Open Content: fixing what copyright broke

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Copyright is unnatural.
Copyright is made by humans.
Copyright is made-up by humans.
What for?
<musical interlude>
Johnny Cash, “Folsom Prison Blues”
Johnny Cash, “Folsom Prison Blues”

Joaquin Phoenix as Cash, in “Walk the Line”
Johnny Cash, “Folsom Prison Blues”
Joaquin Phoenix as Cash, in “Walk the Line”
Keb’ Mo’, “Folsom Prison Blues”
Johnny Cash, “Folsom Prison Blues”
Joaquin Phoenix as Cash, in “Walk the Line”
Keb’ Mo’, “Folsom Prison Blues”
“Folsom Prison Gangstaz”, a remix of Cash’s performance and Eazy-E’s song “Luv 4 Dem Gangsta’z” by DJ Topcat
Maybe, copyright is about:

Ensuring payment (to Cash?) when we listen to the song
Maybe, copyright is about:

Ensuring payment when they make the movie, or the cover?
Maybe, copyright is about:

Giving (Cash?) the right to refuse the movie or the cover?
Maybe, copyright is about:

Preventing that super-infringey remix?
Maybe, copyright is about:

Encouraging all of those variations on the original?
Maybe, copyright is about:

Encouraging all of those variations on the original?

*Uh, what’s the original?*
Maybe, the whole point of copyright law is to make art, cultural resources, and knowledge available to the public for little or no cost.
Wait, what?
<warning: academic jargon>
Nonexcludable
Economic Incentive
To promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.
“To promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries;”
US Constitution, Art I, § 8, cl. 8
Progress
Public access to culture & knowledge
NOTE: Each edition was identified by query with a randomly chosen ISBN number. Since some book titles have multiple ISBN numbers, approximately 50 duplicate titles were excluded. Editions are ordered by decade based on the year of original publication of the underlying work. For example, a 2005 edition of Tom Sawyer is included in the decade of the 1870’s, as its initial publication date was 1876.
**Receptivity to advertising messages and desired shopping values**

Hye-Young Kim* and Youn-Kyung Kim**

*Retail Merchandising, University of Minnesota, USA; **Retail and Consumer Sciences, University of Tennessee, Knoxville, USA.

Advertising designed around the “value” terms represents a way to deal with widespread retail competition and knowledgeable consumers. This study empirically assesses the influence of responses to advertising messages (RTAM) on desired shopping values and examines whether the relationship is moderated by gender, age, and income. The empirical model incorporates two conditions of the link: value awareness and high-RTAM shopping. The results show that the link from value awareness to desired shopping values are stronger when the link from RTAM to desired shopping values is stronger. The analyses indicate that the link from RTAM to desired shopping values is stronger for younger consumers when the link from value awareness to desired shopping values is stronger for older consumers.

### Introduction

Consumer value perceptions play an important role in predicting shopping behavior. Retail, processed shopping value has been shown to positively influence buying behavior, word-of-mouth communications, and patronage intentions all of which ultimately affect retail success (Hernandez et al. 2006, Stolov et al. 2006). To date, however, shopping value has been typically operationalized as a pre-purchase construct. DeJong et al. (1994) found that consumer may receive a positive value from the purchase experience, but is a single however, there have been attempts to move beyond a transactional perspective in exploring how consumers perceive value. For example, Oehmke et al. (2001) hypothesized that at the time of purchase, shoppers’ perceptions of value will be updated as new information is integrated into a consumer’s existing memory. This occurs at various stages of the purchase process and even prior to the product or service acquisition and use.

### Hooked on Vintage!

Marilyn DeLong, Barbara Heinemann, and Kathryn Rieley

The term “vintage” in its association with wine means a good grape crop of a specific region and year. But the term has extended to other things—a specific automobile—meaning a type of model, even an exemplar, or an earlier time (Smith and Minin 1981). When used to refer to clothing, vintage is differentiated historically, antique, second-hand, consignment, rent, or resell clothing. In clothing, vintage usually involves the recognition of a special type or model, and knowing and appreciating such specifics as year or period when produced or worn. Wearing vintage is primarily about being involved in a change of arts and a revaluing of clothing beyond the original time period or setting, and only secondarily about markets for resale of clothing. But what constitutes a change of...
Just the ones I'm getting rid of

by Logan Ingalls
Open content in libraries supporting student learning
Libraries supporting production of open content
Other open content developments that support student learning
Internal challenges
External challenges
Hopeful
<table>
<thead>
<tr>
<th><strong>Title</strong></th>
<th>Coon Rapids Dam</th>
</tr>
</thead>
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<tr>
<td><strong>Description</strong></td>
<td>Dead heads piled up against Coon Rapids Dam after completion in 1916. A sluice way through the dam permitted logs to be floated through after 1916 when this photo was taken of the dam.</td>
</tr>
<tr>
<td><strong>Date of Creation</strong></td>
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<tr>
<td><strong>Dimensions</strong></td>
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<td>Coon Rapids Dam</td>
</tr>
<tr>
<td><strong>Geographic Feature</strong></td>
<td>Mississippi River</td>
</tr>
<tr>
<td><strong>Minnesota City/Township</strong></td>
<td>Coon Rapids</td>
</tr>
<tr>
<td><strong>Minnesota County</strong></td>
<td>Anoka</td>
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<tr>
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<td><strong>Country</strong></td>
<td>United States</td>
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<tr>
<td><strong>Contributing Institution</strong></td>
<td>Anoka County Historical Society, 2125 Third Avenue North, Anoka, MN 55303</td>
</tr>
<tr>
<td><strong>Rights Management</strong></td>
<td>This image may not be reproduced for any reason without the expressed written consent of the Anoka County Historical Society.</td>
</tr>
<tr>
<td><strong>Local Identifier</strong></td>
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</tbody>
</table>
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Contributing Institution: Anoka County Historical Society, 2135 Third Avenue North, Anoka, MN 55303
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Description: Dead heads piled up against Coon Rapids Dam after completion in 1916. A sluice way through the dam permitted logs to be floated through after 1916 when this photo was taken of it.
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