



Copyright Literacy in Memory Institutions: Findings from Scientific Project in Bulgaria

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Abstract

The report presents main findings from the first stage of realization of the scientific project "Copyright policy of libraries and other cultural institutions" (2012-2014), financed by National Science Fund of the Bulgarian Ministry of Education and Science, Contract № DFNI-K01/0002-21.11.2012.

The interaction between the creators of digital information (libraries, universities, museums, archives and other 'memory institutions'), their role as portals for access to digitized information for users and to overcome the digital division and the necessity to be linked to the protection of copyright and related rights – all this outlines the interdisciplinary issues of the project. It covers problems from library and information sciences, cultural heritage and law sciences.

The report summarizes the results from the conducted empirical study on "Copyright Literacy of specialists from libraries and other cultural institutions", accumulated in Bulgaria in the period 25th July – 5th September 2013. For the target group of the online based questionnaire survey (Lymesurvey) are preferred managers and professionals responsible for the information service of users in library and other cultural institutions in Bulgaria. The main aim of the empirical study is to collect data about knowledge, opinions and experiences of specialists from libraries and other cultural institutions regarding copyright policies and related issues.

To achieve a balance, the main objective consists of three sub-goals which investigate with:

- 1. Awareness of managers and professionals responsible for information services to consumers on issues related to copyright observance;*
- 2. Their attitude to the problem of the need to development and implementation of copyright policy in library and cultural institutions;*
- 3. Their opinion for the academic education and continuing training in the area of library and information sciences, archive and cultural heritage sciences regarding the considered problems.*

Findings from the results will be used in the implementation of activities for the second stage of the project that aimed to increase the efficiency of the relationship: education - practice and stimulating the application of new forms of interaction between academic education and professional associations to prepare the specialists in matters on intellectual property issues, digitalization and the new forms of educational and scientific exchange.

1. Introduction and theoretical framework

During the last years international scientific research collectives and experts work on interdisciplinary issues of digital information, the role of libraries, educational and cultural institutions and observance of the copyright regulations under the new realities of the digital age. Stands out activities of expert groups and committees of the World Intellectual Property Organization, International Federation of Library Associations, the European Bureau of Library, Information and Documentation Associations, the Association of European Research Libraries, Library Copyright Alliance, the Electronic Information for Libraries Network (eIFL.net), the Berkman Center for Internet & Society at Harvard University and etc. - here we will highlight the role of the eIFL.net and its program eIFL-IP (Advocacy for access to knowledge: Copyright and Libraries), which aims to raise the awareness among international library and cultural community about copyright issues [1].



The increasing importance of the Internet and more widespread usage trends for free use sources of information in the digital space and online access to libraries, museums, archives and cultural institutions for scientific and educational purposes are another important feature that highlights the scientific and application significance of the project "Copyright policy of libraries and other cultural institutions" (2012-2014), financed by National Science Fund of the Bulgarian Ministry of Education and Science, Contract № DFNI-K01/0002-21.11.2012 and headed by Dr. Tania Todorova. Copyright and legal issues in the digital space are of interest to researchers and practitioners, both in the member states of the European Union and worldwide [2,3,4,5,6].

2. Copyright Literacy of specialists from libraries and other cultural institutions Survey – brief description

One of the main tasks of the mentioned research project was realization of the empirical study on "Copyright Literacy of specialists from libraries and other cultural institutions". It was conducted in Bulgaria in the period 25th July – 5th September 2013. For the target group of the online based questionnaire survey (Lymesurvey) are preferred managers and professionals responsible for the information service of users in library and other cultural institutions in Bulgaria. The goal of the empirical study is to identify, analyze and summarize how far the respondents are familiar with copyright issues directly related to the led by them institution and the services provided to consumers.

The questionnaire consists of 4 panels with questions. It includes closed, half-open (through applying 5-degree scale of Likert) and open questions. **The first panel** aims to establish the knowledge and awareness of the respondents on the issues of copyright. **The second panel** covers issues registering the attitude of the respondents towards the development and application of copyright policy in library and cultural institutions. **The third panel** covers issues related to the proposed academic and continuing education on issues concerning the protection of intellectual property in programs on library and information science, archival science and cultural heritage sciences. **The fourth panel** aims to gather the demographic information and information about the educational and professional experience of the respondents.

It is necessary to clarify that the survey covers respondents from 28 regional areas of the country, and there were invited 218 specialists of the research area to take part in the survey. The general aggregation consists of 118 effectively surveyed adult Bulgarian citizens (working in libraries and other cultural institutions), which makes the survey representative for the country.

