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Citation: Casselden, Bidy and Dawson, Lisa (2019) Feeling connected: qualitative analysis of social and digital inclusion experienced by digital champion volunteers at Newcastle City Library. *Voluntary Sector Review*, 10 (3). pp. 371-385. ISSN 2040-8056

Published by: Policy Press

URL: <https://doi.org/10.1332/204080519X15644580994033>
<<https://doi.org/10.1332/204080519X15644580994033>>

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Feeling connected: qualitative analysis of social and digital inclusion experienced by Digital Champion Volunteers at Newcastle City Libraries

**Dr Biddy Casselden, Senior Lecturer, Department of Computer and Information Sciences,
Northumbria University**

Lisa Dawson, Digital Inclusion Officer, Your Homes Newcastle

Introduction

Digital literacy is a vital skill for citizens in a modern society, and lack of such literacy risks exclusion for those people on the fringes of society experiencing social and economic disadvantage (Department for Digital Culture Media and Sport, 2017). Almost 15% of people in the UK are unable to use the Internet, with a further 15% having limited use, and the majority of non-users being classified as disadvantaged (Good Things Foundation and Yates, 2017). Anderson and Whalley (2015: p.522) argue that “in its simplest form the digital divide represents a gap in access to and use of digital or electronic information between different sectors of society”, and arises from a multiplicity of demographic, economic and social factors. The growth of ‘digital by default’ Universal Credit applications, and the requirement for evidence of job searches has resulted in a growing dependence on internet access (Anderson and Whalley, 2015: p.534). Therefore, Public libraries play a vital role in providing access and training through digital literacy sessions, in an increasingly challenging environment.

Alston (2018) comments that public libraries and civil society organisations have indeed become the key providers of frontline assistance for those experiencing digital exclusion, at a time when they themselves have experienced reduced funding, staffing and building closure (Wainwright et al., 2016). As a result, there exists a very real challenge for public libraries attempting to bridge the digital skills gap, and the use of Digital Champion volunteers allows public libraries to provide access and training through digital literacy sessions, thereby helping those who are “digitally excluded (to) gain confidence in using digital technology and the internet” (One Digital, 2018). Such volunteers benefit from their involvement through enhanced social belonging, refined skills and experience, and the chance to return to paid employment (Casselden et al., 2017). However, volunteers can be an unstable resource, yet are increasingly relied upon following moves to austerity (Casselden et al., 2017). Therefore, it is pertinent to investigate how the role of volunteering benefits feelings of belonging and social inclusion, thereby creating the ‘hooks’ that ensure a reliable and high-quality value-added volunteering effort.

Qualitative research was therefore undertaken in the form of interviews, with the following underlying aims:

1. To explore who volunteers as a Digital Champion.
2. To investigate motivations for becoming a Digital Champion volunteer.
3. To understand how these motivations change as volunteering progresses.
4. To consider what factors help and hinder motivations for volunteering, and ultimately enhance belonging in the long term.

Digital Champion volunteers are unique in that they work exclusively supporting the enhancement of digital skills, and as such are fundamental to the wider UK Government Transformation Strategy “harnessing digital to build and deliver services” (Cabinet Office, 2014: p.5), and tackling the digital exclusion that manifests itself more readily amongst those sections of the population who are of a lower socio-economic class, in addition to people with disabilities, poor health, lower incomes, and lower levels of terminal education (Good Things Foundation and Yates, 2017).

Background

Volunteering has been an integral part of the public library offer for many years, and refers to “an activity in which time is given freely to benefit another person, group or organisation” (Wilson 2000 in Lynch and Smith, 2010: p.81). Paine et al. (2010: p.9) argue that there are four principles underlying volunteering; it is a free choice, assumes equal access, is mutually beneficial, and recognises contributions in some way. Up until now, volunteer use in public libraries has primarily been described as value-added, in that “volunteers bring added value to the delivery of library services as they actively support staff in a variety of volunteer roles” (Libraries Taskforce, 2017). However, it is worth noting that more recently there has been a move to staff replacement due to austerity measures affecting the public library sector, and the roles that volunteers are taking is changing (Casselden, 2016).

