

DIGITAL IMMIGRANTS AND DIGITAL NATIVES EXPECTATION COLLECTION IN THE ANDALUSIAN PUBLIC HEALTH SYSTEM VIRTUAL LIBRARY: COMMUNICATION WITH OUR USERS

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BACKGROUND AND OBJECTIVE

The Andalusian Public Health System Virtual Library (**Biblioteca Virtual del Sistema Sanitario Público de Andalucía, BV-SSPA**) is a collection of services and information resources that are offered through the Internet to the Andalusian Public Health System, who serves to more than 8 million people through 40 hospitals, more than 1.500 primary care centers, 10 research centers and 95.000 health professionals.

In traditional libraries the Internet is one of the channels used in their relationship with their users, nevertheless in virtual libraries the Internet is the main channel for the communication with them. **Social networks** and **Web 2.0** become indispensable tools to offer a better service. According to this, the BV-SSPA has evaluated the capabilities and knowledge of their users on these tools to check the value of these **communication, interaction alternative channels**.

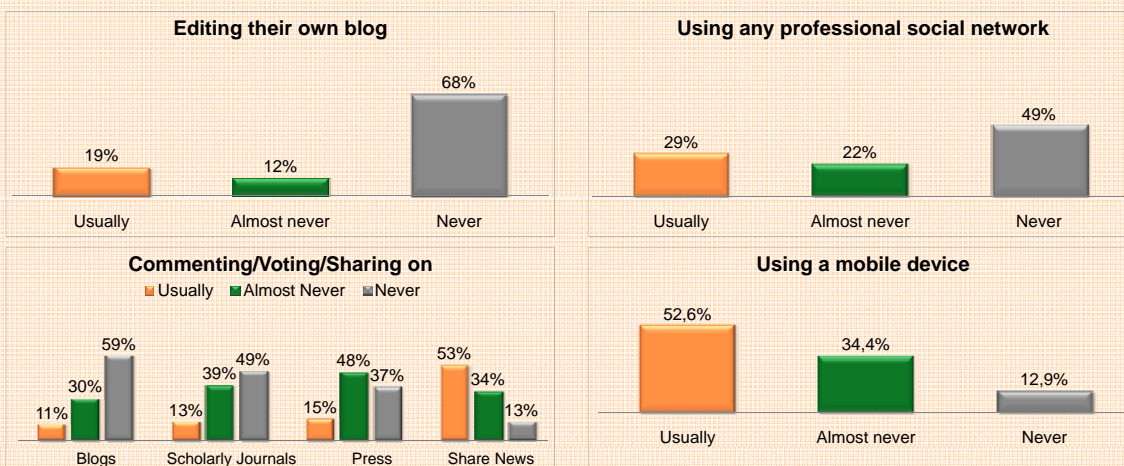
METHODS

Descriptive transversal design made between users of the Andalusian Public Health System composed by:

Survey Are you user 2.0?
Duration 45 days
Answers: 518 (5.4% estimated potential users)
On line and paper

OUTCOMES

Main outcomes are:



CONCLUSIONS

- Andalusian Public Health System Virtual Library users are normally older than 25 years. The difference between digital natives and immigrants is not determined by their age, but by their attitude regarding Web 2.0.
- According to the survey data, our users seem to be less inclined to the creation of their own content on the Internet, but they show an **active attitude using professional networks** and **sharing news and other contents**.
- Most of them uses mobile devices to access the Internet.
- Delivering the access through mobile dispositives and increasing participation in social network would **improve** the BV-SSPA **communication and interaction with users**.