HEARKEN

Library Futures & Albany Public Library

Discovery Insights - Initial Findings

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Executive Summary

Introduction

The goal of this engagement is to pilot an intervention aimed at providing more equitable access to local news for Albany residents and library patrons in collaboration with the Albany Public Library (APL). In order to ensure that the proposed intervention is responsive to the needs and interests of those it intends to serve, we began by conducting some initial research and listening with APL staff, librarians, patrons, and Albany residents.

The insights surfaced in this research will help us to:

- Begin to define the problem that our intervention intends to address
- Determine and design criteria that will shape the details of the intervention
- Identify opportunities and assets that could be leveraged in the design

Methods

For our initial research, we conducted discovery conversations with Library Futures and APL staff, reviewed selected reports and articles, and distributed a survey to APL librarians, patrons and Albany residents (through community partners) to better understand the interests, barriers and needs relating to local news access.

Kickoff & Discovery Conversations: We began our learning for this engagement with several calls with APL and Library Futures to understand the background and context of this work. We gathered information about goals/objectives, capacities and assets, news resources that are already available through the library, and existing community relationships.

Literature Review: Our literature review included reports and articles on restrictive costs of contracts, the demise of local news, public library and community news initiatives as well as library ownership issues. (For a full list of sources, see Appendix A)

Librarian Survey: We surveyed 21 APL librarians to learn more about what resources are most used and asked for by patrons and what ideas they have for improving access. (For survey questions, see Appendix B)

Patron & Resident Survey: We distributed digital surveys in both English and Spanish for patrons through APL's newsletter, via their website, social media accounts, and printed reminders at library branches. Print versions of the survey were also available at branches. Resident surveys were distributed digitally through community partners including

neighborhood association groups, a local high school, a retirement community, and a mailing list. Surveys were open for 2 weeks, from Nov 3rd-16th. Our goal was to collect at least 200 responses, and we received close to 800 responses. (For survey questions, see Appendix C)

Note: Several of our survey questions elicited qualitative responses. The categorization and analysis of these responses was dependent entirely on researcher interpretation. We recognize that these interpretations are not going to be perfect and the resulting numerical summaries and percentages would likely be different depending on who is conducting the analysis. With this in mind, we have focused on identifying broad trends that can inform our design process rather than detailed comparisons.

Key Findings

- By and large, **respondents claimed they could find local news that was interesting and important to them, though many also had ideas about what they would like to see improved.** Nearly 80% of respondents said they were able to find local news that was interesting and important to them, though many followed this with comments that indicated they desired changes or improvements to coverage, quality, or access.
- **The Times Union (TU) is both the most used and most desired source of local news for APL patrons**. 80% of respondents said they use Times Union, while 65% of people who did not use Times Union indicated that they had a desire but not access. After Times Union, respondents tended to go to either WAMC or television channels for their news.
- It is clear from the number of requests for access by respondents that **patrons are either unaware that APL provides access to TU or find the ways in which access is provided to be unsatisfactory.**
- Access to news in a variety of formats, including **print and digital** is important for meeting patron needs.
- Patrons and residents are most often accessing news via their **smartphones**, with laptop/desktop computers, TV, radio, and print close behind in terms of frequency. Patrons rarely accessed news via tablet.
- The topics people are most interested in for local news coverage include: **politics, news, events, weather and crime.**
- The majority of respondents recognized all of the local news sources except El Diario and those that used sources overwhelmingly chose to access Times Union and the New York Times. **The sources that respondents were most interested in but could not access were NYT (70%) Times Union (65%) and Albany Business Review (60%).**
- **Subscriptions** were the most cited need/desire to improve access, followed by requests for **curation/aggregation**, **improved UX/UI and more and better**

coverage. Several people identified **gaps in coverage** that were not being filled by any source, especially local events roundups and topics previously covered by independent weekly papers.

- **About half of people reported no change in their news consumption during the COVID-19 pandemic while 39% reported an increase.** Only 5.5% reported a decrease.
- Both research and APL librarians indicate that there is **a role for the library to act as a resource/curator** of local news for patrons.

Findings

Albany Public Library

Albany Public Library is made up of seven award-winning neighborhood branches across the city of Albany, NY. Albany Public Library's mission is to educate, entertain, and empower their community, and their Adult Services librarians extend that mission by creating dynamic and informative programs that support literacy, financial security, entrepreneurship, and the arts. APL serves the 98,000 residents of Albany where approximately two-thirds of residents have library cards.

News Access at APL

The APL makes local news available to patrons through the following resources:

Print	Digital

Print
- Times Union (6/6 branches)
- New York Times (6/6 branches)
- Daily Gazette (Schenectady, but also regional; 4/6 branches)
- Wall Street Journal (3/6 branches)
- NY Post (2/6 branches)
- Troy Record (2/6 branches)
- USA Today (2/6 branches)
- NY Daily News (1/6 branches)
- Albany Business Review (1/6 branches)

Digital
- Times Union (APL subscription with NewsBank)
  - Full-color, digital issues from 12/18/2018 to the present
  - Full-text articles from 3/1/1986 to the present and obituaries (no photos available) from 1993 to the present
- New York Times (NYSL database access free to all NYers)
  - Full-text Articles (no photos) from 1/1/1985-Present
  - No Book Review or New York Times Magazine articles are available
  - Most staff dislike the interface

Additionally, APL has a number of other assets that may contribute to the design and implementation of the proposed pilot, including:

- **Digital Platforms**: The ability to provide 24/7 digital access to many services and collections through both their website and a mobile app as well as social media accounts and a podcast
- **Educational Space**: Both physical and digital infrastructure to provide either virtual or in-person workshops with regularity
- **Albany Made Creative Lab**: Provides equipment including 3D printer and scanner, screen printing press, fiber arts materials, hand tools, and graphics and video editing software
- **High Engagement**: 69,000 people use the library each month

Literature Review

Research shows that access to accurate, high-quality local news is important to community health. Inversely, insufficient local news outlets or access can have a wide-ranging negative impact. Closures of local newspapers across the country have created 'news deserts' throughout the US. Margaret Sullivan, the author of *Ghosting the News: Local Journalism and the Crisis of American Democracy*, connects the decline in local news to "less political engagement, less voting across party lines, the possibility of more corruption at the local government level and... the weakening of community ties." Timely access to accurate local news (or the lack of it) impacts civic engagement and awareness of issues. The pandemic and recent elections have shown the impacts of inequitable access, misinformation, and unsubstantiated information on communities.

