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Copyright Literacy in the UK: understanding library and information professionals



<https://ukcopyrightliteracy.wordpress.com>



@UKCopyrightLit

JANE SECKER AND CHRIS MORRISON

LSE & University of Kent

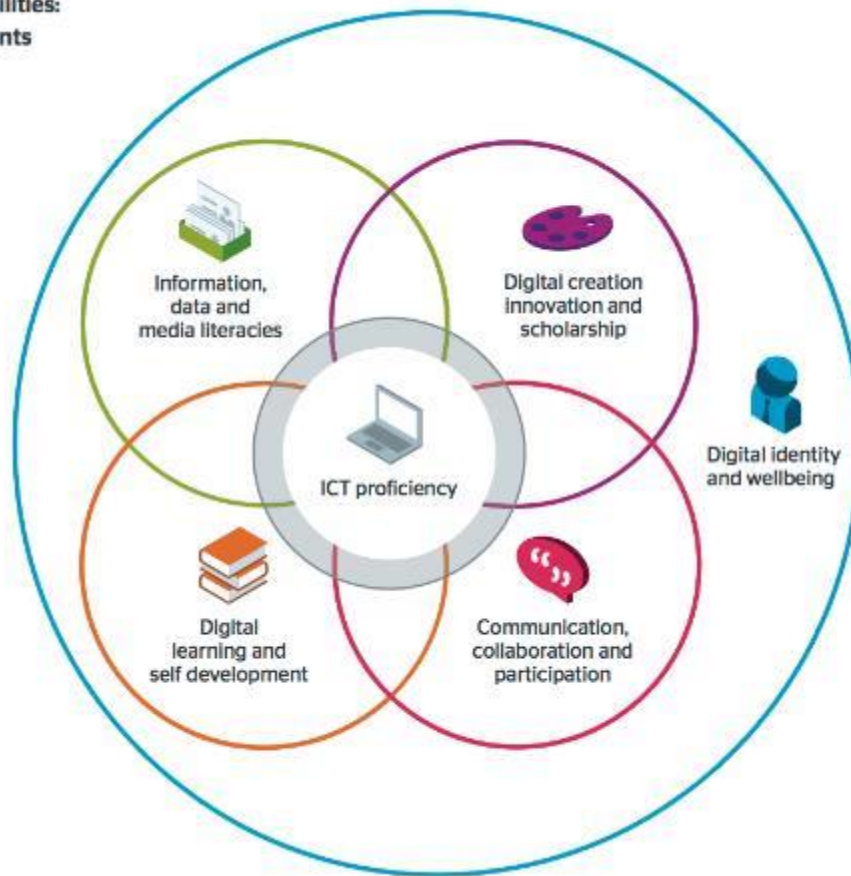


BACKGROUND AND OVERVIEW

- Originated from a European study, but we are looking to understand UK librarians' **experiences of copyright** more deeply
- Copyright and IPR issues part of **ethical use of information** and crucial for librarians but a source of fear / annoyance / boredom
- Opportunities to **enhance copyright education** (both in professional qualifications and CPD)
- Looking to reduce anxiety and exploit value of **games-based learning**

WHAT IS COPYRIGHT LITERACY & WHY DOES IT MATTER?

Digital capabilities:
the six elements



I think awareness of copyright and the intellectual property of other people is central to the 'information, media and data literacy' element of the digital capabilities framework.

Understanding one's own copyright and IPR also comes into 'creation, innovation and scholarship'. And I don't think it's too far-fetched to argue that in an academic setting, copyright has implications for academic identity.

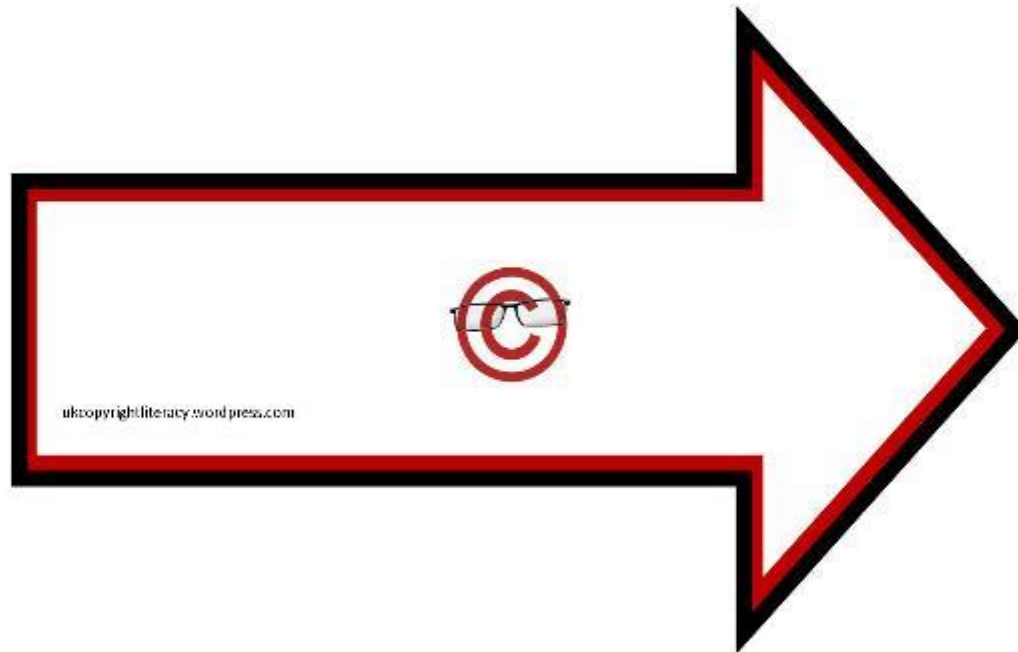
Helen Beetham writing about digital capability in 2015

Jisc (2015) Six Elements of Digital Capabilities

COPYRIGHT? ZZZZZZZZZZZZZZZZZ



PLAY YOUR CARDS RIGHT



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Confidence
UK



Moderate to
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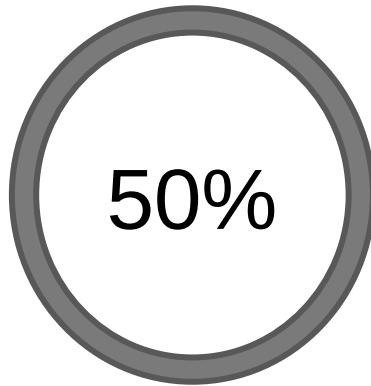
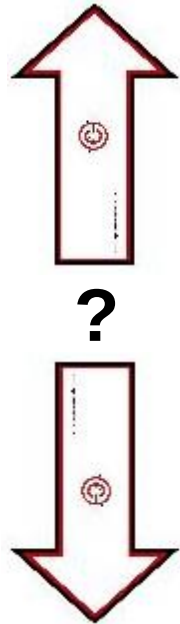