Motivations for volunteering stem from a complex mix of personal and altruistic factors (Merrell 2000 in Hardill and Baines, 2011: p.39), with Rochester (2006, in Brodie et al., 2009) suggesting the key motivators for volunteering are linked to socio-economic, access, historical/cultural, and individual aspects. In addition to enhancing the skills and well-being of individual volunteers, involvement in Public Libraries provides additional benefits at a service level in terms of increased capacity and resource, and at a community level in terms of connections and engagement, thereby fostering social capital and belonging (Museums Libraries and Archives Council, 2011; Arts Council England, 2014).

However, challenges exist regarding volunteering as it can be argued that it is not necessarily a fully inclusive activity with participatory barriers (Brodie et al., 2009). There can be tendency for the ‘usual suspects’ to dominate volunteering efforts, possessing better resources, education and social networks (Musick and Wilson, 2008 cited in Brodie et al., 2009: p.29). The existence of such groupings of individuals as volunteers can serve to alienate other people, thereby polarising service provision (Griffis and Johnson, 2014: p.106).

Brewis et al. (2010) discuss the challenges of managing volunteers, and the importance of using a psychological contract as a means to build loyalty and commitment, thereby enhancing service quality (Taylor et al., 2006). Informal mechanisms such as building ownership, trust and mutual understanding, together with careful partnership working are considered vitally important for achieving a loyal volunteering effort working for the good of service priorities and the wider community (Casselden et al., 2017).

This particular research focusses on the Newcastle City Digital Champion volunteers whose recent role has been to support digital literacy sessions based at Newcastle Central Library. The volunteers are managed by a Digital Inclusion Officer (DIO), a full-time paid member of staff who delivers the literacy sessions. Since the original recruitment of Digital Champion volunteers, numbers have reduced to a small but active cohort of 15 volunteers.

Methods

This research used a qualitative approach (Gorman and Clayton, 2005) in order to build a profile of who volunteered as a Digital Champion, and better understand key motivations for volunteering, alongside examining the enablers and challenges that existed. The utilisation of a case study method helped provide a holistic, in depth investigation from multiple stakeholder perspectives (Pickard, 2007: p.93), including volunteers, staff, and Library users attending Digital Literacy sessions. This

resulted in a rich description (Pickard, 2013: p.20) which facilitated triangulation in order to strengthen case validity (Yin, 2014).

Newcastle Central Library was chosen as it had a small, but well-developed Digital Literacy volunteering effort. In addition, the NE1 postcode area had been a full service Universal credit area since May 2016 (Lisson Grove Benefits, 2018), and the value of Digital Literacy support by the Library was of key importance. Purposive sampling (Gorman and Clayton, 2005) was used to select Digital Champion Volunteers available and willing to be interviewed during a 2 month timescale, in addition to the library managers responsible for digital engagement to provide a service level perspective. Anonymised user survey data was also obtained from the digital literacy sessions.

Semi-structured interviews allowed for the collection of 'qualitative, descriptive in-depth data [that is] specific to the individual' (Pickard, 2007: p.172) and provided a detailed exploration of the topic. All interviews were digitally recorded, transcribed, and subsequently verified by the interviewee, prior to uploading into NVIVO software for further analysis.

Analysis of the data was conducted using the constant comparative analysis method (Strauss, 1987 cited in Pickard, 2007), therefore concepts and themes were gathered from the raw data, using codes, in order to identify overriding themes and patterns (Flick, 2014).

Research findings

Who volunteers as a Digital Champion?

The profile of the volunteers interviewed was diverse in terms of social class, education and age. Unlike many other value-added Library volunteers, the majority of the Digital Champions were well below retirement age, and particularly thrived on working with people in a support setting. They also had a strong interest in technology and displayed altruistic tendencies.

[Insert Figure 1. here]

Motivations for volunteering

There existed a clear set of motivations that facilitated why Digital Champions volunteered initially, and why they kept volunteering.

[Insert Figure 2. here]

These motivators can be divided into 4 overarching themes related to the following:

- Individual factors: such as altruism, passion, feelings of self-worth, and enjoyment.
- People factors: such as social belonging, feeling part of a family, and the people in charge.
- Employment factors: such as job satisfaction, skills development, and the possibility of gaining paid work.
- Environmental factors: Such as culture, boundaries, relationships, tea, and cake.

