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**CONFERENCE
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8-9 NOVEMBER 2021
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RELATIONSHIP BETWEEN THE THEORY AND PRACTICE OF COPYRIGHT IN THE MEDIA INDUSTRY: A SHORT OVERVIEW

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Abstract

Introduction: Life is changing. The media occupy an increasingly significant part of society. In the 21st century, the world is a large village where information is a key tool for communication and knowledge. The author's work of journalists - the authors of media content, is not appreciated, it is even neglected. In a survey conducted among practicing journalists with many years of experience in newspapers, magazines, radio, television and modern online media, we ask questions related to intellectual property in the media industry and look for the most accurate answers to what needs to be done to increase the copyright competence of authors and users. It is because journalistic materials, such as works of literature, art and science, are protected by copyright. And their authors should receive a set of property and non-property rights. But this protection in theory differs from its practical application in the media.

The aim of the report is to examine the state of intellectual literacy of media workers, with a special focus on the relationship between theory and practice of copyright and its application in the media industry. The problem under consideration is extremely topical, partly discussed by other scientists, but not fully concluded.

Presentation: The survey conducted among 202 respondents - active journalists, shows a serious gap in terms of knowledge about intellectual property and its application in the media. The prevailing opinion is that the training is not enough, there is a practice to use others' content without indicating the source or quoting. The focus is on the view of the Internet as a free space in which everyone can use media content. It analyzes the state of the intellectual property curricula in higher education. It turns out that the problem is extremely significant due to the lack of training aimed at raising the culture of intellectual literacy among academia. And the need for a model to increase copyright literacy in the university environment is obvious.

Methodology: Survey questionnaire includes both closed and semi-opened (by applying a 5-point Likert scale). Closed questions were analyzed using descriptive statistics, including the study of frequencies and percentages, and open questions are encoded by content analysis.

Results and academic reflections: The findings from the survey allow reaching reasoned conclusions and views on improving the quality of training in the professional field of Public Communications and Information Sciences, especially in journalistic curricula offered by the universities in Bulgaria. The analysis of the data outlined three problem fields which need more attention from the academic staff and further improvements, presented below. There are summarized the measures concerning the updating of curriculum and learning content; the methodology of teaching and assessment; and for the effective interaction in the triangle: teaching - learning – practice, implemented in the universities, accredited in this field.

Conclusion: The place of copyright and intellectual property in general in the media is exceptional. It affects the work of authors working in the media and in the journalistic profession. Because the role of journalism in the life of a social organism is important for society, it writes the modern history of the world.

Keywords: Media, journalism, Intellectual property, copyright, Internet.

1 INTRODUCTION

Journalism today reflects the world around us and the media play an extremely important role in today's dynamic and increasingly complex societies. News circulates faster than any other period in human history because of the abundance of sources that spew photos and information about all sorts of events. Commentary texts and heated discussions on all issues generate traffic and attract audiences. The audience has potential access to an unprecedented range of sources of journalistic material.

According to legal theory, the state protects three types of interests: individual, national (public interests), universal (world-renowned humanistic rights and values). Therefore, the interests of journalists in the field of media must be protected without disturbing the balance between business, society and the state.

The researched issues become relevant in view of the increased role and importance of the media in the XXI century and the increasingly compelling trend for free use of journalistic materials in the digital space for commercial purposes. The specific manifestations of the interaction between the creators of media products, their role as authors of knowledge, information and culture for society and to overcome the digital divide and isolation and the need for this to be linked to respect for copyright and related rights - these components outline relevance of the study. The media must create a copyright policy on the observance of copyright and related rights and in its development must know the current copyright rules, including the exceptions and limitations of copyright for libraries, educational institutions, museums and archival institutions, which requires high copyright competence of managers and specialists. The findings of the survey show that journalists are positive about the model strategy for promoting intellectual property aspects in the media industry.

The aim of the report is to examine the state of intellectual literacy of media workers, with a special focus on the relationship between theory and practice of copyright and its application in the media industry. The problem under consideration is extremely topical, partly discussed by other scientists, but not fully concluded.

