Interface Design

Human Centered Design – Creative Commons
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User research: Results of the poll

// Demand for Creative Commons

We interviewed 30 students of different kinds of subjects in study. There are three bigger groups to distinguish: Media Art and Design (10 participiants), Visual Communication (10) and Product Design (5), the remaining quantity of people studied Architecture or Free Arts called Others in this survey . At that the status of graduation were not relevant to this analysis.

15 men and 15 women at the age of 21 to 28 years filled in this one-sided questionaire.

// User behaviour

Question 1

1 User behaviour in general

Did you ever publish your work in the internet?
all particpians in percent %

■ yes
■ no

Did you ever published your own work in the internet or are you an active publisher?

All of the participiants are included and the results presented as pie chart.

Analysis

→ Only two students (6%) declared not using the internet as platform to public their work, instead they made the following statements:**„I am totally against uncontrolled dispersal of my own works in the internet" and „I have nothing what is worthwhile enough to publish at all". two different approaches.**
To reason most of the artists are interested in showing und publishing their work. That means there is a huge need to supply.

Frage 2

Where exactly did you publish your work?

The participiants indicated several possibilities. Our prototype leeds to the question if it is necessary that the files have to be find on different websites at the same time and accordingly if a selection of different websites could be useful. To For this account question 2 is dispersed in two diagrams.
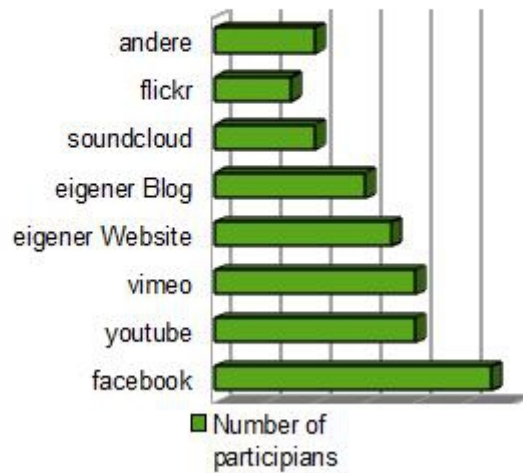

2a Number of used platforms

How many platforms do you use to publish your work?
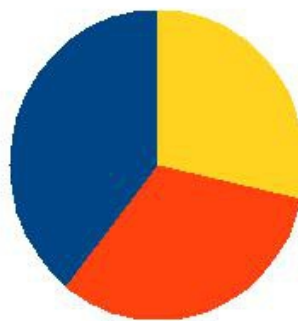
2b Used platforms

Where do you publish your work?

→ Analysis

More than 30% uses merely one platform to upload files, Facebook or the own internet workspace are options for doing this. They utilize equally 3 or more possibilities to present their work. Youtube and vimeo are portals where cinematic material can be uploaded, together with Facebook and their own websites they build the very front of used programs. Therefore our item needs to deal with this internet portals as well as with the media. Other websites which were mentioned are called Deviantart, myspace, twitter und tumblr.
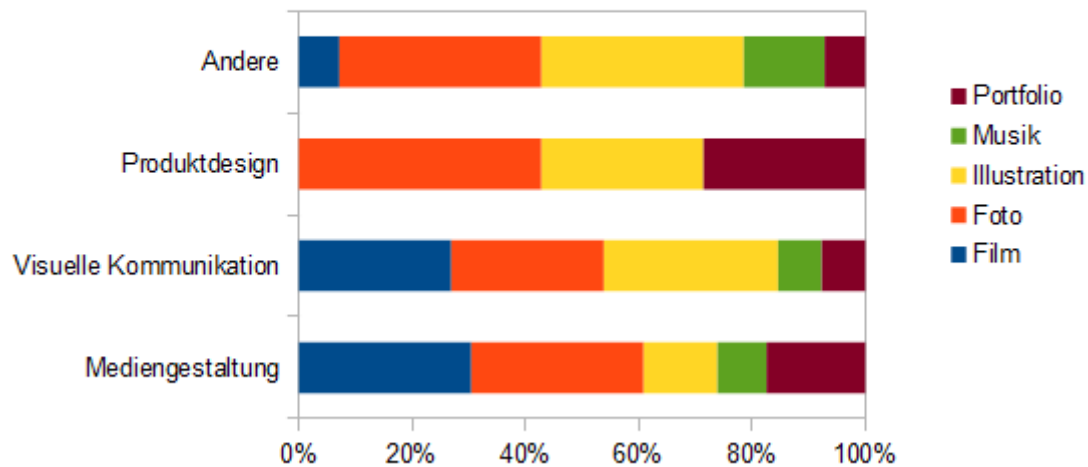
Question 3

Which kinds of media do you publish?

The variety of the published work could be differently oriented on the particular subject of study corresponding to the using of the chosen platform.

3 Veröffentlichte Medien

Welche Art von Medien publizierst du?

