Playful approaches to copyright literacy: an introduction

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WHAT IS COPYRIGHT LITERACY?

“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
WHAT DOES IT MEAN?

Getting comfortable with uncertainty

Education not training

Avoiding binaries

Balance between content and approach
COPYRIGHT THE CARD GAME: THE ABRIDGED VERSION

Chris Morrison and Jane Secker

https://copyrightliteracy.org @UKCopyrightLit
Introductions

Introduce yourself to your team mates

Decide on your team name

Give us your team name for the score sheet
THE RULES

Each round will focus on one ‘suit’

Each team will have one deck of cards

Each team must nominate a card handler

Teams should confer and agree answers

Answer the scenarios by selecting the cards
WHAT IS COPYRIGHT?

Works
(The things it protects)

Licences
(Legal use with permission)

Usages
(The activities it regulates)

Exceptions
(Legal use without permission)
Works
WHY CONSIDER TYPES OF COPYRIGHT WORK?

- Different durations
- Different layers of rights
- Different owners within content
- Different licences
- Some exceptions work specific
COPYRIGHT WORKS (1)

- Literary
- Artistic
- Musical
- Dramatic
- Broadcast
- Sound Recording
- Film
COPYRIGHT WORKS (2)

- Typography
- Public Domain
- Crown Copyright
- Database
- Moral Rights
- Performance
- Non Qualifying
Use your “Works” cards to identify what types of works are in the object your team has been given.
WHY CONSIDER TYPES OF COPYRIGHT USAGE?

- They are the CDPA ‘restricted acts’ as defined in law
- The ‘restricted acts’ must be ‘mapped’ onto any activity to understand licences and exceptions available
COPYRIGHT USAGES

- Copying
- Issuing copies to the public
- Rental or Lending
- Public Performance
- Communication to the public
- Adaptation
Using your “Usage” cards, decide what types of usage apply in the following scenario.
What types of usages apply?

1. A lecturer uploads a political cartoon to Moodle to share with their students

- Copying
- Communication to the public
What types of usages apply?

2. The Students’ Union are showing TV news in the bar

- Communication to the public
- Public Performance
Licences
WHY CONSIDER TYPES OF COPYRIGHT LICENCE?

+ First point of call
  + Can effectively provide zero risk
  + May already have paid for them

– They all involve limitations
  – Not carte blanche
  – Relationship with exceptions
COPYRIGHT LICENCES

(1)

CLA (Copyright Licensing Agency)
NLA Media Access
ERA (Educational Recording Agency)
Filmbank / MPLC
Library E-resources
Creative Commons

Licence
COPYRIGHT LICENCES

(2)

- ‘Bespoke’ permission
- Website Terms & Conditions
- UK Orphan Works Licence

You own the copyright
You made it as an employee
Software Licences

Open Government Licence*

*Equivalent to Creative Commons Attribution Licence (CC-BY)
Using your “Licences” cards, decide what types of licences apply in the following scenario?
1. A librarian scans a printed journal article and emails the scan to a lecturer who uploads it to the VLE for her students.

L Лицензия

Виды лицензий, которые могут применяться?

1. Лицензия Bespoke Permission

CLA Лицензия
Exceptions
The following slides are intended to give an overview of the key UK copyright exceptions for those in higher education institutions. They are not comprehensive, nor do they provide full details of the provisions within the relevant legislation (most notably Copyright, Designs and Patents Act 1988).

The slides are for information purposes only and do not constitute formal legal advice.

If you find anything in the slides which appears to be inaccurate or misleading please contact ukcopyrightlit@gmail.com
Determines whether usage is lawful or infringing based on how a ‘fair minded and honest person’ would deal with the work.

1. Does using the work affect the market for the original work? Does it affect or substitute the normal exploitation of the work.

2. Is the amount of the work taken reasonable and appropriate? Was it necessary to use the amount?
KEY EXCEPTIONS TO COPYRIGHT 1

S29 – Research or Private Study

S29a – Text & Data Mining

S30 – Quotation

S30A – Caricature, Parody or Pastiche

S31A-F - Accessible Copying

S32 – Illustration for instruction
KEY EXCEPTIONS TO COPYRIGHT 2

S34 – Educational Performance

S35 – Recording of Broadcasts

S36 – Educational Copying of Published Extracts

S40B - Dedicated Terminals

S41 – Library to Library Copying

S42 – Library Preservation
KEY EXCEPTIONS TO COPYRIGHT 3

S42A – Library Copying for Users

S43 - Library copying of unpublished works

S45-50 – Public Administration

S44B - Orphan Works
COPYRIGHT EXCEPTIONS

Exception

Orphan

rec
“To the extent that a term of a contract purports to prevent or restrict the doing of any act which, by virtue of this section, would not infringe copyright, that term is unenforceable.”

Copyright, Designs and Patents Acts 1988
ROUND 4

The final round uses all the cards:
1. Consider the following scenarios within your teams

2. Play the relevant ‘Works’, ‘Usage’, ‘Licences’ and ‘Exceptions’ cards

3. Choose a level of risk from 0 to 5 and play the corresponding card
2. Your university are running a digital footprint and digital identity webinar for new students and need to use a number of images in the presentation. Some images for the presentation have been found on the internet, some are from social media and some are screenshots from library databases. They will share the slides and recording on the learning management system (LMS) after the session.
2. Digital literacy training

1. Risk

Works

Usages

Licences

Exception
1. A cultural studies lecturer is logging into their own personal Spotify account on a university lecture theatre PC in order to play music in a lecture. She plays 2 entire songs as well as numerous extracts from other songs to demonstrate the link between certain musical genres and youth sub-cultures.
RUNNING THE CARD GAME

1. Creative Commons Licensed

2. You will need to be familiar with copyright to deal with queries and questions

3. You can train from 6 - 60 people

4. Allow 1.5 – 2.5 hours

5. Room set up – cabaret style

6. Customise the scenarios for your own context

7. Keep the pace up and have fun
COPYRIGHT THE CARD GAME: THE CANADIAN AND AUSTRALIAN VERSIONS

http://libcopyright.org.au/content/copyright-card-game-australia

Meet the characters

- Misha the criminologist
- Brian the microbiologist
- Mary the space scientist
- Simon the Jane Austen expert
The board
Impact to date

• Downloads and hits on website:
  • over 7,900 hits on website and 490 downloads to date*

• Who has played it
  • PhD students, early career researchers, publishers and librarians

• Worldwide interest
  • UK, USA, Canada, Australia, New Zealand
  • Europe including France, Germany, Sweden, Czech Republic, Norway, Spain, Denmark
  • Elsewhere: Japan, Singapore, Saudi Arabia and many more!

* as of 31 August 2019
ICEPOPS* 2019, University of Edinburgh

*International Copyright-literacy Event with Playful Opportunities for Practitioners and Scholars
FIND OUT MORE …

copyrightliteracy.org

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Copyright the Card Game licensed under Creative Commons Attribution NonCommercial ShareAlike (CC BY NC SA) 4.0 v3.0 card design by Steve Roberts.

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Slide 4 – Open Clip Art