

Public Libraries and Collective Efficacy: An Exploratory Study of Blending Data from the Public Libraries Survey and the American Housing Survey

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Production of Official Statistics Interest Group

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Disclaimer

The views expressed in this presentation are those of the authors and do not necessarily represent the views of the U.S. Census Bureau, the Institute of Museum and Library Services, or the government of the United States.

Outline

- Purpose
 - Substantive: what is the relationship between collective efficacy and library use in a community?
 - Methodological: what are the issues associated with blending datasets from two different federal agencies with various units of analysis?
- Data sets and main data elements
 - American Housing Survey (AHS)
 - Public Libraries Survey (PLS) – Administrative Entity (AE) and Outlet files
- Blending → A sequence of “appending” data ... PLS data provide additional context information – additional neighborhood amenity
- Findings
- Discussion and Conclusions

Purpose – Substantive Research Question: *What is the relationship between library use and collective efficacy?*

- Conceptual research literature:
 - **Public sphere organizations** are locations for rational-critical discourse that enable the reproduction of civil society (Calhoun 1993)
 - Libraries as “public sphere” organizations facilitate **civic engagement** by enabling the development of **social capital** (Aabø et al 2010; Audunson et al 2017; Horrigan 2018; Johnson 2012; Vårheim 2016)
 - Indeed, libraries unique in public sphere due to traditional connection to **information communities** and evolving connection to digital information communities (Mainka et al 2016; Mersand et al 2019; and Vårheim et al 2008)
 - **Social capital** - a multidimensional concept indicated by various measures, including (among other dimensions) metrics associated with **collective efficacy**: connections and communications between neighbors and membership in civic organizations (e.g., the library) (Weiss et al 2018)
- Prior studies connecting libraries and civic engagement: case study approaches
 - One library system (e.g., New York Public Library’s >200 branches by Japzon and Gong 2005)
 - Qualitative approaches with a few libraries (e.g., Johnson 2012 interviews with 15 staff members in three neighborhood branches of a Midwestern city)
 - Social network approaches in one location (e.g., Lipcova et al. 2019)

Purpose – Methodological:

How can we blend two federal collections?

- What are the steps for blending data?
- What are the statistical issues that need to be addressed?
- What are some tips for cross-agency collaboration based on our experience?

Data sets – American Housing Survey (AHS)

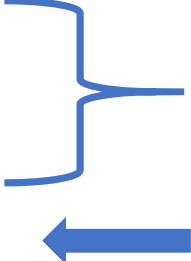
- Census has collected AHS for HUD since 1973
- Sample survey: ~84,400 housing units were sampled as unit of analysis (CAPI)
- Administered in odd-numbered years
- Provides metropolitan area level and national level estimates using appropriate sampling weights
- Geospatial information included in datafiles
- Collective Efficacy Module – 20 metros in 2013
 - Split ballot random assignment
 - Module builds on earlier CNCS* funded CPS items about civic engagement and social capital (Weiss et al 2018)
 - Results inferable to US housing units and to select metros

**CNCS = Corporation for National and Community Service*

Data sets – Public Libraries Survey (PLS)

