This Chapter describes what has been the focus of the Global Vision discussion as well as the approach to data analysis and data analysis process. It contains information about different data sources and questions analyses.
**THE GLOBAL VISION DATA SOURCES: A CLOSER LOOK**

**Global Vision Data Sources**

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

GLOBAL VISION DATA comes from two diverse sources:

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

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

*Pic. 2.1 Global Vision Data Sources – quantitative and qualitative*
Chapter 2: The Approach to Data Analysis

GLOBAL VISION DATA LYE CYCLE

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

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

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

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

5. Findings of six questions from different data sources and dimensions were then reviewed internally and verified by external experts. Key findings were summarised into 10 highlight and opportunities.
Chapter 2: The Approach to Data Analysis

THE FOCUS OF GLOBAL CONVERSATION – SIX COMPARABLE QUESTIONS

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

1. What are the core values of libraries?

2. What are libraries exceptionally good at?

3. What should libraries do more of?

4. What should libraries do less of?

5. What are the main challenges to libraries?

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

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

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

<table>
<thead>
<tr>
<th>QUESTION</th>
<th>Number of answer options in Global Online Vote</th>
<th>Number of answer options added during coding</th>
<th>Final number of answer options</th>
</tr>
</thead>
<tbody>
<tr>
<td>Core values</td>
<td>10</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>Exceptionally good at</td>
<td>10</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>To do more</td>
<td>10</td>
<td>7</td>
<td>17</td>
</tr>
<tr>
<td>To do less</td>
<td>10</td>
<td>5</td>
<td>15</td>
</tr>
<tr>
<td>Challenges</td>
<td>10</td>
<td>6</td>
<td>16</td>
</tr>
<tr>
<td>Characteristics</td>
<td>10</td>
<td>8</td>
<td>18</td>
</tr>
</tbody>
</table>
Six main questions were asked across all discussions

What are the core values of libraries?
What are libraries exceptionally good at?
What should libraries do more of?
What should libraries do less of?
What are the main challenges to libraries?
What would be the characteristics of a united library field?
WHAT ARE THE CORE VALUES OF LIBRARIES?

Answer options in the Global Online Vote

Q1.1 Equal and free access to information and knowledge
Q1.2 Commitment to dissemination of information and knowledge
Q1.3 Freedom of expression
Q1.4 Commitment to community engagement and empowerment
Q1.5 Protection of cultural heritage and memory
Q1.6 Diversity and inclusion
Q1.7 Dedication to learning
Q1.8 Professionalism and ethical conduct
Q1.9 Spirit of collaboration
Q1.10 Embracing the shift to digital

Added answer options – from Workshop Reports

Q1.11 Safe, accessible place
Q1.12 Trusted, authentic sources / transparency of information
Q1.13 Innovation
Q1.14 Resilience and adaptability to change
WHAT ARE LIBRARIES EXCEPTIONALLY GOOD AT?

Answer options in the Global Online Vote

Q2.1 Providing opportunities for access to information and knowledge
Q2.2 Organising information and knowledge
Q2.3 Disseminating and sharing information and knowledge
Q2.4 Preservation and conservation of cultural heritage and memory
Q2.5 Supporting learning, literacy and reading
Q2.6 Developing and delivering inclusive services
Q2.7 Offering non-commercial, safe spaces for individuals and communities
Q2.8 Fostering research and innovation
Q2.9 Contributing to the economic development
Q2.10 Providing access to and supporting the use of Information and Communications Technology (ICT)

Added answer options – from Workshop Reports

Q2.11 Facilitators and awareness-raising agents of social issues
Q2.12 Community engagement
Q2.13 Building relationships
Q2.14 Doing more with less
Q2.15 Advocacy
Q2.16 Dedicated and motivated professional staff
Q2.17 Measurement and evaluation
WHAT SHOULD LIBRARIES DO MORE OF?