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*European countries surveyed: Bulgaria, Croatia, France, Turkey

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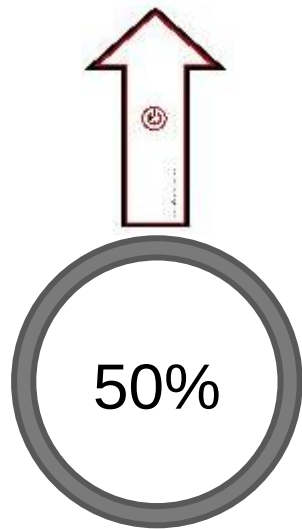
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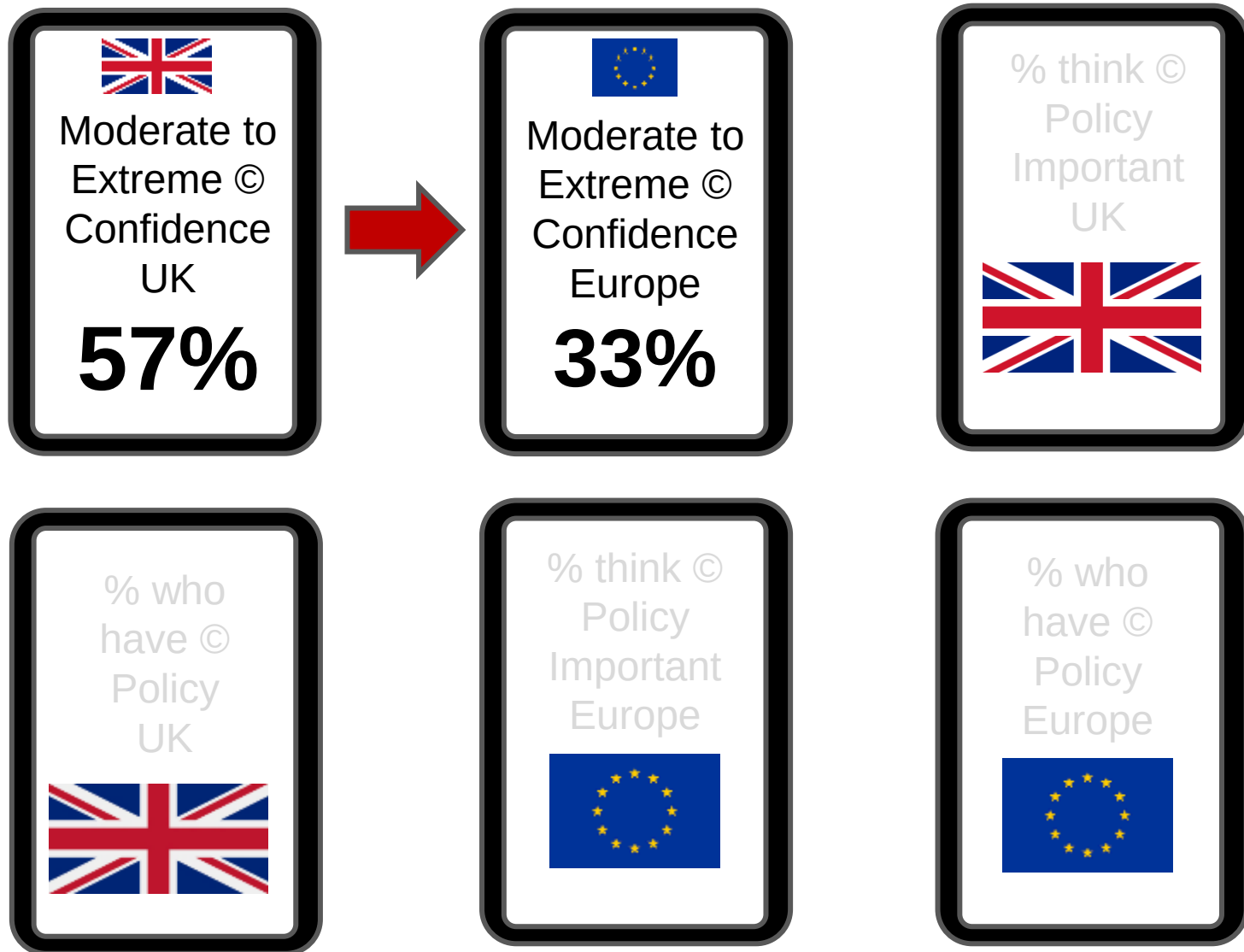
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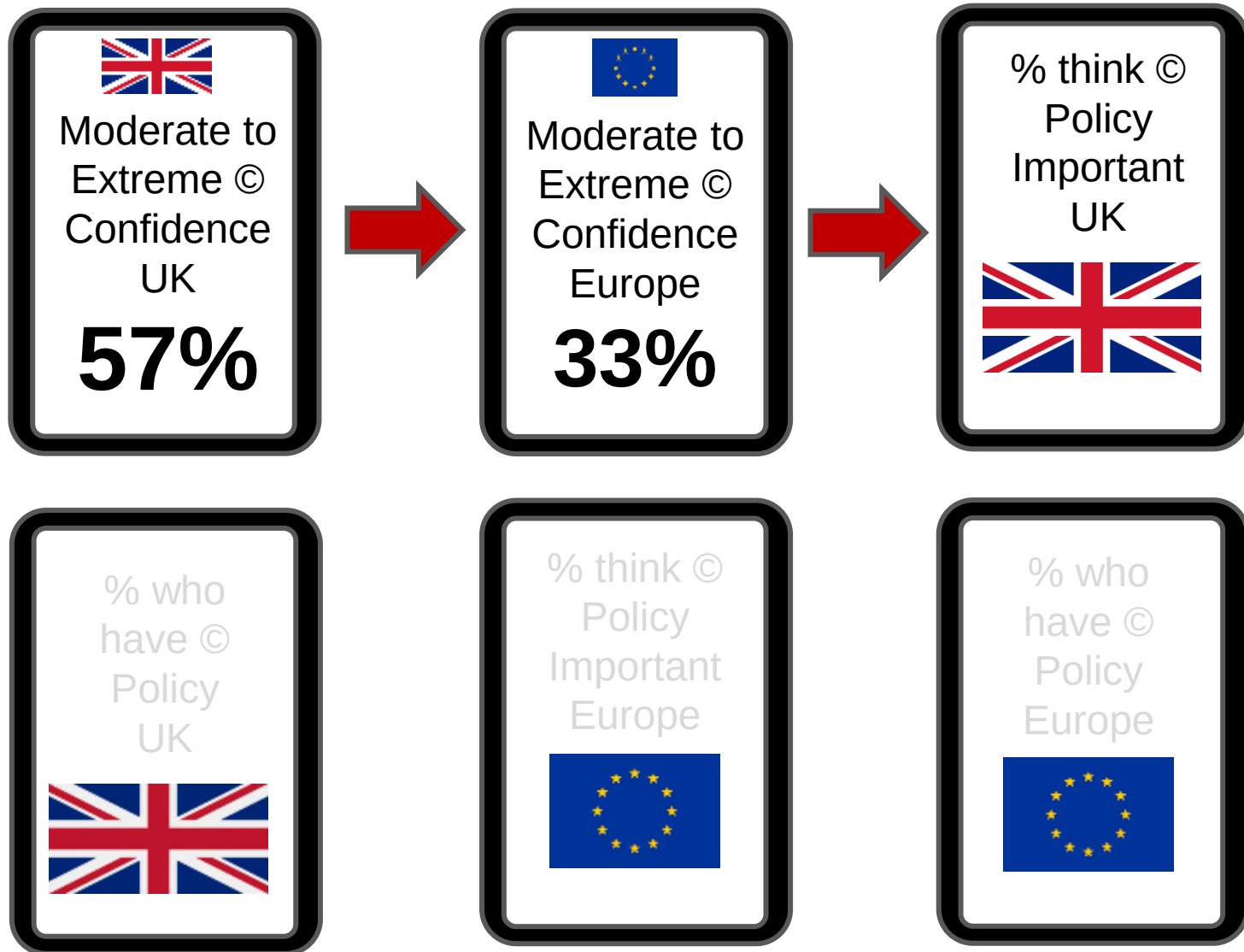
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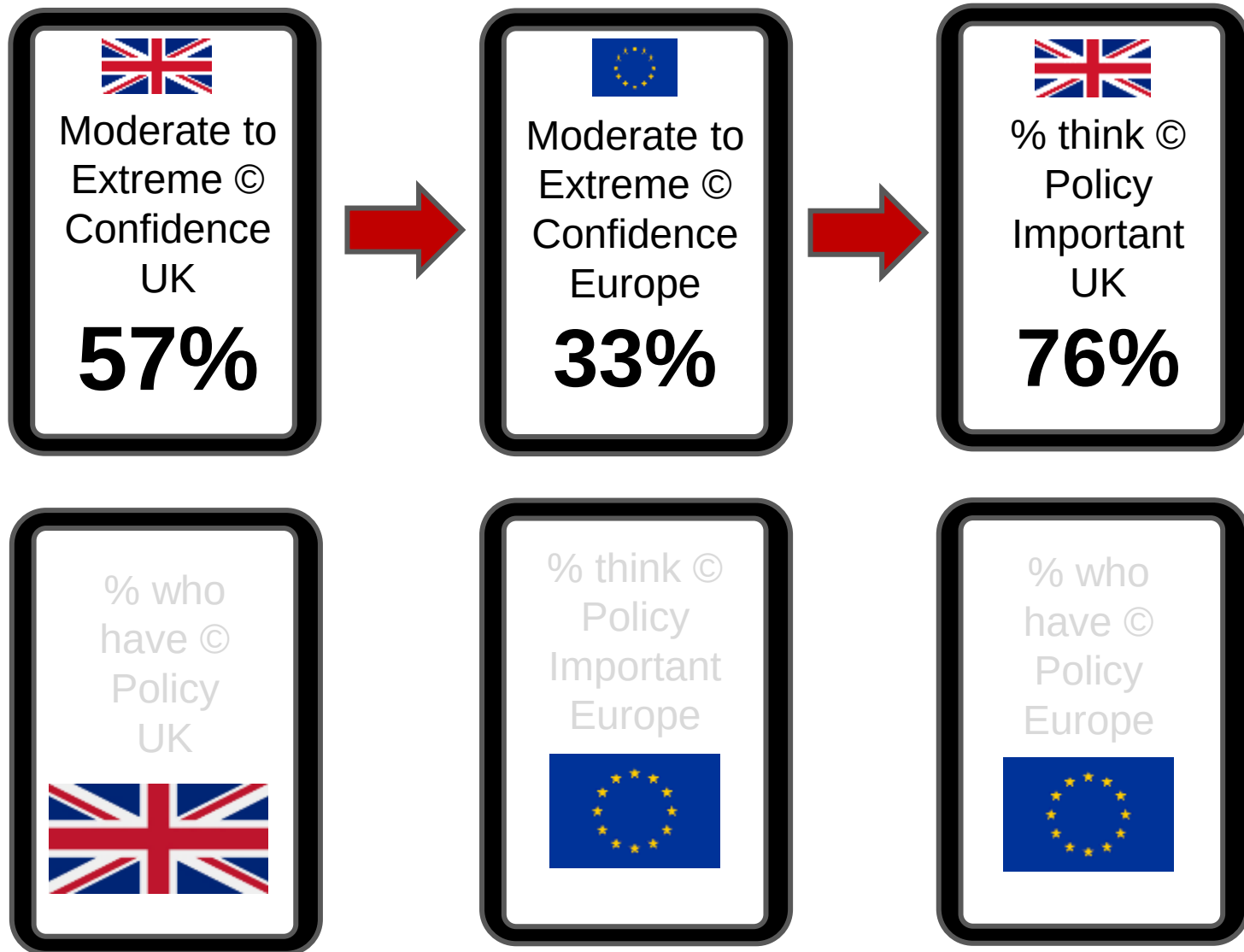
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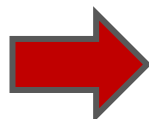
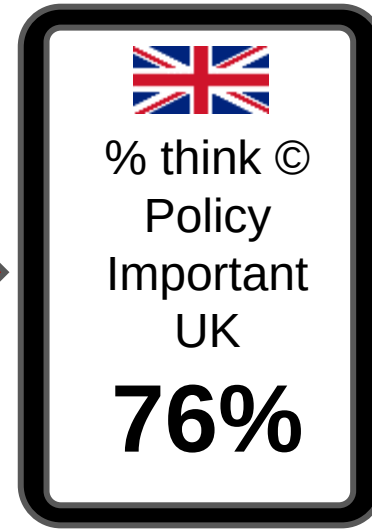
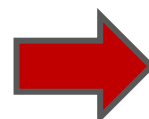
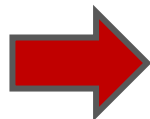
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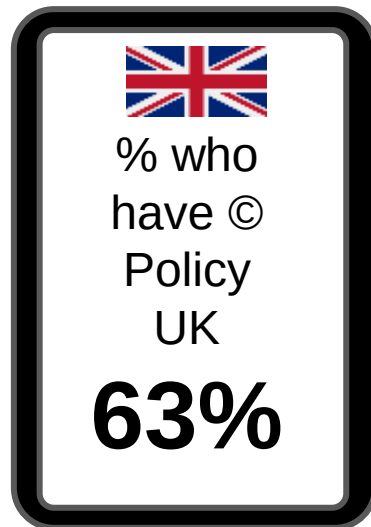
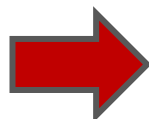
