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Citation: Morrison, C.M. and Secker, J. (2015). Copyright Literacy in the UK: European Conference on Information Literacy 2015. Paper presented at the European Conference on Information Literacy (2015), 19-23 Oct 2015, Tallinn, Estonia.

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Copyright Literacy in the UK: Results from a survey of library and information professionals

https://ukcopyrightliteracy.wordpress.com

@UKCopyrightLit

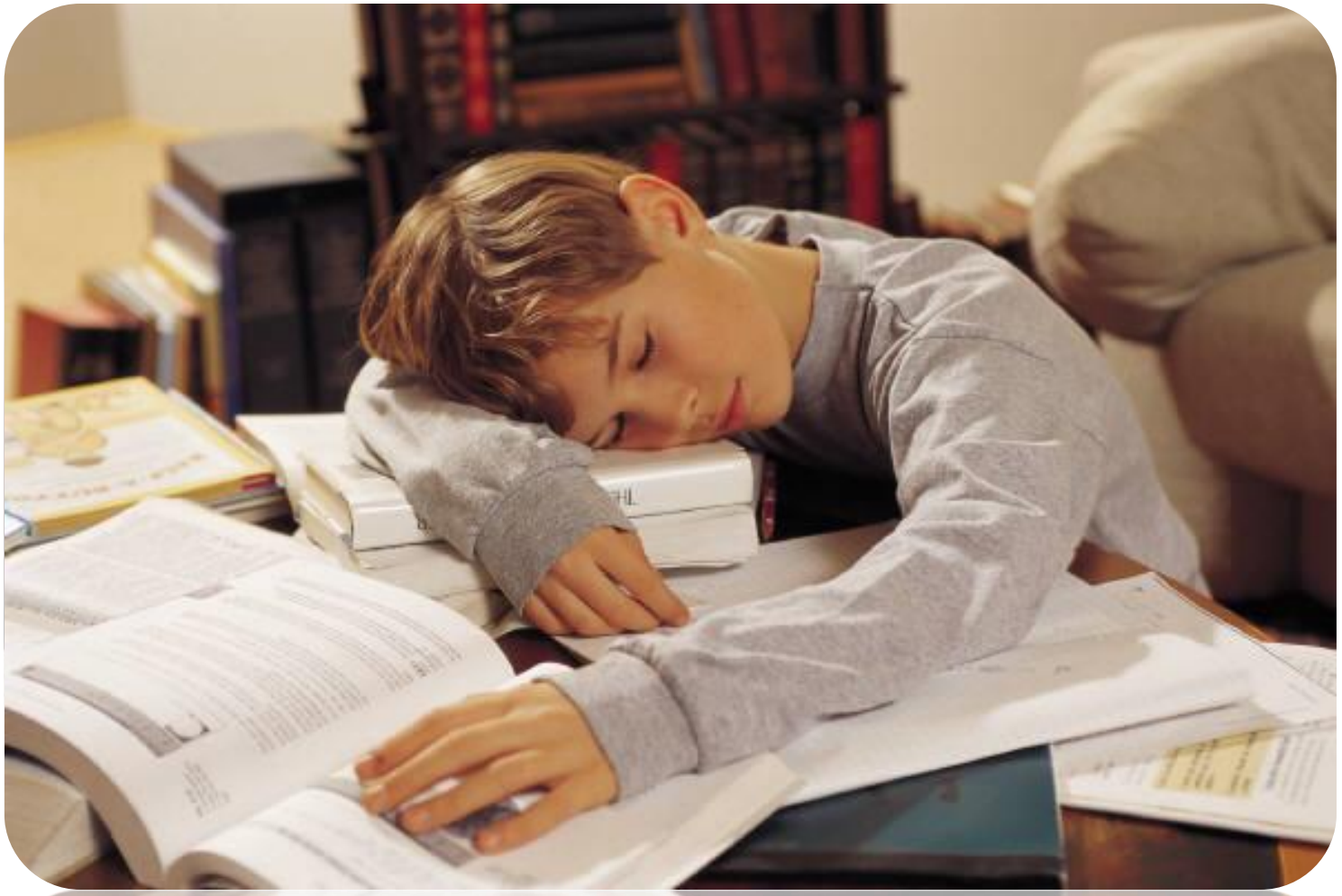
Jane Secker and Chris Morrison

LSE and University of Kent

European Conference on Information Literacy, Tallinn, Estonia 19-23 October 2015

COPYRIGHT

COPYRIGHT? ZZZZZZZZZZZZ



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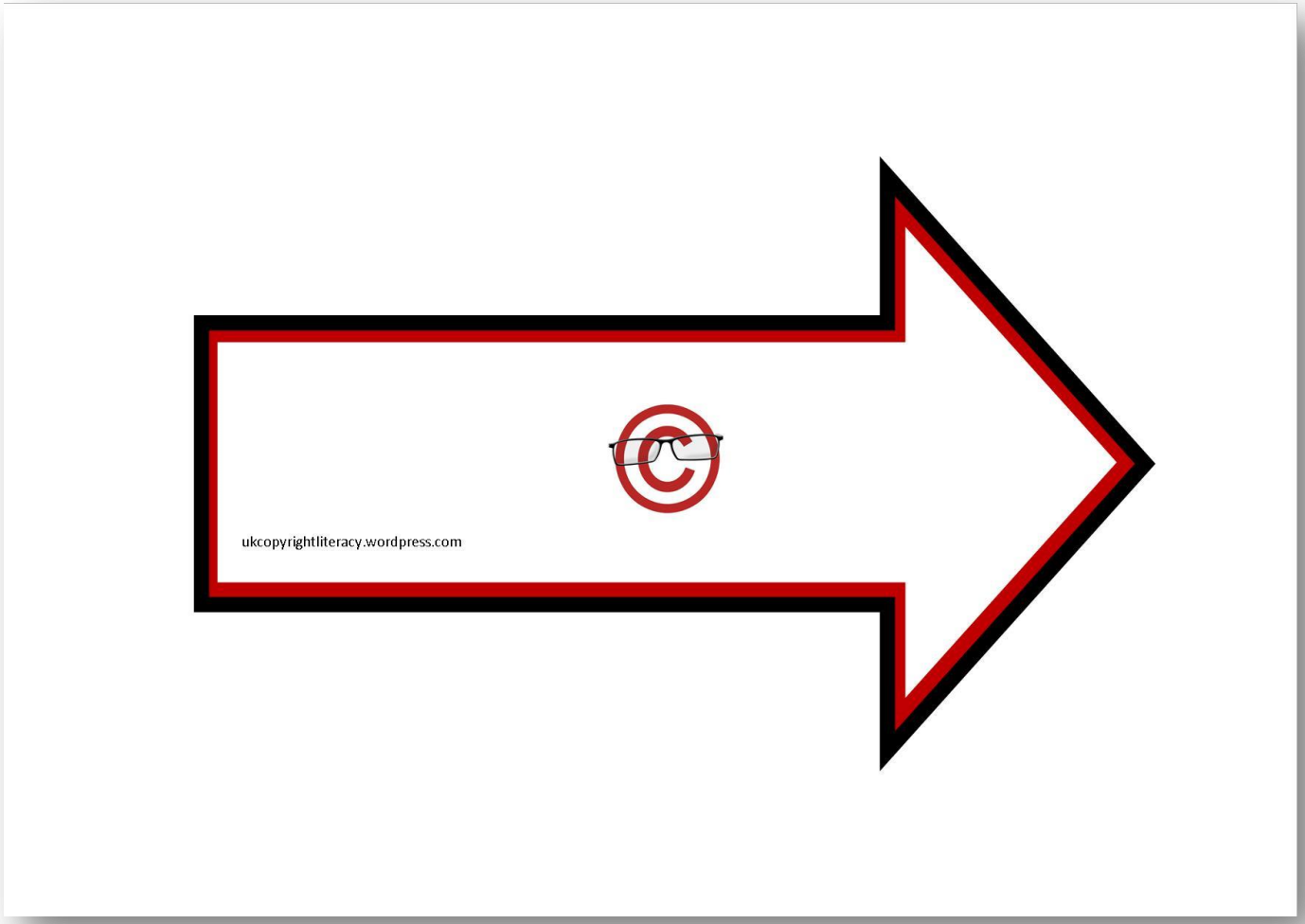


PLAY YOUR CARDS RIGHT

Moderate to Extreme © Confidence UK

Moderate to Extreme © Confidence Europe*

