

Are Archivists Control Freaks? Controlling Further Uses of Online Content

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Research Problem

- To what extent do American archival repositories attempt to control further uses of the holdings they have digitized and put online, and why?

Study Population

- Purposive sample of 96 institutional members of Society of American Archivists

Data Collection

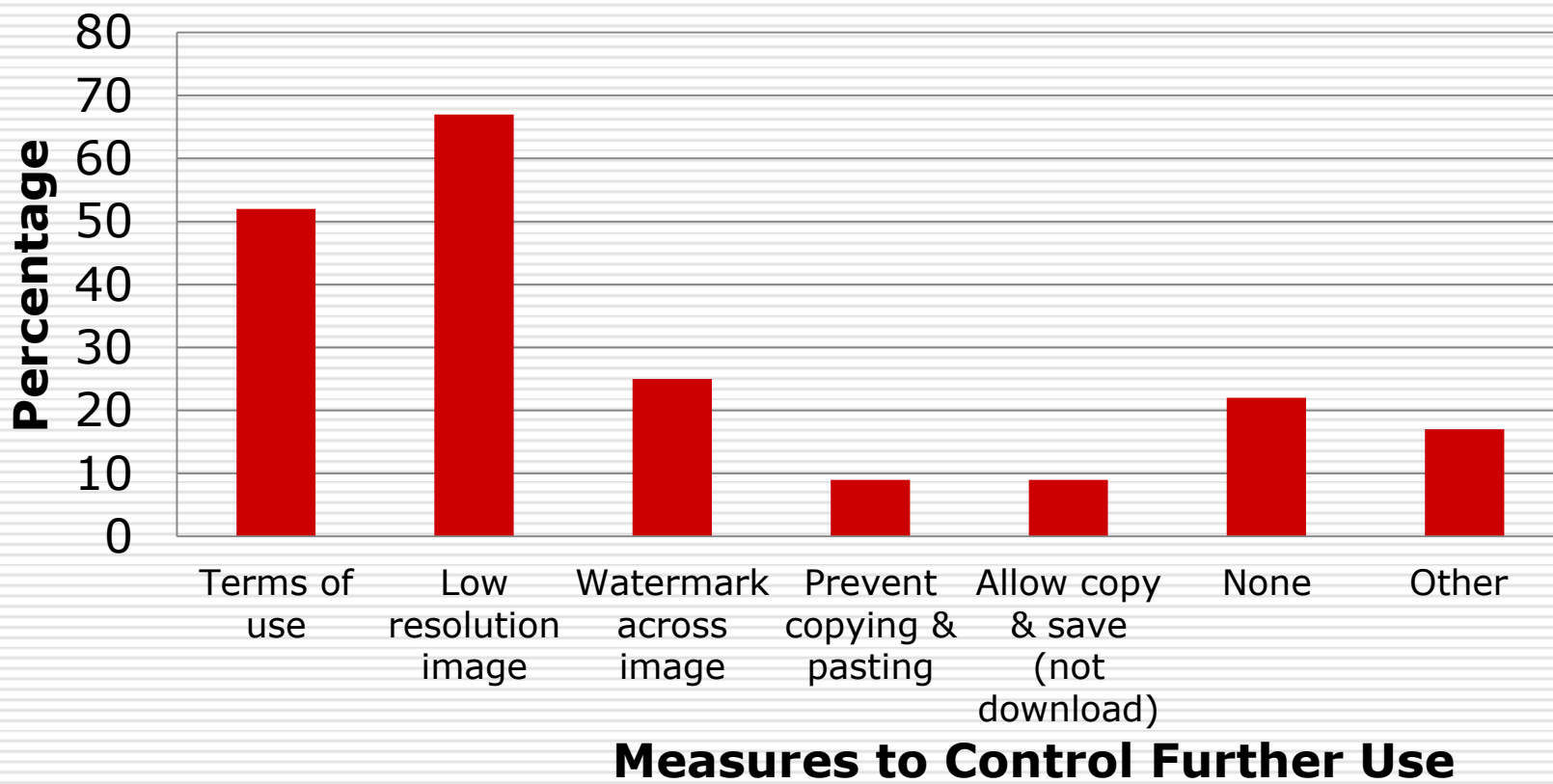
- Sample of the website content of 96 repositories
- 66 mailed questionnaires (69% response rate)
- 18 telephone interviews