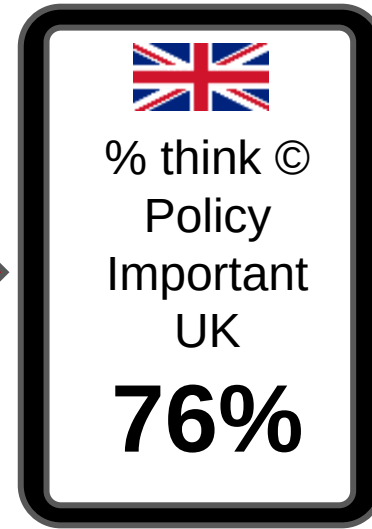
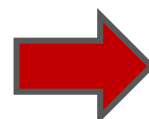
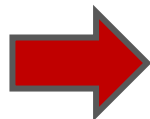
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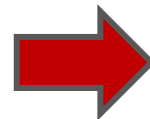
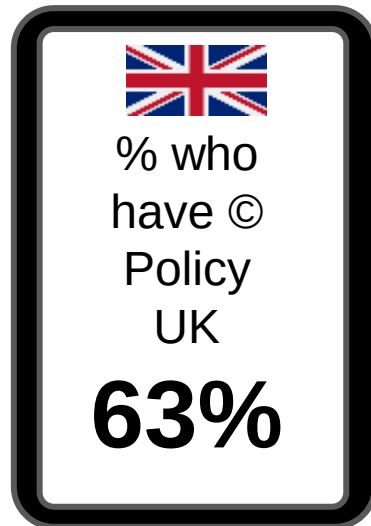
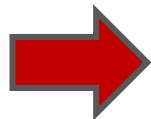
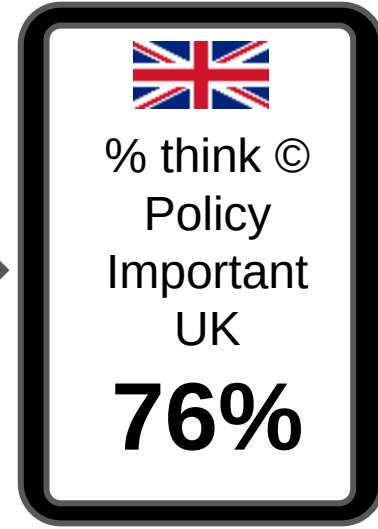
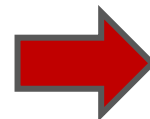
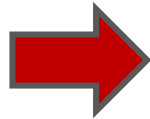
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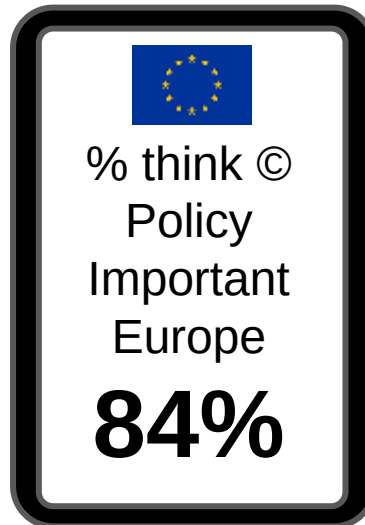
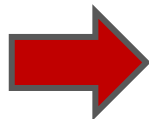
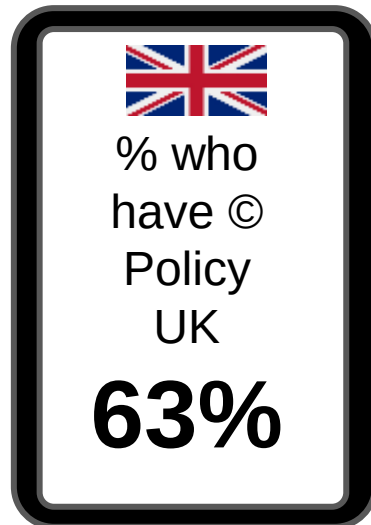
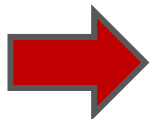
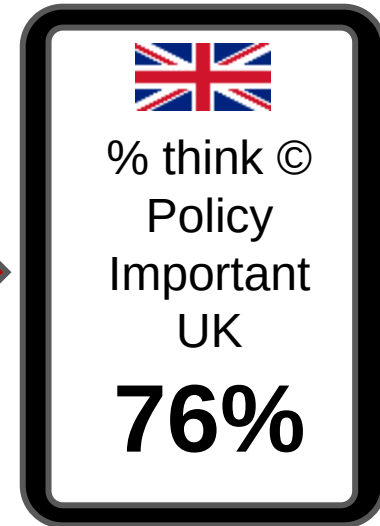
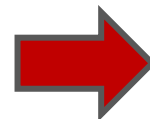
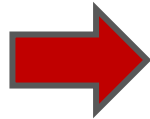
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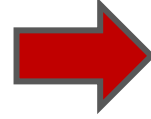