% think © Policy Important UK

% who have © Policy UK

% think © Policy Important Europe*

% who have © Policy Europe*

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

PLAY YOUR CARDS RIGHT

?

50%

Moderate to Extreme © Confidence UK

Moderate to Extreme © Confidence Europe

% think © Policy Important UK

% who have © Policy UK

% think © Policy Important Europe

% who have © Policy Europe

PLAY YOUR CARDS RIGHT

50%

Moderate to Extreme © Confidence UK

57%

Moderate to Extreme © Confidence Europe

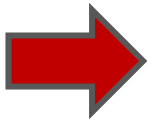
% think © Policy Important UK

% who have © Policy UK

% think © Policy Important Europe

% who have © Policy Europe

PLAY YOUR CARDS RIGHT



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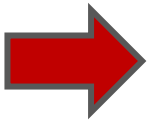

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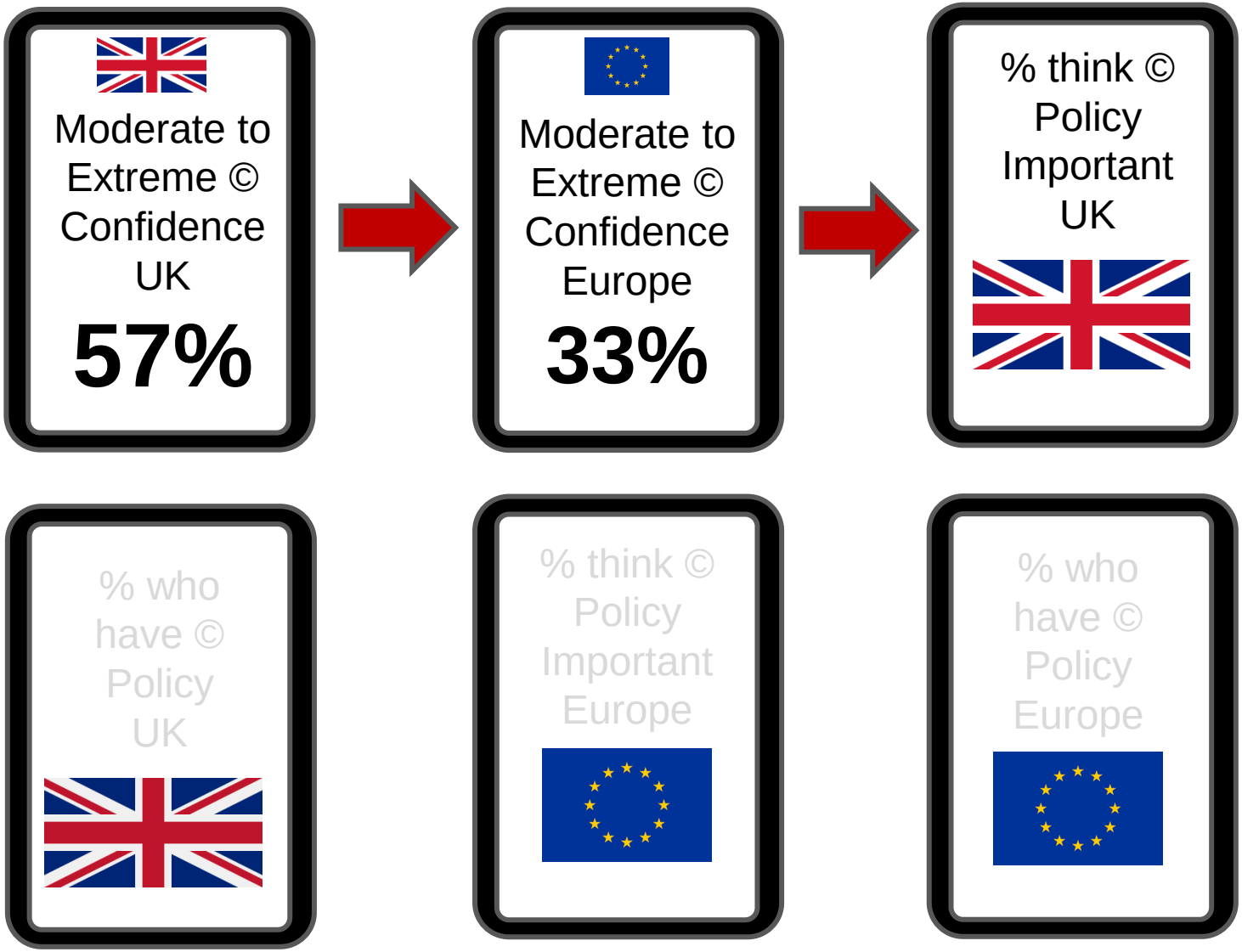

