Geneve, Switzerland, 22-26th January, 2013 • Working- visit at

The World Intellectual Property Organization

INTELLECTUAL PROPERTY IN UNIVERSITY

INFORMATION ENVIRONMENT

Prof. DSc. Stoyan Denchev PhD – Rector
Chief Assist. Prof. Tereza Trencheva, PhD
The State University for Library Studies and Information Technologies

Structure of the presentation

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1. SULSIT - short presentation of our Alma Mater

The State University of Library Studies and Information Technologies (SULSIT) was established by a Resolution of the National Assembly of Bulgaria of 29 Sept 2010. It is the successor of the Specialised Higher School of Library Studies and Information Technologies, the College of Library Studies and Information Technologies (CLSIT), the College of Library Studies (CLS), the Institute of Library Studies (ILS) and the State Institute of Library Studies. (URL: http://www.unibit.bg)

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1. SULSIT - short presentation of our Alma Mater

Prof. DSc Stoyan Denchev
Rector of SULSIT

SULSIT 1
The main building (Rectorat)

SULSIT has two buildings:

1. SULSIT 1 – the main building and Rectorat, which has more than 60-year history and

2. SULSIT 2 .

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1. SULSIT - short presentation of our Alma Mater

Today SULSIT has two faculties:

1. Faculty of library studies and cultural heritage and

2. Faculty of information sciences.

SULSIT provides education in Bachelors, Masters and PhD programes and degrees in which is accredited. The curricula for the Bachelor and Master's Degrees are in line with the requirements of the Higher Education Act and the European Credit Transfer System (ECTS).

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SULSIT's graduates can work in libraries, publishing-houses, public administration, information business, information centers and services, archives, museums, galleries and other cultural institutions, so the Intellectual property rights are an important part of their work. **SULSIT has an IP Point** - Information and Consulting Centre for Intellectual Property, which is part of The PATLIB Network supported by the European Patent Office and **Specialized Laboratory for Intellectual Property**, found in 2009.

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1. SULSIT - short presentation of our Alma Mater

- SULSIT has standard University Charter "Erasmus", which allows students mobility program for lifelong learning and training at universities abroad for a certain period.

- SULSIT actively participates in international career, international cooperation on bilateral agreements with similar institutions in Russia, Germany, France, Poland, Serbia and Montenegro, and Turkey.

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1. SULSIT - short presentation of our Alma Mater

SULSIT is member of the following organizations:

• IFLA - International Federation of Library Associations;

• LIBER - Association of European research and academic libraries;

• ICOM - International Council of Museums;

• the National Technical Committee for Standardization in archive, library, information and publishing activities (TC 16);

• Union of Librarians and Information Services (ULIS) and etc.

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2. Short presentation of the project DMU 03/3 "Analysis of the common practices in the use of products of intellectual property in university information environment"

"Analysis of the common practices in the use of products of intellectual property in university information environment" **is two-year project of SULSIT**, which **is funded by the National Science Fund** of the Ministry of Education, Youth and Science. **The Leader of the Project** is Chief Assistant Professor Teresa Trencheva PhD.

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3. Relevance of the project

❑ The studied issue is gaining currency in order to increase the role and importance of the Internet, which has become an integral part of the face of the contemporary student society;

❑ Another key feature, determining relevance of the topic is the growing expansion trends for free use of information resources in the digital space for scientific and educational purposes;

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4. Objectives of the Project

❑ The main objective of the project is to explore the mind and culture of behavior among young people in Bulgaria, particularly students to protect intellectual property on the Internet;

❑ Through surveys, analysis, comparisons and conclusions to reach: accumulation of research material which will find application in updating existing training programs related to the study of intellectual property and direct application in the educational process.

5. Scientific tasks of the Project

The project puts scientific goals at two levels:

First level is related to:

❑ accumulation of information and conducting scientific survey that purposes on empirical exploration and theoretical analysis to identify, codify, summarize and analyze factual information of the studied complex of issues;

❑ create a group of lectures that will enhance the virtual culture and background of the young people (students);

❑ These two scientific tasks will be combined with a third – The Civil, which aims to arouse debate and sensitivity to the misuse of information resources on the Internet.