Libraries have long-established systems in place that increase the public's access to information. Interlibrary loan (ILL) is a legally protected practice that has allowed libraries to share resources for over 100 years. Pandemic closures made physical materials inaccessible and made digital access crucial. The need for digital access highlighted how the costly and restrictive licenses applied to digital materials often made them inaccessible as well. This further highlighted the limitations of limited digital access in regards to licensing and resource sharing. With mega publishers and news outlets leaning towards "expiring" media, users don't ever own materials; they are renters. The potential vanishing of books and archives due to expiration has consequences. "There is a cultural, a political, even a civilizational danger in this vulnerability that can't be overestimated." Publishers go out of business, web links disappear, books go out of print. (Bustillos, 2021) The increasing shift towards online use of materials makes it clear that practices such as controlled digital lending (CDL) and library access to digital news sources are critical. "Communities rely on libraries to serve as a hub for education and knowledge. CDL (1) drives economic efficiency by maximizing returns on tax dollars, (2) expands reliable and equitable education, (3)

promotes civil rights for marginalized communities, and (4) improves access through digitization," (Library Futures Foundation Policy document.)

Takeaways:

- Libraries are well-positioned for sharing and providing local news and information
- Librarians are a likely pick for helping bridge the gap of local news since they are generally familiar with: "creating or selecting content for expanded email newsletters and digital offerings," (Beard, 2018).
- Libraries are a great match for engaging communities with local news and news production since they are "... non-partisan, nonprofit and community-driven... what better place to put a newsroom?" (Bichell, 2019)
    - The general public framing of libraries and their offerings as non-partisan and non-profit is significant since that adds to their credibility as a source of information.
- Through long-established practices of interlibrary loans and controlled digital lending, libraries have the ability to provide equitable access to resources and consider ways to increase patron access to local news that serves the wider community-at-large.

Librarian Survey

This survey generated observations, insights, and feedback from 21 APL librarians. Their responses revealed aspects of library news resource uses, impacts from the pandemic, barriers to access, requests from patrons as well as creative suggestions for approaches to providing greater local news access and value.

Takeaways

- **Sources**: Librarians identified *Times Union* (16 mentions), *Troy Record* (7 mentions), and *New York Times* (3 mentions) as the most used sources at their branches. When asked about developing relationships with local news outlets that might bring value to patrons, librarians overwhelmingly mentioned The Times Union, recommending free online and print access. One mentioned The Gazette.
- **Formats:** Patrons consistently request access in both digital and print formats
- **Access:** 9 librarians felt that patrons were able to access the local news resources they requested. 4 librarians listed barriers to patron access. Several left that question unanswered.
    - **Barriers:** Barriers mentioned included paywalls, COVID-19 related closures limiting in-person access to both print and digital sources, local news outlet closures (Metroland), delivery interruptions, and lapsed library subscriptions (Schenectady Daily Gazette)

- ○ **Ideas for Addressing Barriers**:
    - Digital access to the Times Union and other local publications by allowing patrons to use their library card to access news that is behind a paywall
    - Offering short term subscriptions to the TU as prizes in conjunction with library programs
    - Online current event discussions via zoom moderated by local news reporters, editors and producers
    - Set the Times Union or local news website as the default site on computers or create an advertising tile for TU on the APL home page or in other key areas of the site
    - Have more print copies of newspapers that can be distributed within the community
    - Make a variety of local news accessible in the Hotspot loaning process
- **News Literacy and Combatting Disinformation**: In addition to sharing ideas related to access, librarians had several ideas related to literacy and disinformation including:
    - ○ Helping young people learn how to vet sources
    - ○ Better online educational offerings shared on the Library website to counter disinformation/ provide credible sites
    - ○ Collaborations/ workshops: with media outlets and educators (Sanctuary for Independent Media in Troy or Channel Albany or an NIE), visit from the Times Union, program by a journalism professor from a local college or a collaboration between a public librarian and a local school librarian to do a digital literacy workshop
    - ○ Having "news scavenger hunts" (mainly thinking for youth services)
- **Successes & Inspiration**: Respondents named three news-related activities they felt had been helpful in the past, and two inspirations for news-related programming.
    - ○ "Fake News" posters posted in the library to help patrons better discern quality news content
    - ○ Helping patrons access old papers for local history research
    - ○ Patrons contributing to a newspaper in the South End
    - ○ Greenburgh Public Library's youth teen programs under Emily Dowie
    - ○ UHLS libraries like Bethlehem, Colonie, Guilderland, and Clifton Park Halfmoon Public Library in the SALS system
- **The Library's Role**: Most librarians who responded would like to see the library play a greater role in providing access to local news by either curating and/or creating local news with the Albany community if bandwidth allows.

Patron & Resident Survey

Our goal with the patron/resident survey was to better understand the local news access needs of patrons and residents including their habits, their interests, their perceived barriers, and their desires/ideas for improved access. We received a total of 772 responses (738 patron responses, 34 resident responses). Because these two surveys were identical, the sample of resident responses was relatively small and we were not able to determine whether residents were also library patrons, we decided to combine the data from both surveys into a single data set. For analysis, we looked for trends in responses within as well as across questions.