→ Analysis

Overall the publishing of photographs looms large besides film and illustration. This media need to be handled first, be published and be saved regarding to the chosen programs of study.
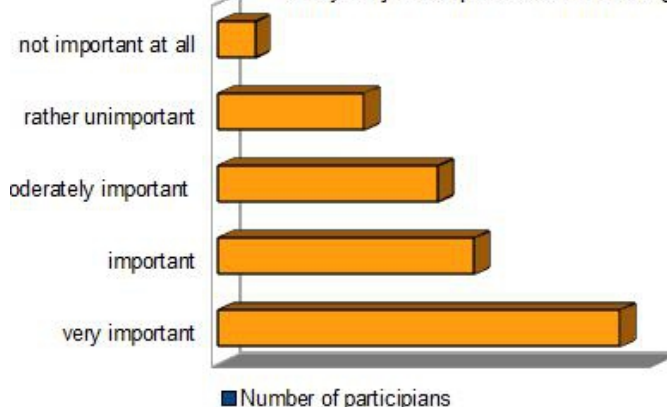
// Importance of attribution

Question 4

How important for you is attributing your work so that other users can identify you as the author and your judicial protection in this regard?

(Examples: Copyright-marks in the credits of videos, water-marks inside a picture etc.)

4 Importance of labelling

How important for you is attributing your work so that other users can identify you as the author and your judicial protection in this regard?
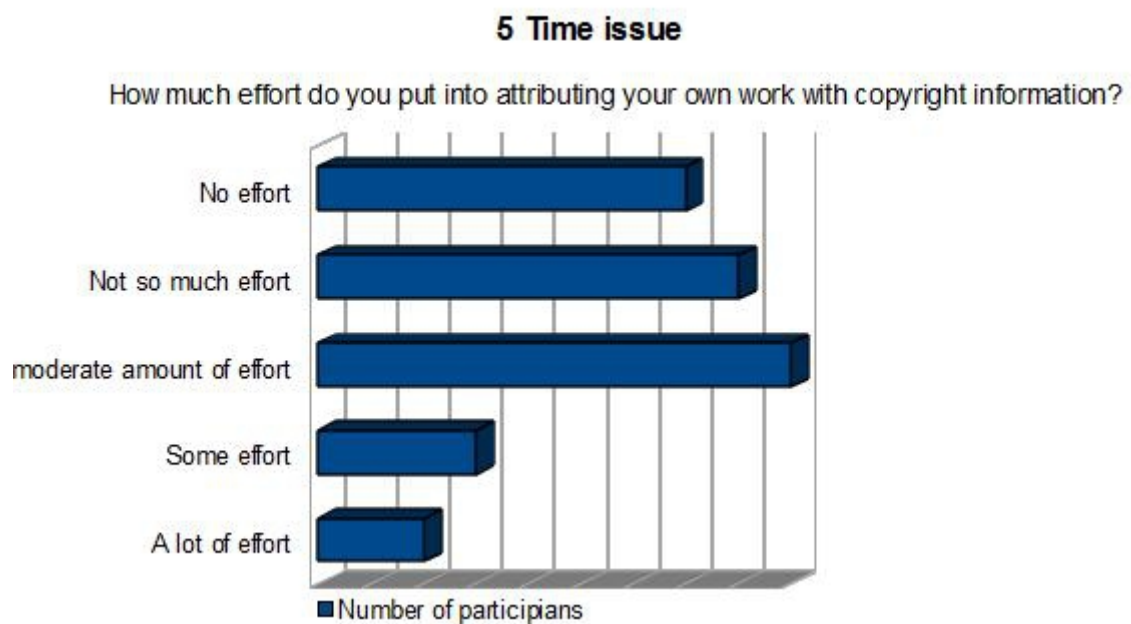
→ Analysis

For more than 75% of participants proper attribution of their work is at least moderately important.

// Time issue

Question 5

How much effort do you put into attributing your own work with copyright information?

5 Time issue

How much effort do you put into attributing your own work with copyright information?