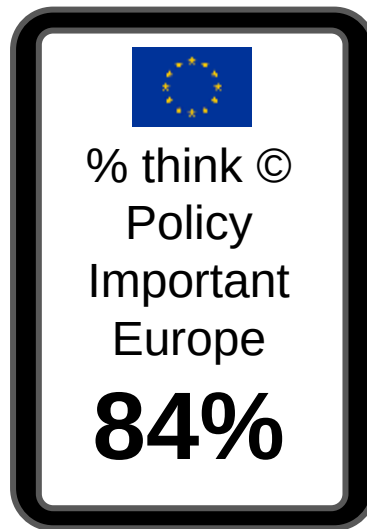
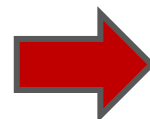
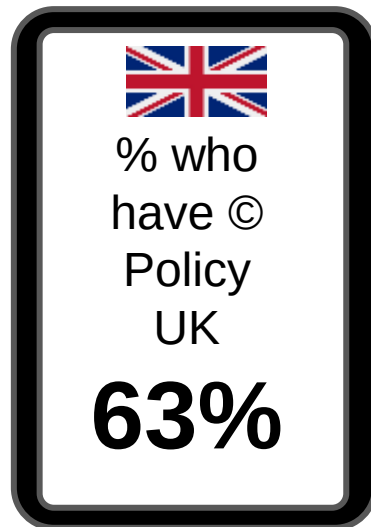
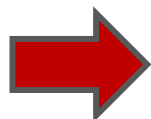
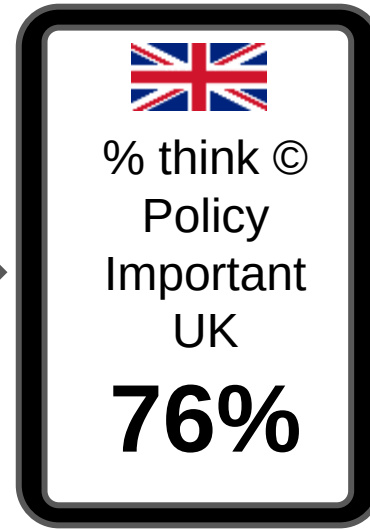
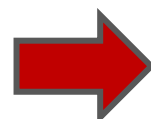
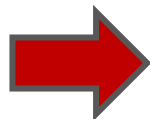
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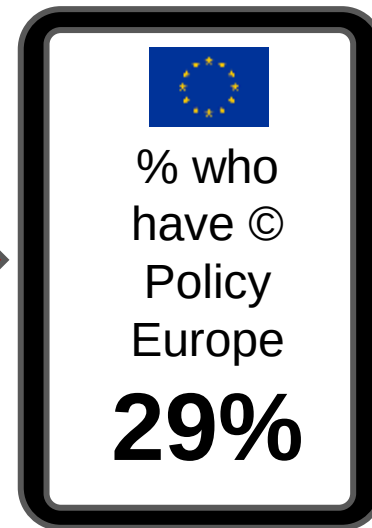
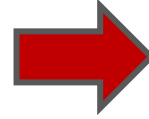
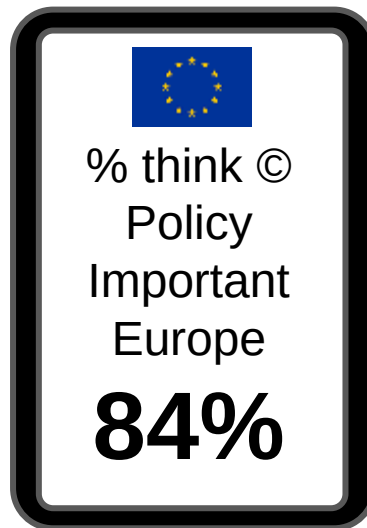
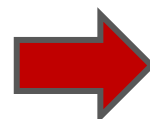
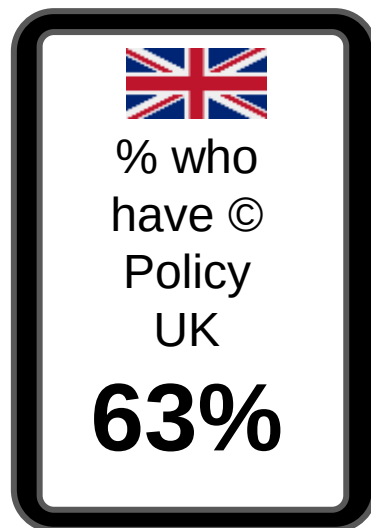
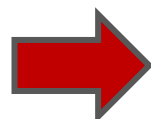
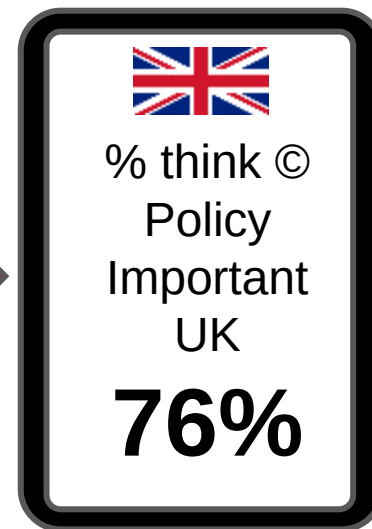
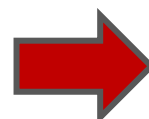
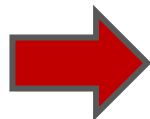
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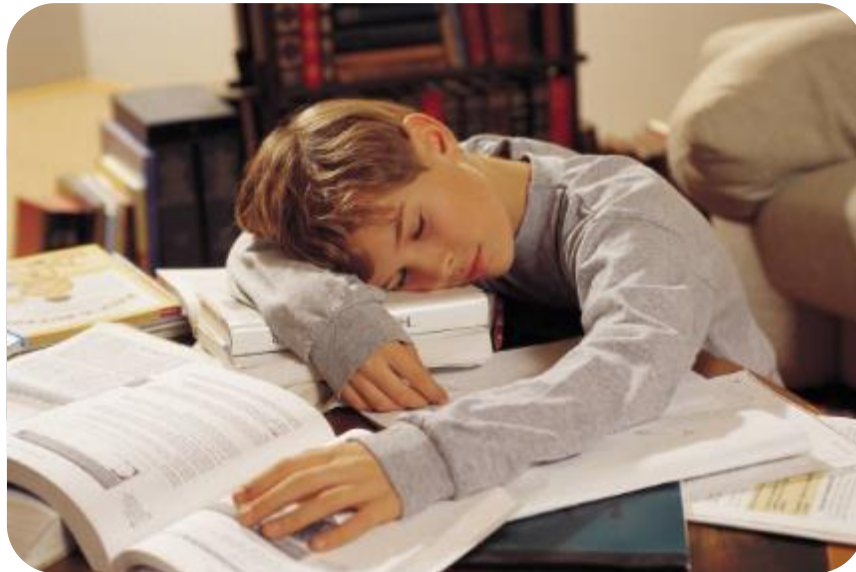
OUR SURVEY SAID.....



