner. Several researchers report that library usage during a recession has attracted little in-depth research in the past despite plenty of media coverage that library use increases during an economic slump (Child & Goulding, 2012, p.642; Seaton, 2010, p.8; Rooney-Browne, 2009, p.342).

James said the claim that library usage increased during a recession was long-held without a research base and was known as the “Librarian’s axiom” (James, 1985, p.255). While he said there was insufficient evidence to “fully” support it (James, 1985, p.269), other researchers found supporting evidence for the “axiom” (Child & Goulding, 2012, p.659; Seaton, 2010, p.116; Lynch, 2002, p.63; Taylor et al, 2012, p.202). The weight of their findings would suggest James’ approach was “misinformed” (Seaton, 2010, p.121).

This study does not set out to test the Librarian’s axiom because the primary aim of this study is to discover what is the demand for services at Tūranga in the post-Covid lockdown period. Similarly, Seaton identified his prime aim “was to explore possible economic motivations of public library use as told by library users” rather than “prove or disprove” the axiom (2010, p.6).

#### 3.1 Setting the scene: Tūranga a catalyst for regeneration

Tūranga is at the heart of a city beset by challenges since the Canterbury earthquakes of ten years ago. Large central libraries and the foot traffic they attracted were often a “catalyst” for cities, such as Christchurch, under “redevelopment” and examples included Chicago, Seattle and Burien, Washington (Scott, 2011, p.221).

Before the earthquakes central Christchurch was considered “grey, dull, and dangerous” at night (Gallaway in Warren & Mahoney, 2011, p.71) and after the earthquakes, Christchurch suffered from the Port Hills fires in 2017 (Wright, February 10, 2018) and a massacre at two city mosques, perpetrated by a sole gunman, in 2019

(Stuff, April 4, 2019). When disaster strikes a community's library staff are important "second responders" because the public view librarians as "more approachable than government agency staff" (Stricker, 2019, p.13). The approachability of librarians and libraries' commitment to equity of access to information becomes more significant when disaster strikes as "particular focus needs to be placed upon the elderly and poor, as these people are often excluded from participating in society, and this is only further exacerbated in times of natural disaster" (Johnson, 2015, p.55).

After the quakes in Christchurch "information skills remained at the heart of what libraries offered their communities" (Finch & Moody, 2020, p.33) and the provision of information moved in a large degree to the Internet. Christchurch Libraries joined Twitter and Facebook after the quakes and "social media became a way" to provide "updates" to the public (Finch & Moody, 2020, p.33). Social media was used to amplify messages from official channels including the schedules of community meetings and libraries became places where people could access forms and leaflets including those for accessing emergency grants (Finch & Moody, 2020, p.33). "Free public computers" meant those "without power could contact families, friends and official services" (Finch & Moody, 2020, p.35).

Finch & Moody found that a library providing information to all was an important part of community building:

In a moment of crisis, that social role becomes increasingly evident and important: when physical and social structures are threatened, an institution providing equity of access to information is an important contributor to community resilience (2020, p.34).

That contribution to community resilience is ongoing, even as a society gets back on its feet. Santa Barbara library staff were "still looking for ways to provide support" as part of the rebuild and recovery a year after fire and mudflows damaged the Santa Barbara community in the United States of America (Lemberger, 2019, p.26). Effectively, public libraries don't stop being a "natural haven for the community" (Farmer in Halsted et al, 2014, p.3), particularly for the most vulnerable who can suffer the most after disaster

(Wilson & Merilainen, 2014, p.6). Similar to hospitals and schools, libraries are recognised as “anchor” institutions during emergencies (Jones, 2020, p.956).

Post-quake Christchurch City Libraries found strong community demand for libraries as places for people to meet, interact and relax; a place “that felt normal” (Veil & Bishop, 2014, p.729). As libraries closed for repairs and upgrades “there has consistently been a demand ... for temporary libraries to be opened in their place or regular mobile library visits, which the network has usually been able to facilitate” (Finch & Moody, 2020, p.35).

The Christchurch City Libraries’ network invited members of the public to provide feedback on what they wanted in their new central Christchurch library. The “Central Library: Your Library Your Voice” report found four key themes (A Welcoming Place, Dynamically Connected for Discovery & Learning, Equiped [sic] for Every Purpose, A Fusion of Spaces for every Function) from 2414 comments (Christchurch City Libraries, 2014, p.4). There was majority support for a café and fun activities but also strong support for quiet spaces so separation between noisy spaces, including the café, and quieter areas was a key consideration in the design of Tūranga (Christchurch City Libraries, 2014, p.14).

There is also an opportunity for Tūranga to improve “social cohesion” by fostering bonds between the local established community and migrants (Johnson, 2015, p.54). The need to foster bonds between the established community and migrants became apparent in Christchurch after the earthquakes when many workers came for rebuild work, leading former Immigration Minister Michael Woodhouse to say in 2013 that Christchurch would be a “pretty cosmopolitan place probably for the next 15 years” (Pickles, 2016, p.37). The earthquakes brought “race relations to the surface in Christchurch” with the “wave of post-quake migration” leading to “discussion about the ethnic composition of the city” (Pickles, 2016, p.63). With Ngāi Tahu’s position changing post-settlement and post-quake there was an opportunity “for reflection, dialogue and improvement” (Pickles, 2016, p.63).

The need for social cohesion was again highlighted after the shootings at the two Christchurch mosques with Prime Minister Jacinda Ardern’s leadership and

“compassion” praised by the Dalai Lama after she showed empathy with mourning Muslims by wearing a hijab (Stuff, April 4, 2019). Tūranga contributes to that social cohesion by offering equity of access to information which is enhanced by hiring staff from different ethnicities, celebrating different cultures through displays and hosting cultural events and the Christchurch City Libraries’ World Languages Collections Policy aims to “celebrate and promote Christchurch’s identity, culture and diversity” (Christchurch City Libraries’ World Languages Policy, 2007, p.2). Christchurch City Libraries consulted Ngāi Tahu on the design and build of Tūranga and the result was a library that “integrates the important stories and narratives of Ngāi Tahu and Ngāi Tūāhuririri [Ngāi Tahu hapu]” (Bennet & Halliday, 2019, pp.38,41). Tūranga’s commitment to its Treaty of Waitangi partners and other ethnicities helps it make a meaningful contribution to social cohesion in Christchurch, a key component for a city that is regenerating.

The square and the central business district (CBD) were seen as an “agora”, a place where democratic institutions were found and spaces for local and national political debate; “the public space at the centre of any city: a meeting place for people, council and government” (Ballard et al, 2015, p.25). That “agora” was disrupted (Ballard et al, 2015, p.32) by the earthquakes but the opening of Tūranga helped to restore it, when “thousands of people swarmed into the central city ... to visit ... our brand-new Christchurch City central library. I have not sensed excitement such as this in the inner city over these past eight years” (Belton, 2019, p.183). Christchurch City Libraries commit to make available planning documents pertinent to the city and New Zealand including “*The Draft Central City Recovery Plan for Ministerial Approval*” (Farrell, 2015, p.97) and its “balanced collection” contains “varying viewpoints on controversial issues” (Christchurch City Libraries, 2018, p.6). Tūranga’s Māori, Pasifika and international collections, design commitment to Ngāi Tūāhuririri, Ngā Ratonga Māori, the Christchurch City Libraries’ Maori Services Team, and the network’s “World Languages Collection Policy” gives the library a good base to meet the network’s outcome to recognise the city’s increasing cultural diversity (Christchurch City Libraries’ World Languages Policy, 2007, p.2; Pickles, 2016, p.37). Recognising cultural diversity

contributes further to rebuilding the city's agora as it makes Cathedral Square more welcoming to all Christchurch residents.

Equity of access to information contributes to the restoration of the agora in Cathedral Square and that restoration was arguably confirmed when young climate change protesters congregated in Cathedral Square on March 15, 2019 (Stuff, May 17, 2019). Young students protesting against climate change in Cathedral Square suggests the square had recovered its status as Christchurch's agora, "a meeting place for people, council and government" (Ballard et al, 2015, p.25). On the same day a sole shooter attacked two mosques on Deans Avenue in central Christchurch and Linwood and police responded by putting the city into lockdown. Before the lockdown many student protesters took refuge inside Tūranga for the afternoon, enhancing the library's claim, along with its commitment to equitable access to a variety of information sources, that it too is contributing to the restoration of Christchurch's agora in Cathedral Square (Christchurch City Libraries, March 15, 2019).

Tūranga further contributes to the agora by storing and communicating the stories and "experiences" of its community (Veil & Bishop, 2014, p.725). This is particularly pertinent for the stories of Canterbury's earthquakes as libraries "collect and house these stories for future generations" and "also provide social space for their communities to share their stories" (Brandenburg, 2012, p.15). Christchurch City Libraries and Tūranga cannot perform these roles alone and post-quake partnerships were formed with the Ministry of Education, the heritage and cultural-based CEISMIC consortium (Finch & Moody, 2020, p.35), Ngāi Tahu and the Greater Christchurch Schools Network (Brandenburg, 2012, p.10). Identifying Tūranga as a key component of central Christchurch's regeneration, be it as an institution offering equity of access to information, as a meeting place and haven for the community including its vulnerable members and as part of the city's agora, informs the preparation of questions for the survey designed to discover what services inner-city residents want from their nearest library. It also informs data analysis and discussion as the researcher intends considering how Tūranga can contribute to central Christchurch's recovery in the post-Covid era.

Prickett et al (2020, p.3) said half of New Zealanders had suffered an “economic loss” during the March 26-April 28 Alert Level 4 lockdown and the United Nations World Economic Forum (March 17, 2020) expected the pandemic to sting the global economy by \$1 trillion. This establishes the global recession that Covid-19 has caused which adds to the challenging context that Tūranga and its staff find themselves in. Numbers of New Zealanders on the job seeker support benefit have increased (Ministry of Social Development, n.d.) and Finance Minister Grant Robertson confirmed the recession in New Zealand when he announced the economy had contracted by 12.2 percent in the June quarter (Coughlan, September 17, 2020).

While the economy rebounded by 14 percent in 2020’s last quarter (Gray, December 17, 2020) numbers on the job seeker support benefit were still increasing late in 2020. Between October and November in 2020 those on the benefit increased by 741 giving a total of 204,111, an increase of 62,314 on the previous year (Ministry of Social Development, n.d.). New Zealand’s economy continued to recover in 2021 with unemployment assessed at 4.7 percent when Finance Minister G. Robertson released the 2021 Budget on May 20 (Pullar-Strecker, May 20, 2021). Treasury forecast unemployment could rise to 5.3 percent in the September quarter of 2021 but predicted it would drop back to 4.2 percent in three years’ time (Pullar-Strecker, May 20, 2021). Robertson said when the 2020 budget was set during lockdown the Treasury had been expecting “unemployment to reach nearly 10 per cent[sic]” (Pullar-Strecker, May 20, 2021). Those receiving the job seeker support benefit in the March quarter had dropped by 2808 to 201,303 from November 2020 (Ministry of Social Development, 2021, p.2).

### **3.2 Libraries in a Covid world**

Public libraries responded to Covid-19 and accompanying restrictions including lockdowns by boosting their online communication with customers. New York City libraries used tweets on the social platform Twitter to provide financial, health and food “information” and offer “support” to customers during the lockdown (Alajmi & Albudaiwi, 2020, p.10). Online providers Overdrive (ebooks) and Gale Courses reported substantial increase in demand with a 52 percent increase in ebooks issued for

Overdrive since Covid struck and 50 percent increase in enrolments for Gale Courses between March and July in 2020 (Goddard, December 2020).

In Italy libraries responded similarly and Tammaro reported a “need for a digital strategy” after expressing concern about the “digital divide” and encountering “copyright” difficulties when digitising textbooks (2020, p.219). Libraries in Ireland reported large increases in membership and use of online resources during March 2020 (Ring, April 17, 2020). Minister for Rural and Community Development M. Ring said there were 30,000 new library memberships in March 2020 compared to 17,000 in March 2019 and in the week starting March 29, 2020, there was an increase of 313 percent in new users of ebooks and eAudiobooks compared to the week commencing March 1, 2020, (Ring, April 17, 2020).

Funding cuts dating back to 2010 affected English libraries’ response to Covid-19 (Guardian, December 4, 2020) and with many councils facing bankruptcy further cuts and possible closures were anticipated (Butler, March 10, 2021). Councils had suffered reduced revenue during lockdowns (Butler, March 10, 2021) and libraries faced social-distancing restrictions when they reopened. The “Library Resource Recovery Toolkit” suggested a “ticket-based or booking system for entry” or a “pick-up service” (aka click and collect) to meet health and safety requirements (Catherall, 2021, p.58). British libraries recorded 5 million more digital downloads between March and mid-August, 2020, with 146 percent more ebooks (3.5 million) issued during that period than the previous year (Guardian, December 4, 2020). Libraries had partnered with national broadcaster the BBC to promote 100 “Novels that shaped the world”. The programme was disrupted by Covid but both partners persevered to resurrect the programme’s events and host them physically or digitally (Claypole, September 11, 2020).

