Online Content Creators Survey

Start of Block: Introduction

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Dear Madam/ Sir:   
    
We are university researchers working in the field of law.  This questionnaire is part of a study which aims to investigate the attitudes of creative people towards Copyright Law.  Specifically, we aim to understand how Law affects the decision to use copyrighted content when people create their own works.  To this end, you will be presented an imaginary scenario, and you will be requested to make some decisions on the basis of a legal advice you will be given.   
    
We would appreciate if you would kindly spare a few minutes to carefully read the scenario and the legal advice, and to answer the questions that follow.  It will take you less than 20 minutes to complete the questionnaire.   
    
The answers from your questionnaire and others will be used for academic research.  You will notice that you are not asked to include your name or address anywhere in the questionnaire.  Your responses will be kept anonymous.  No one else but us will have access to the information you provide.   
    
We hope you will find the questionnaire interesting and entertaining.   
    
Kind regards,   
    
Professor Maurizio Borghi (Bournemouth University, UK)   
Project leader

End of Block: Introduction

Start of Block: Screener

Q1 What is your gender?

* Male (1)
* Female (2)

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Q2 What is your age?

* Under 18 (1)
* 18 to 24 (2)
* 25 to 34 (3)
* 35 to 44 (4)
* 45 to 54 (5)
* 55 to 64 (6)
* 65 or older (7)

Skip To: End of Block If Q2 = Under 18

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Q3 What is the highest level of education you have completed?

* Some High School or less (1)
* High School Diploma or GED (2)
* Some college (3)
* Associate’s Degree (2-year college) (4)
* Bachelor’s Degree (4 year college) (5)
* Master’s Degree (e.g. MA, MS, MFA) (6)
* Professional Degree (e.g. JD, MBA) (7)
* Doctoral Degree (e.g. PhD, EdD, etc.) (8)

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Q4 Please identify your field of study/ expertise:

* Finance (1)
* Marketing Research (2)
* Medical (e.g. Doctors, Nurses, Medical Staff, etc) (3)
* Education (e.g. K-12, Special Ed, Higher Ed. Etc.) (4)
* Social Sciences (e.g. Psychology, Sociology, Political, etc.) (5)
* Hard Sciences (e.g. Chemistry, Biology, Physics) (6)
* Digital Media (7)
* TV Production/ Radio/ Broadcast or cable networks/ Film (8)
* Music/ Performing Arts (9)
* Computer Science/ Engineering (10)
* Government/ Non-Profit (11)
* Other (Specify) (12) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Q5 Which of the following describes you? (Check all that apply)

* I regularly create original video/audio content as part of my job. (1)
* I am studying Film/TV production in college and hope to work in this field after graduation. (2)
* I am an amateur content creator and enjoy sharing my work on social media as a hobby, but it is not what I do for a living. (3)
* I regularly make videos for (Community Theatre or school) performances, concerts, weddings, and other family occasions and sell them for personal use only. (4)
* I shoot videos with my smartphone and share them online. (5)
* I share someone else’s videos on social media. (6)
* ⊗None of the above. (7)

End of Block: Screener

Start of Block: Q6

Q6 How much knowledge do you have about Copyright Law?

* No Knowledge (1)
* A Little Knowledge (2)
* Some Knowledge, but not a lot (3)
* A lot, but I’m not a Professional (4)
* Expert (5)

End of Block: Q6

Start of Block: The Case

**THE SCENARIO (*please read carefully*):**   You have been offered a contract to produce a 1-hour **video documentary** on the life in the USA in the 1990s. The documentary explores the advent and the early years of the internet and its impact on the politics, culture and society at large. In your video documentary, you are planning to include the following material:   (1) A 1-minute extract from a **broadcasting program** aired by a local TV station.  
   
 (2) A 40-second extract from an episode of the **cartoon**, *The Simpsons*.  
   
 (3) A 500-word extract (one page) from an **article** on the history of the internet.  
   
 (4) 10 images from a **photograph book** on the history of Silicon Valley.    
     