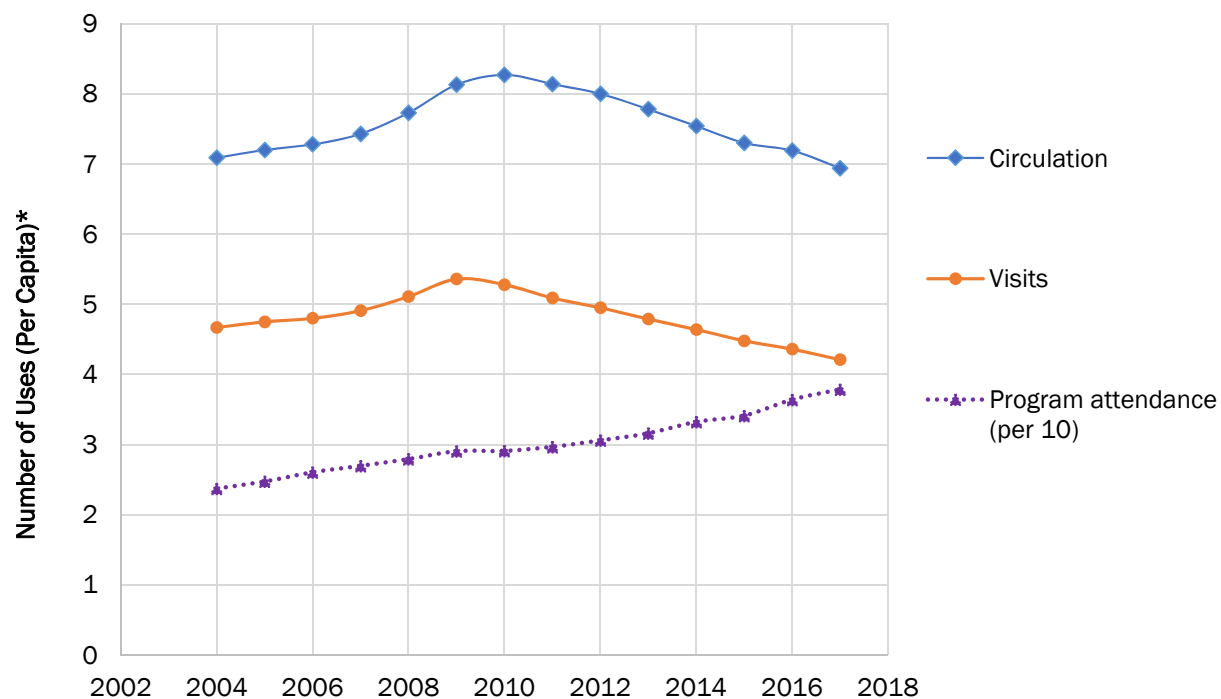
- Annual census of all U.S. public libraries since 1989 (online data entry portal)
- Data collected at two levels:
 - ~9,200 library systems (“administrative entities” - AEs) and
 - ~17,000 points of service (“outlets”) connected to AEs
- Response rate >95% for each year
- National, state, and other subgroup indicators reported annually
 - Aggregates (e.g., 1.32 billion visits in FY17)
 - Per capita (e.g., 6.94 items per person were checked out in FY17)
- Geospatial information appended to both AE and outlet datafiles

Main indicators* of library use - PLS

- Visits
 - Circulation
 - Program attendance
- 
- Traditional indicators*
- New indicator – library use / role has been shifting*
- Data on all three are collected annually from the ~9,200 library systems (AEs)
 - Indicators are based on per capita computations for each AE
 - Population denominator is the state-reported population of the library service area (LSA)
 - Visits and circulation are per person
 - Program attendance is reported as per 1,000 people BUT for scaling purposes here, we compute per 10 people

**Note: there are eight other indicators and 18 subindicators annually reported about library services, resources, finances, and staffing.*