New Zealand libraries moved information and entertainment online with Christchurch’s Head of Libraries and Information, Carolyn Robertson, reporting large increases in new digital memberships and demand for ebooks. Between March 24 and April 5 there were 706 new digital memberships compared to 258 for the same period in 2019 while 26,000 ebooks were issued in April compared to 5975 for April 2019 (Robertson, May 2020, p.19). Total downloads for the Christchurch City Libraries’ digital collection in April

were 107,737, an increase of 47,689 or 79.4 percent, on April in 2019 (Christchurch City Libraries, March 2021.) This trend continued in May with 98,837 downloads, almost 60 percent more than in May 2019 (Smith, June 2020).

An agreement was brokered between the Library and Information Association of New Zealand Aotearoa (LIANZA) Standing Committee on Copyright (LSCC), Copyright Licensing New Zealand, the Publishers Association of New Zealand and the Coalition for Books to enable librarians across New Zealand to offer “virtual storytimes” online without breaching copyright laws (Cruikshank, June 2020, p.30).

The Australian Library and Information Association (ALIA) submitted to the Australian Government Senate Inquiry into Covid-19 that Australian libraries had “been highly agile, adapting and embracing new technologies, delivering online forums and making electronic resources widely available” during the Covid crisis (2020, p.2). In Western Australia the Fremantle Library responded to Covid-19 by developing LibraryCraft, its own Minecraft server which was expanded to link all of Western Australia’s libraries and in June 2020 had 105 gamers (Cleave & Geijsman, 2020, p.384). Minecraft is a popular online game which encourages players to collaborate while building 3D worlds or environments from building blocks. Cleave and Geijsman said LibraryCraft mitigated “social isolation” amongst the gamers and helped develop “complex communication skills” including collaboration during the pandemic (2020, p.385,386). Social isolation was also a concern in New South Wales with Wallace and Dollery arguing that locking down New South Wales libraries on March 23, 2020, impacted loneliness of vulnerable people and consideration should have been given to keeping libraries open with social distancing requirements, and as a result, reduced patronage (Wallace & Dollery, 2021, p.88,91).

Digital literacy was identified as a global need with World Health Organisation Director-General Tedros Adhanom Ghebreyesus saying: “We’re not just fighting an epidemic; we’re fighting an infodemic” (Naeem & Bhatti, 2020, p.234). To “combat rampant misinformation” librarians gather, evaluate and curate information for the public (Wang & Lund, 2020, pp.290,291). Health science librarians “should share resources and

collaborate” to “enable the public to distinguish facts and fake information” (Naeem & Bhatti, 2020, p.238).

Particularly cogent in a time of Covid, Spring (2020, p.172) described a “health literate society as one that understands both the severity of the situation and how to protect itself and others, through simple actions” with collective actions across a society considered necessary. “The Government, health information providers, health professionals, the media and the general public all play a part and lives literally do depend on it” (Spring, 2020, p.172). In New Zealand “the Covid-19 pandemic has increased the reliance of New Zealanders on the Internet for work and study, information, and social interaction (Heath, 2020). InternetNZ chief executive Jordan Carter emphasised the importance of digital literacy. “When people think of those digitally excluded, they often think about infrastructure or cost limitations ... Kiwis also need to have the skills, motivation, and trust to be online” (Heath, 2020). Former LIANZA president Rachel Esson identified libraries, which often provide public computers, free assistance and affordable technology courses as key to addressing digital exclusion: “... public libraries play an essential role in digital inclusion in their communities” (Heath, 2020).

S. Jones reported that 24 million people lost their jobs in the United States of America in three weeks and Covid’s financial impact on city libraries that relied on sales tax was immediate and profound (2020, p.953,954). Other libraries dependent on property tax were able to ride out the immediate crises but their long-term future was “uncertain” and the longevity of the Covid-19 crisis had “generated intense anxiety for the economic future of all libraries” (Jones, 2020, p.954). Jones urged libraries to connect with their communities and consider expanding the range of services that could be provided in their spaces as making libraries multi-use facilities was “essential to their survival” (2020, p.956).

### **3.3 Free and low-cost motivations**

Customers were attracted to a library’s “free and low-cost-services” during a recession in Britain, the United States and South Africa, according to Child & Goulding (2012, p.642), Rooney-Browne (2009, pp.343-344) and Mnkeni-Saurombe (2010, p.94). In

New Zealand Seaton quoted a Christchurch City Library customer who saved cash by borrowing books instead of buying them after she lost her job (2010, p.103).

Child & Goulding (2012, p.642), who reported on the impact of recession on libraries in the Midlands, England, in 2009 and Seaton also found increased demand for job-seeking or career guidance services (Child & Goulding, 2012, pp.655,657; Seaton, 2010, p.116) as did other researchers (Bopape et al, 2017, p.7) with Becker et al outlining job-seeker expectations and libraries' response:

Librarians have begun serving as informal job coaches, college counselors, test monitors, and technology trainers for the growing number of patrons navigating government aid, the job market and all levels of education ... They now offer beginning and advanced computer classes, host job training seminars, and provide countless patrons one-on-one computer training. (Becker et al, 2010, pp.4,5)

Libraries' provision of public computers helps to bridge the "digital divide" (Kinney, 2010, p.106) and the Citizens Advice Bureau in New Zealand has signalled the divide, which the bureau calls "digital exclusion" is increasing, causing potential harm to intensify (Citizens Advice Bureaux, 2020, p.51). The Bureau (2020, p.19-20) and others warn that a subtle divide is on the rise where many people can access the Internet with their mobile phone but do not have the data, hardware or digital literacy (Taylor et al, 2012, p.198) to participate fully in a "knowledge-driven society" (Watkins, 2015, para.22).

In New Zealand researchers suggested the \$58.8 million grant announced by Martin could be used to improve library and council digital strategies, "staff [digital] knowledge", create "digital specialist" jobs in libraries and improve library digital services to customers who are blind, deaf and those with physical impairments and complex needs (Hartnett et al, 2020, pp.49-50).

This positive sentiment contrasts with concerns surrounding funding cuts to library services in Britain and the United States during the Global Financial Crisis. Child & Goulding (2012, p.646) found that funding cuts "hampered" libraries' ability to respond to increased demand during a recession and this was echoed by Lynch (2002, p.62),

Kinney (2010, p.149), Rooney & Browne (2009, p.347), Scott (2012, p.223) and Taylor et al (2012, p.207). The impact funding cuts have on libraries' ability to respond to increased demand could be discussed in the study although it should be noted that the Internal Affairs Minister's announced grant of "\$58.8 million" is a boost to New Zealand public libraries (Kenny, May 30, 2020).

The investigations into the "Librarian's axiom" (James, 1985, p.255; Child & Goulding, 2012, p.659; Seaton, 2010, p.116; Lynch, 2002, p.63; Taylor et al, 2012, p.202) and the contributions libraries make to the resilience of communities, particularly those that have suffered trauma (Finch & Moody, 2020, p.33-35), interest the researcher and inform the survey questions. The researcher is alert to evidence that Tūranga is seen as an affordable place of reliable information and learning.

Tūranga's central location presents the opportunity for it to be a haven for vulnerable inner-city residents, plus migrants and jobseekers (as explored by Child & Goulding in Britain, Seaton in Christchurch, New Zealand, Becker et al in the United States and Johnson in Christchurch), an affordable source of reliable information in a variety of hard-copy and digital formats (Child & Goulding, 2012, p.642) and a contributor to the restoration of Christchurch's "agora" (Ballard et al, 2015, p.25). The researcher is also interested in the opportunity Tūranga has to contribute to improved digital literacy (Taylor et al, 2012, p.198; Spring, 2020, p.172; Hartnett, 2020, p.49-50), particularly when combatting the Covid-19 "infodemic" (Naeem & Bhatti, 2020, p.234).

### **3.4 In the wake of the lockdown**

Covid-19 arrived in New Zealand on February 28, 2020, and Prime Minister Jacinda Ardern ordered the country into lockdown on March 25 which lasted until May 15 when Ardern announced the relaxation of lockdown restrictions by stages (Strongman, 2020). Many other countries reacted to the Covid crisis by instituting lockdowns and library services across the world, the Christchurch City Libraries included, closed library buildings and encouraged library users to access online resources offered on their websites.

The Christchurch City Libraries' network experienced loss of access to library buildings in 2011 when the Canterbury earthquakes struck so had previously used and promoted its online resources to its customers. Internationally budget cuts are common and budgetary concerns may also have an impact when the Christchurch City Council, the governing body of Christchurch City Libraries, discusses its long-term plan in late June 2021.

Over a year after Covid-19's arrival, New Zealand has suffered relatively few deaths, 26 (Worldometer, n.d.), and has relaxed its international border restrictions to allow "quarantine-free travel" to Australia, the Cook Islands and Niue (New Zealand Government, n.d.) although the New Zealand Government reserves the right to reimpose restrictions to cope with virus outbreaks. The economy is showing signs of recovery from the lockdown but the numbers on the job seeker support benefit show that post-lockdown life is a struggle for many New Zealanders. Those receiving the job seeker support benefit total 201,303 (Ministry of Social Development, 2021, p.2), 59,506 more than the 141,797 individuals who were receiving it in November 2019 (Ministry of Social Development, n.d.). In the Christchurch City Council area there were 15,879 job seeker support beneficiaries for the March 2021 quarter (Ministry of Social Development, 2021).

## 4. Research questions

**Overall goal: to understand the demand for services at Tūranga, the central Christchurch library, in a Covid-19 world.**

Knowledge gap 1: We don't understand the library needs of Tūranga's customers who live in central Christchurch following the Covid-19 lockdown.

RQ1. 1: What services do central Christchurch residents say they want at Tūranga?

2: Are post-lockdown economic changes stimulating a demand for job-seeking materials?

3: What technology services do central Christchurch residents say they want?

Data collection methods: Questionnaire.

Sampling strategies: Convenience and purposive sampling of 100 residents within the Four Avenues (central Christchurch).

Analysis:

- Data largely ordinal and nominal measures (Seaton, 2010, p.32).
- Rank demand for services.
- Check demand for different services against demographic information including age.
- Assess the quantitative results from the questionnaire's closed questions with the lens of motivation theory.
- Compare open-question responses with quantitative data; do the responses consolidate the quantitative data?
- Look for consistent themes in open-question responses with the lens of motivation theory.

## 5. Conceptual framework

### 5.1 Motivation theory

Seaton used motivation theory to identify “economic motivations” when analysing his results (2010, p.5). He identified customer behaviour which “inferred” motivation and used motivation theory as a theoretical lens to explain the changing economic use of libraries by customers during a recession (Seaton, 2010, p.16). This researcher intends using motivation theory as discussed by Seaton with the addition of Maxwell’s theory which combines “needs”, “values” and “goals” (Maxwell, 2008, pp.22-24).

Motivation can be defined as “as a driving force or forces responsible for the initiation, persistence, direction, and vigour of goal-directed behaviour” (Colman, 2009). Motivation can be stimulated by “incentives” and “inferred from behaviour” directed towards “goals” (Seaton, 2010, p.16).

Needs include the “physiological” which relate to food and shelter and a sense of “belonging” and “esteem” which can be provided by family, friends and colleagues at a workplace (Maxwell, 2008, p.21). Values are “general beliefs held by individuals about desirable or undesirable goals or ways of behaving” (Feather in Maxwell, 2008, p.22).

R.M. Ryan and E.L. Deci add that basic psychological needs “autonomy”, “competence” and “relatedness” (2017, p.86,87) are important in a customer developing “intrinsic motivation” (2017, p.99). Intrinsic motivation is “spontaneous activity that is sustained by the satisfactions inherent in the activity itself” and if lacking, developmental processes are “greatly hampered, if not debilitated” (2017, p.99).

Ryan and Deci state that supporting a customer’s autonomous development is more effective than using “controls” such as rewards and penalties (2017, p.177).

“The art of motivation concerns how to value and support creative performance or learning and work endeavours without using controls ... (Ryan & Deci, 2017, p.177).”

Techniques library staff can use to support a customer’s autonomous development include listening, being responsive to customer’s comments and questions and

acknowledging their experiences and perspectives and “acknowledging signs of improvement and mastery” as opposed to controlling techniques such as telling customers answers without giving them enough time to solve problems independently, making demands and directives and using controlling words such as “should” and “have to” (Ryan & Deci, 2017, p.368).

Goals are key in stimulating motivation because well-set goals, those that stretch an individual but are still attainable, direct and intensify desired behaviour (Maxwell, 2008, p.23). Goals are an easier device with which to stage an “intervention” as they are more readily changed than an individual’s needs or values (Maxwell, 2008, p.23).

Goals set too high risk causing a perceived lack of competence and “amotivation” or a feeling of helplessness (Ryan & Deci, 2017, p.190).

Library staff who are welcoming and helpful, present useful options and intervene in ways that support customer’s autonomy deliver “empathy” and an authentic experience for customers (Ryan & Deci, 2017, p.447).

Library staff can help build the intrinsic motivation within customers, including jobseekers, and help mirror the “autonomous support” from family and friends that make individuals feel more “autonomous in finding information about various possible careers, and they perceive themselves to be more competent at such activities” (Ryan & Deci, 2017, p.557,558).

This researcher is interested in how survey respondents might use Tūranga to meet their goals. “Library use” can be defined as “any activity that takes place within the public libraries included in the study” (Seaton, 2010, p.22). “Economic motivations for library use” are economic or financial factors that “influence” an individual’s library use (Seaton, 2010, p.22).