(5) A 30-second excerpt of a popular **music tune** of the 1990s.   
   
 You consider this material essential for the good outcome of your project, but you are aware that the material is protected by copyright.  
   
 You can't afford to pay the copyright owners, but you don't want to risk a lawsuit.  
   
 You seek legal advice and you get the following:

End of Block: The Case

Start of Block: Group A

**LEGAL ADVICE (please read carefully):** “You have the **right** to copy and use a fair amount of a copyrighted work without permission from the copyright owner. The copyright owners cannot impose restrictions on your right. Should they bring an infringement action against you, they will have to prove that the amount you took was excessive, unfair and not justified by the purpose of making a documentary.   
 It will be up to the court to decide whether their claim is valid or not."

End of Block: Group A

Start of Block: Group B

**LEGAL ADVICE (please read carefully):**    
     “Copyright owners have the exclusive right to authorize or prohibit any use of their works. They are legally entitled to prevent you from using their works or parts of it. Should they bring an infringement action against you, you will have a **defense** if you can prove that the amount taken was reasonable, fair and justified for the purpose of making a documentary.   It will be up to the court to decide whether your defense is sufficient to dismiss the charge."

End of Block: Group B

Start of Block: Use of the Broadcasting Program

You were planning to use this **1-minute extract** from a**broadcasting program** aired by a local TV station in the San Francisco Bay area in 1997.

Q7 After having read the legal advice, would you still go ahead and use this material without permission from the copyright holder?

* Yes (1) **Group A = 169 (57.3%) Group B = 150 (51.4%) ( -5.9%)**
* No (2) **Group A = 126 (42.7%) Group B = 142 (48.6%)**

Skip To: Q9A If Q7 = No

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Q8 Based on the legal advice you received...

|  |  |
| --- | --- |
|  | In Seconds |

|  |  |  |
| --- | --- | --- |
|  | 1 | 60 |

|  |  |
| --- | --- |
| How many seconds of this segment (from 1 to 60) would you consider **safe** to copy and use in your documentary without permission? () |  |

**Average Group A = 40.9 sec. (68.1%)**

**Average Group B = 39.5 sec. (65.8%) ( - 2.3%)**

|  |  |
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| Page Break |  |

Q9 Would you agree with the following statement?  
   “I would feel more confident in using extracts from the broadcasting program if the TV station was no longer in business”

* **Strongly disagree** (1)
* **Disagree** (2)
* **Neither agree nor disagree** (3)
* **Agree** (4)
* **Strongly agree** (5)

Display This Question:

If Q7 = No

Q9A Why did you make the decision you made? Please explain (optional):

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End of Block: Use of the Broadcasting Program

Start of Block: Use of the cartoon

You were planning to use this 40-second extract from an episode of *The Simpsons*.

Q10 After having read the legal advice, would you still go ahead and use this material without permission from the copyright holder?

* Yes (1) **Group A = 181 (61.4%)** **Group B = 153 (52.4%)** **( - 9%)**
* No (2) **Group A = 113 (38.3%)** **Group B = 139 (47.6%)**

Skip To: Q11A If Q10 = No

Q11 Based on the legal advice you received...

|  |  |
| --- | --- |
|  | In Seconds |

|  |  |  |
| --- | --- | --- |
|  | 1 | 40 |

|  |  |
| --- | --- |
| How many seconds (from 1 to 40) would you consider to be **safe** to copy and use in your documentary without permission? () |  |

**Average Group A = 28.4 sec. (71.0%)**

**Average Group B = 26.8 sec. (67.0%) ( - 4.0%)**

Display This Question:

If Q10 = No

Q11A Why did you make the decision you made? Please explain (optional):

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End of Block: Use of the cartoon

Start of Block: Use of the article

Q12   
You were planning to use a 500-word extract (one page) from an article on the history of the internet written by a prominent scholar and published by a major publisher.   
  
 [Journal article preview](https://maurizioborghi.fra1.qualtrics.com/CP/File.php?F=F_d4M4IeiRF60ix01)  
   
    
After having read the legal advice, would you still go ahead and use this material without permission from the copyright holder?