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5. Scientific tasks of the Project

Second level has a major task to develop a comprehensive and integrated methodology for increasing the virtual culture of young people, spreading the knowledge of intellectual property and promoting the objectives, activities and outcomes of the project. **This will include**:

❑ Organization of two seminars in the first stage;

❑ 1 workshop in the second stage of the basic organization (SULSIT) and an International Conference at the end of the second stage;

❑ Creating an online magazine and library to promote the results of the research on the second level;

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Elisaveta Kofinova | Tereza Trencheva | Sonya Spasova
Plamena Zlatkova | Vasil Zagorov | Sabina Eftimova

The scientific team of Project DMU 03/3

6. Scientific Team of the Project

LEADER OF THE SCIENTIFIC TEAM

Tereza Trencheva - Chief Assisstant Prof. PhD

COORNITATOR OF THE PROJECT

Sabina Eftimova - Assisstant Prof. , PhD

THE SCIENTIFIC TEAM

1. **Elisaveta Kofinova - Chief Assisstant Prof. , PhD**

2. **Sonya Spasova – Assisstant, PhD-candidate**

3. **Plamena Zlatkova - Chief Assisstant Prof. , PhD**

4. **Vasil Zagorov - Chief Assisstant Prof. , PhD**

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7. What have we done yet?

1. We have selected the universities, which took part of the survey;

2. We have created an empirical survey of young people's attitudes to intellectual property issues on the Internet;

3. We have held the survey at 9 Bulgarian Universities in the period October – November, 2012

4. We have processed and analyzed the first part of the empirical results;

5. We have participated in 4 conferences and we have 7 publications of the project yet.
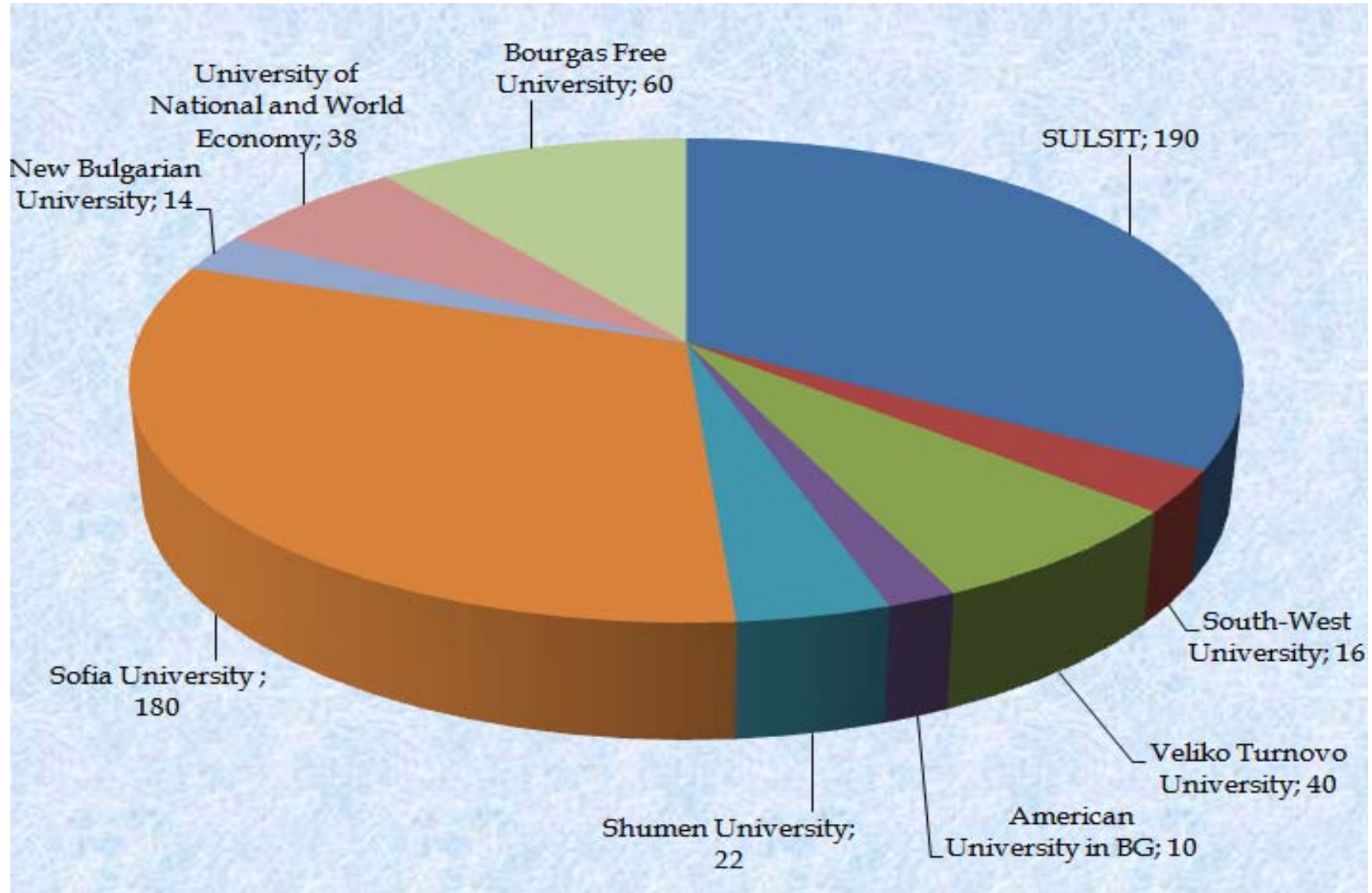
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As a target group of the survey "Protection of intellectual property in the Internet", realized as an initial stage of the project are preferred students from specialties involved in the professional field 3.5 "Public Communications and Information Science" of all universities in Bulgaria, having valid accreditation program for training in this professional field. The total number of these universities is 9 and the total number of the questionnaire survey is 570. Next Graphic visualize the universities and the number of the questionnaires held there.