Individual factors

Individual factors, such as altruism, passion and self-worth, often provided the initial spark for people starting their volunteering, in addition to serving as the 'glue' that enhanced longevity of the volunteering effort. A better understanding of these factors helps to improve recruitment and management of volunteers in the short and long term.

Altruism

Altruism was a strong theme running through the experiences of the majority of volunteers interviewed, and mirrored many of the discussions outlined by Brodie et al. (2009) . There was a desire to help others, to do good deeds, with understanding that sections of society were less well off in terms of their digital literacy and economic status. Therefore, doing something that was meaningful and of altruistic value was an important motivating factor for the Digital Champions. Making a difference was a recurring theme,

“It gives you a buzz, because you know that you are passing on your knowledge onto people who haven’t actually been quite so lucky. They haven’t had the opportunities that I have had, and things like that”.

Informal volunteering occurred as a matter of course, helping friends and family with a variety of tasks such as shopping, flat sitting, and IT related help. Formal volunteering also took place involving a variety of third sector organisations.

Digital Champions displayed a clear compassion for others and were aware of the barriers that existed for those digitally excluded, and the resulting challenges. For some volunteering was part of their identity; some had ideological overtones; others displayed ‘religious’ reasons, suggesting it was their duty to undertake such a role. It was certainly a motivating factor for many and underpinned why they initially chose to volunteer, and continued volunteering.

“I like helping other people, I always have done”.

The importance of being responsible for someone was also a key factor, and provided a means by which volunteers could care and assist people who were less fortunate than they were.

“I like the feeling of people not having to feel that they are alone, and there are actually people about them who actually care about them, and are willing for no financial gain whatsoever, to actually help people”.

Passion

The volunteers exhibited passion, commitment and responsibility, and it was evident that these factors were something that they were immensely proud of and provided a motivational aspect to their working in a voluntary capacity. The importance of participation being rooted in communities of interest is really important when considering the context of volunteering (Brodie et al., 2009: p.40).

“To get up early in the morning, to be here at 10 in the morning, means that we love what we do”.

In addition, Digital Champions exhibited a genuine interest in technology and sharing their knowledge. They enjoyed the challenge of matching their knowledge to the skills of each workshop learner and working with people who wanted to learn.

“That’s the best, when you join up the dots, and it takes away the fear. They kind of realise that they actually are part of the digital world, and they just haven’t realised it”.

Self-worth

It was apparent that many of the Digital Champions had fallen by the wayside in terms of their academic or working career, so undertaking the role of a volunteer enabled them to gain additional confidence and skills, improving their feelings of self-worth, and providing a “source of personal

identity" (Baines and Hardill, 2008: p.313). In a world where we often define ourselves by our paid employment, it is important to consider the positive role volunteering plays in building identities for those who are not engaged with the traditional working world.

"It makes us feel good".

The Digital Inclusion Officer suggested,

"Many of the volunteers to begin with hadn't worked as part of a team and many of them had quite low self-esteem. A few of them I would also have classed as somewhat isolated in their existence. Since they have taken up their volunteering roles their confidence level and their personalities have greatly developed".

Enjoyment

Enjoyment was crucial for Digital Champions, and a key motivating factor, enabling them to sustain their volunteering efforts. The combination of altruism, doing something they were passionate about, and improving self-worth helped to boost enjoyment considerably. These feelings of enjoyment fostered a level of commitment and loyalty that was very important for the success of the Digital Champion role.

"I enjoy it, that's probably the main thing".

Vecina and Fernando (2013: p.875) argue, "helping is more beneficial if it is motivated by pleasure", and likely to be of greater quality. Ensuring volunteer skills match their role is also important (Casselden, 2016: p.172).

People factors

Many of the Digital Champions discussed the inclusive environment of the Library, enhanced by the personality of the DIO. They felt part of a team and felt appreciated. They mentioned being part of one big happy family, and exhibited a strong loyalty to their fellow volunteers, the workshop attendees and the Digital Inclusion Officer. This social element was clearly a very important part of maintaining interest and the longevity of the volunteering effort and helped to enhance feelings of job satisfaction.

