

Copyright Literacy for Librarians and Educators in Bulgaria

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Abstract

The paper presents an overview of a concept for the imposition of issues related to copyright to the attention of the academic and professional community in Bulgaria. The essence of PR-strategy '*Copyright Literacy for Librarians and Educators in Bulgaria*' focuses on four specific goals: 1st - conducting scientific research that will lead to obtaining new theoretical knowledge, applied research products, new educational content and methodical materials to increase the knowledge in the field of intellectual property; 2nd - updating educational content and implementation of new methodological approaches in academic programs and continuing education; 3rd - preparation of practical and applied models of copyright policy for library, educational and cultural institutions responsible for the modern information environment and specific needs; 4th - discussion and development of suggestions for amendments in the Bulgarian Law on Copyright and Neighboring Rights on improving the legal framework regarding the management of copyright in accordance with the digital technologies and pervasive use of Internet for educational, scientific and cultural purposes. This contribution presents summary of the achievements of the PR-strategy, which is open and informal initiative of a team of professors from Library Management Department at State University of Library Studies and Information Technologies (SULSIT).

Keywords: Copyright for librarians and educators, Copyright Literacy, Copyright Policy, Intellectual Property, libraries, LIS education, SULSIT, Bulgaria

Introduction

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. 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 [6]. Stand out activities of expert groups and committees of the World Intellectual Property Organization (WIPO), International Federation of Library Associations (IFLA), the European Bureau of Library, Information and Documentation Associations (EBLIDA), the Association of European Research Libraries (LIBER), the expert high-level group on digital libraries of the European Commission, Library Copyright Alliance, the Electronic Information for Libraries Network (eIFL.net), the Berkman Center for Internet & Society at Harvard University etc. - here we will highlight the role of the eIFL.net and its program eIFL-IP (Advocacy for access to knowledge: Copyright and Libraries), aimed at raising awareness of the international library and cultural community on

issues, related to copyright. 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 topic.

The emergence of new communication and information technologies and new media predetermines the ambition of copyright legislation worldwide to respond to these developments, to keep pace with changes and to provide the necessary legal framework. In turn, libraries, educational and cultural institutions should apply copyright policy (CP) as an important and necessary tool to bring clarity on enforcement of copyright and related rights in relation to emerging issues in the provision of services - traditional and online. In its preparation to be aware of current copyright rules, including exceptions and limitations for libraries, educational institutions, museums and archives, which requires high copyright literacy of managers and professionals.

Review of the situation in Bulgaria

The literature review found that a comprehensive interdisciplinary study of issues related to the role, functions and tasks of libraries, educational and cultural institutions to provide services in compliance with copyright regulations under the new realities of the digital economy, as well as on the level of copyright literacy of the specialists - do not exist in Bulgaria [18]. The observations show that it is not at the required level, there is a real need for additional knowledge and training. The existing models and best practices in Europe and worldwide are not familiar. It is necessary to study and the proposed of higher education institutions educational content and programs responsible to this spectrum of knowledge and competence. The outlined issues were discussed at various levels and in various forums with all stakeholders, but concrete results so far gone. In the project for *National Strategy for the Development of Culture* in the analysis of the legal infrastructure of culture in Bulgaria concludes that in the legal realm in Bulgaria has not yet regulated the relationship between digitization and Intellectual Property. In Strategic Goal 5 states that: "*It is important and updating of national copyright legislation to create the conditions for the legal use of works in digital environment...*" [11]. It is necessary to mention that in Bulgaria is still not accepted the *National Strategy for digitization of cultural and literary heritage* [10]. There is need for changes in the legal infrastructure of culture in Bulgaria. Along with this process must take place problem-oriented training to students in library and information sciences and sciences of cultural heritage and continuing education of professionals from libraries and other cultural institutions.

