Creating A Culture of Sharing

Jack Herrick, WikiHow
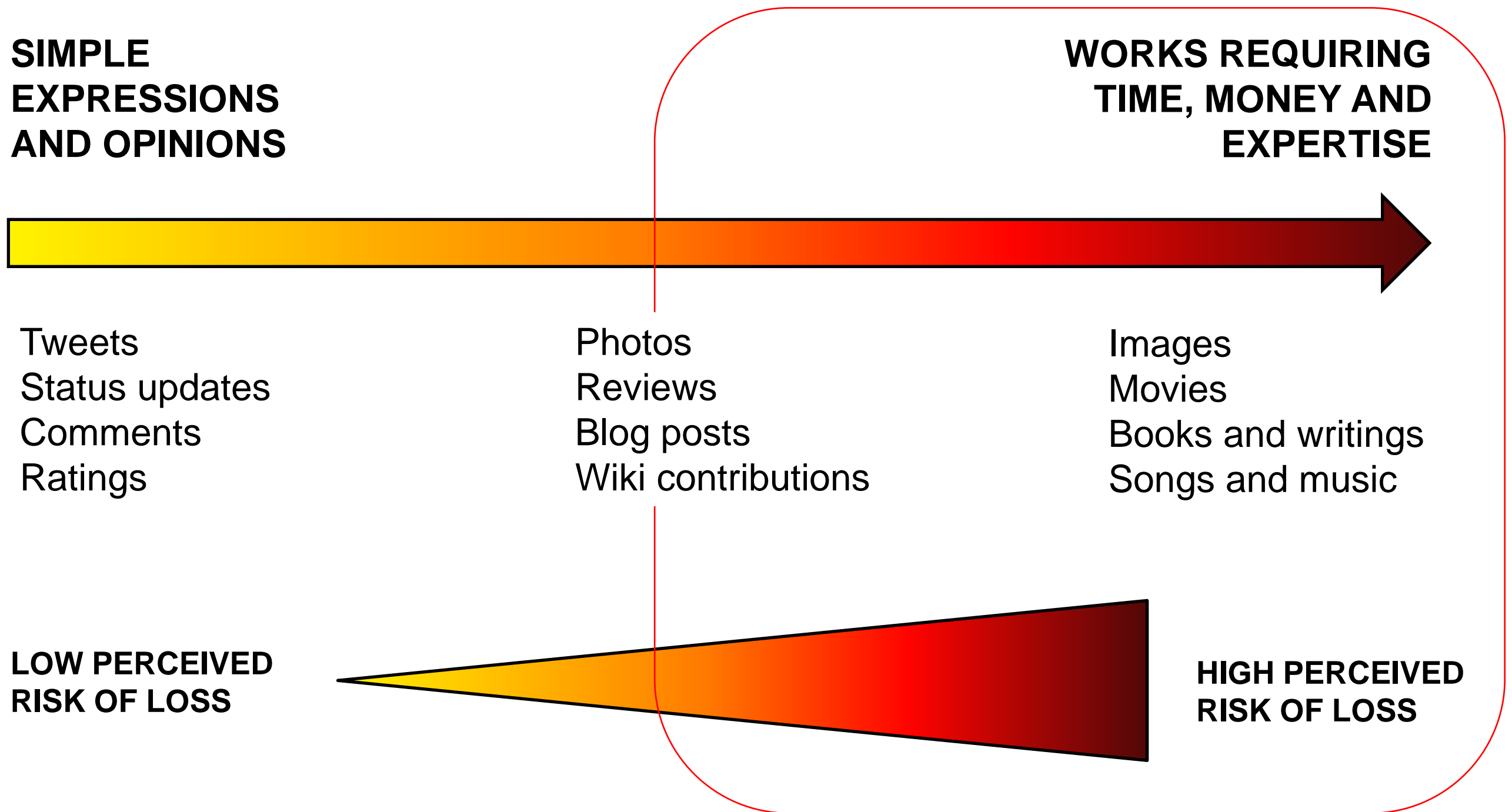Mike Linksvayer, Creative Commons
Emily Richards, ArtisTech Media

