

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



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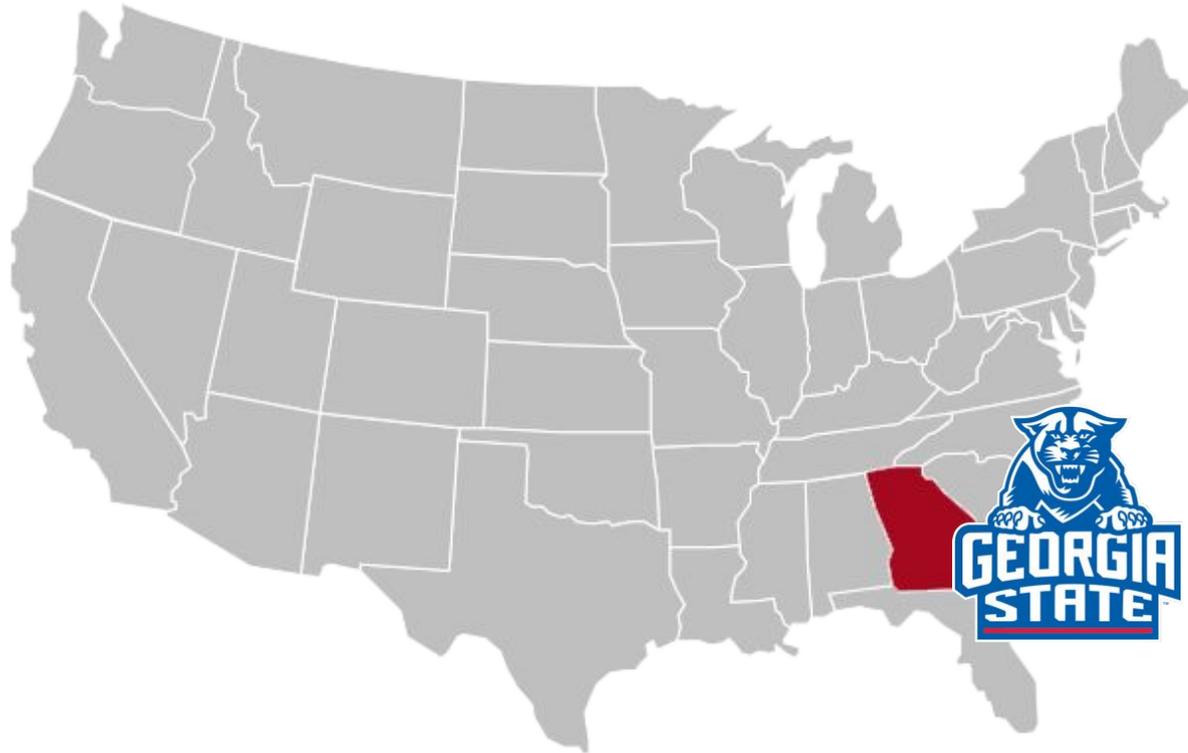
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# What is Authors Alliance?

- 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



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*"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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