An Introduction to Copyright Literacy

Digital Literacies and Open Practice Webinar, City, University of London 26 October 2018

Chris Morrison: Copyright, Licensing & Policy Manager, Information Services
Chris Morrison - Introduction
Two books from Facet Publishing

Copyright and E-learning
A guide for practitioners
SECOND EDITION

Jane Secker with
Chris Morrison

DIGITAL LITERACY UNPACKED

KATHARINE REEDY & JO PARKER
Copyright and digital literacy: rules, risk and creativity

Chris Morrison

Introduction and definitions
Copyright is now an inescapable aspect of learning and research when using digital technologies, and therefore awareness of it is a fundamental part of digital literacy. Rather than being a separate concept that can be considered in isolation, copyright implications arise whenever anyone creates, interacts with or shares content with others. It is therefore woven through all the key aspects of digital literacies and capabilities, with particular relevance for the ethics of sharing.

Copyright has traditionally been seen primarily as a compliance issue for educational and cultural institutions such as libraries, universities, colleges and museums – protecting an institution from claims of infringement by ‘locking-down’ processes and procedures. Copyright literacy however seeks to situate the subject in a critical and empowering context. It draws on developments in the field of information literacy, which have been shaped in recent years by theories of critical pedagogy (see for example Elmslie, 2006; McNichol, 2016; Smith, 2013; see also chapter 1 in this volume). Jane Secker and I recently defined copyright literacy as: Acquiring and demonstrating the appropriate knowledge, skills and behaviours to enable the ethical creation and use of copyright material’ (Secker and Morrison, 2016, 121).

The term was first used in Bulgaria 2012 by Tania Todorova who carried out a survey of librarians’ levels of knowledge and understanding of...
Copyright Literacy Definition

“acquiring and demonstrating the appropriate knowledge, skills and behaviours to enable the ethical creation and use of copyright material.”

Secker and Morrison, 2016, p.211
Copyright Works and Related Subject Matter

- Literary
- Artistic
- Musical
- Dramatic
- Broadcast
- Sound Recording
- Film

Æ Typography
PD Public Domain
Database
Moral Rights
Performance
Non-Qualifying
Copyright Restricted Acts (Usages)

- Copying
- Issuing copies to the public
- Renting or lending to the public
- Performing, showing or playing in public
- Communication to the public
- Adaptation
Copyright Restricted Acts

- Copying
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- Adaptation
Licences

- Library E-resources
- Creative Commons / Open Licences
- ‘Bespoke’ permission
- Website Terms and Conditions
- IPO Orphan Works Licensing Scheme
- You made it yourself
- You work for / in collaboration with rights holder
Creative Commons

Users:

• Flickr
• GlaxoSmithKline
• Wikipedia
• Al Jazeera
• Europeana
• Open Access
Copyright Exceptions
Fair Dealing and Fair Use
Copyright Literacy in Practice

- Getting comfortable with uncertainty
- Avoiding binaries
- Education not training
- Balance between content and approach

01101100
01101111
01110110
01100101
Copyright Literacy Research

- International Survey
- Qualitative Interviews
- Masters in Copyright Law
- Podcast
Downloads and hits on website:
- over 3,600 hits on website
- 281 downloads to date*

Who has played it
- Librarians, students, researchers, friends, family members

Worldwide interest
- UK, USA, Canada, Australia, New Zealand, France, Germany, Lithuania, Sweden, Czech Republic, Norway, Spain, Denmark, Japan, Singapore, Saudi Arabia and many more!

* as of 31 May 2018
UK game downloaded over 2,500 times from Jorum

Over 7,500 hits on https://copyrightliteracy.org/resources/copyright-the-card-game

International versions in development
Further Reading

- copyrightliteracy.org
- copyrightuser.org
Credits

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Next webinar

Thursday 8th November 3.30-4.30pm:

Lorna Campbell, University of Edinburgh, Open Education

Pre-reading:

http://lornamcampbell.org/higher-education/the-soul-of-liberty-openness-equality-and-co-creation/