Social belonging and feeling part of a family

Volunteering helped Digital Champions feel connected with wider society, in addition to interacting with others. Some of the volunteers were unemployed, with health conditions that restricted their ability to get paid employment, whilst others lacked the necessary skills and experience to compete in the jobs market. Several of the Digital Champions mentioned the importance of feeling part of the local community. One recently retired volunteer expressed the benefits of his activity in terms of being "a bit more plugged into the local community", something he felt had been lacking whilst he had been working.

"I used to drive to work, so I didn't have to mix with people on public transport; I mixed with similar people at work, so it's been a bit of an eye opener seeing how the majority of the population live".

For one volunteer who was unemployed their volunteering provided a means by which they could engage with the outside world.

“Partly I said to myself I want to get out a bit more, and I was a bit sick of being in the house”.

Some volunteers discussed the benefits of working closely with the public in workshops, expressing the positive outcomes of meeting people from a variety of backgrounds, who they would not necessarily meet within their own social circles. Indeed, meeting and better understanding the workshop attendees was important for the volunteers and part of the reason why they enjoyed their volunteering. Some learnt new things from the workshop attendees, whilst others learnt more about themselves having worked with the workshop attendees.

“Yes, and even the learners have told me things”.

An important factor was also the building of a team between the volunteers themselves, and the friendships that had resulted, enhanced by the fact that they were a small group of 15 people meeting every week. Face-to-face communication, mutual training, social tea breaks, and an enthusiastic organiser who oversaw recruitment and allocation to workshops all helped build the experience. The environment was one of acceptance, friendship, and mutual support.

“I have a good relationship with the volunteers here, everyone’s very friendly. Seeing the same people every week, you can catch up a bit for a few minutes before hand and after”.

It was evident that the role of belonging in maintaining loyalty (Casselden et al., 2017: p.9) was something that required careful attention. The recruitment of appropriate volunteers was crucial, and this was something that the DIO raised in order to get a “glimpse of their personality”, such that the mix of personalities worked well for the overall team. In addition, the role of training, and providing opportunities to enable social connections to grow and develop were crucial.

Employment factors

Many of the volunteers cited their initial motivations for volunteering stemming from wanting ‘something to do’ that was meaningful and enjoyable, and filling a void, whether that be because of unemployment, retirement, redundancy, ill health, educational failure, or simply not needing to work. It also enhanced feelings of self-worth and being a valuable part of society as mentioned earlier.

“Right now, I just sort of treat it like a sort of job in a way”.

“Well I felt like I had to do something, I felt like every day I was sitting around doing nothing”.

“I mean obviously being long term unemployed, it’s a lot of sitting around being bored out of my skull, so it’s just nice to be able to actually do something, to have something constructive to do with my time”.

Job satisfaction

The Digital Champion role involved autonomy, working one-to-one with learners in workshops, and involved knowledge sharing, and making a difference. Indeed, many volunteers discussed what they did as though it was a paid job (similar to findings by Baines and Hardill (2008: p.315)), displaying a level of commitment and responsibility that one may not think possible without remuneration.

“So as long as you are enjoying it, and volunteering is something you want to do, it’s probably near enough to getting job satisfaction”.

Skills development

The Digital Champions felt their volunteering role enhanced their communication skills, in addition to growing confidence. They experienced opportunities to communicate with a varied cross-section of people, providing a challenging yet rewarding aspect to their volunteering role, and refined their teaching and IT skills through having to teach others.

“It has helped me explain things better to people in general”.

“I think it enhanced the tailoring of the message to the recipient”.

The Digital Inclusion Officer commented on the advanced understanding of learner needs displayed by the volunteers, in addition to the positive feedback that came from the workshop attendees. The enhancement of human capital through the acquisition of additional knowledge, skills and competences aligns with the investment model of volunteering (Souto-Otero and Shields, 2016) . Indeed, Vecina and Fernando (2013: p.875) suggest that “helping is more beneficial if it is motivated by pleasure”.

Gaining paid work

For some Digital Champions experiencing long term unemployment volunteering acted as a stepping stone back to future paid work, and this potential was identified by Baines and Hardill (2008: p.315). It helped to boost their confidence and provided a breathing space in which to re-consider career options and enhance CVs in a safe, supportive and meaningful environment.

Such volunteering was a means to an end, with volunteers in a transition phase.

“To stand any chance of getting back into employment. The most important part for me is to just try to keep doing some sort of voluntary work”.