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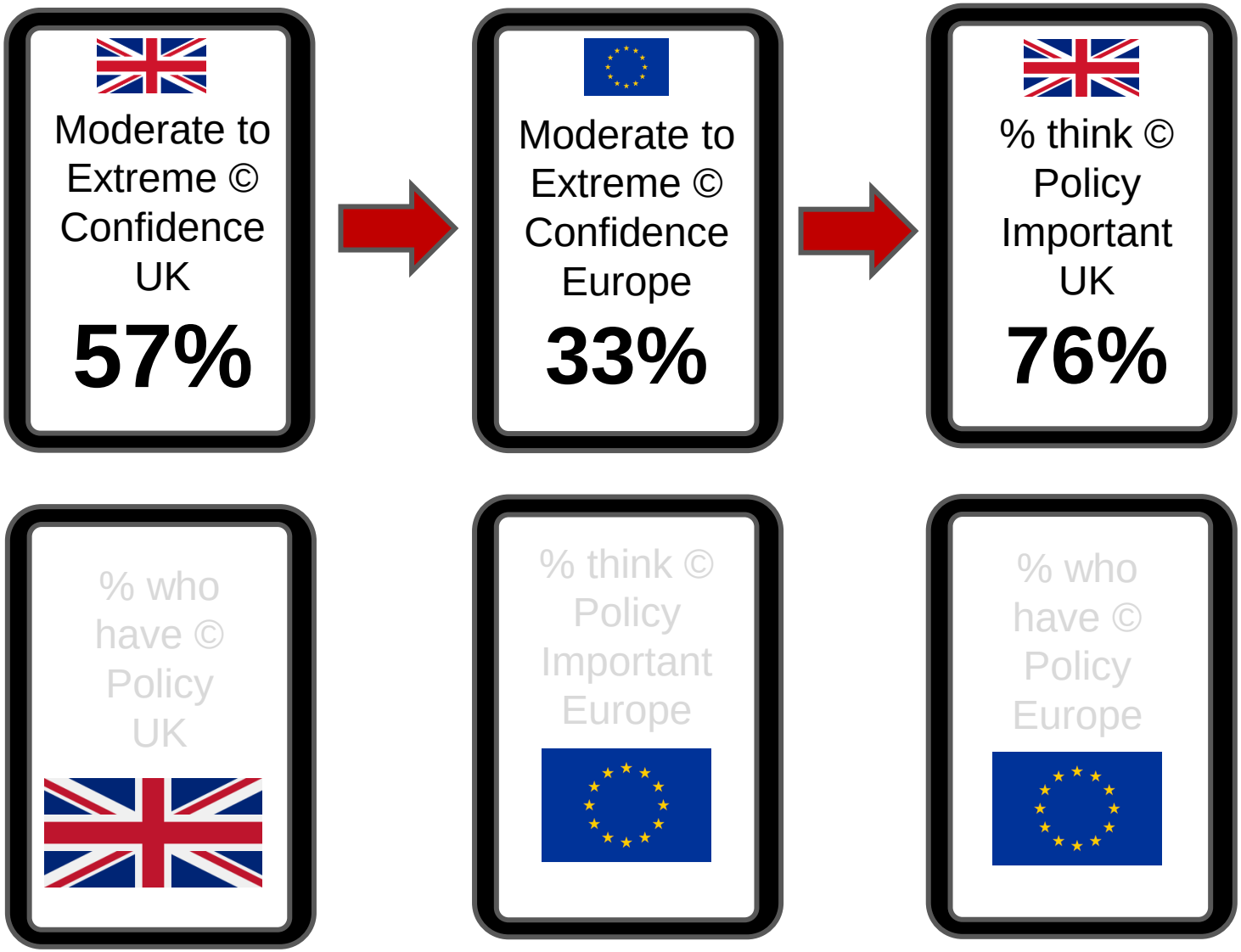