Trend in Library Use Indicators, FY 2006-2017

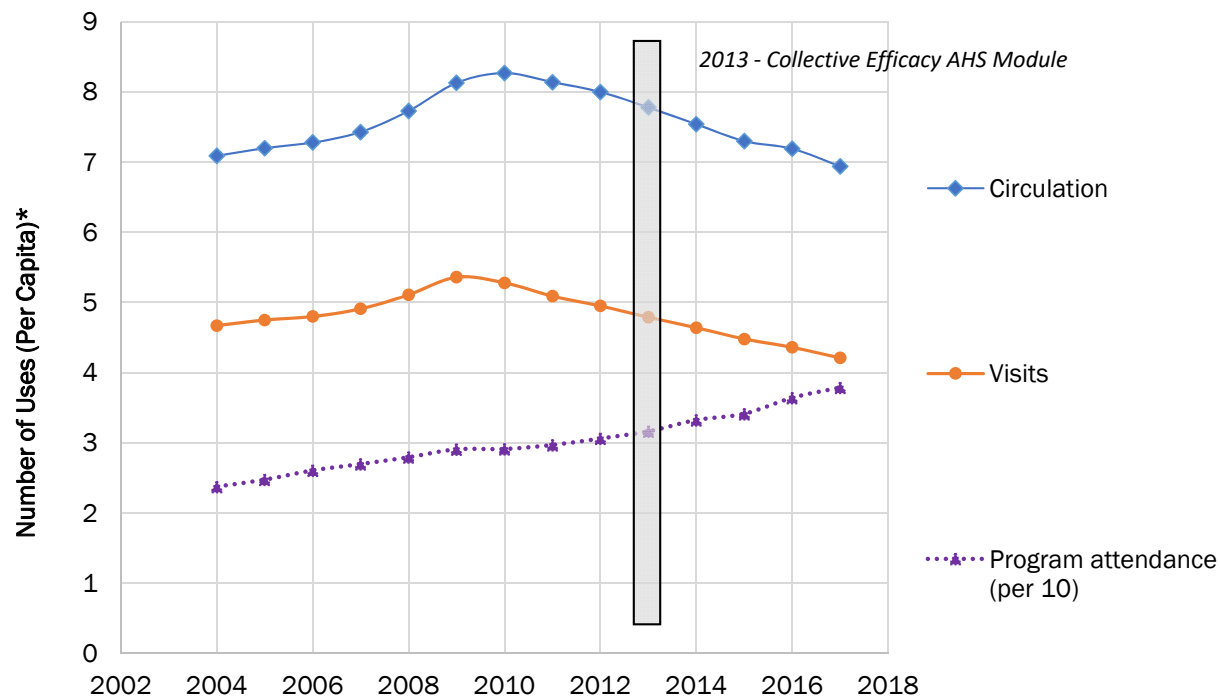


- *Traditional indicator trends – cause for concern among library stakeholders*
- *Within field, much attention to “telling the story” of libraries beyond traditional metrics*
- *Hence - increasing emphasis on programs in library stories*

**Note: Except, as labeled, program attendance is per 10 to appropriately scale the trend data for this indicator.*

Sources: IMLS. (2019, May) Public Libraries in the United States, Fiscal Year 2016 and Henderson, Everett (IMLS, 2009, December) “Service Trends in U.S. Public Libraries, 1997-2007”

