# The Indiana County Historian Program

Training Module # 4:

Research Methodologies and Writing Techniques, Copyright and Fair Use, and Social Media





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# Module 4: Research Methodologies and Writing Techniques

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INDIANA HISTORICAL BUREAU
OF THE INDIANA STATE LIBRARY





#### Historical Research Standards and Methods

- Start with a research question and let the sources guide you:
  - Ex: What strategies did suffragists employ and how can they inform the modern movement for women's equality?
- Don't force the sources to support your hypothesis
- Start with secondary sources, if they exist, for historical context and to see what work has already been done
- Track down sources in the footnotes and bibliographies of secondary sources to begin your own primary source journey



Vincennes Public Library's 1954 summer reading program, courtesy of Knox County Public Library





#### Historical Research Standards and Methods

- As you begin your research, engage in "historical thinking," which involves thinking critically about our claims and sources, and:
  - Considering multiple perspectives
  - Looking at the origins of the source. Does its author have credibility? What are their potential biases?
  - Putting your ideas into context: What was happening at the regional, state, and national level?
    - Ex: Between 1906 and 1930, increasing numbers of European immigrants, Black Southerners, Mexicans, and white migrants
      flocked to The Region looking for work in the steel industry. Rev. Seaman established Gary's City Church in 1926 to meet
      the spiritual, recreational, and social needs of these new communities.





#### Historical Research Standards and Methods

- Getting down to business:
  - Use our handy research checklist to access primary sources, like Hoosier State Chronicles and Archive.org
  - Many public libraries have free access to databases like Newspapers.com
  - If you get stuck, ask a reference librarian or genealogist for help





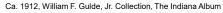


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#### Historical Research Standards and Methods

- Compiling your research:
  - Depends on the project: Excel Spreadsheet, Google Doc, Word Doc, filing system
  - Decide how to organize research: chronologically, by theme, by source type, etc.
  - · Develop a system and be consistent with whatever format you use





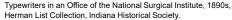




#### Historical Research Standards and Methods

- · Checking in:
  - As you research and compile, assess your hypothesis. Do you need to go in a different direction?
  - Are you still engaging in historical thinking?
  - · Have you been checking your own biases?
  - Are you including multiple perspectives when possible? How does the story shift when you do so?









#### Historical Research Standards and Methods

- Once you conclude the research and evaluation phase:
  - Be able to succinctly explain your thesis and the topic's significance
    - Ex: "Dr. Joseph Ward's significance is two-fold: in an era where African Americans were often excluded from medical treatment, Ward made care accessible to those in Indianapolis and, on a much larger scale, to Southern veterans."
  - Be transparent about what you do not know
  - Approach other scholars or historians for input if you have remaining questions
  - · Decide how to best disseminate your work



Occupational Therapy at Long Hospital, IUPUI Image Collection





# Different Types of Historical Writing & Connecting to Your Audience

- Any piece of historical writing needs to have a thesis statement, or argument, and clearly communicate the topic's significance
- Types of Historical Writing:
  - Scholarly: for an academic press // must be thoroughly-cited // formal tone // put your work into existing historiography (Indiana Magazine of History, Purdue University Press)
  - General Public: should be narrative // engage readers and tell a story/paint a picture //
    tone and citations can be less formal (*Traces*, Indiana History Blog, Historic Indy blog,
    local newsletters)
  - Instructional/Research Note: walks readers through your research process, how it contributes to existing scholarship, and what research still needs to be done (IHS's Black History News and Notes)





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# Different Types of Historical Writing & Connecting to Your Audience

- · Connecting to Your Audience:
  - Choose a publisher that distributes to your intended audience (Jewish History Journal, The Indianapolis Recorder)
  - Write using terminology and tone your audience can relate to
  - Reach out to relevant organizations and see if they'll share your work on their social media pages or newsletters (Local NAACP, Indiana Youth Group, Indiana Women's Suffrage Centennial, Indiana Business Journal)







Delivery boy writing in a ledger, ca. 1900, Cephas M. Huddleston Collection, Indiana Historical Society

#### Writing Tips

- Circle back to your thesis and statement of significance at the end
- Do not data dump. Weave your sources into a narrative
- Use active voice to make the story more engaging and imbue actors with agency
- · Tell the story in their own words:
  - Ex: James Cameron on the surreal moment when he
    was nearly lynched in Marion: "I looked at the mob round
    me I thought I was in a room, a large room where a
    photographer had strips of film negatives hanging from the
    walls to dry... they were simply mobsters captured on film
    surrounding me everywhere I looked."
- · Hyperlink to reputable sources
- · Sprinkle in dates to serve as a guide post



Woman typing at Flanner House in Indianapolis, IUPUI Special Collections, accessed Indiana Historical Society





#### Citing Sources

- Scholarly pieces: provide Chicago Style citations in foot/endnotes, as well as a bibliography
  - · Purdue Online Writing Lab has helpful Chicago citation tool
  - Ex: Ross Federal Research Corporation, "Report to the Advertising Council Concerning Factors Influencing Membership in the Ground Observer Corps," (January 1955): 29, Box 21, Folder "Ground Observer Corps- General 1955," 15A6, James M. Lambie Jr. Records, Eisenhower Public Library.
- General public pieces: you can usually embed sources in the text and then provide a list of further reading
  - Ex: According to an essay in <u>Major Problems in African American History</u>, the Gary convention was the culmination of a series of uprisings in protest of discrimination, which historians refer to collectively as the Black Revolt.





