

Library Loans Online: Table of Research Activities & Recruitment Criteria

Research Activity	Focus	Num	Location	Date & time	Detailed criteria	Recruitment	Incentive
Focus Group (1.5 hours)	Urban non-users	8	Manchester (Mechanics Institute)	6.30 - 8pm, 20 November	<ul style="list-style-type: none"> <li>Don't use libraries</li> <li>Use internet regularly / half make purchases or rent on line</li> <li>Aim for demographic spread including time pressed</li> <li>Urban (may include commuters from outskirts e.g. Stockport)</li> </ul>	Leftfield	£30 cash at end of event
Focus Group	Rural user	8	Street Library, Somerset	1230 - 1400 26 November	<ul style="list-style-type: none"> <li>Use libraries</li> <li>Majority internet users, some buy/rent online, a few non internet users</li> <li>Aim for some demographic spread</li> <li>Rural (country, village, small town and 2 miles from library)</li> </ul>	Somerset CC (Phil Nichols)	£10 book token at end of event
Synthetron session (1 hour)	Non user (both urban & rural)	40	National (England)	7pm, 27 November	<ul style="list-style-type: none"> <li>Don't use libraries</li> <li>Use internet regularly <u>and</u> purchase and/or rent online</li> <li>Aim for demographic spread</li> <li>Include time poor professionals</li> <li>Leftfield to recruit from at least 5 areas</li> <li>Half rural / half urban</li> </ul>	Leftfield	£20 pay pal payment
Synthetron session	Users (both urban & rural)	40	National (England)	7pm, 6 January	<ul style="list-style-type: none"> <li>Use libraries</li> <li>All internet users, otherwise wont be able to participate</li> <li>Some many buy or rent on line already, some may not</li> <li>Include time poor professionals</li> <li>Aim for urban / rural mix from a number of areas</li> </ul>	Library lists & HVM resources	£10 book token (post)
Focus Group	Rural non user	8	Pocklington Yorkshire	1230 - 1400, 10 December	<ul style="list-style-type: none"> <li>Don't use libraries</li> <li>Use internet regularly / half make purchase or rent on line</li> <li>Aim for demographic spread including time pressed</li> <li>Rural (country, village, small town – less than 100,000 people)</li> </ul>	Leftfield	£30 cash
Focus Group	Urban user	8	Peckham London	6.30 – 8pm 11 December	<ul style="list-style-type: none"> <li>Use libraries</li> <li>Majority internet users, some buy/rent online, a few non internet users</li> <li>Aim for demographic spread – including time pressed</li> <li>Urban</li> </ul>	Library lists & HVM active recruitment	£10 book token
Field Survey	Non users and users	130	London, Norwich, Cheshire, Leeds	12 – 21 January	<ul style="list-style-type: none"> <li>Use libraries</li> <li>Don't use libraries</li> <li>Majority internet users, some buy/rent online, a few non internet users</li> <li>Time pressed Urban</li> <li>Time pressed rural</li> <li>Young urbanites – higher managerial and professional occupations</li> <li>Working women bringing up children</li> <li>Managerial level public service workers</li> <li>Young family library users</li> <li>Urban academics</li> <li>Urban &amp; rural students</li> </ul>	HVM on-street recruitment	N/A