



Appendix 3: Survey Report

Background

One of the work packages for the OpenSpires project involved working with the academics who were already contributing content to the University's existing podcasting activities (iTunes U etc.). These content creators would be ideal contributors of material for OpenSpires and also would be a useful source of feedback and opinion when investigating the issues surrounding releasing their material using Creative Commons licences or similar.

A survey was created to collect information about the licensing options and the motivational factors for releasing material under a Creative Commons licence from the existing contributors.

Methodology and question selection

The project team discussed and agreed the questions to be included. Key areas to explore were the licensing options, motivational factors, reward and recognition and an indication of the support that would be required. Respondents were also able to provide contact details if they were interested in getting involved in the project.

Once the questions had been drafted a member of the project team shared them with a colleague who was a Senior Researcher within the Department. This provided some critical appraisal of the questions and amendments were made. These included using consistent language throughout the survey and accompanying email (such as always referring to the content as 'learning resources') and giving respondents lots of opportunity to add their own views as free text.

The agreed questions were:

1. What would motivate you to make your learning resources publicly available on the web?

I believe it is standard practice

I am keen to make my materials as accessible as possible

For the good of the academic community

For the benefit of the wider public

To raise my own profile within the University

To raise my own profile in the wider academic community

To raise the profile of the department within the University

To raise the profile of the department within the wider academic community

- To help the University's reputation generally
Other (please specify)
2. Provided that you retain ownership of the copyright, would you be comfortable to license some or all of your learning resources for:
 - Personal use by the recipient only
 - Adaptation and redistribution globally (i.e. Open Content)
 3. If you are interested in releasing your learning resources as Open Content, which method would you prefer?
 - Put your resources on the web yourself under a Creative Commons licence
 - Have the University put your resources on the web under a Creative Commons licence
 - Not sure
 4. If you were to contribute your learning resources as Open Content, what reward or recognition would you hope for?
 - Raising my academic profile
 - Possibility of future work or consultancy
 - Financial return
 - Recognition within my subject community
 - Recognition with the wider public
 - Other (please specify)
 5. If you were to contribute materials, what kind of assistance would you need?
 - Training and support from your department
 - Training and support from central services
 - Technical help (e.g. assistance with recording)
 - Legal help (e.g. if licensing the material yourself)
 - Other (please specify)
 6. If you wanted to make your learning resources available on the internet under an open content licence, which of these statements would you agree with?
 - I would not want other people to be able to reuse my learning resources commercially
 - I would not want other people to be able to distribute my learning resources
 - I would not want other people to make new learning resources using some parts of my learning resources
 - I would not want other people to make translations of my learning resources into other languages
 7. If you would like to know more about the OpenSpires project please give your email address.
 8. Do you have any other comments or opinions about making learning resources available as Open Content?

The survey was created in Survey Monkey (www.surveymonkey.com), a simple web tool for creating and managing surveys online. A total of 262 email addresses of existing contributors were available and the survey was sent out with a 2 week deadline.