# Training Module 4: Copyright and Fair Use

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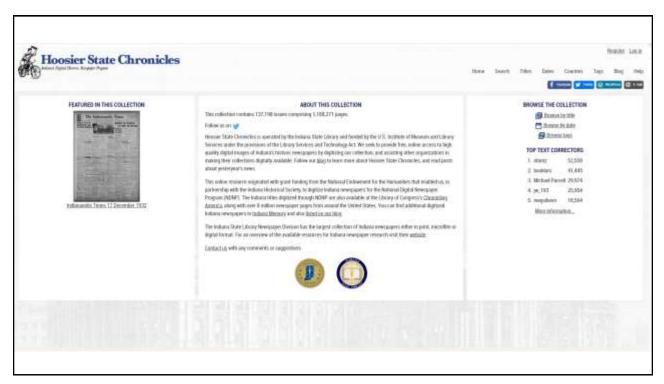
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## Hoosier State Chronicles (HSC) and Indiana Memory (IM)

- Hoosier State Chronicles: State-wide historic digital newspaper program at the Indiana State Library
  - To date, we've digitized over 1.1 million pages of historic Indiana newspapers, of which over 300,000 have gone into the National Digital Newspaper Program Chronicling America database of nearly 14 million digitized newspaper pages from across the county.
- **Indiana Memory**: State-wide digital library for Indiana cultural heritage provided by ISL and over 150 institutional partners.
  - To date, Indiana Memory has over 500,000 items from 419 collections freely available for research.









#### Using HSC and IM for your Projects

- Blogs
- Exhibits
- Social Media Posts
- Podcasts
- Videos





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## Why consider copyright?



- When using images and sources from digital libraries like Hoosier State Chronicles and Indiana Memory, one of the most important things to consider is whether the images are under copyright.
- You could have picked the perfect image, had it approved by your institution, but if you don't check its copyright status, your work could be all for naught.
- A basic understanding of **fair use**, the **public domain**, and **copyright**, and is essential to any research project relying on digital collections.







- I AM NOT A LAWYER!
  - . . . nor have I played one on TV.
- This presentation is only an **educational overview** of what I've learned about fair use and copyright as it pertains to digital collections.
- It is imperative that you consult your institution's legal counsel and/or knowledgeable staff before making any concrete decisions to reproduce any digitized materials for publication.





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## What is Fair Use?



- According to the U.S. Copyright Office, fair use "is a legal doctrine that promotes freedom
  of expression by permitting the unlicensed use of copyright-protected works in certain
  circumstances."
- Fair use allows use of a copyrighted work for a completely different purpose than the copyright holder originally intended, which usually falls in the categories of "criticism, comment, news reporting, teaching, scholarship, and research."
- These protections fall under Section 107 of the Copyright Act.





## What is Fair Use?

- To determine whether or not a use of a copyrighted work is fair use, four general guidelines are followed.
  - "purpose and character of the use"
  - "nature of the copyrighted work"
  - "amount and substantiality of the portion used in relation to the copyrighted work as a whole"
  - "effect of the use upon the potential market for or value of the copyrighted work"





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## What is Fair Use?



- This overview of fair use is not exhaustive.
- Review material on fair use from the U.S. Copyright Office and the Copyright Alliance for more information.





## What is Public Domain?



- Works in the public domain, according to the Stanford University Library, are:
  - ". . . creative materials that are not protected by intellectual property laws such as copyright, trademark, or patent laws. The public owns these works, not an individual author or artist. Anyone can use a public domain work without obtaining permission, but no one can ever own it."





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#### What is Public Domain?



- A work enters the public domain via three avenues:
  - it can't be copyrighted (i.e., titles, names, facts, ideas, government works)
  - the creator of the work places it in the public domain
  - its copyright term has expired





## What is Public Domain?



- All works published in the United States before 1924 are in the public domain.
- Post-1924 works are in the public domain if a copyright claim was never filed from 1924 through 1977 or if the copyright was never renewed from 1924 through 1963.