2 EMPIRICAL STUDY OF AWARENESS AND ATTITUDES OF SPECIALISTS WORKING IN THE MEDIA INDUSTRY TO THE USE OF INTELLECTUAL PROPERTY IN THE REPUBLIC OF BULGARIA

The information society of the XXI century is accelerating the pace of development of human intellectual activity. Unique creative results are created in the field of industry, science, literature and art. The work of the journalists who created them - practicing this profession, remains hidden, unclear. In other words, the more media there are, the less we know about journalists and the key features of their profession. Moreover, the journalistic profession is no longer a vocation. The chronic problems on the native media scene, the social facts from the biographies of the journalists affect their specific professional realization.

The legal rights of the authors of creative products in the media are the rights of intellectual property. Intellectual property is directly related to the information contained in its objects, and in this sense the information sources on the Internet can be attributed to the objects of intellectual property. "Intellectual property is the ownership of the information that intellectual products contain, and their creators have the full right of ownership over them" (Denchev & Trencheva, 2016 : 75). In other words, intellectual property law must be seen as an objective and subjective right, a discipline and a science. Numerous discussion questions are raised on the outlined issues, they are discussed at different levels - legislative and executive power, at various forums of the scientific and cultural community, but there are no concrete results, which gives relevance to the issues discussed in this research. To date, no research has been conducted in Bulgaria on the intellectual property policy in the media industry, as well as on the establishment of the copyright competence of specialists in this field.

Observations show that this competence is not at the required level, there is a real need for additional knowledge and training. The existing models and good practices in Europe and the world are also unknown. It is also necessary to study the educational content and programs offered by higher education, corresponding to this spectrum of knowledge and competencies. Changes are needed and are forthcoming in terms of the legal infrastructure of culture in our country. Along with these processes, however, there must be advanced problem-oriented training of students in journalism, as well as continuing training of media workers.

For the purposes of the paper and after presenting many aspects related to the legal protection of intellectual property in the media and media industry, the fourth chapter contains research and analysis on the awareness and attitude of professionals working in the media industry to the use of intellectual property in contemporary media in the Republic of Bulgaria and a model of a strategy for popularizing the intellectual legal aspects in the media industry.

The theoretical model of the research and the collected and analysed information allow to approach the empirical part of the research with three working hypotheses, formulated in the process of theoretical comprehension of the problems related to the protection of intellectual property on the Internet by the respondents and the direct connection intellectual property in a university environment with the increase of competencies and change in their attitude to the problem, namely:

- 1 **The modern information society imposes new requirements on the competencies and adequate knowledge of modern journalists working in the media today**, as well as for students studying in professional fields related to information and social sciences, as at present these sciences are one of the most dynamically developing. The emergence of new communication and information technologies, new media predetermine the desire of copyright law around the world to respond to this dynamic, not to lag behind the changes and to provide the necessary legal framework. For their part, newsrooms and journalism organizations need to create and implement copyright policy as an important and necessary tool to clarify copyright compliance on emerging issues in the provision of journalistic products, both traditional and online. This requires high copyright competence of media managers and owners.
- 2 **The specifics of education in journalism are directly related to the dissemination of information and knowledge**. Therefore, the professional knowledge, skills and experience that students gain during their studies are analogous to those required for the dissemination of information and knowledge in the field of intellectual property. This obliges them to be prepared to work in this field. Journalism is an insidious profession that squeezes you out and requires you to constantly educate yourself. In this field, priority is given to individual qualities, self-education and self-improvement.
- 3 **The findings of the survey show that journalists are positive about the creation of courses, seminars and other forms of training**. The object of training could be a wide range of information products, services, equipment and technologies, which are inherently intellectual products, for the intellectual property of which it is logical for students to have a good knowledge. The lack of competence in the field of intellectual property of graduates reduces the effectiveness of their implementation and this affects the state of information literacy. The inclusion of intellectual property education in students' curriculum is natural and necessary. Further training of current journalists is needed. A change in the current legislation and regulations is needed.

All this is a prerequisite for creating a model of an effective strategy for promoting the intellectual legal aspects in the media industry in the Republic of Bulgaria.

This analysis is the result of an online national survey on the attitude and awareness of professional journalists on issues related to the organization and management of intellectual property in the media industry in Bulgaria in the period April 28 - June 26, 2018. The analysis of the survey outlines the main trends, conclusions and recommendations (Zdravkova, 2019).