Motivation theory informed the researcher when preparing the questionnaire to derive qualitative data which augmented the quantitative data from the questionnaire’s closed questions.

The researcher used this theoretical underpinning to assess what services would satisfy the needs of customers without conflicting with their values and helping them reach goals. Services that satisfy those customer requirements, need to be marketed to those customers to stimulate customers' interest and encourage the behaviour that leads to satisfying needs; that behaviour being engaging with those services.

While this lens can apply to all customers it will be particularly in concert with the needs of job seekers as "motivational intervention programmes" are used by the Ministry of Social Development when motivating long-term job seekers (Maxwell, 2008, p.17).

The expectation is that if Tūranga provide resources and services that enable customers to satisfy their needs in concert with their values and help customers reach attainable goals, the library will be meeting its "community outcomes" (Christchurch City Libraries, 2017, p.1).

The use of motivation theory informed this researcher when preparing questions for the survey and provided a focus for analysis of the quantitative and qualitative data.

Both questionnaires used by Seaton and Bopape et al sought to identify a customer's "main reason for visiting the library" (Seaton, 2010, pp.67-74; Bopape et al, 2017, p.6) and this is a key area of interest for the researcher. The researcher will also use the four-step Likert scale used by Bopape et al (2017, p.7).

The researcher will also be interested in library use by "active borrowers", who borrow at least one item per year, (Child & Goulding, 2012, p.654) and Seaton's "switched on' library user" who are motivated by economic changes to progress from non-users to active borrowers (2010, p.117).

## **5.2 Research paradigm**

The study used a "post-positivism" paradigm, allowing elements of positivism when analysing the quantitative data such as that derived from the questionnaire's closed questions (Kankam, 2019, p.90). Post-positivism permits "interpretism" when the qualitative data from the survey's open questions are in focus (Kankam, 2019, p.90).

By allowing elements of both positivism and interpretism, post-positivism is ideal for a “mixed-methods approach” although this study is weighted towards the quantitative as opposed to the qualitative (Kankam, 2019, p.90).

The study’s macro focus established the scene or context of Tūranga, a metropolitan library located in the heart of a regenerating New Zealand city further impacted by the global and national recession caused by Covid-19.

The study’s focus then shifted to the micro level when collecting and analysing data of individual participants in the survey.

A two-stage design was used where the questionnaire’s closed questions were analysed quantitatively in stage one while stage two’s data from the questionnaire’s open questions was assessed qualitatively (Seaton, 2010, pp.25-26). The researcher was alert to linkages and consolidation between the two stages.

## **6. Methodology: Quantitative**

Both Child & Goulding (2012) and Seaton (2010) use a mixed-methods approach with quantitative library usage data being augmented by the mixed data of a questionnaire and qualitative interviews in Seaton’s study and interviews for Child & Goulding:

The interviews added important contextual information to the raw figures presented above, explaining discrepancies and anomalies in usage data as well as providing valuable insights into the impact of the recession on community libraries and their users from the perspective of key informants (p.654).

Seaton interviewed customers while Child and Goulding interviewed library staff. This researcher wanted to investigate customer demand at Tūranga so surveyed central Christchurch residents, many of whom had visited Tūranga. Interviewing Tūranga customers who reside inside Christchurch’s ‘Four Avenues’ could be a future project.

Kinney reported on libraries in the United States and their response to the digital divide and acknowledged a lack of qualitative data did not differentiate a short reference query from a visit that involved “a lengthy Internet training session” (2010, pp.106,147).

Qualitative data from the questionnaire may help differentiate short reference queries from visits that require more time and involvement from Tūranga staff but the questionnaire is still largely a quantitative instrument.

In Child and Goulding’s (2012) study quantitative library usage data suggested increased demand but qualitative data from interviews was needed to confirm the “relationship between the recession and increased use of public libraries” (Child & Goulding, 2012, p.659). Regression analysis was used to remove population and seasonal variations (Lynch, 2002, p.63; Seaton, 2010, pp.39-40; Child & Goulding, 2012 pp.646-647). The researcher decided against extensive use of library usage data because it was expected that the lockdown when Tūranga was closed between March 21 and May 15 and the period of level two restrictions at Tūranga would disrupt the data and analysis as a consequence (Law, March 21, 2020; Christchurch City Council, May 12, 2020; Strongman, 2020).

However, library activity statistics are mentioned in the ‘Voices from the sample’ parts of this report to present a picture of use although it is acknowledged that other factors as well as Covid could be at play.

The study surveyed Christchurch’s inner-city population, known to be living within the “Four Avenues”: Bealey, Fitzgerald, Moorhouse, Deans and Harper Avenues (Christchurch City Council, 2020). Note there are five avenues but Harper Avenue gets lost in the vernacular.

The inner-city community was selected because its location made it the key community for Tūranga. It is Tūranga’s local community.

The questionnaire, with its closed and open questions, of the inner-city residents provided largely quantitative data with some qualitative information. The qualitative data may “consolidate, explore and add meaning to the quantitative data” (Child & Goulding, 2012, p.647).

Future research could include interviews that would provide more qualitative data into the demand for services at Tūranga and possibly deliver examples of “triangulation” (Yin, 2015, p.198).

### **6.1 Sample**

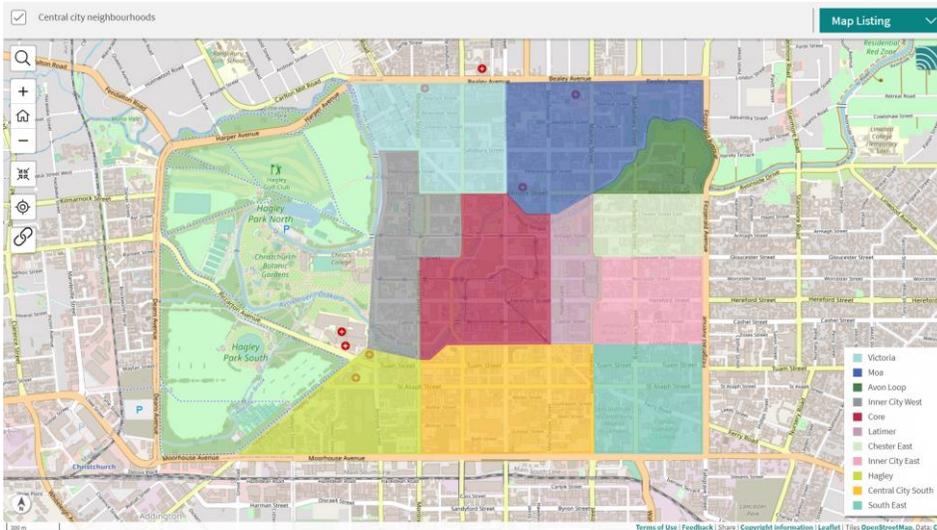
The library, located in Cathedral Square, is in the heart of the inner-city community and a Christchurch City Council “ambition” is to increase this community’s “population” to 20,000 by 2028 from 2019’s estimate of 6390 (Christchurch City Council, 2020). Should this growth be achieved, the demand for information services at Tūranga is likely to increase, suggesting future opportunities for longitudinal studies. Note that Christchurch City Councillor Yani Johanson has expressed doubt the target of 20,000 central Christchurch residents will be met by 2028 (Zaki, May 14, 2021). The council estimated there were 7170 central Christchurch residents in June 2020 (Christchurch City Council, 2020).

Given that Tūranga is the largest library in Christchurch City Libraries’ network and is located in Cathedral Square, the central point of Christchurch with significant numbers of retail and office workers, not all customers will reside within the ‘Four Avenues’, the inner-city area of Christchurch. This will necessitate “convenience” and “purposive” strategies when seeking questionnaire participants (Leedy & Ormrod, 2015, p.182,183).

These strategies involved the researcher approaching customers in Cathedral Square, Christchurch, and asking them if they live in the inner city and if they were prepared to participate in a questionnaire.

The researcher considered door-knocking in residential streets within the Four Avenues in Christchurch but preferred the public space of Cathedral Square to ensure ethical safety for the researcher and participants.

The usual resident adult population (aged 18 years and over) of Central Christchurch was 5349 from a total population of 5886 according to the 2018 Census (Statistics NZ, n.d.).



This map (Figure 1) shows the inner-city area of Christchurch. For a larger, more readable map click [here](#).

## 6.2 Data collection

The researcher asked participants the questions in the survey and recorded the answers on the questionnaire sheet assisting the participant where appropriate to guard against “misinterpretation” of the questions (Leedy & Ormrod, 2015, p.160). Sheets were collected and collated after participants completed the questionnaire which reduced the risk of a poor “return rate” (Leedy & Ormrod, 2015, p.160).

The vast majority of the 103 survey forms were completed in the Cathedral Square, central Christchurch, in the same locale as Tūranga, with one form completed in City Mall, near Cashel Street, and another near Riverside Market on The Terrace. The survey was conducted on 12 occasions between April 17, 2021 and May 8, 2021 between 9am and noon or 9am and 5pm.

The researcher’s questionnaire borrowed significantly from Seaton (2010, p.133,134) and Bopape et al (2017, p.7).

### **6.3 Data storage**

The completed forms were placed in folders dated for day of completion and stored with the completed consent forms in a locked filing cabinet in the researcher's home.

Using the IBM SPSS computer program a data set consisting of variables relating to the survey questions was prepared and the survey form data was entered. The researcher entered the data for 59 forms while another researcher, who signed a confidentiality agreement, typed in the data for 44 forms into an Excel spreadsheet. A data guide was provided to the coder with additional information provided on an empty survey sheet marked with numbers that matched codes in the SPSS data set.

The spreadsheet was imported and copied into the researcher's data set which was password-protected. Both researchers wrote participants' comments recorded on the forms in notebooks for future analysis alongside the coded data. The notebooks are stored in a locked filing cabinet.

### **6.4 Assumptions**

The researcher assumed survey participants were acting rationally when making decisions about visiting Tūranga and the activities they engaged in (Seaton, 2010, p.23,24). It was also assumed respondents were able to self-report in a rational manner and explain why they used the library services at Tūranga in a particular way (Seaton, 2010, p.23,24).

### **6.5 Ethical considerations**

An information sheet on the study was provided to participants and the identity of survey participants was not be revealed in the report, ensuring their confidentiality (Seaton, 2010, p.24). Participants completed a signed consent form to confirm the researcher had explained the study to them and they had agreed to participate. The researcher declared to participants that he worked as a librarian at Tūranga and that their answers to the survey questions would not in any way affect their access to services at the library.

Sheets listing support services for individuals distressed by memories stimulated by the survey questions were available but not required by any of the respondents. Likewise, the option of moving to a more private setting such as a study room at Tūranga was not requested by any of the participants.

Permission for the study was granted by the Victoria University of Wellington Human Ethics Committee. Permission to collect data was granted by the manager of Tūranga, Chris Hay, and the manager of Christchurch City Libraries, Carolyn Robertson. Questionnaires and consent forms are stored in a locked filing cabinet in the researcher's home. The consent forms will be destroyed in July while the questionnaires will be destroyed two years after submission of the report.

Another researcher who assisted with coding signed a form declaring that she would only discuss aspects of the study with the researcher. The consent forms were separated from the survey forms coded by the second researcher to ensure only the researcher and his supervisor could have access to the consent forms.

## **6.6 Data analysis**

Questionnaire participants were coded according to demographic data including gender, age and occupation in the SPSS data set. Questionnaire responses were coded according to the "main reason" for visiting Tūranga (Bopape et al, 2017, p.6; Seaton, 2010, p.67-74) and by the number of each variable which related to each survey question.

Codes and their results were tabled and ranked and analysed for patterns of behaviour, including amongst different demographic groups. The results provided a descriptive statistical mix of nominal and ordinal data (Leedy & Ormrod, 2015, p.237). The researcher developed a coding guide (La Pelle, 2004, p.87) for the questionnaire and common themes were recorded from the open questions.

Another researcher coded 44 of the 103 forms, reducing the risk of researcher bias and enhancing interrater reliability (Leedy & Ormrod, 2015, p.313). Both researchers coded under clear definitions to ensure coding consistency (Leedy & Ormrod, 2015, p.313).

The researcher was interested in differences and patterns between the questionnaire's closed and open questions. The results from the questionnaire were assessed under the lens of motivation theory in which a customer's change in behaviour at Tūranga "inferred" motivation to meet a need within that customer (Seaton, 2010, p.16). Customers expressing demand for a service that meets their "needs", "values" and "goals" may increase motivation to visit Tūranga if the library can provide or modify its services in response to that demand (Maxwell, 2008, pp.22-24).

## 7. Limitations

Tūranga is a central Christchurch public library and is the "largest" in the South Island (Christchurch City Council, n.d.). It is expected a significant number of customers will reside outside of the Four Avenues and a "delimitation" of this study is that their preferences will not be collected (Leedy & Ormrod, 2019, p.50). Future studies assessing their needs and comparing them with the information needs of inner-city residents are likely to further enhance the data behind decisions on service delivery at Tūranga.

