

8-14-2020

## USFT Services Assessment Copyright 20200814

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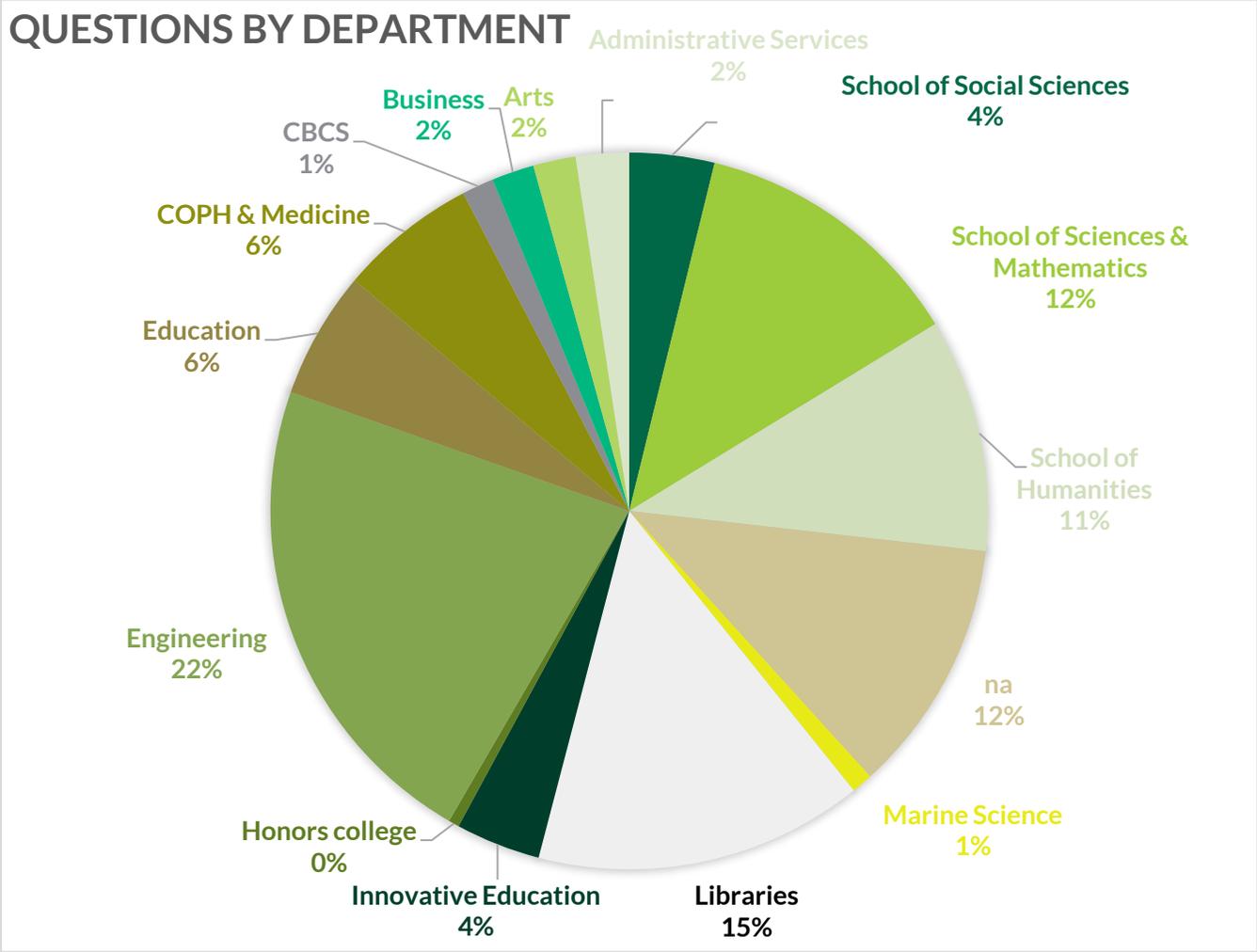
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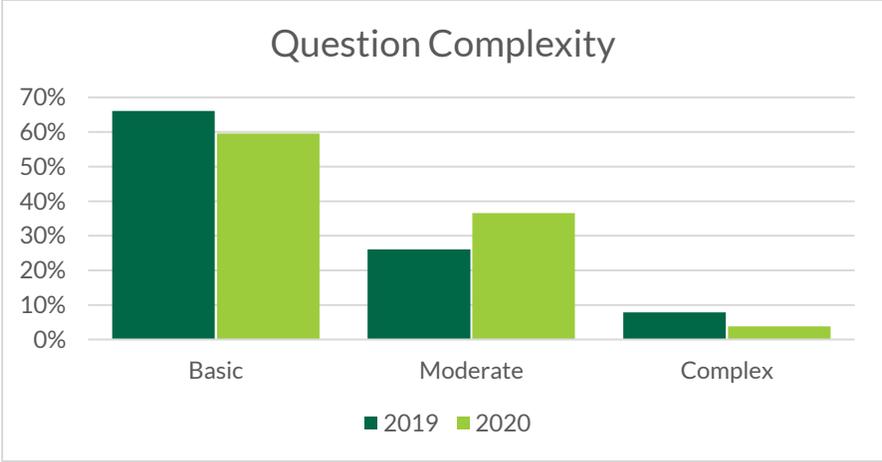
### COPYRIGHT SERVICES FY20