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#### **Conducting Copyright Research**

- Three resources allow you to complete this research:
  - Catalog of Copyright Entries (1906-1977) (published by the Library of Congress),
  - Public Catalog of Copyright Entries (1978-present) (online; published by the Library of Congress),
  - The Item Itself (Copyright Notice on Item, Time Period, Owner)





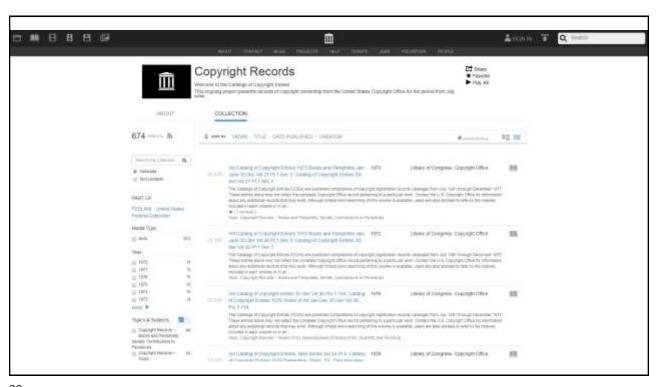
### Catalog of Copyright Entries (1906-1977)

- available at the Internet Archive (www.archive.org)
- readable, PDF format with Optimal Character
   Recognition (OCR), so it is text-and-word searchable.
- Search item by year and type (photograph, newspaper, book, etc.)





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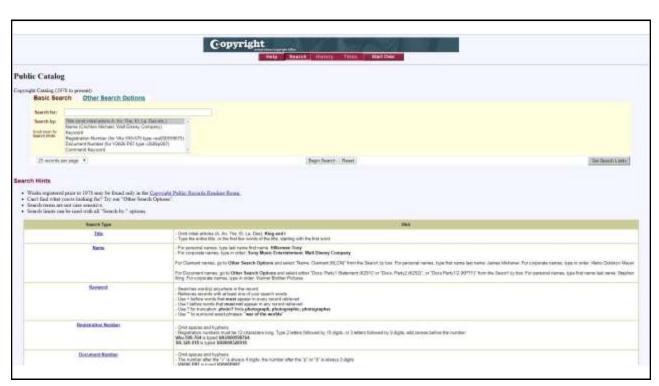


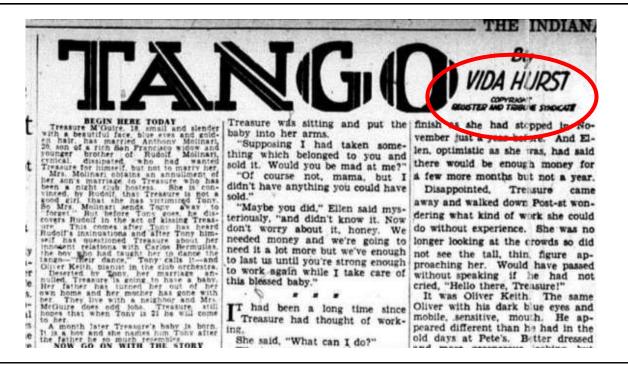
## Public Catalog of Copyright Entries (Online; 1978-Present)

- If you need to check anything after 1977, use the online Public Catalog of Copyright Entries, which covers 1978 to the present.
- This search is much easier than combing through the scanned versions at the Internet Archive.
- If there are copyright renewals, the title will remain under copyright for 95 years after its initial publication date.









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#### The Value of Copyright Research

- Researching an item's copyright ensures that it is free and clear for you to use
- It can also be very rewarding.
- Provides big-picture view of an item you're considering for a project.
- You'll see who its original audience may have been, the kinds of stories they covered, and how it fits in the context of our state's, and the country's, history.





## Training Module 4: Research Methodologies and Writing Techniques

Social Media











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### **Getting Started**

- Game Plan
  - · Why are you using social media?
  - · Identify your target audience
  - · Develop clear, quantifiable goals
  - · Develop a Social Media Policy
- Content
  - Your content should offer your followers something
    - Content should be at most 30%-40% advertisement
  - · Don't reinvent the wheel







#### Get Inspired!

- · Follow other institutions
  - · What works / doesn't work for them?
  - · What can you adapt for your uses?
- · My favorites
  - · Facebook Indiana Historical Bureau
  - Twitter Museum of English Rural Life
  - · Instagram Smithsonian





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### Social Media Platforms -

- Most "formal" writing style
- 1-3 posts per day
- Use photographs!
- Accommodates longer narratives
- Hashtags not as useful







#### Social Media Platforms - Twitter

- 280-character max
- 1-10 posts per day
- · Less "formal," have fun with it!
  - · Abbreviations acceptable
- Format images for Twitter
  - · Canva.com
- Use trending hashtags







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## Social Media Platforms - Instagram

- · Very Image Dependent
  - · Showcase your collections!
  - Tell a story using the images
- Tell a story using images
- 1-2 posts per day
- Utilize hashtags







#### **Engaging Audiences**

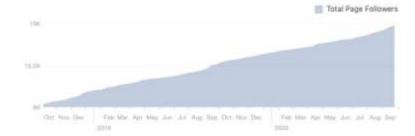
- Produce content that your target audience wants to see
  - Try different approaches and track metrics to see what work
- Be relevant
  - What will your audience connect with?





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## **Tracking Success**







# Questions? Interested in writing for the Indiana History Blog?

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