3 OBJECTIVES, TASKS, METHODOLOGY AND LIMITATIONS OF THE RESEARCH

The empirical research on "Analysis of a model of an effective strategy for promoting intellectual aspects in the media industry in the Republic of Bulgaria" aims to establish, analyze and summarize the extent to which respondents - journalists - working and freelancers, and journalism students are familiar with copyright issues directly related to the media - run by them or working in them, and the services they provide to consumers, as well as how familiar they are with copyright issues from university lecture courses, practice, and what is their attitude to the problems of copyright protection on the Internet. For this reason, a questionnaire study of the intellectual legal competence of media workers was prepared. The target group of the survey "Intellectual legal competence of media workers" is the current journalists, reporters, photojournalists, managers, columnists, publicists, editors-in-chief of media in Bulgaria and those in Bulgarian publications abroad.

To achieve balance, the main goal consists of two sub-goals, which explore: (1) The level of knowledge and awareness about the problem of intellectual property; (2) The attitude to the problem of intellectual property.

In the framework of empirical research, the goal is achieved by solving the following research tasks: (1) Identification of the intellectual legal aspects in the media industry, including: overview of the terminology and historical development of the problem; (2) Research, presentation and analysis of the legal framework and institutional provision at international, European and national level. Interpretation of the relationship between the media industry and intellectual property (IP), incl. objects, holders and intellectual property rights; (3) Analyzing the current challenges for IP in the media industry on the threshold of a digital single market; (4) Research, analysis and summarization of the level of awareness among professional journalists on issues related to intellectual law aspects in the media

sector; (5) Development of a model of an effective strategy for the popularization of the intellectual legal aspects in the media industry in the Republic of Bulgaria.

This analysis is based on data from an empirical study organized and conducted in the period April 28 - June 26, 2018. The data collection was performed through an online-based survey based on the software product Google Docs. After the closure of the online survey on June 26, 2018, all questionnaires were subjected to logical review and control, after which the data was entered and subsequently processed with the statistical package Excel 2016.

The data were collected with the help of author's survey tools, specially developed for the purposes of the research and compiled for the needs of the specific survey (See Appendix 1). The questionnaire includes both closed-ended and semi-open-ended questions (using a 5-point Likert scale) and open-ended questions. The questions in the questionnaire are prepared in accordance with the sub-objectives arising from the main objective.

The generation of the database by respondents, the processing and analysis of the obtained data were performed by the doctoral student.

An invitation to participate in the survey was sent to 800 respondents through personal emails and posts, several messages to journalists' associations - formal and informal, on social networks - among profiled professional groups, where it is not possible to calculate what the activity is.

The communication with the respondents was carried out by e-mail, based on the accumulated e-mail list from the doctoral student. None of the respondents' e-mails were returned, i.e., the questions have reached everyone. Thus, the total number of the surveys that actually reached the respondents is 800, of which 202 were filled in correctly - i.e., 25% of the respondents answered the survey, which is indicative of the interest of journalists in the surveyed issue. It should be emphasized that none of the respondents refused to complete the entire questionnaire, all those who started completed it. There are no inactive e-mails as a result of a preliminary survey on the participation of journalists in the survey. The data survey was used for the online survey tool "Google Survey", which is part of the virtual environment for creating forms - Google Forms.

The sample includes journalists from all types of media (national and regional; private and public; dailies, weeklies, magazines, radio and television channels, information sites and agencies), national and regional private and public dailies, magazines, radio and television weekly channels, information sites and agencies - in order to fully present all of national and regional importance and other currently not working, or working in both types of media.

In summary, the sample covers 60 respondents from the capital - 30%, 128 from regional centres - 64%, 11 from cities with a population of up to 60,000 people - 5%, and 2 from villages - 1%. One respondent did not indicate the size of the settlement where they work. This result shows the diverse palette of respondents, because almost half of the media in Bulgaria are concentrated in the capital, and entire regions in the country have a single newspaper, somewhere - two media.

The general population consists of 202 effectively surveyed adult Bulgarian citizens (working in the media or freelance), which makes the sample representative of the country.

Table 1. Distribution of the surveyed persons by the size of the settlement where they work.