EDUCATION & CPD

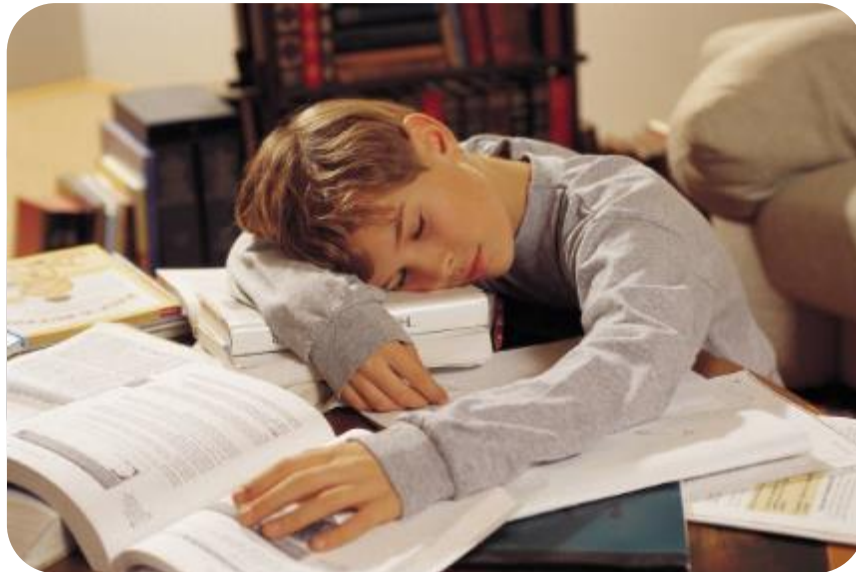
EDUCATION & CPD: WHAT SHOULD IT COVER?

