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)

![Bar chart showing measures to control further use]

- Terms of use
- Low resolution image
- Watermark across image
- Prevent copying & pasting
- Allow copy & save (not download)
- None
- Other

Measures to Control Further Use
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%)

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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)

Number of Interviewees

Access is our priority
Impossible to control
Nothing bad has happened

Reasons NOT to control

Concerned, but...
Not concerned

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

Reasons to control

Not concerned, but...
Concerned

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Preliminary Conclusion

Are archivists control freaks?

Not really
Horns of a Dilemma

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

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Horns of a Multi-lemma

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

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