ICDL Research Summary
Sept. 2003

A.   GENERAL USER DESCRIPTION

Of the 15,000 optional survey respondents (from approx. 9,500 adults and 5,500 children) over 60% are females (this is true for both children and adults).

Approximately half of the children come to the site with an adult and half work alone.

The age range of the children that visit the site runs from
3-18, with a slight majority of users in the 10-13 age range.

In addition to children visiting the site, a significant number of adults report coming to the site on their own. The overwhelming majority of users report being parents, followed by teachers, librarians, and then researchers.

People have offered explanations as to why they have come to the ICDL and their comments are quite diverse. They range from curiosity, to recommendation by a friend, to a particular need the ICDL can fill for them. The needs reported include:

- 66% suggested that they were using the ICDL as a supplement for a home library.
- 23% suggested they were interested in using the ICDL with their child or grandchild.
- 11% suggested they were using the site for schoolwork on all levels (both K-12 and university level work).
- 10% of comments were misc.

B.   ICDL BASIC vs. ENHANCED

- Over 60,000 unique users have successfully accessed and used the ICDL
- Just under 50% of those users are ICDL Enhanced users
- Just over 50% of those users are ICDL Basic users
- In the 3 months since Basic has been launched more users have accessed our library from Basic, than in the previous 10 months using Enhanced
- In August 2003, 90% of all ICDL users accessed the digital library from ICDL Basic
- In August 2003, over 50% of all visitors to the ICDL website actually used the ICDL
- Previous to June 2003, when ICDL Enhanced was only available, only 10% of visitors to the ICDL website actually used ICDL

C.   BOOKS ACCESSED

- The following books were most frequently accessed by ICDL users (Basic and Enhanced combined):

  1. *Axel The Freeway Cat* (2,350)
  2. *How Do Dinosaurs Say Goodnight?* (1,608)
  3. *Alice in Wonderland* (1,532)
  4. *I Spy* (1,514)
  5. *The Blue Sky* (1,251)
  6. *Going Downtown and Other Rhymes* (1,212)
  7. *A Apple Pie* (1,187)
  8. *When Sophie Gets Really Really Angry* (1,159)
  9. *Baseball ABC* (976)
  10. *It Takes a Village* (883)

- Of these top 10 books, 4 were encrypted and 6 could be used by ICDL bookreaders)
- 4 of these top 10 books were donated by Scholastic
- 3 of these books were donated by the Library of Congress
- 2 of these books were donated by other national libraries (Singapore and Croatia)
- 1 book (the top book) was an out-of-print Harper & Row book donated by the American author Thatcher Hurd
- 7 books were published on or after 1981
- 3 books were published between 1885-1916

D.   CATEGORY SEARCHING

- Since June 2003, there have been 111,000 searches in ICDL Basic

  - approx. 75% were done using category search
  - approx. 15% were done using the world search
  - approx. 10% were done using keyword search

- The top 5 category searches using ICDL (Basic and Enhanced combined)

  1. Age (top subcategory: ages 3-5)
  2. Language (top subcategory: English)
  3. Subject (top subcategory: Culture and Society)
  4. Genre (top subcategory: Fairy Tales and Folk Tales)
  5. Make Believe Books (no subcategories)