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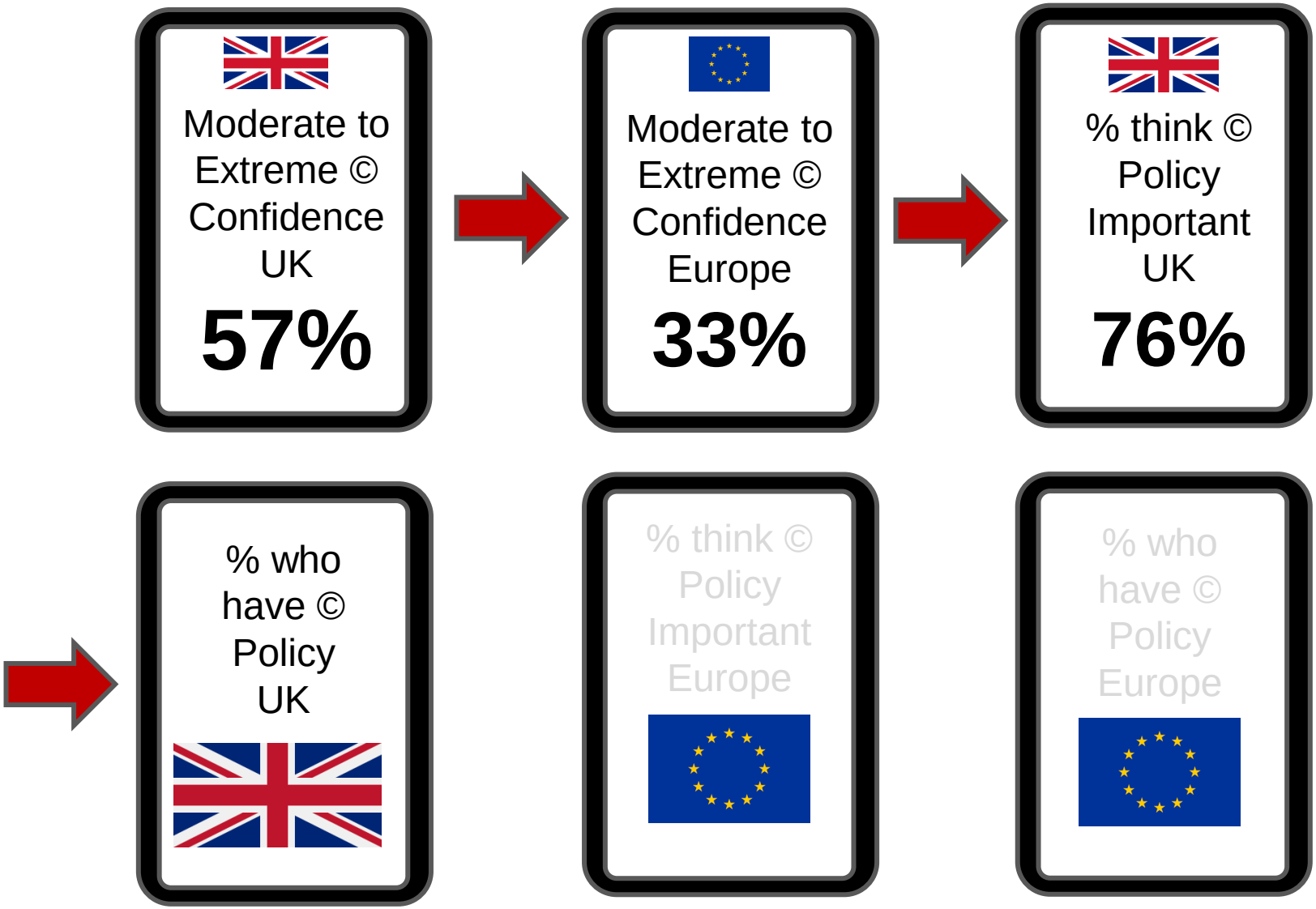

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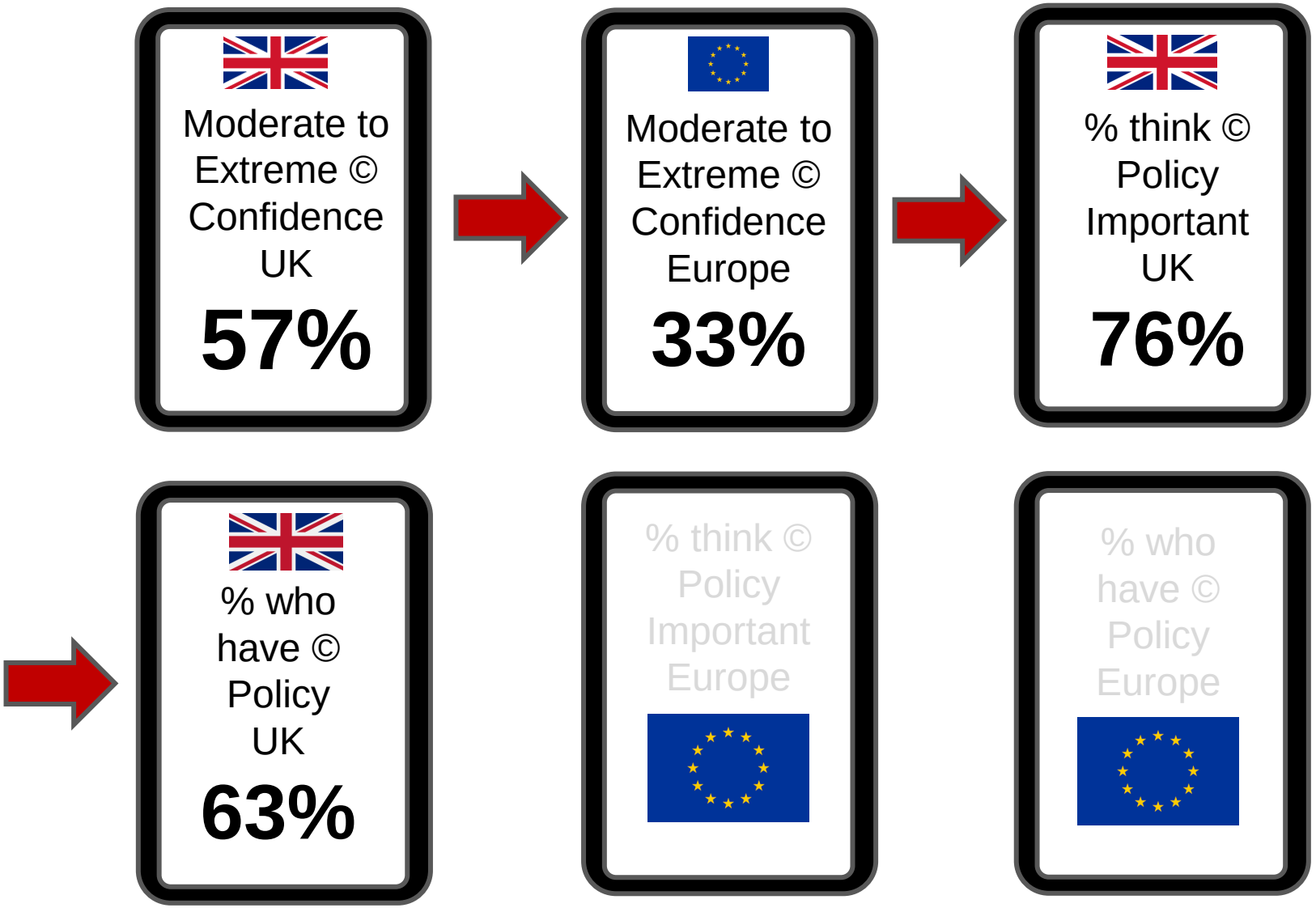