Josh Crandall, Netpop, Moderator
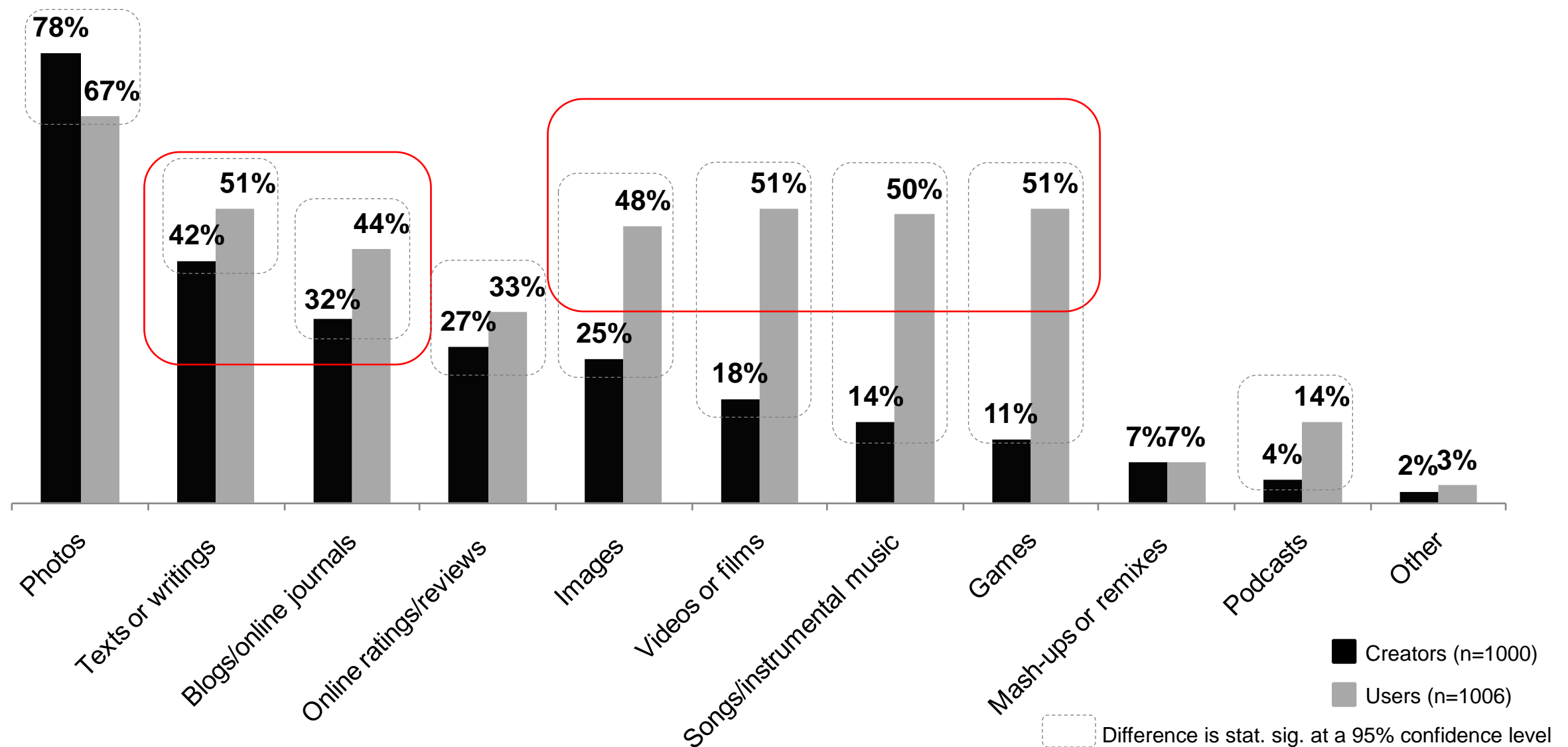
Continuum of Shared Content

SIMPLE EXPRESSIONS AND OPINIONS

WORKS REQUIRING TIME, MONEY AND EXPERTISE

Tweets
Status updates
Comments
Ratings

Photos
Reviews
Blog posts
Wiki contributions

Images
Movies
Books and writings
Songs and music

LOW PERCEIVED RISK OF LOSS

HIGH PERCEIVED RISK OF LOSS

Content Created Content Used

- **How do you create a culture that is "safe" for sharing valued content?**

Chart data:

Category	Creators (n=1000)	Users (n=1006)
Photos	78%	67%
Texts or writings	42%	51%
Blogs/online journals	32%	44%
Online ratings/reviews	27%	33%
Images	25%	48%
Videos or films	18%	51%
Songs/instrumental music	14%	50%
Games	11%	51%
Mash-ups or remixes	7%	7%
Podcasts	4%	14%
Other	2%	3%

Legend:
- Creators (n=1000)
- Users (n=1006)
- Difference is stat. sig. at a 95% confidence level

Netpop

web2.0 EXPO

Creators
Only 1 in 5 think their works are copyrighted
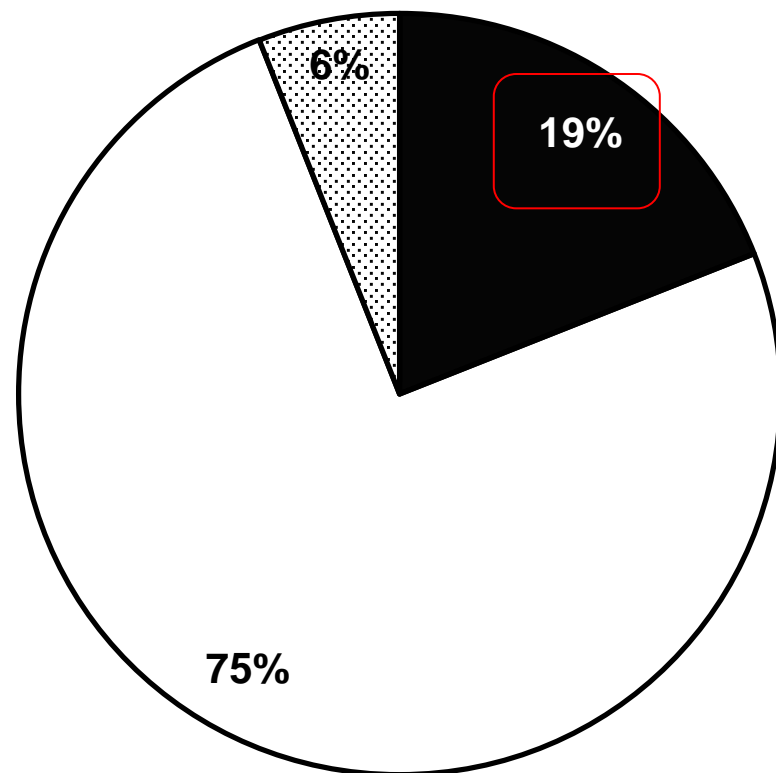

6%

19%

75%
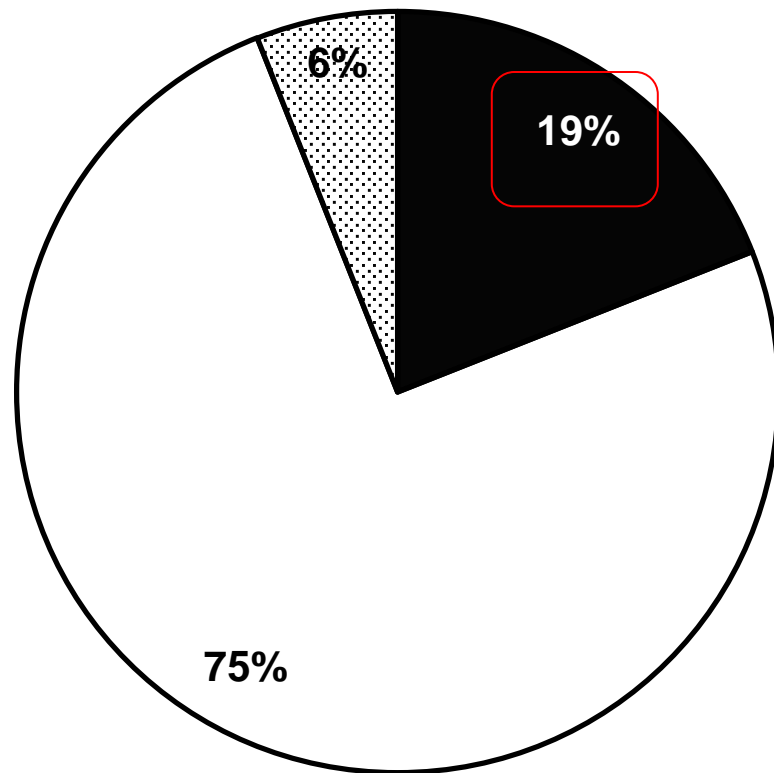
■ Yes, some or all of them are copyrighted

