

## 1. Introductory information

The survey is open to cultural heritage organisations located in the United Kingdom. It is part of a study which is being supported by the Eduserv Foundation.

\*\*\*Note: This is only open to United Kingdom based organisations\*\*\*

"Cultural heritage organisations" include museums, galleries, libraries, and archives, as well as radio and television broadcasters, and film and video organisations. Even if you do not fall into one of these groups, but conduct cultural heritage activities, you are invited to take the survey.

It is anticipated that completing this survey will take less than 10 minutes. Thank you in advance for taking the time to complete it.

This survey asks questions about your organisation's use of open content licences for material that you make available on your website. By "open content licences" we mean licences such as Creative Commons, Creative Archive and similar licences whereby material is made openly available at no charge to some or all users.

You do not have to have used one of these licences -- or even know about them at all -- to take part in the survey. However it is recommended that this survey be completed by someone at your organisation with knowledge of the organisation's copyright policies.

This survey will form the basis of a report on the policies of cultural heritage organisations towards open content licences. This report will be publicly released in Autumn of 2007.

Page 1 of the survey is this page.

Page 2 of this survey contains important information about accessibility and data protection.

Page 3 asks for your organisation's contact information.

The remaining pages of this survey ask a series of questions related to your organisation's use or non-use of open content licences.

More information about this study is available from the study's website:  
<http://www.eduserv.org.uk/foundation/studies/cc2007>

If you cannot answer any particular question, please skip it and go on to the next question.

NOTE: This survey only allows for one response per computer. You may re-enter the survey and change your answers at any time up until the end of the survey.

==Win one of three iPod Shuffles!==

As a bonus for completing this survey, you will have a chance to win one of three iPod Shuffles pre-loaded with music. In order to enter to win an iPod, you must complete your full contact information at the end of the survey. However, entering your full details is not required in order to complete the survey.

## 2. Data protection and accessibility

You must agree to the question at the bottom of this page to continue.

==Data Protection Notice==

You are required to state the name of the organisation you represent and your position or affiliation within that organisation. Any further contact details, such as your name, email or postal address, are not required for the completion of the survey. These details are needed if you wish to be contacted further about the study, or be entered to win one of the iPod Shuffles. These further details will not be publicly released.

A list of organisations who participated in this study will be released with the report, but we will not release the names of the individuals who respond to this survey.

We intend to publish a list of organisations that have taken part in this survey, but we intend to publish the results in such a way that it is not possible to identify a single organisation's responses to any of the questions.

This survey uses an encryption protocol (Secure Sockets Layer SSL) in order to protect the information that you transmit.

Survey Monkey, the company providing the survey software, meets the Safe Harbor requirements for EU data protection law.

This survey is conducted by the Eduserv Foundation. If you have questions or concerns about this policy please contact:

The Eduserv Foundation  
Queen Anne House  
11 Charlotte Street  
Bath BA1 2NE

You can contact the principal researchers on this study, Jordan Hatcher and Ed Barker, via email at:

cc-study@eduserv.org.uk

==Accessibility Notice==

If you need to complete this by mail or telephone, please contact the principal researchers at:

cc-study@eduserv.org.uk

or by post at:

Attn: CC Study  
The Eduserv Foundation  
Queen Anne House  
11 Charlotte Street  
Bath BA1 2NE

1. I have read the above notice on data protection and would like to take this survey.

Yes please.

No thanks.

## 3. Contact information

1. Please state your cultural heritage organisation's name:

2. What is your position at, or affiliation with, the cultural heritage organisation?

3. Please fill in the following information about your organisation:

Address 1:

Address 2:

Address 3:

City/Town:

Post Code:

Organisation website:

## 4. The organisation's collection

This question asks about the kinds of content you hold, and what your plans are for sharing this content over the Internet. This information will help us evaluate the kind of content that is currently available online and will be available online in the future.

1. Types of material are listed along the rows, and your organisation's plans for each type of material are in the columns. If you do not hold this type of material, please mark the appropriate box on the right hand side.

You can check multiple boxes in each row, so please check all that apply.