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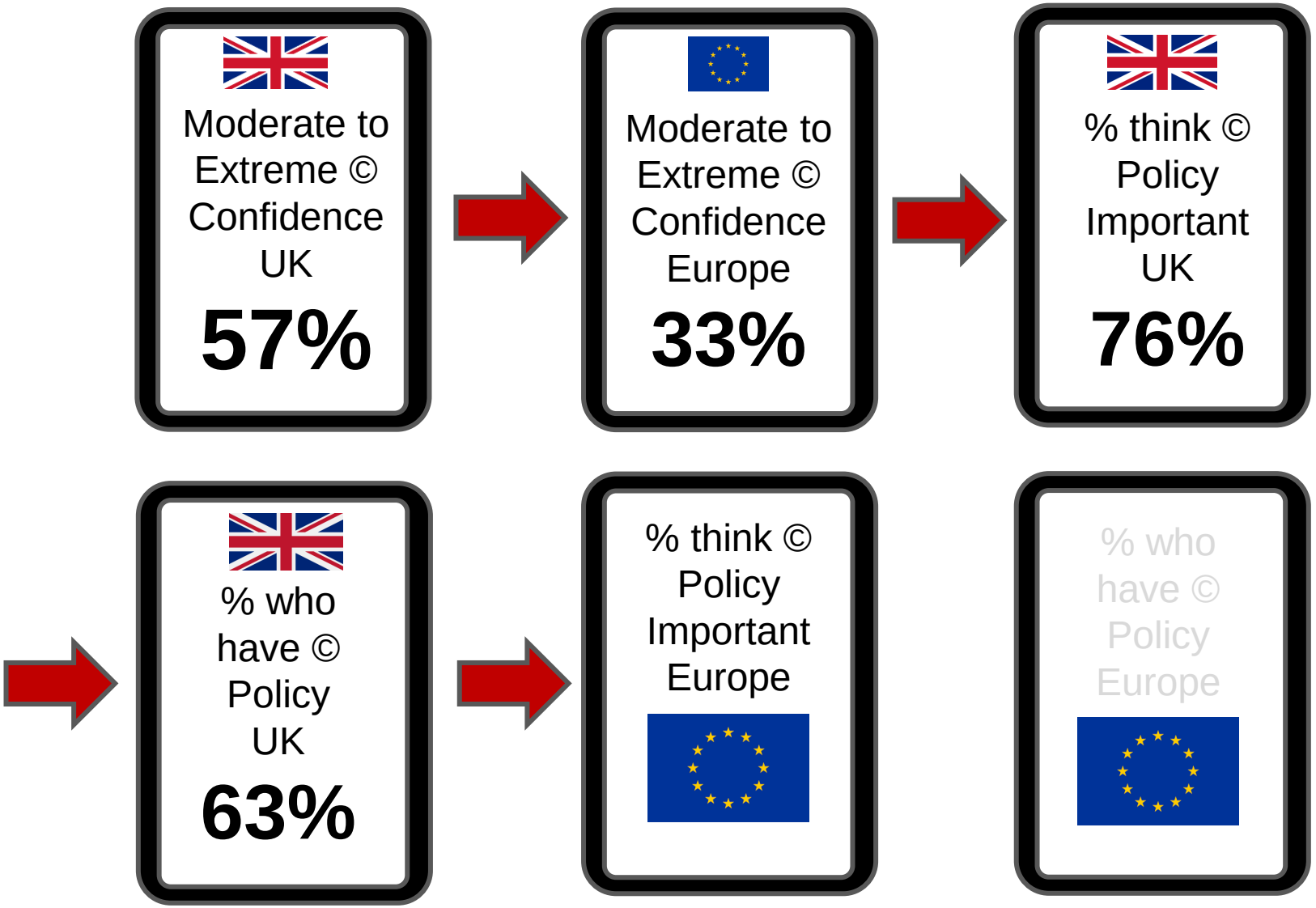

