



Copyright Literacy – a Component of the Information and Media Literacy

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New challenges facing the profession of information specialists

Specific manifestations of interaction between creators of digitized information (libraries, universities, museums, archives and other institutions), their role as portals to digitized information, as most democratic institutions providing access to knowledge, information and culture to society, and for overcoming the digital division and isolation, and the need for this to be subject to compliance with copyright and related rights – ***outline the importance to position the meaning of copyright literacy in the broader framework of the media and information literacy.***



The evolution and complexity of the concept of ***“information literacy”*** as from 2011, supplemented with the concept of ***“media literacy”*** (UNESCO and IFLA - Declarations of Media and Information Literacy from the city of Fez, Morocco (15-17 June 2011) and from the city of Moscow (24-28 June 2012) - **in the global information environment has to be upgraded with *“copyright literacy”***.



The term “*copyright literacy*”

can be defined as:

the ability to identify copyright-protected materials; to be familiar with exceptions and limitations provided for by national copyright legislation; to obtain permission or to negotiate the use of works when necessary; to recognize the risks of infringement of copyright law and to promote the ethical use of copyright-protected works (Harris (2015), Frederiksen (2016)).



The term “*copyright literacy*”

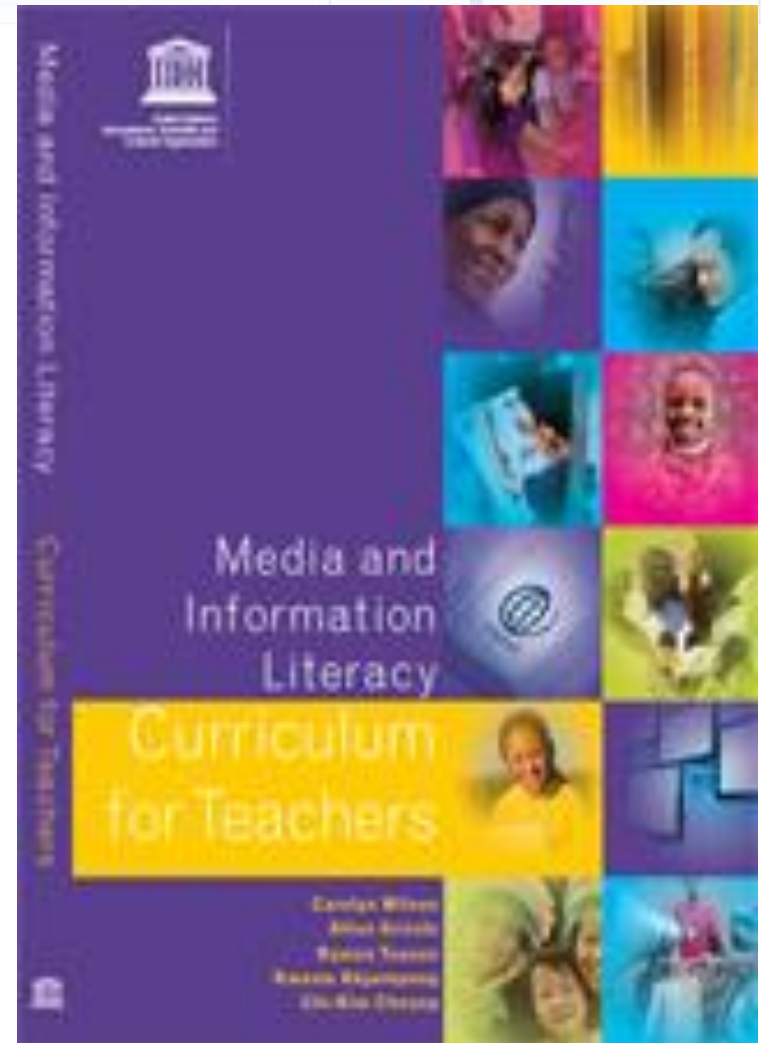
Morrison and Secker (2016) define it as the “increasing range of knowledge, skills and behaviours that individuals require when working with copyright content in the digital age”.

On the basis of clarification of the content of the term *copyright literacy*, **its characteristics** are shown to be used in updating the educational content and methodology of teaching in academic education and in continuing professional development training programs.