□ No, none of them are copyrighted
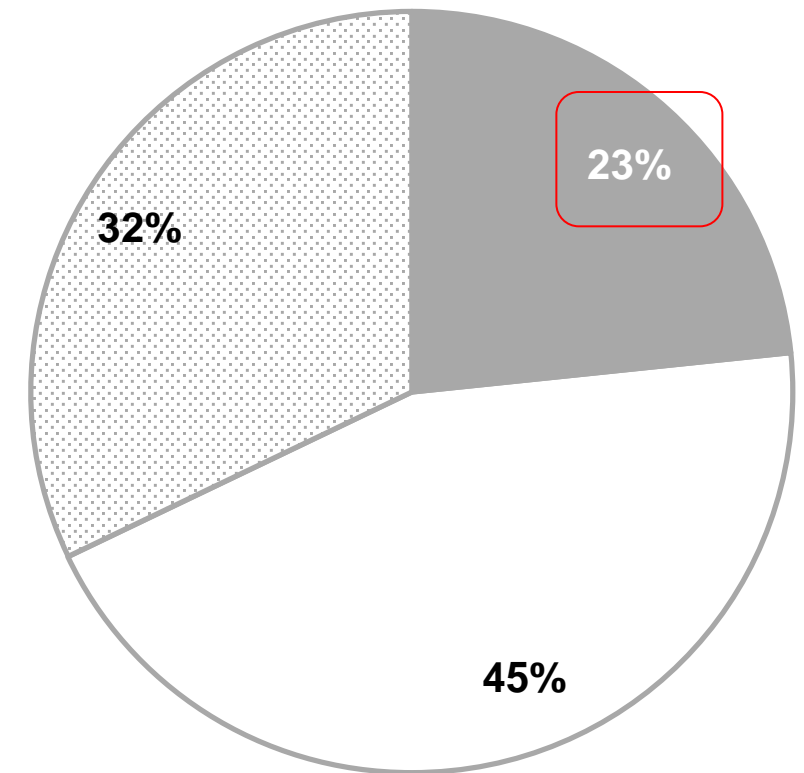
▦ Not sure

n=1000
Base: Creators

Users

Less than 1 in 4 think the works they use are copyrighted

- **Copyright protection is still misunderstood and not appropriate to create a healthy culture of sharing**

6%

19%

■ Yes, some or all of them are copyrighted

□ No, none of them are copyrighted

▦ Not sure

75%

23%

32%

45%

n=1006
Base: Users

Judgment, Trust, Respect

Perhaps Creators and Users share a common, intuitive understanding of what constitutes "proper use" of shared content
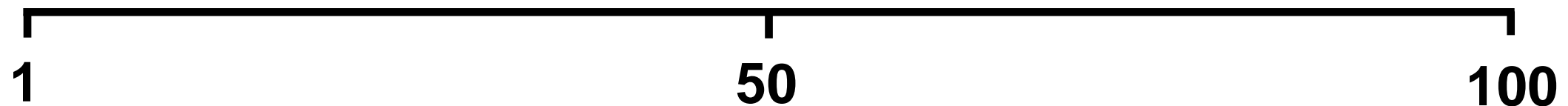
Do Users and Creators Agree?

"How commercial or noncommercial are various uses of a created work?"

Asked of Creators and Users

53 Potential Uses Rated

1 = "Definitely a Noncommercial Use"

100 = "Definitely a Commercial Use"

```
1                    50                   100
```