General copyright awareness / copyright duration/ using images /fair dealing and quotation / digital content rights / creative commons / understanding terms & conditions & re-use licenses / implications of non-compliance (but in a good way using carrot not stick).... Whatever it is it needs to be clear and as jargon free as possible to stop people glazing over.



EDUCATION & CDP: WHAT SHOULD IT COVER?

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FEEL THE FEAR

I think copyright can seem daunting if you are not familiar with it, and by encouraging an awareness at an early stage, this would reduce any anxieties to follow.

I find that people are often scared of copyright...



FOCUS ON POSITIVES

Copyright education should:

*...reflect the fact that most LIS practitioners have significant **exemptions** and **freedoms** as regards copyright. Much existing copyright education is effectively written from a commercial rightsholder perspective and tends to be unduly dogmatic as a result.*



EMBEDDING IN LIS EDUCATION

I have just finished my MSc and we had limited information on copyright law provided, the little I know I know because colleagues have shared it with me.

I don't remember copyright issues being addressed at all in my Postgraduate course and I think this was unfortunate.



KEEPING UP TO DATE

...I still need to know what I am allowed to do and for whom, especially as digitisation has changed the field completely. We need updates on how legislation has changed and what a difference this makes to our work.



EMBEDDING COPYRIGHT LITERACY

Encouraging more general awareness of copyright issues so librarians/info specialists can educate academics about complying with copyright law. Also practical awareness for students' creative work and using [copyright] material in their own work.



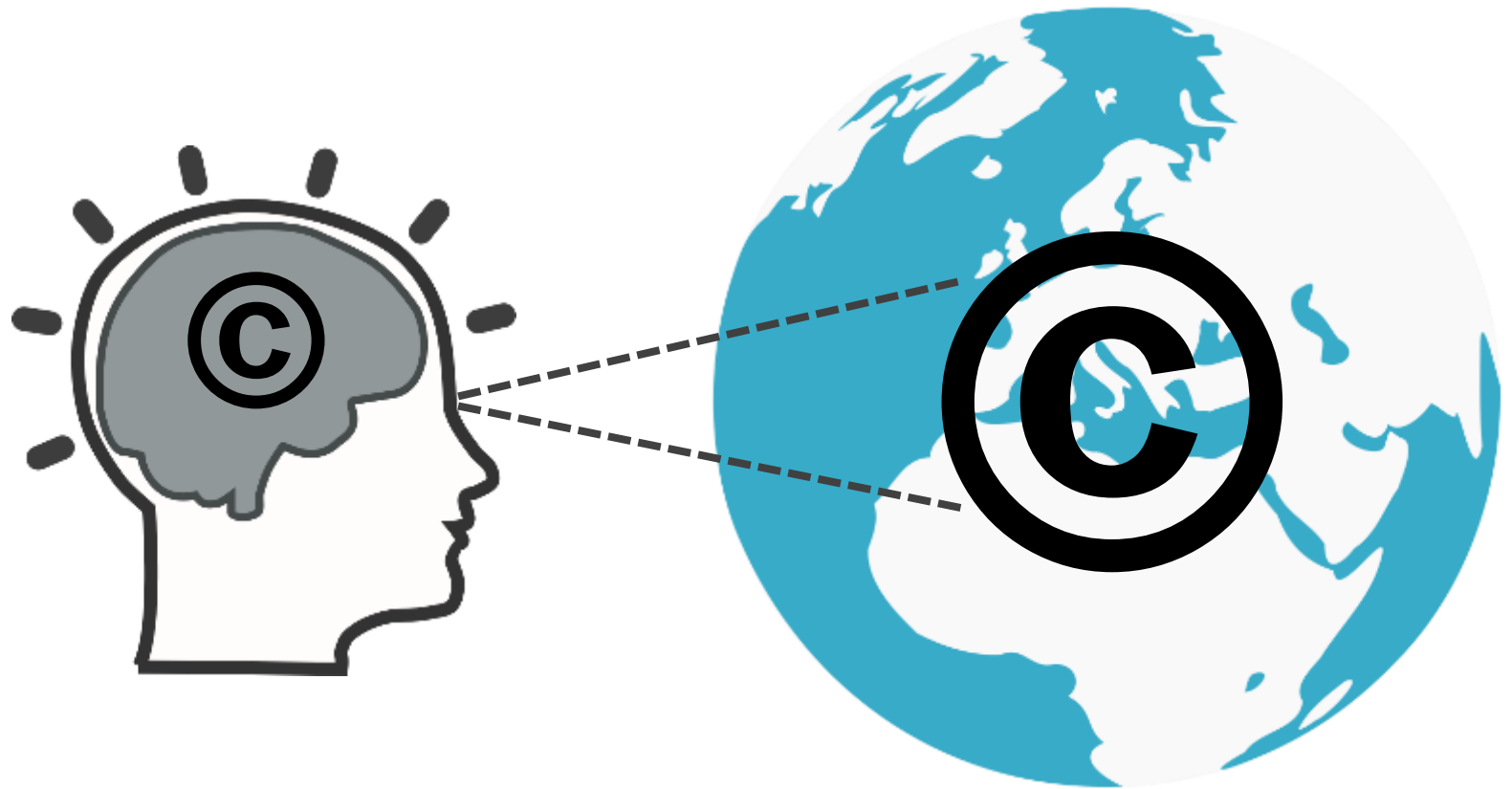
SURVEY CONCLUSIONS AND FURTHER RESEARCH

- © **Need for more cross-national analysis**
- © **Librarians likely to compare favourably to other professionals?**
- © **Need more qualitative data to investigate**
 - © How copyright literacy is effectively embedded in education
 - © How to develop a effective approach to copyright literacy
- © **Understand the role of the generalists vs dedicated copyright professional**
- © **More engaging training**