The study lacks the results of residents who decline to participate in the survey and people disinterested in libraries were possibly more likely to decline to participate than those interested in libraries. For those that did participate the return rate was high as the researcher was present at the time the survey was conducted and collected the completed forms.

Comparison by age group with Census 2018 data suggests the sample is not representative with the middle-aged and older groups strongly represented at the expense of younger inner-city residents. Several factors are likely to influence the sample's weighting with many pedestrians aged under 45 years declaring to the researcher that job commitments meant they did not have time to complete the survey. This helps explain the strong response from retired residents (26.2 percent of sample respondents) who are released from such work pressures.

The researcher is male and aged 51 years during the survey period and it is possible that younger residents may have been more comfortable speaking with a younger person. Another possibility is that a large number of new apartments have been built in the inner city in the last three years that may have contributed to demographic change. Related to this is that the inner-city population was estimated to be 7170 in June 2020 (Christchurch City Council, 2020), an increase of 1284 or 24 percent on the Census 2018 usual resident total (Statistics NZ, n.d.).

“Limitations” may exist in the survey forms and qualitative data where respondents offer an answer but change their mind at a later date (Leedy & Ormrod, 2019, p.51). On occasion respondents may not offer an “ultimate truth” (Leedy & Ormrod, 2019, p.356) but the researcher can mitigate this by being alert to “contradictions” (Leedy & Ormrod, 2019, p.350). Responses were only sought from adults aged 18 years and over because the researcher is interested in the motivations behind library use in an “adult population” and surveying adults avoids the “complexity” of requiring consent from parents (Seaton, 2010, pp.22-23).

## **8. Statistical analysis**

### **8.1 Setting the scene**

From the completed survey forms emerges a picture of library usage at Tūranga by 103 members of Christchurch’s inner-city community. The sample had a close to 50/50 gender split (50 men, 52 women with one missing value) but a comparison with Census 2018 usual resident data for central Christchurch (Statistics NZ, n.d.) indicates the older age groups have strong representation in the sample as Table 1 indicates.

**Sample and Census 2018 comparison**

		Sample %	Census 2018 %
Age of subject	18-24	8.7	19.4
	25-34	15.5	36.2
	35-44	11.7	13.6
	45-54	16.5	9.9
	55-64	25.2	9.1
	Over 65	22.3	11.7

Table 1

Respondents reported a high attendance rate: 95.1 percent have visited Tūranga at least once with women recording a slightly higher count as Table 2 displays. For many respondents the visit came in the last week or less (69.8 percent) with the high rate for today (29.2 percent) partly explained by the fact that the vast majority of survey forms (101 of 103) were completed in Cathedral Square, where Tūranga is located (see Table 3).

**Gender of subject and Has customer visited Tūranga?**

		Has customer visited Tūranga?		Total
		Yes	No	
Gender of subject	Male	47	3	50
	Female	50	2	52
	Total	97	5	102

Table 2

***Gender of subject and How long ago was the subject's visit to Tūranga?***

		How long ago was the subject's visit to Tūranga?						
		Today	Yesterday	In last week	In last two weeks	In last month	In last six months	In last year
Gender of subject	Male	17	9	9	3	4	5	0
	Female	11	6	15	7	4	4	2
Total		28	15	24	10	8	9	2

Table 3

A significant proportion visit the central Christchurch library weekly or more (51 or 49.5 percent). There were 13 entries under the “How often does subject visit-Other” category with two respondents indicating fortnightly, another six visited every 2-3 months and two more visited twice a year (see Table 4). Table 5 features a cross-tabulation between the respondents’ age groups and frequency of visit data and suggests patronage is dominated by older age groups. But this finding must be moderated against the fact that the middle-aged and older age groups are strongly represented in the sample as the frequency data in Table 6 shows.

***Gender of subject and How often does subject visit Tūranga?***

		How often does subject visit Tūranga?				Total
		Several times a week	Weekly	Monthly	Yearly	
Gender of subject	Male	7	21	8	3	39
	Female	7	16	17	2	42
Total		14	37	25	5	81

Table 4

**Age of subject and How often does subject visit Tūranga?**

	How often does subject visit Tūranga?				Total	
	Several times a week	Weekly	Monthly	Yearly		
18-24	0	1	2	3	6	
25-34	2	6	4	0	12	
Age of subject	35-44	2	6	3	0	11
	45-54	4	7	6	0	17
	55-64	5	9	5	0	19
	Over 65	1	8	6	2	17
Total	14	37	26	5	82	

Table 5

**Age of subject (counts descending)**

	N	%
55-64	26	25.2%
Over 65	23	22.3%
45-54	17	16.5%
25-34	16	15.5%
35-44	12	11.7%
18-24	9	8.7%

Table 6

With higher representation in the older age groups, it is no surprise that “Retired” is the biggest occupational group in the sample as well. The “information industry” was also well represented and this category included data analysts, consultants, web designers and librarians (see Table 7). Combining age groups with occupation reveal significant counts of unemployed in the 25-34 and 45-54 age groups and students in the 18-24 and 45-54 age groups (see Table 8).

***Occupation of subject frequencies***

	Frequency	Percent	Valid Percent	Cumulative Percent
Retired	27	26.2	26.2	26.2
Information industry	12	11.7	11.7	37.9
Unemployed	11	10.7	10.7	48.5
Health industry	8	7.8	7.8	56.3
Student	8	7.8	7.8	64.1
Industrial	6	5.8	5.8	69.9
Hospitality	6	5.8	5.8	75.7
Arts	6	5.8	5.8	81.6
Carer	5	4.9	4.9	86.4
Administration	3	2.9	2.9	89.3
Education	3	2.9	2.9	92.2
Legal industry	2	1.9	1.9	94.2
Sales	2	1.9	1.9	96.1
Property industry	2	1.9	1.9	98.1
Self- employed	1	1.0	1.0	99.0
Service industry	1	1.0	1.0	100.0
Valid Scores	Total	103	100.0	100.0

Table 7

**Occupation of subject and Age of subject**

	Age of subject						Total
	18-24	25-34	35-44	45-54	55-64	Over 65	
Carer	1	2	0	0	2	0	5
Industrial	0	1	1	2	2	0	6
Health industry	0	1	0	1	6	0	8
Legal industry	0	2	0	0	0	0	2
Sales	0	0	0	1	0	1	2
Administration	0	1	0	1	1	0	3
Student	3	1	1	3	0	0	8
Unemployed	1	4	1	4	1	0	11
Retired	0	0	0	0	6	21	27
Hospitality	2	1	1	1	1	0	6
Information industry	1	2	5	1	3	0	12
Arts	1	0	1	1	3	0	6
Education	0	0	1	1	0	1	3
Property industry	0	1	0	0	1	0	2
Self-employed	0	0	0	1	0	0	1
Service industry	0	0	1	0	0	0	1
Total	9	16	12	17	26	23	103

Table 8

The strong result in the “Main reason for visiting” data of borrowing and returning books and magazines suggests this remains the core activity at Tūranga according to this survey’s results and is demonstrated by the pie chart below. Related to this activity, a high proportion of respondents, 82 of 103 or 79.6 percent, had library cards.

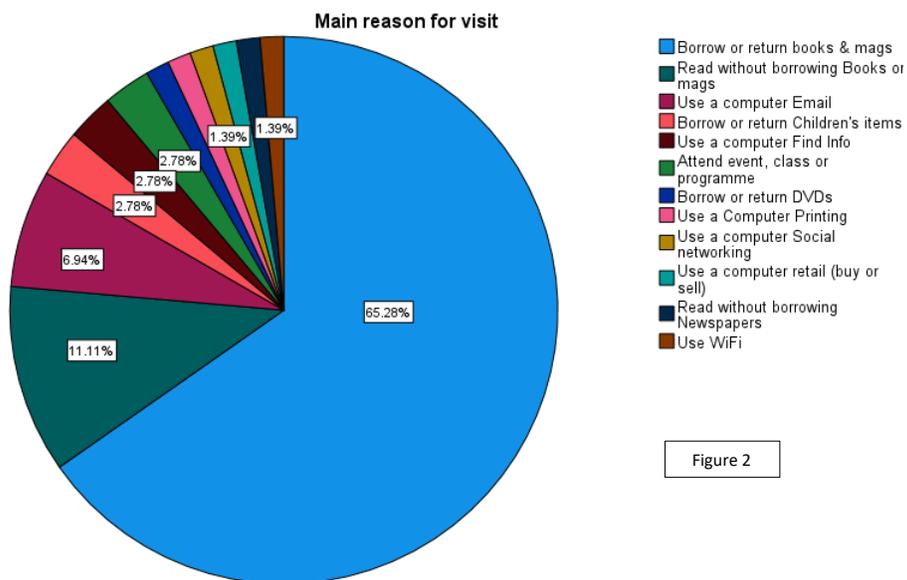


Figure 2

“Other” main reasons for visiting Tūranga included study or working, entertaining children or showing visitors the library, paying library fees, vote in an election, look at microfiche or use the toilet. Over half of the respondents (55) reported engaging in more than one activity at the library with 11 users of public computers performing several tasks at Tūranga such as checking emails, scanning and/or printing documents, social networking, looking for information and/or jobs and gaming. Other secondary activities included going to the café, playing the guitar, enjoying the balcony view, booking studio time and looking at displays.

## 8.2 A new library in Christchurch's core

Tūranga opened on October 18, 2018 and survey respondents indicate that it has established itself in Cathedral Square with 98 from 103 respondents having visited the central Christchurch library at least once and nearly half recording that they visit the library at least once a week (See Tables 2,3,4).

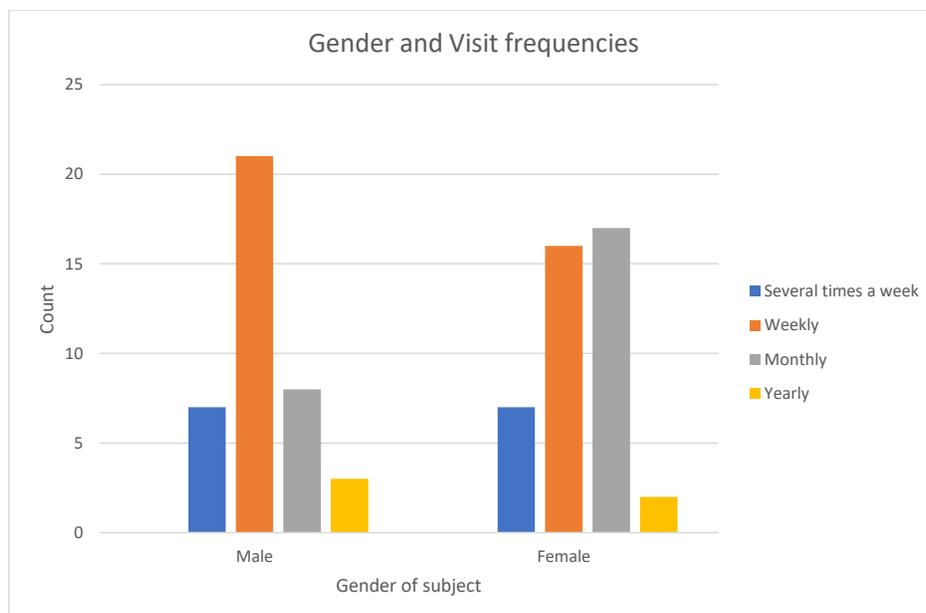


Figure 3

The above bar chart (Figure 3) indicates regular visits to Tūranga by the majority of respondents. Note the high count of men, 21 from 103 respondents or 20.3 percent, who said they visited weekly. The core activity recorded is borrowing and returning items (Figure 2) and a significant number of respondents are engaging in multiple activities at the library. Comments from respondents that Tūranga offers “a rich source of information” with “great collections” and the core activity suggest Tūranga is providing

equity of access to information and skills that enable residents to participate in society (Christchurch City Council, 2017, p.1).

Other respondents commented that Tūranga has a “lovely, vibrant atmosphere” and “it’s a great place to visit and browse and a place to meet and engage in a community-focused setting”. This suggests Tūranga is succeeding in providing a safe place of community warmth for its residents and meeting the Christchurch City Libraries’ outcome to help foster strong “social networks” (Christchurch City Libraries, 2017, p.1). The sample respondents’ strong use of Tūranga and their comments suggest a growing sense of community at the library, largely fueled by the equitable access to rich and varied “sources of information”, according to a respondent.

Increased use by the unemployed in the last six months demonstrates that Tūranga is a haven for low-income and vulnerable people, particularly in the wake of Covid-19, and is further illustrated by a survey participant:

Best place to go. Lost job coz[sic] of Covid. Lost my house so the library is basically my home now. (Survey respondent who sleeps in a vehicle)

These results and comments offer evidence that Tūranga is a “catalyst” for regeneration (Scott, 2011, p.221) and a source of “community resilience” (Finch & Moody, 2020, p.34) in the heart of Christchurch, a city that suffered a series of destructive earthquakes a decade ago, major fires in the Port Hills in 2017 and multiple shootings at two city mosques in 2019.

### **8.3 Survey sample**

Characteristics of the sample taken from central Christchurch residents include that it has a close to even gender split but strong representation in the older age groups resulted in younger people being under represented when compared to Census 2018 usual resident data (Table 1).