Anchor Points and Use Cases

Money would be made from the use of the work   12 cases

The work would be used **online with advertisements**   9 cases

The work would be used on behalf of an **organization**   9 cases

The work would be used for a **charitable purpose/social good**   11 cases

The work would be used by an **individual**   8 cases
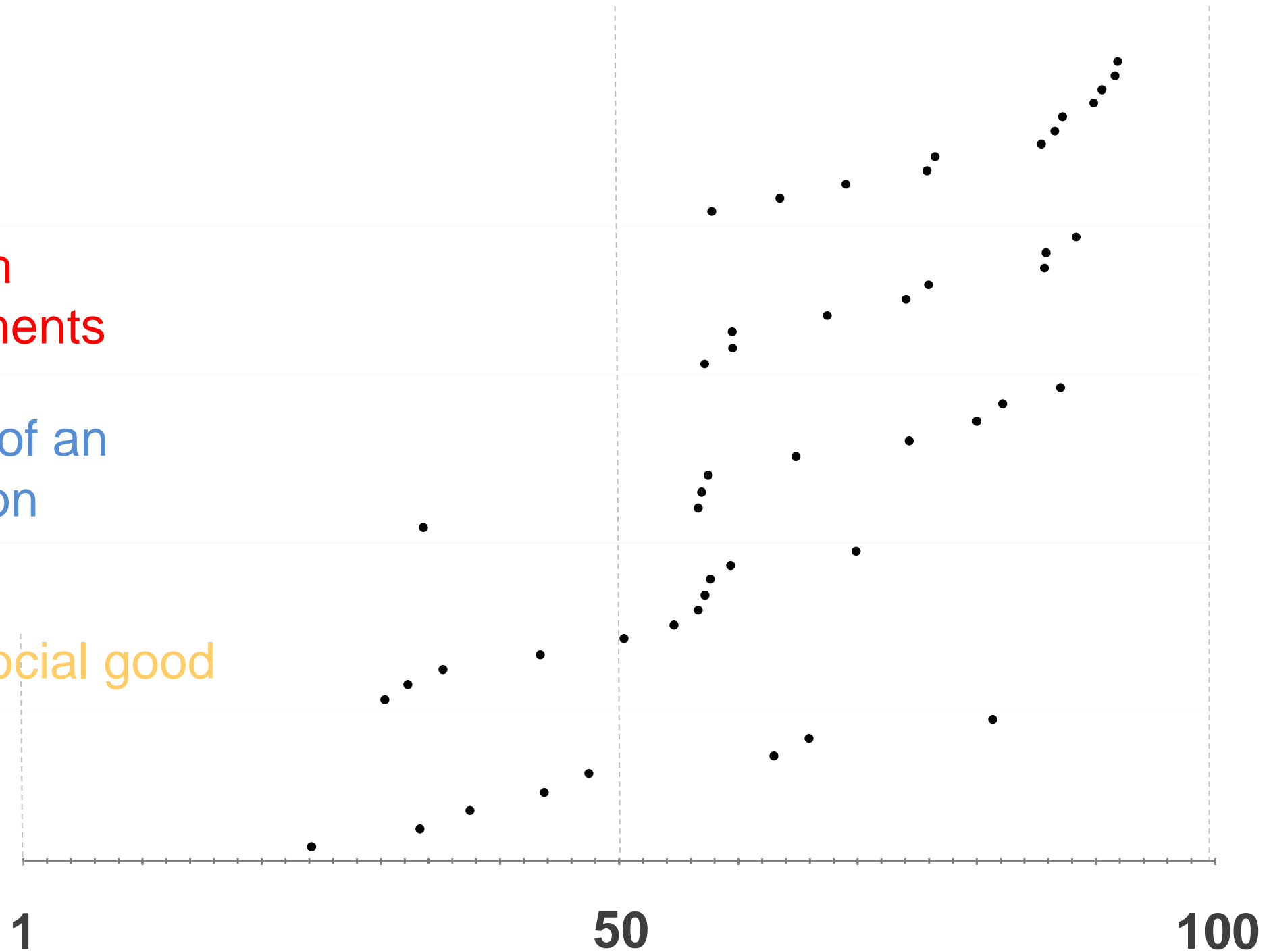
Creators' Average Scores