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SULSIT; 190
Bourgas Free University; 60
University of National and World Economy; 38
New Bulgarian University; 14
South-West University; 16
Veliko Turnovo University; 40
American University in BG; 10
Shumen University; 22
Sofia University; 180

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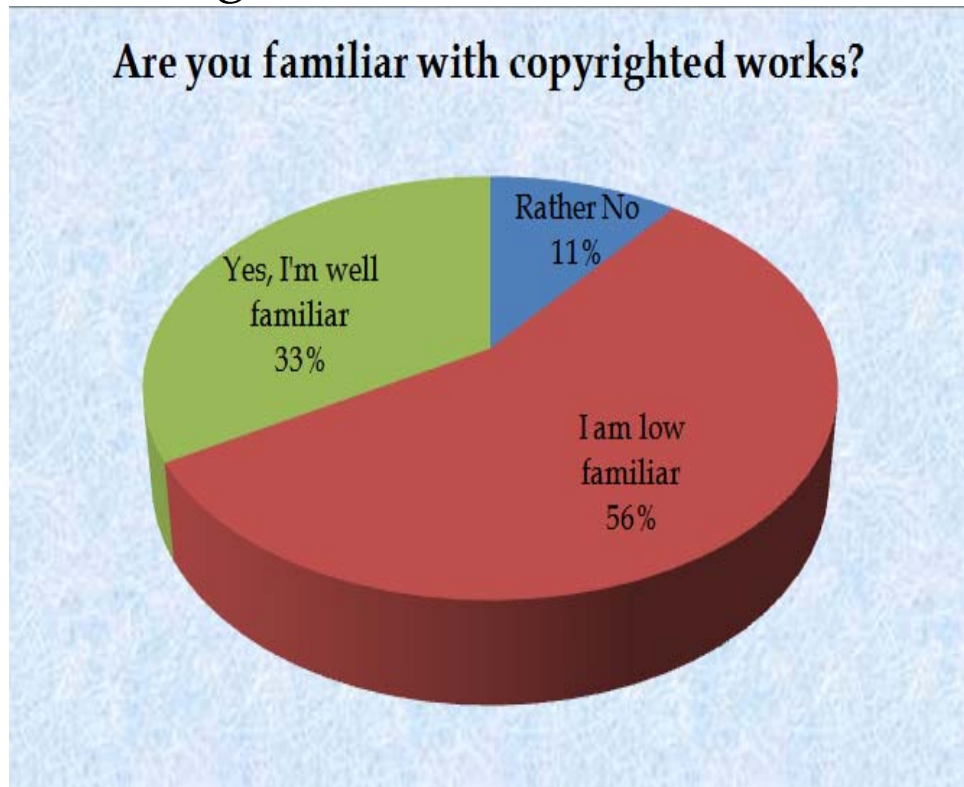
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About the target group

❑ In view of the specificity and accuracy obtained from the survey data, the range of the target group is narrowed and only refers students in degree "Bachelor".