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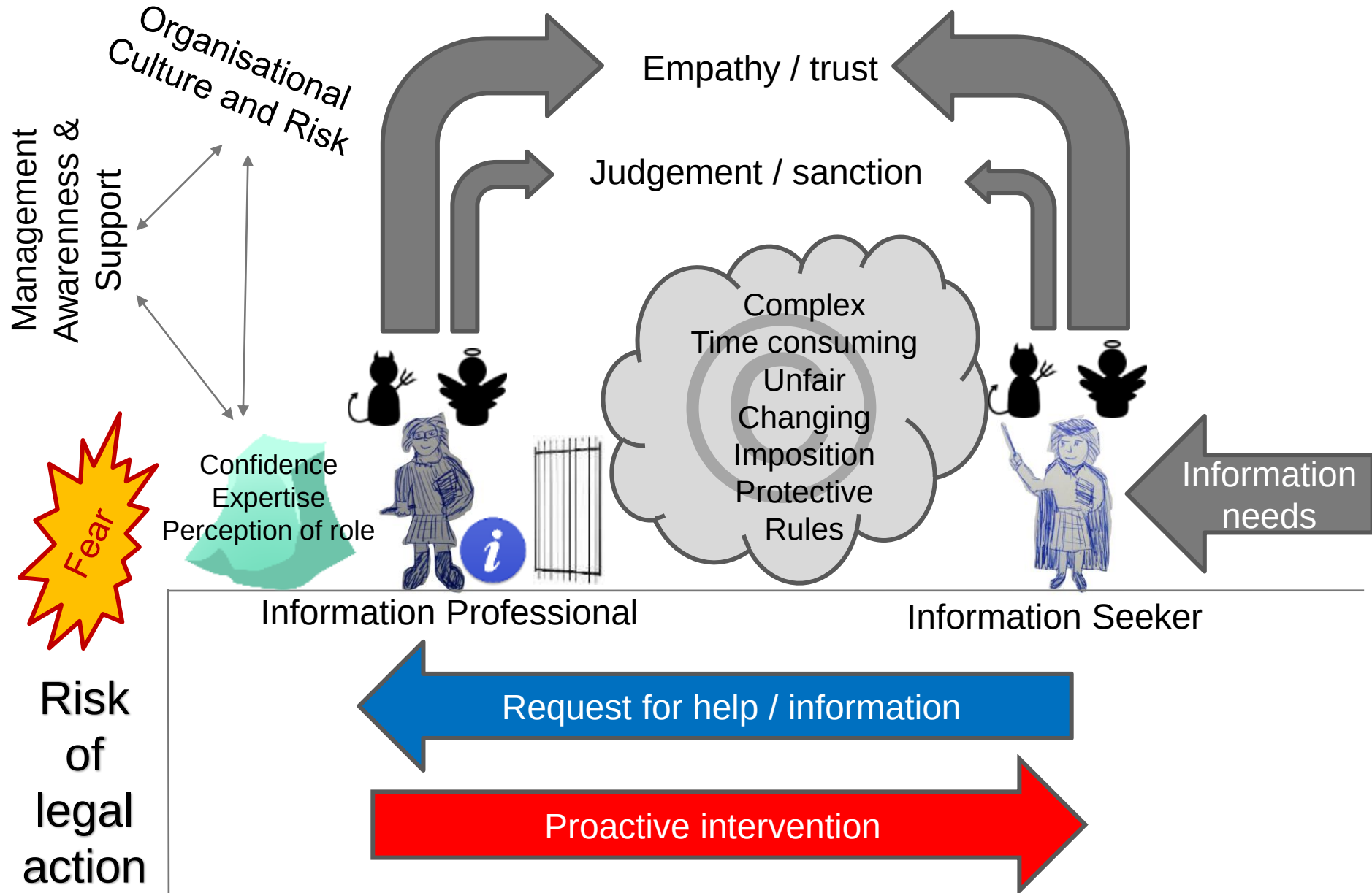
COPYRIGHT AND PHENOMENOGRAPHY



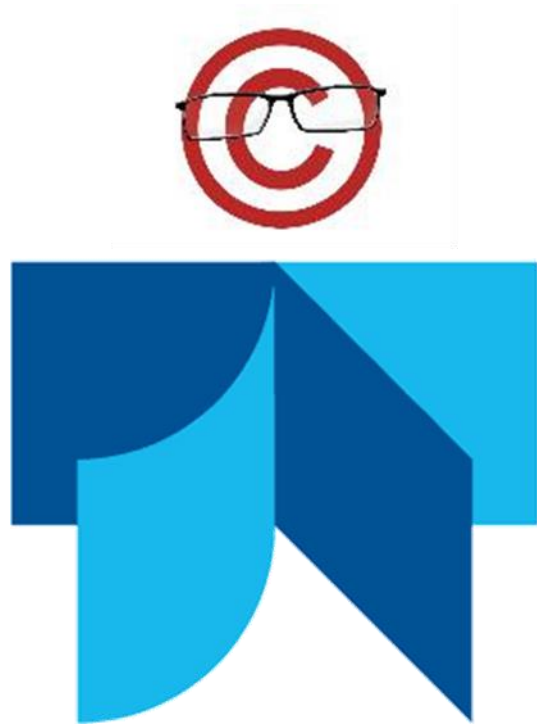
UNDERSTANDING COPYRIGHT EXPERIENCES

- Copyright is not a 'thing' and phenomenography (people's experience of things) seems an ideal research method
- Undertaken 3 focus groups to test out the approach in HE
- Allows us to understand variations in the way copyright is experienced by different types of librarians:
 - Academic support / subject librarians
 - Research support / repository staff
 - Teaching support staff
 - Enquiries / customer service
- The findings should help us to consider better ways of devising copyright education and embedding copyright into institutional strategies

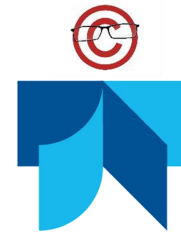
COPYRIGHT AS A PHENOMENON



PARALLELS TO IL



Copyright and
**Information
Literacy**



Copyright and
Information
Literacy

PARALLELS TO IL

- Copyright is about ambiguity - not right and wrong answers
- Copyright education can often be reactive (dealing with 'problems') so how can we shift it to being proactive (teaching in context)?
- Copyright education requires empathy and trust
- Copyright needs to be understood in context – it's not simply a one size fits all
- Is learning about copyright a threshold concept – but a portal many avoid ever going through?

SO WHAT ARE WE DOING?