■ Number of participians

→ Analysis

Although the attribution is important to the most of the participians, less till moderate effort is practiced.
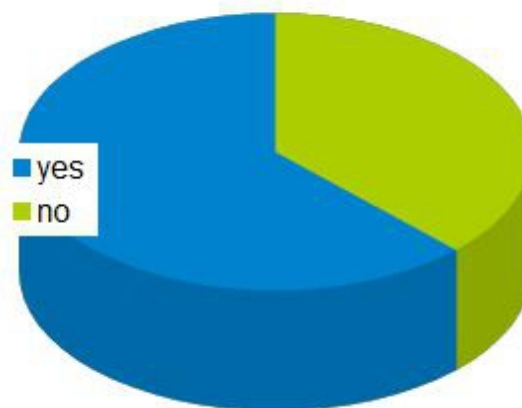
// Knowledge about Creative Commons
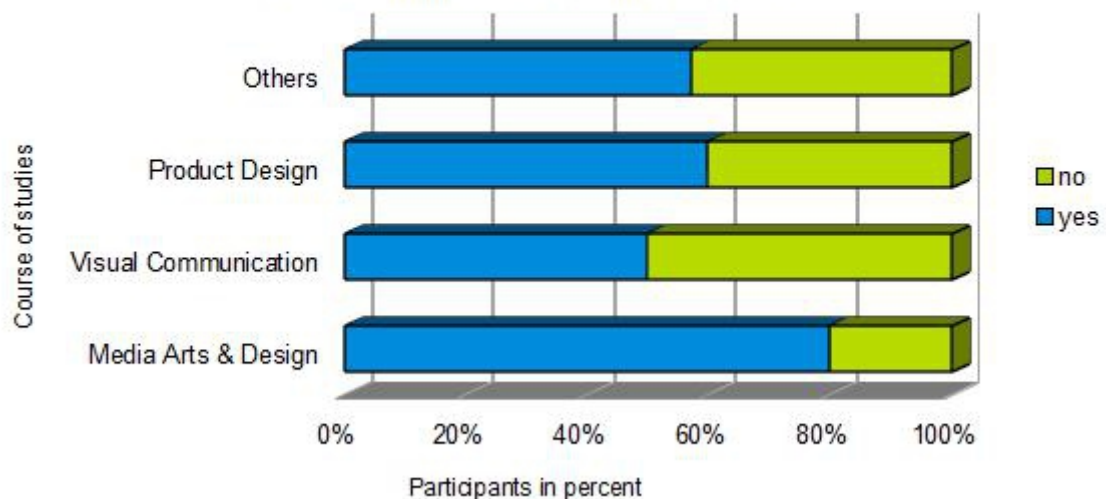
Question 6

Do you know Creative Commons?

6a Awareness level in general

Do you know Creative Commons?

6b Knowledge about CC

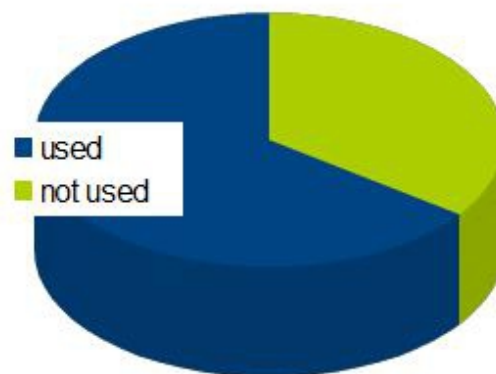Do you know the Creative Commons licenses?

→ Analysis

More than 30% don't know how Creative Commons work or what it implies. The spread of this system by advertisement and mouth-to-mouth-communication is developable and has priority in designing the program.
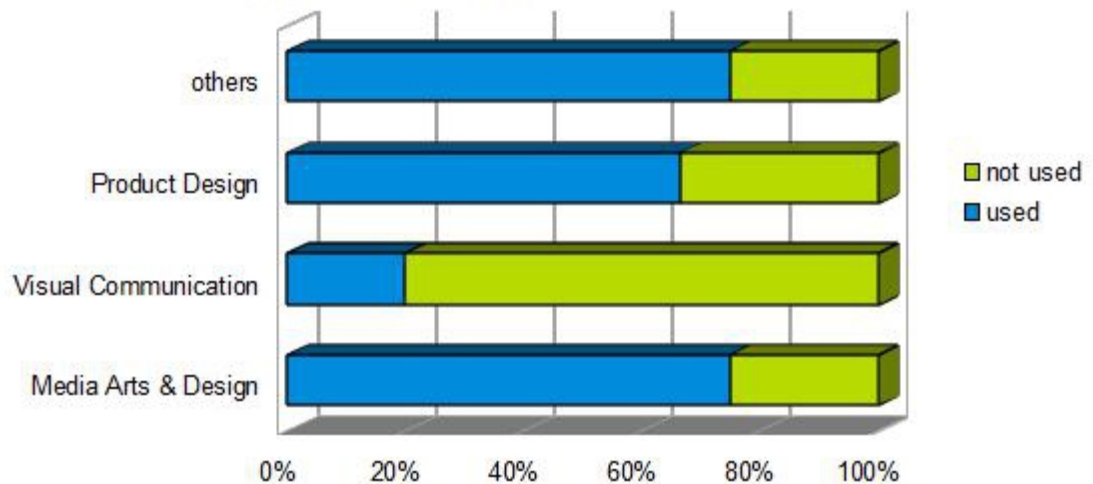
Question 7

Did you ever use Creative Commons?

7a Application of Creative Commons in general

Did you ever use Creative Commons?
All participians in percent %

- used
- not used

7b Application of Creative Commons by subject of study

Do you use Creative Commons-licenses?

- not used
- used

others
Product Design
Visual Communication
Media Arts & Design

0% 20% 40% 60% 80% 100%

From those participants who are aware of CC most of them also use CC -licences. The least diffusion rate of CC license usage was identified in the group of students of Visual Communication.