Environmental factors

Working environment is crucial to enhancing the longevity of the volunteering effort. If people do not feel respected and included, they may feel they do not belong and lack loyalty. Clear boundaries help ensure clarity and manage expectations. The Digital Champions were very positive about their volunteering environment, having been recruited, trained and fully supported throughout. Indeed, the importance of the Digital Inclusion Officer in organising and facilitating the volunteering effort was key to the continued success of this initiative.

“With a previous voluntary job, they weren’t helpful, they weren’t supportive in the role, and I didn’t know what was expected of me. But here I know exactly what is expected of me, I can get on with it myself, not constantly being looked over. So, it’s a nice working environment, it’s not in any way hostile”.

“I’ve been in places where it has been completely the opposite, and that’s one of the reasons why I keep doing it, because I may not feel like I belong, but I certainly don’t feel like I am excluded”.

Culture, boundaries and relationships

When questioned about the digital champion volunteers, the Digital Development Manager of the Library Service suggested that targeted management and close communication with the Digital Inclusion Officer were important success factors.

*“They receive a lot more support in terms of training and guidance and the paid staff member’s hard work, enthusiasm and management of the group have ensured that they buy in to what they are doing, are proud of the work they do and are well trained and supported. The importance of **** (Digital Inclusion Officer) and her skills cannot be overstated”.*

The participative way in which the DIO built volunteer relationships through the active involvement of volunteers when planning and preparing workshops, ensured mutual respect. The importance of negotiating boundaries when delivering public services in partnership with volunteers is challenging, but valuable when considering service quality (Clarence and Gabriel, 2014).

Tea and cake

Building a team approach, by visiting the library café, rewarding volunteers with refreshment, in addition to planning and discussing issues that arose was a particularly successful part of volunteer management, engagement and reward.

Challenges

Such motivators are clearly, of value to any volunteering effort, however challenges were identified that limit opportunities for wider application. These relate to the profile of the volunteers, the size of the volunteering effort, the availability of paid staff, and the requirement for wider communication with the local community to ensure future uptake of volunteer run sessions, in addition to further supply of willing volunteers.

Longevity and fragility of volunteering effort

As mentioned earlier many Digital Champions started volunteering due to unemployment and were in a state of transition.

“I suppose getting money from somewhere at some point, the sooner I do that, the better, I think I will start to search properly”.

Therefore the stability of the volunteering effort was in a state of flux, and required active management to avoid uncertainty. Discussion with the Digital Inclusion Officer identified that such worries had in part been addressed through the development of partnerships with a local bank willing to provide staff to volunteer, however she also acknowledged the importance of networking.

“I never say no to anyone who applies because I realise that circumstances for my current volunteers could change at any time”.

Small is beautiful?

One of the reasons for the success of the Digital Champion volunteers was because it was small scale, enabling close working relationships, and a targeted management style assigning volunteer roles dependent on individual personality traits. However, it is questionable whether this style of management would work so well with increased volunteer numbers.

Communication with the wider community

It was acknowledged that getting the message across regarding the benefits of volunteering was challenging, and created challenges for future recruitment of volunteers.

“Community communication is very important but for some reason it is quite hard for me to get the message out there about what we do here at the library.....I do some promotion by Facebook and Twitter, but my messages need to be communicated more widely to those who are not online and don’t know how to access these platforms”.

Staff dependency

Success of this Digital Champion scheme was relied on the efforts of one staff member. This individual had a committed approach to working with volunteers that involved respect and communication, such that the volunteers valued her presence and reciprocated her hard efforts by demonstrating similar traits. Strong bonds had developed through joint development and delivery of digital literacy sessions, and volunteers were fiercely loyal to their manager.

*“What **** does is brilliant, she’s super enthusiastic, and the work that she does, and how she helps people, it’s just great”.*

Locke et al (2003, cited in Brodie et al., 2009: p.32) considered the importance of, ‘strategies to ensure volunteers are managed in an explicit, developmental, supportive and appreciative way’, thereby ensuring loyalty and a sense of belonging for volunteers.

However, staff dependency can challenge the delicate equilibrium of volunteer relationships, in addition growing the volunteer group could challenge the relationships that currently exist within the group.