Characteristics of Copyright Literacy

The proposed ***characteristics of copyright literacy*** are presented as an addition to the characteristics of *media and information literacy* (MIL), outlined in the manual prepared by experts of UNESCO – “Media and Information Literacy - Curriculum for Teachers”, 2011





Characteristics of Copyright Literacy

- ❖ Knowledge, skills and behaviors for the identification of copyright-protected works, incl. in the digital environment, and for their ethical and efficient use;
- ❖ Understanding of philosophical, historical and economic considerations, which justify the recognition of copyright and related rights, in accordance with the interests of society as a whole and the achieved international understanding.
Awareness of the positions of the various stakeholders and the corresponding tension in the broader political debate around copyright;



Characteristics of Copyright Literacy

- ❖ Knowledge of the national copyright legislation and, in particular, the exceptions and limitations to copyright for certain purposes: educational, scientific, research, etc.;
- ❖ Awareness of granting a right of use, how to obtain a permission or to negotiate the use of works when necessary;



Characteristics of Copyright Literacy

- ❖ Recognition of the risks of infringement of copyright law and ability to promote the ethical use of copyright-protected works.
- ❖ Skills for finding, using and recommending alternative freely accessible information resources.



Copyright Literacy

Over the past few years, in an international context in the scientific literature, it has been observed the establishment of the **term *copyright literacy***, used together with other derivative or related terms and phrases such as: “*copyright for librarians*”, “*copyright law for librarians*”, “*copyright library policy*”, “*copyright librarianship*”, “*copyright librarian*”, “*copyright advisor*”, “*copyright officer*”, “*copyright equity*” between the rights of authors and users of works in a library environment etc.

Research Project “Copyright Policy of Libraries and Cultural Institutions”

<http://copyrightlib.unibit.bg/index_en.php>



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Welcome to the website of the scientific project with international participation 'Copyright Policy of Libraries and Other Cultural Institutions'!

NEWS:

- **November 2016.** A Multinational Copyright Literacy Survey Subpage: <https://copyrightliteracy.org/about-2/international-copyright-literacy/> was established by Jane Secker and Tania Todorova as part of the webpage about International Copyright Literacy in the UK Copyright Literacy website: <https://copyrightliteracy.org/>
- **October 2016.** Copyright Literacy of specialists from libraries and other cultural institutions. International Survey. Summary of Results. [More](#).
- **21 October 2015** Paper Session 2 A-222 **Copyright Literacy** in the Programme of European Conference on Information Literacy (19-23 October , Tallinn, Estonia). [More](#).
- **18 May 2015.** Public Speech of Prof. Dr. Tania Todorova with presentation of project collaboration and results. [Video](#).
- **March-April 2015.** Students' Print versus Electronic Preferences: A Multi-National Study in 25 countries – new collaboration of the research team. [More](#).
- Participation on European Conference on Information Literacy, ECIL 2014, Oct. 20-23, 2014, Dubrovnik, Croatia. [More information --> Photo Documentation](#).
- The interest of researchers from other countries to the Copyright Literacy Survey continues. In the period of June - October 2014, the same survey will be conducted in Finland, Hungary, Italy, Lithuania, Mexico, Norway, Portugal, Romania, United Kingdom and USA.
- Participation on European Conference on Information Literacy, ECIL 2014, Oct. 20-23, 2014, Dubrovnik, Croatia. [More information](#)
- Scientific Seminar 'Copyright Policy of Libraries and Other Cultural Institutions', 31st October 2013 - [video](#).
- Scientific Seminar 'Copyright Policy of Libraries and Other Cultural Institutions', 31st October 2013, Hotel Metropolitan, Hall Sofia, Sofia [/Program/](#).
- Key Issues for e-Resource Collection Development: A Guide for Libraries by Sharon Johnson, with Ole Gunnar Evensen, Julia Gelfand, Glenda Lammers, Lynn Sipe and Nadia Zilper. Edited by members of the Acquisition and Collection Development Committee, including Jérôme Fronty, Joseph Hafner, Judy Mansfield, Ann Okerson and Regine Schmolling. IFLA Acquisition & Collection Development Section, August 2012 [/e-Resources Guide/](#)



International Survey

“Copyright literacy of specialists from libraries and other cultural institutions” (2013-2017)

- ✓ **Bulgaria (BG)**
- ✓ **Croatia (CR)**
- ✓ **Finland (FI)**
- ✓ **France (FR)**
- ✓ **Hungary (HU)**
- ✓ **Lithuania (LT)**
- ✓ **Mexico (MX)**
- ✓ **Norway (NO)**
- ✓ **Portugal (PT)**
- ✓ **Romania (RO)**
- ✓ **Turkey (TR)**
- ✓ **United Kingdom (UK)**
- ✓ **United States of America (USA)**

In the period **July 2013-March 2015** the survey garnered 1926 fully complete responses.