The sample’s unemployed consisted of seven men and four women which was 10.6 percent of the sample, a considerably higher proportion than the national rate of 4.7 percent. Two factors could play a part in this difference. The first is that the researcher

did not differentiate with other benefits so it is possible receivers of other benefits such as the sickness benefit ticked the unemployed box. Another influence could be that the unemployed homeless who sleep in shelters in the inner city sometimes congregate in Cathedral Square. This might contribute to the reason more unemployed males than unemployed females participated as no female participants indicated they were homeless but a few males did. It is possible that a homeless female might feel vulnerable and uncomfortable in talking to a middle-aged male researcher and decline the offer to participate in a survey discussing library use and the impacts of Covid-19.

**8.4 Assessing library use**

The thrust of this research is to investigate changes in demand for services at Tūranga in the wake of New Zealand’s Covid lockdown in 2020. A lack of previous literature on pandemics and the impact on library use and the disruption of library usage statistics by the lockdown makes finding a benchmark for formal hypothesis testing problematic.

However, the researcher used the survey’s tenth question (Have the impacts of Covid changed how you use the library?) to construct a simple hypothesis, that ‘The Covid-19 lockdown in 2020, has not had a lasting impact on demand for services at Tūranga’. The null hypothesis is that the lockdown has had a lasting impact on demand for services at Tūranga. The survey results from the tenth question were compared against age groups and used to test the hypothesis. The table below details the results.

*Age groups and Covid impact on library use*

	Covid change library usage			Total
	Yes	No		
	18-24	0	9	
25-34	7	9	16	
Age of subject	35-44	3	9	12
	45-54	7	10	17
	55-64	7	19	26
	Over 65	8	15	23
Total	32	71	103	

Table 9

The hypothesis is proved for the 18-24 years age group as none of the younger respondents believed that Covid had impacted their usage of Tūranga. But significant numbers of respondents in the other age groups reported that Covid had affected their library usage at Tūranga with strong minorities recorded in the 25-34 (43.8 percent), 45-54 (41.2 percent) and the over 65 (34.8 percent) age groups. In total 32 respondents, or just under one-third of respondents said Covid had changed their library usage at Tūranga, effectively rejecting the hypothesis and confirming the null hypothesis.

The researcher was interested to see if there was a relationship between gender and Covid impacts on library usage and used a cross-tabulation function to compare the Covid impacts on library usage and gender data. The table below details the results.

***Gender and Covid impact on library use***

		Covid change library		Total
		usage		
		Yes	No	
Gender of	Male	20	30	50
subject	Female	12	40	52
Total		32	70	102

Table 10

A higher proportion of males, 40 percent, said Covid did impact their library usage than women, 23.1 percent. Note there is one missing score reducing the total to 102 from the 103 survey respondents. A chi-square test (see Table 11) revealed a result that was above 0.05 percent but below the minimum convention of 1 percent for rejecting the hypothesis that there was no relationship between gender and Covid impacts on library usage.

**Chi-Square test for Gender and Covid  
impact on library use**

	Value	Df	Asymptotic Significance
Pearson Chi-Square	3.391 <sup>a</sup>	1	0.066
N of Valid Cases	102		

a. 0 cells (0.0%) have expected count less than 5.  
The minimum expected count is 15.69.

Table 11

To investigate the possibility that Covid had affected library usage amongst the unemployed a cross-tabulation function was employed between Covid impacts on library usage and unemployed respondents. Five out of 11 or 45.5 percent of unemployed respondents said Covid had impacted their library usage which was a higher proportion than the total score of 31 against 103 respondents or 30.1 percent.

A variable for unemployed was created and compared against the Covid impacts library usage data and the Chi-square test results were less than 0.05 percent indicating there might be a relationship between the unemployed respondents and how Covid impacted library usage at Tūranga (see Table 12). But a cross-tabulation Chi-square test returned a p-value of 0.275 which failed to prove the null hypothesis that there was a relationship between unemployed respondents and Covid impacts on library use (see Table 13).

**Chi-Square test for Unemployed and  
Covid impact on library use**

	Unemployed	Covid change library usage
Chi- Square	63.699 <sup>a</sup>	14.767 <sup>a</sup>
Df	1	1
Asymp. Sig.	0.000	0.000

Table 12

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 51.5.

***Chi-Square test for Unemployed and Covid impact on library use***

	Value	Df	Asymptotic Significance
Pearson Chi-Square	1.190 <sup>a</sup>	1	0.275
N of Valid Cases	103		

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.42.

Table 13

Cross-tabulation Chi-square tests compared gender and the library use measure (Has a subject's library use increased, decreased or remained the same in the last six months?) and unemployed and the library use measure. The Chi-square result for the gender and library use variables failed to disprove the hypothesis ( $\chi^2(1, n=101)=1.457, p=.483$ ) but the test involving unemployed respondents and library use ( $\chi^2(2, n=102)=5.139, p=.077$ ) disproved the hypothesis within the convention of .1. The Cramer's V effect was .224 for the relationship between the unemployed and the library use variables.

A significant number of respondents reported that their use of the library had increased in the last six months which could appear contradictory to 2019 activity statistics for Tūranga (see Table 14). This will be explored further in the 'Voices from the sample' sections of this report. Table 15 shows that a majority of unemployed respondents reported their use of the library had increased in the last six months while a minority of those employed or retired increased their use in the last six months. This indicates economic motivations behind library use borne out by some respondents' comments (see Voices from the sample sections).

***Gender of subject and Library use in last 6 months***

		Library usage measure			Total
		Increased	Decreased	Remained the same	
Gender of subject	Male	18	6	26	50
	Female	17	3	31	51
Total		35	9	57	101

Table 14

***Unemployed and Library use in last 6 months***

		Library usage measure			Total
		Increased	Decreased	Remained the same	
Unemployed	Yes	7	0	4	11
	No	28	10	53	91
Total		35	10	57	102

Table 15

During 2020's nationwide lockdown there was an increase in online activity reported by 59 or 57.3 percent of respondents. Twenty-nine respondents or 28.2 percent said their increased rates of online activity had remained after the lockdown was lifted. About one-third of respondents (33) indicated they used an offering on the Christchurch City Libraries' website during the lockdown. Table 16 shows online information and ebooks were most popular with 10 respondents indicating they used two resources presented on the website.

***Christchurch City Libraries' website  
use during lockdown***

	N
Online information sources	16
Ebooks	13
Online Movies	9
Online Magazines	4
Virtual storytimes	1
Missing	70

Table 16

A table displaying activities not done by respondents and grouped by age revealed a high count, particularly in the 55-64 age group, not attending a class, event or programme at Tūranga in the last year. Yet there is strong demand for events (see Tables 18,19,20,29,30).

**Age of subject and Activities not done in the last year**

	Activities not done at Tūranga in the last year					Total
	Borrow an item	Use a computer	Attend a class, event or programme	Seek information	Use wireless internet	
18-24	6	5	8	4	3	26
25-34	8	9	10	3	6	36
35-44	6	5	9	0	4	24
45-54	4	7	9	2	8	30
55-64	9	11	18	7	10	55
Over 65	5	14	18	7	19	63
Total	38	51	72	23	50	234

Table 17

### 8.5 Assessing demand

Cross-tabulation for the occupation of subjects with responses to the 'Attractions' question (What would attract you to the library?) revealed that "Community events" was the most supported category followed by "More technology", "Fun activities" and "New collection" (see Table 18).

**Occupation and Attractions to Tūranga**

		Attractions to Tūranga					Total	
		Career guidance	Community events	New collection	More health info	Fun activities		More technology
	Carer	3	1	0	0	3	1	7
	Industrial	1	3	1	2	2	0	9
	Health industry	0	4	1	0	1	1	7
	Legal industry	0	2	0	0	0	2	4
	Sales	0	2	0	1	1	0	4
	Admin.	0	2	0	0	2	2	6
	Student	2	2	2	3	3	2	14
	Unemployed	2	2	2	0	2	0	8
Occupation of subject	Retired	0	9	10	3	3	6	31
	Hospitality	0	1	1	0	3	2	7
	Information industry	2	5	1	1	2	3	14
	Arts	0	0	2	0	0	2	4
	Education	0	1	1	0	0	2	4
	Property industry	0	1	0	0	0	0	1
	Self-employed	0	1	0	0	0	1	3
	Service industry	0	0	1	0	0	0	1
	Total	10	36	22	10	22	24	124

Table 18

Amongst the occupations, the most preferences came from those retired followed by students and the information industry although these totals are mitigated by the fact that the biggest group of responders by occupation were “Retired” followed by “Information industry” and “Unemployed” (see Table 6). “Community events” were the most popular attractions followed by “More technology” with “New collection” and “Fun activities” tied for third. “Career guidance” was popular amongst carers, students and the unemployed.

Despite the world being afflicted by a pandemic there was not a heavy demand for more health information.

Cross-tabulations with the “attractions” responses were also performed against gender and age group demographic information. Both genders expressed strong support for “Community events” while twice as many men as women wanted “More technology” while twice as many women as men supported more “Fun activities” (see Table 19).

**Gender of subject and Attractions to Tūranga**

		Attractions to Tūranga						Total
		Career guidance	Community events	New collection	More health info	Fun activities	More technology	
Gender of subject	Male	6	19	9	4	7	16	61
	Female	4	17	13	6	15	8	63
Total		10	36	22	10	22	24	124

Table 19

The cross-tabulation for age and “attractions” demonstrates a lack of demand for health information in younger people and a strong interest in community events in older people, particularly the 55-64 years age group. The age group with the largest interest in “career guidance” was the 45-54 years group (see Table 20).

**Age of subject and Attractions to Tūranga**

	Attractions to Tūranga						Total
	Career guidance	Community events	New collection	More health info	Fun activities	More technology	
18-24	1	2	2	0	3	6	14
25-34	2	3	2	0	7	5	19
35-44	2	5	2	0	3	3	15
45-54	3	5	5	2	5	3	23
55-64	2	13	8	6	2	3	34
Over 65	0	8	3	2	2	4	19
Total	10	36	22	10	22	24	124

Table 20

The “Other Attractions” category had 23 responses and included expert or community speakers, hobby events, technology lessons, walking events, more duplicates of classic works and movie nights. The “Nothing-Attractions” category had 10 responses where respondents indicated they had no suggestions and/or were satisfied with the offerings at Tūranga.

Respondents were asked to rank their information needs in the last month by indicating how many times they sought different types of information. The 55-64 age group had the highest number seeking business and career information but note the 25-34 age group had only one less preference for business or career information from fewer survey participants (the 25-34 age group had 16 individuals take part in the survey while the 55-64 age group had 26 respondents; see Table 21).

**Age of subject and Information needs (Business or Career)**

	What kind of information (Business or Career)				Total
	Several times a day	Once a day	Once a week	Once a month	
18-24	1	2	2	2	7
25-34	1	2	3	3	9
35-44	2	1	5	0	8
45-54	0	2	3	1	6
55-64	2	2	4	2	10
Over 65	0	0	0	1	1
Total	6	9	17	9	41

Table 21

The technology table (22) reveals more interest from the younger age groups including the 25-34 years age group and the 45-54 years age group. The latter group also showed significant engagement with education as the next table demonstrates.

The education table (23) indicates consistent interest across many of the age groups with five respondents from the 18-24 age group selecting the “several times a day” option. Note also strong results from the 35-44 and 45-54 age groups.

The “Entertainment” category (Table 24) with a total of 56 scores was the most popular across the age groups with most preferences entered as once a week or more. The strongest results came from the middle-aged and older age groups.

**Age of subject and Information needs (Technology)**

	What kind of information (Technology)				Total
	Several times a day	Once a day	Once a week	Once a month	
18-24	1	0	4	4	9
25-34	3	1	4	2	10
35-44	2	3	1	0	6
45-54	1	0	5	3	9
55-64	1	3	2	1	7
Over 65	1	2	2	1	6
Total	9	9	18	11	47

Table 22

**Age of subject and Information needs (Education)**

	What kind of information (Education)				Total
	Several times a day	Once a day	Once a week	Once a month	
18-24	5	0	2	2	9
25-34	1	1	0	3	5
35-44	0	2	5	3	10
45-54	2	2	3	2	9
55-64	2	1	1	3	7
Over 65	0	2	1	1	4
Total	10	8	12	14	44

Table 23

**Age of subject and Information needs (Entertainment/recreation)**

	What kind of information (Entertain/recreation)				Total
	Several times a day	Once a day	Once a week	Once a month	
18-24	4	2	0	1	7
25-34	2	1	5	0	8
35-44	2	3	2	0	7
45-54	1	3	4	3	11
55-64	1	3	9	0	13
Over 65	4	2	3	1	10
Total	14	14	23	5	56

Table 24

The highest count for health information (Table 25) was recorded in the 55-64 years age group with a relatively high count in the 18-24 years age group given its low representation in the sample. The younger age groups expressed low demand for health information from Tūranga suggesting they are sourcing their health information needs elsewhere. The 55-64 years age group registered the highest counts for seeking health information.

Community/local news (Table 26) had strong interest recorded across the age groups with “several times a day” and “once a day” selected 16 and 18 times respectively. The 55-64 years age group recorded the most interest in community and local news although this is mitigated by that age group having the highest representation in the sample.