After closing the on-line survey on 5 September 2013, the survey data are subjected to the logical inspection and control and after that the data is processed by the statistical package SPSS (Statistical Package for the Social Sciences) for Windows 21.0. For clarifying the psychometric characteristics of the methods and test the hypotheses are applied the following methods of statistical treatment: descriptive statistic, Student's t-distribution, correlation analysis; regression analysis; cluster analysis; factor analysis; analysis of variance (ANOVA).

3. Findings from the empirical study

The conducted in Bulgaria empirical study on "Copyright Literacy of specialists from libraries and other cultural institutions" allows to highlight important findings and conclusions. Awareness of managers and specialists responsible for information services to users connected to issues and matters related to the observance of copyright shows **low level of awareness**. On the Figure 1 is presented the summarized profile of the results.

For the purposes of the study the ideal zone includes answers in the range of 4 (familiar) to 5 (excellent familiar) - (according to 5-point Likert scale), because the specialists involved in the distribution of information from library and cultural institutions must have high copyright competence. Unfortunately, **the results of the survey are far from the desired "ideal zone"**.



Only in terms of knowledge of national legislation on copyright and related rights, the respondents' answers reach range 3 (as yes, such no), but in terms of the rest issues there is reported weak knowledge or ignorance of the matter at all.

A large percentage are respondents who are slightly familiar for issues related to copyright, the types of licenses and license agreements, as well as other modern copyright solutions (between 26,1% – 38,7%).

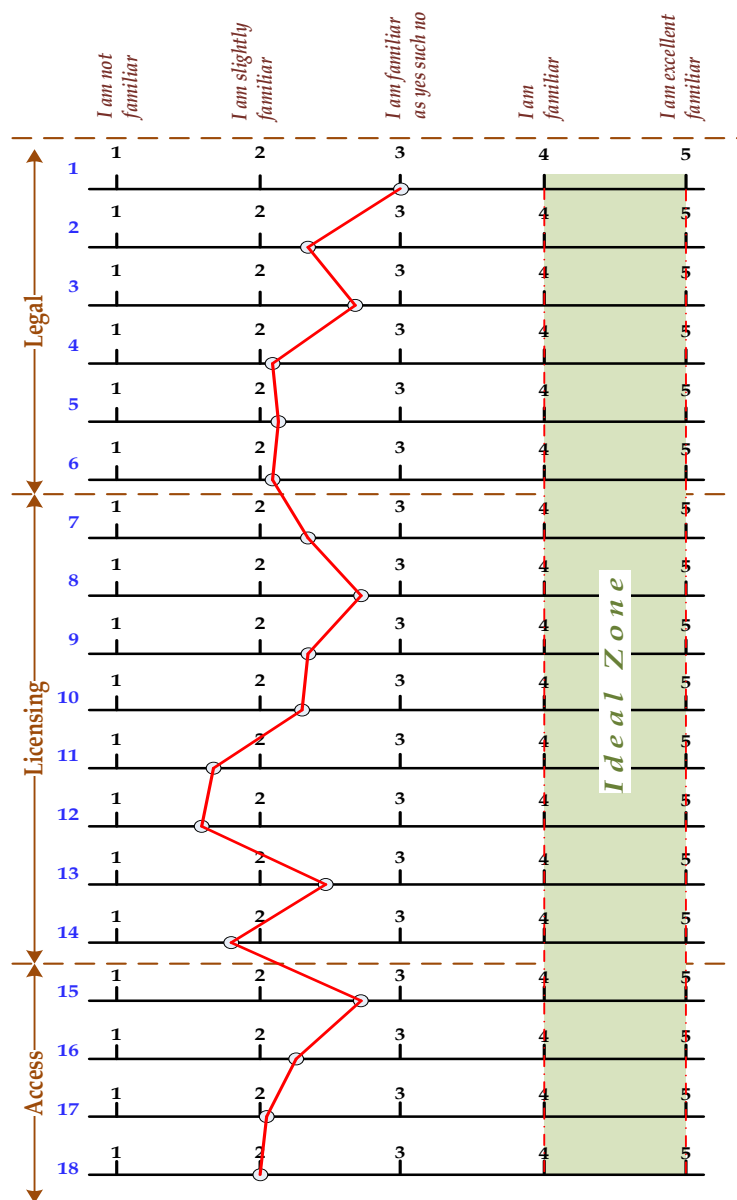


Fig. 1. Summarized profile of the results.