Trend in Library Use Indicators, FY 2006-2017

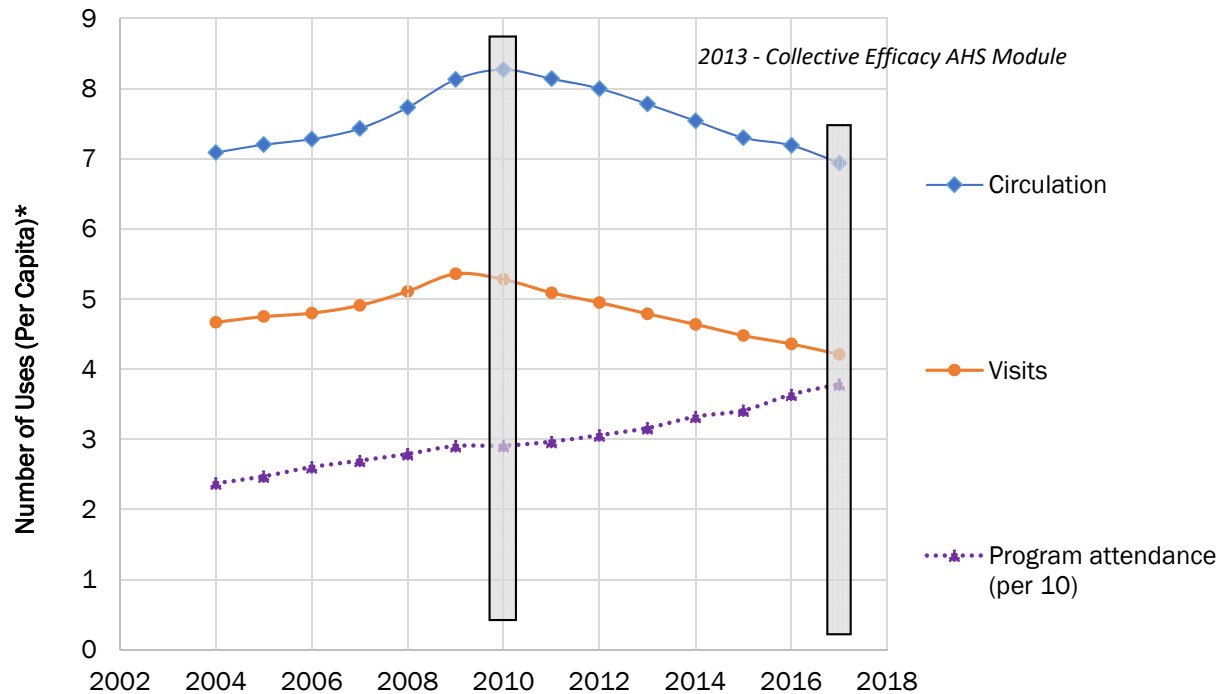


- 2013
 - Middle of long-term declines of traditional indicators
 - But long-term increase of new indicator
- Point estimates
 - Circulation: 7.78 pp
 - Visits: 4.79 pp
 - Program attend: 3.17 per 10p

*Note: Except, as labeled, program attendance is per 10 to appropriately scale the trend data for this indicator.

Sources: IMLS. (2019, May) *Public Libraries in the United States, Fiscal Year 2016* and Henderson, Everett (IMLS, 2009, December) *“Service Trends in U.S. Public Libraries, 1997-2007”*

Trend in Library Use Indicators, FY 2006-2017



Slopes based on 2010-2017 trend:

- Circulation: -0.190 (pp py)
- Visits: -0.153 (pp py)
- Program attendance: 0.125 (per 10p py)

*Note: Except, as labeled, program attendance is per 10 to appropriately scale the trend data for this indicator.

Sources: IMLS. (2019, May) *Public Libraries in the United States, Fiscal Year 2016* and Henderson, Everett (IMLS, 2009, December) *“Service Trends in U.S. Public Libraries, 1997-2007”*

Analytical Variables – AHS Collective Efficacy Module

Neighborhood Characteristics (2 variables)

Five ordinal 2-4 category items: summed and normalized

- Abandoned/vandalized bldgs within 1/2 block
- Bldgs w/ bars on windows within 1/2 block
- Trash/junk on streets/property within 1/2 block
- Type of Grocery store nearby
- Drug store nearby

Separate item:
Respondent rating of neighborhood

Social Capital – Two Dimensions* (2 variables)

4-Point Likert Scales (Coded -2 - +2 and normalized)

Cohesion and Trust (5 items)

- Neighbors are willing to help each other
- Close-knit community
- Neighbors get along
- Neighbors share values
- Neighbors can be trusted