PR-strategy 'Copyright Literacy for Librarians and Educators in Bulgaria'

In 2011 a team of professors from Library Management Department at the State University of Library Studies and Information Technologies (SULSIT) have united about *open and informal initiative for realization of PR-strategy 'Copyright Literacy for Librarians and Educators in Bulgaria'*. In the period 2011-2015 we carried out various activities aimed at the promotion and enforcement of copyright issues in the focus of library and information science, education and practice in Bulgaria.

Implementation of PR-strategy '*Copyright Literacy for Librarians and Educators in Bulgaria'* meets the educational, informational and legal needs, arising from both the reforms

taking place in Bulgarian higher education system and in the Bulgarian cultural institutions as well as the interest of the scientific community on issues, related to digital preservation and presentation of the cultural and historical heritage and the exchange of scientific information in electronic format. *Bulgarian Law on Copyright and Neighboring Rights* (1993) is essential for the functioning of the libraries, educational and cultural institutions, because it regulates issues such as free use of works, including reproduction of already published works for educational, scientific and preservation purposes, as well as other problem areas, corresponding to the protection of intellectual property and the activities of libraries, archives and other cultural institutions to information dissemination to the public. In *Bulgarian Law on Copyright and Neighboring Rights* - Art. 23, Art. 24, Art. 25, Art. 25a, Art. 26, Art. 70, Art. 71, Art. 93g, Art. 97 – have reflections to the educational and research activities, including digitally-supported education and training practices [8].

In this contribution, a **systematic summary** of the achievements in the implementation of PR-strategy '*Copyright Literacy for Librarians and Educators in Bulgaria*', which has four specific objectives has been presented.

The **first specific goal** of the PR-strategy has been conducting scientific research that will lead to obtaining new theoretical knowledge, applied research results and products, new educational content and methodical materials to increase the knowledge in the field of intellectual property, in particular copyright literacy.

In the last four years *two scientific projects* were related to the stimulation of IP knowledge dissemination and try to make a relation between the theory and practice in one hand and to explore the need of Intellectual property knowledge in a working environment.

First one is a research project with international participation "*Copyright Policies of libraries and other cultural institutions*", financed by National Science Fund of the Bulgarian Ministry of Education and Science, Contract № DNSF-K01/0002-21.11.2012, and headed by T. Todorova. The main objective is to examine the copyright policy of the library and cultural institutions in Bulgaria, Croatia, Turkey, France and others, and through comparisons and analyzes to reach: new research products and educational content in academic programs and continuing education; proposals for updating the copyright legislation; preparation of practical and applied models of CP for library, educational and cultural institutions responsible for the modern information environment and specific needs.

First stage of the project was realized in the period November 2012 – November 2013. There is conducted empirical study on "*Copyright Literacy of specialists from libraries and other cultural institutions*" in Bulgaria, Croatia, France and Turkey. An online survey instrument was developed 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 (148 from Bulgaria, 82 from Croatia, 311 from France and 81 from Turkey). The main goal of the survey is to investigate actual copyright competency levels of LIS professional in different countries. Having known the necessity of copyright competencies for information professionals, the survey poses a question of whether or not LIS professionals are equipped with these essential competencies. The aim of published research papers is to present the results of national and multinational comparative surveys on copyright competencies of LIS professionals. 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 [2, 13,

14]. Some of other main achievements of the project are: publishing of monograph about open access to scientific information [15] and thematic bibliography [18].

There was designed a suitable methodology for the creation of *thematic bibliographic review* by T. Todorova and R. Vasileva, which covers the following main subject areas: Copyright limitations and exceptions for libraries and archives; Library Copyright Policy; Information Literacy and Copyright Literacy; Plagiarism, Copyright conventions and directives; Public domain, Orphan works, Out-of-print works; Open Access, Open Educational Resources and Repositories, Licenses, Fair use. The edition was published in 2013 and contains a total of 4 875 bibliographic records. The range of the found sources includes monographs, collections of articles, e-publications from the period 2003-2013, searched in catalogs of scientific and university libraries, free repositories, data bases and e-platforms with paid access from Bulgaria, Russia, some countries of Europe, and North America. The publication is accompanied by denominative index of authors, compilers and editors of scientific publications listed in the bibliographic guide. This edition is contribution to the awareness and education of all information professionals – librarians, archivists, information brokers, students, teachers, researchers, and managers – in the field of copyright, memory institutions, government policies and lawmakers in Bulgaria and abroad. Collected materials provide so many opportunities for different and multidirectional analysis, conclusions and assumptions [18, 19].

