Addressing Textbook piracy through Global-local Partnerships

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Unequal Access to Academic Knowledge

- Many Undergraduate and Graduate level textbooks have a US or UK origin.

- Emerging markets in the global south is underserved via authorised sources.



Piracy is a double edged sword

Pros

- Helps students with income and infrastructure related access problem get access to scholarly texts.
- Immediate availability

Cons

- Copyright infringement
- No Quality control
- Cybersecurity risk
- Revenue loss

Challenges in fighting Textbook Piracy: Attitude and Access

- Widespread circulation of Pirated works
- Week law enforcement
- Lack of legal access infrastructure

“The insignificant impact of factors from deterrence theory … indicates the weak law enforcement to combat digital piracy in Indonesia” (Hati et al., 2019, p. 114).
“...good legal institutional access infrastructures: where libraries are used and found adequate, less scholarly piracy takes place.” (Bodó et al., 2020)

Challenges in fighting Textbook Piracy: Territorial Rights

The landmark Supreme Court case Kirtsaeng v. John Wiley & Sons, Inc.:

- First-sale doctrine applies to foreign-made books as well as domestic books.

"In essence, the Supreme Court has eliminated territorial rights as a viable concept. All English-language editions will be competing against each other, which means licensing a U.S. edition, a Canadian edition, and an Indian edition is inviting all three publishers to compete against each other on price."
Source: Albanese (2013), Publishers Weekly

Hypothesis:

Expanding global–local publishing partnerships to provide affordable, authorized regional editions could reduce reliance on pirated academic textbooks in developing higher-education markets.

Access is more than a license

From a student’s perspective the questions often asked are-

- Do I know how to find it?
- Can my university's systems actually deliver it?
- Can I afford the format that is available?

What is needed:

- More local editions
- Co-publishing
- Global- local partnerships
- Advertisement and Publicity

Thank you!

References

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