❑ The questionnaire survey was conducted during October – November, 2012 among the students who have studied or will study the subject of Intellectual Property Protection or a related discipline, including as a module of copyright protection.

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Frequencies analysis of the data produced using SPSS, provides the following information:

Are you familiar with copyrighted works?

Rather No 11%
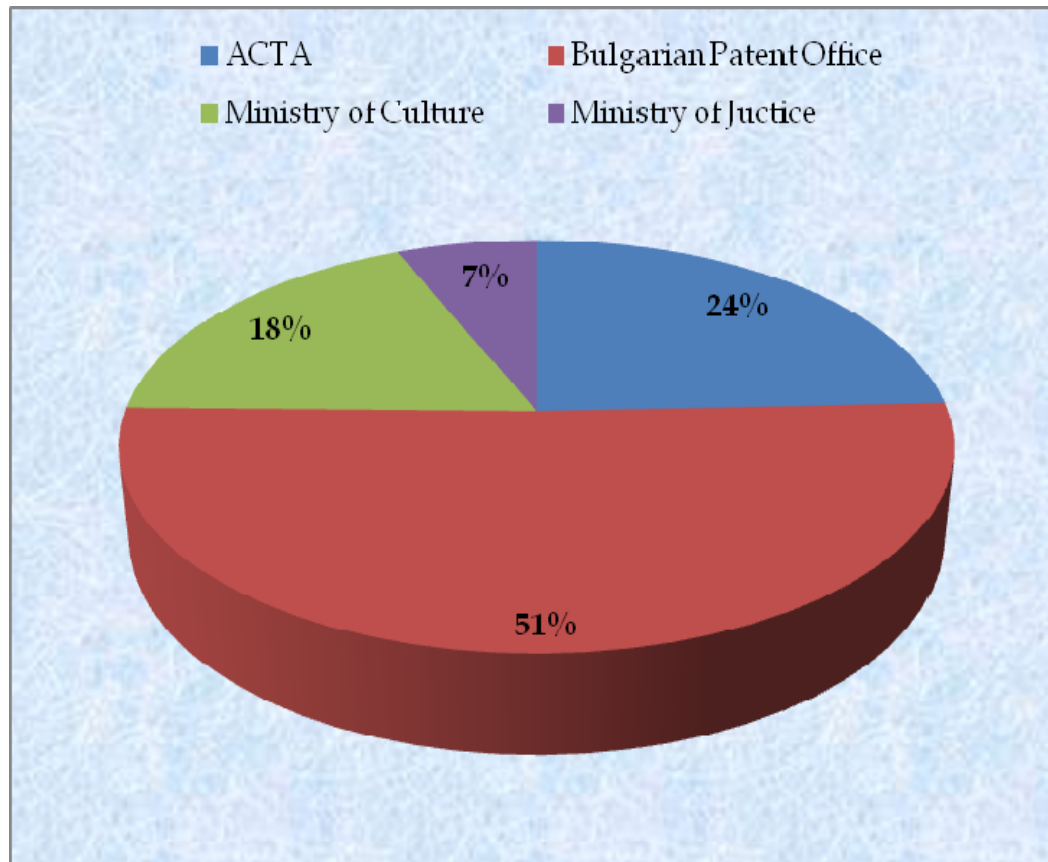Yes, I'm well familiar 33%
I am low familiar 56%

Students are well familiar with copyrighted works, and institutions involved in its protection (questions № 2 and № 3). One third of them - 33% indicated that they were well familiar of copyrighted works, 56% - say that know somewhat. Less familiar to only 11%. The results are presented graphically on this slide.

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Do you know which is the institution committed with Intellectual Property Protection in BG?

Legend:
- ACTA
- Bulgarian Patent Office
- Ministry of Culture
- Ministry of Juctice

7%
18%
24%
51%

69% of respondents indicate correct answers to the question "Which is the institution committed with Intellectual Property Protection in Bulgaria" and 31 % give wrong answers.

