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Desperately Seeking Copyright -- Reuse Licensing: Change is Underway

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or her to abide by the rules and regulations of the university. The library does not proactively police the tags. Because each user's account is tied to a university ID, any questions of legality or conformity with the campus code of conduct can be addressed directly with the tagger. To date, inappropriate use of the tagging mechanism has been a non-issue.

PennTags has produced a number of tangible benefits for the **University of Pennsylvania** community. It has added greater description and clarity to thousands of library resources through user-contributed annotations. It has provided additional discovery tools via the tag clouds and other browsable Website mechanisms. It has allowed users to organize their web resources in more systematic fashion. But what of the Hi-C test? Does **PennTags** allow its users to easily identify an army of Proxy Me's whose judgments and insights can be relied upon? Does the collective wisdom of the **PennTags** community allow individual users to cut through the information proliferation clutter? As yet, I believe the answer is a qualified no. This may, of course, be due to the lack of a critical mass. More posts are needed, as are more posters. Social networking mechanisms require a certain volume that **PennTags** does not have at present. The **PennTags** team has chosen a deliberate, systematic launch course. This certainly helps account for the slow adoption rate within the **Penn** community.

It will be interesting to see if this community grows, and whether its growth will gener-

ate some "collective wisdom of the crowd." As **Laurie Allen** points out, academic research is often highly specialized, particularly at its advanced levels. Undergraduate students interested in introductory primers may find similarly-minded individuals within the **PennTags** community. Tenured professors studying the measurement of regional cerebral blood flow during complex cognitive tasks are less likely to benefit from peer cues within a social network. And this may be the bottom line. Social networking tools aim to connect people to their interests, and to other people who share those

interests. This works well if (a) those interests are broad, like movies or music or juice flavors, (b) the network is sufficiently large to attract lots of members with lost of diverse interests, or (c) the network is sufficiently focused that all members are, by definition, like-minded. These criteria are difficult to meet within the academic setting, though by no means impossible. **PennTags** is thus an experiment well worth following. 🐾
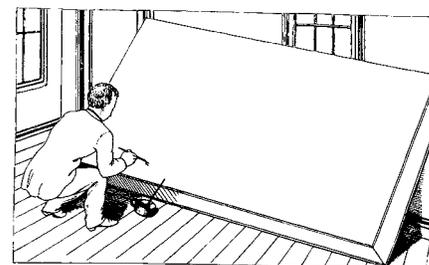
Desperately Seeking Copyright —
Reuse Licensing: Change is Underway

Column Editor: **Edward Colleran** (Senior Director, Rightsholder Relations, Copyright Clearance Center, Danvers, MA) <ecolleran@copyright.com>

Pick up any Sunday newspaper during the month of August, and the first thing you might notice is the heft of the back-to-school sale circulars stuffed in the interior of the paper. Back-to-school is always greeted with the inevitable sale on twin sheets and lava lamps. But the biggest focus is on computers for students off to college. A quick scan of those sales and it's easy to see why digital content is so important to every college and university.

Students want the convenience of accessing their instructors' notes and class reading materials online whenever they want. Faculty members enjoy the ease and speed by which they can post those materials on a course management system and get information to students instantly. But under all this convenience lies a significant challenge for many campuses, namely, how to ensure respect for intellectual property rights while using course management systems.

Electronic content use is on the rise, and so is the perception of academic institutions that these uses could leave them vulnerable. In fact, in a college survey conducted by **Copyright Clearance Center (CCC)** last year, 64% of academic administrators acknowledged greater risk of infringement due to their increased use of electronic content.

Part of the problem is that the faculty members who distribute published materials through their course management systems are generally not as copyright-savvy as their campus librarians. In general, they simply don't have the training or experience to readily determine whether a particular content use qualifies as a fair use under the Copyright Act, or whether it requires rightsholder permission. And even if they figure it out, they may not know how to secure permission or have the time to do so.

In order for instructors to take advantage of new technology that makes it easier for them

to access, use and share information, they need licensing options that take the guesswork out of permissions in cases in which fair use may not apply. Licensing is rising to the occasion. When it comes to sharing copyrighted material, there are more licensing and permission options than ever.

Integrated Rights and Permissions

Many service providers have built access to copyright permissions right into their applications. One of the most notable examples is the **Blackboard** course management system, which offers the **Copyright Permissions Building Block**. **Blackboard** customers who use the **Building Block**, can search, price and get permission to share articles and other text content without leaving **Blackboard**.

Elsevier's Scopus database service is another example of integrated rights licensing.

Faculty, librarians and staff can secure copyright permissions within the search results and abstract pages of **Scopus**.

Annual Multi-use License

In recent years, colleges and universities have asked **CCC** to develop an annual comprehensive license similar to the one it offers to the business sector. **CCC** just announced at the **ALA 2007 Conference** a new **Annual Copyright License** for academic institutions, and received a tremendous response. More than 200 campuses have already registered for online seminars to learn the details of this first-of-its-kind academic license.

The **Annual Copyright License** was created to make it easy for faculty, researchers and staff across campus to share content with confidence. It covers use and distribution of text-based material in electronic course content as well as coursepacks, classroom handouts, and library reserves. The license also extends beyond campus to students studying abroad, satellite campuses and distance education programs.