<i>Type of settlement</i>		<i>Number answered</i>	<i>%</i>
1	The capital	60	29.8
2.	Regional centre	128	63.2
3.	A city with a population of up to 60,000 people	11	5.5
4.	The village	2	1.0
5.	He did not specify the size of the settlement where he works.	1	0.5
TOTAL		202	100

In order to achieve maximum accuracy in the survey of the general population, in view of the specificity of the information obtained from the survey, a restriction was introduced, which refers to the target group - journalists, reporters, photojournalists, editors-in-chief, media managers, correspondents, columnists, managing media, publishers, media owners or freelance journalists in media in Bulgaria and Bulgarian

media abroad. These are respondents who cover all professions in the media that have a degree of copyright competence.

The questionnaire consists of four panels of questions - closed, semi-open and open questions, prepared and formulated in accordance with the sub-objectives of the study, arising from the main goal, and are presented in detail in the next passage. **The first panel** is aimed at establishing the knowledge and awareness of the respondents on the issues of copyright of journalistic materials and intellectual property in the media. **The second panel** covers questions registering the attitude of the respondents to the practical application of copyright policy in the media institutions. **The third panel** covers issues related to the proposed academic and continuing education on the issue of intellectual property protection in journalism programs. **The fourth panel** covers issues aimed at acquiring demographic information and information about the educational and professional experience of the respondents.

The survey was conducted with anonymity guaranteed. All respondents were informed about the purpose of the survey, the procedures for data collection and storage, the protection of the information provided, the disclosure of the results and participated voluntarily.

The predominant group of respondents in the survey are representatives of the guild in electronic media (38%); the male-female ratio is 41% to 59%; and by age characteristics - the group between 40 and 50 years (29%) and 50 and 60 years (28%) and 30 and 40 years (19%) respectively with over 20 years of experience in specialist institutions (49%) and between 10 and 20 years of experience - (32%).

There were no difficulties in collecting the data, if we exclude the high workload of the respondents, due to which the term for filling in the survey was longer - three weeks. In the answers of four respondents it is noticed that they indicated age over 100 years. But the other 40 questions were readily responded to and answered everywhere.

The registered parameters of the responding respondents correspond to the characteristics of the studied target groups as follows:

- 1 The level of knowledge and awareness about the problem - intellectual property (questions from the questionnaire № 1 - № 8, (10 - № 13 incl.))
- 2 The attitude to the problem of intellectual property - questions from practice (questions from the questionnaire № 14 - (30 incl.))
- 3 Training in intellectual property (questions from the questionnaire № 31 - № 34 incl.)
- 4 Demographic information (questions from the questionnaire - 34 - № 40 incl.)

As we have already emphasized, the predominant number of respondents who completed the entire survey is from regional centres, with lower participation registered by representatives of cities with a population of up to 60,000 people and only two from villages. This fact is explained by the fact that in the modern media environment journalists in the regional centres, respectively in the regional media, daily encounter issues of copyright in the performance of their daily professional activities. These authors greet the present study with interest and a strong commitment to the needs of the journalistic community. Secondly, the fact that the majority of respondents are from the regional media highlights the decentralization of the mass media system - a process that began immediately after the social and political change in 1989.

The survey - question 34. - You are a man / woman, confirms the trend that in Bulgaria women reporters are more than men, i.e., the profession is feminized, which contradicts world statistics, according to which more men predominate in the profession. The ratio of male to female respondents is 41% to 59% (83 to 118) - in favour of the fairer sex in the media space, despite the intense and exhausting rhythm of work that affects their personal lives. Feminization is a fact, probably because women are more adaptive mentally.

Respondents of all ages participated in the survey. (See Fig. 1) In the answers to question 35. from 50 to 59 years old and those from 40 to 49 years old are the most active, respectively 28% (57) and 29% (59), followed by 30- to 39-year-olds. 39-year-olds - 19% (39), 60-69 years - 14% (28). There are respondents aged 70+ and 20-29 - 4% each (8); and only 2% are 18-19 years old. The youngest respondent is 18 years old, the oldest - 73 years old. The fact that most of the respondents are middle-aged shows that, based on their professional experience, they are looking for ways to rethink certain statements in their work, to broaden their horizons, to find a new direction from each situation, to build a future.