Note: Several of our survey questions elicited qualitative responses. The categorization and analysis of these responses was dependent entirely on researcher interpretation. We recognize that these interpretations are not going to be perfect and the resulting numerical summaries and percentages would likely be different depending on who is conducting the analysis. With this in mind, we have focused on identifying broad trends that can inform our design process.

Demographics

- **Average age of respondents**: 56
- **Race/Ethnicity**: The majority of respondents identified as white, though 17.49% of survey respondents did not provide a response to this question.

Graph 1: Racial/Ethnic Identities of Respondents by Percentage
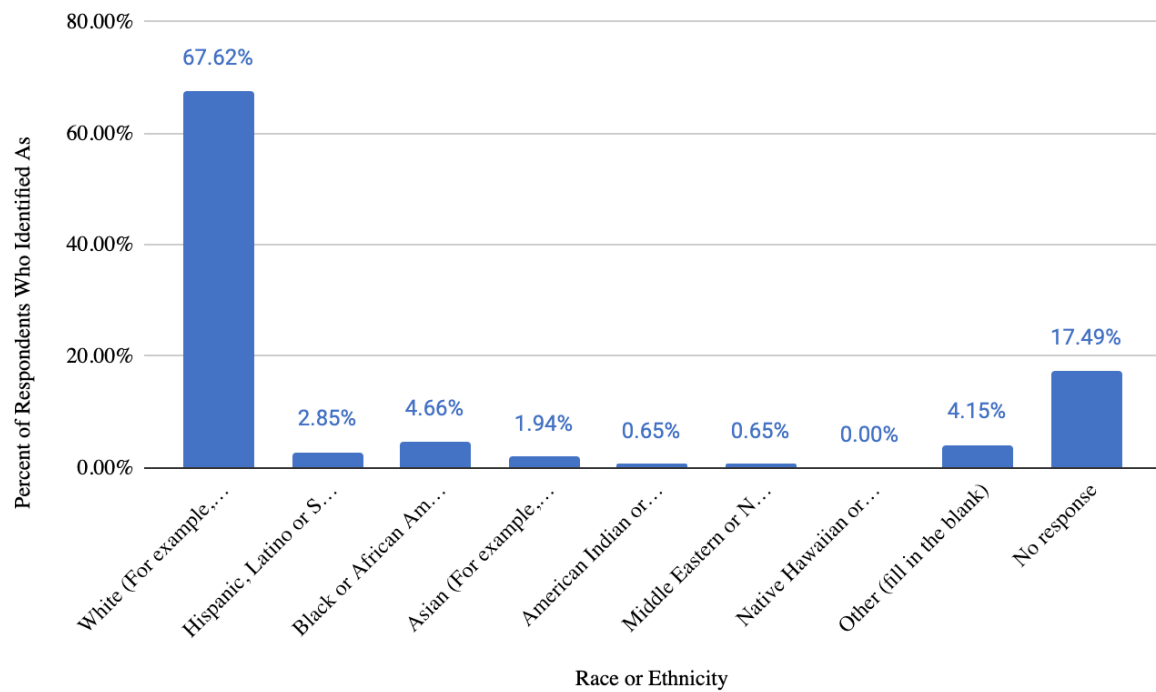
Interesting or important topics

- On average respondents sought out local news every day
- Most people are primarily searching for politics, crime reports, events, and weather. All other topics appear to be branches of these main four or are very niche.
- There was no significant relationship between age or race and the topics of interest identified.

Table 1: Top 10 Interesting/Important Topic Keywords

Keyword	Frequency	Keyword	Frequency
Politics	238	Community	76
Events	220	Government	64
News	189	Business	59
Weather	162	Sports	50
Crime	136	Entertainment	43

Note: The word community was used by respondents in the context of community events, positive community stories, community organizations, community as geography, community resources, community concerns/issues, community meeting minutes, profiles of community leaders, community initiatives, community development, community fundraising, and community culture/arts.

Graph 2: Word Cloud of responses to "What kinds of information is interesting or important to you when it comes to local news? (Please list everything that comes to mind")


Devices and Formats

- Smartphones were the only device that was "often" used. Laptop/desktop, radio, newspaper/magazine, and TV were sometimes used. Tablets were rarely used.
  - Additional information is needed to know how people most often access news on their smartphones. Access may be through social media, email newsletters, podcasts/streaming, or something else.
- Race has no relationship with the usage of any of the different methods listed here. Meanwhile, age has a varying effect across the devices. Smartphone usage appears to be the only one that actually decreases with age. Newspaper and TV are more popular with older respondents, while radio and tablet usage increase with age but to a much lesser extent.

Sources/Outlets Used

- The most frequently named outlets for accessing local news were Times Union (394 instances) and WAMC (166 instances + 82 instances of the word Radio)
- Additionally, several words indicating access via television were also listed including TV (118 instances) Channel (93 instances) and Spectrum (82 instances)
- The next most popular words were Facebook (73 instances) and Newspaper (53 instances), which sometimes referred to digital editions and sometimes to print.