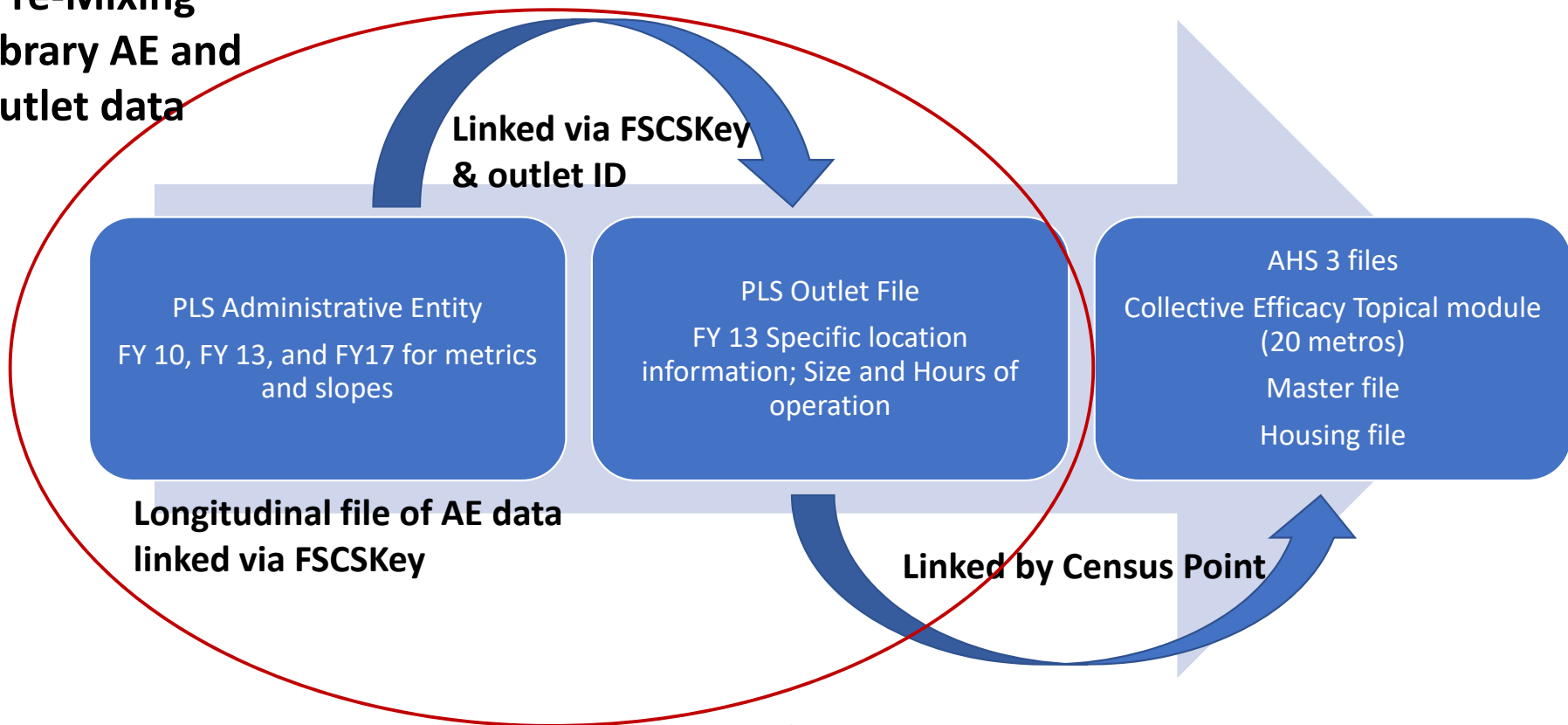
Social Control (5 items)

- Neighbor would scold disrespectful child
- Neighbor would step in if saw fighting near home
- Neighbors would act to save closing fire station
- Neighbor would step in if saw child not in school
- Neighbor would step in if saw child spray painting

**Note: the AHS Collective Efficacy Module includes items associated with a third dimension of social capital, known as Organizational Involvement. We will include these in future research.*