Demand for finance information (Table 27) was lower with fewer counts overall and a majority concentrated in the weekly and monthly frequencies. Legal matters (Table 28) had the lowest total count and a large majority in the monthly frequency. The strongest

interest coming from the 55-64 age group although that group, with 25.2 percent, has the highest representation in the sample.

**Age of subject and What kind of information (Health)**

	What kind of information (Health)				Total
	Several times a day	Once a day	Once a week	Once a month	
18-24	1	0	5	2	8
25-34	2	1	3	1	7
35-44	0	1	1	2	4
45-54	2	3	1	1	7
55-64	1	3	5	2	11
Over 65	1	0	4	1	6
Total	7	8	19	9	43

Table 25

**Age of subject and What kind of information (Community/local news)**

	What kind of information (Community/local news)				Total
	Several times a day	Once a day	Once a week	Once a month	
18-24	1	1	2	2	6
25-34	2	3	1	0	6
35-44	1	4	1	1	7
45-54	4	2	0	1	7
55-64	3	7	4	2	16
Over 65	5	1	3	0	9
Total	16	18	11	6	51

Table 26

**Age of subject and What kind of information (Finance)**

	What kind of information (Finance)				Total
	Several times a day	Once a day	Once a week	Once a month	
18-24	1	1	0	3	5
25-34	0	2	3	1	6
35-44	0	2	1	2	5
45-54	0	1	0	3	4
55-64	2	1	2	2	7
Over 65	1	1	3	1	6
Total	4	8	9	12	33

Table 27

**Age of subject and What kind of information (Legal matters)**

	What kind of information (Legal matters)				Total
	Several times a day	Once a day	Once a week	Once a month	
18-24	0	0	0	4	4
25-34	2	0	0	4	6
35-44	0	1	0	3	4
45-54	0	0	0	3	3
55-64	3	1	2	3	9
Over 65	0	1	0	2	3
Total	5	3	2	19	29

Table 28

When asked if they would use certain community services at Tūranga, both male and female respondents displayed strong support for “Community information/noticeboard” (see Table 29). Nearly twice as many women said they would attend a “Health and fitness session” than men. Further analysis showed 11 of 17 women in the 55-64 age group were interested in health and fitness sessions at Tūranga.

**Gender of subject and Community services at Tūranga**

		Community services at Tūranga				Total
		Health and fitness sessions	Community meetings	Justice of the Peace clinic	Community information/noticeboard	
Gender of subject	Male	15	16	18	27	76
	Female	27	19	29	26	101
Total		42	35	47	53	177

Table 29

The 55-64 age group showed a strong appetite for community services, topping the counts for all of the options listed, often by a substantial margin, even when moderated by the fact that their group had the most participants (26 of 103 or 25.2 percent) in the survey (see Table 30). This was an interesting result given that community events figured prominently in activities not done by respondents in the last year at Tūranga suggesting an unmet demand.

**Age of subject and Community services at Tūranga**

	Community services at Tūranga				Total
	Health and fitness sessions	Community meetings	Justice of the Peace clinic	Community information/noticeboard	
18-24	2	1	5	5	13
25-34	9	5	6	5	25
35-44	6	5	5	9	25
45-54	5	5	6	7	23
55-64	14	12	16	15	57
Over 65	6	7	9	12	34
Total	42	35	47	53	177

Table 30

### 8.6 Findings

Key findings from the statistical analysis include:

- Tūranga enjoys strong patronage from the sample
- Borrowing and returning is the core activity
- Middle-aged and older people are strongly represented in the sample
- Covid affected library usage in most age groups and men more than women
- Library usage increased for the unemployed in the last six months
- Two key age groups for the unemployed, students, education and career guidance are 25-34 and 45-54
- Online activity increased during the lockdown and for some this heightened activity has remained
- There is strong demand for community events but many respondents have not attended such an event at Tūranga in the last year
- There is strong support for more community information and/or a noticeboard

- There is strong female support for health and fitness sessions at Tūranga, especially in the 55-64 age group

## 9. Voices from the sample – Library use

In the 'Voices from the sample' sections, the quantitative results are further explored and qualitative comments written by respondents on the survey sheets are added to the quantitative findings in order to add context and consolidate those findings.

### Impacts of Covid

The sample respondents report a high rate of use by the measure of regular visits and the core activity remains borrowing and returning items (Tables 2,3,4; Figures 2,3). Library activity statistics for Tūranga demonstrate a reduction in activity with 81,243 visitors per month visiting the library in 2019 and this was to understandably diminish during the lockdown. But a drop in activity is apparent months after the lockdown was lifted in May 2020. For the six-month period October 2020-March 2021 the monthly average foot count is only at 50,822. Similarly, items issued at Tūranga averaged 36,900 in 2019 but dropped to 31,337 a month from October 2020-March 2021 (Christchurch City Libraries, March 2021).

However, a majority of sample respondents reported their library usage at Tūranga had increased in the last six months or had remained the same. The bar chart (Figure 4) shows the breakdown across the three responses. A possible explanation is that the respondents are reporting increased use from a lower base as New Zealand had only emerged from its national lockdown about 12 months before the survey was conducted.

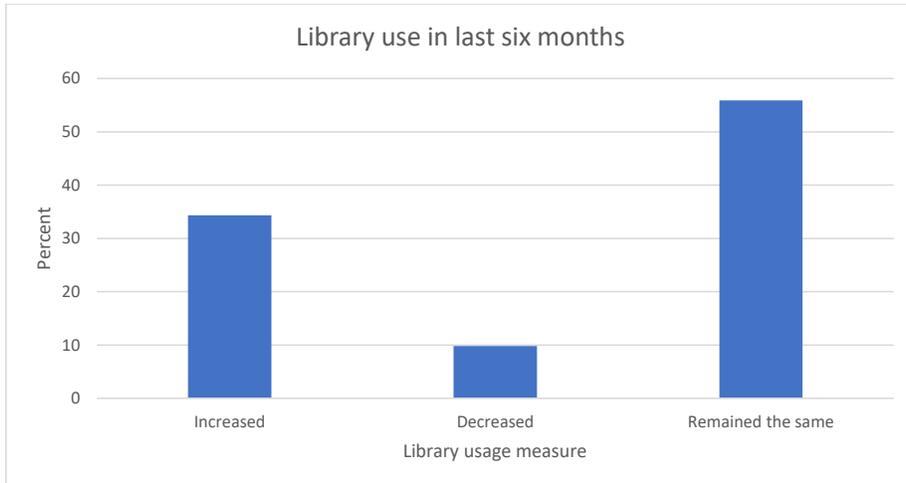


Figure 4

It is also possible that Tūranga patronage by inner-city residents is recovering more quickly than patronage from greater Christchurch or that some survey respondents over-estimated their use of the library. Among those that reported decreased use of Tūranga in the last six months were three who did “social distancing”, one avoided “crowded spaces” and another “worried about catching the virus”.

Unemployed respondents reported increased use of Tūranga in the last six months (Table 15) and most age groups said that Covid had impacted their use of the library (Table 9). The bar chart below (Figure 5) shows that a significant proportion of men felt Covid had impacted their library use more than women.

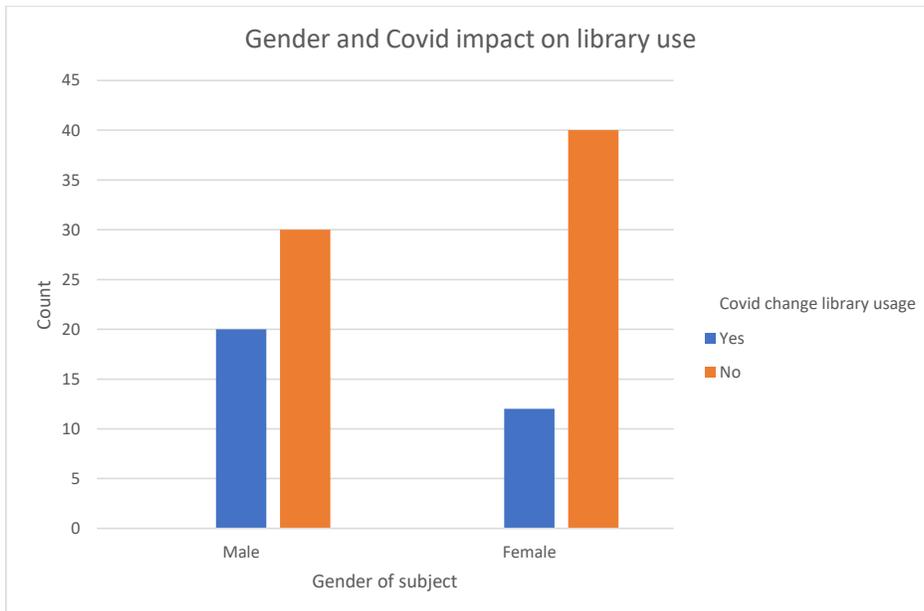


Figure 5

Respondents were invited to elaborate on how Covid had impacted their library use or why their library use had increased or decreased in the last six months, providing some qualitative detail that consolidated the quantitative data. A respondent said he had “lost [his] job” and went to the library to “look for work” while another unemployed respondent said she often used the public computers. The post-Covid struggle for the unemployed was illustrated by another participant’s comment: “Covid: hard to find job”. A respondent said she went to the library because she did not have “Internet access at the flat” while another said his increased library use was down to “doing more research into technology”, suggesting Tūranga was helping to bridge the “digital divide” (Kinney, 2010, p.106).

### 9.2 Digital divide and online activity

There is a risk the digital divide may widen without sufficient provision of publicly available technology after a significant proportion of respondents, 57.3 percent, reported increased online activity and 28.2 percent said their higher levels of online engagement

had remained post-lockdown. During lockdown 41.7 percent of respondents reported using the Christchurch City Libraries' website (Table 16) with two saying they increased their use of ebooks but another said post-lockdown she had increased her borrowing of hard-copy books because she "doesn't like ebooks".

Activity statistics for Christchurch City Libraries show that during the lockdown digital downloads hit a height of 107,737 in May and similar increases in digital use were reported by libraries in countries including Britain, Ireland, the United States and Australia (Guardian, December 4, 2020; Goddard, December 2020; Ring, April 17, 2020; Australian Library and Information Association, 2020, p.2). In keeping with a minority of sample respondents, Christchurch City Libraries statistics suggest that a residual amount of increased online activity has survived the lifting of the nationwide lockdown. Post-lockdown digital downloads averaged 75,184 a month from July 2020-March 2021, a 3.7 percent increase on the average, 72,475, for July 2019-2020 (Christchurch City Libraries, March 2021).

### **9.3 Free and low-cost motivations**

Free and low-cost motivations also figured with one respondent saying he increased his use because "I got sick of buying comics" with three respondents saying they were using Tūranga more because they had increased their reading and one adding, "therefore [I] require more books". The lockdown had stimulated an active borrower who said she was "getting out slightly more books" to prevent being caught short by a future lockdown. There was potential for two respondents to become "switched-on borrowers" as they indicated they intended to sign up for a library card (Seaton, 2010, p.117).

### **9.4 Library as a safe haven**

Tūranga was also seen as a place to "relax" with five respondents going to enjoy the view from a balcony or show to visitors. One respondent said he was using Tūranga more because his employer was allowing him to work "out of the office" more after the lockdown. The central Christchurch library was a safe "haven" (Farmer in Halsted et al, 2014, p.3) for the vulnerable as identified by the earlier quoted unemployed respondent who regards it "as basically my home now".

## **9.5 Community events**

Activities not done (Table 17) revealed most respondents had not attended an event, class or programme in the last year despite many respondents, especially those in the older age groups, expressing interest in these offerings (Tables 18,19,29,30).

# **10. Voices from the sample – Assessing demand**

## **10.1 Entertainment and employment**

The information tables (Tables 21-28) provide a snapshot of respondents' information seeking in the month preceding the period of the survey being conducted in central Christchurch. The period of the survey was April 17-May 8, 2021. "Entertainment" (Table 24) attracted the most responses and considered with solid support for "Fun activities" in the "attractions" tables (Tables 18,19), the sample indicates that Tūranga users will be attracted to activities that are enjoyable. More women than men supported fun activities (Table 19), with some indicating their motivation was to entertain children.

Solid totals in the business-career and education tables (Tables 21,23) and support for career guidance in the occupations-attractions table (Table 18), particularly from the unemployed and students, indicates interest from those seeking work (and/or in tertiary study and/or training) in services that support their endeavours to find a job and build a satisfying career. One unemployed respondent commented that he would appreciate a literacy and numeracy course and health and safety information as he sought work in the construction industry.

## **10.2 Technology and the digital society**

A few respondents' comments expressed support for technology lessons with one lamenting the loss of the 'tech drop-in' service at Tūranga and the 25-34 and 45-54 age groups' engagement with technology (Table 22) suggests a digital component, particularly with job seekers in those age demographics. Three male respondents expressed an interest in Virtual Reality sessions at Tūranga and seven respondents

wanted technology lessons in computers and associated software, tablets and smartphones. Twenty-nine participants or 28.2 percent reported that their heightened online activity has remained post-lockdown, indicating that some inner-city residents are engaging more with New Zealand's digital society and others are seeking the expertise to enhance their digital interactions. There could be a gender component to this preference with men recording more interest in technology than women (Table 22).