Documented Policies

Does your repository have written policies/procedures/ guidelines regarding controls on further uses of your online content? (Q20 N=64)

- Yes: 37%
- No: 63%

What measures, if any, does your repository take to limit further uses of holdings made available on-line?(Q16&17) (N=66)



Terms and Conditions on Use

(Website data N = 96)

- Institutional permission required for further use (67%)
- Acknowledgment of source required (66%)
- User responsible for copyright compliance (51%)
- Click-through agreements (5%)

Reducing Quality

- Low resolution or compressed formats
- Thumbnails
- Visible watermarks
- Display in LUNA or ContentDM

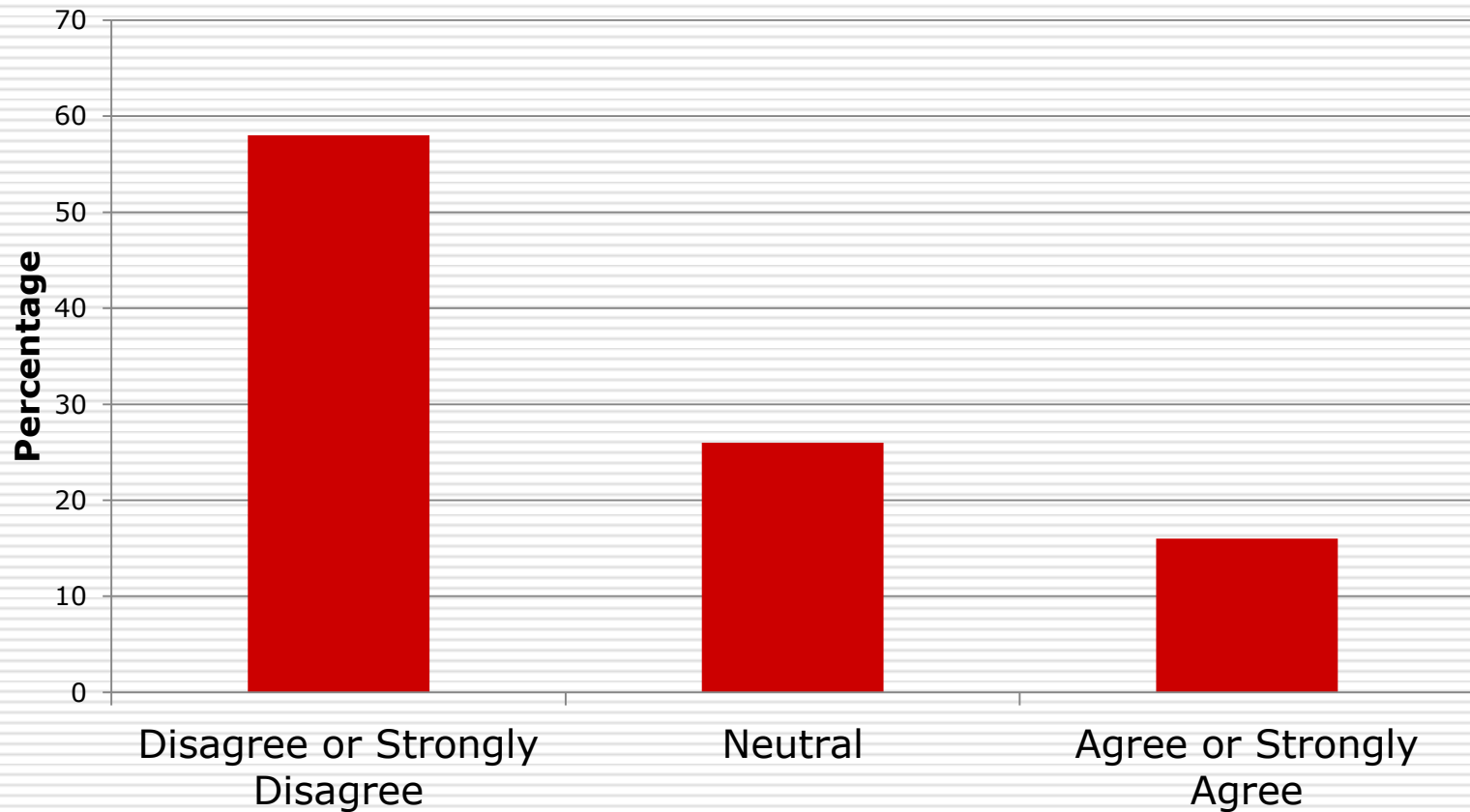
Limit Copying

- Disable right click (limit copying/saving or both)
- Prevent download
- Display in Adobe Flash Player

