Digital Contents

Michael Rahni, PhD
Associate Professor, Computer Application and Office Technology
rahnimk@lavv.edu
Definitions
data
What is collected

information
Processed Data (useful, in-time, affordable, meaningful)
knowledge
What is learned and can be used / applied

digital
signals or data expressed as series of the digits 0 and 1, typically represented by values of a physical quantity such as voltage or magnetic polarization
digital content

any type of content that exists in the form of digital data. Also known as digital media, digital contents stored on either digital or analog storage in specific formats
Plagiarism vs. Public Domain

Plagiarism is the act of falsely claiming to be the author of material actually authored by another. That claim may be overt or implied (by failing to cite the actual author) and may involve an entire work or a portion of one work incorporated into another work.
Copyright infringement

Occurs when a person engages in unauthorized use of another’s copyrighted material in a manner violating the copyright owner’s exclusive rights, regardless of whether proper attribution is given.
Public Domain

The public domain comprises a body of knowledge and innovation over which no person or other legal entity can assert proprietary rights. Certain federal (not state or local) materials and databases of facts do not receive copyright protection, e.g., military journalism, federal court opinions, committee congressional reports and census data.
Technological Protection Systems

The 1996 World Intellectual Property Organization (WIPO) Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT) (collectively the WIPO Treaties) require signatories to provide “adequate legal protection and effective legal remedies against the circumvention of effective technological measures.
Technological Protection Systems

The U.S. legislation implementing the WIPO Treaties, the 1998 Digital Millennium Copyright Act (DMCA), generally divides technological measures into measures that prevent unauthorized access to a copyrighted work and measures that prevent infringement of a work.
Technological Protection Systems

The term technological protection system is generally used to a range of technological methods to control unauthorized access to and copying of digitized copyrighted works.
Core Technologies

- Encryption
- Digital Watermarking
- Digital Rights Management (DRM) Systems
- Trusted Computing
- A trusted computer system
- Rights Models and Rights Expression Languages
- DRM Architecture
Exceptions for Libraries

• Section 108 of the Copyright Act provides limitations on exclusive rights of the copyright holder in favor of libraries. This section permits certain libraries and archives to reproduce and distribute portions of copyrighted works on a limited basis. With that permission comes responsibility. Libraries must include copyright notices and seek to prevent infringement by its patrons.

• To qualify for the infringement exemptions with respect to teaching in the digital distance education classroom, faculty must:

  • (i) provide notice to students that materials used in connection with the course may be subject to copyright protection; and
  • (ii) use technology to reasonably:
    • a. limit access to copyrighted works to students currently enrolled in the class;
    • b. limit access only for the time period necessary to complete the class session;
    • c. prevent further copying of copyrighted works; and
    • d. prevent further distribution of copyrighted works.
Fair Use

• Section 107 of the Copyright Act provides limitations on the exclusive rights of copyright holders.
• Those limitations are commonly referred to as “fair use.”
• The provisions of sections 106 and 106A, the fair use of a copyrighted work, including such use by reproduction in copies or phonorecords or by any other means specified by that section, for purposes such as criticism, comment, news reporting, teaching (including multiple copies for classroom use), scholarship, or research, is not an infringement of copyright. In determining whether the use made of a work in any particular case is a fair use the factors to be considered shall include:
  • the purpose and character of the use, including whether such use is of a commercial nature or is for nonprofit educational purposes;
  • the nature of the copyrighted work;
  • the amount and substantiality of the portion used in relation to the copyrighted work as a whole; and
  • the effect of the use upon the potential market for or value of the copyrighted work.”
• The fair use exception to copyright is not a blanket exception for educational use. The four-factor test must be used to determine whether fair use applies.
Face-to-Face Teaching

• Under the Copyright Act, instructors are permitted to perform or display copyrighted materials during a face-to-face classroom activity.

• This exception does not permit instructors to distribute or copy copyrighted materials, only to perform or display.
Distance Learning and the TEACH Act

• In 2002, Congress passed the Teaching, Education, And Copyright Harmonization Act (“TEACH Act”).

• The TEACH Act expanded higher education’s ability to perform and display copyrighted works in digital online instruction.

• As an amendment to copyright law, the TEACH Act allows educators to transmit copyrighted works without permission from the copyright holder, provided certain conditions are met.

• The TEACH Act creates a safe harbor for institutions.

• Individual instructors who commit copyright infringement remain liable under the TEACH Act.
Steps in Creating Digital Data

• Define your purpose (objective)
• Define your target audience
• Choose the software and platform
• Create
• Test
• Protect
• Distribute
Important Consideration in Using Existing Digital Contents

- Ownership Rights
- Link or Embed
- Write to Use and to Distribute
- Platform(s) Selection
- Downstream or save and distribute
- Open Source
Recommendations

• Determine the purpose.
• Create useful, quality content.
• Promote content on social media.
• Utilize photos and multimedia.
• Implement an SEO program.
• Track and analyze content.