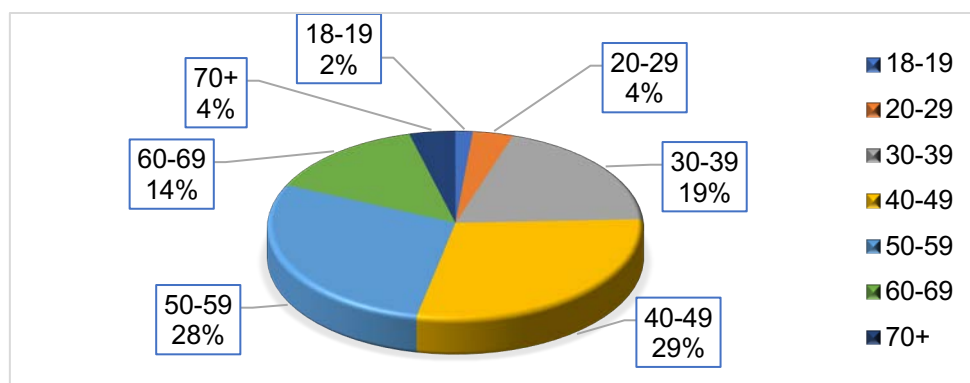


Fig. 1. Distribution of respondents by age

The fact above is confirmed by the result in the answer to about the length of service of the respondents. The largest percentage of respondents are journalists with long experience - 49% of respondents (99) have more than 20 years of experience, 32% (65) have worked for more than 10 years, less than 10 years, but with more than 5 years of experience are 11% (22). The rest with less than 5 years of experience in the profession are only 8%. This confirms the statement that labour productivity is closely related to the experience gained from the work performed. And efficiency increases with the accumulation of additional knowledge and experience and the acquisition of practical skills so that professional ideology can influence the content of the media.

The representative sample of the participating respondents - (Fig. 2), working journalists such as reporters, photographers, correspondents, freelance journalists, media owners - manager, manager, includes from all groups - 43% (87) are those who work on profession daily, 31% (63) are freelancers.

It is noteworthy that 13% (26) of the respondents were managers - publishers or media owners, and as many as 13% (26) answered that they work as journalists. I.e., in 13% of the cases, media owners also work as journalists in their own media and thus attract readers, i.e., there is a merger of positions and positions. This is another proof that public life allows for liberalization and entrepreneurship. And the possibilities for experiments are limitless.

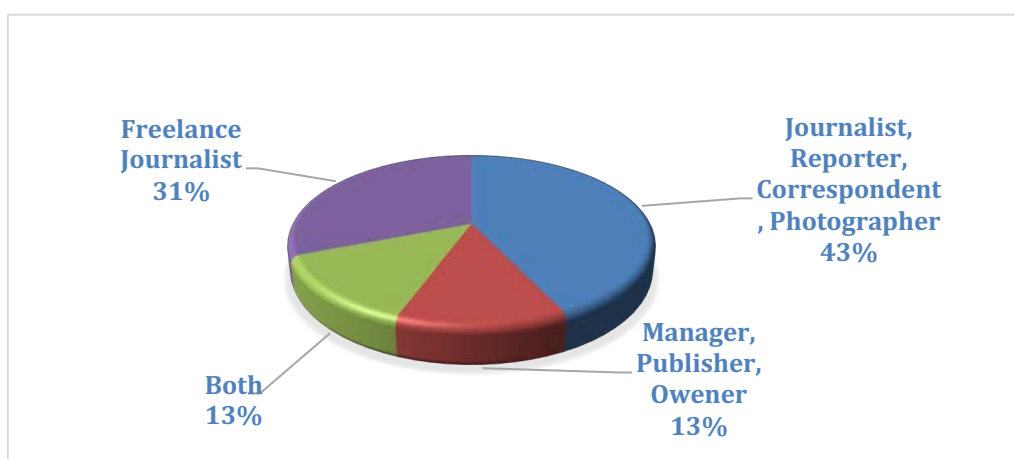


Fig. 2. Distribution of the respondents by current job position

The traditional media lose in the competition with the electronic, the so-called "new" media. Only 10% (20) of the respondents work in traditional media; 38% (76) - in electronic, 26% (53) combine journalism in traditional and electronic media. 26% (53) answered that they do not work in either type of media. 26% work in two different media at the same time, which confirms the liberalization of the mass media. The fact that only 10% work for traditional media is proof of the fundamental change that the press is undergoing. 31% of the respondents are freelance journalists, without specifying what employment relationship they have with the employer. It is clear that it is not an employment contract. Given the specifics of working in the media, this percentage implies employment on a civil contract, part-time work and very often unpaid work.