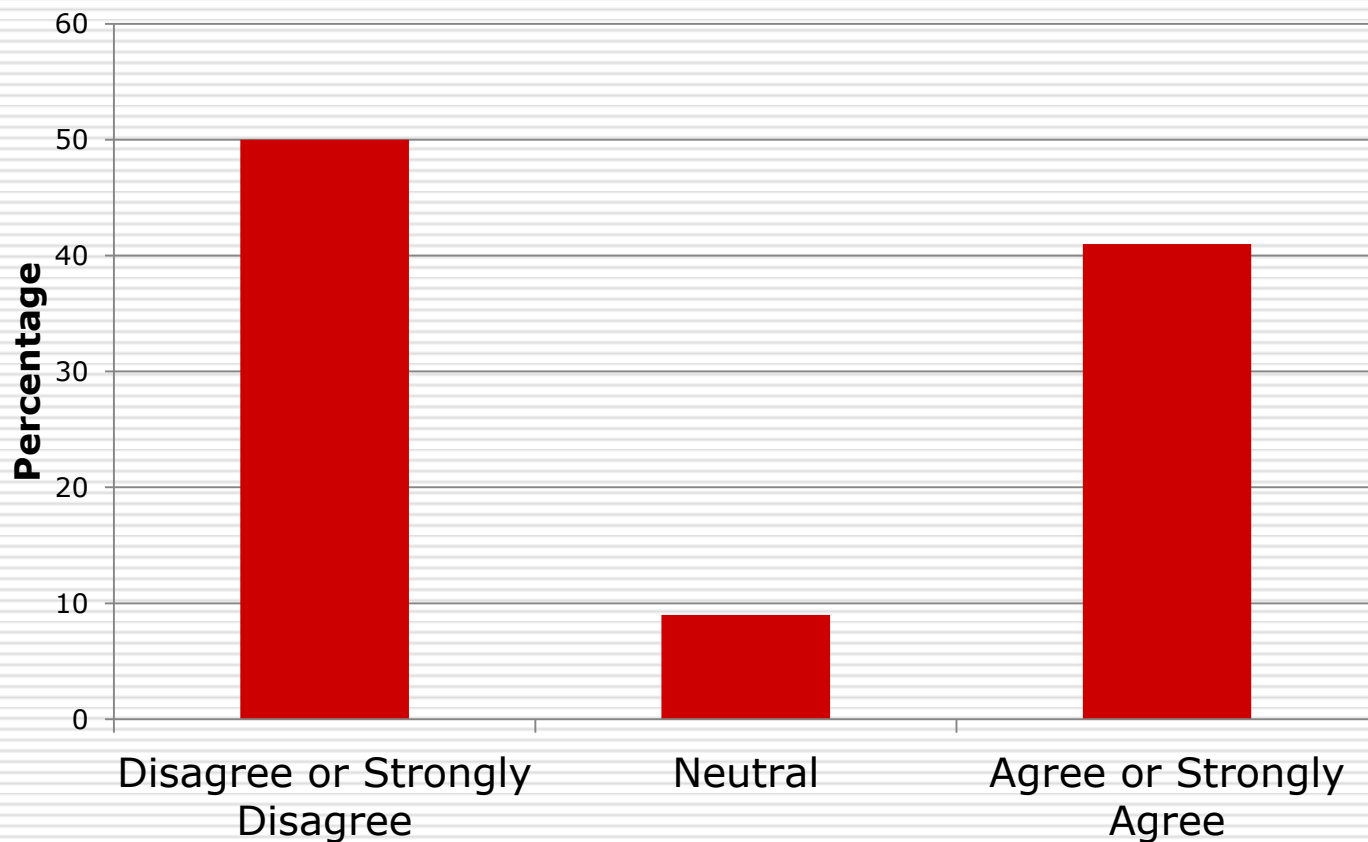
No Access to Image

- Access to metadata only

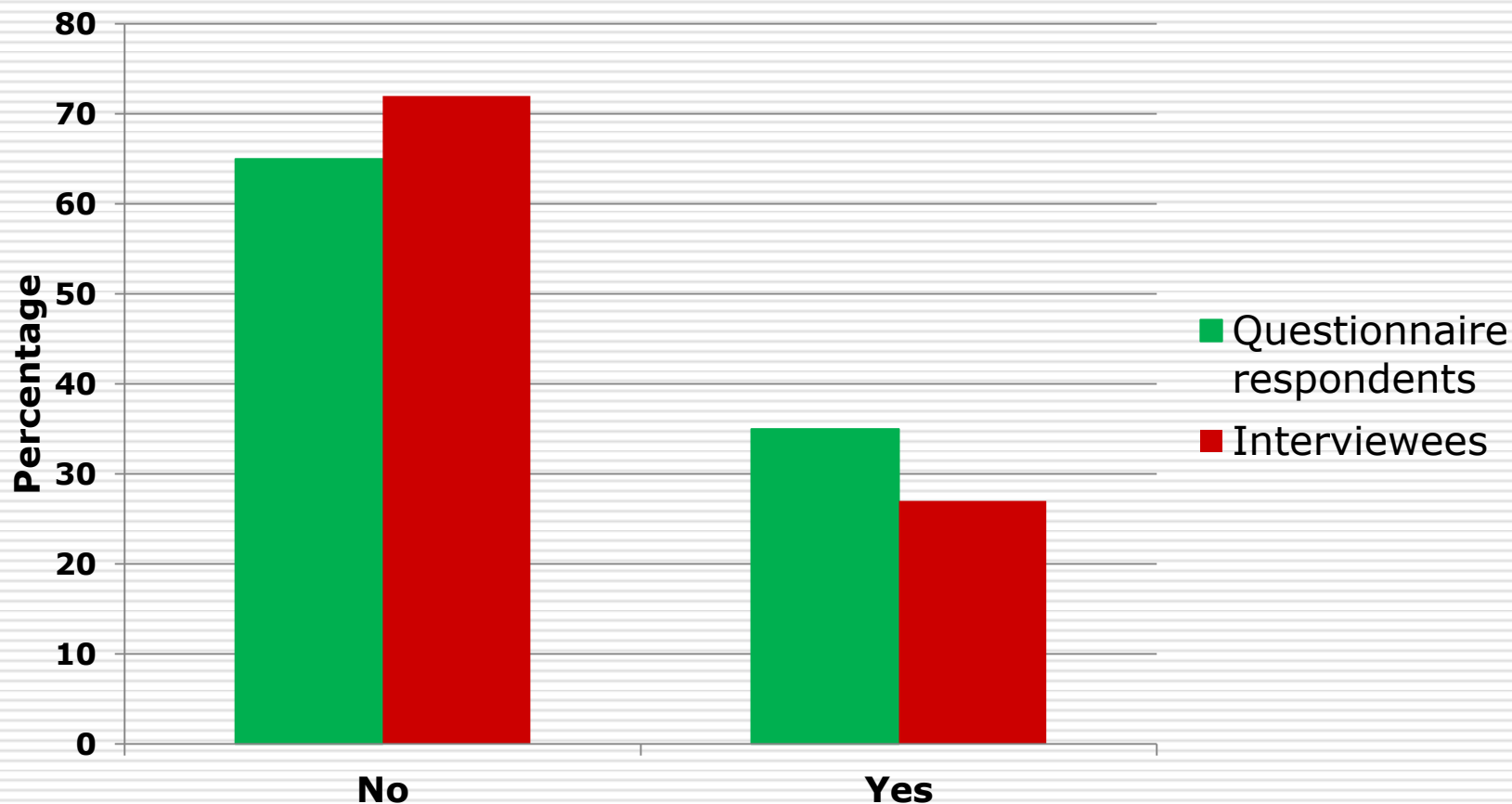
It is important to restrict the ability of visitors to our website to copy or download documents from our website without our permission (Q21j) (N=66)