Graph 3: Word Cloud of responses to the question "Where do you typically go to find local news that is relevant to you?"
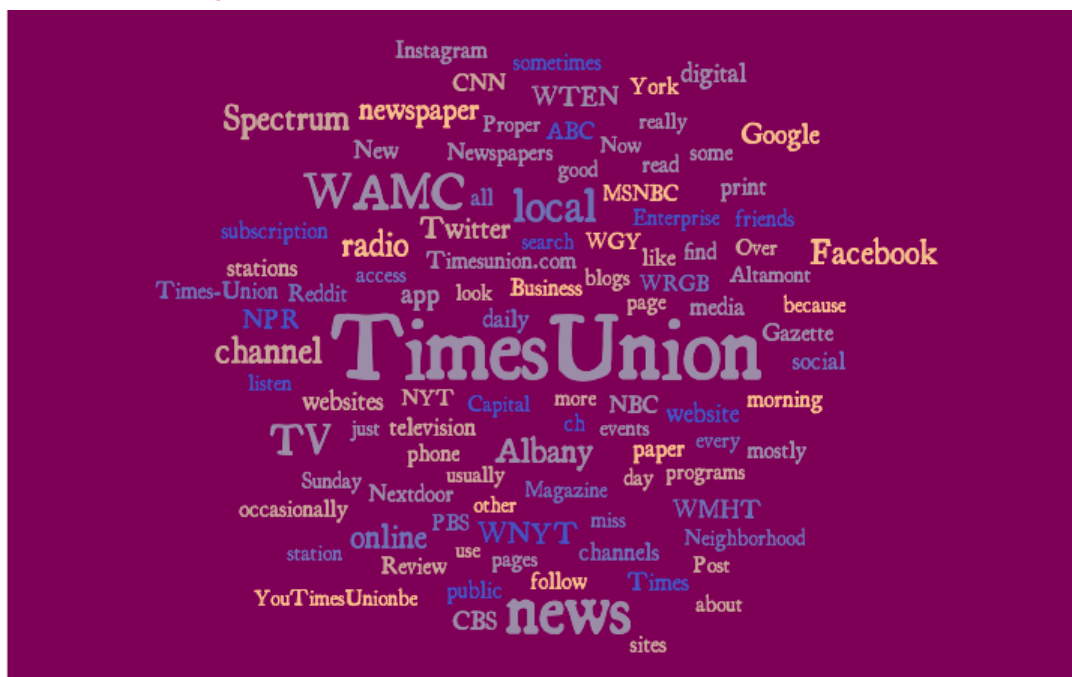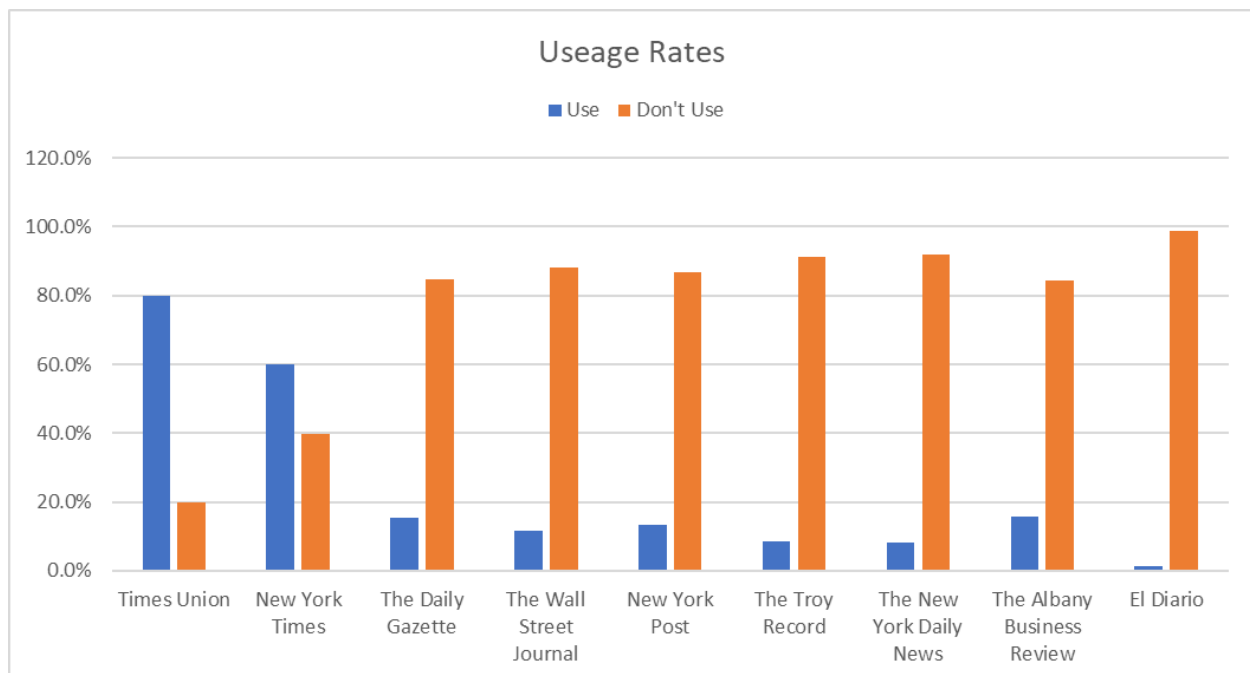

Source Recognition, Use, and Access/Interest

- **Recognition:** Times Union and The New York Times are the most recognized local news sources, with El Diaro being the only outlet that a majority of people didn't know about. Notably, El Diario is even less recognized among those who identify as Hispanic. However, neither age nor race had any significant relationship to people's familiarity with these sources.
- **Usage:** The majority of people who responded that they used one of these sources used Times Union and New York Times.
- **Access vs. Interest**: Of those who reported that they were aware of a source but did not use it, the sources people had an interest in but were not able to access include: Times Union, NYT, Daily Gazette, WSJ, and The Albany Biz Review. The sources with the greatest difference between those who were unable to access vs. those who were