A Series of Multiple Appendings and Reconfigurations

**“Pre-Mixing”
Library AE and
Outlet data**



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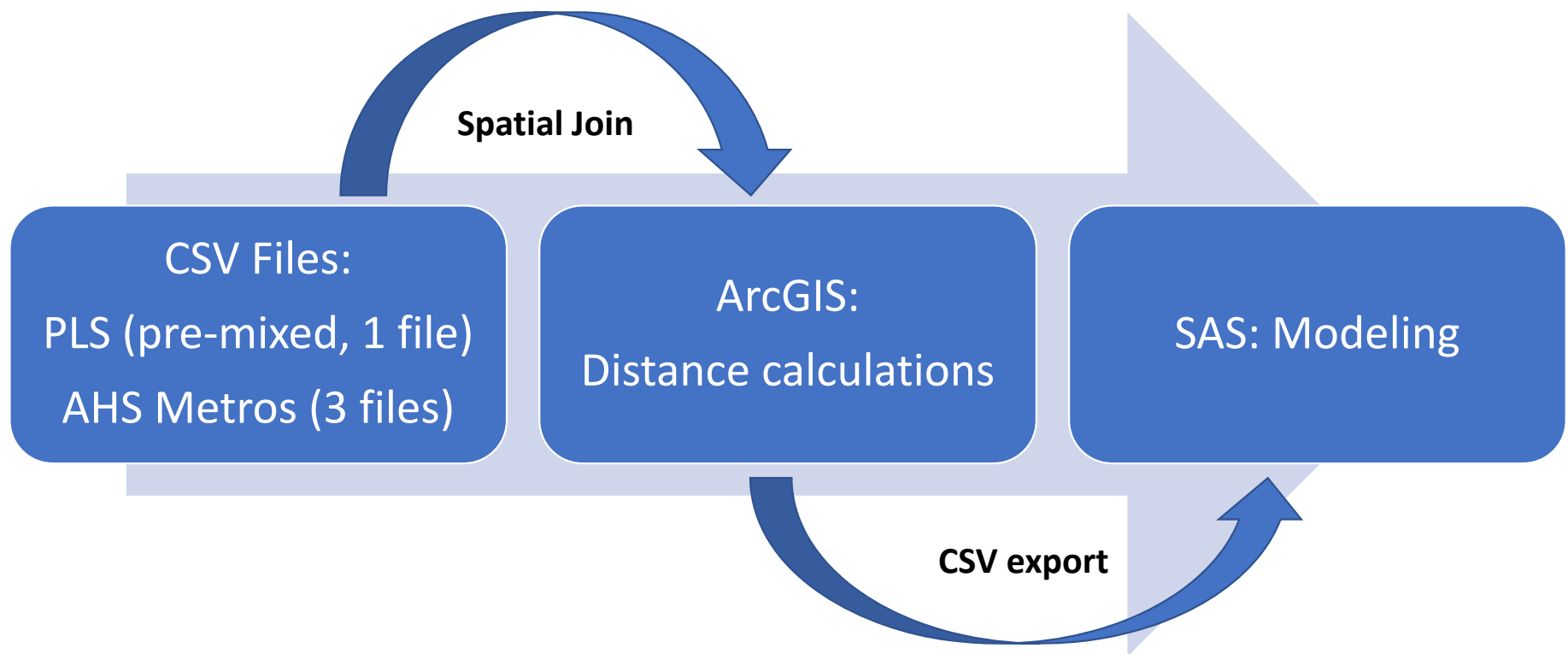
Pre-Mixing the PLS Comparing the AEs Included to the Full Universe*

| Selected Organizational Characteristics | | All AEs | AEs not included in | AEs included in study |
|---|----------------------|---------|---------------------|-----------------------|
| Location | Town/Rural (%) | 69.2% | 69.7% | 50.0% |
| Administrative structure | Single outlet (%) | 81.1% | 81.4% | 71.9% |
| Legal Basis | Municipal Government | 53.0% | 52.9% | 55.4% |
| | Library District | 15.2% | 15.4% | 7.6% |
| | County/Parish | 10.0% | 9.8% | 17.9% |
| | All other | 21.8% | 21.9% | 19.2% |
| Library Use Metrics | | | | |
| Circulation (pp) | Mean | 8.39 | 8.39 | 8.33 |
| | Std. Dev. | 7.65 | 7.69 | 6.13 |
| Visits (pp) | Mean | 6.24 | 6.27 | 5.39 |
| | Std. Dev. | 6.58 | 6.63 | 4.03 |
| Program Attendance (per 10 ppl) | Mean | 5.72 | 5.76 | 3.86 |
| | Std. Dev. | 13.26 | 13.42 | 3.29 |

- Study AEs: less likely to be single outlets and to be in towns/rural areas (implications for per capita indicator computations).
- Consequently - metrics' variation smaller for AEs included in study.