Conclusion and implications for practice

The Digital Champion volunteers, although limited in number, were an important part of the public library service, adding extra value and a tailored service.

Digital Champion volunteers were more varied in their demographic composition, and less typical of traditional public library volunteers. This was probably due to the recruitment of volunteers from the Your Homes Newcastle initiative, in addition to requiring a technical specialism, rather than a love of reading or local history. The volunteers had altruistic tendencies, but also exhibited traits that identified that their volunteering might provide them with a stopgap, whereby they could consider their route to paid employment, or future career plans. It enabled them to define themselves. In addition, the volunteers were more visible than traditional library volunteers were.

The social and digital inclusion that resulted from this type of activity was a multi-level phenomenon. The Digital Champions felt part of a team, but also part of the local community, in addition to enhancing their digital and social skills. Their volunteering also contributed to the social and digital inclusion of the public attending the digital literacy sessions.

Several drivers enhanced belonging for Digital Champions:

- They were doing something that they cared about, whether that be altruistic motives such as helping others, or because they enjoyed technology.
- They had been carefully recruited, with the oversight of a paid member of staff, and undertook work that was appropriate to their ability.
- They were encouraged to train and were involved in decision-making and course development. This gave them a sense of ownership, and trust.
- They felt valued, knowledgeable and worthy. Many viewed the role as a job in itself.

- As such, they felt loyal to the members of the Digital Champion team, their workshop attendees and the paid member of staff who delivered the sessions.
- The small number of Digital Champions helped to facilitate close bonds between the volunteers, and the paid member of staff.
- The paid staff member was an important influence on the success of this volunteering venture. In addition, basing the classes in the public library provided a neutral accepting environment.

Intrinsic rewards were important. Digital Champions wanted to help people less fortunate and make a difference, share their own technical knowledge, belong to a group, and refine skills related to communication and confidence. Therefore, they enjoyed what they did and felt happy, doing something they felt was meaningful. They felt the environment they were in was inclusive, participative, and provided them with an opportunity to 'work', building their feelings of self-worth and refining their skills.

Motivational areas included:

- Individual factors
- People factors
- Employment factors
- Environmental factors

There are indeed challenges to this type of volunteering, particularly that many of the people are in transition, and may not choose to volunteer when faced with the option of paid work. This case study was a small-scale activity, which may not have worked so well on a larger scale, and involved intensive paid staff time, again less feasible on a larger scale. The role of the paid member of staff in ensuring longevity was vital, and this was expressed by both volunteers and library managers, who felt that the close friendship and support that the DIO had built up with the volunteers, created a successful and nurturing volunteering environment. In addition, the need to develop communication and partnership efforts to ensure continued supplies of willing and able volunteers is crucial, alongside the continued development of existing volunteers.

Key recommendations for successful value-added volunteer use:

- A paid member of staff is vital to act as a lynchpin between the volunteers and the organisation. They provide the necessary direction for volunteers, including recruitment and selection, training, and development. They ensure that a high quality service is provided.
- Volunteers have a finite longevity, and therefore ensuring a steady supply of new volunteers is important for service maintenance. Building partnerships with a variety of stakeholders such as Library users, the local community, and commercial organisations is important.
- Small is beautiful, and replication of volunteer use at scale requires greater resource in terms of paid staff to manage.
- Promotion of volunteer use, and the value they add to a service is a key part of communicating a positive message to internal staff, Library users and the wider community.
- Using aspects of Volunteer Relationship Management, such as intrinsic rewards, and partnership working provide the 'hooks' to enable a high quality, sustainable service in the longer term.

Future research:

The temporary nature of Digital Champion volunteers and the vital role they play in delivering digital inclusion support cannot be understated. In 2018 595 people attended digital literacy sessions at the city library, and 1,584 hours were volunteered in order to support these sessions. Further research is important, examining digital champions as part of a longitudinal study in order to explore volunteer journeys from start to finish, thereby better understanding the complexity of relationships that exist, and ensuring that longevity and quality are enhanced for the good of the employing organisation and wider society.