uninterested include NYT (70% interested but unable to access), Times Union (65% interested but unable to access), and Albany Business Review (60% interested but unable to access).
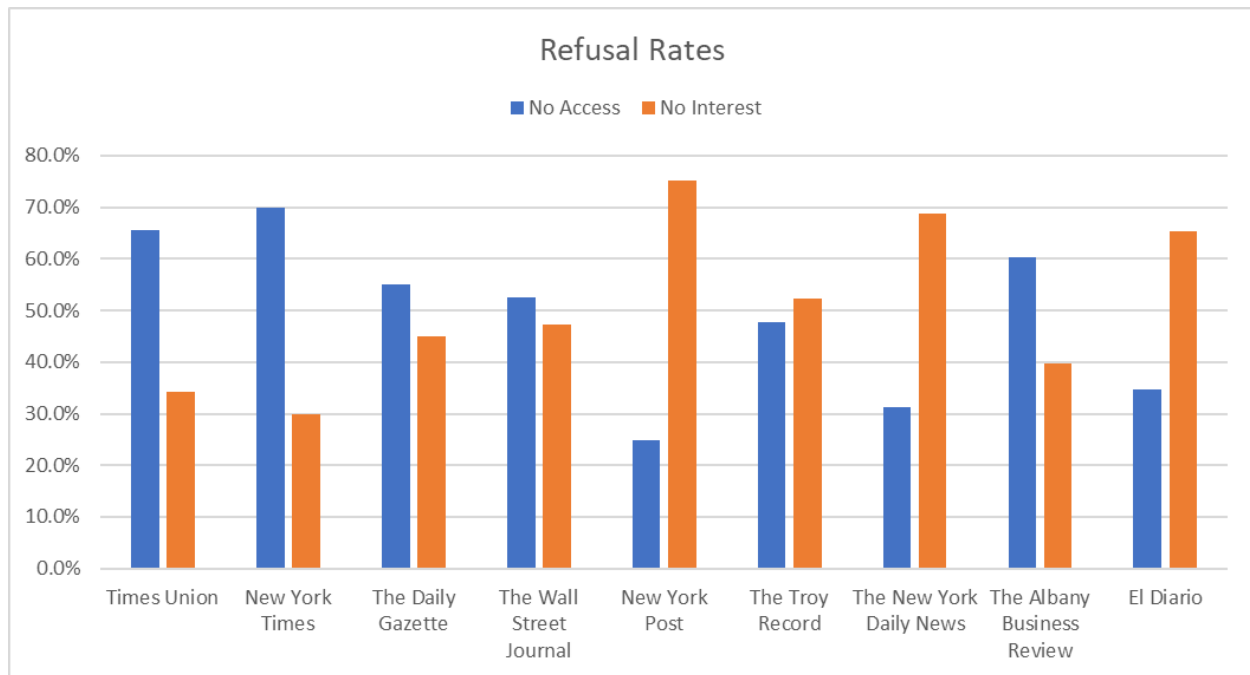
Graph 4: Respondent Recognition of Local News Sources
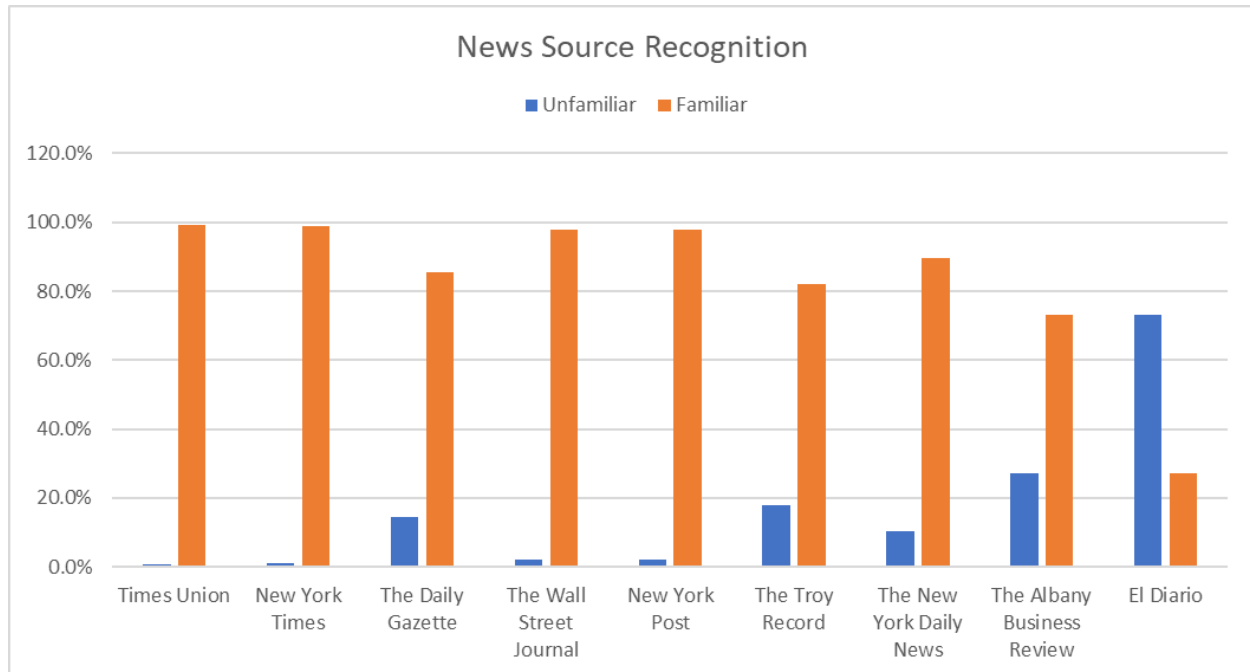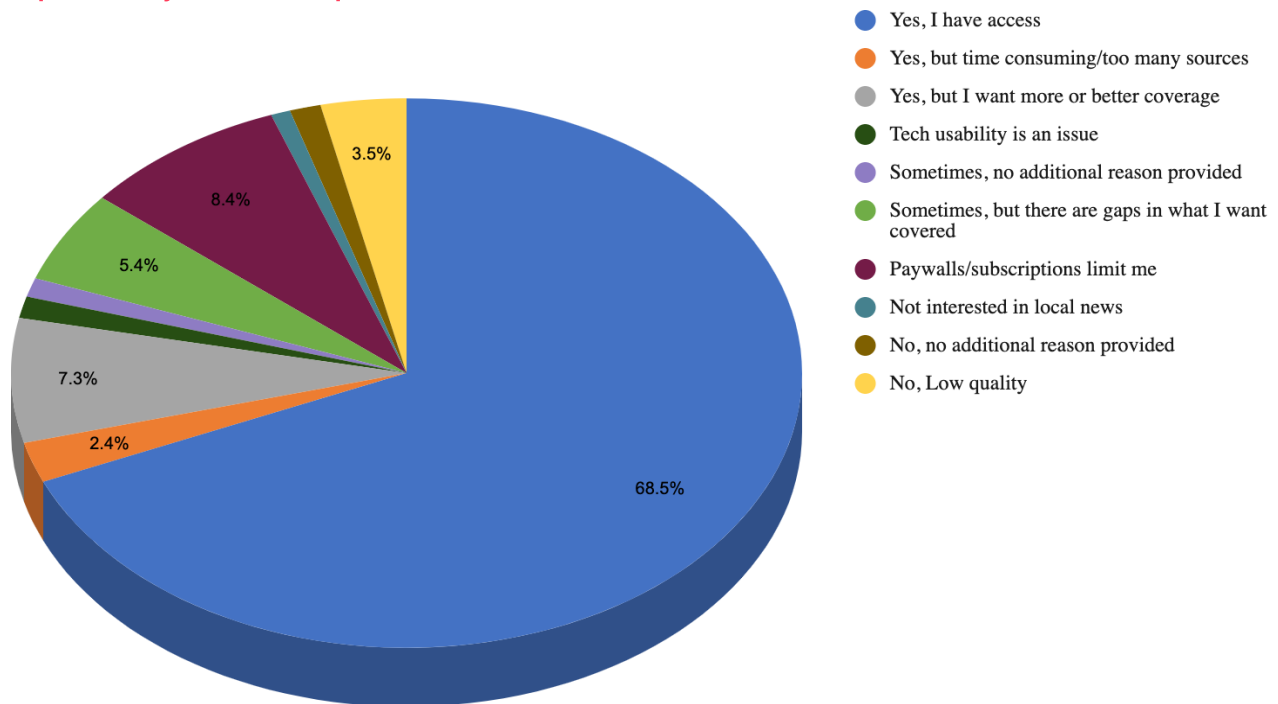