Answer options in the Global Online Vote

Q3.1 Advocacy
Q3.2 Training and development of staff and leaders
Q3.3 Partnership and collaboration
Q3.4 Community engagement
Q3.5 Promotion and marketing
Q3.6 Embrace digital innovation
Q3.7 Support learning, literacy and reading
Q3.8 Measure impact
Q3.9 Foster research and innovation
Q3.10 Supporting the Sustainable Development Goals (SDGs) and the current social needs

Added answer options – from Workshop Reports

Q3.11 Access to Information and Intellectual Freedom
Q3.12 Inclusivity and Equality
Q3.13 Fundraising
Q3.14 Social and political responsibility
Q3.15 Conservation and preservation of cultural heritage and memory
Q3.16 Safe, accessible spaces
Q3.17 Strategic planning and management
Chapter 2: The Approach to Data Analysis

WHAT SHOULD LIBRARIES DO LESS OF?

Answer options in the Global Online Vote

Q4.1 Resisting and fearing change
Q4.2 Having a passive approach
Q4.3 Relying on collections instead of community needs
Q4.4 Complaining
Q4.5 Being inflexible, bureaucratic and implementing too many restrictions
Q4.6 Decision-making based on assumptions
Q4.7 Duplicating
Q4.8 Working in isolation
Q4.9 Maintaining outdated services and collections
Q4.10 Being shy and humble

Added answer options – from Workshop Reports

Q4.11 Accepting without questioning
Q4.12 Discrimination
Q4.13 Ineffective HR management
Q4.14 Ineffective financial management
Q4.15 Disunity among staff and within profession
WHAT ARE THE MAIN CHALLENGES TO LIBRARIES?

Answer options in the Global Online Vote

Q5.1 Insufficient library funding and investment
Q5.2 Lack of skilled staff
Q5.3 Ongoing technological changes
Q5.4 Inadequate legal environment
Q5.5 Ever increasing user-expectations
Q5.6 Lack of leadership capacity
Q5.7 Value of libraries not understood by funders and stakeholders
Q5.8 Inadequate infrastructure
Q5.9 Image and status of libraries
Q5.10 Managing change

Added answer options – from Workshop Reports

Q5.11 Information literacy
Q5.12 Capacity to advocate
Q5.13 Contribute to the inclusion and integration of all community citizens
Q5.14 Ensuring open and equal access to information
Q5.15 Collaboration
Q5.16 Staying relevant
WHAT WOULD BE THE CHARACTERISTICS OF A UNITED LIBRARY FIELD?

Answer options in the Global Online Vote

Q6.1 A Global Vision dynamically connected with local strategies
Q6.2 A united voice for strong advocacy actions
Q6.3 Drawing on the strengths of all
Q6.4 No silos
Q6.5 Powerful partnerships and collaboration
Q6.6 Effective and efficient use and sharing of resources and technologies
Q6.7 Commitment to quality Library Information Science (LIS) education and development
Q6.8 Strong leadership at all levels
Q6.9 Motivated staff
Q6.10 Empowered libraries build more informed, literate and participative societies

Added answer options – from Workshop Reports

Q6.11 Social responsibility
Q6.12 Transparency
Q6.13 Unify standards
Q6.14 Strong Library Associations
Q6.15 Professionalism and ethical conduct
Q6.16 Innovative
Q6.17 Engaged
Q6.18 Sustainable/Sustainability
DATA SOURCES

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

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

Professional Unit Workshops (referred as PU)
  a. IFLA Leaders Workshop – Kick-off workshop
  b. IFLA Professional Units discussions

Regional Workshops (referred as RW)

National Workshops (referred as NW)
  a. Country Workshop Reports
  b. Self-facilitated Workshop Reports

Global Online Vote (referred as GS)

DIMENSIONS

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

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

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

Library Experience

Professional Units
  a. Division I (Library Types)
  b. Division II (Library Collections)
  c. Division III (Library Services)
  d. Division IV (Support of the Profession)
  e. Division V (Regions)
  f. Strategic Programmes
  g. Community
IFLA Leaders Workshop – Kick-Off Meeting

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

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

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

IFLA Professional Units discussions

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

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

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

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

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

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

National discussions

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

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

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

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

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

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

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

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