For professionals in Oil and Gas Extraction, using content is essential for collaboration and staying abreast of regulatory requirements, market shifts, environmental impacts, and more. With constant pressure to reduce costs, optimize performance, and meet rising global demand, the behaviors and attitudes of professionals in this industry regarding content use and sharing have shifted over time as they seek to establish a competitive edge in an ever-changing landscape. The pandemic in 2020 also triggered dramatic changes to where and how employees engage and collaborate using published content. The 2020 Information Seeking and Consumption Study by Outsell, Inc. focused on the speed, volume, and scale at which external content is being shared across Oil and Gas Extraction professionals. Here's what we learned:

**Importance of Content**
Knowledge workers in Oil and Gas Extraction consider 5.8 different print or digital publications critical to their job function.

**Types of externally published content used at work**

- **70.8%** News
- **62.5%** Email newsletters
- **54.2%** Trade or business publications
- **54.2%** Research papers
- **50%** Market research
- **45.8%** Scholarly journals
- **37.5%** Books
- **33.3%** Blogs

**The Velocity of Content Sharing is on the Rise**
Professionals in Oil and Gas Extraction environments report sharing work-related content on average **22.9 times per week with 9 other people**. Considering that **59% of that content is sourced from external providers** such as scientific journals, news sources, and other publications, there is the potential for **more than 114.4 instances of unlicensed sharing per employee per week** if proper permissions are not in place.
Copyright Awareness and Attitudes

Despite efforts to educate employees about copyright, according to Outsell’s 2020 research, 21% of professionals in Oil and Gas Extraction surveyed are either unaware of their organization’s copyright policies or unsure of its details.

While 75% believe their organization takes appropriate measures to provide information and ensure copyright compliance and 87.5% agreed there are serious risks and implications to copyright infringement:

- 83.4% agreed that if they obtain free information on the open web or in print, sharing is permitted.
- 75% agreed that information purchased by their company that they can access in digital form, through portals or in the library, is permissible to share with others inside their organization.
- 66.6% agreed that in competitive, mission-critical or time-critical situations, they will forward any and all relevant information that will help the organization be more competitive.

Impact of Changing Work Environments

During the COVID-19 pandemic, 54% of respondents in Oil and Gas Extraction reported working from home, of which:

- 30.8% reported sharing content more often
- 30.8% reported sharing with more people

Copyright Awareness

Yes, I’m aware of our copyright policy — 79%

4% I don’t think so/unsure

17% I think so, but I’m not sure of the details

Why It Matters?

While the sharing of information with co-workers supports collaboration and drives innovation, the sharing of published information without obtaining the necessary subscriptions, licenses, or permissions also carries enormous potential risk. Ordinary content exchanges that come so naturally in the digital world can increase the risk of copyright infringement, costly lawsuits or settlements, and result in damage to brand reputation.

By taking steps to balance employee reuse of published content with a strong compliance and licensing program, your company can leverage today’s rise in content sharing to help support collaboration and drive innovation.

Access our complete cross-industry report for other global key findings and more information on who we surveyed at copyright.com/outsell.

Learn more

For more information on how to promote collaboration, simplify copyright compliance, and streamline your content workflow, contact us at:

Organizations in the U.S.:

- copyright.com/acl
- solutions@copyright.com

Organizations outside the U.S.:

- rightsdirect.com/mcl
- solutions@rightsdirect.com