**We're on a mission to make copyright
engaging, fun and empowering...**



ENGAGEMENT*



*No endorsement implied

COPYRIGHT CARD GAME



Designed to teach librarians about copyright works, usages, licences and exceptions



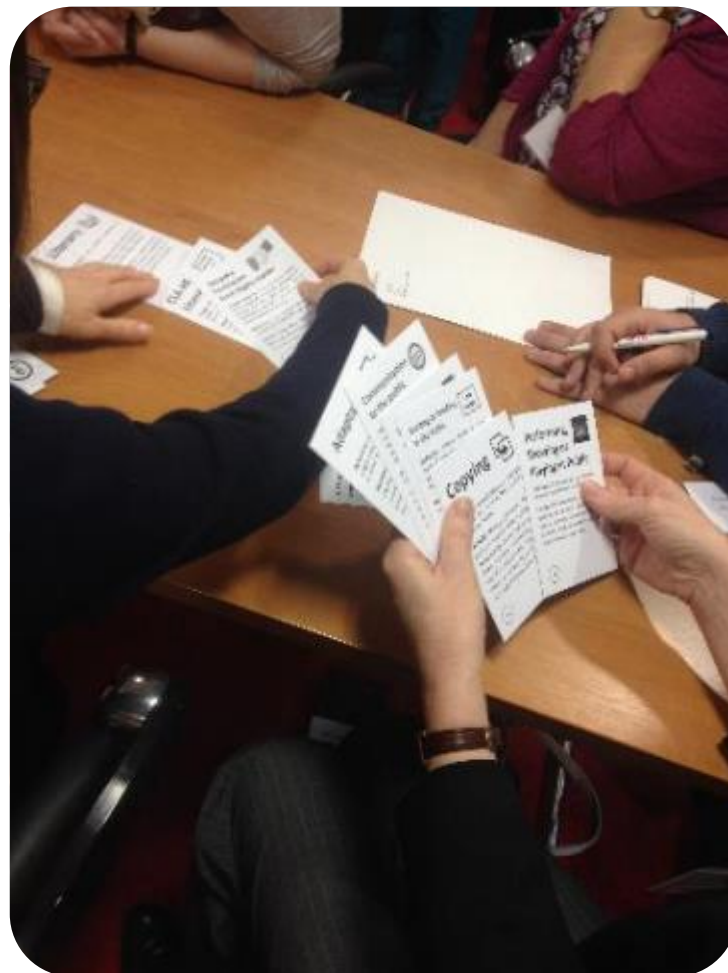
Making copyright interactive and engaging



Downloaded over 2,500 times and consistently positive feedback



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<https://ukcopyrightliteracy.wordpress.com/about-2/copyright-the-card-game/>

YOU'VE SEEN THE PPT AND THE T-SHIRT, YOU'VE PLAYED THE GAME, NOW....

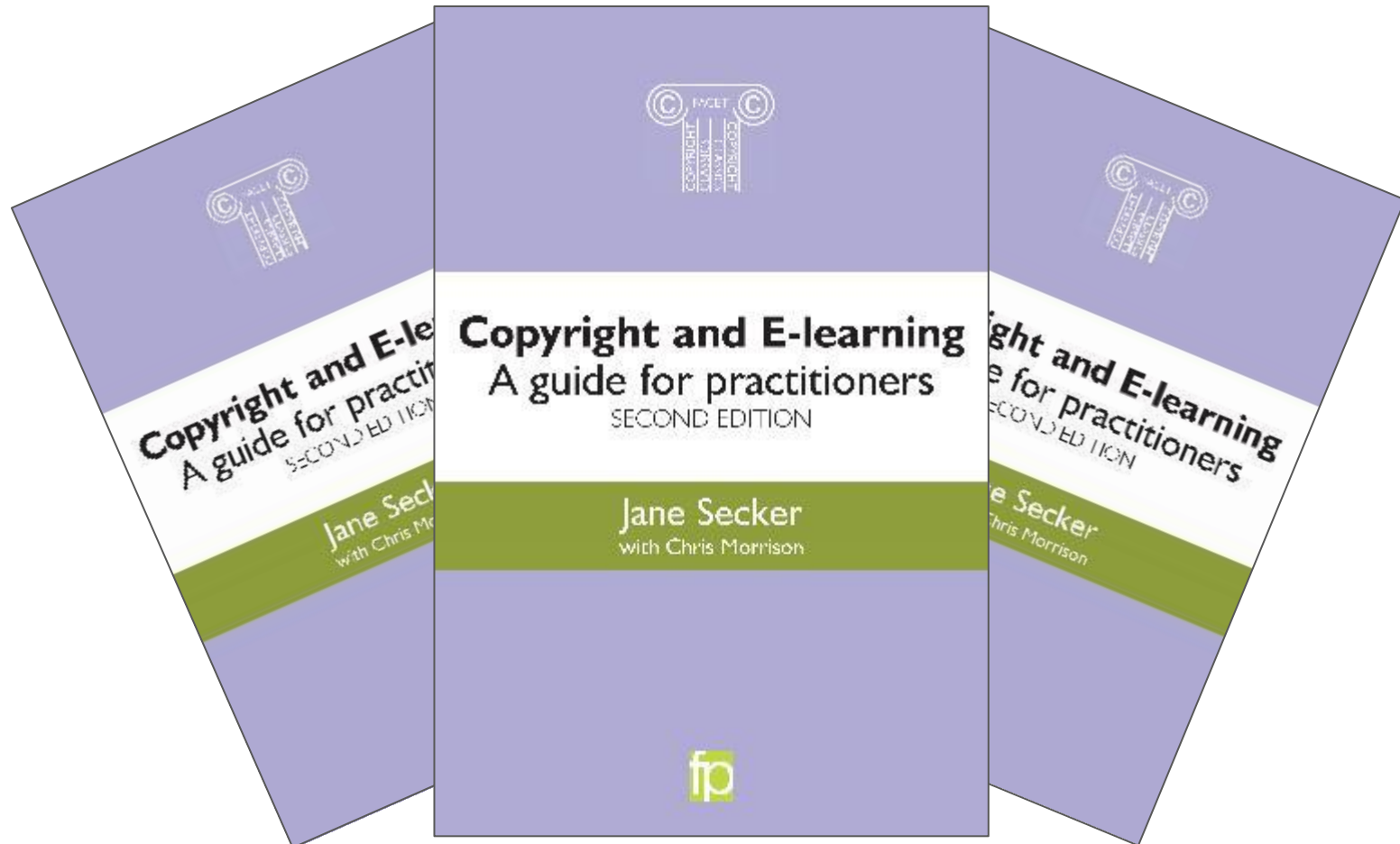


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Slide 25: If you are not confused <https://flic.kr/p/frJ48>

Slide 26: Open: <https://flic.kr/p/mzqM>

Slide 28: Video tape archive storage <https://flic.kr/p/aUgdnB>

Slide 29: Z Smith Reynolds Library <https://flic.kr/p/d7dL8d>

Slide 37: Back to back <https://flic.kr/p/8NCuPU>

Others

Slide 27: Views of Aberystwyth from National Library of Wales (no known copyright)

Slide 32: Open clip art

Slide 38: Logos owned by respective organisations, no endorsement implied

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FURTHER READING

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Morrison, C and Secker J. (2015) Copyright Literacy in the UK: a survey of librarians and other cultural heritage sector professionals. *Library and Information Research*. 39 (121). (forthcoming)

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<https://ukcopyrightliteracy.wordpress.com>