The main issues on the topic are organized in three panels out of the demographic panel. **The first panel of the survey** includes questions related to the level of awareness and the attitude of the respondents to copyright. In this analysis we will point out only some of the questions which are a key point for it.

Question № 1 “ To what extent are you interested in copyright issues?” From the questionnaire allows respondents to assess their own level of awareness on copyright issues. The results are presented in Table № 2. The column labelled 1 corresponds to "I am not aware at all" and the column 5 corresponds to "very high level of awareness". The results show that 37% (75) of the respondents rate their awareness as high. 22% (44), who rate their awareness as very high, and 33% (67) - average. 7% have low interest (14) and 1% have no interest (2). This is a fact that gives hope that after training or a series of trainings these respondents can fall into the column already "well / high interest and well acquainted".

Table 2. Degree of awareness on copyright issues

Question	1		2		3		4		5	
	No.	%	No.	%	No.	%	No.	%	No.	%
To what extent are you interested in copyright issues?	2	1	14	7	67	33	75	37	44	22

Impressive is almost the same number of respondents that they are moderately interested - 33%, and highly interested - 37%, and those who consider their level of interest very high are 22%. Respondents said they had little interest, only 7%.

Regarding the answers to question 2 . "What do you know about copyright", 52% (105) of the respondents answered that they are familiar to some extent. Only 27% (55) are well acquainted with copyright, 15% (30) admit that they have little knowledge of copyright. This is an encouraging fact, because after a training or a series of trainings, these respondents can fall into the "I am well acquainted" column. A curious fact is that 3% (6) say they know nothing and 3% (6) know everything.

To question 3. "Which is the institution engaged in copyright in our country?" the respondents hesitated between the Patent Office and the Ministry of Culture, respectively 40% (81) answered each. 7% (14) marked the answer "Others", which indicates ignorance. 13% (26) identify the Ministry of Justice, which shows their low level of awareness regarding the issue, which is a worrying fact.

To question 4. "Does your profession require knowledge and information in the field of intellectual property", 67% (136) of the respondents believe that the profession they practice in the media requires knowledge in the field of intellectual property. 14% (28) believe that knowledge should be as large as possible, 11% (22) - minimum. 6% (12) believe that they do not need to know what intellectual property is because their profession does not require it, and 2% (4) are not interested in this issue at all.

This result confirms the statement that journalists are self-critical about their own profession, as a modern and contemporary profession, think and do not put up with mediocrity, seek education. Because the nature of education is often not paramount and professionals are generally not divided along the lines of journalism graduates and other higher education, it is enough to practice a modern and contemporary profession practiced by many well-educated people, who in most cases have devoted themselves to their craft. In the journalistic materials discussed in Chapter Two, such as interviews, reports, commentaries, and journalistic texts, more than half of the respondents stated that they knew which materials were protected by copyright and which were not subject to copyright. The ratio is 55%: 45%, respectively 111: 91.

The second panel covers cases registering the attitude of the respondents to the practical application of copyright policy in the institutions - the media. This panel aims to examine the media copyright policy, what is the practice of applying the existing legal framework.

The questionnaire includes questions from the real practice of journalists. Question 14. deals with six situations - "Downloading journalistic materials from the Internet without knowing whether they are copyrighted", "Downloading graphic material, part of journalistic material without paying a fee", "Downloading part of journalistic material, by paying a fee", "Transferring a copyrighted file via e-mail, Skype, Facebook, Messenger, etc.", "Burning a CD with copyrighted materials". 53% of the respondents in each of the situations indicated that they had done similar actions and had fallen into such situations. 7 - 8% do not know, and 4 - 5% have not thought about it.

Table 3 shows the answers of the respondents, as 1 corresponds to "yes"; 2 - to "no", and 3 to "I don't know" and 4 - to "I haven't thought about it".

From the presented results it can be concluded that the respondents often download and use journalistic materials from the Internet without being informed whether they are copyrighted or not - 53, 5%, which is more than half of the specialists; 35% do not, but 7% do not know, and 4% do not think about it at all. This fact should be used as a very strong motive for the training of specialists who are responsible for the application of copyright policy in the activities of the respective media or to act as consultants in case of emerging issues.

Table 3. Have you ever done any of the following ?

