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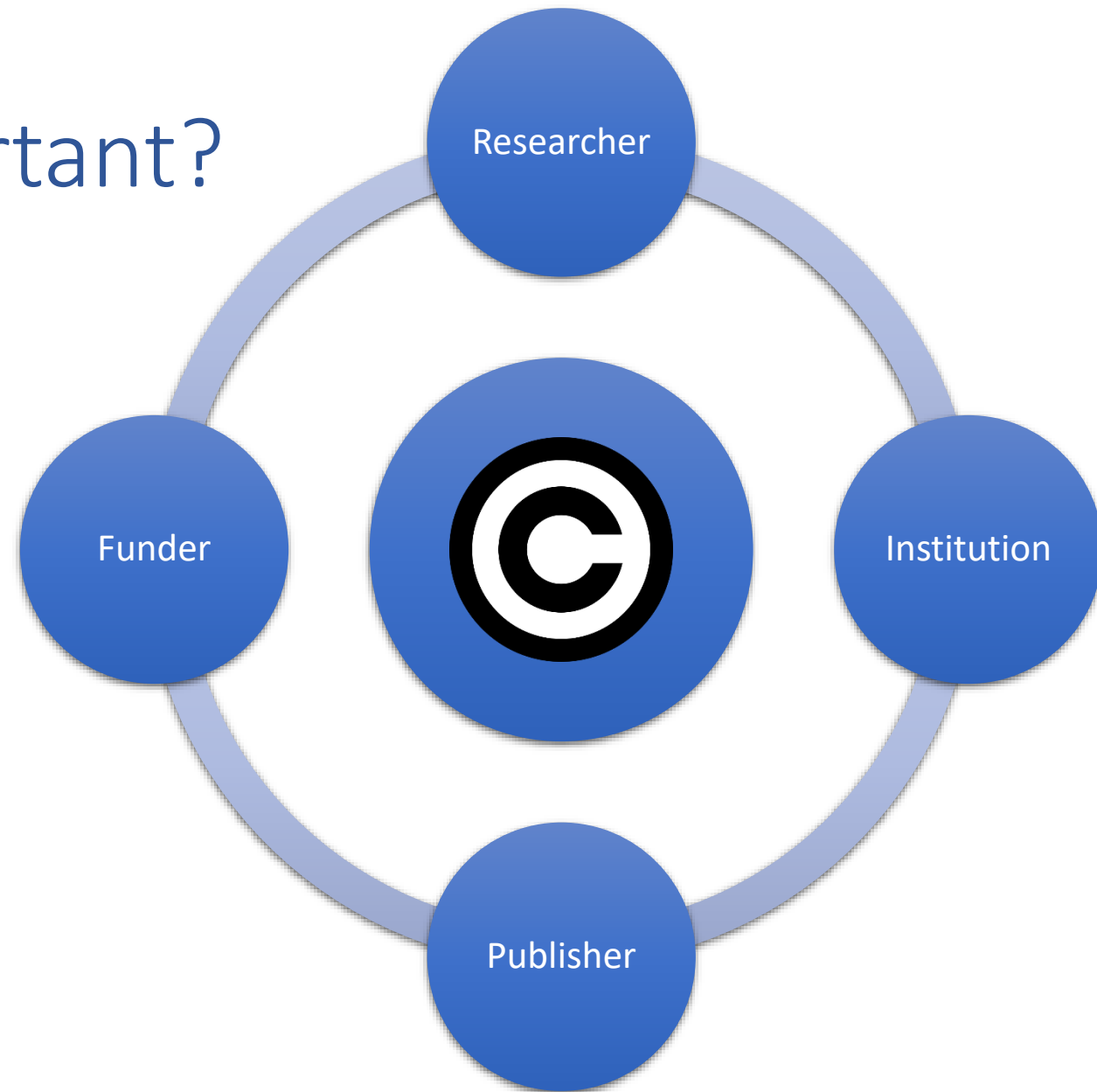
Why researchers
get copyright so copywrong:
Facing up to the realities of
copyright literacy in the academy

Julie Baldwin



Why is copyright important?

“Copyright legislation exists to protect the right-owners’ ability to benefit from the reproduction and dissemination of material that belongs to them”.



Why is it becoming even more important?

- Author rights retention mandates
- Plan S
- UK-SCL



01 Authors retain copyright of their publication with no restrictions. All publications must be published under an open license, preferably the Creative Commons Attribution Licence CC BY. In all cases, the license applied should fulfil the requirements defined by the Berlin Declaration;

= Moving from copyright assignment to licensing

What are the realities? Researchers:

Confused & unaware	Range of understanding and views
Erratic Behaviour	Copyright in the institution vs copyright in the wild
Copyright as currency	Prestige as key aim of publishing

What are the realities? Publishers:

Complexity of policies	Sharing policies impenetrable
Secret enemy	Claim widest dissemination whilst restricting access
Reposition themselves	Protecting image as being aligned with academic goals

What are the realities? Institutions:

Removing context	Simple workflows remove researcher engagement
Lack of resources	Copyright lacking institutional priority
Academic Freedom	Researchers suspicious of institutional involvement

What can we do about it?

- Much more focus is needed on basic copyright literacy to help researchers make informed decisions about their publishing
- Frame benefits of rights retention as supporting "scholarly culture" rather than "copyright culture"
- Use copyright resourcing effectively

Benefits:

- A less obstructive community to work with to implement new policies
- They will know what they need to do when it's asked of them



Thank you!

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