Graph 5: Respondent Usage Rates of Local News Sources

Finding Interesting and Important Local News

- By and large, respondents felt they could find local news that was interesting and important to them.
- However, even among people who answered yes, they were able to access interesting and important news, there was still an expressed interest in more free/low-rate subscriptions, an identification of UX/UI/tech issues as a barrier, and and interest in more/different and higher quality coverage.

Legend:
- Yes, I have access
- Yes, but time consuming/too many sources
- Yes, but I want more or better coverage
- Tech usability is an issue
- Sometimes, no additional reason provided
- Sometimes, but there are gaps in what I want covered
- Paywalls/subscriptions limit me
- Not interested in local news
- No, no additional reason provided
- No, Low quality

Pie chart values: 68.5%, 2.4%, 7.3%, 5.4%, 8.4%, 3.5%

Needs/Desires to Improve Access

- **Subscriptions**: By and large, the biggest need identified to improve access was additional free/reduced-cost subscriptions to local sources (258 instances).
- **Curation/Aggregation**: The next most cited desire was for some kind of digest/aggregate/newsletter or single source for trusted news (50 instances), which we might see being reinforced by people who identified lack of time as a barrier to access (10 instances).
- **Improved UX/UI:** Many people named poor UX/UI or other tech issues as a barrier to their access (41 instances).
- **More and Better Coverage**: There were a number of responses related to desiring more or better coverage, including those we interpreted as asking for higher quality coverage (43 instances), requests for new sources to fill gaps in coverage (17 instances), and comments about missing Metroland (8 instances), All Over Albany (9 instances) and free, independent weeklies (6 instances).
- **Format**: Print continued to be somewhat relevant, as well as desires to access media on different platforms other than web browsers including, social media, apps, podcasts/streaming, TV, Radio, etc

- **Misc:** Additionally, a couple of low-frequency needs/desires were mentioned that we felt were worth elevating, including needs/desires for:
    - Free internet access or better internet access (9)
    - Culturally specific or non-English language sources (3)
   - Access to devices for reading news, specifically tablets (2)
    - Fewer ads (9)

**Graph 8: Word Cloud of Needs/Desires for Improved Access to Local News**

Changes in News Consumption Due to COVID-19

- According to the data, most people have either not changed their news consumption. 39% of respondents reported increases in their news consumption due to COVID. Only 5.5% reported a decrease.
- It should be noted that for the reasons of increased consumption, online sources seem to be the primary method of access; for decreased consumption, the leading cause listed was burnout with skepticism being a close second.