Copyright services received 211 questions during the 2020 fiscal year. This is a 3.2% decrease from FY19. Of the questions, 65 were consultations<sup>1</sup>, a 12% increase from last year, yet the average length of time spent with each question, 20 minutes, was roughly the same as last year. Engineering students and faculty asked the most questions of any department, followed by the libraries, school of humanities, and school of sciences and mathematics.

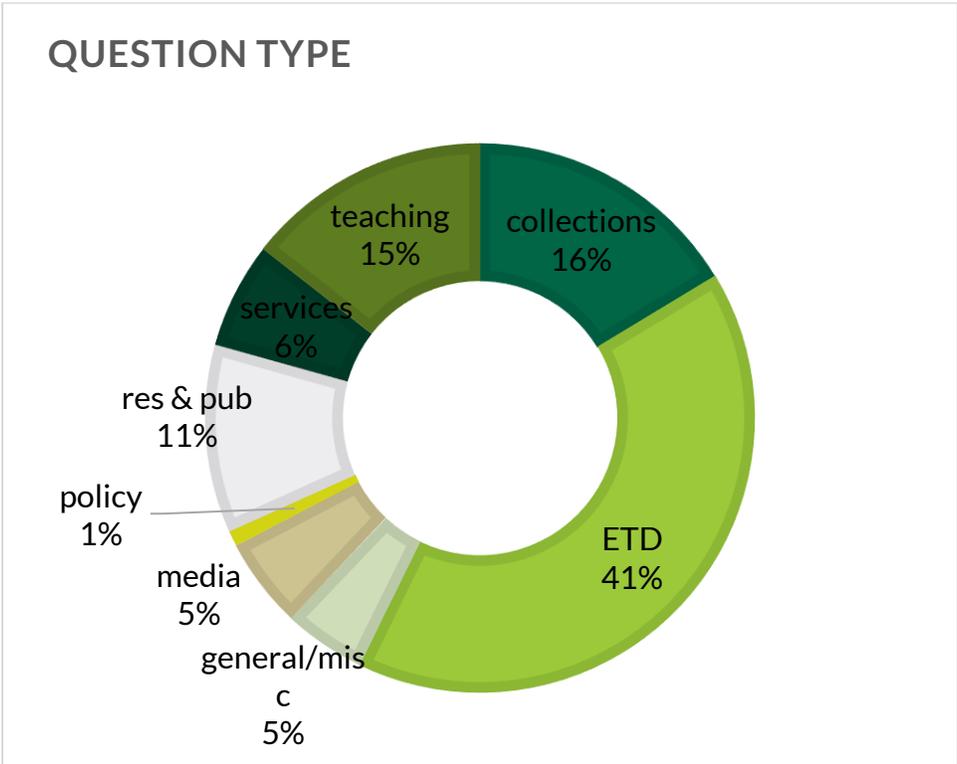


Question complexity is mostly basic during both FY19 and FY20. However, questions received during 2020 show a slight shift to more moderately complex questions. Rating complexity is standardized by a rubric included in appendix 1.

<sup>1</sup> Consultations are identified as a synchronous meeting either in person, phone, or virtual, or an exchange of emails that totaled more time than 30 minutes of librarian time.



Similar to previous years, the topic of theses and dissertations (ETD) made up the largest amount of questions at 41% of all received, followed by questions about using library collections, regarding copyright issues in teaching, and research and publishing activities.