* Yes (1) **Group A = 197 (66.8%) Group B = 166 (56.8%) ( -10%)**
* No (2) **Group A = 97 (32.9%) Group B = 127 (43.5%)**

Skip To: Q14A If Q12 = No

Q13 Based on the legal advice you received...

|  |  |
| --- | --- |
|  | Words |

|  |  |  |
| --- | --- | --- |
|  | 1 | 500 |

|  |  |
| --- | --- |
| How many words (from 1 to 500) would you consider to be **safe** to copy and use in your documentary without permission? () |  |

**Average Group A = 317.7 words (63.5%)**

**Average Group B = 324.2 words (64.8%) ( +6.5%)**

|  |  |
| --- | --- |
| Page Break |  |

Q14 Would you agree with the following statement?  
   “I would feel more confident in copying and using extracts from the article if my documentary film was in favor of the positions expressed by its author instead of critical of them."

* **Strongly disagree** (1)
* **Disagree** (2)
* **Neither agree nor disagree** (3)
* **Agree** (4)
* **Strongly agree** (5)

Display This Question:

If Q12 = No

Q14A Why did you make the decision you made? Please explain (optional):

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End of Block: Use of the article

Start of Block: Use of the photograph book

You were planning to include **10 images** from the following book in your video documentary (please scroll down to see the images):    
    
 

Q15 After having read the legal advice, would you still go ahead and use this material without permission from the copyright holder?

* Yes (1) **Group A = 182 (61.9%) Group B = 147 (50.9%) ( - 11%)**
* No (2) **Group A = 112 (38.1%) Group B = 142 (49.1%)**

Skip To: Q16A If Q15 = No

Q16 Based on the legal advice you received...

|  |  |
| --- | --- |
|  | Number of Images |

|  |  |  |
| --- | --- | --- |
|  | 1 | 10 |

|  |  |
| --- | --- |
| How many **images** (from 1 to 10) would you consider **safe to copy and use** in your documentary film without permission from the publisher? () |  |

**Average Group A = 7.1**

**Average Group B = 7.0**

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| Page Break |  |

Display This Question:

If Q15 = No

Q16A Why did you make the decision you made? Please explain (optional):

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End of Block: Use of the photograph book

Start of Block: Use of the music tune

You were planning to use this **30-second excerpt** from Michael Jackson's *Black or White*, to feature as background music in various parts of the documentary:         
[Michael Jackson](https://soundcloud.com/mjimmortal) · [Black or White (Single Version)](https://soundcloud.com/mjimmortal/black-or-white-single)

Q17 After having read the legal advice, would you still go ahead and use this material without permission from the copyright holder?

* Yes (1) **Group A = 190 (64.4%) Group B = 158 (54.1%) ( -10.3%)**
* No (2) **Group A = 104 (35.5%) Group B = 134 (45.9%)**

Skip To: Q18A If Q17 = No

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Q18 Based on the legal advice that you received...

|  |  |
| --- | --- |
|  | In seconds |

|  |  |  |
| --- | --- | --- |
|  | 1 | 30 |

|  |  |
| --- | --- |
| **How many seconds** (from 1 to 30) would you consider safe to copy and use in your documentary film without permission from the copyright holder? () |  |

**Average Group A = 21.1 sec (70.3%)**

**Average Group B = 21.5 sec (71.1%) ( + 0.8%)**

Display This Question:

If Q17 = No

Q18A Why did you make the decision you made? Please explain: (optional)

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Q19-Q20 Do you agree with the following statements?

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | **Strongly disagree** (1) | **Disagree** (2) | **Neither agree nor disagree** (3) | **Agree** (4) | **Strongly agree** (5) |
| “I feel more confident in using the music tune since the author is no longer alive” (1) |  |  |  |  |  |
| “I would feel more confident in using the music tune if the record company was a small indie instead of a major label” (2) |  |  |  |  |  |

End of Block: Use of the music tune