

Plagiarism

- ❖ Online "Knowledge Brokers"
- ❖ Dissertation and Thesis Downloads
- ❖ Article Cut & Paste
- ❖ Chat Rooms & E-Mail "Straight A" Clubs
- ❖ Obscure Journal Availability
- ❖ Proving Plagiarism – New Tools for Teachers
- ❖ Defined Policy and Consequences

Notes:

Plagiarism tools and web sites: www.Plagiarism.org, www.TurnItIn.com

Typical online papers may cost \$10-\$20 for Elementary school grades, up to several hundred dollars for High School and College papers.

A Masters Thesis may cost as much as \$2000, depending on subject.

Viruses

- ❖ 400 – 1200 New Viruses Every Month
- ❖ Most are Created and Distributed by Students
- ❖ Damage / Aggravation Determines Success
- ❖ Everyone Is a Target
- ❖ Source and Sender Can Be Determined
- ❖ Liability and Damages Can Be Assessed
- ❖ School Systems Can Be Held Accountable

Notes:

Virus Information and Notification Site: Symantec Antivirus Research

Center (SARC) www.symantec.com This is the parent company for Norton Antivirus® software.

Pornography

- ◆ Multi-Billion Dollar Industry
- ◆ Unlimited Resources
- ◆ They DO NOT Want Kids Accessing Their Sites
- ◆ Barriers to Entry are Available – and Unused
- ◆ School and Library Networks are Vulnerable
- ◆ Parental Involvement is Mandatory
- ◆ Defined Policy and Consequences

Notes:

Microsoft Internet Explorer 5.X – Content Advisor

Surf Watch, Cyber Patrol, Net Nanny, WebGuard, Yahoooligans

Copyright Infringement

- ❖ Enormous Potential for Abuse and Legal Action
- ❖ "Who Will Ever Know..."
- ❖ "Copyright Police" & Digital Tracking
 - ▶ Watermarks
 - ▶ Digital Download Trace
 - ▶ Web Bots & Search Spiders

Notes:

21 *BILLION* copyrighted pages, songs, photos, gif's, and videos on the www.

New *CRIMINAL*, not *CIVIL*, penalties carry *FELONY* convictions.

Ten copies of any copyrighted work, distributed for use, can result in a \$100,000 fine and five years in prison. Consider 1.5 *MILLION* downloads on KaZaA every day.

Internet Copyright Myths

- ❖ No © Symbol Means No Copyright Exists
- ❖ Material On the Net Is Automatically OK to Copy
- ❖ It's Free Advertising and Distribution for the Author
- ❖ Attribution Makes Using the Material Legal
- ❖ Copyrighted Material on a Free Website Is OK to Use
- ❖ Material On the Web is Public Domain
- ❖ I'm a Teacher...Fair Use Protects Me

Notes:

The Hague Accords (1998) give copyright protection the instant material is created and saved in any retrievable format. A © symbol is not required.

Attribution or author credit provides NO protection from copyright rules.

Failing to include author or publisher metadata may yield additional penalties.

Fair Use Doctrine allows limited use of copyrighted material for Research, Scholarship, Criticism, Commentary, News Reporting, or Non-Profit Education. Posting a DILBERT cartoon to your school web site is a clear copyright violation...Fair Use will NOT protect you.

Intellectual Property

- ✦ Copyright Law
- ✦ Patent Law
- ✦ Trademark Law
- ✦ Trade Secret Law

Notes:

Copyright Law – Protects original works of authorship i.e., literary works, musical works, dramatic works

Patent Law – Protects new inventions and processes

Trademark Law – Protects words, names, and symbols used by manufacturers to identify products, goods, or services

Trade Secret Law – Protects proprietary information, not generally known, that has been kept secret by its owner as a competitive advantage

“An Intellectual Property Law Primer For Multimedia and Web Developers.”

J. Dianne Brinson and Mark F. Radcliffe © 1996

<http://www.eff.org/pub/CAF/law/ip-primer> (Accessed 6/15/01)

The Five Rights of Copyright Holders

- ◆ Reproduction Right
- ◆ Modification Right
- ◆ Public Performance Right
- ◆ Public Display Right
- ◆ Distribution Right

Notes:

Reproduction Right - Right to copy, duplicate or transform work in a fixed form.

Modification Right - Right to modify work or to create a new work from the old.

Public Performance Right - Right to recite, play, or show the work in a public place or through transmission. Does not apply to sound recordings

Public Display Right - Right to show a copy of the work directly, by film or television, in a public place or through transmission.

Distribution Right - Right to distribute copies to the public.

***Moral Right** - Limits modification or use of the author's name without permission.

Types of Copyright Infringement

- ❖ **Direct Infringement** – Includes Wholesale Reproduction and Distribution of Copyrighted Works
- ❖ **Contributory Infringement** – Knowingly Encouraging Infringing Activity
- ❖ **Vicarious Infringement** – Violation Occurs When Manager Has the Ability to Supervise Users, but Chooses Not to for Financial Benefit

Notes:

Direct Infringement – Reproduction and distribution of copyrighted works.

Contributory Infringement – Knowingly encouraging infringing activity.

Vicarious Infringement – Violation occurs when a manager has the ability to supervise users, but chooses not to.

Getting Permission

- ❖ Public Domain Material is Free of Copyright
- ❖ The Copyright Clearance Center – Books, Magazines
- ❖ Media Image Resource Alliance – Photos, Gifs
- ❖ United Media – Cartoons, Newspapers
- ❖ Universal Press - Cartoons, Newspapers
- ❖ ASCAP – BMI – Music, Recordings, Compositions
- ❖ Harry Fox Agency – Mechanical Rights for Music
- ❖ Motion Picture Licensing Corp. – Film, Video Clips

Notes:

The Copyright Clearance Center – www.copyright.com

Media Image Resource Alliance – www.mira.com

United Media – www.unitedmedia.com

Universal Press – www.uexpress.com

ASCAP – www.ascap.com

BMI – <http://bmi.com>

Harry Fox Agency – www.nmpa.org/hfa.html

Motion Picture Licensing Corp. – www.mplc.com

Recommendations

- ❖ Set System-Wide Ethical Use Policies
- ❖ Monitor Student Publications and Web Sites
- ❖ Post Internet Rules In Every Classroom
- ❖ Register Your Site Under DMCA (\$30.00)
- ❖ Include Parents In Internet Use Briefings
- ❖ Get A Personal E-Mail Address
- ❖ "Clean Up" Your Hard Drives and Servers
- ❖ *Logon to ETHIX* - www.ethix.org

Notes:

ETHIX – The Institute for Business, Technology & Ethics – www.ethix.org