**ETD GRADUATE SURVEY**

A post-service survey was developed in FY2020 to obtain additional feedback from the graduate students asking the ETD questions. This survey was developed based on a template from Project Outcome<sup>2</sup>, and reviewed by the Assistant Director for Instructional Services before being delivered to students at the end of each ETD submission cycle. The data for this fiscal year came

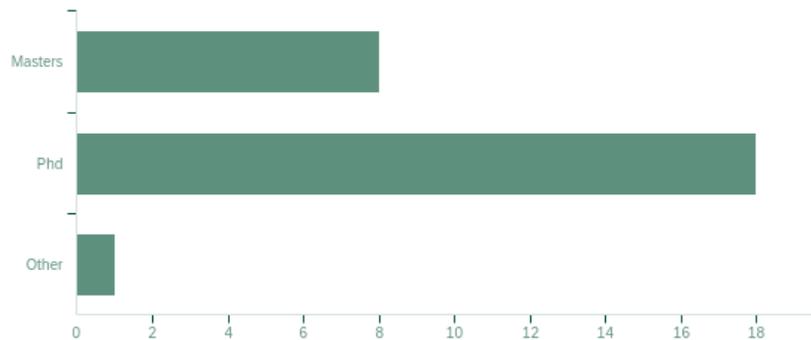
<sup>2</sup> Project Outcome: <https://www.projectoutcome.org/>

from submission cycles in October and April. The survey was sent to 53 individual graduates who had used copyright services and received 28 responses. Graduates were asked six questions:

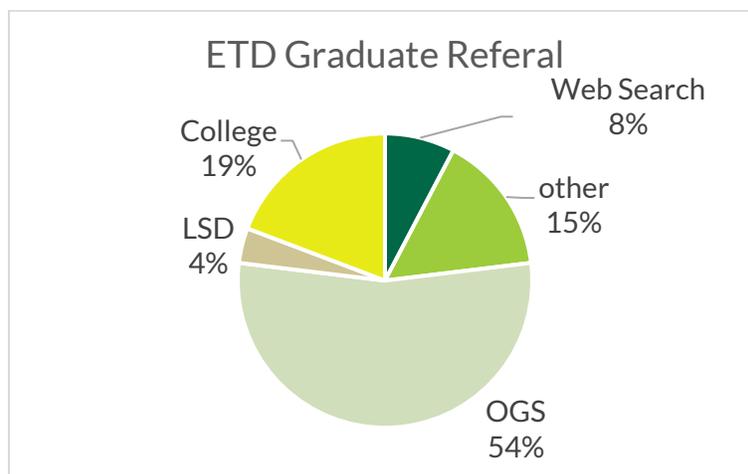
- I learned something new that will help me with my thesis/dissertation or project
- I feel more confident about my ability to complete my thesis/dissertation or project
- How did you first learn about copyright services at the USF Libraries?
- What did you like most about this service?
- What else could the USF Libraries do to help you with your research?
- Are you working towards your Masters or PhD?

The first two questions asked the students to rate the success of their interaction with a likert scale . In response to the question that asked whether the student learned something new that would be helpful to them, 86% strongly agreed, 14% agreed. In response to the question whether they were working towards a Masters or PhD, 67% of the respondents were working toward their PhD, with 30% working towards their Masters.

#### Responses from Masters and PhD graduates



When asked where they first learned about the service, graduate responses indicated that over half of all referrals come from the Office of Graduate Studies. This indicates the strong relationship between OGS and Libraries' copyright services and the need to maintain the relationship. The next most frequent referral came from the student's own college.



## WORKSHOPS AND PRESENTATIONS

Four presentations were delivered to various colleges and groups on campus during FY2020. The first was at the request of the College of Pharmacy on 7/26/2019. "Using Media Effectively and Legally in Your Teaching" was jointly developed with Barbara Lewis for ATLE's First Fridays, delivered on 9/4/2019. This presentation was reworked into a library sponsored open session via Teams on 4/15/2020. A recording of the session was provided to ATLE for use on its website. Unfortunately, subsequent uses by ATLE may not be trackable.

Similarly, a digital and asynchronous version of the workshop sponsored by the Office of Graduate Studies and delivered to ETD graduates in October and February, was shared with OGS at the end of the fiscal year. Previous discussion with OGS indicate their intention to use it in a Canvas course designed for a workshop series. Further tracking may not be available.