Free Rights

Another type of licensing that has received a lot of attention is the concept of licenses that give users broad rights to use certain content at no cost. **Creative Commons** is the most notable example. The idea is simple: rightsholders label their work with a **Creative Commons** license to let readers know upfront that they allow certain free uses of their content.

Looking Ahead

Technology has opened up so many new ways for all of us to get information and pass it along. For colleges and universities, these technologies foster a richer educational experience, greater collaboration and so much more. With innovations in rights licensing, educators can make the most of the latest and greatest applications and still respect intellectual property rights. 🐾

Something Else to Think About — Building Better Mousetraps

Column Editor: **Mary E. (Tinker) Massey** (Serials Librarian, Embry-Riddle Aeronautical University, Jack R. Hunt Library) <Mary.Massey@erau.edu>

What does this title awake in your mind? Do you think about mice catching devices, or can you go a little "out of the box" to think about general procedures, organizational schemes, and things that will make your life in the library environment easier? Sometimes I fill my lunch times with thoughts of changes in procedures that will simplify our lives, or concerns about poorly functioning routines, or a collection that isn't working well for our patrons. Where are the ideas? Where is the knowledge? Where is the energy to complete the projects? All of these answers come from our minds and all the little files that stay closed until we have a need for that specific information. Sometimes the key is hard to find and other times it appears at the end of a rainbow in a jar full of solutions and compromises. Do you dare dip into that jar to remove a key and insert in your files? What will you be unleashing? It isn't a Pandora's Box, but it is always interesting. Care to dip a little in the churlish waters with me?

Preservation! Just a word, or do you have some ideas? We had to deal with this on a personal level as mold was found on the second and third floors. Instead of panicking, we shared and compared information we knew, acquired information we didn't have and eventually, the presentation to the university resulted in the hiring of an experienced team to eradicate the mold, the re-evaluation of the air handling systems, and plans to change the whole environment, hopefully guaranteeing suppression of the mold forever.

Another preservation problem! Microfilm on acetate producing a vinegar smell calls for action. We are not only testing the film and will be sending it to be re-duped, but we are establishing information on our item records that will give the preservation information for each reel. In subsequent years, we can run access reports based on type of film (acetate, polyester, etc.), year of production,

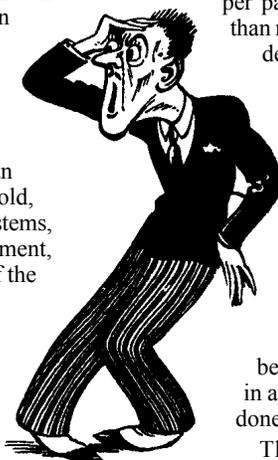or acidity scores (0-3). Never been done?

I don't know if it has, but it is new here!

Throwing down a book in anger doesn't get us space on the shelves in periodicals, but it relieves some stress. Scanning the shelves, we found that all of our issues were residing in four inch wide boxes, and many had only a few issues (far from filling the box). I had one of our engineering students design a conversion from the four inch into two inch wide boxes. He replaced over 200 of the four inch boxes and gained us space in the stacks so that we could continue to shelve new materials. We did the same thing in our compact storage section, but replacing some 300 boxes. Wow, we really have some room now! The shifting will go easier.

How is the humidity level in your collections? Our microfilm arches are not far from the front doors, which could lower the shelf life of the film. We bought a bucket of anti-moisture packets (300) and have placed two in each shelving unit, reducing the levels and increasing the shelf life. Wow! Thirty-eight cents per packet times two is much cheaper than replacing the microfilm from early deterioration.

Having trouble finding a time for your group to meet during the work day? Our Serials Collection Development Team now meets online in email, a user friendly board, and through routed packets of decisions for new serials. It works, cuts down the meeting times and the impossible scheduling in a small library. We have been able to make more decisions in a year than the former groups have done in two years.

There are always possibilities! Dream a little. Scheme a little. Think a little. Anything can come to light or be solved! What is your problem? Is it something to think about? 🐾

Heard from the awesome **Diane Kerr** (don't you just love her Scottish accent?) <diane.kerr@dawsonbooks.co.uk> that **Dawson Books** has launched its new eBook platform **dawsonera**. Integrating with **Dawson**'s existing book catalog used by all **Dawson** customers, libraries now have a procurement process

offering one point of purchase for printed book and eBook orders. No fewer than 30,000 eBooks are available for individual purchase. *enquiries@dawsonera.com*

Picked this up from the incredibly interesting **LISnews**. *http://lisnews.org/article.pl?sid=07/09/14/115242* — **The National Library of New Zealand** is running a campaign at the **LIANZA Conference** in 2007 to see predictions of the what the **Library will be**

like in 2017. Check it out. Pretty interesting. You know, we should do something like that in **Charleston in 2007**!

What else? Bringing you up-to-date. Did you know that the always upbeat **Forrest Link** is now with **Blackwell's Book Service**? We will see him in Charleston in November to get the "poop."

Also, the delightful **Jim Morrison** from