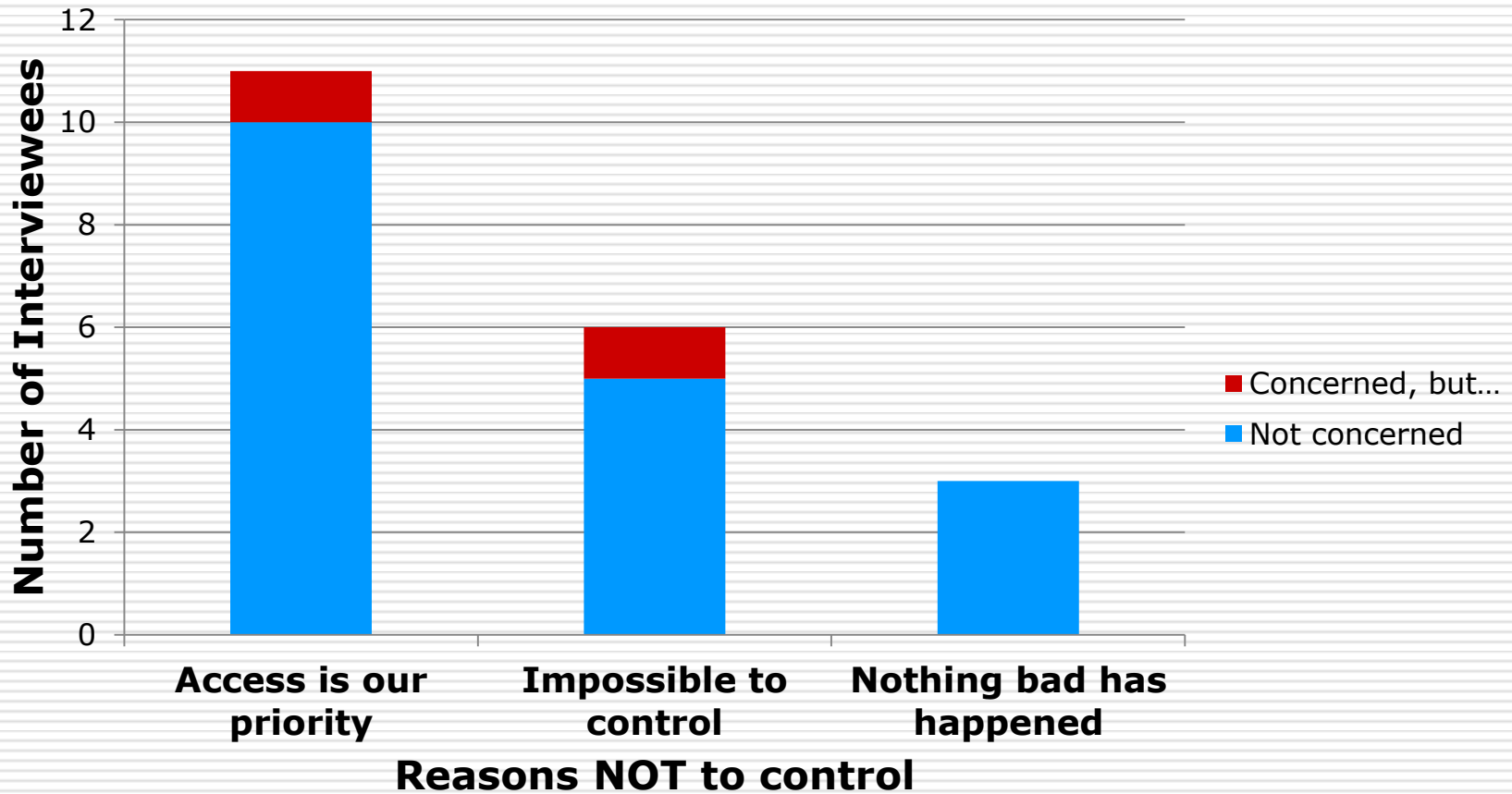
As long as the repository is credited as the source, it's OK for members of the public to download documents from our website and use them in a publication or on another website.
(Q21e) (N=66)