The percentage of those who are not familiar about the provision of subjective copyright is high - 41.2% of total surveyed. The respondents are least familiar for the Creative Commons Licenses and Copyleft. 55.5% of respondents are not familiar of the possible solutions regarding virtual services within e-learning practices as well as the benefits of open access to scientific information and open



educational resources. Significantly better the specialists are familiar of licensing conditions in their own institution as well as the licensing of information resources. This can be explained by the fact that they deal with similar issues in their daily practice. However, striking is that 44.5% of the surveyed specialists are not familiar or less familiar with the licensing agreements of their institution.

Respondents' answers indicate insufficient degree of **knowledge of the copyright limitations and exceptions** which are strictly necessary addition to the exclusive right itself and allow a balance between copyright and the public interest and needs. Even the commonly spread in the national copyright laws limitation of the duration of copyright protection is indicated only from 52.9% of the respondents. Not a satisfactory is the level of knowledge of the provisions of the Bulgarian Law on Copyright and Related Rights (1993) about: exceptions for libraries, educational institutions, museums, archives (42.0%); exceptions for private use, educational, scientific and research purposes (42.9%); rights for librarians to provide the modifies copies of works to serve the needs of visual impaired patrons (37.8%).

Interesting are the results on attitudes of the professionals where they prefer to get the **information on intellectual property issues**. As the most important source, 68.1% of respondents indicated the books, articles and other materials concerning copyright issues in terms of the activities of the library and other cultural institutions. This is an indicator that shows the need for literature on the subject by our authors and translations of materials of recognized foreign experts and organizations in Bulgarian language. Also, preferred by respondents are: consultations with colleagues (57.1%), with specialized websites (56.3%), with experts from the academic and scientific community (36.1%) and etc. It is necessary to highlight the large number of respondents that prefer as a source of information and consultation - the national library and other professional associations (52.1%), International Federation of Library Associations and Institutions (IFLA) (34.5%) and the Electronic Information for Libraries Network (34.5 %). This demonstrates the important role of professional associations in the continuing education of professionals and their role as consultants in daily practical work.

Successful **strategic management in the digitalization** - priority task of contemporary cultural institutions, combines the realization of the three main stages: digital conversion; management of information resources and offering digital content as a service. The survey recorded that at this stage, respondents are best informed about copyright issues regarding digitalization and access to digital copies. Least familiar they are with copyright issues regarding orphan works and out-of-print works. Considering the high percentage of materials, which have the status of orphan works or out-of-print works in the library funds - increasing competence in this issue is an important topic that needs to be emphasized in the proposed curriculum.

From all of the results there can be concluded that the respondents are aware of the **need for institutional copyright policy for libraries, archives and other cultural institutions** - 80.7% of respondents declared flatly. More than half of the specialists indicated that their institution (library, archive, museum, etc.) possesses resources protected by copyright and related rights. At the same time only in 30.3% of the institutions, there is developed copyright policy or similar internal regulations. The number of institutions that have specialist responsible for copyright issues is also very low - only in 5.9% attend such one. This fact could be used, as a powerful motive for preparation of experts in charge of dealing with copyright issues in cultural institutions.

Asked about the need for knowledge on **intellectual property to be includes in the curriculum of Library and Information Science and Cultural Heritage Science Education** - 94.1% of the surveyed are convinced, that this is a mandatory component of university programs in these fields, and 96.6% of the surveyed find it is important knowledge in the programs for continuing education of professionals. More than $\frac{3}{4}$ of the respondents consider that most appropriate is discipline related to intellectual property should present in educational and qualification degree "Bachelor". A high percentage of respondents indicated, that this is an important topic for learning in more than one level of 3-stage cycle in higher education [7]. There is interest in upgrading and specialization of knowledge.



The preferred by respondents forms for continuing education on intellectual property are following: thematic workshops, training courses as well as online courses and online consultations.

The study found a high degree of interest in the initiatives of the international and national professional associations on issues related to copyright. The claimed from respondents interest is a good basis for planning future initiatives by professional associations.

The findings of the conducted empirical study lead to the conclusion of the importance of educational content on Intellectual Property in the curricula of LIS higher education, as well as in various forms of continuing education for professionals.

4. Future development

Conclusions and summaries of the results prove the relevance of this study, and the design concept of the "Copyright policy of libraries and other cultural institutions" project, as a whole that meets the real needs of the target groups. Findings from the survey results will be used in the implementation of activities for the second stage of the project that aimed to increase the efficiency of the relationship: education - practice and stimulating the application of new forms of interaction between academic education and professional associations to prepare the specialists in matters on intellectual property issues, digitalization and the new forms of educational and scientific exchange.

The project website <http://copyrightlib.unibit.bg/> is a platform for future development and for continuing scientific communication.

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