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Economic impact of information professions: A look at the Libraries ACT kids programs

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Outline

- Background perspectives on professions
- A look at the contributions by professions
 - Information professions
- Nature of contributions
- Factors shaping our thinking about contributions
- Our study
 - Background
 - Significance
 - Methodology & Findings
 - Questions & Comments

Background perspectives on professions

- “...profession as an organized group which is constantly interacting with the society that forms its matrix, which performs its social functions through a network of formal and informal relationships, and which creates its own subculture requiring adjustments to it as a prerequisite for career success.” (Hall, 1949 as cited in Greenwood 1957, p. 45)
- A profession has (a) systematic theory, (b) authority, (c) community sanction, (d) ethical cods, and (d) a culture (Greenwood, 1957)
- A profession delivers services (advice or action or both); industrialization has played an important role in the rise of professions (Hughes, 1963)
- Historically professions such as law, medicine, and divinity were regarded as highly important

A look at the contributions by professions



Contributions

- Nursing
- Law
- Medicine
 - Services having immediate experience or experience in medium to long-term with high salience
- Divinity
 - Services with highly subtle yet highly profound experiences impacting the totality of a human being
- Engineering
 - Services that result in experience highly dependent on physical products/structures
- Teaching
- Social work
 - Services that will produce experiences with either immediate or medium to long-term impacts with varying degrees of salience



Information Professions

- Professions that engage in the production, distribution, dissemination, processing, preservation, and organisation of information
 - Librarians
 - Archivists
 - Curators
 - Stake brokers
 - Financial consultants
- Services that will produce experiences with either immediate or medium to long-term impacts with varying degrees of salience

Natrure of contributions



- **Services**
 - Immediate experience
 - Immediate satisfaction and realization of the benefit
- **Services that contribute to developing a physical product/structure**
 - Experience rooted in the materiality
- **Services**
 - Actions can be less visible; experience can be subtle involving time lags

Factors relevant to shaping our thinking about contributions

- Industrialization
- Technology
 - Information Technology
 - Information Systems
 - Information & Communication Technology
- Accountability
- Materiality
 - Value of services and goods provided by professions

Immediate experience
Materiality

Immediate satisfaction

Our study



Background

- Sizeable body of research on contributions made by libraries (e.g., impact studies by SLNSW, SLV)
- Research has been done on the impacts that library programs have on early literacy, or broadly speaking on educational development of children
- There is also paucity of research on the contributions that kids programs make to not only children but carers, parents, and librarians
- To the best of our knowledge, there is almost no research on the economic contributions of libraries' kids programs

Significance

- Our research is looking at the impact of Libraries ACT Kids Programs (Story time and Giggle & Wiggle sessions) in four domains
 - Economic
 - Social
 - Cultural
 - Intellectual

Methodology

- Economic Benefit
 - It includes the benefits which are readily identifiable as an outcome of using public libraries. Includes tangible benefits such as costs saved by not having to purchase materials as well as intangible benefits such as the library's contribution to literacy
- Economic Activity
 - It is derived from tangible spending on library services, library materials, information technology etc. and through spending incurred by patrons
 - It is a composite of direct library sector costs (operating and capital expenditures), newly generated activity (travelling costs), ...and the flow-on effect of library and related expenditure on the general economy

Economic Benefit	Dollars
<p><u>Giggle & Wiggle Sessions</u></p> <ul style="list-style-type: none"> -Attendance per month 2769 babies -No of sessions per year 400 -Duration of each session 30 minutes -Total time of 400 sessions (12000 minutes or 200 hours) -Childcare cost per hr in Canberra (\$11.40/hr) -Assuming that all of the 2769 babies attended all of the sessions and didn't have to go to childcare for that time -So the Total economic benefit parents, carers, and government had (\$2280 per child times 200) 	<p>\$6,313,320.00</p>



Economic Benefit	Dollars
<p><u>Story Time Sessions</u></p> <ul style="list-style-type: none"> -Attendance per month 1333 children -No of sessions per year 440 -Duration of each session 1 hour -Total time of 440 sessions (440 hours) -Childcare cost per hr in Canberra (\$11.40/hr) -Assuming that all of the 1333 children attended all of the sessions and didn't have to go to childcare for that time. -So the Total economic benefit parents, carers, and government had (\$5016 per child times 440) -3 to 6 picture books used in each story time valuing between \$15-\$25 (carers/parents who attended this story saved on average \$80 per year on books) 	<p>\$6656232.00</p> <p>\$29,760</p>
<p>Total Economic Benefit</p>	<p>\$12,999,312</p>
	<p>Almost 13 million dollars</p>



Economic Activity	Dollars
-RACV estimate for running a sedan (17.10 cents/km)	
-We took 50 km/hr default speed limit	
-Total time for travelling noted in responses (to & from library) 480 minutes	
-Total distance travelled 400 kms	
-Using RACV estimate of 17.10 cents/km (17.10*400km)	\$68.40
-Per user travelling cost	\$3.42
Adults travelled for Giggle & Wiggle (11702*\$3.42/)	\$40,019
Adults travelled for Story Time (3236*3.42)	\$11,067
Operating Costs (salary costs* no of hours session ran)	\$25,488
--Giggle & Wiggle (800hrs * \$31.86)	\$42,055
--Story Time (1320hrs * \$31.86)	
Total Economic Activity	\$107,562



Selected References

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Any questions or comments?