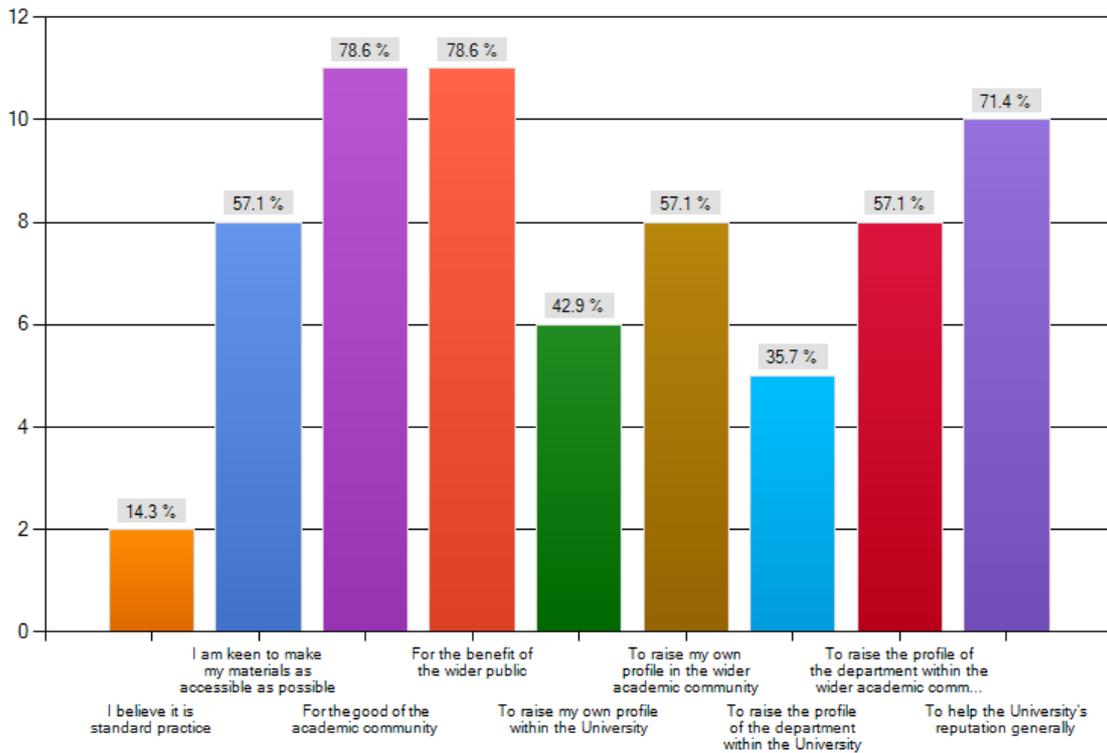
Results

Of the 262 emails sent out to invite people to take part in the survey, 10% of email addresses were invalid and bounced.

Once the two week deadline had been reached 14 responses had been received, a response rate of 6%. The responses to each question are presented graphically below.

Question 1

What would motivate you to make your learning resources publicly available on the Web? (Choose as many as apply)

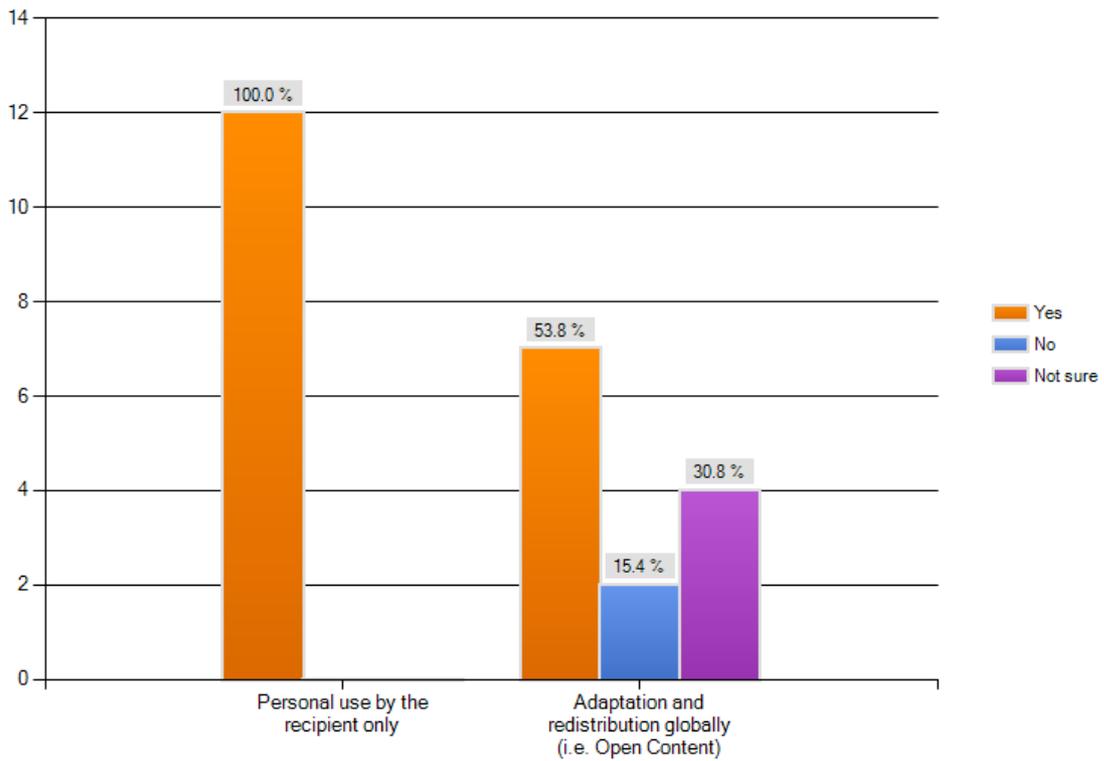


One response was made in the 'Other' free text section for this question:

- To help feed the collective intelligence of distributed systems.

