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Chan, L. et al. 2002. Budapest Open Access Initiative. New York: Open Society Institute. Available at: <http://www.soros.org/openaccess/read.shtml> [Accessed: 18 November 2015].

ICEPOPS 2018: Copyright education for all – A sweet treat

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Before being invited to help along at ICEPOPS, I was a copyright newbie. However, with such an event name, how could I resist? For those of you who are not sure what I am referring to, ICEPOPS stands for International Copyright-Literacy Event with Playful Opportunities for Practitioners and Scholars. ICEPOPS is the brainchild of copyright dream team Jane Secker and Chris Morrison.

ICEPOPS took place on the 3rd of April 2018 at the University of Liverpool; a day before the start of LILAC. It was a great way to get in the mood for the whole conference. Equally, as a standalone event, ICEPOPS held its own; a day filled with keynotes and sharing good practice.

Inspiration

As the name of the event suggests, playfulness was a running theme throughout the day.

As a member of the organising team, I had the pleasure of welcoming attendees and setting the mood right by inviting them to customise their badges creatively. Nothing like bonding over a mutual love of stickers to break the ice!

On arriving at the location for the day, attendees discovered the Intellectual Property Office's (IPO) karaoke shower, in place for the whole day for us to sing our hearts out and learn more about the issues surrounding illegal music downloads. Surely this was the perfect way to set the tone!

To further engage the audience Jane and Chris invited attendees to check their badge to find two parts of a copyright exception from the Copyright, Designs and Patent Acts 1988. The fastest pair to reunite were awarded a rather fetching ICEPOPS mug.

Professor Ronan Deazley followed with the first keynote of the day. Ronan opened his session by stressing the many facets of copyright: enigmatic, ambiguous but, above all, fun. This message was creatively replicated throughout the presentation using a 'Fifty Shades of Grey' inspiration to represent the grey areas surrounding copyright.

A highlight of the keynote was the unveiling of the 4th video of the 'The Game is On' series. This is the newest instalment in Ronan's animated series and showcases key copyright law, creativity and the limits of lawful appropriation and reuse by inviting users to follow the breadcrumbs left through the video and work with the case file to solve mysteries.

Ronan closed his keynote by stressing the need to play with different modes of delivery to allow playful interaction and shift the dialogue to engage an otherwise reluctant audience.

Education

Next, attendees were treated to a talk by Jane and Chris on the latest developments of their board game 'The Publishing Trap'.

The free resource is available for download under Creative Commons licence and is a playful mixture of Chris's love for Mouse Trap and Jane's fond memories of the Game of Life.

'The Publishing Trap' aims to teach copyright, licensing and scholarly communications through experience rather than didactic methods using real-life scenarios. The game is targeted at researchers, PhD students and librarians. Jane and Chris are currently planning exciting developments including translations, the German edition was released last month, and updated game mechanics.



Figure 1: 'The Publishing Trap' © Anne-Lise Harding licenced under CC-BY-ND 4.0

The next session was the Copyright Education World Cafe. Attendees were invited to move between 5-minute sessions showcasing good practice from around the world. Presentations included innovative games, problem-based learning, quizzes and a closer look at the ICO karaoke shower.

Lightning talks followed, providing fast-paced, concrete example of copyright education and issues by nine different presenters from different backgrounds.

Inga Lill Nilson, from Karlstadt University, focused on copyright messages to users in order to foster passion instead of frustration. Jane Hyndman, General Counsel at Compact Media, spoke of raising awareness with creative content creators of the different options for CC licenses. Kyle Courtney, from Harvard University, presented the First Responder scheme, a decentralised system giving faculty librarians knowledge and responsibility for copyright intervention in their curriculum area. Karolina Andersdotter, from Uppsala University, discussed Freedom of Panorama and the Uppsala Art map allowing tourists to see information on artists and the copyright status of the static works of art around the town. Did you know the Swedish translation for the word copyright is 'upphovsrätt'? It defines a notion of both sharing and creating. Lisa Moore, from the University of Creative Arts, presented the creation and running of the 'Nirvana Tour', a mixture of copyright

education, mindfulness and empowerment. Mark Watford, from Sage Publishing, stressed challenges for publishers who aren't owners of the work to be published and the decision-making process involved in adhering to good copyright practices. Maryam Fakouri, from the University of Washington, discussed Fair Use in the United States and the need to teach it without oversimplifying, through investigation and everyday application. Neil Sprunt, from the University of Manchester, delighted us with the tale of Selfie Monkey and how he uses this case to break the ice with a, sometimes, reluctant audience. Rachel Scanlon, from the Bodleian Social Science Library in Oxford, gave a practical presentation on the dos and don'ts of creating video content to educate users.

After a very eventful first half of the day, it was time to relax through lunch and a spot of mindfulness with Dr Hayleigh Boshier from Coventry University. Hayleigh introduced the audience to the work of Zen master, Thich Nhat Hanh and taught us some mindfulness tricks to keep us all relaxed and better allow us to educate others to open their minds.

Alex Moseley followed with the second keynote for the day, 'Looking For Play in Dark Places'. Alex spoke passionately about using motivations to draw students into library education; alternative reality games are his current area of interest. In Higher Education, play is key to engagement; students are pressured to develop subject knowledge, information literacy and academic competencies. They need incentives and motivation.

Next Alex spoke of restrictions and finding playful alternatives. He involved the audience by challenging us to find copyright-free images around a number of themes. It turns out some of us in the room excelled at bypassing restrictions. Just plain fun

After listening, it was time for creating. Attendees were split into teams and given context cards to get them creating their own board games. Apart from sticking to the conditions set by the cards, attendees were free to let their imagination go wild in order to create the most innovative game. As time progressed further restrictions were added. All teams were then given thirty seconds to pitch their games and were scored by others.



Figure 2: Game context cards and craft supplies © Anne-Lise Harding licenced under CC-BY-ND 4.0

The day was closed with the Fair Use Game Show, an immersion into the glitzy world of TV game shows, complete with the glitteriest jacket I have ever laid eyes on from Kyle Courtney and his expert panel made up of Emilie Algenio and Maryam Fakouri. Based on landmark copyright cases, the expert panel delved deeper into the issues surrounding the cases and their thoughts on the outcomes.

This was a splendid way to end a very packed day. The day was followed by a drinks reception and songs coming out of the IPO Karaoke shower.



Figure 3: ICO karaoke shower © Anne-Lise Harding licenced under CC-BY-ND 4.0

A sweet, sweet treat

I shouldn't have worried about prior knowledge; ICEPOPS was the perfect introduction to copyright and a highly engaging event. All levels of knowledge were catered for and every attendee I spoke to had a genuine desire to share their passion. All presenters intrigued, inspired, challenged and informed us equally. I highly recommend attending if you want to be inspired, update your knowledge or dip your toes in the field of copyright.