*FY 2013 PLS AE level data. Excludes: outlying territories; units closed or temporarily closed in FY 2013; and those that did not meet FSCS library definition.

Towards Analysis: Multiple File Platforms to Join PLS to AHS



Variables used in analyses

| Concept | Variable(s) | Source File |
|---|---|---|
| Proximity to public library | Distance to a public library: Two variables 1) Continuous - miles to library 2) Categorical - 1 = 2 miles or less; and 2 = more than 2 miles | Spatial join: PLS outlet file and AHS master file |
| Library use | Sum of: Visits per capita (VisPP), Circulation per capita (CircPP), and Program attendance per 10 people in LSA (AttendP10P) | PLS FY13 AE file then appended to PLS FY13 outlet file |
| Trend in library use (Slopes) | Three variables - annual change in per capita use (FY10-FY17): 1) Visits per capita (V_Slope) 2) Circulation per capita (C_Slope) 3) Program attendance per 10 people in LSA (A_Slope) | PLS FY10, FY13, and FY17 AE files then appended to PLS FY13 outlet file |
| Social capital | Two variables (both composites*): 1) Social cohesion and 2) Social control | AHS 2013 Topical Module |
| Neighborhood characteristics | Two variables: 1) Composite* from five items and 2) Respondent's rating of neighborhoods | AHS 2013 Topical Module AHS Housing File |
| Housing tenure (investment in neighborhood) | Rent or own home | AHS Master File |

*All composites started with a scale from -10 to 10 but were normalized to N(0,1).

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Findings

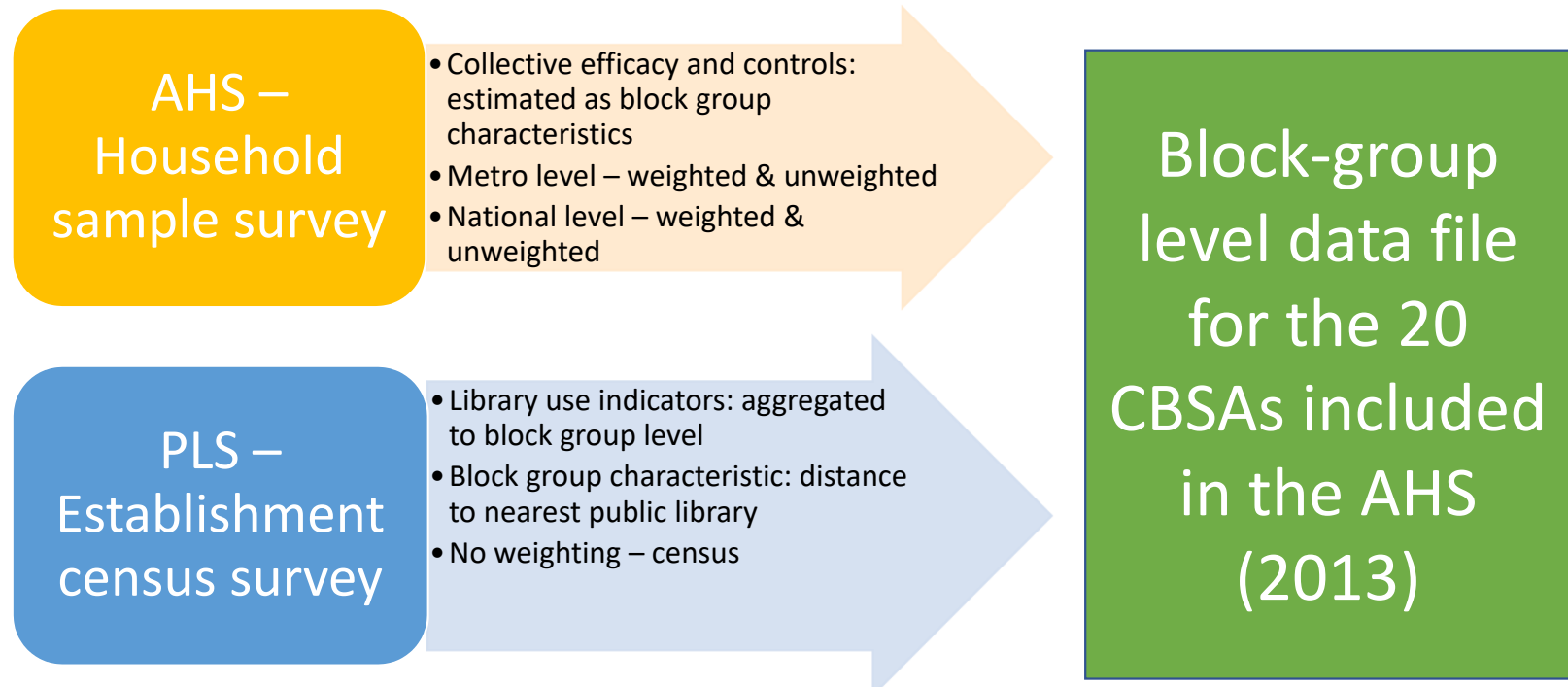
- FORTHCOMING Called on account of exigent circumstances!