Questions		1		2		3		4	
		No.	%	No.	%	No.	%	No.	%
Share your opinion on the following statements:	Download journalistic materials from the Internet without knowing if they are copyrighted	108	53.5	71	35	15	7	9	4
	Download graphic material, part of journalistic material, free of charge	101	52	75	37	17	8	9	4
	Download part of the journalistic material as a salary fee	38	19	154	76	8	4	1	0.5
	Transfer a copyrighted file via e-mail, Skype, Facebook, Messenger and more.	52	26	114	56	30	15	6	3
	Burn a CD containing copyrighted material	50	25	128	63	15	7	7	3
	Have you used foreign journalistic material to write your article?	83	41	108	53	5	2.5	5	2.5

The percentage of respondents who did not think about the topic unequivocally illustrates the trends in the media: mutual copying, although in practice this leads to indistinguishability of individual publications; exchange of content with social media, as a recipe for success in the battle for readers with all interests / from any target group. This generates a "rating". And no one thinks about the unification of styles, plots, approaches, damage to media diversity and consumer choice in terms of messages, findings, conclusions. The reason for this is the deteriorating collegial environment, unhealthy competition, fragmented departmental journalism, shallow work and the lack of useful specializations.

The fact that a quarter of the respondents use Facebook in their work and with each passing day the social network merges with the media landscape, Facebook is establishing itself as a channel with interesting content for the audience and is an easy source of media content. After finding the "news" on the web, they refine it, supplementing it with reports from the scene, analysis, interviews, comments to a full-blown development. Readers have already shared the initial information and the case information has already reached thousands of users.

Journalists, editors and producers are also users of the social network and through their personal profiles consume and disseminate topics, thus contributing to the publicity of current topics from the ancient order of society and to generating traffic to the media for which they work.

To question 15. "Have you created journalistic materials - works to order, by employment?" 55% of the respondents (111) answered "Yes, I created", 11% (22) - "Yes, but not by employment", 4% (8) - "Yes, without a contract" and 30% (61) " No, I didn't create."

It is noteworthy that 42% (85) of all respondents have never received royalties, 14% (29) - regularly, 17% (34) - never, 8% (16) - rarely, 8% (16) - almost never, 7% (14) often, 4% (8) - very often. (Question 16: "Has the institution where you work ever paid you royalties?").

To question 17. "How regularly does the institution you work for pay you royalties" 30% (61) receive royalties every month, 45% (91) - once a year, 10% (20) - quarterly, 7% (14) - every six months, 5% (10) - daily and 3% (6) - weekly.

The answers to question 18. "Did you ask for additional remuneration for journalistic materials that provided huge media revenues?" show that journalists are not interested in the relationship between media revenues and journalistic materials, because 55% (111) - answered "No", 14% (28) - "Absolutely

not", 8% (16) - "No thought about it", 11% (22) - "Rather not". Only 6% (12) answered "Yes", 4% (8) - "Yes", 2% (4) - "Absolutely yes".

Obviously, the economic priorities of the media industry are not a priority for working journalists. Despite the unprecedented growth of the media market and its over-commercialization, they rely on the public function of the media, and market mechanisms are foreign to them. With the family budget, the repayment of loans and personal financial difficulties, it turns out that they are not considerations with weight and priority in payment. The data also show that the authors impose self-censorship, although there is no imposed institutional control, and this is a prerequisite for dramatic de-professionalization of journalism and distance from the audience. There is another interpretation of the reconciliation of journalists - the media market in our country is small, the guild knows each other and this makes journalists dependent on employers. Or in small towns, traditional media go bankrupt. That is, there is a lack of perspective and alternative. The additional material stimulation and the application of a social policy above the obligatory minimum in the media, as well as the bonuses in money, is an atypical manifestation of luxury, which is found in very few editions - in the big electronic media.

The third panel covers issues related to the proposed academic and continuing intellectual property education in journalism education. The evaluation of intellectual property education is important for the current development, and it is also an important indicator of the ability of our educational system to prepare staff for work in the media. Presumably, journalists are critical of themselves, they point out as a deficit the practical orientation of education, part of which are precisely the issues related to copyright.

77% (156) of the respondents in the survey did not study a discipline concerning the problems of intellectual property protection. 23% (46) said yes. (Fig. 3) to question 31.