The multinational copyright literacy survey examined:

- ✓ the **levels of knowledge and skills** of librarians and other professionals **about copyright matters**;
- ✓ It also explored **copyright education**, calling for the **greater inclusion of IP/copyright learning content** in the academic programs and in the continuing professional training programs of professionals;
- ✓ and **enhancing the role of the information specialists** in providing education and support for their communities.



The main findings of this multinational survey can be summarized as follows:

the level of knowledge and the awareness of respondents (managers and specialists responsible for information services in cultural institutions – libraries, archives and museums) regarding copyright issues is far from satisfactory

(Todorova et al. (2014, 2017)).

Scientific Paper with Comparative Results for Bulgaria, Croatia, France & Turkey, 2014

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Information Literacy, Lifelong Learning and Digital Citizenship in the 21st Century
Communications in Computer and Information Science Volume 492, 2014, pp 138-148

A Multinational Study on Copyright Literacy Competencies of LIS Professionals

Tania Todorova, Tereza Trencheva, Serap Kurbanoglu, Gulelta Dogan, Aleksandra Horvat, Joumana Boustany

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Abstract

This paper presents findings from a multinational study on copyright literacy competencies of LIS (Library and Information Science) professionals. An online survey instrument was developed by the authors in order to collect data from professionals who work in cultural institutions such as libraries, archives and museums regarding their familiarity, knowledge, awareness, and opinions on copyright related issues. The survey garnered a total of 622 complete responses (146 from Bulgaria, 82 from Croatia, 311 from France and 81 from Turkey). Copyright competencies are getting more crucial for information professionals because managing and meeting copyright related challenges and trends will play a key role in shaping the future of the profession. The findings and conclusions are expected to help the LIS education community, experts of professional associations, managers and other specialists from cultural heritage institutions to discover gaps in copyright competencies of information professionals and take measures to fill those gaps.

Supplementary Material (0)

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Todorova, T. et al.
A Multinational Study on Copyright Literacy Competencies of LIS Professionals.
// *European Conference on Information Literacy (ECIL)*, 20-23 October 2014, Revised Selected Papers. Eds. by S. Kurbanoglu et al. Springer International Publishing Switzerland, 2014, pp. 138-148. - (Communication in Computer and Information Science, Vol. 492).

Todorova, T. *et al.* Information Professionals and Copyright Literacy: A Multinational Study Library Management, Special Issue 'Future Roles of Librarians', August 2017

Information professionals and copyright literacy: a multinational study

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Findings

- ✓ There are significant differences in the awareness and knowledge level of specialists in the area of copyright literacy across the surveyed countries. The countries with the highest rates of knowledge are the **UK, USA, France, Finland, Norway and Portugal**.
- ✓ The United Kingdom and the USA could stand as leaders, where **there are good examples of institutional copyright policies and training programs** in academic and continuing education.