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Histogram

Mean =2,07
Std. Dev. =0,825
N =546

Институция, ангажирана с авторското право
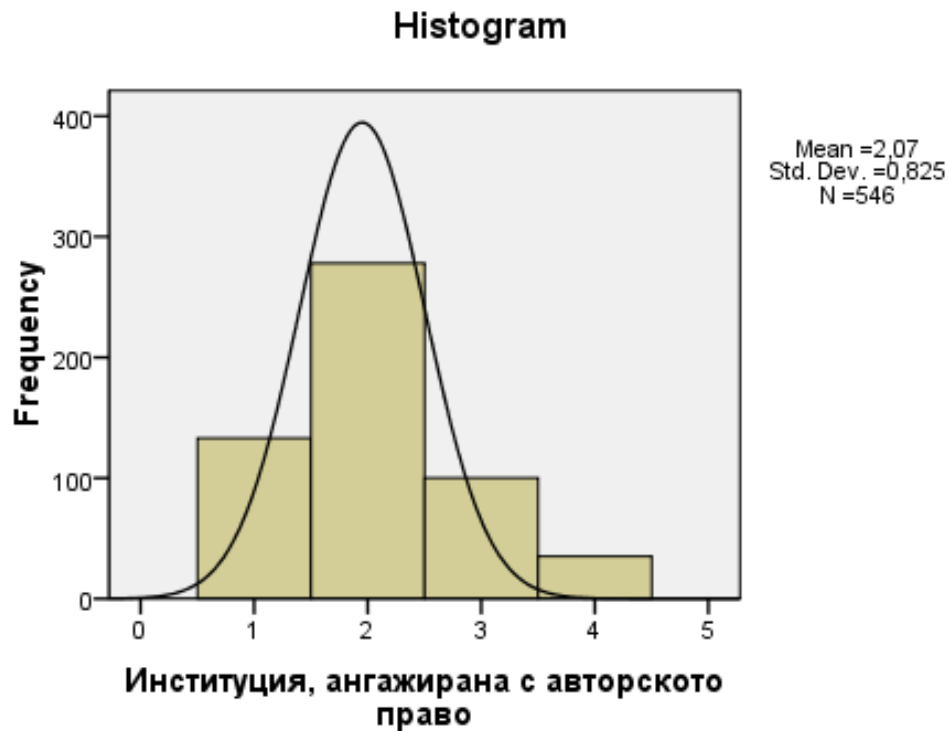
Normality of the distribution of responses is represented graphically using a normal approximation to the Gaussian distribution (histogram).
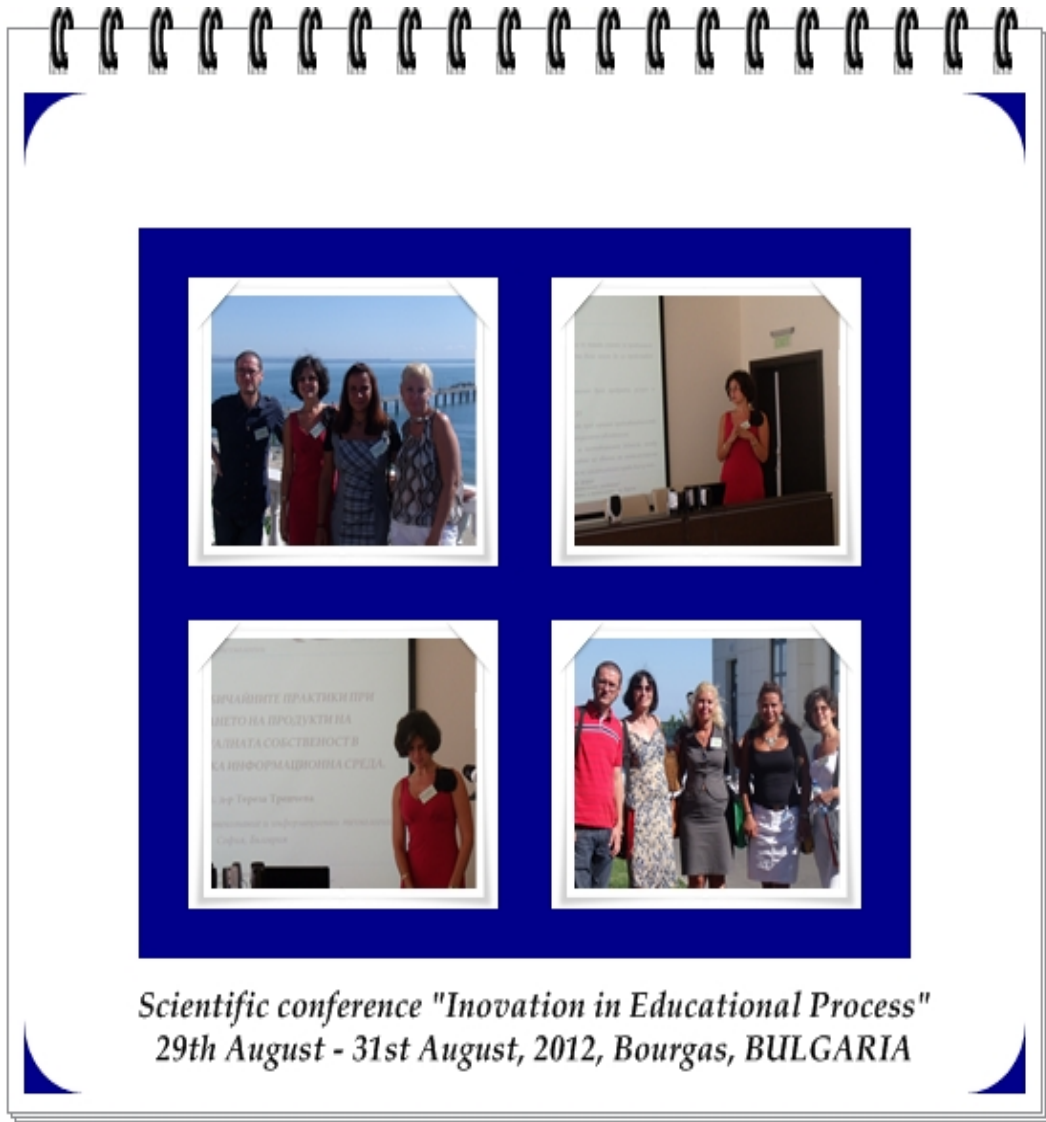
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		Are you familiar with copyrighted works?	Which is the institution committed Intellectual Property Protection in Bulgaria
Are you familiar with copyrighted works?	Pearson Correlation	1	,131**
	Sig. (2-tailed)		0,002
	N	568	546
Which is the institution committed Intellectual Property Protection in Bulgaria	Pearson Correlation	,131**	1
	Sig. (2-tailed)	0,002	0
	N	546	546
**. Correlation is significant at the 0.01 level (2-tailed).			