Findings and results from the research project with international participation "*Copyright Policies of libraries and other cultural institutions*" will be used in the implementation of activities for the second stage that aim to increase the efficiency of the relationship: education - practice. The project website is a platform for future development and for continuing scientific communication [3].

The second SULSIT's project, named "*Analysis of the common practices in the use of products of Intellectual Property in university information environment*" (2012-2014), Contract DMU 03/3/19.06.2012, is led by T. Trencheva and is funded by the National Science Fund of the Ministry of Education and Science in the competition "Young Scientists". The project aims to explore the attitude and culture of behavior of the young people in Bulgaria, particularly students about IP to protect intellectual property on the Internet. The main achievement of the project is the conducted survey among students in the professional field "Public Communications and Information Science" of all universities in Bulgaria, having valid accreditation program for training in this professional field. The survey was done on the principle of systematic random selection with stratification compared to 10% of students in the above mentioned professional field. The sample covers 570 respondents from 9 universities in 5 towns in Bulgaria. One of the important conclusions from findings of this survey is that students studying in the professional field "Public Communication and Information Sciences" in Bulgaria are generally less familiar with copyrighted works, but impressive is the fact that there is a statistically significant difference between the students that had completed the Intellectual Property discipline and these that had not yet [16, 17].

Second specific goal of PR-strategy is updating educational content and implementation of new methodological approaches in the learning process in formal academic education and continued professional training.

We are convinced that for optimizing the role and quality of library and information education in preparing future professionals in library and information and cultural affairs, according to the new demands of the information and digital reality, and copyright and legal issues - it is important for LIS students to be introduced to intellectual property as early as

possible during their formal education and to have the sustained development throughout all educational levels.

In accordance to this we have updated the curriculum in Library Management Department. In the Bachelor Program “Library and Information Management” we prepared the following obligatory courses – Intellectual Property; Information Literacy; Digitization and Copyright and we also offered one elective course of Intellectual Property in Internet. In the Master’s Program “Library, Information and Cultural Management” we have two obligatory courses: Licensing of Intellectual Property and Transparency and Accessibility of Information [12].

One of productive interactions in continuing training was the Erasmus Intensive Program ‘Library, Information and Cultural Management – Academic Summer School’ (IP LibCMASS, 2011-2013). IP LibCMASS aims to create interdisciplinary educational program and learning environment in which to acquire the knowledge and skills relating to the contemporary challenges of the management of libraries, museums, archives and information technology centers. The target groups were students (Bachelor, Master and PhD) in library and computer sciences, information technology and cultural and historical heritage of State University of Library Studies and Information Technologies (SULSIT, Sofia), University of Zagreb (Croatia), Hacettepe University in Ankara (Turkey), IUT Université Paris Descartes (France) and Szeged University (Hungary). The project was hold in 2011 in Sofia; 2012 in Zagreb and 2013 in Ankara. Every year the total number of students is 25, teachers – 18. Project management and communication between teacher-student are based on own website: <http://libcmass.unibit.bg/>, e-learning platform ILIAS and e-platform ‘Intercultural Exchange around the profession of librarian’: <http://www.docinfos.fr/culturex/>. The main topics in IP LibCMASS are: Library, Information and Cultural Management. Information Literacy; Preservation and access to cultural heritage. Digital libraries; Intellectual Property. Information Brokerage; Information technologies in libraries, archives, museums and other cultural institutions. In the *subject Intellectual Property* the students have an opportunity to participate in the following learning activities: lecture “Librarians and cultural professionals as protectors of copyright and users’ rights” with connecting seminar (2011); lecture and workshop on the topic “Serving the users of cultural institutions in the digital era: questions to be answered, decisions to be taken” (2012), leading by A. Horvat; lecture “Intellectual Property of Information Resources in Internet” by T. Trencheva, lecture and seminar “Libraries and Open Access to Scientific Information” by Ivana Hebrang Grgić [9].