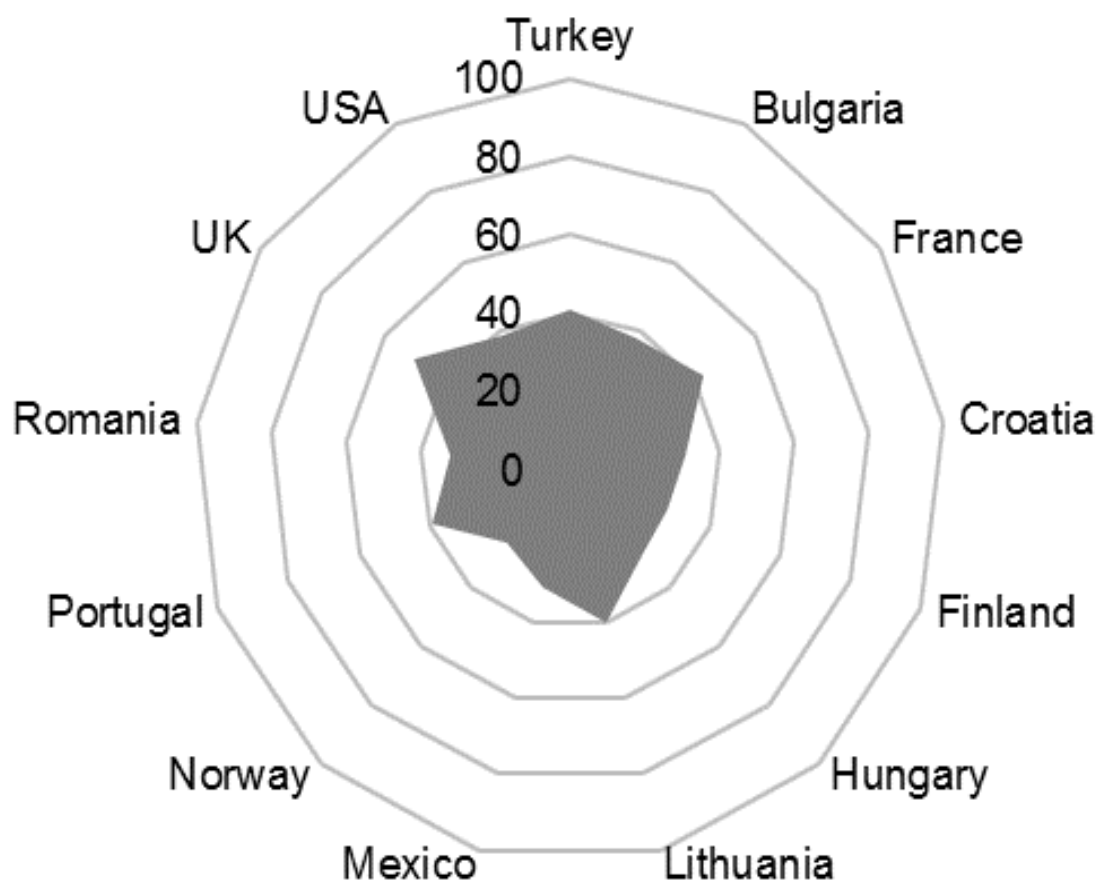


- ✓ ***Highlights about General Knowledge and Awareness Regarding Copyright Issues***
- ✓ ***Highlights about Knowledge and Opinions on Institutional Copyright Policy***
- ✓ ***Highlights about Opinions on Inclusion of Copyright as a Subject in LIS Education***



Highlights about General Knowledge and Awareness Regarding Copyright Issues

Copyright issues regarding digitization



The finding that familiarity with copyright issues regarding digitization is below 50 percent demands particular attention.



CONCLUSIONS

- ✓ The comparative results from the surveyed thirteen countries indicate **a need for improvement in copyright literacy.**
- ✓ Measures should be taken to increase both awareness and the knowledge level of information professionals regarding copyright issues and for **further understanding of copyright in a wider framework of digital and information literacy.**