Conclusions - Substantive

- Libraries and Collective Efficacy are related, though differently based on different metros
- Distance to a library is a better predictor of social cohesion measures than of social control measures

Conclusions – Methodological Blending – AHS and PLS

Our Original Starting Point: *This is going to be so easy!*



In the end – the process is really APPENDING the PLS data to the AHS data ... we hypothesize that the sampling characteristics associated with the AHS are relevant.

Conclusions – Methodological / Data

- Units of analysis – are we trying to say something about libraries or about people?
 - If libraries (or communities) – merging with a sample survey means there are systematic biases based on the underrepresentation of rural and small communities in the AHS data – presentation of findings needs to be nuanced
 - If households – appending PLS data is akin to appending any other “neighborhood amenity” information
- Availability of data in the topical module for locations – quality and disclosure issues

Conclusions – Methodological / Collaboration

- Good news (*keep doing these things!*):
 - Learning about data and identifying collaborators ... agency research conferences and FCSM networks are useful
 - Initial series of phone meetings and initial timeline worked well and (fortunately) we stayed to the timeline despite some speedbumps along the way
 - The need to pass data to a “new” person → Lisa kept reminding herself to SIMPLIFY and focus
 - Complementary skillsets
- Lessons learned:
 - One person per agency ... MORE people per agency would have been better
 - Sample weights: hypothesize that the AHS weights “apply” – include a sampling statistician on the team
 - Data access and use rules
 - Relied on Melissa (already had access to AHS restricted-use data) to shoulder the analysis burden
 - Be aware of exigent circumstances that can impact access to data

Conclusions – Methodological / Future Work

- Units of analysis and attribution
 - Large urban (and sometimes suburban) library systems have many outlets – applying system-level (AE) data problematic for the types of analyses of interest to library stakeholders
 - *Possible solution: many large systems collect and post relevant data on their websites: could supplement the IMLS data with public data pulled separately from these systems*
- Weights – AHS and the collective efficacy module are designed to provide metro-level estimates...implications of appending PLS data?
- Geographically sensitive modeling
 - Could use adaptive bandwidth geographically weighted regressions (GWR) to see where the models ‘work’ and where they ‘don’t’ with more specificity
 - Could blend additional neighborhood and regional characteristics, like race, income, education levels, and others, pulled from AHS and from other Census Bureau data collections

THANK YOU!

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