Third specific goal of PR-strategy ‘*Copyright Literacy for Librarians and Educators in Bulgaria*’ is to create and bring to the knowledge of specialists from the practice of models of copyright policy for library, educational and cultural institutions in charge of the contemporary information environment and the concrete specifics and needs. Application of forms of continuing education for specialists from practice in order to achieve a high level of copyright literacy in various sub-themes as follows: Library services that relate to copyright; Copyrighted content; Copying of copyright materials (photocopying, printing, downloading); Interlibrary loans and document supply for end-users; eLending; Creating course packs and e-learning content and services; Digitization; access to information for people with disabilities, especially the blind and adapting materials for blind, visually impaired and other reading disabled persons etc.

In this direction scientific seminar was held on 31st October 2013 with participation of researchers, academics and practitioners. We took part in the National round table on the issues of copyright and its application in library activities, organized by the Bulgarian Library and

Information Association (BLIA), which was held on November 7, 2013, also. In 2016 we will organize practically-oriented seminars attended by managers and specialists of libraries and cultural institutions with leading experts in the field.

Fourth specific goal is discussion and reaching comments-proposals for amendments in the *Bulgarian Law on Copyright and Neighboring Rights* (1993) on improving the legal framework for the management of copyright in accordance with the digital technologies and the expanding use of Internet for educational, scientific and cultural purposes.

In the period 2011-2015 was held annual scientific seminars on 23rd April – celebrating the International Day of Book and Copyright [1] and 26th April – celebrating the International Day of Intellectual Property [7], within which were held fruitful discussions with representatives of all stakeholders. The scientific reports were issued in eight thematic collections, which could use for education and training. In the frame of these events our community put attention on the current problems and accumulate arguments and proposals for updates in the existing legislative and regulatory framework.

Conclusion

Implementation of PR-strategy '*Copyright Literacy for Librarians and Educators in Bulgaria*', initiated and moderated by professors from SULSIT, led to the wide public awareness and involvement of the academic and professional community of library and information and cultural sphere in Bulgaria. This strategy seeks through solving a complex of scientific problems with theoretical, practical and applied educational and methodological orientation to reach a scientific and practical products that can contribute to enhance copyright competencies and implementation of leading foreign experience in Bulgarian libraries and cultural institutions in order to be able to continue to fulfill their role as an integral part of the cultural, educational and information infrastructure of modern society.

In the long term, our goal is to provoke the establishment of copyright policy in cultural institutions, as it is a tool to provide clarity on copyright issues that arise during the provision of library and educational services and help to manage risk for the library and its parent institution. Development and realization of CP in educational and cultural institutions contributes to the implementation of three main functions: consistency in managing of copyright issues (compliance); guidance (to serve as a reference) and education (training and information) [4]. It is targeted to managers, professionals and consumers. All participants in the processes of creation, dissemination and use of information must be aware of their rights and obligations to the products of intellectual property. This is an important prerequisite for the prosperity of digital economy and knowledge society.

The scientific-research and practical-application results of the PR-strategy '*Copyright Literacy for Librarians and Educators in Bulgaria*' highlighted conclusions that are useful in practical policies and in the field of copyright industries - sectors: book publishing and printing, software, advertising, production and distribution of film and video, radio and television broadcasting, visual and graphic arts, photography, music and production activities etc. This is in line with EU policy for the promotion of cultural and creative sectors, and to develop more adequate mechanisms to measure their contribution to economic growth and competitiveness in the European Union - main objective of the Lisbon Strategy. It is subordinate to creation of new forms of integration of Bulgarian education according to world and European standards in science and education.

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