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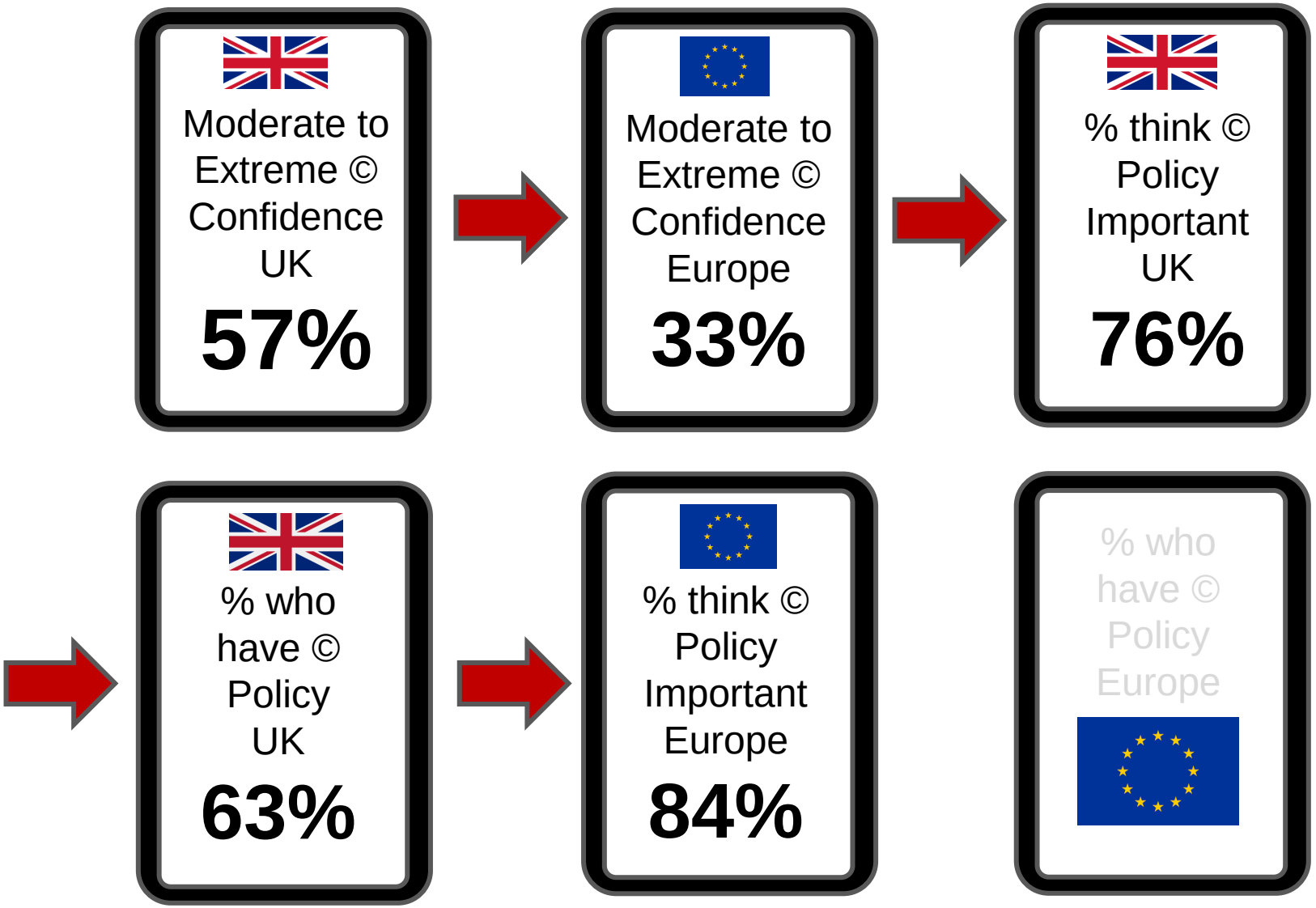

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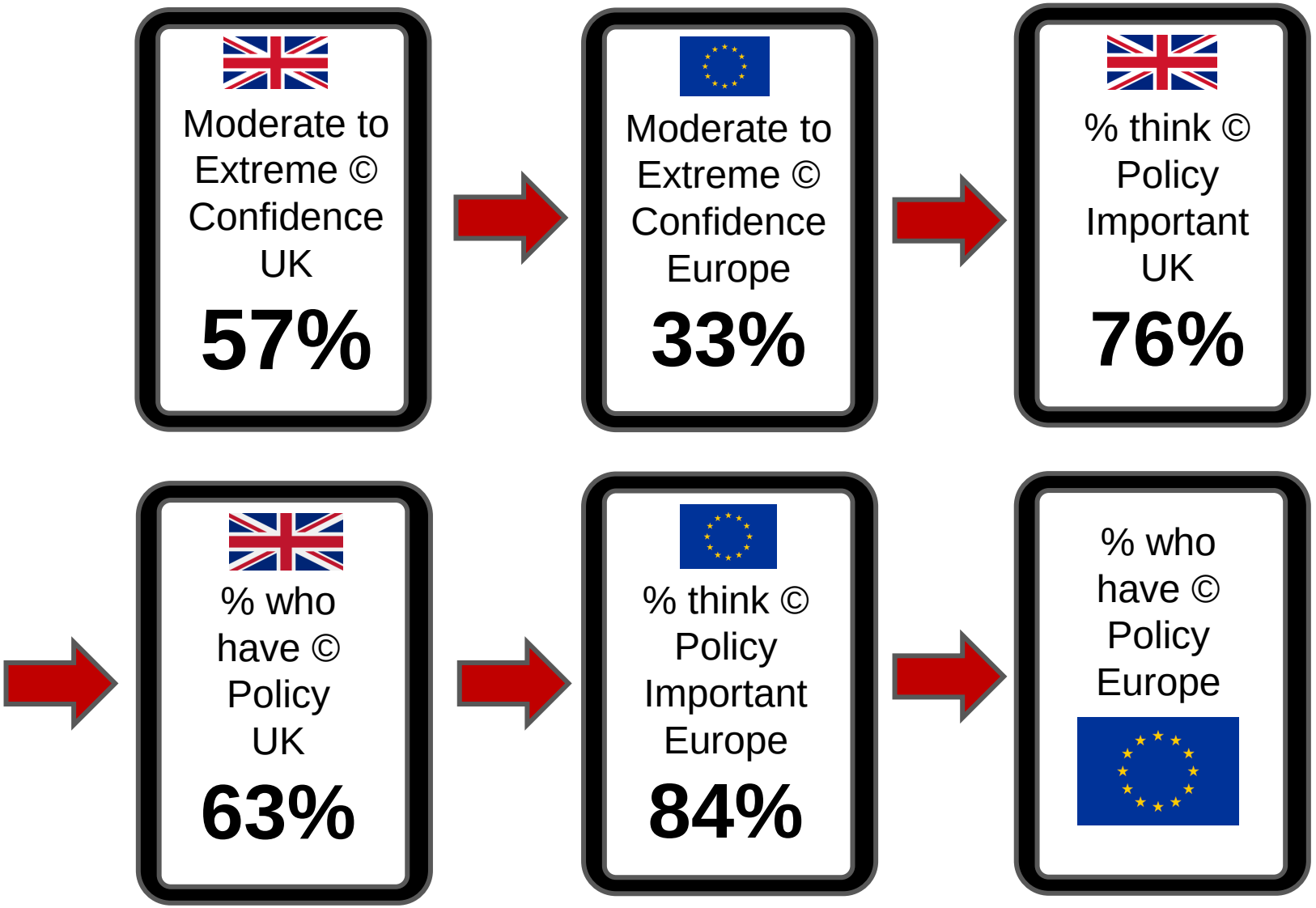