Graph 9: Changes in News Consumption Habits During the COVID-19 Pandemic
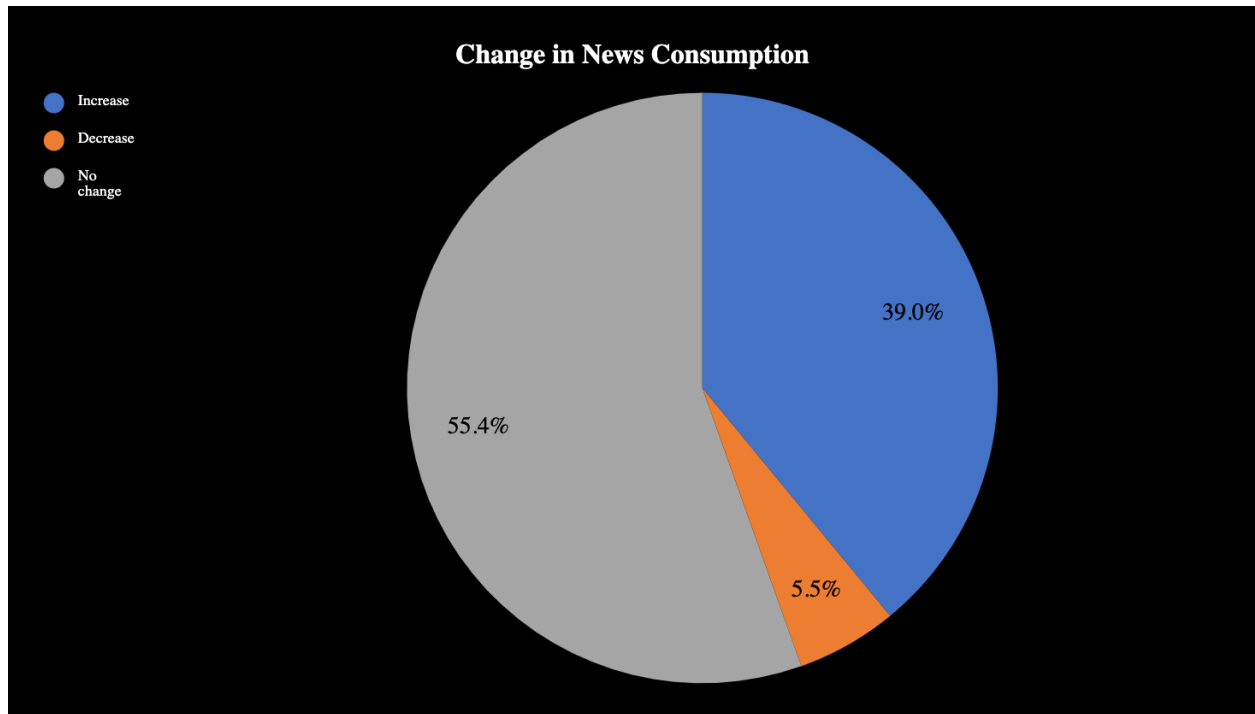
Graph 10: Details of Changes in News Consumption Habits During the COVID-19 Pandemic
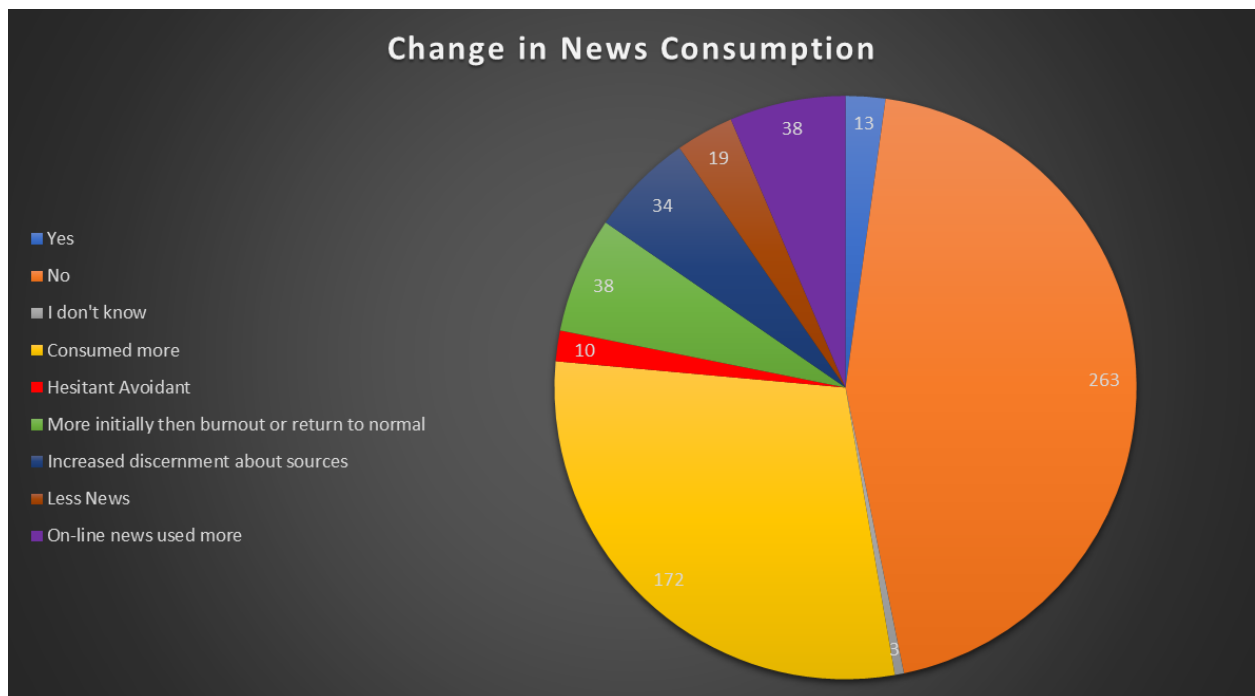
Appendix A: Works Cited & Literature Review

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Statement on Using Controlled Digital Lending as a Mechanism for Interlibrary Loan https://controlleddigitallending.org/illstatement

Appendix B: Librarian Survey Questions

Introduction to the Survey

This fall, the Albany Public Library is exploring options for improving access to local news for patrons. We are conducting this survey in order to learn more about patron experiences and needs when it comes to finding or accessing local news content that is relevant or interesting to them. The survey consists of 9 questions and should take less than 25 minutes to complete. Your responses will help us determine how the library can better meet our community's news and information needs. Thank you!

