

How Educational Limitations & Exceptions Can Enhance Authors' Incentives to Create



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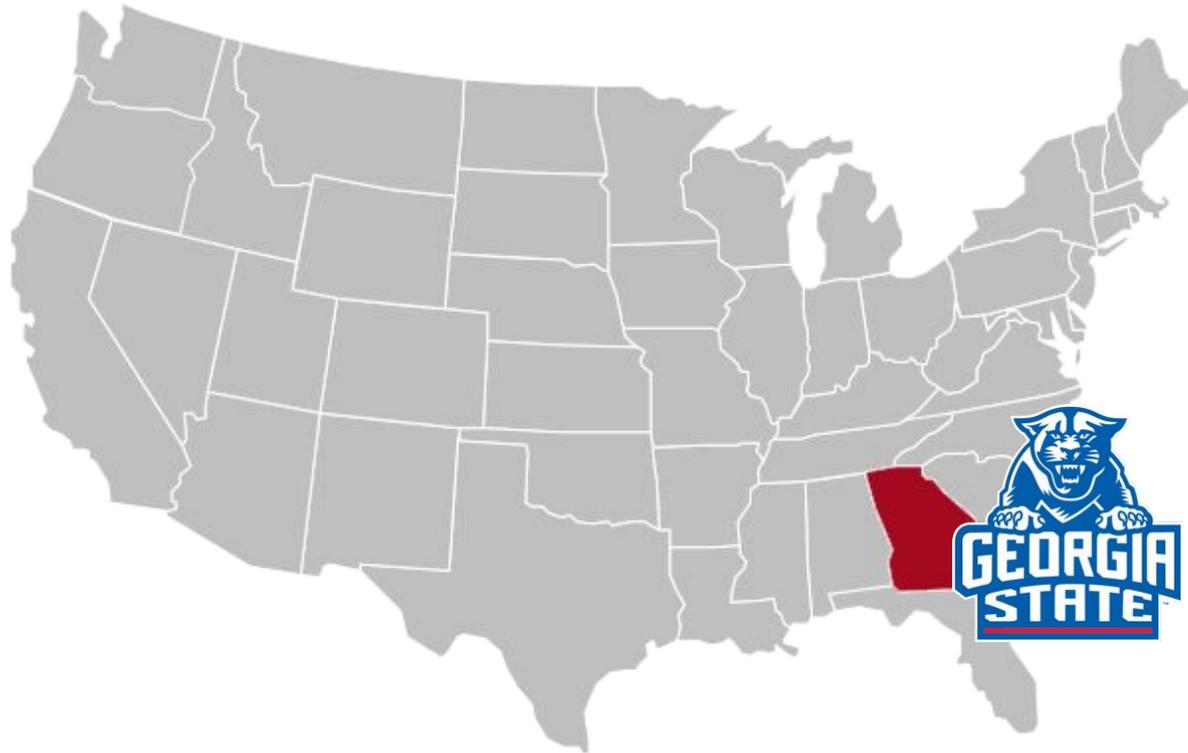
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What is Authors Alliance?

- Nonprofit supporting authors who want to get (and keep!) their works in the hands of readers
- Provide educational resources and tools to help authors
- Give voice to authors in policy debates



Backdrop: *Cambridge University Press et. al vs. Becker*
("Georgia State")



Limitations and
exceptions enhance
some authors'
incentives to create

In the educational setting,
L&Es:

- Promote authors' goals of advancing knowledge
- Help authors build reputational capital
- Increase the impact of authors' works

L&Es Can Promote Authors' Goals of Advancing Knowledge



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"I am happy when someone uses a book chapter of mine in a course... As academics our goal is to spread knowledge..."

- Sara Cushing

L&Es Can Help Authors Build Reputational Capital

*“There is reputational benefit...
The point of this work is to
share it!”*

- Douglas Harper



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L&Es Can Increase the Impact of Authors' Works



"I want my work to be read as widely as possible. I have no trouble with articles or individual chapters of my book being copied for use in the classroom. In fact, I welcome it."

- Carolyn Ellis

Butler/Hansen Survey of Authors of Works in GSU Case

Hypothesis:

- Most academics expect their works to be used freely for teaching, partly because they make such uses themselves.

Butler/Hansen Survey of Authors of Works in GSU Case

How important is the expectation of royalties in your motivation to write works like the one at issue in this case?

Answer	Responses
Extremely important (e.g. I don't write unless I expect royalties)	0
Very important	0
Moderately important	3
Slightly important	4
Not at all important (e.g. I happily write without any expectation of royalties)	10

Butler/Hansen Survey of Authors of Works in GSU Case

How does the use of your work in ways similar to how GSU faculty used it—unpaid excerpts available to enrolled students through a secure online course page—affect your motivation to produce new works?

Answer	Responses
Strong negative effect on writing new works	0
Negative effect on writing new works	1
No effect	11
Positive effect on writing new works	1
Strong positive effect on writing new works	5

Butler/Hansen Survey of Authors of Works in GSU Case

Based on what you know about the suit, do you as an author or editor of the works used by GSU faculty support either side of the dispute?

Answer	Responses
Strongly support publishers	1
Support publishers	0
I am neutral	5
Support GSU	1
Strongly support GSU	11

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