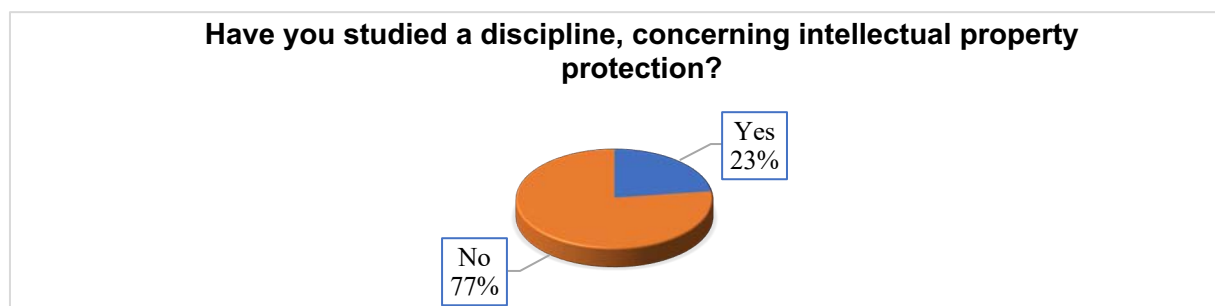


Fig. 3. Distribution of the respondents according to the studied disciplines related to intellectual property

The 46 who indicated in their answers to question 31 that they had studied a discipline concerning the problems of intellectual property protection stated in their answers to question 31-1 that: 63% (127) - "At university", 23% (46) have self-taught, 6% (12) - from "Seminars, conferences, round tables", 4% (8) - "Professional qualification and 3% (7) - "Additional courses" and 1% (2) - from web pages.

The same respondents who studied the issue in the answers to question 31-2. evaluate the educational content in intellectual property as: "Completely satisfactory" - 1% (2), "Satisfactory" - 8% (16), "Absent" - 26% (53), "Sufficient" - 7% (14), "Unsatisfactory" - 38% (77) and "Very unsatisfactory" - 20% (40).

Asked about the need for intellectual property knowledge in the university programs of journalism specialists, respondents said that such knowledge should be present in the curriculum - 78% of respondents said "Yes, required". Their statement is natural and justified, given that in previous questions a large part of the respondents most often defines their knowledge as unsatisfactory or weak. 20% believe that a discipline related to intellectual property should be present, but not as a compulsory subject. The answers in numbers look like this: 78% (158) answered "Yes, obligatory", 20% (40) "Yes, optional", and only 2% (4) - "No".

These findings prove the relevance of the present study and the project concept as a whole, which meets the real needs of the studied target groups and is aimed at stimulating and renewing the relationship: academic education - professional field.

It is clear from the presented results that the surveyed specialists are clearly aware of the need to take concrete actions to acquire knowledge in the field of intellectual property protection and in particular to increase their copyright literacy, awareness and knowledge. We can expand the range of opportunities for this by including qualification courses, as well as qualification courses, as well as online courses, consultations and more. These forms have proven over time their qualities and reliability, the results of

their implementation quickly become a reality. Other forms of informing specialists should not be neglected, especially those that involve remote access and are accessible via the Internet.

4 CONCLUSIONS

From the whole research it is necessary to conclude that the respondents have different interests and any attempt for a recommendation to improve the media environment and expect an effective result from it is likely to be ineffective. That is why action is needed.

The media market is functioning, but there is no system for measuring the circulation of newspapers and magazines. There is no information about the printed circulations, the realized sales are not clear. There is also a lack of clarity regarding public data on the radio sector. The situation is similar with online media and media groups. The interpretation of data on the media audience is also not based on public data. The lack of official and reliable information is a serious obstacle to the transparent functioning of the media industry.

The need for additional trainings and trainings to provide additional qualification is widely shared among journalists. This is a factor that can improve the media environment. Media organizations as private companies limit their costs, in extremely rare cases they organize internal trainings for their staff. And a journalist is a person who strives for self-improvement, ambition, is resilient on the way to gaining authority for himself and for the media. Therefore, the qualifications of the journalists are left in the hands of the journalists themselves - another reason for ULSIT to take over. Journalist organizations hold workshops, meetings, trainings, for example in the field of investigative journalism, fake news, mostly with lecturers from non-governmental organizations, but they are usually in boutique parameters - small formats, small number of participants.

The place of copyright and intellectual property in general in the media is exceptional. It affects the work of authors working in the media and in the journalistic profession. Because the role of journalism in the life of a social organism is important for society, it writes the modern history of the world.

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