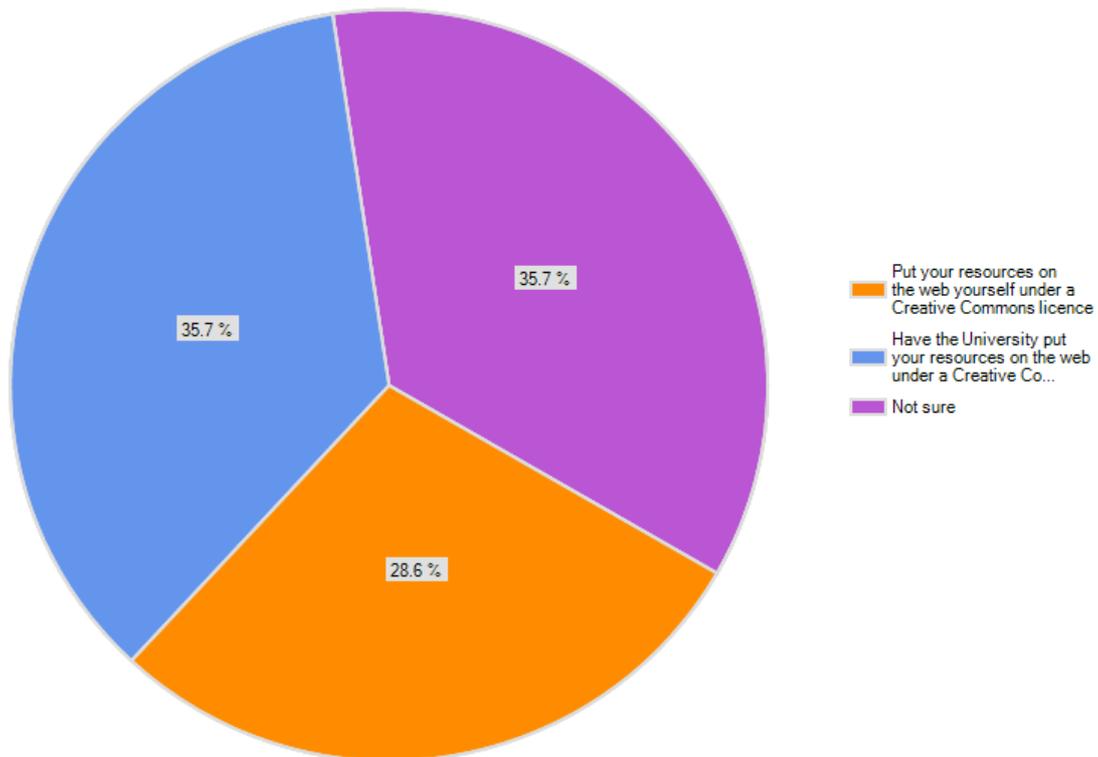
Question 2

Provided that you retain ownership of the copyright, would you be comfortable to license some or all of your learning resources for:



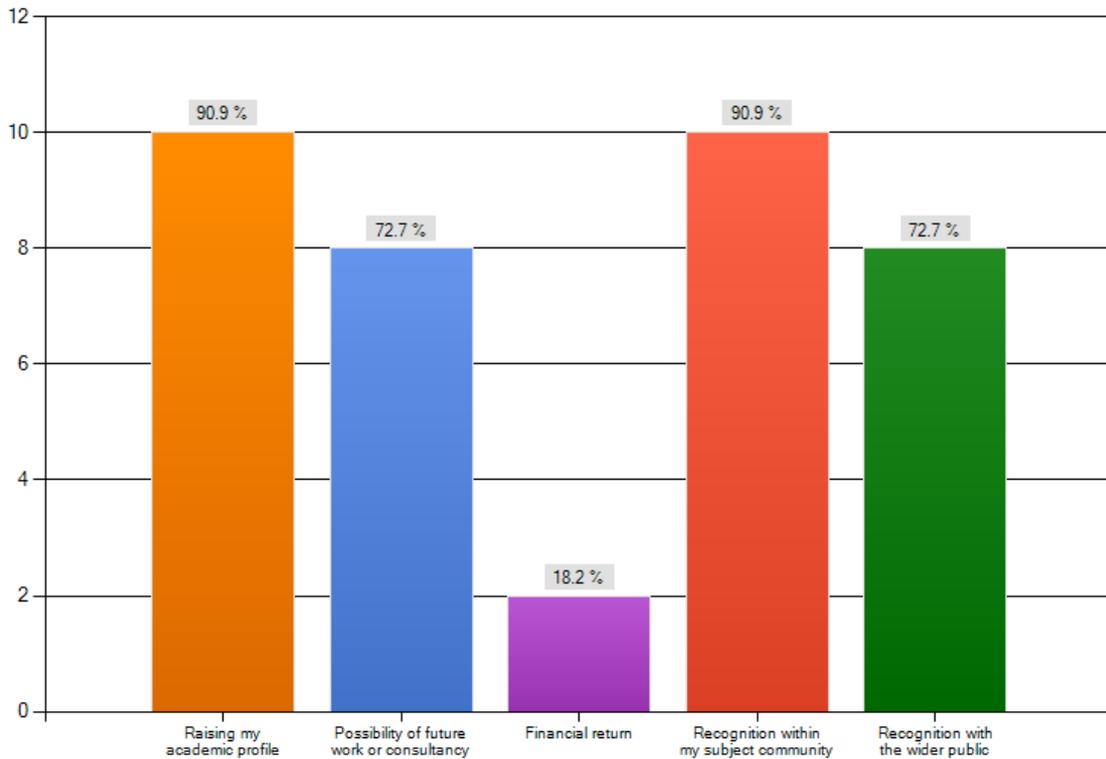
Question 3

If you are interested in releasing your learning resources as Open Content, which method would you prefer?



Question 4

If you were to contribute your learning resources as Open Content, what reward or recognition would you hope for? (Choose as many as apply)

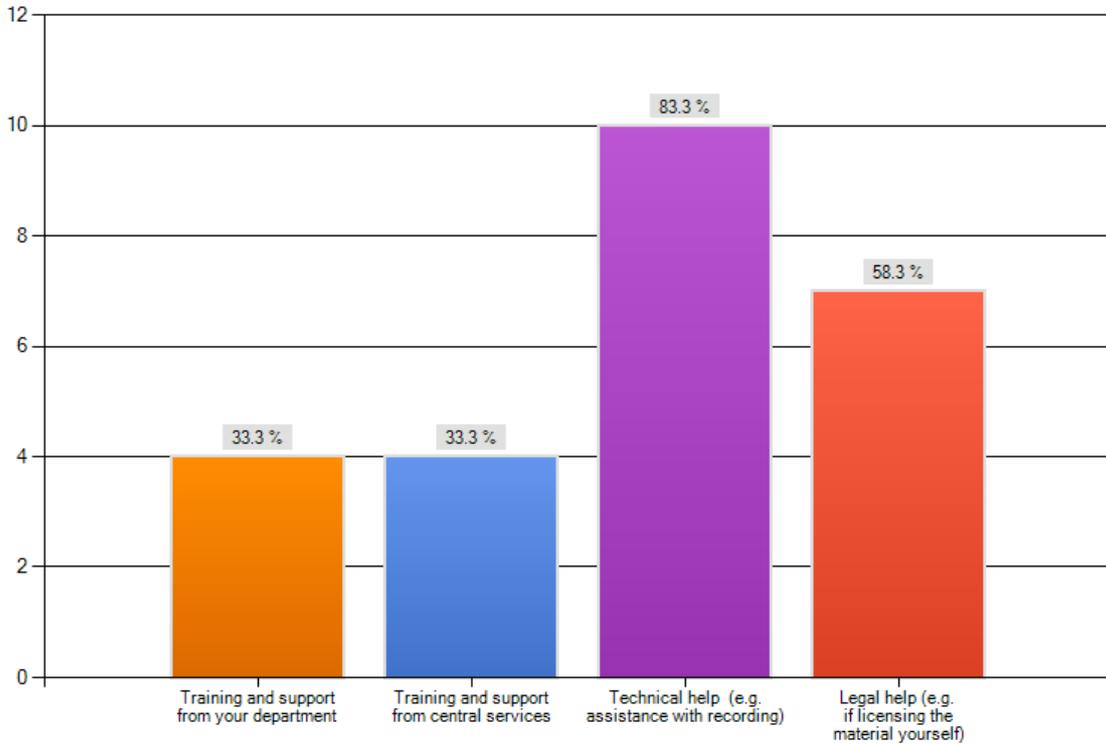


Four responses were made in the 'Other' free text section for this question:

- Education of the public.
- Financial Return might be indirect via consulting etc. To be quite honest though I'm keen to contribute to society as a whole contributing to the reputation of a university department that treats its employees as it has in the recent past is not something I want to do. I'd rather any or my work was published via some general university site or preferably via my college.
- I've got enough public recognition to cope with!
- I am paid largely by the state, so my work is always for the public good.