Definitions for the types of materials follow the question.

So for example, if you hold photographs in your collection, some of which are currently available online, and more of which you are planning to place online in the future, you would check the two appropriate boxes under the 'Images' row.

Some or all of material in collection currently available on public website

Plans to make available for the first time or make more available on public website

No plans to make any of this material available on public website

Do not hold these materials

## Use of open content licences by cultural heritage organisations

Images	€	€	€	€
Sound	€	€	€	€
Audiovisual	€	€	€	€
Text	€	€	€	€
Multimedia	€	€	€	€
Data sets	€	€	€	€
Metadata	€	€	€	€

==Definitions==

Images - Photographs and other visual representations.

Sound - Music, spoken word, and other recordings of sounds.

Audiovisual - Videos, films, and similar materials.

Text - Manuscripts, books, periodicals, and similar materials.

Multimedia - Content that is a mixture of many different types of materials in one single work.

Data sets - A collection of related sets of information.

Metadata - A set of data that describes other data, such as rights information.

## 5. Awareness

This part of the survey looks at awareness among the cultural heritage community of certain copyright licences and related concepts that involve encouraging use and re-use of materials by the public.

1. Has your organisation undertaken any formal analysis of the impact of making materials in your collection available on the Internet?

Yes.

No.

2. Have you heard of the following? Please check all that apply.

Creative Commons

Creative Archive

"open content"

"Free Cultural Works"

Not aware of any of the above.

3. Has your organisation undertaken any analysis (formal or informal) of the possibility of using the Creative Archive or Creative Commons licences for the material in its collection?

Yes.

No.

My organisation was not previously aware of these licences.

### 6. Use of certain licences

This will look at the use by cultural heritage organisations of a set of licences designed to encourage use and re-use of materials.

1. Does your organisation currently use any of the following 7 licences for any material that it makes available on its website? Please check all that apply.

- Creative Archive licence
- Creative Commons Attribution (CC-BY)
- Creative Commons Attribution Non-Commercial (CC-BY-NC)
- Creative Commons Attribution No Derivatives (CC-BY-ND)
- Creative Commons Attribution Share Alike (CC-BY-SA)
- Creative Commons Attribution Non-Commercial Share Alike (CC-BY-NC-SA)
- Creative Commons Attribution Non-Commercial No Derivatives (CC-BY-NC-ND)
- A Creative Commons licence, but not sure which one.
- Do not use any of these licences.

2. How long has your organisation been using any of the 7 licences mentioned above? If your organisation has multiple projects using any of these licences, please answer based on the longest period of use.

- 0-3 months
- 4-12 months
- 1-2 years
- 2+ years
- Do not use any of the above 7 licences

3. Does your organisation have a written policy on the use of any of the 7 licences mentioned above?

- Yes.
- No.
- We do not use any of the 7 licences.

4. If your organisation is not currently using one of the above 7 licences, does it have plans to use any of them in the future?

Yes.

No.

Already using one of the licences.