## COPYRIGHT LIBGUIDE

The primary copyright LibGuide received 3,854 visits during FY2020 (1.2% decrease from FY19). This continued, but slowed, the decline noticed last year. Traffic to the ETD specific guide also decreased from 1127 views in FY19 to 770 views in FY20, a 32% decrease.

Guide ID	Guide Name	Total Views FY 20
5784	<a href="#">Copyright</a>	3854
6191	<a href="#">Using Previously Published Materials in Your ETD</a>	770

The USF Libraries' Google Analytics was reset in October, so traffic statistics to the copyright portal web pages only represent 8 months of FY2020. Averaging page views per month to estimate a yearly traffic total does not completely account for the loss of traffic to the two LibGuides as hypothesized.

Copyright Portal web pages	Views
/dss/copyright-and-intellectual-property/ (main)	249
/dss/copyright-and-intellectual-property/using-copyright-materials-in-my-thesis-or-dissertation/	61
/dss/copyright-and-intellectual-property/copyright-information-for-instructors/	35
/dss/copyright-and-intellectual-property/using-copyright-content-in-student-projects/	22
/dss/copyright-and-intellectual-property/creating-copyright-content-information-for-authors/	28

Tutorial videos created during FY19 continued to gain additional views during FY2020.

VIDEO	LINK	TOTAL VIEWS	NEW VIEWS
Getting Started with Copyright	<a href="https://www.youtube.com/watch?v=gx-prXwCi4o">https://www.youtube.com/watch?v=gx-prXwCi4o</a>	232	36

Tidbit: What is Copyright	<a href="https://youtu.be/klyZueHDDWE">https://youtu.be/klyZueHDDWE</a>	291	53
Tidbit: Using Copyrighted Materials	<a href="https://youtu.be/Xu6l_i69EnM">https://youtu.be/Xu6l_i69EnM</a>	155	36
Tidbit: Publishing and your ETD	<a href="https://youtu.be/HN8E7jC80Zg">https://youtu.be/HN8E7jC80Zg</a>	89	26

## CONCLUSIONS

The use of copyright services, direct and via webpages, in fiscal year 2020 declined after previous years of growth. This may be due to outside influences including an unexpected shift to distance classes and remote work in March as a result of COVID-19. However, copyright services may be even more relevant to the campus community in this online situation. The creation of additional tools, revisions to the LibGuide, and reinvigorated outreach may be methods of increasing use of copyright services for the next year.

The Copyright and Intellectual Property Librarian also received three requests to duplicate the USF Libraries copyright LibGuide during 2019 from at Florida A&M University, SUNY Brockport, and the University of Western Cape. It is also possible that guide visits from non-USF individuals may be reduced due to this duplication.

ETD graduates are the heaviest users of copyright services and are often referred by the Office of Graduate Studies to obtain help for ETD submissions that are stalled due to improper treatment of copyrighted material. The survey of ETD graduates using the service revealed additional information on the percentage of PhD students compared to Masters students used the service. This data supports the hypothesis that copyright services correlates to Preeminence metric 'doctoral degrees awarded annually' and to PBF metric 'graduate degrees awarded in areas of strategic emphasis.'