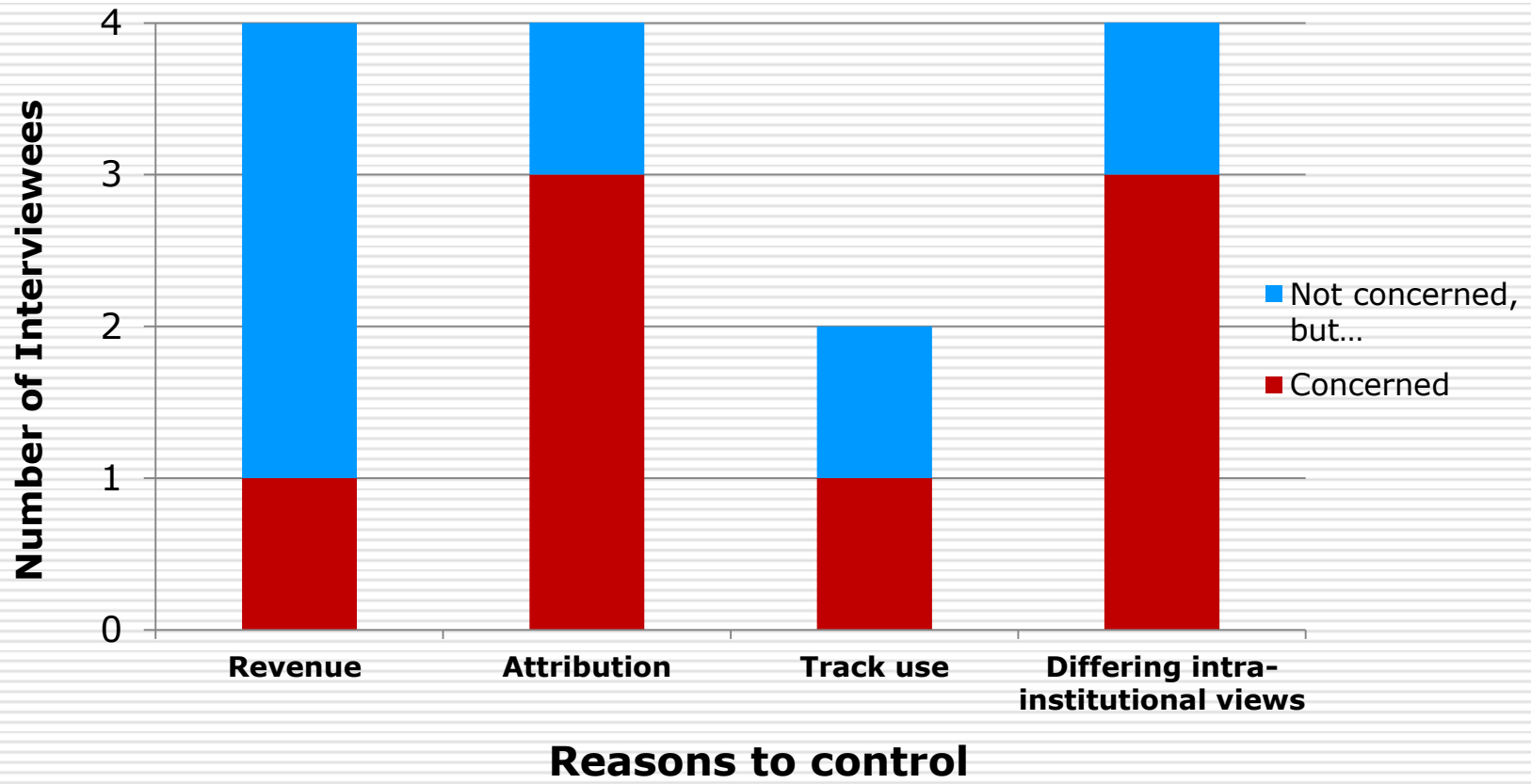
Is your repository's administration concerned that visitors to your repository's web site may copy or download archival material from your website? (Q15) (N=66)



Reasons for lack of concern about users copying content from websites (N=18)



Reasons for concern about users copying content from websites (N=18)



Preliminary Conclusion

**Are archivists control
freaks?**

Not really

Horns of a Dilemma



National Texas Longhorn Museum
<http://www.longhornmuseum.com/OldPhotosLonghornCattle.htm>

Horns of a Multi-lemma



<http://www.cbc.ca/ottawamorning/elk2.jpg>

- Minimal or no controls
- Inappropriate controls based on copyright
- Controls to achieve goals unrelated to copyright
 - Getting credit
 - Resources
 - Reputation

Big Questions for Reproduction Policy Review

- When is it acceptable (or necessary) for archives to limit reuses of their holdings?
- How can an archives permit responsible reuse in a way that is consistent with law, ethical professional practice, and its fiscal needs?

Preliminary Conclusions

- ❑ Good reasons for controlling further uses, but don't call it copyright
- ❑ One size does not fit all institutions
- ❑ Even within a single institution, policy must accommodate different situations
- ❑ If you don't hold the rights, avoid authorizing reuse (neither authorize or deny)
- ❑ Put responsibility for seeking permission on user
- ❑ Consulting users when reviewing your reproduction policies

Further Investigation

- More detailed analysis of terms and conditions of use
- Further research on users' reaction to archives' controls on reuse