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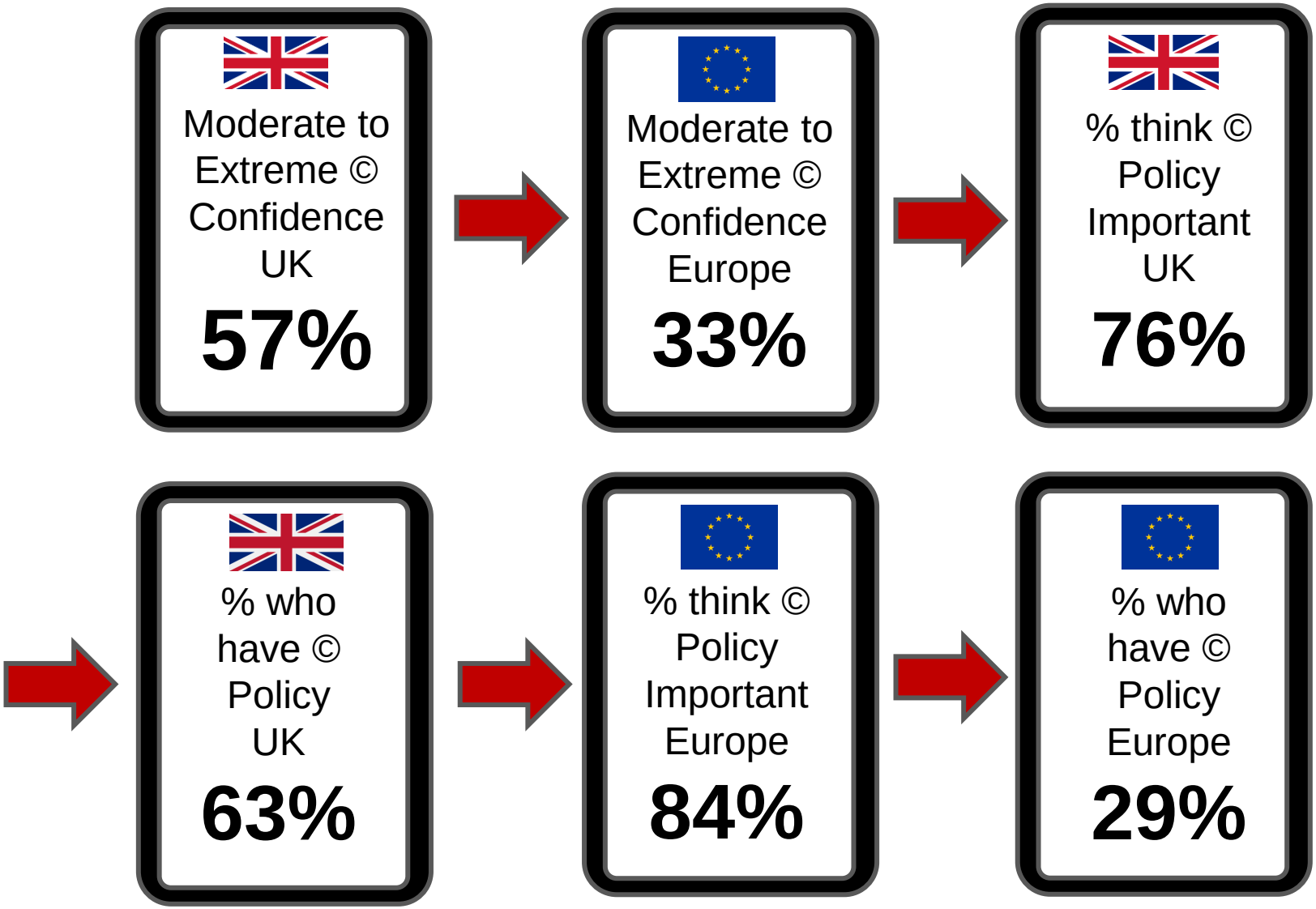


THE UNITED KINGDOM

Why the higher response rate in the UK (613 started, 417 complete responses)?

Why do LIS Professionals have higher confidence in the UK in terms of copyright literacy than elsewhere in Europe ?

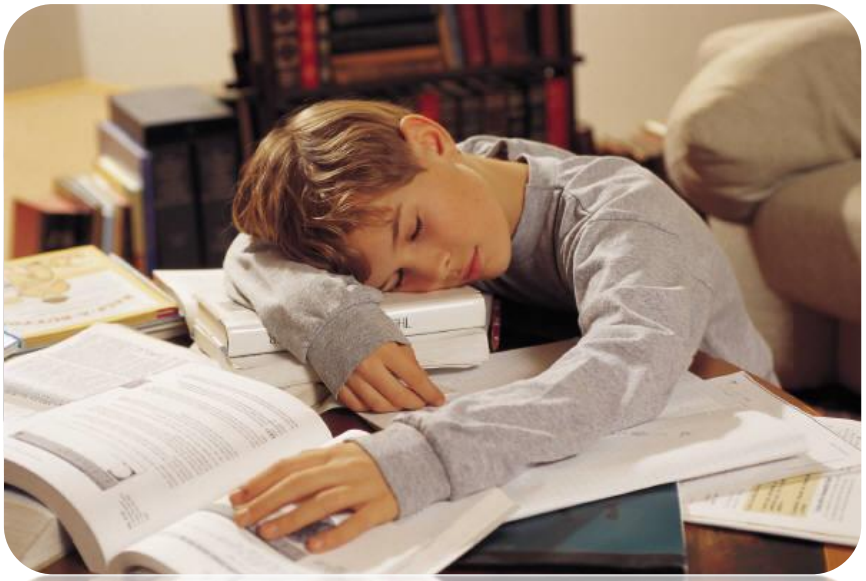
UK institutions are more likely to have a dedicated Copyright Officer and an institutional policy. *However this study doesn't really examine what they do, whether makes a difference.*

Why are UK institutions not aware of international jurisdictions or organisations (e.g. WIPO, EIFL) working in this area?