Question 5

If you were to contribute materials, what kind of assistance would you need? (Choose as many as apply)

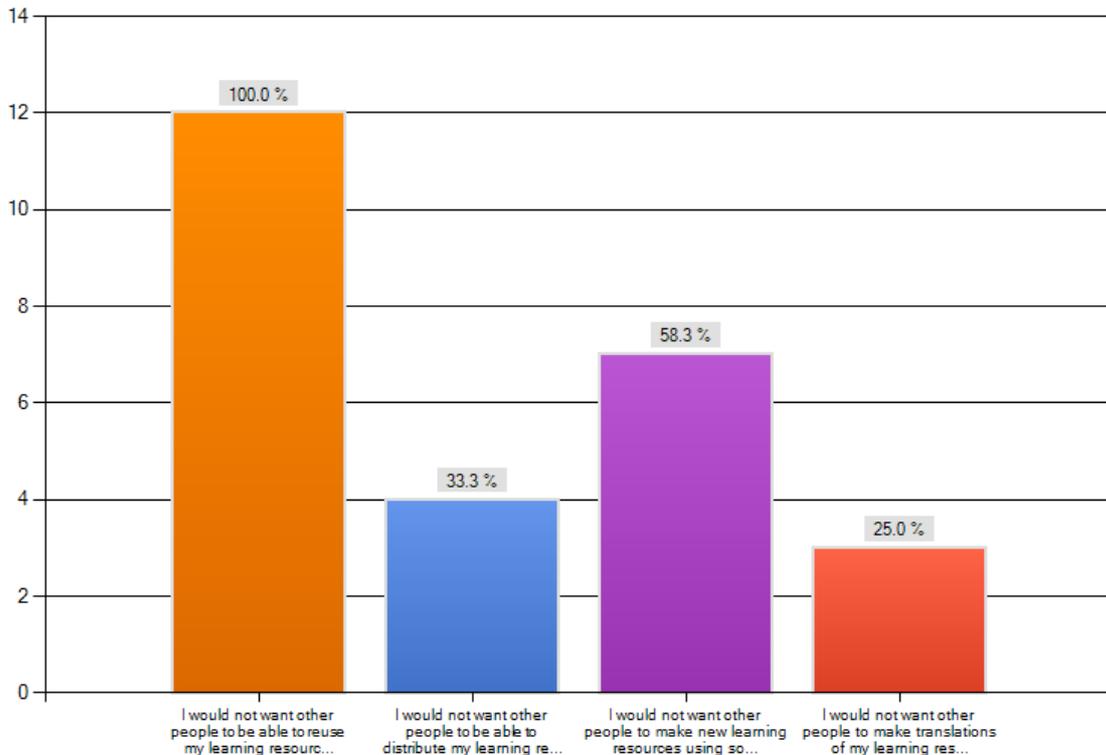


Two responses were made in the 'Other' free text section for this question:

- None.
- A list of people who can do audio editing and/or transcription. Not even necessarily for free; just a list of people who are known to have done good work on academic podcasts.

Question 6

If you wanted to make your learning resources available on the internet under an open content licence, which of these statements would you agree with?



Question 7 – Four respondents provided their email address because they were interested in knowing more about the OpenSpires project.

Question 8 – do you have any other comments or opinions about making learning resources available as OpenContent?

- Retaining control of how my work is used is the essence of managing the IPRs involved.
- I am officially retired but still interested in providing something .
- I answered the questions of number 6 but I am not really sure what the implications of any of these things are.

Discussion of the results

According to participant's responses the key motivational factors for making learning resources available on the web were for the good of the academic community and for the benefit of the wider public (both 78.6% of responses). These scored more highly than raising the personal profile of the academic or raising the profile of the department.

When dealing with licensing, 100% of respondents who answered the question would be comfortable to license materials for personal use, whereas 53.8% of respondents would be happy to license their materials for adaptation and redistribution globally; 30.8% of respondents were unsure if they were comfortable with global adaptation and redistribution.

Of those who were interested in releasing their learning resources as Open Content, opinion of the method was divided: 28.6% selected putting the resources on the web themselves under a Creative Commons licence, 35.7% selected having the University do this and 35.7% were unsure.

When considering issues of reward and recognition the most popular responses were 'raising my academic profile' and 'recognition within my subject community' (both 90.0%). Financial return seemed much less important with 18.2% of responses. In the free text section for this question, respondents stressed the importance of the contribution to society as a whole, stating that their work is for the public good.

In response to the question asking what kind of assistance would be required, most respondents (83.3%) selected technical help (e.g. assistance with recording). The next highest answer was for legal support.

All respondents who answered question 6 indicated that they would not want their materials used commercially; 58.3% said that they would not want other people making new learning resources from their materials so they were not in support of reuse. In addition, 33.3% did not want other people to distribute their learning materials.

Four respondents provided their contact details indicating that they were interested in learning more about the project.

When asked if they had any other comments, two respondents made interesting statements. One indicated that they wish to retain control of how their work was used, and the other stated that although they had answered question 6 (about reuse, redistribution, commercial use etc.) they were not really sure of the implications of any of it.