Money

Online with advertisements

On behalf of an organization

Charitable purpose/social good

Use by an individual

1   50   100

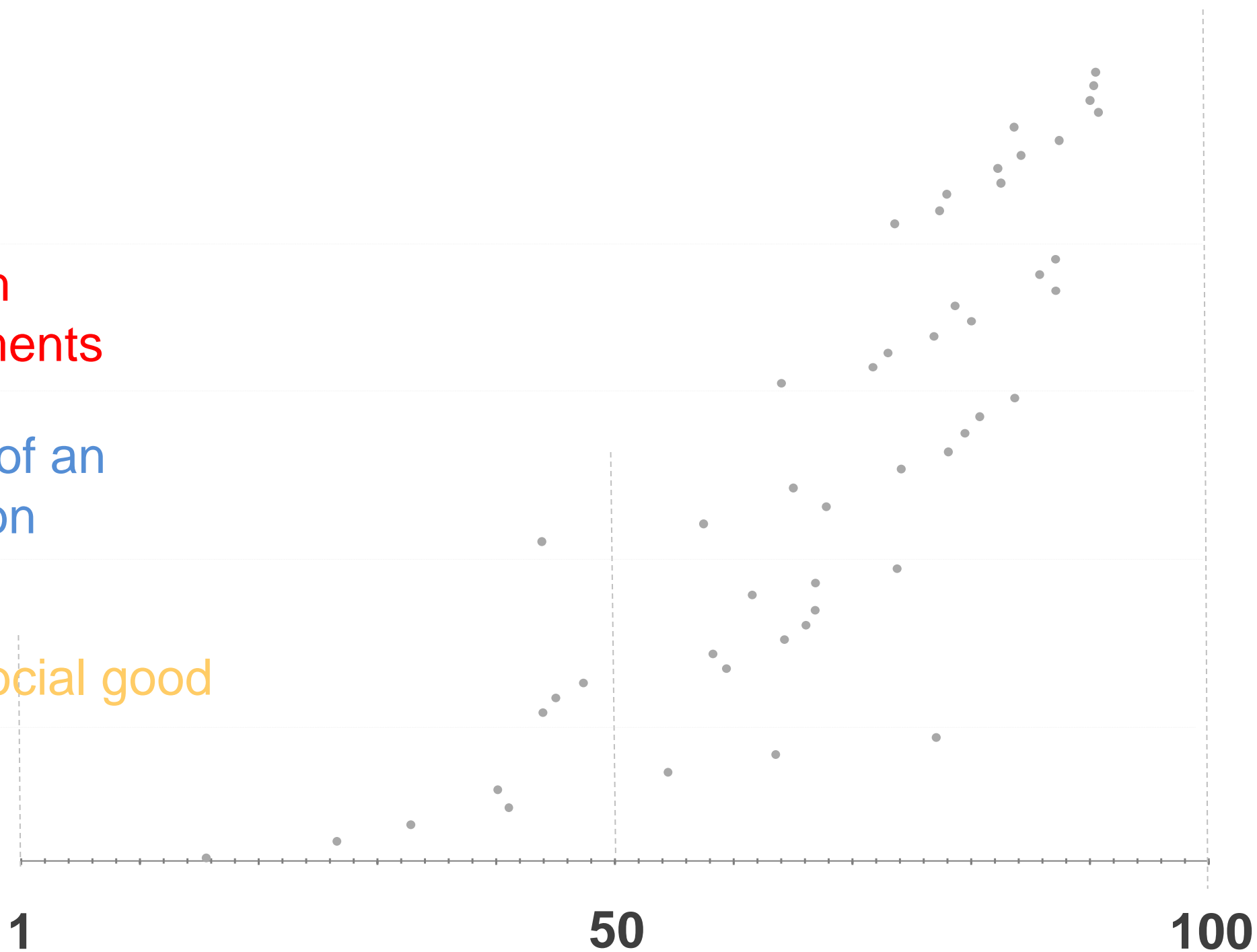# Users' Average Scores

Money

Online with
advertisements

On behalf of an
organization

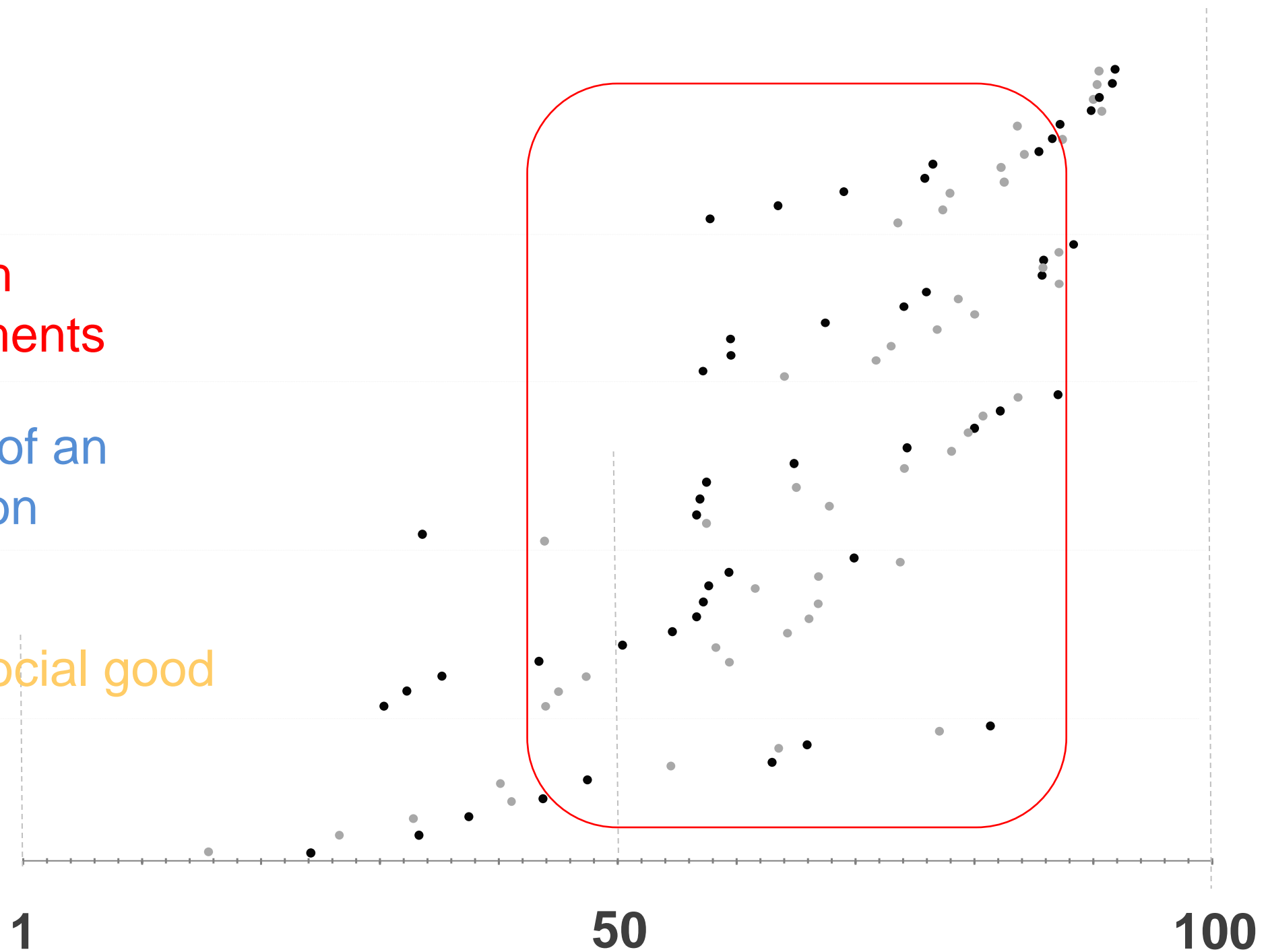Charitable
purpose/social good

Use by an
individual

1   50   100

Score Comparison

Money

Online with advertisements

On behalf of an organization

Charitable purpose/social good

Use by an individual

1   50   100

Creating a Culture of Sharing

Creators and Users are more alike than different in judging the commercial value of uses of created works.

Now, the question is how to build trust, judgment and respect for one another in order to create a culture of sharing.

Welcome

- Jack Herrick: Founder and CEO, wikiHow

- Mike Linksvayer: Vice President of Creative Commons

- Emily Richards: CEO/Founding Artist, ArtisTech Media

Topic 1

Building Trust

Topic 2

Infrastructure for Sharing

Topic 3

Curating Community: Governance/Authority

Topic 4

Self Sustainability

Topic 5

Risks

Topic 6

What's Next

Thanks!   How To Reach Us

- Emily Richards: emily@artistechmedia.com
  @emilymusic on twitter

- Mike Linksvayer :   ml@creativecommons.org
  @mlinksva on twitter or identi.ca

- Jack Herrick: @JackHerrick on Twitter or Status.net

- Josh Crandall: josh@netpop.com
  @NetpopJosh on Twitter