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.



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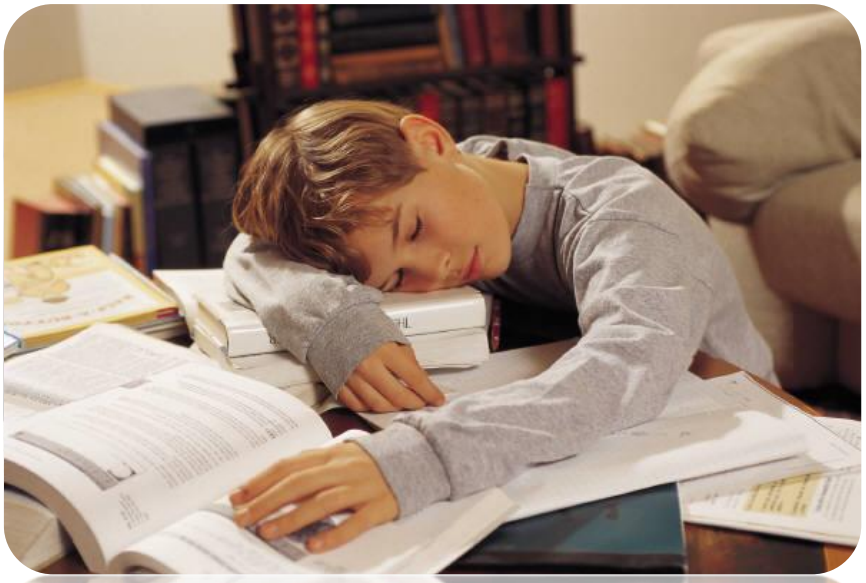


FEEL THE FEAR

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.

TRAIN THE TRAINERS

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.***

SO WHAT ARE WE DOING?

We’re on a mission to make copyright engaging, fun and empowering…

ENGAGEMENT*

cilip
Chartered Institute of Library and Information Professionals

Universities UK

GuildHE

CLA
The Copyright Licensing Agency

Intellectual Property Office

educational recording agency era

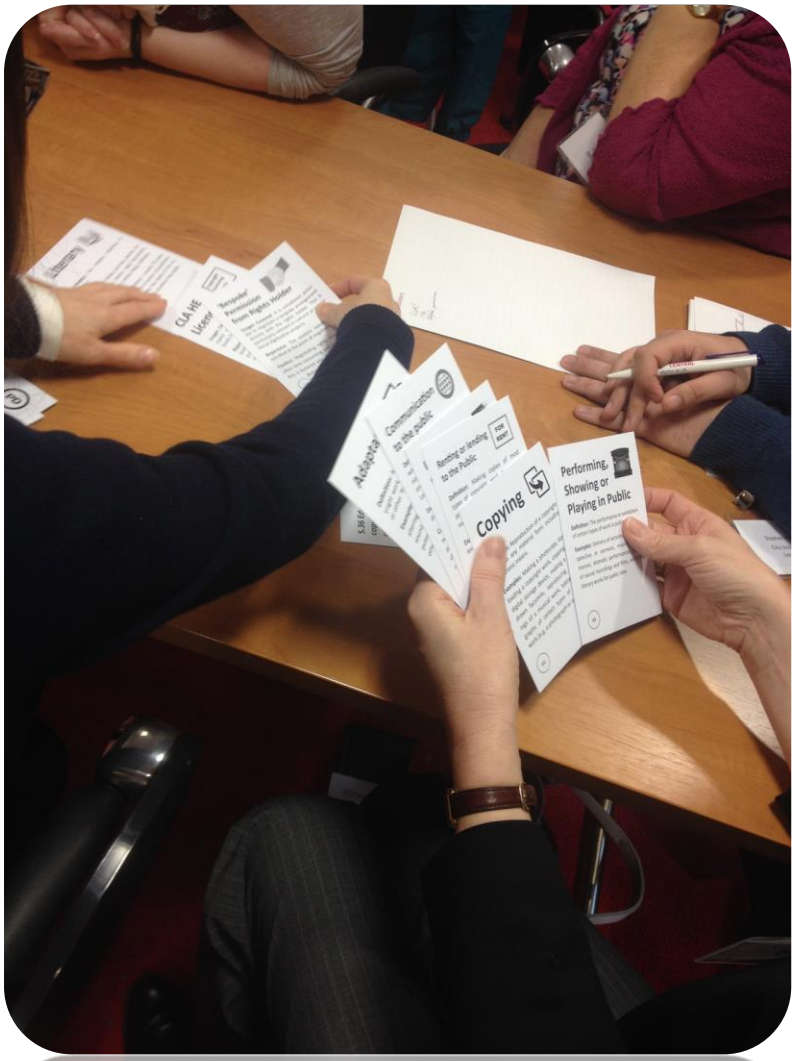
CREATe

THE COPYRIGHT HUB

*No endorsement implied

COPYRIGHT CARD GAME

- Designed to teach librarians about copyright works, usages, licences and exceptions
- Making copyright interactive and engaging
- Downloaded over 1,800 times and consistently positive feedback
- Creative Commons Licensed



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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Others

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REFERENCES AND FUTHER READING

Morrison, C. (2015) Copyright the Card Game. Retrieved on July 20, 2015 from: http://find.jorum.ac.uk/resources/19369

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