### **10.3 Health and Covid-19**

Information seeking for health (see Table 25) did not appear as high as might have been anticipated given the world is suffering from a global pandemic but this might be a reflection that New Zealand's population and economy has not suffered to the extent of some of its trading partners such as many nations in Europe and the United States of America. Sample respondents may also be satisfied with the government's messaging from the multi-media 'Unite against Covid-19' campaign and health professionals who are incidentally well represented in the sample, probably because Christchurch Hospital, the South Island's largest tertiary hospital is located in the inner city (Canterbury District Health Board, April 28, 2021).

### **10.4 Finance and legal information**

The lowest counts for information seeking were for financial or legal information (Tables 27,28) which suggests there is not great demand for this information although one respondent suggested a "legal clinic" be established at Tūranga in response to the "Would you use these community services if offered at Tūranga?" question.

### **10.5 Community services**

Solid counts in the community/local news table (Table 26), particularly in the "daily" and "several times daily" frequencies suggest strong activity amongst respondents wishing to find more about their community. One respondent who was a recent arrival said she had increased her use of Tūranga in the last six months because she wanted to "find [out] more about Christchurch city". The strongest preference in response to the community services question (Tables 29,30) was for "Community information/noticeboard" but there was also strong support for community events, a

Justice of the Peace clinic and health and fitness sessions. Women aged 55-64 expressed particularly strong support for health and fitness sessions and men and women of that age group were also keen on community events.

Given the strong support for community events in the “attractions” and “community services” tables (Tables 18-20,29,30) it was noticeable that the highest count for activities not done at Tūranga in the last year (Table 17) was attending an “event, class or programme” suggesting an unmet demand. This was confirmed by responses from the 55-64 and over 65 age groups with 18 each declaring they had not attended an event in the last year (Table 17) yet it was these two age groups that registered such strong support for community events (Tables 17,30).

## **11. Discussion**

### **11.1 Economic motivations**

Seaton found significant numbers of participants from his sample had “economic motivation for their increased” library usage (2010, p.114). He reported that 22.5 percent of his respondents said the economic recession afflicting Christchurch 10 years ago influenced their use of the library (Seaton, 2010, p.115) and the unemployed were more likely to identify economic recession as an influence on their library use (Seaton, 2010, p.116). Seaton’s unemployed respondents indicated that they used the library more frequently as a place to look for jobs, check emails and “hang out” or “kill time” (2010, p.115).

These are similar findings to this survey’s findings that:

- The unemployed increased their use of the library in the last six months
- They engage in several activities at the library, one respondent made unemployed and homeless post-Covid views Tūranga as his “home”
- A proportion of respondents said the impacts of Covid had influenced their use of the library

Among the key differences between this survey and Seaton's research is that the context for the South Island city has changed considerably. Since Seaton's study Christchurch suffered from earthquakes in 2011, the Port Hills fires in 2017, multiple shootings at two city mosques in 2019 and the Covid pandemic and resulting lockdown in 2020.

While the Covid pandemic has caused a recession worldwide it is arguably more wide-ranging than the 2007-2008 global financial crisis that triggered the recession in New Zealand as it directly threatened the health and lives of individuals and their families as well as causing economic hardship. Christchurch has been rebuilding since 2011 and this process is continuing, producing varied and considerable challenges for the residents. It has also affected cultural diversity with the influx of overseas workers participating in the post-quake rebuild (Pickles, 2016, p.37).

Seaton also analysed patronage at Central, Hornby, South and New Brighton libraries while this study focused on library use at Tūranga in Cathedral Square, the library which replaced the quake-hit and demolished Central Library on Gloucester Street. Differences in location, population and demographics changes wrought by the earthquakes, perceived availability of car parking and that Tūranga is new with more technological offerings and a wider range of community spaces present important contextual differences and possible changes in patronage.

A relationship was established between the recession in 2009 and the "switched-on user", the individual who was not a library user before the recession's economic motivations prompted the individual to explore and consequently use the library's services (Seaton, 2010, p.117). While this study indicated this possibility with the odd comment from respondents this relationship was not formally established. Further research using interviews, which Seaton embarked on, may establish the existence of switched-on users and the relationship between them, economic motivations and the Covid recession. Despite the significant differences between the two studies, the notable convergence in findings strongly suggest that a relationship between library use and economic motivation does exist, particularly during time of recession.

### **11.2 Free and low-cost motivations revisited**

Similarly, Child & Goulding found library use increased in the Midlands, England, during the 2009 recession. By analysing library usage data and interviewing library staff the researchers revealed “free and low-cost motivations” (Child & Goulding, 2012, p.642) amongst library users and increased demand for job seeking and career guidance services (Child & Goulding, 2012, pp.655,657).

This researcher’s sample also returned responses that indicated “free and low-cost motivations” with one respondent saying he had increased his use of Tūranga because he wished to avoid the cost of buying new comics. They also identified “active borrowers” (Child & Goulding, 2012, p.654), customers who borrowed more than one item a year and a handful of respondents from this researcher’s sample were revealed as “active borrowers” by their increased use of Tūranga because they were reading more with one respondent adding that she was borrowing “slightly more” books because she wanted to avoid being caught short by a future lockdown.

It can be argued that the similarity in findings of economic motivations, particularly amongst the unemployed, free and low-cost motivations and active borrowers overcomes the differences in approach between Child & Goulding and this researcher; those differences being a nine-year time difference, the analysis of library usage data and interviews with library staff in England and the surveying of inner-city residents in Christchurch and the contextual differences between a South Island library in a regenerating city and libraries in the Midlands.

### **11.3 Sparking a revival**

The respondents’ regular use of Tūranga, the increased use of some, particularly the unemployed, post-Covid, suggests the central Christchurch Library is contributing as a “catalyst” of regeneration for the South Island’s rebuilding core (Scott, 2011, p.221). Tūranga is viewed as a haven by the vulnerable including an unemployed respondent who considers the library “home” indicating the library is a source of “community resilience” (Finch & Moody, 2020, p.34).

Located in Cathedral Square and offering affordable sources of reliable information in a variety of hard-copy and digital formats suggests Tūranga can make a meaningful contribution to the restoration of Christchurch's "agora" (Ballard et al, 2015, p.25). That it was a place of refuge for young climate change protesters during the mosque massacres in 2019 is confirmation of that contribution. The researcher noted during the time of the survey in April and May that Cathedral Square was a place of meeting and congregation by residents, tourists, the homeless, religious speakers and political protests confirming the agora has been restored in the square.

## **12. Possible responses**

### **12.1 Reaching out to the community**

The disconnect between strong demand for community events and a lack of attendance in the last year suggests new avenues of marketing events could bear fruit. Sample respondents say they are regularly visiting Tūranga so a large poster promoting the online events calendar and inviting customers to engage with He Hononga (ground floor) staff when checking the calendar should raise perception of events in the library. During these interactions staff could also encourage customers to record feedback on the library website on the events they wish to attend and if they are interested in any of the events offered.

There is no community centre dedicated to inner-city residents located inside the four avenues and this could help explain the strong support for a community noticeboard. A noticeboard could provide another avenue for Tūranga to promote events and/or the online events calendar and would also help the library meet its community outcome of fostering social networks. Should a community noticeboard be established, positioning of the board will be crucial so that it does not detract from the metropolitan function of Tūranga; that it is Christchurch's largest library and is provided for all the city's residents. Perhaps a corner near the Foundation Café could be suitable where inner-city residents might enjoy discussing and mulling central Christchurch events and issues while consuming a drink and/or food.

Inner-city resident associations provide another avenue of low-cost engagement via their newsletters. Tūranga staff could approach resident associations and ask if the library could have a regular 'box' in their newsletters in which a major event and/or the events calendar could be promoted.

Inner-city resident associations include the:

- Avon Loop Association
- Chester Street Residents' Association
- Chester East Community
- Inner City East Neighbourhood Group
- Inner City West Neighbourhood Association
- Victoria Neighbourhood Association

Further assessment of demand for a weekly Justice of the Peace clinic, often used by the unemployed, migrants and students requiring official documentation, could be achieved through newsletter messages asking for feedback to be sent to the Christchurch City Libraries' email address.

## **12.2 Helping the unemployed**

Analysis of the sample revealed a relationship between the unemployed and their increased use of Tūranga, suggesting an economic motivation behind their increased patronage. This quantitative data was consolidated by qualitative comments from respondents saying that they came to Tūranga to look for work or for one earlier quoted respondent, Tūranga was a place to exist during the day after he had lost his job and house during Covid.

While New Zealand's unemployment rate has not risen as was previously predicted the number of people on the job seeker support benefit is considerably higher than it was two years ago and Treasury is forecasting an increase in unemployment in the future suggesting the challenge of meeting the needs of the unemployed is far from over. Those needs are likely to be complex as losing employment can be devastating but many librarians already have experience as "informal job coaches" and this provides a base to build upon (Becker et al, 2010, p.4).

Partnering with the Ministry of Social Development could provide opportunities for an information exchange and training in using motivation theory and good goal-setting as outlined in the Maxwell article which is on the ministry's website. Librarians' experience as "informal job coaches" (Becker et al, 2010, p.4) and their reputation as being more "approachable" than government officials (Stricker, 2019, p.13) provides a solid base upon which to add the approach of motivation theory which can be viewed as an extension of a librarian's reference inquiry skills.

Ngā ratonga Māori (Māori Services team for Christchurch City Libraries) have given Tūranga staff training in the bicultural service philosophy values manaakitanga (respect, generosity), whanaungatanga (relationship, kinship, sense of family connection), māramamatanga (sharing of knowledge, understanding) and kaitiakitanga (guardianship, stewardship) and encouraged them to use these values when engaging with customers during reference inquiries and other interactions (Christchurch City Libraries, 2018).

The bicultural values and reference inquiry skills represent a good foundation upon which to build a motivation theory with its emphasis on recognising the "needs" and "values" of the customer when setting achievable "goals" (Maxwell, 2008, pp.22-24). The common and key value between librarians' reference inquiry skills, the bicultural values and motivation theory is "empathy" (Ryan & Deci, 2017, p.447) which will help develop trust between librarians and unemployed clients, some of whom may also be vulnerable.

Trust helps both librarian and client to set achievable and satisfying goals which should lead to "autonomous development" in the unemployed customer (Ryan & Deci, 2017, p.177). Autonomous development could also be described as personal growth which could boost a customer to a successful performance in a job interview.

Selecting some Tūranga staff as 'job specialists' and training them in motivation theory techniques in concert with the Ministry of Social Development is likely to improve outcomes for unemployed customers seeking help with job applications and would also ensure a consistency of approach between Tūranga and the ministry. There could be opportunities for customers at other libraries in the network to benefit from the job

specialists should demand arise. Tūranga job specialists could deepen expertise across the Christchurch City Libraries network by passing on their motivation theory techniques to other staff at Tūranga and other libraries.

A source of funding for training in motivation theory could be from the \$58.8m injection to New Zealand libraries announced by Martin in May 2020 (Kenny, May 30, 2020). The multi-media specialists on Auahatanga (Creativity floor) at Tūranga could be an option for motivation theory training which would augment their skills when using technology to assist “customers who are blind, deaf and those with physical impairments and complex needs” (Hartnett et al, 2020, pp.49-50). It is possible the Ministry of Social Development might find the variety of spaces at Tūranga attractive for its own courses or for programmes and events in partnership with Christchurch City Libraries staff.

### **12.3 Health and fitness**

Strong demand for health and fitness sessions at Tūranga is mitigated by the anticipated opening in late 2022 of Parakiore, the Christchurch Metro Sports Facility, which will be located in central Christchurch between Moorhouse Avenue, St Asaph, Stewart and Antigua Streets (Ōtakaro Ltd, n.d.). But it is possible that some Tūranga customers might prefer a session at the library where they can relax, select books or other items or attend a community event after or before their health and fitness session as opposed to a gym session at Parakiore. This might be particularly pertinent for those who prefer a “community-focused setting” (to repeat an earlier quoted respondent) to the more functional environment of a gym and this aspect might be worth exploring with the 55-64 and over 65 years age groups who showed a marked preference for health and fitness sessions at Tūranga.

Health and fitness sessions and other activities at Tūranga could be promoted to the 55-64 years age group as a place to meet people and develop social networks ahead of retirement. The resident association newsletters with their focus on community could be a useful tool for gauging support for health and fitness sessions at Tūranga. Partnering with Sport Canterbury, which offers a variety of health and wellbeing programmes to Cantabrians of all ages, and the Christchurch City Council's fitness centres provide

opportunities to assess demand and also design health and fitness sessions suitable for Tūranga customers should the demand for health and fitness session be confirmed.

#### **12.4 Health information and digital literacy**

The sample displayed no great appetite for more health information, particularly amongst younger people, but the World Health Organisation's (WHO) concern about misinformation, that WHO is fighting an "infodemic" as well as a pandemic, should not be ignored (Naeem & Bhatti, 2020, p.234).