5. Does your organisation use a licence for any content that you make available to the public that is either:

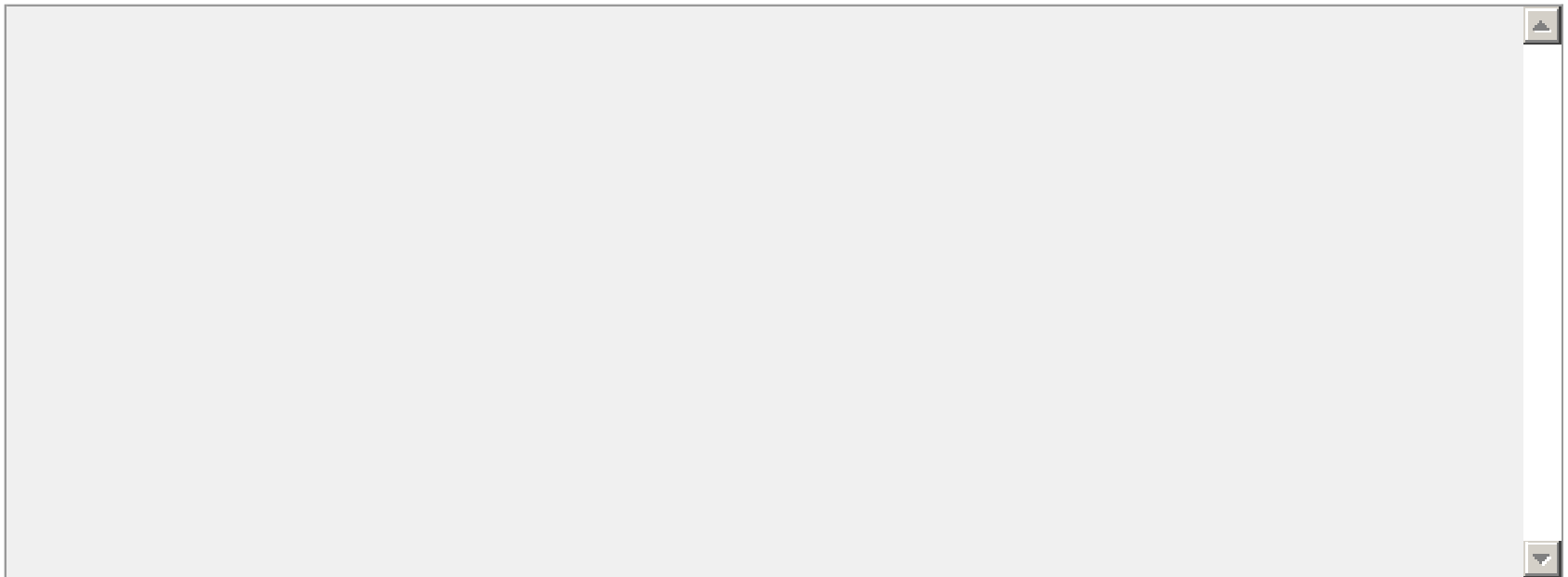
A) Based on a Creative Commons or Creative Archive licence?

-or-

B) Allows users of the work to use, re-use, and redistribute the work without payment.

No.

Yes (please provide a link to the licence and any further details about the licence).



## 7. Copyright policies

1. Does your organisation have an in-house legal department or designated person that deals with copyright issues (such as a Copyright Officer)?

Yes.

No.

I don't know.

2. Does your organisation have a copyright policy publicly stated on its website?

Yes.

No.

Do not have a website.

I don't know.

## 8. Interest in future activities

This last section of the survey asks a series of questions about future activities.

1. Would you be interested in a "toolkit" of best practices and resources aimed at helping cultural heritage organisations develop policies for placing their material on the Internet using Creative Commons, Creative Archive, and similar licences, including when it might or might not be appropriate to use one of these licences?

Yes.

No.

2. Would you be interested in attending a conference on use and re-use policies, copyright, and the long-term economics of sharing content sometime in 2008?

Yes.

No.

3. May we contact you further about this study?

Yes - by telephone, email, or post.

Yes - by email or post only.

No thanks.

4. If you would like us to contact you, please fill in the following details. All those who provide the following information will be entered into a prize giveaway for one of three iPod Shuffles pre-loaded with music.

Note: Please provide your postal address only if it differs from the organisation's address you provided at the beginning of the survey.

Title:	<input type="text"/>
Last name:	<input type="text"/>
First name:	<input type="text"/>
Telephone:	<input type="text"/>
Email:	<input type="text"/>
Address 1:	<input type="text"/>
Address 2:	<input type="text"/>
Address 3:	<input type="text"/>
City/Town:	<input type="text"/>
Postcode:	<input type="text"/>

5. Any other questions or comments that you would like to add?

Please press 'Next' to head to the next page and complete the survey.

## 9. Thank you for your interest!

Thank you for your interest in our survey.

The full details of the survey, including the project proposal are available here:

<http://www.eduserv.org.uk/foundation/studies/cc2007>

Please send others you think might be interested in taking this survey to our site!

Details on how to link to the survey will be on the page following completion of the survey.

You will be taken to this page after clicking "Done" at the bottom. Please press Done in order to send in your results.