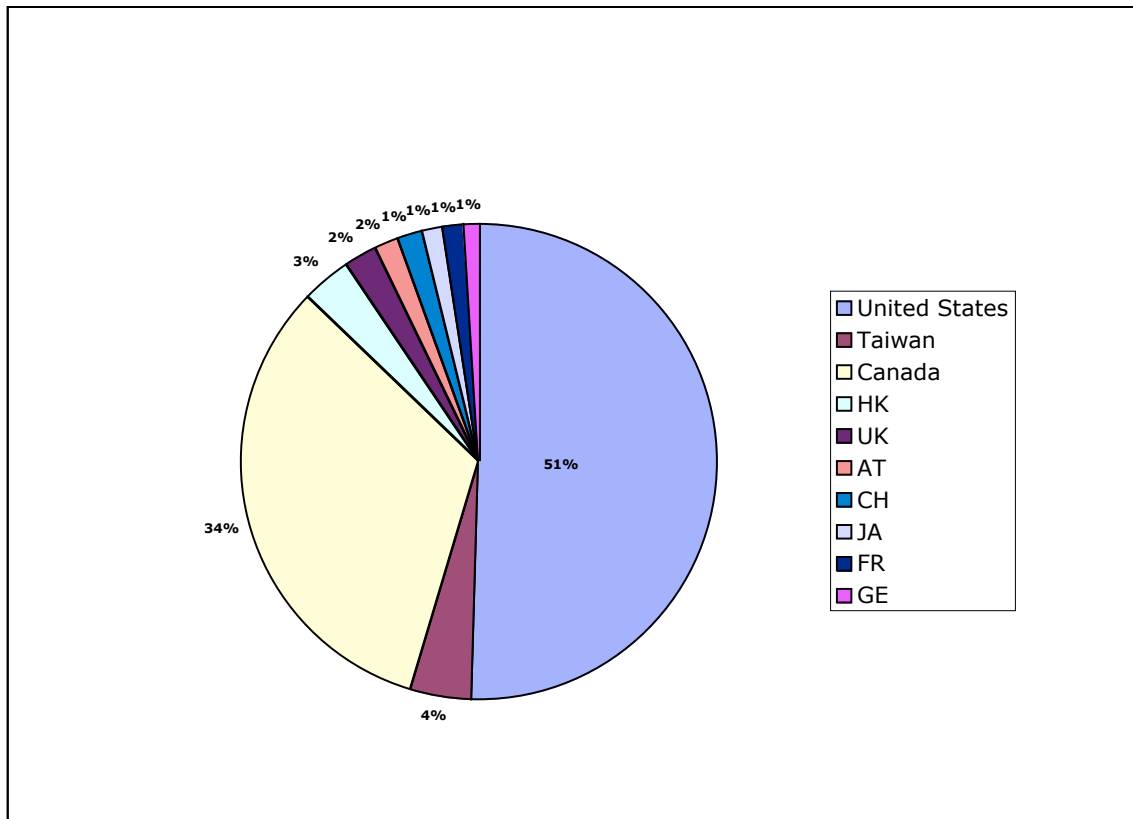**(Note)-** the color of the book and search by feeling were within the 15 categories to search by

E.   BOOK READERS

- 82% of book reading is done in ICDL Book Readers
- 18% of book reading is done in the Adobe Book Reader
- In ICDL Enhanced, the default book reader is the one most often used
- The non-default bookreaders are almost equally split in use

F. USERS BY COUNTRY

- ICDL users come from 148 countries
- ICDL users (Basic and Enhanced combined) most frequently come from the following 10 countries:

1.	US (34,787)
2.	Taiwan (2,953)
3.	Canada (2,469)
4.	Hong Kong (2,204)
5.	UK (1,611)
6.	Australia (1,141)
7.	China (1,033)
8.	Japan (1,009)
9.	France (976)
10.	Germany (787)

- Over 1/2 of ICDL users come from the US
- Almost 1/3 of the top 10 countries speak some form of Chinese as their first language

- ICDL Basic and Enhanced users come from different countries
- India (470) is in the top 10 of Basic users and not at all in Enhanced users
- More people are using the ICDL in India than in the Netherlands, Sweden, or Finland (the more computer-aware countries in Europe)
- Mexico (381) & Argentina (199) are in the top 20 of Basic users and not Enhanced users

G.   SOME COMMENTS FROM ICDL USERS

"I am working on a TV programme that supports teachers in impoverished South African schools. I was hoping it is possible to print your books, as these schools have no funds for libraries."

"I would be interested in purchasing some of these books for our Children's Language Center. Please let me know if you have leads to distributors who might carry them in solid form." Youth Services Librarian, Eugene, OR

"I work with after school programs for U.S. military kids in Korea and want to see if I can recommend this site for other staff and kids."

"...All my family loves children books and in Portugal it is difficult to buy classic children books"

"I am in the hospital. I am looking for ideas to use to amuse my 12 year old grandson when I break out on Monday and for the rest of the summer."

"I have cerebral palsy and can't hold a book, I need large print and to be able to read books on the computer."

"I am a fast reader and I finished my library books too fast. I was in need of books for the Summer Reading Program, so I came here."

"I came to the ICDL to read things I didn't as a child. (It's) a 'creative' break from an analytical world. A place to take a 'media' break and escape into a made up world."

"I have written down some of your book titles that I don't have in my library and will try to order the ones I feel are appropriate for our school. I was pleased to notice that I have many of these books or was familiar with the authors. I will mark your site and visit often. Thanks, from a school librarian in Kentucky."