APPENDIX 1

Complexity Rubric

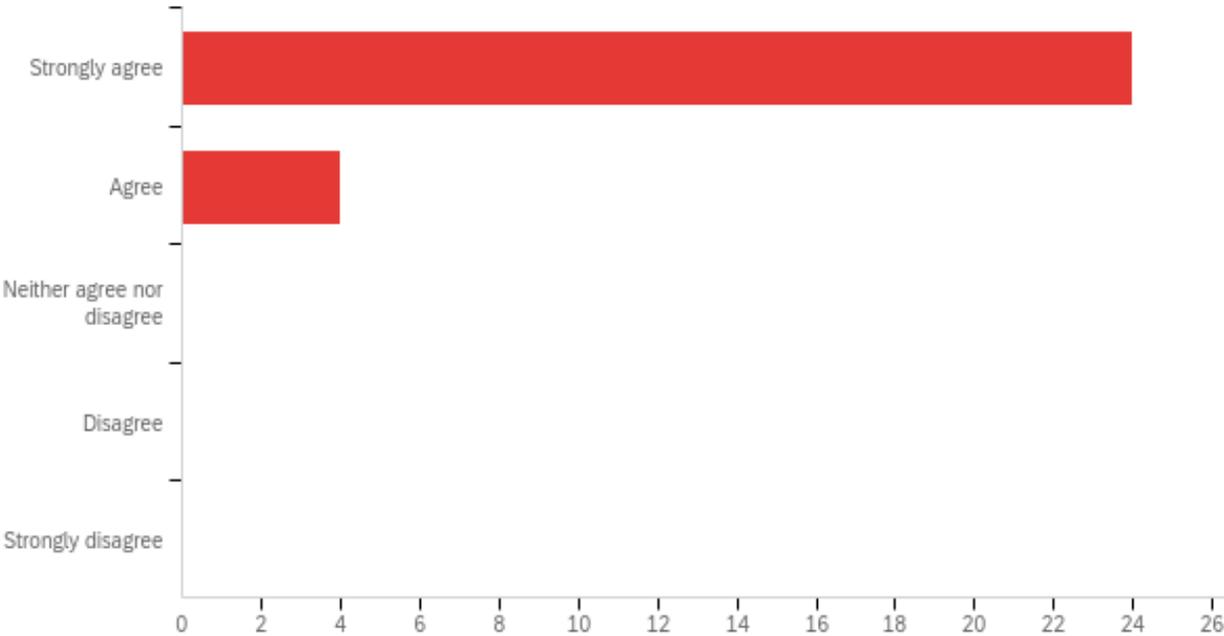
	Basic	Moderate	Complex
Depth of Inquiry	inquiry primarily requires explanation of copyright basics (described on LibGuide) and assistance identifying open use resources for new projects	inquiry relates to often unclear areas of intellectual property law, ex. fair use analysis, and/or to potentially confusing situations where multiple layers of legal considerations, ex. institutional policy, privacy, contracts, intersect	question seeking reasoning behind copyright legislation and best practices; answer requires information on historical changes to copyright law and examples of court cases; user propels discussion in order to reach understanding
Complexity of Question/Use	question/use primarily requires explanations of copyright protection and instructions on obtaining permissions from various sources	question/use involves multiple layers of legal considerations, ex. privacy, terms and conditions, copyright, trademark, publishing contracts, etc.; use may involve a fair use argument for which there is ample precedent/low risk	question/use involves many layers of legal considerations (see previous examples), and relies heavily on, a potentially complicated, fair use analysis; user is deeply involved in understanding how to use material and how resulting work may be used
Duration (examples)	5min-45min; time taken mostly in locating permissions contacts and resources to help patron	30min-90min; time taken in evaluation and opinion on user examples, collaborative discussion on project	30min and up; time taken in discussion and narrative, possibly tied to a project and specific examples of use, sometimes including followup

APPENDIX 2

USF Libraries' Copyright Services feedback – Qualtrics Report

July 7th 2020, 3:23 pm EDT

Q1 - I learned something new that will help me with my thesis/dissertation or project



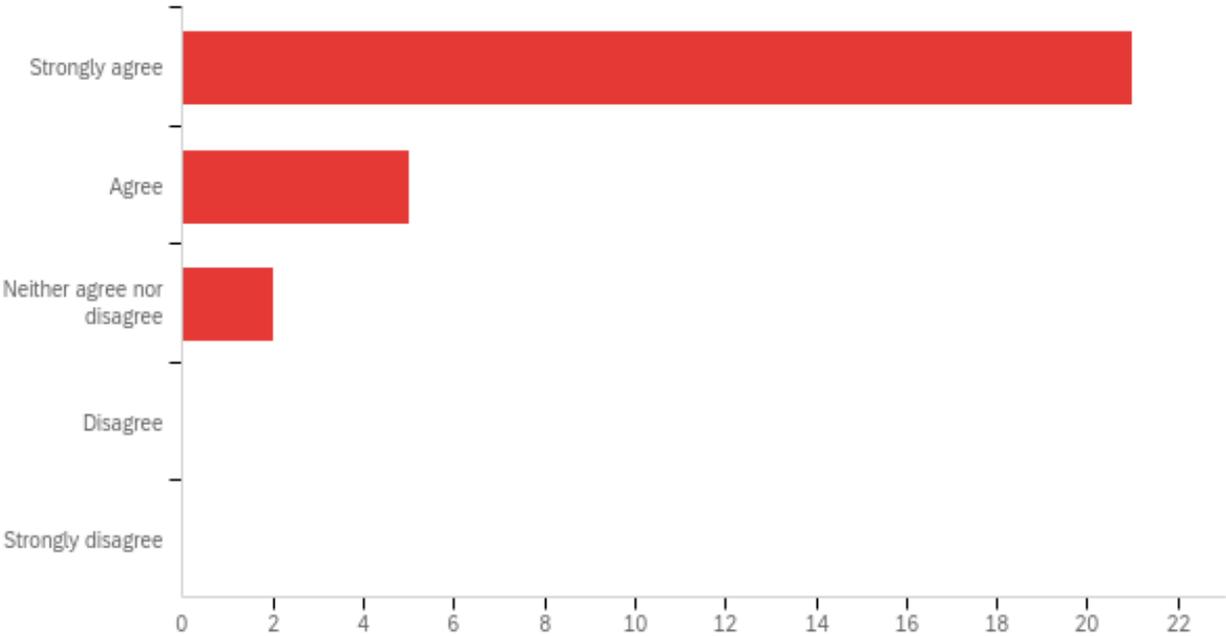
#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I learned something new that will help me with my thesis/dissertation or project	1.00	2.00	1.14	0.35	0.12	28