#	Question	Goal of Question	Style of Question
1	What local news resources are most utilized through your branch? ("Local news" means news about Albany or the region)	Understand any existing data and anecdotes about what people are already looking for to give us a sense for demand.	Open-ended
2	What local news resources have people asked for, but the library has not been able to provide? What has been the barrier to providing these resources?	See what needs librarians notice are not able to be met (either b/c they don't exist, library doesn't have ownership / access, etc.)	Open-ended
3	On a scale of 1-10, how much do you think APL patrons rely on APL for local news access? 1 = Hardly any APL patrons use the library to access local news, 10 = Most APL patrons use the library to access local news. Tell us more about why you chose that number.	Capture a feel from librarians about how much the library plays a role in access to local news. If librarians feel hardly anyone uses the library for local news, then it may be a marketing intervention that's called for, and not a new publisher relationship.	Scale 1 = Hardly any APL patrons use the library to access local news, 10 = Most APL patrons use the library to access local news.

4	If APL were to develop a closer relationship with a local publisher, which do you think would bring the most value to APL patrons? Please explain why you recommended that source.	Get their recommendations based on their direct relationships with patrons.	Open-ended (though you could give them a list)
5	Are there any other libraries you look to for inspiration when it comes to local news access or programming? Which ones?	Surface if they already have ideas or other places we could call to understand what's working / inspiring.	Open-ended
6	Do you have any ideas for how APL could help patrons get more access to or find more value in local news?	It's likely they've thought about this and have ideas!	Open-ended
7	Is there any successful news-related program that APL has run in the past that should be repeated or invested in?	It's likely they've thought about this and have ideas! Could be an opportunity to have The New Scene come up.	Open-ended
8	Do you think that APL can and should play a role in creating local news for Albany residents? (E.g., The New Scene project at Howe)	See if any library staff have been giving this thought. If so, ripe for follow up.	Open-ended
9	Is there anything we haven't asked about as it relates to local news that you'd like to share?	Sometimes these yield gold!	Open ended

Appendix C: Patron & Resident Survey Questions

Introduction to the Survey:
This fall, the Albany Public Library is exploring options for improving access to local news for patrons. We are conducting this survey in order to learn more about your experience and needs when it comes to finding or accessing local news content that is relevant or interesting to you.
The survey consists of 12 questions and should take less than 10 minutes to complete. Your responses will help us determine how the library can better meet our community's news and information needs. Thank you!

#	Question	Goal of Question	Response Type/Copy
1	Approximately, how often do you seek out news that is specific to the Albany area?	Understand the desire for local news content	[Checkbox or dropdown] • Multiple times per day • Every day • A few times per week • A few times per month • Rarely • Never • Other (fill in the blank)
2	Optional: Please explain your answer to the previous question		Open-ended
3	What devices or formats do you use to access local news?	Understand digital consumption vs. other mediums.	Matrix with checkboxes for each choice, with the options: • Always • Often • Sometimes • Rarely • Never Devices & Formats • Smartphone

			• Laptop or desktop computer • Tablet • Radio • Printed newspaper or magazine • Television • Other (fill in the blank)
4	What kinds of information is interesting or important to you when it comes to local news? (Please list everything that comes to mind)	To understand what types of content people are looking for	Open-ended
5	Where do you typically go to find local news that is relevant to you? (Please list specific social media platforms or accounts, newspapers, digital news sites, blogs, television channels or programs, or radio programs, etc) If you are unable to find local news that is relevant to your needs/interests please state that and explain.	To surface specific programs, accounts, publications, etc that already engage with (and potentially trust)	Open-ended
6	For each of the following local news sources, please indicate if you are aware of it and if you use it.	Which of these news outlets have you heard of?	[Matrix] Sources • The Times Union • The New York Times • The Daily Gazette • The Wall Street Journal

			- New York Post - The Troy Record - The New York Daily News - The Albany Business Review - El Diario Answers - I am aware of this source and use it. - I'm aware of this source. I don't use it because I'm not interested in it. - I'm aware of this source. I don't use it because I don't have access to it. - I'm not familiar with this source.
7	Are you able to find local news that is interesting or important to you? Please explain.	To understand if people are getting what they need / are looking for when it comes to local	Open-ended
8	What, if anything, would make it easier for you to find or access local news that is interesting or important to you? (Examples: subscription to a news source you don't have, better technology to access news, access in other languages or formats etc.)	To surface ideas, requests or recommendations for improving access	Open-ended
9	Have your news	To understand	Open-ended

	consumption habits or needs changed during the COVID-19 Pandemic? If yes, please explain.	what kinds of changes people may have experienced re: access or needs	
10	If we wanted to follow up with you to learn more about your news habits, may we? If so - please provide your name and the best way to contact you.	To identify people who might be open to focus groups or feedback on the pilot	Open-ended

The following demographic questions will help us to better understand how we might meet the needs of specific groups. They are completely optional

11	What is your age?		Open-ended

12	Please indicate which categories describe you. [Check all the apply]		[Multiple Choice]
			• White
			    ○ For example, German, Irish, English, Italian, Polish, French, etc
			• Hispanic, Latino or Spanish-origin
			    ○ For example, Mexican or Mexican-American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc
			• Black of African American
			    ○ For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somalian, etc
			• Asian
			    ○ For example, Chinese, Filipino, Asian Indian,

			Vietnamese, Korean, Japanese
			● American Indian of Alaska Native
			   ○ For example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc
			● Middle Eastern or North African
			   ○ For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc
			● Native Hawaiian or Other Pacific Islander
			   ○ For example, Native Hawaiin, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc
			● Other (fill in the blank)