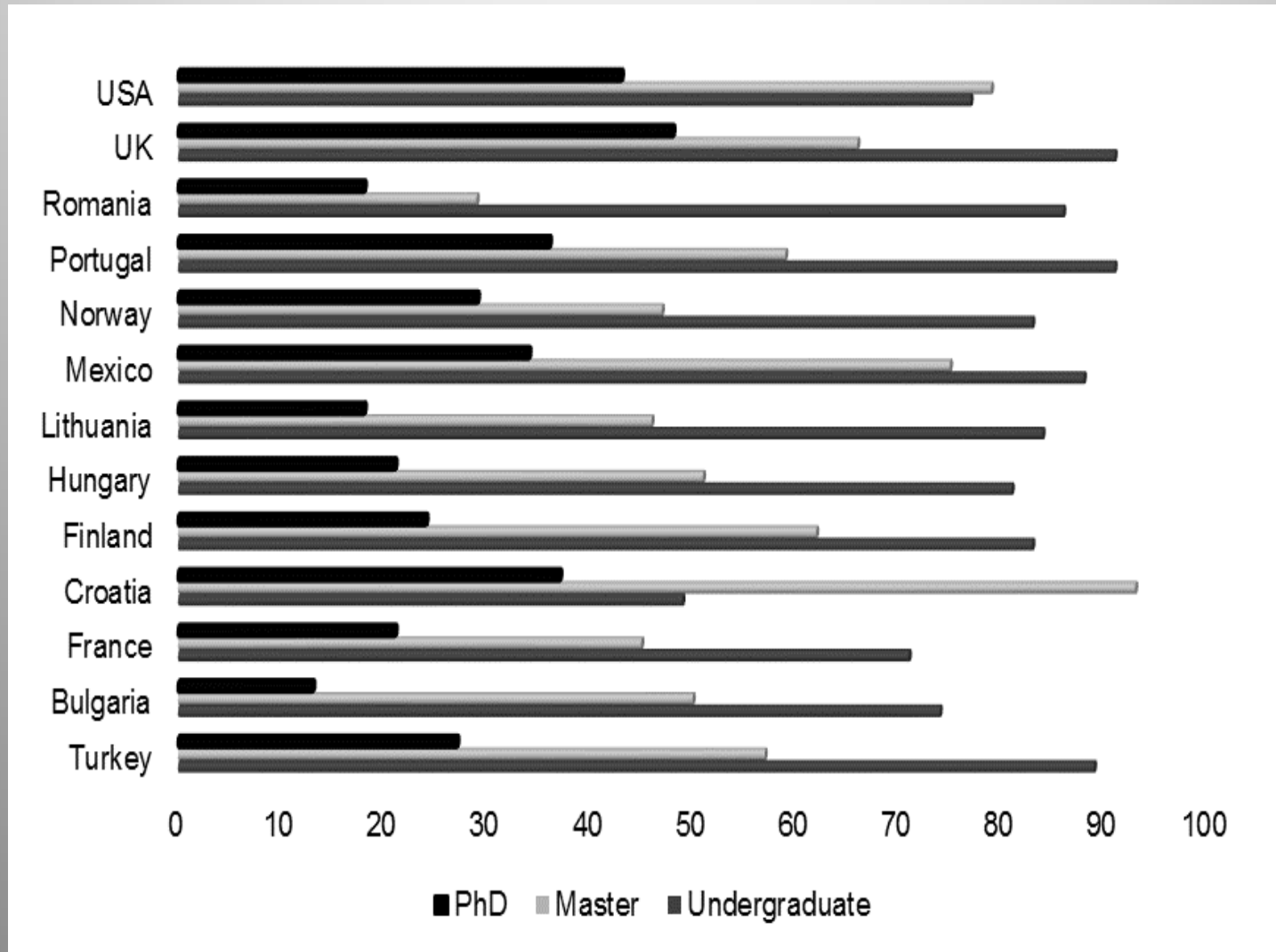


CONCLUSIONS

Findings of this study highlight the recommendation that copyright policies must be implemented in cultural institutions as a tool to provide clarity on copyright issues, and that a copyright librarian/copyright advisor position must be established.

In competence leading countries - UK and USA, it is more likely to have librarian with copyright specialization, especially in the academic libraries.

Appropriate levels for introducing Intellectual Property issues within LIS and Cultural Heritage Science education





An ongoing discussion is:

- ✓ **who should be teaching the copyright content**
- ✓ **and how it should be addressed for successful preparation of graduates to assist people in the process of translating copyright literacy to a life skill and to a career as a copyright librarian?**

International Copyright Literacy Subpage

part of the UK Copyright Literacy website

<<https://copyrightliteracy.org/about-2/international-copyright-literacy/>>



The image shows a screenshot of a web browser displaying the UK Copyright Literacy website. The page features a large red copyright symbol with a pair of black-rimmed glasses superimposed over it. The text 'UK Copyright Literacy' is at the top left, with the tagline 'Decoding copyright and bringing you enlightenment' below it. A search bar is in the top right. A navigation menu is at the bottom of the header. The main content area has a heading 'International Copyright Literacy' and a sub-heading 'A Multinational Copyright Literacy Survey'. Below this is a paragraph of text and a small photograph of a group of people.

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Decoding copyright and bringing you enlightenment

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A Multinational Copyright Literacy Survey

The copyright literacy survey originated in Bulgaria and was collaborative work led by Dr. Tania





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Copyright literacy and the role of librarians as educators and advocates: an international symposium

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Jane Secker

Digital and information literacy in education: experiences from the UK
Jane Secker

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Jane Secker

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Jane Secker

European Conference on Information Literacy (ECIL) Saint-Malo, France 18-21 September 2017



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Copyright Literacy and the role of librarians as educators and advocates: an international symposium



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Tania Todorova, University of Library Studies and Information Technologies, Sofia, Bulgaria,
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Copyright Literacy – a Component of the Information and Media Literacy

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