#	Answer	%	Count
1	Strongly agree	85.71%	24
2	Agree	14.29%	4
3	Neither agree nor disagree	0.00%	0
4	Disagree	0.00%	0
5	Strongly disagree	0.00%	0

Total | 100% | 28

**Q2 - I feel more confident about my ability to complete my thesis/dissertation or project**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	I feel more confident about my ability to complete my thesis/dissertation or project	1.00	3.00	1.32	0.60	0.36	28

#	Answer	%	Count
1	Strongly agree	75.00%	21
2	Agree	17.86%	5
3	Neither agree nor disagree	7.14%	2
4	Disagree	0.00%	0
5	Strongly disagree	0.00%	0
	Total	100%	28

**Q3 - How did you first learn about copyright services at the USF Libraries?**

[Individual comments have been redacted for posting online]

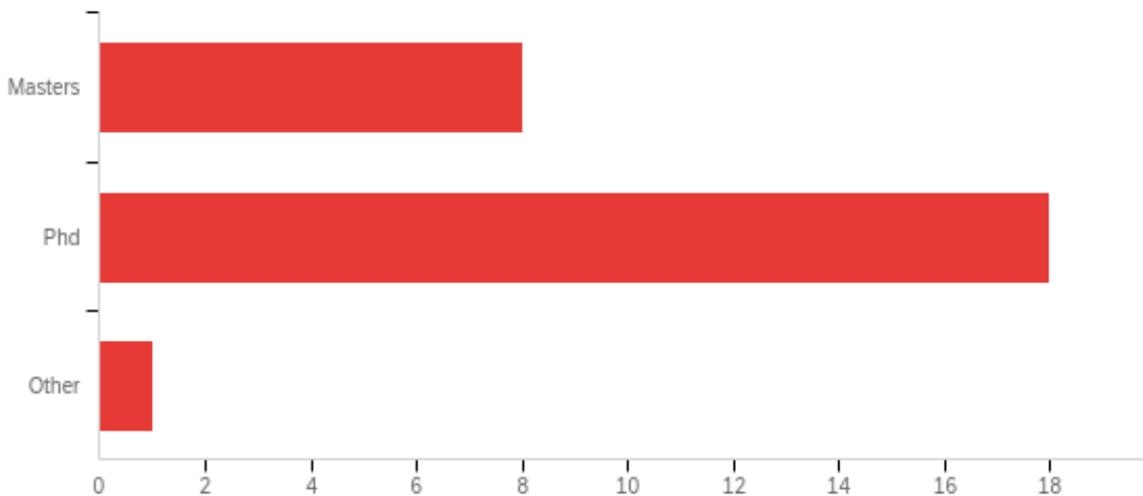
**Q4 - What did you like most about this service?**

[Individual comments have been redacted for posting online]

**Q5 - What else could the USF Libraries do to help you with your research?**

[Individual comments have been redacted for posting online]

**Q6 - Are you working towards your Masters or PhD?**



#	Field	Minimum	Maximum	Mean	Std Deviation	Variance	Count
1	Are you working towards your Masters or PhD? - Selected Choice	1.00	3.00	1.74	0.52	0.27	27

#	Answer	%	Count
1	Masters	29.63%	8
2	Phd	66.67%	18

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3	Other	3.70%	1
	Total	100%	27