Partnering with the Canterbury District Health Board and other health groups provides opportunities. A recent example is that a board representative attended a 'Plan for your retirement' event on March 20 at Tūranga promoting, TeleHealth, a service in which patients can book appointments, order repeat prescription and receive test results online. Sport Canterbury and a dementia specialist also had a presence. Future events provide opportunities during discussions with customers to demonstrate how to access reliable sources of health information such as HealthInfo Canterbury and Health Navigator New Zealand, two websites supported by district health boards across New Zealand. Discussing such opportunities with Tūranga's youth librarians may also provide opportunities to demonstrate digital literacy and health information with younger customers.

#### **12.5 Technology**

The suggested internal and external promotion strategies could also be used to assess if there was sufficient demand to warrant the return or increase of 'tech drop-in' and 'Virtual Reality' sessions which were previously offered at Tūranga. Checking inner-city demand for the Christchurch City Libraries' 'Digital Futures' programme, which offers digital literacy lessons to Christchurch residents of retirement age might provide more opportunities. Staff engagement with customers on He Hononga and the resident association newsletters could also provide information on demand for technology lessons. Assessing and responding to such demand helps in bridging the "digital divide" (Kinney, 2010, p.106).

### **12.6 The younger generation**

A new survey targeting inner-city residents aged 18-34 years could address the under-representation of young people in the sample. A younger researcher placed near central Christchurch's Ara Vocational Training Institute would be expected to provide more information into what young people want to see at Tūranga but it is likely to feature strong representation from students at the expense of other occupational groups.

There could still be value in this approach if students are shown to be potentially high users of Tūranga without detracting from the use of the library at Ara. Surveying people from a position near Ara also offers opportunities to further gauge demand from the 45-54 age group which had notable counts in the student and unemployed categories.

## **13. Conclusion**

Sample respondents informally expressed high satisfaction with Tūranga and their regular visits indicate inner-city residents are enjoying the library located in Cathedral Square. But library activity statistics for foot count and issues and survey respondents indicate that Covid has impacted, for better or worse, their use of Tūranga and therefore demand for services in the central Christchurch library. Some respondents, particularly the unemployed, indicate economic motivations to their increased use of Tūranga while some others are strategic when visiting the library because they want to avoid the crowds that make social distancing difficult.

Tūranga can respond to these economic motivations with librarians trained in motivation theory which would augment their reference inquiry skills and bicultural values. Building a presence in community newsletters gives library staff opportunities to communicate directly with inner-city residents as does a community noticeboard. These measures, summarised below as recommendations, along with targeting inner-city residents aged 18-34 years with another survey should provide Tūranga management with additional information on the services that will attract and satisfy inner-city residents and meet the community outcomes of:

- People have access to information and skills to enable them to participate in society.
- People have equitable access to parks, open spaces, recreation facilities and libraries.
- There is an increasing participation in recreation and sporting activities
- The city's heritage and taonga are conserved for future generations
- People have strong social networks (Christchurch City Libraries, 2017, p.1).

## **14. Recommendations**

- That consideration be given to approaching inner-city resident associations with the aim of securing a regular slot in community newsletters that will highlight Tūranga offerings and provide opportunities of engagement with inner-city residents.
- That consideration be given to training librarians as designated 'job specialists' and that training include motivation theory concepts and practice. Consultation to be conducted with the Ministry of Social Development during the development of the training programme.
- That the expressed demand for health and fitness sessions be explored along with possible partnerships with Sport Canterbury and the Christchurch City Council's fitness centres.

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## 16. Appendices

### Appendix A

#### Survey

##### 1. Have you ever visited Tūranga, the central Christchurch library?

(Code answers as 1)

- Yes  No

If you answer yes go to Question 2. If you answer no go to Question 5.

##### 2. If so, how long ago did you last visit Tūranga?

(Code answers as 2)

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##### 3. If so, what was the main reason you visited the library?

(Code answers as 3)

- Borrow or return an item.
- |   |  |
|---|--|
| <input type="checkbox"/> Books & Magazines    | <input type="checkbox"/> Children's books, DVDs, etc |
| <input type="checkbox"/> Recreational reading | <input type="checkbox"/> Talking Books               |
| <input type="checkbox"/> DVDs                 |  |
| <input type="checkbox"/> Music CDs            | <input type="checkbox"/> Other _____                 |
- Use a computer.
- |  |   |
|--|---|
| <input type="checkbox"/> Email             | <input type="checkbox"/> Find information     |
| <input type="checkbox"/> Printing          | <input type="checkbox"/> Look for jobs        |
| <input type="checkbox"/> Social networking | <input type="checkbox"/> Retail (buy or sell) |
| <input type="checkbox"/> Gaming            | <input type="checkbox"/> Other _____          |

- Use wireless internet.
- Find information.
- Read without borrowing.
- Other \_\_\_\_\_
- Books or magazines
- Newspapers
- Attend an event/class/programme

**4. Aside from the main reason for visiting the library, did you engage in any other activities whilst in the library?**

(Code answers as number)

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**5. What would attract you to the library?**

- Career guidance
- Fun activities
- Community events
- More technology
- New collection
- Nothing (please explain below)
- More health information
- Other (please explain below)

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**6. What kind of information have you been searching for the most in the last month?**

(Code with number, kind of information)

Kind of information	Several times a day	Once a day	Once a week	Once a month
Business/career				
Technology				
Education				
Entertainment/recreation				
Health				
Community/local news				
Finance				
Legal matters				

**7. Which of the following activities have you not done in Tūranga in the last year.**

- Borrow an item
- Use a computer
- Attend an event/class/ programme
- Seek information
- Use wireless internet
- Other \_\_\_\_\_

**8. How often do you visit Tūranga?**

- Weekly
- Yearly
- Monthly
- Other \_\_\_\_\_

**9. Over the last 6 months do you estimate your library usage has?**

- Increased
- Remained the same
- Decreased

If increased or decreased, why?

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**10. Have the impacts of Covid changed how you use the library?**

- Yes  No

In what way?

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**11. Did the Covid lockdown cause you to go online more often? Is this still the case?**

- Yes  No  
 Yes  No

**12. Did you use any of these Christchurch City Libraries' services during lockdown?**

- Ebooks  Virtual storytimes  
 Online magazines  Online information sources  
 Online movies

**13. Are there any online and technology services you would like to see at Tūranga?**

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**14. Would you use these community services if offered at Tūranga?**

- Health and fitness sessions  Justice of the Peace clinic  
 Community meetings  Community information/noticeboard  
 Other \_\_\_\_\_

**15. Do you have a library card?**

- Yes  No –Resident  
 No –Visitor

**16. Demographic Information.**

- Male                       Female
- Age    18-24             25-34             35-44
- 45-54             55-64             Over 65

Occupation \_\_\_\_\_

## **Appendix B**

### **Information Sheet (Survey)**



## **INVESTIGATING CUSTOMER DEMAND AT TŪRANGA IN THE WAKE OF THE COVID-19 RECESSION**

### **INFORMATION FOR PARTICIPANTS**

You are invited to take part in this research. Please read this information before deciding whether or not to take part. If you decide to participate, thank you. If you decide not to participate, thank you for considering this request.

#### **Who am I?**

My name is Bernard Paul Focamp and I am a Masters student in the Information Studies programme at Victoria University of Wellington. This research project is work towards my dissertation. I am also a General Reference Librarian employed by Christchurch City Libraries. I normally work at Tūranga in Cathedral Square, Christchurch.

#### **What is the aim of the project?**

This project aims to understand how and why people use Christchurch's Tūranga library. In particular it aims to increase understanding of library use after the Covid-19 lockdown and examine the influence of economic factors in people deciding to use Tūranga. Your participation will support this research by providing insights into use of and preference for services at Tūranga. This research has been approved by the Victoria University of Wellington Human Ethics Committee #29190.

#### **How can you help?**

You have been invited to participate because you reside in central Christchurch which helps to find out the demand for services at Tūranga from its closest community. If you agree to take part, you will complete a survey. The survey will ask you questions about services at Tūranga. The survey will take you 10-15 minutes to complete.

**What will happen to the information you give?**

This research is anonymous. This means that nobody, including the researchers will be aware of your identity. By answering it, you are giving consent for us to use your responses in this research. Your answers will remain completely anonymous and unidentifiable. Once you submit the survey, it will be impossible to retract your answer. Please do not include any personal identifiable information in your responses.

**What will the project produce?**

The information from my research will be used in my Masters dissertation.

**If you have any questions or problems, who can you contact?**

If you have any questions, either now or in the future, please feel free to contact either:

**Student:**

Name: Bernard Paul Focamp

University email address:  
focampbern@myvuw.ac.nz

**Supervisor:**

Name: Anne Goulding

Role: Professor

School: Information Studies

Phone: 04-463-5887

anne.goulding@vuw.ac.nz

**Human Ethics Committee information**

If you have any concerns about the ethical conduct of the research you may contact the Victoria University of Wellington HEC Convenor: Associate Professor Judith Loveridge. Email [hec@vuw.ac.nz](mailto:hec@vuw.ac.nz) or telephone +64-4-463 6028.

## **Appendix C**

### **Informed Consent Form (Survey).**

**The impact of Post-Covid on motivations for public library use.**

#### **Informed Consent Form (Survey).**

I understand this survey investigates the demand for services at Tūranga after the Covid-19 lockdown. I have been given and have understood an explanation of this research project. I have had an opportunity to ask questions and seek further information regarding the project and have had any questions answered to my satisfaction. I am aware the researcher works at Tūranga and my decision regarding participation in this survey does not affect my ability to access or use library services at Tūranga or any other Christchurch City Library. I understand that I may withdraw myself (or any information I have provided) from this project (before data collection and analysis is complete by May 21, 2021) without having to give reasons. I understand that the survey will be destroyed 2 years after the conclusion of the research.

- I understand that the results of this research will be submitted for marking by the School of Information Management and deposited in the Victoria University of Wellington Library. Full confidentiality is assured and I will not be identified in any way in the written report or in any journal article or conference paper that may result from the research.
  
- I understand that the data I provide will not be used for any other purpose or released to others without my written consent.
  
- I agree to take part in this research.

Signed \_\_\_\_\_

Date \_\_\_\_\_

Name of Participant \_\_\_\_\_

## **Appendix D**

### **Support services sheet**

#### **Support services**

If the survey on services at Tūranga in a post-Covid environment has raised unsettling issues help can be sought at:

##### **Helplines**

Need to talk? Free call or text 1737 any time.

Talk to a trained counsellor or call:

Depression helpline – 0800 111 757

Alcohol drug helpline – 0800 787 797

Gambling helpline – 0800 654 655

Healthline – 0800 611 116 – to get help from a registered nurse 24/7.

Lifeline – 0800 543 354

Samaritans – 0800 726 666

##### **Christchurch organisations**

The Canterbury Men’s Centre: (03) 365-9000

The Women’s Centre: (03) 371-7414

MHAPS (Mental Health Advocacy and Peer Support): (03) 365-9479

## **Appendix E**

### **Permission from Library Manager to Collect Data (email).**

Kia ora Carolyn,

I am emailing you in this capacity in regards to a research project I am undertaking as part of the MIS qualification that I am studying towards. The project is at the stage where I am about to submit my human ethics approval application and I have been advised that I need to include permission to collect data within libraries from the libraries' manager. The purpose of the email is therefore to request your permission to gather data from inner-city residents who may also be customers at Tūranga.

The research aims to explore the motivational influences of inner-city residents including users of Tūranga in Christchurch, and in particular it aims to increase understanding of library use during tough economic times and examine the influence of economic factors in people deciding to use a public library.

The project will involve surveying inner-city residents about their use of Tūranga libraries and I may include an analysis of some of the activity statistics we collect to highlight recent trends in library use, so I am seeking your permission to use these as well. If you would like more information about what I am proposing to do I am happy to provide you with more detail.

I have also emailed a request to Chris Hay about gathering data at Tūranga.

Please email me your response and any questions you may have regarding the project.

Kind regards,

B. Paul Focamp

*Paul Focamp*

*General Reference Librarian*

*Tūhuratanga, Tūranga*

Kia ora Paul

Thank you for your email informing me of your MLIS research project which sounds interesting and worthwhile. I expect the results will be useful in helping to inform the ongoing development of library services for Tūranga.

I am happy to approve this request and wish you all the best with your survey. I look forward to learning about the results in due course.

Kind regards  
Carolyn

**Carolyn Robertson**  
**Head of Libraries & Information**  
Libraries & Information Unit



03 941 7851 027 479 1552



Carolyn.Robertson@ccc.govt.nz



Tūranga Central Library, 60 Cathedral Square, Christchurch



PO Box 73045, Christchurch 8154



ccc.govt.nz

Hi Paul

As discussed today, I am also happy to approve your request. Please keep us up to date with your ethics approval process, and with the project as it continues.

Kind regards  
Chris

**Chris Hay**  
**Tūranga Library Manager**  
Libraries and Information



03 941 7828 027 206 6782



Chris.Hay@ccc.govt.nz



Tūranga Central Library, 60 Cathedral Square, Christchurch



PO Box 73045, Christchurch 8154



ccc.govt.nz

## **Appendix F**

### **Data management plan**

Electronic data will be stored in password-protected files on the hard drive of the researcher's laptop which is also password protected. The electronic data, which is confidential, will be deleted on May 28, 2023.

Confidential data being the questionnaire sheets will be stored in a locked filing cabinet in the researcher's home. These sheets will be destroyed on May 28, 2023.

Word count: 21,153 (Report only: 17,381).