The result of examination with correlation analysis on the questions № 2 and № 3, which is presented on the Table shows that between them there is an excellent correlation (r = 0, 001), i.e. respondents claim that they are familiar with the issues relating to copyright is true .

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We have presented our Project for the first time on the Scientific conference 'Innovation in Educational Process', which was held in Bourgas in the period 29th -31st August, 2012.

Scientific conference "Inovation in Educational Process"
29th August - 31st August, 2012, Bourgas, BULGARIA

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Intellectual Property Workshop in Erasmus Intensive Programe
4th September - 7th September, 2012, Zagreb, CROATIA

We have made an IP workshop as a part of Erasmus intensive programme in Zagreb, Croatia in the period 4th -7th September, 2012. There the Leader of the Project got a Certificate for the Workshop.

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Scientific seminar with international participation
"Information literacy - training models and best practices",
18-19 October, 2012, Varna, BULGARIA

We have presented our report **"Intellectual property as an element of information literacy in university environment"** in coauthor's with Prof. Bojana Nedelcheva in Varna, BULGARIA .

7. What do we plan to do?

- ❑ Organizing of 2 seminars dedicated to the Intellectual Property in university environment;

- ❑ Development of e-journal conceptual model about the IP issues;

- ❑ Development of Internet-site of the project and e-library on Open Access;

- ❑ Creation of an online-based survey, which will be equal to our research tasks;

Thank you for your attention!

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