

The digitization and control of instructional products: Individual and institutional patterns of distributed learning activity and intellectual property policy.

Veronica Diaz, PhC
Center for the Study of Higher Education
University of Arizona



The Research Problem

- ◆ Digitization of knowledge impacts ownership
- ◆ Transformation of intellectual property policy
- ◆ Theoretical frame: Globalization & the digitized academy/Academic capitalism & digital knowledge products
- ◆ Quantitative analysis of the type and saturation level of community college distributed learning activity at an individual faculty member, and institutional level
- ◆ Employs NCES data: NSOPF: 99 & IPEDS: 97-98

Significance/Policy Impact

- ◆ Fiscal constraints impact resource-seeking behavior
- ◆ Determining ownership obscured in digital environment
- ◆ Analysis of distributed learning activity and its control, will serve to
 - inform stakeholders to include federal, state, and local policy makers along with external and internal distributed learning providers
 - assist institutional decision makers, professional associations, faculty members and administrators in developing contractual arrangements that do not disproportionately favor groups



Methodology

- ◆ NSOPF: 99 (IPEDS: 97-98) used to identify relationships between distributed learning activity and faculty member and institutional characteristics
- ◆ 19 dependent variables in distributed learning: 8 in instructional technology, 11 in distance education
- ◆ 25 independent variables: 10 organizational characteristics, 15 faculty member characteristics
- ◆ Intellectual property policies sampled from a small set of 2-year institutions matching organizational characteristics of those identified via data sets, policies were retrieved from institutional websites



Areas of Inquiry

- ◆ What are the categories of distributed learning activity that are measurable via the data sets?
- ◆ What are the demographics of the constituencies: institutions and faculty members involved in the creation/use of distributed learning property?
- ◆ Where and to what extent are the various distributed learning activities occurring/concentrated?
- ◆ Do copyright sections of selected IP policies contain any distributed learning provisions?
- ◆ How do selected Intellectual Property policies (copyright) restrict or control ownership?



Descriptive Statistics

- ◆ Community Colleges
- ◆ Technology index
- ◆ Percent of PT faculty
- ◆ Gender
- ◆ Race
- ◆ Tenure status



Findings

- ◆ Faculty member & institutional characteristics & the use of technology, represented by the technology index, at community colleges.
 - FTE Enrollment / FTE Faculty
 - Degree of urbanization
 - Percent of PT Faculty
 - Gender
 - Age
 - Race
 - Tenure

Findings

- ◆ Faculty member and institutional characteristics and distance education (DE) measured by **total student credit hours in DE courses**
 - Institutional Expenditures
- ◆ Faculty member and institutional characteristics and DE measured by **total number of DE courses**
 - Institutional Expenditures
 - FTE Enrollment / FTE Faculty
 - Percent of Part-Time Faculty
 - Tenure



Findings: IP Policies (copyright)

- ◆ IP Policy revision trend
 - DMCA 1998
 - TEACH Act
- ◆ Trend in distributed learning is toward a work made for hire approach (use of institutional resources)
- ◆ Expertise ratchet evidenced in distributed learning
- ◆ Copyright policies expanded to include courseware, visual/recorded materials, computer related materials



Conclusions

- ◆ Automation of the instruction function through the use of various distributed learning models
- ◆ Digital transformation/disaggregation/of the course
- ◆ Institutional interests
- ◆ New markets



Limitations/Lessons

- ◆ Measuring distributed learning activity is difficult, especially on a national level
- ◆ Institutional intellectual property (copyright) policy analysis limitations
- ◆ Broaden future study



Recommendations for further research

- ◆ Compliment study with a more in depth qualitative analysis
- ◆ Include emerging forms of distributed learning
- ◆ Emerging intellectual property policy structures