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Participant 1	<ul style="list-style-type: none"> • Male in his 20's, volunteering as a DC for 6 months. Originally came to volunteering after dropping out of University. • Hoping he will get a paid job, enjoys social aspect and chance to share knowledge of technology.
Participant 2	<ul style="list-style-type: none"> • Female in her 40s, volunteering as a DC for 18 months. Mother, but had worked previously in technology and teaching. • Fiercely altruistic, hoping this will help her decide what she wants to do once kids get older.
Participant 3	<ul style="list-style-type: none"> • Male in his 40s, volunteering as a DC for 3 years. Previously worked in social welfare sector. Ill health prevents them from undertaking paid work. • Has multiple volunteering roles, and strong sense of altruism. Wants to make a difference.
Participant 4	<ul style="list-style-type: none"> • Male in his 20s, volunteering as a DC for 6 months. Has a degree, but volunteering to improve his skills so he can get a paid job. • He likes to make a difference to people's lives, and hopes to find a job in the near future.
Participant 5	<ul style="list-style-type: none"> • Male in his 60s, now retired and working as a DC for a year. He wants to put something back into society. • He enjoys IT, and feels his volunteering helps him become better connected with the local community.
Participant 6	<ul style="list-style-type: none"> • Female in her 30s, who has been volunteering as a DC for 6 months. She is long term unemployed and would like to get back into paid work. • She volunteers for other organisations. She likes to help people, and finds the DC environment accepting and friendly.
Participant 7	<ul style="list-style-type: none"> • Female in her 30s, volunteering for nearly 3 years. She is unemployed and has been involved in community work for most of her working life. • She likes helping people, and hopes this work will enhance her skills.

Figure 1. Demographic profile of Digital Champion Volunteers

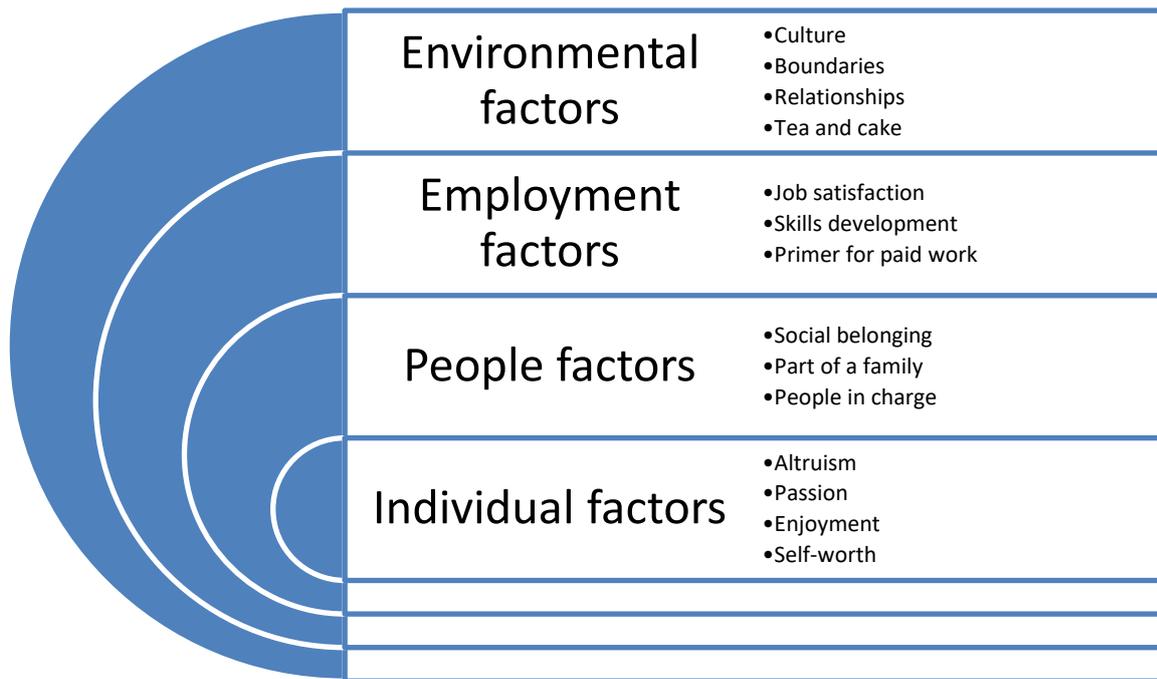


Figure 2. Motivations for Digital Champion volunteering.